King County Metro 2006 Metro Rider / Non-Rider Survey Final Report

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King County METRO

We'll Get You There

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Executive Summary

Introduction

Objectives

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

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

Methodology

The 2006 Metro Rider / Non-Rider Survey is based on a random telephone sample of 2,450 King County residents, aged 16 and older. The sample was stratified by geographic regions – Seattle / North King County, South King County, and East King County – and an approximately equal number of interviews
(*n* = 800) was completed in each region. In addition, the sample was stratified by ridership – Regular Riders and Infrequent Riders / Non-Riders. An approximately equal number of Regular Riders and Infrequent Riders / Non-Riders (*n* = 400) were interviewed in each geographic area. The weighted margin of error of the entire sample is plus or minus 2.3 percentage points.

Key Findings – Riders and Ridership

Incidence of Households with Riders

A primary purpose of this research is to measure household ridership incidence – defined as the percent of households within King County that have one or more Regular Riders (those who rode five or more times in the 30 days prior to the survey), age 16 and older, living in the household. The base for this analysis was changed in 2006 to provide a more reliable estimate of the total number of households in King County that have one or more Regular Riders or Infrequent Riders.

In 2006, more than one out of four (26%) King County households had at least one Regular Metro Rider. This figure has held relatively steady over the years. There are an estimated total of 196,961 King County households with one or more Regular Riders in the household.

- ~ Twelve percent (12%) of all King County had one or more Infrequent Riders. Again, this is nearly the same as in 2005 but has varied over the years.
- ~ Sixty-two percent (62%) of King County households have **no** Metro riders.

Rider Characteristics

Regular Riders take an average of 23.5 trips per month, up somewhat from 2005 (22.8 trips) but still significantly less than the peak in 2002 (25.0 trips).

Most (46%) Metro riders are long-time riders – riding five or more years. However, more than one out of five (22%) had started riding within the past year.

Thirty percent (30%) of all Regular and Infrequent Riders said they use Metro for all or most of their transportation needs.

- ~ Two out of five (41%) Regular Riders rely on Metro for all or most of their transportation needs – up significantly from 2005 when 36 percent of Regular Riders relied on Metro for all or most of their transportation needs.

Transit Trip Characteristics

Slightly less than three out of five (58%) Regular and Infrequent Riders say that the primary purpose for which they use the bus is to commute to work (50%) or school (8%).

- ~ Use of the bus to commute to work increased steadily between 2002 and 2005 – from 41 percent in 2001 to 55 percent in 2005. It decreased slightly between 2005 and 2006 – from 55 percent to 50 percent, respectively.

Consistent with the extent to which Riders use the bus for commuting, travel occurs primarily during peak times of travel only (21%) or a combination of peak and off-peak travel times (54%).

Over half (54%) of all Regular and Infrequent Riders **do not** transfer when traveling to their usual destination. This figure decreased significantly from 2005 when 60 percent of all Riders did not transfer.

- ~ Average wait time when transferring has decreased over the years – from a peak of 16.9 minutes in 2001 to 13.9 minutes in 2006.

Fare Payment

Cash payments have decreased steadily since 2001 to the point where less than half (47%) of Riders now pay cash fares.

Pass use increased correspondingly to a high in 2003 and 2005 (41%). This figure decreased somewhat between 2005 and 2006 to 38 percent.

- ~ Nearly half (46%) of all pass users have a Puget Pass – continuing an increase noted since 2001.
- ~ Only 13 percent of pass users reported using a U-Pass – remaining significantly lower than years 2003 and earlier. It is nearly the same as in 2005 when this decrease was first noted. U-Pass use has decreased among both Work and School Commuters.

Reflecting the increased age of riders, use of reduced fare permits increased significantly from 2003 – from 8 to 11 percent.

Key Findings – Commuters

In 2006, more than three out of five (61%) survey respondents were 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, with the percentages ranging from as low as 58 percent to as high as 62 percent.

Commute Mode

Nearly two out of three (65%) commuters drive alone to work or school. This is the same as last year, and remains up significantly from 2003 when 58 percent of commuters drove alone to work or school.

- ~ Eighteen percent (18%) of commuters ride a Metro bus to work. This is down significantly from 2003 when more than one out of five (21%) commuters rode the bus. This figure is similar to that in previous years (2001, 2002, and 2005).
- ~ Carpooling / vanpooling also remains down significantly from 2003 when 10 percent of all commuters carpooled or vanpooled. In 2006, 7 percent of all commuters carpooled or vanpooled, the same as 2005. Of those who carpool, nearly two-thirds (63%) carpool with another member of their family.

Work Location

There has been little change in the percentage of Commuters traveling to different areas of the county for work over the years.

- ~ One out of four (25%) Commuters work or attend school in downtown Seattle. Twenty-three percent (23%) work in other areas of North King County.
- ~ Nearly one out of four (23%) Commuters work or attend school in South King County. The percentage of commuters working in South King County has decreased significantly from its peak of 22 percent in 1998. In more recent years, this figure has been fluctuating.
- ~ More than one out of five (22%) Commuters work or attend school in East King County.

Nearly three out of five (58%) Commuters live and work in the same area of King County. This is the same as in previous years.

More than four out of five (81%) Commuters who ride the bus to work or school commute to North King County – 55 percent commute to downtown Seattle.

Travel Time and Distance

Overall, nearly half of all Commuters (47%) drive 10 or more miles to work or school. On average, Commuters travel 11.2 miles from their home to work or school – similar to last year.

- ~ The percentage of travelers driving more than 20 miles to work or school increased significantly between 2001 and 2002 – from 15 percent to 19 percent and has stayed consistent for the following years. In addition the percentage of travelers driving between 10 and 19 miles also increased significantly between 2003 and 2005 – from 27 percent to 31 percent, respectively; it slightly decreased this year to 28 percent.

Travel times increased steadily over the years between 2001 and 2005 – from 24 to 28 minutes.

- ~ In 2006, average travel time decreased sharply to 23.5 minutes, the lowest level recorded. Despite this decrease, 26 percent of all Commuters continue to have commute times in excess of 30 minutes.

Parking Subsidies

More than three out of five (63%) employees have free parking available – either provided by their employer (60%) or through some other means (3%).

- ~ There has been a small increase in the extent to which employers provide free parking. In addition, after increasing since 2001, there has been a decrease in the extent to which employees have no free or subsidized parking available from some other source – from 31 percent in 2005 to 28 percent in 2006. Given the extent to which the availability of free or subsidized parking influences transit use, this trend should be carefully monitored.

Appeal of Using the Bus to Commute to Work

The appeal of using the bus to commute to work is divided between those who find it "very appealing" (19%) to "somewhat appealing" (19%) and those who do not find it appealing (17% "not very appealing" and 48 percent "not at all appealing").

- ~ Those working in downtown Seattle and the rest of North King County are the most likely to say the idea of the bus is at least "somewhat appealing" – 42 percent and 39 percent, respectively.

There has been little change in the appeal of using the bus to commute to work or school over recent years. However, significantly fewer Commuters who drive alone to work find the idea appealing when compared to 2001 – 28 percent in 2006 compared to 36 percent in 2001. This is due primarily to the decrease in the percentage finding the idea "somewhat appealing" – 23 percent in 2001 compared to 15 percent in 2006.

Critical barriers to using the bus to commute to work include concerns about crowded buses and travel time by bus. The availability of free or subsidized parking is also a major barrier.

Personal Travel

Travel Mode

Nearly seven out of ten (69%) King County residents usually drive alone for their personal travel – two percent less than last year. This remains significantly higher than in 2001 when only 60 percent of all King County residents drove alone for their personal travel.

- ~ Use of bus for personal travel continues to be relatively constant over the years. However, compared to last year it increased one percentage point, while the percent for driving alone decreased two percentage points. Use of Metro for personal travel remains significantly lower than in 2003.

Appeal of Using the Bus for Personal Travel

The majority of those who do not currently use the bus for personal travel do not feel that the idea of using the bus is appealing – 36 percent feel it is "not at all appealing" and 27 percent feel it is "not very appealing."

- ~ Regular Riders who do not use Metro for their personal travel and who live in North King County are the most likely to find the idea of using the bus for these trips to be "very appealing" (22%) or "somewhat appealing" (39%) – 61 percent total appealing. In addition, Infrequent Riders who do not use Metro for their personal travel and who live in North King County also find the idea of using the bus for these trips to be "very appealing" (24%) or "somewhat appealing" (40%) – 64 percent total appealing.

Customer Satisfaction

In 2006, 93 percent of all Regular and Infrequent Riders were satisfied with Metro. After seeing the percent "very satisfied" increase significantly between 2001 and 2005 – from a low of 44 percent in 2001 to 55 percent in 2005 – there has been a significant decrease in the percent "very satisfied" in 2006, to (48%).

- ~ This is the second lowest percentage of Riders indicating they are "very satisfied" recorded since 2001 –when only 44 percent were "very satisfied."

Riders are most satisfied with personal safety waiting for the bus in the daytime (70% "very satisfied"), the safe and competent operation of the bus (69%"very satisfied"), and the ability to get information on Metro's routes and schedules (69% "very satisfied").

Riders are least satisfied with wait time when transferring (26% dissatisfied), travel time by bus (26% dissatisfied, cleanliness of bus shelters (22% dissatisfied), and personal safety waiting for the bus after dark (19% dissatisfied).

- ~ Dissatisfaction with travel time by bus and the cleanliness of bus shelters has been decreasing over the years.

A new set of questions was added this year to measure the extent to which citizens had a problem with a specific area of service and to make use of NWRG's proprietary CSMPactor™ model, which is based on the premise that customer (rider) satisfaction can be improved by identifying those key areas of contact where riders have contact with any single element of service and that contact can translate into a negative or positive experience.

- ~ One out of five (19%) Metro Riders had had no problems with service in the past three months. On average riders had experienced 3.4 specific problems with service in the three months prior to the survey.

This new analysis identified that the areas that potentially have the greatest impact on customer satisfaction include (listed in order of potential impact): on-time performance, travel time by bus, frequency of service, cleanliness of bus shelters, availability of seating on the bus, where bus routes go, inside cleanliness of buses, and the number of stops the bus makes.

- ~ Three other aspects of service potentially significant impact on a subset of customers wait time when transferring (for the 46% of riders who transfer), ability to get parking at a park-and-ride lot (for the 29% of riders who use park-and-ride lots), and Safety on the bus related to the conduct of others and while waiting for the bus after dark (for the 21% of riders who ride in the evenings).

Special Topics

Awareness of Metro Services

Nearly all (98%) respondents were aware of one or more Metro services. On average, they are aware of more than five out of the eight services measured.

- ~ King County residents are most aware of Park-and-Ride lots – 93 percent, followed by the service to special events (81%) and vanpools (80%). They are least aware of the Water Taxi service (41%).

Image of Metro

Overall, people tend to have a relatively positive image of Metro Transit – with all descriptors receiving a rating higher than four – the mid-point on the seven-point scale used.

- ~ The descriptors with the highest ratings were *professional* with a mean of 5.26 and *courteous* with a mean of 5.25; even the one with the lowest rating – *innovative* with 4.29 – is within the neutral rating.

Ridesharing

Slightly more than one out of three (36%) Work Commuters said they have tried to find partners with whom to carpool or vanpool.

- ~ The majority (54%) sought help from their friends or co-workers (49%) or from family members (5%) in their efforts to find a carpool or vanpool partner. A significant number (17%) worked directly with their employer and/or their employer's transportation coordinator. One out of ten (10%) used rideshareonline.com.

Park-and-Ride Lots

As in 2005, nearly three out of ten (29%) King County residents used a park-and-ride lot in the past year. This remains significantly lower than 2003 when 32 percent of all King County residents used a park-and-ride lot in the previous year.

- ~ East King County residents are nearly twice as likely as South King County residents (49% compared with 26%, respectively) and more than two and half times as likely as North King County residents (49% compared with 18%, respectively) to use park-and-ride lots.

Technology Access / Use

Nearly all (93%) King County residents have access to a computer, slightly higher than in 2005 when 90 percent had access.

- ~ Eighty-nine percent (89%) have access to a computer at home, significantly more than in 2005 when 83 percent had home access. Access to computers at home is increasing for all segments, but the greatest increase is among Non-Riders – 90 percent of whom now have home access compared to 84 percent in 2005. However, more than four out of five (84%) Regular Riders have access at home – up from 80 percent in 2005.

Nearly three out of five (57%) King County households have someone in the household with a laptop computer with wireless Internet access – up significantly from 2005. Forty-five percent (45%) of all King County residents personally have a laptop computer with wireless Internet access, up from just 33 percent in 2005.

- ~ Interest among Regular Riders and Infrequent Riders in accessing the Internet with their laptop while riding the bus were evenly split with just under half (49%) saying they would use wireless access on the bus and just over half (51%) saying they would not.

Information Sources

Metro's web site now appears to be the primary source of information about Metro, with nearly three out of five (56%) King County residents using the site.

- ~ This is up significantly from 2005 when 48 percent of all King County residents used Metro's site and from 35 percent in 2003.

In general, persons who used rider information line are satisfied with the service with the weekday service (87% satisfied) and weekend service (74% satisfied). A significant number (21%) had no opinion of the Saturday service, most likely because they do not use or need the service on weekends.

Two out of three (67%) web site users have used Metro's system map.

- ~ System map users are generally satisfied with the map – 47 percent "very satisfied" and 38 percent "somewhat satisfied."

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Study Background & Objectives

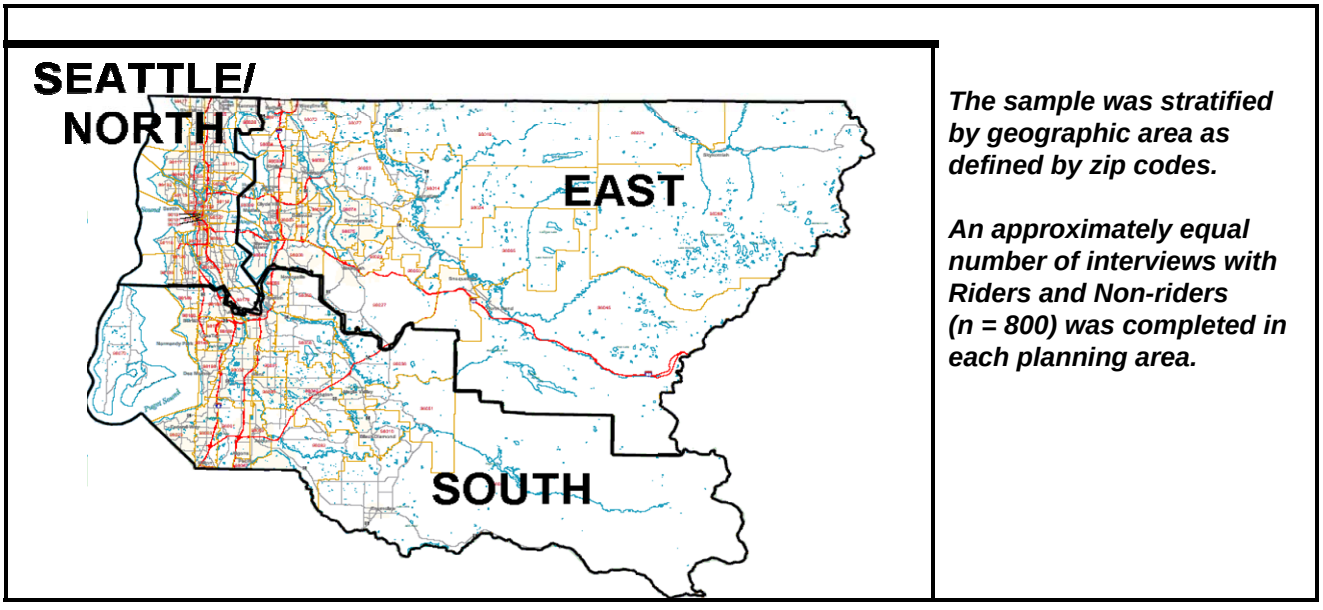
King County Department of Transportation Transit Division (King County Metro) has conducted a telephone survey of transit Riders and Non-Riders almost every year for more than 25 years. The study has ranged in scope and size from as few as 1,000 respondents in 1995 to more than 7,000 respondents in 1994.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

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

Similar to previous studies, the 2006 study includes detailed data on ridership, travel and commute patterns, general characteristics of Riders and Non-Riders, barriers to taking the bus on a more frequent basis, and satisfaction with various elements of bus service. Questions are added and/or deleted each year to address the special issues Metro is facing and/or to gather insight into the future changes in travel behavior that will need to be addressed. Specifically, the 2006 survey included questions to address Metro's marketing goals, awareness and use of vanpool / ridematch services, sources of information about Metro, use of the rider information telephone line, and interest in wireless access on buses.

The 2006 Metro Rider / Non-Rider Survey is based on a random telephone sample of 2,450 King County residents, aged 16 and older. The sample was stratified by geographic regions – Seattle / North King County, South King County, and East King County – and an approximately equal number of interviews
(*n* = 800) was completed in each region.

Figure 1: Planning Areas



The sample was stratified by geographic area as defined by zip codes.

An approximately equal number of interviews with Riders and Non-riders (n = 800) was completed in each planning area.

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In addition, the sample was stratified by ridership – Regular Riders and Infrequent Riders / Non-Riders. An approximately equal number of Regular Riders and Infrequent Riders / Non-Riders (*n* = 400) were interviewed in each geographic area. The weighted margin of error of the entire sample is plus or minus 2.3 percentage points. Subgroups have larger margins of error.

Table 1: Final Sample Plan

		Total King	North King	South King	East King
Regular Rider (5+ trips / month)	Unweighted n	1,214	404	405	405
	Precision *	± 3.3%	± 4.9%	± 4.9%	± 4.9%
Infrequent Rider (1 – 4 trips / month)	Unweighted n	159	83	27	49
	Precision *	± 8.0%	± 10.8%	± 18.9%	± 14.0%
Non-Rider	Unweighted n	1,077	323	398	356
	Precision *	± 3.0%	± 5.5%	± 4.9%	± 5.2%
Total	Unweighted n	2,450	810	830	810
	Precision *	± 2.3%	± 3.7%	± 4.2%	± 4.4%

* Precision (a.k.a. margin of error) is the maximum error for any percentage within a particular group. Precision is computed based on the effective sample size within each group.

The sample is also stratified by Rider Status – Regular Rider / Infrequent Rider / Non-Rider.

A minimum of 400 Regular Riders were interviewed in each of the three major planning areas, ensuring adequate sample sizes for reliable sub-group analysis.

Data collection, performed at Northwest Research Group's Boise facility, was completed between October 13th and December 5th, 2006. Every attempt was made to maximize response rates including making multiple call-backs to each sample element (an average of were 10 attempts made to each household with a working telephone number), leaving messages on answering machines, using trained refusal conversion interviewers, and posting information regarding the survey on NWRG's website. These efforts resulted in a similar response rate to 2005 – 39 percent for the entire sample. This is well above industry norms – 11 percent for Random Digit Dial (RDD) surveys and 34 percent for customer satisfaction surveys. In addition to having higher-than-average response rates, this study yielded a a-average cooperation rate (70%) slightly higher than last year's study (67%) – which is significantly higher than the average for a RDD telephone survey (14%) and customer satisfaction surveys (47%). Moreover, similar to last year, the achieved refusal rate was 13 percent – which is significantly lower than the average for a RDD telephone survey (41%) and for customer satisfaction surveys (21%).[•]

This report begins with a discussion of the ***study's major findings,*** focusing on ridership, current and past use of public transit transportation, attitudes toward public transportation, travel characteristics (commute and non-commute travel), and customer satisfaction with Metro. The report ends with a detailed description about the ***study methodology***. Throughout the tables in the report, significant findings are noted with bold type. The lower-case letters in parentheses next to these numbers indicate the corresponding columns where this difference is noted.

[•] CMOR Council for Marketing and Opinion Research (CMOR) , 2004 Respondent Cooperation & Industry Image Study

Riders and Ridership

Incidence of Regular Rider Households

A primary purpose of this research is to measure household ridership incidence – defined as the percent of households within King County that have one or more Regular Riders (those who rode five or more times in the 30 days prior to the survey), age 16 and older, living in the household. In essence, this is a critical measure of market share and should be used in conjunction with more traditional ridership figures which measure the actual number of boardings.

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

- Completed the full survey (*n* = 2,450), or
- Agreed to participate in the survey, but did not qualify because the zone or ridership quota for that household was full or refused to complete the full survey, but completed a shorter survey designed to collect ridership information only (*n* = 6,646).

Rider households are defined as follows:

- A ***Regular Rider*** household is a King County household with one or more individuals, 16 years of age or older, who took five or more one-way trips on a Metro bus in the 30 days prior to the survey period, excluding the downtown Seattle Ride Free Area.
- An ***Infrequent Rider*** household is a King County household with one or more individuals, 16 years of age or older, who took one to four one-way trips in the 30 days prior to the survey period, excluding the downtown Seattle Ride Free Area.
- A ***Non-Rider*** household does not have any person, 16 years of age or older, who rode a Metro bus in the 30 days prior to the survey period or who used Metro only within the Seattle Ride Free Area.

In recent years, it has become increasingly difficult to reach riders as they often work late and/or are more mobile. As such, there has been an increase in the extent to which a Non-Rider 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 data from 1999 through 2006 was carefully analyzed and the incidence of rider households was 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.

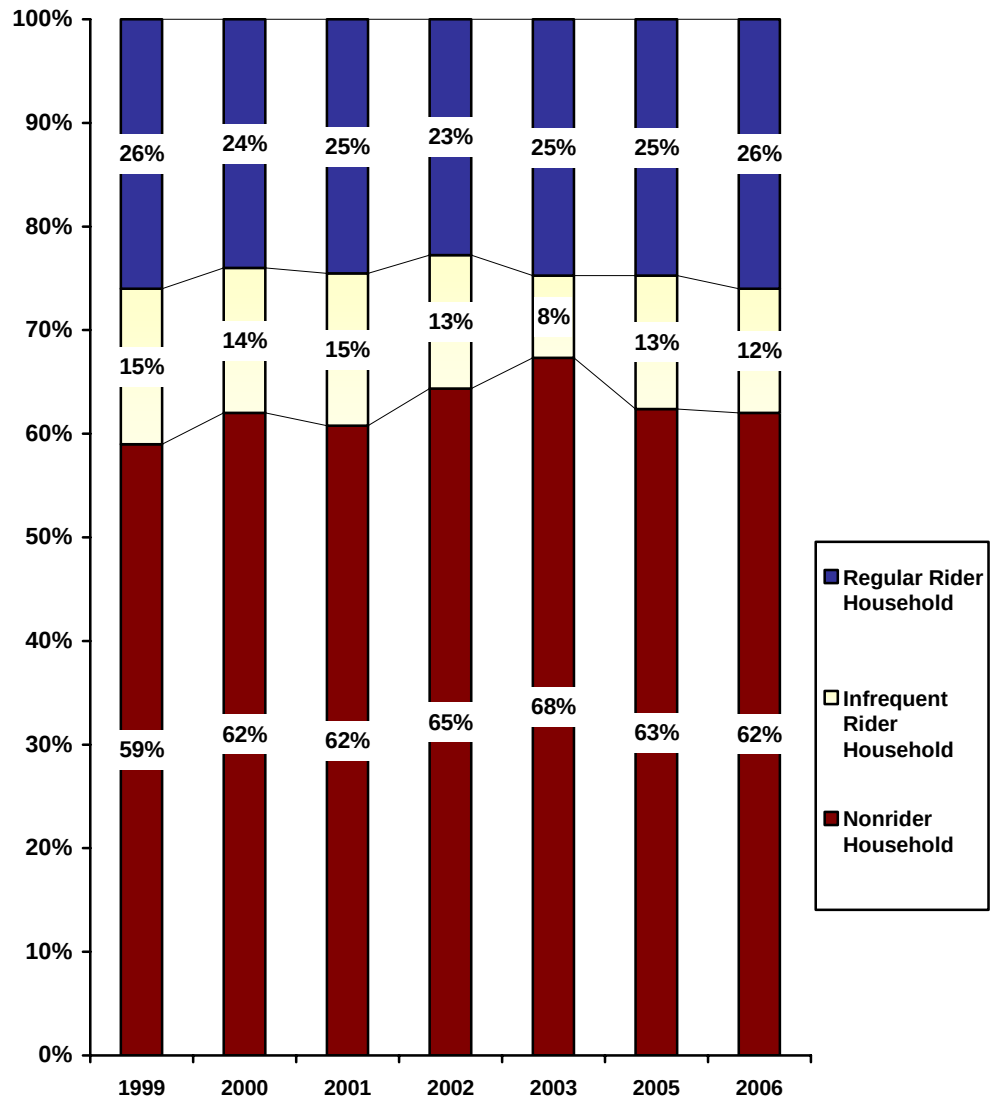
Total King County

In 2006, more than one out of four (26%) King County households had at least one Regular Metro Rider. This figure has held relatively steady over the years.

Twelve percent (12%) of all King County had one or more Infrequent Riders. Again, this is nearly the same as in 2005. However, this figure has varied over the years, ranging between 14 and 15 percent between 1998 and 2001. Current figures are somewhat lower, ranging between 12 and 13 percent.

Sixty-two percent (62%) of King County households have no Metro Riders who rode in the previous month.

Figure 2: Incidence of Rider Households – 1999 to 2006



More then one out of four (26%) King County households have one or more regular Riders, age 16 and older, in the household. This figure has held relatively steady over the years

Twelve percent (12%) of King County households has one or more Infrequent Riders.

Base 2006: All households contacted and who provided ridership information (n = 9,096). Note calculation of household ridership incidence has been changed from previous years and is based on information given about persons in the household who ride, rather than on the respondent's rider status as in the past. All data has been updated using this new calculation. See text for more detail.

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Questions SCR2: Including yourself, how many people in your household, age 16 or over, have taken at least one one-way ride on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride.

Questions REF3, 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? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride.

King County Planning Areas

Overall, there are an estimated total of 190,175 King County households with one or more Regular Riders in the household.

As in the past, the incidence of Regular Rider Households in North King County (40%) is significantly higher than in South (17%) and East (17%) King County.

There are nearly four times (3.75) as many Regular Rider households in North King County than in East King County. There are three (3.0) times as many Regular Rider households in North King County as in South King County.

Table 2: Incidence of Rider Households by Planning Area (2006)

		Total King County (n =9,096)	North King County (n = 1,558)	South King County (n = 3,965)	East King County (n = 3,573)
	% of Households	26%	40%	17%	17%
Regular Rider (5+ trips / month)	# of Households	196,961 + or – 6,786	124,963 + or – 7,600	42,353 + or – 3,355	33,319 + or – 2,405
	% of Households	12%	14%	9%	10%
Infrequent Rider (1 – 4 trips / month)	# of Households	90,905 + or – 5,059	43,737 + or – 5,383	22,422 + or – 2,219	19,600 + or – 1,927
	% of Households	62%	46%	73%	73%
Non-Rider	# of Households	469,677 + or – 7,557	143,708 + or – 7,732	181,871 + or – 3,443	143,078 + or – 2,852
Total Households *		757,543	312,408	249,138	195,997

Base 2006: All households contacted and who provided ridership information

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Questions SCR2: Including yourself, how many people in your household, age 16 or over, have taken at least one one-way ride on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride.

Questions REF3, 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? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride.

*** Source for Household Population Figures**: All figures are estimates targeted to July 1, 2006 projected forward from the Census 2000 by SCAN/US, Inc.

The incidence of Regular Rider households remains more than twice as high in North King County (40%) than in South (17%) and East King (17%) County.

There are nearly 200,000 households in King County with one or more riders.

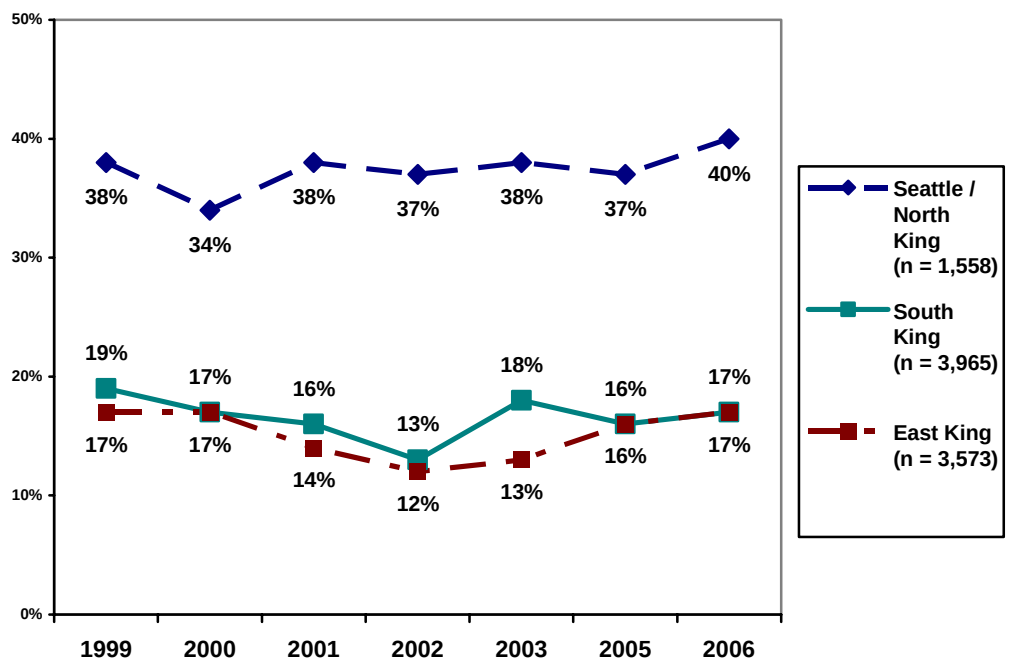
There have been some changes in the incidence of Regular Rider households in the individual areas of King County.

- ~ After dropping sharply between 1999 and 2000 (from 38 percent to 34 percent), the incidence of Regular Rider households in Seattle / North King County increased again in 2001 and has remained relative stable ranging between 37 and 38 percent through 2005. The incidence of Regular Rider households in Seattle / North King County increased again in 2006 and is currently at its highest levels (40%).

- ~ The incidence of Regular Rider households in South King County decreased steadily between 1999 (19%) and 2002 (13%). This figure increased sharply in 2003 to 18%. It has remained relatively stable since then.

- ~ The incidence of Regular Rider households in East King County followed a similar pattern – decreasing between 2000 (17%) and 2002 (12%). Since that time, however, the incidence of Regular Rider households in East King County has increased steadily. Current figures are the same as the previous peak in 2000 (17%).

Figure 3: Incidence of Regular Rider Households by Planning Areas – 1999 to 2006



The incidence of Regular Rider households has varied by planning area over the years.

Base: Sample size shown in legend for 2006 only.

Note calculation of household ridership incidence has been changed from previous years and is based on information given about persons in the household who ride, rather than on the respondent's rider status as in the past. All data has been updated using this new calculation. See text for more detail.

Questions REF3, SCR3: Including yourself, how many people in your household, age 16 or over, have at least 5 one-way rides on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride.

Estimated Number of Regular Riders per Household

Twenty-six percent (26%) of households have one or more Regular Riders. Seven percent (7%) of all households have more than one Regular Rider. On average there are .42 Regular Riders per household. Note this is a significant increase from 2005 when there were .33 Regular Riders per household. Therefore, not only did the incidence of Regular Riders households increase significantly but there are also more riders per household.

- ~ Among Regular Rider households, there are 1.37 Regular Riders per household.
- ~ North King County households are more likely to be Regular Rider households (40%) and to have multiple riders per household (12%). The number of riders per household increased significantly in North King County – from .50 in 2005 to .63 in 2006, a 26 percent increase. As a result the estimated number of riders in the general population 16 years of age and older also increased from an estimated 587,238 in 2005 to more than 590,000 in 2006. This despite a decrease in the total number of households in North King County during the same period (from 318,364 in 2005 to 312,408 in 2006).

More than one out of five (21%) persons 16 and older is a Regular Rider. Consistent with the increase in Regular Rider households, this is a significant increase in the percentage of the population who rode in 2005 (17%).

- ~ The concentration of Regular Riders is significantly higher in North King County where more than one-third (33%) of residents 16 and older are Regular Riders. In South King County, this figure is 14 percent. In East King County, it is 13 percent.

Table 3: Estimated Number of Regular Riders per Household

	Total King County (n =9,096)	North King County (n = 1,558)	South King County (n = 3,965)	East King County (n = 3,573)
Number of Households	757,543	312,408	249,138	195,997
Proportion of Households with a Regular Rider	26%	40%	17%	17%
Proportion of Households with More than One Regular Rider	7%	12%	4%	4%
Average Number of Regular Riders / Household	.42	.63	.28	.27
Estimated Number of Riders	318,168	196,817	69,759	52,919
Population 16 plus	1,502,157	592,043	509,964	400,149
% of Regular Riders in Population 16 plus	21%	33%	14%	13%

Questions REF3, SCR3: Including yourself, how many people in your household, age 16 or over, have at least 5 one-way rides on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride.

Source for Population Statistics: All figures are estimates targeted to July 1, 2006 projected forward from the Census 2000 by SCAN/US, Inc.

On average there are .42 Regular Riders per household. In households where there is at least one Regular Rider, this figure jumps to 1.37.

More than one out of five (21%) King County residents, 16 years of age and older, are Regular Riders. The concentration of Regular Riders is highest in North King County (33%).

Characteristics of Key Rider Segments

Demographic Characteristics of Primary Rider / Non-Rider Segments

Regular Riders

One out of five (20%) King County adults surveyed are Regular Riders. This figure is lower than household ridership incidence (26%) as some (*n* = 156) Regular Riders in a household refused to complete the survey and/or were not reached and a Non-Rider or Infrequent Rider was interviewed.

More than three out of five (63%) Regular Riders surveyed live in Seattle / North King County. This is the same as in 2005 but remains significantly lower than in 2002 when 69 percent of all Regular Riders lived in Seattle / North King County.

Regular Riders are getting older. The average age for this group is 43 – basically a year older than noted in 2005 and four years older than in 2003. More than two out of five (41%) Regular Riders are between the ages of 35 and 54 compared to 36 percent in 2005 and 29 percent in 2003.

Regular Riders are also becoming more affluent. Median income of regular rider households is $61,657 up from $54,971 in 2005 and $49,016 in 2003. One out of four (25%) Regular Rider households are single person / adult only households. While the majority (53%) of Regular Riders is employed full-time, this is less than in 2005 when 58 percent were employed full-time. It is the same as in 2003.

More than four out of five (81%) Regular Riders have a valid driver's license and nearly the same percentage (79%) has one or more vehicles available for their personal use. However, Regular Rider households with a vehicle available have the fewest number of vehicles available per household member – an average of 0.7 vehicles per household member.

Regular Riders are different from Infrequent Riders and Non-Riders in that they are:

- ~ More likely to be men. While more than half (53%) of all Regular Riders surveyed are women, Regular Riders are more likely than Non-Riders to be male – 47 percent of Regular Riders surveyed are men compared to 40 percent of Non-Riders.
- ~ Younger than Infrequent Riders and Non-Riders. Thirty-five percent (35%) of Regular Riders are 34 years of age and younger compared to 32 percent of Infrequent Riders and 18 percent of Non-Riders. On average, Regular Riders are 43 years of age compared to 50 for Non-Riders.
- ~ More likely than Non-Riders to be single-person households – 25 percent compared with 17 percent, respectively.
- ~ More likely to be Hispanic, Asian-American or African-American. While the majority (81%) of Regular Riders is Caucasian, they are more likely than Non-Riders to be Hispanic (4% versus 1%). Regular Riders are more likely than both Infrequent Riders and Non-Riders to be African-American (7% versus <1% and 3%, respectively). Note, according to updated 2000 Census figures, 5.5 percent of King County residents are Hispanic and 5.4 percent are African-American.
- ~ More likely than Non-Riders to be employed full-time (53% versus 48%) and more likely than Non-Riders to be a student (13% versus 3%).
- ~ Less affluent than Non-Riders – median reported household income $61,657 compared to $79,254. This is due primarily to the greater percentage of Regular Riders with household incomes below $35,000 – 25 percent for Regular Riders compared with 12 percent for Non-Riders.
- ~ Less likely to have a valid driver's license. While the majority (81%) of Regular Riders have a valid driver's license, they are less likely than both Infrequent Riders (89%) and Non-Riders (97%) to have a valid driver's license.

- ~ Similarly, while the majority (79%) of Regular Riders has access to one or more cars, they have fewer cars per household member – 0.7 cars per adult household member for Regular Riders compared to 0.8 for Infrequent Riders and 1.0 for Regular Riders.
- ~ More likely than Non-Riders to be new to King County in the past year.

Infrequent Riders

Nearly one in ten (9%) King County residents surveyed are Infrequent Riders – making between and one four trips on a Metro bus in the month prior to the survey. Nearly three out of five (58%) Infrequent Riders live in Seattle / North King County, the same as in previous years.

The average age for this group is 44, significantly younger than in 2005 when the average age was 49. The median household income for Infrequent Riders is $69,859. Like Regular Riders, this is up significantly from 2005 when their median household income was $60,453 and continues an increase since 2002. Over half (51%) of Infrequent Riders have children, up significantly from 2005 when 34 percent had children.

Nearly half (48%) of Infrequent Riders are employed full- or part-time. However, this is significantly less than in 2005 when 60 percent were employed. A significant (11%) percentage of Infrequent Riders are self-employed and work at home – the same as in 2005 and up significantly from 2002. Nearly one out of five (18%) are retired and 12 percent are students.

Nearly all (89%) Infrequent Riders have a valid driver's license; however this is significantly less than in 2005 when 96 percent had a valid driver's license. On average, there are 0.8 vehicles per household member over 16. Consistent with the decrease in the percentage of Infrequent Riders with a valid driver's license, this figure has decreased significantly from 2005 when Infrequent Riders averaged 1.0 vehicle per household member over 16.

There are few characteristics that clearly differentiate Infrequent Riders from Regular Riders and Non-Riders: This may be due in large part to the relatively small size of this segment which may mask critical differences. Moreover, they appear to be somewhat of an agglomeration of Regular Riders and Non-Riders.

Non-Riders

Seventy-one percent (71%) of King County residents surveyed are Non-Riders. Two-thirds of Non-Riders live in South (39%) or East (29%) King County.

This segment is the oldest segment with an average age of 50 years. Nearly two-thirds (65%) of all Non-Riders are 45 and older. Non-Riders continue to be older than in earlier (2003 and earlier) years.

This is the most affluent segment with a median household income of $79,254. Like Regular and Infrequent Riders, this is significantly higher than in 2005. While the majority (55%) of this segment is employed full- or part-time, consistent with their age distribution, a significant (18%) proportion of Non-Riders is retired.

Nearly all (97%) Non-Riders have a valid driver's license and 98 percent have one or more vehicles available for their personal use. This segment has the highest number of vehicles per household member over 16 – 1.0 vehicles per adult household member.

Non-Riders are different from Regular Riders in that they are more likely to be:

- ~ Women – 60 percent compared to 53 percent, respectively.
- ~ Retired – 18 percent compared to 11 percent, respectively.
- ~ A household with children – 55 percent compared to 44 percent, respectively.

Table 4: Demographic Characteristics of Riders / Infrequent Riders / Non-Riders

	All Respondents (n = 2,450) (n_w = 2,450)	All Riders (n = 1,373) (n_w = 714)	Regular Riders (n = 1,214) (n_w = 485) (a)	Infrequent Riders (n = 159) (n_w = 229) (b)	Non-Riders (n = 1,077) (n_w = 1,736) (c)
Area of Residence					
Seattle / North King	41%	62%	**63% (c)**	**58% (c)**	32%
South King	33	21	21	21	**39 (ab)**
East King	26	17	16	21	**29 (ab)**
Gender					
Male	42%	46%	**47% (c)**	44%	40%
Female	58	54	53	56	**60 (a)**
Age					
16-17 yrs.	3%	6%	**5% (c)**	**7% (c)**	1%
18-19 yrs.	1	2	**2 (c)**	1	1
20-24 yrs.	4	7	**8 (bc)**	4	2
25-34 yrs.	16	20	**20 (c)**	20	14
35-44 yrs.	17	19	17	21	16
45-54 yrs.	31	23	24	21	**34 (ab)**
55-64 yrs.	17	15	14	16	**18 (a)**
65 or older	12	9	9	10	**13 (a)**
Mean (years)	47.6	43.3	42.9	44.0	**49.5 (ab)**
Employment Status					
Employed Full-Time	48%	50%	**53% (bc)**	43%	48%
Employed Part-Time	7	8	9	5	7
Self-Employed / Work in Home	7	6	4	**11 (a)**	8 (a)
Student	6	13	13 (c)	**12 (c)**	3
Not Employed / Homemaker	9	4	2	**8 (a)**	**12 (a)**
Retired	17	13	11	**18 (a)**	**18 (a)**
Unemployed / Other	5	6	**7 (bc)**	4	5
Income					
Less than $7,500	2%	4%	**4% (c)**	3%	1%
$7,500 to $15,000	3	5	**6 (c)**	3	2
$15,000 to $25,000	5	7	7	8	4
$25,000 to $35,000	5	7	**8 (c)**	4	5
$35,000 to $55,000	17	19	20	17	17
$55,000 to $75,000	18	18	16	20	18
$75,000 to $100,000	19	17	16	19	20
$100,000 to $150,000	18	16	16	16	18
$150,000 or more	13	8	7	10	**15 (a)**
Median	$74,649	$64,691	$61,657	$69,859	$79,254
Ethnicity					
Caucasian	88%	85%	81%	**93% (a)**	**89% (a)**
Asian American	6	8	**8 (c)**	7	5
African American	4	5	**7 (bc)**	<1	**3 (b)**
Hispanic	2	4	**4 (c)**	3	1
American Indian	2	2	3	-	2
Other	1	1	1	-	1
Household Type					
Single-Person / Adult Only	18%	23%	**25% (c)**	20%	17%
Two-Person / Adult Only	29	31	31	30	29
Household with Children	52	46	44	51	**55 (a)**
Average Household Size	2.8	2.6	2.5	2.7	**2.8 (a)**
Valid Driver's License					
% With Valid Driver's License	93%	83%	81%	**89% (a)**	**97% (ab)**
Number of Vehicles					
None	6%	17%	**21% (bc)**	**8%(c)**	2%
# of Cars / Adult HH Member	0.9	0.7	0.7	**0.8 (a)**	**1.0 (ab)**
Length of Residency					
% New in Past Year	4%	4%	5% (c)	3%	3%
Average # of Trips	4.8	16.5	**23.5 (bc)**	1.9	0.0

Demographic Characteristics of Regular Riders by Planning Area

There are significant demographic differences among Regular Riders living in different areas of King County. Some of these differences are less distinct than in previous years.

North King County

Regular Riders living in North King County are somewhat more likely to be women (54%) than men (46%).

The average age of North King County Regular Riders is 43. As in previous years, North King County Regular Riders are more likely than those in South and East King County to be between the ages of 25 and 34.

North King County Regular Riders are more affluent than South King County Regular Riders (median income of $60,555 compared with $52,594, respectively) but less affluent than their East King County counterparts (median income of $60,555 compared with $82,500, respectively). Three out of ten (31%) North King County Regular Riders are members of single person / adult only households, significantly more than in South (18%) and East (10%) King County.

More than four out of five (83%) North King County Regular Riders have a valid driver's license, significantly more than South King County Regular Riders (71%) and the same as in East King County (82%). More than three out of four (76%) have one or more vehicles available for their personal use. However, North King County Regular Riders have the fewest number of cars (0.6) per adult household member.

South King County

Regular Riders living in South King County are more likely to be women (55%) than men (45%).

South King County has the least affluent Regular Rider segment, with a median household of $52,594. They are the least likely to have a valid driver's license – 29 percent do not have a driver's license. South King County Riders are the most racially or ethnically diverse Regular Rider group – 8 percent are Hispanic, 11 percent are African-American, and 5 percent are Native American.

South King County Regular Riders are more likely than those in East King County to be single-person / adult only households (18% compared with 10%, respectively). On the other hand, they are more likely than those in North King County to live in households with children (49% compared with 38%, respectively). Similarly, their household size is larger than those of Regular Riders in North King County (2.8 persons compared with 2.3 persons, respectively) but smaller than in East King County (2.8 persons compared with 3.1, respectively).

East King County

Regular Riders living in East King County are more likely to be men (56%) than women (44%); and they are significantly more likely than those in North and South King County to be men.

The average age of East King County Regular Riders is 42. There are no differences in age between Regular Riders in different areas of the county.

East King County Regular Riders are the most likely segment to be employed – 67 percent are employed full- or part-time. They are significantly more likely than those in South King County to be employed full-time. This is the most affluent Regular Rider group with a median household income of $82,500. Nearly three out of five (56%) has household incomes in excess of $75,000, significantly more than in South (30%) and North King (38%) County. The majority (82%) has a valid driver's license and it is not surprising that only 10 percent do not have access to a car. East King County Regular Riders also have the greatest number of vehicles per adult household member.

East King County Regular Riders are the most likely to be in a household with children (60%) and they have the largest average household size (3.1).

Table 5: Demographic Characteristics of Regular Riders by Planning Area

	Regular Riders (n = 1,214) (n_w = 485)	North King (n = 404) (n_w = 307) (a)	South King (n = 405) (n_w = 102) (b)	East King (n = 405) (n_w = 76) (c)
Gender				
Male	47%	46%	45%	**56% (ab)**
Female	53	**54 (c)**	**55 (c)**	44
Age				
16-17 yrs.	5%	3%	**7% (a)**	**10% (a)**
18-19 yrs.	2	2	3	3
20-24 yrs.	8	8	9	7
25-34 yrs.	20	**22 (b)**	16	17
35-44 yrs.	17	19	15	16
45-54 yrs.	24	24	24	23
55-64 yrs.	14	12	**17 (a)**	16
65 or older	9	10	7	9
Mean (years)	42.9	43.4	42.1	42.2
Employment Status				
Employed Full-Time	53%	53%	51%	**58% (b)**
Employed Part-Time	9	9	9	9
Self-Employed / Work in Home	4	**5 (c)**	3	2
Student	13	12	14	**17 (a)**
Not Employed / Homemaker	2	2	**4 (a)**	2
Retired	11	11	11	9
Unemployed / Other	7	**8 (a)**	**7 (a)**	2
Income				
Less than $7,500	4%	**5% (c)**	**4% (c)**	1%
$7,500 to $15,000	6	**7 (c)**	**5 (c)**	2
$15,000 to $25,000	7	6	**10 (c)**	4
$25,000 to $35,000	8	8	**10 (c)**	4
$35,000 to $55,000	20	20	**24 (c)**	16
$55,000 to $75,000	16	16	17	15
$75,000 to $100,000	16	16	13	**22 (b)**
$100,000 to $150,000	16	**15 (b)**	10	**26 (ac)**
$150,000 or more	7	7	7	8
Median	$61,657	$60,555	$52,594	$82,500
Ethnicity				
Caucasian	81%	**83% (b)**	73%	**82% (b)**
Asian American	8	8	7	**12 (b)**
African American	7	**6 (c)**	**11(ac)**	2
Hispanic	4	2	**8 (ac)**	4
American Indian	3	2	**5 (ac)**	2
Other	1	1	1	1
Household Type				
Single-Person / Adult Only	25%	**31% (ab)**	**18% (c)**	10%
Two-Person / Adult Only	31	31	33	30
Household with Children	44	38	**49 (a)**	**60 (ab)**
Average Household Size	2.5	2.3	**2.8 (a)**	**3.1 (ab)**
Valid Driver's License				
% With Valid Driver's License	81%	**83% (b)**	71%	**82% (b)**
Number of Vehicles				
None	21%	**24% (c)**	**20% (c)**	10%
# of Cars / Adult Household Member	0.7	0.6	0.7	**0.8 (ab)**
Average # of Trips				
Mean	23.5	24.2	23.0	21.4

Frequency of Riding (Regular and Infrequent Riders)

In general, Metro grouped those that rode the bus into two key segments: those that rode five or more times per month and those that rode one to four times per month. However, they can be further defined as follows:

- **Frequent Regular Riders**: Those who ride 11 or more times per month. This is a subset of the traditional Regular Rider segment.
- **Moderate Regular Riders**: Those who ride between five and ten times per month. Again, this is a subset of the traditional Regular Rider segment.
- **Infrequent Riders**: Defined the same as in the past – i.e., those who ride between one and four times per month.

Nearly half (47%) of all Riders are Frequent Regular Riders – taking 11 or more one-way trips in the past 30 days – nearly the same as in 2003 and 2005 but significantly more than in 2001 when just 40 percent of all Riders were Frequent Regular Riders.

- Twenty-eight percent (28%) of all Riders are very Frequent Riders -- having taken 21 or more rides in the past 30 days. Three out of five (60%) Frequent Regular Riders had taken 21 or more rides in the 30 days prior to the survey. On average, Frequent Regular Riders took 30.8 rides in the month before the survey.

One out of five (21%) Riders are Moderate Regular Riders – taking between 5 and 10 one-way trips. This is a slight, but insignificant, decrease from 2005 when 25 percent of those riders surveyed were Moderate Regular Riders. This decrease is due primarily to a significant decrease in the percentage of Moderate Regular Riders in North King County – from 28 percent in 2005 to 21 percent in 2006.

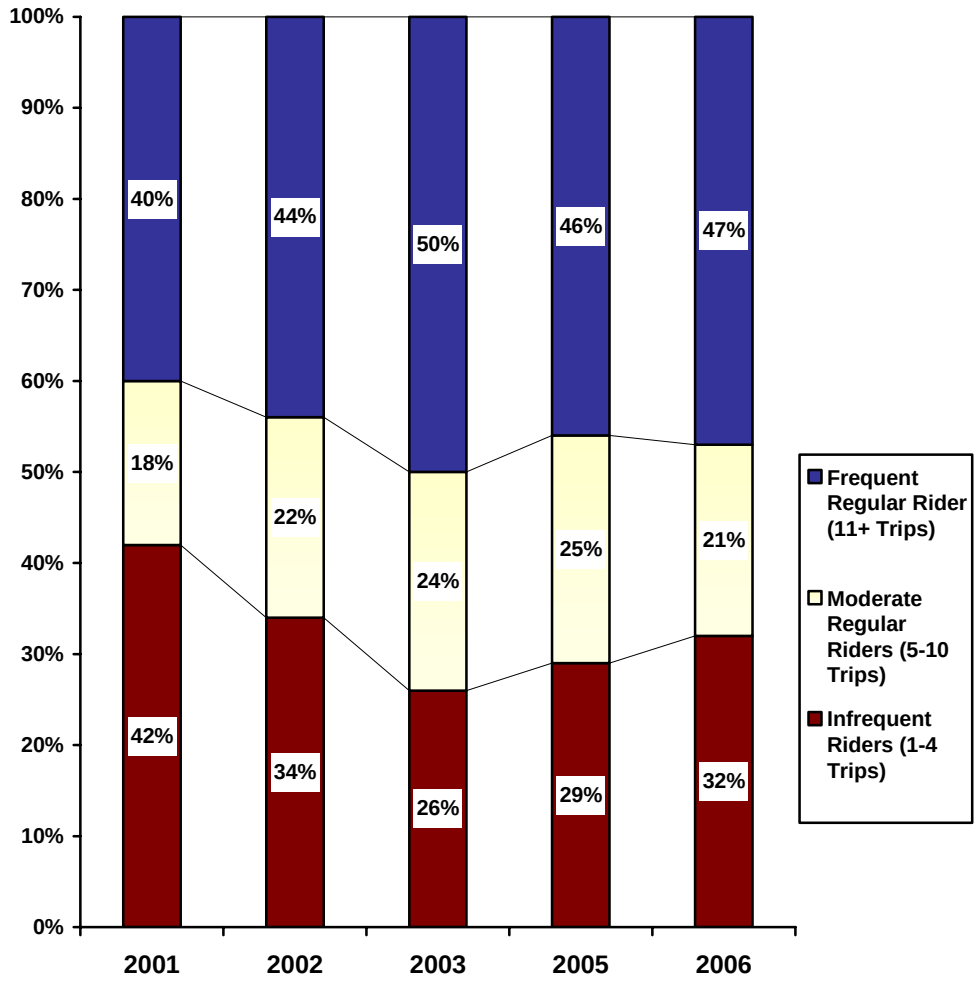
- On average Moderate Regular Riders take 7.3 trips monthly.

One out of three (32%) Riders are Infrequent Riders – taking one to four trips monthly. There has been a slow but steady increase in the percentage of Riders that are Infrequent Riders since 2003 when 26 percent were in this segment. However, this remains significantly below 2001 when 42 percent of all Riders were Infrequent Riders.

- There are significantly more Infrequent Riders in East King County than in North King County – 39 percent of all East King County Riders are Infrequent Riders compared with 31 percent of North King County Riders.

- On average, Infrequent Riders average 1.9 trips per month.

Figure 4: Frequency of Riding – Regular and Infrequent Riders



Nearly half (47%) of all Regular Riders are Frequent Riders – taking 11 or more one-way trips in the past 30 days.

They average 30.8 rides monthly.

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714)

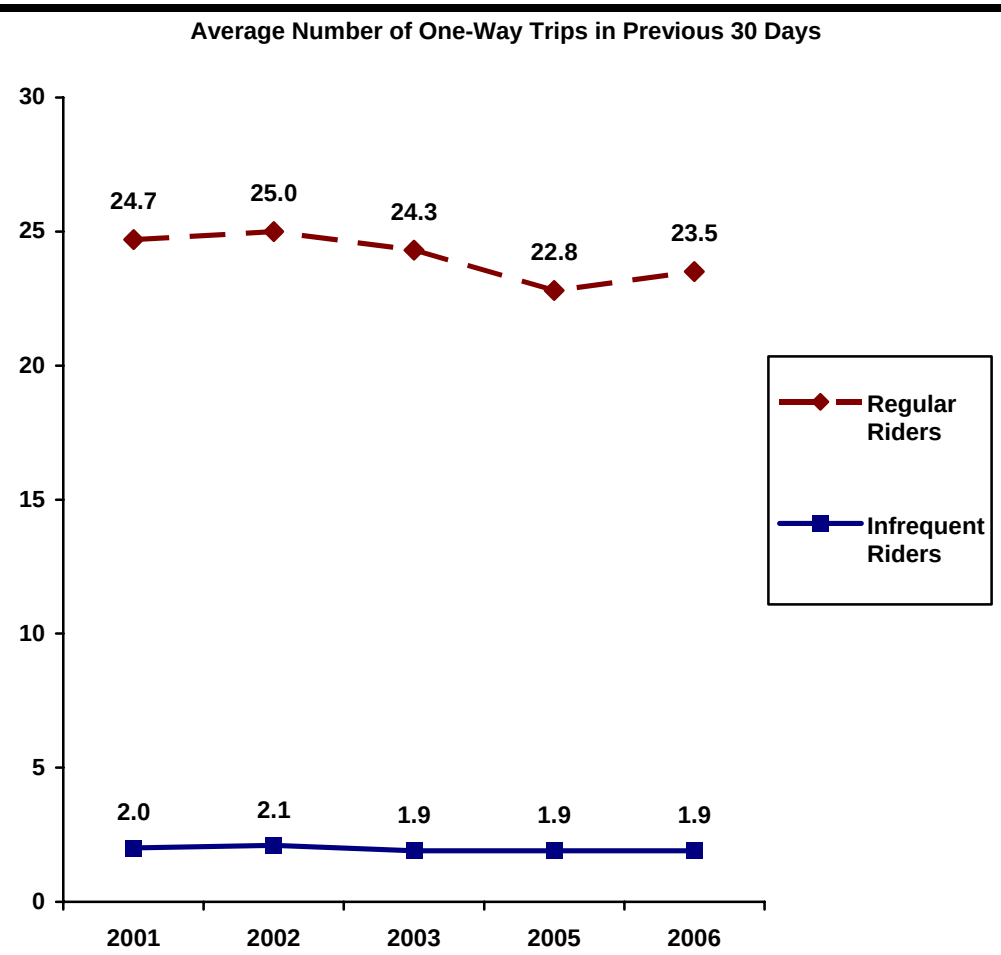
		North King (n = 482) (n_w = 441) (a)	South King (n = 426) (n_w = 150) (b)	East King (n = 445) (n_w = 124) (c)
Frequent Regular Rider	% of Riders	48%	46%	42%
	Avg. # Trips	31.6	30.2	28.0
Moderate Regular Rider	% of Riders	21%	22%	19%
	Avg.# Trips	7.2	7.5	7.3
Infrequent Rider	% of Riders	31%	32%	**39% (a)**
	Avg.# Trips	1.9	1.7	2.1

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 Ride Free Zone?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

The average number of trips taken by Regular Riders increased slightly between 2005 and 2006 – from 22.8 to 23.5 trips per month. This difference, however, is not statistically significant. There has been a slow but steady increase in the percentage of Regular Riders taking between 11 and 20 trips per month – from 22 percent in 2002 to 28 percent in 2006.

Figure 5: Frequency of Riding– 2001 to 2006



On average Regular Riders take 23.5 trips per month, a slight but insignificant increase from 2005.

The average number of trips taken by Regular Riders has decreased since its high in 2002.

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)

Question SCR4: Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

Regular Riders in North King County ride more frequently than do those in East King County. There are no differences in frequency of riding between those in North and South King County or between those in South and East King County. On the other hand, East King County Infrequent Riders average somewhat more rides than do other Infrequent Riders.

- ~ Among North King County Regular Riders, there has been little change in the average number of trips over the years.

- ~ Among South King County Regular Riders, the average number of trips has decreased each year from a high of 26.0 trips in 2001 to 23.0 trips in 2006.

- ~ The average number of trips taken by East King County Regular Riders has also decreased each year since 2003 – from 25.2 trips monthly in 2002 and 2003 to 21.4 trips in 2006.

Table 6: Frequency of Riding by Planning Area

	Regular Riders			Infrequent Riders		
	North King (n = 404) (n_w = 307)	South King (n = 405) (n_w = 102)	East King (n = 405) (n_w = 76)	North King (n = 83) (n_w = 134)	South King (n = 27) (n_w = 48)	East King (n = 49) (n_w = 48)
2006	24.2	23.0	21.4	1.9	1.7	2.1
2005	22.3	24.6	23.4	1.9	1.9	2.1
2003	24.0	24.7	25.2	1.9	2.1	1.9
2002	24.8	25.7	25.2	2.0	2.0	2.1
2001	24.6	26.0	22.8	2.0	1.7	2.2

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 Ride Free Area? A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

The average number of trips taken by South and East King County Regular Riders has decreased somewhat over the years – for South King County Regular Riders, it has decreased every year since 2001; for East King County Regular Riders, it has decreased since 2003.

Length of Time Riding Metro

Most Metro riders are long-time riders – riding five or more years.

- ~ Nearly half (46%) of all Riders have been riding Metro five or more years; an additional 16 percent have been riding between three and five years. Not surprisingly, Regular Riders are more likely than Infrequent Riders to have been riding Metro five or more years – 52 percent compared with 33 percent, respectively.

- ~ When asked "how long have you been riding Metro ***regularly***," a significant number (29%) of Infrequent Riders indicated that they do not ride regularly.

- ~ East King County riders are newer to the system. Three out of ten (30%) East King County riders started riding within the past year (after September 2005) compared to 19 percent of North King County riders. On the other hand, 48 percent of North King and 46 percent of South King County riders have ridden 5 or more years compared with 36 percent of East King County riders.

In general, there have been no changes in the length of time riding in the past two years.

- ~ More Regular Riders in 2006 have been riding five or more years than in 2005 – 52 percent compared with 46 percent, respectively.

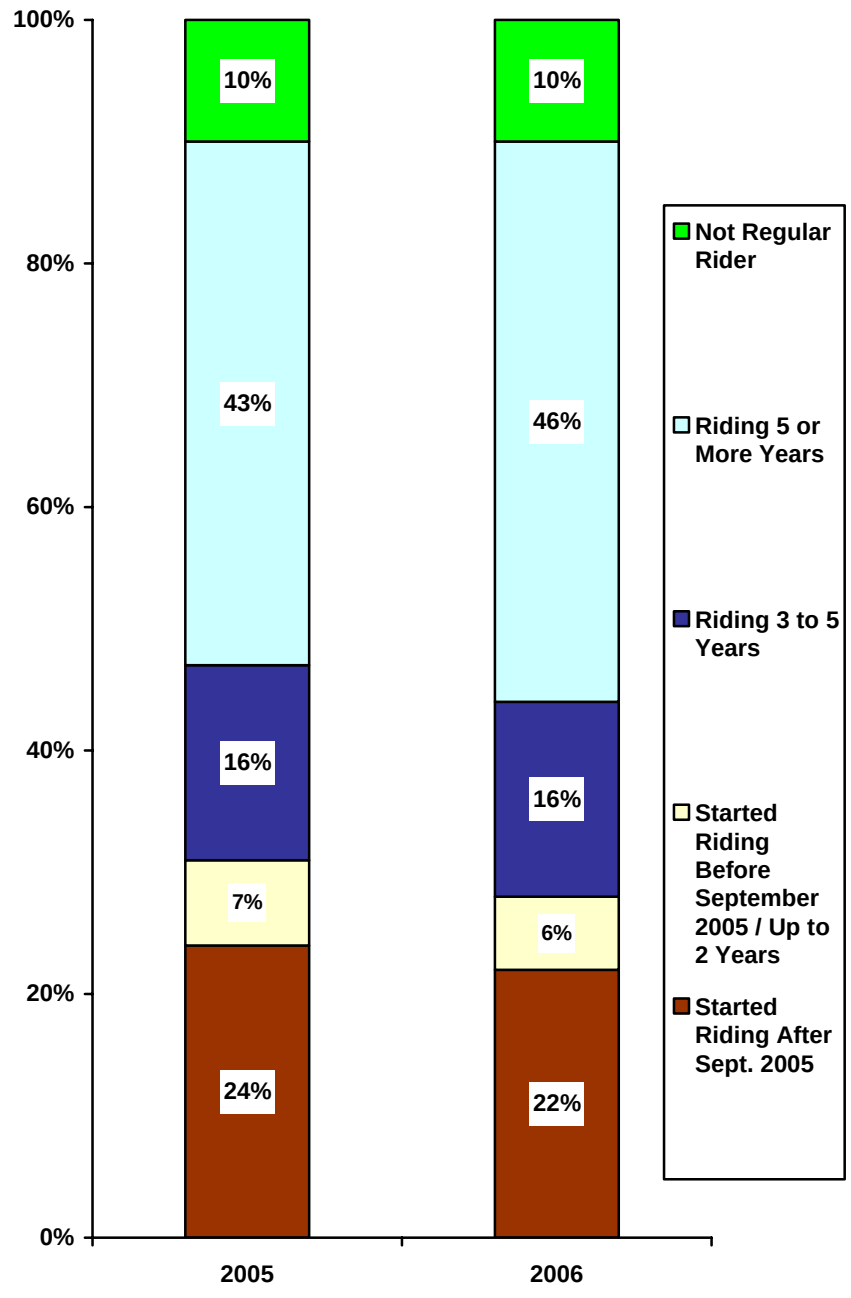
New Riders give many reasons for starting to ride Metro. The greatest numbers say the bus is more convenient (24%) and/or that they had lost the use of their car and the bus was their only means of transportation (17%).

- ~ New Riders that are Regular Riders were also more likely to say that the bus is cheaper than driving (12%) and/or that they had a change in their work status (11%).

- ~ New Riders living in North King County are more likely to say they started riding because they don't like driving in traffic (11%) and a significant number (15%) of New Riders living in South King County say they started riding because they can't drive and/or do not have a license.

