2007 Rider Survey Findings

Prepared for:

King County Department of Transportation
Transit Division

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EXECUTIVE SUMMARY

Introduction

The King County Department of Transportation Transit Division (KC Metro) has conducted a telephone survey of transit riders and non-riders on an almost annual basis for more than 25 years. In 2007, KC Metro decided to significantly reduce the number of completed surveys and shift the focus of this research to concentrate on the behavior of regular and infrequent riders. For the 2007 survey, non-riders were excluded from all areas of questioning except those needed to determine the incidence of household ridership. Thus, the 2007 survey can be considered a baseline survey for future research based on King County riders.

The main objectives of the 2007 rider study were to:

- Track customer awareness and perceptions of Metro service
- Profile Regular Riders (residents who made five or more transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
- Profile Infrequent Riders (residents who made one to four transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
- Profile Commuters to work and/or school
- Identify and track demographic, attitudinal, and transit use characteristics among Regular and Infrequent Riders

New areas of exploration in the 2007 survey include:

- Frequency with which riders use transit to go to downtown Seattle
- Importance of various attributes of public transit
- Satisfaction with several elements of service including driver appearance, and personal safety related to bus operations downtown following the re-opening of the tunnel.

Methodology

Gilmore Research Group conducted telephone interviews with 401 randomly selected Regular and Infrequent Riders in King County. To participate in the study respondents had to be at least 16 years of age. All interviews were conducted between October 10 and November 19, 2007. The maximum margin of error for a sample of 401 interviews is ± 4.9 percentage points at the 95% level of confidence.

Key Findings

Household Ridership Incidence

In addition to evaluating how Riders use and perceive Metro bus service, a key purpose of this study is to determine the incidence of ridership within King County. Incidence is defined as the percent of King County households that have one or more Regular Riders (those ages 16 or older who rode five times or more in the 30 days preceding the survey).

- In 2007, 28% of all King County households had at least one Regular Rider, 12% had one or more Infrequent Riders and 60% of King County households did not have any Metro bus riders. These proportions have been relatively stable for the past several years.
- Households in North King County were twice as likely as those in South or East King County to have a Regular Rider in residence (41% compared to 20% and 19%).

Respondent Profile

More than two in three respondents (69%) were Regular Riders and 31% were Infrequent Riders. Key characteristics of these two groups are as follows:

- Most Regular Riders (66%) are employed full or part-time, 15% are students, and 14% are retired. The majority of these respondents (65%) live in North King County. They are predominantly Caucasian (79%), are slightly more likely to be female than male (53% and 47% respectively) and are 45 years old on average.
- Similar to 2006, nearly half of Regular Riders (49%) use Metro for some, but not all of their transportation needs while 38% rely on Metro for nearly all of their transportation needs. More than half of all Regular Riders (53%) have been riding Metro for at least five years.
- Infrequent Riders tend to live in North (52%) or East King County (30%). Nearly one in four (24%) are retired and 62% are employed either full or part time. Most Infrequent Riders are Caucasian (90%) and 50 is the average age for members of this group.
- The majority of Infrequent Riders (78%) rely on Metro for *very little* of their transportation needs compared to 72% in 2006. Nearly four in ten Infrequent Riders (37%) have been Metro customers for more than five years up from 33% in 2006. These differences are not statistically significant.

Transit Use (All)

All riders were asked a series of questions to provide KC Metro with information about how they use the system including the purposes for which they use transit, their reliance on it, and how they pay their fares.

Trip Characteristics

- Just over half of all respondents (53%) said they take Metro primarily to get to work (45%) or school (8%). Entertainment was the second most commonly mentioned purpose (20%). More than two-thirds of Regular Riders (69%) use transit primarily for commuting while the most common use among Infrequent Riders is for entertainment (42%). The percentage of

Riders who use Metro primarily for work trips has declined by five percentage points a year since 2005 (from 55% to 50% to 45% in 2007) with a corresponding increase in the percentage whose primary use of transit is for other purposes (from 38% in 2005 to 42% to 47% in 2007).

- Regular Riders averaged 23.2 trips in the past thirty days and Infrequent Riders averaged 2.0 trips. Most Riders do not transfer (58%) and most (63%) do not make two-zone trips. Average wait time between transfers (14.0 minutes) is statistically unchanged from findings in 2006. As in prior years, most Metro Riders (75%) take the bus during peak hours.

Fare Payment

- Riders were almost as likely to use a pass as they were to pay for their fares with cash. Four in ten Riders (40%) said they usually pay with cash and 38% said they usually use a pass. Infrequent Riders are significantly more likely than Regular Riders to pay their fares with cash (69% and 27% respectively). Cash use has steadily declined over the past five years while pass use has remained stable and use of reduced fare permits has nearly doubled (from 8% in 2002 to 14% in 2007).

- The most common pass type is still a Puget Pass (39%), although it is down from the 46% who held this type of pass in 2006, findings are consistent with results from 2005 (39%). Use of employer-provided passes such as the FlexPass showed a significant, 9 percentage point increase over 2006 results, bringing use of employer passes to the highest level recorded in the last five years (29%). Thirteen percent of Riders (13%) have a U-Pass, 9% have a Student pass and 7% hold a senior/disabled pass.

Travel to Downtown Seattle

Respondents who take the bus to downtown Seattle at least once a month were asked how their satisfaction with downtown bus operations changed after the tunnel re-opened in September 2007.

- Riders reported they make an average of 8.5 trips per month to downtown Seattle (all travel modes). Regular Riders reported traveling to downtown significantly more often on average than Infrequent Riders (10.5 days per month compared to 3.9 days per month).

- Just over four in ten respondents (43%) who take the bus downtown at least once a month were more satisfied with downtown bus operations and 8% were less satisfied. Twenty-nine percent said that the tunnel re-opening has made no difference in their satisfaction with downtown bus operations, while 20% said that they have not used the tunnel.

Commuting

A Commuter is defined as someone who works outside the home or attends school at least three days a week. For analytical purposes, Riders were divided into Work Commuters (61%), School Commuters (9%) and Non-Commuters (30%).

Commuter Profiles

- Almost nine in ten Commuters (87%) are Work Commuters. Most respondents in this group are employed full time (87%), have incomes greater than $35,000 (85%), and are Regular Metro Riders (71%). Work Commuters are as likely to be female as male (51% and

49%), are 44 years old on average and tend to be Caucasian (83%) or African American (10%).

- Just 13% of Commuters (28 respondents) are School Commuters, most of whom (76%) are not employed. Most respondents in this category reported an annual household income of greater than $35,000. The low employment rate among these respondents coupled with the fact that 87% report living in a household with children or with two or more adults suggests that the majority of School Commuters either live at home with their parents or live with an employed spouse or partner. They are more likely to be male (62%) than female (38%).
- More than half of all Non-Commuters (56%) are retired and 24% are unemployed (including homemakers). Three in ten Non-Commuters (29%) have incomes below $35,000. They are more likely to be male than female (59% and 41% respectively) and 82% live in adult-only households.
- Most Work Commuters (59%) work for companies with at least 100 employees, the majority of which (54%) are located in downtown Seattle.
- While only half of all Commuters actually park at work or school, more than half said they have the option of free or subsidized parking available to them including 38% whose employer or school provides free parking and 16% who pay a reduced fee. Commuters to downtown Seattle were the least likely to have free parking available.

Commute Trip Characteristics

- Seven in ten Commuters (70%) travel to work or school in North King County (47% commute to the downtown Seattle core area and 23% travel to other North King County destinations). Fifteen percent (15%) of all Commuters travel to East King County destinations, 9% to locations in South King County and 7% travel either to a variety of locations or to destinations outside King County.
- Half of all Commuters (50%) said they usually take the Metro bus to work or school, 25% usually drive alone, 9% carpool or vanpool, and the remainder use other methods such as biking or walking. Commute mode varied significantly based on work/school location. Metro Bus Commuters were more likely than those who drive alone or carpool/vanpool to commute to downtown Seattle while Drive Alone Commuters were significantly more likely to travel to destinations in South or East King County than were those who usually ride the bus.
- About two-thirds of Commuters (65%) travel less than eleven miles to work or school. The average distance traveled was 10.1 miles. This is not surprising given that 66% of Commuters live and work in the same King County subarea. Work Commuters traveled more miles on average than School Commuters (10.6 compared to 6.0).
- Commuters spent a little over one-half hour on average (34.1 minutes) traveling to work or school. Metro Bus Commuters had longer travel times (37.6 minutes) than respondents who drive alone (23.6) or carpool (28.0).
- Commuters who traveled to East King County had the shortest commute time on average (28.4 minutes), followed by those who traveled to South King (29.3) and to North King

County locations excluding downtown (34.3). Commuters to downtown Seattle had the longest commute time on average of 35.5 minutes.

- Most Commuters (57%) start and end work or school during peak travel hours.

Personal Travel

Commuters to work and school were asked about how they travel around the area for their personal (non-commute) travel.

- More than half of all respondents (53%) said they usually drive alone for their personal travel. Twice as many respondents reported carpooling in 2007 than in 2006 (25% and 12% respectively) with corresponding decreases in the proportion that take Metro buses or use other forms of transportation.
- Responses to the question about personal travel mode choice conflicted with responses to earlier questions regarding reliance on transit. Whereas 27% of Riders said they rely on Metro for all or most of their transportation needs, only 15% said they usually take a Metro bus for personal travel. This discrepancy was somewhat smaller in 2006, when 30% of Riders said they used the bus for all or most of their transportation needs and 26% said they used a Metro bus for most of their personal travel.

Importance of Transit Attributes

A new series of questions in 2007 asked Riders to rate the importance of eleven attributes in their decision to ride the bus.

- Of the eleven attributes rated, *on-time performance of buses* was perceived as the most important to Riders, with 68% saying it was very important, and 95% rating this element very or somewhat important. *Personal safety when waiting for the bus after dark* was the second highest rated (88%). The least important element in deciding to ride the bus was *the number of stops the bus makes on your trip* (64% rated this element as very/somewhat important).

Customer Satisfaction with Metro

Riders were asked to rate their overall satisfaction with KC Metro service as well as their satisfaction with 20 specific transit service elements.

Overall Satisfaction

- Nearly all Metro Riders (94%) expressed overall satisfaction with Metro service, including 52% who said they were very satisfied with the service. Rider satisfaction ratings for Metro service have not changed significantly during the past five years and there were no significant differences in satisfaction between Regular and Infrequent Riders.

Satisfaction with Specific Transit Elements

- In 2007, more than 70% of respondents were "very satisfied" with *driver appearance* (77%), *personal safety waiting for the bus in the daytime* (74%), and *personal safety on the bus related to the operation of the bus* (73%).
- Riders expressed the most dissatisfaction (not very satisfied and not at all satisfied with the *ability to get information by phone* (24%), *time between buses* (21%), *personal safety on the bus related to the conduct of others after dark* (21%), and *on-time performance of buses* (17%).

Relationship Between Transit Elements and Overall Satisfaction

Quadrant Analysis

Respondents' importance and satisfaction ratings for eleven transit elements provided data used to develop a quadrant analysis that plots the relative importance of each element against the mean rating for all elements on one axis of a scatter plot and Riders' relative satisfaction with each element against the mean satisfaction rating for all elements on the second axis. The quadrant map is used to identify which elements Riders' are generally satisfied with relative to their importance when deciding to ride the bus and which ones are top priorities for improvement.

- This analysis revealed four elements that stand out as priorities for improvement: *on-time performance, personal safety while waiting for the bus after dark*, *time between buses* and *wait time when transferring. Cleanliness of bus shelters* also surfaced as an element that Riders are dissatisfied with, but it is of less importance than the four items just mentioned.
- The 2006 Rider/Non-rider study developed a quadrant map using a different method which could not be replicated in 2007 due to changes in the questionnaire. Nonetheless, two of the top priorities identified for improvement in 2006 are also top priorities for 2007: *on-time performance* and *wait time when transferring.*

Drivers of Overall Satisfaction

A Stepwise Multiple Regression analysis using satisfaction ratings for all 20 different transit elements was conducted to determine which of these elements were most closely associated with overall satisfaction among Regular and Infrequent Riders and among Riders who live in the three subareas of King County.

- Overall satisfaction among **Regular Riders** (69% of the respondents surveyed) is driven to a large extent by time with personal and property safety as secondary considerations. Specific elements that drive overall satisfaction for Regular Riders are:
  - On-time performance of buses,
  - Personal safety on the bus related to the conduct of others during the daytime,
  - Travel time by bus,
  - The number of transfers you have to make to get where you are going,
  - Time between buses
  - Inside cleanliness of buses
  - Security of your automobile at the Park and Ride lot

- Specific elements that drive overall satisfaction for **Infrequent Riders** (31% of respondents) are:
  - Where the bus routes go
  - Travel time by bus
  - Personal safety waiting for the bus in the daytime
  - Time between buses

- Specific elements that drive overall satisfaction for Riders from **North King County** (61% of respondents) are:
  - Travel time by bus
  - On-time performance of buses
  - The number of transfers you have to make to get where you are going
  - Personal safety on the bus related to the conduct of others during the daytime
  - Time between buses
  - Where the bus routes go
  - Personal safety on the bus related to the operation of the bus

- Specific elements that drive overall satisfaction for Riders from **South King County** (20% of respondents) are:
  - Personal safety on the bus related to the conduct of others during the daytime
  - Travel time by bus
  - On-time performance of buses
  - The number of stops the bus makes on your trip

- Only one element was identified as a driver of overall for Riders from **East King County** (20% of respondents):
  - Where the bus routes go

Conclusions

Use of, and satisfaction with, King County Metro transportation services in 2007 was little changed compared to prior years. Riders continue to be generally satisfied with specific elements of transit service and are more satisfied than in prior years with personal and property safety at Park and Ride lots. The re-opening of the downtown tunnel has made very little difference in perceptions of bus operations downtown and those who did notice a difference are generally more satisfied than they were before.

The elements that surfaced in the quadrant analysis and the stepwise regression procedures suggest KC Metro should continue to focus efforts to maintain and improve transit elements related to travel time and reliability, specifically: *on-time performance, travel time by bus, time between buses,* and *wait time when transferring*. KC Metro should also continue efforts to address personal safety concerns, especially waiting for the bus at night and the behavior of others on the vehicle.

INTRODUCTION

The King County Department of Transportation Transit Division (KC Metro) has conducted a telephone survey of transit riders and non-riders on an almost annual basis for more than 25 years. In 2007, KC Metro decided to significantly reduce the number of completed surveys and shift the focus of this research to concentrate on the behavior of regular and infrequent riders. For the 2007 survey, non-riders were excluded from all areas of questioning except those needed to determine the incidence of household ridership. Thus, the 2007 survey can be considered a baseline survey for future research based on King County riders.

In prior research sample for the survey was drawn based on zip codes and quotas were set to ensure an equal number of interviews was completed in each of the three subareas of King County: north/west, east, and south. Data were then weighted proportionate to the population when analyzing countywide findings. For the 2007 survey, the random digit dial sample was drawn countywide, rather than by zip codes. No geographic quotas were set (although responses were tracked by subarea), thus weighting was not required for countywide analysis.

The main objectives of the 2007 rider study were to:

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- Profile Regular Riders (residents who made five or more transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
- Profile Infrequent Riders (residents who made one to four transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
- Profile Commuters to work and/or school
- Identify and track demographic, attitudinal, and transit use characteristics among Regular and Infrequent Riders

New areas of exploration in the 2007 survey include:

- Frequency with which riders use transit to go to downtown Seattle
- Importance of various attributes of public transit

METHODOLOGY

Gilmore Research Group (Gilmore) conducted 401 telephone interviews with King County residents age 16 or older between October 10 and November 19, 2007. For interviewing purposes, the sample was organized into three geographic regions based on zip code—Seattle/North King County, South King County, and East King County. Quotas were not set by subarea. The purpose of organizing the sample into subarea by zip code was to allow Gilmore to monitor responses by subarea throughout the fielding process.

Table 1
Survey Sample Disposition

		Percent of Total Sample	Percent of Useable Sample	Percent of Sample Contacted
Total Sample Attempted	**7,233**	**100%**	**---**	**---**
Disconnected	388	5	---	---
Business/FAX	965	13	---	---
Blocked call/Duplicate number	58	1	---	---
Sub-total Non-working	**1,411**	**20%**	**---**	**---**
Useable Sample	**5,822**	**80%**	**100%**	---
No answer	1,027	14	18	---
Answering machine	1,164	16	20	---
Qualified respondent never available	176	2	3	---
Busy signal	282	4	5	---
Sub-total No Contact	**2,649**	**37%**	**45%**	**---**
Total Sample Contacted	**3,173**	**44%**	**55%**	**100%**
Refusals	1,398	19	24	44
Terminate/Incomplete	52	1	1	2
Sub-total Refusals/Incomplete	**1,450**	**20%**	**25%**	**46%**
Not qualified	1,099	15	19	35
Language barrier/Hearing problem	223	3	4	7
Sub-total Not Qualified	**1,322**	**18%**	**23%**	**42%**
Completed Mini-Survey*	**61**	**1%**	**1%**	**2%**
Completed Full Survey	**401**	**6%**	**7%**	**13%**
Total Completes	**462**	**6%**	**8%**	**15%**

***Included in the subtotal for not qualified.**

May not sum to 100% due to rounding.

Gilmore used random digit dial sample purchased from Genesys. The random digit dialing method ensures that households with new or unlisted numbers are included in the survey. Genesys filtered out the vast majority of disconnected, non-working, and business numbers prior to sending sample to Gilmore. Gilmore attempted to reach 7,233 telephone numbers using a Computer Assisted Telephone Interviewing (CATI) system. Gilmore interviewers made between five and 15 attempts to reach each household before replacement with an average of 6.3 attempts to complete 401 surveys with qualified respondents and 61 mini-surveys to use for developing ridership incidence information.

The disposition of sample is displayed in Table 1. Of the total sample attempted, 80% of the numbers were working household numbers. It is important to note that nearly half (45%) of the useable sample resulted in no contact. More than one-third of those who were contacted (35%) did not qualify to complete the survey because they lived outside King County or were non-riders. An additional 7% could not complete the survey because of a language or other communication barrier.

Gilmore Research uses a basic, and generally accepted CASRO formula to calculate response rate. Using this formula, Gilmore Research achieved an overall response rate of 10.7%. It is important to note that there are a variety of methods that can be used to calculate response rates. When response rates were calculated using the same formulas as in the 2006 survey, Gilmore attained an overall

response rate of 17.2% which is consistent with the Rider Response rate of 17.6% in 2006 survey. A complete discussion of response rates is included in the Appendix.

Analysis and Reporting

This report summarizes the major findings for each survey topic by planning subarea, by type of rider (regular or infrequent), and by whether the respondent commutes to work or school at least three days per week. The report discusses any significant differences that may occur between members of individual subgroups.

As sample size increases, the probability that responses to the survey reflect the opinions and behaviors of the general population also increases. For the current study, the maximum margin of error for the entire sample is ± 4.9 percentage points at the 95% level of confidence. That is, in 95 out of 100 cases, the survey result will not differ from the general population by more than 4.9 percentage points in either direction. Table 2 shows the maximum margin of error at the 95% confidence level for each subgroup in this study.

Table 2
Maximum Margin of Error at the 95% Confidence Level

Planning Subarea	All Respondents		Regular Riders		Infrequent Riders	
	n	Error Margin	n	Error Margin	n	Error Margin
North King County/Seattle	244	± 6.3%	179	± 7.3%	65	± 12.1%
South King County	78	± 11.1%	55	± 13.2%	23	± 20.4%
East King County	79	± 11.0%	42	± 15.1%	37	± 16.1%
Total King County	**401**	± 4.9%	**265**	± 6.0%	**125**	± 8.8%

Findings in this report are based on the number of valid responses for each variable of interest. "Don't know" and "refused" responses are counted as missing values and are not included in the reported percentages unless otherwise noted. **All statistically significant differences are reported at the 95% level of confidence unless otherwise noted.** Responses to all questions including "don't know" and "refused" responses are presented under separate cover in the form of cross-tabulation tables.

Where possible, comparisons have been made with prior years. No comparisons are made with findings from prior years for the Commuter section because previous studies included non-riders in the analysis. Non-riders were not included in the 2007 survey.

DETAILED FINDINGS

Ridership

Household Ridership Incidence – Total King County

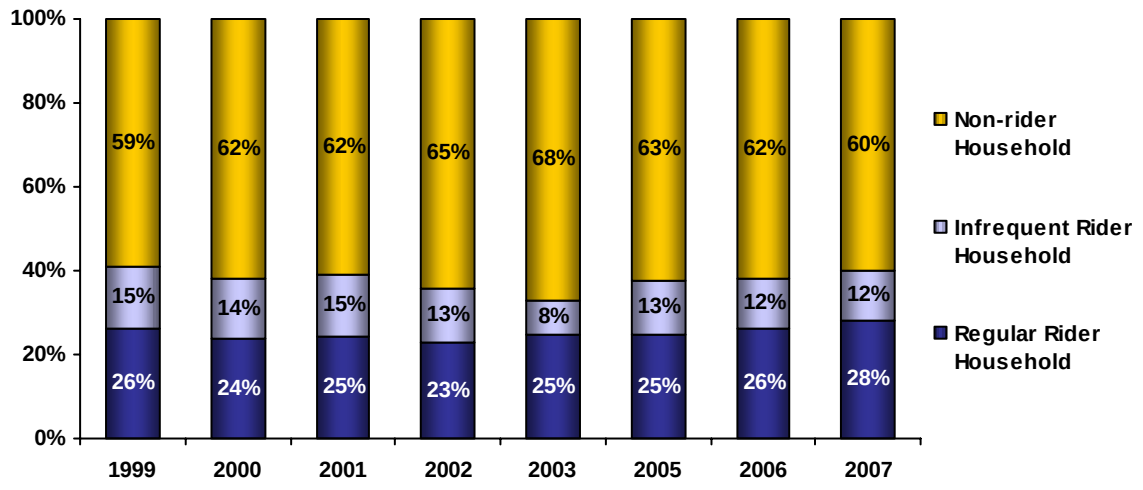
Household ridership incidence is defined as the percent of households within King County that have one or more Regular Riders. To calculate the overall incidence of riders in King County, Gilmore used data gathered from households with respondents who:

- Completed the full survey (n=401)
- Refused or did not qualify for the full survey, but completed a shorter survey designed to collect ridership information only (n=61)

To ensure household incidence numbers accurately reflect Metro ridership, the incidence of rider households was calculated based on whether anyone in the household was a Regular or Infrequent Metro Rider rather than basing it on the transit use of the respondent that was interviewed.

In 2007, 28% of all King County households contacted had at least one Regular Metro Rider,[1] 12% had one or more Infrequent Riders and 60% did not have a Metro Rider in the household (Figure 1).

Figure 1
King County Ridership Incidence – 1999 to 2007



Question REF2, 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? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free area.

Base: All contacted households

May not sum to 100% due to rounding.

[1] A Regular Rider is a King County resident age 16 or older who took five or more one-way trip on Metro transit in the 30 days preceding the survey excluding the Seattle Free Ride area. An Infrequent Rider took one to four one-way trips and a Non-rider did not ride Metro transit in the previous 30 days excluding the Seattle Free Ride area.

In 2007, more than one-quarter of King County households had at least one Regular Metro Rider in residence—about the same as in 2006. The proportion of Regular Rider households in King County has been relatively stable for more than a decade. With the exception of 2003, the proportion of Infrequent Rider households has hovered between 12% and 15% since 1999. In 2007, six in ten King County households did not have a Metro rider in residence.

Household Ridership Incidence – Planning Subareas

Households in North King County are twice as likely to have a Regular Rider in residence as those in South or East King County. Table 3 shows the ridership incidence in each planning area.

Table 3
Rider Incidence by Planning Subarea
All households that provided ridership information

	Total King County	Area of Residence		
		North King County	South King County	East King County
(Base)	**(1,510)**	**(597)**	**(492)**	**(421)**
Regular Rider Household	28%	**41%**	**20%**	**19%**
Infrequent Rider Household	12	15	9	12
Non-rider Household	60	44	72	69

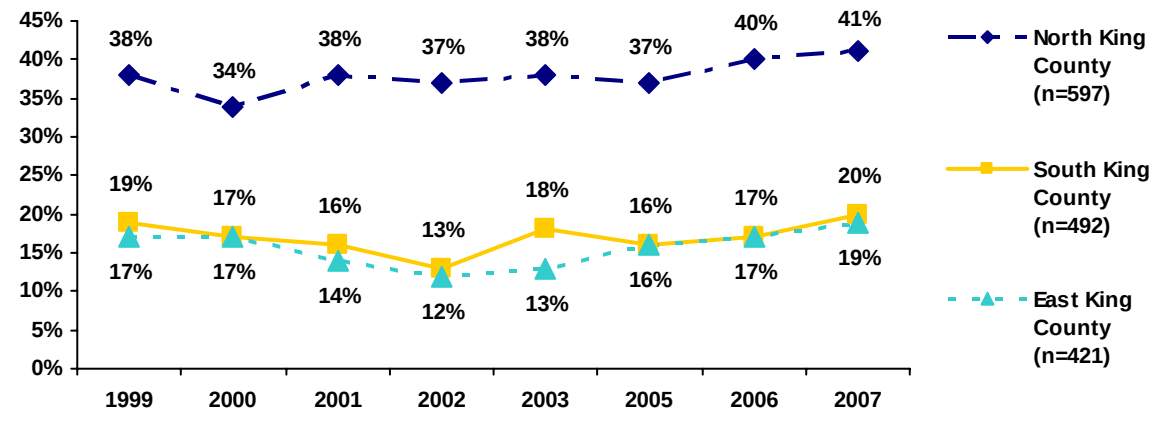
Question REF2, SCR3: Including yourself, how many people in your household age 16 or over have taken at least 5 one-way rides on a Metro bus in the last 30 days? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free area.

May not sum to 100% due to rounding.

Bold numbers indicate statistically significant difference.

Figure 2 shows the historical incidence of Regular Riders within each planning subarea since 1997. Data from the 2007 study shows incidence of Regular Riders increased slightly, but not significantly in all three subareas, continuing a county-wide trend that began in 2003. Ridership in 2007 for all three planning subareas is at the highest level in more than a decade.

Figure 2
Household Incidence of Regular Riders by Planning Area – 1999 to 2007



Sample size shown in legend for 2007 only

Question REF2, 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? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free area.

Base: All contacted households

May not sum to 100% due to rounding.

Estimated Number of Regular Riders per Household

Twenty-eight percent (28%) of King County households reported having one or more Regular Riders in residence and 8% of households had two or more Regular Riders (Table 4). The proportion of households with two or more Regular Riders age 16 and older is essentially unchanged from 2006 (12% in North King County, 4% in South King County, and 4% in East King County).

- On average respondents reported .39 Regular Riders per household, a slight decrease from the .42 riders per household reported in 2006 with most of the change occurring in North King County.[2]
- The percentage of households with Regular Riders was twice as high in North King County (41%) as in either South or East King County.
- Among households that contain at least one Regular Rider, the number of Regular Riders per household is 1.4.

Table 4
Estimated Number of Regular Riders Per Household
All contacted households

	Total King County	Area of Residence		
		North King County	South King County	East King County
(Base)	**(1,510)**	**(597)**	**(492)**	**(421)**
Average number of Regular Riders per Household	.39	.59	.27	.24
Percentage of Households with a Regular Rider	28%	**41%**	**20%**	**19%**
Percentage of Households with more than one Regular Rider	8%	12%	5%	5%

Question REF2, 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? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free area.

Questions D4A, D4A1: Including yourself, how many of the people in your household are age 16 or over?

Bold numbers indicate statistically significant difference.

[2] Significant at the 90% level of confidence.

Demographic Characteristics of Respondents

Table 5 summarizes the demographic characteristics of Regular and Infrequent Riders who participated in the full survey (n=401). A discussion of the unique characteristics of each group follows the table.

Regular Riders

Over two-thirds of the respondents surveyed (69%) are Regular Riders; about the same as in 2006 (68%). The average age for members of this group is 45. Most Regular Riders (66%) are employed full or part-time, 15% are students and 14% are retired. Close to two-thirds of Regular Riders (65%) live in North King County. Members of this group are predominantly Caucasian (79%) followed by Asian-American/Pacific Islander (10%). Regular Riders are slightly more likely to be female (53%).

