King County Metro Transit
2018 Rider and Non-Rider Survey

King County METRO

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Metro Transit Department

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Objectives, Methodology & Regional Subareas

Survey Objectives

- Measure riders' overall satisfaction with King County Metro Transit's services
- Gauge riders' satisfaction with various elements of bus services (including time performance, level of service, safety, operator performance, fare payment, transfers, comfort and cleanliness, information, and park and ride satisfaction)
- Measure Metro marketshare and transit usage
- Understand ridership barriers and potential transit interest among non-riders
- Identify demographic and geographic characteristics of riders and non-riders

Approach Overview

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- This report shows the data collected between October 24th, 2018 – January 10th, 2019.
- As of January 2019: 3,377 total respondents (n); Margin of Error: ±1.7 percentage points
- Random Address Based Sample (ABS) of all residential postal addresses in the King County Metro service area.
- The survey is initiated by mailed postcard and administered as a multimodal online and telephone survey.
- The survey is offered in English, traditional Chinese, Spanish, Vietnamese, and Somali languages.
- Responses are weighted by key demographics to reflect the most recent Census American Community Survey estimates for residential households in the King County Metro service area.
- Data is stratified and weighted within three predefined County subareas using the Census estimates for all residents including riders and non-riders.
  - The following results have been weighted to reflect the proportional age, gender, income, ethnicity, household language, and geography according to the Census American Community Survey (ACS) estimates.

Approach Overview

- Interviews are stratified across three regional subareas: Seattle/North King (1,284n), South King (1,173n) and East King (920n) County. Respondents were classified into three core usage categories:
  - Regular Riders (780n) - defined as King County residents, 16 or older, who made 5 or more transit trips on a Metro bus or streetcar in the last 30 days.
  - Infrequent Riders (379n) - defined as King County residents, 16 or older, who made 1 to 4 transit trips on a Metro bus or streetcar in the last 30 days.
  - Non-Riders (2,218n) – defined as King County residents, 16 or older, who have not taken any rides on a Metro bus in the last 30 days.
- Previous Metro rider/non-rider studies were conducted by Random Digit Dial (RDD) telephone interviewing.

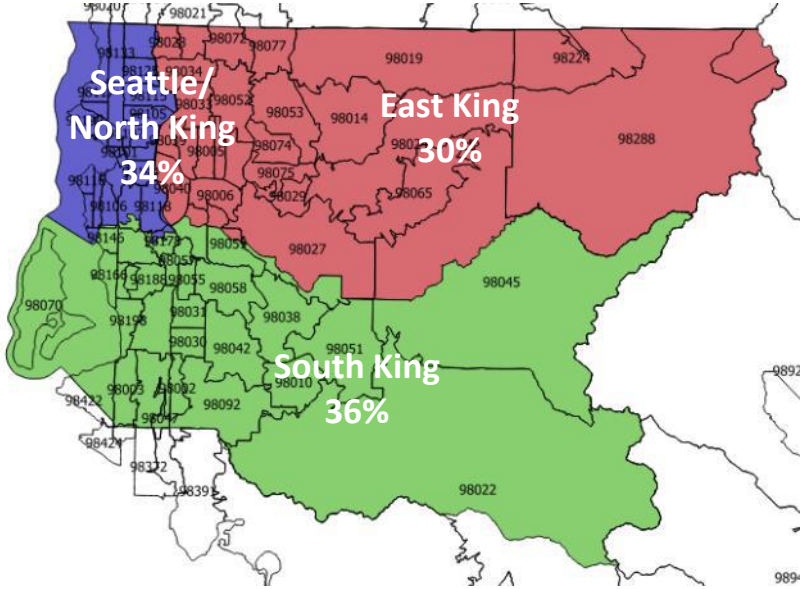
Caveats

- The 2018 study is a multi-modal address based sampling (ABS) survey which includes a robust, random sample of all residential households in the Metro service area. Respondents were given options to take the survey online or by telephone.
- Previous years' versions of the survey were conducted via telephone only using Random Digit Dial (RDD) sampling. In previous years, the survey was also introduced as a research effort on behalf of King County Metro, specifically. In attempt to encourage participation of all residents and avoid disclosing the specific topic of the survey up front, this year's version was introduced as a general survey of King County residents on behalf of the County. These differences may have some potential effect on the year-to-year tracking comparisons.
- Additionally, for each of the service satisfaction elements tested in the online version of the survey, these questions allowed respondents to indicate whether they had no opinion or it did not apply to them. For a few of the elements, a greater share of respondents chose the "No opinion" and "Not applicable" options in 2018 compared to previous years' phone-only versions of the survey, where
- For the service satisfaction reporting and Key Driver Analysis, respondents who stated that a particular element did not apply to them were removed from the reported results for that element.

Regional Subareas

Unweighted n	King Countywide	Seattle/ North King	South King	East King
Total n	3,377	1,284	1,173	920
Margin of Error (+/-)	*+/-1.7%*	*+/-2.7%*	*+/-2.9%*	*+/-3.2%*
Total Riders	1,159	736	212	211
Regular Riders	780	532	126	122
Infrequent Riders	379	204	86	89
Non-Riders	2,218	548	961	709

Weighted Subarea %



Seattle Subareas

Unweighted n's	Seattle Citywide	North Seattle	Central Seattle	South Seattle
Total n	1,242	572	400	270
Margin of Error (+/-)	*+/-2.8%*	*+/-4.1%*	*+/-4.9%*	*+/-6.0%*
Total Riders	719	318	267	134
Total Non-Riders	523	254	133	136

Weighted Subarea %

EXECUTIVE SUMMARY

Summary of Findings

Findings – Overall Satisfaction

- Nine-in-ten riders continue to be satisfied with King Count Metro, overall. The total share of riders who are very or somewhat satisfied with the agency is consistent with previous years but intensity (very satisfied rating) is lower in the 2018 results.
- Satisfaction with Metro is largely comparable across major demographic and rider behavior groups, including geographic subarea, age, gender, and ethnicity.
- Riders from higher-income households tend to be slightly less satisfied with Metro but a strong majority still rate the agency favorably.
- Overall satisfaction is highest among frequent riders who rely more heavily on Metro for their transportation needs.

Findings – Improvement Priorities

- The top service improvement priorities are **availability of service**, **bus frequency**, **travel time**, and **on-time performance**. Each of these attributes are relatively lower rated and have the highest impacts on agency satisfaction. This suggests capital investments to improve satisfaction with these elements should have the strongest effect on improving satisfaction with Metro, overall.
- Of the 46 individual elements tested in the 2018 survey, 19 have been identified as priorities for improvement in the Key Driver Analysis. For this summary, these items have been separated into two categories: resource needs improvements and current resources improvements.

Findings – Improvement Priorities

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- Elements identified as improvement priorities for current resources include:
  - **On-time performance**
  - **Availability of information online**
  - **Safety at stops after dark**
  - **Stop cleanliness**
  - **Safety on board with the conduct of others after dark**
  - **Timeliness of notifications**
  - **Notification of service changes**
  - **Website postings of delays**
  - **Availability of information at stops**
  - **Ability to provide service feedback**

Findings – Improvement Priorities

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- Elements identified as improvement priorities with additional resource needs include:
  - **Availability of service**
  - **Frequency of service**
  - **Travel time**
  - **On-board seating availability**
  - **Service connection scheduling**
  - **Shelter availability at stops**
  - **Seating availability at stops**
  - **Transfer wait times**
  - **Overcrowding on-board**

Findings – Focus on Promotion

- Riders are largely satisfied with every operator and fare payment element. **Operator safety** and **courtesy** are both relatively important and are also among the highest-rated elements tested – these items are potential elements that Metro can continue to promote as key strengths of its service.
- Other highly-rated elements which can be assets in promoting Metro's services include:
  - **Value of service**
  - **Daytime safety at stops**
  - **Daytime safety on-board**
  - **Operators' handling of problems**
  - **Number of transfers**

Findings – Maintaining Satisfaction

- Current with **ORCA cards** and the **ease of paying fares** are two of the highest-rated elements and are currently overperforming relative to their impacts on overall service satisfaction. Maintaining satisfaction with these attributes is important but robust improvement efforts may offer limited returns towards improving satisfaction with Metro, overall.
- Additional elements in this category include:
  - **Ease of loading passes to ORCA**
  - **Ease of adding value to ORCA**
  - **Operator helpfulness**
  - **Distance to stop**
  - **Smoothness of starts/stops**

Findings – Future Focus

- There are other elements which are relatively lower rated but also have a weaker impact on riders' overall satisfaction with Metro. These items are worth monitoring for the future and include:
  - **Ease of entering and exiting buses**
  - **Notifications of long-term service changes**
  - **Notifications of temporary service changes**
  - **Email alerts of service delays**
  - **Night time frequency of buses**
  - **Text alerts of service delays**
  - **Vehicle safety at park & rides**
  - **Parking availability at park & rides**

Findings – Marketshare & Ridership

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- About two-fifths of households in Metro's service area report having someone who rode a Metro bus at least once in the last 30 days.
- This household rider share is highest in the Seattle/North subarea, with two-thirds having a rider at home. One-third of East King households and a quarter of South King households report having someone who rode Metro in the past month.
- A little over a third of survey respondents rode a Metro bus in the last month, including a quarter who have ridden five times or more.
- Respondent ridership is highest among those in the Seattle/North King subarea by a wide margin. Three-fifths rode a Metro bus in the last 30 days compared to about a quarter from East and South King.
- In terms of transit reliance, one-third of riders report using Metro buses for either most or all of their transportation needs. Reliance is highest among lower-income riders, those living in non-English primary households, riders with disabilities, non-white riders, and Central Seattle-area residents, including Downtown, Central District, and Capitol Hill.

Findings – Fare Payment & LIFT Eligibility

- Two-thirds of riders identify as full-fare adults, followed by about one-in-six who are senior/65+ RRFP, and smaller shares of students, ORCA-LIFT users, and disabled RRFP users.
- Four-fifths of riders usually pay their bus far with an ORCA card; this share has increased steadily since five years ago when two-thirds of riders used ORCA.
- A majority of ORCA usage is full-fare, followed by a quarter who use employer-provided ORCA cards. Relatively smaller shares of riders use ORCA LIFT or a U-PASS.
- Among riders who continue to use cash or tickets, nearly half don't think they ride often enough to make ORCA worthwhile. A quarter consider paying with cash or tickets more convenient. Others cite a variety of practical, monetary, and attitudinal reasons for not adopting ORCA.

Findings – Non-Rider Perceptions of Metro

- A majority of non-riders view Metro favorably but with low intensity underlying those opinions, either positively or negatively. Similar majorities also generally consider Metro to be an agency they trust, albeit with relatively low intensity.
- Although they have not taken any Metro trips in the last 30 days, about a third of non-riders report taking a Metro bus trip in the last year. They largely used the service for fun/social trips, work travel, and special events. Additional mentions cover a wide variety of occasional obligatory trips.
- Non-riders are split on whether they could see themselves using Metro for personal trips but one-in-five strongly agree they could see themselves riding Metro regularly if it were available for their commute.

Findings – Non-Rider Barriers & Incentives

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- Non-riders cite a variety of barriers keeping them from riding transit. Time-related barriers – including **bus travel taking too long** and a **lack of flexibility** – are the leading barriers tested. The **bus system not going where needed** is also a prominent concern.
- Although not as prominent, non-riders also several barriers which may be addressed with existing resources and additional communication/educational efforts. At least two-fifths of non-riders agree that **planning trips is a hassle**, have **safety concerns at stops** and **on-board**, and **don't know how to reach their destination** by bus. Some are also concerned about potentially **ending up on the wrong route** or at **the wrong location** while riding.
- Non-riders' most enticing service improvements and amenities include a mix of structural and information-based incentives. Nearly two-thirds say they would be at least somewhat more likely to ride more often if **real time schedule information** was available both **at stops/transit centers** and **online**.
- Other top incentives include more robust service improvements including **faster bus service**, **more bus routes**, **closer routes**, and **more frequent service**.

Findings – Equity

- Nearly half of people of color and LIFT-eligible people – age 19-64 with household incomes below 200% of the Federal Poverty Level – report riding Metro at least once in the last 30 days. A greater share of these residents ride Metro than white and non LIFT-eligible residents.
- Reliance on Metro is heaviest among lower-income riders, riders who primarily speak another language other than English in their household, riders with disabilities, people of color, and riders living in Central Seattle compared to other rider groups.
- Lower income riders tend to give King County Metro higher marks for its overall service than those from higher income households. White and non-white riders are equally satisfied with Metro, overall.
- A slim majority of consider themselves full fare riders and do not report using LIFT subsidies.
- Among other LIFT-eligible Metro riders, a fifth identify as ORCA LIFT and around one-in-ten are disabled or students.
- Riders of color are slightly less likely to use ORCA cards and more likely to use cash than white riders.
- When rating Metro's value of service for the fare paid, dissatisfaction is slightly higher among lower-income riders but strong majorities of riders in all income groups are satisfied with this aspect of Metro.

Overall Rider Satisfaction with King County Metro

Overall Rider Satisfaction – Trend

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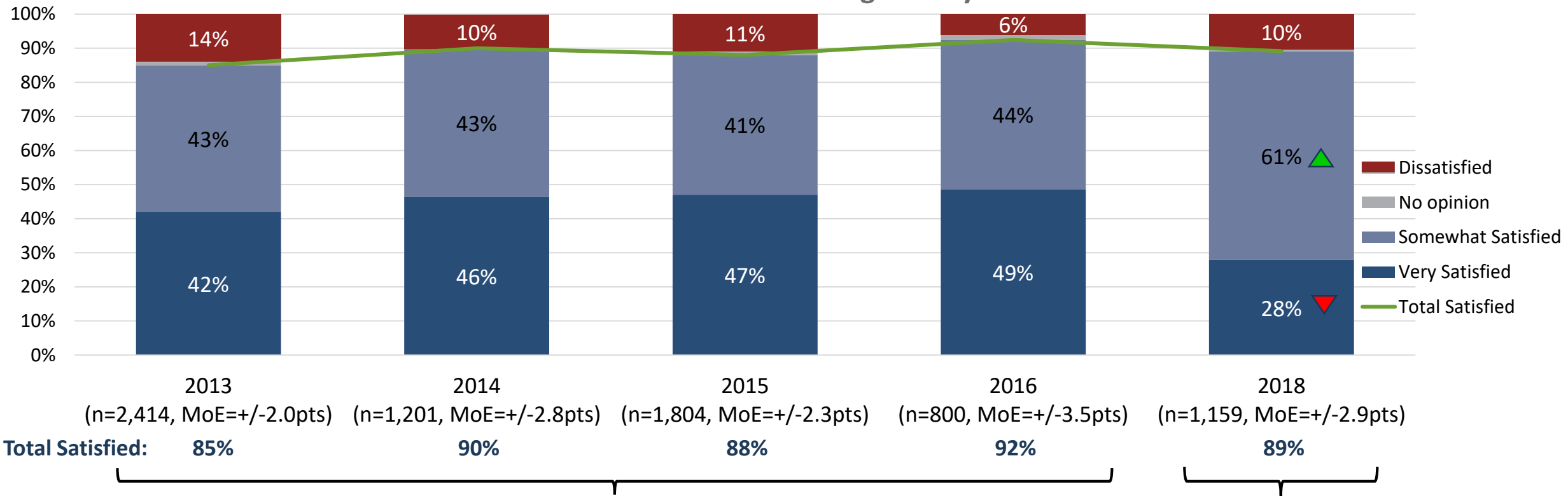
Overall satisfaction with Metro remains comparable to previous years in terms of general positive ratings – about nine-in-ten riders continue to be satisfied with the agency. The share of intensity in these ratings ("very satisfied") is lower in the 2018 results, which may potentially be affected by updates to the survey mode and topic disclosure. Previous iterations of this survey were introduced specifically on behalf of Metro and were administered as a Random Digit Dial telephone survey.

Overall Rider Satisfaction with King County Metro - Trend



	2013 (n=2,414, MoE=+/-2.0pts)	2014 (n=1,201, MoE=+/-2.8pts)	2015 (n=1,804, MoE=+/-2.3pts)	2016 (n=800, MoE=+/-3.5pts)	2018 (n=1,159, MoE=+/-2.9pts)
Total Satisfied:	**85%**	**90%**	**88%**	**92%**	**89%**

***Random Digit Dial (RDD) telephone only methodology; Introduced as a survey on behalf of KC Metro**

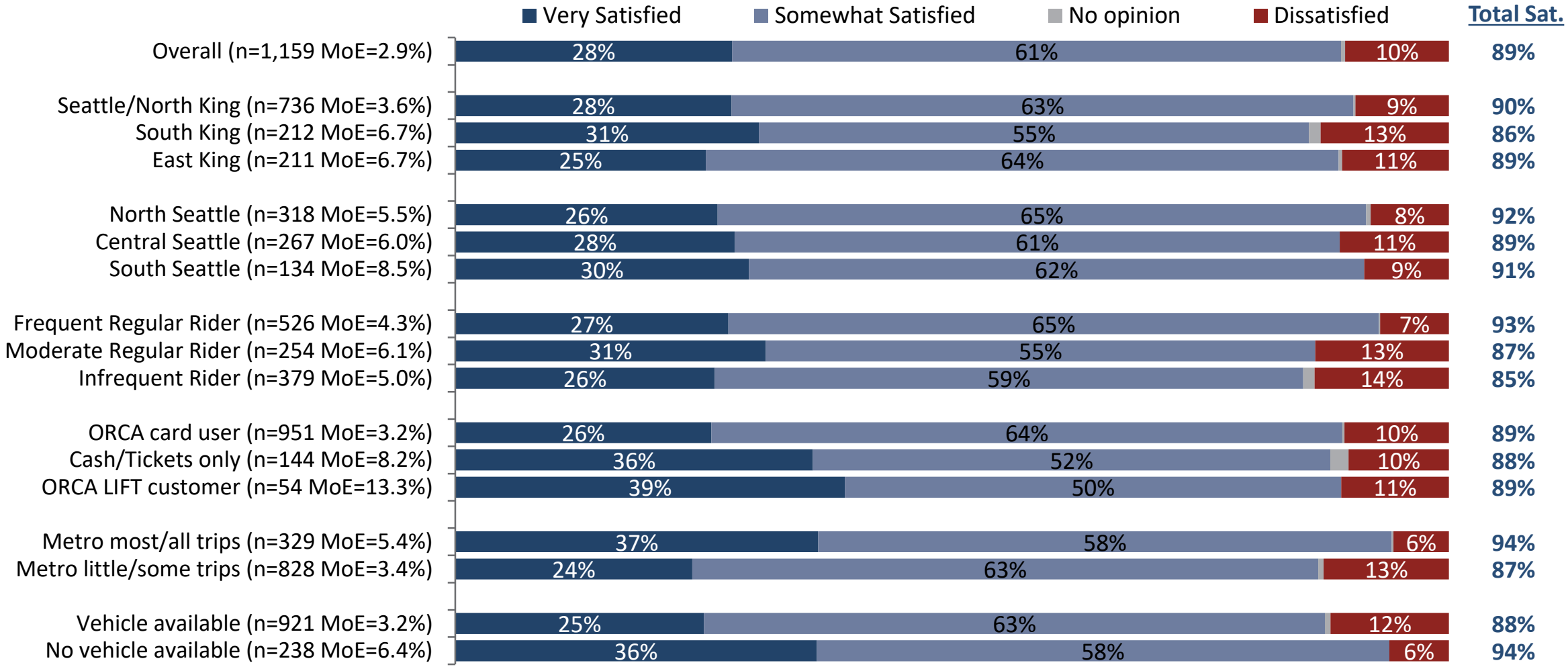
****Multimodal mail-driven web and phone Address Based Sampling (ABS) methodology; Introduced as a survey of all residents on behalf of King County**

Statistically significant shifts represented by a ▲ or ▼ icon.

GW1A. Overall, would you say you are satisfied or dissatisfied with Metro?

Overall Metro Satisfaction – by Subgroup

Riders of various geographic and usage groups are largely satisfied with Metro, with more than four-in-five rating the agency favorably across each rider group. Satisfaction is slightly higher among frequent riders, those without vehicles available, and those who are most reliant on Metro. Satisfaction is slightly lower among riders living in South King County, less frequent riders, and riders who are less reliant on Metro, though most of these variances are within their respective group's margin of error.



GW1A. Overall, would you say you are satisfied or dissatisfied with Metro?