- ~ Perhaps a surprise is that there was no significant change in the percent of New Riders saying they started riding to save money on gas. In fact, fewer respondents mentioned this in 2006 (7%) than in 2005 (12%). This difference, however, is not statistically significant.

Figure 6: Length of Time Riding



Nearly half (46%) of all Riders have been riding Metro five or more years; an additional 16 percent have been riding between three and five years.

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692)
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.
Question MET1: How long have you been riding Metro regularly, that is, at least 1 trip a month?
Question MET1A: Did you start riding the bus after September of 2004/2005?

Reliance on Transit

Overall

When asked the extent to which they rely on transit for their transportation needs, 30 percent of all Regular and Infrequent Riders said they use Metro for all or most of their transportation needs, up slightly but not significantly from 2005.

- ~ Two out of five (41%) Regular Riders rely on Metro for all or most of their transportation needs – up significantly from 2005 when 36 percent of Regular Riders relied on Metro for all or most of their transportation needs. Only 6 percent of Infrequent Riders rely on Metro for all or most of their transportation needs.

- ~ Riders in South and North King County are significantly more likely than those in East King County to rely on transit for all or most of their transportation needs – 33 percent and 32 percent compared with 19 percent, respectively.

Two out of five (39%) rely on the bus for some of their transportation needs.

- ~ This is a significant increase from 2001 when 34 percent of Metro riders relied on the bus for some of their transportation needs. It is down somewhat (but not statistically significant) from 2005 when 43 percent of all Metro Riders relied on transit for some of their transportation needs.

- ~ The extent to which Regular Riders rely on Metro for some of their transportation needs decreased significantly from 2005 – from 53 percent to 48 percent, respectively – corresponding to the increase in the extent to which Regular Riders rely on Metro for all or most of their transportation needs note above. The fluctuations in this result over the years may be in part due to how respondents self-define "most" of their transportation needs as compared with "some" of their transportation needs.

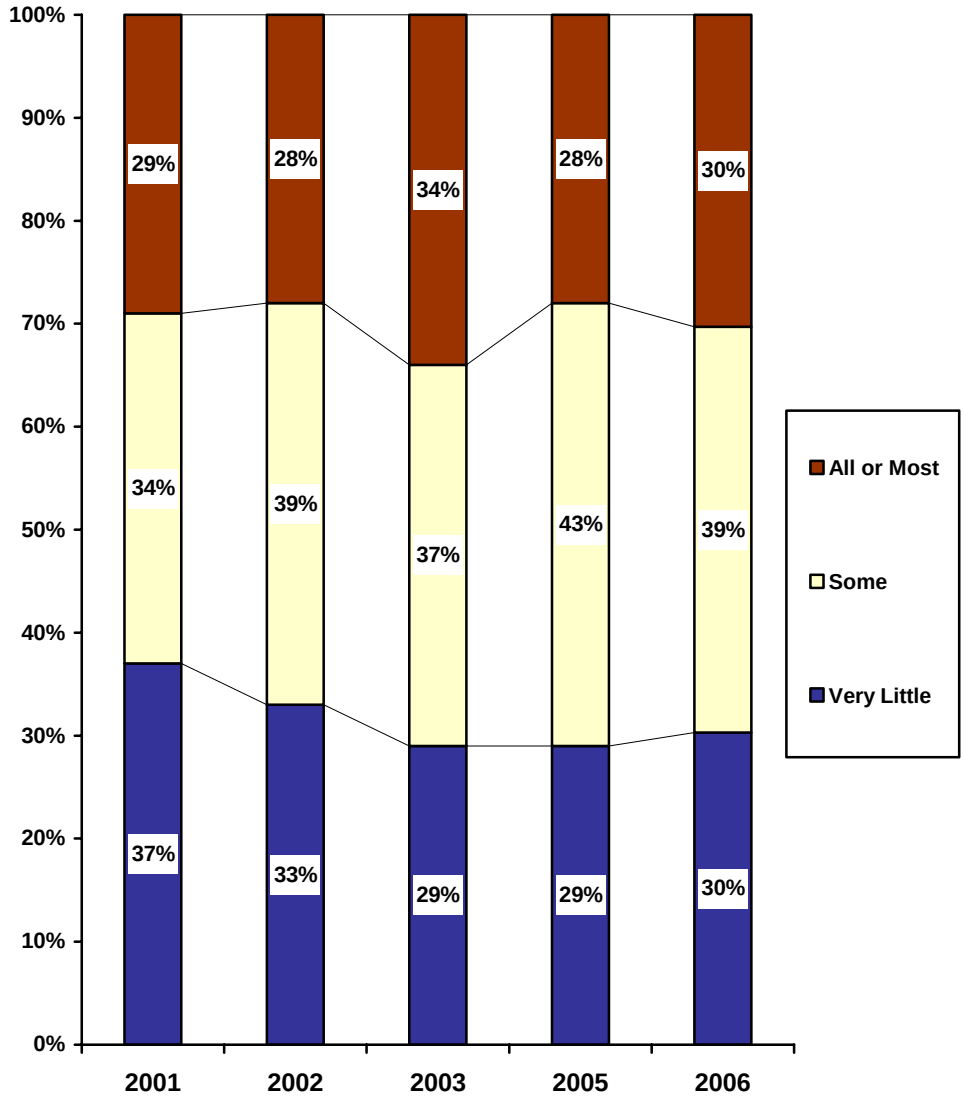
- ~ Nearly half (48%) of Regular Riders rely on Metro for some of their transportation needs compared to 22 percent of Infrequent Riders.

Three out of ten (30%) Riders rely on transit for very little of their transportation needs – the same as in 2005 and other recent years but significantly lower than in 2001 when 37 percent of Metro riders relied on transit for very little of their transportation needs.

- ~ As in previous years, East King County residents are the least likely to rely on transit for all (19%) or some (41%) of their transportation needs and the most likely (39%) to rely on transit for very little of their transportation.

- ~ Only 11 percent of Regular Riders rely on Metro for very little of their transportation needs. On the other hand, 72 percent of Infrequent Riders respond correspondingly.

Figure 7: Reliance on Public Transportation – 2001 to 2006



	North King (n = 487) (n_w = 441) (a)	South King (n = 432) (n_w = 150) (b)	East King (n = 454) (n_w = 124) (c)
All or Most	**32%** (c)	**33%** (c)	19%
Some	40	35	41
Very Little	27	32	**39** (a)

Base: *Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)*

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Question MET4: To what extent do you use the bus to get around? Would you say you use the bus for…?

Thirty percent (30%) of all Regular and Infrequent Riders use Metro for all or most of their transportation needs; an additional 39 percent rely on Metro for some of their transportation needs.

There has been no significant change in the extent to which Metro riders rely on the system for all or some of their needs from 2005.

Characteristics of Those who Rely on Metro for All / Most of Their Transportation Needs

Three out of ten (30%) Regular and Infrequent Riders rely on the bus for all or most of their transportation needs. Nearly all (94%) of these riders are Regular Riders (Table 5). Nearly two-thirds (63%) of Regular and Infrequent Riders live in Seattle / North King County.

More than half (53%) of Regular and Infrequent Riders who rely on the bus for all or most of their transportation needs are employed full-time or part-time outside the home and are Work Commuters. However, a significant (36%) segment is non-commuters, with many being retired (16%) or unemployed (13%). The average age of this segment is 43. This is also the least affluent segment of riders – median household income of $41,003. Three out of five (62%) Riders who rely on the bus for all or most of their transportation needs have a driver's license. Moreover, 44 percent do not have a car available for their personal use.

Characteristics of Those who Rely on Metro for Some of Their Transportation Needs

Two out of five (39%) Regular and Infrequent Riders rely on the bus for some of their transportation needs. As the largest segment, they most closely mirror the "typical" transit rider. The majority (83%) of this segment is classified as Regular Riders; 17 percent are Infrequent Riders.

This segment is the most likely to be employed full-time (59%) and/or to be a work (69%) commuter. The average age of this segment is 42. Their median household income is $72,266. Nearly all (90%) of these riders have a driver's license; 93 percent have a car available for their personal use.

Characteristics of those who Rely on Metro for Very Little of Their Transportation Needs

Three out of ten (30%) Regular and Infrequent Riders rely on the bus for very little of their transportation needs. Three out of four (75%) of these riders are Infrequent Riders. While the majority of Regular and Infrequent Riders live in Seattle / North King County, an above-average percentage (22%) of those who rely on Metro for very little of their transportation needs live in East King County.

This segment is the least likely to be employed full-time (45%) and/or to be a work (55%) or school (6%) commuter. Seventeen percent (17%) are retired. This is the oldest segment – average age is 45. This is the most affluent segment – median household income of $74,364. Nearly all (95%) of these riders have a driver's license; and 96 percent have a car available for their personal use.

Table 5: Characteristics of Regular / Infrequent Riders Based on the Extent to Which They Rely on Transit for their Transportation Needs

	Reliance on Transit for Transportation Regular / Infrequent Riders		
	All / Most (n = 479) (n_w = 214) (a)	**Some** (n = 627) (n_w = 279) (b)	**Very Little** (n = 261) (n_w = 216) (c)
Rider Status			
Regular Rider	**94% (bc)**	**83% (c)**	25%
Infrequent Rider	6	**17 (a)**	**75 (ab)**
Planning Area			
Seattle / N. King	**65% (c)**	63%	56%
South King	23	19	22
East King	11	**18 (a)**	**22 (a)**

Nearly all (94%) of those that rely on transit for all or most of their transportation are Regular Riders.

	Reliance on Transit for Transportation Regular / Infrequent Riders		
	All / Most (n = 479) (n_w = 214) (a)	**Some** (n = 627) (n_w = 279) (b)	**Very Little** (n = 261) (n_w = 216) (c)
Gender			
Male	45%	48%	45%
Female	55	52	55
Employment Status			
Employed Full-Time	42%	**59% (ac)**	45%
Employed Part-Time	7	10	6
Self-Employed / Work in Home	5	3	**12 (ab)**
Student	14	13	11
Not Employed / Homemaker	2	4	**7 (a)**
Retired	**16 (b)**	7	**17 (b)**
Unemployed / Other	**13 (bc)**	4	2
Commuter Status			
Work Commuter	53%	**69% (ac)**	55%
School Commuter	11	10	6
Non-Commuter	**36 (b)**	20	**38 (b)**
Age			
16-17 yrs.	6%	5%	6%
18-19 yrs.	2	3	1
20-24 yrs.	**8 (c)**	8	4
25-34 yrs.	21	21	19
35-44 yrs.	16	20	21
45-54 yrs.	23	22	24
55-64 yrs.	12	15	17
65 or older	**12 (b)**	7	9
Mean	43.4	41.6	44.8
Income			
Less than $7,500	**8% (bc)**	2%	1%
$7,500 to $15,000	**11 (bc)**	1	3
$15,000 to $25,000	**14 (bc)**	5	4
$25,000 to $35,000	**11 (bc)**	**7 (c)**	2
$35,000 to $55,000	20	19	17
$55,000 to $75,000	11	**19 (a)**	**24 (a)**
$75,000 to $100,000	13	**20 (a)**	19
$100,000 to $150,000	10	**18 (a)**	**18 (a)**
$150,000 or more	2	**9 (a)**	**12 (a)**
Median	$41,003	$72,266	$74,364
Ethnicity			
Caucasian	75%	**85% (a)**	**93% (ab)**
Asian American	9	7	7
Hispanic	**6 (c)**	**4 (c)**	1
African American	**10 (bc)**	**4 (c)**	<1
American Indian	**4 (c)**	2	1
Other	1	<1	<1
Household Type			
Single-Person / Adult Only	**36% (bc)**	16%	18%
Two-Person / Adult Only	27	33	31
Household with Children	37	**50 (a)**	**50 (a)**
Average Household Size	2.3	**2.7 (a)**	**2.7 (a)**
Valid Driver's License			
% With Valid Driver's License	62%	**90% (a)**	**95% (ab)**
Number of Vehicles			
None	**44% (bc)**	7%	4%
# of Cars / Adult Household Member	0.4	**0.8 (a)**	**0.9 (a)**
Average # of Trips			
Mean	**27.7 (bc)**	**17.8 (c)**	4.2

Subcategories may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

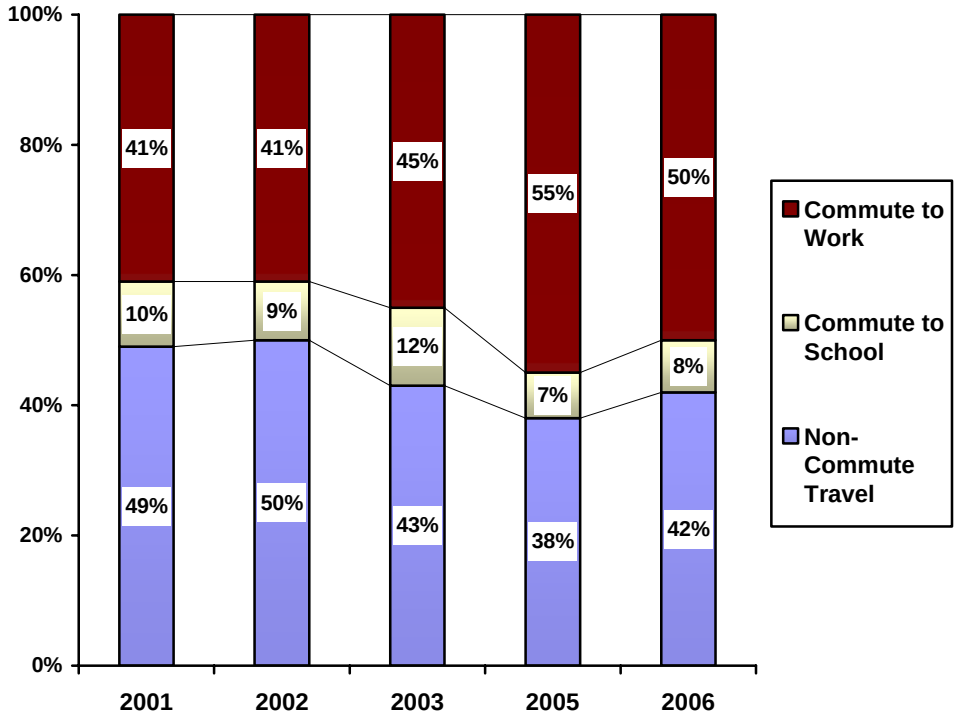
Primary Trip Purpose

Slightly less than three out of five (58%) Regular and Infrequent Riders say that the primary purpose for which they use the bus is to commute to work (50%) or school (8%).

- ~ Use of the bus to commute to work increased steadily between 2002 and 2005 – from 41 percent in 2001 to 55 percent in 2005. It decreased slightly between 2005 and 2006 – from 55 percent to 50 percent, respectively. While not statistically significant, this trend should continue to be monitored.
- ~ Use of the bus to commute to school has decreased from its peak in 2003 (12%) to 8 percent in 2006. This is the same as in 2005. As noted in 2005, this decrease may in part be a function of the sampling frame itself and the difficulty in reaching students, many of whom do not have landline telephones and hence are no longer included in RDD sample frames.

More than two out of five (42%) Regular and Infrequent Riders say they use the bus primarily for non-commute travel – primarily for fun / recreation (12%), shopping / errands (11%), appointments (6%), and special events (4%).

Figure 8: Primary Trip Purpose – 2001 to 2006



Slightly less than three out of five (58%) Regular and Infrequent Riders say that the primary purpose for which they use the bus is to commute to work (50%) or school (8%).

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Questions MET5: When you ride the bus, what is the primary purpose of the trip you take most often?

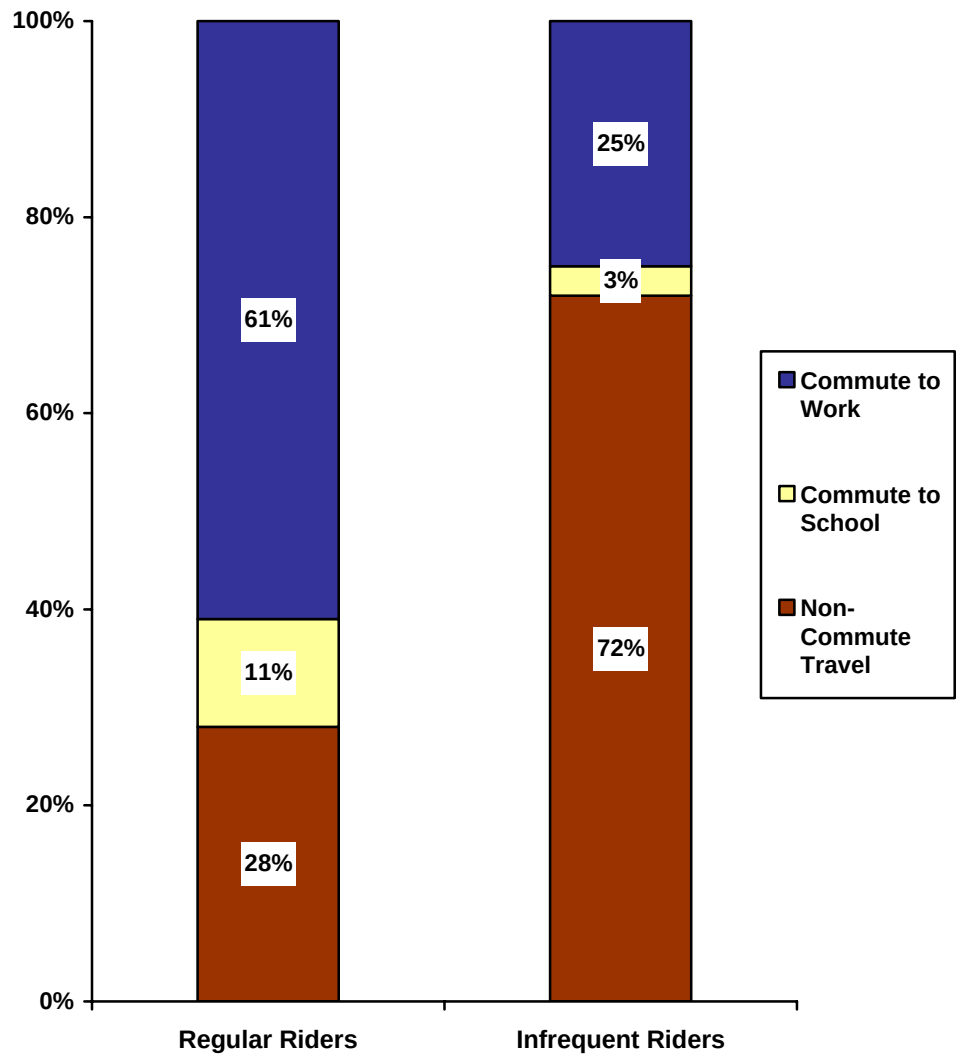
Nearly three out of four (72%) Regular Riders say their primary trip is a commute trip – work (61%) or school (11%).

On the other hand, nearly three out of four (72%) Infrequent Riders ride for non-commute trips.

- ~ Twenty-six percent (26%) use the bus to get to social or recreational activities. This figure, however, has declined over the years from a high of 35 percent in 2002.

- ~ Sixteen percent (16%) of Infrequent Riders use the bus for shopping and errands. Twelve percent ride Metro to special events.

Figure 9: Primary Trip Purpose – Regular and Infrequent Riders



Regular Riders are twice as likely as Infrequent Riders to use the bus to commute to work and three times as likely to use the bus to commute to school.

Base: Regular Riders (n = 1,214; n_w = 485); Infrequent Riders (n = 159; n_w = 229)

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Questions MET5: When you ride the bus, what is the primary purpose of the trip you take most often?

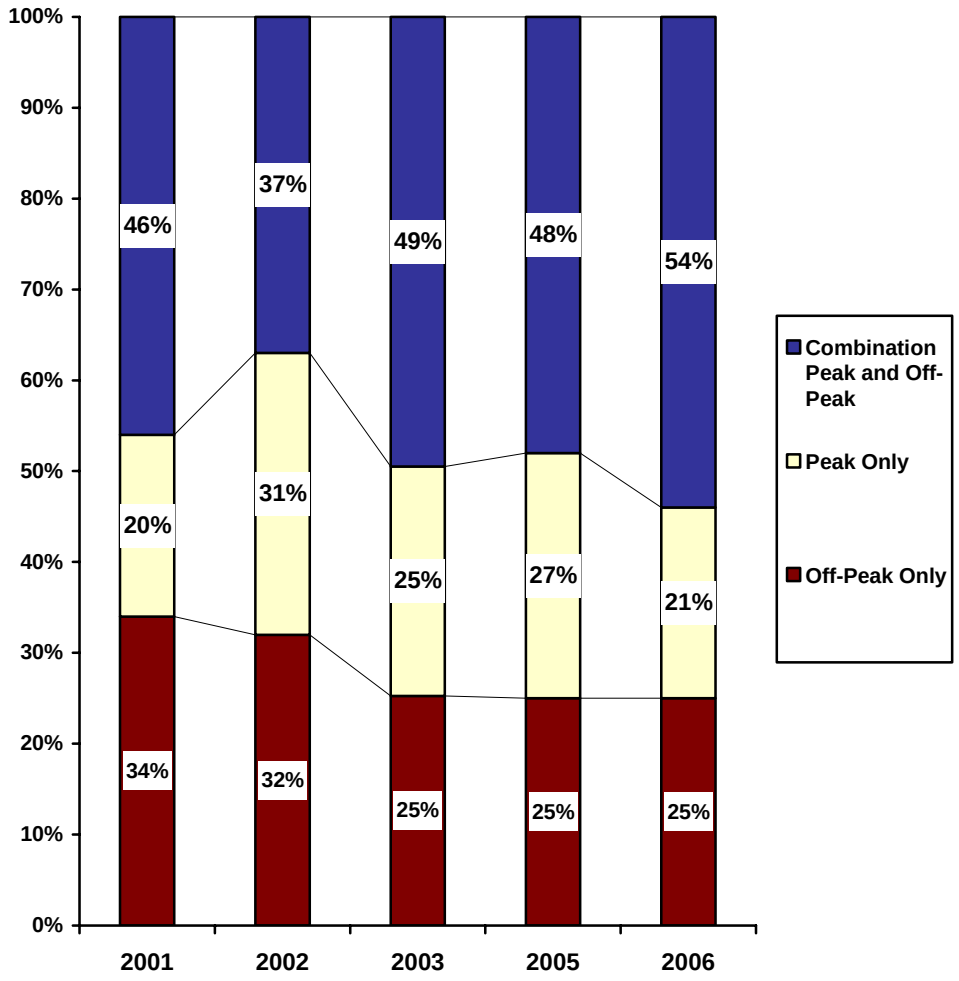
Time of Travel

Consistent with the extent to which Riders use the bus for commuting, travel occurs primarily during peak times of travel only (21%) or a combination of peak and off-peak travel times (54%).

The extent to which Riders use the bus during off-peak times only has decreased significantly from 2002 – from 32 percent in 2002 to 25 percent in subsequent years.

There has been a significant increase in the extent to which Riders ride during both peak and off-peak hours over the years – from 37 percent in 2002 to 49 percent in 2003, to 54 percent in 2006.

Figure 10: Time of Travel – 2001 to 2006



The majority of bus travel occurs during peak times of travel only (21%) or a combination of peak and off-peak times of travel (54%)

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

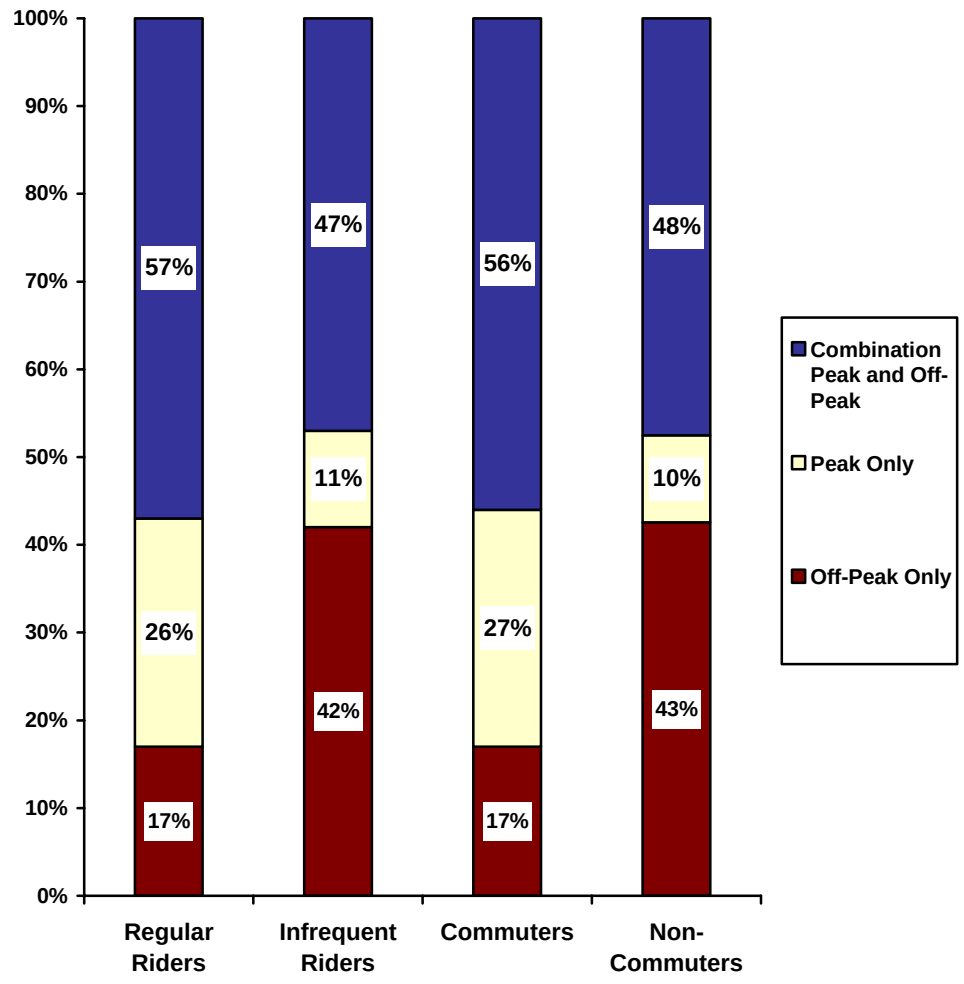
Question MET6: Do you typically ride Metro [READ LIST OF DAYS AND TIMES]?

Regular Riders are more likely than Infrequent Riders to ride a combination of peak and off-peak hours – 57 percent compared with 47 percent, respectively – or during peak hours only – 26 percent compared with 11 percent, respectively.

A similar pattern holds for Commuters and Non-Commuters – with more than four out of five (83%) Commuters riding during peak hours (27%) or a combination of peak and off-peak hours (56%). Non-Commuters are nearly as likely to ride in a combination of peak and off-peak hours (48%) or during off-peak hours only (43%).

~ Thirty-one percent (31%) of Regular Riders who are Commuters ride during peak hours only. This is particularly true for Work Commuters – 34 percent of whom ride only during peak hours – as opposed to School Commuters – 10 percent of whom ride only during peak hours.

Figure 11: Time of Travel by Rider and Commuter Status



Regular Riders and Commuters are the most likely to ride during a combination of peak and off-peak hours or during peak hours only.

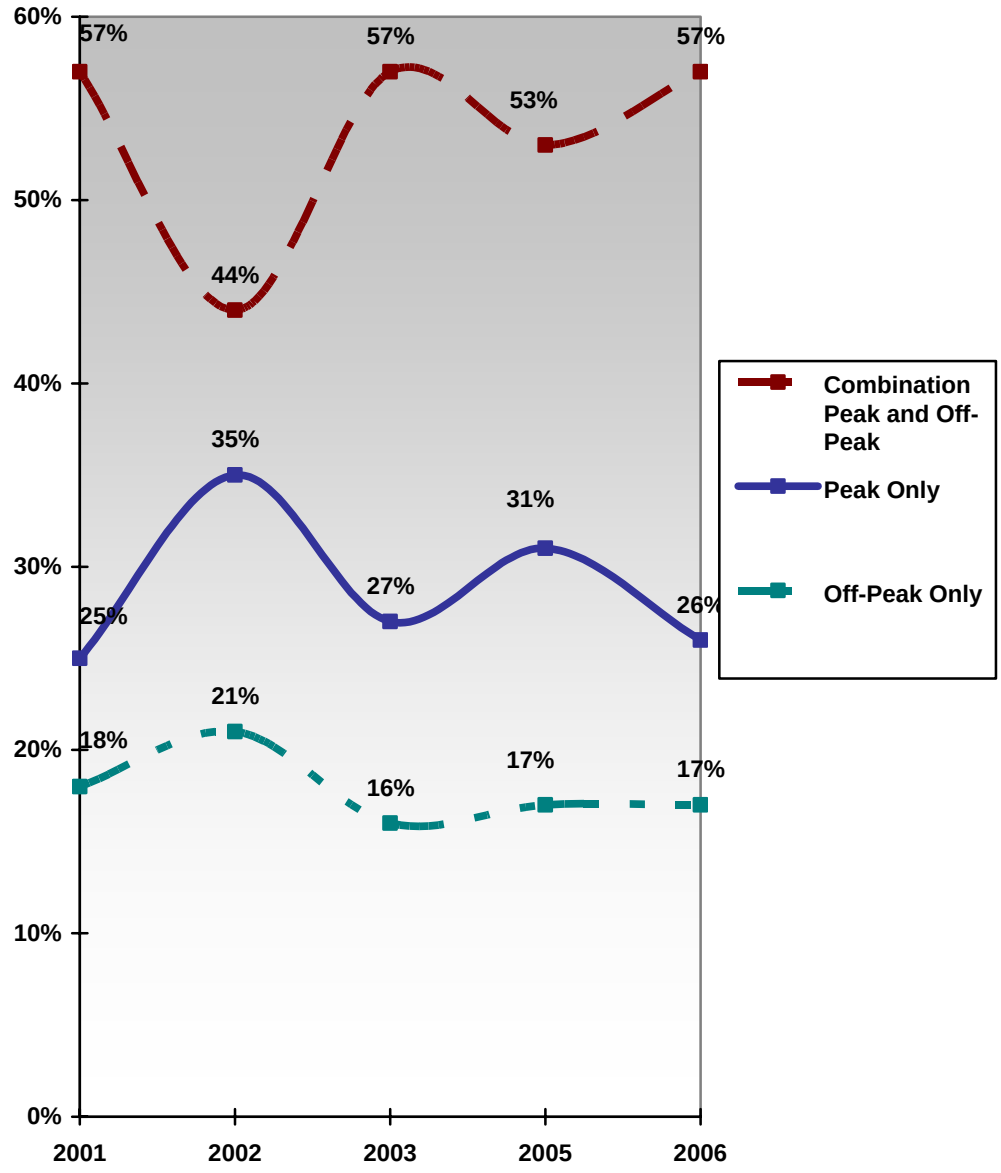
Base: Regular and Infrequent Riders. Regular Riders (n = 1,214; n_w = 485); Infrequent Riders (n = 159; n_w = 229); Commuters (n = 1,022; n_w = 486); Non-Commuters (n = 351; n_w = 219)

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Question MET6: Do you typically ride Metro [READ LIST OF DAYS AND TIMES]?

Times of travel have varied over the years. However, in most years, the majority of Regular Riders ride during both peak and off-peak hours. The exception was in 2002 when only 44 percent of Regular Riders reported that they rode during both peak and off-peak hours and 35 percent reported that they rode during peak hours only. The differences in time of travel for other years, while varying, is not statistically significant.

Figure 12: Travel Time – Regular Riders



Times of travel among Regular Riders have varied significantly over the years.

Base: Regular Riders 2006 (n = 1,214; n_w = 485); 2005 (n = 1,217; n_w = 490); 2003 (n = 1,206; n_w = 570); 2002 (n = 1,202; n_w = 487); 2001 (n = 1,226; n_w = 447)

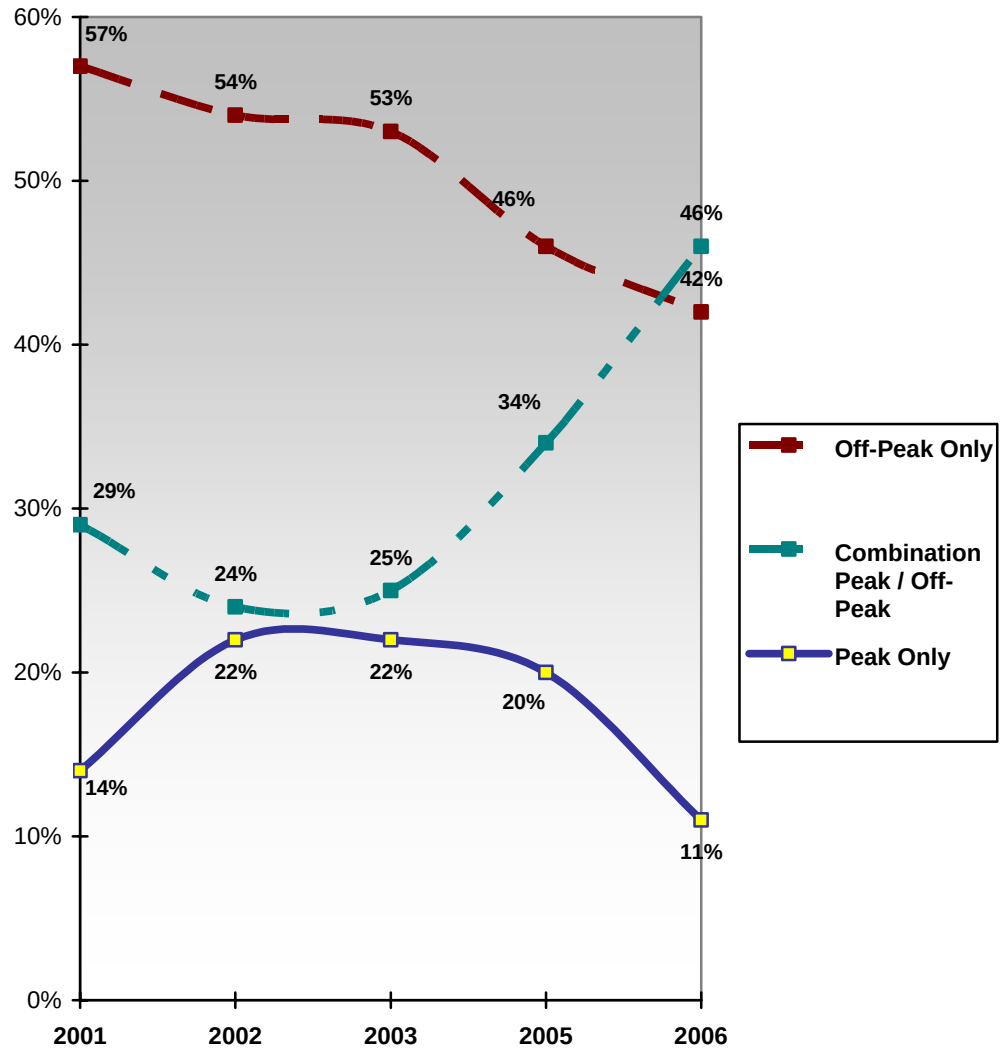
Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Question MET6: Do you typically ride Metro [READ LIST OF DAYS AND TIMES]?

While more than two out of five (42%) Infrequent Riders say they only ride during off-peak hours, this is down significantly from 2001 when 57 percent of Infrequent Riders said they only rode during off-peak hours.

There has been a significant increase in the percentage of Infrequent Riders riding a combination of peak and off-peak hours – from 25 percent in 2003 to 34 percent in 2005 to 46 percent in 2006.

Figure 13: Time of Travel – Infrequent Riders



The extent to which Infrequent Riders ride during off-peak hours has decreased significantly since 2001.

Base: Infrequent Riders 2006 (n = 159; n_w = 229); 2005 (n = 164; n_w = 202); 2003 (n = 149; n_w = 192); 2002 (n = 166; n_w = 248); 2001 (n = 192; n_w = 317)

Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Question MET6: Do you typically ride Metro [READ LIST OF DAYS AND TIMES]?

North King County Riders are more likely than those in East, and to a lesser extent, South King County to ride during both peak and off-peak hours – 56 percent compared with 46 percent and 52 percent, respectively. This difference is significant only for North and East King County riders.

- ~ Looking only at Regular Riders, North King County Regular Riders are significantly more likely than South and East King County Regular Riders to ride during a combination of peak and off-peak hours – 60 percent compared with 52 percent and 50 percent, respectively.

South and East King County Riders are more likely than North King County Riders to ride during peak hours only – 29 percent and 28 percent compared with 17 percent, respectively.

- ~ Regular Riders in East King County are the most likely to say they ride during peak hours only (39%).
- ~ One out of five (21%) Infrequent Riders in South King County say they ride during peak hours only.
- ~ Half (51%) of East King County Infrequent Riders ride only during off-peak hours.

Table 7: Time of Travel by Planning Area and Rider Status

	All Regular / Infrequent Riders		
	North King (n = 487) (n_w = 441) (a)	**South King** (n = 432) (n_w = 150) (b)	**East King** (n = 454) (n_w = 124) (c)
Combination of Peak and Off-Peak Hours	**56% (c)**	52%	46%
Peak Hours Only	17	**29 (a)**	**28 (a)**
Off-Peak Hours Only	**26 (b)**	20	26

	Regular Riders			Infrequent Riders		
	North King (n = 404) (n_w = 307)	**South King** (n = 405) (n_w = 102)	**East King** (n = 405) (n_w = 76)	**North King** (n = 83) (n_w = 134)	**South King** (n = 27) (n_w = 48)	**East King** (n = 49) (n_w = 48)
Combination of Peak and Off-Peak Hours	60%	52%	50%	47%	50%	40%
Peak Hours Only	21	32	39	9	21	9
Off-Peak Hours Only	19	16	11	44	29	51

Question MET6: Do you typically ride Metro [READ LIST OF DAYS AND TIMES]?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Riders living in South and East King County are more likely than those in North King County to ride during peak hours only.

Transferring

Extent of Transfers

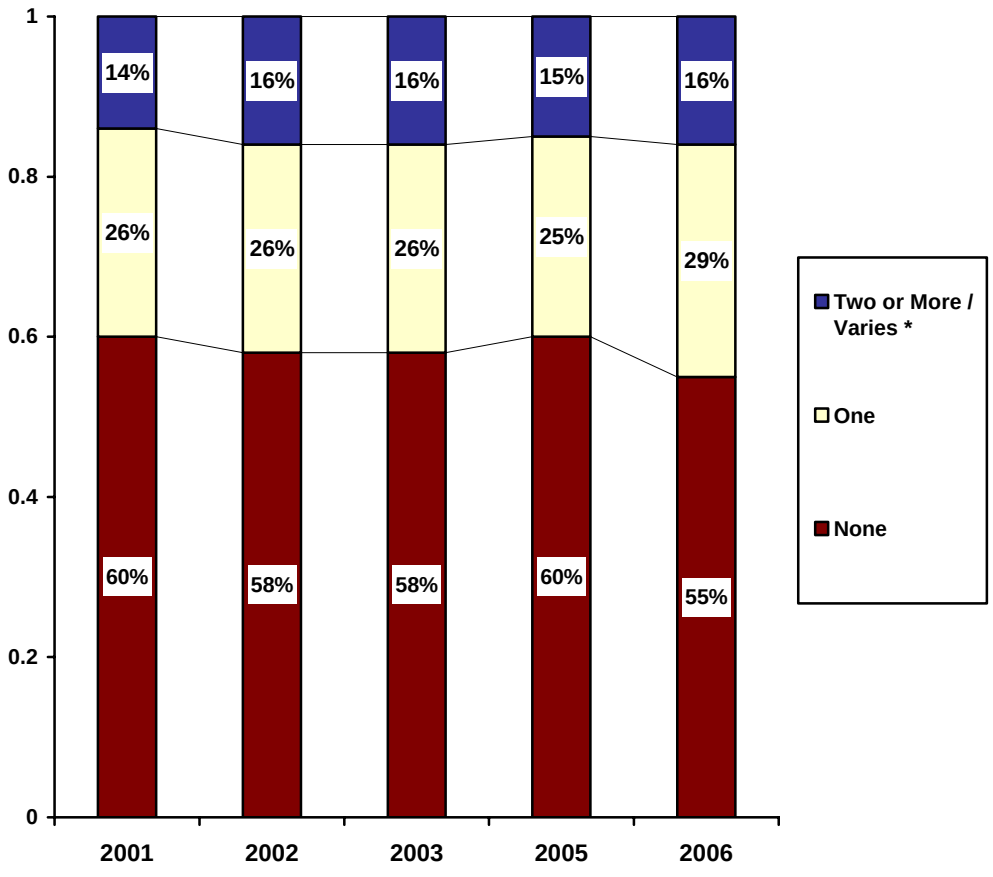
Over half (54%) of all Regular and Infrequent Riders **do not** transfer when traveling to their usual destination. This figure decreased significantly from 2005 when 60 percent of all Riders did not transfer.

- ~ This decrease occurs primarily in North King County – from 64 percent of North King County riders making no transfers in 2005 to 56 percent in 2006.

There has been a corresponding increase in the percentage of Riders who make a single transfer – from 25 percent in 2005 to 29 percent in 2006.

- ~ This increase is significant in both North King County – from 23 percent in 2005 to 30 percent in 2006 – and South King County – from 27 percent in 2005 to 33 percent in 2006.

Figure 14: Extent of Transferring – 2001 to 2006



While the majority (54%) of Riders does not transfer, this percentage decreased significantly between 2005 and 2006 with a corresponding increase in the percentage making one transfer.

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Varies was added as a category in 2005; to compare is combined with 2 or more transfers.

Question MET7: You said you generally ride the bus (to/for) **[TRIP PURPOSE]**. How many transfers do you usually make when you use the bus (to/for) **[TRIP PURPOSE]?**

East King County Riders are the least likely to have to transfer buses to get to their destination – three out of five (60%) **do not** transfer. This is true for both Regular and Infrequent Riders.

The majority (56%) of North King County riders also **do not** have to transfer buses to get to their destination.

On the other hand, the majority of South King County riders have to transfer – 33 percent make one transfer, 21 percent make two or more transfers, and 5 percent say it varies based on the route.

- ~ Infrequent Riders in South King County are more likely than Regular Riders to have to transfer – 63 percent compared 56 percent, respectively. However, South King County Regular Riders are more likely to have to take two or more transfers – 25 percent compared with 11 percent, respectively.

Table 8: Extent of Transferring by Planning Area and Rider Status

	All Regular / Infrequent Riders		
	North King (n = 487) (n_w = 441) (a)	**South King** (n = 432) (n_w = 150) (b)	**East King** (n = 454) (n_w = 124) (c)
None	**56%** (b)	42%	**60%** (ab)
One	**30** (c)	**33** (c)	21
Two or More	11	**21** (a)	14
Varies Based on Route	**3** (c)	**5** (c)	1

East King County Riders are the least likely to have to transfer buses to get to their destination.

	Regular Riders			Infrequent Riders		
	North King (n = 404) (n_w = 307)	**South King** (n = 405) (n_w = 102)	**East King** (n = 405) (n_w = 76)	**North King** (n = 83) (n_w = 134)	**South King** (n = 27) (n_w = 48)	**East King** (n = 49) (n_w = 48)
None	59%	44%	63%	50%	37%	67%
One	27	28	23	39	44	17
Two or More	11	25	12	9	11	17
Varies Based on Route	3	3	1	2	7	0

Infrequent Riders in South King County are the most likely to have to transfer but South King County Regular Riders have the most number of transfers.

Question MET7: You said you generally ride the bus (to/for) **[TRIP PURPOSE]**. How many transfers do you usually make when you use the bus (to/for) **[TRIP PURPOSE]?** Does not sum to 100 percent.

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Wait Time When Transferring

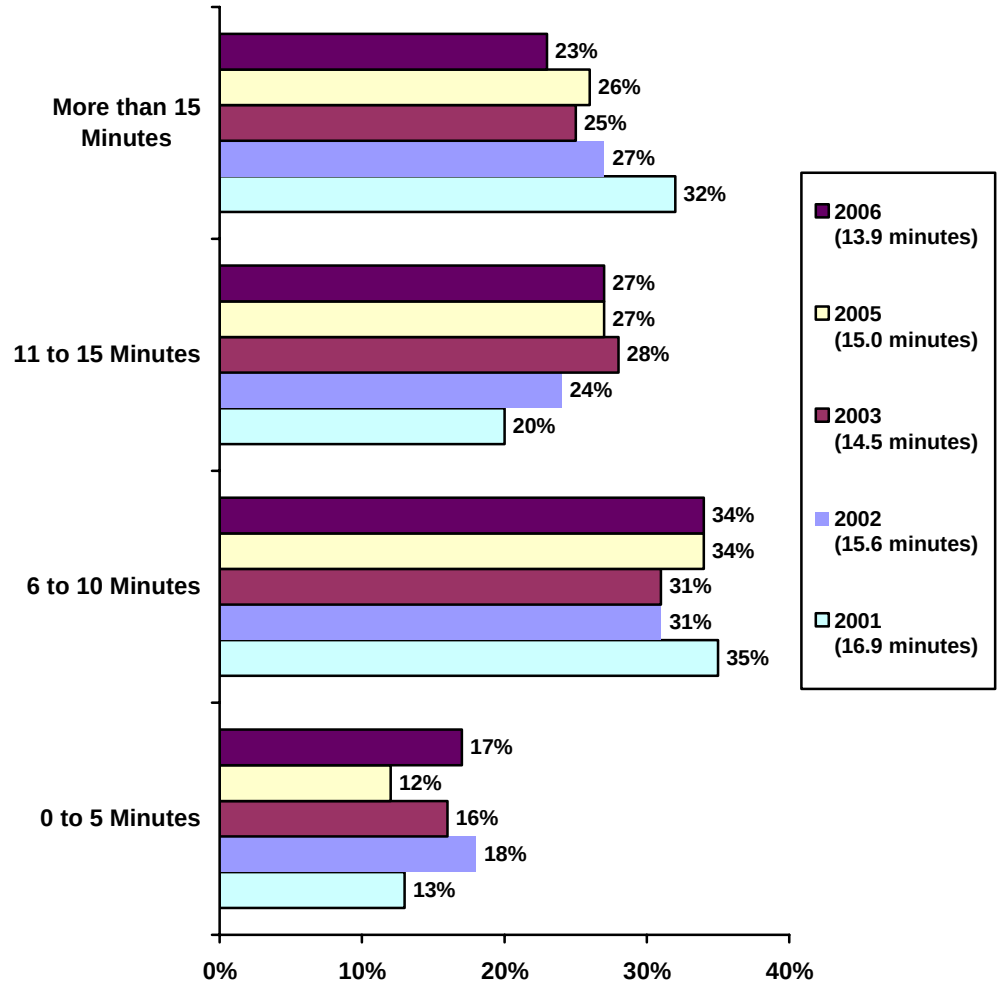
Regular and Infrequent Riders who reported making one or more transfers were asked how long they usually wait for a bus when they transfer.

Average wait time when transferring has decreased over the years – from a peak of 16.9 minutes in 2001 to 13.9 minutes in 2006. This decrease is significant.

- ~ The decrease in wait times is due primarily to a decrease in the percentage having to wait more than 15 minutes – from a high of 32 percent in 2001 to 25 percent in 2003 to 23 percent in 2006.

The majority (78%) check addition of those who transfer now wait 15 minutes or less when transferring – 17 percent wait between zero and five minutes, 34 percent wait between six and ten minutes; 27 percent wait between 10 and 15 minutes.

Figure 15: Wait Time When Transferring



Average wait times when transferring have decreased significantly since 2001. Average wait time in 2006 was 13.9 minutes.

Base: Regular and Infrequent Riders Who Transfer 2005 (n = 585; n_w = 277); 2003 (n = 578; n_w = 277); 2002 (n = 559; n_w = 301); 2001 (n = 584; n_w = 304)

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Questions MET7A: How many minutes do you usually wait for a bus when you transfer?

As noted earlier, South King County Riders are the most likely to have to take one or more transfers to reach their destination.

The decrease in average wait times is significant for South King County riders. Wait times in 2001 were 22.0 minutes; current wait times for South King County riders are now 14.4 minutes.

- ~ In 2005 more than one-third (36%) of South King County riders waited more than 15 minutes when transferring. This figure decreased to 25 percent in 2006. At the same time, however, the percentage waiting five or fewer minutes increased significantly – from 12 percent in 2005 to 23 percent in 2006.

Table 9: Average Wait Time When Transferring by Planning Area

		Total King County (n = 1,373) (n_w =714)	North King (n = 487) (n_w = 441) (a)	South King (n = 432) (n_w = 150) (b)	East King (n = 454) (n_w = 124) (c)
2006	% No Transfer	54%	**56% (b)**	42%	**65% (ab)**
	Wait Time When Transferring	13.9	13.7	14.4	13.5
2005	% No Transfer	60%	64%	47%	60%
	Wait Time When Transferring	15.0	14.1	17.2	14.3
2003	% No Transfer	58%	62%	41%	64%
	Wait Time When Transferring	14.5	14.0	15.7	13.5
2002	% No Transfer	58%	60%	50%	63%
	Wait Time When Transferring	15.6	15.8	16.2	13.9
2001	% No Transfer	60%	63%	51%	64%
	Wait Time When Transferring	16.9	14.9	22.0	13.5

Base shown for 2006 only.

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

Questions MET7A: How many minutes do you usually wait for a bus when you transfer?

Wait times when transferring decreased the most in South King County where average wait times have decreased from a high of 22 minutes in 2001 to just over 14 minutes in 2006.

Riders who make multiple transfers were asked how long they usually wait for their longest transfer. Seventy-one percent (71%) of riders who make multiple transfers wait 15 minutes or more for their longest transfer. The average reported wait time is 28.9 minutes. This remains significantly higher than the shortest wait time noted in 2001 when the average wait time for their longest transfer was 22.2 minutes.

Fare Payment

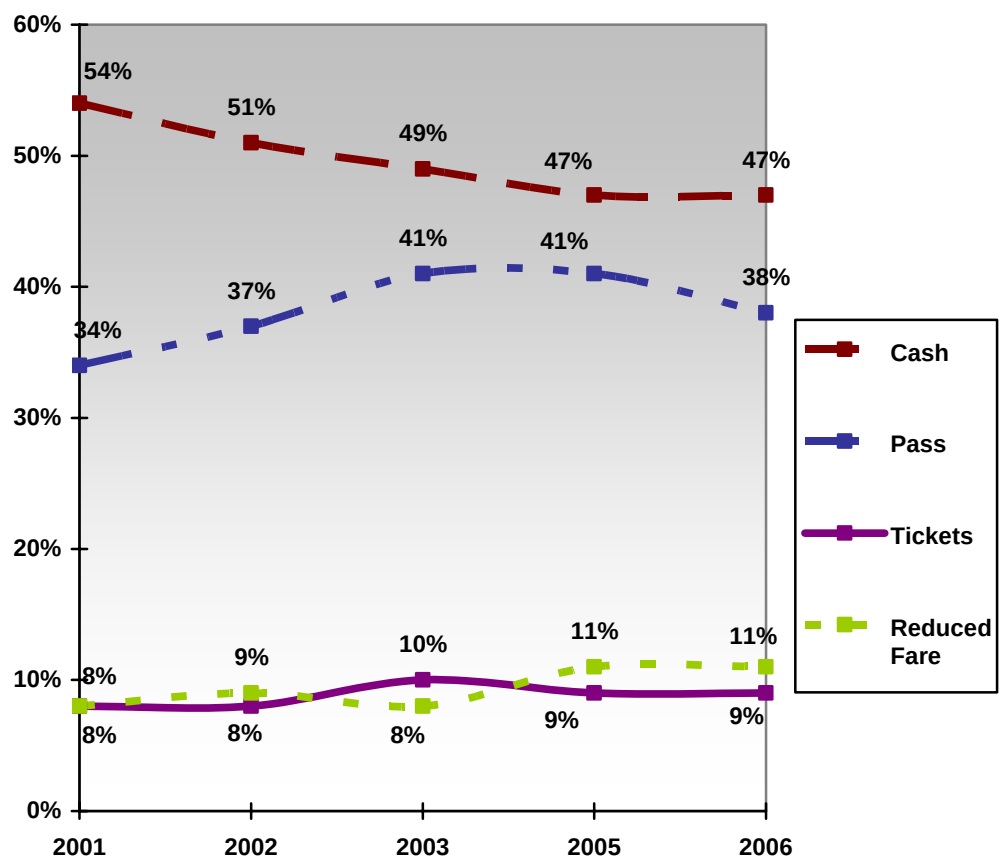
Method of Payment

Cash payments have decreased steadily since 2001 to the point where less than half (47%) of Riders now pay cash fares. There has been no change in the extent to which riders pay with cash since 2005.

Pass use increased correspondingly to a high in 2003 and 2005 (41%). This figure decreased somewhat between 2005 and 2006 to 38 percent. While not statistically significant, this should be monitored.

Reflecting the increased age of riders, use of reduced fare permits increased significantly from 2003 – from 8 to 11 percent. Notably, while still a very small segment there has been an increase in the percentage of riders using a reduced fare permit with a sticker – from 4 percent in 2003 to 6 percent in 2005 to 7 percent in 2006. (The category for reduced fare permits shown below includes those using a reduced fare permit with a sticker and those with a reduced fare permit who use cash or tickets for some part of their fare.)

Figure 16: Fare Payment



Fare payment methods remain relatively unchanged from 2005 with 47 percent of riders continuing to pay with cash, 38 percent using a pass, and 9 percent continuing to use tickets.

There has been a 38 percent increase in the percentage of riders using reduced fare permits from 2003.

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)

Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Question FARE1: How do you usually pay for bus fare? Do you use…?

After staying relatively steady (approximately 40%), cash use among Regular Riders decreased significantly in 2006 – from 40 percent in 2005 to 32 percent in 2005. At the same time, it increased significantly among Infrequent Riders – from 65 percent in 2005 to 80 percent in 2006.

Regular Riders are more than twice as likely as Infrequent Riders to use a reduced fare permit – 13 percent compared with 5 percent, respectively. Use of reduced fare permits has increased over the years for both Infrequent and Regular Riders.

Table 10: Fare Payment by Rider Status

	All Riders (n 2006= 1,373) (n_w 2006 = 714)	Regular Riders (n 2006= 1,214) (n_w 2006 = 485)	Infrequent Riders (n 2006 = 159) (n_w 2006 =229)
Cash			
2006 (e)	47%	32%	**80% (d)**
2005 (d)	47	**40 (e)**	65
2003 (c)	49	**41 (e)**	74
2002 (b)	51	**39 (e)**	74
2001 (a)	**54 (cde)**	**41 (e)**	73
Pass			
2006 (e)	38%	50%	14%
2005 (d)	**41 (a)**	50	19
2003 (c)	**41 (a)**	50	16
2002 (b)	37	47	17
2001 (a)	34	48	15
Tickets			
2006 (e)	9%	10%	5%
2005 (d)	9	9	7
2003 (c)	10	11	9
2002 (b)	8	9	7
2001 (a)	8	9	7
Reduced Fare Permits			
2006 (e)	11%	**13% (abc)**	5%
2005 (d)	11	10	14
2003 (c)	8	8	5
2002 (b)	9	10	7
2001 (a)	8	6	10

Question FARE1: How do you usually pay for bus fare?

Cash use among Regular Riders decreased significantly between 2005 and 2006 (40% to 32%, respectively). At the same time, it increased significantly among Infrequent Riders (65% and 80%, respectively.

Type of Pass

Regular and Infrequent Riders who use a pass were asked what type of pass they have. Nearly half (46%) of all pass users have a Puget Pass – continuing an increase noted since 2001.

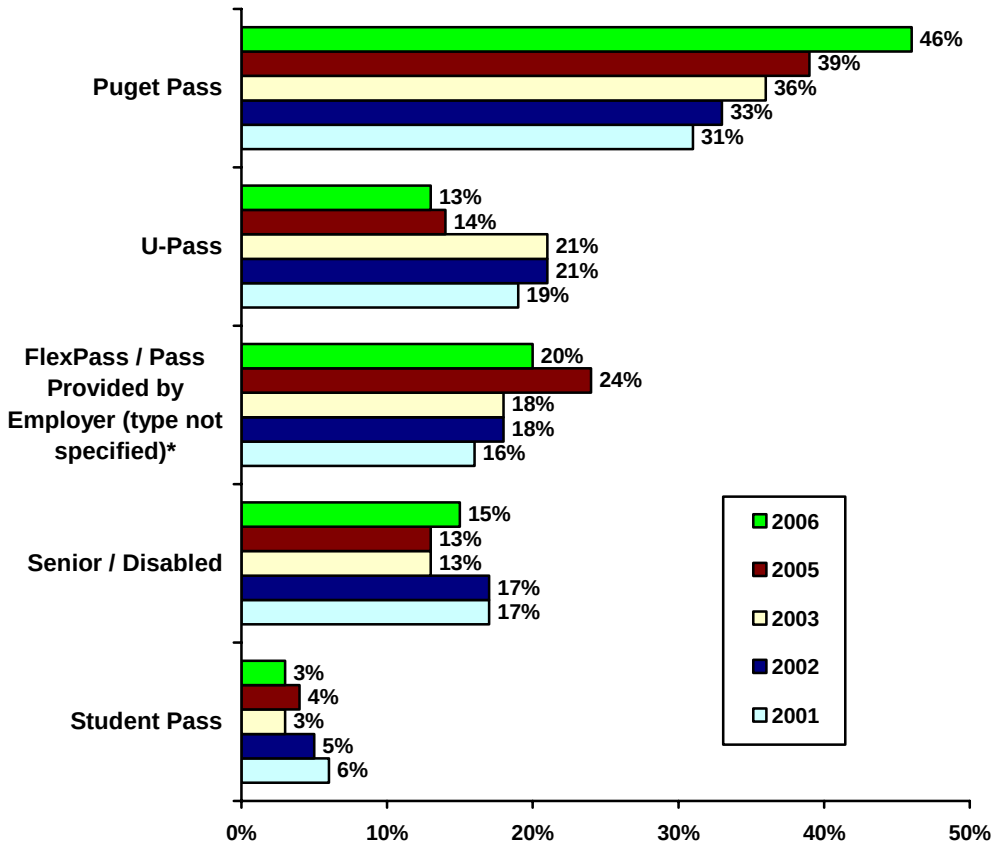
- ~ Among Regular Riders only, use of Puget Passes has increased from 33 percent in 2001 to 47 percent in 2006.

Only 13 percent of pass users reported using a U-Pass – remaining significantly lower than years 2003 and earlier. It is nearly the same as in 2005 when this decrease was first noted.

- ~ Use of a U-Pass has decreased steadily among Regular Riders from a high of 23 percent in 2002 to 16 percent in 2005 to 13 percent in 2006.

Use of Flex Passes or other passes provided by an employer is down slightly from 2005 – from 24 percent to 20 percent, respectively – but remains higher than in 2001 when only 16 percent of all pass users had a Flex Pass or some other pass provided by their employer. Note in 2001 because it received a significant number of mentions, a category was added for pass provided by employers but the specific type of pass was not mentioned. This is included with the Flex Pass figures.

Figure 17: Type of Pass



There has been a continued increase in the use of Puget Passes over the years – from 31 percent in 2001 to 46 percent in 2006.

Use of U-Passes remains below 2003 levels.

Base: Riders who Use a Pass to Pay Fare 2006 (n = 707; n_w = 318); 2005 (n = 704; n_w = 323); 2003 (n = 687; n_w = 338); 2002 (n = 651; n_w = 298); 2001 (n = 666; n_w = 277)

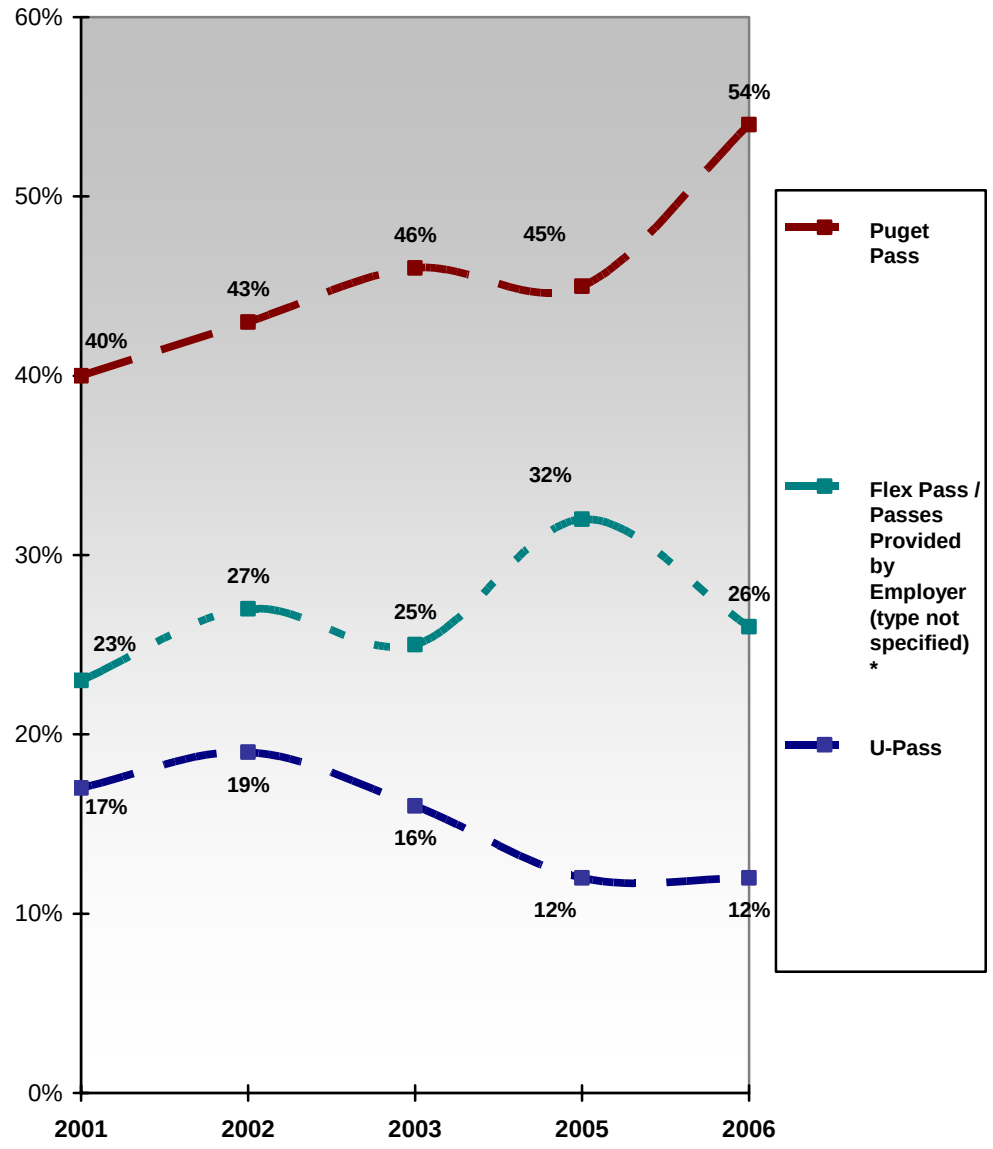
Question FARE1A: What kind of pass do you use?

* *Because it received a significant amount of mentions a category was added in 2001 for those respondents who said their employer provided them with a pass but did not specify the name of the pass.*

The use of Puget Passes by Work Commuters has increased steadily with large changes between 2001 and 2003 and another significant change between 2005 and 2006. This question was modified slightly in 2006 to ensure that the survey was capturing the complexity of passes.

The use of Flex Passes or other passes provided by an employer by Work Commuters has varied over the years, peaking at 32 percent in 2005.