Regular Riders differ significantly from Infrequent Riders in that they:

- Have lower incomes
- Are more likely to belong to an ethnic minority

Table 5
Demographic Profile by Type of Rider
All respondents

	Total	Regular Riders	Infrequent Riders
(Base)	**(401)**	**(276)**	**(125)**
Area of Residence			
Seattle/North King County	61%	**65%**	**52%**
South King County	20	20	18
East King County	20	**15**	**30**
New to King County in Past Year	3%	3%	3%
Gender			
Female	53%	53%	52%
Male	47	47	48
Age			
16 to 24	10%	14%	3%
25 to 34	13	13	12
35 to 44	19	19	20
45 to 54	23	23	23
55 to 64	20	20	20
65 and older	15	12	22
Mean	*47*	*45*	*50*
Ethnicity			
White	82%	**79%**	**90%**
Asian-American/Pacific Islander	8	10	4
African-American	6	6	4
Hispanic	2	3	---
American Indian	1	2	1
Multiple	<1	<1	---
Income			
Under $35,000 (Net)	15%	**17%**	**11%**
DK/Refused under $35,000	1	1	2
Less than $7,500	3	3	2
$7,500 to $15,000	3	4	---
$15,000 to $25,000	5	5	3
$25,000 to $35,000	4	4	4
Over $35,000 (Net)	74%	73%	76%
DK/Refused above $35,000	10	10	11
$35,000 to $55,000	19	20	18
$55,000 to $75,000	12	11	13
$75,000 to $100,000	14	13	14
$100,000 to $140,000	13	13	12
$140,000 or More	7	6	9
Total Refusal	11%	10%	13%
Employment Status			
Employed full time	53%	55%	47%
Employed part-time/self-employed	13	11	15
Student	11	15	3
Retired	17	14	24
Currently unemployed	7	5	10
Commute Status			
Work Commuter	61%	63%	56%
School Commuter	9	**12**	**4**
Non-Commuter	30	24	42
Household Type			
Single-Person/Adult Only	22%	20	27
Two or More Person/Adult Only	50	53	43
Household with Children	28	28	30
Average Household Size	*2.6*	*2.6*	*2.5*
Percent with Valid Driver's License	84%	**79%**	**94%**
Mean No. of Vehicles Per Household	1.6	1.6	1.6

May not sum to 100% due to rounding. Bold numbers indicate significant difference.

- Are more likely to commute to school 3 or more days a week
- Are less likely to have a valid driver's license
- Are significantly more likely to live in North King County and less likely to live in East King County

Infrequent Riders

Just under one-third of the respondents who reported riding KC Metro (31%) were Infrequent Riders, that is, they made between one and four trips on a Metro bus in the month prior to the survey. Infrequent Riders are almost evenly divided between males and females. The vast majority (90%) of Infrequent Riders are Caucasian and 50 is the average age for members of this group. Nearly two out of three Infrequent Riders are employed either full or part-time (62%) and 24% are retired. Infrequent Riders are twice as likely as Regular Riders to live in East King County.

Comparisons to 2006

A comparison of 2007 respondents with Regular and Infrequent Riders interviewed in 2006 shows very similar profiles. Statistically significant differences noted between the two years include:

- Higher average age (average age of 43 in 2006 compared with an average age of 47 in 2007)
- Infrequent Riders were more likely to be male (48% in 2007 vs. 44% in 2006), older (average age of 50 in 2007 vs. 44 in 2006), and employed full time (47% vs. 43% in 2006)
- Infrequent Riders were more likely to live in East King County (30% vs. 21% in 2006) and less likely to live in North King County (52% vs. 58% in 2006)

North King County Riders

Just over six in ten riders (61%) live in North King County. These respondents are predominantly Caucasian (85%) and are slightly more likely to be female than male (54% and 46% respectively). About three-quarters of the Regular and Infrequent Riders in North King County (74%) have an annual income above $35,000 and the average age is 48. Close to two-thirds (65%) of the riders in this area are employed full or part-time, 18% are retired, 11% are students, and 6% are unemployed. The average household size for respondents in this subarea is 2.4 persons and there are 1.4 working automobiles per household on average (Table 6).

Residents of North King County differ significantly from those in other subareas in that they:

- Have more Regular Riders than East King County (73% compared to 53% of East King County respondents)
- Have the smallest household size on average (2.4 compared to 2.8 for both South and East King County households)
- Have the fewest number of working automobiles on average (1.4 compared to 1.6 for South King County households and 2.0 for East King County households)

South King County Riders

One in five riders (19%) surveyed live in the South King County subarea. While these respondents are predominantly Caucasian (70%), they are more ethnically diverse than respondents in either North or East King County. Riders in South King County are as likely to be male as female with an average age of 45.

More than six in ten riders in South King County (61%) are employed full or part time, 15% are retired, 13% are students and 10% are currently unemployed. The average size of rider households in South King County is 2.8 persons and the average number of working automobiles per household is 1.6 (Table 6).

Riders in South King County differ significantly from others in that they:

- Have the largest percentage of riders with household incomes below $35,000 (26% compared to 15% of North King County households and

Table 6
Demographic Profile by King County Planning Area
All respondents

	Total	North King County	South King County	East King County
(Base)	**(401)**	**(244)**	**(78)**	**(79)**
Rider Type				
Regular Rider	69%	**73%**	71%	**53%**
Infrequent Rider	31	**27**	**30**	**47**
New to King County in Past Year	3%	3%	6%	3%
Gender				
Female	53%	54%	51%	51%
Male	47	46	49	49
Age				
16 to 24	10%	9%	17%	6%
25 to 34	13	13	13	13
35 to 44	19	19	17	22
45 to 54	23	24	19	23
55 to 64	20	19	22	20
65 and older	15	16	13	15
Mean	*47*	*48*	*45*	*46*
Ethnicity				
White	82%	**85%**	**70%**	**87%**
Asian-American/Pacific Islander	8	7	11	11
African-American	6	**4**	**15**	**1**
Hispanic	2	3	1	---
American Indian	1	1	3	1
Multiple	<1	<1	---	---
Income				
Under $35,000 (Net)	15%	**15%**	**26%**	**5%**
DK/Refused under $35,000	1	1	---	3
Less than $7,500	3	3	5	---
$7,500 to $15,000	3	3	6	1
$15,000 to $25,000	5	6	4	1
$25,000 to $35,000	4	4	9	1
Over $35,000 (Net)	74%	74%	70%	80%
DK/Refused above $35,000	10	9	6	19
$35,000 to $55,000	19	18	26	17
$55,000 to $75,000	12	13	14	5
$75,000 to $100,000	14	14	9	17
$100,000 to $140,000	13	**14**	**13**	**10**
$140,000 or More	7	**6**	**1**	**13**
Total Refusal	11%	11%	13%	15%
Employment Status				
Employed full time	53%	53%	47%	56%
Employed part-time/self-employed	13	12	14	13
Student	11	11	13	9
Retired	17	18	15	15
Currently unemployed	7	6	10	8
Commute Status				
Work Commuter	61%	62%	56%	65%
School Commuter	9	9	10	8
Non-Commuter	30	29	33	28
Household Type				
Single-Person/Adult Only	22%	26%	17%	15%
Two or More Person/Adult Only	50	51	46	49
Household with Children	28	23	37	35
Average Household Size	*2.6*	***2.4***	***2.8***	***2.8***
Average number of trips taken	16.6	17.9	17.0	12.2
Percent with Valid Driver's License	84%	82%	80%	92%
Mean No. of Vehicles Per Household	1.6	**1.4**	**1.6**	**2.0**

May not sum to 100% due to rounding. Bold numbers indicate significant difference.

5% of East King County households

- Have proportionately more African-American riders (15% compared to 4% of North King County riders and 1% of East King County riders)

East King County Riders

One-fifth (20%) of the riders surveyed live in East King county. Like other King County Riders they are predominantly Caucasian (87%). Riders from this subarea are as likely to be male as female with an average age of 46. Nearly seven in ten riders from East King County are employed full or part time (69%), 9% are students and 15% are retired. The average household size is 2.8 persons with an average of two working vehicles per household. The vast majority of riders from East King County (92%) have a valid driver's license (Table 6).

Regular and Infrequent Riders in East King County differ significantly from those in other subareas in that they:

- Are more likely than average to be Infrequent Riders (47% compared to 31% overall)
- Nearly one-quarter have an annual household income greater than $100,000 (23% compared to 20% in North King County and 14% in South King County)
- Are the least ethnically diverse (87% are Caucasian compared to 85% of North King County riders and 70% of South King County riders)
- Have more working automobiles on average (2.0 compared to 1.4 for North King County households and 1.6 for South King County households)

Public Transit Use

Riders were grouped into two categories based on the number of transit trips they reported taking in the 30 days prior to being surveyed. Table 7 displays the transit use characteristics for both Regular and Infrequent Riders.

Regular Riders

More than two-thirds of the Metro riders surveyed (69%) are Regular Riders, about the same as in 2006 (68%). Two out of five Regular Riders (41%) reported making more than 20 trips. Nearly half of Regular Riders (49%) use Metro for some, but not all of their transportation needs while 38% rely exclusively on Metro, about the same as in 2006 when 39% said they use Metro for all of their transportation needs.

A majority of Regular Riders use Metro primarily for trips to and from work (59%), 11% use it for shopping and other errands and 10% ride Metro to and from school. Again,

Table 7
Transit Use Among Regular and Infrequent Riders
All respondents

	Total	Regular Riders	Infrequent Riders
(Base)	**(401)**	**(276)**	**(125)**
Transit Trips Per Month			
1 to 4	31%	**0%**	**100%**
5 to 7	12	17	---
8 to 10	11	16	---
11 to 20	18	26	---
21 or More	28	41	---
Average	*16.6*	***23.2***	***2.0***
Reliance on Transit			
Use for all transportation needs	27%	**38%**	**3%**
Use for some transportation needs	40	**49**	**19**
Use for very little of my transportation needs	33	**13**	**78**
Primary Trip Purpose			
Work	45%	59%	16%
Shopping/Errands	13	11	18
Fun/Social/Recreational	13	8	25
School	8	10	3
Appointments	8	6	12
Event Shuttles	7	2	18
Other	6	4	9
Time of Day Traveled *(Multiple response)*			
Morning peak (6 to 9 a.m.)	56%	**69%**	**29%**
Midday (9 a.m. to 3 p.m.)	41	43	38
Evening peak (3 to 6 p.m.)	65	**75**	**45**
Early evening ((6 to 7 p.m.)	25	**30**	**16**
Weeknights after 7 p.m.	20	**24**	**11**
Saturdays (anytime)	44	45	43
Sundays (anytime)	30	32	27
Zones Traveled			
One zone	62%	63%	62%
Two zones	38	38	38
Number of Transfers			
Zero	57%	58%	56%
One	31	**28**	**39**
Two or more	12	**14**	**6**
Wait Time for Transfers			
0 to 5 minutes	18%	19%	15%
6 to 10 minutes	33	34	31
11 to 15 minutes	25	25	26
More than 15 minutes	24	22	29
Mean	*14.0*	*13.2*	*15.7*
Travel Mode to Bus Stop *(Multiple response)*			
Walk	74%	**78%**	**68%**
Drive to park & ride	18	16	23
Drive and park near a bus stop	4	3	5
Bike	1	1	---
Get dropped off by car	2	1	3
Other	1	2	1
Fare Payment *(Multiple response)*			
Cash	40%	**27%**	**69%**
Pass	38	**51**	**10**
Ticket	9	10	6
Reduced fare permit with sticker	6	7	3
Reduced fare permit with cash	9	7	12

May not sum to 100% due to rounding. Bold numbers indicate significant difference.

these findings are similar to 2006 survey findings.

Regular Riders are more likely to ride during morning and evening peak hours than at other times of the day (69% and 75% respectively). Most travel within one zone (63%).

More than three-quarters of Regular Riders (78%) usually walk to the bus stop and 16% drive to a Park and Ride lot. Not quite half (42%) of all Regular Riders said they usually transfer to get to their destination—about the same as in 2006 (44%). Those who do transfer reported waiting 13.2 minutes on average for a connecting bus.

Just over half of all Regular Riders (51%) reported using a pass to pay their fare, 27% said they pay with cash and 10% use tickets.

Infrequent Riders

Infrequent Riders use Metro for a wide variety of purposes including recreational activities (25%), getting to and from work (16%), for shopping and other errands (18%), and to get to and from area events (18%). More than three-quarters (78%) of Infrequent Riders said they rely on Metro transit for very little of their transportation needs—up from 72% reported in 2006.

The most popular travel times for Infrequent Riders are during evening peak hours (45%), on Saturdays (43%), and between 9 a.m. and 3 p.m. on weekdays (38%). Most Infrequent Riders travel within one zone.

More than two out of five Infrequent Riders (45%) said they usually transfer buses to reach their destinations which is slightly below the 49% recorded in 2006. Those who transfer wait an average of 15.7 minutes for a connecting bus. Most Infrequent Riders walk to a bus stop (68%) and nearly one-quarter (23%) said they drive to a Park and Ride lot. The majority of Infrequent Riders (69%) pay their fares with cash and 10% use a pass.

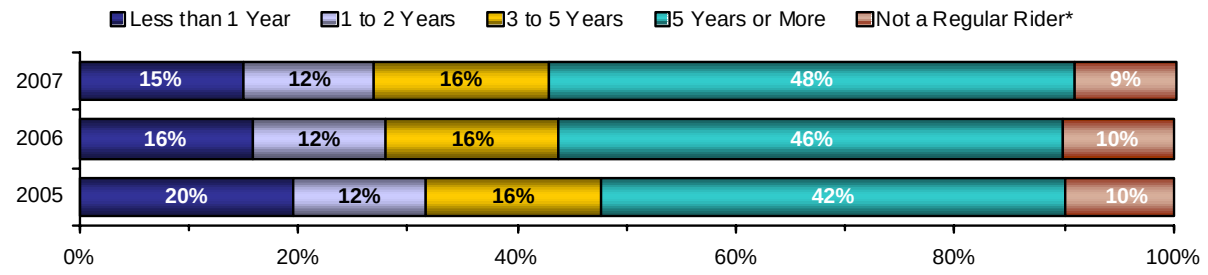
Profile of Transit Use

Length of Time Riding Metro

Overall, nearly half of all respondents (48%) indicated that they were long-time Metro riders (5 years or longer)—about the same as in 2006 (46%). As Figure 3 shows, the percentage of long-term Metro riders (5 or more years) appears to be increasing, but the differences between 2005 and 2007 are not statistically significant.

Figure 3
Length of Time Riding Metro – 2005 to 2007

(Bases Listed Below)



Question 4B: How long have you been riding Metro regularly, that is, at least one trip a month?

***Respondents who used Metro at least once in the 30 days preceding the survey but said they do not ride Metro at least once a month and do not consider themselves regular riders as defined by Question 4B.**

Base: Regular and Infrequent Riders: 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692)

May not sum to 100% due to rounding.

Table 8 shows a more detailed breakout of respondents by the length of time they have been riding transit. As shown, 15% of respondents are new Metro riders within the past year.

Table 8
Length of Time Riding Metro
All respondents

		Rider Status		King County Planning Area		
	Total	Regular Rider	Infrequent Rider	North King	South King	East King
(Base)	**(401)**	**(276)**	**(125)**	**(244)**	**(78)**	**(79)**
Less than 6 months	9%	8%	9%	**6%**	**12%**	**14%**
6 to 12 months	6	7	5	4	10	8
1 to 2 years	12	13	9	11	13	15
3 to 5 years	16	18	12	17	13	18
5 years or more	48	53	37	55	41	33
Not a regular rider*	9	1	28	7	12	13

Question: 4B: How long have you been riding Metro regularly, that is, at least one trip a month?

***Respondents who used Metro at least once in the 30 days preceding the survey but said they do not ride Metro at least once a month and do not consider themselves regular riders as defined by Question 4B.**

May not sum to 100% due to rounding.

Proportionately more respondents in South and East King County started riding Metro within the past year than did respondents in North King County (22%, 22%, and 10% respectively).

Several other statistically significant differences were noted with respect to the length of time respondents have been using Metro.

- Regular Riders were more likely than Infrequent Riders to say they have been riding Metro for five years or longer (53% compared to 37%). This finding is very similar to results in 2006 when 52% of Regular Riders and 33% of Infrequent Riders reported being long-term Metro patrons.
- Riders who live in North King County were more likely to be long-term Metro users than those living in South or East King County (55%, 41% and 33% respectively).
- Commuters to work were more likely than school Commuters to have used Metro for at least five years (47% compared to 19%).
- Riders who commute to work or school on Metro were more likely to be long-term Metro users than were those who drive alone to work or school (50% vs. 32%).
- Respondents who commute to locations in North King County (including downtown Seattle) were more likely to have used Metro for at least five years than were respondents who commute to work or school in East King County (including Bellevue) and South King County (51%, 22%, and 24% respectively).

Characteristics of New Riders

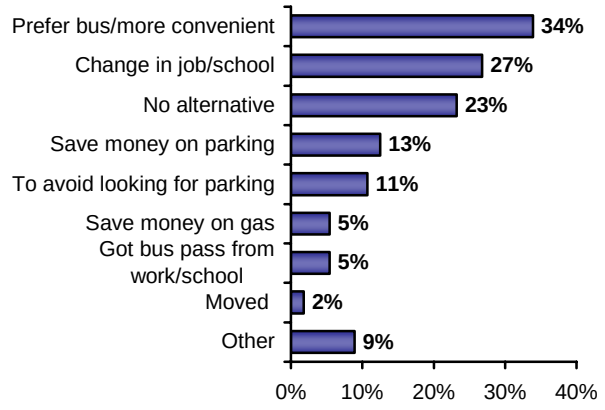
As noted above, 15% of respondents (n=58) said they began making at least one trip per month on Metro within the past year (Table 9).

The majority of these new riders (71%) are Regular Riders. That is, they made at least five one-way trips in the month prior to the survey. New riders reported making 18 trips on average. As Table 9 shows, about four in ten new riders (41%) live in North King County. They are almost as likely to be male as female (48% and 52% respectively) and their average age is 43.

Most new riders are employed either full or part time (70%), live in adult only households (71%), and have a valid driver's license (86%).

As Figure 4 shows, when asked why they decided to ride the bus, 34% or 19 respondents cited reasons that suggested they prefer the bus over other modes of transportation (*the bus is more convenient, don't like driving in traffic, bus is cheaper than driving*). Twenty-seven percent (27% or 15 respondents) said they chose to ride because of changes in their jobs or school schedules and nearly one-quarter (23% or 13 respondents) said they have no other alternatives (*no motor vehicle, no driver's license*).

Figure 4
Reasons for Starting to Ride Metro



Q5: Why did you start riding the bus?
Base: Respondents who started riding after Sept. 2006 (n=56)
Multiple responses accepted.

Table 9
Demographic Profile of New Metro Riders
Respondents who started riding after September 2006

	Total
(Base)	**(58)**
Rider Status	
Regular Rider	71%
Infrequent Rider	29%
Transit Trips Per Month	
1 to 4	30%
5 to 7	11
8 to 10	16
11 to 20	14
More than 20	30
Average trips per month	*18*
Area of Residence	
Seattle/North King County	41%
South King County	29
East King County	29
New to King County in Past Year	17%
Gender	
Female	52%
Male	48
Age	
16 to 24	19%
25 to 34	17
35 to 44	19
45 to 54	22
55 to 64	14
65 and older	9
Mean	*43.2*
Ethnicity	
White	80%
Asian-American/Pacific Islander	11
African-American	4
Hispanic	4
American Indian	2
Multiple	0
Income	
Under $35,000 (Net)	14%
Over $35,000 (Net)	72%
Total Refusal	14%
Employment Status	
Employed full time	65%
Employed part-time/self-employed	5
Student	19
Retired	7
Currently unemployed	3
Commute Status	
Work Commuter	69%
School Commuter	16
Non-Commuter	16
Household Type	
Single-Person/Adult Only	14%
Two or More Person/Adult Only	57
Household with Children	29
Average Household Size	*2.71*
Percent with Valid Driver's License	86%
Mean No. of Vehicles Per Household	1.69

May not sum to 100% due to rounding.

Travel Mode to Bus Stop

Three-quarters (75%) of respondents said they usually walk to the bus stop and 22% said they drive. Nearly all respondents in North King County (91%) said they usually walk to the bus stop compared with 55% in South King County and 43% in East King County. A significant number of riders from the latter two subareas reported that they usually drive to the bus stop (Table 10). Additional subgroup differences include the following:

Table 10
Usual Mode of Transportation to Bus Stop
Regular and Infrequent Riders

	Total King County	Area of Residence		
		North King County	South King County	East King County
(Base)	**(401)**	**(244)**	**(78)**	**(79)**
Walk	75%	**91%**	55%	43%
Drive (Net)	**22%**	**7%**	36%	53%
Drive to a Park & Ride lot	18	3	36	46
Drive and park near a bus stop	4	3	---	8
Dropped off	2	<1	4	3
Bike	1	1	1	1
Other	1	1	4	---

Question 29: How do you usually get to your bus stop?

May not sum to 100% due to rounding.

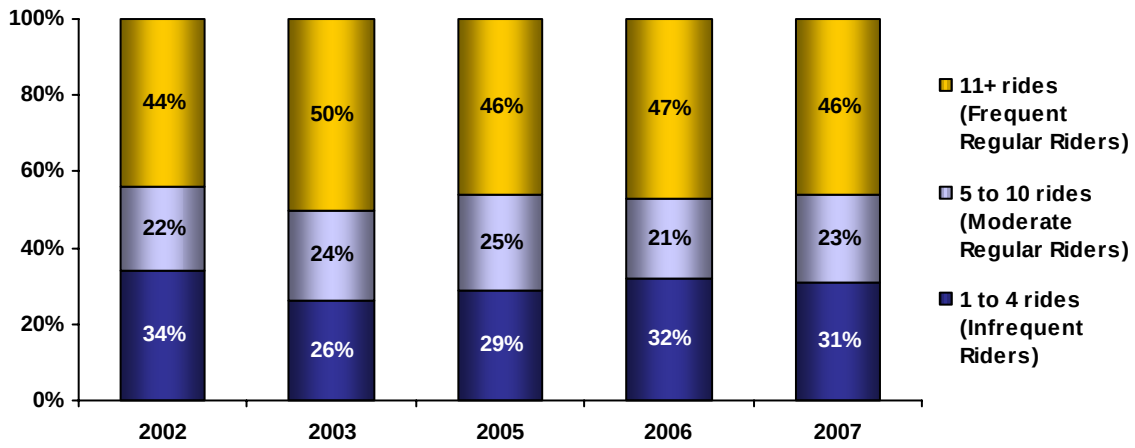
Bold numbers indicate statistically significant difference.

- Infrequent Riders were more likely than Regular Riders to drive to the bus stop (28% compared to 19%)
- School Commuters were more likely than Work Commuters to walk (92% compared to 69%) and Work Commuters were more likely to drive to the stop than School Commuters (28% compared to 5%)
- Respondents who commute to work or school by Metro bus and those who commute by carpool/vanpool were more likely to walk to the bus than those who drive alone to work or school (76% and 80% compared to 57%)

Number of Rides in Past 30 Days

Traditionally Metro groups riders into two categories: Regular Riders, those who made five or more one-way trips on transit in the month preceding the survey and Infrequent Riders, those who made one to four trips. The Regular Rider group can be further defined as moderate and frequent riders. Moderate riders make between five and ten transit trips a month while frequent riders make 11 trips or more. In 2007, all Metro riders averaged 16.6 transit trips per month, about the same as the 16.5 trips in reported in 2006.

Figure 5
Riding Frequency



Question CSCR7: Thinking about the past 30 days, how many one-way rides have you personally taken on a Metro bus not counting rides entirely within the downtown Seattle Free Ride Area?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

May not sum to 100% due to rounding.

Figure 5 shows riding frequency for respondents in these three groups for the past five years.[3] As shown, there are twice as many Frequent Regular Riders as there are Moderate Regular Riders. The proportions in these three subgroups have been relatively stable for the past several years.

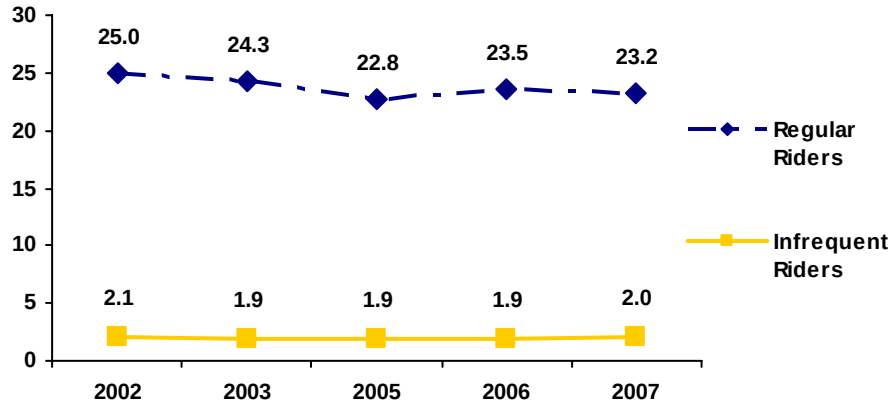
Respondents who commute to work or school by Metro bus averaged 30.8 transit trips in the month preceding the survey, significantly more than those who commute by driving alone (4.5) or by carpool or vanpool (7.2). Riders who commute to Bellevue and to downtown Seattle averaged more trips than Commuters traveling to other locations (31.0 to Bellevue, 23.5 to downtown Seattle, 18.0 to other North King County destinations, 14.3 to East King County and 11.9 to South King County locations).

[3] The 2007 response proportions are calculated on the number of valid responses excluding respondents who answered *don't know* and those who were only able to report making more or less than 5 trips (n=6), but not an exact number. This approach is consistent with all graphics and tables in the report. (see Methodology).

Regular Riders reported making an average of 23.2 trips on Metro in the month preceding the survey—down from 23.5 in 2006. In 2007, Infrequent Riders reported making 2.0 transit trips on average; a figure slightly higher than the 1.9 average reported in 2006.

As Figure 6 shows, average transit trips for both Regular and Infrequent Riders have been fairly stable over the past 3 years.

Figure 6
Average Number of One-Way Transit Trips in Previous 30 Days



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Differences by Subarea

About seven out of ten riders in North King and South King County are Regular Riders (73% and 71% respectively). In East King County, just 53% are Regular Riders and 47% are Infrequent Riders.

Table 11
Average Transit Trips per Month by Planning Area – 2002 to 2007
All respondents

	Regular Riders			Infrequent Riders		
	North King	South King	East King	North King	South King	East King
(Base)	**(179)**	**(55)**	**(42)**	**(65)**	**(23)***	**(37)**
2007	**23.8**	**23.3**	**20.9**	2.2	1.9	1.8
2006	24.2	23.0	23.4	1.9	1.7	2.1
2005	22.3	24.6	25.2	1.9	1.9	2.1
2003	24.0	24.7	25.2	1.9	2.1	1.9
2002	24.8	25.7	22.8	2.0	2.0	2.1

Question: CSCR7: Thinking about the past 30 days, how many one-way rides have you personally taken on a Metro bus not counting rides entirely within the downtown Seattle Free Ride Area?

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

Bases shown are for 2007 only.

Bold numbers indicate statistically significant difference.

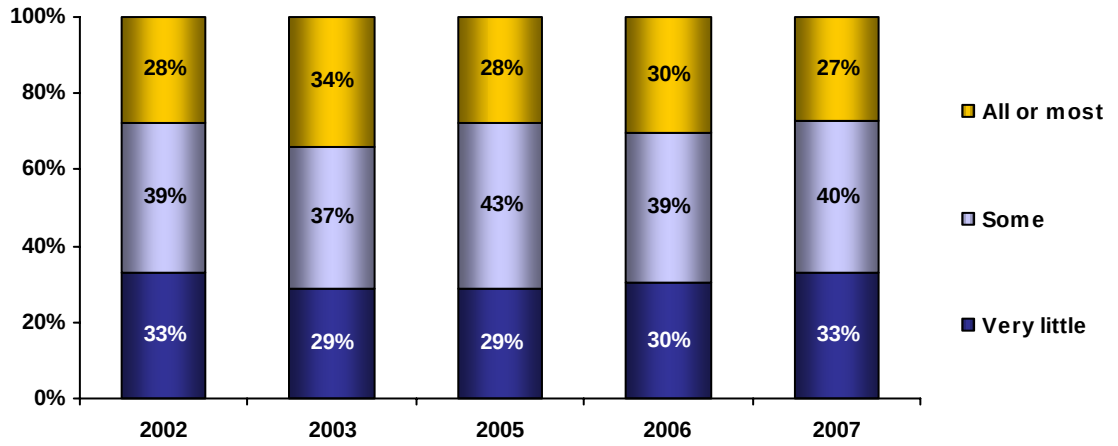
Regular Riders in North King County averaged 23.8 transit trips in the month preceding the survey, significantly more than the average taken by those in East King County (20.9). Regular Riders from South King County also took significantly more trips on average (23.3) than riders from East King County.