Overall Metro Satisfaction – by Subgroup

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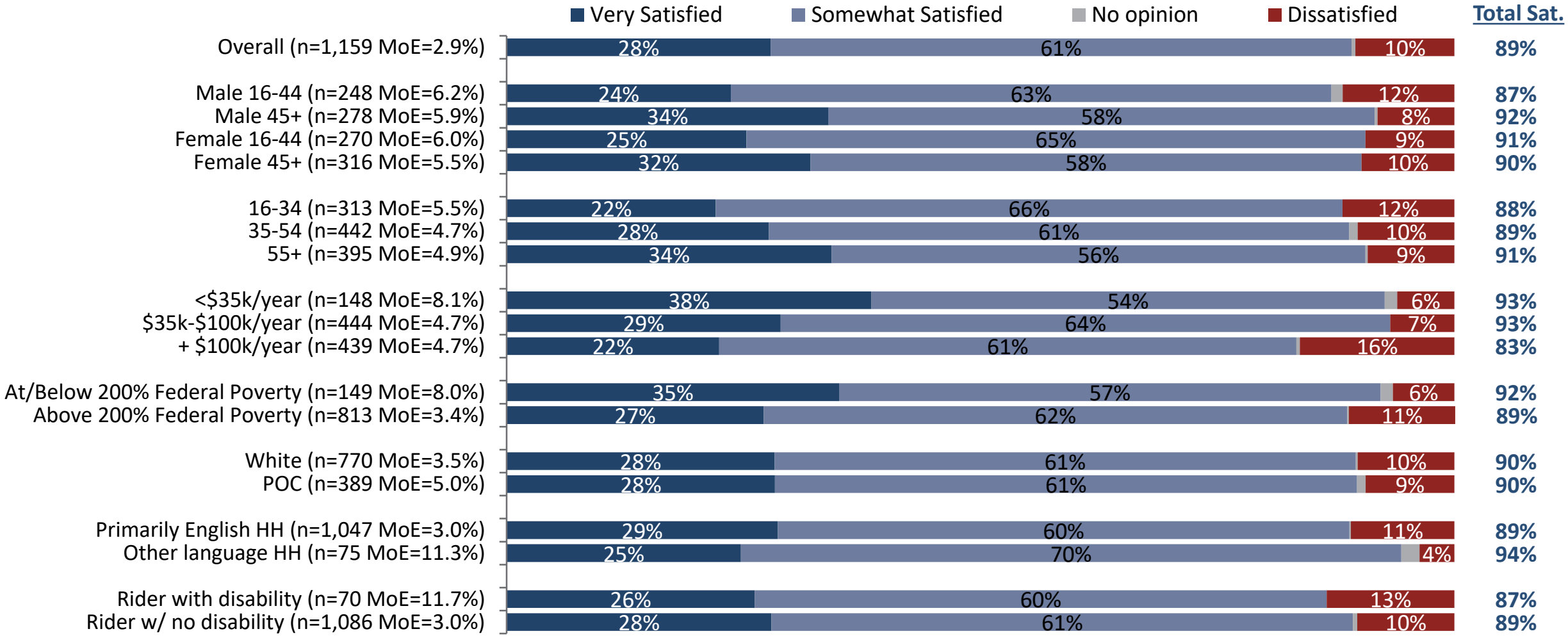
For demographic comparisons, overall satisfaction with Metro is steady across riders of various age, gender, ethnicity, and income groups but intensity (very satisfied %) is highest among riders who are 55 or older and from lower income households. Riders from higher income ($100K+) households give Metro relatively lower ratings than other rider groups but four-in-five still rate the agency favorably.



GW1A. Overall, would you say you are satisfied or dissatisfied with Metro?

Service Dimensions & Elements: Key Drivers Analysis

Key Drivers Analysis

A Key Driver Analysis, also referred to as an importance/performance analysis, evaluates the relationships between riders' satisfaction with individual service elements and King County Metro as a whole to identify the most important areas to focus on improving, maintaining, and promoting.

By doing an analysis of riders' overall satisfaction with Metro and their ratings for each of the individual service elements, we can estimate which items have the strongest impact on riders' overall level of satisfaction with the agency. For this analysis, we have converted each satisfaction into a 5-point scale (Very Satisfied=5, Somewhat Satisfied=4, No opinion=3, Somewhat Dissatisfied=2, and Very Dissatisfied=1) and run the mean rating for each element tested in the survey.

Service element importance is determined using a regression analysis of the relationship between each element's satisfaction rating and Metro's overall service rating. This analysis helps identify which individual elements have the strongest impact on overall satisfaction with the service. In the following quadrant charts, the relative importance levels are shown vertically, with the more important elements (having a stronger impact on overall satisfaction) appear higher on the chart and less important elements (having a weaker impact on overall satisfaction) appear lower on the chart.

The Key Drivers Analysis classifies the relative levels of importance and performance into four general categories:

- **More important and lower rated – Focus on Improving**
- **More important and higher rated – Focus on Promoting**
- **Less important but higher rated – Maintain Satisfaction**
- **Less important and lower rated – Future Focus**

Key Drivers Analysis

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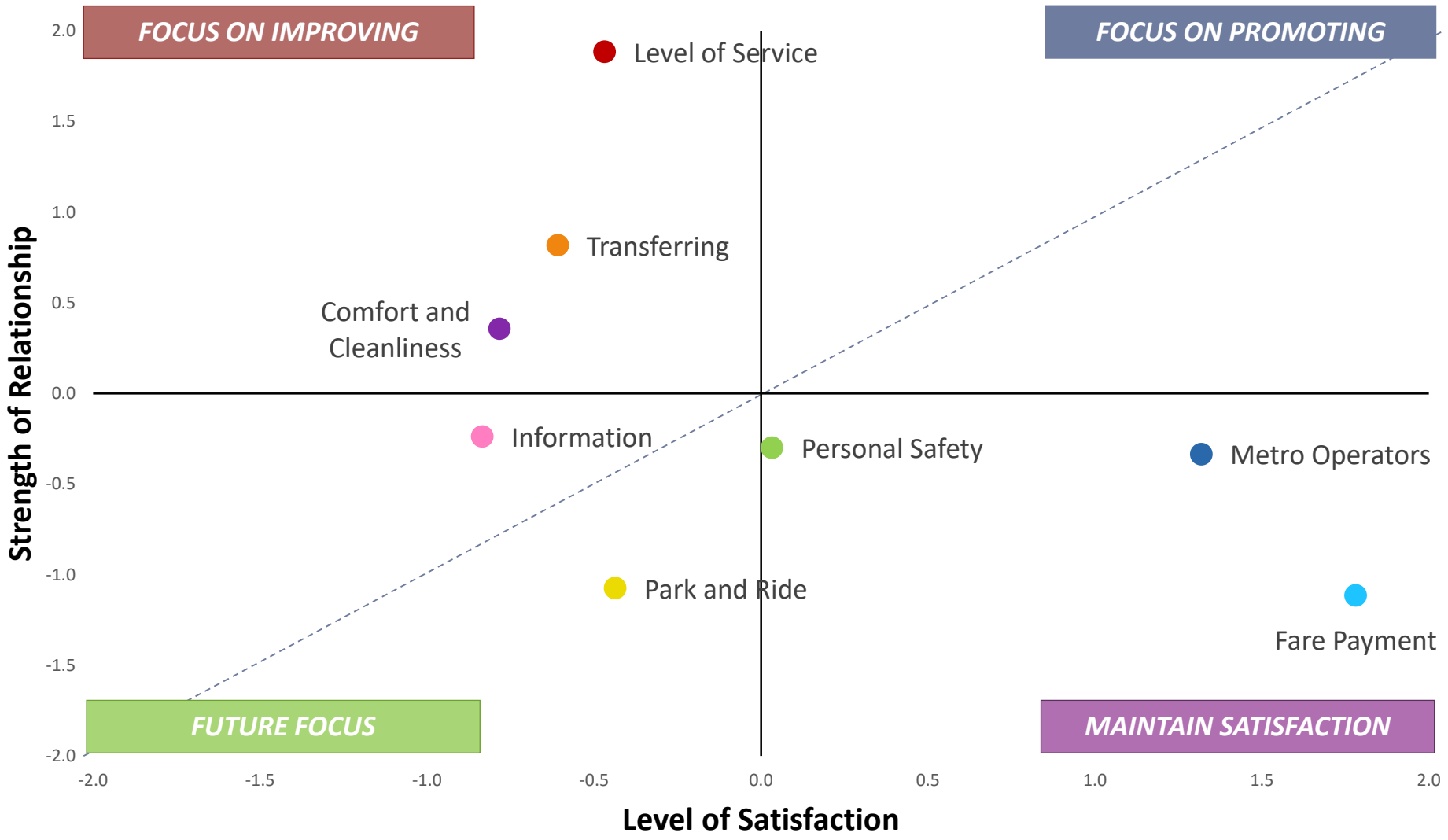
- A Key Driver graph plots the results in a two-dimensional chart. Each element satisfaction rating is plotted on the graph by the strength of its relationship with overall agency satisfaction (on the x-axis) and the performance in that area on the y-axis.

- This generates four quadrants. The most important is the top-left quadrant. The items plotted here have high importance to riders but their satisfaction with those elements is relatively low. These are the areas where improvements will have the biggest impact and generate the greatest increase in customer satisfaction for the effort.

More important and lower rated – Focus on Improving	**More important and higher rated – Focus on Promoting**
Less important and lower rated – Future Focus	**Less important and higher rated – Maintain Satisfaction**

Key Drivers Analysis – Service Dimensions



Among the aggregated service dimensions tested, the top priorities for improvement include:

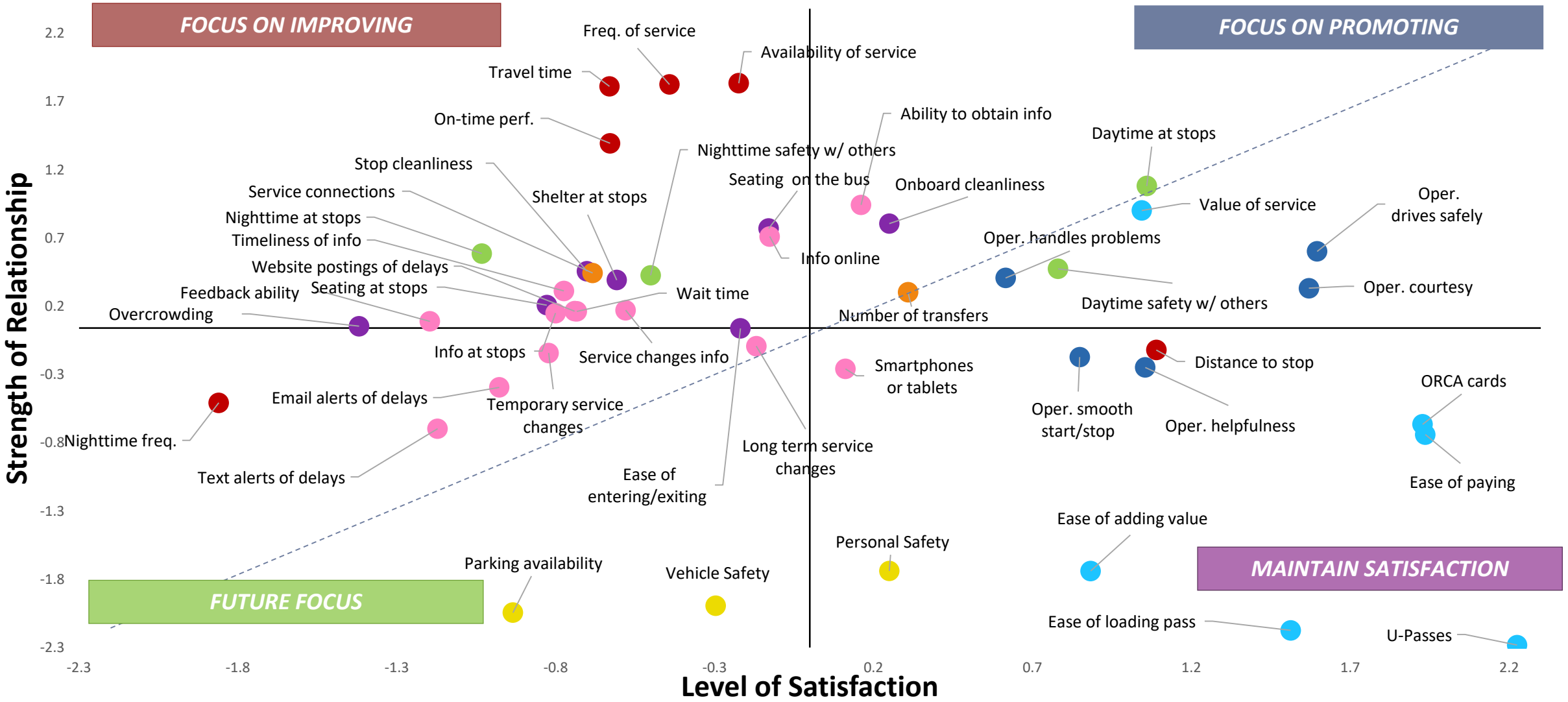
- ***Level of Service***
- ***Transfers***
- ***Comfort and Cleanliness***
- ***Information***

These dimensions received relatively lower satisfaction ratings compared to other aspects of Metro's bus service but also have some of the highest impacts on riders' overall satisfaction with the agency. Improving satisfaction for these dimensions should be relatively more effective in increasing agency satisfaction compared. Of the aggregated dimensions tested, ***Level of Service*** *has the highest potential impact and is a leading priority for improvement.*

Although relatively lower rated, ***Park & Ride*** *satisfaction also has relatively less influence on overall satisfaction with Metro.*

The two highest performing service dimensions – ***Operators*** *and* ***Fare Payment*** *– both overperform their relative contributions towards overall satisfaction.*

Key Drivers Analysis – Individual Elements



- Level of Service
- Transferring
- Information
- Comfort and Cleanliness
- Personal Safety
- Metro Operators
- Fare Payment
- Park and Ride

Key Drivers Analysis – Full Element List

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Q	Service Dimensions and Elements	n	Importance Ranking	Very Satisfied %	Mean Satisfaction	Strategy
	Level of Service		**1**	**30%**	**3.71**	**Focus on Improving**
M7C	Availability of service	1,151	1	27%	3.64	Focus on Improving
M7B	Frequency of service	1,153	2	22%	3.58	Focus on Improving
M7E	Travel time	1,157	3	22%	3.47	Focus on Improving
M7A	On-time performance	1,156	4	22%	3.50	Focus on Improving
M7U	Distance to stop	1,153	5	57%	4.26	Maintain Satisfaction
M7B_5	Nighttime frequency	351	6	13%	2.96	Future Focus
	Transferring		**2**	**22%**	**3.69**	**Focus on Improving**
M9	Number of transfers	571	1	33%	3.92	Focus on Promoting
M12	Service connections	566	2	16%	3.45	Focus on Improving
M11	Wait time	571	3	16%	3.49	Focus on Improving
	Personal Safety		**3**	**23%**	**3.84**	**Focus on Improving**
PS2C	Daytime at stops	1,154	1	46%	4.25	Focus on Promoting
PS2D	Nighttime at stops	1,058	2	17%	3.32	Focus on Improving
PS2A	Daytime safety w/ others	1,152	3	40%	4.13	Focus on Promoting
PS2B	Nighttime safety w/ others	1,057	4	23%	3.55	Focus on Improving
	Information		**4**	**19%**	**3.56**	**Future Focus**
IN3A	Ability to obtain	1,120	1	30%	3.84	Focus on Promoting
IN3C	Online	1,051	2	24%	3.68	Focus on Improving
IN3K_1	Timeliness	972	3	18%	3.41	Focus on Improving
IN3K	Service changes	1,016	4	18%	3.49	Focus on Improving
IN3F	Website postings of delays	968	5	18%	3.40	Focus on Improving
IN3I	At stops	1,119	6	19%	3.42	Focus on Improving
IN3L	Feedback ability	943	7	14%	3.17	Focus on Improving
IN3N	Long term service changes	1,032	8	22%	3.68	Future Focus
IN3M	Temporary service changes	1,016	9	16%	3.42	Future Focus
IN3J	Smartphones or tablets	1,051	10	29%	3.81	Maintain Satisfaction
IN3G	Email alerts of delays	773	11	17%	3.31	Future Focus
IN3G_2	Text alerts of delays	736	12	15%	3.23	Future Focus

Key Drivers Analysis – Full Element List (Cont'd)

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Q	Service Dimensions and Elements	n	Importance Ranking	Very Satisfied %	Mean Satisfaction	Strategy
	Park & Ride		**5**	**31%**	**3.68**	**Future Focus**
PR3B	Personal Safety	420	1	40%	3.87	Maintain Satisfaction
PR3C	Vehicle Safety	338	2	28%	3.63	Future Focus
PR3A	Parking availability	338	3	26%	3.35	Future Focus
	Fare Payment		**6**	**62%**	**4.49**	**Maintain Satisfaction**
F5G	Value of service	1,124	1	51%	4.28	Focus on Promoting
F5B	ORCA cards	1,124	2	73%	4.63	Maintain Satisfaction
F5A	Ease of paying	1,134	3	74%	4.65	Maintain Satisfaction
F5D	Ease of adding value	446	4	51%	4.19	Maintain Satisfaction
F5C	Ease of loading pass	171	5	63%	4.36	Maintain Satisfaction
F5B2	U-Passes	67	6	81%	4.72	Maintain Satisfaction
	Operators		**7**	**50%**	**4.29**	**Focus on Promoting**
M7M	Drives safely	1,157	1	60%	4.50	Focus on Promoting
M7O	Handles problems	1,087	2	40%	4.03	Focus on Promoting
M7K	Courtesy	1,157	3	59%	4.51	Focus on Promoting
M700	Smooth start/stop	1,154	4	44%	4.14	Maintain Satisfaction
M7L	Helpfulness	1,050	5	48%	4.24	Maintain Satisfaction
	Comfort & Cleanliness		**8**	**23%**	**3.55**	**Future Focus**
M7G	Onboard cleanliness	1,156	1	30%	3.90	Focus on Promoting
M7H	Seating availability on the bus	1,155	2	28%	3.68	Focus on Improving
M7F	Stop cleanliness	1,144	3	19%	3.49	Focus on Improving
M7T	Shelter availability at stops	1,142	4	20%	3.52	Focus on Improving
M7Q	Seating availability at stops	1,107	5	20%	3.42	Focus on Improving
M7I	Overcrowding on-board	1,124	6	13%	3.10	Focus on Improving
M7J	Ease of entering/exiting	1,134	7	27%	3.64	Future Focus