Figure 18: Type of Pass – Work Commuters



The use of Puget Passes by Work Commuters has increased steadily with large changes between 2001 and 2003 and another significant change between 2005 and 2006.

Base: Riders who are Work Commuters 2006 (n = 882; n_w = 434); 2005 (n = 901; n_w = 448); 2003 (n = 838; n_w = 451); 2002 (n = 851; n_w = 433); 2001 (n = 858; n_w = 434)

Question FARE1A: What kind of pass do you use?

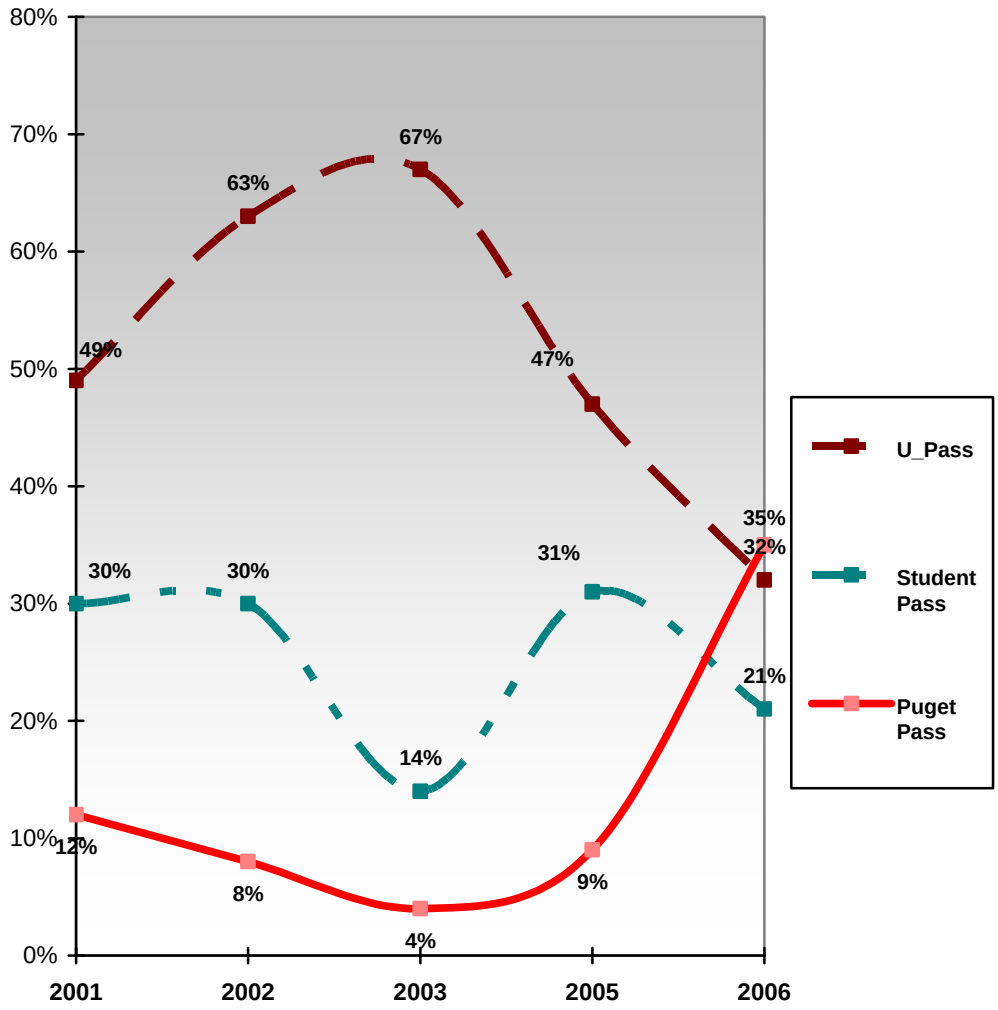
Sum of lines do not add to 100 percent due to rounding. Only major pass categories included.

* *Because it received a significant amount of mentions a category was added in 2001 for those respondents who said their employer provided them with a pass but did not specify the name of the pass.*

As noted there has been a significant decrease in the use of the U-Pass – from 21 percent in 2003 to 13 percent in 2006 for all pass users. This decrease was first noted in 2005 and was attributed in part to the decrease in the number of school commuters that were interviewed.

Additional analysis shows that this decrease has occurred among school commuters – from a peak of 67 percent in 2003 to less than half that (32%) in 2006.

Figure 19: Type of Pass – School Commuters



The decrease in the use of U-Passes by School Commuters has decreased significantly between 2003 and 2006.

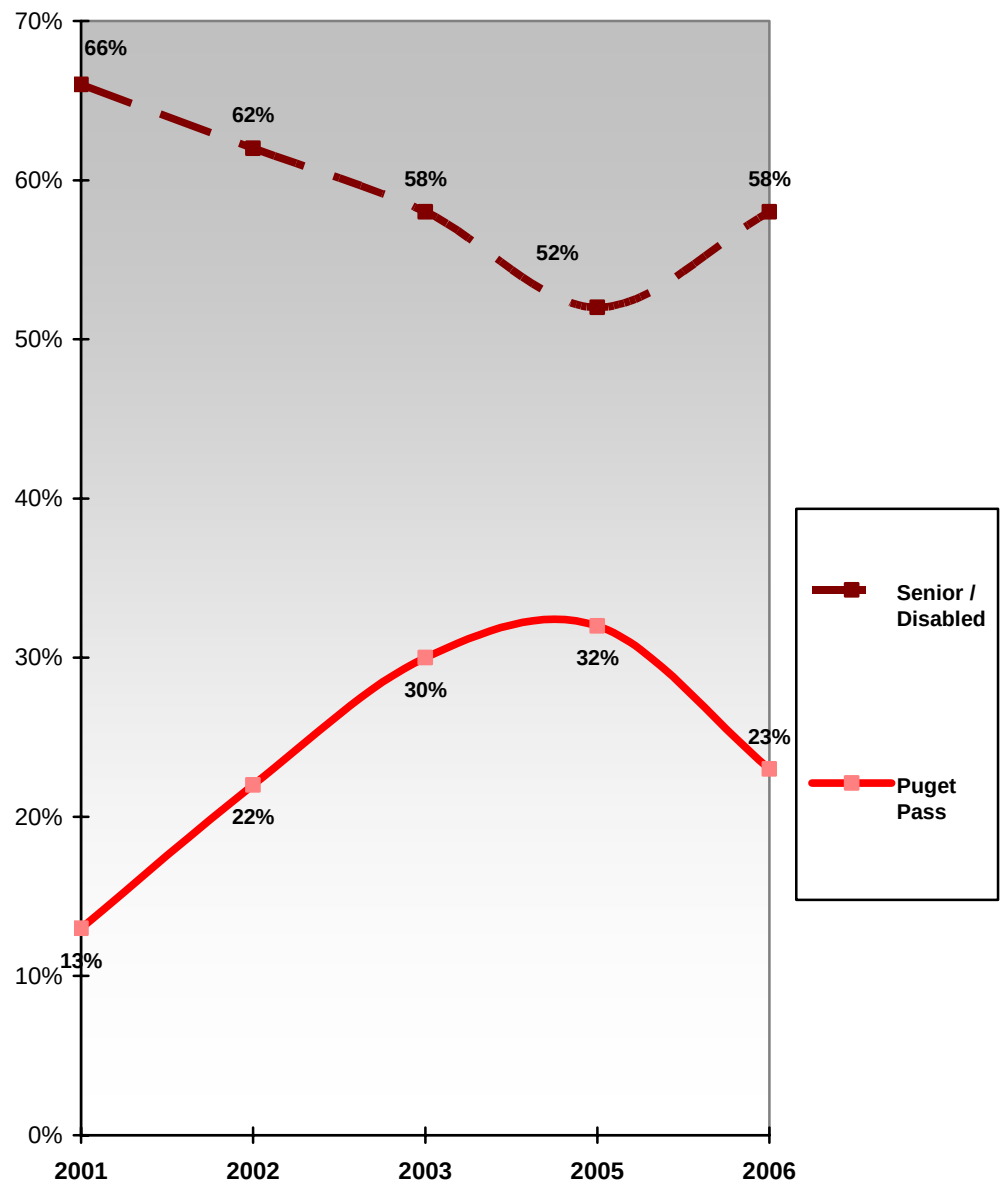
Base: Riders who are Work Commuters 2006 (n = 140; n_w = 66); 2005 (n = 130; n_w = 54); 2003 (n = 174; n_w = 96); 2002 (n = 154; n_w = 71); 2001 (n = 158; n_w = 68)

Question FARE1A: What kind of pass do you use?

Sum of lines do not add to 100 percent due to rounding. Only major pass categories included.

The use of Puget Passes by Non-Commuters increased steadily between 2001 and 2005 and decreased sharply in 2006. At the same time, the use of senior or disabled stickers or reduced fare permits decreased between 2001 and 2005 but increased in 2006. This may reflect the change in the question structure to better capture the types of passes available and should be monitored in coming years.

Figure 20: Type of Pass – Non-Commuters



The use of Puget Passes by Non-Commuters decreased significantly between 2005 and 2006 while the use of senior or disabled stickers or reduced fare permits increased.

Base: Riders who are Non-Commuters 2006 (n = 351; n_w = 219); 2005 (n = 350; n_w = 190); 2003 (n = 343; n_w = 215); 2002 (n = 363; n_w = 232); 2001 (n = 402; n_w = 262)

Question FARE1A: What kind of pass do you use?

Sum of lines do not add to 100 percent due to rounding. Only major pass categories included.

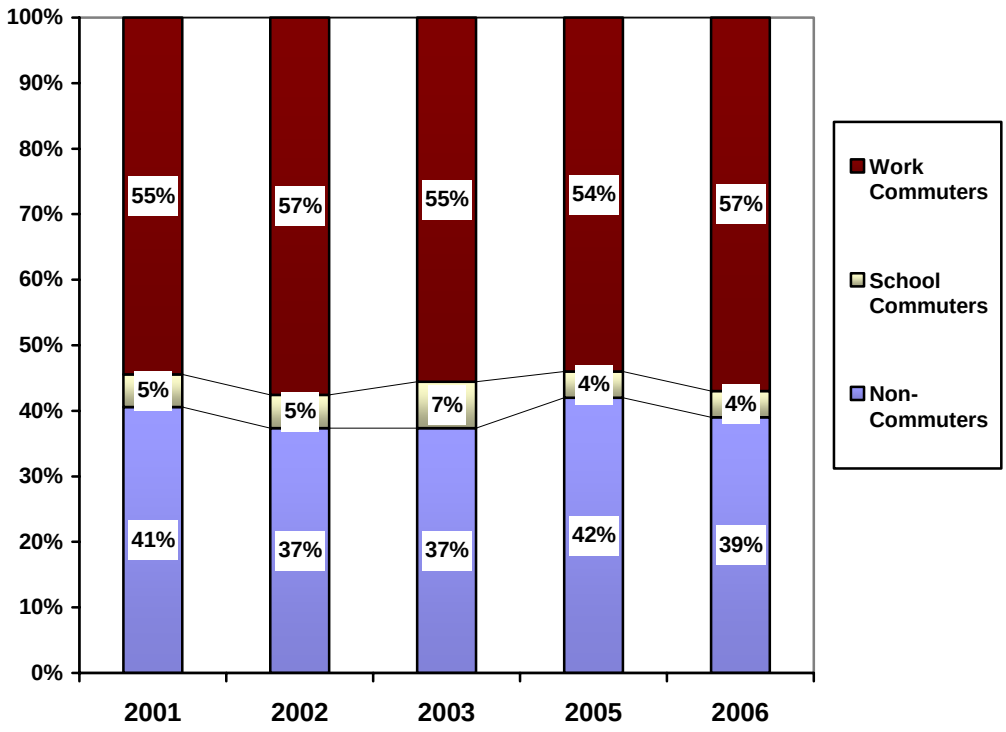
Commuters

Commuter Status

In 2006, more than three out of five (61%) survey respondents were 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, with the percentages ranging from as low as 58 percent to as high as 62 percent.

The percentage of survey respondents who are school commuters is the same as last year's – 4 percent. This still shows a decrease compared to previous years, continuing to reflect the increasing difficulty in reaching individuals who attend school. As noted in 2005, research has shown that this segment is more likely than any other demographic segment to only have a cell phone•. The sample for this survey is based only on households with a working landline telephone.

Figure 21: Commuter Status – 2001 to 2006



More than three out of five (61%) survey respondents are commuters, up slightly but not significantly from 2005, when 58 percent of those surveyed were commuters.

Base 2006: All Respondents (n = 2,450; n_w = 2,450)

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Question GEN2: What is your current employment status?

Question GEN3: Do you go to work or attend school outside of the home three or more days a week?

• Source: Presentations given at 2005 Cell Phone Sampling Summit II, http://www.nielsenmedia.com/cellphonesummit/cellphone.html

Commuter Demographics

Work Commuters

Nearly three out of five (57%) King County residents surveyed commute to work three or more days per week. The vast majority (93%) of those who are classified as Commuters are Work Commuters. Four out of five (80%) of Work Commuters work full-time; this is approximately the same as in 2005 (82%).

The average age for this group is 44 – nearly three out of five (58%) are between the ages of 35 and 54. Work Commuters have the highest median household income – $82,877 – with 58 percent having household incomes of $75,000 or more.

Nearly one out of four (22%) Work Commuters are Regular Riders; an additional eight percent (8%) are Infrequent Riders.

School Commuters

School Commuters are a small segment – only 4 percent of those surveyed. As noted earlier, this figure may be lower than their actual incidence in the population due to the higher rate of cell phone only households in this segment.

The average age for this group is 22 – 47 percent is between the ages of 16 and 17; 24 percent are between the ages of 18 and 24. Seventy-four percent (74%) live in households with children at home.

The majority of School Commuters (86%) are students only (that is, they do not work). Fourteen percent (14%) work part-time but classified themselves primarily as a School Commuter.

Half (50%) of School Commuters are Regular Riders; an additional 18 percent are Infrequent Riders.

Non-Commuters

Nearly two out of five (39%) King County residents surveyed are Non-Commuters. Forty-four percent (44%) of this segment are retired; the average age of this segment is 55. Seven out of ten (70%) are women.

More than three out of four (77%) Non-Commuters are Non-Riders.

Table 11: Demographic Characteristics of Commuters and Non-Commuters

	All Respondents (n = 2,450) (n_w = 2,450)	Work Commuters (n = 1,484) (n_w = 1,399) (a)	School Commuters (n = 160) (n_w = 98) (b)	Non-Commuters (n = 806) (n_w = 953) (c)
Area of Residence				
Seattle / North King	41%	42%	46%	38%
South King	33	32	30	**36 (a)**
East King	26	26	24	25
Rider Status				
Regular Rider	20%	**22% (c)**	**50% (ac)**	13%
Infrequent Rider	9	8	**18 (a)**	10
Non-Rider	71	**69 (b)**	32	**77 (ab)**

Nearly one out of four (22%) Work Commuters are Regular Riders; 50 percent of School Commuters are Regular Metro Riders.

	All Respondents (n = 2,450) (n_w = 2,450)	Work Commuters (n = 1,484) (n_w = 1,399) (a)	School Commuters (n = 160) (n_w = 98) (b)	Non-Commuters (n = 806) (n_w = 953) (c)
Gender				
Male	42%	**49% (c)**	**49% (c)**	30%
Female	58	51	51	**70 (ab)**
Age				
16-17 yrs.	3%	1%	**47% (ac)**	1%
18-19 yrs.	1	1	**10 (ac)**	1
20-24 yrs.	4	**4 (c)**	**14 (ac)**	2
25-34 yrs.	16	**19 (c)**	**20 (c)**	10
35-44 yrs.	17	**21 (bc)**	3	**12 (b)**
45-54 yrs.	31	**37 (bc)**	5	**25 (b)**
55-64 yrs.	17	16	-	**21 (a)**
65 or older	12	1	-	**28 (a)**
Mean (years)	47.6	**44.3 (b)**	22.4	**55.3 (ab)**
Employment Status				
Employed Full-Time	48%	**80% (c)**	-	6%
Employed Part-Time	7	**10 (c)**	14%	2
Self-Employed	7	7	-	8
Student	7	2	86	**2 (a)**
Not Employed	9	-	-	24
Retired	17	-	-	44
Unemployed / Other	6	<1	-	**13 (a)**
Income				
Less than $7,500	2%	<1%	**10% (a)**	**4% (a)**
$7,500 to $15,000	3	1	**9 (a)**	**5 (a)**
$15,000 to $25,000	5	3	6	**9 (a)**
$25,000 to $35,000	5	4	6	**8 (a)**
$35,000 to $55,000	17	16	17	**20 (a)**
$55,000 to $75,000	18	19	20	16
$75,000 to $100,000	19	**24 (bc)**	13	13
$100,000 to $150,000	18	**20 (c)**	16	14
$150,000 or more	13	**14 (b)**	3	**12 (b)**
Median	$74,649	$82,877	$56,639	$59,966
Ethnicity				
Caucasian	88%	86%	84%	**90% (a)**
Asian American	6	6	8	5
African American	4	4	6	3
Hispanic	2	**3 (c)**	3	1
American Indian	2	2	3	2
Other	1	1	<1	<1
Household Type				
Single-Person / Adult Only	18%	**15% (b)**	6%	**25% (ab)**
Two-Person / Adult Only	29	**29 (b)**	20	**31 (b)**
Household with Children	52	**56 (c)**	**74 (ac)**	44
Average Household Size	2.8	**2.8 (c)**	**3.4 (ac)**	2.6
Valid Driver's License				
% With Valid Driver's License	93%	**96% (bc)**	67%	**91% (b)**
Number of Vehicles				
None	6%	4%	**12% (a)**	**9% (a)**
# of Cars / Adult Household Member	2.0	**2.1 (c)**	1.9	1.8

Columns within a category may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

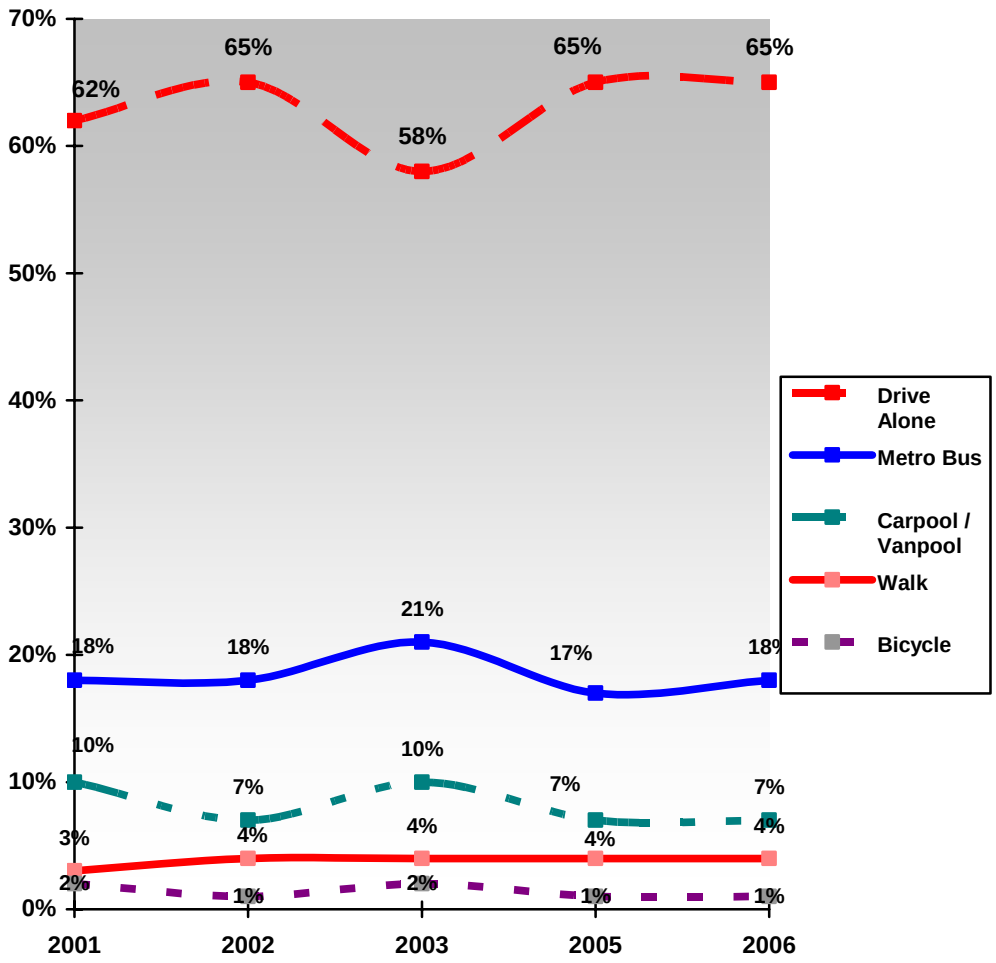
Travel Mode to Work or School

Nearly two out of three (65%) commuters drive alone to work or school. This is the same as last year, and remains up significantly from 2003 when 58 percent of commuters drove alone to work or school.

Eighteen percent (18%) of commuters ride a Metro bus to work. This is down significantly from 2003 when more than one out of five (21%) commuters rode the bus. This figure is similar to that in previous years (2001, 2002, and 2005).

Carpooling / vanpooling also remains down significantly from 2003 when 10 percent of all commuters carpooled or vanpooled. In 2006, 7 percent of all commuters carpooled or vanpooled, the same as 2005. Of those who carpool, nearly two-thirds (63%) carpool with another member of their family.

Figure 22: Travel Mode to Work or School



More commuters continue to drive alone to work than in 2003. This increase has come from both a decrease in the use of Metro and the extent to which commuters carpool or vanpool.

Base: All Commuters 2006 (n = 1,598, n_w = 1,450); 2005 (n = 1,504, n_w = 1,354); 2003 (n = 1,559, n_w = 1,425); 2002 (n = 1,546, n_w = 1,405); 2001 (n = 1,522, n_w = 1,359)

Question COMM2: How do you usually get to and from work or school?

Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. In addition, several small categories (e.g., combination of modes, varies) are excluded from graph.

More than two out of three Work Commuters (68%) drive alone to work.

- ~ The increase in drive-alone commuting is greatest among work commuters increasing from 62 percent in 2003 to 68 percent in 2006. Current rates of drive-alone commuting are the same as in 2002.

Nearly three out of five School Commuters (59%) use Metro.

- ~ The use of Metro to commute to school has been increasing over the past several years and is now significantly higher than in 2003 when less than half (47%) of School Commuters used Metro. Current year figures (59%) are the highest recorded.

Figure 23: Travel Mode to Work / School by Commuter Type

	2001 (a)	2002 (b)	2003 (c)	2005 (d)	2006 (e)
Work Commuter					
Drive Alone	65%	**68% (c)**	62%	**67% (c)**	**68% (c)**
Bus	16	16	**19 (ab)**	16	16
Carpool / Vanpool	**10 (bde)**	7	**9 (e)**	7	7
Other	9	9	9	9	9
School Commuter					
Drive Alone	12%	14%	14%	17%	13%
Bus	51	55	47	49	**59 (c)**
Carpool / Vanpool	15	9	**16 (b)**	11	13
Other	23	23	**24 (e)**	23	15

Base 2006: All Commuters (n = 1,598, n_w = 1,450)

Question COMM2: How do you usually get to and from work or school?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

The increase in drive-alone commuting occurred primarily among Work Commuters – increasing from 62 percent in 2003 to 68 percent in 2006.

There has been a significant increase in the extent to which School Commuters use Metro.

Demographic Characteristics of Commuters by Commute Mode

Drive Alone Commuters

Nearly two out of three (65%) Commuters usually drive alone to work or school. Some drive-alone commuters also ride the bus – four percent (4%) of drive-alone Commuters are Regular Riders and eight percent (8%) are Infrequent Riders. The vast majority (98%) of Drive Alone Commuters are Work Commuters. Four out of five (80%) Drive Alone Commuters are employed full-time.

Drive Alone Commuters are different from those using other modes in that they:

- ~ Are more likely to live in South (36%) or East (29%) King County.
- ~ Are older, on average, than other commuters – average age 45 years of age; 56 percent are between the ages of 45 and 64.
- ~ Have a higher median household income than Bus Commuters – median income $85,008.

Metro Bus Commuters

Eighteen percent (18%) of all Commuters usually ride Metro to work. Ninety-four percent of Bus Commuters (94%) are Regular Riders. While the majority of Bus Commuters (86%) are Work Commuters, 13 percent commute to school (that is, they attend school only). Nearly three-fourths (71%) of Bus Commuters are employed full-time.

Bus Commuters are different from those who drive alone in that they are:

- ~ More likely to live in North King County – three out of five (60%) Metro bus commuters live in North King County.
- ~ Younger – average age is 39 years; 7 percent are between the ages of 16 and 19; 33 percent are between the ages of 20 and 34.
- ~ Less affluent – median household income is $66,646.
- ~ Less likely to have a valid driver's license or to have a vehicle available for their personal use.
- ~ Nearly one out of five (18%) of Metro bus commuters are students; 13 percent attend school only while the balance (5%) work and attend school.

Table 12: Demographic Characteristics by Commute Mode

	All Commuters (n = 1,644) (n_w = 1,497)	Drive Alone (n = 666) (n_w = 945) (a)	Metro Bus (n = 638) (n_w = 257) (b)	Carpool / Vanpool (n = 109) (n_w = 110) (c)	Other (n = 183) (n_w = 136) (d)
Area of Residence					
Seattle / North King	42%	35%	**60% (ac)**	40%	**65% (ac)**
South King	31	**36 (bd)**	22	28	18
East King	26	**29 (bd)**	18	**32 (ad)**	17

	All Commuters (n = 1,644) (n_w = 1,497)	Drive Alone (n = 666) (n_w = 945) (a)	Metro Bus (n = 638) (n_w = 257) (b)	Carpool / Vanpool (n = 109) (n_w = 110) (c)	Other (n = 183) (n_w = 136) (d)
Rider Status					
Regular Rider	24%	4%	**94% (acd)**	**15% (a)**	**40% (ac)**
Infrequent Rider	9	8	6	**16 (b)**	**19 (ab)**
Non-Rider	67	**88 (cd)**		**69 (d)**	41
Employment Status					
Employed Full-Time	75%	**80% (bcd)**	71%	65%	68%
Employed Part-Time	10	9	9	10	10
Self-Employed	7	**7 (b)**	2	6	**9 (b)**
Student	8	4	**18 (ad)**	**19 (a)**	**13 (a)**
Gender					
Male	49%	47%	50%	39%	**58% (ac)**
Female	51	**53 (d)**	50	61 (d)	42
Age					
16-17 yrs.	4%	1%	**4% (a)**	**17% (ab)**	**8% (a)**
18-19 yrs.	1	1	**3 (ad)**	2	1
20-24 yrs.	5	3	**10 (ac)**	2	**8 (c)**
25-34 yrs.	19	18	**23 (a)**	26	18
35-44 yrs.	20	20	**22 (c)**	13	22
45-54 yrs.	35	**39 (bd)**	26	33	28
55-64 yrs.	15	**17 (bc)**	10	8	13
65 or older	1	1	1	<1	3
Mean (years)	42.8	**44.8 (bcd)**	38.6	36.4	41.0
Income					
Less than $7,500	1%	<1%	**3% (a)**	-%	3%
$7,500 to $15,000	1	1	**3 (a)**	2	2
$15,000 to $25,000	3	2	**6 (a)**	2	**8 (a)**
$25,000 to $35,000	4	3	**6 (ac)**	2	6
$35,000 to $55,000	16	14	**20 (a)**	15	22
$55,000 to $75,000	19	**20 (d)**	**20 (d)**	18	9
$75,000 to $100,000	23	**25 (b)**	18	19	22
$100,000 to $150,000	20	19	18	24	18
$150,000 or more	13	**16 (bd)**	6	**19 (b)**	9
Median	$81,619	$85,008	$66,646	$90,260	$73,814
Ethnicity					
Caucasian	86%	**88% (b)**	75%	**86% (b)**	**90% (b)**
Asian American	7	5	**11 (a)**	6	6
African American	4	**3 (d)**	**8 (ad)**	**7 (d)**	1
Hispanic	3	2	**5 (ad)**	2	1
American Indian	2	1	2	2	4
Other	1	1	1	-	1
Household Type					
Single-Person / Adult	14%	**14% (b)**	**16% (b)**	2%	**24% (ac)**
Two-Person / Adult Only	29	27	**35 (a)**	25	32
Household with Children	57	**59 (bd)**	49	**72 (abd)**	44
Average Household Size	2.9	**2.9 (bd)**	2.7	**3.3 (abd)**	2.6
Valid Driver's License					
% With Valid Driver's License	94%	99% (bcd)	84%	86%	86%
Number of Vehicles					
None	5%	-	17%	-	16%
# of Cars / Adult Household Member	2.1	**2.3 (bd)**	1.5	**2.3 (bd)**	1.7
Length of Residency					
% New in Past Year	3%	3%	6% (ac)	1%	4%

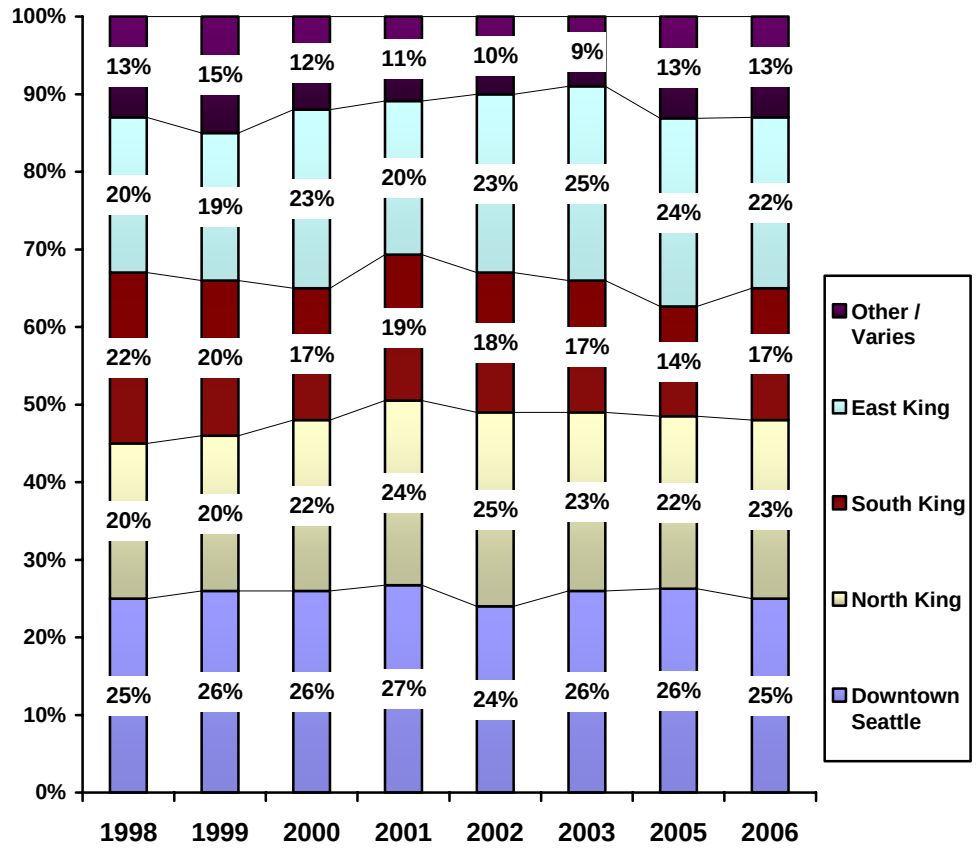
Columns within categories may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Work Location

There has been little change in the percentage of Commuters traveling to different areas of the county for work over the years.

- ~ One out of four (25%) Commuters work or attend school in downtown Seattle – unchanged from 2005.
- ~ Twenty-three percent (23%) work in North King County; there has been no significant change in this figure over the years.
- ~ Seventeen percent (17%) of all Commuters work or attend school in South King County. The percentage of commuters working in South King County has decreased significantly from its peak of 22 percent in 1998. In more recent years, this figure has been fluctuating.
- ~ More than one out of five (22%) Commuters work or attend school in East King County. This figure has remained relatively stable over the years.

Figure 24: Work Location – 2001 to 2006



There has been little change over the years in the percentage of Commuters traveling to different areas of the County.

Base 2006: All Commuters (n = 1,598, n_w = 1,450)

Question COMM1: In what geographic area do you work or attend school?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Work Location by Area of Residence

Nearly three out of five (58%) commuters live and work in the same area of King County. This is the same as in previous years.

Forty-eight percent (48%) of all commuters travel to North King County which includes 25 percent who work downtown. More than seven out of ten (71%) Commuters who live in North King County also work there.

- ~ This is up significantly from 2005 when 65 percent of Commuters living in North King County also worked there. More than one-third (36%) percent work downtown – up from 31 percent in 2006.

More than one out of five (22%) Commuters work in East King County. Nearly three out of five (57%) Commuters who work in East King County also live there – the same as in previous years.

South King County is the work destination for the fewest (17%) number of Commuters. Moreover, South King County residents are the most likely to commute to work locations outside their area of residence. Only two out of five (41%) of Commuters who live in South King County also work there.

- ~ This is up from 2005 when 34 percent of Commuters lived and worked in South King County.

Table 13: Work Location by Area of Residence

		Area of Residence		
Work Location	**All Commuters (n = 1,632) (n_w = 1,497)**	**North King (n = 530) (n_w = 635) (a)**	**South King (n = 529) (n_w = 471) (b)**	**East King (n = 573) (n_w = 390) (d)**
Live and Work in Same Area	58%	71% (ab)	41%	57% (b)
North King County (net)	48%	71%	34%	27%
Downtown Seattle	25 (bc)	36 (bc)	17	16
North King	23 (bc)	35 (bc)	17	11
South King County	17%	6%	41% (ac)	6%
East King County	22%	10%	10%	57% (ab)
Other / Varies	12%	13%	15%	10%

Question COMM1: In what geographic area do you work or attend school?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Nearly three out of five (58% commuters lives and works or attends school in the same general area of King County.

Work Location by Commute Mode

Only 16 percent of all Drive- Alone Commuters work in downtown Seattle. Equal numbers work in other North (22%) and South (22%) King County. Somewhat more (28%) work in East King County.

More than four out of five (81%) Commuters who ride the bus to work or school commute to North King County – 55 percent commute to downtown Seattle.

More than two out of five (43%) carpoolers / vanpoolers commute to North King County or downtown Seattle, with the split between destinations being nearly equal – downtown Seattle (20%) and other North King (23%).

- ~ More carpoolers / vanpoolers commute to an East King County work location (24%) than to South King (14%). A significant percentage (19%) commutes to other areas, many outside of King County.

Table 14: Work Location by Commute Mode

	All Commuters (n = 1,632) (n_w = 1,497)	Drive Alone (n = 666) (n_w = 945) (a)	Metro Bus (n = 638) (n_w = 257) (b)	Carpool / Vanpool (n = 109) (n_w = 110) (c)	Other (n = 183) (n_w = 136) (d)
North King County	48%	38%	**81% (acd)**	43%	**68% (ac)**
Downtown Seattle	25 (bc)	16%	**55% (acd)**	20%	**39% (ac)**
North King	23 (bc)	22	26	23	29
South King County	17%	**22 (bd)**	6	14	7
East King County	22%	**28 (bd)**	10	24	14
Other	12%	11%	2%	19%	10%

More than half (55%) of all bus commuters work or attend school in downtown Seattle.

Question COMM1: In what geographic area do you work or attend school?

Question COMM2: How do you usually get to and from work or school?

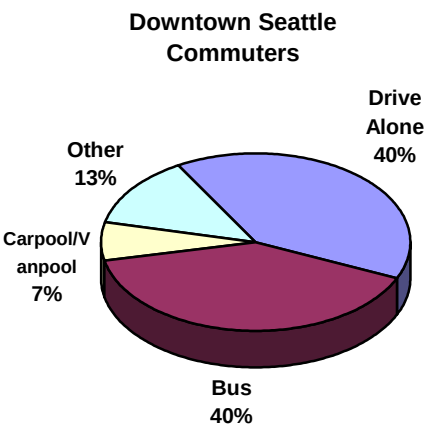
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

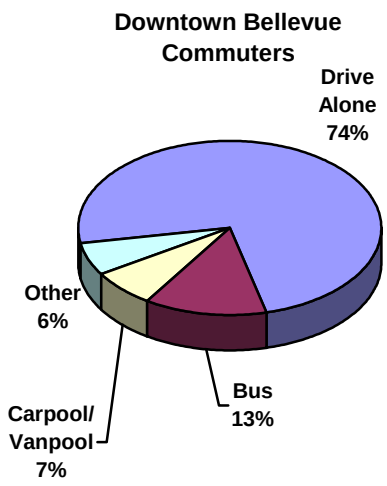
Commute Modes to Major Downtown Areas

Commuters who work in downtown Seattle are equally likely to drive alone (40%) and commute by bus (40%).

On the other hand, three out of four (74%) Commuters who work or attend school in downtown Bellevue drive alone to work; only 13 percent take the bus. Despite the fact that the earlier analysis shows that 19 percent (19%) of carpoolers and vanpoolers work or attend school in East King County, only seven percent (7%) of those working or attending school in downtown Bellevue carpool or vanpool to work.

Figure 25: Commute Modes to Major Downtown Areas





Base: Downtown Seattle Commuters
(n = 527; n_w = 335)

Base: Downtown Bellevue Commuters
(n = 61; n_w = 55)

Commuters who work or attend school in downtown Seattle are three times as likely as those who work or attend school in downtown Bellevue to take the bus to work.

Question COMM1: In what geographic area do you work or attend school?
Question COMM2: How do you usually get to and from work or school?

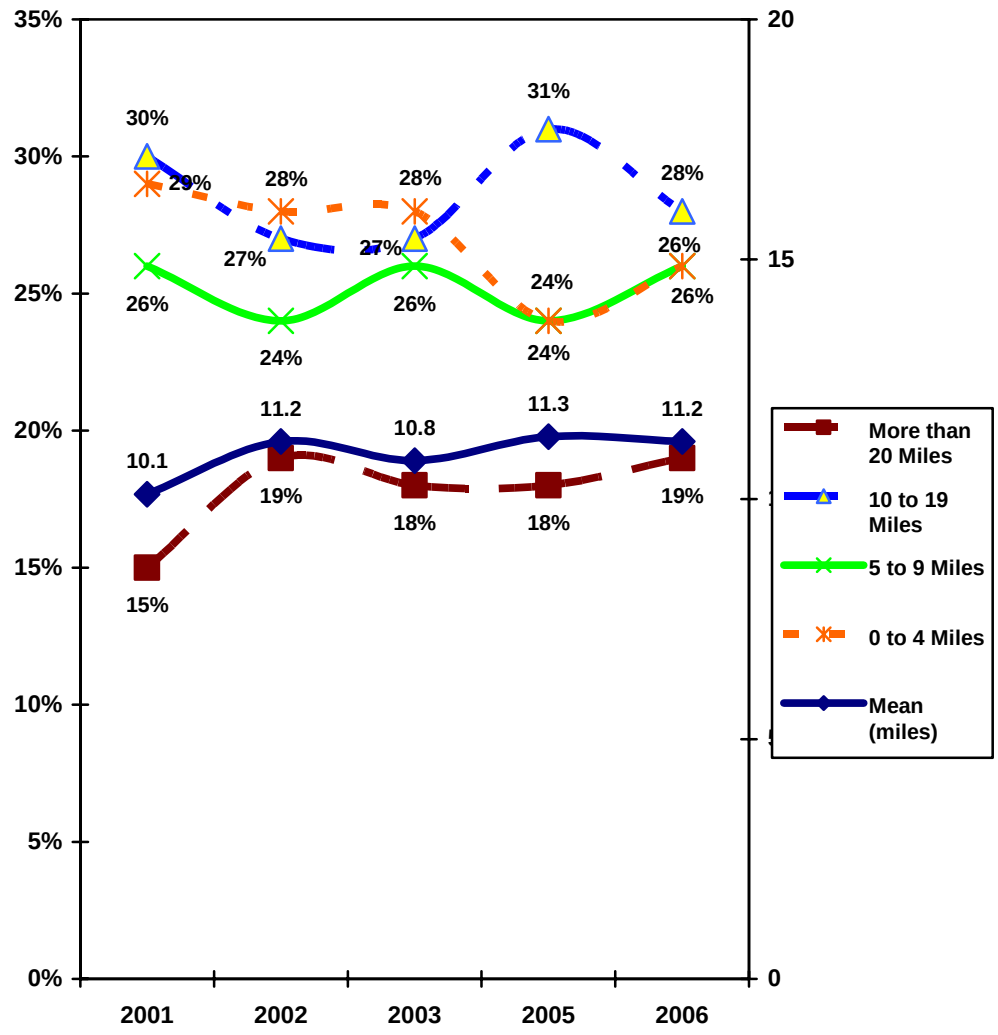
Travel Distance and Time to Work / School

Miles Traveled

Overall, nearly half of all Commuters (47%) drive 10 or more miles to work or school. On average, Commuters travel 11.2 miles from their home to work or school – similar to last year.

- ~ The percentage of travelers driving more than 20 miles to work or school increased significantly between 2001 and 2002 – from 15 percent to 19 percent and has stayed consistent for the following years. In addition, the percentage of travelers driving between 10 and 19 miles increased significantly between 2003 and 2005 – from 27 percent to 31 percent, respectively; it slightly decreased this year to 28 percent.

Figure 26: Travel Distance to Work / School



The percentage of travelers driving 10 or more miles to work or school has increased over the years. However, the average number of miles traveled has remained virtually unchanged.

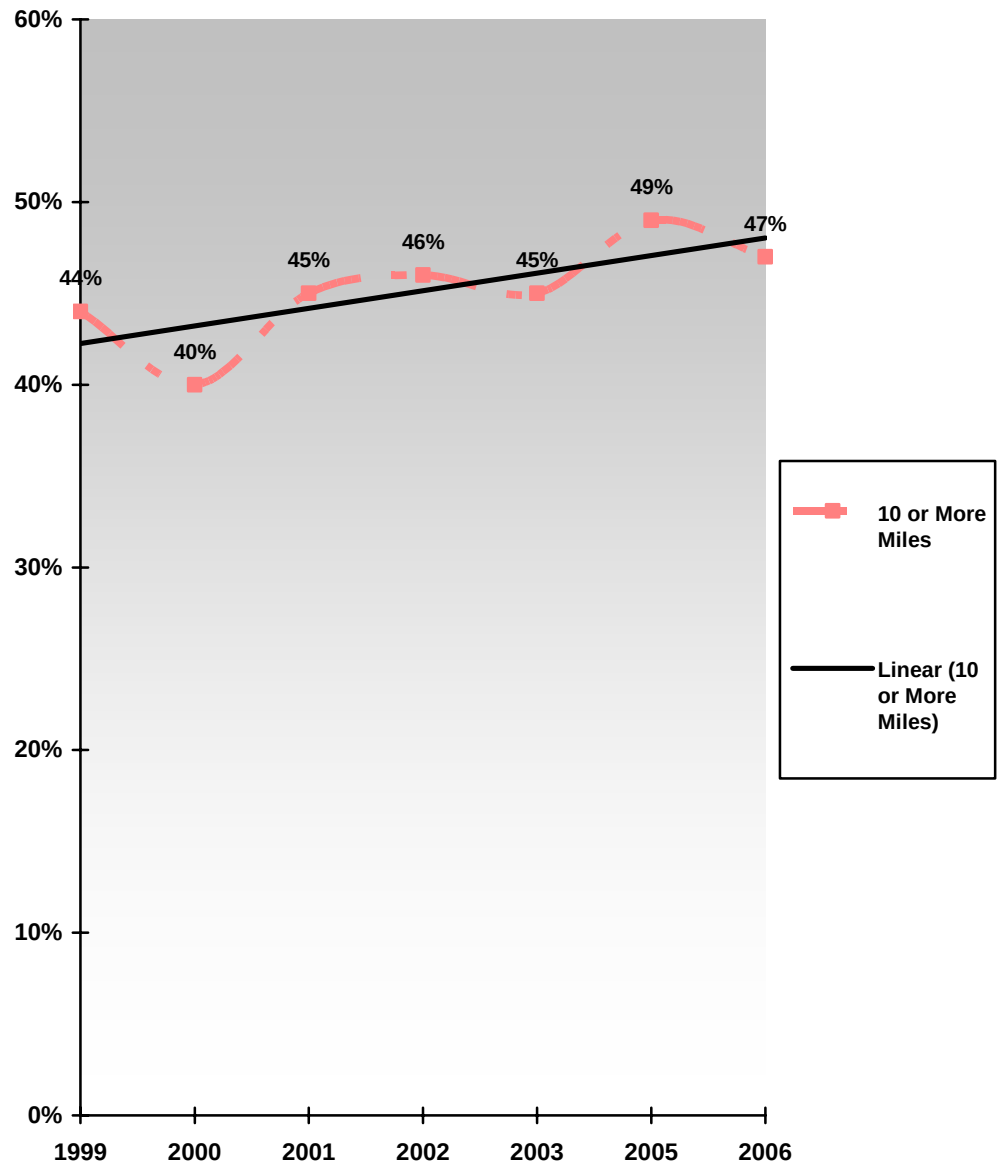
Base 2006: All Commuters (n = 1,598, n_w = 1,450)

Questions COMM3RC: How many miles do you travel from home to (work / school) one-way?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Additional analysis of travel distance to work shows that while the actual figures vary, reflecting the error inherent in sampling, there has been a slow but steady increase in the percentage of commuters driving more than 10 miles to work or school.

Figure 27: Percent of Commuters Traveling Ten or More Miles



While the change is relatively small, analysis clearly shows that the percentage of travelers driving longer distances to work has increased steadily over the years.

Base 2006: All Commuters Who Travel to Fixed Work Location (n = 1,598, n_w = 1,450)

Question COMM3RC: How many miles do you travel from home to (work / school) one-way?

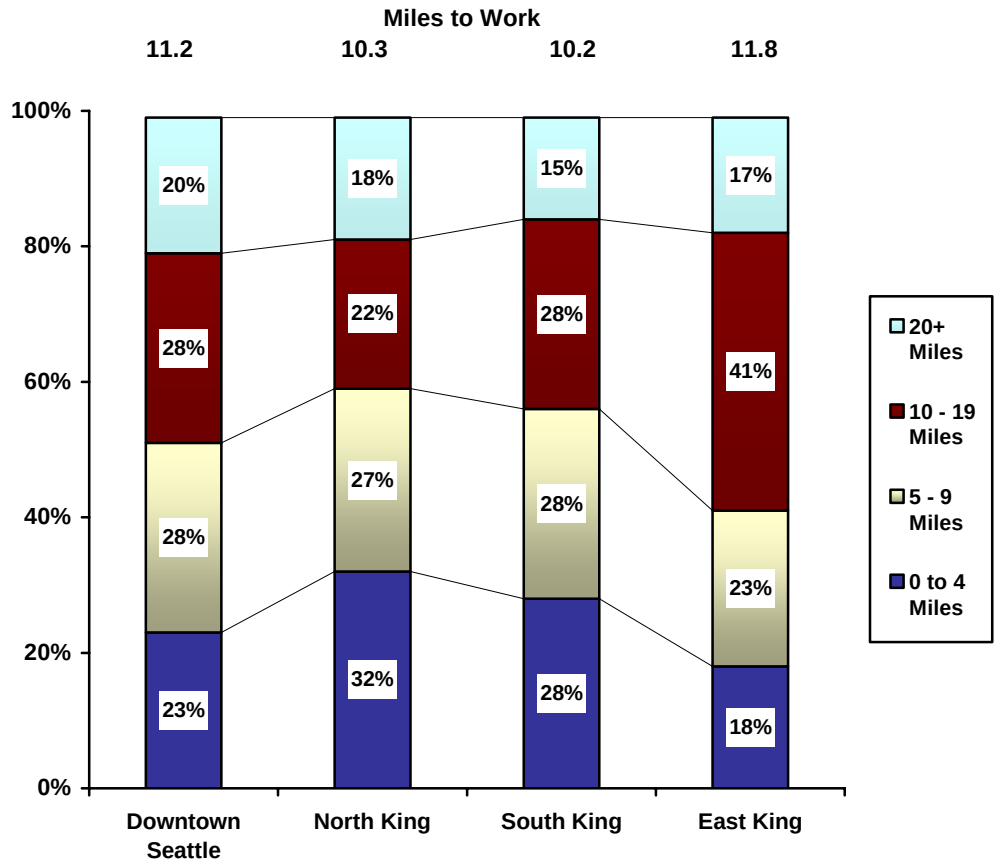
By Work / School Location

Those working in North King County (excluding downtown Seattle) continue to travel the shortest distance to work or school – nearly one out of three (32%) travel less than five miles. However, distance to work has increased significantly for those traveling to this area from 2005 when 40 percent traveled less than five miles. Average distance to work also increased significantly – from 8.4 to 10.3 miles.

Those commuting to East King County travel the furthest – more than half (58%) travels 10 or more miles, with an average of 11.8 miles. This is a down slightly from 2005 when the average distance traveled was 12.4 miles (due primarily to fewer commuters to East King County in 2005 driving between 10 and 19 miles (35%) and more (22%) driving 20 plus miles).

Those commuting to South King County travel an average of 10.2 miles to work, down significantly from 2005 when average travel distance was 12.0 miles. Significantly more commuters to South King County traveled 20 or more miles in 2005 than in 2006 – 21 percent compared to 15 percent, respectively. Similarly, significantly more commuters to South King County traveled 10 to 19 miles in 2005 than in 2006 – 35 percent compared to 28 percent, respectively

Figure 28: Miles Traveled by Work / School Location



Those working in East King County have the longest commutes – averaging almost 12 miles. More than half (58%) travel 10 or more miles to work.

Base: All Commuters Who Travel to Fixed Work Location: Downtown Seattle (n = 527; n_w = 335); North King (n = 360; n_w = 335); South King (n = 193; n_w = 225); East King (n = 308; n_w = 284)
Question COMM3RC: How many miles do you travel from home to (work / school) one-way?
Question COMM1: In what geographic area do you (work / attend school)?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. Some respondents said the miles they travel to work varies; this is excluded from graph.

A pairing of home and work or school location provides further insight in the variance in miles traveled to work or school. Travelers who live and work or attend school in the same sub-area of King County (65 percent North, 47 percent East, and 36 percent South) travel significantly shorter distances than those who commute outside the immediate area where they live.

Those living in East King County and commuting to South King County travel the greatest distances to work – on average 21.1 miles. Others that drive an above-average distance include:

- ~ Those living in South King County who commute to East King County – 19.5 miles.
- ~ Those living in North King County who commute to South King County – 15.2 miles.
- ~ Those living in South King County who commute to downtown Seattle – 18.8 miles.

Table 15: Average Commute Distance to Work / School by Home and Work / School Location

		Area of Residence		
Work Location	**All Commuters (n = 1,581) (n_w = 1,418)**	**North King (n = 534) (n_w = 629) (a)**	**South King (n = 528) (n_w = 464) (b)**	**East King (n = 519) (n_w = 325) (d)**
Downtown Seattle	11.2	6.6	18.8	16.7
Other North King County	10.3	6.6	17.9	15.3
South King County	10.2	15.2	7.9	21.1
East King County	11.8	13.9	19.5	9.4
All Commuters	11.2	8.6	**13.3 (a)**	**12.8 (a)**

Some respondents said their miles traveled to work varies; this is excluded from graph.

Questions COMM3RC: How many miles do you travel from home to (work / school) one-way?

Question COMM1: In what geographic area do you work or attend school?

Commuters who live in East King County and commute to South King County travel the greatest distance to work or school – on average, 21.1 miles.

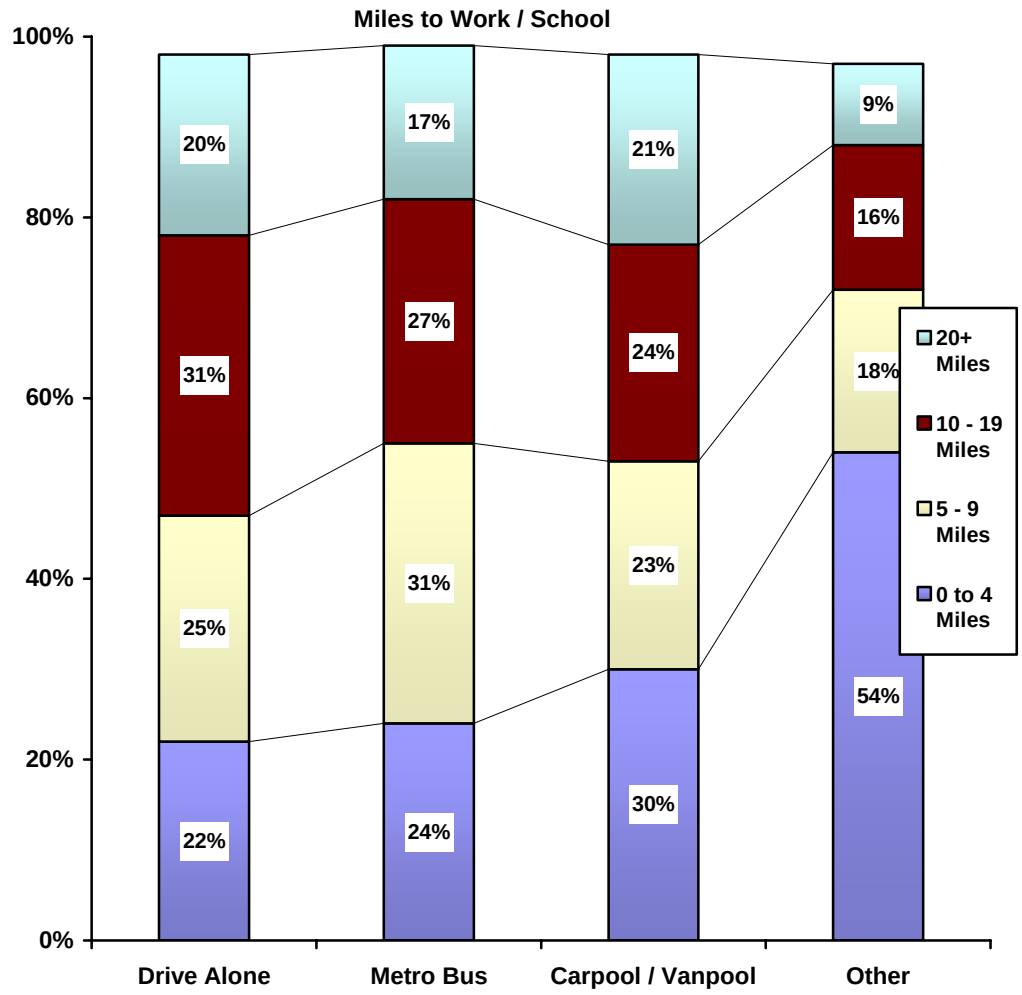
By Travel Mode to Work / School

Those who use other travel modes – primarily bicycle or walk – travel the shortest distance to work or school – 54 percent travel less than 5 miles.

Those who carpool or vanpool have long commute distances – on average 11.5 miles. Almost half (45%) carpoolers / vanpoolers travel 10 or more miles.

The average distance traveled to work or school by those who drive alone is not significantly different from those who commute by bus – 11.7 and 10.7 miles, respectively.

Figure 29: Miles Traveled by Travel Mode to Work / School



Those who carpool or vanpool have long commute distances – on average 11.5 miles. Almost half (45%) carpoolers / vanpoolers travel 10 or more miles; 51 percent of those who drive alone travel 10 or more miles.

Base: Commuters Who Travel to Fixed Location
Drive Alone (n = 666; n_w = 945); Metro Bus (n = 638; n_w = 257); Carpool / Vanpool (n = 109; n_w = 110); Other (n = 183; n_w = 136)

Question COMM3RC: How many miles do you travel from home to (work / school) one-way?

Question COMM1: How do you usually get to and from work or school?

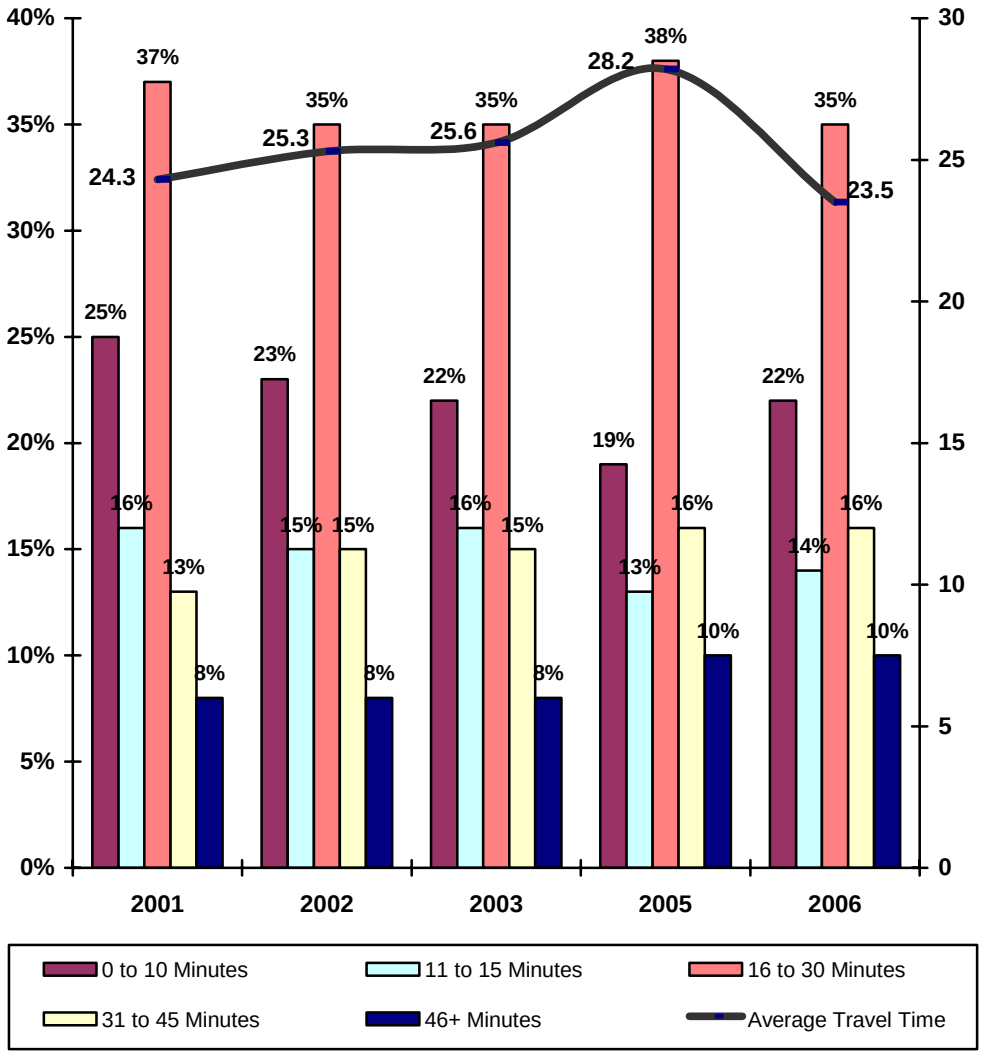
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. Some respondents said the miles they travel to work varies; this is excluded from graph.

Travel Time to Work / School

Travel times have increased steadily over the years from 2001 to 2005. In 2001, average travel time was 24 minutes with 21 percent having commute times in excess of 30 minutes. In 2005, average travel time increased to more than 28 minutes; 26 percent of all Commuters have commute times in excess of 30 minutes.

In 2006, average travel time decreased sharply to 23.5 minutes, the lowest level recorded. Despite this decrease, 26 percent of all Commuters continue to have commute times in excess of 30 minutes.

Figure 30: Travel Time to Work / School



In 2006, the study was not consistent with the increase in the number of miles traveled; travel time to work decreased significantly between 2005 and 2006.

Base 2006: Commuters Who Travel to Fixed Location (n = 1,598; n_w = 1,450)

Question COMM3ARC: About how long does that (travel from home to (work / school) one-way) usually take you?

Bars may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. Some respondents said the miles they travel to work varies; this is excluded from graph.

Comparisons of Travel Time and Distance to Work

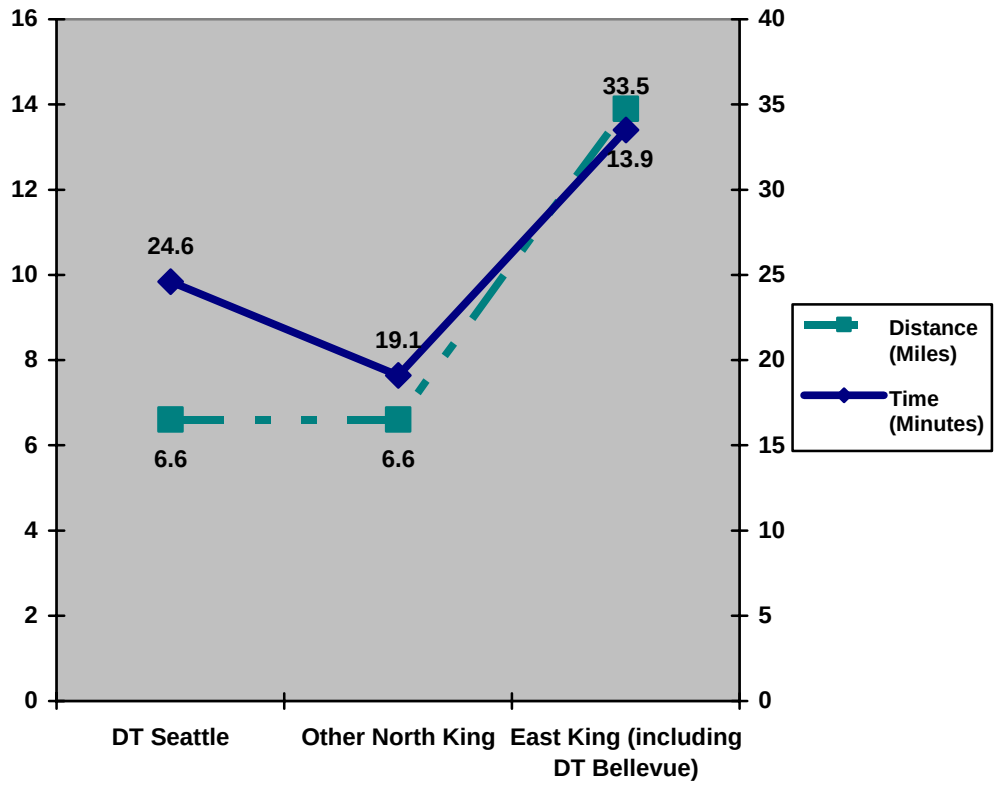
A comparison of distance traveled and travel time for the major pairings of residence and work destination provides greater insight into how commuters travel and the extent to which they may be experiencing travel delays. Where the points are nearly equal, travel time and distance correspond. In those cases where the travel time point is higher than the distance traveled, it is taking longer for persons traveling to that destination to travel the same distance as it is for persons traveling to another destination – that is, they are traveling at a slower rate of speed.

North King County Commuters

Nearly two out of three (65%) of all North King County Commuters works or attends school in downtown Seattle (31%) or other North King County (34%) areas; ten percent (10%) work in East King County, and six percent (6%) in South King County.

As Figure 31 shows, North King County Commuters traveling to downtown Seattle experience the slowest rate of travel. On the other hand, while North King County Commuters traveling to East King County drive the longest distance, their travel times relative to distance are actually faster.

Figure 31: Travel Time and Distance to Work or School by Area of Residence and Work Destination – North King County Commuters



North King County Commuters traveling to downtown Seattle experience the slowest rate of travel.