As Table 11 shows, transit use compared to 2006 decreased among Regular Riders in North and East King County while transit use among Infrequent Riders increased in North and South King County. These changes are not statistically significant.

Reliance on Transit

More than one-quarter of all Metro riders (27%) said they use the bus system for *all or most* of their transportation needs (Figure 7). Two out of five (40%) said they use it for *some* of their transportation needs and 33% said they use it for *very little* of their transportation needs. These results are similar to those obtained in 2006.

Figure 7
Reliance on Public Transportation – 2002 to 2007



Question 6: To what extent do you use the bus system to get around? Would you say you use the bus for all, or most of your transportation needs, some of your transportation needs or very little of your transportation needs?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

May not sum to 100% due to rounding.

Table 12 on the following page provides a profile of demographic and ridership characteristics based on respondents' level of reliance on Metro for their transportation needs.

Rely on Metro for All/Most of their Transportation Needs

Close to three in ten of all riders (27%) rely on Metro for all or most of their transportation needs. Of these, almost all are Regular Riders (97%). Over two thirds (72%) live in Seattle or North King County.

Over half of this group are work commuters (53%), 49% are employed full time and 61% have a household income of over $35,000. They are more likely to be between the ages of 16 and 24 (21%). Only a little over half of this group has a driver's license (56%) and the average number of vehicles per household is 1.1. Both of these numbers are much lower compared to those that rely on Metro for some or little of their transportation needs.

Rely on Metro for Some of their Transportation Needs

Forty percent (40%) of all Riders rely on Metro for some of their transit needs. Eighty-five percent (85%) are Regular riders and 15% are Infrequent Riders. More than half (59%) live in Seattle or North King County while 19% live in South King County and 22% live in East King County.

This segment is most likely to be employed full time (62%), be a work commuter (71%) and have an annual household income of over $35,000 (82%). Most (90%) have a valid driver's license and have an average of 1.8 vehicles in their household.

Rely on Metro for Very Little of their Transportation Needs

One third of all riders (33%) rely on Metro Transit for very little of their transportation needs. Three quarters of this group (74%) are Infrequent Riders and 27% are Regular Riders. Over half live in Seattle/North King County (54%), 18% live in South King County and 28% live in East King County, which is substantially higher than those who rely on Metro for all their transportation needs (6%).

This group is predominantly white (89%) and is most likely to have a valid driver's license (98%). This group also has 1.8 vehicles in their household, but is most likely to be non-commuters (41%) and be unemployed (11%) or retired (21%). Riders who rely on Metro for very little of their transportation needs also tend to be female (51%) and are slightly older of average (50).

Table 12
Demographic Profile by Reliance on Transit
All respondents

	Total	All/Most	Some	Very Little
(Base)	**(401)**	**(109)**	**(159)**	**(132)**
Rider Status				
Regular Rider	69%	**97%**	**85%**	**27%**
Infrequent Rider	31	**3**	**15**	**74**
Transit Trips Per Month				
1 to 4	31%	3%	15%	71%
5 to 7	12	7	11	16
8 to 10	11	7	17	6
11 to 20	18	25	25	1
More than 20	28	51	31	2
Average Trips per Month	*16.6*	*33.9*	*18.2*	*6.0*
Area of Residence				
Seattle/North King County	61%	**72%**	**59%**	**54%**
South King County	20	22	19	18
East King County	20	**6**	**22**	**28**
New to King County in Past Year	3%	4%	3%	3%
Gender				
Female	53%	46%	45%	51%
Male	47	54	55	49
Age				
16 to 24	10%	21%	9%	11%
25 to 34	13	11	17	25
35 to 44	19	11	20	24
45 to 54	23	23	22	20
55 to 64	20	19	20	18
65 and older	15	14	12	2
Mean	*47*	*45*	*46*	*50*
Ethnicity				
White	82%	69%	86%	89%
Asian-American/Pacific Islander	8	5	2	1
African-American	6	11	3	3
Hispanic	2	12	8	5
American Indian	1	4	1	2
Multiple	<1	-	-	1
Income				
Under $35,000 (Net)	15%	29%	8%	13%
Over $35,000 (Net)	74%	61%	82%	75%
Total Refusal	11%	12%	9%	12%
Employment Status				
Employed full time	53%	49%	62%	45%
Employed part-time/self-employed	13	6	11	19
Student	11	19	10	5
Retired	17	16	14	21
Currently unemployed	7	8	3	11
Commute Status				
Work Commuter	61%	53%	71%	56%
School Commuter	9	18	8	3
Non-Commuter	30	28	21	41
Household Type				
Single-Person/Adult Only	22%	30%	11%	28%
Two or More Person/Adult Only	50	46	59	41
Household with Children	28	24	30	31
Average Household Size	*2.6*	*2.5*	*2.8*	*2.4*
Percent with Valid Driver's License	84%	**56%**	**90%**	**98%**
Mean No. of Vehicles Per Household	1.6	**1.1**	**1.8**	**1.8**

May not sum to 100% due to rounding.

Bold numbers indicate statistically significant difference.

Significant Differences

As alluded to above, several significant differences emerged based on rider status, area of residence, Commuter type, commute mode and location of work or school:

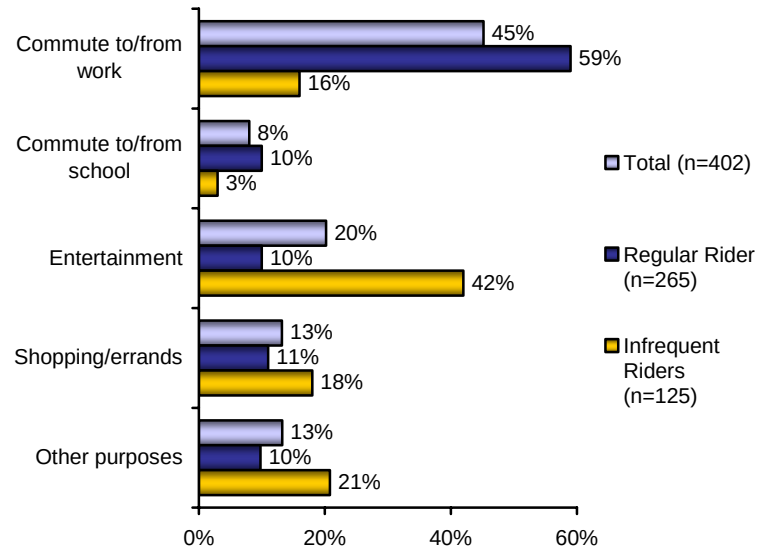
- *Rider status* - Regular Riders were significantly more likely than Infrequent Riders to say they rely on the bus system for *all or most* of their transportation needs (38% and 3% respectively). Infrequent Riders were significantly more likely than Regular Riders to say they rely on the system for *very little* of their transportation needs 78% compared to 13%. In 2006, just under three-quarters of Infrequent Riders (72%) said they rely on transit for *very little* of their transportation needs as did 11% of Regular Riders.
- *Area of residence* – Riders in North King County and South King County (32% and 31% respectively) were more likely than riders in East King County (9%) to say they rely on the bus system for *all or most* of their transportation needs. Riders in East King County were more likely than those in North and South King County to say they rely on Metro for *very little* of their transportation needs (47% compared to 29% and 31%).
- *Commuter type* – Riders who commute to school were more likely than riders who commute to work to say they rely on the bus system for *all or most* of their transportation needs (54% compared to 24%). Riders who commute to work were more likely than those who commute to school to say they rely on Metro for *very little* of their transportation needs (30% compared to 11%).
- *Commute mode* – Commuters who ride a Metro bus were more likely than those who carpool/vanpool to say they rely on the bus system for *all or most* of their transportation needs (48% compared to 8%). Those who carpool/vanpool were more likely than those who drive alone to say they rely on Metro for *some* of their transportation needs (48% compared to 24%). Respondents who drive alone were more likely than those who ride Metro and those who carpool/vanpool to say they rely on Metro for *very little* of their transportation needs (76% compared to 1% and 44%).
- *Work/school location* – Riders who commute to work/school locations in North King County (including downtown Seattle) were more likely than those who commute to East King County (including Bellevue) to say they rely on the bus system for *all or most* of their transportation needs (31% compared to 17%). Riders who commute to East King County (49%) and to South King County (44%) were more likely than those who commute to North King County to say they rely on Metro for *very little* of their transportation needs (19%).

Transit Trip Characteristics

Primary Trip Purpose

Just over half of all respondents (53%) said they take Metro primarily to get to work (45%) or school (8%). Entertainment was the second most commonly mentioned purpose (20%). As Figure 8 shows, Regular Riders were significantly more likely to use Metro for commuting than were Infrequent Riders (69% and 19% respectively). Infrequent Riders were more than twice as likely as Regular Riders to use Metro primarily for entertainment purposes (42% compared to 10%).

Figure 8
Primary Trip Purpose by Ridership Category



Question 7: When you ride the bus, what is the primary purpose of the trip you take most often?

Base: All respondents (n=401)

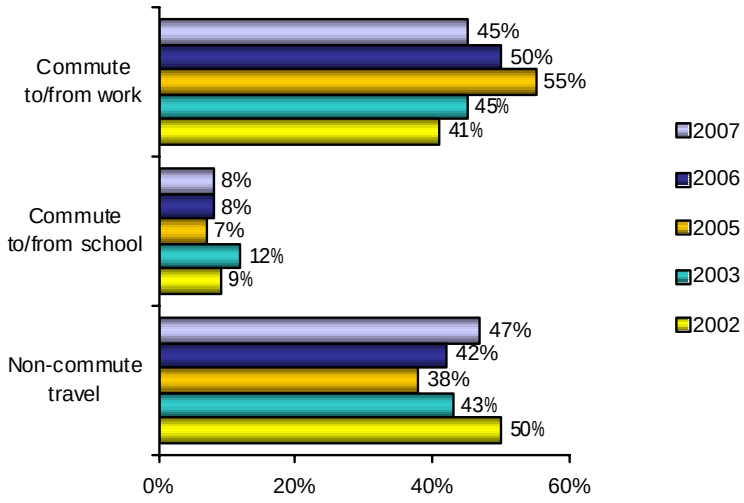
May not sum to 100% due to rounding.

- Respondents who work in North King County were significantly more likely to use the bus for commute trips than were those who commute to East or South King County destinations (81% compared to 54% and 48% respectively).

- Residents of East King County were more likely to take Metro for entertainment purposes than were those who live in North King County (29% and 18% respectively).

The percentage of Regular and Infrequent Riders who use Metro primarily for work trips has declined steadily since 2005 while the percentage who use Metro primarily for non-commute purposes has increased. While the changes from year to year are not statistically significant, there is a significant difference when findings from 2005 are compared with those from 2007 (Figure 9).

Figure 9
Primary Trip Purpose – 2002 to 2007



Question 7: When you ride the bus, what is the primary purpose of the trip you take most often?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

May not sum to 100% due to rounding.

2007 saw very slight increases over 2006 in primary use of Metro for every non-commute category. While none of these changes is significant independently, the overall pattern is worth noting:

- Fun/recreation increased from 12% in 2006 to 13% in 2007
- Shopping/errands increased from 11% in 2006 to 13% in 2007
- Appointments increased from 6% in 2006 to 8% in 2007
- Use of special event service increased from 4% in 2006 to 7% in 2007

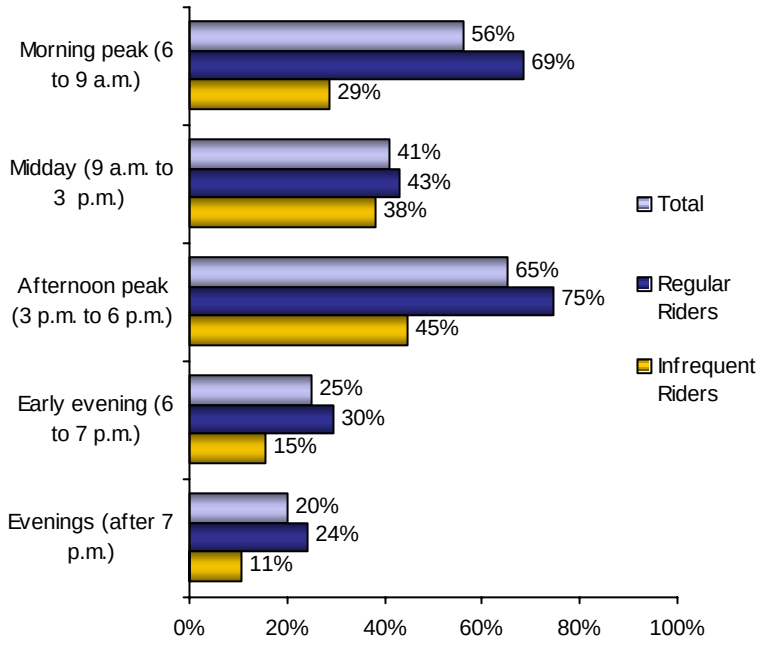
Travel by Time of Day

Just over half (56%) of all Metro riders reported taking the bus during morning peak hours and 65% ride the bus during afternoon peak hours.

Transit use is heaviest during the afternoon peak hours for both Regular and Infrequent Riders. As Figure 10 shows, nearly two-thirds of all respondents reported riding the bus between 3 and 6 p.m. on weekdays.

Regular Riders are significantly more likely than Infrequent Riders to use Metro during morning peak hours (6 to 9 a.m.) and during all times of the afternoon and evening starting at 3 p.m.

Figure 10
Weekday Transit Use by Time of Day

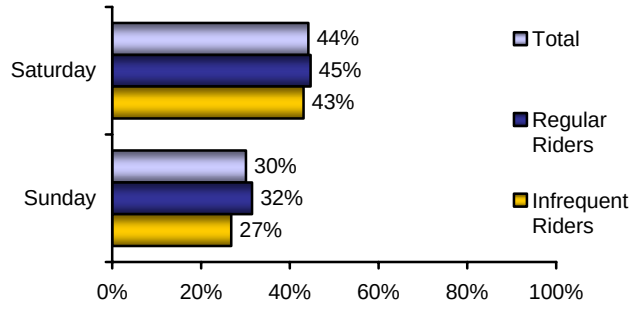


Question 8: During which of the following time periods do you ride Metro?

Base: Regular and Infrequent Riders (n=401)

Multiple responses allowed.

Figure 11
Weekend Travel



Question 8: During which of the following time periods do you ride Metro?

Base: Regular and Infrequent Riders (n=401)

Multiple responses allowed.

Just under half (47%) of respondents reported riding Metro on at least one weekend day (Saturday, Sunday or both). Regular and Infrequent Riders were more likely to use the bus on Saturdays (44%) than on Sundays (30%) (Figure 11).

While travel time has shown some fluctuation over the past five years, proportions have remained similar with about half of all riders using Metro in both peak and off-peak hours. About one-fourth of all Riders use Metro only during peak hours (27%) with a similar proportion who ride only during off-peak hours (25%) (Figure 12).

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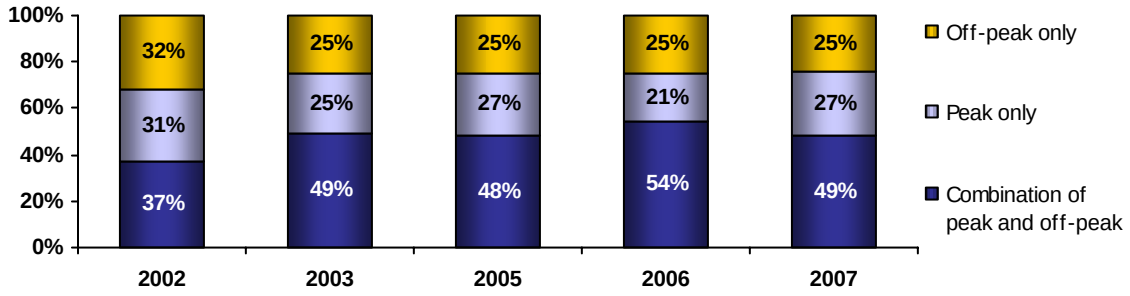
Figure 12
Peak and Off-Peak Hour Travel

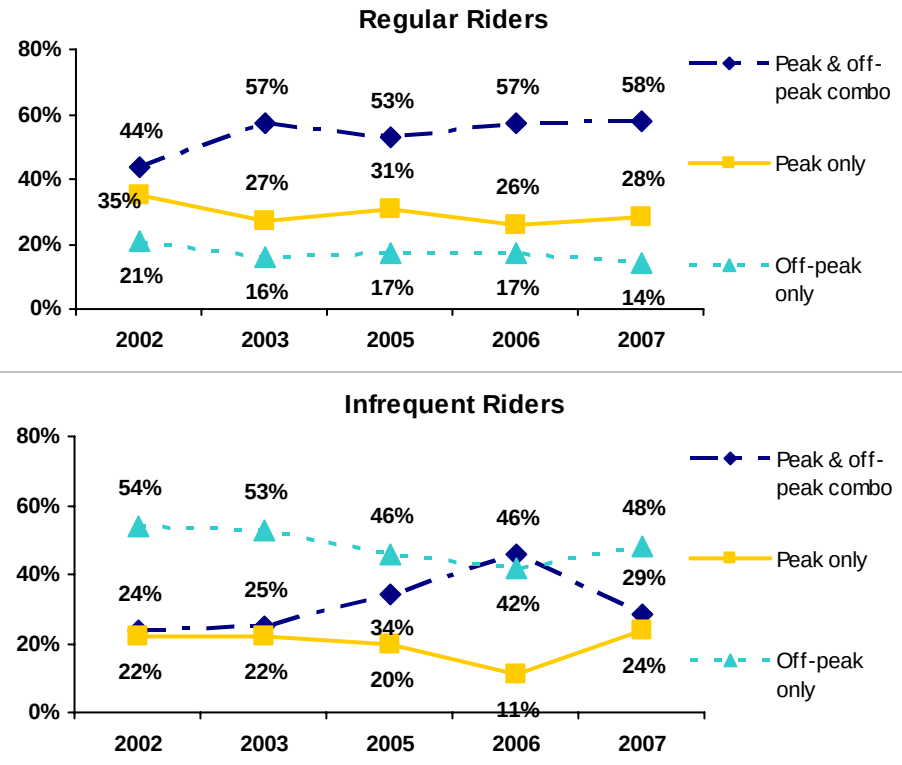


Question 8: During which of the following time periods do you ride Metro?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

As in 2006, Regular Riders were significantly more likely than Infrequent Riders to use Metro during a combination of peak and off-peak hours (58% and 29% respectively) while Infrequent Riders were more likely than Regular Riders to only use Metro during off-peak hours on weekdays or on the weekend (48% and 14% respectively). Times of travel for these two groups have varied over the years. Nonetheless, as Figure 13 shows, the majority of Regular Riders ride during both peak and off-peak hours.

Figure 13
Peak and Off-Peak Hour Travel – 2002 to 2007



Question 8: During which of the following time periods do you ride Metro?

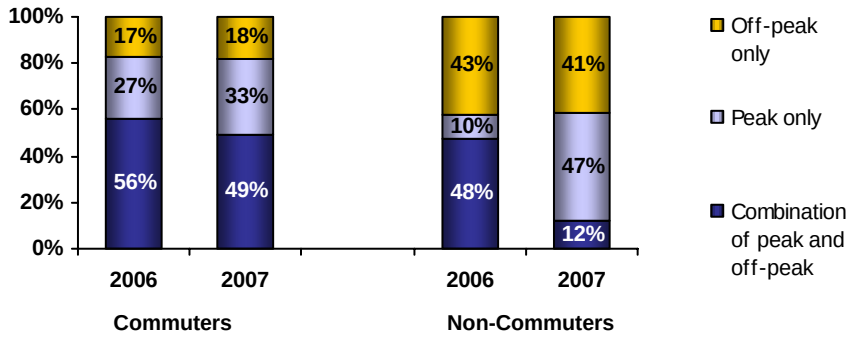
Base: Regular and Infrequent Riders: 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762); 2002 (n=1,368, n_w=735)

The time of day Regular Riders travel has not varied significantly from year to year since 2003. Travel among Infrequent Riders tells a different story. In 2007, nearly half of the Infrequent Riders surveyed (48%) said they only ride in off-peak hours. While this difference is not statistically significant compared to 2006, it is the first increase in off-peak only travel after a steady decline between 2002 and 2006. The percentage of Infrequent Riders who travel only during peak hours plummeted between 2005 and 2006 while the percentage

of those who travel during peak and off-peak hours soared. Findings in 2007 saw these proportions restored to levels more consistent with prior years.

In 2007 travel by time of day for Commuters and Non-Commuters was very similar to that of Regular and Infrequent Riders. More than eight in ten Commuters (82%) ride Metro during peak hours on weekdays (includes 49% who travel during both peak and off-peak hours) and 18% only ride during off-peak hours. This contrasts sharply with riding habits of Non-Commuters who are nearly as likely to use Metro during off-peak hours only (41%) as they are to ride in peak and off-peak hours (47%). Just 12% of Non-Commuters reported riding Metro during peak hours only (Figure 14).

Figure 14
Peak and Off-Peak Hour Travel for Commuters and Non-Commuters – 2006 and 2007
All respondents



Question 25: How do you usually pay your bus fare? Do you use…?

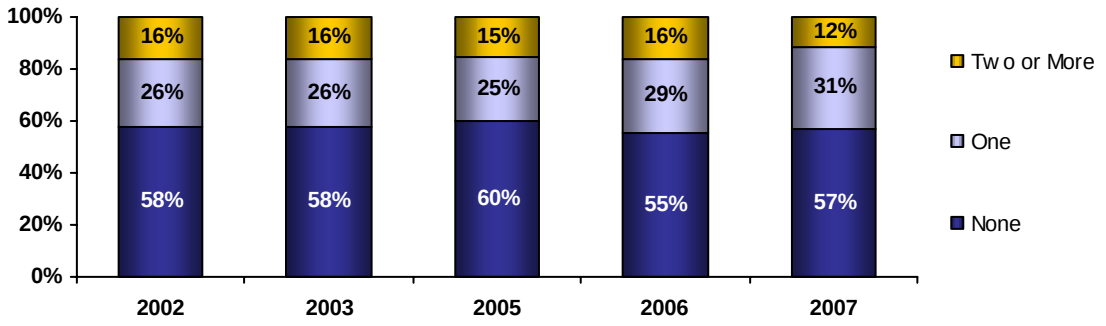
Base: Commuters: 2007 (n=282); 2006 (n=1,022, n_w=486)
Non-Commuters: 2007 (n=119); 2006 (n=351, n_w=219)

There were no statistically significant differences in travel by time of day between riders who live in the three different subareas.

Transfers

As in prior years, the majority of riders (57%) said they do not transfer when traveling to their usual destination, 31% make one transfer and 12% transfer at least twice (Figure 15). Among respondents who do transfer, Regular Riders are more than twice as likely as Infrequent Riders to make two or more transfers (14% and 6% respectively).

Figure 15
Transfer Activity – 2002 to 2007



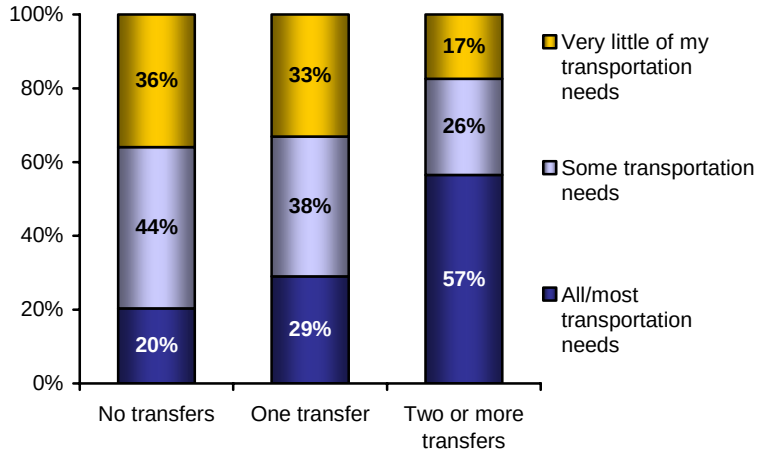
Question 9: You said you generally ride the bus for (primary trip purpose), how many transfers do you usually make when you use the bus for this purpose?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

Riders who were most likely to make at least two transfers were:

- Residents of South King County (24%) compared to riders in North King County (10%) and East King County (6%)
- School Commuters (25%) and Non-Commuters (18%) compared to Work Commuters (7%)

Figure 16
Transfer Activity by Reliance on Transit



Question 9: You said you generally ride the bus for (primary trip purpose), how many transfers do you usually make when you use the bus for this purpose?

Base: All respondents (n=401)

There is a strong correlation between number of transfers and reliance on transit. Respondents who rely on transit for all or most of their transportation needs are more than twice as likely as those with less reliance to report transferring two or more times when traveling for their primary trip purpose (Figure 16).

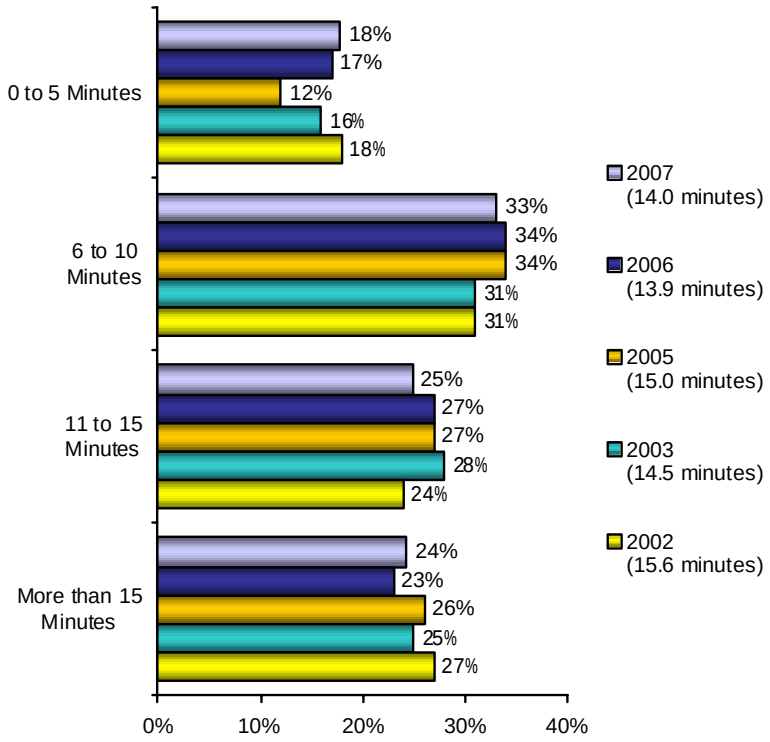
Wait Time When Transferring

Among respondents who transfer (n=170), about three quarters (76%) said they wait 15 minutes or less for their connections. One in three respondents wait between 6 and 10 minutes on average and one in four reported average wait times of 11 to 15 minutes. These proportions do not differ significantly from those recorded in 2006 (Figure 17).

In 2007, riders reported waiting 14.0 minutes on average, about the same as in 2006. Average wait times did not differ significantly between Regular and Infrequent Riders (13.2 minutes and 15.7 minutes respectively) or by area of residence within the three planning areas of King County.

Respondents who make multiple transfers (n=46) were asked how long they wait for their longest transfer. The average reported waiting time was 24.2 minutes.

Figure 17
Wait Time When Transferring



Question 10A: How many minutes do you usually wait for a bus when you transfer?

Base: Riders who transfer. 2007 (n=170); 2005 (n=585; n_w==277), 2003 (n=578; n_w=277); 2002 (n=559; n_w=301)

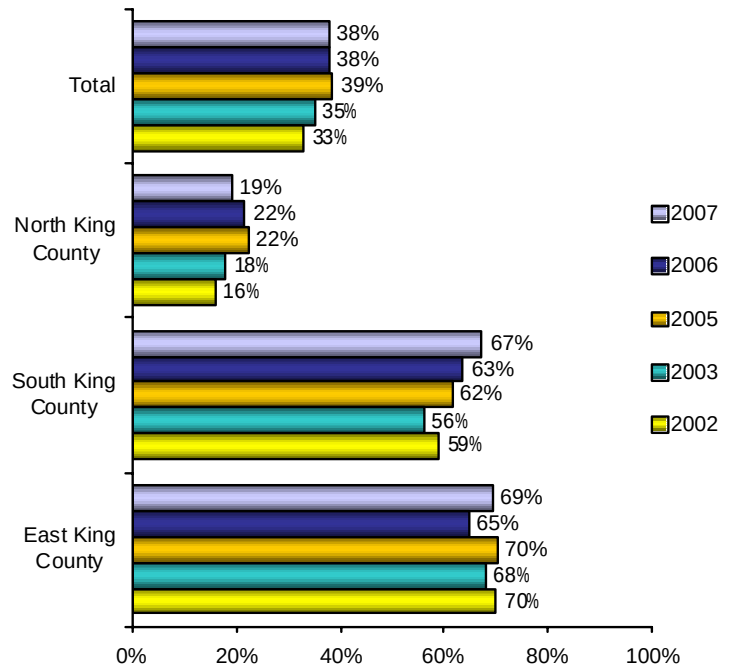
May not sum to 100% due to rounding.