Individual Element Satisfaction

Individual Elements – Net Satisfaction Ranking

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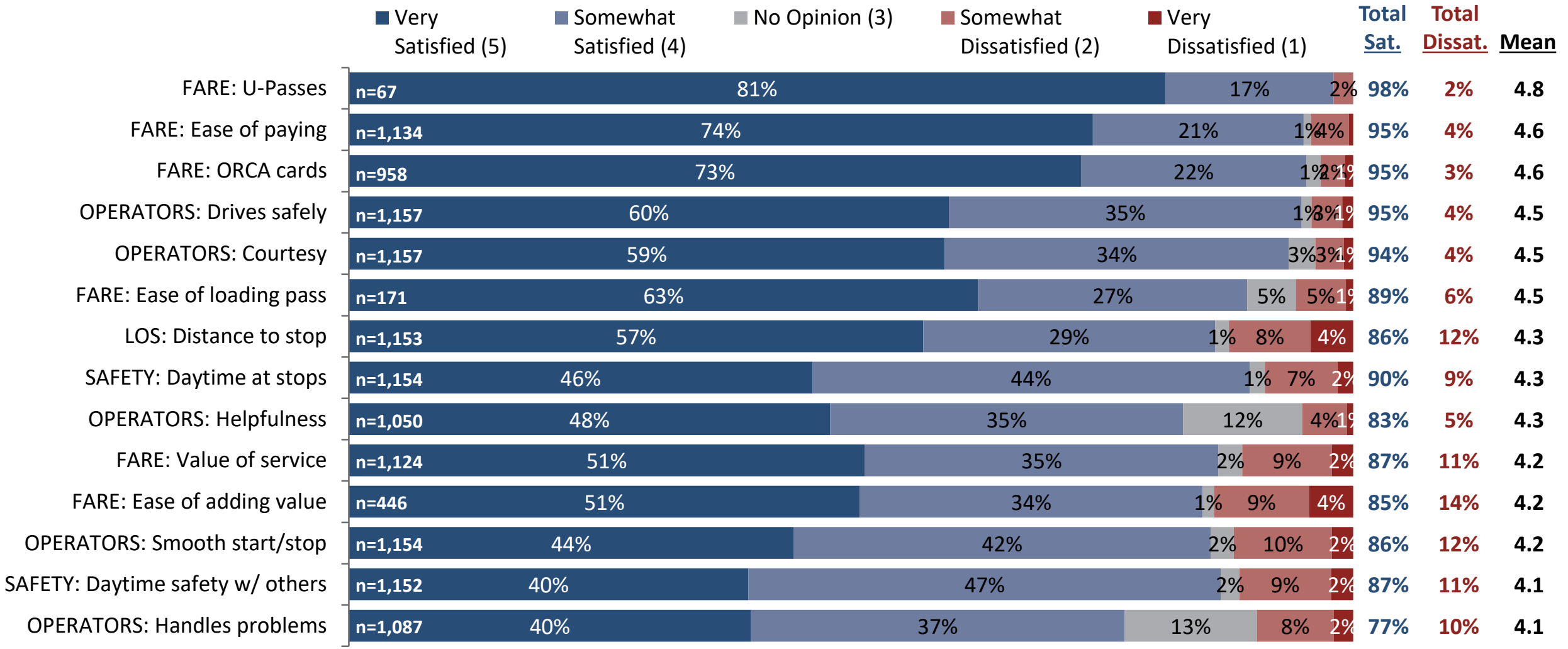
Service Element	n	Total Satisfied (Very+ Smwt)	Total Dissatisfied (Very+Smwt)	*Net Satisfied (Sat. over Dissat. +/-)*	Service Element	n	Total Satisfied (Very+ Smwt)	Total Dissatisfied (Very+Smwt)	*Net Satisfied (Sat. over Dissat. +/-)*
FARE: U-Passes	67	98%	2%	+96%	C&C: Ease of entering/exiting	1,134	73%	25%	+48%
FARE: ORCA cards	958	95%	3%	+92%	LOS: Availability of service	1,151	73%	26%	+48%
FARE: Ease of paying	1,134	95%	4%	+91%	LOS: Frequency of service	1,153	72%	27%	+44%
OPERATORS: Drives safely	1,157	95%	4%	+91%	SAFETY: Nighttime safety w/ others	1,057	67%	28%	+39%
OPERATORS: Courtesy	1,157	94%	4%	+90%	INFO: Service changes	1,016	58%	20%	+39%
FARE: Ease of loading pass	171	89%	6%	+84%	LOS: On-time performance	1,156	69%	30%	+38%
SAFETY: Daytime at stops	1,154	90%	9%	+81%	C&C: Shelter availability at stops	1,142	67%	29%	+38%
OPERATORS: Helpfulness	1,050	83%	5%	+78%	LOS: Travel time	1,157	68%	31%	+38%
FARE: Value of service	1,124	87%	11%	+76%	TRANSFER: Service connections	566	65%	29%	+36%
SAFETY: Daytime safety w/ others	1,152	87%	11%	+75%	TRANSFER: Wait time	571	67%	31%	+36%
OPERATORS: Smooth start/stop	1,154	86%	12%	+74%	C&C: Stop cleanliness	1,144	66%	31%	+36%
LOS: Distance to stop	1,153	86%	12%	+74%	INFO: Website postings of delays	968	51%	19%	+32%
P&R: Personal Safety	420	85%	12%	+73%	INFO: Temporary service changes	1,016	56%	24%	+32%
FARE: Ease of adding value	446	85%	14%	+71%	INFO: At stops	1,119	62%	30%	+32%
OPERATORS: Handles problems	1,087	77%	10%	+68%	INFO: Timeliness	972	52%	20%	+32%
TRANSFER: Number of transfers	571	80%	16%	+64%	C&C: Seating availability at stops	1,107	61%	31%	+29%
C&C: Onboard cleanliness	1,156	81%	18%	+62%	SAFETY: Nighttime at stops	1,058	60%	34%	+26%
P&R: Vehicle Safety	338	78%	17%	+62%	INFO: Email alerts of delays	773	40%	17%	+23%
INFO: Ability to obtain	1,120	75%	17%	+58%	P&R: Parking availability	338	59%	38%	+21%
INFO: Smartphones or tablets	1,051	73%	15%	+58%	INFO: Text alerts of delays	736	37%	19%	+18%
INFO: Long term service changes	1,032	66%	14%	+51%	INFO: Feedback ability	943	39%	22%	+17%
INFO: Online	1,051	66%	14%	+51%	C&C: Overcrowding on-board	1,124	56%	41%	+16%
C&C: Seating availability on the bus	1,155	75%	24%	+51%	LOS: Nighttime frequency	351	44%	47%	-3%

High net sat. (+80%=blue), Moderate net sat. (+50-71%=green), Low net sat. (+20-49=orange), Very Low net sat. (<20%=red)

Individual Element Satisfaction – Top Tier

King County METRO
We'll Get You There

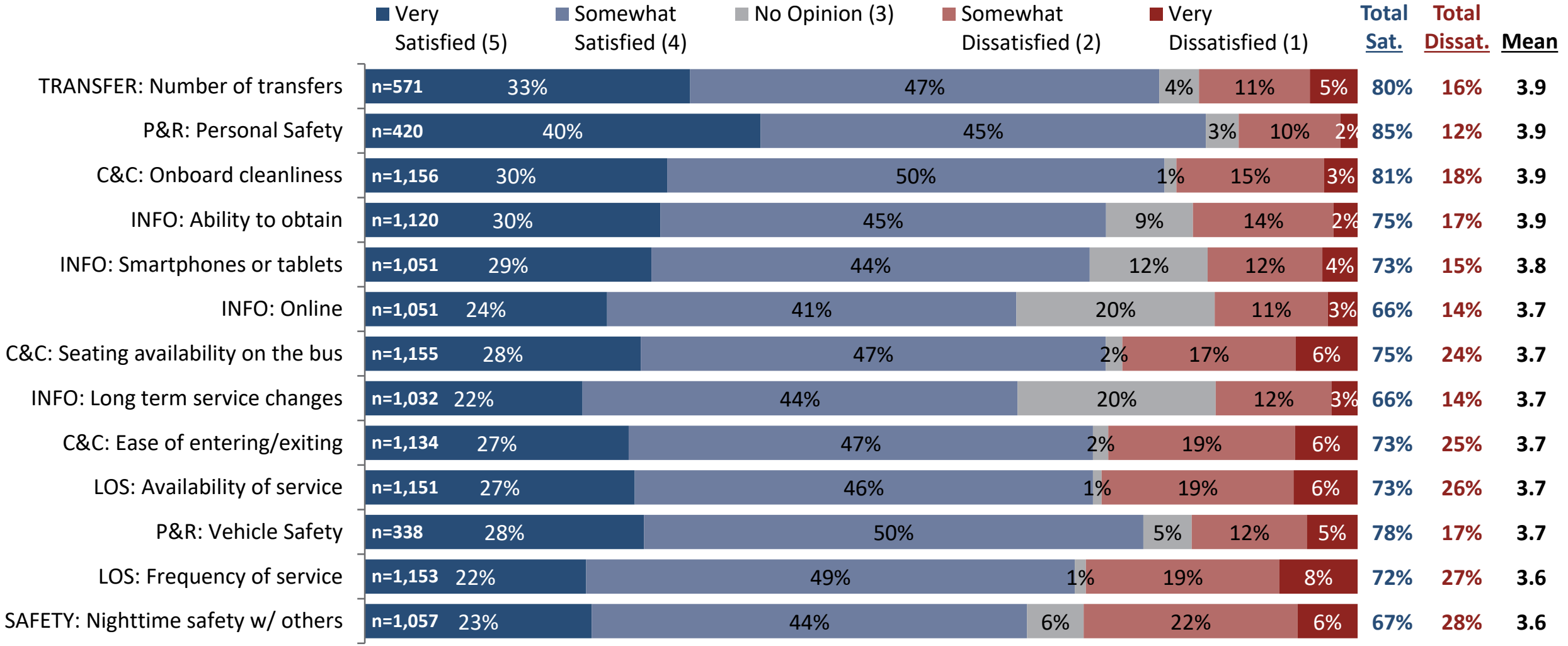
Metro riders are highly satisfied with most of the service elements surrounding fare payment, operators, and daytime safety. Distance to the Metro bus stop is the sole Level of Service (LOS) element among the top tier of aspects with the highest satisfaction.



Individual Element Satisfaction – Second Tier

King County METRO
We'll Get You There

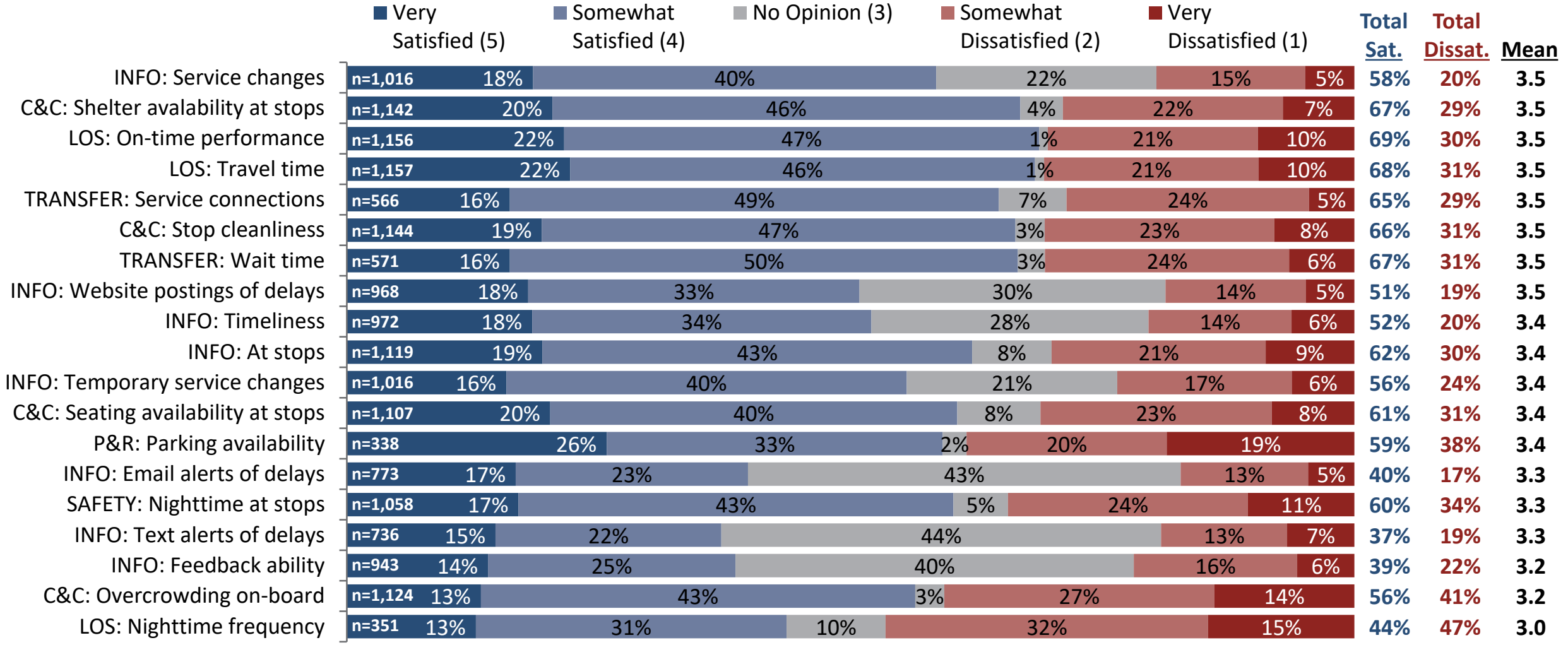
Among the next tier of element ratings, all items have relatively low negative intensity ratings (very dissatisfied). Nearly three-quarters of riders rate service availability and frequency positively, which have the strongest impact on overall satisfaction with the agency.



Individual Element Satisfaction – Third Tier

King County METRO
We'll Get You There

Nighttime frequency, overcrowding, and P&R parking availability are among the most polarizing service element ratings. More than one-in-ten are very dissatisfied with each. More than one fifth of riders are unable to rate some of the specific formation-related elements, including ability to give feedback, text alerts, email alerts, website delay postings, timeliness of delay postings, and notification of service changes.

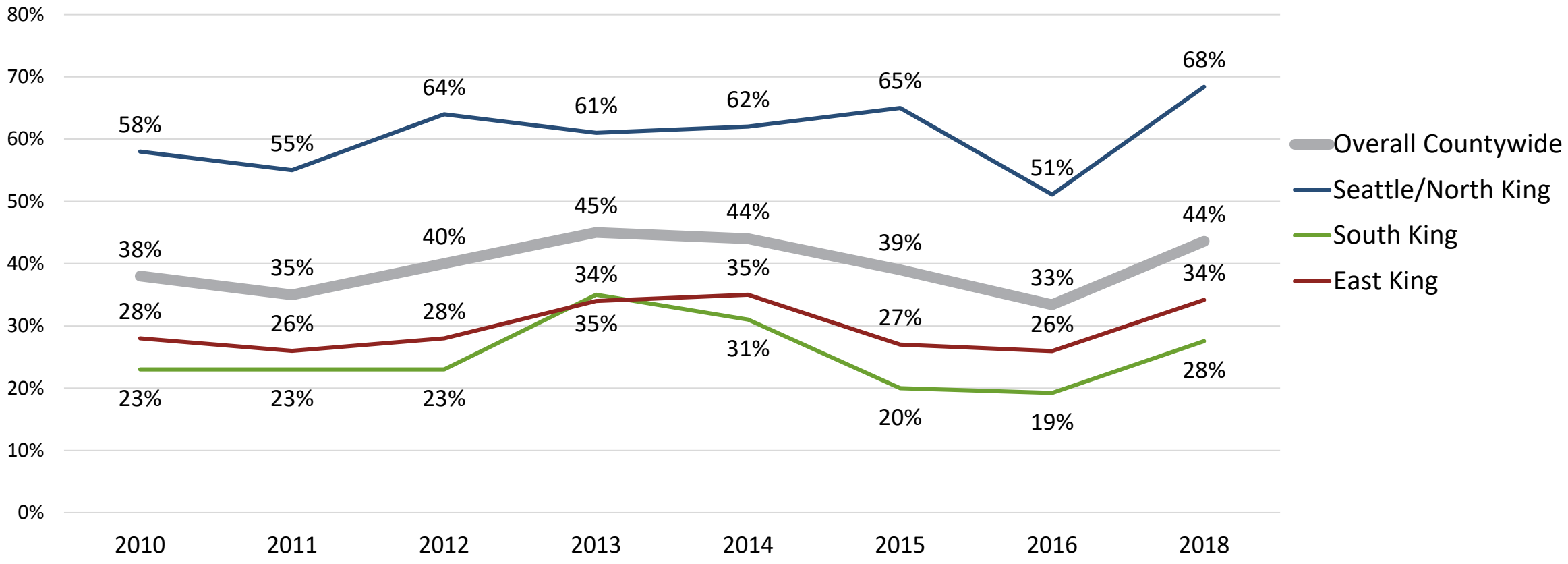


Marketshare & Rider Behavior

Household Rider Marketshare – Riders by Subarea

The reported marketshare of households with Metro riders in 2018 is comparable to pre-2015 results. Seattle/North has seen a steeper increase in household marketshare than South and East King.

% of Households with Metro Riders – Countywide and Subarea Comparison



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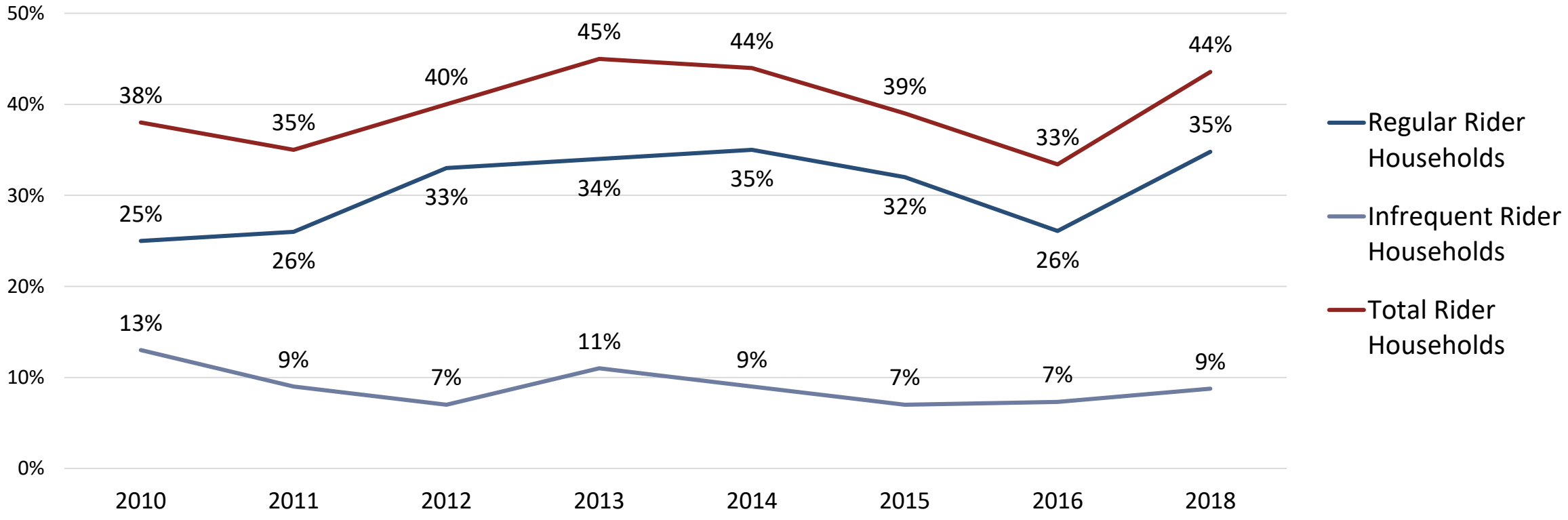
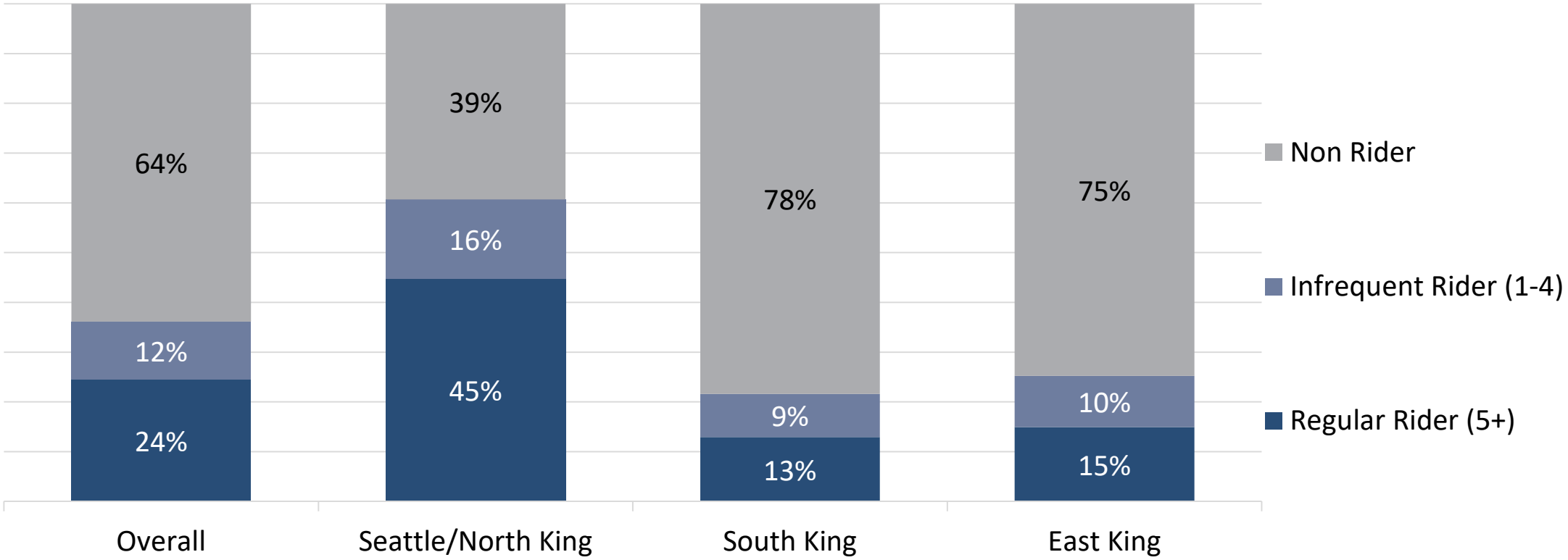


Metro Ridership – by Subarea

As expected, Seattle/North King sub-area includes the highest concentration of Metro riders, with nearly half riding the service at least five times in the preceding 30 days. About a quarter of those in South King and East King report riding Metro at least once in the last month.