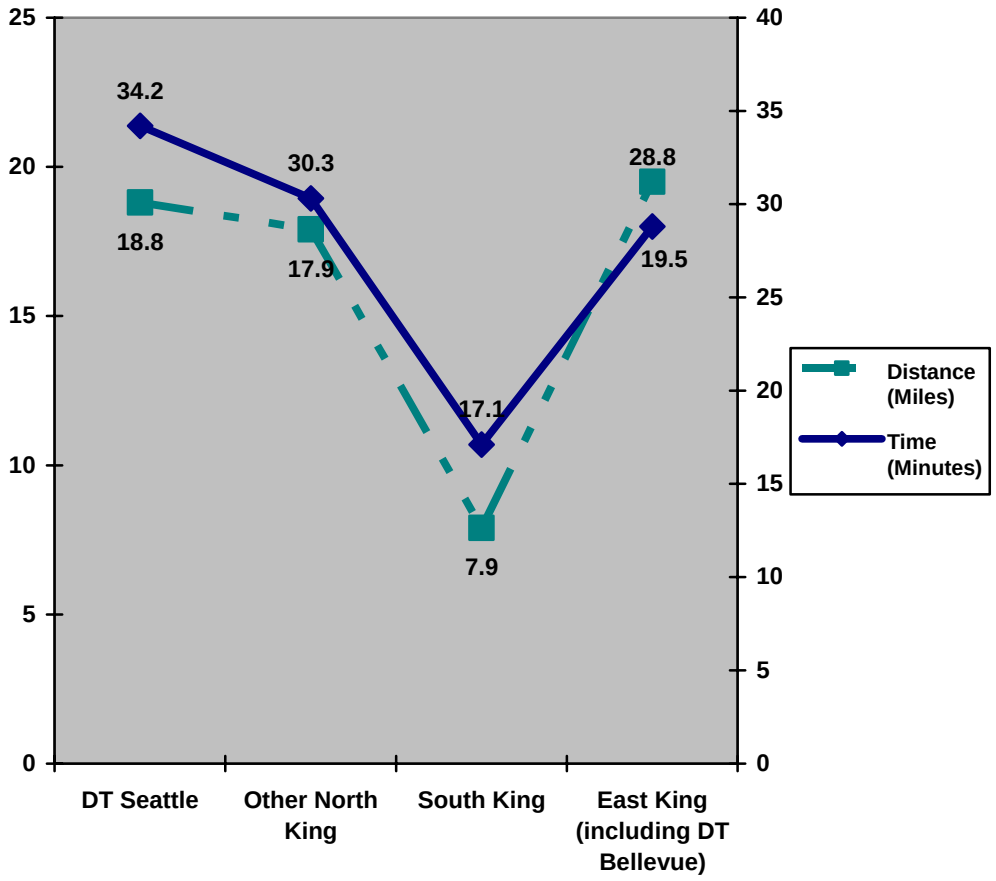
Base: North King County Commuters Who Travel to Fixed Location (n = 530; n_w = 635)
Question COMM3RC - How many miles do you travel from home to work or school one-way?
Question COMM3ARC - About how long does that usually take you?

South King County Commuters

South King County Commuters are the least likely segment to both live and work in the same area – 36 percent work in South King County, 31 percent work or attend school in downtown Seattle (16%) or other North King County (15%) locations, and 9 percent work in East King County.

As Figure 32 shows, commuters traveling within South King County itself – from a South King County residence to a South King County work location – experience the slowest rate of travel. In addition, South King County Commuters traveling to downtown Seattle experience a relatively slow commute.

Figure 32: Travel Time and Distance to Work or by Area of Residence and Work Destination – South King County Commuters



South King County Commuters traveling within South King County experience the slowest rate of travel.

In addition, those commuting to downtown Seattle also experience a relatively slow commute.

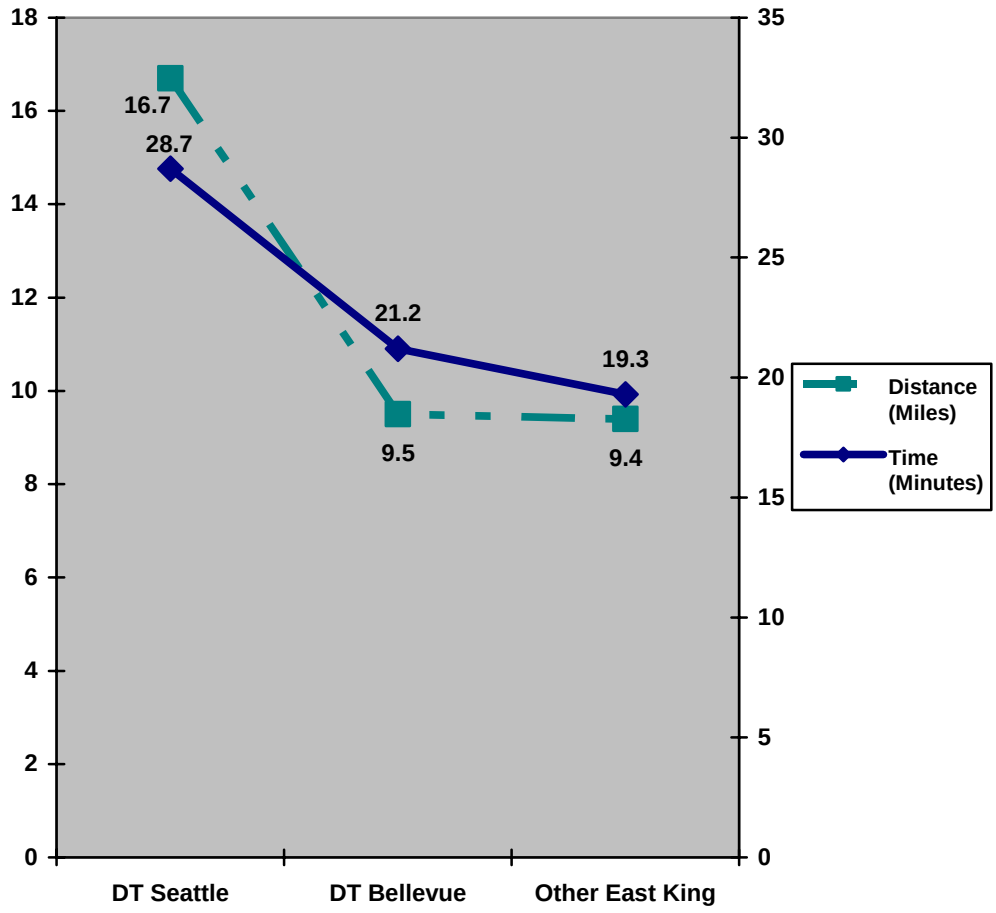
Base: South King County Commuters Who Travel to Fixed Location (n = 529; n_w = 471)
Question COMM3RC - How many miles do you travel from home to work or school one-way?
Question COMM3ARC - About how long does that usually take you?

East King County Commuters

East King County Commuters are the most likely segment to live and work in the same area. Nearly half (47%) of East King County Commuters work in East King County; 29 percent work in North King County - 16 percent in downtown Bellevue and 13 percent in other areas of North King County. Only five percent (5%) work in South King County.

As Figure 33 shows, East King County Commuters have the least discrepancy between distance traveled and the time required, suggesting the lowest levels of congestion encountered. Those traveling to other East King County destinations (outside of downtown Bellevue and especially downtown Seattle), have the least discrepancy between distance traveled and the time required to travel that distance.

Figure 33: Travel Time and Distance to Work or School by Area of Residence and Work Destination – East King County Commuters



East King County Commuters have the least discrepancy between distance traveled and the time required, suggesting the lowest levels of congestion encountered.

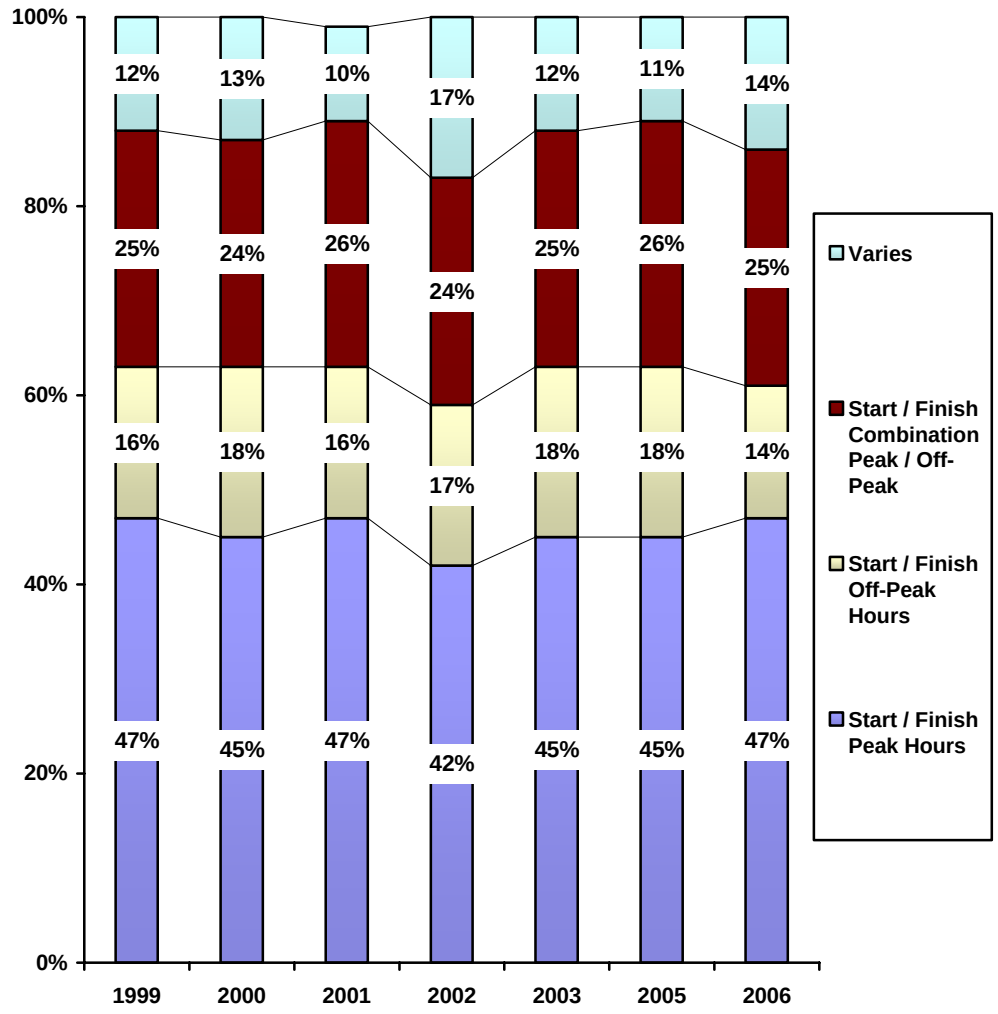
Base: East King County Commuters Who Travel to Fixed Location (n = 562; n_w = 380)
Question COMM3RC - How many miles do you travel from home to work or school one-way?
Question COMM3ARC - About how long does that usually take you?

Work Hours

Usual Work Hours

There has been relatively little variation in work hours over the years. The only notable exceptions include an increase in the percentage of employees who said their work hours varied in 2002 and in again in 2006. Throughout the past three years, there has been a slight and steady increase in the percentage of employees who said their work both started and finished during traditional peak hours – i.e., started between 6:00 and 9:00 a.m. and finished between 3:00 and 6:00 p.m.

Figure 34: Work Hours



There has been little change in commuters work schedules over the years.

Base: Commuters Who Travel to Fixed Location: 2006 (n = 1,598; n_w = 1,450); 2005 (n = 1,518, n_w = 1,354); Work Commuters (n = 1,422; n_w = 1,313); School Commuters (n = 159; n_w = 105)

Question COMMENCE: What is your usual schedule at (work / school)? First, what time do you begin?

Question QUIT: And what time do you finish (work / school)?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Work Hours by Commuter Type

Work Commuters are nearly five times as likely as school commuters to start and finish during peak hours – 50 percent compared with 11 percent, respectively. School Commuters are more likely to start and finish during a combination of peak and off-peak hours (63%).

Table 16: Work Hours by Commute Type

	All Commuters (n = 1,598) (n_w = 1,450)	Work (n = 1,444) (n_w = 1,356) (a)	School (n = 154) (n_w = 94) (b)
Start / Finish Peak	47%	**50% (b)**	11%
Start / Finish Off-Peak	14	14	17
Start / Finish Combination Peak / Off-Peak	25	22	**63 (a)**
Varies	14	14	10

Question COMMENCE: What is your usual schedule at (work / school)? First, what time do you begin?
Question QUIT: And what time do you finish (work / school)?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Work Commuters are five times as likely as School Commuters to both start and finish work during peak hours.

Work and School Commuters are equally likely to start during peak morning hours – 63 percent and 61 percent respectively. School Commuters are less likely than Work Commuters to finish during peak afternoon / evening hours – 23 percent and 61 percent respectively.

Table 17: Start / Finish Work Hours by Commute Type

	All Commuters (n = 1,598) (n_w = 1,450)	Work (n = 1,444) (n_w = 1,356) (a)	School (n = 154) (n_w = 94) (b)
Start Peak	63%	63%	61%
Start Off-Peak	26	26	32
Varies	11	12	7
Finish Peak	58%	**61% (b)**	23%
Finish Off-Peak	28	25	**68 (a)**
Varies	14	14	9

Question COMMENCE: What is your usual schedule at (work / school)? First, what time do you begin?
Question QUIT: And what time do you finish (work / school)?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Work and School Commuters are equally like to start during peak hours. School Commuters are less likely to finish during these peak hours

Work Hours by Commute Mode

Transit users are more likely than those who drive alone to work to both start between the hours of 6:00 and 9:00 a.m. and finish work between 3:00 and 6:00 p.m. peak times – half (50%) start and finish work during peak hours.

This is also true for carpoolers / vanpoolers, although this difference does not show as statistically significant due to the smaller sample sizes. Slightly more than half (51%) of all carpoolers and vanpoolers start and finish work during peak periods. Carpoolers / vanpoolers are the most likely segment to work fixed work hours that do not vary.

Table 18: Work Hours by Commute Mode

	All Commuters (n = 1,598) (n_w = 1,450)	Drive Alone (n = 666) (n_w = 945) (a)	Metro Bus (n = 638) (n_w = 257) (b)	Carpool / Vanpool (n = 109) (n_w = 110) (c)	Other (n = 183) (n_w = 136) (d)
Start / Finish Peak	47%	47%	**50% (d)**	51%	39%
Start / Finish Off-Peak	14	14	14	11	16
Start / Finish Combination Peak / Off-Peak	25	22	27	33	30
Varies	14	**16 (bc)**	9	5	**16 (c)**

Question COMMENCE: What is your usual schedule at (work / school)? First, what time do you begin?
Question QUIT: And what time do you finish (work / school)?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Transit users and carpoolers / vanpoolers are more likely than those who drive alone to start and finish work during peak hours.

Distribution of Morning Work Start Times

More than three out of five (64%) commuters begin work between 6:00 and 8:59 a.m. An additional 13 percent start work during the shoulder period of 9:00 and 9:59 a.m. These figures have varied little over the years.

Metro bus commuters are more likely than drive alone commuters to start work between 8:00 and 8:59 a.m. – 38 percent compared with 28 percent, respectively.

Table 19: Distribution of Morning Work Start Times

Morning Work Start Times	All Commuters					2006		
	2001 (a)	2002 (b)	2003 (c)	2005 (d)	2006 (e)	Drive Alone (n = 666) (n_w = 945) (a)	Metro Bus (n = 638) (n_w = 257) (b)	Carpool / Vanpool (n = 109) (n_w = 110) (c)
6:00 a.m. – 6:29 a.m.	6%	6%	4%	6%	6%	**7%** (b)	2%	**9%** (b)
6:30 a.m. – 6:59 a.m.	**6** (bce)	3	4	4	4	4	4	2
7:00 a.m. – 7:29 a.m.	14	14	12	12	13	13	11	21
7:30 a.m. – 7:59 a.m.	**12** (b)	9	10	11	11	9	10	17
8:00 a.m. – 8:29 a.m.	20	21	22	21	21	20	**26** (a)	21
8:30 a.m. – 8:59 a.m.	8	7	8	7	9	8	**12** (a)	11
9:00 a.m. – 9:29 a.m.	10	11	**13** (a)	12	11	10	14	9
9:30 a.m. – 9:59 a.m.	2	2	2	2	2	2	3	2
Varies	8	**12** (ad)	9	8	**11** (ad)	**14** (bc)	**5** (c)	2

Question COMMENCE: What is your usual schedule at (work / school)? First, what time do you begin?
Question QUIT: And what time do you finish (work / school)?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Three out of five (64%) commuters begin work between 6:00 and 8:59 a.m.

Nearly two out of five (38%) Metro commuters start work between 8:00 and 8:59 a.m.

Distribution of Afternoon Work Stop Times

While 64 percent of all commuters begin work during peak morning commute times (between 6:00 and 8:59 a.m.), fewer (59%) end work during these times (between 3:00 and 5:59 p.m.). An additional 8 percent end work during the shoulder period of 6:00 and 6:59 p.m. While these numbers have remained relatively the same over the years, there has been some change within these time periods. Notably, there has been a slow but steady increase in the percent of commuters stating that they finish work between 5:00 and 5:29 p.m. In addition, there has been a significant decrease in the percentage of commuters who say the time they finish work varies between 2002 and 2005; this year it increased and is approaching the 2002 levels.

Transit users are significantly more likely than those who drive alone and carpool / vanpool to finish work between 3:00 and 5:59 a.m. – 65 percent compared with 58 percent and 55 percent, respectively. Notably, More than one third (35%) of all commuters who ride the bus finish work between 4:30 and 5:29 p.m.

Table 20: Distribution of Afternoon Work Stop Times

Afternoon Work Stop Times	All Commuters					2006		
	2001 (a)	2002 (b)	2003 (c)	2005 (d)	2006 (e)	Drive Alone (n = 666) (n_w = 945) (a)	Metro Bus (n = 638) (n_w = 257) (b)	Carpool / Vanpool (n = 109) (n_w = 110) (c)
3:00 p.m. – 3:29 p.m.	6%	5%	6%	6%	5%	6%	4%	4%
3:30 p.m. – 3:59 p.m.	**6 (e)**	**7 (ce)**	5	5	4	4	4	6
4:00 p.m. – 4:29 p.m.	9	9	9	9	**12 (bcd)**	**12 (c)**	12	6
4:30 p.m. – 4:59 p.m.	**9 (b)**	5	**8 (b)**	**8 (b)**	**8 (b)**	8	9	15
5:00 p.m. – 5:29 p.m.	19	19	21	**22 (a)**	**23 (a)**	22	26	18
5:30 p.m. – 5:59 p.m.	7	5	7	6	7	6	**10 (a)**	6
6:00 p.m. – 6:29 p.m.	8	8	9	**10 (e)**	7	7	7	7
6:30 p.m. – 6:59 p.m.	2	2	2	2	1	1	2	2
Varies	10	**16 (acd)**	12	10	**14 (ad)**	**16 (bc)**	8	5

Question COMMENCE: What is your usual schedule at (work / school)? First, what time do you begin?
Question QUIT: And what time do you finish (work / school)?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Slightly less than three out of five (59%) commuters end work during peak afternoon hours (3:00 to 6:00 p.m.).

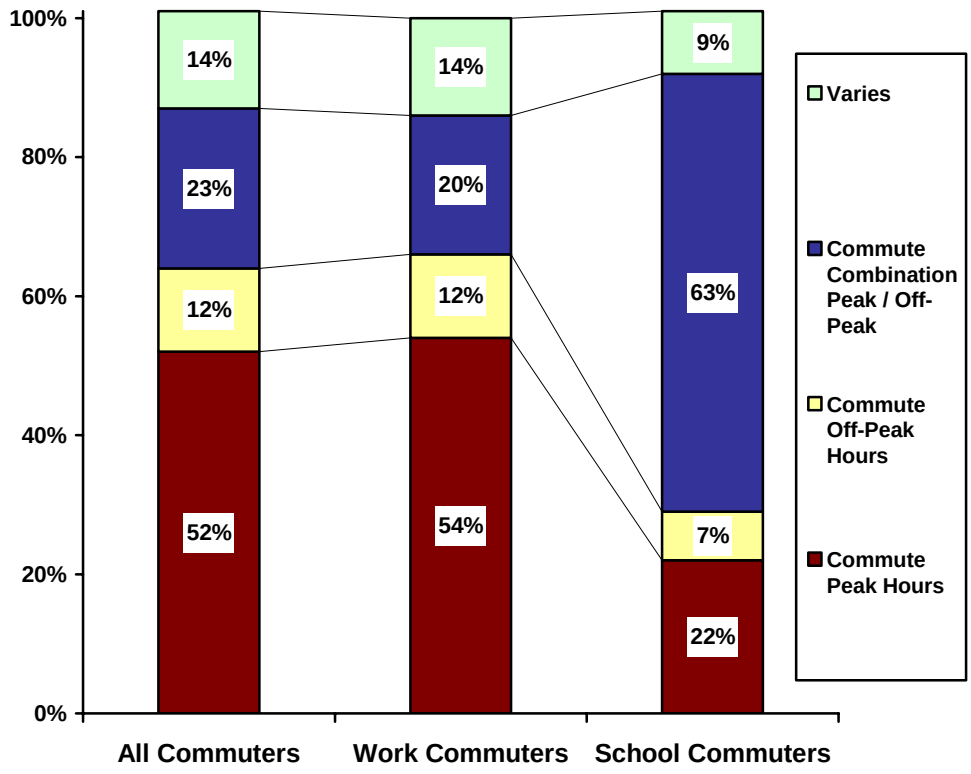
More than one-third (35%) of workers who ride the bus finish work between 4:30 and 5:29 p.m.

Commute Times

To more accurately reflect actual commute times a new variable was computed based on the amount of time it takes an individual to travel to work and their morning start time. Actual commute times were calculated by subtracting the reported time each respondent spends commuting to his or her work destination from the time he or she starts work and adding that time to the time he or she reports finishing work. This method reflects whether commuters who begin work after 9:00 a.m. travel during peak morning commute times and whether those who end work before 3:00 p.m. travel during peak afternoon / evening commute periods.

More than half of all Commuters (52%) commute during peak morning and afternoon / evening commute periods. Note this is greater than the 47 percent who report starting work during these hours. Again, Work Commuters are significantly more likely than School Commuters to commute during peak morning and afternoon / evening commute periods. School Commuters are significantly more likely to commute during peak morning commute periods and off-peak afternoon / evening periods.

Figure 35: Commute Times



More than half of all Commuters (52%) commute during peak morning and afternoon / evening commute periods. This is especially true for Work Commuters.

Base: Commuters Who Travel To Fixed Location (n = 1,598; n_w = 1,450); 2005 (n = 1,518, n_w = 1,354); Work Commuters (n = 1,422; n_w = 1,313); School Commuters (n = 159; n_w = 105)

Question PEAKCOM_NEW: Computed variable based on COMMENCE (What is your usual schedule at (work / school)? First, what time do you begin?) and QUIT (And what time do you finish (work / school)?) and adding or subtracting commute time to/from work/school.

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Commute Times by Commute Mode

Transit users are more likely than those who drive alone to work to commute during peak morning and afternoon / evening commute periods – 57 and 51 percent, respectively.

- ~ In addition, carpoolers / vanpoolers and, to a lesser extent transit users, are more likely to say they commute during a combination of peak and off-peak hours – 34 percent and 26 percent, compared with 20 percent, respectively.

On the other hand, while half (51%) of drive alone commuters also commute during peak hours, an above-average number commute during off-peak hours only (13%) or their commute times vary (16%).

Table 21: Commute Times by Commute Mode

	All Commuters (n = 1,598) (n_w = 1,450)	Drive Alone (n = 666) (n_w = 945) (a)	Metro Bus (n = 638) (n_w = 257) (b)	Carpool / Vanpool (n = 109) (n_w = 110) (c)	Other (n = 183) (n_w = 136) (d)
Commute Peak	52%	51%	**57% (a)**	52%	49%
Commute Off-Peak	12	**13 (b)**	9	9	9
Commute Combination Peak / Off-Peak	23	20	**26 (a)**	**34 (a)**	26
Varies	14	**16 (bc)**	8	5	**16 (bc)**

Carpoolers / vanpoolers and transit users are more likely than those who drive alone to work to commute during peak morning and afternoon / evening commute periods.

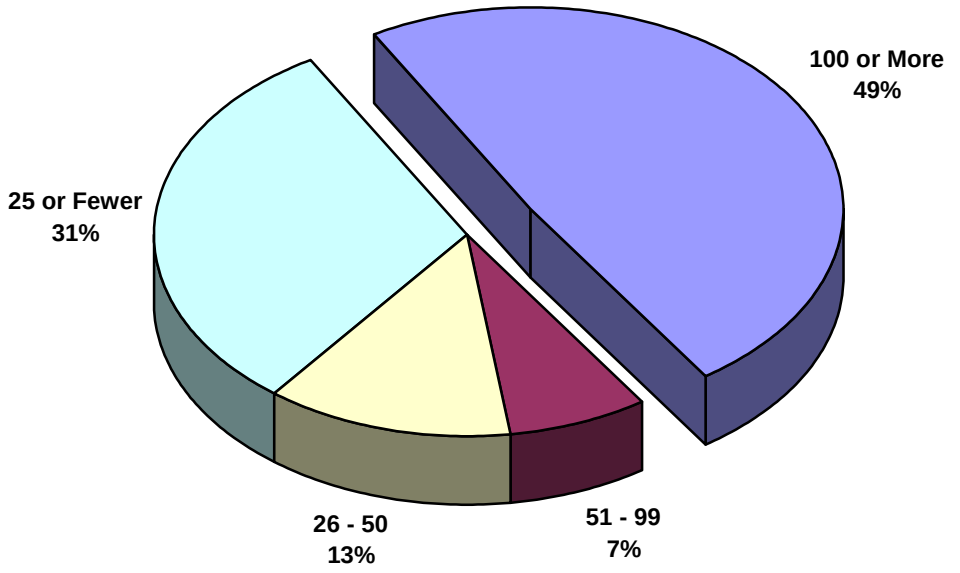
Question PEAKCOM_NEW: Computed variable based on COMMENCE (What is your usual schedule at (work / school)? First, what time do you begin?) and QUIT (And what time do you finish (work / school)?) and adding or subtracting commute time to/from work/school.

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Employer Size

Nearly half of all Work Commuters (49%) report that they work for companies with 100 or more employees at their place of employment – the same as in previous years. Note large employers (those with 100 or more employees) are subject to Commute Trip Reduction (CTR) requirements. This is the same as in previous years.

Figure 36: Employer Size



Half of all Work Commuters work for large employers governed by Commute Trip Reduction (CTR) requirements – that is, those with 100 or more employees.

Base: Work Commuters (n = 1,444; n_w = 1,354)

Questions COMM7: About how many employees work for your employer at your place of employment?

Twenty-seven percent (27%) of all Commuters working for the largest employers work in Downtown Seattle.

Table 22: Work Location by Employer Size

	Number of Employees	
	100 or More (n = 760) (n_w = 644) (a)	**Less than 100** (n = 620) (n_w = 665) (b)
North King (net)	51%	49%
Downtown Seattle	**27% (b)**	21%
Other North King	22	21
South King	17%	15%
East King (net)	20%	20%
Downtown Bellevue	4%	4%
Other East King	16	16
Other	15%	22%

Base: Work Commuters
Questions COMM7: About how many employees work for your employer at your place of employment?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

More than one out of four (27%) commuters working for large employers works in downtown Seattle.

One out of five (20%) Commuters working for the largest employers take the bus to work compared to just 12 percent of those working for smaller companies. This is partly due to the fact that more large employers are in downtown Seattle and those commuting to downtown Seattle are more likely to take the bus. However, even in this case, Commuters working for the largest employers are more likely to take the bus – 45 percent of downtown Seattle Commuters working for the largest employers takes the bus compared with 31 percent of downtown Seattle Commuters working for smaller employers.

Table 23: Commute Mode by Employer Size

	Number of Employees	
	100 or More (n = 760) (n_w = 644) (a)	**Less than 100** (n = 620) (n_w = 665) (b)
Drive Alone (SOV)	64%	**73% (a)**
Metro Bus	**20 (b)**	12
Carpool / Vanpool	8	5
Other	8	10

Base: Work Commuters
Questions COMM7: About how many employees work for your employer at your place of employment?
Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

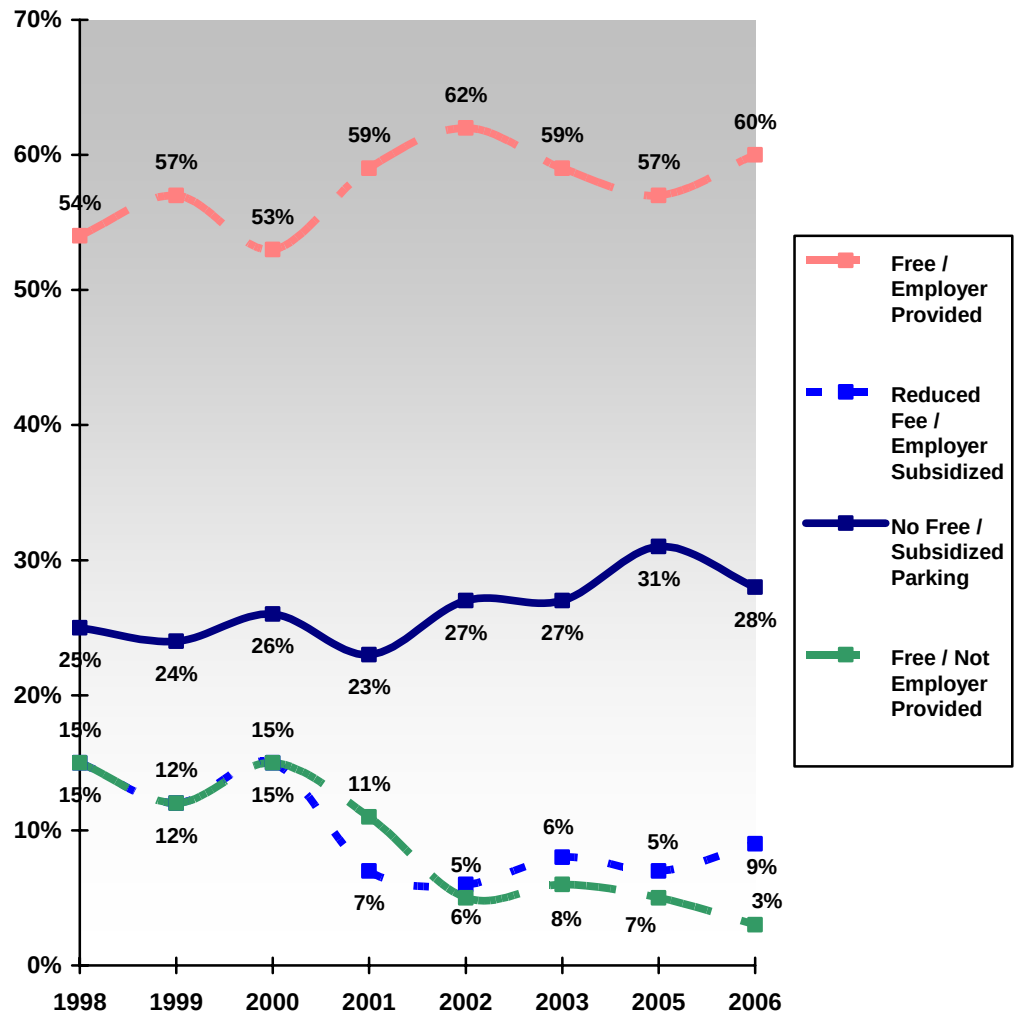
Commuters working for large employers are more likely than those working for smaller companies to take the bus – 20% compared with 12%, respectively.

Parking Subsidies

More than three out of five (63%) employees have free parking available – either provided by their employer (60%) or through some other means (3%). There has been a small increase in the extent to which employers provide free parking. In addition, after increasing since 2001, there has been a decrease in the extent to which employees have no free or subsidized parking available from some other source – from 31 percent in 2005 to 28 percent in 2006.

~ While not statistically significant this trend should be carefully monitored as the extent to which employers subsidize parking can have a significant impact on transit use.

Figure 37: Extent to Which Employer Provides Free or Reduced Fee Parking



More than three out of five (63%) employees continue to have free parking available; an additional 9 percent have reduced-fee parking available.

Base 2006: All Commuters (n = 1,598; n_w = 1,450)

Question PARK1: Does your employer / school offer or provide you with free or reduced fee parking at work or school?

Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

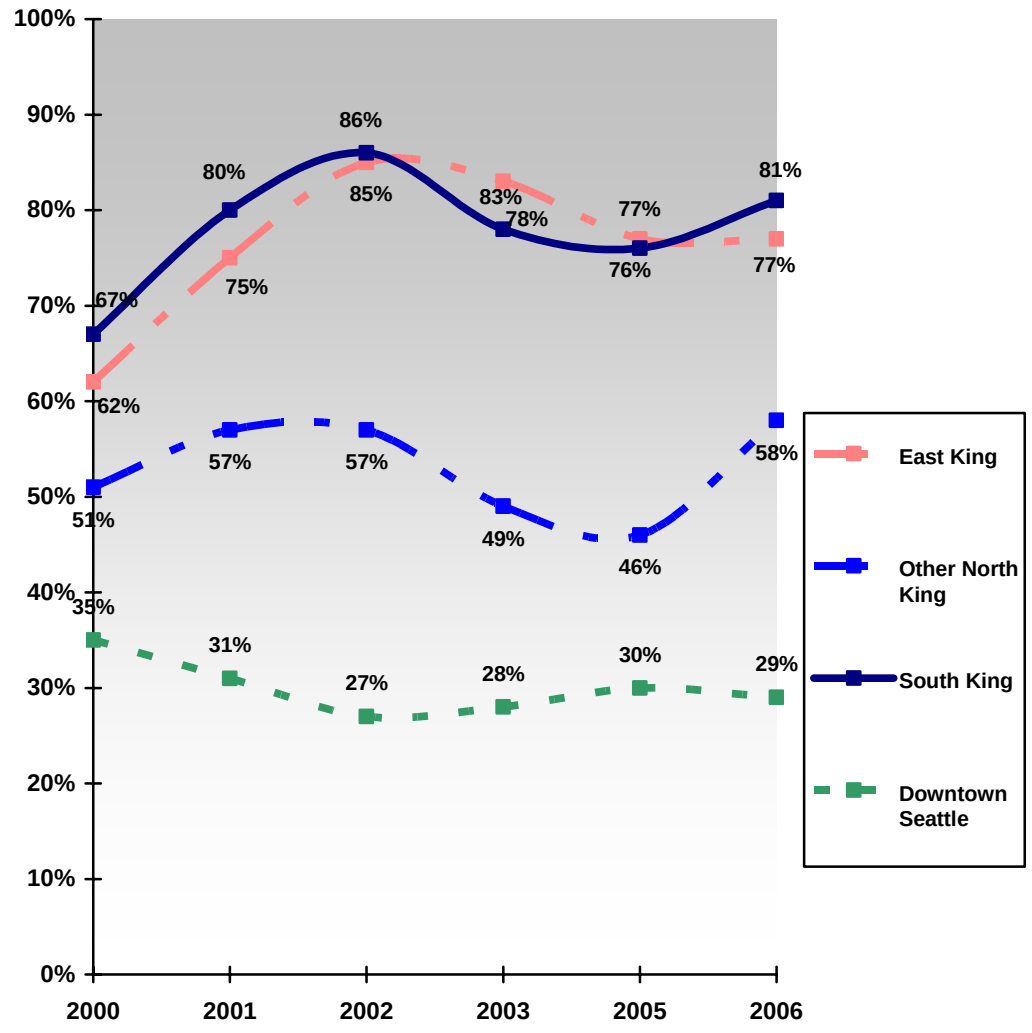
Parking Subsidies by Work Location

After decreasing between 2002 and 2005, the extent to which employees have free parking available has increased in several areas. Notably, the availability of free parking has increased in:

- ~ North King County (outside of downtown Seattle) – from 46 percent in 2005 to 58 percent in 2006.

- ~ South King County – from 76 percent in 2005 to 81 percent in 2006.

Figure 38: Extent to Which Employer Provides Free Parking by Work Location



The extent to which employers provide fully subsidized parking has increased in North King County (excluding downtown Seattle) and South King County.

Base 2006: All Commuters (n = 1,644; n_w = 1,495)

Question PARK1: Does your employer / school offer or provide you with free or reduced fee parking at work or school?

Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Parking Subsidies by Employer Size

There is no relationship between the extent to which employers offer full parking subsidies and employer size. Large employers are more likely than smaller employers to partially subsidize parking.

Table 24: Parking Subsidies by Employer Size

	Number of Employees	
	100 or More (n = 761) (n_w = 644) (a)	**Less than 100** (n = 621) (n_w = 665) (b)
Free – Employer Provided	60%	65%
Free – Not Employer Provided	2	**5 (a)**
Reduced Fee	**12 (b)**	4
No Free / Subsidized Parking	26	25

Question PARK1: Does your employer / school offer or provide you with free or reduced fee parking at work or school?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Surprisingly, there are no differences in the extent to which companies of different sizes offer full subsidies for parking.

Parking Subsidies by Commute Mode

Nearly four out of five (79%) Drive-Alone Commuters have free parking available to them, either from their employers (74%) or through some other means (5%). This is down from 82 percent in 2003. An additional 5 percent have reduced fee parking – up from 2005 when only 3 percent received some reduction.

Those who carpool or vanpool also have free parking available – 60 percent through their employers and 3 percent through some other means – showing a significant decrease from 2005 when 71 percent had free parking available through their employers and 6 percent through some other means.

It is clear that the availability of parking subsidies affects mode choice – nearly three out of five (59%) bus commuters **do not have** free or subsidized parking available.

Table 25: Parking Subsidies by Commute Mode

	All Commuters (n = 1,598) (n_w = 1,450)	**Drive Alone** (a) (n = 666) (n_w = 945)	**Metro Bus (b)** (n = 638) (n_w = 257)	**Carpool / Vanpool (c)** (n = 109) (n_w = 110)
Free – Employer Provided	60%	**74% (bcd)**	20%	**60% (bd)**
Free – Not Employer Provided	3	**5 (bd)**	<1	3
Reduced Fee	9	5	**21 (acd)**	12
No Free / Subsidized Parking	28	16	**59 (ac)**	26

Question PARK1: Does your employer / school offer or provide you with free or reduced fee parking at work or school?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

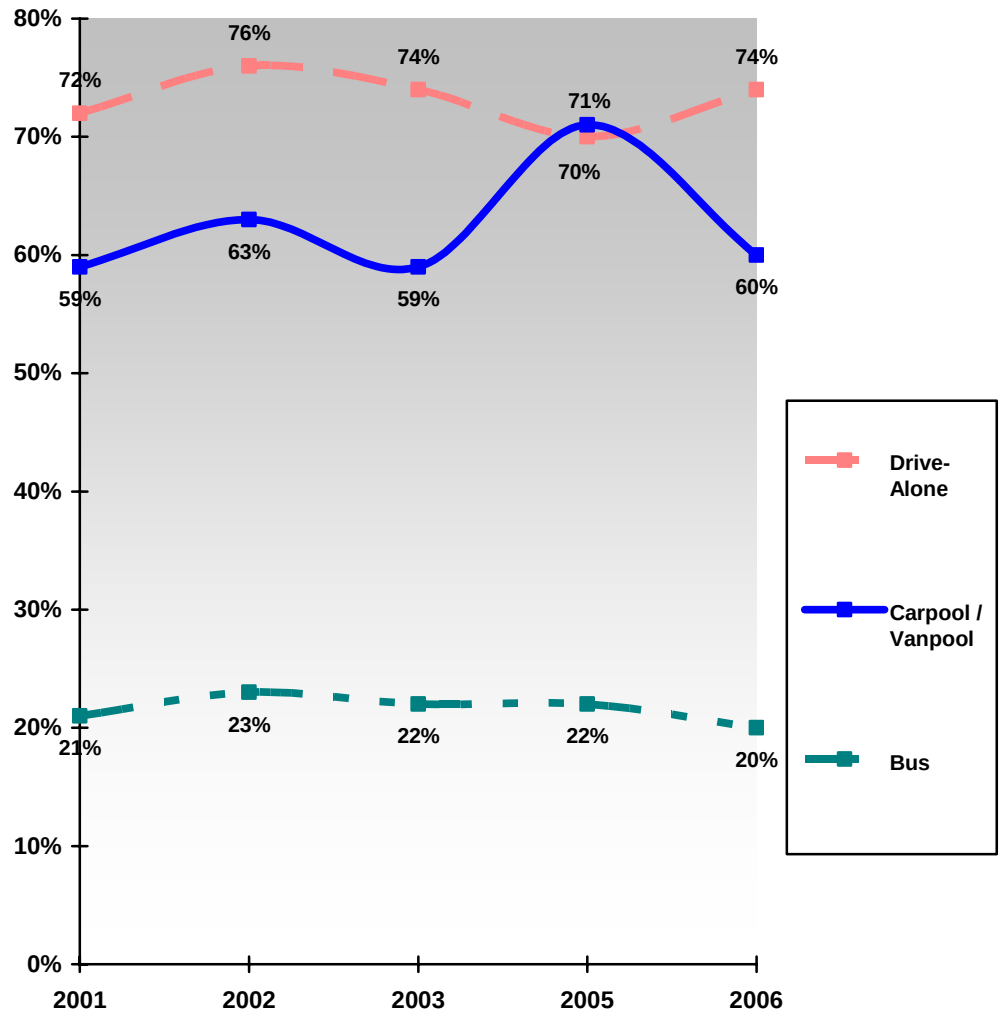
Parking subsidies clearly affect mode choice decisions – nearly three out of five (59%) transit commuters do not have free or subsidized parking available.

There has been a steady decrease between 2002 and 2005 in the extent to which employers provide free parking to drive-alone commuters – from 76 percent to 71 percent. In 2006, this figure returned to the same percentage as in 2003 (74%).

Unlike last year when the extent to which employers subsidized carpool and vanpool parking peaked at 71 percent, there has been a significant decrease in the extent to which employers subsidize carpool or vanpool parking returning to previous levels (60%).

There has been no change over the years in the extent to which those who ride the bus have employer paid parking available; it has been relatively steady, showing, however, the lowest percentage (20%) in 2006.

Figure 39: Extent to Which Employer Provides Free Parking by Commute Mode



The extent to which employers provide fully subsidized parking increased somewhat for commuters who drive alone to work.

Base 2006: All Commuters (n = 1,644; n_w = 1,497)

Question PARK1: Does your employer / school offer or provide you with free or reduced fee parking at work or school?

Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

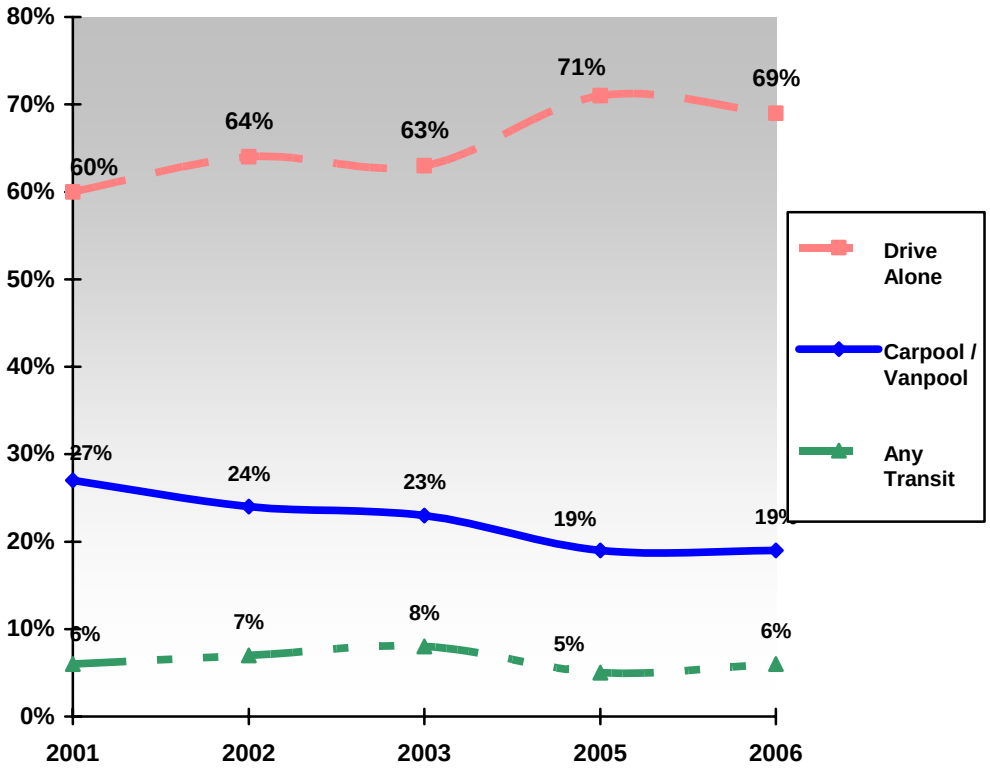
Usual Mode for Personal Travel

Nearly seven out of ten (69%) King County residents usually drive alone for their personal travel – two percent less than last year.

One out of five (19%) reported that they carpool – the same as in 2005 but down from 23 percent in 2003, and significantly below the high of 27 percent reported in 2001. Of those who say they carpool, the vast majority (90%) carpool with other family members.

Use of bus for personal travel continues to be relatively constant over the years. However, compared to last year it increased one percentage point, while the percent for driving alone decreased two percentage points. Use of Metro for personal travel remains significantly lower than in 2003.

Figure 40: Usual Mode for Personal Travel



Nearly seven out of ten (69%) King County residents usually drive alone for their personal travel. This figure had been increasing since 2001, until facing a 2 percentage point decrease in 2006.

Base: All Respondents; 2006 (n= 2,450; n_w = 2,450), 2005 (n = 2,427; n_w = 2,427), 2003 (n = 2,412; n_w = 2,412), 2002 (n = 2,409; n_w = 2,409), 2001 (n = 2,434; n_w = 2,434).

Question PERT1: What method of transportation do you usually use to get around for most of your personal; that is non-work, travel?

Sum of lines may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. In addition, several small categories (e.g., combination of modes, varies), excluded from graph.

Similar to previous years, residents of South and East King Counties are more likely to drive alone than those living in Seattle / North King County – 72 and 73 percent, respectively – usually drive alone for their personal travel compared to 65 percent of those in Seattle / North King County.

While the extent to which King County residents drive alone for their personal travel decreased slightly in all areas, it remains significantly higher than the lowest point (60%) in 2001. The increase in drive-alone rates from 2001 is highest in South King County.

Table 26: Changes in Drive Alone Rates for Personal Travel by Area of Residence

Area of Residence	2001 (n =2,434) (n_w = 2,434) (a)	2002 (n =2,409) (n_w = 2,409) (b)	2003 (n =2,412) (n_w = 2,412) (c)	2005 (n =2,427) (n_w = 2,427) (d)	2006 (n =2,450) (n_w = 2,450) (e)	% Change from 2001
All Respondents	60%	**64% (a)**	63%	**71% (abc)**	**69% (abc)**	15%
Seattle / North King	57	59	59	**66 (abc)**	**65 (abc)**	14%
South King	60	66	65	**74 (abc)**	**72 (abc)**	20%
East King	65	69	67	**74 (ac)**	**73 (ac)**	12%

Drive-alone rates for personal travel slightly decreased in all areas; South King County still shows the greatest increase from 2001.

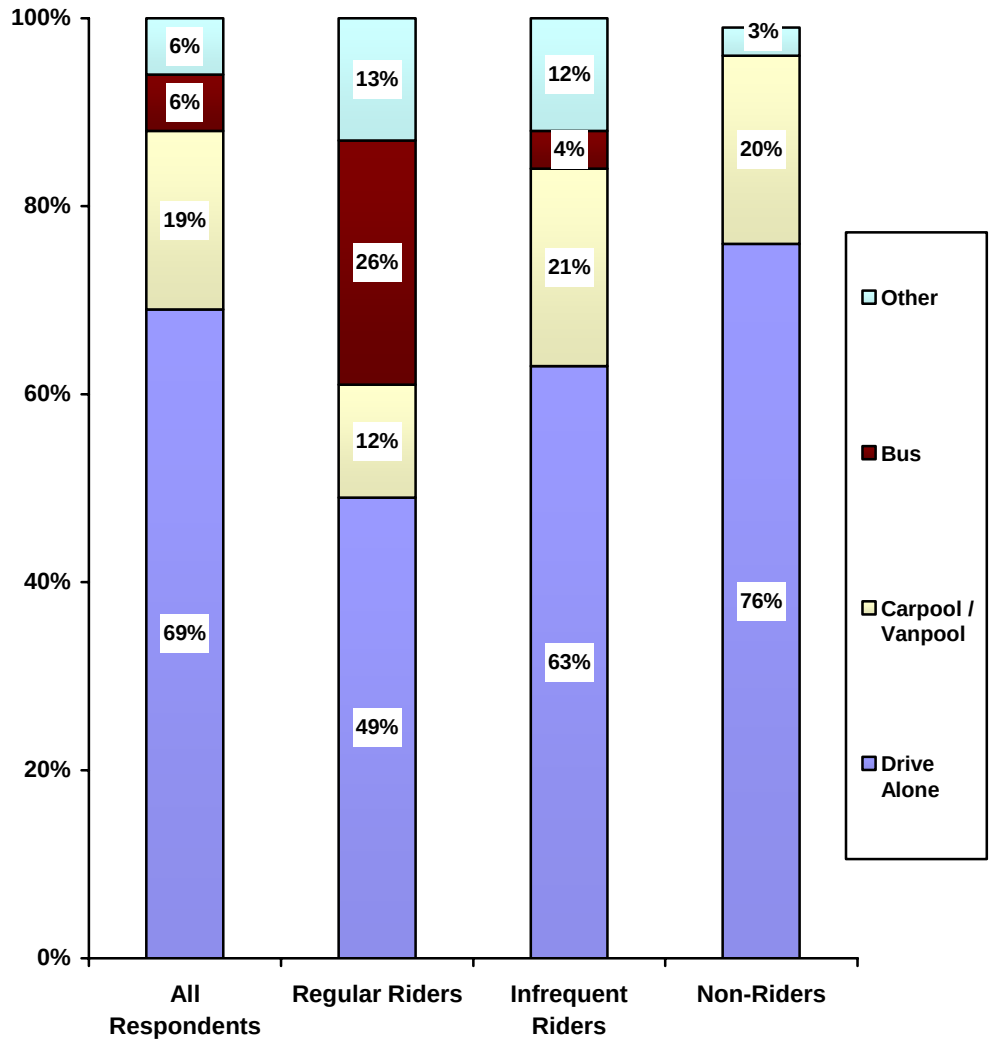
Base: Shown for all respondents

Question PERT1: What method of transportation do you usually use to get around for most of your personal; that is non-work, travel?

Usual Mode for Personal Travel by Rider Status

While Regular Riders are less likely than Infrequent Riders and Non-Riders to drive alone, nearly half (49%) of Regular Riders usually drive alone for personal travel. Slightly over one out of four (26%) Regular Riders use the bus for their personal travel. A significant number (10%) of Regular Riders report they walk or use the bicycle (included in the "other" category in Figure 41) for their personal travel – a two percent increase from 2005.

Figure 41: Usual Mode for Personal Travel by Rider Status



Nearly half (49%) of Regular Riders drive alone for their personal, non-work travel; 26 percent ride the bus.

Base: All Respondents (n = 2,450, n_w = 2,450); Regular Riders (n = 1,214, n_w = 485); Infrequent Riders (n = 159, n_w = 229); Non-Riders (n = 1,077, n_w = 1,736)

Questions PERT1: What method of transportation do you usually use to get around for most of your personal: that is non-work, travel? Does not sum to 100 percent due to rounding.

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Customer Satisfaction

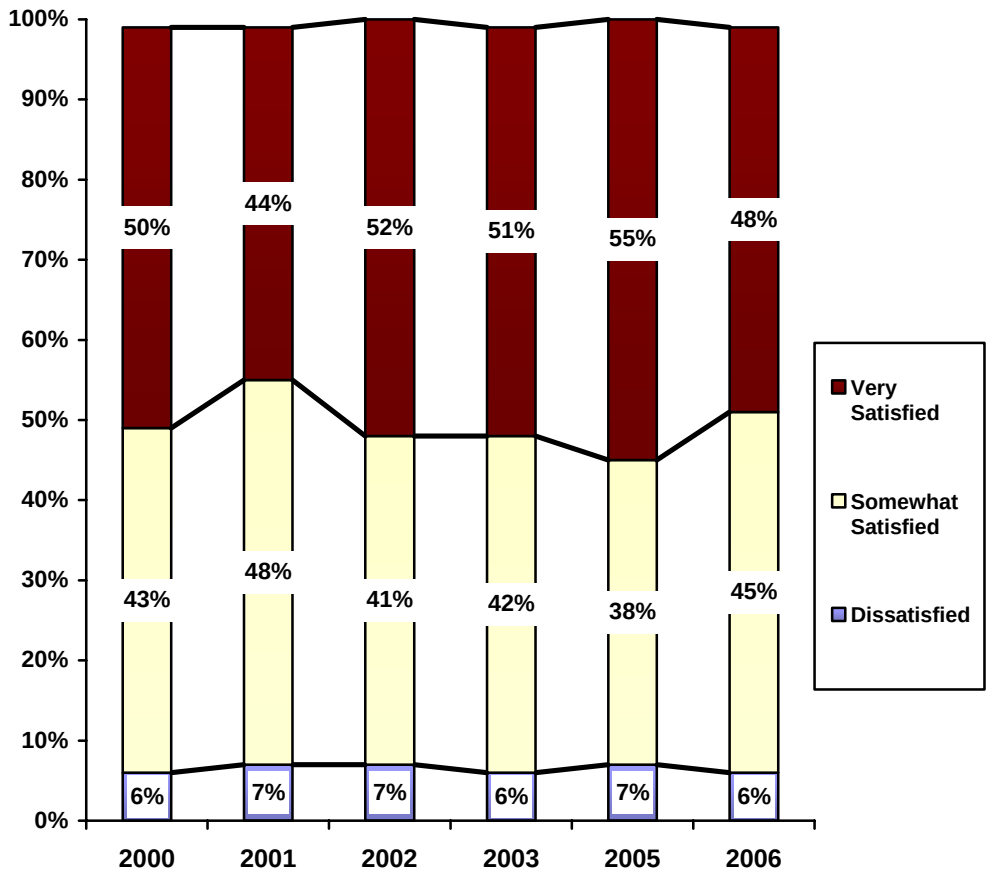
Overall Satisfaction

In 2006, 93 percent of all Regular and Infrequent Riders were satisfied with Metro. After seeing the percent "very satisfied" increase significantly between 2001 and 2005 – from a low of 44 percent in 2001 to 55 percent in 2005 – there has been a significant decrease in the percent "very satisfied" in 2006, to (48%).

~ This is the second lowest percentage of Riders indicating they are "very satisfied" recorded since 2001 –when only 44 percent were "very satisfied."

There has been little change in the percentage dissatisfied over the years.

Figure 42: Overall Satisfaction



Nearly all (93%) Riders are satisfied with Metro.

However, the percent "very satisfied" decreased significantly from 2005 to less than half (48%).

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)

Question SAT1V: Overall, how satisfied are you with Metro Transit?

Columns may not add to 100 percent due to rounding. Consistent rules are used: any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. *Neutral / no opinion responses excluded.*

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There are no significant differences in overall satisfaction between Regular and Infrequent Riders. Nor are there differences by area of residence.

There are significant differences in overall satisfaction by Commuter Status and travel mode to work.

- ~ Non-Commuters are more likely than Commuters who are riders to say they are "very satisfied" with Metro – 59 percent compared with 42 percent, respectively. Commuters are more likely to say they are just "somewhat satisfied" – 51 percent compared to 32 percent, respectively.
- ~ Perhaps explaining why they do not use Metro to commute to work, Commuters who are Regular or Infrequent Metro riders but who drive alone to work are less satisfied than Commuters who ride Metro to work. Nearly half (46%) of Metro commuters are "very satisfied" compared with 31 percent of those who drive alone.

Table 27: Overall Satisfaction with Metro by Rider Status, Area of Residence, Commuter Status, and Commute Mode

	Rider Status		
	All Riders (n = 1,373) (n_w = 714)	**Regular Riders (n = 1,214) (n_w = 485) (a)**	**Infrequent Riders (n = 159) (n_w = 229) (b)**
Very Satisfied	48%	50%	42%
Somewhat Satisfied	45	44	49
Dissatisfied (Net)	6	6	7
	Area of Residence		
	North King (n = 487) (n_w = 441)	**South King (n = 432) (n_w = 150) (a)**	**East King (n = 454) (n_w = 124) (b)**
Very Satisfied	46%	48%	53%
Somewhat Satisfied	47	43	40
Dissatisfied (Net)	5	8	6
	Commuter Status		
	All Riders (n = 1,373) (n_w = 714)	**Commuters (n = 1,022) (n_w = 495) (a)**	**Non-Commuters (n = 351) (n_w = 219) (b)**
Very Satisfied	48%	42%	**59% (a)**
Somewhat Satisfied	45	**51 (b)**	32
Dissatisfied (Net)	6	6	7
	Commute Mode		
	Commuters (n = 1,022) (n_w = 495)	**SOV (n = 147) (n_w = 110) (a)**	**Metro Bus (n = 638) (n_w = 257) (b)**
Very Satisfied	42%	31%	**46% (a)**
Somewhat Satisfied	51	57	48
Dissatisfied (Net)	6	10	5

Question SAT1V: Overall, how satisfied are you with Metro Transit?
Columns may not add to 100 percent due to rounding. Consistent rules are used: any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. Neutral / no opinion responses excluded.

There are no significant differences in overall satisfaction between Regular and Infrequent Riders. Nor are there differences by area of residence.

There are significant differences in overall satisfaction by Commuter Status and Commute Mode.

Satisfaction with Specific Transit Elements

In addition to providing an overall impression of satisfaction, Regular and Infrequent Riders rated their satisfaction with a number of specific elements of the transit system. Questions concerning park-and-ride lots were asked only of respondents who reported using a park-and-ride lot in the last month and the question concerning wait time when transferring buses was asked only of riders who usually transfer.

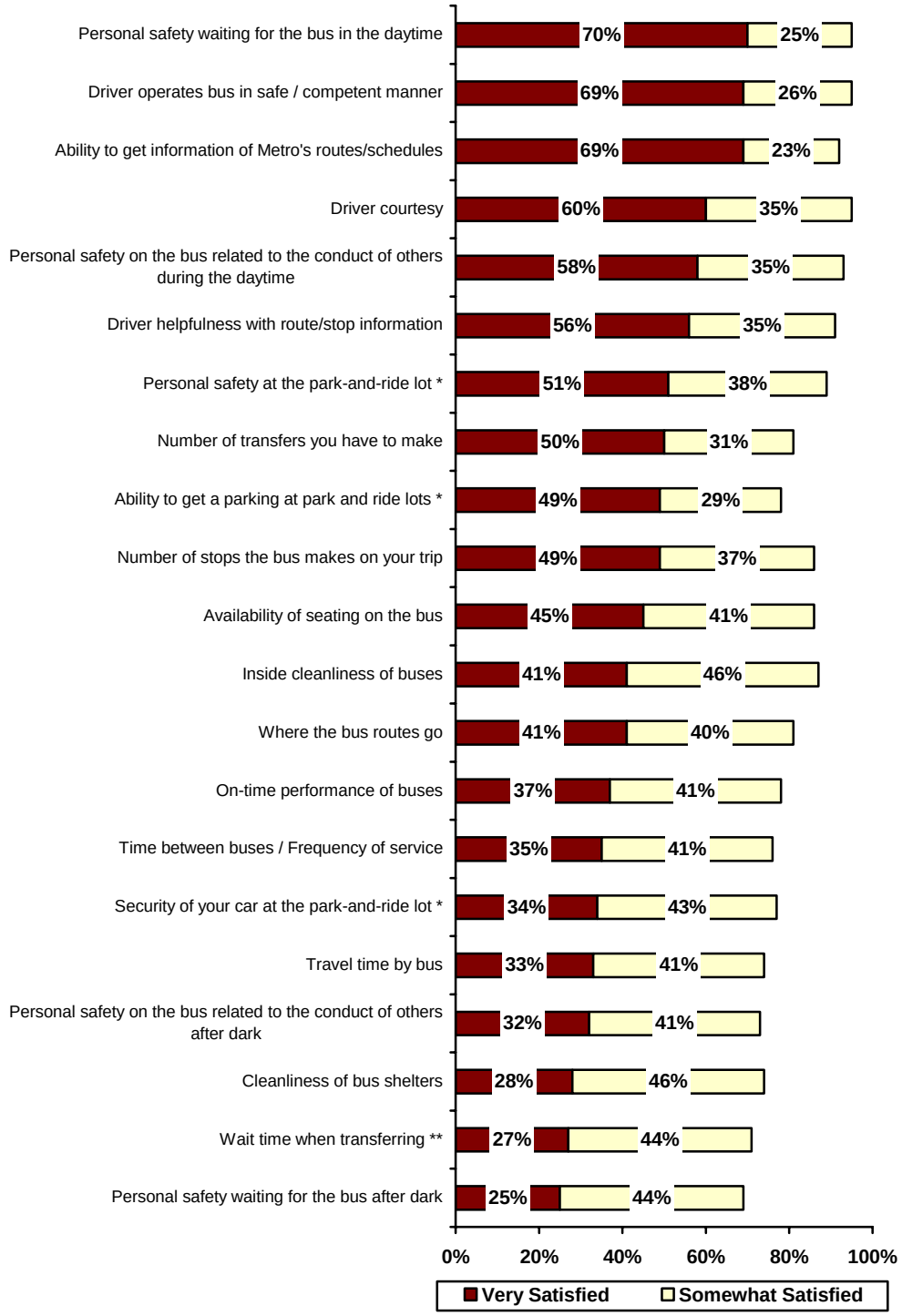
Riders are most satisfied with:

- ~ Personal safety waiting for the bus in the daytime – 70 percent "very satisfied,"
- ~ Safe / competent operation of the bus – 69 percent "very satisfied," and
- ~ Ability to get information on Metro's routes and schedules – 69 percent "very satisfied."

Riders are least satisfied with:

- ~ Wait time when transferring – 26 percent "dissatisfied." This question was asked only of those who transfer. Not surprisingly, as wait times increase, riders are more likely to be dissatisfied. One-fourth of those who wait between 11 and 15 minutes are "dissatisfied" – 6 percent are "very dissatisfied." Over half (52%) of riders who wait more than 15 minutes are "dissatisfied" – 22 percent are "very dissatisfied."
- ~ Personal safety waiting for the bus after dark – 19 percent dissatisfied. This is a greater problem among South King County Riders (24% "dissatisfied") and, to a lesser extent, North King County Riders (19% dissatisfied) than in East King County (13% "dissatisfied"). North King County Riders are more likely than South King County Riders to say they are "very satisfied" – 27 percent compared with 16 percent, respectively. This would suggest that the higher levels of dissatisfaction also noted in North King County may be isolated problems.
- ~ Travel time by bus – 26 percent "dissatisfied." This is a greater problem among North King County Riders (27% "dissatisfied") and South King County Riders (28% "dissatisfied") than among East King County Riders (18% "dissatisfied"). For commuters who ride Metro to work, rider satisfaction with travel time by bus is related to length of the commute trip. For example, of those who ride Metro to work and whose trip length is relatively short, a significant percentage are "very satisfied" – 89 percent for those with trips taking up to five minutes and 53 percent for those with trips of 6 to 10 minutes. On the other hand, for those with trips between 31 and 45 minutes, only 27 percent are "very satisfied" and 27 percent are "dissatisfied" and for those with trips longer than 45 minutes 26 are "very satisfied" and 34 percent are "dissatisfied" (18% are "very dissatisfied").
- ~ Cleanliness of bus shelters – 22 percent "dissatisfied." This is a greater problem among North King County Riders (24% "dissatisfied") and South King County Riders (25% "dissatisfied") than in East King County (14% "dissatisfied"). South King County Riders are the most likely to say they are "very dissatisfied" (10%) while North King County Riders are more likely to say they are "somewhat dissatisfied" (17%).