Two Zone Trips

Thirty-eight percent (38%) of Regular and Infrequent Riders usually make two-zone trips. As in past years, Regular and Infrequent Riders in East and South King County were more likely to take two-zone trips than those in North King County (Figure 18). Respondents who are more likely than average to take two-zone trips include:

- Work Commuters (43%)
- Respondents who are employed full time (44%)

Figure 18
Percentage of Riders Who Take Two-Zone Trips – 2002 to 2007



Question 28: Do your bus trips usually cross the Seattle City Limits? That is, are they two-zone trips?

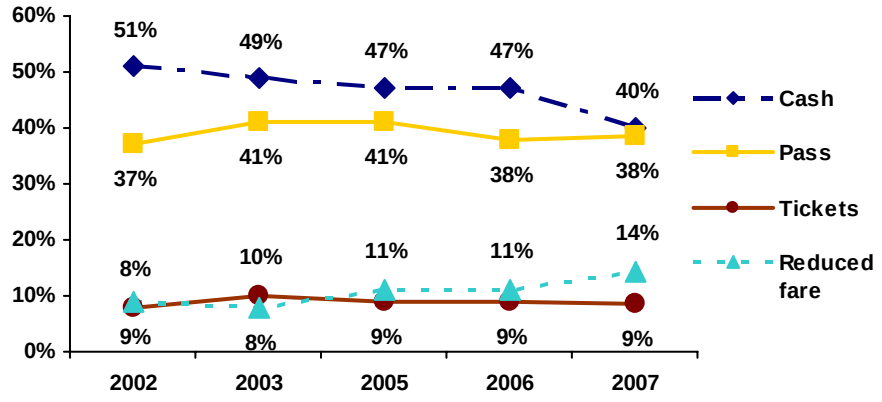
Base: Regular and Infrequent Riders: 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762); 2002 (n=1,368, n_w=735)

May not sum to 100% due to rounding.

Fare Payment

In 2007, the use of cash and passes achieved near parity in terms of the most popular fare payment method. Four in ten riders (40%) said they usually pay with cash and 38% said they usually use a pass. As Figure 19 shows, the proportion of riders who usually pay with cash has declined steadily while the percentage of those who use a pass has remained fairly stable. Use of reduced fare permits continues to increase, reflecting the aging population.

Figure 19
Changes in Fare Payment – 2002 to 2007



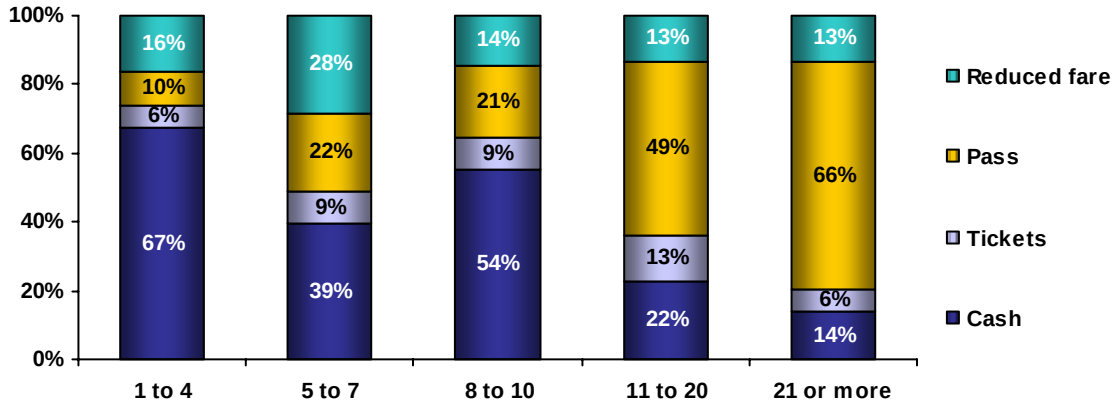
Question 25: How do you usually pay your bus fare? Do you use…?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

Multiple responses allowed.

Figure 20 shows there is a strong correlation between the number of trips respondents make on transit and their fare payment method. Respondents making ten or fewer trips per month are significantly more likely to pay their fare with cash while those who make 11 trips or more are considerably more likely to pay with a pass.

Figure 20
Payment Method by Number of Transit Trips Per Month



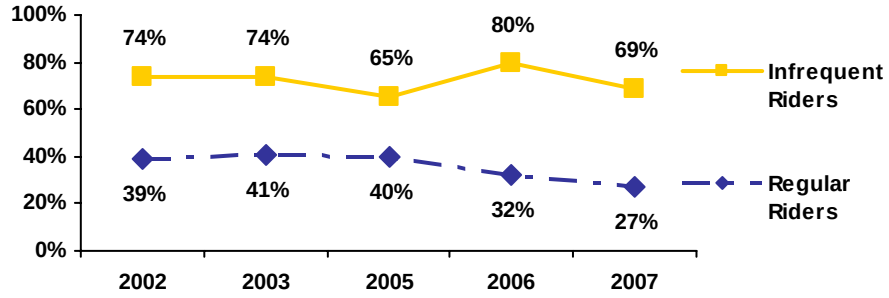
Question 25: How do you usually pay your bus fare? Do you use…?

Base: Regular and Infrequent Riders: 2007 (n=401)

May not sum to 100% due to rounding.

Regular and Infrequent Riders differ in their fare payment methods—particularly with respect to use of cash and tickets. Not surprisingly, Infrequent Riders are consistently more likely to pay with cash than are Regular Riders. Figure 21 shows how use of cash among Regular Riders has declined steadily over the past four years. Use of cash among Infrequent Riders has fluctuated from year to year, but generally, hovered between 65% and 75%.

Figure 21
Changes in Use of Cash for Fare Payment – Regular and Infrequent Riders 2002 to 2007



Question 25: How do you usually pay your bus fare? Do you use…?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

Multiple responses allowed.

A comparison of fare payment methods used by Regular and Infrequent Riders with findings in 2006 showed:

- The percentage of Regular and Infrequent Riders who use passes or tickets to pay their fares is essentially unchanged.
- The proportion of Infrequent Riders who said they pay their fares with a reduced fare permit tripled from 5% in 2006 to 15% in 2007—a statistically significant increase.

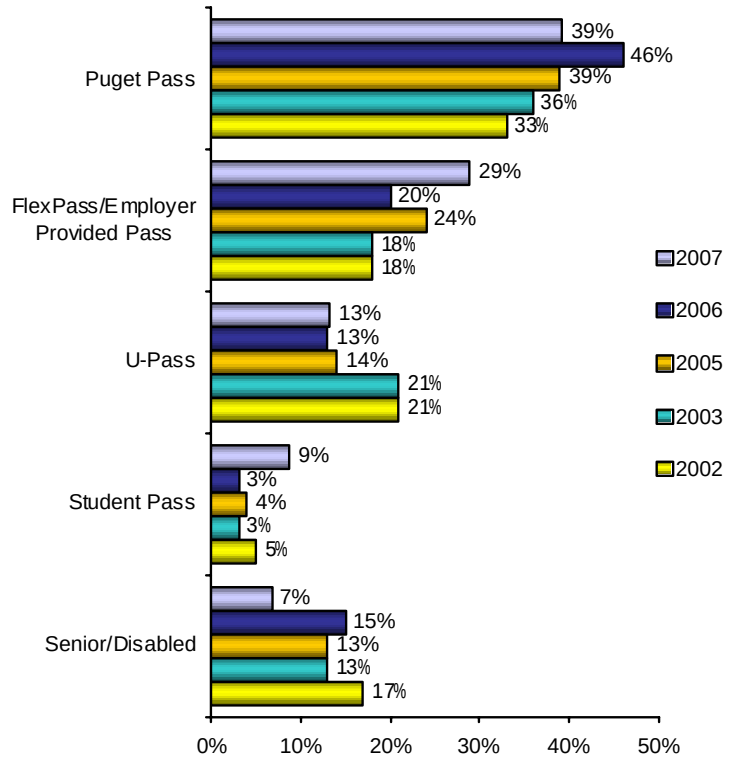
Riders who live in North King County were more likely than riders in East King County to say they use a pass (41% and 29% respectively). North King County riders were more likely than those in South King County to report using a reduced fare permit with a sticker (7% versus 1%). Other significant differences noted between subgroups include:

- Work Commuters and School Commuters were more likely than Non-Commuters to pay with a pass (47% and 60% compared to 13%)
- Commuters who usually drive alone were more likely to pay with cash (73%) than were respondents who usually commute by Metro bus (16%) and those who commute by carpool/vanpool (44%). Conversely, Commuters who travel by Metro bus (68%) or carpool/vanpool (48%) were more likely to pay their fares using a pass than were those who drive alone to work or school (14%).
- Riders who commute to locations in South King County were more likely to pay with cash (68%) than those traveling to other King County locations. Respondents commuting to North King County destinations were more likely to use a pass than those traveling to East or South King County locations (60% compared to 34% and 16%).

Type of Pass

About four in ten riders who use a pass to pay their fares reported using a Puget Pass in 2007 (39%); a decrease from 46% recorded in 2006, but on par with findings in 2005 (Figure 22). This decrease was not statistically significant. Concurrently, use of a FlexPass or other employer-provided pass showed a significant, 9-percentage point increase over 2006 results bringing FlexPass use to the highest level recorded in the past five years (29%). The percentage of riders who reported using a student pass tripled in the last year from 3% in 2006 to 9% in 2007.

Figure 22
Type of Pass Used – 2002 to 2007



Question 26: What kind of pass do you have?

Base: Riders who pay fares with a pass: 2007 (n=154); 2006 (n=707, n_w=318); 2005 (n=704, n_w=323); 2003 (n=687; n_w=338); 2002 (n=651, n_w=298)

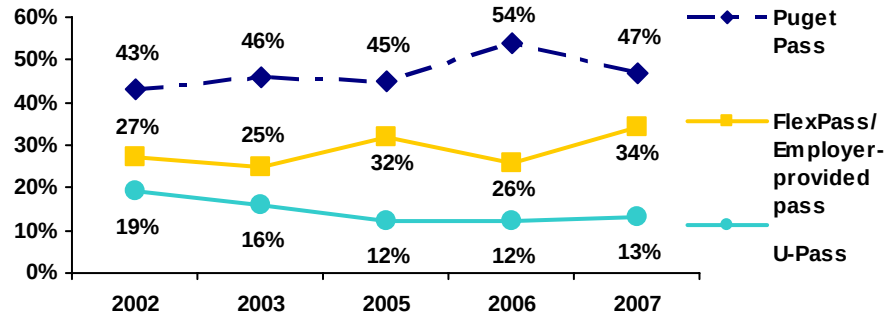
May not sum to 100% due to rounding.

Other significant differences noted between subgroups of respondents who pay their fare with a pass include:

- Respondents who ride Metro to work were more likely than those who ride Metro to school to say they use a FlexPass/Employer pass (34% compared to 5%). School Commuters were more likely than Work Commuters to report using a student pass (60% compared to 1%)
- Work Commuters were more likely than School Commuters or Non-Commuters to say they use a Puget Pass (47% compared to 0% and 33%).
- Riders in North King County were more likely than riders in South King County to say they use a U-Pass (16% compared to 3%)
- Riders who commute to work/school locations in East King County were more likely than those who commute to locations in North King County to say they use a FlexPass/Employer pass (54% compared to 24%).

Among Work Commuters who use a pass, 2007 saw a slight dip in use of the Puget Pass with a corresponding increase in the use of employer-provided passes such as the FlexPass (Figure 23). Use of the U-Pass has been consistent for the past three years.

Figure 23
Changes in Type of Pass Used by Work Commuters – 2002 to 2007



Question 26: What kind of pass do you have?

Base: Work Commuters who pay fares with a pass: 2007 (n=116); 2006 (n=707, n_w=318); 2005 (n=704, n_w=323); 2003 (n=687; n_w=338); 2002 (n=651, n_w=298)

Multiple responses allowed.

In 2007, the number of School Commuters (n=22) and Non-Commuters (n=16) who pay their fare with a pass was too small for reliable trend analysis.

Commuters

A Commuter is defined as someone who works outside the home or attends school at least three days a week. For analytical purposes, Commuters are divided into the following two groups:

- *Work Commuters* are employed full or part-time or are self-employed and work outside the home three or more days per week. Students who both work and attend school are included in this group.
- *School Commuters* are not employed. These respondents commute three or more days a week to school.

In 2007, seven in ten riders were Commuters including 61% who are Work Commuters and 9% who are School Commuters. These proportions are similar to findings in 2006 (57% Work Commuters and 4% School Commuters). Table 13 displays demographic information based on Commuter type.

Table 13
Demographic Profile by Commuter Type
All respondents

	All Respondents	Work Commuters	School Commuters	Non-Commuters
(Base)	**(401)**	**(245)**	**(37)**	**(119)**
Employment Status				
Employed full time	53%	87%	0%	0%
Employed part-time/self-employed	13	13	24	16
Student	11	---	76	3
Retired	17	---	---	56
Currently unemployed	7	---	---	24
Income				
Under $35,000 (Net)	15%	**9%**	**14%**	**29%**
DK/Refused under $35,000	1	---	---	4
Less than $7,500	3	<1	8	5
$7,500 to $15,000	3	1	5	6
$15,000 to $25,000	5	3	---	8
$25,000 to $35,000	4	4	---	5
Over $35,000 (Net)	74%	**85%**	**65%**	**55%**
DK/Refused above $35,000	10	9	19	11
$35,000 to $55,000	19	21	14	17
$55,000 to $75,000	11	14	8	8
$75,000 to $100,000	14	15	14	11
$100,000 to $140,000	13	17	11	5
$140,000 or More	7	9	0	3
Total Refusal	11%	**7%**	**22%**	**17%**
Gender				
Female	53%	51%	38%	41%
Male	47	49	62	59
Commute Destination *(Commuters Only)*				
Downtown Seattle*	---	**50%**	**22%**	---
Other North King County	---	**20**	**43**	---
South King County	---	9	11	---
Bellevue	---	3	8	---
Other East King County	---	11	11	---
Somewhere else/varies	---	7	5	---

*Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Denny Regrade, Queen Anne, Capitol Hill, First Hill)

May not sum to 100% due to rounding. Numbers in bold represent a statistically significant difference.

Table 13 (Continued)
Demographic Profile by Commuter Type
All respondents

	All Respondents	Work Commuters	School Commuters	Non-Commuters
	(401)	(245)	(37)	(119)
Commute Mode *(Commuters Only)*				
Drive alone	---	**28%**	**3%**	---
Carpool/vanpool	---	8	14	---
Metro bus	---	48	64	---
Other	---	16	19	---
Area of Residence				
Seattle/North King County	61%	61%	62%	60%
South King County	20	18	22	22
East King County	20	21	16	19
Rider Status				
Regular Rider	69%	**71%**	**92%**	**56%**
Infrequent Rider	31	**29**	**8**	**44**
Age				
16 to 24	10%	5%	70%	3%
25 to 34	13	19	8	2
35 to 44	19	24	14	10
45 to 54	23	28	8	18
55 to 64	20	21	0	23
65 and older	15	3	0	44
Mean	*47*	*44*	*24*	*61*
Ethnicity				
White	82%	**83%**	**68%**	**86%**
Asian-American/Pacific Islander	8	10	14	3
African-American	6	4	11	6
Hispanic	2	2	5	3
American Indian	1	1	3	2
Multiple	<1	0	0	1
Household Type				
Single-Person/Adult Only	22%	**20%**	**3%**	**33%**
Two or More Person/Adult Only	50	51	43	49
Household with Children	28	**29**	**54**	**19**
Average Household Size	2.6	2.6	3.3	2.3
Percent with Valid Driver's License	84%	**89%**	**59%**	**79%**
Mean No. of Vehicles Per Household	1.6	1.6	1.8	1.4

May not sum to 100% due to rounding. Numbers in bold indicate a statistically significant difference.

Work Commuters

As noted above, just over six in ten King County riders commute to work at least three days a week. The vast majority of those who are classified as Commuters are Work Commuters (87%). Nearly nine in ten Work Commuters (87%) are employed full time. More than eight in ten Work Commuters (85%) have annual earnings in excess of $35,000 per year. Most respondents in this category commute to North King County destinations (70% including 50% who commute to downtown Seattle). Just under half of all riders who are Work Commuters usually ride Metro to their job sites and 28% drive alone.

The majority of Work Commuters (71%) are Regular Riders who live in North King County (61%). They are 44 years old on average and as likely to be male as female. Seven in ten riders in this group come from adult only households (20% from single-resident households, 51% from households with two or more adults and no children). Most Work Commuters (89%) have a valid driver's license. Work Commuters reported 1.6 working vehicles per household on average.

School Commuters

Nine percent of the riders surveyed (n=37) commute to school three or more days per week. Caution is urged in interpreting these results due to the small number of School Commuters in the survey sample.

Most School Commuters (76% or 28 respondents) are students who do not work and 24% (9 respondents) have part-time jobs. Most School Commuters (64% or 23 respondents) usually ride the bus to school, 3% (1 respondent) drive alone and 14% (5 respondents) carpool or vanpool to school—usually to North King County destinations (65% or 24 respondents). The vast majority of School Commuters (92% or 34 respondents) are Regular Riders.

Most respondents in this category reported annual household incomes of greater than $35,000 (65% or 24 respondents) – significantly below the percentage of Work Commuters in this income bracket (85%). School commuters also had a significantly higher number of don't know and refused responses to income than any other group (22% or 8 respondents). Seven of the eight respondents who answered "don't know" to the income question were younger than 20. The young age and low employment rate among School Commuters coupled with the fact that 87% or 32 respondents report living in a household with children or with two or more adults suggest that the majority of School Commuters either live at home with their parents or live with an employed spouse or partner.

School Commuters are more likely to be male (38% or 14 respondents) than female (62% or 23 respondents). Six in ten School Commuters (59% or 22 respondents) have a valid driver's license—significantly fewer than Work Commuters or Non-Commuters but they report the highest average number of working vehicles per household (1.8).

Non-Commuters

Three in ten riders (30%) do not commute to work or to school. More than half of the members in this segment (56%) are retired and 24% are currently unemployed (includes homemakers as well as persons looking for work). Three in ten Non-Commuters (29%) also have incomes below $35,000 (compared to 14% of School Commuters and 9% of Work Commuters). Just over half of the Non-Commuters are Regular Riders (56%). They are more likely to be male than female (59% and 41% respectively) and 82% live in adult only households.

Demographic Differences Between Subgroups

Several significant differences were noted between Work, School and Non-Commuters including the following:

- *Commute destination* – Work Commuters are more likely than School Commuters to travel to downtown Seattle (50% compared to 22%). School Commuters are more likely than Work Commuters to travel to North King County destinations outside the downtown core (43% compared to 20%).
- *Commute mode* – Work Commuters are more likely than School Commuters to say that they most often use single occupancy vehicles to commute (28% and 3%).

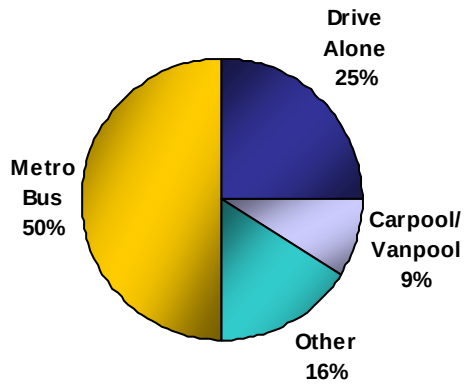
- *Rider status* – School Commuters are more likely than Work Commuters and Non-Commuters to be Regular Riders (92% compared to 71% and 56%). Non-Commuters were more likely than either School or Work Commuters to be Infrequent Riders (44% compared to 8% and 29%).
- *Income* – Non-Commuters were more likely than Work or School Commuters to report annual incomes below $35,000 (29% compared to 9% and 14%).
- *Ethnicity* – School Commuters were less likely to be Caucasian than Work Commuters or Non-Commuters (68% compared to 83% and 86%).
- *Household Composition* – School Commuters were the least likely of all three groups to live in a single-person household (3% compared to 20% of Work Commuters and 33% of Non-Commuters). School Commuters were more likely than Work Commuters and Non-Commuters to live in a household with children (54% compared to 29% and 19%). Work Commuters were more likely than Non-Commuters to live in households with children.
- *Valid Driver's License* – School Commuters were less likely to have a valid driver's license than either Work Commuters or Non-Commuters (60% compared to 89% and 79%).

Travel Mode to Work/School

Half of all Commuters (50%) said they usually take the Metro bus to work or school, 25% usually drive alone, 9% usually travel by carpool or vanpool and the remainder uses other methods including biking and walking (Figure 24). When asked, three in ten riders who are Drive Alone Commuters (31% of Drive Alone Commuters or 22 respondents) said they sometimes use Metro Transit to get to or from work or school. Eleven of these respondents are Regular Riders. Those who use Metro Transit (n=22) said they take the bus just over three days per month on average (3.3).

Table 14 displays the demographic characteristics of Commuters based on their commute mode.

Figure 24
Usual Travel Mode to Work/School



Question 17: How do you usually get to and from work/school?

Base: All Commuters (n=282)

May not sum to 100% due to rounding.

Metro Bus Commuters

Virtually all Metro Bus Commuters (97%) are Regular Riders and 79% are employed full time. Two-thirds of these respondents live in North King County and most commute to downtown Seattle (62%) or other North King County destinations (23%). Metro Bus Commuters are more likely to be female than male (57% and 43%) and 40 years old on average. Two-thirds of these riders live in adult-only households (67%).

Table 14
Demographic Profile by Commute Mode
All Commuters

	All Commuters	Drive Alone	Metro Bus	Carpool/ Vanpool	Other Mode
(Base)	**(282)**	**(70)**	**(141)**	**(n=25)***	**(n=45)**
Rider Status					
Regular Rider	74%	**31**	**97**	**72**	**71**
Infrequent Rider	26	**69**	**4**	**28**	**29**
Employment Status					
Employed full time	75%	77%	79%	68%	64%
Employed part-time/self-employed	11	**21**	**4**	12	16
Student	14	**1**	**17**	**20**	**20**
Commute Destination					
Downtown Seattle**	47%	21%	62%	32%	47%
Other North King County	23	24	23	28	22
South King County	9	19	4	8	7
Bellevue	4	4	4	4	4
Other East King County	11	21	4	8	16
Somewhere else/varies	7	10	4	20	4
Area of Residence					
Seattle/North King County	61%	**50%**	**65%**	64%	**69%**
South King County	18	21	18	12	16
East King County	20	29	17	24	16
Income					
Under $35,000 (Net)	9%	4%	11%	12%	9%
DK/Refused under $35,000	---	---	---	---	---
Less than $7,500	1	1	1	---	---
$7,500 to $15,000	1	---	1	4	2
$15,000 to $25,000	3	3	3	---	4
$25,000 to $35,000	4	---	5	8	---
Over $35,000 (Net)	82%	87%	82%	76%	80%
DK/Refused above $35,000	10	11	9	12	11
$35,000 to $55,000	20	24	22	8	16
$55,000 to $75,000	13	14	14	8	13
$75,000 to $100,000	15	11	16	24	23
$100,000 to $140,000	16	16	14	20	22
$140,000 or More	8	10	9	4	4
Total Refusal	9%	9%	8%	12%	11%
Gender					
Female	50%	46%	57%	52%	33%
Male	50	54	43	48	67
Age					
16 to 24	14%	3	18	16	16
25 to 34	18	12	19	20	22
35 to 44	23	19	21	32	31
45 to 54	25	33	24	16	20
55 to 64	19	29	17	12	11
65 and older	3	4	2	4	---
Mean	***41***	***48***	***40***	***39***	***38***
Ethnicity					
White	81%	**92%**	**74%**	**78%**	**88%**
Asian-American/Pacific Islander	11	5	13	13	10
African-American	5	2	8	---	3
Hispanic	2	2	2	9	---
American Indian	1	---	2	---	---
Household Type					
Single-Person/Adult Only	17%	27%	17%	4%	11%
Two or More Person/Adult Only	50	47	50	48	58
Household with Children	32	26	33	48	31
Percent with Valid Driver's License	85%	100%	82%	80%	78%
Mean No. of Vehicles Per Household	1.7	1.8	1.6	1.9	1.6

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

****Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Denny Regrade, Queen Anne, Capitol Hill, First Hill)**

May not sum to 100% due to rounding. Numbers in bold represent statistically significant differences.

Drive Alone Commuters

Bus rider respondents who usually drive alone to work or school are predominantly Infrequent Riders (69%). The majority are employed full (77% or 18 respondents) or part-time (21%). Just half of these respondents live in North King County (50%). No one area of King County stands out as the most common destination for these Commuters. Drive Alone Commuters are slightly more likely to be male than female (54% and 46%) with an average age of 48. Nearly all respondents in this group (92%) are Caucasian, 74% live in adult-only households, and 100% have valid driver's licenses.

Carpool/Vanpool Commuters

Carpool/Vanpool Commuters make up just 9% of all Commuters. Caution is recommended when reviewing findings for members of this group due to the small number of respondents (n=25). Most Carpool/Vanpool Commuters are Regular Riders (72% or 18 respondents), employed full time (68% or 17 respondents), live in North King County (64% or 16 respondents), and commute to North King County destinations including downtown (60% or 15 respondents). They are almost as likely to be male (48% or 12 respondents) as female (52% or 13 respondents) and their average age is 39. These Commuters are as likely to come from households with children as from households with two or more adults and no children (48% or 12 respondents each).

Commuters Using Other Modes

Sixteen percent of Commuters (16%) reported using modes other than driving alone, taking a Metro bus or carpooling. Please note the small sample size and interpret the results with caution (n=45). Respondents in this group tend to be Regular Riders (71% or 32 respondents) who are employed full or part-time (80% or 33 respondents). Two-thirds of these respondents (67% or 30 respondents) live in North King County and nearly half (47% or 21 respondents) commute to work or school in downtown Seattle. This group is dominated by males (67% or 30 respondents) compared to females (33% or 15 respondents)) from households with two or more adults and no children (58% or 26 respondents). The average age for these alternative mode Commuters is 38.

When asked how they usually get to work or school, 11 respondents said they walk, 11 bike, 3 ride Community Transit, 2 ride Sound Transit, 1 commutes on a motorcycle, 1 telecommutes, and 11 use a combination of modes. There were 3 respondents in this category that gave "other" responses.

Demographic Differences Between Subgroups

The survey found many statistically significant differences between respondents based on their usual commute mode:

- *Rider status* – Respondents who commute on Metro buses were more likely to be Regular Riders (97%) than were those who drive alone (31%), carpool or vanpool (72%) and those who use other transportation modes (71%). Respondents who drive alone (69%), carpool or vanpool (28%) and those who use other modes of transportation (29%) were more likely to be Infrequent Riders than were Metro bus Commuters (4%).

- *Commuter type* – Rider respondents who are Drive Alone Commuters were more likely to be Work Commuters (99%) than those use other modes (84% Metro bus riders and alternative mode Commuters and 80% of Carpool/Vanpool Commuters.
- *Employment* – Drive Alone Commuters were more likely than Metro Bus Commuters to be employed part-time (21% compared to 4%) and less likely to be students than Commuters using all other modes (1% compared to 17% of Metro Bus Commuters and 20% of Carpool/Vanpool and Other Mode Commuters)
- *Area of Residence* – Metro Bus Commuters and those who use other transportation modes were more likely to live in North King County than were Drive Alone Commuters (65% and 69% compared to 50%)
- *Age* – The average age of those who drive alone (48) was significantly higher than the average age of those who ride Metro buses (40), carpool or vanpool (39) or use other transportation modes (38).
- *Ethnicity* – Commuters who drive alone (92%) and those who use other transportation modes (88%) were significantly more likely to be Caucasian than Metro Bus Commuters (74%).

Work Location

Two-thirds of Metro riders who are also Commuters (66%) live and work in the same planning subarea. Seven in ten of these respondents (70%) commute to destinations in North King County including 47% who commute to work or school in downtown Seattle. Caution is recommended when interpreting results due to the small number of respondents in some subgroups.