% Share of Metro Riders and Non-Riders – Subarea Comparison

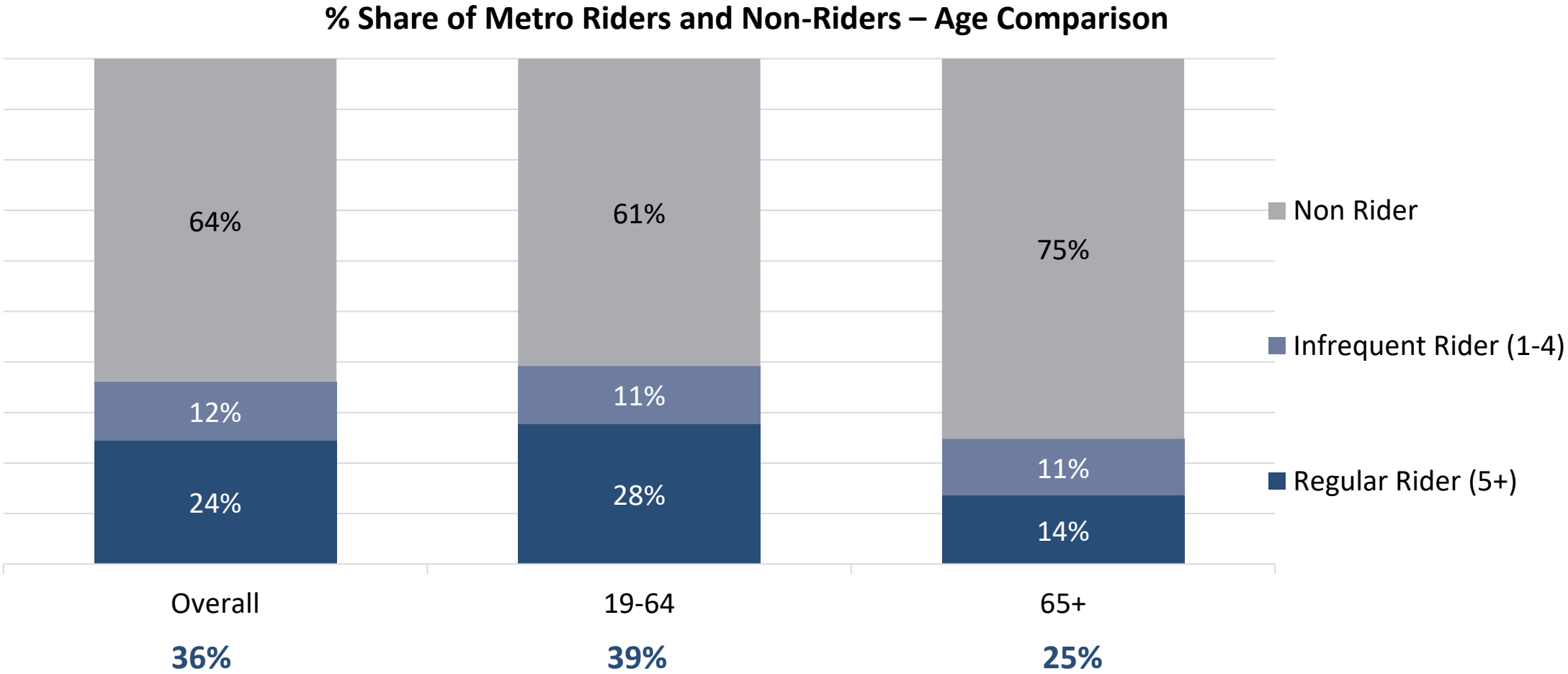


	Overall	Seattle/North King	South King	East King
Total Rider %	**36%**	**61%**	**22%**	**25%**

S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus? A round trip counts as two one-way rides.
For example, if you commuted to and from work five days a week on a Metro bus, that would be two trips per work day, which would be about 40 rides for the last 30 days.
A one-way trip where you had to transfer counts as one ride.

Metro Ridership – by Age Category

Two-fifths of residents age 19-64 report riding a Metro bus in the last month, including a quarter who have ridden regularly. About a quarter of those age 65+ or older report riding during that time period.

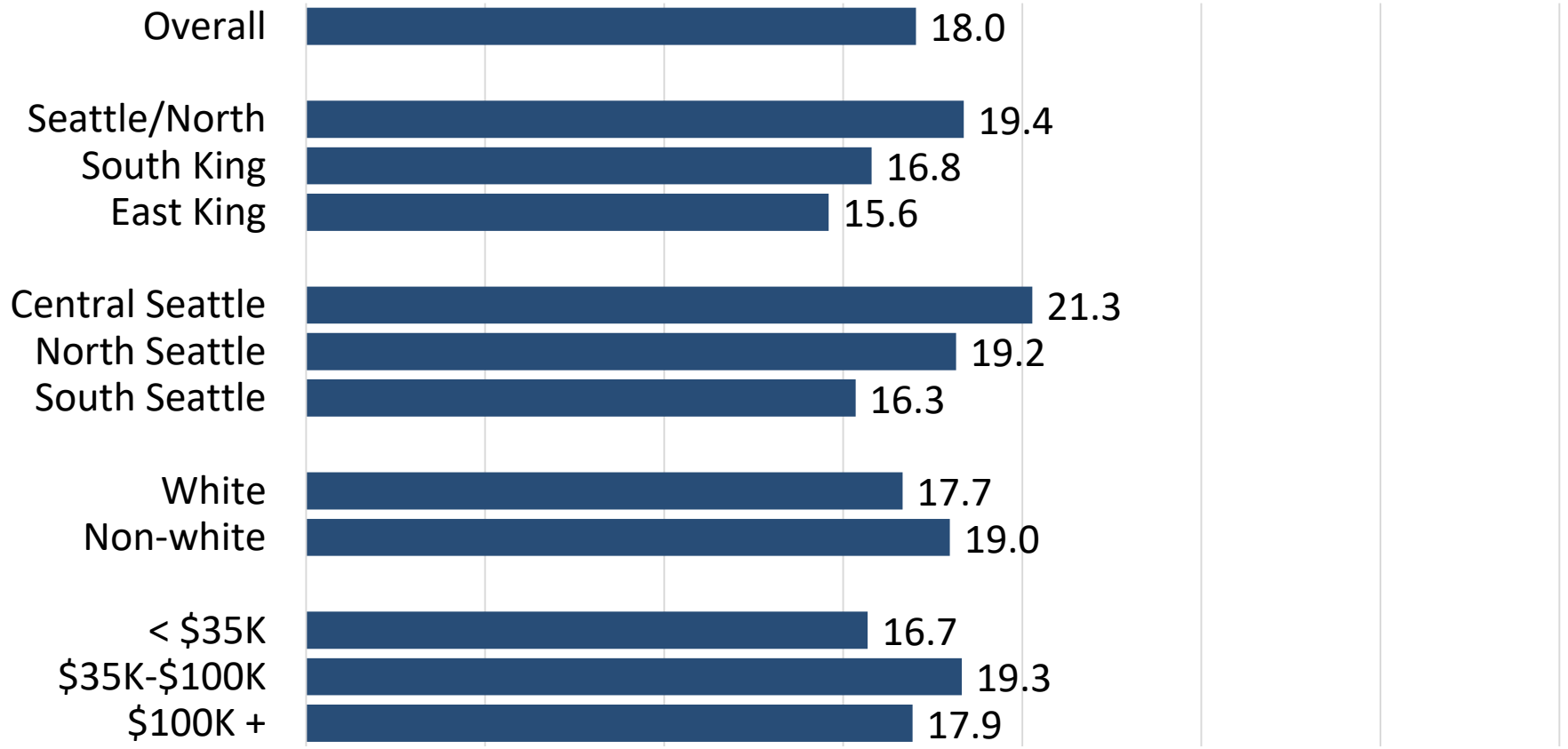


S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus? A round trip counts as two one-way rides.
For example, if you commuted to and from work five days a week on a Metro bus, that would be two trips per work day, which would be about 40 rides for the last 30 days.
A one-way trip where you had to transfer counts as one ride.

Ridership Frequency – by Subgroup

Seattle/North riders – particularly in Central Seattle -- report riding more frequently than riders in other County subareas. Differences in ride frequency are more subtle between riders of different ethnicity and income subgroups.

Average Number of Metro Rides in the Last 30 Days – Rider Subgroup Comparison

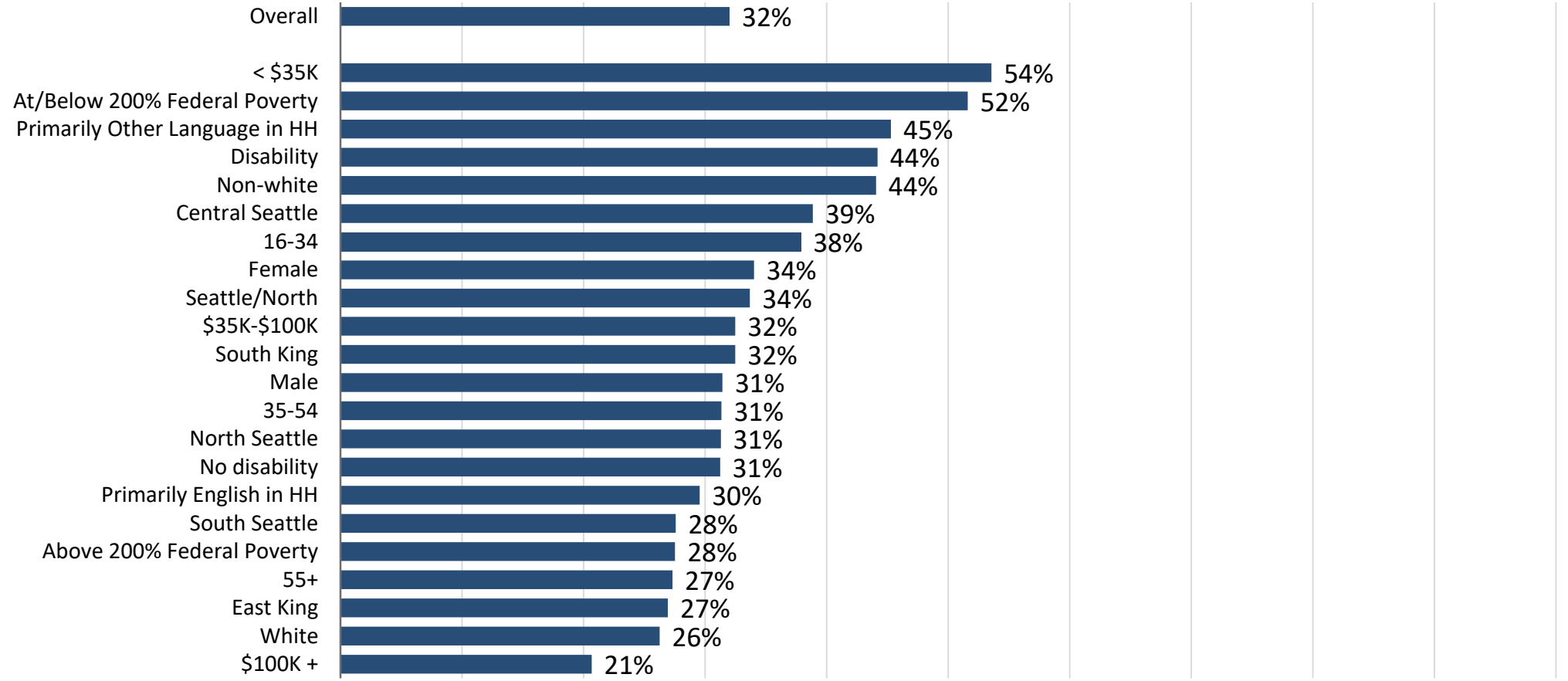


S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus? A round trip counts as two one-way rides. For example, if you commuted to and from work five days a week on a Metro bus, that would be two trips per work day, which would be about 40 rides for the last 30 days. A one-way trip where you had to transfer counts as one ride.

Metro Bus Reliance - by Subgroup (Ranked)

About a third of riders rely on Metro for all or most of their transportation needs. Reliance is highest among lower-income riders, those living in non-English primary households, those with disabilities, and non-white riders. Those in higher income households are the least reliant on Metro buses.

% of Riders Using Metro Bus for Most or All Transportation Needs – Highest to Lowest Subgroups

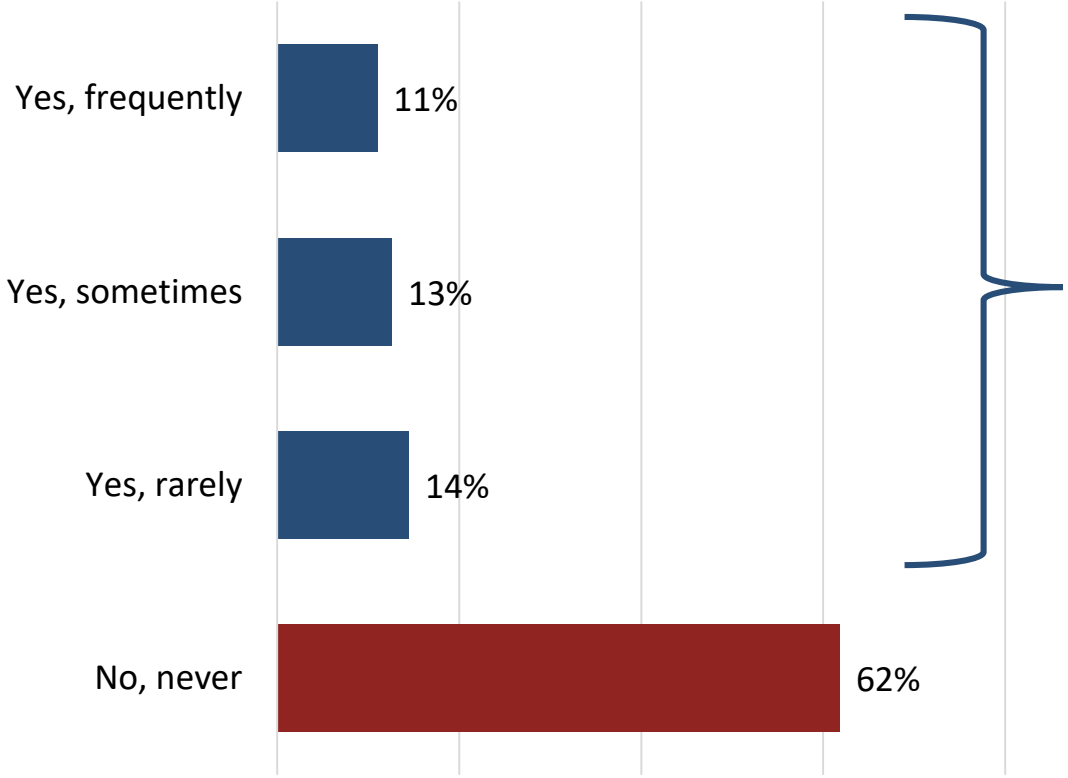


M4. Now, thinking about all your travel around King County, to what extent do you use a Metro bus to get around? Do you use a Metro bus for…

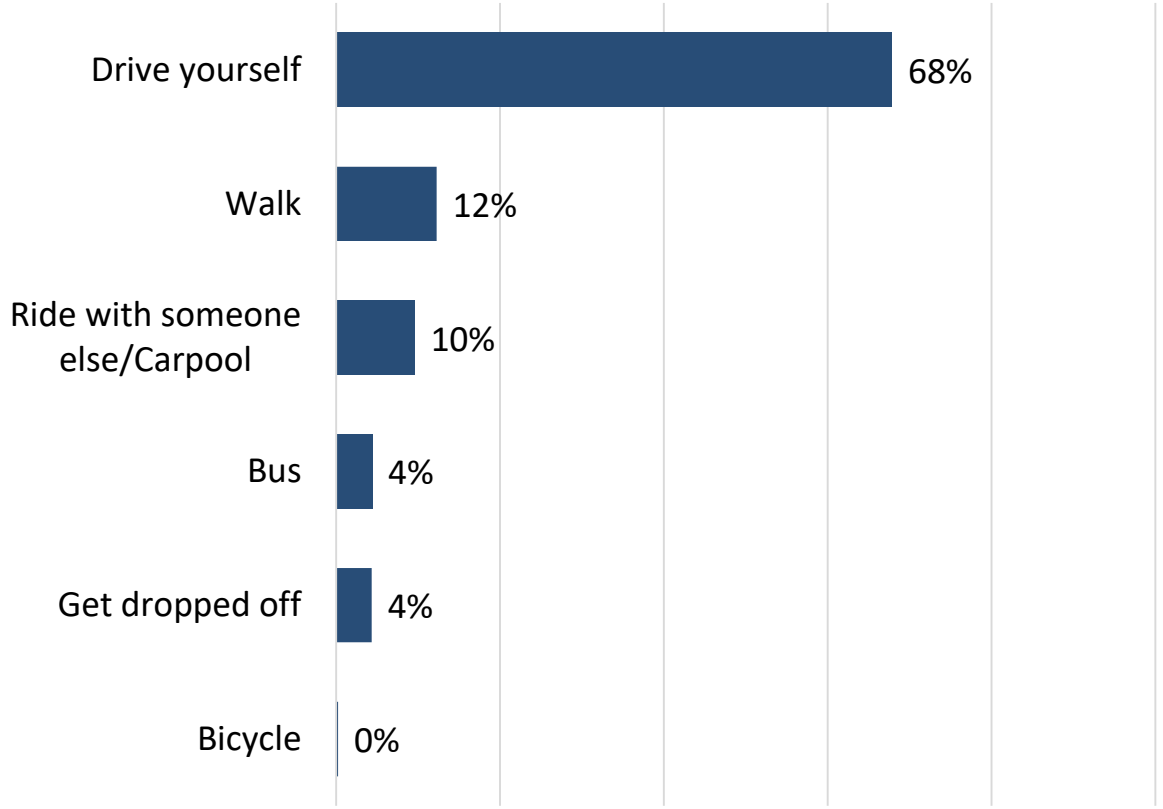
Rider Park & Ride Usage

Nearly two-in-five report using a Park & Ride at least rarely, though only one-in-ten say they use them frequently. Two-thirds of P&R users report driving alone to get there.

Metro Park and Ride Use - Riders



Transportation from Home to Park and Ride (n=756)

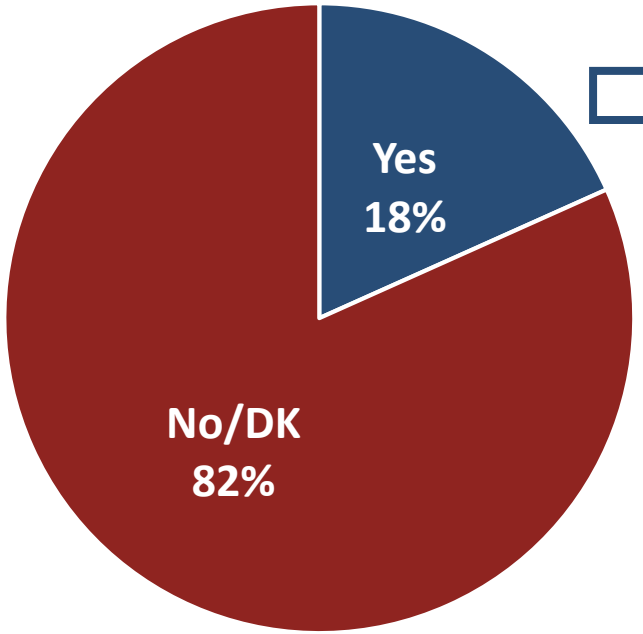


PR1. In the past year, have you used a Metro Park & Ride lot?
PR2D. How do you usually get from home to the Park & Ride lot you use most often?

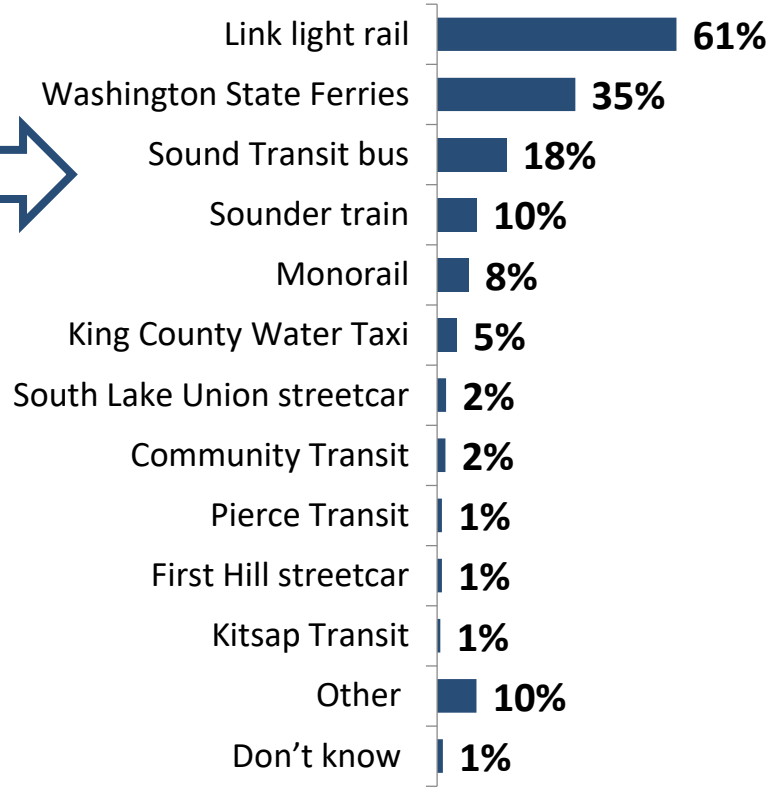
Other Public Transportation Services – Non-Riders

Among non-riders in the King County Metro service area, about one-in-five use a public transit service other than King County Metro, which most commonly includes Link, ferries, and Sound Transit Express buses. Non-riders in the Seattle/North subarea report riding more frequently than those in South and East King.