Figure 43: Satisfaction with Specific Transit Elements



Riders are most satisfied with personal safety while waiting for the bus during the daytime, the safe operation of the bus, and the ability to get information about Metro's routes and schedules.

Potential problem areas are personal safety while waiting for the bus after dark, wait time when transferring, and cleanliness of bus shelters.

Base: All Regular / Infrequent Riders (n = 1,373, n_w = 714)

* Asked only of Regular / Infrequent Riders Who Use Park-and-Ride Lots (n = 660, n_w = 257)

** Asked only of Regular / Infrequent Riders Who Transfer (n = 615, n_w = 323)

Questions SAT1A-SAT1U: Are you satisfied or dissatisfied with [LIST OF TRANSIT ELEMENTS]? Would that be very or somewhat?

Changes in Ratings over Time

As noted on page 77 of this section, there was a significant decrease in overall satisfaction – notably the percent of riders who are "very satisfied" – between 2005 and 2006. Some possible changes that may contribute to this change are significant decreases in satisfaction between 2005 and 2006 for the following attributes. The greatest percentage decreases in the percent "very satisfied" are for inside cleanliness of buses and travel time by bus.

- ~ Travel time by bus (41% in 2005 to 33% in 2006).
- ~ Cleanliness of bus shelters (36% in 2005 to 28% in 2006).
- ~ Inside cleanliness of buses (53% in 2005 to 41% in 2006).
- ~ On-time performance (45% in 2005 to 37% in 2006).
- ~ Where bus routes go (49% in 2005 to 41% in 2006).
- ~ Availability of seating on buses (50% in 2005 to 45% in 2006).
- ~ Drivers operate the bus safely and competently (75% in 2005 to 69% in 2006).

Metro's performance has increased for frequency of service – from 30 percent "very satisfied" in 2005 to 35 percent "very satisfied" in 2006. This was an attribute where the description was changed – from time between buses to frequency of service (a more commonly used description in transit service). This percentage change, therefore, may reflect the change in wording and a clarification of what is meant by the attribute and should continue to be monitored over time.

Table 28: Satisfaction with Specific Elements of Transit Service – 1999 to 2006

	1999 (a)	2000 (b)	2001 (c)	2002 (d)	2003 (e)	2005 (f)	2006 (g)
	% Very Satisfied						
Safety waiting for bus during the day	64%	66%	61%	**67%↑ (c)**	**72%↑ (cd)**	**73% (cd)**	**70% (c)**
Ability to get information about Metro's routes / schedules	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	69
Driver operates bus in a safely and competently ***	62	72	65	64	68	**75↑ (cdeg)**	**69↓ (f))**
Driver Courtesy	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	60
Safety on the bus during the day	49	51	52	55	56	**62↑ (cde)**	**58↓ (c)**
Driver helpfulness with route / stop information	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	56
Safety at park-and-ride lots *	n.a.	n.a.	n.a.	44	**52↑ (d)**	52	51
Number of transfers	n.a.	n.a.	39	**51↑ (c)**	**54 (c)**	**53 (c)**	**50 (c)**

In general, satisfaction levels have remained stable. There are some significant decreases that should be of concern. These include:

- ***Travel time by bus***
- ***Cleanliness of bus shelters***
- ***Inside cleanliness of buses***
- ***On-time performance***
- ***Where bus routes go***
- ***Availability of seating on the bus***
- ***Safe operation of the bus***

	1999 (a)	2000 (b)	2001 (c)	2002 (d)	2003 (e)	2005 (f)	2006 (g)
	% Very Satisfied						
Able to get parking at park-and-ride lots *	n.a.	n.a.	n.a.	43	37	**51↑ (de)**	**49 (e)**
Number of stops bus makes	n.a.	n.a.	36	n.a.	n.a.	**47 (c)**	**49 (c)**
Availability of seating on bus	41	47	43	**53↑ (cg)**	**49 (c)**	**50 (cg)**	**45↓ (f)**
Inside cleanliness of buses	39	43	39	**45↑ (c)**	**44 (c)**	**53↑ (cde)**	**41↓ (f)**
Where the bus routes go	42	43	39	**48↑ (cg)**	**49 (cg)**	**49 (cg)**	**41↓ (f)**
On-time performance	39	41	35	**41↑ (c)**	**41 (c)**	**45 (cg)**	**37↓ (f)**
Time between buses / Frequency of service ***	24	24	23	**32↑ (c)**	**32 (c)**	30	**35↑ (f)**
Security of automobile at park-and-ride lots *	n.a.	n.a.	n.a.	33	34	31	34
Travel time by bus / Amount of time it takes to travel by bus *	35	36	37	**43↑ (cg)**	**41 (g)**	**41**	**33↓ (f)**
Personal safety on the bus at night	24	24	28	29	29	**34↑ (cde)**	32
Cleanliness of bus shelters	23	24	20	**29↑ (c)**	**31 (c)**	**36↑ (cdg)**	**28↓ (f)**
Wait time when transferring **	n.a.	n.a.	18	**26↑ (c)**	**26 (c)**	**25 (c)**	**27 (c)**
Safety waiting for bus at night	18	18	21	20	**24↑ (d)**	**29 (cde)**	**25 (d)**
Driver appearance	60	60	61	**72↑ (c)**	**71 (c)**	**76↑ (ce)**	n.a.

Base: Regular and Infrequent Riders. 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762); 2002 (n = 1,368; n_w = 735); 2001 (n = 1,418; n_w = 765)
* Asked only of Regular / Infrequent Riders Who Use Park-and-Ride Lots; 2006 (n = 660, n_w = 257)
** Asked only of Regular / Infrequent Riders Who Transfer; 2006 (n = 615, n_w = 323)

Questions SAT1A-SAT1U: Are you satisfied or dissatisfied with [LIST OF TRANSIT ELEMENTS]? Would that be very or somewhat?

***Note, wording of attribute changed slightly between 2005 and 2006 to better reflect how respondents think about / understand attribute. Changes could be a function of this change in wording.

Rating Differences by Planning Subareas

Despite no differences in overall satisfaction by area of residence, there are some clear differences in satisfaction ratings for specific elements of transit service.

In general, East King County Riders are more satisfied with most elements of transit service than are riders in North and South King County. Notably, they are more satisfied with:

- ~ On-time performance
- ~ Cleanliness of bus shelters
- ~ Inside cleanliness of buses
- ~ Availability of seating on buses
- ~ Travel time by bus
- ~ Personal safety on the bus both during the day and after dark
- ~ Personal safety waiting for the bus both during the day and after dark
- ~ Personal safety at the park and ride lots.

Despite these generally higher satisfaction ratings, East King County riders are more likely to express dissatisfaction with where bus routes go (23% dissatisfied).

Other significant differences include:

- ~ East King County riders are more likely than North King County riders to say they are "very satisfied" with the availability of seating on the buses. On the other hand, South King County riders are more likely than East King County riders to say they are "dissatisfied."
- ~ There are no differences in the percent "very satisfied" with the number of stops buses make. However, North and South King County riders are more likely than East King County riders to express dissatisfaction with this element of service.
- ~ There are no differences in the percent "very satisfied" with wait time when transferring. However, North King County riders are more likely than both South and East King County riders to express dissatisfaction with this element of service.
- ~ While there are no differences in the percent "very satisfied" with security of personal automobile at park-and-ride lots, South King County riders are more likely than both North and East King County riders to express dissatisfaction with this element of service.

Table 29: Significant Differences Satisfaction with Specific Elements of Transit Service by Planning Subarea

		North King (n = 487) (n_w = 441) (a)	South King (n = 432) (n_w = 150) (b)	East King (n = 454) (n_w = 124) (c)
Mean across all attributes		4.12	4.08	4.24
On-time performance	% Very Satisfied	33%	**45% (a)**	**43% (a)**
	% Dissatisfied	**23% (c)**	20%	17%
Cleanliness of bus shelters	% Very Satisfied	26%	27%	**40% (ab)**
	% Dissatisfied	**24% (c)**	**25% (c)**	14%
Inside cleanliness of buses	% Very Satisfied	38%	39%	**51% (ab)**
	% Dissatisfied	**14% (d)**	**13% (d)**	5%

In general, East King County Riders are more satisfied with service than are those in North and South King County.

		North King (n = 487) (n_w = 441) (a)	South King (n = 432) (n_w = 150) (b)	East King (n = 454) (n_w = 124) (c)
Availability of seating on buses	% Very Satisfied	44%	45%	**53% (a)**
	% Dissatisfied	13%	**17% (c)**	8%
Where Bus Routes Go	% Very Satisfied	41%	45%	38%
	% Dissatisfied	16%	18%	**23% (a)**
Driver Courtesy	% Very Satisfied	59%	60%	64%
	% Dissatisfied	**6% (c)**	4%	2%
Number of Stops Bus Makes	% Very Satisfied	48%	48%	52%
	% Dissatisfied	**14% (c)**	**14% (c)**	7%
Wait Time When Transferring **	% Very Satisfied	26%	31%	27%
	% Dissatisfied	**32% (bc)**	20%	19%
Travel time by bus	% Very Satisfied	31%	33%	**39% (a)**
	% Dissatisfied	**27% (c)**	**28% (c)**	18%
Personal safety on the bus during the day	% Very Satisfied	55%	57%	**68% (ab)**
	% Dissatisfied	**7% (c)**	**8% (c)**	1%
Personal safety on the bus after dark	% Very Satisfied	30%	29%	**42% (ab)**
	% Dissatisfied	**15% (c)**	**18% (c)**	7%
Personal safety waiting for the bus during the day	% Very Satisfied	70%	66%	**75% (b)**
	% Dissatisfied	4%	5%	2%
Personal safety waiting for the bus during after dark	% Very Satisfied	**27% (b)**	16%	**29% (b)**
	% Dissatisfied	**19% (c)**	**24% (c)**	13%
Personal safety at the park-and-ride lots *	% Very Satisfied	**56% (b)**	38%	**58% (b)**
	% Dissatisfied	4%	**13% (ac)**	5%
Security of Automobile at Park-and-Ride Lots *	% Very Satisfied	37%	28%	36%
	% Dissatisfied	10%	**22% (ac)**	10%

* Asked only of Regular / Infrequent Riders Who Use Park-and-Ride Lots: North King (n = 106, n_w = 91); South King (n = 237, n_w = 78); East King (n = 325, n_w = 89)
** Asked only of Regular / Infrequent Riders Who Use Transfer: Regular Rider North King (n = 208, n_w = 193); South King (n = 243, n_w = 87); East King (n = 164, n_w = 44)
Question SAT1A to SAT1U: How satisfied are you with [LIST OF TRANSIT ELEMENTS]? .
Note only those elements for which there are significant differences in ratings are shown.

Rating Differences by Rider Status

Regular and Infrequent Riders generally have similar levels of overall satisfaction as well as similar ratings for the specific aspects of transit service included in the survey. There are, however, some notable differences.

Regular Riders, compared with Infrequent Riders, are less likely to say they are very satisfied with one aspect of transit performance:

- Availability of seating on the buses.

Infrequent Riders, compared with Regular Riders, are less likely to say they are very satisfied with two aspects of service.

- Where bus routes go and
- Number of transfers required.

Table 30: Significant Differences in Satisfaction with Specific Elements of Transit Service by Rider Status

		Regular Rider (n = 1,214) (n_w = 485) (a)	Infrequent Rider (n = 159) (n_w = 229) (b)
Mean across all attributes		4.12	4.15
Availability of seating on buses	% Very Satisfied	42%	**52% (a)**
	% Dissatisfied	**15% (b)**	9
Where bus routes go	% Very Satisfied	**45% (b)**	33%
	% Dissatisfied	15%	**23% (a)**
Number of transfers	% Very Satisfied	**54% (a)**	43%
	% Dissatisfied	12%	15%

Regular Riders are less satisfied than Infrequent Riders with the availability of seating on the buses.

Infrequent Riders are less satisfied than Regular Riders with where the bus routes go and the number of transfers required.

Question SAT1A to SAT1U: How satisfied are you with [LIST OF TRANSIT ELEMENTS]? .
Note only those elements for which there are significant differences in ratings are shown.

Problems with Service

A new set of questions was added this year to measure the extent to which citizens had a problem with a specific area of service. This approach is based on NWRG's proprietary model for customer satisfaction – CSMPactor™, which is based on the premise that customer (rider) satisfaction can be improved by identifying those key areas of contact where riders have contact with any single element of service and that contact can translate into a negative or positive experience. Therefore, for each of the key services provided by Metro, riders were asked if they had had a problem with this service in the past three months.

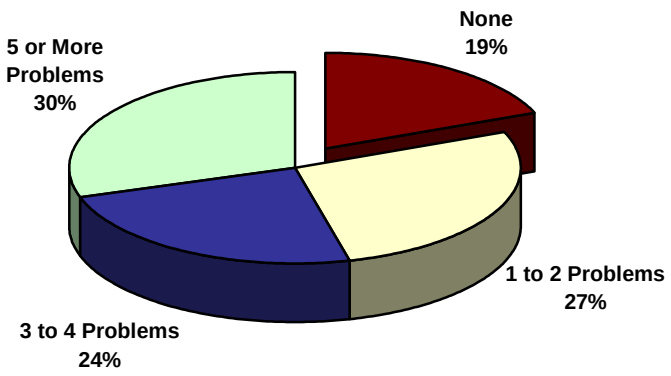
Extent of Problems

The first step in the analysis was to compute the extent to which riders reported that they had experienced a problem with each element of service. This was done by counting the number of times they said they had a problem in the last three months. This value could range from "0" meaning they had no problems to "21" meaning they had a problem with all 21 elements of the service. For this analysis is it assumed that if a rider did not use a particular service (e.g., they do not use a park-and-ride lot), they did not have a problem with that element of service.

One out of five (19%) Metro Riders had had no problems with service in the past three months. On average, riders reported that they had experienced 3.4 specific problems with service in the three months prior to the survey.

- ~ Infrequent Riders were more likely than Regular Riders to say they have experienced no recent problems with service – 27 percent compared with 16 percent, respectively. Regular Riders reported an average of 3.8 recent problems compared to 2.7 for Infrequent Riders.
- ~ Riders in South King County report the greatest number of recent problems (3.8). Riders in North King County also report an above-average number of problems (3.5) compared to 2.6 for East King County riders.

Figure 44: Extent of Problems within Past Three Months



One out of five (19%) Metro Riders reported that they had no problems with service in the past three months.

Base: All Regular / Infrequent Riders (n = 1,373, n_w = 714)

Questions SAT2A-SAT2U: Next, I am going to read you the same list of items. As I read each one, please tell me whether or not you have experienced a problem with Metro on that aspect of service in the past three (3) months. [IF YES: Was that within the past month?]

Regular Riders are significantly more likely than Infrequent Riders to have had recent problems with:

- ~ On-time performance,
- ~ Wait time when transferring (based only on those riders who transfer),
- ~ Frequency of service,
- ~ Availability of seats on the bus,
- ~ Cleanliness of bus shelters,
- ~ Inside cleanliness of buses,
- ~ Personal safety on the bus related to the conduct of others both during the day and after dark, and
- ~ Personal safety waiting for the bus after dark (based only on those riders who ride after 7:00 p.m.).

Additional discriminant analysis shows that wait time when transferring is the single attribute that most differentiates these two segments.

Table 31: Percent of Riders Experiencing Problems with Elements of Transit Service

	All Riders (n = 1,373) (n_w = 714)	Regular Rider (n = 1,214) (n_w = 485) (a)	Infrequent Rider (n = 159) (n_w = 229) (b)
	% Experiencing Problems in Past 3 Months		
On-Time Performance Of Buses	42%	**46% (b)**	34%
Amount Of Time It Takes To Travel By Bus	36	37	32
Wait Time When Transferring Buses *	34	**40 (b)**	23
Frequency Of Service	32	**35 (b)**	26
Availability Of Seating On The Bus	31	**38 (b)**	15
Cleanliness Of The Bus Shelters	25	**29 (b)**	18
Where The Bus Routes Go	21	20	22
Ability To Get A Parking Space At Park-And-Ride Lots ***	18	18	17
Inside Cleanliness Of Buses	18	**22 (b)**	9
Personal Safety On The Bus After Dark **	15	**18 (b)**	7
How Drivers Operates The Bus Safely / Competently	15	16	13
Personal Safety Waiting For The Bus After Dark **	14	**17 (b)**	7
Driver Courtesy	14	16	11
Number Of Stops The Bus Makes On Your Trip	13	14	12
Number Of Transfers You Have To Make	13	14	11
Ability To Get Information About Routes And Schedules	12	11	15
Drivers' Helpfulness With Route/Stop Information	10	11	9
Personal Safety On The Bus During The Daytime	8	**10 (b)**	4
Security Of Your Automobile At The Park-And-Ride Lot	6	6	6
Personal Safety At The Park-And-Ride Lot ***	5	6	4
Personal Safety Waiting For The Bus In The Daytime	5	65	4

*** Asked only of those riders who transfer (46% of all riders)**
**** Based only on those riders who ride in weekday evenings after 7:00 p.m. (21% of riders)**
***** Asked only of those riders who use park-and-ride lots (29% of all riders)**
Questions SAT2A-SAT2U: Next, I am going to read you the same list of items. As I read each one, please tell me whether or not you have experienced a problem with Metro on that aspect of service in the past three (3) months. [IF YES: Was that within the past month?]

Regular Riders **are more likely to have had recent problems with**

- ***On-time performance***
- ***Wait time when transferring***
- ***Frequency of service***
- ***Availability of seats on the bus***
- ***Cleanliness of bus shelters***
- ***Inside cleanliness of buses***
- ***Personal safety on the bus related to the conduct of others both during the day and after dark***
- ***Personal safety waiting for the bus after dark***

CSMPactor™ Analysis

CSMPactor™ Analysis is a proprietary model, owned by Northwest Research Group that identifies an agency's primary strengths and weaknesses. This model was originally presented in TCRP Report #47: A Handbook for Measuring Customer Satisfaction and Service Quality and has been adapted and improved by NWRG. It has been successfully used by many public agencies including the Chicago Transit Authority and the City of Portland.

It is useful for clearly identifying areas that may require additional resources. The analysis consists of four steps.

- The first step in the analysis is to identify the difference in satisfaction with each element of transit service between those customers who have had a problem with that element of service and those who have not. This difference is called the Gap Score. The larger the Gap Score, the potentially greater the problem may be for Metro.

- The second step in the analysis is to examine the extent to which riders have problems. Areas where riders experience an above-average number of problems (as measured by the median) may be potentially greater issues for Metro.

- The third step in the analysis is to compute the CSMPact™ Score. This is done by multiplying the Gap Score by the Percentage of Problems. The greater the CSMPact™ Score, the greater the potential impact on rider satisfaction.

- The fourth step in the analysis is to map the Gap Scores and Percentage of Problems. These are mapped into one of four quadrants representing strengths and weaknesses.

Gap and CSMPact™ Scores

Areas that have the greatest potential impact on ridership satisfaction (as measured by the CSMPact™ scores) include:

- On-time performance,
- Wait time when transferring (for those riders (46%) who transfer),
- Travel time by bus,
- Frequency of service,
- Cleanliness of bus shelters,
- Availability of seating on bus,
- Ability to get parking at park-and-ride lots (for those riders (29%) who use park-and-ride lots),
- Where bus routes go,
- Inside cleanliness of buses,
- Safety on the bus related to the conduct of others and while waiting for the bus after dark (for those riders (21%) who ride in the evenings), and
- Number of stops bus makes on route to destination.

Table 32: Gap and CSMPact™ Scores

	Gap Score	% of Riders Experiencing Problems	CSMPact™ Score
On-time performance of buses	1.34	42%	0.56
Wait time when transferring buses *	1.43	34%	0.49
Amount of time it takes to travel by bus	1.33	36%	0.47
Frequency of service	1.36	32%	0.43
Cleanliness of the bus shelters	1.51	25%	0.38
Availability of seating on the bus	1.09	31%	0.33
Ability to get parking space at park-and-ride lots	1.48	18%	0.27
Where the bus routes go	1.21	21%	0.25
Inside cleanliness of buses	1.29	18%	0.23
Safety on bus related to the conduct of others after dark **	1.52	15%	0.23
Safety waiting for the bus after dark **	1.39	14%	0.19
Number of stops the bus makes on your trip	1.38	13%	0.19
Number of transfers to get to destination	1.39	13%	0.18
Ability to get information about routes / schedules	1.13	12%	0.14
Drivers operate bus safely / competently	0.85	15%	0.13
Driver courtesy	0.82	14%	0.11
Security of auto at the park-and-ride lot ***	1.49	6%	0.09
Drivers' helpfulness with route/stop information	0.78	10%	0.08
Safety on the bus related to the conduct of others during the daytime	0.98	8%	0.08
Safety at the park-and-ride lot ***	0.94	5%	0.05
Safety waiting for the bus in the daytime	0.75	5%	0.03
Average (as measured by median)	1.33	15%	0.19

Base: All Regular / Infrequent Riders (n = 1,373, n_w = 714)
*** Asked only of those riders who transfer (46% of all riders)**
**** Based only on those riders who ride in weekday evenings after 7:00 p.m. (21% of riders)**
***** Asked only of those riders who use park-and-ride lots (29% of all riders)**

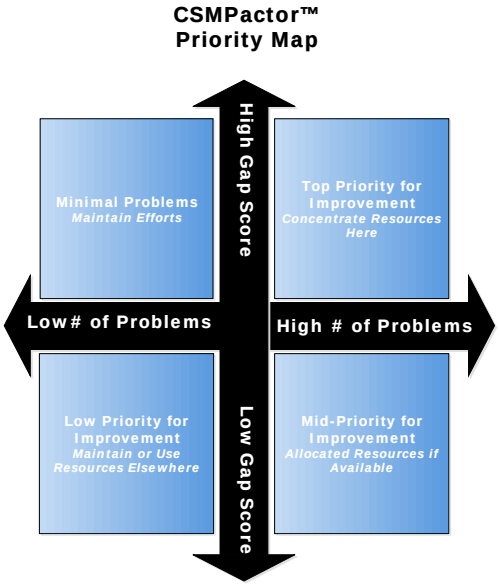
On-time performance has the greatest impact on rider satisfaction.

Other contributing factors include:

- ***Wait time when transferring ****
- ***Travel time by bus***
- ***Frequency of service***
- ***Cleanliness of bus shelters and***
- ***Availability of seating on the bus***

Quadrant Analysis

To identify potential opportunities for quality improvement, service elements are grouped into four quadrants based on the gap score and the incidence of problem occurrences. The median is used as the dividing point between quadrants. As illustrated below, these quadrants provide indicators of potential problems and opportunities and can be used to set priorities for service improvement.



For Metro, this analysis identifies the following strengths and weaknesses:

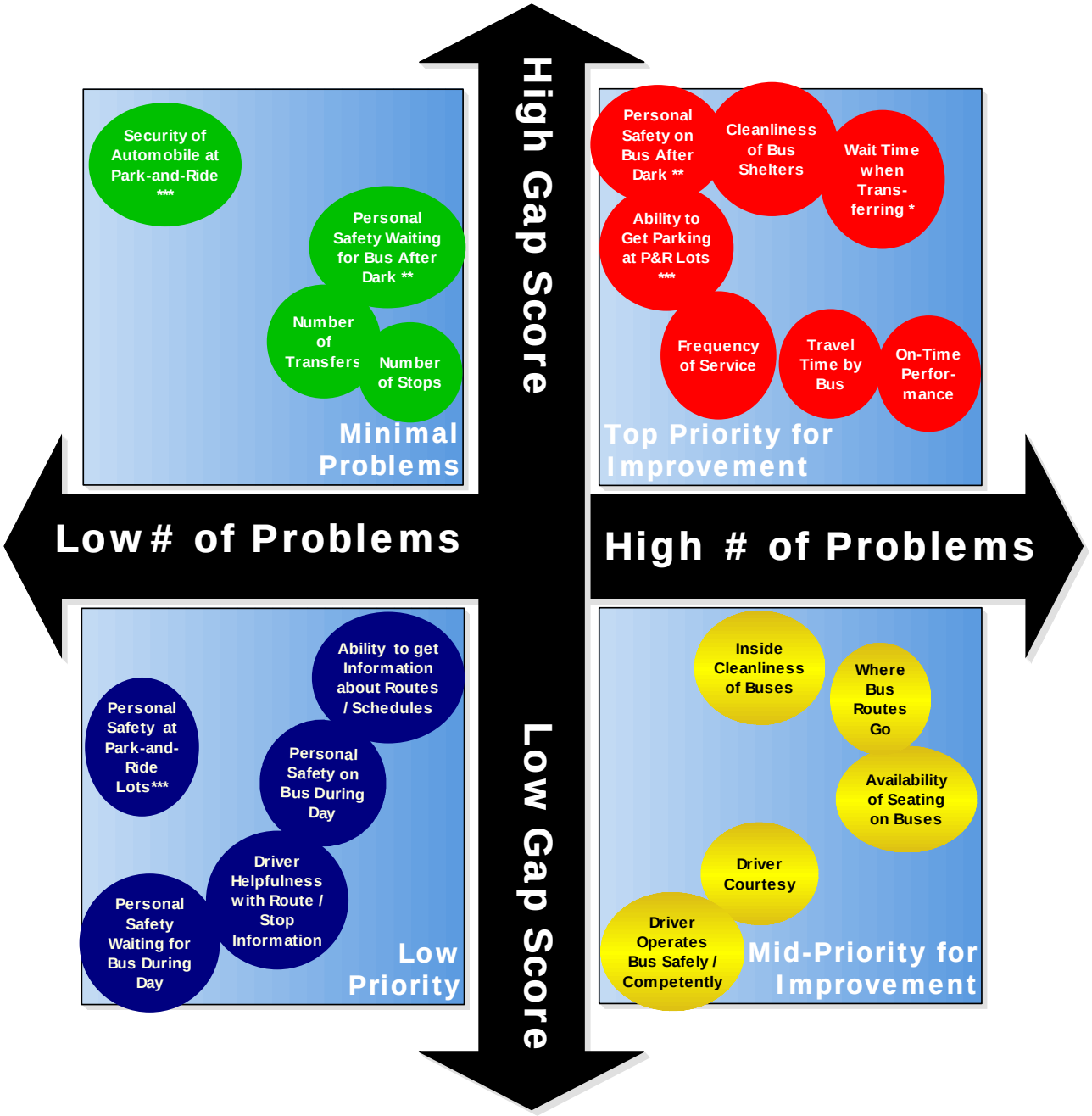
~ **Minimal Problems**: Areas where customers experience few problems but when problems occur have a significant impact on satisfaction include: the number of transfers required to reach destination, personal safety while waiting for the bus after dark, the number stops the bus makes, and the security of automobiles at park-and-ride lots. Particular attention should be paid to maintaining service in terms of the number of transfers and the number of stops required to get to destination. These aspects of service have above-average CSMPact™ scores. Therefore, any increase in the number of problems riders encounter because of a decrease in service levels could have a significant impact on customer satisfaction. Personal safety while waiting for the bus after dark should be of particular concern as some riders may actually avoid riding after dark to minimize potential problems.

~ **Top Priorities for Improvement**: Metro's should focus its efforts on improving on-time performance, wait time when transferring, the time it takes to travel by bus, frequency of service, cleanliness of bus shelters, ability to get parking at park-and-ride lots, and personal safety on the bus related to the conduct of others after dark. Particular attention should be paid to on-time performance as this aspect of service has the highest CSMPact™scores and hence has the highest impact on overall customer satisfaction. Several of these areas (wait time when transferring, ability to get parking at park-and-ride lots, and personal safety on the bus after dark) do not affect all riders. However, the extent to which those riders who are currently affected by these aspects of service may actually avoid trips so as to avoid problems. For example, riders may avoid riding the bus after dark and/or not use the park-and-ride lots because they believe they can't get a parking space.

~ **Mid Priorities for Improvement**: If resources are available, Metro may also wish to focus on the following areas: inside cleanliness of buses, where bus routes go, availability of seating on buses, driver courtesy, and the safe and competent operation of the bus. While having less of an impact on attribute satisfaction, particular attention should be paid to availability of seats on buses, route planning, and the inside cleanliness of buses as these attributes have above-average CSMPact™ scores, thus having a high impact on customer satisfaction.

~ **Low Priority for Improvement**: Five attributes require relatively little attention and include the ability to get information about routes and schedules, personal safety on the bus and while waiting for the bus during the day, personal safety at park-and-ride lots, and driver helpfulness with route and schedule information.

Figure 45: CSMPactor™ Priority Map



*** Affects only of those riders who transfer (46% of all riders)**
**** Currently affect only those riders who ride in weekday evenings after 7:00 p.m. (21% of riders)**
***** Affects only of those riders who use park-and-ride lots (29% of all riders)**

Former Ridership

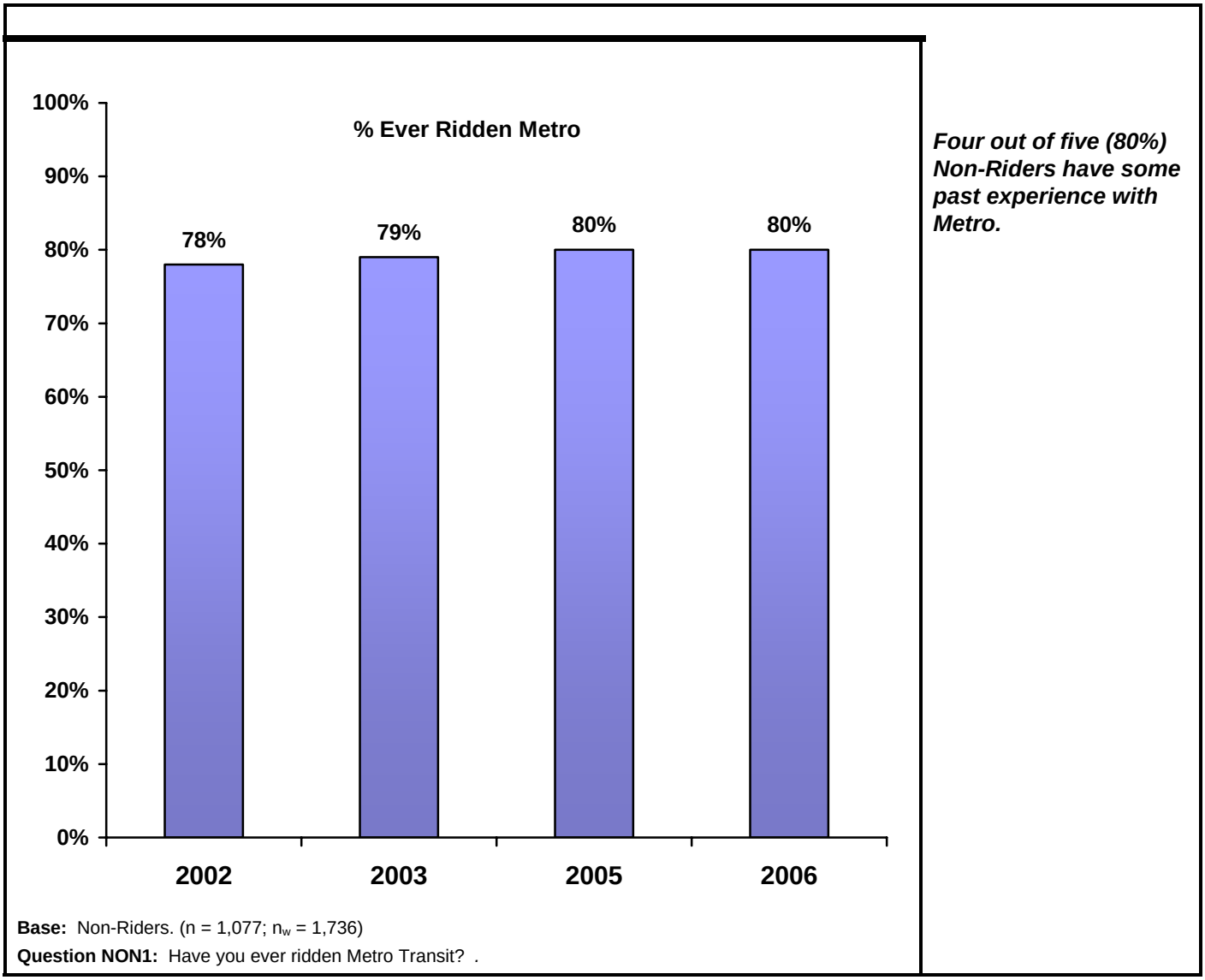
Extent of Former Ridership

Non-Riders (67% of all King County residents) were asked if they had ever ridden Metro.

Four out of five (80%) Non-Riders have some past experience with Metro. This has held constant over the years.

- ~ Former ridership is highest among North King County residents (89%) compared to East King (78%) and South King (74%)

Figure 46: Extent of Former Ridership



Four out of five (80%) Non-Riders have some past experience with Metro.

Base: Non-Riders. (n = 1,077; n_w = 1,736)
Question NON1: Have you ever ridden Metro Transit? .

A follow-up question looked at how long ago they had ridden.

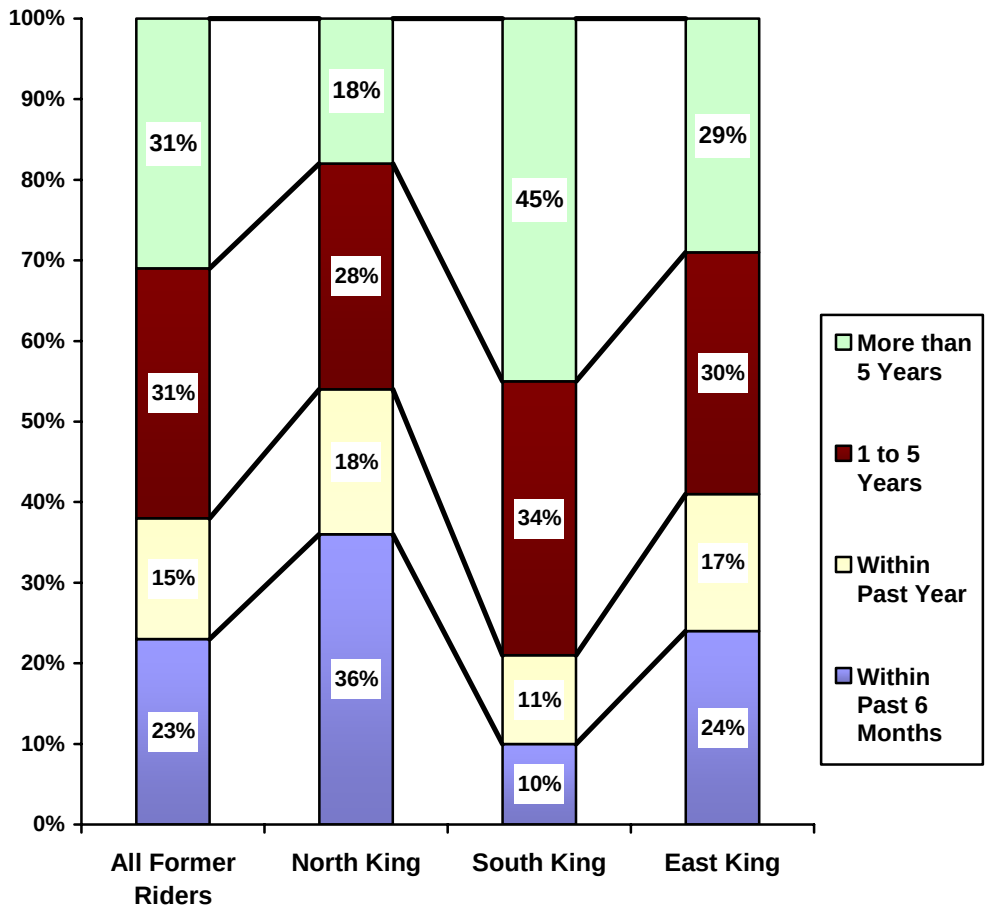
Nearly two out of five (38%) had ridden within the last year – 23 percent within the past 6 months.

- ~ Recent past ridership was highest among North King County and, to a lesser extent, East King County residents – over half (54%) of North King County Non-Riders, 41 percent of East King County Non-Riders compared to 21 percent of South King County Non-Riders had ridden in the past year.

Three out of ten (31%) Non-Riders who have ridden in the past have not ridden in the past five years and for all practical purposes should be considered Non-Riders as they are unlikely to be familiar with existing services.

- ~ Nearly half (45%) of Former Riders in South King County and 29 percent of Former Riders in East King County have not ridden with the past five years.

Figure 47: Recency of Past Ridership



Nearly two out of five former riders (38%) had ridden within the past year.

Base: Non-Riders Who Have Ridden in the Past (n = 861; n_w = 1,391)

Question NON2: When was the last time you rode Metro Transit?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

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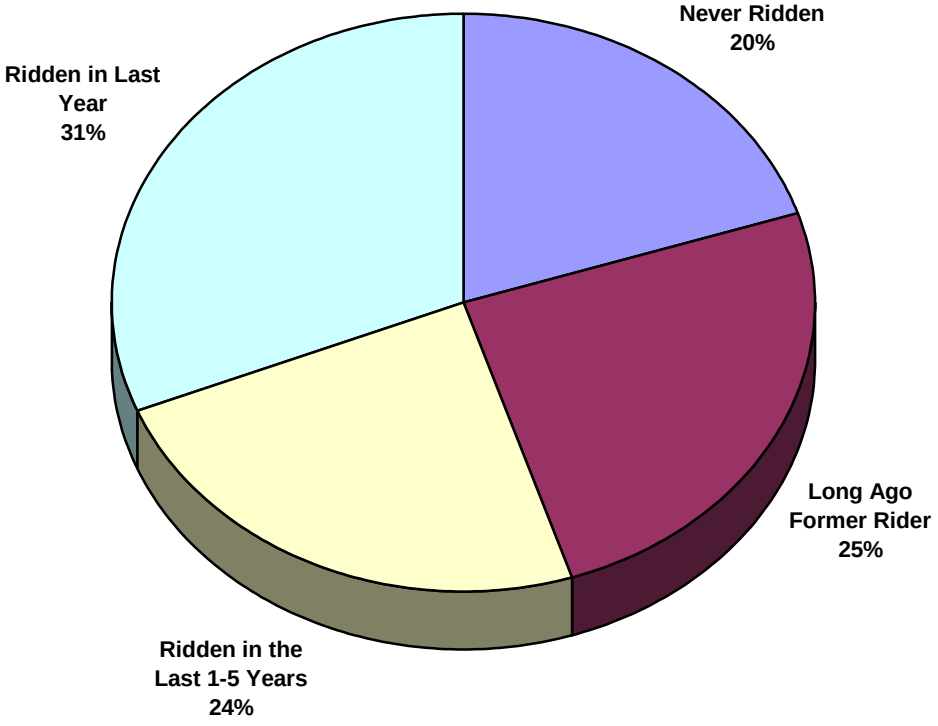
Former Riders / Non-Rider Segments

Four segments of Former Riders / Non-Riders were identified as follows:

- ~ Those who have never ridden – 9 percent of all King County residents and 20 percent of all Non-Riders.
- ~ Those who have ridden Metro in the past but not in the past five years – 11 percent of all King County residents and 25 percent of all Non-Riders.
- ~ Those who have ridden Metro in the past one to five years – 11 percent of all King County residents and 24 percent of all Non-Riders.
- ~ Those who have ridden Metro in the past year – 13 percent of all King County residents and 31 percent of all Non-Riders.

What is interesting to note in this analysis is the relatively equivalent size of all segments.

Figure 48: Former Riders / Non-Rider Segment



Base: Non-Riders. (n = 1,077; n_w = 1,736)

Question NON1: Have you ever ridden Metro Transit? .

Question NON2: When was the last time you rode Metro Transit?

Four Non-Rider segments are identified based on past ridership:

- ***Those who have never ridden –20 percent of all Non-Riders.***
- ***Those who have ridden Metro in the past but not in the past five years –25 percent of all Non-Riders.***
- ***Those who have ridden Metro in the past one to five years – 24 percent of all Non-Riders.***
- ***Those who have ridden Metro in the past year – 31 percent of all Non-Riders.***

Characteristics of Non-Riders / Former Riders

While relatively homogenous, there are some differences in these Non-Rider segments that may provide some insights into their reasons for riding / not riding.

Never Ridden

Half (50%) of all South King County Non-Riders have never ridden Metro.

On average this segment is nearly 50 years old – 18 percent are 65 and older. A significant number of is not employed (17%) or retired (21%).

This is the least affluent Non-Rider segment – median household income of $72,222. They are the most likely segment to have children (60%).

Long Ago Former Riders

As is true with those who have never ridden those who have ridden in the past but not in the past five years are most likely to be South King County residents (52%).

This is the oldest segment – average age of 51 – however, no single age segment clearly identifies this segment from other Non-Rider segments.

More than half (58%) are currently employed full- or part-time, significantly more than those who have never ridden.

They are the most affluent segment – median household income of $85,523. Nearly all (99%) have a valid drivers' license and 99 percent have a car. This segment also has the greatest number of vehicles per adult household member (1.1). Like those who have never ridden they are somewhat more likely than more recent Former Riders to have children; this difference, however, is not statistically significant but may suggest a further reason why they no longer ride.

Former Riders

Two out of five (40%) Non-Riders who have ridden in the past one to five years are East King County residents; 33 percent live in Seattle / North King County.

They are relatively affluent – median household income of $80,805. One-third (33%) are members of two-person, adult only household.

Recent Former Riders

Half (50%) of all Non-Riders who have ridden in the past year are Seattle / North King County residents.

They are, on average, 49 years of age. However, they are somewhat differentiated from other segments in that18 percent are younger, between the ages 25 and 34. The majority (57%) is employed full- or part-time and has a median household income of $77,151.

Like other Former Riders (those who have ridden in the past one to five years), nearly one-third (32%) are members of two-person, adult-only households.

Table 33: Demographic Characteristics of Riders / Infrequent Riders / Non-Riders

	All Non-Riders (n = 1,077) (n_w =1,732)	Never Ridden (n = 216) (n_w = 714) (a)	Long Ago Former Rider (n = 269) (n_w = 434) (b)	Former Rider (n = 264) (n_w = 427) (c)	Recent Former Riders (n = 328) (n_w = 530) (d)
Area of Residence					
Seattle / North King	32%	17%	22%	33%**(ab)**	50%**(abc)**
South King	39	50**(cd)**	52**(cd)**	40**(d)**	19
East King	29	33	27	27	30
Gender					
Male	40%	41%	39%	38%	40%
Female	60	59	61	62	60
Age					
16-17 yrs.	1%	3%	<1%	2%	1%
18-19 yrs.	1	1	<1	1	1
20-24 yrs.	2	2	2	3	2
25-34 yrs.	14	15	9	13	18**(b)**
35-44 yrs.	16	16	18	19	13
45-54 yrs.	34	31	38	33	35
55-64 yrs.	18	14	21	18	19
65 or older	13	18**(cd)**	12	11	11
Mean (years)	49.5 years	49.7 years	50.7 years	48.6 years	49.0 years
Employment Status					
Employed Full-Time	48%	41%	52%**(a)**	46%	50%**(a)**
Employed Part-Time	7	6	6	7	7
Self-Employed / Work in Home	8	7	8	9	7
Student	3	3	<1	4	4
Not Employed / Homemaker	12	17**(d)**	12	11	8
Retired	18	21	18	17	18
Unemployed / Other	4	4	4	4	5
Income					
Less than $7,500	1%	3%	2%	1%	1%
$7,500 to $15,000	2	3	1	2	2
$15,000 to $25,000	4	7	4	4	4
$25,000 to $35,000	5	6	3	4	6
$35,000 to $55,000	17	14	17	16	18
$55,000 to $75,000	18	21	15	19	18
$75,000 to $100,000	20	17	22	22	20
$100,000 to $150,000	18	17	20	17	19
$150,000 or more	15	13	17	16	13
Median	$79,254	$72,222	$85,523	$80,805	$77,151
Ethnicity					
Caucasian	89%	87%	89%	90%	89%
Asian American	5	5	4	5	6
African American	3	3	3	3	3
Hispanic	2	2	3**(c)**	1	1
American Indian	1	3	1	1	1
Other	1	<1	<1	1	1
Household Type					
Single-Person / Adult Only	17%	18%	16%	15%	17%
Two-Person / Adult Only	29	21	27	33**(a)**	32**(a)**
Household with Children	55	61**(cd)**	56	52	51
Average Household Size	2.81	2.93	2.94	2.74	2.70
Valid Driver's License					
% With Valid Driver's License	97%	94%	99%**(a)**	97%	97%
Number of Vehicles					
None	2%	3%	1%	1%	2%
# of Cars / Adult Household Member	1.03	1.02	**1.08 (d)**	1.01	0.99

Columns within categories may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Trip Purpose

Most Non-Riders who have used the bus in the past six months reported that their primary trip purpose was for leisure / non-commute type trips: recreation (23%), shopping (18%), and to attend special events (13%).

- ~ The primary reasons given for using the bus for these types of trips include: to avoid having to find parking (35%) and to save money on parking (18%).

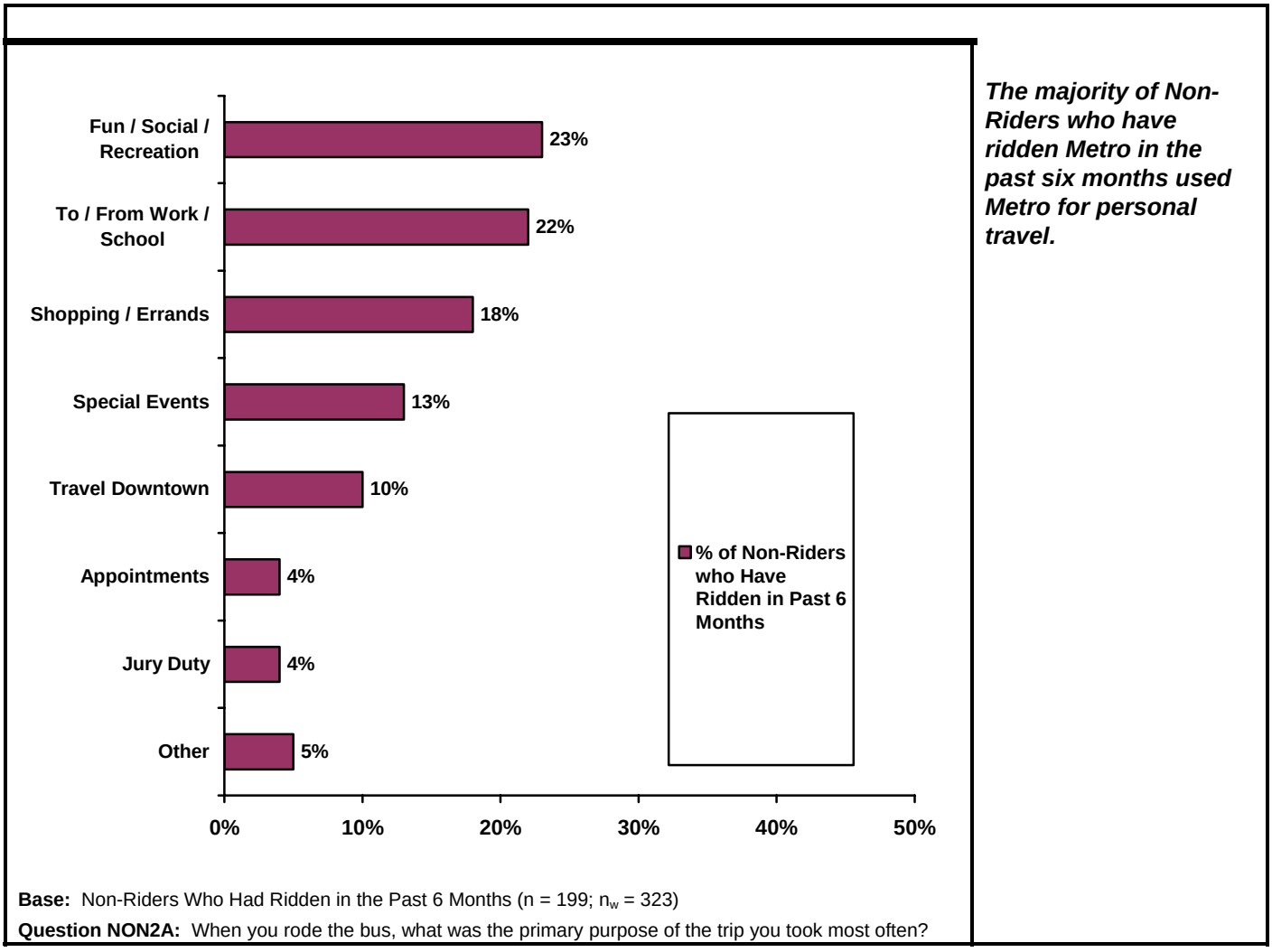
One out of ten (10%) used the bus to travel to downtown Seattle; an additional 4 percent used it specifically to get downtown for jury duty.

- ~ The primary reasons given for using the bus for these types of trips include: to save money on parking (48%) and to avoid having to find parking (24%).

One out of five (22%) used the bus to commute to work. Unlike previous years, none mentioned using the bus to get to school.

- ~ The primary reason given for using the bus for commuting was because the person had lost the use of their car or it was their only means of transportation (32%).

Figure 49: Primary Trip Purpose



The majority of Non-Riders who have ridden Metro in the past six months used Metro for personal travel.

Base: Non-Riders Who Had Ridden in the Past 6 Months (n = 199; n_w = 323)

Question NON2A: When you rode the bus, what was the primary purpose of the trip you took most often?

Reasons for Not Riding

Those who have ridden in the past five years were asked their primary reason for not using the bus now.

The most common reasons given for not using Metro is that a car is more convenient (17%) or that the bus is inconvenient (17%).

- ~ Those who have not ridden recently are more likely than those who have ridden in the past year to say the bus is inconvenient – 22 percent compared with 14 percent, respectively.

Nearly one out of five (18%) don't use the bus because there is no service near where they live or the bus does not go where they need it to go. An additional 11 percent cite other concerns with service, such as travel time is too long, don't like to transfer, and problems with scheduling.

- ~ Those who have ridden recently are more likely than those who have not ridden in the past year to cite problems with service – 15 percent compared with 7 percent, respectively.

Thirteen percent (13%) don't ride because they say they need a car during or after work, because of their schedule, or because they have small children and it is hard to use the bus.

For 14 percent, circumstances changed. For example, they changed jobs or moved or they don't make the trip anymore (e.g., don't go downtown, finished school, lost job).

- ~ Those who have ridden recently are more likely than those who have not ridden in the past year to say the reason they no longer ride is because their circumstances have changed – 18 percent compared with 10 percent, respectively.

Table 34: Reasons for Not Riding

	All Former Riders (n =) (n_w =)	Ridden in Last Year (n =) (n_w =) (a)	Ridden in Last 1 to 5 Years (n =) (n_w =) (b)
Bus doesn't go where I need to go / Service not close to home	18%	16%	20%
Car More Convenient	17	15	20
Bus is Inconvenient	17	14	22
Circumstances Changed / No Need to Ride Anymore	14	18	10
Need a Car	13	13	13
Problems with Service	11	15	7
Image	2	1	2
Other	7	8	7

Base: Non-Riders who Have Ridden Metro in Past 5 Years
Question NON3: What is the **main** reason you don't ride the bus now?

The most prevalent reason for not riding Metro more often or for no longer riding Metro is that the car is more convenient or that the bus is inconvenient.

Appeal of Riding the Bus

To Work

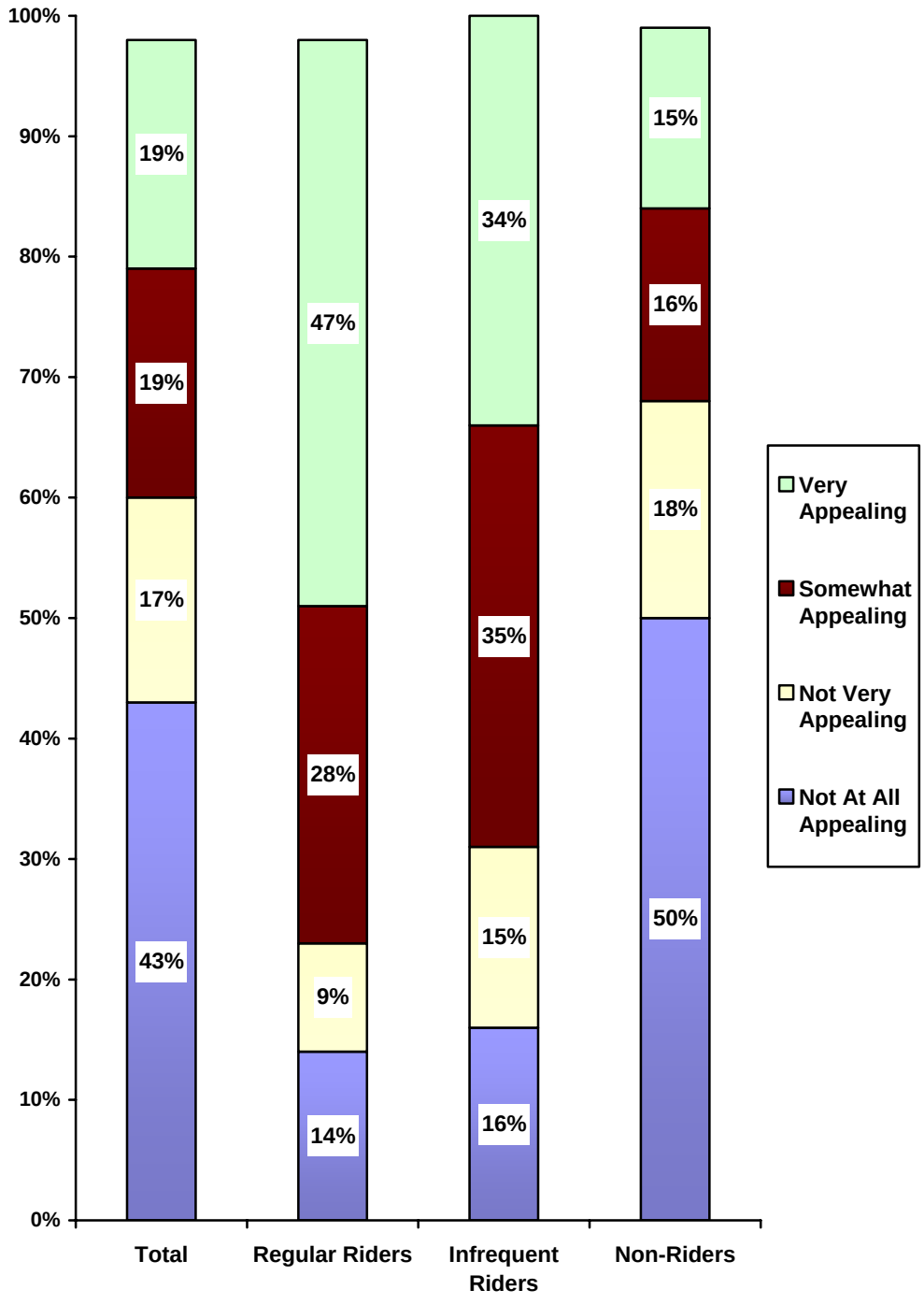
Overall

To better explore opportunities for increasing ridership, the base for these questions was changed in 2006 to include more potential riders. Specifically, the base for this analysis was changed to include all Non-Riders and Infrequent Riders as well as Regular Riders who are Commuters but drive alone to work.

The appeal of using the bus to commute to work is divided between those who find it "very appealing" (19%) to "somewhat appealing" (19%) and those who do not find it appealing (17% "not very appealing" and 43 percent "not at all appealing").

- While a relatively small segment (11 percent of commuters are Regular Riders who drive alone to work), nearly half (47%) say that the idea of using the bus to commute to work is "very appealing." An additional 28 percent say it is "somewhat appealing." This would suggest that some aspect of service is the primary barrier to using the bus to commute to work.
- A similar pattern holds for Infrequent Riders (56 percent of whom drive alone to work). One-third (34%) of this segment finds the idea of using the bus to commute to work to be "very appealing"; an additional 35 percent find it to be "somewhat appealing."
- On the other hand, more than two out of three (68%) current Non-Riders who drive alone to work feel that the idea of riding the bus is not appealing – 50 percent "not at all appealing" and 18 percent "not very appealing."
    - Thirty-seven percent (37%) of Non-Riders who drive alone to work in North King County find the idea of using the bus to commute is "very" (19%) or "somewhat" (18%) appealing.
    - Twenty-seven percent (27%) of those living in East King County find the idea of using the bus to commute is "very appealing" (13%) or "somewhat appealing" (14%).
    - Non-Rider Commuters who drive alone to work and live in South King County are the least likely to find the idea of using the bus to be "very appealing" (9%) or "somewhat appealing" (14%).

Figure 50: Appeal of Riding the Bus to Work



Two out of five (60%) of all those who do not ride the bus to work find the idea of riding the bus to work to be not appealing.

However, there is a significant (38%) segment that finds the idea appealing – 19 percent "very appealing" and 19 percent "somewhat appealing." This is notable among Infrequent and Regular riders who do not use the bus to travel to work.

Base: Commuters Who Are Non-Riders, Infrequent Riders or Regular Riders Who Do Not Use the Bus to Commute to Work (n = 946; n_w = 1,230); Regular Riders. (n = 231; n_w = 94); Infrequent Riders (n = 93; n_w = 154); Non-Riders (n = 622; n_w = 1002)

Question PARK3: How appealing to you personally is the idea of using the bus instead of driving to work or school?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. Neutral category excluded

Those commuters who drive alone to work and work in downtown Seattle and the rest of North King County are the most likely to say the idea of the bus is at least "somewhat appealing" – 42 percent and 39 percent, respectively.

- ~ Those working in North King County are the most likely to say that the idea of using the bus to commute to work is "very appealing" (25%).

- ~ Those working in downtown Seattle are the most likely segment to say the idea of using the bus is "somewhat appealing" (26%).

Commuters who drive alone to work and travel to South King County destinations are the most likely to say the idea of using the bus is "not at all appealing" (58%).

Table 35: Appeal of Using the Bus to Commute to Work by Work Destination

	Drive Alone Commuters (n =666) (n_w = 945)	Downtown Seattle (n = 100) (n_w = 134) (a)	North King (n = 145) (n_w = 203) (b)	South King (n = 119) (n_w = 186) (c)	East King (n = 169) (n_w = 218) (d)
Very Appealing	16%	16%	**25% (cd)**	10%	14%
Somewhat Appealing	17	**26 (bc)**	14	11	18
Neutral	2	1	1	4	2
Not Very Appealing	17	22	20	17	16
Not At All Appealing	48	35	40	**58 (ab)**	**50 (a)**

Those commuters who drive alone to work and work in downtown Seattle and North King County are the most likely to say the idea of riding the bus to work is at least somewhat appealing.

Base 2006: All Commuters Who Drive Alone to Work

Questions PARK3: Overall, how appealing to you personally is the idea of using the bus instead of driving to work / school?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

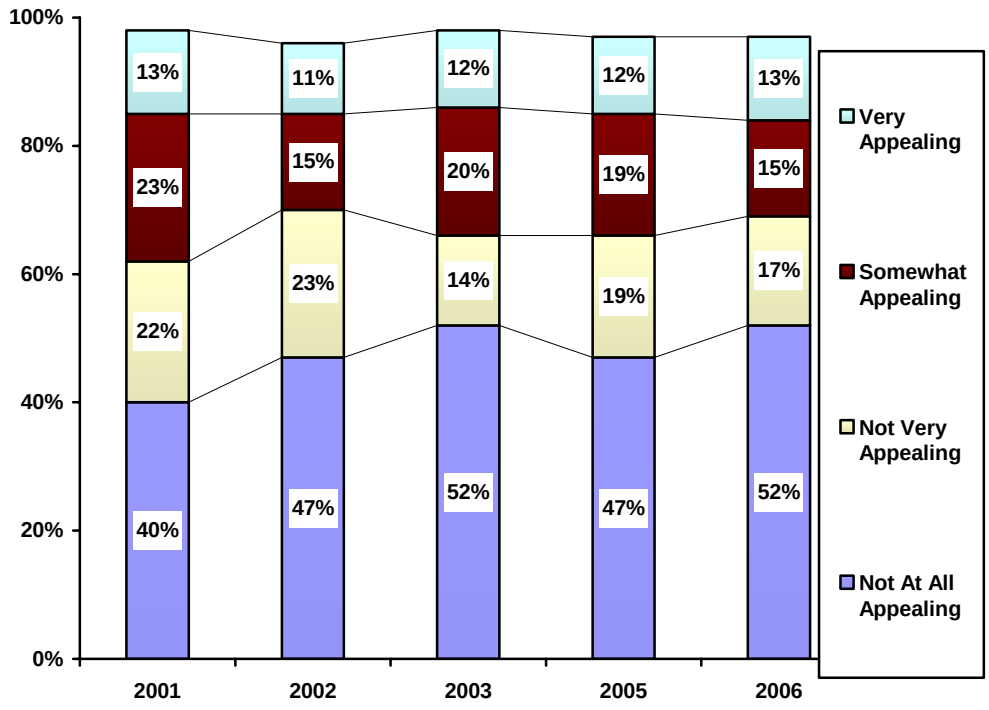
Changes over Time

This question has been asked every year since the study was initiated. However, in 2006 the base was changed to include Infrequent Riders and Regular Riders who do not use the bus to commute to work. To compare differences over time, the base for analysis on this page focuses is limited to Commuters who drive alone to work and who are Non-Riders.

Twenty-eight percent (28%) of all Commuters who drive alone to work find the idea of using the bus to commute to work appealing – 15 percent "somewhat appealing" and 13 percent "very appealing."

- ~ There has been little change in the appeal of using the bus to commute to work or school over recent years. However, significantly fewer Commuters who drive alone to work find the idea appealing when compared to 2001 – 28 percent in 2006 compared to 36 percent in 2001. This is due primarily to the decrease in the percentage finding the idea "somewhat appealing" – 23 percent in 2001 compared to 15 percent in 2006.
- ~ At the same time there is been a significant increase in the percentage who find the idea of using the bus to commute to work "not at all appealing" – from 40 percent in 2001 to 52 percent in 2006. The percentage who finds the bus "not very appealing" decreased slightly – from 22 percent in 2001 to 17 percent in 2006.

Figure 51: Changes in the Appeal of Using the Bus to Commute to Work or School



After decreasing significantly between 2001 and 2002, there has been little change in the appeal of using the bus to commute to work or school.

Base: To allow for comparisons with previous data, the base for this question is limited for all years to Commuters Who Drive Alone to Work and Who Are Non-Riders: 2006 (n = 519; n_w = 835); 2005 (n = 441; n_w = 739); 2003 (n = 448; n_w = 694); 2002 (n = 480; n_w = 772); 2001 (n = 424; n_w = 698)

Question PARK3: Overall, how appealing to you personally is the idea of using the bus instead of driving to [work/school]?

Columns may not add to 100 percent due to rounding. Rounding rules: Any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. Neutral category excluded.