Table 15
Work/School Location by Area of Residence
All Commuters

Commute Destination	All Commuters	Area of Residence: North King County	Area of Residence: South King County	Area of Residence: East King County
	(282)	(173)	(52)	(57)
North King County (Net)	70%	**83%**	58%	40%
Downtown Seattle*	47	51	48	32
Other North King County	23	32	10	8
East King County (Net)	15%	6%	8%	**46%**
Bellevue	4	2	2	12
Other East King County	11	5	6	33
South King County	9%	4%	**31%**	4%
Other	7%	6%	4%	11%

Question 31C: In what geographic area do you work/attend school?

***Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill.**

Bold numbers indicate statistically significant differences.

May not sum to 100% due to rounding.

As Table 15 shows, respondents who live in North King County are significantly more likely to commute to North King County destinations (especially destinations outside downtown Seattle) than are Commuters who live in South or East King County. Respondents from East King County are more likely to commute to Bellevue or other East King County locations than those who live in South or North King County. Similarly, respondents who live in South King County are more likely than average to commute to work or school in South King County.

As Table 16 shows, commute modes varied significantly based on work/school location:

Table 16
Work/School Location by Major Commute Modes
All Commuters

Commute Destination	All Commuters	Commute Mode		
		Drive Alone	Metro Bus	Car/Vanpool
	(282)	(70)	(141)	(25)*
North King County (Net)	70%	46%	84%	60%
Downtown Seattle**	47	21	**62**	32
Other North King County	23	24	23	28
East King County (Net)	15%	**26%**	**8%**	12%
Bellevue	4	4	4	4
Other East King County	11	21	4	8
South King County	9%	19%	4%	8%
Other	7%	10%	4%	20%

Question 31C: In what geographic area do you work/attend school?

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

****Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill.**

May not sum to 100% due to rounding.

Bold numbers represent statistically significant differences.

- *Downtown Seattle* – Commuters who travel by Metro Bus were more likely than those who drive to commute to downtown Seattle (62% compared to 21%). Additionally, respondents who ride Metro buses were significantly more likely to commute to downtown Seattle than were those who carpool or vanpool (62% compared to 32%).
- *South King County* – 19% of Drive Alone Commuters travel to destinations in South King County—significantly more than those who travel by Metro Bus (4%).
- *East King County* – Drive Alone Commuters were more likely than Metro Bus Commuters to travel to destinations in East King County (26% and 8% respectively).

Mode Share to Major Downtown Destinations

A look at the mode share for major downtown destinations shows that significantly more riders who are Commuters to downtown Seattle usually take a Metro Bus (66%) than drive alone (12%), carpool or vanpool (6%) or use some other mode (Figure 25A). Mode share for Bellevue is shown in Figure 25B. The small number of Commuters to downtown Bellevue (n=11) precludes drawing any statistically reliable conclusions regarding mode share to this location.

Figure 25A
Mode Share to Downtown Seattle

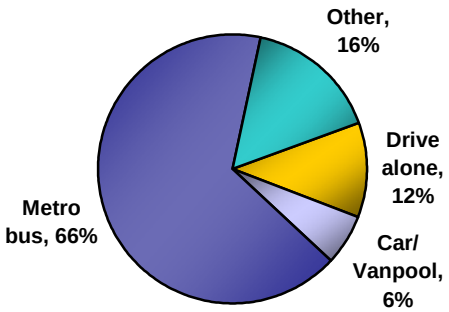
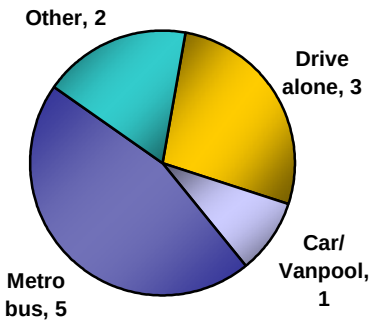


Figure 25B
Mode Share to Downtown Bellevue*



Question 31C: In what geographic area do you work or attend school?

Question 17: How do you usually get to and from work/school?

Bases: Commuters to downtown Seattle (n=131) and Commuters to downtown Bellevue (n=11)

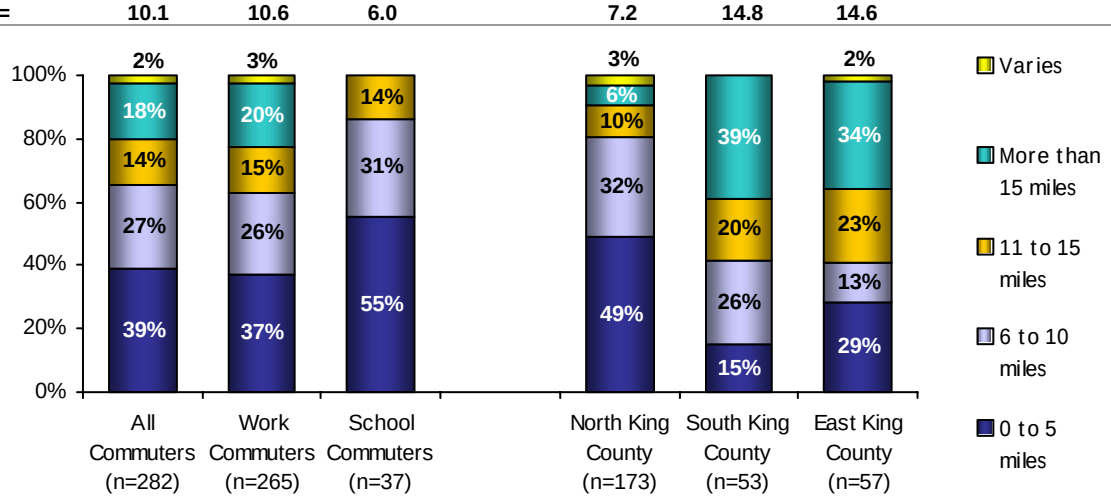
*** Interpret with caution due to small sample size.**

May not sum to 100% due to rounding.

Distance to Work/School

The distance Commuters traveled each way to work or school in 2007 ranged from less than a mile to more than 75 miles. Most Commuters (65%) travel less than ten miles to get to their destinations. As Figure 26 shows, on average, Commuters reported traveling just over ten miles to work or school. School Commuters travel significantly fewer miles on average than do Work Commuters (6.0 and 10.6 miles respectively).

Figure 26
Distance Traveled to Work/School



Question 31: How many miles do you travel from home to work/school one way?

Base: All Commuters (n=282)

May not sum to 100% due to rounding.

The majority of Commuters who live in North King County (83%) also work there with downtown Seattle being the primary location (51%). Nearly half the Commuters who live in East King County (46%) also work or attend school there including 12% whose destination is Bellevue and 40% travel to North King County destinations. A different pattern is true for Commuters who live in South King County. Nearly half of these Commuters (48%) travel to downtown Seattle and just 31% remain in South King County. Relatively few Commuters who live in North or East King County (4% each) commute to destinations in South King County. Commuters who live in North King County are

Table 17
Proximity of Work/School Location to Residence
All Commuters

	All Commuters	Area of Residence		
		North King County	South King County	East King County
	(282)	(173)	(52)	(57)
Live & work in same subarea	66%	**83%**	**31%**	**46%**
Live in one subarea & work in another	34	**17**	**69**	**54**

Question 31C: In what geographic area do you work/attend school?

May not sum to 100% due to rounding.

Bold numbers indicate statistically significant difference.

significantly more likely to live and work in the same planning subarea than those who live in either South or East King County (Table 17).

As expected, Commuters who live and work in the same subarea travel shorter distances than those who live and work in different subareas. Average travel distances to work/school locations outside the subareas where respondents live were significantly shorter for respondents who live in North King County (7.2 miles) than for respondents who live in the South (14.8 miles) or East King County (14.6 miles) subareas (Table 18).

Table 18
Average Commute Distance by Home and Work/School Location
All Commuters

Commute Destination	All Commuters	Area of Residence		
		North King County	South King County*	East King County*
	(282)	(173)	(52)	(57)
North King County (Net)	9.7	6.4	17.7	19.5
Downtown Seattle*	10.0	6.3	17.7	17.7
Other North King County	9.0	6.5	17.8	25.8
East King County (Net)	8.4	10.9	8.7	7.5
Bellevue	7.8	11.5	---	6.7
Other East King County	8.6	10.7	8.7	7.8
South King County	12.6	14.1	11.7	15.0
Other Destinations	16.1	10.0	8.5	28.8
Average for All Destinations	10.1	**7.2**	**14.8**	**14.6**

Question 31: How many miles do you travel from home to work one-way?

***Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill.**

Caution is urged in interpreting results due to extremely small cell sizes (< 5 in some cases)

Averages exclude "varies" responses to Q31.

Bold numbers indicate statistically significant difference.

- For residents of North King County, the greatest average travel distance to another subarea was 14.1 miles to South King County. The shortest average travel distance was 6.3 miles to downtown Seattle.
- For residents of South King County, the greatest average travel distance to another subarea was 17.8 miles to a North King County Location. The shortest average travel distance to another subarea was 8.7 miles to East King County.
- For residents of East King County the greatest average travel distance to another subarea was 25.8 miles to a North King County destination. The shortest average travel distance was 6.7 miles to Bellevue.

Average distances to work and school locations were not significantly different for Commuters who drive alone (10.4 miles), ride Metro buses (10.1 miles), carpool or vanpool (13.4 miles), or use other forms of transportation (7.8 miles).

Commuters reported spending just over 34 minutes traveling from home to work or school (Table 19). The average travel time was significantly longer for residents of South King County (41.1 minutes) than for residents of North King County (32.3 minutes). East King County residents had significantly faster travel times on average compared to Commuters from South King County (33.7 minutes and 41.1 minutes on average). The difference in average travel times between East King County Commuters and those who live in North King County was not statistically significant.

As with distance, time spent commuting varies considerably depending on commute mode, area of residence and work or school location. For example, Commuters who *live* in South King County reported the longest average commute time (41.1 minutes), but those who *work or attend school* in South King County reported shorter commute times on average (29.3 minutes) than those who work or attend school in North King County (35.5 minutes to downtown Seattle and 34.3 minutes to other North King County destinations). Differences in average travel time by commute destination were not statistically significant (Table 20). Caution is urged when comparing travel times for different commute destinations due to the small number of respondents traveling to destinations in South and East King County as well as those traveling outside the County.

Table 19
Travel Time to Work/School by Subarea of Residence
All Commuters

Time in Minutes	All Commuters	Area of Residence		
		North King County	South King County	East King County
	(282)	(173)	(52)	(57)
0 to 10 Minutes	10%	11%	4%	14%
11 to 15 Minutes	12	10	15	12
16 to 30 Minutes	35	**42**	**17**	30
31 to 60 Minutes	30	26	44	30
Over 60 Minutes	8	6	12	9
Varies	5	5	8	5
Average Minutes	*34.1*	***32.3***	***41.1***	*33.7*

Question 34A: About how long does it take you to travel to work/school one way?

May not sum to 100% due to rounding.

Bold numbers indicate statistically significant difference.

Table 20
Travel Time to Work/School by Commute Destination
All Commuters

Time in Minutes	All Commuters	Commute Destination				
		Downtown Seattle*	Other North King County	South King County*	East King County	Other Destinations*
	(282)	(131)	(66)	(25)	(41)	(19)
0 to 10 Minutes	10%	7%	14%	12%	15%	11%
11 to 15 Minutes	12	8	14	20	17	11
16 to 30 Minutes	35	**36**	36	**40**	29	26
31 to 60 Minutes	30	**37**	**21**	20	27	32
Over 60 Minutes	8	7	12	4	5	11
Varies	5	5	3	4	7	11
Average Minutes	*34.1*	*35.5*	*34.3*	*29.3*	*28.4*	*43.7*

Question 34A: About how long does it take you to travel to work/school one way?

May not sum to 100% due to rounding.

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

Bold numbers indicate statistically significant difference.

Commuters who *live* in South King County and traveled to areas outside of King County had shorter travel times on average than those who *live* in North or East King County and commute to destinations in another County (average travel times of 8.5 minutes, 10.0 minutes, and 28.8 minutes respectively).

As expected, survey results found shorter average travel times for Commuters who live and work in the same subarea and longer travel times for those who live and work in different subareas. Respondents traveling from North King County to other subareas had shorter average commute times than those traveling from East or South King County.

- The longest average commute time for residents of North King County was 37.2 minutes to East King County.
- The longest average commute time for residents of South King County was 48.5 minutes to North King County.
- The longest average commute time for residents of East King County was 45.0 minutes to South King County.

Commute time did differ significantly by travel mode. Respondents who commute by Metro bus averaged much longer travel times (37.6 minutes) than those who drive alone (23.6) or carpool/vanpool (28.0) to their destinations (Table 21).

Table 21
Travel Time to Work/School by Common Commute Modes
All Commuters

	All Commuters	Drive Alone	Metro Bus	Carpool/ Vanpool*
	(282)	**(70)**	**(141)**	**(25)**
0 to 10 Minutes	10%	20%	5%	4%
11 to 15 Minutes	12	20	6	20
16 to 30 Minutes	35	36	33	48
31 to 60 Minutes	30	13	45	16
Over 60 Minutes	8	4	6	4
Varies	5	7	5	8
Average Minutes	*34.1*	***23.6***	***37.6***	***28.0***

Question 34A: About how long does it take you to travel to work/school one way?

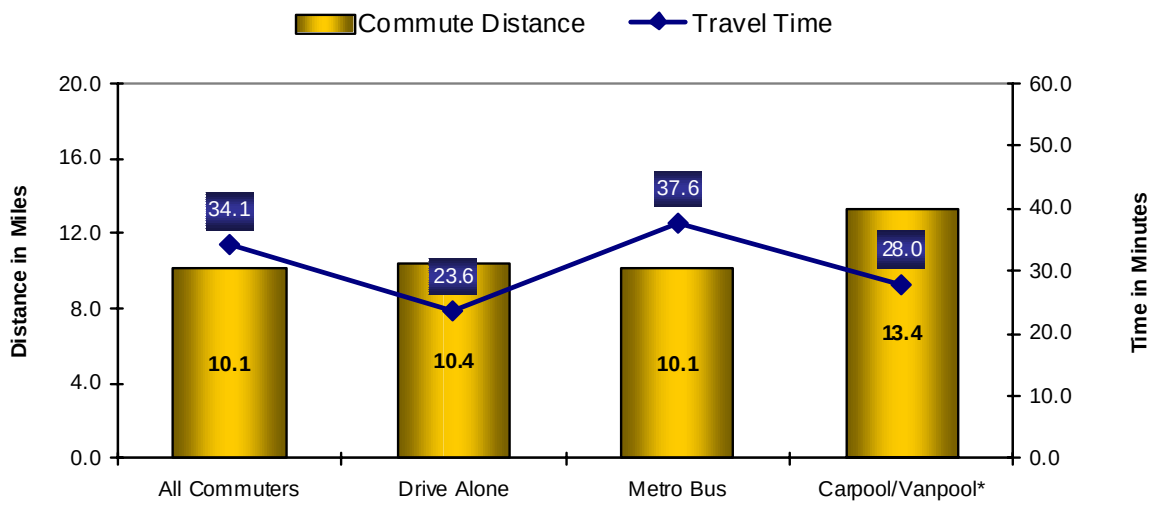
*** Interpret with caution due to small sample size.**

May not sum to 100% due to rounding.

Bold numbers indicate statistically significant difference.

Figure 27 displays the nexus of average travel time and average commute distance for each major transportation mode. As shown, the gap between time and distance traveled is much larger for those who commute by Metro bus than for those who drive alone.

Figure 27
Average Commute Travel Time and Distance by Major Commute Modes



Question 31: How many miles do you travel from home to work one-way?

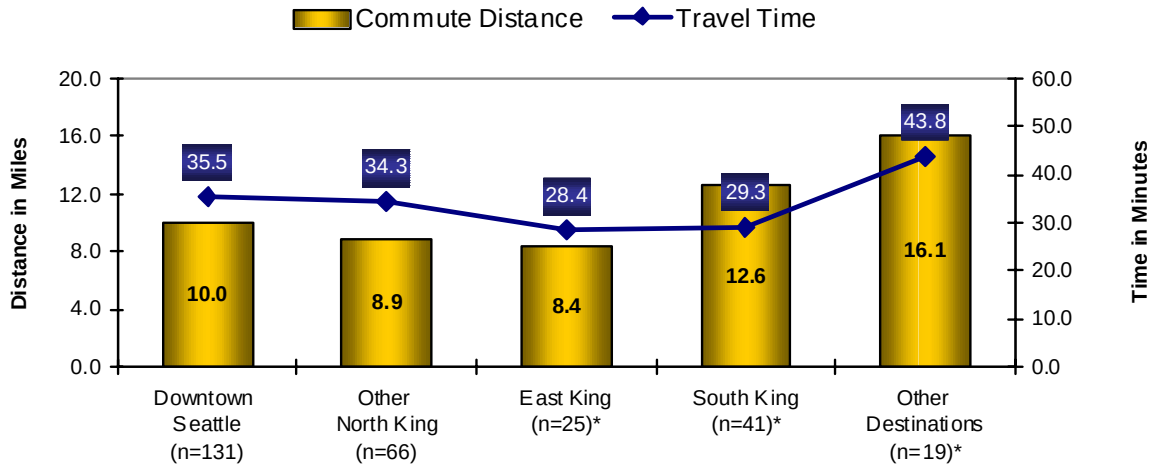
Question 34A: About how long does it take you to travel to work/school one way?

***Interpret with caution due to small sample size (n=25)**

Base: All Commuters (n=282)

Figure 28 displays the nexus of average travel time and average commute distance for major commute destinations. As shown, the gap between time and distance traveled is larger for those traveling to North King County destinations (downtown Seattle and other North King County) than for those traveling to other areas.

Figure 28
Average Commute Travel Time and Distance by Work Location



Question 31: How many miles do you travel from home to work one-way?

Question 34A: About how long does it take you to travel to work/school one way?

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

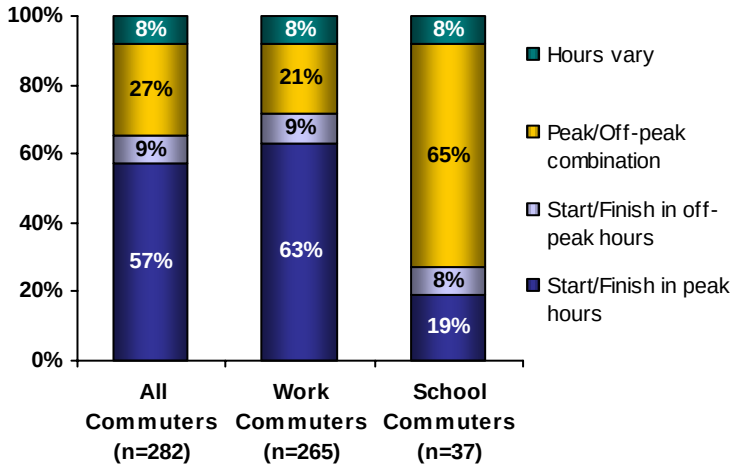
Base: All Commuters (n=282)

Commute Hours

As Figure 29 shows, just over half of the Commuters surveyed (57%) start and finish work or school during peak travel hours (6 to 9 a.m. and 3 to 6 p.m.).[4]

- Work Commuters are significantly more likely than School Commuters to begin and end their days during peak hours whereas students are more likely to start and finish during a combination of peak and off-peak hours.
- Commuters traveling to North King County (61%) and those traveling to East King County (58%) were more likely than Commuters to South King County destinations (29%) to start and finish work during peak commute hours.

Figure 29
Usual Commute Hours



Question 36: What is your usual schedule? First, what time do you begin?

Question 37: And what time do you finish work/school?

Base: All Commuters (n=282)

Note: Respondents who said one end of their work/schedule begins/ends during peak hours and the other varies were included in the "Peak/Off-peak combination" category. The "Hours Vary" category includes Commuters who did not have fixed hours.

There were no statistically significant differences in whether respondents travel during peak, off-peak, or in a peak/off-peak combination between those who drive alone to work, those who take the Metro bus, or those who carpool/vanpool.

[4] To more accurately reflect actual commute times, commute times were calculated by subtracting the reported time respondents spend traveling to and from their commute destinations from their reported start and end times. Results of this calculation reflect whether Commuters who start work or school after 9:00 a.m. or who finish work or school before 3:00 p.m. are actually traveling during morning and/or afternoon peak hours. Percentages reported include these calculations.

Figures 30A and 30B show similar patterns in morning and afternoon peak hour travel with the majority of Commuters reporting they start and/or finish work or school during peak hours (68% during AM peak hours and 62% during PM peak hours). Significantly more Commuters reported traveling before the PM peak than before the AM peak (11% and 3% respectively). The difference in peak hour travel between the morning and afternoon commute times is not statistically significant.

Figure 30A
Usual Morning Commute Hours

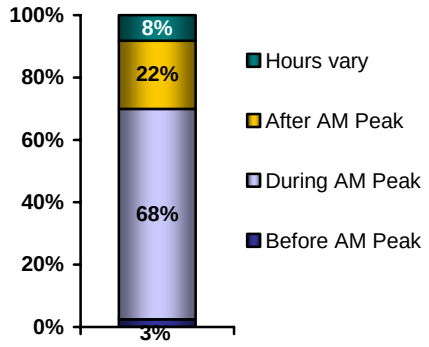
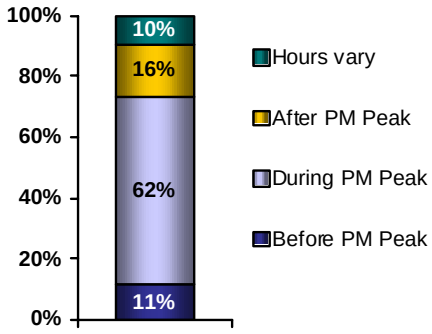


Figure 30B
Usual Afternoon Commute Hours



Question 36: What is your usual schedule? First, what time do you begin?

Question 37: And what time do you finish work/school?

Base: All Commuters (n=282)

May not sum to 100% due to rounding.

Work/School Start Times

More than two-thirds of Commuters (67%) usually start work or school between 6:00 a.m. and 9:00 a.m. Twelve percent (12%) of Commuters start work during the shoulder of the morning peak (9:00 a.m. to 9:59 a.m.).

Table 22 shows that respondents who travel on Metro buses are three times as likely as those who drive alone to start their commute between 7:30 and 7:59 a.m. (12% and 4% respectively). Drive Alone commuters are nearly twice as like as Metro bus commuters and four times as likely as Carpool/vanpool Commuters to start at "all other times" (16%, 9%, and 4% respectively). These differences, though pronounced, are not statistically significant.

Table 22
Distribution of Work/School Start Times
All Commuters

	All Commuters	Drive Alone	Metro Bus	Carpool/ Vanpool*
	(282)	(70)	(141)	(25)
6:00 a.m. to 6:29 a.m.	3%	4%	3%	0%
6:30 a.m. to 6:59 a.m.	3	3	2	8
7:00 a.m. to 7:29 a.m.	14	17	14	8
7:30 a.m. to 7:59 a.m.	11	4	12	8
8:00 a.m. to 8:29 a.m.	29	29	31	40
8:30 a.m. to 8:59 a.m.	8	6	8	12
9:00 a.m. to 9:29 a.m.	11	10	10	0
9:30 a.m. to 9:59 a.m.	1	---	3	0
Varies	8	11	8	20
All other times	12	16	9	4

Question 36: What is your usual schedule? First, what time do you begin?

Shaded areas are morning peak commute hours.

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

May not sum to 100% due to rounding.

Significant differences in morning start times between subgroups are:

- Work Commuters are more likely to start their day between 7:00 and 7:29 a.m. than are School Commuters (15% compared to 3%).
- Respondents traveling to South King County destinations are the least likely to begin work or school between 8:00 and 8:29 a.m. (12% compared to 25% or more for all other commute destinations except Bellevue which was 0%).

Table 23
Distribution of Work/School End Times
All Commuters

	All Commuters	Drive Alone	Metro Bus	Carpool/ Vanpool*
	(282)	(70)	(141)	(25)
2:30 p.m. to 2:59 p.m.	3%	0%	3%	8%
3:00 p.m. to 3:29 p.m.	5	3	5	12
3:30 p.m. to 3:59 p.m.	5	6	6	4
4:00 p.m. to 4:29 p.m.	9	7	8	8
4:30 p.m. to 4:59 p.m.	11	12	12	16
5:00 p.m. to 5:29 p.m.	24	23	24	24
5:30 p.m. to 5:59 p.m.	8	7	9	0
6:00 p.m. to 6:29 p.m.	9	7	11	8
6:30 p.m. to 6:59 p.m.	2	4	1	0
Varies	10	13	10	4
All other hours	14	17	12	16

Question 37: And what time do you finish work/school?

Shaded areas are afternoon peak commute hours.

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

May not sum to 100% due to rounding.

Work/School End Times

Slightly more than six in ten Commuters (62%) reported that they finish work or school during afternoon peak hours (3:00 p.m. to 5:59 p.m.). Table 23 shows the distribution of Commuters who finish work or school in the afternoon peak hours.

Significant differences in afternoon travel times include:

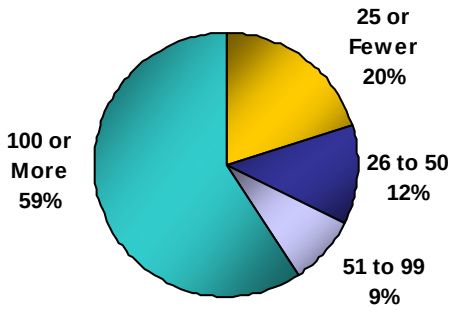
- Commuters to South King County destinations were especially likely to end work/school in off-peak hours (68%).
- Commuters who travel to downtown Seattle were more likely than those traveling to other North King County destinations to end their day between 5:00 and 5:30 p.m. (34% compared to 28%).

While Carpool/vanpool commuters were more likely than others to leave before the PM peak (8% compared to 3% of Metro bus riders and 0% of Drive Alone Commuters), the difference was not statistically significant. The difference in the percentage of Carpool/Vanpool members who vary their travel time in the afternoon compared to Metro bus riders and Drive Alone Commuters is also not statistically significant.

Employer Size

The majority of Work Commuters (59%) work for companies with a least one hundred employees, 21% work for employers with between 26 and 99 employees and 20% work for small employers (Figure 31). Significant differences between respondent groups based on employer size include:

Figure 31
Number of Employees at Worksite



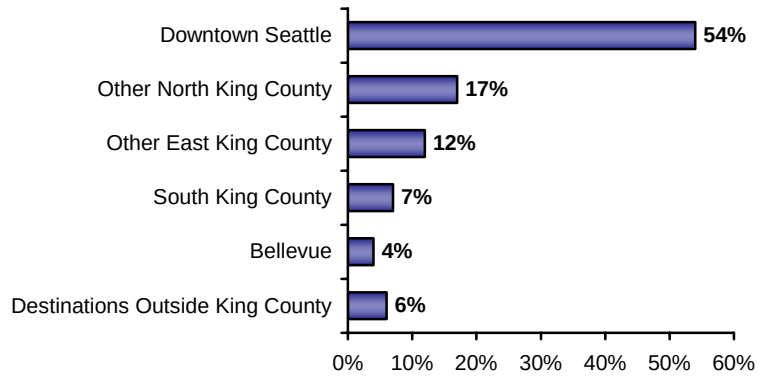
Question 38B: How many employees work at your location?

Base: Work Commuters (n=245)

May not sum to 100% due to rounding.

- Three-quarters of Work Commuters who live in East King County (75%) work for large employers compared to 52% of those who live in South King County and 56% of Work Commuters from North King County.
- Work Commuters who travel by Metro bus were more likely to work for large employers than those who drive alone (64% and 45% respectively)
- Drive Alone Commuters were more likely than those who travel on Metro buses or carpool/vanpool to work for employers with 26 to 50 employees (22% compared to 9% and 15%).
- Work Commuters who live in North or South King County were more likely than those from East King County to work for employers with fewer than 26 employees (25%, 23% and 6% respectively).

Figure 32
Large Employers by Location



Question 31A: In what geographic area do you work/attend school?

Base: Work Commuters who work for employers with 100+ employees (n=145)

May not sum to 100% due to rounding.

Figure 32 shows the work destinations of respondents who work for large employers. As shown, 71% of these Commuters work in North King County (70% of all Work/School Commuters travel to North King County destinations). More than half of the Work Commuters who are employed by large organizations (54%) work in downtown Seattle, which is slightly, but not significantly, more than the percentage of all Commuters when school commuters are included (50%).