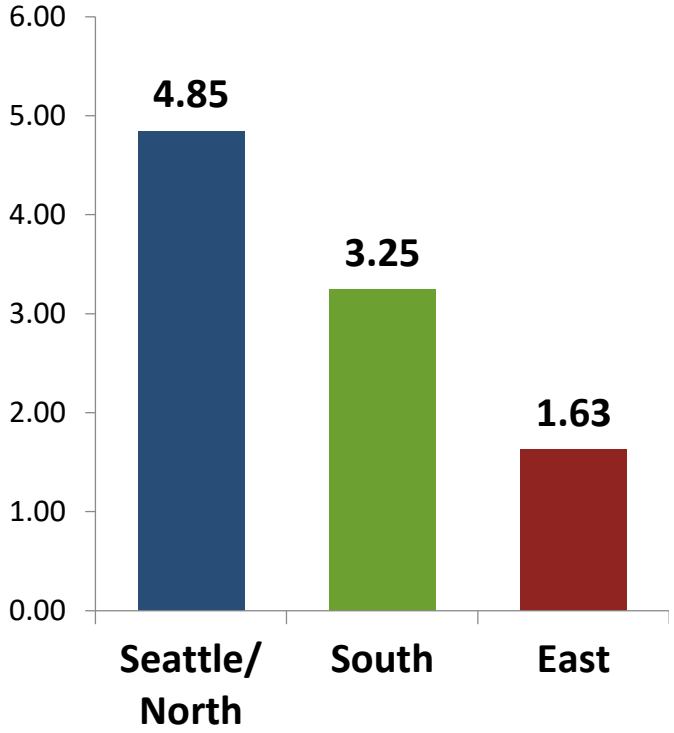
Do you use any of the other public transportation services in the area other than King County Metro?



Which do you use? (n=660)



Non-Rider One Way Other Transit Trips by Region

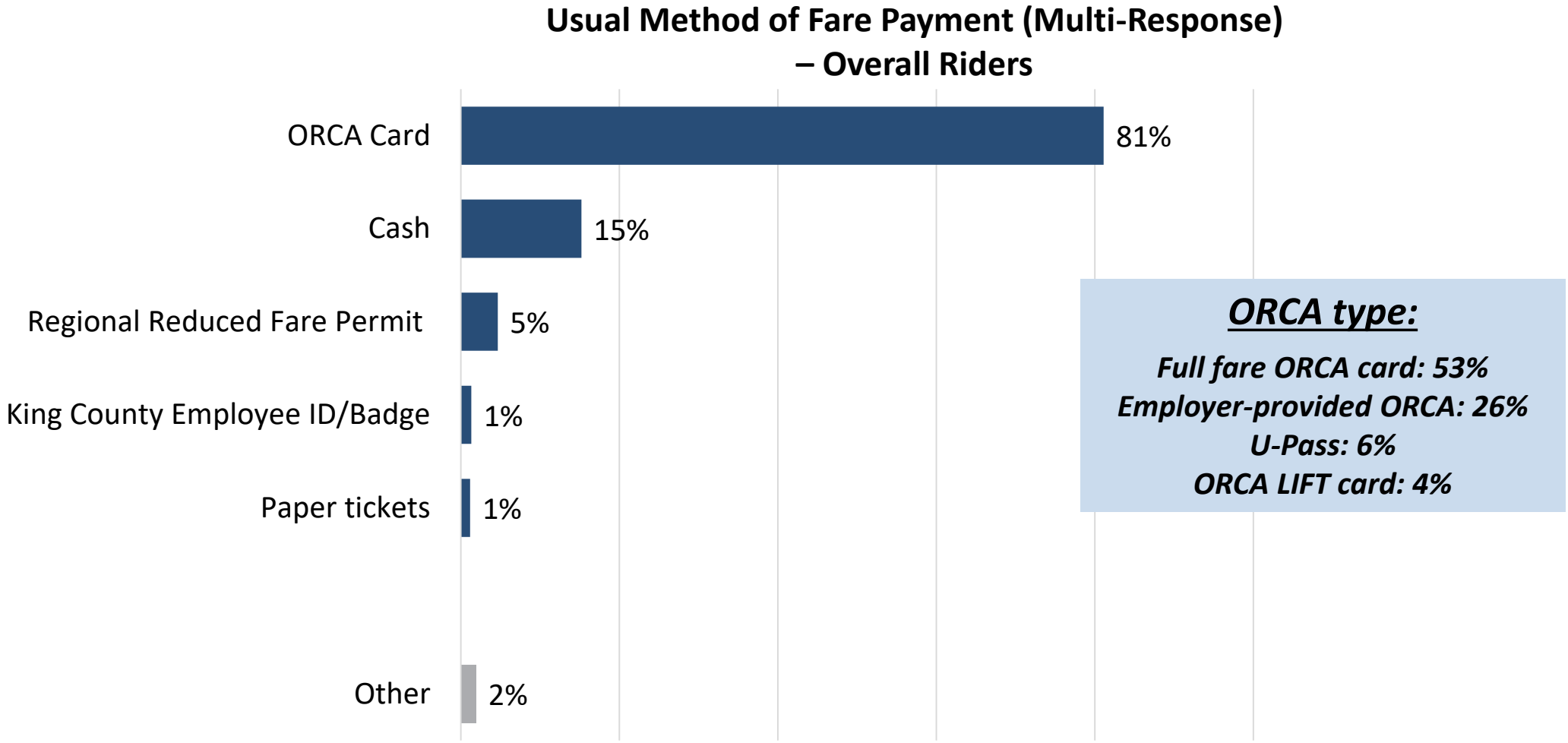


NON1A. Do you use any of the other public transportation services in the area *other* than King County Metro?
NON1B. Which do you use?
NON1C. Thinking about the last 30 days, how many one-way rides have you taken on a public transportation service *other* than King County Metro in this area?

Fare Payment

Fare Payment Method

A vast majority of riders usually use ORCA cards to pay their bus fare. Among those, a majority pay full fare, a quarter have their cards subsidized by their employers, and fewer use U-Pass or LIFT.

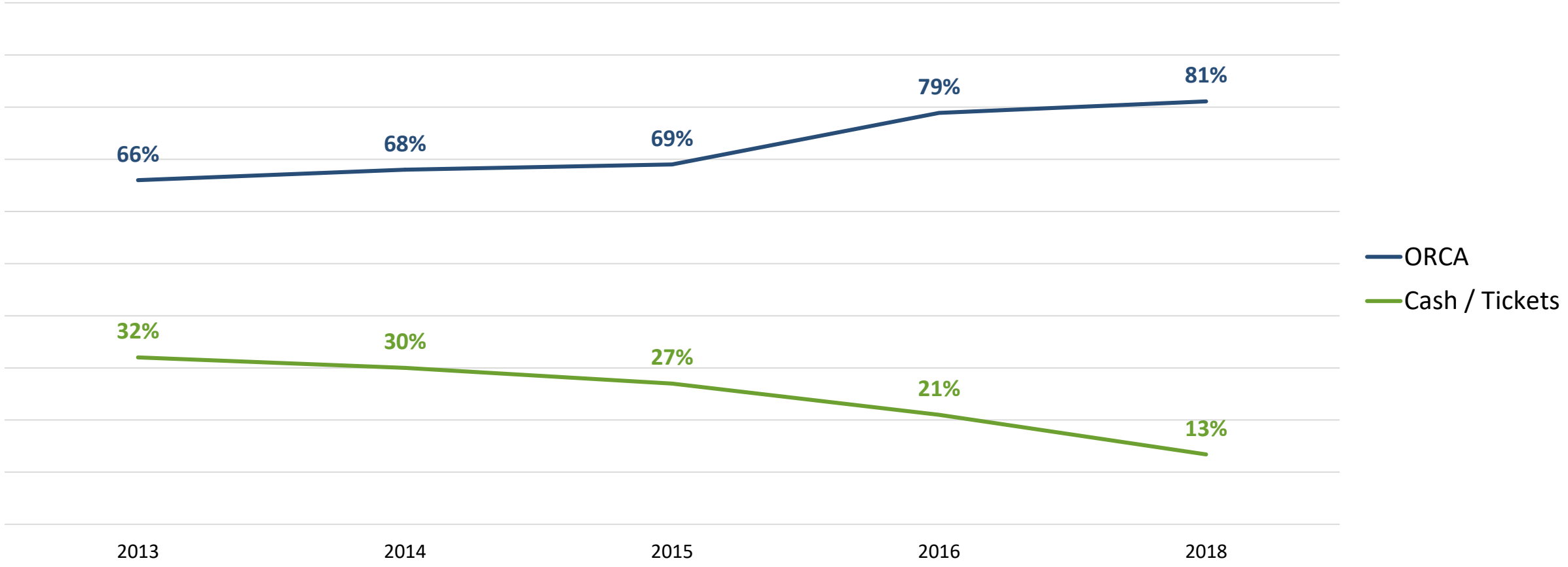


F0. How do you usually pay your bus fare? (Multiple Response)

Fare Payment Trend

The share of riders who usually use cash to pay with an ORCA card has gradually grown over the last few years while cash and ticket usage has fallen by half during that time.

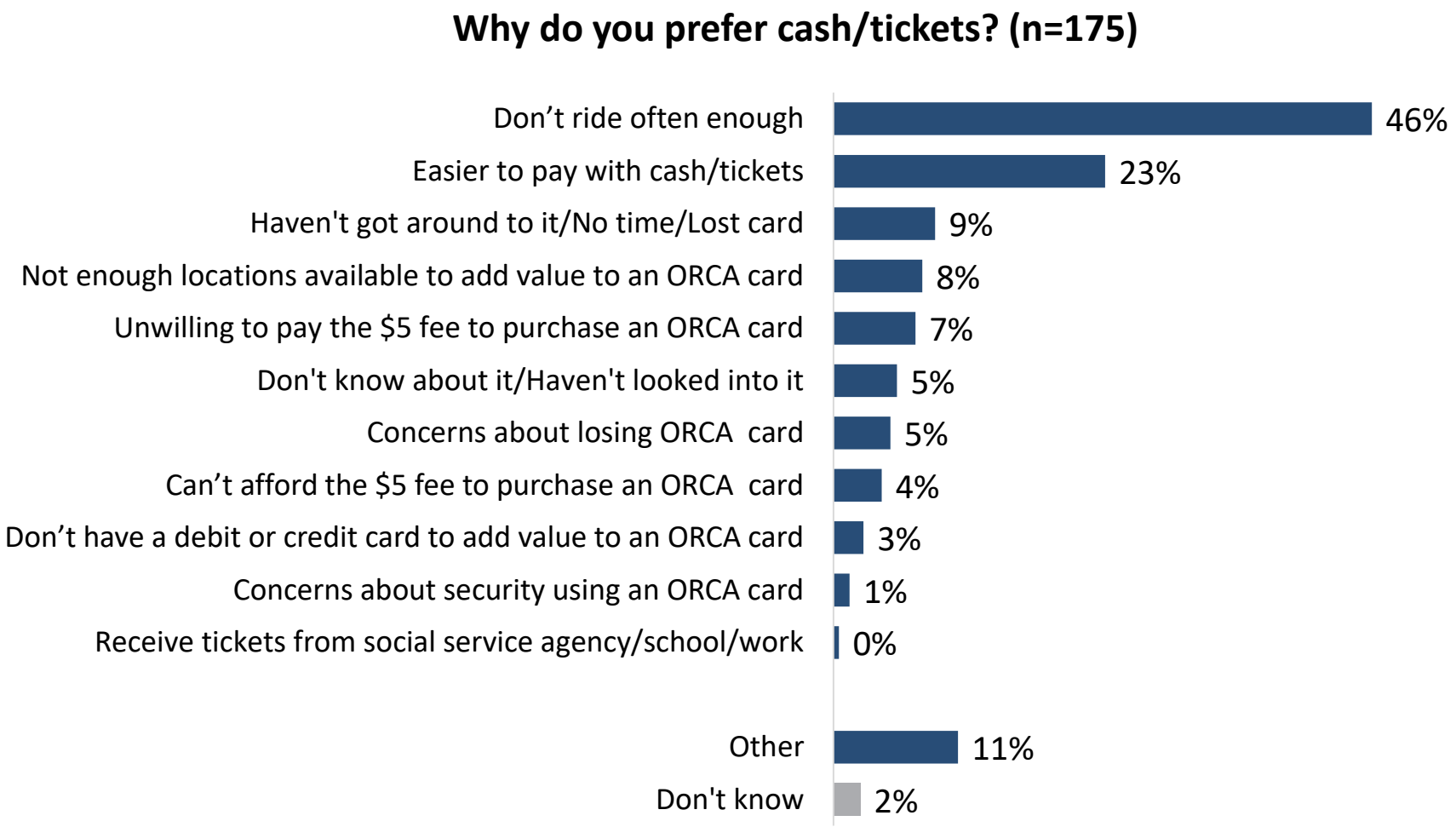
Fare Payment Method Over Time – Overall Riders



F0. How do you usually pay your bus fare? (Multiple Response)

Reasons for Preferring Cash/Tickets

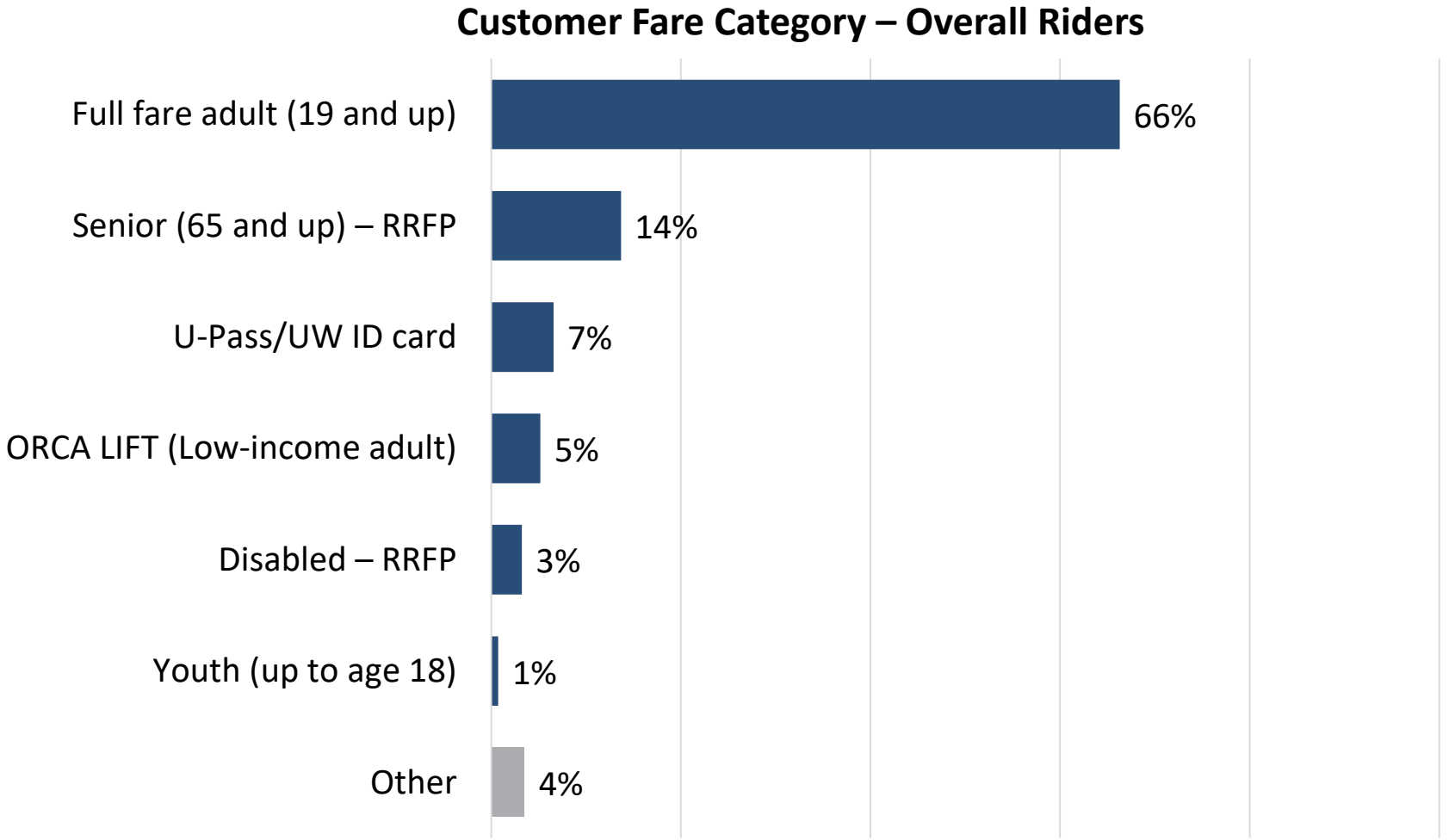
Of those using cash and tickets, nearly half don't think they ride often enough to warrant a pass and a quarter feel it is easier to pay with cash. Some also cite a variety of practical, monetary, and attitudinal barriers to adopting ORCA.



F4A. You indicated that you use cash/tickets/cash and tickets to pay your fare. Why do you prefer to use cash/tickets/cash and tickets instead of an ORCA Card?

Customer Fare Category

Two-thirds of riders report being in the full fare adult customer fare category followed by smaller shares of senior RRFP, U-Pass, ORCA LIFT, and disabled RRFP customers.



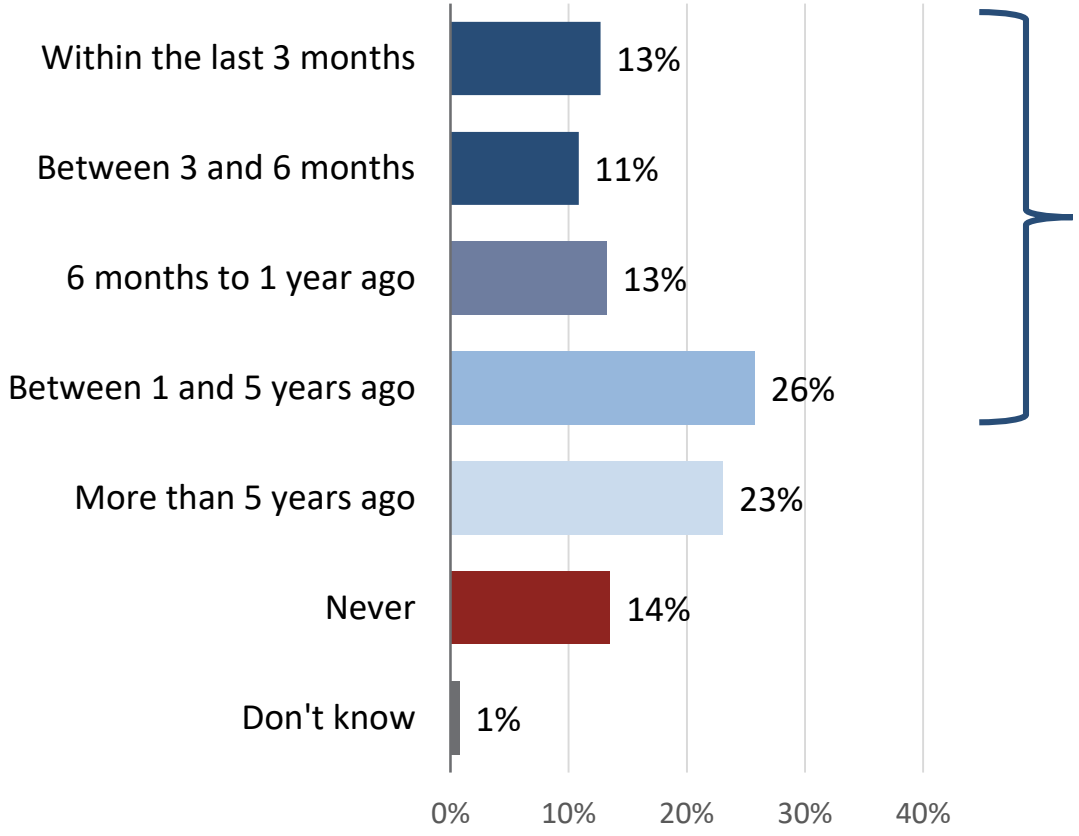
ST7. What customer fare category are you in?