For Personal Travel

Overall

The base for this analysis is all Regular and Infrequent Riders who do not use Metro for their personal as well as all Non-Riders.

The majority of those who do not currently use the bus for personal travel do not feel that the idea of using the bus is appealing – 36 percent feel it is "not at all appealing" and 27 percent feel it is "not very appealing."

- A significant segment of Regular (55%) and Infrequent Riders (57%) who do not currently use the bus for the majority of their personal travel feels the bus is "somewhat appealing" to "very appealing." This clearly reinforces other research that suggests that current riders will use the bus for at least some trips (e.g., for special events or to go downtown) but that they would not use it as their primary mode of transportation. This is particularly true among Infrequent Riders who typically use the bus for personal, recreational trips.

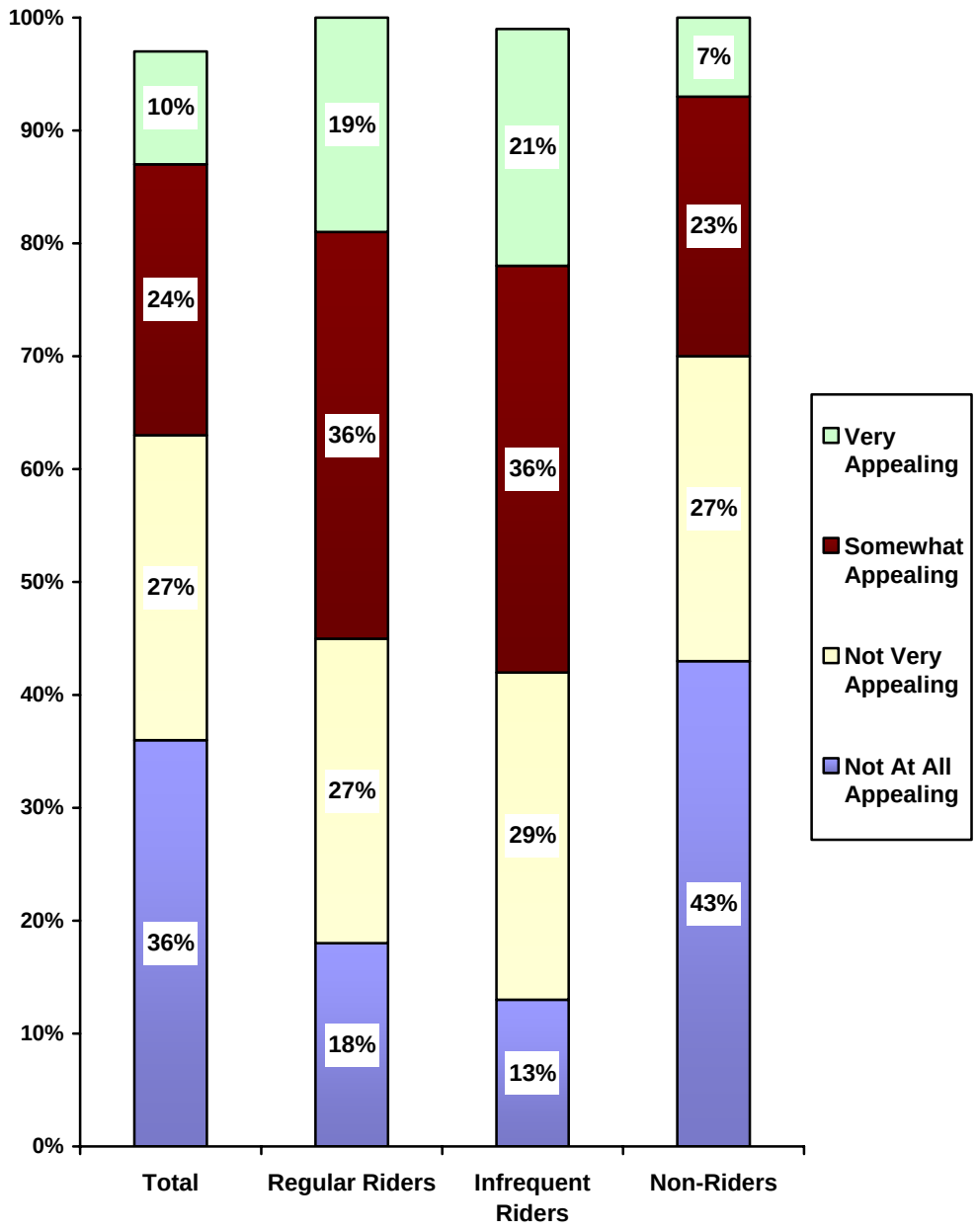
- On the other hand, the majority ((70%) of Non-Riders say the idea of using the bus is not appealing – 43 percent say it is "not at all appealing." However even within this segment some (30%) say that the idea is "somewhat appealing" to "very appealing," suggesting them as a further target for infrequent use for special trips – special events, travel to highly congested locations, etc.).

  - Regular Riders who do not use Metro for their personal travel and who live in North King County are the most likely to find the idea of using the bus for these trips to be "very appealing" (22%) or "somewhat" (39%) appealing – 61 percent total appealing. In comparison, 16 percent of those living in South King County find the idea "very appealing" and 28 percent find it "somewhat appealing" – 44 percent total appealing. Thirteen percent (13%) of East King County Regular Riders find the idea of using Metro for their personal travel "very appealing" (13%) or "somewhat appealing" (34%) – 46 percent total appealing.

  - Infrequent Riders who do not use Metro for their personal travel and who live in North King County are the most likely to find the idea of using the bus for these trips to be "very" (24%) or "somewhat" (40%) appealing – 64 percent total appealing. In comparison, 19 percent of those living in South King County find the idea "very appealing" and 33 percent find it "somewhat appealing" – 52 percent total appealing. East King County Infrequent Riders find the idea of using Metro for their personal travel the least appealing – 18 percent "very appealing" and 27 percent "somewhat" appealing or 45 percent total appealing.

  - A similar pattern holds for Non-Riders with North King County Non-Riders most likely to find some appeal to using the bus for their personal travel – 7 percent "very appealing" and 31 percent "somewhat" appealing or 38 percent total appealing.

Figure 52: Appeal of Using the Bus to Personal Travel



Nearly two-thirds (63%) of all those who do not use the bus for their personal travel do not feel the idea of using the bus for this travel is appealing.

However, in all segments there are at least some who feel the idea is at least "somewhat appealing" – this is significant among current Regular and Infrequent Riders.

Base: All Respondents who do not use the bus for their personal travel (n = 2,171; n_w = 2,322); Regular Riders (n = 935; n_w = 357); Infrequent Riders (n = 159; n_w = 229); Non-Riders (n = 1,077; n_w = 1,736). Does not sum to 100 percent; neutral responses excluded.

Question PARK3: How appealing to you personally is the idea of using the bus instead of driving to work or school?

Columns do not sum to 100 percent; neutral category excluded

Non-Riders living in Seattle / North King County are more likely than those in South and East King Counties to find the idea of riding the bus for personal, non-work travel appealing. However, this is due primarily to the higher percentage saying that the bus is "somewhat appealing" – 31 percent compared with 19 and 20 percent, respectively.

Conversely, those living in South and East King Counties are more likely than those living in Seattle / North King County to find the idea "not at all appealing" – 52 percent and 42 percent compared with 32 percent, respectively.

Table 36: Appeal of Using the Bus for Personal Travel by Area of Residence

		Area of Residence		
	All Non-Riders (n = 1,077) (n_w = 1,736)	**North King** (n = 323) (n_w = 560) (a)	**South King** (n = 398) (n_w 668) (b)	**East King** (n = 356) (n_w = 507) (c)
Very Appealing	7%	7%	6%	7%
Somewhat Appealing	23	**31 (bc)**	19	20
Neutral	1	2	1	**1 (b)**
Not Very Appealing	27	28	22	30
Not At All Appealing	43	32	**52 (ac)**	**42 (a)**

Questions PERT2: Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel?

Columns may not add to 100 percent due to rounding. Consistent rules are used: any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Those living in Seattle / North King County are more likely than those living in South and East King Counties to find the idea of taking the bus for personal travel "somewhat appealing."

Non-Riders with some past experience are more likely than those who have never ridden to find the idea of using the bus for personal travel at least somewhat appealing. Thirty-eight percent (38%) of all Former Riders also find the idea of riding the bus appealing.

Table 37: Appeal of Using the Bus for Personal Travel by Past Ridership

	PAST RIDERSHIP		
	All Non-Riders (n = 1,077) (nw = 1,736)	**Former Riders (n = 592) (n_w = 957) (a)**	**Never Ridden (n = 480) (n_w = 770) (b)**
Very Appealing	7%	**9% (b)**	4%
Somewhat Appealing	23	**29 (b)**	16
Neutral	1	1	1
Not Very Appealing	27	**30 (b)**	23
Not At All Appealing	43	31	**57 (a)**

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

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

Question PERT2: Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel?

Columns may not add to 100 percent due to rounding. Consistent rules are used: any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Only 20 percent of those who have never ridden find the idea of the bus appealing compared with 38 percent of Former Riders.

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Changes over Time

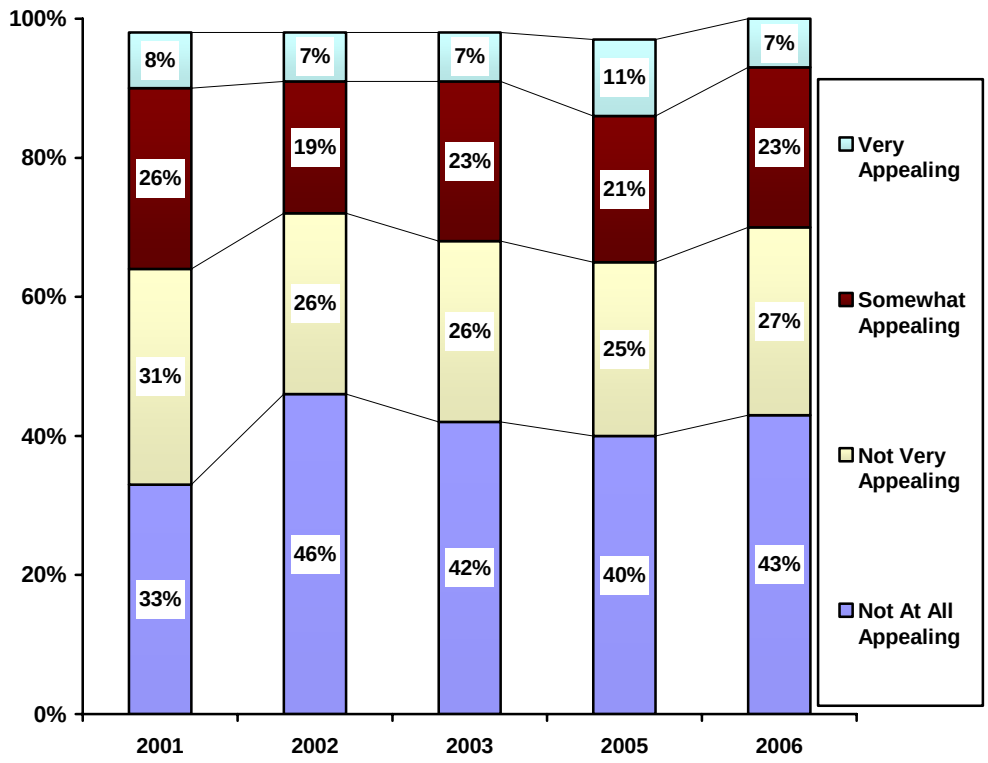
This question has been asked every year since the study was initiated. However, in 2006 the base was changed to include all Infrequent Riders and Regular Riders who do not use the bus for their personal travel. To compare differences over time, the base for this analysis is limited to Non-Riders.

Between 2001 and 2002, the percentage of Non-Riders who found the idea of riding the bus "not at all appealing" increased sharply – from 33 percent to 46 percent, respectively. While this figure has decreased slightly, the current 2006 figure (43%) remains significantly higher than in 2001.

- ~ Notably, there has been a significant increase in the percentage of South King County Non-Riders who say the idea of riding the bus is "not at all appealing" – from 44 percent in 2005 to 52 percent in 2006.

While a very small number of Non-Riders find the idea of using the bus for their personal travel "very appealing," this percentage was higher in 2005 than in previous years – 11 percent compared to 7 or 8 percent in previous years. This percentage decreased again significantly in 2006 to former levels (7%).

Figure 53: Changes in the Appeal of Using the Bus for Personal Travel



The percentage of Non-Riders who found the bus "not at all appealing" increased significantly between 2001 and 2002. Current levels (43%) are somewhat lower but remain significantly higher than 2001.

The percentage of those who find the idea of riding the bus "very appealing" decreased significantly between 2005 (11%) and 2006 (7%).

Base: To allow for comparisons with previous data, the base for this question is limited for all years to all Non-Riders: 2006 (n = 1,077; n_w = 1.736); 2005 (n = 1,046; n_w = 1,735); 2003 (n = 1,057; n_w = 1,650); 2002 (n = 1,041; n_w = 1,674); 2001 (n = 1,016; n_w = 1,669)

Question PARK3: Overall, how appealing to you personally is the idea of using the bus instead of driving to [work/school]?

Columns may not add to 100 percent due to rounding. Consistent rules are used: any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down. Neutral category excluded.

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Potential Rider Segments

Description / Size

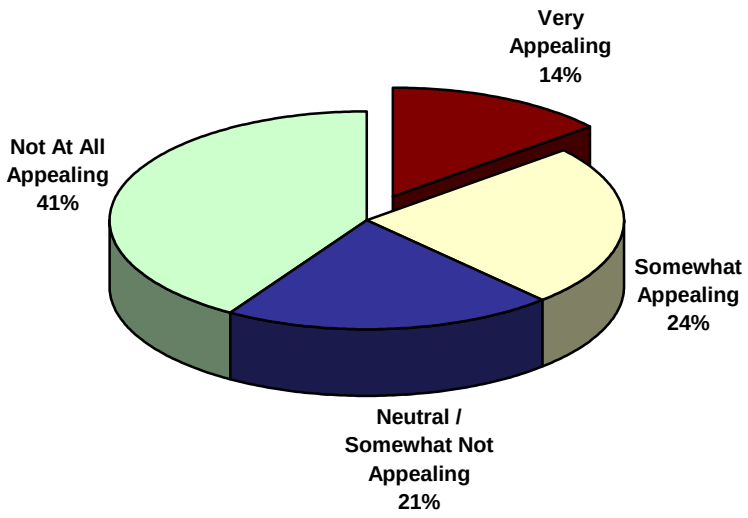
To determine the potential for ridership, analysis looked at the extent to which all Infrequent Riders, all Non-Riders, and Regular Riders who do not use the bus to commute to work (31% of Regular Riders) found the idea of riding the bus appealing or not appealing.

There is virtually no potential to attract more than two out of five (41%) Non-Riders, Infrequent Riders, and those Regular Riders who do not use the bus to commute to work to use the bus or to use the bus more as these individuals say that the idea of using the bus for work and/or personal travel is "not at all appealing." There is relatively low potential to attract an additional 21 percent who were either "neutral" or said the idea of riding the bus is "somewhat not appealing."

Thirty-eight percent (38%) represent a potential market for additional ridership – 14 percent feel that the idea of using the bus for at least some trips is "very appealing" and 24 percent feel it is "somewhat appealing."

- ~ Among Regular Riders who do not use the bus to commute to work (31% of Regular Riders), nearly half (48%) say the idea of using the bus to commute to work is "very appealing" and 29 percent say it is "somewhat appealing." This would suggest that lack of service or other issues are keeping this segment from commuting by bus. One out of five (19%) say the idea of using the bus for personal travel is "very appealing."
- ~ Among Infrequent Riders, 34 percent say the idea of using the bus to commute to work is "very appealing." More than one out of five (21%) say the idea of using the bus for person travel is "very appealing."
- ~ Finally, 15 percent of Non-Riders say the idea of using the bus to commute to work is "very appealing" and a similar number (16%) say it is "somewhat appealing." Seven percent (7%) say the idea of using the bus for personal travel is "very appealing" and 23 percent say it is "somewhat appealing."

Figure 54: Potential Rider Segments



More than two out of five (62%) Non-Riders, Infrequent Riders, and those Regular Riders who do not use the bus to commute to work say the idea of riding the bus is "not at all appealing" (41%) or "somewhat not appealing" (21%).

There is potential to attract those who said the idea of riding the bus is "very appealing" (14%) or "somewhat appealing" (24%).

Base: All Infrequent Riders, All Non-Riders and Regular Riders Who Do Not Ride the Bus to Work (n = 1,666, n_w = 2,105)

Characteristics of Potential Rider / Non-Rider Segments

To better understand the characteristics of those Infrequent Riders, Non-Riders, and Regular Riders who do not ride the bus to work that represent the greatest potential for future ridership, the following analysis compares those who find the bus "very appealing" or "somewhat appealing" to those who were "neutral" or find the idea of riding the bus to be "not very appealing." Those that found the idea of riding the bus "not at all appealing" for both work and personal travel are excluded from this analysis.

Very Appealing

Nearly half (48%) of those who find the idea of using the bus "very appealing" live in Seattle or North King County.

The average age of this group is 48. This segment is more likely than those who find the bus somewhat appealing to between the ages of 35 and 44 (23%). This segment is the most likely to be employed full-time (55%) suggesting an opportunity for commute travel.

Somewhat Appealing

Like those who find the idea of riding the bus "very appealing", this segment is most likely to live in Seattle or North King County (44%).

The average age of this group is also 48. This segment is more likely than those who find the bus very appealing to between the ages of 45 and 54 (34%). One out of five (20%) members of this segment live in single-person households.

Neutral / Not Very Appealing

This segment is most likely to live in South King County (36%).

The average age of this group is also 48. Making it difficult to target the markets that show the greatest potential, this segment is also likely to be in the age group of 35 to 54. This segment is the most affluent segment – median household income of $80,689. Sixteen percent (16%) have household incomes greater than $150,000. However, many are not currently employed (17%) or are retired (16%). Three out of five (60%) are households with children.

Table 38: Demographic Characteristics of Potential Rider Segments

	All Respondents (n = 916) (n_w =1,354)	Bus Very Appealing (n = 235) (n_w = 322) (a)	Bus Somewhat Appealing (n = 372) (n_w = 556) (b)	Bus Neutral / Not Appealing (n = 309) (n_w = 476) (c)
Area of Residence				
Seattle / North King	41%	**48% (c)**	**44% (c)**	34%
South King	31	24	31	**36 (a)**
East King	27	28	25	30
Gender				
Male	41%	43%	37%	44%
Female	59	57	63	56

Those most likely to find the idea of using the bus "very appealing" live in North King County.

	All Respondents (n = 916) (n_w =1,354)	Bus Very Appealing (n = 235) (n_w = 322) (a)	Bus Somewhat Appealing (n = 372) (n_w = 556) (b)	Bus Neutral / Not Appealing (n = 309) (n_w = 476) (c)
Age				
16-17 yrs.	3%	2%	3%	3%
18-19 yrs.	1	1	1	1
20-24 yrs.	3	3	3	2
25-34 yrs.	16	17	18	13
35-44 yrs.	18	**23 (b)**	14	**20 (b)**
45-54 yrs.	31	23	**34 (a)**	**33 (a)**
55-64 yrs.	18	18	18	17
65 or older	11	14	10	11
Mean (years)	47.8	47.7	47.5	48.1
Employment Status				
Employed Full-Time	46%	**55% (bc)**	45%	41%
Employed Part-Time	7	9	**9 (c)**	4
Self-Employed	8	6	7	10
Student	5	5	6	5
Not Employed	11	6	9	**17 (ab)**
Retired	17	17	19	16
Unemployed / Other	5	2	**5 (a)**	**6 (a)**
Income				
Less than $7,500	1%	1%	2%	1%
$7,500 to $15,000	2	1	2	2
$15,000 to $25,000	5	8	5	4
$25,000 to $35,000	5	3	6	3
$35,000 to $55,000	18	19	17	18
$55,000 to $75,000	19	17	21	17
$75,000 to $100,000	22	24	21	20
$100,000 to $150,000	17	19	14	18
$150,000 or more	13	8	12	**16 (a)**
Median	$75,878	$75,511	$72,855	$80,689
Ethnicity				
Caucasian	89%	87%	88%	91%
Asian American	6	6	7	7
African American	3	4	3	1
Hispanic	1	2	2	<1
American Indian	2	1	1	2
Other	1	1	1	<1
Household Type				
Single-Person	17%	18%	**20% (c)**	14%
Two-Person / Adult	29	31	31	27
HH with Children	53	51	49	**60 (b)**
Average Household Size	2.78	2.73	2.67	**2.95 (b)**
Valid Driver's License				
% With Valid Driver's License	95%	94%	96%	96%
Number of Vehicles				
None	3%	**6% (c)**	**3% (c)**	<1%
# of Cars / Adult HH Member	0.96	0.95	0.97	0.96
Length of Residency				
% New in Past Year	4%	3%	5%	2%

Base: All Infrequent Riders, All Non-Riders and Regular Riders Who Do Not Ride the Bus to Work and Who Find the Idea of Using the Bus to for Work or Personal Travel to be "Very Appealing," "Somewhat Appealing" or "Not Very Appealing." Those who find the idea of using the bus "not at all appealing" for both work and personal travel are excluded.

In addition, 55 percent are employed full-time.

Barriers to Riding

Those respondents who are Infrequent Riders, Non-Riders or Regular Riders who drive alone for commute trips and do not find the bus "not at all appealing" were then asked a series of 19 questions to determine the extent to which each is a barrier to their riding or riding more often.

In 2006, the base for the question on barriers was expanded to allow for additional analysis. To allow for comparisons with previous data, the base for the following analysis is limited to Non-Riders who drive alone to work and who find the idea of riding the bus to work "very appealing" or "somewhat appealing."

Overall Barriers to Using the Bus – Changes over Time

Barriers to Using the Bus to Commute to Work

Lack of service to where one needs to go continues as the primary barrier to using the bus for SOV commuters who are also Non-Riders yet find the idea of using the bus to commute to work "very appealing" or "somewhat" appealing.

There have been some significant changes over time which are worth noting:

- ~ The time it takes to travel by bus has been increasing as a barrier since 2002 – from 45 percent in 2002 to 58 percent in 2006.
- ~ The need to transfer or take more than one bus has increased as a barrier since 2001 – from 44 percent to the current 59 percent. This makes this the second greatest barrier for this segment of Non-Riders.
- ~ While still barriers, the extent to which having to plan around bus schedules, needing a car during the day for errands or business travel, concerns about getting home in case of an emergency, and having irregular work hours are barriers has decreased.

Table 39: Changes to Barriers to Using the Bus to Commute to Work

		2001 (n =151) (n_w = 249) (a)	2002 (n =127) (n_w = 205) (b)	2003 (n =145) (n_w = 222) (c)	2005 (n =135) (n_w = 230) (d)	2006 (n =145) (n_w = 235) (e)
Routes don't go where you want to go	% Barrier	67%	69%	65%	63%	71%
	Mean	5.19	5.21	4.89	5.17	5.14
Have to transfer / take more than one bus	% Barrier	44%	54%	55%	**59% (a)**	**59% (a)**
	Mean	4.09	4.35	4.30	**4.70 (a)**	**4.61 (a)**
Having to plan around bus schedules	% Barrier	58%	53%	59%	**66% (b)**	58%
	Mean	4.75	4.44	4.66	**5.01 (b)**	4.80
Time it takes to travel by bus	% Barrier	53%	45%	52%	57%	**58% (b)**
	Mean	4.48	4.26	4.44	4.72	4.65
Frequency of service after 6:00 p.m.	% Barrier	46%	46%	49%	51%	51%
	Mean	4.15	4.04	4.10	4.29	4.29
Have to be at work / school late	% Barrier	60% (be)	47%	55%	**58% (e)**	46%↓
	Mean	4.51 (e)	4.05	4.36	**4.57 (e)**	3.89

Availability of service to where commuters need to go continues as the number one barrier for SOV commuters' use of the bus.

Having to transfer and travel time by bus has increased as a barrier over the years.

		2001 (n =151) (n_w = 249) (a)	2002 (n =127) (n_w = 205) (b)	2003 (n =145) (n_w = 222) (c)	2005 (n =135) (n_w = 230) (d)	2006 (n =145) (n_w = 235) (e)
Have irregular hours	% Barrier	**59% (e)**	49%	54%	54%	43%
	Mean	**4.60 (e)**	4.13	4.29	4.36	3.72↓
Need a car in case of emergency at home	% Barrier	44%	38%	42%	47%	41%
	Mean	4.04	3.75	3.72	4.19	3.93
Need car during day for business travel	% Barrier	**43% (e)**	**38%(e)**	**41%(e)**	38%	28%↓
	Mean	**3.76 (e)**	**3.53 (e)**	**3.59 (e)**	**3.64 (e)**	2.89
No bus stop near home	% Barrier	36%	35%	34%	45%	39%
	Mean	3.37	3.33	3.19	3.62	3.52
Having free or inexpensive parking	% Barrier	24%	n.a.	n.a.	**36% (a)**	32%
	Mean	2.65	n.a.	n.a.	**3.41 (a)**	3.05
No bus stop near work	% Barrier	n.a.	n.a.	n.a.	29%	30%
	Mean	n.a.	n.a.	n.a.	2.94	3.02
Need car during day for personal errands	% Barrier	**38% (e)**	35%	**41% (e)**	35%	26%↓
	Mean	3.54	3.32	**3.78 (e)**	3.52	3.15
Lack of parking at park-and-ride lots	% Barrier	27%	22%	25%	31%	24%
	Mean	2.99	2.74	2.70	3.09	2.61
No access to a park-and-ride lot	% Barrier	n.a.	n.a.	n.a.	n.a.	23%
	Mean	n.a.	n.a.	n.a.	n.a.	2.78
Crowded buses / no place to sit	% Barrier	26%	22%	19%	25%	22%
	Mean	**3.34 (c)**	2.93	2.78	2.96	3.02
Concerns about safety while waiting for the bus*	% Barrier	n.a.	n.a.	n.a.	26%	22%
	Mean	n.a.	n.a.	n.a.	2.96	2.73
Behavior of others on the bus	% Barrier	23%	17%	26%	23%	18%
	Mean	3.14 (b)	2.65	3.10	3.10	2.76
Not knowing how to use the bus system	% Barrier	**26% (be)**	11%	18%	17%	16%↓
	Mean	**2.84 (be)**	2.02	2.38	2.45	2.25↓
Concerns about safety when riding *	% Barrier	n.a.	n.a.	n.a.	15%	13%
	Mean	n.a.	n.a.	n.a.	2.57	2.31

***Base**: To allow for comparisons over the years, the base for this analysis is limited to Non-Riders who Drive Alone to Work and who find the idea of riding the bus to work "very appealing" or "somewhat appealing."*

**Asked as one question prior to 2005. Split for work / school commuters or for on/off bus for 2005. Average taken to develop comparable variable.*

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often. % barrier is defined as giving a rating of 5 to 7 on this scale.

Barriers to Using the Bus – Non-Commute Travel

In 2006, the base for the question on barriers was expanded to allow for additional analysis. To allow for comparisons with previous data, the base for this analysis is limited to Non-Riders who drive alone for their personal travel and who find the idea of riding the bus to work to be "very appealing" or "somewhat appealing."

Lack of service to where one needs to go continues as the primary barrier to using the bus for Non-Riders who find the idea of using the bus for their personal travel "very appealing" or "somewhat" appealing.

- ~ In addition, the need to plan around bus schedules is a major barrier. Moreover, the extent to which this is a barrier has increased over time.

There have been some other changes over time that are worth noting:

- ~ The time it takes to travel by bus has been increasing as a barrier since 2002 – from 35 percent in 2002 to 52 percent in 2006.
- ~ The need to transfer or take more than one bus has also increased as a barrier since 2002 – from 36 percent to the current 49 percent.
- ~ Non-Riders who find the idea of using the bus for their personal travel at least "somewhat appealing" are now more likely to say that needing a car in case of an emergency is a barrier – increasing from 28 percent in 2002 to 46 percent in 2006.
- ~ Finally, concerns about the behavior of others on the bus and crowded buses have increased as barriers for non-riders who find the idea of riding the bus at least "somewhat appealing." In addition, not knowing to use the bus is less of a barrier.

Table 40: Changes in Barriers to Using the Bus – Non-Commute Travel

		2001 (n =204) (n_w = 329) (a)	2002 (n =180) (n_w = 288) (b)	2003 (n =205) (n_w = 322) (c)	2005 (n =225) (n_w = 376) (d)	2006 (n =231) (n_w = 374) (e)
Routes near home don't go where you want to go	% Barrier	57%	48%	54%	**58%**	**60% (b)**
	Mean	**4.58 (b)**	4.04	4.42	**4.63 (b)**	**4.66 (b)**
Having to plan around bus schedules	% Barrier	52%	48%	50%	49%	57%
	Mean	4.24	3.95	4.13	4.31	**4.61 (bc)**
Travel time by bus	% Barrier	40%	35%	**46% (b)**	**46% (b)**	**52% (abc)**
	Mean	3.91	3.55	3.92	**4.21 (b)**	**4.31 (ab)**
Having to transfer buses	% Barrier	42%	36%	**46% (b)**	**48% (b)**	**49% (b)**
	Mean	**3.89 (b)**	3.40	**3.95 (b)**	**4.19 (b)**	**4.22 (b)**
Frequency of service after 6:00 p.m.	% Barrier	46%	36%	51%	47%	49%
	Mean	4.23	3.73	4.34	4.18	4.18
Need car in case of emergency	% Barrier	31%	28%	39%	45%	46%
	Mean	3.61	3.17	3.65	4.01	**4.01 (b)**

Lack of service to where one needs to go continues as the primary barrier to using the bus for Non-Riders who find the idea of using the bus for their personal travel "very appealing" or "somewhat" appealing

		2001 (n =204) (n_w = 329) (a)	2002 (n =180) (n_w = 288) (b)	2003 (n =205) (n_w = 322) (c)	2005 (n =225) (n_w = 376) (d)	2006 (n =231) (n_w = 374) (e)
No bus stop near home	% Barrier	36%	31%	38%	**42% (b)**	39%
	Mean	3.40	2.98	3.34	**3.55 (b)**	**3.48 (b)**
No access to a park-and-ride lot	% Barrier	n.a.	n.a.	n.a.	n.a.	30%
	Mean	n.a.	n.a.	n.a.	**n.a.**	3.01
Lack of parking at park-and-ride lots	% Barrier	30%	25%	21%	**32% (c)**	30%
	Mean	**3.23 (c)**	2.72	2.55	**3.07(c)**	**3.08 (c)**
Behavior of others on the bus	% Barrier	**26% (b)**	15%	22%	**24% (b)**	**29% (b)**
		3.04 (b)	2.55	2.87	**2.97 (b)**	**3.10 (b)**
Crowded buses / no place to sit	% Barrier	**32% (bc)**	14%	18%	**24% (b)**	**24% (b)**
	Mean	**3.35 (bc)**	2.44	2.71	**3.01 (b)**	**3.06 (b)**
Concerns about personal safety while waiting for the bus*	% Barrier	n.a.	n.a.	n.a.	25%	23%
	Mean	n.a.	n.a.	n.a.	2.97	2.87
Not knowing how to use the bus system	% Barrier	30% (be)	18%	23%	24%	19%
	Mean	**3.08 (bce)**	2.33	2.62	**2.83 (b)**	2.45
Concerns about personal safety when riding the bus*	% Barrier	n.a.	n.a.	n.a.	17%	19%
	Mean	n.a.	n.a.	n.a.	2.52	2.71

***Base**: Non-Riders who Drive Alone for their personal travel and who find the idea of riding the bus to work to be "very appealing" or "somewhat appealing."*

**Asked as one question prior to 2005. Split for work / school commuters or for on/off bus for 2005. Average taken to develop comparable variable.*

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often. % barrier is defined as giving a rating of 5 to 7 on this scale.

Critical Barriers – Dimensions

The balance of this analysis includes all Non-Riders, all Infrequent Riders, and Regular Riders who do not use the bus to commute to work and who find the idea of riding the bus for work or personal travel to be "very appealing," "somewhat appealing," were "neutral," or who said the idea of riding the bus was "not very appealing." Excluded are those who said the idea of riding the bus is "not at all appealing." This expanded base allows us to determine which barriers clearly differentiate those who represent potential ridership (i.e., find the idea of riding the bus to be "very appealing" or "somewhat appealing") from those who represent little potential (i.e., those who are neutral or find the idea to be "not very appealing."

The first stage in this expanded analysis was to do a factor analysis. Factor analysis is a multivariate method that groups variables into dimensions that are highly correlated. In this instance, six dimensions were identified, explaining 59 percent of the variance. They are "named" based on the barriers that load into each factor. In addition, an overall variable was created to indicate the extent to which this overall dimension is a barrier. The overall barrier is computed by averaging the scores for those individual variables included in each dimension.

Table 41: Critical Barriers -- Dimensions

	Safety / Comfort	Need Car	Quality of Service	Access to Service	Fit to Schedule	Free Parking / Need Car
Concerns about personal safety while riding the bus	.858					
Behavior of others on the bus	.820					
Concerns about personal safety while waiting for the bus	.802					
Crowded buses, no place to sit	.643					
Not knowing how to use the bus system	.434					
Need a car during the day for personal errands		.807				
Need a car during the work day for work-related business		.759				
Need a car in case of an emergency at home		.484				.466
Time it takes to travel by bus			.753			
Have to transfer, have to take more than one bus			.703			
Having to plan around bus schedules			.699			
Bus routes don't go where you want to go			.548	.489		
No access to a Park-and-Ride lot				.675		
No bus stop near your home				.661		
Lack of parking at Park-and-Ride lots				.636		
No bus stop near work				.516		
Often have to work late					.720	
Frequency of bus service after 6 pm					.703	
Work hours are irregular					.620	
Employer or school provides free or inexpensive parking					.	.831

Base: All Infrequent Riders, and Regular Riders who do not use the bus to commute to work and who find the idea of riding the bus for work or personal travel to be "very appealing," "somewhat appealing," were "neutral," or who said the idea of riding the bus was "not very appealing." Excluded are those who said the idea of riding the bus is "not at all appealing."

Six factors were identified and named, explaining nearly 59 percent of the variance in the data.

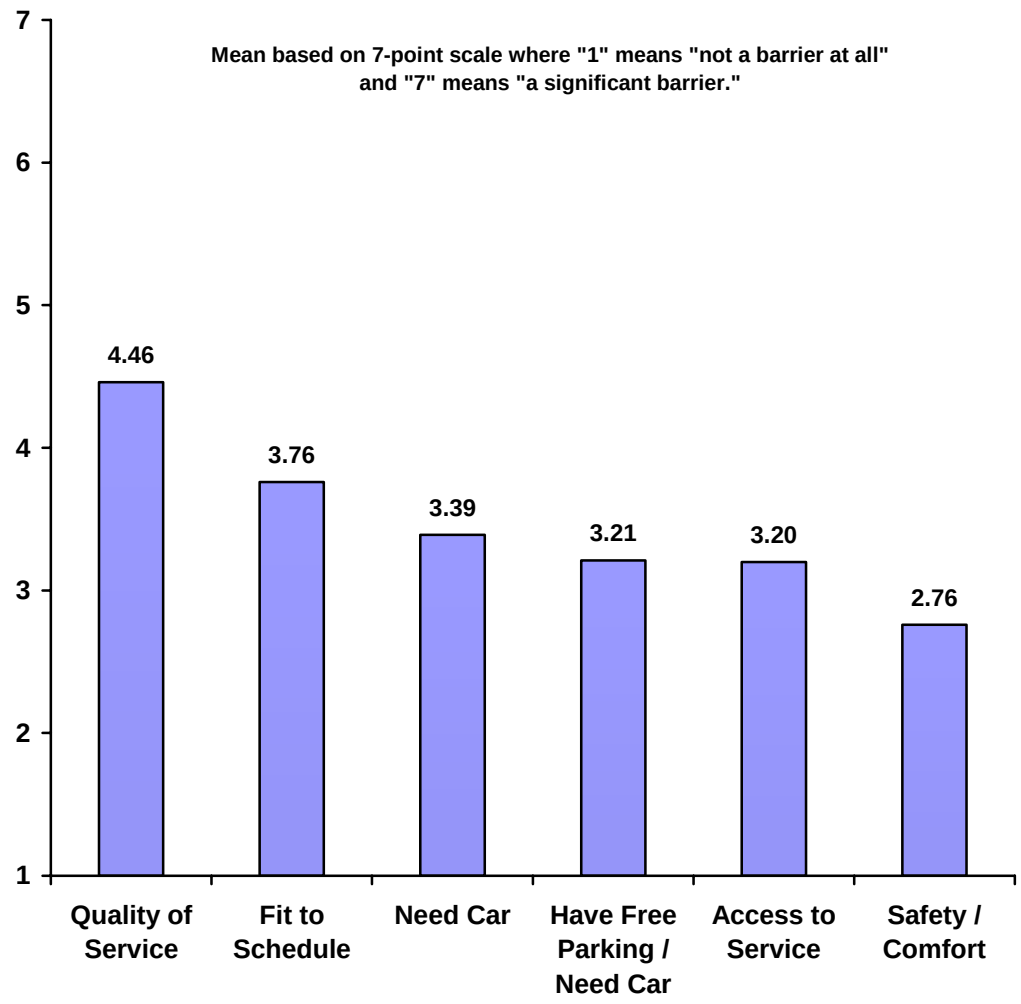
Variables were then created by averaging the scores for the individual barriers included in each dimension to measure the extent to which each dimension is a barrier to using the bus or using

the bus more often. This variable uses the same scale as that in the original, individual variables where "1" means "not a barrier at all" to "7" meaning "a significant barrier."

None of the dimensions identified is rated as a significant barrier – mean scores are all below five on the seven-point scale. This would suggest that there are other barriers not included in the survey which may have greater impact on ridership.

Of those identified, quality of service (travel time by bus, having to transfer, bus schedules, and availability of routes) is the greatest barrier.

Figure 55: Extent to Which Dimensions are Barriers to Riding / Riding More Often



Quality of service is the greatest barrier while concerns about safety and comfort are less of an issue.

Base: All Infrequent Riders, and Regular Riders who do not use the bus to commute to work and who find the idea of riding the bus for work or personal travel to be "very appealing," "somewhat appealing," were "neutral," or who said the idea of riding the bus was "not very appealing." Excluded are those who said the idea of riding the bus is "not at all appealing."

COMPUTED VARIABLES: Based on factor analysis. Mean is based on 7-point scale where "1" means "not a barrier at all" and "7" means "a significant barrier." Computed by averaging the scores for the individual barriers included in each dimension.

Barriers to Riding

The third phase of this analysis was to use discriminant analysis to identify the overall dimensions and specific barriers within these dimensions that clearly differentiate those who find the idea of riding the bus "very appealing" from those who find the idea "somewhat appealing." Another level of analysis looked at identifying those dimensions and the specific barriers that clearly differentiate those who find the idea of riding the bus "somewhat appealing" from those who find the idea of riding the bus "not very appealing."

Overall

With the exception of access to service, all of the overall factors are a greater barrier to those who find the idea of riding the bus to be "somewhat appealing" compared to those who find the idea "very appealing." Two dimensions clearly distinguish those who find the idea of riding the bus "very appealing" from those who find the bus just "somewhat appealing": safety and comfort and fit to schedule.

- ~ Within safety and comfort, individuals who find the idea of the bus to be just "somewhat appealing" are most distinguished from those who find the bus to be "very appealing" by their greater concerns about their personal safety while riding the bus.
- ~ Two other individual variables clearly distinguish those who find the bus to be just "somewhat appealing" from those who find it "very appealing." Notably those who find the bus to be just "somewhat appealing "express greater concern about having to plan around the bus schedule and needing to have a car available during the day for work-related travel.
- ~ On the other hand, this segment is the most likely to suggest that they have free or inexpensive parking available.

Those who find the idea of riding the bus "somewhat appealing" are distinguished from those who find the bus "not very appealing" by two key factors: need for a car at work and availability of free or inexpensive parking.

- ~ Specifically those who find the idea of riding the bus to be "somewhat appealing"" express less concern with needing a car at work. Notably those who say the idea of riding the bus is not appealing" are significantly more likely to say they need a car during the day for work-related travel.
- ~ On the other hand, those who find the idea of riding the bus to be "somewhat appealing" are more likely to suggest they have free or inexpensive parking available compared with those who say the idea is "not appealing."
- ~ Two other individual factors differentiate these two segments. Those who find the idea of riding the bus to be "somewhat appealing" are less likely to say that knowledge of how to use the bus system is a problem. They are also less likely to say that travel time by bus is a barrier.

Table 42: Barriers to Riding the Bus by Potential Rider Segments

	All	Appeal of Riding the Bus: Very (a)	Somewhat (b)	Not Very (c)
Quality of Service	4.46	4.16	**4.47 (a)**	**4.65 (ab)**
Bus routes don't go where you want to go	4.68	4.57	4.66	4.79
Having to plan around bus schedules	4.56	4.05	**4.62 (a)**	**4.83 (a)**
Time it takes to travel by bus	4.52	4.05	**4.51 (a)**	**4.87 (ab)**
Have to transfer, have to take more than one bus	4.09	3.95	4.10	4.17
Fit to Schedule	3.76	3.51	**3.84 (a)**	**3.84 (a)**
Frequency of bus service after 6 pm	4.08	4.00	4.19	4.02
Often have to work late	3.80	3.31	**3.97 (a)**	**4.03 (a)**
Work hours are irregular	3.68	3.05	**3.86 (a)**	**4.03 (a)**
Need Car	3.39	3.12	**3.38 (a)**	**3.55 (ab)**
Need a car in case of an emergency at home	3.82	3.70	3.82	3.93
Need a car during the day for personal errands	3.47	2.91	**3.47 (a)**	**3.95 (ab)**
Need a car during the work day for work-related business	3.31	2.62	**3.28 (a)**	**3.96 (ab)**
Have Parking Available / Need Car	3.21	3.08	**3.32 (a)**	3.18
Employer or school provides free or inexpensive parking	2.75	2.40	**3.20 (ac)**	2.53
Access to Service	3.20	3.09	3.25	3.21
No bus stop near your home	3.30	3.07	3.38	3.35
No bus stop near work	2.84	2.79	2.79	2.95
No access to a Park-and-Ride lot	2.67	2.59	2.77	2.62
Lack of parking at Park-and-Ride lots	2.64	2.48	2.80	2.57
Safety / Comfort	2.76	2.43	**2.80 (a)**	**2.93 (a)**
Crowded buses, no place to sit	2.99	2.70	**3.05 (a)**	**3.12 (a)**
Behavior of others on the bus	2.94	2.60	**3.04 (a)**	**3.07 (a)**
Concerns about personal safety while waiting for the bus	2.87	2.54	**2.89 (a)**	**3.07 (a)**
Concerns about personal safety while riding the bus	2.57	2.19	**2.66 (a)**	**2.73 (a)**
Not knowing how to use the bus system	2.41	2.09	2.35	**2.70 (ab)**

Base: All Infrequent Riders, and Regular Riders who do not use the bus to commute to work and who find the idea of riding the bus for work or personal travel to be "very appealing," "somewhat appealing," were "neutral," or who said the idea of riding the bus was "not very appealing." Excluded are those who said the idea of riding the bus is "not at all appealing."

Two dimensions clearly distinguish those who find the idea of riding the bus "very appealing" from those who find the bus just "somewhat appealing": safety and comfort and fit to schedule.

North

As noted on page 114, 48 percent of those who find the idea of riding the bus "very appealing" and 44 percent of those who find the idea of riding the bus "somewhat appealing" live in North King County.

There are some differences in the rank order of individual barriers. Specifically:

- ~ The behavior of people on the bus is of greater concern to potential riders in North King County than crowding or availability of seating on the bus. However, crowding is a greater factor to some key segments in North King County.

- ~ Travel time by bus is by far the most significant barrier for all segments.

- ~ For those who work, not having a bus stop near where they work becomes the most significant barrier. Note the criticality of this barrier could be masked when looking at this overall segment because all do not work. No access to a park-and-ride lot also is of greater concern to this segment.

Two dimensions clearly distinguish those living in North King County who find the idea of riding the bus "very appealing" from those who find the bus just "somewhat appealing": availability of free or inexpensive parking and safety and comfort.

- ~ In terms of safety and comfort, those who find the idea of riding the bus "very appealing" are most distinguished from those who find the bus just "somewhat appealing" by their greater concerns for crowded buses.

In addition to these overall dimensions, those living in North King County who find the idea of riding the bus "very appealing" are differentiated from those who find the bus just "somewhat appealing" by two other factors.

- ~ For the potential rider segments in North King County that work, having a bus stop near where they work is a greater concern for those who find the idea of riding the bus "very appealing," suggesting access to service at home is not a barrier but access to service to work may be a significant reason why this segment does not ride.

- ~ A need for a car during the day for personal errands is a significantly greater barrier for those who find the idea of riding the bus to be "somewhat appealing" when compared to those who find it "very appealing."

The same two dimensions clearly distinguish those living in North King County who find the idea of riding the bus "somewhat appealing" from those who find the bus to be "not appealing": availability of free or inexpensive parking and safety and comfort. In this case, safety and comfort is a greater barrier to those who find the bus to be "not appealing." Those who find it to be "somewhat appealing" are more likely to have free or inexpensive parking available, thus making this less of a barrier.

- ~ While it does not appear to be statistically significant, those who find the bus to be "somewhat appealing" are also distinguished from those who find it to be "not appealing" by concerns about crowded buses and/or lack of seating. Given that this is also the barrier that distinguishes this group from those who find it to be "very appealing" suggests that this may be a significant factor in this segment's decision not to ride.

Table 43: Barriers to Riding the Bus by Potential Rider Segments in North King County

	All	Appeal of Riding the Bus: Very (a)	Somewhat (b)	Not Very (c)
Safety / Comfort	2.54	2.23	**2.60 (a)**	**2.76 (a)**
Behavior of others on the bus	2.81	2.58	2.88	**2.95**
Crowded buses, no place to sit	2.76	2.39	**2.94 (a)**	**2.84**
Concerns about personal safety while waiting for the bus	2.61	2.35	2.61	2.85
Concerns about personal safety while riding the bus	2.41	2.08	2.46	**2.65 (a)**
Not knowing how to use the bus system	2.12	1.76	2.09	**2.51 (a)**
Need Car	3.36	3.08	**3.47 (a)**	**3.49 (a)**
Need a car in case of an emergency at home	3.66	3.40	3.80	3.80
Need a car during the day for personal errands	3.41	2.88	**3.69 (a)**	**3.69 (a)**
Need a car during the work day for work-related business	3.34	2.83	3.55	3.68
Quality of Service	4.34	4.10	4.38	**4.50 (a)**
Time it takes to travel by bus	4.53	4.23	4.53	4.84
Bus routes don't go where you want to go	4.40	4.25	4.37	4.56
Having to plan around bus schedules	4.31	4.01	4.50	4.32
Have to transfer, have to take more than one bus	4.11	3.89	4.14	4.30
Access to Service	2.81	2.73	2.82	2.87
No bus stop near work	2.65	2.68	2.51	2.84
No access to a Park-and-Ride lot	2.43	2.27	2.43	2.61
No bus stop near your home	2.33	2.25	2.38	2.34
Lack of parking at Park-and-Ride lots	2.23	2.20	2.38	2.03
Fit to Schedule	3.72	3.46	**3.86 (a)**	3.75
Frequency of bus service after 6 pm	3.96	3.88	4.06	3.92
Often have to work late	3.70	3.22	**4.96 (a)**	**3.79 (a)**
Work hours are irregular	3.63	3.12	**3.95 (a)**	3.80
Have Parking Available / Need Car	3.18	2.89	**3.37 (a)**	3.16
Employer or school provides free or inexpensive parking	2.77	2.18	**3.38 (a)**	2.58

Base: All Infrequent Riders, and Regular Riders who do not use the bus to commute to work living in King County and who find the idea of riding the bus for work or personal travel to be "very appealing," "somewhat appealing," were "neutral," or who said the idea of riding the bus was "not very appealing." Excluded are those who said the idea of riding the bus is "not at all appealing."

Two dimensions clearly distinguish those living in North King County who find the idea of riding the bus "very appealing" from those who find the bus just "somewhat appealing": availability of free or inexpensive parking and safety and comfort.

In addition, having a bus stop close to home is a problem for North King County residents who find the idea of riding the bus "very appealing."

Drive-Alone (SOV) Commuters

A key area for further ridership growth is among SOV commuters. Sixteen percent (16%) of SOV commuters find the idea of riding the bus to work to be "very appealing" and 17 percent said it is "somewhat appealing."

There are two differences in the rank order of individual barriers. Specifically access to a stop close to work is a greater barrier than is access to a stop close to home. While still a relatively low barrier, not knowing how to use the bus is a greater barrier among this key segment.

For SOV Commuters who find the idea of riding the bus "very appealing," a single dimension (*safety and comfort*) clearly distinguishes them from those who find the bus just "somewhat appealing."

- ~ In terms of safety and comfort, those who find the idea of riding the bus "somewhat appealing" compared to those who find the bus just "very appealing" are most distinguished by their greater concerns for crowded buses.

- ~ The other critical variable that distinguishes SOV commuters who find the idea of riding the bus "very appealing" from those who find the bus just "somewhat appealing" is travel time by bus.

Two other dimensions clearly distinguish SOV Commuters who find the idea of riding the bus "somewhat appealing" from those who find the bus to be "not appealing": need a car at work and availability of free or inexpensive parking. In this case, safety and comfort is a greater barrier to those who find the bus to be "not appealing." Those who find it to be "somewhat appealing" are more likely to have free or inexpensive parking available, thus making this less of a barrier.

- ~ Specifically, SOV Commuters who find the idea of riding the bus "somewhat appealing" are significantly less likely than those who find it "not very appealing" to state that they need a car for personally errands. SOV Commuters who find the idea of riding the bus "not very appealing" are more likely than those who find it "very appealing" or "somewhat appealing" to have children at home – 37 percent compared with 22 percent and 32 percent, respectively. This could in part explain this difference.

- ~ Finally for SOV Commuters who find the idea of riding the bus 'somewhat appealing" are significantly less more likely than those who find it "not very appealing" to have free or inexpensive parking available.

Table 44: Barriers to Riding the Bus by Potential Rider Segments for SOV Commuters

	All	Appealing of Riding the Bus: Very Appealing (a)	Somewhat Appealing (b)	Not Very Appealing (c)
Quality of Service	4.73	4.55	**4.81 (a)**	4.80
Bus routes don't go where you want to go	4.90	4.94	5.06	4.84
Time it takes to travel by bus	4.84	4.41	4.86	**5.05 (a)**
Having to plan around bus schedules	4.83	4.47	4.92	**4.96 (a)**
Have to transfer, have to take more than one bus	4.37	4.47	4.48	4.28
Fit to Schedule	4.01	3.68	4.14	4.13
Frequency of bus service after 6 pm	4.12	4.03	4.44	4.00
Often have to work late	4.00	3.61	4.05	4.16
Work hours are irregular	3.93	3.45	3.85	**4.17 (a)**
Need Car	3.64	3.31	3.58	3.99
Need a car in case of an emergency at home	3.88	3.95	3.76	3.88
Need a car during the day for personal errands	3.65	3.04	3.34	**4.09 (ab)**
Need a car during the work day for work-related business	3.43	2.66	3.23	**3.87 (ab)**
Have Parking Available / Need Car	3.37	3.21	3.53	3.30
Employer or school provides free or inexpensive parking	2.89	2.65	3.32	2.82
Access to Service	3.26	3.20	3.27	3.28
No bus stop near your work	3.01	2.95	2.74	3.21
No bus stop near home	3.29	3.30	3.26	3.31
No access to a Park-and-Ride lot	2.61	2.68	2.73	2.56
Lack of parking at Park-and-Ride lots	2.47	2.27	2.79	2.41
Safety / Comfort	2.64	2.35	2.71	2.79
Crowded buses, no place to sit	2.91	2.83	3.03	2.94
Behavior of others on the bus	2.85	2.55	2.93	2.98
Not knowing how to use the bus system	2.98	2.09	2.26	2.30
Concerns about personal safety while waiting for the bus	2.82	2.52	2.88	2.98
Concerns about personal safety while riding the bus	2.38	2.05	2.49	**2.52 (a)**

Base: Commuters who are Infrequent Riders and Regular Riders who do not use the bus to commute to work and who find the idea of riding the bus for work or personal travel to be "very appealing," "somewhat appealing," were "neutral," or who said the idea of riding the bus was "not very appealing." Excluded are those who said the idea of riding the bus is "not at all appealing."

For SOV Commuters who find the idea of riding the bus "very appealing," a single dimension (*safety and comfort*) clearly distinguishes them from those who find the bus just "somewhat appealing."

Marketing Goals

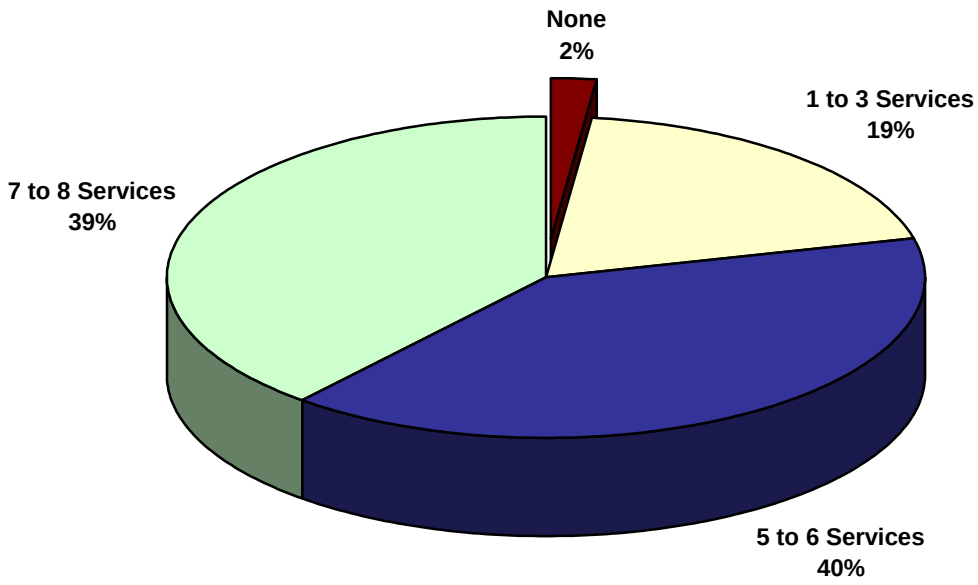
This year, a new section was incorporated into the questionnaire to address Metro's marketing goals.

Awareness of Metro Services

All respondents were asked if they are aware of the services that Metro provides in addition to regular bus service.

Nearly all (98%) respondents were aware of one or more Metro services. On average, they are aware of more than five out of the eight services measured. Perhaps a surprise, awareness is nearly the same for Regular Riders, Infrequent Riders, and Non-Riders – aware of 5.7, 5.3, and 5.3 services, respectively.

Figure 56: Awareness of Metro Services



On average King County residents are aware of five to six of the eight services measured.

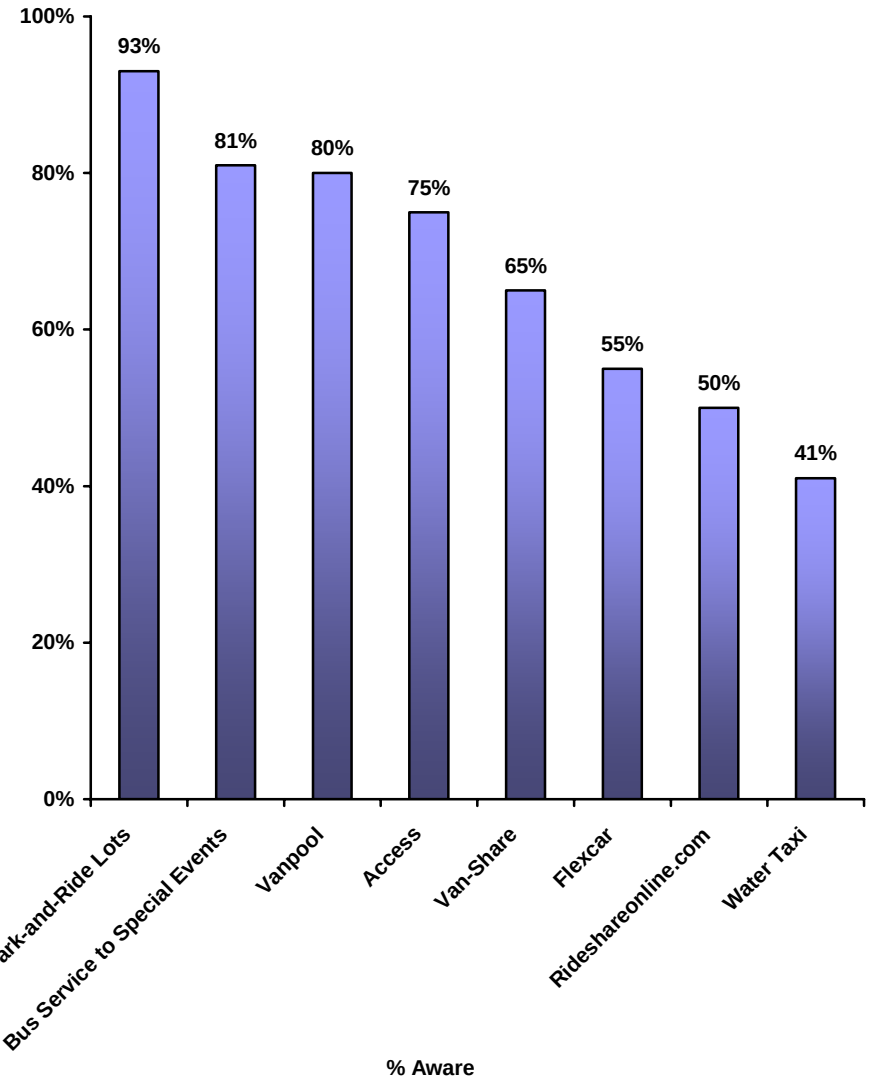
Base: All Respondents (n = 2,450, n_w = 2,450)

Computed Variable based on Questions MKT1A-MKT1H: In addition to regular bus service are you aware that Metro provides the following services?

King County residents are most aware of Park-and-Ride lots – 93 percent followed by the service to special events (81%). Four out of five (80%) King County residents are aware of the vanpool program that provides county owned vans to groups of people with similar commutes – similar to 2005 with 79 percent, and nearly the same as in 2002 with 81 percent.

They are least aware of the Water Taxi service (41%). (Respondents were read a description of this service.)

Figure 57: Awareness of Metro Services



Respondents are most aware of Park-and-Ride lots – 93 percent. They are least aware of Water Taxi – only 41 percent.

Base: All Respondents (n = 2,450, n_w = 2,450)
Questions MKT1A-MKT1H: In addition to regular bus service, are you aware that Metro provides the following services?

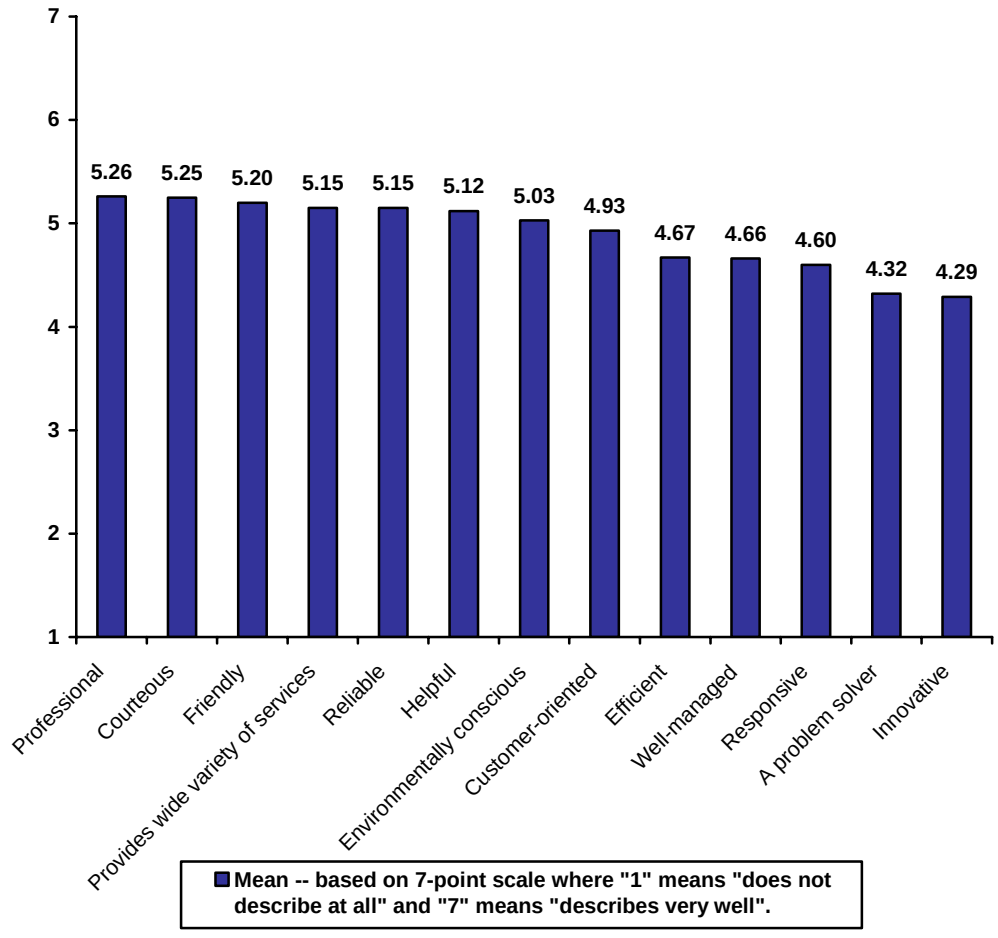
Image of Metro

In addition to Awareness of Metro Services in the new Marketing Goals section, respondents were asked to rate Metro on 13 words or phrases that could be used to describe Metro's image using a scale of 1 to 7, where "1" meant "does not describe Metro Transit at all" and "7" meant "describes Metro Transit very well."

Overall, people tend to have a relatively positive image of Metro Transit – with all descriptors receiving a rating higher than four – the mid-point on the seven-point scale used.

Respondents were very consistent with the ratings. The descriptors with the highest ratings were *professional* with a mean of 5.26 and *courteous* with a mean of 5.25; even the one with the lowest rating – *innovative* with 4.29 – is within the neutral rating.

Figure 58: Image of Metro



Overall, people tend to have a relatively positive image of Metro Transit.

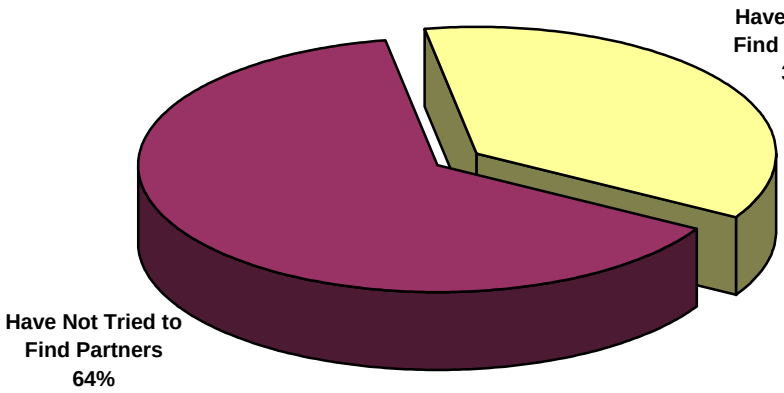
Base: All Respondents (n = 2,450, n_w = 2,450)

Questions MKT2A-MKT2M: How well do you feel those words describe Metro Transit? Please use a scale from 1 to 7, where "1" means "does not describe Metro Transit at all," and "7" means it "describes Metro Transit very well." You may also use any number in between.