Monthly Parking

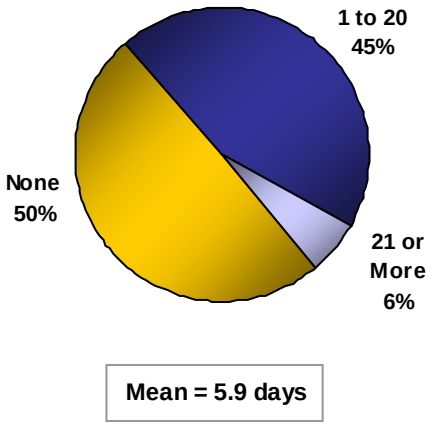
Days Parked per Month

Half of all Commuters said they do not park at work or school (50%). The average number of days parked at work or school among all Commuters was 5.9 (Figure 33). Looking just at those who reported parking at least occasionally, the average was 11.8 days per month.

It is not surprising that Drive Alone Commuters reported parking at work or school significantly more often than carpool/vanpool Commuters or those who commute by Metro bus (18.0, 8.1, and 1.0 days per month on average, respectively).

Table 24 shows differences in the number of days parked per month by commute destination. There were no significant differences in number of days parked based on where Commuters live. The following differences with respect to number of days parked are statistically significant:

Figure 33
Number of Days Parked Per Month



Question 40B: How many days a month do you park at work/school?

Base: All Commuters (n=282)

May not sum to 100% due to rounding.

- Regular Riders were significantly more likely than Infrequent Riders to say they do not park at work or school (59% and 22% respectively).
- Commuters traveling to North King County destinations parked at work or school less often on average than those traveling to East or South King County (4.1 days per month compared to 10.4 and 9.8).
- Commuters traveling to downtown Seattle parked fewer days on average than those traveling to South King County (interpret with caution due to small sample size).

Table 24
Days Parking at Work by Commute Destination
All Commuters

	All Commuters	Downtown Seattle	Other North King	East King	South King	Other
	(282)	**(131)**	**(66)**	**(41)***	**(25)***	**(19)***
None	50%	61%	52%	24%	36%	32%
1 to 20 days	45	34	**42**	**63**	**60**	58
21 or more days	6	5	6	12	4	11
Average days per month	5.9	**3.3**	5.7	10.4	**9.8**	10.5

Question 40B: How many days a month do you park at work/school?

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

May not sum to 100% due to rounding. Numbers in bold indicate a significant difference.

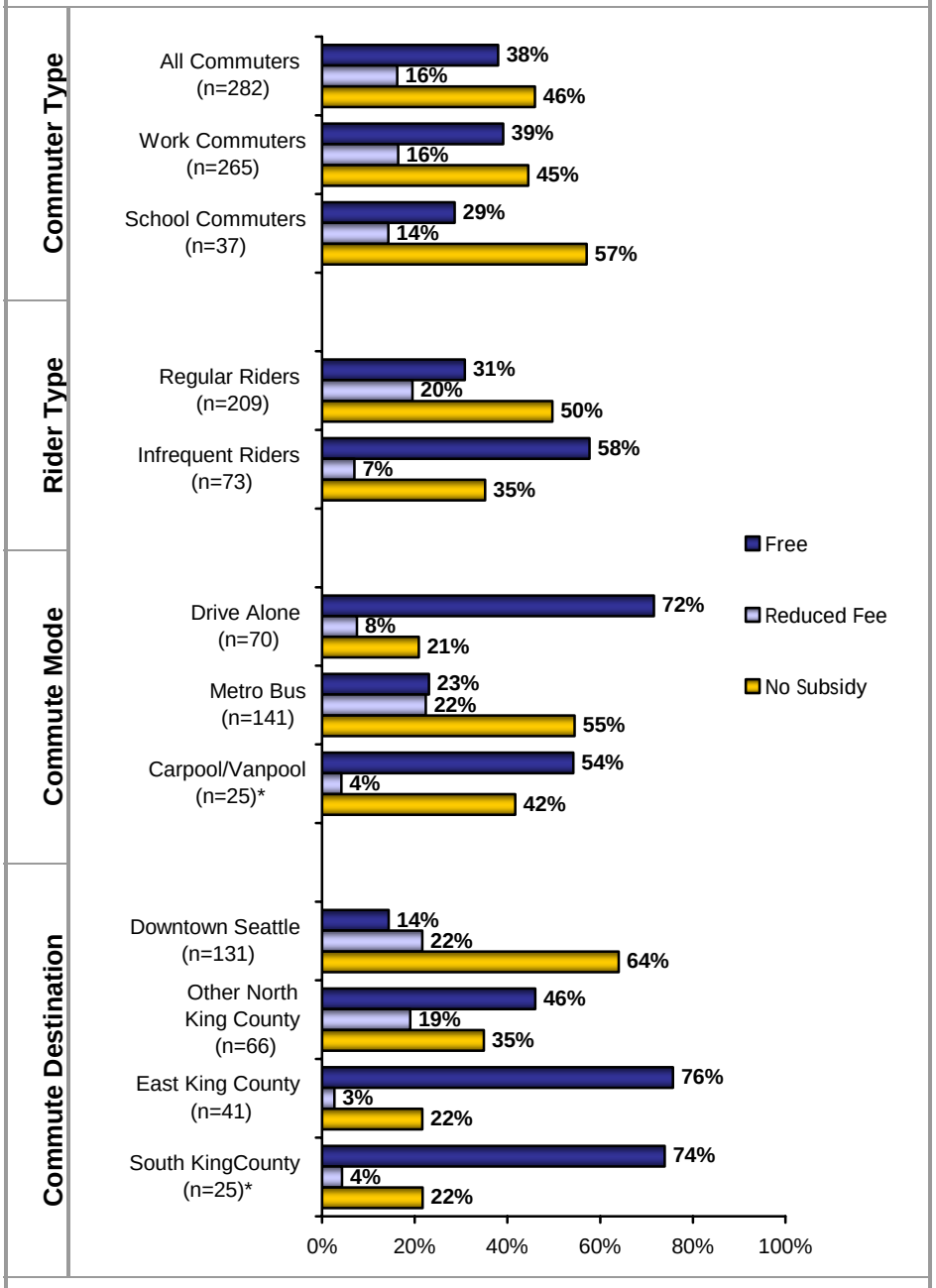
Parking Subsidies

Nearly four in ten Commuters (38%) said they have free parking including 1% who reported having free parking but indicated it was not provided by their employer or school. Sixteen percent (16%) said they pay a reduced fee for parking (Figure 34).

Several significant differences were noted with respect to parking subsidies:

- Infrequent Riders were more likely to have free parking available to them than were Regular Riders (58% compared to 31%). Conversely, Regular Riders were more likely than Infrequent Riders to pay a reduced fee for parking (20% compared to 7%) or to have no parking subsidy (50% compared to 35%).

Figure 34
Parking Subsidies by Commuter Characteristics



Question 39: Does your employer offer or provide you with free or reduced parking?

Base: All Commuters (n=282)

*Interpret with caution due to small sample size.

May not sum to 100% due to rounding.

- Drive Alone Commuters and Carpool/Vanpool Commuters were more likely to have a free parking option than were Metro Bus Commuters (72% and 54% compared to 23%)

- Commuters to downtown Seattle were the least likely to have free parking available (14% compared to 46% of other North King County destinations, 76% of those traveling to East King County and 74% of those who work or go to school in South King County).

There is no correlation between employer size and their propensity to offer free or reduced parking.

Parking Costs

Respondents who usually drive or carpool/vanpool to work or school, park at least once a month, and do not receive free or reduced parking from their employer or school, were asked how much they personally pay to park (n=22).
Parking costs ranged from nothing (10 respondents) to $250 a semester (1 respondent). Below are the reported amounts for the 9 respondents who pay for parking and provided a valid response to this question:

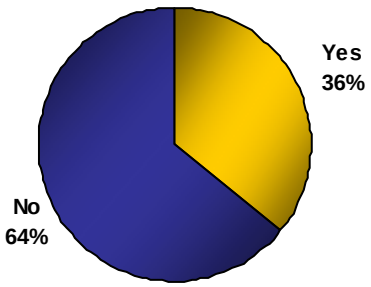
- $250/semester
- $44/quarter
- $160/month
- $90/month
- $60/month
- $50/month
- $44/month
- $17/day
- $10/day

Park and Ride Lots

Just over one-third of respondents (36%) said they used a Metro Park and Ride lot in the year preceding the survey (Figure 35). The following significant differences in the use of Park and Ride lots were noted:

- Respondents who live in South or East King County were more likely to use a Park and Ride than those residing in North King County (60% and 65% compared to 19%).
- Work Commuters were more likely than School Commuters or Non-Commuters to have used a Park and Ride lot (42% compared to 25% and 26%).

Figure 35
Use of Park and Ride Lots



Question 49: Have you used a Metro Park and Ride lot within the last year?

Base: All respondents (n=401)

May not sum to 100% due to rounding.

Most Park and Ride lot users said they usually drive themselves to the lot (82%), 6% walk, 6% are dropped off by car, and 5% get to the Park and Ride on the bus.

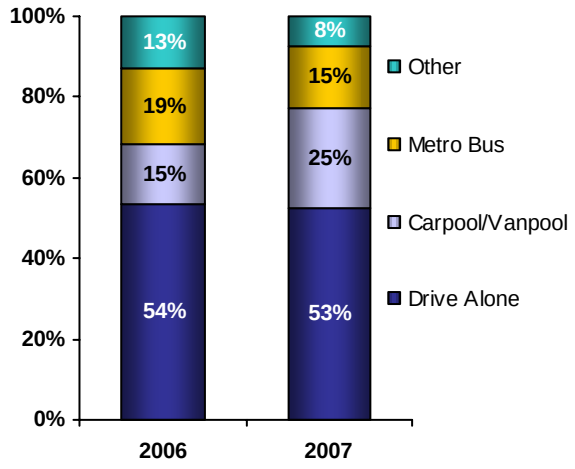
Personal Travel

Just over half of the respondents surveyed (53%) said they usually drive alone for their personal travel. One in four Riders carpools (25%); usually with other family members. Interestingly, whereas 27% of Riders said they rely on Metro for some or all of their transportation needs, only 15% said they usually take a Metro bus for personal travel.

Mode choice for personal travel in 2007 was very different than in 2006 with the exception of those who usually drive alone.

As Figure 36 shows, the percentage of riders who carpool or vanpool for their personal travel increased significantly from 15% in 2006 to 25% in 2007 with corresponding decreases in the proportion that take Metro buses or use other forms of transportation. The decrease in the use of other forms of transportation is statistically significant.

Figure 36
Usual Mode for Personal Travel



Question 42: What method of transportation do you usually use to get around for most of your personal, that is, non-work travel?

Base: Regular and Infrequent Riders 2007 (n=401); 2006 (n=1,317, n_w=714);

May not sum to 100% due to rounding.

Other significant differences with respect to mode choice for personal travel include:

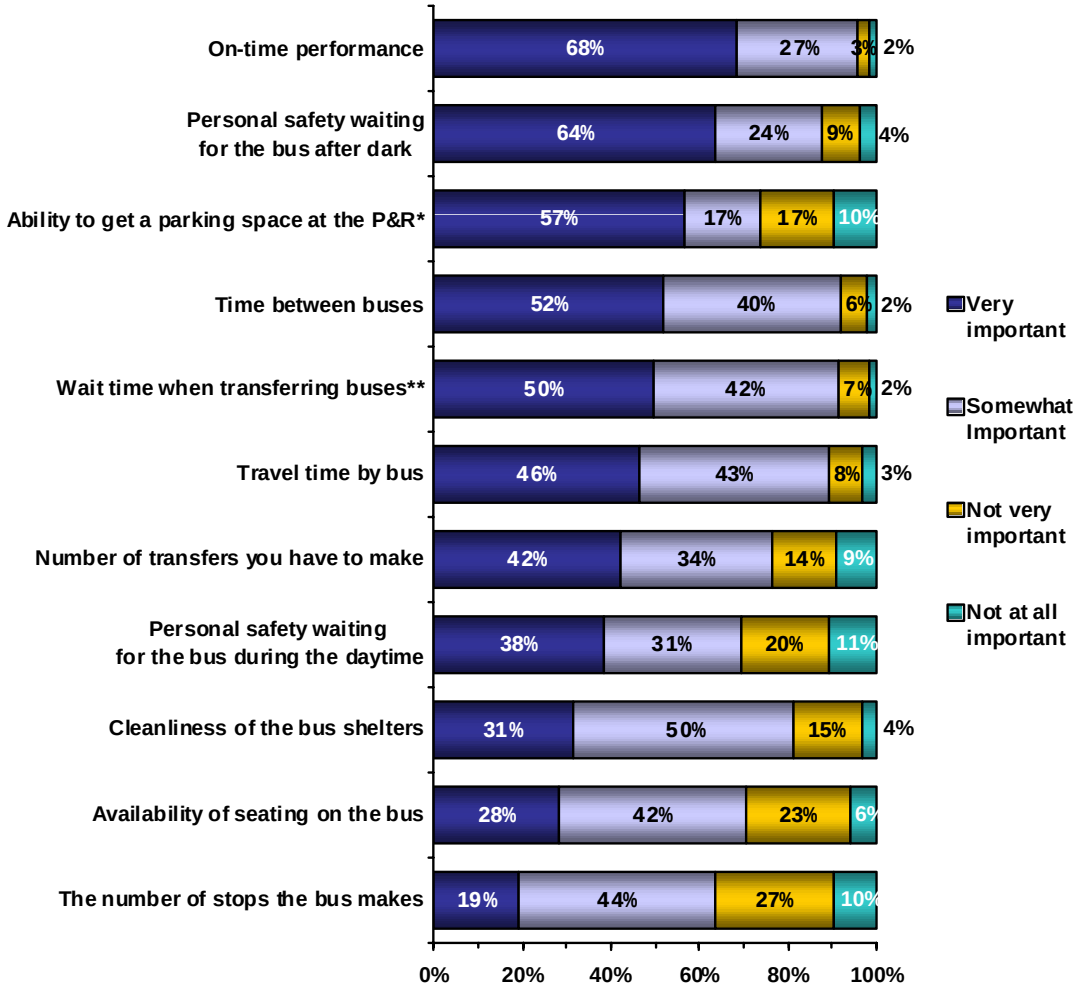
- Infrequent Riders are significantly more likely to drive alone than are Regular Riders (69% compared to 45%).
- Work Commuters are more likely to drive alone than are School Commuters (57% compared to 33%). School Commuters are more likely to use Metro buses for personal travel than are Work Commuters (25% compared to 10%).
- Regular Riders are more likely than Infrequent Riders to use Metro buses for their personal travel (22% compared to 1%).

Importance of Transit Attributes

The 2007 questionnaire included a new battery of questions asking riders to rate the importance of eleven different attributes of transit travel when deciding to ride the bus.

As Figure 37 shows, the most important element is on-time performance (95% rated this element *very* or *somewhat important*) followed by "personal safety when waiting for the bus after dark" (88%). The least important element in deciding to ride the bus was "the number of stops the bus makes on your trip."

Figure 37
Importance of Transit Attributes in Decision to Ride Metro



Question 43: Next, I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell me if it is very important, somewhat important, not very important or not at all important to you in deciding whether or not to ride the bus.

Base: Regular and Infrequent Riders: 2007 (n=401)

***Asked only of respondents who use a Park & Ride in the last year (n=144)**

****Asked only of respondents who usually transfer buses (n=170)**

May not sum to 100% due to rounding.

Importance ratings differed significantly between subgroups as summarized below:

- Regular Riders were more likely than Infrequent Riders to rate personal safety when waiting for the bus after dark higher as *very* or *somewhat important* (91% compared to 80%).
- Work Commuters were more likely than School Commuters to rate the following attributes as *very* or *somewhat important.*
    - Time between buses (95% compared to 78%)
    - Availability of seating on the bus (73% compared to 51%)
    - The number of stops the bus makes (72% compared to 31%)
- Carpool/Vanpool Commuters were more likely than those who commute using other modes to rate these attributes as *very* or *somewhat important.*
    - Personal safety when waiting for the bus after dark (96% compared to 84% of Drive Alone Commuters)
    - Time between buses (100% compared to 91% of Metro Bus Commuters)
- South King County residents placed higher importance on the cleanliness of bus shelters than did those who live in North King County (89% compared to 79%)

Customer Satisfaction

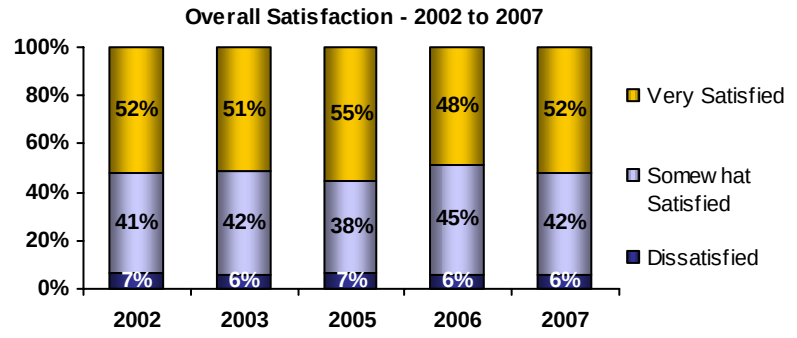
Overall Satisfaction

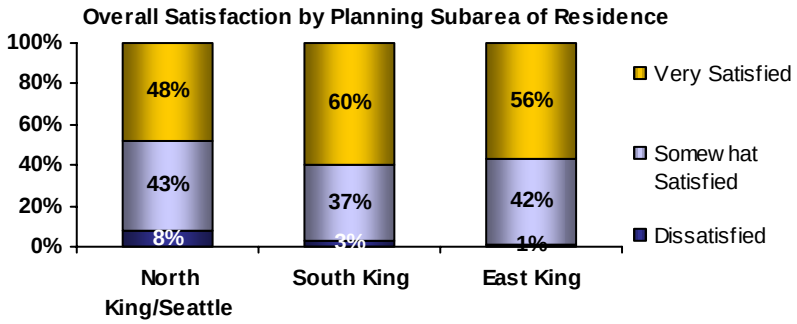
Overall satisfaction with Metro in 2007 was 94% including 52% who said they were *very satisfied* with the service. Rider satisfaction ratings for Metro service have not changed significantly during the past five years (Figure 38). In 2007, some significant differences were noted in overall satisfaction between subgroups.

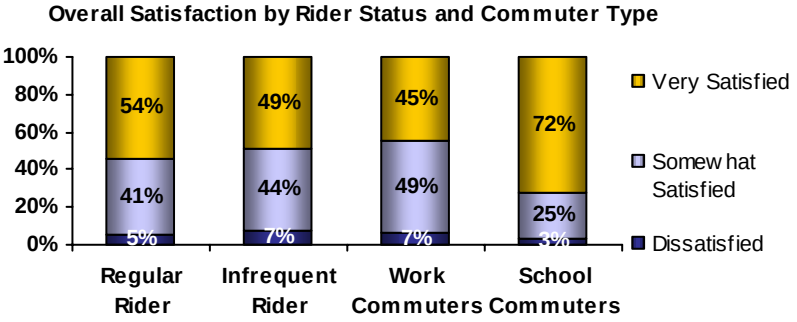
- Residents of South King County and East King County were more likely to be *very* or *somewhat satisfied* than those who live in North King County (98% and 99% compared to 92%). North King County residents were more likely to be *dissatisfied* with Metro (8%) than were those who live in South (3%) or East King County (1%).

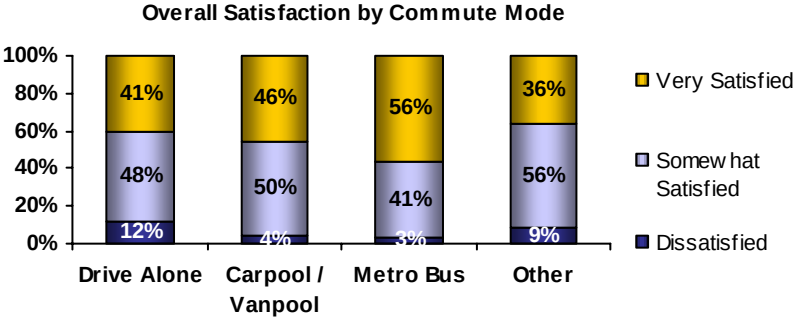
- Riders who commute to work or school by Metro bus were more likely to be *very satisfied* than those who drive alone (56% and 41% respectively).

Figure 38
Overall Satisfaction









Question 52Z: Overall, how satisfied are you with Metro transit?

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

***Base:** Riders who commute to work or school (n=282)

May not sum to 100% due to rounding.

- Riders who commute to school and those who do not commute were more likely to be *very satisfied* than were riders who commute to work (72% and 62% compared to 45%).

Overall satisfaction did not differ between Regular and Infrequent Riders (95% and 93% respectively). Satisfaction for these two groups was comparable to satisfaction ratings in 2006 (94% and 91% respectively).

Satisfaction with Specific Transit Elements

In addition to rating their overall satisfaction, riders were asked to rate their satisfaction with 20 different elements of transit service. Questions concerning Park and Ride lots were only asked of those who reported using a Park and Ride. Similarly, questions related to transferring buses were asked only of respondents who usually transfer.

In 2007, more than 70% of respondents were *very satisfied* with:

- Driver appearance (77%)
- Personal safety waiting for the bus in the daytime (74%)
- Personal safety on the bus related to the operation of the bus (73%)

In 2007, riders expressed the highest dissatisfaction with:

- Ability to get information by phone (25% *not very/not at all satisfied*)
- Personal safety on the bus related to the conduct of others after dark (22% *not very* or *not at all satisfied*)
- The time between buses (21% *not very* or *not at all*)

Figure 39 on the following page shows the percentage of respondents who were *very* or *somewhat satisfied* with each transit service element. Items are ranked in descending order based on the percentage of respondents who are *very satisfied*.

Rating Differences Between Regular and Infrequent Riders

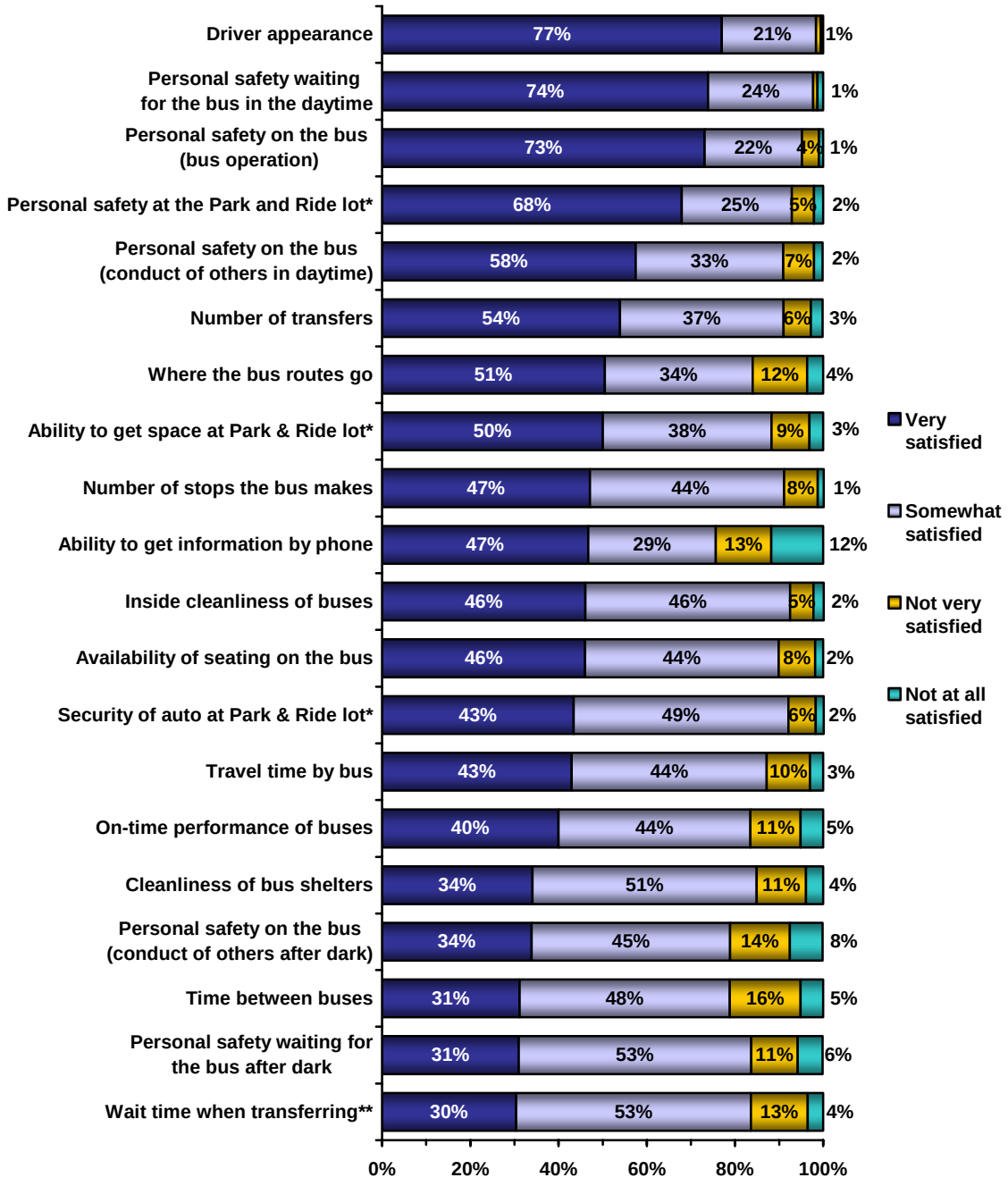
In 2007, Regular and Infrequent Riders differed significantly in satisfaction ratings for 7 different transit elements. Infrequent Riders were more likely than Regular Riders to be *very* or *somewhat satisfied* with:

- On-time performance of buses (89% compared to 81% of Regular Riders)
- Cleanliness of bus shelters (96% compared to 80%)
- Inside cleanliness of buses (96% compared to 91%)
- Availability of seating on the bus (96% compared to 87%)
- Personal safety waiting for the bus in the daytime (100% compared to 97%)

Regular Riders were more likely than Infrequent Riders to be *very* or *somewhat satisfied* with:

- The number of transfers you have to make to get where you are going (94% compared to 84% of Infrequent Riders)
- The wait time when transferring buses (88% compared to 74%)

Figure 39
Satisfaction with Specific Transit Service Elements



Question 52: Next, I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. **Base:** Regular and Infrequent Riders: 2007 (n=401)

***Asked only of respondents who use a Park & Ride in the last year (n=144)**

****Asked only of respondents who usually transfer buses (n=170)**

May not sum to 100% due to rounding.

Rating Differences by Area of Residence

Satisfaction with the various elements of transit service differed depending on where the respondent lives. Table 25 lists the elements for which there were significant differences in the combined *very* or *somewhat satisfied* ratings among residents of the three major planning subareas.

Table 25
Transit Elements with Significant Differences in Percent Very/Somewhat Satisfied by Subarea
All respondents

	Total	Area of Residence		
		North King County	South King County	East King County
	(282)	(173)	(52)	(57)
Personal safety waiting for the bus in the daytime	98%	98%	96%	100%
Inside cleanliness of buses	93	92	89	98
Personal safety at the Park and Ride lots*	93	98	84	96
Security of your automobile at the Park and Ride lot*	92	97	81	98
Personal safety on the bus related to the conduct of others on the bus during the daytime	91	89	90	100
Travel time by bus	87	85	92	90
Cleanliness of bus shelters	85	81	86	96
On-time performance of buses	84	79	86	96
Personal safety on the bus related to the conduct of others after dark	79	79	66	93

Question 52: Next, I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Base: Regular and Infrequent Riders: 2007 (n=401)

***Asked only of respondents who use a Park & Ride in the last year (n=144)**

Residents of North King County were significantly more likely than residents of South King County to be *very* or *somewhat satisfied* with:

- Personal safety at the Park and Ride lot (98% compared to 84%)
- Security of your automobile at the Park and Ride lot (97% compared to 81%)

Residents of South King County were significantly more likely than residents in North King County to be *very* or *somewhat satisfied* with travel time by bus (92% compared to 85%).

Residents of East King County were significantly more likely than residents in other areas to be *very* or *somewhat satisfied* with:

- Personal safety waiting for the bus in the daytime (100% compared to 98% of respondents from North King County and 96% of those from South King County)[5]
- Inside cleanliness of buses (98% compared to 89% of South King County respondents and 92% of North King County respondents).
- On time performance (96% compared to 86% of South King County respondents and 79% of North King County respondents).
- Personal safety on the bus related to the conduct of others on the bus after dark (93% compared to 79% for North King County respondents and 66% for South King County).