Non-Rider Perceptions, Barriers, & Incentives

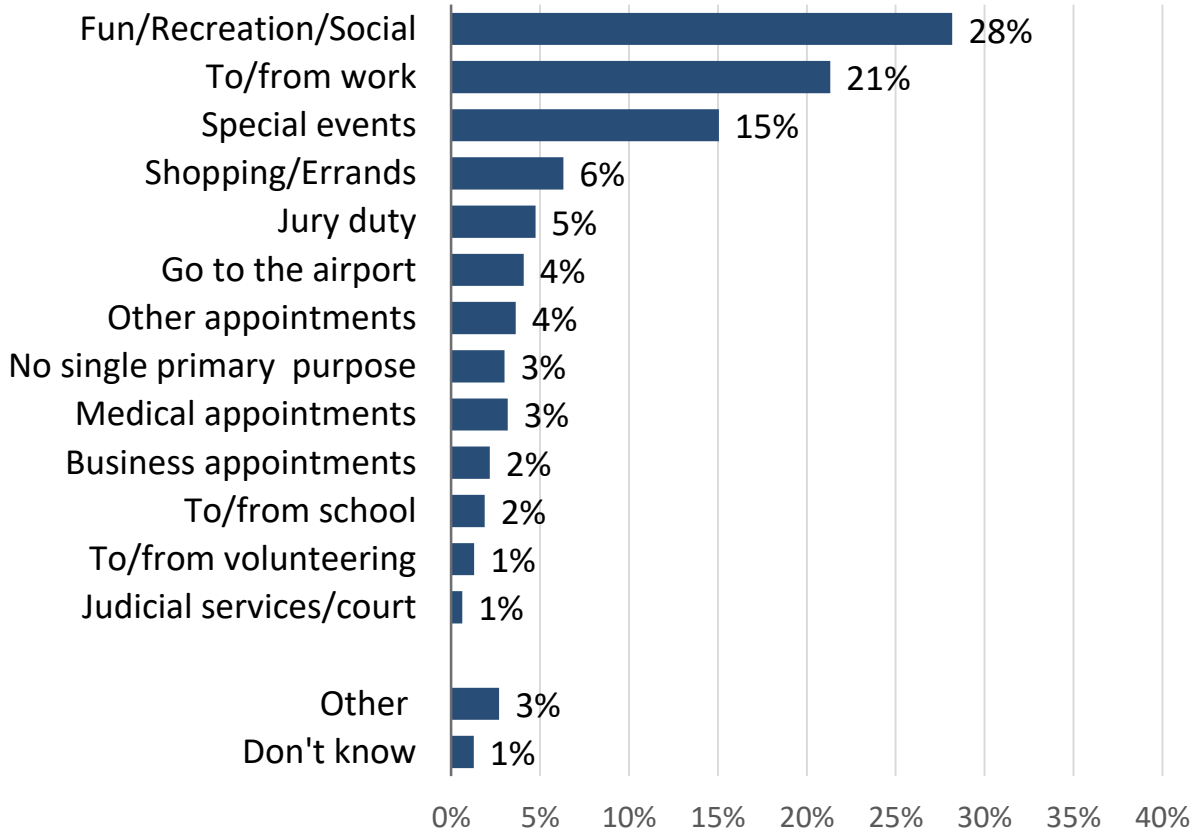
Metro Bus Trips – Non-Riders

About a third of non-riders report using Metro within the last year, with leisure making up the plurality of those trips, followed by work, special events, and various other obligation-oriented reasons.

When was the last time you rode a Metro bus?



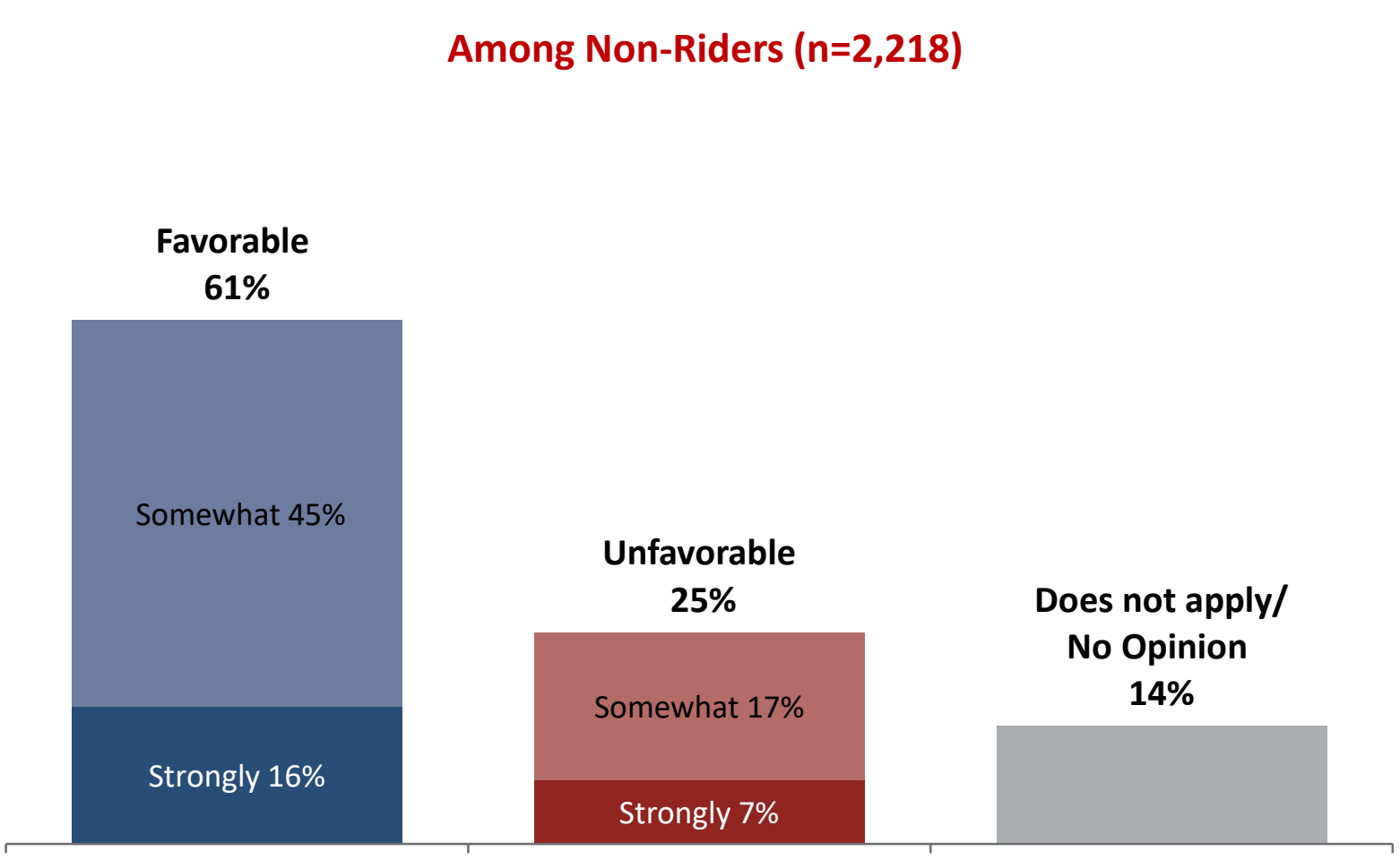
Primary Purpose of the Trip (n=1,363)



NON2. When was the last time you rode a Metro bus?
NON2A. When you rode Metro, what was the primary purpose of the trip you took most often?

Metro Favorability – Non-Riders

A strong majority of non-riders have favorable opinions of Metro with little intensity in those ratings, either positive or negative. Favorability is slightly lower among non-riders in South King but there is little difference in favorability among various age, income, and ethnicity subgroups.



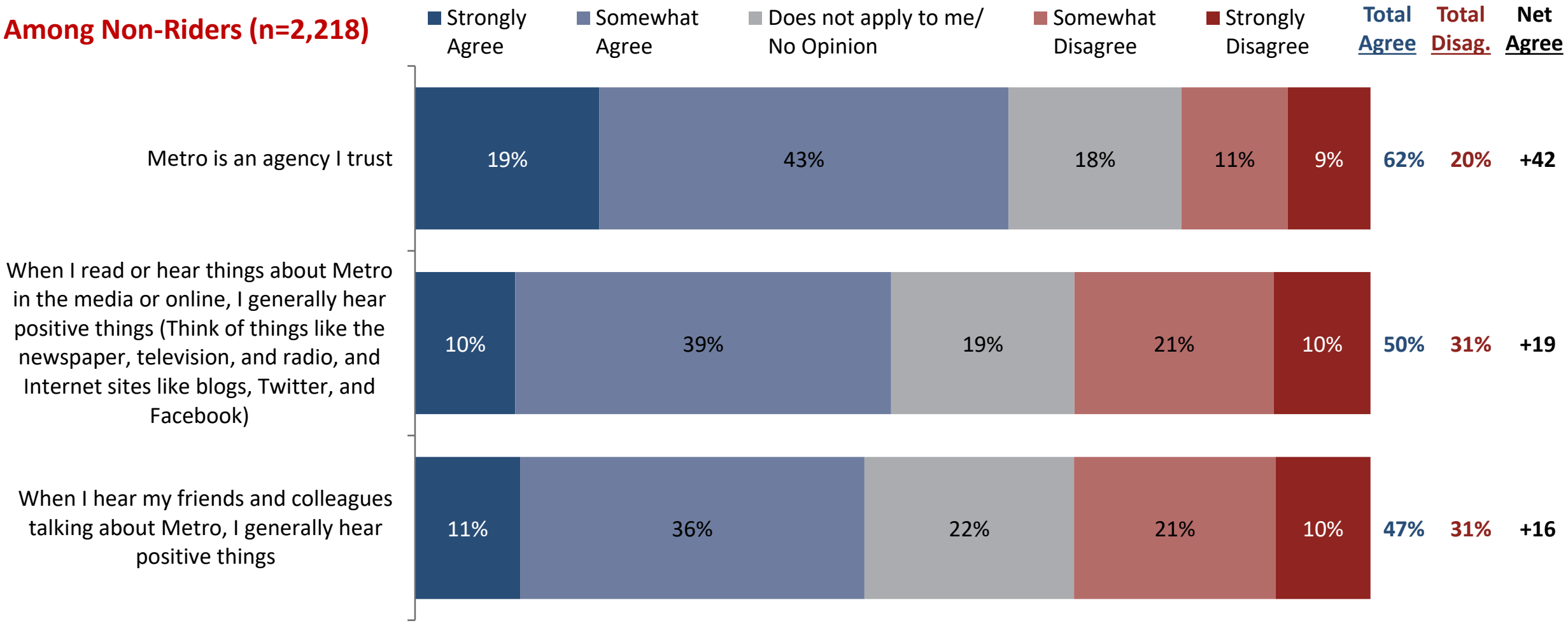
	Fav.	Unfav.	Net Fav.
Overall (100%; 2,218n)	61%	25%	+37
Seattle/North King (21%; 548n)	67%	25%	+43
South King (44%; 961n)	56%	26%	+30
East King (35%; 709n)	65%	24%	+41
White (71%; 1,590n)	63%	23%	+40
Non-white (21%; 457n)	65%	23%	+42
16-34 (14%; 237n)	63%	24%	+40
35-54 (39%; 823n)	61%	26%	+35
55+ (46%; 1,141n)	62%	23%	+38
<$35K/year (11%; 175n)	64%	23%	+41
$35K-$100K/year (43%; 878n)	64%	23%	+41
>$100K/year (35%; 810n)	62%	25%	+37

E1. Do you have a favorable or unfavorable opinion of King County Metro overall?

Metro Brand Perceptions

Nearly two-thirds of non-riders consider Metro an agency they trust and around half generally hear positive things about Metro in the media or from friends and colleagues. About one-in-five are unsure, either way.

Among Non-Riders (n=2,218)

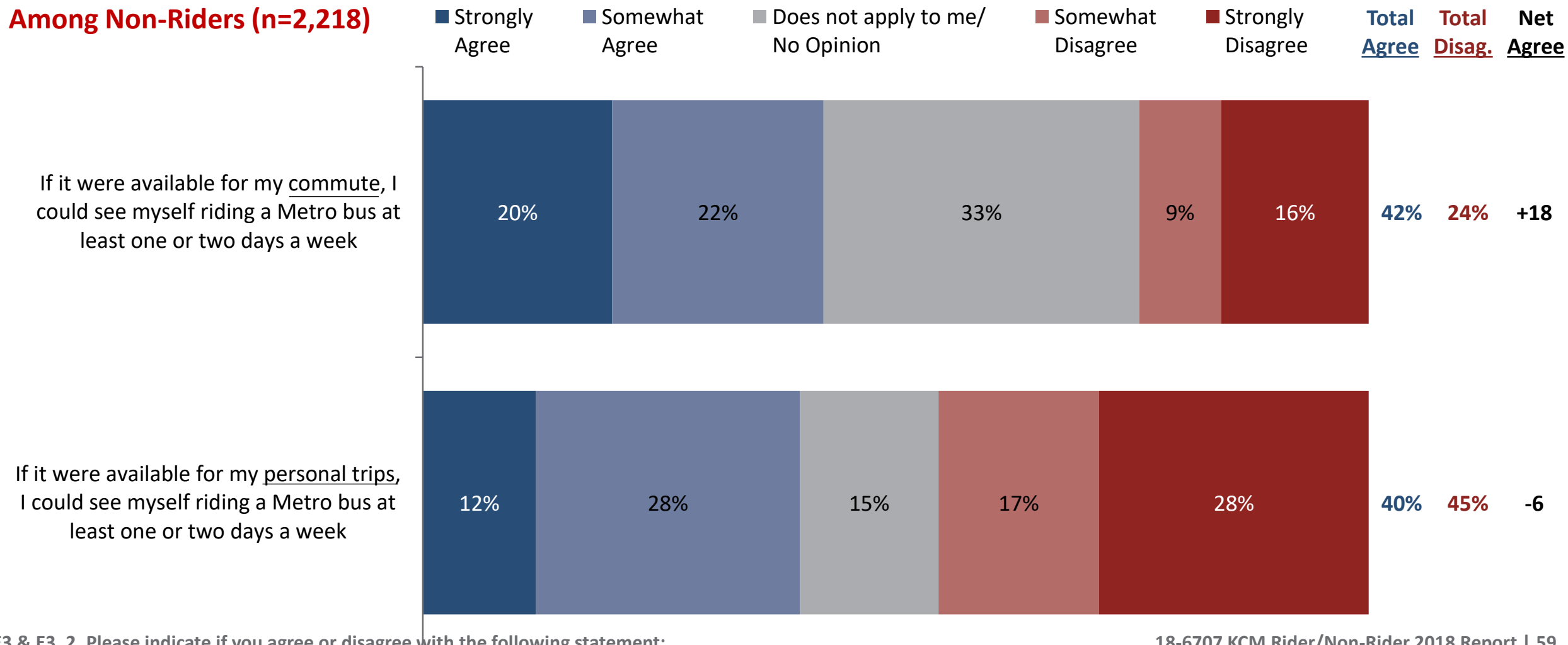


GW5. Based on anything you have seen, heard, or directly experienced, do you agree or disagree with each of the following statements?

Ridership Interest

Two-in-five non-riders could see themselves riding Metro at least weekly for either their commute or personal trips. The intensity of this view is stronger for commute usage.

Among Non-Riders (n=2,218)

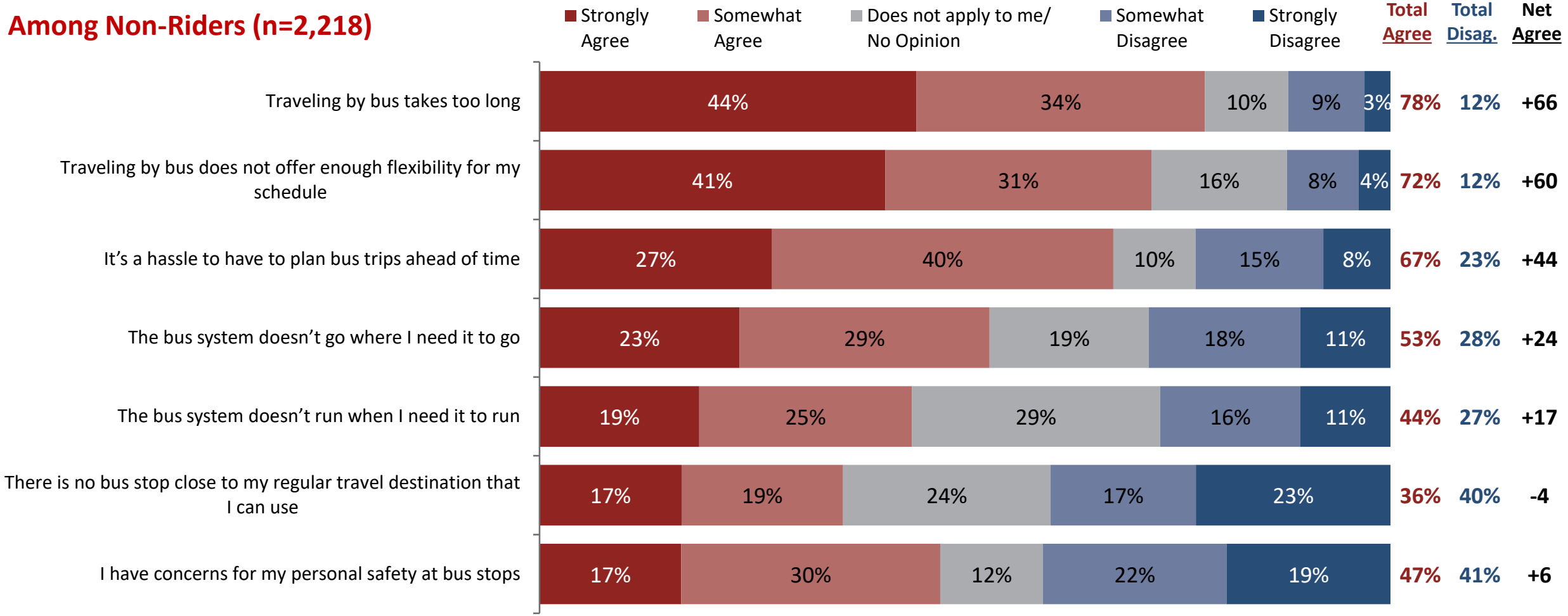


E3 & E3_2. Please indicate if you agree or disagree with the following statement:

Transit Barriers – First Tier

Time-centric concerns dominate the list of barriers to riding transit. Two-in-five non-riders strongly agree it does it takes too long and does not offer enough flexibility for their schedule. The hassle of planning trips, limited service to locations needed, and incompatible schedule are also prominent barriers to riding.

Among Non-Riders (n=2,218)

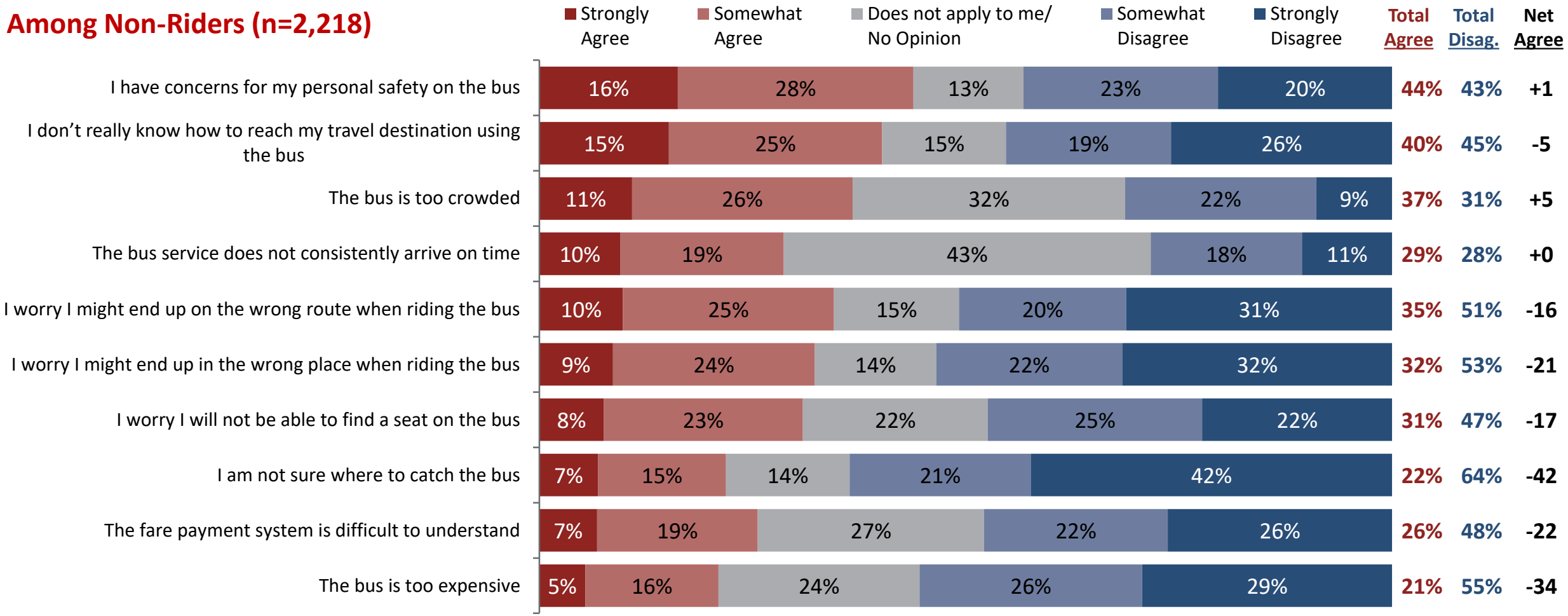


E2INT. Please indicate if you agree or disagree with each of the following statements.