Efforts to Find People for Carpools / Vanpooling

This year, the vanpool / ridematch section was modified. This section was only asked of respondents who commute to work and don't currently carpool or vanpool. Work commuters were asked if they have ever tried to find other people to carpool or vanpool with to work. Slightly more than one out of three (36%) Work Commuters said they have tried.

Figure 59: Efforts to Find People for Carpools / Vanpools



Thirty-six percent (36%) of Work Commuters have considered carpooling or vanpooling, going so far as to attempt to find partners.

Base: All Work Commuters that do not Currently Carpool / Vanpool (n = 1,395, n_w = 1,307)
Questions VAN1: Have you ever tried to find other people to carpool or vanpool with to commute to work?

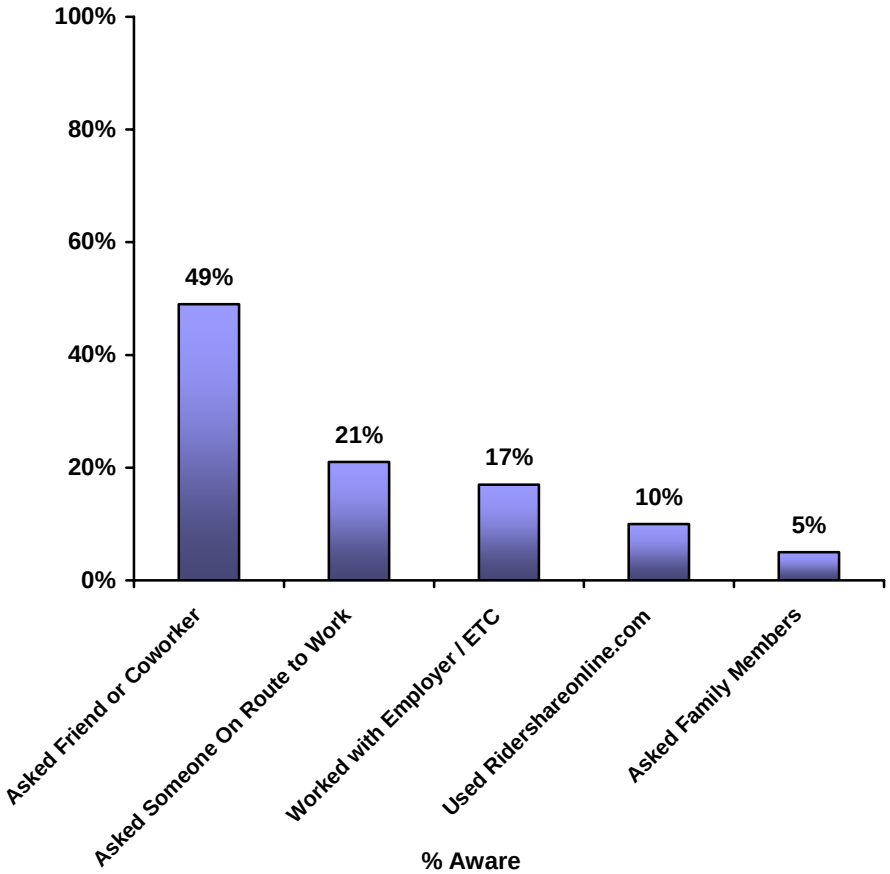
Those who did try to find partners were asked how they tried to find people with whom to carpool or vanpool.

- ~ The majority (54%) sought help from their friends or co-workers (49%) or from family members (5%) in their efforts to find a carpool or vanpool partner.

- ~ A significant number (17%) worked directly with their employer and/or their employer's transportation coordinator.

- ~ One out of ten (10%) used rideshareonline.com. Primary reasons given for not using rideshareonline.com include: didn't know about it (31%), didn't end up fitting my needs (22%), already had riders (15%), don't have Internet (5%), and tried it but could not make it work (45%). Most of the other reasons given were focused on reasons for not carpooling.

Figure 60: How Try to Find Carpool / Vanpool Partners



Nearly half (49%) sought help from friends or co-workers in their efforts to find a carpool or vanpool partner.

Base: Work Commuters Who Have Tried to Find Carpool / Vanpool Partners (n = 500, n_w =471)
Question VAN1: How did you try to find your carpool or vanpool partners or members?

The remaining 64 percent gave several reasons why they have never tried to find others to carpool or vanpool with to work.

- ~ The most common reason (24%) is that their varying schedule does not allow them to take this method of transportation.

- ~ Sixteen percent (16%) said that they don't have anyone to carpool with – giving this reason as to why they haven't tried to find people. Potentially this group interpreted the question as asking why they haven't carpooled; however, this could be a signal that there is a lack of awareness of the available options to find people to carpool with.

Table 45: Reasons for not Trying to Carpool / Vanpool to Work

Reasons	%	Reasons	%
Work schedule varies / have to work late	24%	Don't like to ride / drive with people I don't know	3%
Don't have anyone to carpool with	16	Use bike or walk	3
Inflexible / Inconvenient	10	Concerns about personal safety	3
Live close to work / trip to short	10	Don't want to have to rely on other people	3
Wouldn't save enough to be worth the hassle	7	Don't want to be tied to a schedule	2
Bus meets my needs / prefer bus	6	Don't like to go out of my way	2
Have to make stops on way to / from work	4	Don't have a car / don't drive	1
Don't need to / have a car	3	Can't get home in case of an emergency	<1
Need a car	3	Other	8

Base: Work Commuters Who Have Not Tried to Find Carpool / Vanpool Partners (n = 882, n_w =822)

Question VAN1A: Why haven't you tried to find people to carpool/vanpool to work?

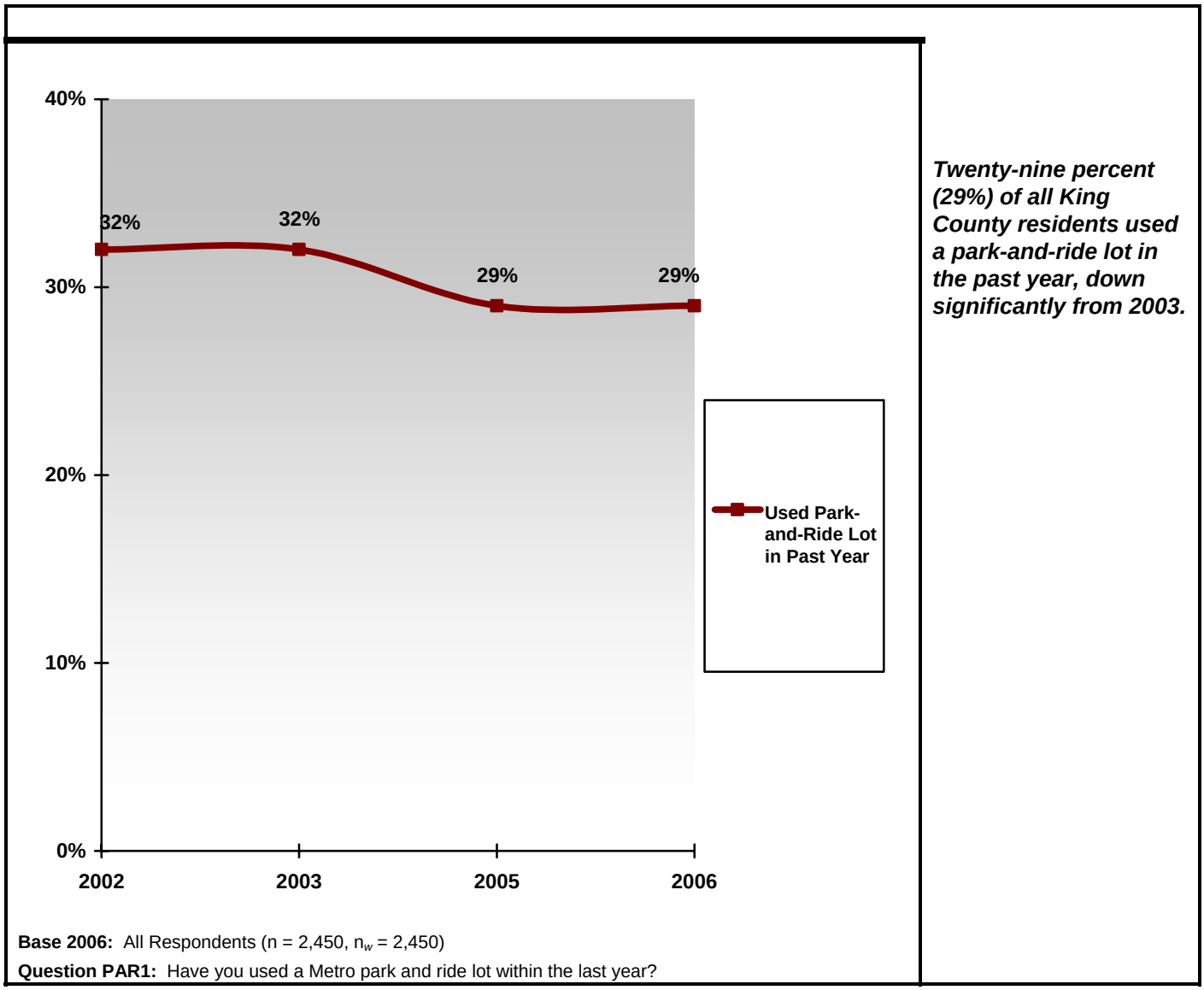
The primary reason given for not trying to carpool or vanpool to work is that their varying schedule doesn't allow them to use this method of transportation (24%).

Overall Use of Park-and-Ride Lots

As in 2005, nearly three out of ten (29%) King County residents used a park-and-ride lot in the past year. This remains significantly lower than 2003 when 32 percent of all King County residents used a park-and-ride lot in the previous year.

Respondents that have used Metro's park-and-ride lots in the past year were asked what they usually use them for. More than two out of three used them to catch a bus (68%) or to transfer to another bus (4%). The other significant segment used them to meet their carpool (20%) partners.

Figure 61: Overall Use of Park-and-Ride Lots in Past Year



Twenty-nine percent (29%) of all King County residents used a park-and-ride lot in the past year, down significantly from 2003.

Base 2006: All Respondents (n = 2,450, n_w = 2,450)

Question PAR1: Have you used a Metro park and ride lot within the last year?

East King County residents are nearly twice as likely as South King County residents (49% compared with 26%, respectively) and more than two and half times as likely as North King County residents (49% compared with 18%, respectively) to use park-and-ride lots.

Not surprisingly, Regular and Infrequent Riders are more likely than Non-Riders to use park-and-ride lots – 35 percent and 38 percent, compared with 26 percent, respectively.

Commuters are more likely than Non-Commuters to use park-and-ride lots – 32 percent compared with 24 percent, respectively. In addition, Work Commuters are also more likely than School Commuters to use park-and-ride lots – 32 percent compared with 23 percent, respectively.

Table 46: Use of Park-and-Ride Lots in Past Year among Key Segments

	All Respondents (n = 2,450) (n_w =2,450)	North King (n = 810) (n_w = 1,001) (a)	South King (n = 830) (n_w = 818) (b)	East King (n = 810) (n_w = 632) (c)
% Used Park-and-Ride Lots in Past Year	29%	18%	**26% (a)**	**49% (ab)**
	All Respondents (n = 2,450) (n_w =2,450)	**Regular Riders (n = 1,214) (n_w = 485) (a)**	**Infrequent Riders (n = 159) (n_w = 229) (b)**	**Non-Riders (n = 1,077) (n_w = 1,736) (c)**
% Used Park-and-Ride Lots in Past Year	29%	**35% (c)**	**38% (c)**	26%
	All Respondents (n = 2,450) (n_w = 2,450)	**Work Commuters (n = 1,484) (n_w = 1,399) (a)**	**School Commuters (n = 160) (n_w = 98) (b)**	**Non-Commuters (n = 806) (n_w = 953) (c)**
% Used Park-and-Ride Lots in Past Year	29%	**32% (bc)**	23%	24%

Question PAR1: Have you used a Metro park and ride lot within the last year?

The highest usage of park-and-ride lots is among East King County residents.

Usage is also higher among Riders and among Work Commuters.

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Frequency of Using Park-and-Ride Lots

In addition to there being no change in the overall use of park-and-ride lots, there has been no change in the frequency with which users use them.

Only 12 percent of all King County residents had used a park-and-ride lot in the 30 days prior to the survey. However, 41 percent of those who had used a park-and-ride lot in the last year used one in the month prior to the survey.

- ~ On average, those who use park-and-ride lots do so slightly less than eight days monthly. Regular Riders who had recent use of a park-and-ride lots average 12 days; Infrequent Riders average 4 days.

Table 47: Frequency of Using Park-and-Ride Lots in Past 30 Days

	2002 (n = 2,409) (n_w = 2,409)	2003 (n = 2,412) (n_w = 2,412)	2005 (n=2,427) (n_w=2,427)	2006 (n = 2,450) (n_w = 2,450)
0 Times	88%	87%	88%	88%
1 to 2 Times	5	6	7	6
3 to 15 Times	4	4	3	3
16 or More Times	3	3	2	3
Overall Mean	1.00	1.08	0.85	0.91
Mean – All Users	8.28	8.09	6.86	7.7
Mean – Regular Riders Who Used	12.88	12.7	12.42	12.32
Mean – Infrequent Riders Who Used	4.67	3.94	2.97	4.11

Base: All Respondents
Question PAR2: How many times have you used Metro's park and ride lots in the last 30 days?

There has been no change in the use of Park-and-Ride lots.

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Technology Access / Use

Access to Computers and Internet

Nearly all (93%) King County residents have access to a computer, slightly higher than in 2005 when 90 percent had access.

- ~ Eighty-nine percent (89%) have access to a computer at home, significantly more than in 2005 when 83 percent had home access. Access to computers at home is increasing for all segments, but the greatest increase is among Non-Riders – 90 percent of whom now have home access compared to 84 percent in 2005.
- ~ Infrequent Riders and Non-Riders are somewhat more likely than Regular Riders to have access to a computer at home. However, more than four out of five (84%) Regular Riders have access at home – up from 80 percent in 2005.

The same patterns hold true for Internet access.

- ~ Ninety-one percent (91%) of all King County residents have access to the Internet – up from 88 percent in 2005. Eighty-six percent (86%) have access at home – up from 81 percent in 2005.
- ~ Again, Infrequent Riders and Non-Riders are more likely than Regular Riders to have access to the Internet at home – 88 percent and 87 percent compared with 82 percent, respectively.

Nearly three out of five (57%) King County households have someone in the household with a laptop computer with wireless Internet access – up significantly from 2005. Forty-five percent (45%) of all King County residents personally have a laptop computer with wireless Internet access, up from just 33 percent in 2005.

- ~ Infrequent Riders are the most likely to have personal access to a laptop (51%).
- ~ Residents of East and, to a lesser extent, North King County are more likely than those living in South King to have personal access to a laptop – 52 percent and 46 percent, compared with 39 percent, respectively.

Those with laptops were asked where they used their laptop. The majority gave multiple responses, with the most frequent responses being: home (84%), work (38%), coffee shops / cafes (17%), when traveling (12%), library (9%), school (8%), bus (4%), and everywhere / anywhere I can (3%).

Table 48: Computer and Internet Access

	All Respondents (n = 2,450) (n_w = 2,450)	Regular Riders (n = 1,214) (n_w = 485) (a)	Infrequent Riders (n = 159) (n_w = 229) (b)	Non-Riders (n = 1,077) (n_w = 1,736) (c)
Computer Access				
At Home	89%	84%	89%	**90% (a)**
Work	53	**59 (c)**	52	51
Library	30	**36 (c)**	**36 (c)**	28
Other Location	19	**27 (c)**	**26 (c)**	16
No Computer Access	7	8	7	6
Internet Access				
At Home	86%	82%	**88% (a)**	**87% (a)**
work	50	**56 (c)**	51	49
Library	27	**34 (c)**	32	25
Other Location	19	**26 (c)**	**28 (c)**	16
No Internet Access	9	10	10	8
Laptop with Wireless Access				
Personal	45%	42%	**51% (a)**	45%
Someone Else in Household	12%	11	11	12

Nearly all (93%) King County residents have access to a computer. Most have Internet access at home.

Question TECH1-At which of these places do you use a computer?
Question TECH2-Where do you use the Internet at?
Question TECH3-Do you have a laptop that is equipped for wireless access?
Question TECH3A: [IF TECH3 EQ NO] Does anyone else in your household have a laptop that is equipped for wireless access?

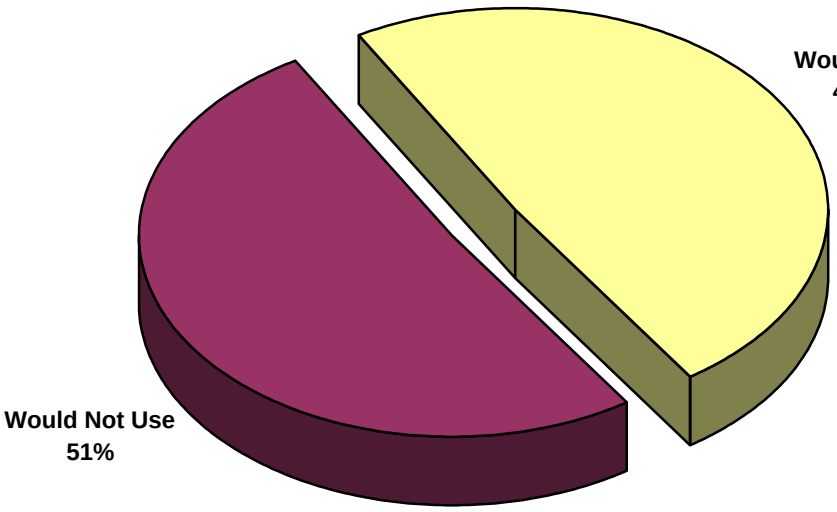
Interest in Using Wireless Access on Bus

Regular and Infrequent Riders who have laptops and do not currently use them on the bus were asked if they would use their laptop if wireless access were available on the bus.

Results were evenly split with just under half (49%) saying they would use wireless access on the bus and just over half (51%) saying they would not.

- ~ Riders and Infrequent Riders living in East King County are the most likely to say they would use wireless access on the bus – 65 percent compared with 54 percent for South King County and 43 percent for North King County riders. (Note, East King County Riders are the most likely to have a laptop computer – 48 percent of Regular Riders and 58 percent of Infrequent Riders. On the other hand, South King County riders are less likely to have a laptop computer – 33 percent of Regular Riders and 38 percent of Infrequent Riders have laptops.)

Figure 62: Interest in Using Wireless Access on Bus



Results were evenly split with just over half (51%) saying they would not use wireless access on the bus and just under half (49%) saying they would.

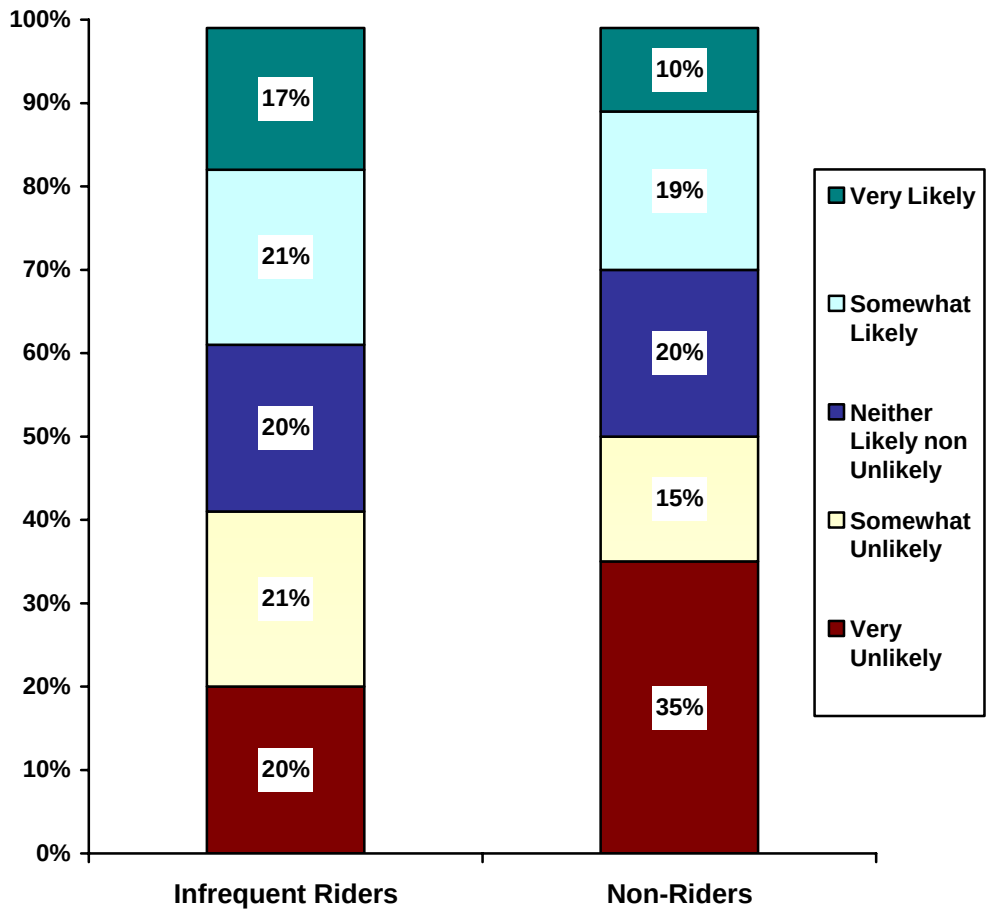
Base: Regular / Infrequent Riders that have a laptop with wireless access (n=535; n_w = 301)
Question TECH4A-If wireless Internet access was available on the bus, would you use your wireless laptop during your bus trip?

Infrequent Riders and Non-Riders were asked their likelihood of riding the bus if wireless access were available on the bus.

Wireless access on the bus would affect less than three out of ten Infrequent Riders and Non-Riders' likelihood of riding or riding more.

- ~ Two out of five (38%) Infrequent Riders suggest they would be likely to use the bus more if there was wireless access; 29 percent of Non-Riders suggest they might ride if there was wireless access.

Figure 63: Likelihood of Using Bus if There Was Wireless Access



Wireless access on the bus is of interest to 38 percent of Infrequent Riders and 29 percent of Non-Riders.

Base: Infrequent Riders / Non-Riders with Laptop Computers. (n = 569; n_w = 894)

Question TECH4B: [INFREQUENT RIDERS] Would you be likely or unlikely to ride the bus more often if wireless Internet access was available on the bus? [NONRIDERS] Would you be likely or unlikely to ride the bus if wireless Internet access was available on the bus?

Columns may not add to 100 percent due to rounding. Consistent rules are used: any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

Use of Metro Web Site and Other Information Sources

Information Sources

Respondents were asked which sources they use to get information about Metro. This question was changed to an open-end question this year to shorten the overall length of the survey. In 2005 and prior years, a list of responses was read to the respondent. This change might be the reason for the significant changes some of the significant changes that follow.

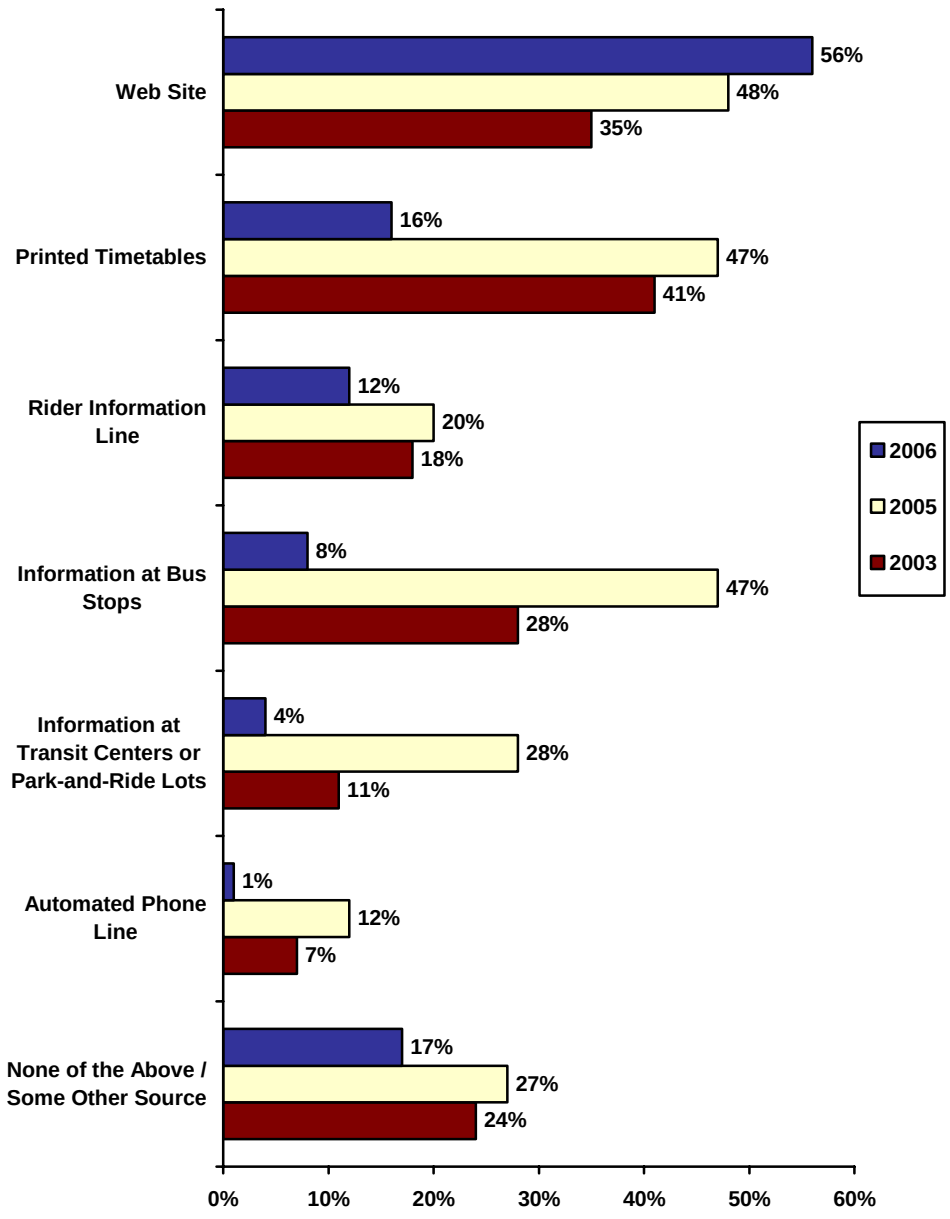
Metro's web site now appears to be the primary source of information about Metro, with nearly three out of five (56%) King County residents using the site.

- ~ This is up significantly from 2005 when 48 percent of all King County residents used Metro's site and from 35 percent in 2003.

- ~ Seventy percent (70%) of Regular Riders and seventy-five percent (75%) of Infrequent Riders use Metro's web site compared to 49 percent of Non-Riders. Most (63%) web site visitors are seeking timetable or bus schedule information; 31 percent are looking for route maps; 9 percent are using the trip planner.

The percentage of respondents using other sources of information (besides the web site) appears to have decreased significantly from previous years. This may be largely a function of the change in the wording of the questionnaire to an open-ended question and/or could be influenced by the increase access to the Internet.

Figure 64: Sources of Information about Metro



Use of Metro's website for information has increased significantly from previous years – to 56 percent in 2006.

Base 2006: All Respondents (n = 2,450, n_w = 2,450)

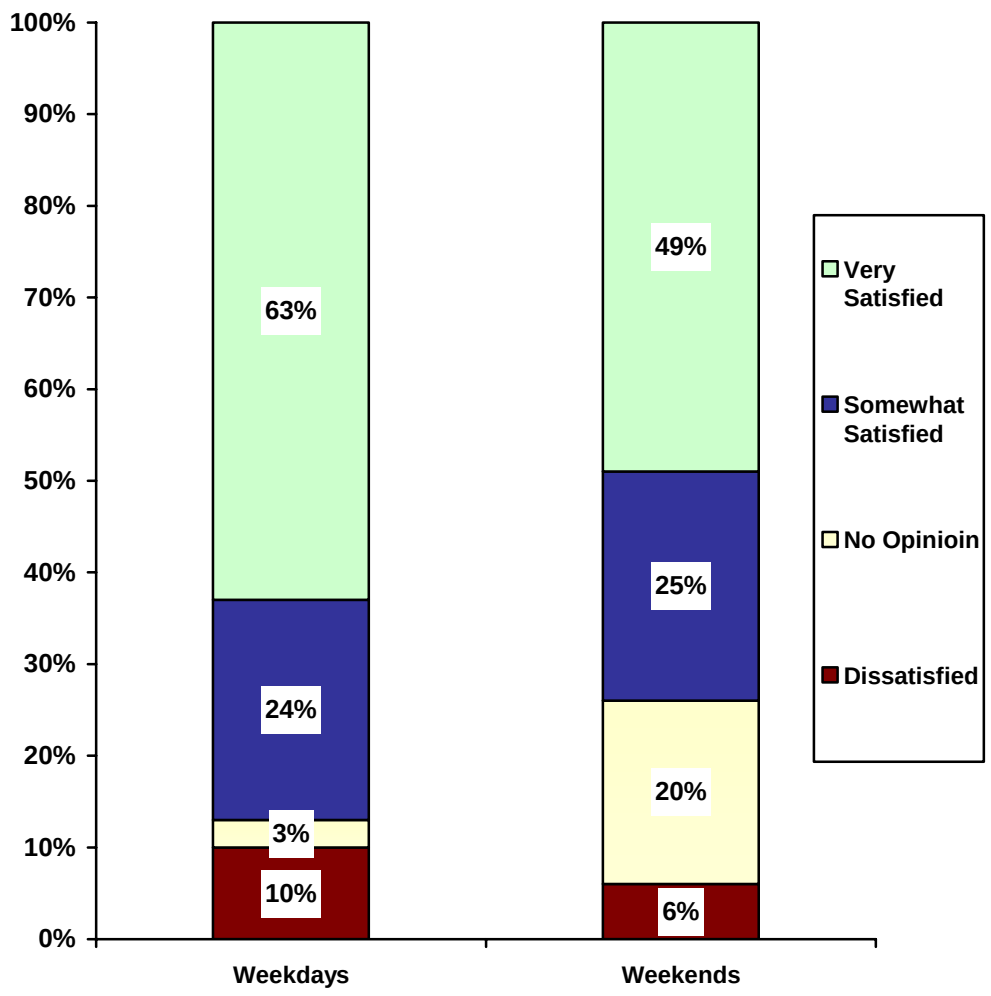
Question TECH5: Which of the following sources do you use to get information about Metro?
In 2006 this question was asked as an open-ended question; in 2005 a list of responses was read to the respondents.

Rider Information Telephone Line

Respondents who said they use the Rider Information Telephone Line to get information about Metro (12 percent of respondents or n = 286) were asked follow-up questions regarding their satisfaction with the service.

In general, rider information line users are satisfied with the service. A significant number (21%) had no opinion of the Saturday service, most likely because they do not use or need the service on weekends.

Figure 65: Satisfaction with Rider Information Telephone Line



In general, those who use the rider information telephone line are satisfied with the service – 87 percent satisfied with weekday service and 74 percent satisfied with weekend service.

Base: Respondents who Have Used Rider Information Line. (n = 332; n_w = 286)

Question TECH6A: Are you satisfied or dissatisfied with your ability to get information from the Rider Information Telephone Line during weekdays (Monday – Friday)?

Question TECH6B: Are you satisfied or dissatisfied with your ability to get information from the Rider Information Telephone Line on weekends (Saturday and Sunday)?

Columns may not add to 100 percent due to rounding. Consistent rules are used: any percentage with a decimal point of .5 or more is rounded up and any percentage with a decimal point of less than .5 is rounded down.

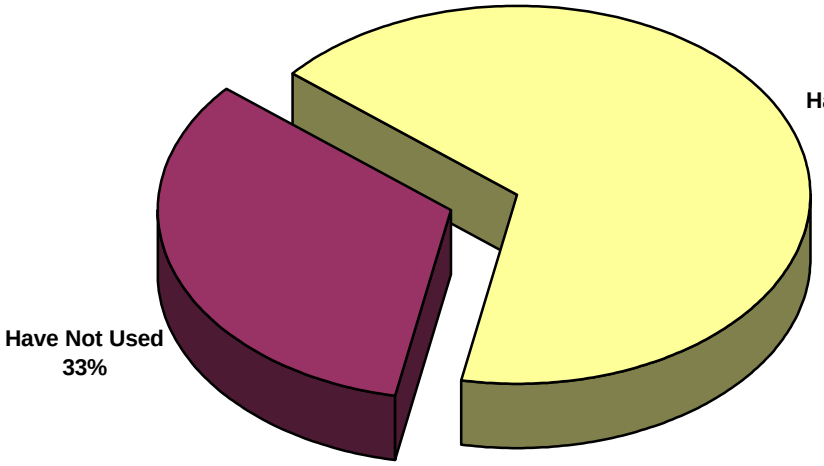
System Map

Respondents who said they use Metro's web site to get information about Metro (56 percent of respondents) were asked follow-up questions regarding their use of and satisfaction with the system map. Note that printed copies of the system map are not widely available. They are primarily available upon request via the web or at timetable kiosks.

Use of System Map

Two out of three (67%) web site users have used Metro's system map.

Figure 66: Use of System Map



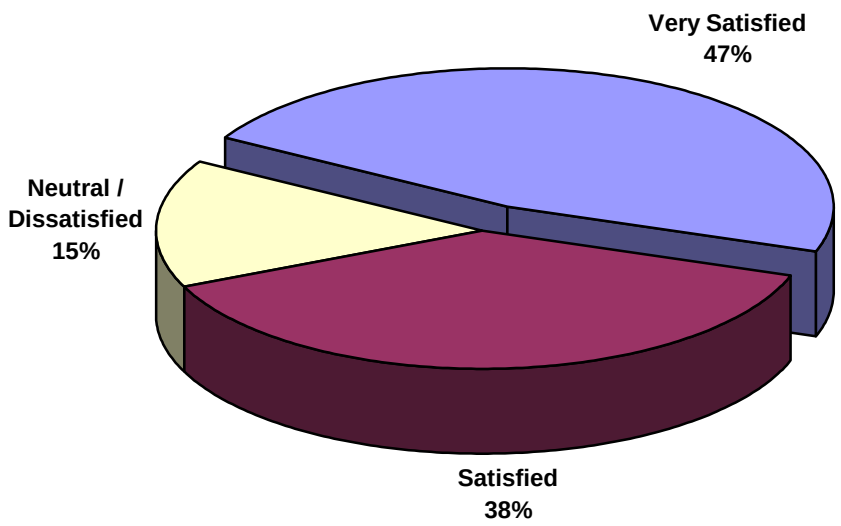
Two out of three (67%) web site users have used Metro's system map.

Base: Respondents that Have Used Metro's Web Site (n=1,955; n_w = 1,314)
Question TECH7A- Have you ever used a Metro System Map to get information about bus routes and destinations?

Satisfaction with System Map

System map users are generally satisfied with the map – 47 percent "very satisfied" and 38 percent "somewhat satisfied."

Figure 67: Satisfaction with System Map



Most (85%) system map users are satisfied with the map.

Base: Respondents that Have Used System Map (n=1,011; n_w = 862)
Question TECH7B- Are you satisfied or dissatisfied with the **system map**? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

Appendix – Detailed Methodology

Introduction

King County Department of Transportation Transit Division (King County Metro) has conducted a telephone survey of transit Riders and Non-Riders since 1975 to help guide its decisions in fulfilling its mission: *Provide the best possible public transit services that get people on the bus and improve regional mobility and quality of life in King County*. King County Metro is interested in obtaining market share and other data collection for purposes of monitoring the most recent Six Year Plan[•]. Typically, this study has been conducted annually; however, due to budget and other considerations there have been some years that the study was not conducted, with 2004 being the most recent.

The primary objectives of this important, ongoing study are to:

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

Similar to previous studies, the 2006 study includes detailed data on ridership, travel and commute patterns, general characteristics of Riders and Non-Riders, barriers to taking the bus on a more frequent basis, and satisfaction with various elements of bus service. Questions are added and/or deleted each year to address the special issues Metro is facing and/or to gather insight into the future changes in travel behavior that will need to be addressed. Specifically the 2006 included questions to address Metro's marketing goals, awareness and use of vanpool / ridematch services, sources of information regarding Metro, use of Rider Information Telephone Line, and interest in wireless access on buses.

Sampling and Data Collection

Data collection was conducted by telephone in the fall of 2006, yielding a total of 2,450 completed interviews. Telephone data collection, using Random Digit Dial (RDD) sampling, continues to be the best sampling and data collection methodology for conducting research that needs to be projected to the general population. In addition, the computer-assisted telephone interviewing (CATI) technology used with these surveys is the best methodology for completing long and complex surveys, particularly those using a large number of rating scales where it is important to randomize the order of delivery to minimize response order bias and ensure more valid responses. Finally, professional interviewers probe for complete answers to all questions, limiting

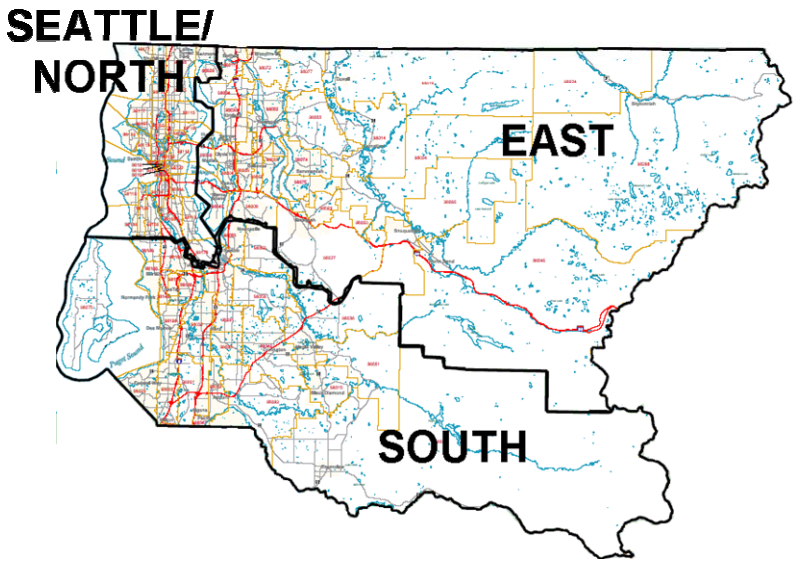
[•] This provides the framework for transit service and capital investments covering years 2002 through 2007.

the number of unanswered questions and gaining in-depth information for open-ended questions. For all questions, interviewers gave respondents the option to provide a response of "don't know" or "no opinion."

The 2,450 individuals completing this comprehensive survey were King County residents, ages 16 and older. Data collection was completed between October 13th and December 5th, 2006. The data collection period was similar to that in previous years, except for 2005. Nearly all (98%) surveys were completed before the Thanksgiving holiday period. The final surveys were completely primarily with those who had already agreed to complete the survey but were not available until this time.

The sample was stratified by geographic area and an approximately equal number (n = 800) of interviews completed in each area. Three geographic areas were defined by the ZIP codes found in Table 1, and are still in accordance with the ZIP code breakdown that was used in 2003.

Table 49: Zip Codes



Seattle / North King	South King	East King
98028 98101 98102 98103 98104 98105 98106 98107 98108 98109 98110 98111	98001 98002 98003 98010 98013 98022 98023 98030 98031 98032 98035 98038	98004 98005 98006 98007 98008 98009 98011 98014 98019 98021 98024 98025
98112 98115 98116 98117 98118 98119 98121 98122 98124 98125 98126 98133	98042 98047 98051 98054 98055 98056 98057 98058 98059 98062 98063 98064	98027 98029 98033 98034 98039 98040 98041 98045 98050 98052 98053 98065
98134 98136 98144 98154 98155 98160 98177 98178 98195 98199 98346	98070 98071 98092 98138 98146 98148 98158 98166 98168 98188 98198	98068 98072 98073 98074 98075 98077 98083 98224 98288

The sample was stratified by geographic area as defined by zip codes.

An approximately equal number of interviews were completed in each planning area.

In addition to the regional stratification, the sample was further stratified by transit ridership at the individual level, and an approximately equal number of interviews (n = 400) were completed with riders and nonriders in each region. The following table provides key definitions of the different rider segments.

Table 50: Key Definitions

Segment	Definition	Variable Name / Value
Regular Rider	5+ rides in past 30 days	RIDESTAT = 1
Infrequent Rider	1-4 rides in past 30 days	RIDESTAT = 2
Nonrider	0 rides in past 30 days	RIDESTAT = 3

The sample was further stratified by rider status and an approximately equal number of interviews completed with Regular Riders and Infrequent Riders / Nonriders.

The sample was drawn by developing a household-based sample plan distributed equally in each of the three regions of King County as defined in Table 49. The sample includes both listed and unlisted telephone numbers. Cell phone numbers are not included in the sampling frame as TCPA regulations require that these numbers be hand dialed since cell phone users pay for all calls, and there are potential issues of liability if someone were to complete a survey while operating a vehicle. The following table illustrates the final sampling plan and the resulting levels of precision.

Table 51: Final Sampling Plan

Planning Area	# of Households *	% of Households	Unweighted n	Weighted n	Effective n	Precision***
Total King County	757,543	100.0%	2,450	2,450	1,747	± 2.3%
Regular Rider	194,048	25.6%	1,214	485	862	± 3.3%
Infrequent Rider	80,638	10.6%	159	229	152	± 8.0%
Nonrider	482,847	63.7%	1,077	1,736	1,070	± 3.0%
Seattle / North King	312,408	41.2%	810	1,001	705	± 3.7%
Regular Rider	122,375	16.2%	404	307	404	± 4.9%
Infrequent Rider	40,541	5.4%	83	134	83	± 10.8%
Nonrider	149,492	19.7%	323	560	323	± 5.5%
South King	249,138	32.9%	830	818	543	± 4.2%
Regular Rider	40,590	5.4%	405	102	405	± 4.9%
Infrequent Rider	19,761	2.6%	27	48	27	± 18.9%
Nonrider	188,787	24.9%	398	668	398	± 4.9%
East King	195,997	25.9%	810	632	509	± 4.4%
Regular Rider	31,084	4.1%	405	76	405	± 4.9%
Infrequent Rider	20,335	2.7%	49	48	49	± 14.0%
Nonrider	144,578	19.1%	356	507	356	± 5.2%

* Number of households (total and by planning area) obtained from 2005 American Community Survey (U. S. Census Bureau); Number of households by area & rider status imputed from sample estimates of incidence (in parentheses) at the household level within each region.

*** Precision (a.k.a. margin of error) is the maximum error for any percentage within a particular group

Interviewing Outcomes

One of the primary goals for this study was to achieve high response rates. The CASRO definition of 'response rate' is "the ratio of the number of completed interviews to the number of eligible units in the sample." There are multiple versions of response rates, and these ratios are functions of the effective study incidence (the percentage of persons in the population eligible to complete the study), contact rate (the percentage of households attempted that are reached), and cooperation rate (the percentage of qualified persons who agree to complete the survey). Strategies used to increase response rates included:

- Pre-testing of questionnaires to minimize incidence of break-off and of question-by-question refusal.
- Using specially-trained interviewers to convert refusals into completions.
- Ensuring multiple callbacks. An average of 10 callbacks was made to households that were not reached to reduce the incidence of no answer / busy.
- Messages left on answering machines with a toll-free number, providing information about the survey and asking a member of the household to return the call.
- Continual monitoring and controlling of questionnaire length to minimize incidence if mid-terminates.
- Information page on NWRG web site (www.nwrg.com) to provide additional information about the survey and to answer frequently asked questions about surveys in general and about this specific survey.

A total of 60,064 sample elements were used. Of the total sample, 49 percent of the numbers were working household telephone numbers. An average of 4.2 attempts was made to all sample elements; this includes sample elements identified as business or nonworking telephone numbers on the first attempt. All numbers identified as non-working were attempted twice to verify their non-working status. An average of 10 call attempts were made to all sample elements identified as a working residential telephone household, resulting in a contact rate (percent of households with working telephone numbers where a person answered the telephone) of 69 percent.

Households / respondents who did not qualify either lived outside King County, were in a quota group that was full, or could not complete the study because of a language (non-English or non-Spanish) or other communication barrier.

To maximize the response rates and to minimize the amount of sample attempted, the study was divided into two components. In addition to increasing the sample efficiency, this approach also ensured that surveys with riders were completed throughout the study rather than searching for them after filling the non-rider quotas for each geographic area. For the base study (1st component), both riders and non-riders were interviewed. The second study consisted of riders only – that is if a non-rider household was identified, the call received a disposition of 'quota full' in the appropriate sub-region. When data collection was complete, the data and sample were combined. The following table illustrates the dispositions of calls for the total sample, as well as those for each component.

Table 52: Sample Disposition

Disposition	Total Sample #	Total Sample %	Base Study Sample #	Base Study Sample %	Rider Study Sample #	Rider Study Sample %
I – Complete Interview	2,450	4.1%	1,618	11.6%	832	1.8%
P – Partial Interview	207	0.3%	61	0.4%	146	0.3%
R – Refusal / Break-Off (Eligible)	830	1.4%	808	5.8%	22	0.0%
N – Not Eligible	37,437	62.3%	6,677	47.9%	30,760	67.0%
O – Other (Eligible)	914	1.5%	236	1.7%	678	0.8%
UH – Unknown Household	9,262	15.4%	2,296	16.5%	6,966	15.4%
UO – Unknown Other	8,964	14.9%	2,243	16.1%	6,721	14.6%

An average of 10 call attempts was made to all working household telephone numbers, resulting in a contact rate of 69 percent.

Based on these sample dispositions, response rates are calculated. The following table contains four different response rates. The reason for inclusion of different response rates is that certain organizations may have varying needs for presenting information, and some response rates are more appropriate than others. These four rates are based on definitions of response rates set by CASRO.

Before response rates are presented in the following table, an adjustment factor, e, appears in the first row. This factor is used as an estimate of the proportion of eligible respondents from those respondents for whom eligibility is unknown. This adjustment factor is used in the 3rd and 4th response rate calculations.

Table 53: Response Rate Calculations

Response Rate Measure	Formula	Total Sample	Base Study	Rider Study
e	$\frac{I + P + R + O}{(I + P + R + O)+N}$	0.105	0.290	0.099
RR1	$\frac{I}{I + P + R + O + UH + UO}$	10.8%	22.2%	4.9%
RR2	$\frac{I + P}{I + P + R + O + UH + UO}$	11.7%	23.0%	5.7%
RR3	$\frac{I}{I + P + R + O + e(UH + UO)}$	38.9%	40.0%	17.6%
RR4	$\frac{I+P}{I + P + R + O + e(UH + UO)}$	42.1%	41.4%	20.6%

Note: *Disposition codes on right-hand side of the equation refer to those in Table 54.*

Multiple call-backs, leaving messages on answering machines, and refusal conversion resulted in a response rate of 39 percent for the entire sample. This is well above industry norms – 11 percent for Random Digit Dial (RDD) sample surveys and 34 percent for customer satisfaction surveys.

The formulas by which the four response rates were calculated in the previous table vary slightly. The first is the minimum response rate, and is the number of completed interviews (I) divided by the total number of contacted households that were either eligible or whose eligibility was unknown (i.e. ineligible households are not included in the computation). The second, RR2, differs only in that the number of partially-completed interviews (P) is added to the numerator of RR1.

The third, RR3, differs from RR1 by the inclusion of the adjustment (e) in the denominator. This adjustment includes the number of ineligible households and, hence, any computation involving (e) is preferred. Finally, the fourth response rate, RR4, is different from RR3 in that the former adds the number of partially-completed interviews (P) to the numerator of the latter. Typically, the third and fourth rates are used due to the inclusion of 'e' in the calculation of each.

The third response rate (RR3) is typically that which is computed and reported. From the above table, it can be observed that this response rate was 39 percent. The average response rate for a Random Digit Dialing telephone survey (as reported by CMOR) is 11 percent and for a customer satisfaction survey is 34 percent. Clearly, the methodology employed for this study ensured above-average response rates.

In addition to having higher-than-average response rates, this study yielded higher-than-average cooperation rates and lower-than-average refusal rates. The achieved cooperation rate was 70 percent, which is 23 percent above the average for a customer satisfaction survey and 56 percent above the average for a Random Digit Dialing telephone survey. The achieved refusal rate was 13 percent, which is 8 percent lower than the average for a customer satisfaction survey and 28 percent lower than the average for a Random Digit Dialing telephone survey.

A random sample does not always achieve a final sample that is representative of the population. To determine the extent to which the final sample is representative of the population, respondent characteristics are compared with current census data. Because of the sampling plan, the characteristics of the base study (a random sample of all telephone households in the region) provide the best picture of the extent to which the base sample matches the population. Moreover, these questions provide additional opportunity for further analysis and or subsegment analysis.

~ Consistent with the sampling plan, an equal number of interviews were completed in each planning area.

~ Men are underrepresented in the study relative to their incidence in the population, which has been the case for the past years. For the first time, the survey incorporated a method for randomly selecting the individual in the household to decrease this particular bias, programmed to ask specifically for males every two out of three times.

~ The final sample generally matches the income distributions found in the general population.

~ People in the younger age category appear to be underrepresented in the sample. Age-targeted sample was introduced this year to minimize the bias towards the older age categories. The survey incorporated a method for selecting individuals up to 54 / 64 years old. This method allowed getting the younger age groups, and minimizing the incidence of the older age groups.

~ Members of racial and ethnic minorities appear to be underrepresented somewhat in the sample; this has been the case in all years this survey has been completed. There was an increase in the proportion of interviews completed with Hispanics in 2005 compared with previous years, reflecting the inclusion of a Spanish version of the survey. The Hispanic population (7% of the population) was represented with a total of 67 completes. Fewer

surveys – about five percent – were completed with African Americans (6% of the population) than in previous years; seven percent of the surveys were completes with Asian (13% of the population)[•].

~ Single-person / adult only households appear to be underrepresented in the sample. This has been the case in all years this survey has been conducted since it is a very difficult household type to reach by telephone. This year high-density sample was used to avoid this particular bias. Additionally, it helped to interview more riders since high-density households are more likely to have riders.

~ There is no comparable census data available on commuter status. In 2006, there was a slight increase (from 4 percent in 2005 to 6 percent in 2006) in the percentage of respondents who are school commuters only – that is do not work. Despite of the slight increase, this still relatively low percentage most likely reflects recent trends in cell phone usage among this market. The sample for this study is based on households in King County with landline telephone numbers; therefore, persons with cell phones only (i.e., no landline service) are not represented. Current estimates are that approximately 4 percent of households no longer have a landline – that is are wireless only households. Recent research shows that wireless substitution is highest among young (18 to 24) adults at 7 percent. It is also highest among single person households at 6 percent and/or among single persons living with a roommate (9%).[•]

Table 54: Respondent Characteristics

	Census*	Total Study (n = 2,450)	Base Study (n = 1,618)	Riders Only (n = 832)
Area of Residence				
Seattle / North King	41%	33%	38%	23%
South King	33	34	32	38
East King	26	33	30	39
Gender				
Male	50%	44%	43%	47%
Female	50	56	57	53
Age				
16-19 yrs.	5%	6%	5%	8%
20-24 yrs.	9	5	4	8
25-34 yrs.	20	17	15	19
35-44 yrs.	19	17	17	16
45-54 yrs.	19	28	31	23
55-64 yrs.	13	17	17	16
65 or older	15	10	10	10
Mean (years)	N.A.	45.6	46.7	43.5
Income				
Less than $7,500	**11%	2%	2%	3%
$7,500 to $15,000		3	2	5
$15,000 to $25,000	9	6	5	7
$25,000 to $35,000	10	6	5	8
$35,000 to $55,000	**32	18	17	20
$55,000 to $75,000		17	18	15
$75,000 to $100,000	13	19	20	17

[•] Percentages obtained from 2005 American Community Survey (U.S. Census Bureau)

[•] Source: Presentations given at 2005 Cell Phone Sampling Summit II http://www.nielsenmedia.com/cellphonesummit/cellphone.html

	Census*	Total Study (n = 2,450)	Base Study (n = 1,618)	Riders Only (n = 832)
$100,000 to $150,000	14	17	18	17
$150,000 or more	11	11	13	7
Median	$58,370	$71,707	$75,711	$62,396
Ethnicity				
Caucasian	71%	84%	87%	78%
Asian American	13	7	6	9
Hispanic	7	3	2	6
African American	6	5	3	7
American Indian	1	2	2	4
Other	3	1	1	1
Household Type				
Single-Person / Adult Only	32%	18%	18%	18%
Two-person / Adult Only	***68	30	29	32
Household with Children		52	53	50
Commuter Status				
Work Commuter		61	58%	66%
School Commuter	Not available	7	5	10
Non-Commuters		33	37	25
Rider Status				
Regular Rider		50	24%	100%
Infrequent Rider	Not available	6	10	0
Non-Rider		44	66	0

**Data obtained from 2005 American Community Survey (U.S. Census Bureau).*
***Income census categories collapsed (11% corresponds to "Less than $7.500 - $15,000"; 32% corresponds to "$35,000 - $75,000).*
****Household Type census categories collapsed (68% corresponds to multi-person household).*

Weighting

The basic premise behind probability sampling is that each household has a known and non-zero probability of selection. In telephone surveys, all households do not have an equal probability of selection. Notably, more households today have more than one telephone line, and households with multiple telephone lines have a higher probability of selection than do those with a single line. The first stage of weighting, therefore, adjusts for the probability of selection resulting from multiple telephone lines in some households.

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 / Nonrider weights were derived from the records of all households contacted during the interviewing period. Rider / Nonrider weights were computed based on information from those who completed the entire survey, those who refused to compete the survey but supplied ridership data, and respondents who were dispositioned as quota full (i.e., Infrequent Riders and Nonriders). Data is weighting based on the ridership status of the individual respondent, regardless of whether there was a rider in the household. That is, a Nonrider is weighted as a Nonrider even if there was a Regular Rider or Infrequent Rider in the household.

Within each subarea, the Rider / Nonrider proportions obtained were:

Table 55: Rider / Nonrider Proportions within Subareas

	Total King County	North King	South King	East King
Regular Riders	20%	31%	12%	12%
Infrequent Riders	10	13	6	6
Nonriders	70	56	82	80

An area weight was them calculated for each of the six ridership proportion. The area weight is based on the number of households in the region rather than the population 16 years of age and older. Number of households is used as that was the only regularly updated data that was available when the weighting process was originally developed. Household data are estimates targeted to July 1, 2006 projected forward from the Census 2000 by SCAN/US, Inc.is used as the source for household and population data.

Table 56: Rider Subarea Household Population

	Number of Households	% of Households
North King	312,408	41%
South King	249,138	33
East King	195,997	22
Total	757,543	

The following equation was then used to develop the individual area weights:

(Subarea Population / Number of Subarea Regular Rider / Infrequent Rider / Nonriders Interviews) multiplied by (Total Number of Interviews / Total County Population).

Area weights were then multiplied by the incidence of Regular Riders, Infrequent Riders, and Nonriders in the respective areas with the following results:

Table 57: Rider / Nonrider Proportions within Subareas

	Regular Riders	Infrequent Riders	Nonriders
North King	0.7598197	1.733716092	1.60934539
South King	0.251581437	1.679069242	1.764634979
East King	0.18857332	1.425224966	0.977743041

The results from the weighting process are summarized in the following table.

Table 58: Weighting

	All Respondents		Regular Riders*		Infrequent Riders*		Nonriders*	
	N	**n_w**	**n**	**n_w**	**n**	**n_w**	**n**	**n_w**
Seattle / North King	810	1,001	404	307	83	134	323	560
South King	830	818	405	102	27	48	398	668
East King	810	632	405	76	49	48	356	507
Total King County	2,450	2,450	1,214	485	159	229	1,077	1,736

* - Ridership, here, represents that at the individual level, not at the household level.

The sample was weighted to adjust the sample to match the target population estimates in each planning AREA and to adjust for disproportionate sampling of riders and nonriders.

Appendix – Questionnaire

2006 METRO RIDER / NONRIDER DRAFT QUESTIONNAIRE
KCM 06-145 FINAL QUESTIONNAIRE

NOTATIONS

Everything written in questions and response categories that are in standard upper / lowercase type are read as written to the respondent.

Response categories in upper case type only are not read to the respondent.

INTRODUCTION

INTRO1 Hello, this _____ calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential. This study is being conducted for research purposes only, and this call may be monitored for quality and training purposes.

For this survey I would like to speak with a member of this household who is 16 years of age and older? Would that be you?

[**PROBE** ALL FINAL REFUSALS: Please, it would be really helpful if I could ask you just a couple of quick questions from the survey."]

[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.**]**

[AS NEEDED: If you want more information on this survey, you may visit our web site at www.nwrg.com.**]**

[AS NEEDED: This survey will last approximately 10 to 15 minutes.**]**

1 CONTINUE IN ENGLISH
2 CONTINUE IN SPANISH [SPANISH SPEAKER ONLY]
3 SPANISH LANGUAGE BARRIER [END SURVEY]
4 YES, MINI SURVEY ONLY [SKIP TO REF2]
5 NOT AVAILABLE NOW [CTRL-END, SCHEDULE A CALLBACK]
9 IMMEDIATE REFUSAL [END SURVEY]

INTAA **[REPEAT IF NEW PERSON**: This is _____ from Northwest Research Group, calling on behalf of King County Metro Transit.**]**

We are conducting a county-wide planning study for Metro Transit, and we 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.

[AS NEEDED: Let me assure you this is not a sales call, and all the information you give will be kept strictly confidential. If you want more information on this survey, please visit our web site at www.nwrg.com, and go to the Current Studies page.**]**

[AS NEEDED: This survey will last approximately 10 to 15 minutes.**]**

[AS NEEDED: This survey will provide important planning data for King County Metro. Your participation is important, as you will represent a number of households like yours.**]**

1 CONTINUE WITH INTERVIEW
2 RESPONDENT REFUSAL **[SKIP TO TKREF, DISPO = 8]**

[**FOR MID-INTERVIEW CALLBACKS]:** Hello, this is _____ from Northwest Research Group, calling on behalf of King County Metro Transit. I'm calling back to complete the survey we started.

[PRESS ANY KEY TO CONTINUE]

MINI SURVEY
[FOR FINAL REFUSALS WHO WILL ANSWER A FEW QUESTIONS]
[ALL DATA MUST BE SAVED]

RO - CMDO RESPONSES TO ALL SCREENER QUESTIONS]

REF2 Including yourself, how many people in your household, age 16 or over, have taken <u>at least 5</u> one-way rides on a Metro bus in the last 30 days? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free Area.

___ ENTER NUMBER OF RIDERS IN HOUSEHOLD **[IF 0, 9 SKIP TO REF5]**
8 8 OR MORE
9 DK / REF

REF3 **[IF REF2 GE 1]** In the last 30 days, how many one-way rides have **you personally** taken on a Metro bus? **[IF NECESSARY**: Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride**]**.

1 5 OR MORE RIDES – RIDER **[SKIP TO REF5]**
2 1 TO 4 RIDES - INFREQUENT RIDER **[SKIP TO REF5]**
3 0 RIDES/NEVER RIDE – NONRIDER **[SKIP TO REF5]**
9 DK / REF

REF4 **[IF REF3 = 9]** Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES - RIDER
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DK / REF **[SKIP TO THANK8]**

CREATE VARIABLE = <u>RIDESTAT</u>

1 REGULAR RIDER
2 INFREQUENT RIDER
3 NONRIDER

REF5 Have you or anyone else in your household ridden <u>any</u> Metro service within the past year? This time please include the Seattle Ride Free Area and Shuttle service to ball games and special events as well as regular bus service.

1 YES
2 NO
9 DK/REF

REF6 To verify, is your home zip code **[RECALL ZIP CODE]**?

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]**

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 How many telephone numbers are associated with this household?
[READ IF NECESSARY: Do NOT include cellular telephone service.]

___ ENTER NUMBER (1 OR MORE) **[REF10 CANNOT = 0]**
99 DON'T KNOW / REFUSED

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)

99 DON'T KNOW / REFUSED

CREATE VARIABLE: RIDEAREA

1 RIDER – SEATTLE / NORTH KING
2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING
3 RIDER – SOUTH KING
4 INFREQUENT RIDER / NONRIDER – SOUTH KING
5 RIDER – EAST KING
6 INFREQUENT RIDER / NONRIDER – EAST KING

REF13 **[IF RIDESTAT = 1]** You do qualify for the study we are conducting, and the input of people like yourself is very valuable. The information you give will be used to improve your area's transit system. We would really like to continue the rest of the survey with you. It should only take about 15 minutes.

1 YES, WILL PARTICIPATE NOW **[SKIP TO SCR1]**
2 YES, WILL PARTICIPATE LATER **[SKIP TO THANK3]**
3 NO, WILL NOT PARTICIPATE FURTHER **[SKIP TO THANK5]**

SCREENER

SCR1 First, are you a resident of King County?

1 YES
2 NO [**SKIP TO THANK2]**
DON'T KNOW **[SKIP TO THANK8]**
REFUSED **[SKIP TO THANK8]**

SCR2 Including yourself, how many people in your household, age 16 years of age or older, have taken **at least 1**, one-way ride on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR3 **[IF SCR2 GT 0]** Including yourself, how many people in your household, age 16 years of age or older, have taken **at least 5** one-way rides on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

SCR3A **[IF SCR2 EQ 0 OR SCR3 EQ 0]** To obtain a representative sample of all persons in the area, I need to speak to the **[male of your household]** member of your household who is 16 years of age and older. Would that be you?

[PROGRAMMER'S NOTE] ASK FOR MALE 2 OUT OF 3 TIMES.

[IF NO MALE OF CORRECT AGE IN HH, INTERVIEW FEMALE OF CORRECT AGE.]

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 TO 64 / 16 TO 54 YEARS OLD
9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR3B **[IF SCR3 GE 2]** To obtain a representative sample of all riders in the area, I need to speak to the [male] rider in your household who is 16 years of age and older. Would that be you?

1 CONTINUE WITH CURRENT RESPONDENT
2 NEW RESPONDENT AVAILABLE **[SKIP TO SCR7A]**
3 NEW RESPONDENT NOT AVAILABLE **[SCHEDULE CALLBACK]**
4 NO ONE IN HOUSEHOLD IS 16 OR OLDER **[SKIP TO TKAGE]**
9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR4 **[IF SCR2 GT 0]** Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

_____ ENTER NUMBER OF RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

SCR5 **[IF SCR4 GE 98]** Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES - RIDER **[SKIP TO SCR8A]**

2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DON'T KNOW / REFUSED

SCR6 **[IF SCR3 GE 1 AND [(SCR4 LT 5) OR (SCR5 = 2 OR 3)]** 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 CALLBACK, CONTINUE [SKIP TO SCR8A]
3 NO, NOT AVAILABLE NOW [ARRANGE CALLBACK - CRTL-END]

SCR7A **[IF SCR6 =1 OR SCR3A = 2 OR SCR3B = 2, NEW RESPONDENT ON PHONE]**
Hello, I'm _____ from Northwest Research Group, a local market research firm. We are conducting a planning study among King County residents and would like to include the opinions of your household.

Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as 2 rides. Count a trip where you had to transfer buses as one ride.