[5] Significant at the 90% level of confidence.

- Security of your automobile at the Park and Ride lot (98% compared to 81% of South King County respondents).

Dissatisfaction with Transit Elements

While the majority of Riders expressed satisfaction with the various transit service elements, at least ten percent of Riders indicated they were dissatisfied. Elements that at least 10% of respondents rated as dissatisfactory are shown in Table 26 by subarea of residence. The attribute Riders were least satisfied with was the *ability to get information by phone* (24% said they were very/somewhat dissatisfied with this element) followed closely by *time between buses* and *personal safety on the bus related to the conduct of others after dark* (21% each).

Rides who live in North King County were the least satisfied with ability to get information by phone (23% dissatisfied), time between buses (23% dissatisfied), personal safety on the bus related to the conduct of others after dark (21%) and on-time performance of buses (21% dissatisfied). Riders who live in South King County were the least satisfied with *personal safety on the bus related to the conduct of others after dark* (34% very/somewhat dissatisfied) followed by *ability to get information by phone* (23% dissatisfied) and *personal safety when waiting for the bus after dark* (21% dissatisfied).

Riders who live in East King County were the least satisfied with *ability to get information by phone* (24% very/somewhat dissatisfied), *where the bus routes go* (16% dissatisfied), and *time between buses* (15% dissatisfied).

Table 26
Transit Elements at Least 10% of Riders Rated as Unsatisfactory by Subarea
All respondents

Time in Minutes	All Respondents	Area of Residence		
		North King County	South King County	East King County
	(401)	(244)	(78)	(79)
Ability to get information by phone	24%	23%	28%	24
Time between buses	21	23	23	15
Personal safety on the bus related to the conduct of others after dark	21	**21**	**34**	**7**
On-time performance of buses	17	**21**	**14**	**4**
The wait time when transferring	16	19	12	14
Personal safety waiting for the bus after dark	16	17	21	10
Where the bus routes go	16	16	16	16
Cleanliness of bus shelters	15	**19**	**14**	**4**
Travel time by bus	13	**15**	**8**	8
The ability to get a space at Park and Ride lots*	12	16	10	10
Availability of seating on the bus	10	10	10	10

Question 52: Next, I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Base: Regular and Infrequent Riders: 2007 (n=401)

***Asked only of respondents who use a Park & Ride in the last year (n=144)**

Numbers in bold indicate statistically significant difference.

Several significant differences were noted with respect to which subarea Riders live in.

- Significantly fewer Riders in East King County were dissatisfied with:
  - *Personal safety on the bus related to the conduct of others after dark* (7% compared to 34% of South King County Riders and 21% of North King County Riders)
  - *On-time performance of buses* (4% compared to 14% of South King County Riders and 21% of Riders from North King County)
  - *Cleanliness of bus shelters* (4% compared to 19% of Riders from North King County and 14% of Riders from South King County)
- Significantly more Riders from North King County were dissatisfied with *travel time by bus* than those from South King County (15% and 8% respectively).
- Significantly more Riders from South King County (16%) were dissatisfied with *personal safety at the Park and Ride lot* compared to North King County Riders (2%).

Significant differences in levels of dissatisfaction were also noted between Regular and Infrequent Riders. Regular Riders were more likely than Infrequent Riders to be dissatisfied with:

- *On-time performance of buses* (19% of Regular Riders were dissatisfied compared to 10% of Infrequent Riders)
- *Cleanliness of bus shelters* (20% of Regular Riders were dissatisfied compared to 4% of Infrequent Riders)
- *Availability of seating on the bus* (13% of Regular Riders were dissatisfied compared to 4% of Infrequent Riders)

Infrequent Riders were more likely than Regular Riders to be dissatisfied with:

- *The number of transfers you have to make to get where you are going* (16% dissatisfied compared to 6% of Regular Riders)
- *The wait time when transferring buses* (26% dissatisfied compared to 12% of Regular Riders)

Changes in Ratings Over Time

The percentage of Riders who said they were *very satisfied* with Metro service overall is statistically unchanged from one year ago. While overall satisfaction ratings did not change between 2006 and 2007, significant differences in the percent of riders giving a *very satisfied* rating between the two years were noted for six specific transit elements (Table 27):

- Ability to get information by phone (-22 percentage points)
- Personal safety at the Park and Ride lot (+17 percentage points)
- Where the bus routes go (+10 percentage points)
- Security of your automobile at the Park and Ride lot (+10 percentage points)
- Travel time by bus (+10 percentage points)
- Cleanliness of bus shelters (+6 percentage points)

Table 27
Percent "Very Satisfied" with Specific Elements of Transit Service – 2002 to 2007
All respondents

	2002	2003	2005	2006	2007
(Base)	**(735)**	**(762)**	**(692)**	**(714)**	**(401)**
Driver appearance	72%	71%	76%	NA	77%
Personal safety waiting for the bus in the daytime	67	72	73	70	74
Personal safety on the bus related to the operation of the bus	64	68	75	69	73
Personal safety at the Park and Ride lot*	44	52	52	**51**	**68**
Personal safety on the bus related to the conduct of others during the daytime	55	56	62	58	58
The number of transfers you have to make to get where you are going	51	54	53	50	54
Where the bus routes go	48	49	49	**41**	**51**
The ability to get a parking space at Park and Ride lots*	43	37	51	49	50
The number of stops the bus makes on your trip	NA	NA	47	49	47
Ability to get information by phone	NA	NA	NA	**69**	**47**
Inside cleanliness of buses	45	44	53	41	46
Availability of seating on the bus	53	49	50	45	46
Security of your automobile at the Park and Ride lot*	33	34	31	**34**	**44**
Travel time by bus	43	41	41	**33**	**43**
On-time performance of buses	35	41	45	37	40
Cleanliness of bus shelters	29	31	36	**28**	**34**
Personal safety on the bus related to the conduct of others after dark	29	29	34	32	34
Time between buses	32	32	30	35	31
The wait time when transferring buses**	26	26	25	27	31
Personal safety waiting for the bus after dark	20	24	29	25	31

Question 52: Next, I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Base: Regular and Infrequent Riders: 2007 (n=401); 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)

***Asked only of respondents who use a Park & Ride in the last year (2007 n=144)**

****Asked only of respondents who usually transfer buses (2007 n=170)**

May not sum to 100% due to rounding.

Bold numbers indicate statistically significant difference.

Relationship Between Transit Elements and Overall Satisfaction

Quadrant Analysis

One way to evaluate the importance of various service attributes is to examine their relationship to satisfaction using a quadrant map. Quadrant analysis is used to identify the strengths and weaknesses associated with a customer's overall experience. The quadrant maps developed with data from this survey plot the importance of specific attributes by respondents' satisfaction with that attribute. The resulting map shows which attributes are priorities for improving the experience of Metro riders. The quadrant map shown in Figure 40 includes the eleven elements that riders rated both for importance and satisfaction.

The map is divided into four quadrants as shown below. The horizontal axis (X) represents the mean importance ratings for each attribute while the vertical axis (Y) represents the mean satisfaction rating for each attribute. The farther to the right an attribute appears, the more important it is to maintaining rider satisfaction. Attributes that appear near the top of the vertical axis are the ones respondents are most satisfied with.

Low Satisfaction/High Importance

The four elements in this quadrant are the top priority for improvement. These elements are *on-time performance*, *personal safety while waiting for the bus after dark*, *time between buses,* and *wait time when transferring*. Increasing satisfaction with these elements will likely result in an increase in overall satisfaction ratings.

High Satisfaction/High Importance

Items in this quadrant are elements Riders place a high value on and that they are generally satisfied with. *Travel time by bus* is the only item that fell into the High Satisfaction/High Performance quadrant. This finding suggests that as satisfaction increases, the relative priority of each element decreases. Thus, items riders are highly satisfied with become considerably less important than those elements Riders find problematic.

High Satisfaction/Low Importance

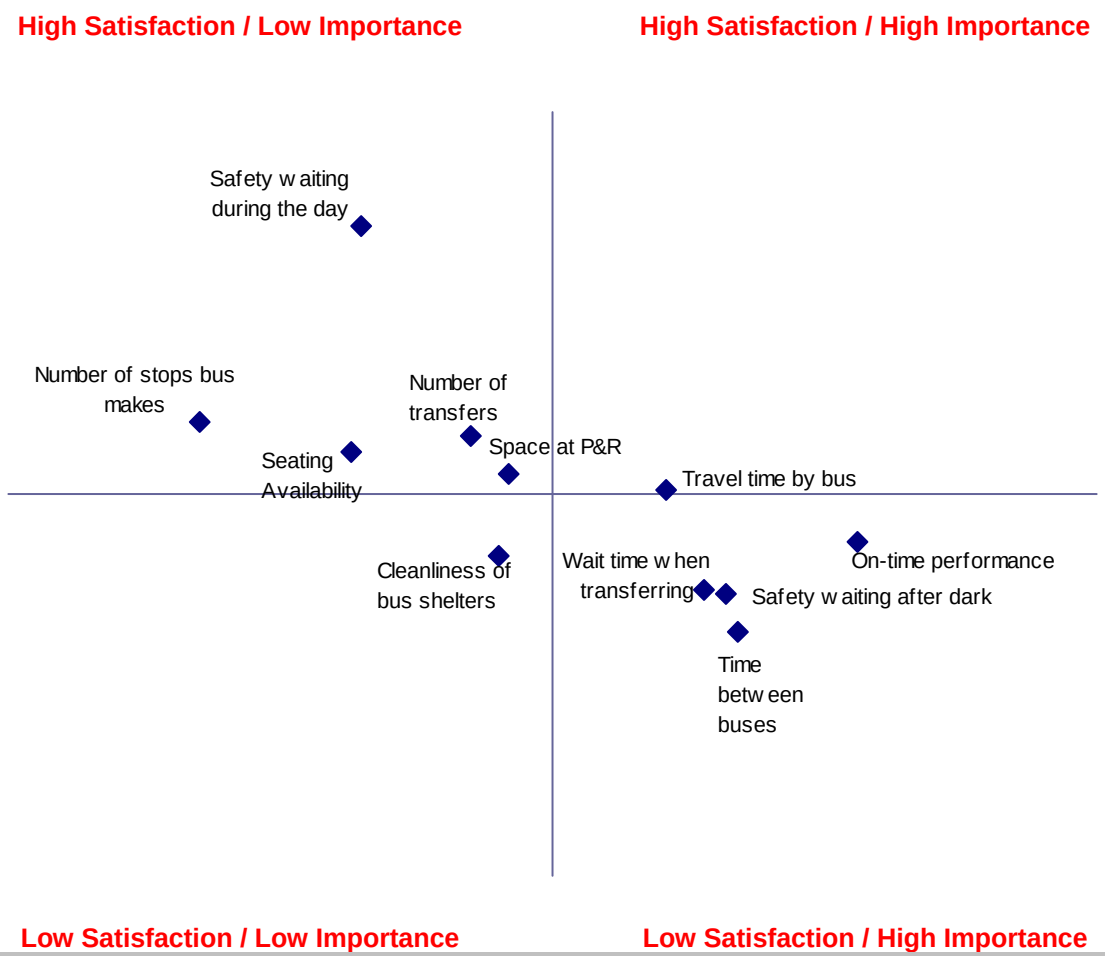
This quadrant contains elements Riders are satisfied with but consider to be less important when deciding whether to take the bus. For KC Metro retaining elements in this quadrant is important to retaining the current overall satisfaction ratings. The elements in this quadrant, in descending order of importance are: *The ability to get a parking space in Park and Ride lots, the number of transfers you have to make to get where you are going, personal safety waiting for the bus in the daytime, availability of seating on the bus,* and *the number of stops the bus makes on your trip.*

Low Satisfaction/Low Importance

One element, *cleanliness of the bus shelters* is the only element in this quadrant. Of the attributes tested, this one is of moderately low importance in the decision to ride the bus, but also one that Riders are less satisfied with relative to other transit service elements. Improving Rider satisfaction with this element is a secondary priority.

The analysis of transit service elements in 2006 differed markedly from the analysis presented above both in method and in the number of service elements tested.6 Nonetheless, two of the top priorities identified for improvement in 2006 are also top priorities for 2007: on-time performance, and wait time when transferring. There was little correlation between the two methods for other transit service elements.

Figure 40
Importance and Satisfaction Quadrant Analysis
All respondents



Question 43: Next, I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell me if it is very important, somewhat important, not very important or not at all important to you in deciding whether or not to ride the bus. Scale: 1 = not at all important, 4 = very important.

Question 52: I am going to ask about your satisfaction with bus service. As I read each item, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. **Scale:** 1 = very dissatisfied, 4 = very satisfied

Base: Regular and Infrequent Riders: 2007 (n=401)

6 The 2006 survey assessed priorities based on the number of riders that had a problem with each attribute. The analysis from the 2006 study is based entirely on satisfaction with each of the 22 elements included in the survey and the extent to which riders experienced a problem. Questions regarding whether Riders experienced a problem with each attribute were not included in the 2007 study, thus the 2006 analysis could not be replicated. The 2007 quadrant analysis is based on the importance of each of the 13 elements Riders rated in terms of their importance in the decision to ride transit and their satisfaction with each one while the 2006 study identified the elements that are most problematic to riders—a subtle, but nonetheless important, distinction.

Drivers of Overall Satisfaction

Gilmore Research conducted six Stepwise Multiple Regression analyses using 20 service quality elements. The purpose of the analyses was to determine which of the many items in the survey were most closely associated with overall satisfaction among Regular and Infrequent Riders and by planning subarea. In this procedure, variables are entered or removed from the regression formula one at a time until all the independent (uncorrelated) sources of variance are included in the equation. The most important predictors or "explainers" are identified and then listed in descending order of importance. If a respondent is very satisfied with all of the identified elements, it can be predicted that person's overall satisfaction would also be very high. Conversely, riders who are dissatisfied with the majority of elements identified are also likely to be dissatisfied with KC Metro service overall. It is important to point out that the items included in the regression model are not necessarily the items that were rated best or worst in terms of satisfaction. These are the items that explain the variance in overall satisfaction ratings and are items to focus on to maintain or improve overall satisfaction among members of each group.

Results found elements of customer service to be key predictors of satisfaction in the regression models of light and moderate riders, but not in the model that emerged for very frequent riders.

Regular Riders

For Regular Riders (69% of the respondents surveyed), overall satisfaction is driven to a large extent by time—whether the bus is on time, how much time riders spend on the bus, how much time they wait between buses. Personal and property safety are secondary considerations. Altogether, the regression analysis was able to explain 51% of the variation in overall satisfaction among Regular Riders. The seven predictor elements and the amount of variance in overall satisfaction ratings explained by each one are:

- On-time performance of buses (28%)
- Personal safety on the bus related to the conduct of others during the daytime (10%)
- Travel time by bus (6%)
- The number of transfers you have to make to get where you are going (3%)
- Time between buses (2%)
- Inside cleanliness of buses (2%)
- Security of your automobile at the Park and Ride lot (2%)

Infrequent Riders

Four predictor elements were identified for Infrequent Riders (31% of the respondents surveyed). Together these elements explain 46% of the variation in overall satisfaction among Infrequent Riders. These four elements are primarily related to ability to get one's destination and the amount of time it takes to get there. These elements and the amount of variance they explain are listed below.

- Where the bus routes go (31%)
- Travel time by bus (10%)
- Personal safety waiting for the bus in the daytime (3%)
- Time between buses (2%)

All Riders

Not surprisingly, the same procedure when using all riders regardless of frequency as the base yielded somewhat different results with elements related to time, safety, and destination all emerging as predictors of overall satisfaction. Together, the elements listed below explain 45% of the variance in overall satisfaction ratings.

- Travel time by bus (22%)
- On-time performance of buses (10%)
- The number of transfers you have to make to get where you are going (5%)
- Personal safety on the bus related to the conduct of others during the daytime (3%)
- Time between buses (3%)
- Where the bus routes go (2%)
- Personal safety on the bus related to the operation of the bus (1%)

Riders from North King County

Six predictor elements were identified for Riders from North King County (61% of the respondents surveyed). Together these elements explain 36% of the variation in overall satisfaction among Riders who live in this subarea. Three of these elements are related to the amount of time it takes to get to one's destination. These elements and the amount of variance each one explains are listed below.

- Travel time by bus (20%)
- The number of transfers you have to make to get where you are going (6%)
- Time between buses (5%)
- Cleanliness of bus shelters (3%)
- Personal safety on the bus related to the operation of the bus (1%)
- Where the bus routes go (1%)

Riders from South King County

Four predictor elements were identified for Riders from South King County (20% of the respondents surveyed). Together these elements explain 40% of the variation in overall satisfaction among Riders who live in this subarea. The primary predictor is related to personal safety. The remaining three predictive elements are related to the amount of time it takes to get to one's destination. These elements and the amount of variance each one explains are listed below.

- Personal safety on the bus related to the conduct of others during the daytime (20%)
- Travel time by bus (11%)
- On-time performance of buses (5%)
- The number of stops the bus makes on your trip (5%)

Riders from East King County

The stepwise regression procedure identified only one predictive element for Riders from East King County (20% of respondents): Where the bus routes go. This element explains 47% of the variance in overall satisfaction ratings among Rider in this planning subarea.

The regression model accounts for only a portion of the variance in overall customer satisfaction ratings. There are two probable components to account for the remaining variances. First is individual differences; that is, the differences between people, the routes they use, the times of day they travel, the frequency with which they use KC Metro Transit, etc. Because these items were not rated on the same scale and are not "satisfaction" questions, they were excluded from the regression equation. These elements may have a significant influence on overall satisfaction ratings. Second, there may be service quality elements that influence overall satisfaction that were not measured in this survey.

Special Topics

Trips to Downtown Seattle

In 2007, all respondents were asked to estimate the number of days they travel to the downtown Seattle area each month including Belltown, SODO, the International District, Pioneer Square and the downtown core. As Table 28 shows, riders go to downtown Seattle 8.5 days per month on average. Regular Riders traveled downtown significantly more times on average than did Infrequent Riders (10.5 days per month compared to 3.9 days per month). Significant differences in travel to downtown Seattle was also noted for the following subgroups:

Table 28
Days Per Month Riders Travel to Downtown Seattle
All respondents

	Total	Regular Riders	Infrequent Riders
	(401)	(276)	(125)
None	16	16%	16%
1 to 5 days	42	**34**	**61**
6 to 10 days	9	7	12
11 to 20 days	19	**27**	**3**
21 days or more	11	**16**	**2**
Average days	*8.5*	***10.5***	***3.9***

Question 23A: About how many days a month do you go to downtown Seattle? By downtown, I mean to include Belltown, SODO, International District, Pioneer Square and the downtown core.

May not sum to 100% due to rounding.

Bold numbers indicate statistically significant difference.

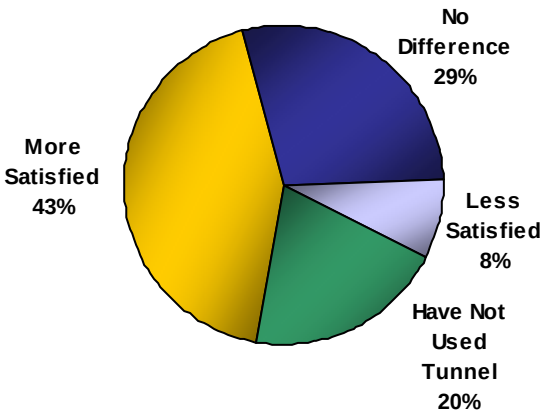
- Residents of North King County go downtown more often than riders who live in South or East King County (averages of 9.7 days, 7.3 days, and 5.7 days respectively)
- Work Commuters travel to downtown more often than School Commuters (10.6 days on average compared to 5.3 days)
- Metro Bus Commuters (average of 12.3 days) and Carpool/Vanpool Commuters (average of 9.9 days) travel to downtown more frequently than do Drive Alone Commuters (average of 4.7 days)

Satisfaction with Bus Operations After Tunnel Re-Opening

Approximately three-quarters of respondents who travel downtown at least one day a month (76%) said they use the bus for their downtown travel. Regular Riders (80%) and North King County residents (85%) were especially likely to take the bus downtown.

Respondents who ride the bus downtown were asked to how their satisfaction with bus operations downtown had changed following the re-opening of the transit tunnel on September 24, 2007. Nearly half (49%) of respondents said they have not used the tunnel or that the tunnel re-opening has made no difference in their satisfaction with downtown bus operations. Just over four in ten respondents (43%) were more satisfied with downtown bus operations and 8% were less satisfied (Figure 41).

Figure 41
Satisfaction with Downtown Bus Operations After Tunnel Re-opened



Question N53A: Since the transit tunnel re-opened on September 24, 2007, would you say you are more satisfied or less satisfied with bus operations downtown?

Base: Riders who take the bus to downtown Seattle at least once a month (n=256)

May not sum to 100% due to rounding.

Metro Bus Commuters (52%) were more likely to say they were *more satisfied* with bus operations than were Carpool/Vanpool Commuters (38%) or Drive Alone Commuters (32%). There was no difference in satisfaction ratings for downtown bus operations between Regular and Infrequent Riders.

Among the Riders who travel to downtown Seattle at least once a month and said they have used the tunnel, 54% said they were more satisfied with downtown bus operations since the tunnel opened, 10% were less satisfied and 36% said the tunnel opening did not change their opinion.

Reasons for Being Less Satisfied

Thirteen of the 20 respondents who said they were less satisfied with bus operations after the transit tunnel re-opened said their change in satisfaction was related to the tunnel opening. When asked for the cause of their dissatisfaction, 6 respondents said their bus stops were inconveniently located, 4 said their travel times were too long, 3 mentioned traffic congestion and 3 mentioned problems with late buses. Additional comments referenced the fact that traffic on Third Street was re-routed when the tunnel closed and has not been changed back. Respondents also complained that signage about where to catch the bus is confusing.

Despite these complaints, re-opening the tunnel has had an overall positive impact on Riders' perceptions of bus operations downtown.

APPENDIX

Response Rate Calculations

One way to measure research data quality is to study the sample and the results of the call attempts. Gilmore Research purchased sample for the Rider survey from Genesys, a nationally respected sample provider. Sample was imported to the CATI system in waves to ensure that the sample was worked well and that no more sample was introduced than was absolutely necessary. Each piece was attempted an average of 6.3 times over several days including at least one weekend attempt as well as attempts at various times on weekdays. Fully working the sample helps ensure that the final data file accurately represents the population from which the sample was drawn.

The term response rate is used broadly. Many different response rate formulas are commonly accepted to measure respondent cooperation, refusals and eligible respondents. Depending on the study purpose, a wider variety of adjustments to formulas might or might not be appropriate. Gilmore provided a simple accounting of call results for dialed sample (n=7,233) in Table 1 in the Methodology section of this report. Table A-1 displays the disposition for all 16,956 sample numbers purchased based on disposition codes developed by the American Association for Public Opinion Research (AAPOR). It is interesting to note that nearly three-quarters (72%) of the RDD sample records ordered for this study were non-residential numbers, disconnects, or were not eligible for participation in the study.

Table A-1
AAPOR Sample Disposition

	Total Sample	
	Number	**Percent**
I – Complete interview	401	2%
P – Partial interview	61	<1
R – Refusal and terminations	1,450	9
NC – Non-contact, unknown eligibility	1,340	8
O – Other	223	1
UH – Unknown if household	1,309	8
UO – Unknown other	0	0
NE – Not eligible, including NQ and purge for known business & disconnected numbers	12,172	72
Total sample ordered	**16,956**	**100%**

May not sum to 100% due to rounding.

Gilmore Research is a member of CASRO, the Council of American Survey Research Organizations. The CASRO response rate calculation shown in Table A-2 is a generally accepted formula that that takes into account an adjustment factor, e, which is an estimate of the eligible respondents from those respondents for whom eligibility is unknown. The response rate using this formula is 10.7% which is consistent with the CMOR industry standard of 11% for an RDD survey.[7]

Table A-2
CASRO Response Rate Calculations

Contact = I+P+R+NC (401+61+1,450+1,340)	3,252
e = estimated proportion of cases of unknown eligibility that are eligible $e = \frac{\text{Contact}}{\text{Contact + NE}} = \frac{3,252}{15,424}$	.21
Response rate = $\frac{I}{I + P + R + NC + O + e(UH + UO)}$ $\frac{401}{401 + 61 + 1,450 + 1,340 + 223 + .21(1,309)}$	10.7%

May not sum to 100% due to rounding.

Response rates calculated for the

[7] As reported in the 2006 King County Metro Rider/Non-Rider Survey Final Report.

2006 King County Metro Rider/Non-Rider Survey used slightly different formulas than the one shown in Table A-2. When these formulae are used, the 2007 response rates are consistent with response rates attained in 2006 (Table A-3).

Table A-3
Response Rate Comparisons – 2006 and 2007

Response rate measure		Rider Study Response Rates	
	Formula	2006	2007
e	$\frac{I + P + R + 0}{(I + P + R + 0) + NE}$	.099	.149
RR1	$\frac{I}{I + P + R + O + UH + UO}$	4.9%	11.6%
RR2	$\frac{I + P}{I + P + R + O + UH + UO}$	5.7%	13.4%
RR3	$\frac{I}{I + P + R + O + e(UH + UO)}$	17.6%	17.2%
RR4	$\frac{I + P}{I + P + R + O + e(UH + UO)}$	20.6%	19.8%

Disposition codes in formulae are shown in Table A-1

In the King County Metro 2006 Rider/Non-Rider Survey Final Report, these response rates are explained as follows:

- RR1 is the minimum response rate which is the number of completed interviews (I), divided by the total number of contacted households that were either eligible or whose eligibility was unknown.
- RR2 is the same as RR1 except that partially completed interviews (P) was added to the numerator.
- RR3 is the same as RR1 except the adjustment factor (e) is included in the denominator to take into account households with unknown eligibility.
- RR4 adds the partially completed interviews (P) to the numerator and the adjustment factor (e) to the denominator.

Questionnaire

INT22: Hello, I'm ___ calling on behalf of King County Metro Transit. We are conducting a county-wide planning study and would like to include the opinions of your household. The information will be used to help improve the region's transportation system. For this survey I would like to speak with a member of your household who is 16 years of age or older? Would that be you? This call may be monitored for quality control purposes. IF YES, CODE 91 TO BEGIN SURVEY PROBE REFUSALS: It would be really helpful if I could ask you just a couple of quick questions from the survey. IF YES, CODE 93 TO CONTINUE.

IF CELL PHONE, PROBE IF CELL PHONE IS THEIR PRIMARY PHONE. IF NOT CODE 71 AND THANK AND TERMINATE. IF YES, ASK TO CONTINUE - IF REFUSED CODE 11 AND THANK AND TERMINATE.

Yes, Continue 91
Yes, can ask a few questions 93

INT02: ***EVERYONE***

First, are you a resident of King County?
Yes, continue 91
No, not resident of King County - THANK & TERMINATE 60
Don't know/Refused - resident of King County - THANK & TERMINATE 61

SCR9A: ***EVERYONE***

What is your zip code? TYPE NUMBER:
Don't know/Refused 99999

SCR9B: ***ASK IF SCR9A=99999***

To verify, is your home zip code <zip code from sample>?
Yes 1
No 2
Don't know/Refused 9

ZONE:

Zone 1 - North King/Seattle 1
Zone 2 - South King 2
Zone 3 - East King 3
Refused zip 4
Out of range zip 5

THANK & TERMINATE IF DON'T KNOW/REFUSED ZIP CODE/OUT OF RANGE ZIP CODE

REF2: ***RESPONDENTS WHO HAVE AGREED TO DO SURVEY GO TO SCR2. REF2 IS ASKED OF REFUSALS WHO AGREE TO ANSWER A COUPLE OF QUESTIONS.***

Including yourself, how many people in your household, age 16 or over, have taken at least 5 ONE-WAY rides on a Metro bus in the last 30 days? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free Area.
None 0
8 or more 8
Don't know/Refused 9

REF3: ***ASKED IF ONE OR MORE PERSONS IN THE HH HAVE TAKEN A RIDE IN REF2***

In the last 30 days, how many ONE-WAY rides have you personally taken? IF RESPONDENT MENTIONS DAYS NOT RIDES, ASK: How many rides would that be for you? IF NEEDED: 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.

5 or more rides 1
1 to 4 rides 2
0 rides/Never ride 3
Don't know/Refused 9

REF4: ***ASKED IF REF3 IS DON'T KNOW/REFUSED***

Would that be more than 4 rides?