Transit Barriers – Second Tier

Nearly half of non-riders perceive safety – both on-board and at stops – as at least somewhat of a concern with riding transit. Some non-riders do face informational barriers to riding. Two-fifths of non-riders are unsure how to reach their travel destination via bus and a third are worried they may end up on the wrong bus or in the wrong place.

Among Non-Riders (n=2,218)

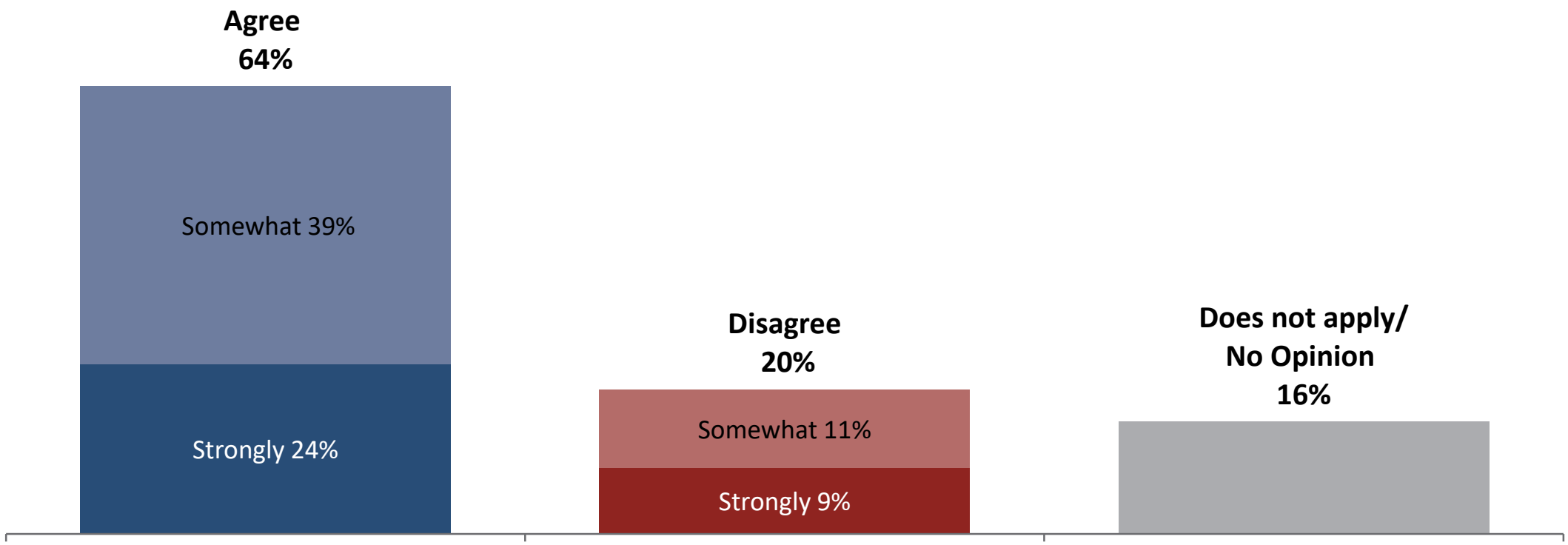


E2INT. Please indicate if you agree or disagree with each of the following statements.

Environmental Impact Statement

A majority of non-riders believe it is important to minimize their impact of travel on the environment, including a quarter who strongly agree with that sentiment.

"It is important to me to minimize the impact of my travel on the environment"



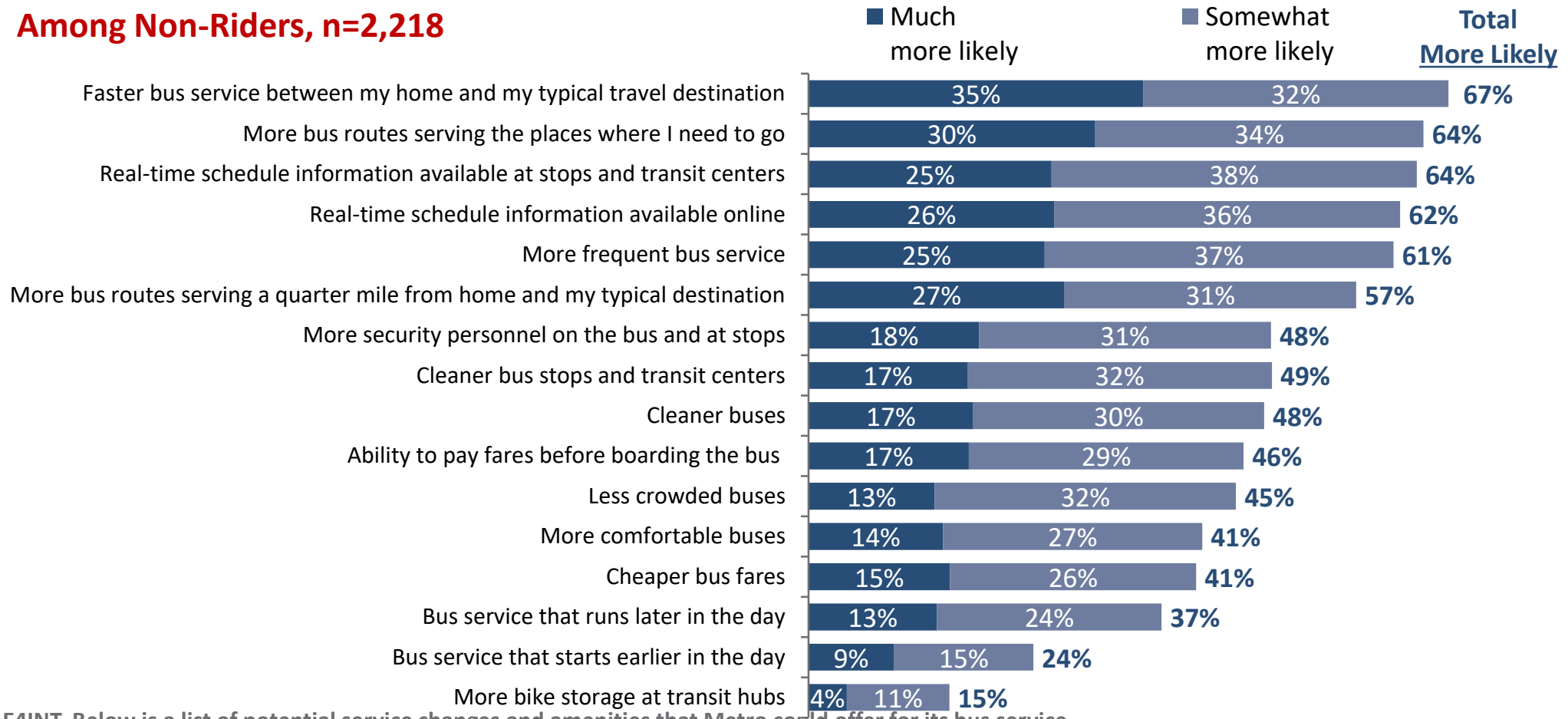
E2_6. Please indicate if you agree or disagree with the statement "It is important to me to minimize the impact of my travel on the environment".

Potential Amenities & Service Changes

King County METRO
We'll Get You There

Majorities of non-riders would consider level-of-service type improvements – faster service, more bus routes, closer routes, more frequent service – some of the most effective incentives for riding Metro more often. Real-time info online and at stops could be potentially useful amenities for nearly two-thirds. Relatively few non-riders would consider earlier bus service and more bike storage effective draws.

Among Non-Riders, n=2,218



E4INT. Below is a list of potential service changes and amenities that Metro could offer for its bus service. For each of the following, please indicate whether that potential service change or amenity would make you more likely or not to ride Metro more often.

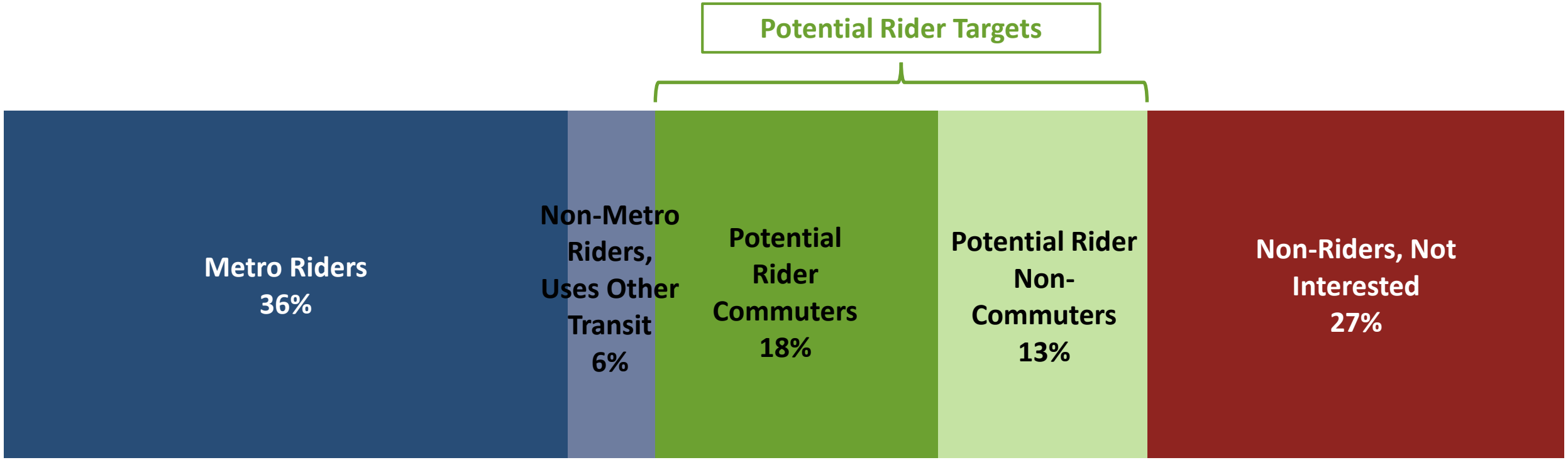
Potential Rider Segmentations

Potential Rider Segmentation

About two-fifths already report using some sort of transit while a quarter are non-riders who are not interested in riding Metro for any purpose. The potential rider segmentation targets include commuters who do not ride Metro but would be interested in riding it regularly (18%) and non-rider non-commuters who would also be interested in riding Metro (13%).

Potential Rider Commuters: *Non-riders who currently commute and would be interested in riding Metro at least once per week for either commute or personal trips*

Potential Rider Non-Commuters: *Non-riders who do not commute but would be interested in riding Metro at least once per week for either commute or personal trips*

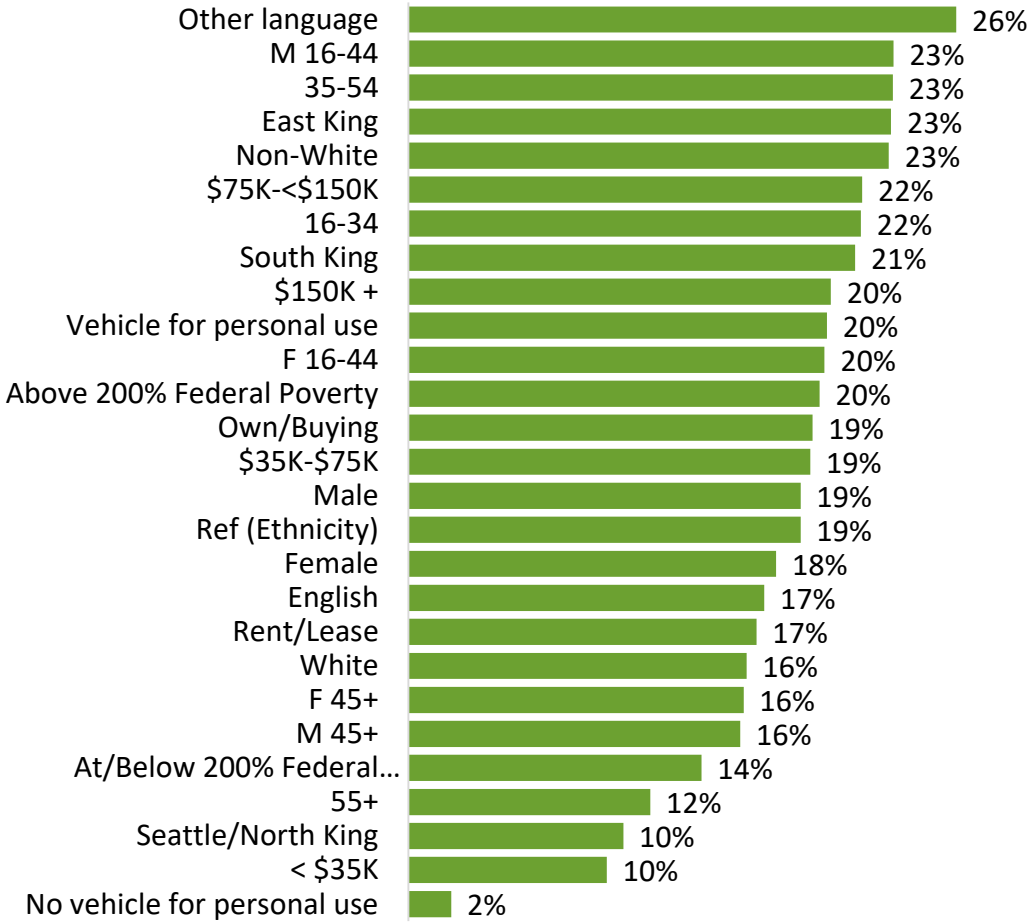


Potential Rider Demographic Profiles

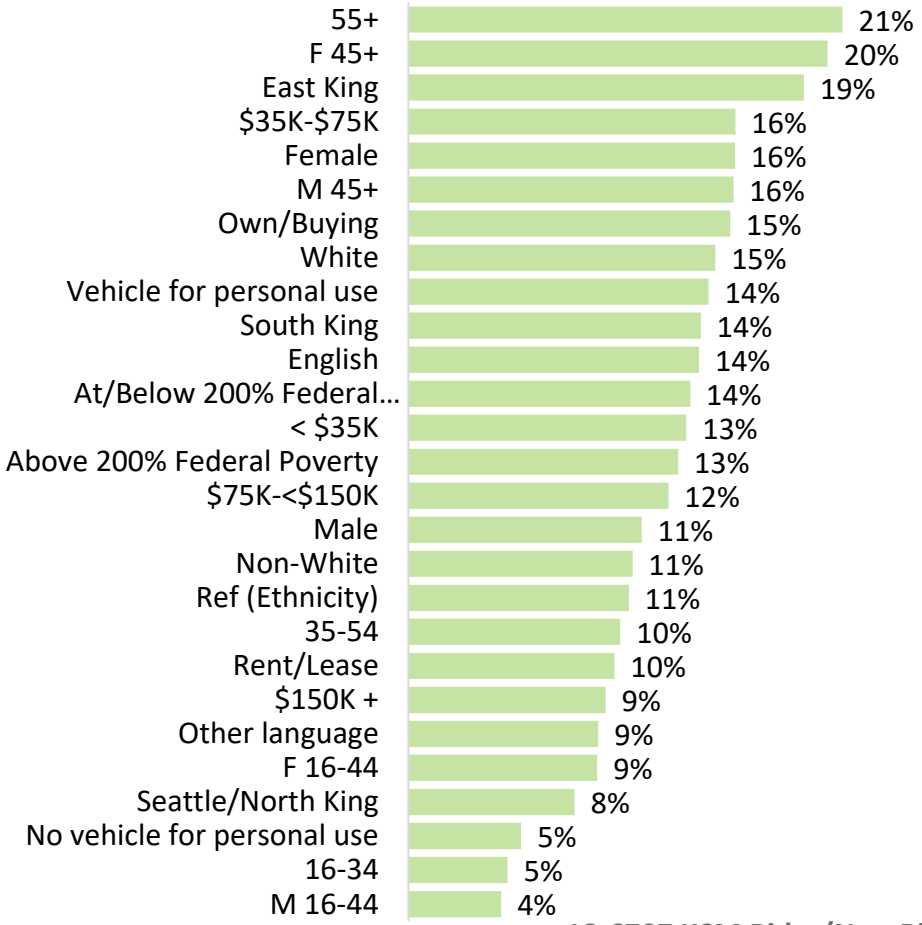
King County METRO
We'll Get You There

About a quarter of East King residents (including commuters and non-commuters are potential riders, as are commuters who speak another language at home. About one-in-five commuters who are 16-54 years old, people of color, South King residents, and from $75K or higher income households would consider riding Metro. About one-in-five non-commuters who are 55+, women, and $35-75K income households would also consider riding.

Potential Rider Commuters Demos



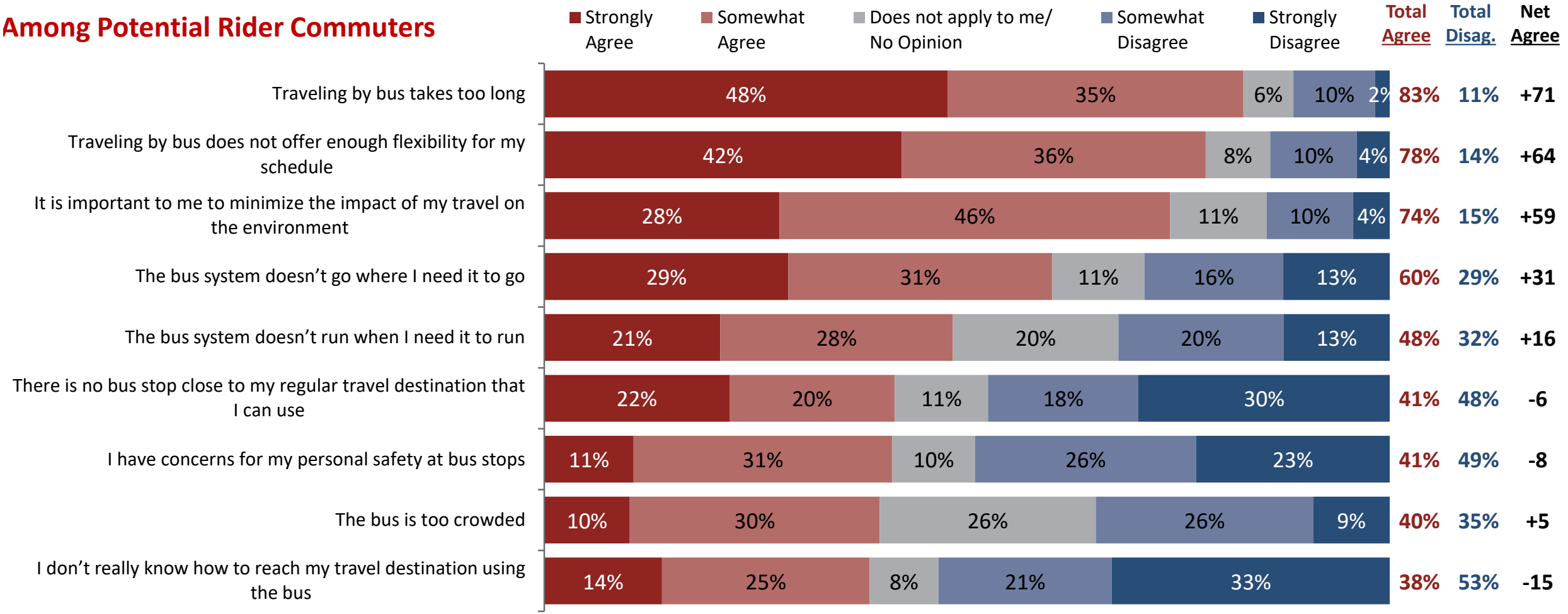
Potential Rider Non-Commuter Demos



Transit Barriers – 1st Tier – Commuter PRs

Potential rider commuters are strongly dissuaded by the length of travel by bus, as well as its lack of flexibility for their schedule. Nearly half also face compatibility barriers – including Metro not going where they need to go, run when they need to travel. The top soft barrier is a lack of knowledge for how to reach their destination by bus.