_____ ENTER NUMBER OF RIDES **[SKIP TO SCR8A]**
97 97 OR MORE **[SKIP TO SCR8A]**
98 DON'T KNOW
99 REFUSED

SCR7B **[IF SCR7A GE 98]** Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES - RIDER
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DON'T KNOW / REFUSED

[*PROGRAMMING NOTE*: IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8]

***CREATE VARIABLE* = RIDESTAT**

1 REGULAR RIDER – IF SCR4 GE 5 OR SCR5 EQ 1 OR SCR7A GE 5 OR SCR7B EQ 1
2 INFREQUENT RIDER
3 NONRIDER

SCR8A **[ALL RESPONDENTS]** In the past 30 days, how many one-way **rides** have you **personally** taken **on Metro service** that started and ended **within the** Seattle Ride Free Area in Downtown Seattle?

_____ ENTER NUMBER OF RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

SCR8B **[IF SCR2 EQ 0 SCR8A EQ 0]** Have **you** or **anyone else** in your household ridden **any** Metro service within the past year? This time please include the Seattle Ride Free Area and Shuttle service to ball games and special events as well as regular bus service.

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

SCR9A To verify, is your home zip code **[RECALL ZIP CODE]**?

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]**

***CREATE VARIABLE:* RIDEAREA**

1 RIDER – SEATTLE / NORTH KING
2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING
3 RIDER – SOUTH KING
4 INFREQUENT RIDER / NONRIDER – SOUTH KING
5 RIDER – EAST KING
6 INFREQUENT RIDER / NONRIDER – EAST KING

SCR10 **ENTER GENDER OF RESPONDENT [VERIFY IF NEEDED BY ASKING**: This may sound silly, but I'm required to ask. Are you . . .**]** And to verify, are you between 16 and 64 / 16 and 54 years of age?

[IF YES: SELECT APPROPRIATE GENDER AND CONTINUE]
[IF NO: SELECT APPROPRIATE GENDER, THANK AND TERMINATE, CALL SUPERVISOR TO DISPOSITION]

1 MALE
FEMALE

GENERAL RIDERSHIP – ALL RESPONDENTS

GEN1 One year ago, were you living in King County?

1 YES
2 NO
9 DON'T KNOW / REFUSED

GEN2 What is your current employment status? Are you … **[ACCEPT MULTIPLE RESPONSES]**
[IF A STUDENT ONLY, PROBE: Do you also work?**]**

1 Employed, **[ASK GEN2A]**
2 A student, or **[ASK GEN2B]**
3 A homemaker, **[COMMUTER = 3]**
4 Retired, or **[COMMUTER = 3]**
5 Currently not employed? **[COMMUTER = 3]**
6 OTHER [SPECIFY] **[SKIP TO Q3]**
10 ***Disabled***
88 DON'T KNOW
99 REFUSED

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 Q2A=2]** Are you a…

1 A full-time student or
2 A part-time 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] Do you [work] outside the home three or more days a week?
[IF GEN2 EQ 2 OR GEN2C EQ 2] Do you [attend school] outside the home three or more days a week?

1 YES / WORK [COMMUTER = 1]
2 YES / SCHOOL [COMMUTER = 2]
3 NO / NEITHER [COMMUTER = 3]
8 DON'T KNOW
9 REFUSED

METRO RIDERSHIP – ALL RIDERS / INFREQUENT RIDERS
[ASK IF RIDESTAT = 1 OR 2; OTHERWISE SKIP TO NON1]

MET1 How long have you been riding Metro regularly, that is, at least 1 trip a month? **[READ LIST IF REQUIRED]**

1 (Less than 3 Months)
2 (3 to 6 Months)
3 (6 Months to 9 Months)
4 (9 Months to 1 Year)
5 (1 to 2 Years)
6 (3 to 5 years)

7 (5 Years or More)
8 NOT A REGULAR RIDER
9 DON'T KNOW / REFUSED

MET1A **[IF MET1 LE 5]** Did you start riding the bus after September of 2005?

1 YES
2 NO
9 DON'T KNOW / REFUSED

MET2 [IF MET1A EQ 1] How did you first hear about Metro? [MULTIPLE RESPONSE ENTER ALL THAT APPLY]

1 KING COUNTY OR METRO WEBSITE
2 RECEIVED A MAILER AT HOME
3 HEARD ABOUT METRO ON THE NEWS
4 READ ABOUT METRO IN THE NEWSPAPER
5 HEARD ABOUT IT AT WORK/SCHOOL
6 RECOMMENDED BY FRIEND/COLLEAGUE (WORD OF MOUTH)
7 SAW AN ADVERTISEMENT
8 RECEIVED BUS PASS AT WORK
9 RECEIVED SAMPLE FREE RIDE TICKETS
10 OTHER [SPECIFY]
13 SAW BUSES/BUS STOPS
14 ALREADY KNEW ABOUT IT
98 DON'T KNOW
99 REFUSED

MET3 [IF MET1A EQ 1 OR MET1 LE 4] Why did you start riding the bus? [ENTER ALL THAT APPLY]

1 CHANGED JOBS/GOT A JOB/WORK
2 MOVED
3 JOBSITE/BUSINESS MOVED
4 STOPPED OR STARTED SCHOOL
5 BUS CHEAPER THAN DRIVING
6 SAVE MONEY ON GAS
7 SAVE MONEY ON PARKING
8 TO AVOID HAVING TO FIND PARKING
9 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
10 BUS FASTER
11 BUS MORE CONVENIENT
12 MORE CONVENIENT WHEN GOING TO SPORTING EVENT
13 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
14 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION
15 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
16 OTHER (SPECIFY):
17 OTHER (SPECIFY):
18 OTHER (SPECIFY):
20 ENVIRONMENTAL (less pollution, save energy)
99 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 or most of your transportation needs,
2 Some of your transportation needs, or
3 Very little of your transportation needs?
8 DON'T KNOW
9 REFUSED

MET5 When you ride the bus, what is the primary purpose of the trip you take most often?
[IF RESPONDENT SAYS TO GET / GO DOWNTOWN PROBE: What is the purpose of the trip you take to Downtown? / What do you do Downtown?**]**

1 TO/FROM WORK
2 TO/FROM SCHOOL
3 TO/FROM VOLUNTEERING
4 SHOPPING / ERRANDS
5 APPOINTMENTS
6 FUN / RECREATION / SOCIAL
7 SPECIAL EVENTS (SPORTS, SEAFAIR, BUMBERSHOOT SHUTTLES)
8 JURY DUTY
9 DOWNTOWN
10 AIRPORT
11 OTHER [SPECIFY]
98 DON'T KNOW ***/ NO SINGLE PRIMARY PURPOSE***
99 REFUSED

MET6 Do you typically ride Metro . . . [READ LIST AND WAIT FOR YES/NO RESPONSE]
[ENTER ALL THAT APPLY]

1 Weekday mornings between 6:00 and 9:00 a.m.

2 Weekdays between 9:00 a.m. and 3:00 p.m.
3 Weekday afternoons between 3:00 and 6:00 p.m.
4 Weekday evenings between 6:00 and 7:00 p.m.
5 Weekday evenings after 7:00 p.m.
6 Any time on Saturday
7 Any time on Sunday?
99 DON'T KNOW / REFUSED

MET7 You said you generally ride the bus (to/for) **[RESTORE RESPONSE TO MET5]**. How many transfers do you usually make when you use the bus (to/for) **[RESTORE 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

MET8 What bus routes do you take **most often**? **[ACCEPT UP TO 3 ROUTES] [AS NEEDED**: Include all routes including Metro, Sound Transit, Pierce Transit, and Community Transit.**]**
[PROBE: The one(s) you use **most often**.**]**

1 ROUTE 1 [SPECIFY NUMBER OR NAME]
2 ROUTE 2 [SPECIFY NUMBER OR NAME]
3 ROUTE 3 [SPECIFY NUMBER OR NAME]
4 DON'T KNOW / REFUSED

NON-RIDERS -- [RIDESTAT EQ 3]

NON1 You said that you have not ridden the bus in the past 30 days. Have you ever ridden Metro Transit?

1 YES
2 NO **[SKIP TO COMM1A]**
9 DON'T KNOW / REFUSED **[SKIP TO COMM1A]**

FORMER-RIDERS -- Q15 EQ1

NON2 **[IF NON1 EQ 1]** When was the last time you rode Metro Transit? Was it...

1 Within the past 6 months
2 Six months to one year ago
3 Between 1 and 5 years ago, or
4 More than 5 years ago?
9 DON'T KNOW/REFUSED

NON2A **[IF NON2 EQ 1]** When you rode the bus, what was the primary purpose of the trip you took most often?

1 TO/FROM WORK
2 TO/FROM SCHOOL
3 TO/FROM VOLUNTEERING
4 SHOPPING / ERRANDS
5 APPOINTMENTS
6 FUN / RECREATION / SOCIAL
7 SPECIAL EVENTS (SPORTS, SEAFAIR, BUMBERSHOOT SHUTTLES)
8 JURY DUTY
9 DOWNTOWN
10 AIRPORT
11 OTHER [SPECIFY]
98 DON'T KNOW ***/ NO SINGLE PRIMARY PURPOSE***
99 REFUSED

NON2B **[IF NON2 EQ 1]** Why did you use Metro for those trips instead of driving? **[ENTER ALL THAT APPLY]**

1 CHANGED JOBS/GOT A JOB/WORK
2 MOVED
3 JOBSITE/BUSINESS MOVED
4 STOPPED OR STARTED SCHOOL
5 BUS CHEAPER THAN DRIVING
6 SAVE MONEY ON GAS
7 SAVE MONEY ON PARKING

8 TO AVOID HAVING TO FIND PARKING
9 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
10 BUS FASTER
11 BUS MORE CONVENIENT
12 MORE CONVENIENT WHEN GOING TO SPORTING EVENT
13 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
14 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION ***/ don't own car / car in shop***
15 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
16 PERSON WHO NORMALLY DRIVES ME NOT AVAILABLE
17 OTHER (SPECIFY):
18 OTHER (SPECIFY):
19 OTHER (SPECIFY):
99 DON'T KNOW/REFUSED

NON3 **[IF NON2 EQ 1, 2, OR 3]** What is the **main** reason you don't ride the bus now?

[IF SAYS: "I have a car / Car is convenient", **PROBE: SPECIFICALLY** "Why is your car more convenient?"**]**
[IF SAYS: "Problems with Schedule/Routing", **PROBE FOR SPECIFICS.]**

[PROBE FOR ONE RESPONSE]

1 CHANGED JOBS / MOVED
2 JOBSITE / BUSINESS MOVED
3 LOST JOB
4 CAR IS MORE CONVENIENT / LIKE DRIVING (SPECIFY) ***/ have a car***
5 NEED CAR FOR WORK / BEFORE OR AFTER WORK
6 WORK HOURS AREN'T REGULAR / FLEXIBLE ENOUGH
7 BUS TRAVEL TAKES TOO LONG
8 DISLIKE TRANSFERRING
9 PROBLEMS WITH BUS SCHEDULE / ROUTING (SPECIFY)
10 DON'T LEAVE MY HOME / DON'T GO FAR FROM HOME / RETIRED
11 SERVICE NOT CLOSE TO HOME
12 TOO INCONVENIENT
13 WORK AT HOME / CLOSE TO MY HOME
14 BUS STOP TOO FAR
15 NO ROUTES WHERE I NEED TO GO
16 SCHEDULE IS INCONVENIENT
17 OTHER (SPECIFY):
19 HAVE SMALL CHILDREN (hard to travel with, car seats, etc)
20 BUS ATMOSPHERE (smell, behavior of passengers, etc incl atmosphere at bus stop)
21 NO NEED TO RIDE ANYMORE (don't go downtown, finished school, etc)
99 DON'T KNOW / REFUSED

FARE PAYMENT - ALL RIDERS/INFREQUENT RIDERS -- [RIDESTAT = 1 OR 2]

FARE1 How do you usually pay your bus fare? Do you use...?
[IF THEY SAY "Transfer" – **PROBE**: "How do you pay for your transfer?**]**
[READ ENTIRE LIST] [SELECT ALL THAT APPLY]

1 Cash, [SKIP TO BUS1 IF ONLY OPTION SELECTED]
2 Tickets or a Ticketbook, [SKIP TO BUS1]
3 A pass,
4 A reduced fare permit with a sticker, or
5 A reduced fare permit with cash? [SKIP TO BUS1]
6 OTHER [SPECIFY] A*CCEPT THIS RESPONSE ONLY AFTER READING LIST TWICE* [SKIP TO BUS1]
11 ONE-MONTH
12 3-MONTH
13 12-MONTH / ANNUAL
14 FLEXPASS
15 U-PASS
16 METRO REDUCED FARE STICKER FOR SENIORS OR DISABLED PASSENGERS
17 STUDENT / YOUTH PASS
18 GO-PASS
19 ACCESS PASS
20 VANPOOL / TRANSIT PASS
21 PUGET SHIP TO SHORE PASS
22 LIFETIME PASS
23 EMPLOYER PASS
24 OTHER PASS (e.g. promotional pass)
88 DON'T KNOW [SKIP TO BUS1]
99 REFUSED [SKIP TO BUS1]

Coding / cleanig note: [RECODE ALL PASSES AS FARE1=3 AND FARE1A AS APPROPRIATE PASS]

FARE1A **[IF FARE1 EQ 3 or 4]** Is your [RESTORE RESPONSE FROM FARE1] a . . . [READ LIST UNTIL RESPONDENT ANSWERS YES]

1 One-month

2 3-month
3 12-Month / Annual
4 FlexPass
5 U-Pass
6 Metro Reduced Fare Sticker for Seniors or Disabled Passengers
7 Student / Youth Pass
8 Go-Pass
9 Access pass
10 Vanpool / Transit Pass
11 Puget ship to shore pass
12 LIFETIME PASS
13 EMPLOYER PASS
14 OTHER [SPECIFY]
88 DON'T KNOW
99 REFUSED

FARE1B **[IF FARE1A EQ 1]** On a monthly basis, how much is the cost per trip? That is, what is the face value of the pass? **[READ LIST IF REQUIRED] [READ LIST UNTIL RESPONDENT ANSWERS YES]**

1 ($.50/trip)
2 ($.75/trip)
3 ($1.00/trip)
4 ($1.25/trip)
5 ($1.50/trip)
6 ($1.75/trip)
7 ($2.00/trip)
8 ($2.25/trip)
9 ($2.50/trip)
10 ($2.75/trip)
11 ($3.00/trip)
12 ($3.75/trip)
13 ($4.00/trip)?
14 OTHER [SPECIFY]
88 DON'T KNOW
99 REFUSED

FARE1C[IF FARE1A EQ 11] Is your ship-to-shore pass a . . .
[READ LIST UNTIL RESPONDENT ANSWERS YES]

1 Central Sound pass
2 Central Sound Kitsap Transit pass
3 Passenger Only Central Sound pass
4 Vashon Island $1.50 per trip pass
5 Vashon Island $2.00 per trip pass
6 Fauntleroy/Southworth pass
7 Mukilteo/Clinton pass
14 OTHER [SPECIFY]
88 DON'T KNOW
99 REFUSED

FARE2 **[IF COMMUTER = 1 OR 2 AND FARE1=3 OR 4]** Does your employer or school pay for part or all of your pass?
[PROBE: Is that for all or part of the pass?**] [PROBE**: Is that your employer or school?**]**

1 YES, EMPLOYER PAYS PART OF PASS
2 YES, EMPLOYER PAYS ALL OF PASS
3 YES, SCHOOL PAYS PART OF PASS
4 YES, SCHOOL PAYS ALL OF PASS
5 NO, NONE OF THE PASS
8 DON'T KNOW / UNSURE
9 REFUSED

USUAL BUS TRAVEL - ALL RIDERS / INFREQUENT RIDERS -- [RIDESTAT = 1 OR 2]

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

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

BUS2 How do you usually get to your bus stop?

[PROBE FOR ONE RESPONSE]

1 WALK / COMES TO MY DOOR
2 DRIVE TO A PARK AND RIDE / TRANSIT CENTER
3 DRIVE AND PARK NEAR A BUS STOP
4 BIKE
5 DROPPED OFF
6 OTHER [SPECIFY]
7 FERRY
8 TRAIN
88 DON'T KNOW
99 REFUSED

COMMUTE TRAVEL - ALL WORK AND STUDENT COMMUTERS -- [COMMUTER = 1 OR 2]

COMM1 In what geographic area do you... (work / attend school)?

[IF DOWNTOWN SEATTLE OR BELLEVUE, PROBE: Would that be downtown or a surrounding area?**]**

1 DOWNTOWN SEATTLE
2 SURROUNDING DT SEATTLE (QUEEN ANNE, CAPITOL HILL, FIRST HILL)
3 UNIVERSITY DISTRICT
4 WEST SEATTLE
5 SOUTH SEATTLE
6 NORTH SEATTLE
7 OTHER SEATTLE [SPECIFY]
8 SHORELINE
9 KENMORE
10 OTHER NORTH KING COUNTY [SPECIFY]
11 DOWNTOWN BELLEVUE
12 OVERLAKE
13 OTHER BELLEVUE [SPECIFY]
14 KIRKLAND
15 REDMOND
16 ISSAQUAH
17 BOTHELL
18 WOODINVILLE
19 OTHER EASTSIDE [SPECIFY]
20 AUBURN
21 FEDERAL WAY
22 KENT
23 RENTON
24 TUKWILA/SOUTHCENTER
25 OTHER SOUTH KING COUNTY [SPECIFY]
26 EVERETT/SNOHOMISH COUNTY
27 TACOMA/PIERCE COUNTY
28 SEATAC
29 OTHER [SPECIFY]
30 VARIES **[SKIP TO PARK1]**
99 DK / REF **[SKIP TO PARK1]**

COMM1A [IF COMM1 = 1 OR 2] Would that be . . . [READ ENTIRE LIST]

1 Downtown Seattle Core;
2 Denny Regrade / Belltown;
3 Pioneer Square;
4 International District;
5 Duwamish
6 Sodo or
7 Somewhere Else? [SPECIFY] ***Note: recode any Non-Downtown Seattle responses in the appropriate code in <u>Q31A plus 10</u> – e***
Capitol Hill code as 12.
10 Queen Anne
11 Capitol Hill
12 First Hill
88 DON'T KNOW
99 REFUSED

COMM2 How do you usually get to and from [work / school]?
[PROBE FOR WHAT THEY USE MOST OFTEN]
[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle?**]**
[IF BUS, PROBE – Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus OR SCHOOL BUS?**]**
[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?]
[READ LIST ONLY IF NECESSARY]

1 (Drive Alone In Your Vehicle,) ***/ company vehicle if drive alone***
2 (Carpool With Other Family Members)
3 (Carpool with Non-Family Members)
4 (Vanpool, that is 7 or more people,)
5 (Ride a Metro bus,)
6 (Ride a Sound Transit Bus,)
7 (Ride a Community Transit Bus,)
8 (Ride a Pierce Transit Bus,)
9 (Ride the Sounder Train,)
10 (Ride a Sounder Train and Bus equally,)
11 (Ride a school bus,)
12 (Ride an ACCESS van,)
13 (Motorcycle,)
14 (Bicycle, or)
15 (Walk?)
16 WORK FROM HOME / TELECOMMUTE
17 COMBINATION OF TRANSPORTATION [SPECIFY]
18 OTHER [SPECIFY]
88 DON'T KNOW
99 REFUSED

COMM2A **[IF COMM2 =10]** Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?

1 METRO TRANSIT
2 SOUND TRANSIT
3 COMMUNITY TRANSIT
4 PIERCE TRANSIT
5 SCHOOL BUS
6 OTHER [SPECIFY]
8 DON'T KNOW
9 REFUSED

COMM3 How many miles do you travel from home to (work / school) one-way?
[PROBE: "Using your best estimate."**] [IF LESS THAN 1, ENTER 1]**

___ ENTER NUMBER OF MILES
777 VARIES
888 DON'T KNOW
999 REFUSED

COMM3A About how long does that usually take you?

___ ENTER TIME (HOURS OR MINUTES)
777 VARIES
888 DON'T KNOW
999 REFUSED

COMM3B TIME REFERENCE [SKIP IF COMM3A=777, 888 OR 999]

1 MINUTES
2 HOURS

COMM4 What is your usual schedule at (work / school)? First, what time do you begin?
[ENTER BOTH HOURS AND MINUTES]
[CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

____ TIME WORK / SCHOOL BEGINS
7777 CHANGES / VARIES FROM DAY TO DAY **[SKIP TO COMM5]**
8888 DON'T KNOW **[SKIP TO COMM5]**
9999 REFUSED **[SKIP TO COMM5]**

COMM4A VERIFY TIME REFERENCE [SKIP IF COMM4=777, 888 OR 999]

1 AM
2 PM

COMM5 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 **[SKIP TO COMM7]**
8888 DON'T KNOW **[SKIP TO COMM7]**
9999 REFUSED **[SKIP TO COMM7]**

COMM5A VERIFY TIME REFERENCE **[SKIP IF Q37=777, 888 OR 999]**

1 AM
2 PM

COMM6 [COMPUTE NUMBER OF HOURS WORK] To verify do you typically work [RESTORE COMPUTATION] per day?

1 YES
2 NO **[IF NO GO BACK AND REASK COMM4 AND COMM5]**
9 DON'T KNOW / REFUSED

COMM7 **[IF COMMUTER EQ 1]** About how many employees work for your employer at your place of employment?

[IF NEEDED: Please include only the employees that work at your branch / work site**]**

1 100 OR MORE
2 51-99
3 26-50
4 25 OR FEWER
8 DON'T KNOW
9 REFUSED

PARKING - ALL WORK AND STUDENT COMMUTERS -- [COMMUTER = 1 OR 2]

PARK1 Does your [employer / school] offer or provide you with free or reduced fee parking at [work / school]?
[PROBE: "Is that free or reduced fee?"**]**

1 YES – FREE [SKIP TO PARK2B]
2 YES - REDUCED FEE
3 NO
4 FREE, BUT NOT PROVIDED BY EMPLOYER / SCHOOL [SKIP TO PARK2B]
5 FREE, BUT DON'T KNOW WHO PAYS [SKIP TO PARK2B]
8 DON'T KNOW [SKIP TO PARK2B]
9 REFUSED [SKIP TO PARK2B]

PARK2 [IF (PARK1 = 2 OR 3) AND (COMM2=1,2,3,4 or 13)] How much do you personally pay for parking?
[ENTER DOLLARS AND CENTS. YOU MUST ENTER A DECIMAL POINT TO INDICATE CENTS.]

_____ RECORD PARKING COST
77777 OTHER [SPECIFY]
88888 DON'T KNOW
99999 REFUSED
33333 NOTHING/DON'T PAY [RECODE BACK INTO PARK1=5]
44444 DESIGNATED EMPLOYEE LOT [RECODE BACK INTO PARK1=4]

PARK2A[IF PARK2 NE 77777 OR 88888 OR 99999] SELECT

1 PER DAY
2 PER MONTH
3 PER QUARTER
4 PER SEMESTER
5 PER YEAR

PARK2B How many days a month do you park at [work / school]?

__ NUMBER OF DAYS PARK / MONTH
88 DON'T KNOW
99 REFUSED

PARK3 **[IF RIDESTAT EQ 2 OR 3 OR COMM2 NE 5, 6, 7, 8, 9, 10, 11, OR 12]** Overall, how appealing to you personally is the idea of using the bus instead of driving to [work / school]? Would you say . . .

1 Very appealing,
2 Somewhat appealing,
3 Not very appealing, or
4 Not at all appealing?
5 NEITHER APPEALING NOR UNAPPEALING
8 DON'T KNOW
9 REFUSED

Other Travel - All Respondents

PERT1 What method of transportation do you usually use to get around for most of your personal, that is non-work, travel? **[PROBE FOR WHAT THEY USE MOST OFTEN]**
[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle?**]**
[IF BUS, PROBE – Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?]
[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?**]**
[READ LIST ONLY IF NECESSARY]

1 (Drive Alone In Your Vehicle,)
2 (Carpool With Other Family Members)
3 (Carpool with Non-Family Members)
4 (Vanpool, that is 7 or more people,)
5 (Ride a Metro bus,)
6 (Ride a Sound Transit Bus,)
7 (Ride a Community Transit Bus,)
8 (Ride a Pierce Transit Bus,)
9 (Ride the Sounder Train,)
10 (Ride a Sounder Train and Bus equally,)
11 (Ride a school bus,)
12 (Ride an ACCESS van,)
13 (Motorcycle,)
14 (Bicycle, or)
15 (Walk?)
16 WORK FROM HOME / TELECOMMUTE
17 COMBINATION OF TRANSPORTATION [SPECIFY]
18 OTHER [SPECIFY]
21 ***Taxi/cab***
88 DON'T KNOW
99 REFUSED

PERT2 **[IF RIDESTAT EQ 2 OR 3 OR PERT1 NE 5, 6, 7, 8, 9, 10, 11, OR 12]** Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel? Would you say...

1 Very appealing,
2 Somewhat appealing,
3 Not very appealing, or
4 Not at all appealing?
5 NEITHER APPEALING NOR UNAPPEALING
8 DON'T KNOW
9 REFUSED

POTENTIAL TO INCREASE RIDERSHIP
IF RIDESTAT EQ 2 OR 3 OR COMM2 EQ 1 AND PARK3 OR PERT2 LE 3 OR EQ 5

BARRINT On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often.

[ROTATE ORDER IN BLOCKS BARR1 THROUGH BARR14 AND BARR15 THROUGH BARR19 AND READ ENTIRE SCALE EVERY THIRD QUESTION]

[IF NEEDED: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often or for other trips.**]**

[IF NEEDED: A barrier means anything that keeps you from riding the bus.**]**

1 NOT A BARRIER AT ALL
2
3
4
5
6
7 VERY SIGNIFICANT BARRIER
8 DON'T KNOW
9 REFUSED

BARR1 Time it takes to travel by bus

BARR2 Crowded buses / no place to sit

BARR3 Concerns about personal safety while riding the bus

BARR4 Concerns about personal safety while waiting for the bus

BARR5 Have to transfer **[AS NEEDED**: Have to take more than one bus**]**

BARR6 Having to plan around bus schedules

BARR7 Not knowing how to use the bus system

BARR8A No access to a park-and-ride lot

BARR8B Lack of parking at park and ride lots

BARR9 The behavior of others on the bus

BARR10 No bus stop near your home

BARR11 Bus routes don't go where you want to go

BARR12 **[IF COMMUTER EQ 1 OR 2]** Frequency of bus service after 6 p.m.

BARR13 **[IF COMMUTER EQ 1 OR 2]** [EMPLEADOR / ESCUELA] provides free or inexpensive parking

BARR14 **[IF COMMUTER EQ 1 OR 2]** Need a car in case of an emergency at home

BARR15 **[IF COMMUTER EQ 1]** No bus stop near work
[IF COMMUTER EQ 2] No bus stop near school

BARR16 **[IF COMMUTER EQ 1]** Need a car during the work day for work-related business

BARR17 **[IF COMMUTER EQ 1]** Need a car during the day for personal errands
[IF COMMUTER EQ 2] Need a car during the day for personal errands

BARR18 **[IF COMMUTER EQ 1]** Often have to work late
[IF COMMUTER EQ 2] Often have to be at school late

BARR19 **[IF COMMUTER EQ 1]** Work hours are irregular
[IF COMMUTER EQ 2] School hours are irregular

BARR20 If these barriers did not exist, would you ride the bus [ride the bus more often]? Would you say you would…
[SHOW COMMAND IF RIDESTAT = 1 OR 2 for "ride the bus more often".]

1 Definitely ride,
2 Probably ride,
3 Might ride, or
4 Not ride?
8 DON'T KNOW

MARKETING GOALS QUESTIONS – All Respondents

MKT1INT In addition to regular bus service, are you aware that Metro provides the following services?

READ LIST AND ACCEPT YES / NO RESPONSE FOR EACH ITEM.
[ROTATE Q41NEWA THROUGH Q41NEWH]

MKT1A Vanpool **[AS NEEDED**: A program that provides a van and everything needed for successful ridesharing to groups of 5 or more commuters.**]**

MKT1B Vanshare **[AS NEEDED**: A program that provides a van to groups of 3 or more commuters, allowing them to connect to and from buses, trains or ferries.**]**

MKT1C Rideshareonline.com **[AS NEEDED**: A program that provides you an easy way to find others who are interested in sharing their commute in a carpool or vanpool in Washington State.**]**

MKT1D Access (accessible) service **[AS NEEDED**: transportation service such as, vans or small buses for customers with special needs due to age or disabilities.**]**

MKT1E Water taxi **[AS NEEDED**: Provides water transportation between downtown Seattle and West Seattle usually running from May 1st to September 30th.**]**

MKT1F Bus Service to Special Events such as Music Festivals, Seafair events, Seahawks or Huskies games

MKT1G Park and Ride lots **[AS NEEDED**: Parking lots located in areas throughout king county where commuters can park their car and catch a bus to their destination.**]**

MKT1H Flexcar **[AS NEEDED:** Shared access to Flexcar vehicles parked in various areas throughout the city. The car is reserved online or by phone for one hourly rate that covers gas, premium insurance and unlimited miles.**]**

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

MKT2INT Based on what you know or may have heard about Metro Transit, how well do you feel the following words describe the agency. Please use a scale from 1 to 7, where "1" means that it "does not describe Metro Transit at all," and "7" means it "describes Metro Transit very well." You may also use any number in between. The first one is…

[ROTATE MKTG9 THROUGH MKTG]
[READ ENTIRE SCALE EVERY THIRD QUESTION]

[IF NEEDED: How well do you feel those words describe Metro Transit? Please use a scale from 1 to 7, where "1" means that it "does not describe Metro Transit at all," and "7" means it "describes Metro Transit very well." You may also use any number in between**.]**

1 DOES NOT DESCRIBE METRO AT ALL
2
3
4
5
6
7 DESCRIBES METRO VERY WELL
8 DON'T KNOW
9 REFUSED

MKT2A A problem solver

MKT2B Efficient

MKT2C Well-managed

MKT2D Environmentally conscious and working to reduce global warming

MKT2E Customer-oriented

MKT2F Innovative

MKT2G Courteous

MKT2H1 Reliable

MKT2H2 [IF Q42H LT 4] Why do you feel Metro Transit is not reliable?
[PROGRAMMING NOTE: ASK IMMEDIATELY AFTER Q42H]

1 BUSES RUN LATE
2 BUSES DO NOT SHOW UP
3 OTHER [SPECIFY]
6 GENERAL UNRELIABILITY
7 PERSONAL BAD EXPERIENCE/WORD OF MOUTH
10 SCHEDULING (doesn't run when I need it)
11 ROUTING ISSUES (doesn't run where I need to go)
88 DON'T KNOW
99 REFUSED

MKT2I Responsive

MKT2J Professional

MKT2K Friendly

MKT2L Helpful

MKT2M Provides a wide variety of services that help improve transportation choices

VANPOOL / RIDEMATCH
[COMMUTER EQ 1 AND (COMM2 NE 2, 3, 4)]

VAN1 Have you ever tried to find other people to carpool or vanpool with to commute to work?

1 YES
2 NO
9 DON'T KNOW/REFUSED

VAN1A [IF VAN1 EQ 2] Why not? [DO NOT READ LIST]

1 WOULDN'T SAVE ENOUGH FOR IT TO BE WORTH THE HASSLE
2 DON'T LIKE TO RIDE / DRIVE WITH PEOPLE DON'T KNOW WELL
3 DON'T HAVE ANYONE TO CARPOOL WITH
4 DON'T WANT TO HAVE TO RELY ON OTHER PEOPLE
5 CONCERNS ABOUT INSURANCE
5 WORK SCHEDULE VARIES / HAVE TO WORK LATE
6 HAVE TO MAKE STOPS ON WAY TO / FROM WORK
7 CAN'T GET HOME IN CASE OF AN EMERGENCY
8 INFLEXIBLE / INCONVENIENT
9 DON'T WANT TO BE TIED TO A SCHEDULE
10 DON'T LIKE TO GO OUT MY WAY
11 CONCERNS ABOUT PERSONAL SAFETY
12 OTHER [SPECIFY]
16 BUS MEETS MY NEEDS/ PREFER BUS
17 LIVE CLOSE TO WORK/ TRIP TOO SHORT
18 NEED A CAR FOR WORK
19 USE BIKE/ WALK
20 DON'T HAVE A CAR/ DON'T DRIVE
21 DON'T NEED TO/HAVE CAR
98 DON'T KNOW
99 REFUSED

VAN1B **[IF VAN1 EQ 1]** How did you try to find your carpool or vanpool partners or members? **[MULTIPLE RESPONSE. ENTER ALL THAT APPLY]**

1 USED RIDESHAREONLINE.COM
2 ASKED FAMILY MEMBERS
3 USED SPECIAL PROMOTIONAL INCENTIVES TO ATTRACT RIDERS
4 PUT UP SIGNS AT WORK AND ELSEWHERE
5 ASKED A FRIEND OR SOMEONE I WORKED WITH
6 ASKED SOMEONE WHO WORKED ON MY ROUTE TO WORK
7 WORKED WITH MY EMPLOYER OR EMPLOYER TRANSPORTATION COORDINATOR
8 ASKED METRO FOR HELP
9 OTHER [SPECIFY]
99 DON'T KNOW/REFUSED

VAN1C **[IF VAN1B NE 1]** Why didn't you use RideshareOnline.com to for your carpool or vanpool? **[MULTIPLE RESPONSE. ENTER ALL THAT APPLY]**

1 ALREADY HAD RIDERS
2 DIDN'T KNOW ABOUT IT
3 ***DIDN'T*** / DON'T HAVE INTERNET / ***DON'T HAVE COMPUTER***
4 COULDN'T FIND IT
5 TRIED IT BUT COULDN'T MAKE IT WORK
6 DON'T WANT TO RIDE WITH PEOPLE I DON'T KNOW
7 NOT CONFIDENTIAL
8 OTHER [SPECIFY]
10 ***IRREGULAR SCHEDULE***
11 ***DIDN'T END UP FITTING MY NEEDS (i.e. Doesn't go very far from work, distance was too great, too long, etc)***
99 DON'T KNOW/REFUSED

PARK AND RIDE
IF MKT1G EQ 1 – THAT IS AWARE OF PARK-AND-RIDE LOTS

PAR1 Have you used a Metro park and ride lot within the last year?

1 YES
2 NO
9 DON'T KNOW / REFUSED

PAR2 **[IF PAR1=1]** How many times have you used Metro's park and ride lots in the last 30 days?

_____ ENTER NUMBER OF TIMES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

PAR2A [IF PAR1 EQ 1] Do you usually use the park and ride to…
[READ LIST AND ACCEPT ONE RESPONSE]

1 Catch a bus ***/ train***
2 ***Transfer from another bus/ train***
3 ***Meet vanpool partners***
4 ***Meet carpool partners***
5 ***Just use as a parking lot***
6 ***Pickup/Drop-off someone***
7 Some Other Reason [SPECIFY]?
9 DON'T KNOW / REFUSED

PAR3 **[IF PAR1 EQ 1]** How do you usually get from home to the park and ride lot?

1 DRIVE YOURSELF
2 GET DROPPED OFF
3 WALK
4 BICYCLE
5 BUS
6 OTHER [SPECIFY]
9 DON'T KNOW / REFUSED

RIDER SATISFACTION - ALL RIDERS / INFREQUENT RIDERS
[RIDESTAT = 1 OR 2]

SAT1INT Next, I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you are satisfied or dissatisfied. Would that be very or somewhat [satisfied / dissatisfied]?

[READ STATEMENT] [PROMPT AS REQUIRED: Are you satisfied or dissatisfied? Would that be very or somewhat?**]**

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 NO OPINION
4 SOMEWHAT DISSATISFIED
5 VERY DISSATISFIED
8 DON'T KNOW
9 REFUSED

[RANDOMIZE SAT1A to SAT1U]

REREAD SCALE EVERY 3 TO 4 QUESTIONS

SAT1A **[ALL]** On-time performance of buses

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=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]** Personal safety on the bus related to the conduct of others during the daytime

SAT1P **[ALL]** Personal safety on the bus related to the conduct of others after dark

SAT1Q **[ALL]** Driver operates the bus in a safe and competent manner

SAT1R **[ALL]** Personal safety waiting for the bus in the daytime

SAT1S **[ALL]** Personal safety waiting for the bus after dark

SAT1T **[P&R LOT USERS – PAR1=1]** Personal safety at the park-and-ride lot

SAT1U **[P&R LOT USERS –PAR1=1]** Security of your automobile at the park-and-ride lot

SAT1V **[ALL]** Overall, how satisfied are you with Metro Transit?

[READ STATEMENT] [PROMPT AS REQUIRED: Are you satisfied or dissatisfied? Would that be very or somewhat?**]**

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 NO OPINION
4 SOMEWHAT DISSATISFIED
5 VERY DISSATISFIED
8 DON'T KNOW
9 REFUSED

SAT2INT Next, I am going to read you the same list of items. As I read each one, please tell me whether or not you have experienced a problem with Metro on that aspect of service in the past three (3) months. **[IF YES: PROBE**: Was that within the past month?**]**

Have you had a problem in the past 3 months with…

1 YES – WITHIN PAST MONTH
2 YES – WITHIN PAST 3 MONTHS
3 NO
7 NEVER USED
8 DON'T KNOW
9 REFUSED

[RANDOMIZE QUESTIONS SAT2A THROUGH SAT2U]

SAT2A **[ALL]** On-time performance of buses

SAT2B **[ALL]** Cleanliness of bus shelters

SAT2C **[ALL]** Inside cleanliness of buses

SAT2D **[ALL]** Availability of seating on the bus

SAT2E **[ALL]** Where the bus routes go

SAT2F **[ALL]** Frequency of service

SAT2G **[ALL]** Driver courtesy

SAT2H **[ALL]** Driver Helpfulness with route/stop information

SAT2I **[P&R LOT USERS – PAR1 EQ 1]** The ability to get a parking space at park and ride lots

SAT2J **[ALL]**The number of stops the bus makes on your trip

SAT2K **[ALL]**The number of transfers you have to make to get where you are going

SAT2L **[ALL TRANSFERS – MET7=1-8]** The wait time when transferring buses

SAT2M **[ALL]** Amount of time it takes to travel by bus

SAT2N **[ALL]** Ability to get information about Metro's Routes and Schedules

SAT2O **[ALL]** Personal safety on the bus related to the conduct of others during the daytime

SAT2P **[ALL]** Personal safety on the bus related to the conduct of others after dark

SAT2Q **[ALL]** Driver operates the bus in a safe and competent manner

SAT2R **[ALL]** Personal safety waiting for the bus in the daytime

SAT2S **[ALL]** Personal safety waiting for the bus after dark

SAT2T **[P&R LOT USERS – PAR1=1]** Personal safety at the park-and-ride lot

SAT2U **[P&R LOT USERS – PAR1=1]** Security of your automobile at the park-and-ride lot

SPECIAL TOPICS – ALL RESPONDENTS

TECH1 At which, if any, of these places do you use a computer? [READ LIST AND ACCEPT ALL THAT APPLY]
[Programming: IF NOT EMPLOYED (GEN2 NE 1), DON'T READ "WORK"]

1 Home
2 Work
3 Library
4 Or another location such as school, community center, or café?
5 NONE
9 DON'T KNOW/REFUSED

TECH2 Do you use the Internet at… [READ LIST AND ACCEPT ALL THAT APPLY]
[Programming: IF NOT EMPLOYED (GEN2 NE 1), DON'T READ "WORK"]

1 Home
2 Work
3 Library
4 Or another location such as school, community center, or café?
5 NONE
9 DON'T KNOW/REFUSED

TECH3 Do you have a **laptop computer** that is equipped for wireless access? **[PROBE IF SAY OTHER THAN LAPTOP (e.g. cell phone, PDA, etc):** "Please include only laptop computers."**]**

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

TECH3A **[IF TECH3 NE 1]** Does anyone else in your household have a **laptop computer** that is equipped for wireless access? **[PROBE IF SAY OTHER THAN LAPTOP (e.g. cell phone, PDA, etc):** "Please include only laptop computers."**]**

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

TECH4 **[IF TECH3=1]** Where do you use your **laptop**? **[MULTIPLE RESPONSE. ENTER ALL THAT APPLY]**

1 HOME
2 WORK
3 SCHOOL
4 BUS
5 COFFEE SHOP, CAFÉ
6 LIBRARY
7 OTHER [SPECIFY]
10 WHEN TRAVELING (airplane, airport, business trip, hotels, on the road, vacation, etc.)
11 EVERYWHERE / ANYWHERE I CAN
99 DON'T KNOW / REFUSED

TECH4A **[IF TECH3 EQ 1 AND TECH3B NE 4 AND RIDESTAT= 1 OR 2]** If wireless Internet access was available on the bus, would you use your wireless laptop during your bus trip?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

TECH4B **[IF TECH3=1 AND RIDESTAT EQ 2 OR 3]** [NONRIDERS] Would you be likely or unlikely to ride the bus if wireless Internet access was available on the bus?
[INFREQUENT RIDERS] Would you be likely or unlikely to ride the bus more often if wireless Internet access was available on the bus?

Would that be very or somewhat [LIKELY / UNLIKELY]?

1 VERY LIKELY
2 SOMEWHAT LIKELY
3 NEITHER LIKELY NOR UNLIKELY
4 SOMEWHAT UNLIKELY
5 VERY UNLIKELY
9 DON'T KNOW / REFUSED

TECH5 Which sources do you use to get information about Metro? **[OPEN ENDED. RECORD ALL THAT APPLY]**

1 PRINTED TIMETABLES / pick up printed schedule at library
2 KING COUNTY OR METRO WEBSITE @ WWW.TRANSIT.METROKC.GOV
3 RIDER INFORMATION TELEPHONE LINE (206)-553-3000
4 INFORMATION POSTED AT BUS STOPS
5 INFORMATION POSTED AT TRANSIT CENTERS OR AT PARK AND RIDE LOTS
6 "BUS TIME", METRO'S AUTOMATED INFORMATION LINE YOU CAN ACCESS BY PHONE
7 OR SOME OTHER SOURCE? (SPECIFY):
8 NONE OF THE ABOVE
11 WORD OF MOUTH (friends, family, people in line, etc)
12 NEWS/NEWSPAPER/TV
13 BUS DRIVERS
14 INTERNET (general, not King County or Metro web sites)
15 BROCHURES / FLYERS / PAMPHLETS (not specified)
16 LIBRARY / POST OFFICE (not timetables)
88 DON'T KNOW
99 REFUSED

TECH6A **[IF TECH5 EQ 3]** Are you satisfied or dissatisfied with your ability to get information from the Rider Information Telephone Line during weekdays (Monday – Friday)? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 NO OPINION
4 SOMEWHAT DISSATISFIED
5 VERY DISSATISFIED
8 DON'T KNOW
9 REFUSED

TECH6B **[IF TECH5 EQ 3]** Are you satisfied or dissatisfied with your ability to get information from the Rider Information Telephone Line during the Weekend (Saturday and Sunday)? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 NO OPINION
4 SOMEWHAT DISSATISFIED
5 VERY DISSATISFIED
8 DON'T KNOW
9 REFUSED

TECH7 **[IF TECH5 EQ 2]** The last time you visited the website, what information were you looking for? **[DO NOT READ; ENTER ALL THAT APPLY]**

1 TIMETABLE/BUS SCHEDULE OR TIMES
2 FARES
3 ROUTE MAP
4 SYSTEM MAP
5 TO PLAN A TRIP (TRIP PLANNER)
6 ***GENERAL INFORMATION (park & ride locations, contest winners, jobs, comments, complaints)***
7 OTHER (SPECIFY):
88 DON'T KNOW
99 REFUSED

TECH7A **[IF TECH7 NE 4]** Have you ever used a Metro System Map to get information about bus routes and destinations? **[IF NECESSARY: "**This is a map showing Metro's entire system**."]**

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

TECH7B **[IF TECH7 EQ 4 OR TECH7A EQ 1]** Are you satisfied or dissatisfied with the **system map**? Would that be very or somewhat [SATISFIED / DISSATISFIED]? **[IF NECESSARY: "**This is a map showing Metro's entire system**."]**

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 NO OPINION
4 SOMEWHAT DISSATISFIED
5 VERY DISSATISFIED
8 DON'T KNOW
9 REFUSED

DEMOGRAPHIC QUESTIONS

DEMO Finally, I have some background questions that will be used to help us analyze the results of the study.

DEMO1 Do you have a valid driver's license?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

DEMO1A How many vehicles in working condition do you have available for your use?

__ ENTER NUMBER OF AUTOMOBILES
8 8 OR MORE
9 REFUSED

DEMO2 What is your age?

__ AGE [SKIP TO DEMO3]
99 REFUSED

DEMO2A **[IF DEMO2 = 99]** Would that be....

1 16-17
2 18 -- 29
3 20-24
4 25-34
5 35-44
6 45-54
7 55-64
8 65 or Older
9 REFUSED

DEMO3 Including yourself, how many people live in your household?

____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

DEMO3A Including yourself, how many are 16 and older?

____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

DEMO4 Do you consider yourself? [READ LIST AND SELECT ALL THAT APPLY]

1 White / Caucasian - American,
2 Hispanic (Mexican, Mexican American, Chicano, or Latino)
3 African - American,
4 Asian – American / Pacific-Islander,
5 American Indian / Alaska Native, 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

DEMO7 How many telephone numbers are associated with this household?
[READ IF NECESSARY: Do NOT include cellular telephone service.]

___ ENTER NUMBER (1 OR MORE) **[DEMO7 CANNOT = 0]**
99 DON'T KNOW / REFUSED

DEMO7A **[IF DEMO7 > 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)
99 DON'T KNOW / REFUSED
9 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
9 DON'T KNOW / REFUSED

DEMO8 We may be doing other studies similar to this one in the future. May we call you again if we do?

1 YES - OKAY TO CALL
2 NO - DON'T CALL / REFUSED **[SKIP TO THANK]**

DEMO8A May I have your first name, so we will know who to ask for?

[OPEN END]

THANK

THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us.

INTNUM [RECORD INTERVIEWER NUMBER]

_____ ENTER YOUR NUMBER
DISPOS = 40

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.

DISPOS = 23

THANK3 Thank you very much for answering those questions. We appreciate your cooperation.

[RECORD THE RECORD NUMBER, TELEPHONE NUMBER, AND CALL-BACK TIME. REPORT THIS INFORMATION TO YOUR SUPERVISOR.]

DISPOS = 11

THANK4 That completes our survey. Thank you for your time. We appreciate your cooperation in agreeing to complete this survey.

IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 28
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 29
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 30
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 31
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 32
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 33

THANK5 Thank you very much for answering those questions. This data is really important for our survey.

IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 34
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 35
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 36
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 37
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 38
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 39

THANK8 Thank you for your time, but we are unable to continue without that information. DISPOS = 8

DISPOSITION CODES

Disp#	Disposition	Display Type	Property	Incidence
		P/S/I/H	A/B/C/N/R/F	D/B/I
1	No Answer	P	A	D
2	Busy	P	B	D
3	Answering Machine	P	A	D
4	Verified Disconnected / Nonworking	P	F	D
5	Initial Refusal	S	R	D
6	Final Refusal	S	F	D
7	Never Call - SUPERVISOR	S	N	D
8	Screener Refusal	H	F	D
9	Communication Barrier	S	F	D
10	Language Barrier (OTHER / UNKNOWN)	S	F	D
11	Callback Introduction	S	C	D
12	Privacy Manager	P	R	D
13	Possible Disconnect	P	C	D
14	Business Number	P	F	D
15	Targeted Respondent Not Available	S	F	D
16	Language Barrier SPANISH -- RECONTACT	S	C	D
17	Language Barrier ASIAN	S	F	D
18	OQ – Age (55/65 and older)		F	B
19	Rider HH Callback	I	C	I
20	Interview In Progress	I	C	I
21	Mid-Terminate - SUPERVISOR	I	R	I
22	No One 16 Or Over In HH (Kid's Line)	H	F	B
23	Out Of Area – NO TO SCR1	H	F	B
24	No Call List Mention	S	F	D
25	Message Left	H	A	B
26	OQ - Male	H	F	B
27	OQ - Female	H	F	B
28	OQ – North Rider	H	F	B
29	OQ – North Infrequent / Non-riders	H	F	B
30	OQ – South Rider	H	F	B

31	OQ – South Infrequent / Non-riders	H	F	B
32	OQ – East Rider	H	F	B
33	OQ – East Infrequent / Non-riders	H	F	B
34	Refused – North Rider	H	F	B
35	Refused – North Infrequent / Non-riders	H	F	B
36	Refused – South Rider	H	F	B
37	Refused – South Infrequent / Non-riders	H	F	B
38	Refused – East Rider	H	F	B
39	Refused – East Infrequent / Non-riders	H	F	B
40	Complete	H	F	I

Display Type:

P = Pre-Screener – First Screen With Contact Info (Prior To Contact With Respondent)

S = Screener – After First Screen, Before QAL (After Contact With Respondent)

I = Interview – Between QAL and CPL
H = Hidden – Not Available To Interviewer

Property:
A = Answering Machine / No Answer
B = Busy
C = Callback
N = Never Call
R = Refusal
F = Final

Incidence:
D = Don't include
B = Base only
I = Include

Appendix – Sample Banner Pages

Banner #1: Area of Residence, Rider Status, Non-Riders, Commuter Status, Commute Mode, and Satisfaction with Metro

King County Metro - 2006 Rider/Non-Rider Study

Banner 1 - Ridership
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

		Area of Residence			Individual Rider Status			Nonriders		Commute Status		Commute Mode				Satisfaction with Metro		
	Total	North	South	East	Regular Rider	Infreq. Rider	Non Rider	Former Rider	Never Ridden	Commuter	Non Commuter	SOV	Metro Bus	Carpool/ Vanpool	Other	Very Satisfied	Somewhat Satisfied	Not Satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
WEIGHTED TOTAL	2450	1001	818	632	485	229	1736	957	770	1497	953	945	257	110	136	339	323	42
TOTAL RESPONDING	2450	1001	818	632	485	229	1736	957	770	1497	953	945	257	110	136	339	323	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2450	810	830	810	1214	159	1077	592	480	1644	806	666	638	109	183	681	600	79
Regular rider (5+ rides)	485	307	102	76	485	-	-	-	-	361	124	37	243	17	54	243	211	27
	20%	31%	12%	12%	100%					24%	13%	4%	94%	15%	40%	72%	65%	65%
		CD								K			LNO	L	LN			
Infrequent rider (1-4 rides)	229	134	48	48	-	229	-	-	-	134	95	73	15	17	25	96	112	15
	9%	13%	6%	8%		100%				9%	10%	8%	6%	16%	19%	28%	35%	35%
		CD												M	LM			
Nonrider (0 rides / never ride)	1736	560	668	507	-	-	1736	957	770	1002	734	835	-	77	56	-	-	-
	71%	56%	82%	80%			100%	100%	100%	67%	77%	88%		69%	41%			
			B	B							J	NO		O				

Comparison Groups: BCD/EFG/HI/JK/LMNO/PQR
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc. (November/December 2006)

Banner #2: Seattle / North King County

King County Metro - 2006 Rider/Non-Rider Study

Banner 2 - Ridership Seattle/North King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = SEATTLE / NORTH KING COUNTY

		Individual Rider Status			Frequency of Riding				Nonriders		Commute Status		Commute Mode				Overall Satisfaction		
	Total	Regular Rider	Infreq. Rider	Non Rider	Occas. Rider	Infreq. Rider	Moderate Rider	Frequent Rider	Former Ridden	Never Ridden	Commuter	Non Commuter	SOV	Metro Bus	Carpool/ Vanpool	Other	Very Satis.	Somewhat Satis.	Not Satis.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
WEIGHTED TOTAL	1001	307	134	560	35	134	92	211	407	151	635	365	327	155	44	88	203	209	23
TOTAL RESPONDING	1001 100%	307 100%	134 100%	560 100%	35 100%	134 100%	92 100%	211 100%	407 100%	151 100%	635 100%	365 100%	327 100%	155 100%	44 100%	88 100%	203 100%	209 100%	23 100%
UNWEIGHTED TOTAL	810	404	83	323	20	83	121	278	235	87	534	276	207	199	32	78	232	223	26
Regular rider (5+ rides)	307 31%	307 100%	-	-	-	-	92 100%	211 100%	-	-	222 35% L	85 23%	23 7%	148 96% MOP	8 19%	36 41% MO	153 75% R	134 64%	17 72%
Infrequent rider (1-4 rides)	134 13%	-	134 100%	-	-	134 100%	-	-	-	-	82 13%	51 14%	40 12% N	6 4%	10 22% N	23 26% MN	50 25%	74 36% Q	6 28%
Nonrider (0 rides / never ride)	560 56%	-	-	560 100%	35 100%	-	-	-	407 100%	151 100%	331 52%	229 63% K	264 81% OP	-	26 59% P	29 34%	-	-	-

Comparison Groups: BCD/EFGH/IJ/KL/MNOP/QRS
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc. (November/December 2006)

Banner #3: South King County

King County Metro - 2006 Rider/Non-Rider Study

Banner 3 - Ridership South King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = SOUTH KING COUNTY

		Individual Rider Status			Frequency of Riding				Nonriders		Commute Status		Commute Mode				Overall Satisfaction		
	Total	Regular Rider	Infreq. Rider	Non Rider	Occas. Rider	Infreq. Rider	Moderate Rider	Frequent Rider	Former Ridden	Never Ridden	Commuter	Non Commuter	SOV	Metro Bus	Carpool/ Vanpool	Other	Very Satis.	Somewhat Satis.	Not Satis.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
WEIGHTED TOTAL	818	102	48	668	15	48	32	68	272	393	471	347	342	57	31	25	71	65	11
TOTAL RESPONDING	818 100%	102 100%	48 100%	668 100%	15 100%	48 100%	32 100%	68 100%	272 100%	393 100%	471 100%	347 100%	342 100%	57 100%	31 100%	25 100%	71 100%	65 100%	11 100%
UNWEIGHTED TOTAL	830	405	27	398	9	27	127	272	162	234	535	295	228	209	33	48	211	185	33
Regular rider (5+ rides)	102 12%	102 100%	-	-	-	-	32 100%	68 100%	-	-	75 16% L	26 8%	7 2%	52 91% MOP	4 14%	10 39% MO	50 70%	44 67%	8 69%
Infrequent rider (1-4 rides)	48 6%	-	48 100%	-	-	48 100%	-	-	-	-	25 5%	23 7%	16 5%	5 9%	4 11%	-	21 30%	21 33%	4 31%
Nonrider (0 rides / never ride)	668 82%	-	-	668 100%	15 100%	-	-	-	272 100%	393 100%	371 79%	297 86% K	319 93% P	-	24 75%	15 61%	-	-	-

Comparison Groups: BCD/EFGH/IJ/KL/MNOP/QRS
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc. (November/December 2006)

Banner #4: East King King County

King County Metro - 2006 Rider/Non-Rider Study

Banner 4 - Ridership East King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = EAST KING COUNTY

		Individual Rider Status			Frequency of Riding				Nonriders		Commute Status		Commute Mode				Overall Satisfaction		
	Total	Regular Rider	Infreq. Rider	Non Rider	Occas. Rider	Infreq. Rider	Moderate Rider	Frequent Rider	Former Ridden	Never Ridden	Commuter	Non Commuter	SOV	Metro Bus	Carpool/ Vanpool	Other	Very Satis.	Somewhat Satis.	Not Satis.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
WEIGHTED TOTAL	632	76	48	507	4	48	24	51	278	227	390	241	276	46	35	23	65	50	8
TOTAL RESPONDING	632 100%	76 100%	48 100%	507 100%	4 100%	48 100%	24 100%	51 100%	278 100%	227 100%	390 100%	241 100%	276 100%	46 100%	35 100%	23 100%	65 100%	50 100%	8 100%
UNWEIGHTED TOTAL	810	405	49	356	3	49	125	271	195	159	575	235	231	230	44	57	238	192	20
Regular rider (5+ rides)	76 12%	76 100%	-	-	-	-	24 100%	51 100%	-	-	64 16% L	13 5%	7 3%	43 94% MOP	4 11%	9 38% MO	40 61%	33 67% S	3 37%
Infrequent rider (1-4 rides)	48 8%	-	48 100%	-	-	48 100%	-	-	-	-	27 7%	21 9%	17 6%	3 6%	4 11%	3 13%	25 39%	17 33%	5 63% R
Nonrider (0 rides / never ride)	507 80%	-	-	507 100%	4 100%	-	-	-	278 100%	227 100%	299 77%	208 86% K	252 91% P	-	27 77% P	11 50%	-	-	-

Comparison Groups: BCD/EFGH/IJ/KL/MNOP/QRS
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc. (November/December 2006)

Banner #5: Commuters

King County Metro - 2006 Rider/Non-Rider Study

Banner 5 - Ridership by Commuters
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

		Area of Residence			Individual Rider Status			Nonriders		Commute Status		Commute Mode				Satisfaction with Metro		
	Total	North	South	East	Regular Rider	Infreq. Rider	Non Rider	Former Rider	Never Ridden	Work Commuter	School Commuter	SOV	Metro Bus	Carpool/ Vanpool	Other	Very Satisfied	Somewhat Satisfied	Not Satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
WEIGHTED TOTAL	1497	635	471	390	361	134	1002	578	422	1399	98	945	257	110	136	209	253	28
TOTAL RESPONDING	1497	635	471	390	361	134	1002	578	422	1399	98	945	257	110	136	209	253	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1644	534	535	575	929	93	622	358	263	1484	160	666	638	109	183	473	487	53
Regular rider (5+ rides)	361	222	75	64	361	-	-	-	-	312	49	37	243	17	54	165	175	18
	24%	35%	16%	16%	100%					22%	50%	4%	94%	15%	40%	79%	69%	65%
		CD									J		LNO	L	LN	Q		
Infrequent rider (1-4 rides)	134	82	25	27	-	134	-	-	-	117	18	73	15	17	25	44	78	10
	9%	13%	5%	7%		100%				8%	18%	8%	6%	16%	19%	21%	31%	35%
		CD									J			M	LM		P	
Nonrider (0 rides / never ride)	1002	331	371	299	-	-	1002	578	422	970	32	835	-	77	56	-	-	-
	67%	52%	79%	77%			100%	100%	100%	69%	32%	88%		69%	41%			
			B	B						K		NO		O				

Comparison Groups: BCD/EFG/HI/JK/LMNO/PQR
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc. (November/December 2006)

Banner #6: Appeal of Riding the Bus

King County Metro - 2006 Rider/Non-Rider Study

Banner 6 - Appeal of Riding the Bus
ZONE - Geographic Area

BASE = ALL RESPONDENTS

BANNER BASE = INFREQUENT/NONRIDERS WHO FIND BUS TRAVEL APPEALING OR REGULAR RIDERS WHO DRIVE ALONE FOR COMMUTE TRIPS AND FIND BUS APPEALING

		All Base			North			South			East			Commuters Who Drive Alone to Work			Appeal of Using Bus for Work			Appeal of Using Bus for Non-work		
	Total	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	1354	322	556	476	153	243	160	78	175	173	90	139	143	144	156	294	201	214	361	168	485	696
TOTAL RESPONDING	1354	322	556	476	153	243	160	78	175	173	90	139	143	144	156	294	201	214	361	168	485	696
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	916	235	372	309	97	149	96	54	112	106	84	111	107	117	120	199	154	157	241	119	319	471
North	556	153	243	160	153	243	160	-	-	-	-	-	-	73	66	111	106	100	135	74	229	248
	41%	48%	44%	34%	100%	100%	100%							51%	43%	38%	53%	47%	38%	44%	47%	36%
		D	D											P			S				V	
South	426	78	175	173	-	-	-	78	175	173	-	-	-	32	50	96	40	62	121	48	143	234
	31%	24%	31%	36%				100%	100%	100%				22%	32%	33%	20%	29%	34%	29%	29%	34%
				B															Q			
East	372	90	139	143	-	-	-	-	-	-	90	139	143	39	40	86	55	52	104	45	113	214
	27%	28%	25%	30%							100%	100%	100%	27%	26%	29%	27%	24%	29%	27%	23%	31%
																						U

Comparison Groups: BCD/EFG/HIJ/KLM/NOP/QRS/TUV
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc. (November/December 2006)

Banner #7: Yearly Comparisons – Total and by Area of Residence

King County Metro - 2001-2006 Rider/Non-Rider Study

Banner 7 - Yearly Comparison by Geographic Area
RIDESTAT - Rider Status Individual Ridership

BASE = ALL RESPONDENTS

	All Respondents						Region														
							North					South					East				
	Total	2001	2002	2003	2005	2006	2001	2002	2003	2005	2006	2001	2002	2003	2005	2006	2001	2002	2003	2005	2006
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	12132	2434	2409	2412	2427	2450	982	975	992	1006	1001	863	844	824	797	818	588	590	596	624	632
TOTAL RESPONDING	12132	2434	2409	2412	2427	2450	982	975	992	1006	1001	863	844	824	797	818	588	590	596	624	632
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	12132	2434	2409	2412	2427	2450	813	801	807	811	810	814	804	801	809	830	807	804	804	807	810
Regular rider (5+ rides)	2480	447	487	570	490	485	287	335	359	315	307	102	92	135	102	102	58	61	77	73	76
	20%	18%	20%	24%	20%	20%	29%	34%	36%	31%	31%	12%	11%	16%	13%	12%	10%	10%	13%	12%	12%
				BCEF				G	GK					LM							
Infrequent rider (1-4 rides)	1188	317	248	192	202	229	161	136	107	117	134	87	65	43	41	48	69	47	42	43	48
	10%	13%	10%	8%	8%	9%	16%	14%	11%	12%	13%	10%	8%	5%	5%	6%	12%	8%	7%	7%	8%
		CDEF	DE				IJ					NOP					STU				
Nonrider (0 rides / never ride)	8464	1669	1674	1650	1735	1736	534	504	525	573	560	674	687	647	655	668	461	483	478	507	507
	70%	69%	69%	68%	72%	71%	54%	52%	53%	57%	56%	78%	81%	78%	82%	82%	78%	82%	80%	81%	80%
					D					H											

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc.

Banner #8: Yearly Comparisons – Total and by Rider Status

King County Metro - 2001-2006 Rider/Non-Rider Study

Banner 8 - Yearly Comparison by Individual Rider Status
RIDESTAT - Rider Status Individual Ridership

BASE = ALL RESPONDENTS

	Total Respondents						Rider (5+ rides)					Infrequent Rider (1-4 rides)					Nonrider (0 rides)				
	Total	2001	2002	2003	2005	2006	2001	2002	2003	2005	2006	2001	2002	2003	2005	2006	2001	2002	2003	2005	2006
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	12132	2434	2409	2412	2427	2450	447	487	570	490	485	317	248	192	202	229	1669	1674	1650	1735	1736
TOTAL RESPONDING	12132	2434	2409	2412	2427	2450	447	487	570	490	485	317	248	192	202	229	1669	1674	1650	1735	1736
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	12132	2434	2409	2412	2427	2450	1226	1202	1206	1217	1214	192	166	149	164	159	1016	1041	1057	1046	1077
Regular rider (5+ rides)	2480	447	487	570	490	485	447	487	570	490	485	-	-	-	-	-	-	-	-	-	-
	20%	18%	20%	24% BCEF	20%	20%	100%	100%	100%	100%	100%										
Infrequent rider (1-4 rides)	1188	317	248	192	202	229	-	-	-	-	-	317	248	192	202	229	-	-	-	-	-
	10%	13% CDEF	10% DE	8%	8%	9%						100%	100%	100%	100%	100%					
Nonrider (0 rides / never ride)	8464	1669	1674	1650	1735	1736	-	-	-	-	-	-	-	-	-	-	1669	1674	1650	1735	1736
	70%	69%	69%	68%	72% D	71%											100%	100%	100%	100%	100%

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Northwest Research Group, Inc.