Yes, 5 or more rides 1
No, 1 to 4 rides 2
No, 0 rides/Never ride 3
Don't know/Refused 9

THANK AND TERMINATE IF DON'T KNOW/REFUSED RIDERSHIP IN REF4

RSTAT: ***RIDER STATUS MINI SURVEY***

Regular rider 1
Infrequent rider 2
Nonrider 3

THANK & TERMINATE FOR INFREQUENT AND NONRIDERS IN MINI SURVEY

REF5: ***NONRIDERS ONLY***

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?

Yes 1
No 2
Don't know/Refused 9

REF8: ***EVERYONE***

Including yourself, how many people live in your household?

One 1
Two 2
Three 3
Four 4
Five 5
Six 6
Seven 7
8 or more 8
Don't know/Refused 9

REF9: ***ONLY IF MORE THAN 1 PERSON IN HH***

Including yourself, how many are 16 and older?

Don't know/Refused 9

REF10: ***EVERYONE***

How many telephone numbers are associated with this household. Please do not include cellular telephone service.
Don't know/Refused 99

REF11: ***ONLY IF MORE THAN 1 PHONE IN HH***

How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line? IF NEEDED: Do not include cellular telephone service.
Don't know/Refused 99

REF12: ***EVERYONE***

Have you been without telephone service for more than three months anytime last year? IF NEEDED: Do not include cellular telephone service.
Yes..... 1
No 2
Don't know/Refused 9

RIDE1*: rider status mini survey*

Regular rider Seattle/North King..... 1
Infrequent rider Seattle/North King..... 2
Regular rider South King..... 4
Infrequent rider South King..... 5
Regular rider East King 7
Infrequent rider East King 8

INT06: ***FREQUENT RIDERS FROM MINI SURVEY***

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. REINTRODUCE IF NEEDED: Hello, I'm ___ calling on behalf of King County Metro Transit. We are conducting a county-wide planning study and would like to include the opinions of your household. The information will be used to help improve the region's transportation system.
Yes, continue 91

SCR2: ***BEGINNING OF MAIN SURVEY FOR PEOPLE WHO AGREED TO SURVEY IN INTRO***

Including yourself, how many people in your household, age 16 or over, have taken at least 1 ONE-WAY ride on a Metro bus in the last 30 days? Do not count rides entirely within the downtown Seattle Ride Free Area.
NONE..... 0
8 or more..... 8
Don't know/Refused 9

SCR3: ***ASKED IF ONE OR MORE RIDERS IN SCR2***

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 entirely within the downtown Seattle Ride Free Area. Count a round trip as two rides, and count a trip where the person had to transfer buses as one ride.
NONE..... 0
8 or more..... 8
Don't know/Refused 9

SCR4: ***EVERYONE***

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, and a trip where you had to transfer buses counts as one ride. IF RESPONDENT MENTIONS DAYS NOT RIDES, ASK: How many rides would that be for you?

None 00
97 or more..... 97
Don't know 98
Refused..... 99

SCR5: ***IF DON'T KNOW OR REFUSED IN SCR4***

Would that be more than 4 rides?

Yes, 5 or more rides..... 1
No, 1 to 4 rides 2
No, 0 rides/Never ride 3
Don't know/Refused 9

THANK AND TERMINATE IF DON'T KNOW/REFUSED IN SCR5.

RSTA1: ***combined total rider status***

Regular rider..... 1
Infrequent rider..... 2
Non-rider 3

IF A NONRIDER THANK AND TERMINATE.

INT11: ***FOR HOUSEHOLDS WHERE THERE IS A FREQUENT RIDER AND THAT PERSON IS NOT ON THE PHONE.***

Is the individual 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? RE-INTRODUCE TO NEW RESPONDENT:Hello, I'm ___ calling on behalf of King County Metro Transit. We are conducting a county-wide planning study and would like to include the opinions of your household. The information will be used to help improve the region's transportation system. IF YES, PRESS 91 TO CONTINUE WITH NEW RESPONDENT.

Continue main survey with new respondent..... 91

SCR7: ***ASK IF INT11=91***

Thinking about the last 30 days, how many ONE-WAY rides have you, personally, taken on a Metro bus? IF RESPONDENT MENTIONS DAYS NOT RIDES, ASK: How many rides would that be for you? IF NEEDED: Do not count rides entirely within the downtown Seattle Ride Free Area. Count a round trip as two rides, and a trip where you had to transfer as one ride.

None 00
97 or more..... 97
Don't know 98
Refused..... 99

SCR8: *ASK IF REFUSED OR DON'T KNOW IN SCR7*

Would that be more than 4 rides?
Yes, 5 or more rides 1
No, 1 to 4 rides 2
No, 0 rides/Never ride 3
Don't know/Refused 9

THANK AND TERMINATE IF DON'T KNOW/REFUSED IN SCR8.

SCR9 *RIDER STATUS*

Regular rider 1
Infrequent rider 2
Non-rider 3

THANK AND TERMINATE (OVERQUOTA NONRIDER).

RIDEN:

Regular rider Seattle/North King 1
Infrequent rider Seattle/North King 2
Regular rider South King 4
Infrequent rider South King 5
Regular rider East King 7
Infrequent rider East King 8

GENDR:

Male 1
Female 2

Q1: *EVERYONE*

One year ago, were you living in King county?
Yes 1
No 2
Don't know/Refused 9

Q2A: *EVERYONE*

What is your current employment status? Are you... IF STUDENT, ASK: Do you also work? IF STUDENT NOT MENTIONED, PROBE: Do you also attend classes?

Employed	01	**GO TO Q2B**
A student	02	**GO TO Q2C**
Currently not employed	03	**GO TO Q2E**
Retired	04	**GO TO COMMU**
or a Homemaker	05	**GO TO COMMU**
Other (SPECIFY:) - DO NOT READ	97	
Don't know - DO NOT READ	98	**GO TO COMMU**
Refused - DO NOT READ	99	**GO TO COMMU**

Q2B: ***FOR THOSE EMPLOYED***

Are you employed...
Full-time 1
Part-time 2
Or are you self-employed 3
Don't know - DO NOT READ..... 8
Refused - DO NOT READ..... 9

Q2C: ***FOR STUDENTS***

Are you a...
A full-time student..... 1
Or a part-time student..... 2
Don't know - DO NOT READ..... 3
Refused..... 4

Q2D: ***FOR THOSE WHO WORK AND GO TO SCHOOL***

Which do you consider to be your primary activity?
Employed..... 1
Student..... 2
Don't know 8
Refused..... 9

Q2E: ***FOR THOSE WHO ARE UNEMPLOYED***

Is that...
A homemaker 1
Retired 2
Or currently not employed..... 3
Don't know - DO NOT READ..... 8
Refused - DO NOT READ..... 9

WHO:

Employed..... 1
Attend school..... 2
Neither..... 3

Q3: ***ASK IF EMPLOYED OR STUDENT***

Do you work or attend school outside the home three or more days a week? IF RESPONDENT SAYS BOTH WORK AND SCHOOL, PROBE: Which do you consider to be your primary activity? IF WORK FROM HOME 3 OR MORE DAYS/WEEK, CODE AS "NO, NEITHER"
YES - WORK..... 01
YES - SCHOOL 02
NO - NEITHER..... 03
Don't know 08
Refused..... 09

COMMU:

WORK COMMUTER 1
SCHOOL COMMUTER 2
NON-COMMUTER 3

Q4B: *EVERYONE*

How long have you been riding Metro regularly, that is, at least 1 trip a month?
Less than 3 Months 1
3 to 6 Months 2
6 Months to 9 Months 3
9 Months to 1 Year 4
1 to 2 Years 5
3 to 5 years 6
Or 5 years or more 7
Not a regular rider - DO NOT READ 8
Don't know/Refused - DO NOT READ 9

Q5: *ASK IF STARTED RIDING IN THE PAST YEAR*

Why did you start riding the bus? IF RESPONDENT SAYS CONVENIENT, PROBE: How is it more convenient?
Bus cheaper than driving 05
Bus faster 10
Bus more convenient 11
Changed jobs/got a job/work 01
Changes in bus service (SPECIFY: What changes) 13
Couldn't/don't drive/don't have a license 15
Don’t like driving in traffic/don’t like driving 09
Environmental (less pollution, save energy) 20
Jobsite/business moved 03
Lost use of car/only means of transportation 14
More convenient when going to sporting event 12
Moved 02
Save money on gas 06
Save money on parking 07
Stopped or started school 04
To avoid having to find parking 08
RECORD COMMENTS 97
Don't know 98
Refused 99

Q6: *EVERYONE*

To what extent do you use the bus system to get around? Would you say you use the bus for
All or most of your transportation needs 1
Some of your transportation needs 2
Or very little of your transportation needs 3
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q7: *EVERYONE*

When you ride the bus, what is the primary purpose of the trip you take most often? IF RESPONDENT SAYS DOWNTOWN, PROBE: What is the purpose of the trip you take to Downtown?/What do you do Downtown?

To and from work 01
To and from school 02
To and from volunteering 03
For shopping or errands 04
For appointments 05
For fun, recreation, or social 06
Special events (sports, Seafair, Bumbershoot shuttles) 07
Jury duty 08
Shuttles to events (such as Seafair) 09
To get to the airport 13
Or something else (SPECIFY): 97
Don't know 98
Refused 99

Q8: *EVERYONE*

During which of the following time periods do you ride Metro? Do you ride Metro... PAUSE FOR YES OR NO AFTER EACH MIDDAY COUNTS AS BETWEEN 9 AM AND 3 PM.

Weekday mornings between 6:00 and 9:00 a.m. 01
Weekdays between 9:00 a.m. and 3:00 p.m. 02
Weekday afternoons between 3:00 and 6:00 p.m. 03
Weekday evenings between 6:00 and 7:00 p.m. 04
Weekday evenings after 7:00 p.m. 05
Any time on Saturday 06
Any time on Sunday 07
Don't know - DO NOT READ 98
Refused - DO NOT READ 99

Q9: *EVERYONE*

Regarding the kind of bus trip you make most often/ You said you generally ride the bus <q8 response>, how many transfers do you usually make when you use the bus for this purpose/q8 response?

None ..... 0 **GO TO Q11**
7 or more 7
Depends on the bus I take ..... 8 **GO TO Q11**
Don't know/Refused ..... 9 **GO TO Q11**

Q10A: *RIDERS WHO TRANSFER*

How many minutes do you usually wait for a bus when you transfer? TYPE NUMBER 2 hours = 120 minutes 2 1/2 hours = 150 minutes 3 hours = 180 minutes

One minute or less 001
3 hours or more 180
Don't know 888
Refused 999

Q10B: *RIDERS WHO TRANSFER*

How many minutes do you usually wait for your longest transfer? TYPE NUMBER 2 hours = 120 minutes 2 1/2 hours = 150 minutes 3 hours = 180 minutes

One minute or less 001
3 hours or more 180
Don't know 888
Refused 999

Q11: *EVERYONE*

What bus routes do you take most often? IF NUMBERS, TYPE NUMBER. PROBE UP TO THREE. IF NEEDED: Include all routes including Metro, Sound Transit, Pierce Transit, and Community Transit.

RECORD NONNUMERIC ROUTES 997
Don't know 998
Refused 999

Q23A: *EVERYONE*

On the topic of Downtown Seattle, about how many days a month do you go to downtown Seattle? By downtown I mean to include Belltown, Sodo, International District, Pioneer Square and the downtown core.

None 00
Varies 98
Don't know/Refused 99

Q25: *EVERYONE*

How do you usually pay your bus fare? Do you use... IF RESPONDENT SAYS TRANSFER, PROBE; How do you pay for your transfer? IF RESPONDENT MENTIONS ANY KIND OF PASS, CODE AS 03, USE OTHER ONLY AFTER READING THROUGH 2 TIMES.

Cash ..... 01 **GO TO Q28**
Tickets ..... 02 **GO TO Q28**
A pass 03
A reduced fare permit with a sticker, ... 04 **GO TO Q28**
Or a reduced fare permit with cash ..... 05 **GO TO Q28**
Other (SPECIFY:) - DO NOT READ 97
Don't know - DO NOT READ ..... 98 **GO TO Q28**
Refused ..... 99 **GO TO Q28**

Q26: *RIDERS WHO USE A PASS*

What kind of pass do you have? *IF ANNUAL PASS, PROBE: Is that an annual Senior & Disabled sticker? IF NO, is that a pass provided by your employer? IF NEEDED: What is the face value of the pass? IF NEEDED: Is it a peak or off-peak pass? CLARIFY FOR TYPE OF PASS.

One zone peak pass ($1.50/$54 PugetPass) 01
Off-peak pass ($1.25/$45 PugetPass) 02
Two zone peak pass ($2.00/$72 PugetPass) 03
U Pass 04
GO Pass 05
FLEXPASS 06
Student/Youth pass $0.50/$18 07
Senior/Disabled sticker (REDUCED FARE PERMIT) 08
ACCESS pass 09
Monthly Pass 10
3-Month Pass 11
*Annual Pass 12
Lifetime Pass/Retirement Pass 13
Employer Pass 14
Other (SPECIFY): 97
Don't know 98
Refused 99

Q27A: *COMMUTERS WHO USE A PASS*

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?

Yes, employer pays part of pass 1
Yes, employer pays all of the pass 2
Yes, school pays part of pass 3
Yes, school pays all of the pass 4
No, None of the pass 5
Don't know/Unsure 8
Refused 9

Q28: *EVERYONE*

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

Yes 1
No 2
Don't know 8
Refused 9

Q29: *EVERYONE*

How do you usually get to your bus stop? IF MORE THAN ONE RESPONSE, PROBE:

Walk 01
Drive to a park and ride 02
Drive and park near a bus stop 03
Bike 04
Dropped off 05
Ferry 09
Train 10
Other (SPECIFY:) 97
Don't know 98
Refused 99

Q31A: *COMMUTERS*

In what geographic area do you work/ attend school?

Downtown Seattle 01
Downtown Seattle Core 31
Denny Regrade/Belltown 32
Pioneer Square 33
International District 34
Surrounding Downtown Seattle (Queen Anne, Capitol Hill, First Hill, South of Lake Union, Eastlake) 02
University District 03
West Seattle 04
South Seattle 05
North Seattle 06
Other Seattle (SPECIFY): 07
Shoreline 08
Kenmore 09
Other North King County (SPECIFY): 10
Downtown Bellevue 11
Overlake 12
Other Bellevue (SPECIFY): 13
Kirkland 14
Redmond 15
Issaquah 16
Bothell 17
Woodinville 18
Other Eastside (SPECIFY): 19
Auburn 20
Federal Way 21
Kent 22
Renton 23
Tukwila/Southcenter 24
Other South King County (SPECIFY): 25
Everett/Snohomish County 26
Tacoma/Pierce County 27
SeaTac 28
Other (SPECIFY): 97
VARIES 88
Don't know/Refused 99

Q31B: *COMMUTERS WHO WORK DOWNTOWN*

Would that be . . .

Downtown Seattle core 01
Denny Regrade/Belltown 02
Pioneer Square 03
International District 04
Or somewhere else (SPECIFY:) 97
Don't know/Not sure 98
Refused 99

Q32: *COMMUTERS*

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 by motorcycle? IF CARPOOL, PROBE - Do you carpool with other family members or with non-family members? IF BUS, PROBE - Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus or school bus?

Drive Alone In Your Vehicle 01
Carpool With Other Family Members 02
Carpool with Non-Family Members 03
Vanpool, that is 7 or more people 04
Ride a Metro bus 05
Ride a Sound Transit Bus 06
Ride a Community Transit Bus 07
Ride a Pierce Transit Bus 08
Ride the Sounder Train 09
Ride a Sounder Train and Bus equally 10
Ride a school bus 11
Ride an ACCESS van 12
Motorcycle 13
Bicycle 14
Walk 15
Or some other way (SPECIFY): 97
Work from home/Telecommute - DO NOT READ 16
Combination of transportation (SPECIFY:) - DO NOT READ 17
Don't know - DO NOT READ 98
Refused - DO NOT READ 99

Q32A: *ASK IF Q25=10*

Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?

Metro Transit 01
Sound Transit 02
Community Transit 03
Pierce Transit 04
School bus 05
Other (SPECIFY): 97
Don't know 98
Refused 99

Q31: *COMMUTERS*

How many miles do you travel from home to work/school one-way? IF NEEDED: Use your best estimate.

One mile or less	001
100 miles or more	100
Varies	777
Don't know	888
Refused	999

Q34A: *COMMUTERS*

About how long does that take you (one-way)?

One minute or less	001
3 hours or more	180
Varies	777
Don't know	888
Refused	999

Q35A: *COMMUTERS*

Do you sometimes use Metro Transit to get to or from work/school?

Yes	1
No	2
Don't know/Refused	9

Q35B: *IF YES TO Q35A*

About how many days a month?

Less than once a month	96
Varies	97
Don't know	98
Refused	99

Q36: *COMMUTERS*

What is your usual schedule at work/school? First, what time do you begin?

Changes/Varies from day to day	7777
Don't know	8888
Refused	9999

Q36A:

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

AM	1
PM	2

Q37: *COMMUTERS*

And what time do you finish work/school?

Changes/Varies from day to day	7777
Don't know	8888
Refused	9999

Q37A:

(And what time do you finish work/school?)
AM..... 1
PM..... 2

Q38: *COMMUTERS*

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 or worksite.
Don't know/Not sure..... 999998
Refused..... 999999

Q38A: *IF REFUSED Q38*

Is that. . .
100 or more..... 1
51-99..... 2
26-50..... 3
Or 25 or fewer..... 4
Don't know - DO NOT READ..... 8
Refused - DO NOT READ..... 9

Q39: *COMMUTERS*

Does your employer or school offer or provide you with free or reduced fee parking at work/school? PROBE: Is that free or reduced fee?
Yes - Free..... 1
Yes - Reduced fee..... 2
No..... 3
Free but not provided by work/school..... 4
Free but don't know who pays..... 5
Don't know..... 8
Refused..... 9

Q40B:

How many days a month do you park at work/school?
None..... 00
Don't know..... 88
Refused..... 99

Q40:

How much do you personally pay for parking
Other USE ONLY IF NUMBER NOT GIVEN (SPECIFY:)..... 777777
Don't know..... 888888
Refused..... 999999

Q40A:

(How much do you personally pay for parking?)
Per day 1
Per month 2
Per quarter 3
Per semester 4
Per year 5

Q49: *EVERYONE*

Have you used a Metro Park and Ride lot within the last year?
Yes 1
No 2
Don't know/Not sure 8
Refused 9

Q49A: *IF YES TO Q49*

How do you usually get to the park-and-ride lot?
Drive yourself 01
Get dropped off 02
Walk 03
Bicycle 04
Bus 05
Other (SPECIFY:) 97
Don't know 98
Refused 99

Q42: *EVERYONE*

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?

Drive Alone In Your Vehicle 01
Carpool With Other Family Members 02
Carpool with Non-Family Members 03
Vanpool, that is 7 or more people 04
Ride a Metro bus 05
Ride a Sound Transit Bus 06
Ride a Community Transit Bus 07
Ride a Pierce Transit Bus 08
Ride the Sounder Train 09
Ride a Sounder Train and Bus equally 10
Ride a school bus 11
Ride an ACCESS van 12
Motorcycle 13
Bicycle 14
Walk 15
Or some other way (SPECIFY): 97
Work from home/Telecommute - DO NOT READ 16
Combination of transportation (SPECIFY:) - DO NOT READ 17
Don't know - DO NOT READ 98
Refused - DO NOT READ 99

N43: *EVERYONE*

Next, I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell me if it is < very important, somewhat important, not very important or not at all important > to you in deciding whether or not to ride the bus.

Continue 1

Q43A: *EVERYONE*

(How important is...)

Personal safety waiting for the bus in the daytime (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important 1
Not very important 2
No opinion - DO NOT READ 3
Somewhat important 4
Very important 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q43B: ***EVERYONE***

(How important is...)

Availability of seating on the bus (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important..... 1
Not very important..... 2
No opinion - DO NOT READ..... 3
Somewhat important..... 4
Very important..... 5
Don't know - DO NOT READ..... 8
Refused - DO NOT READ..... 9

Q43C: ***EVERYONE***

(How important is...)

On-time performance of buses (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important..... 1
Not very important..... 2
No opinion - DO NOT READ..... 3
Somewhat important..... 4
Very important..... 5
Don't know - DO NOT READ..... 8
Refused - DO NOT READ..... 9

Q43D: ***EVERYONE***

(How important is...)

Travel time by bus (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important..... 1
Not very important..... 2
No opinion - DO NOT READ..... 3
Somewhat important..... 4
Very important..... 5
Don't know - DO NOT READ..... 8
Refused - DO NOT READ..... 9

Q43E: ***ASK ONLY IF Q49A=01***

(How important is...)

The ability to get a parking space in park and ride lots (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important..... 1
Not very important..... 2
No opinion - DO NOT READ..... 3
Somewhat important..... 4
Very important..... 5
Don't know - DO NOT READ..... 8
Refused - DO NOT READ..... 9

Q43F: ***EVERYONE***

(How important is...)

Time between buses (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important 1
Not very important 2
No opinion - DO NOT READ 3
Somewhat important 4
Very important 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q43G: ***EVERYONE***

(How important is...)

Personal safety waiting for the bus after dark (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important 1
Not very important 2
No opinion - DO NOT READ 3
Somewhat important 4
Very important 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q43H: ***EVERYONE***

(How important is...)

The number of stops the bus makes on your trip (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important 1
Not very important 2
No opinion - DO NOT READ 3
Somewhat important 4
Very important 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q43I: ***EVERYONE***

(How important is...)

The number of transfers you have to make to get where you are going (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important 1
Not very important 2
No opinion - DO NOT READ 3
Somewhat important 4
Very important 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q43J: *ASK ONLY THOSE WHO TRANSFER BUSES (NOT Q9=0, 9)*

(How important is...)

The wait time when transferring buses (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important 1
Not very important 2
No opinion - DO NOT READ 3
Somewhat important 4
Very important 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q43K: *EVERYONE*

(How important is...)

Cleanliness of the bus shelters (when deciding to ride the bus) READ TWICE, THEN REREAD AS NEEDED: Would you say this aspect is <very important, somewhat important, not very important or not at all important> to you in deciding whether or not to ride the bus

Not at all important 1
Not very important 2
No opinion - DO NOT READ 3
Somewhat important 4
Very important 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

PKNRD:

park and ride user 1
non-user 2

Q52: *EVERYONE*

I am going to ask about your satisfaction with bus service. As I read each item, please tell me whether you are < satisfied or dissatisfied >

Continue 1

Q52A: *EVERYONE*

On-time performance of buses.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52B: *EVERYONE*

Cleanliness of bus shelters.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52C: *EVERYONE*

Inside cleanliness of buses.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52D: *EVERYONE*

Availability of seating on the bus.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52E: *EVERYONE*

Where the bus routes go.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52F: *EVERYONE*

Time between buses.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52G: *EVERYONE*

Driver Appearance.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52H: *ASK IF PKNRD=1*

The ability to get a parking space at Park N Ride lots.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52J: *EVERYONE*

The number of transfers you have to make to get where you are going.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52I: ***EVERYONE***

The number of stops the bus makes on your trip?

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52K: ***ASK ONLY THOSE WHO TRANSFER BUSES (NOT Q9=0, 9)***

The wait time when transferring buses.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52L: ***EVERYONE***

Travel time by bus.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52M: ***EVERYONE***

Ability to get information by phone.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52N: ***EVERYONE***

Personal safety on the bus related to the conduct of others during the daytime.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52O: ***EVERYONE***

Personal safety on the bus related to the conduct of others after dark.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52P: ***EVERYONE***

Personal safety on the bus related to the operation of the bus.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52Q: ***EVERYONE***

Personal safety waiting for the bus in the daytime.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52R: ***EVERYONE***

Personal safety waiting for the bus after dark.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52S: ***ASK IF PKNRD=1***

Personal safety at the park-and-ride lot.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52T: ***ASK ONLY IF Q49A=01***

Security of your automobile at the park-and-ride lot.

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

Q52Z: ***EVERYONE***

Overall, how satisfied are you with Metro Transit?

AS NEEDED: <Are you satisfied or dissatisfied? Would that be very or somewhat?>

Very satisfied 1
Somewhat satisfied 2
No opinion - DO NOT READ 3
Somewhat dissatisfied 4
Very dissatisfied 5
Don't know - DO NOT READ 8
Refused - DO NOT READ 9

N53: ***SKIP IF Q23A<1***

Do you use a bus when you travel in or around downtown Seattle?

Yes 1
No 2
Don't know/Refused 9

N53A: ***IF YES TO N53***

Since the Transit Tunnel re-opened on September 24, 2007, would you say you are <more satisfied or less satisfied> with bus operations downtown?

More satisfied 1
Less satisfied 2
No change/Neutral 3
Hasn't used the tunnel--DO NOT READ 6
Don't know--DO NOT READ 4
Refused--DO NOT READ 5

Q23D: ***IF LESS SATISFIED IN N53A***

Is that related to the tunnel re-opening, or for some other reason?

Related to tunnel opening 01
Not convenient (difficult to get there, no place to park, etc) 04
Don't go downtown anymore 05
Changed jobs 06
Health/disability 07
Some other (SPECIFY:) 97
Don't know/Refused 99

Q23E: ***IF Q23D=01***

What about the tunnel re-opening is causing you to be less satisfied?

Traffic congestion 01
Not aware of where to catch bus 02
Bus stop location is inconvenient/too far 03
Travel time is too long by bus 04
Travel time is too long by car 05
Other (SPECIFY:) 97
Don't know 98
Refused 99

D1A: ***EVERYONE***

Do you have a valid driver's license?

Yes 1
No 2
Don't know/Refused 9

D1B: ***EVERYONE***

How many vehicles in working condition do you have available for your use?

None 0
8 or more 8
Refused 9

D2: ***EVERYONE***

May I ask, what is your age, please?

Refused 99

D3: ***IF REFUSED D2***

Is that . . .

16-17 1
18-19 2
20-24 3
25-34 4
35-44 5
45-54 6
55-64 7
65 or older 8
Refused 9

D4A: ***EVERYONE***

How many people, including yourself, live in your household?

8 or more 8
Don't know/Refused 9

D4A1: ***ONLY IF MORE THAN ONE IN D4A***

How many of those, including yourself, are age 16 or over?

8 or more 8
Don't know/Refused 9

D5: ***EVERYONE***

Do you consider yourself to be . . .

White [Caucasian] 01
Hispanic [Mexican, Mexican American, Chicano, or Latino] 02
African - American 03
Asian - American [Pacific-Islander] 04
American Indian [Alaska Native] 05
Or another race? (SPECIFY): 97
Don't know 98
Refused 99

D7: ***EVERYONE***

Is your total annual household income above or below $35,000 per year? IF DON'T KNOW: ASK FOR BEST ESTIMATE.

Below $35,000 per year 1
Above $35,000 per year 2
Don't know 8
Refused 9

D8: ***IF BELOW $35,000***

Would that be . . .

Less than $7,500 01
$7,500 up to $15,000 02
$15,000 up to $25,000 03
Or $25,000 up to $35,000 04
Don't know 98
Refused 99

D9: ***IF ABOVE $35,000***

Would that be . . .
$35,000 up to $55,000 05
$55,000 up to $75,000 06
$75,000 up to $100,000 07
$100,000 up to $150,000 08
Or $150,000 and up 09
Don't know - DO NOT READ..... 98
Refused - DO NOT READ 99

D11: ***EVERYONE***

For our records, I need to verify your telephone number. Is it...<tel01>
Yes..... 1
No 2
Refused..... 9

D12AA: ***IF NO TO D11***

What is your correct telephone number?
Refused.....9999999999

D12A: ***SKIP IF REF8>0***

How many telephone numbers are associated with this household? Please do not include cellular telephone service.
Don't know/Refused 99

Q12B: ***SKIP IF REF8>0***

How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line? IF NEEDED: Do NOT include cellular telephone service
Don't know/Refused 99

D12C: ***SKIP IF REF8>0***

Have you been without telephone service for more than three months anytime in the last year? IF NEEDED: Do NOT include cellular telephone service
Yes..... 1
No 2
Don't know/Refused 9

D12: ***EVERYONE***

We may be doing other studies similar to this one in the future. May we call you again if we do?
Yes - Okay to call 1
No - Don't call 2

D13: ***YES TO D12***

May I have your first name, so we will know who to ask for?
RECORD FIRST NAME 1
Refused..... 9

INT01: ***EVERYONE***

That concludes our survey. Thank you very much for your time and the useful information you have provided us.
Completed Interview 01