Among Potential Rider Commuters

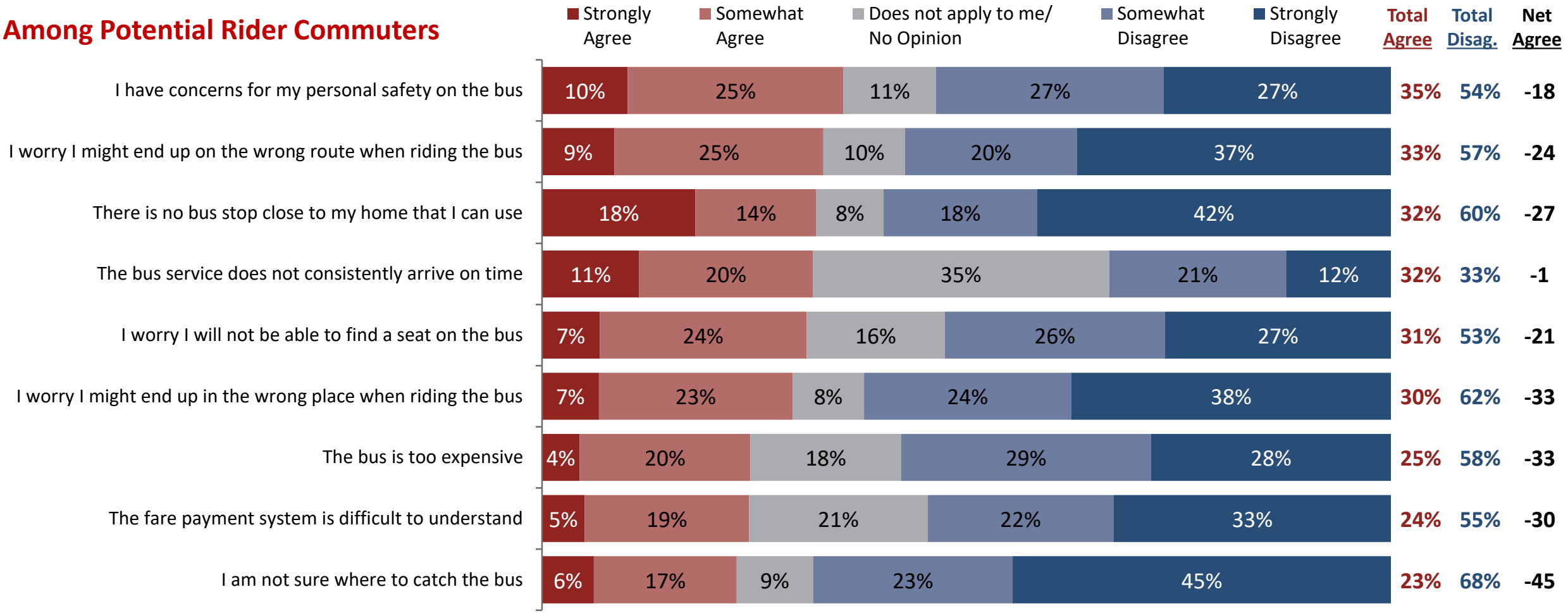


E2INT. Please indicate if you agree or disagree with each of the following statements.

Transit Barriers – 2nd Tier – Commuter PRs

Other soft barriers include concerns about using the wrong route, worrying about not finding a seat on the bus, and worrying they'll end up in the wrong place. About a third of potential riders face these more knowledge-based concerns.

Among Potential Rider Commuters

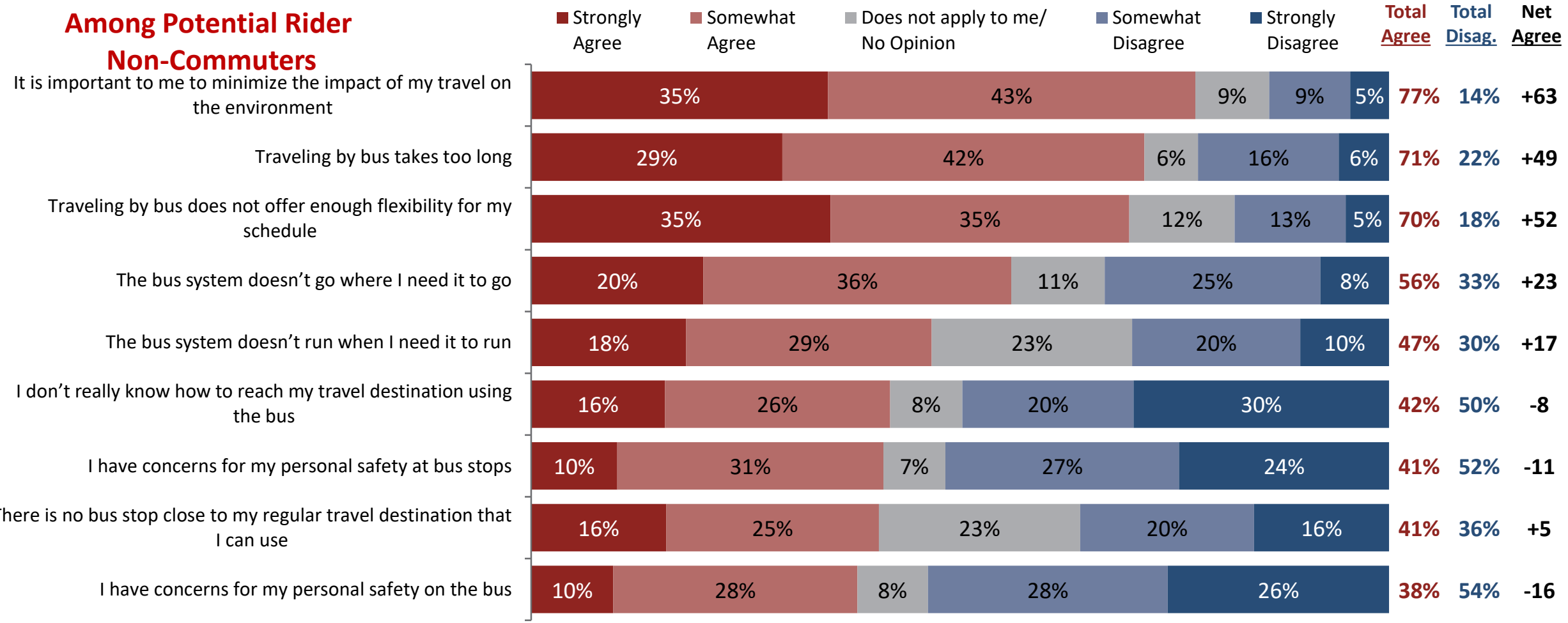


E2INT. Please indicate if you agree or disagree with each of the following statements.

Transit Barriers – 1st Tier – Non-Commuter PRs

King County METRO
We'll Get You There

Among Potential Rider Non-Commuters

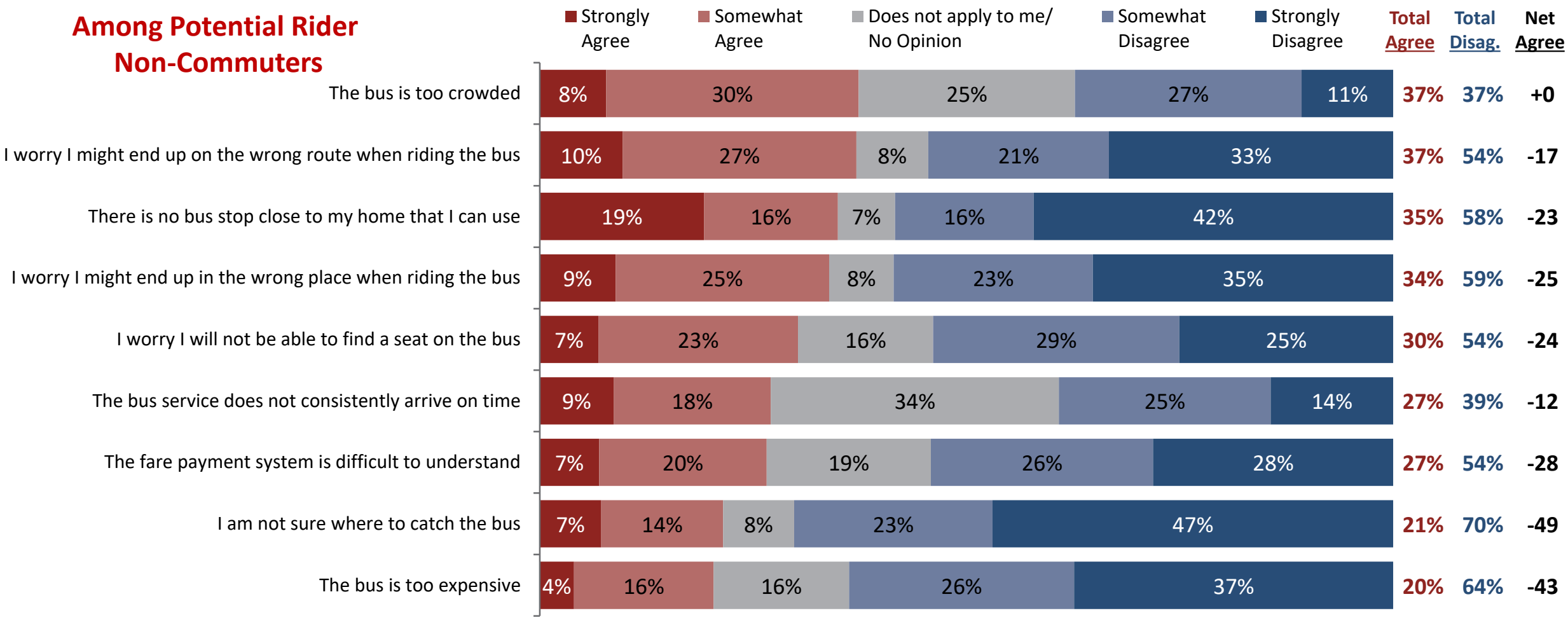


E2INT. Please indicate if you agree or disagree with each of the following statements.

Transit Barriers – 2nd Tier – Non-Commuter PRs

King County METRO
We'll Get You There

Among Potential Rider Non-Commuters



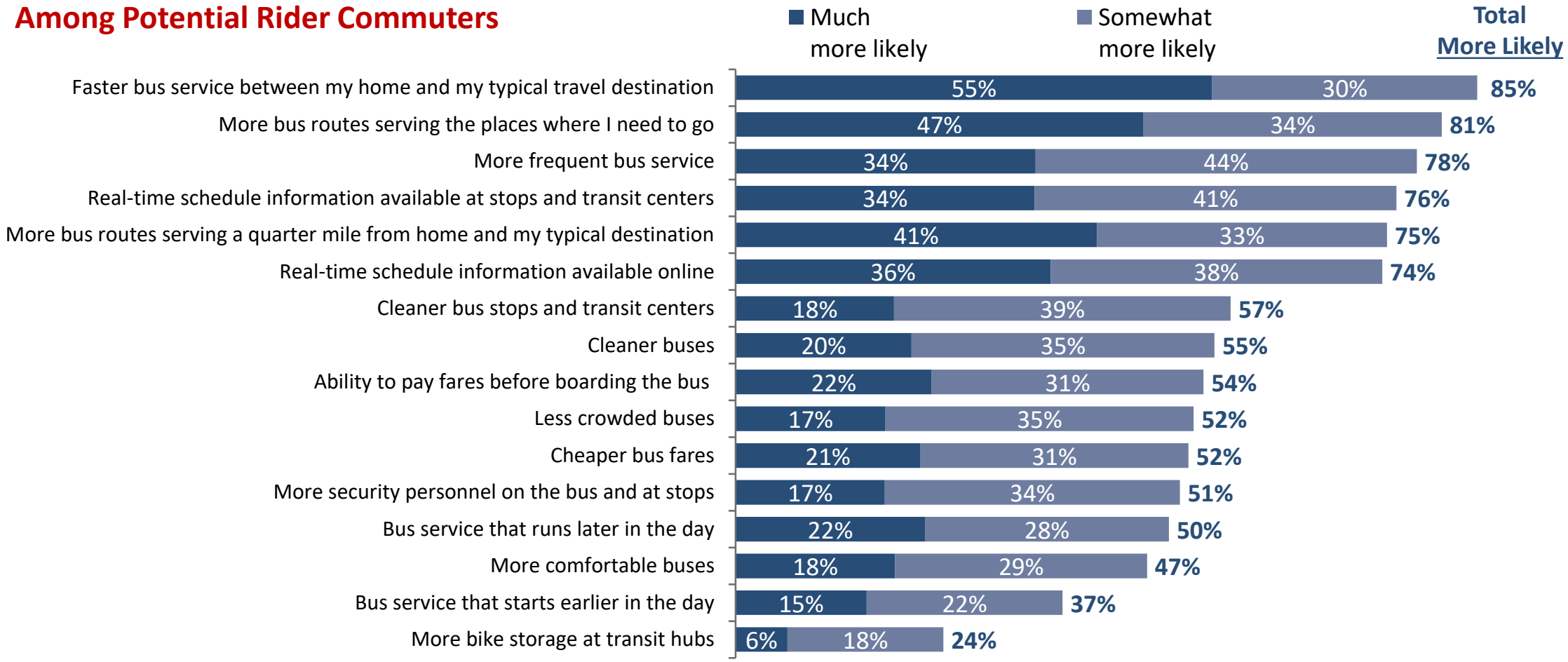
E2INT. Please indicate if you agree or disagree with each of the following statements.

Potential Amenities & Service Changes

King County METRO
We'll Get You There

Faster bus service, expanded routes, and closer bus service are among the top incentives for commuters classified as potential Metro riders. Real-time schedule information may also be a big draw among this group, with three quarters suggesting RTS info at stops and RTS info online would help make them more likely to ride Metro.

Among Potential Rider Commuters



E4INT. Below is a list of potential service changes and amenities that Metro could offer for its bus service. For each of the following, please indicate whether that potential service change or amenity would make you more likely or not to ride Metro more often.

Potential Amenities & Service Changes

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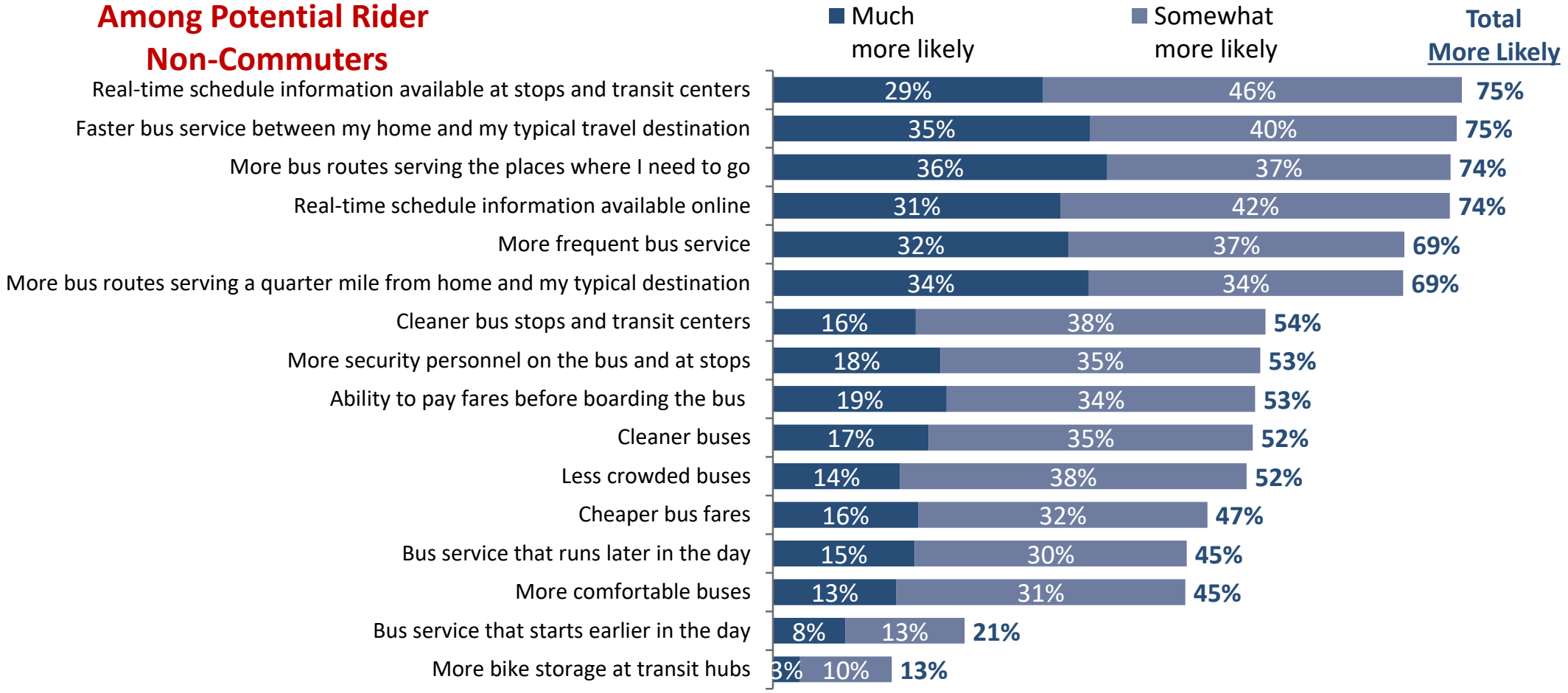
Among non-commuters, real-time schedule information at stops and online could also be a big draw, with three quarters suggesting those would make them at least somewhat more likely to ride Metro, as well. Otherwise, this group also wants faster service, more routes, more frequent service, and service that's closer to their home and destinations in roughly equal measure.

Among Potential Rider Non-Commuters

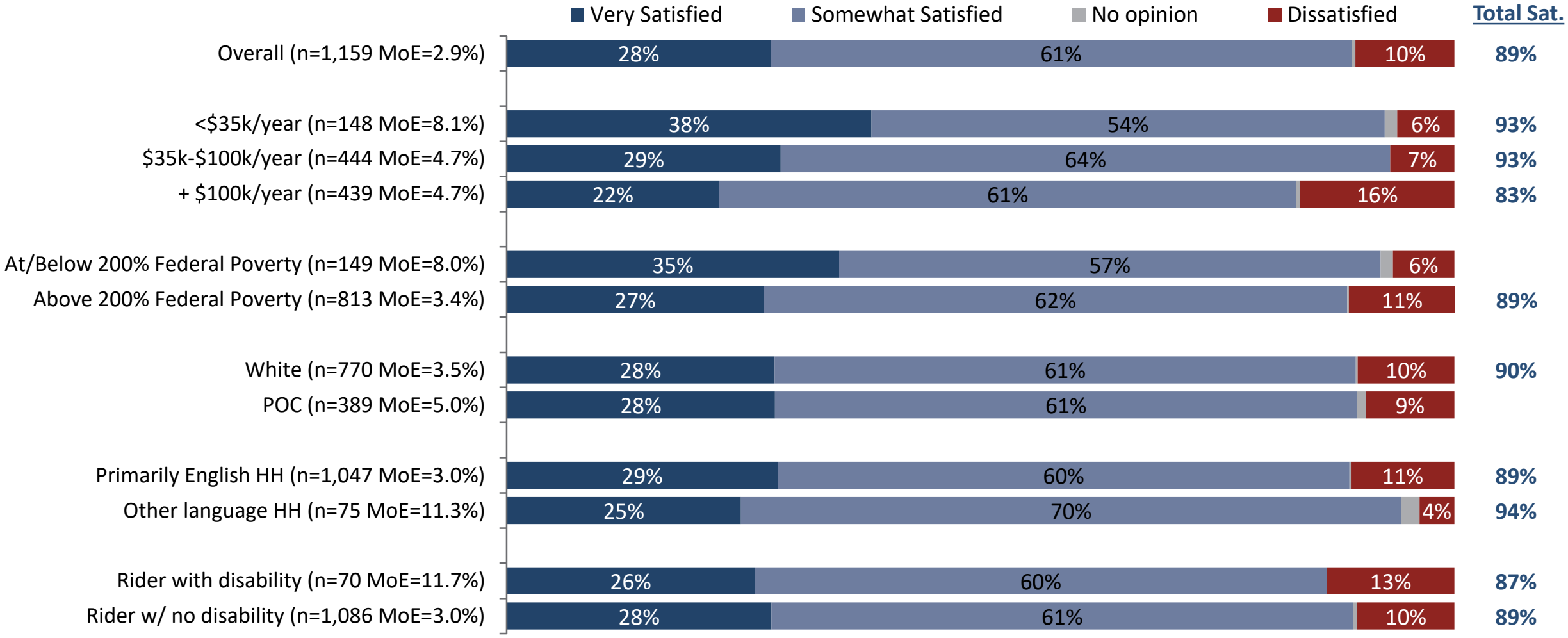


E4INT. Below is a list of potential service changes and amenities that Metro could offer for its bus service. For each of the following, please indicate whether that potential service change or amenity would make you more likely or not to ride Metro more often.

Equity

Overall Metro Satisfaction – by Subgroup

For demographic comparisons, overall satisfaction with Metro is steady across riders of various age, gender, ethnicity, and income groups but intensity (very satisfied %) is highest among riders who are 55 or older and from lower income households. Riders from higher income ($100K+) households give Metro relatively lower ratings than other rider groups but four-in-five still rate the agency favorably.

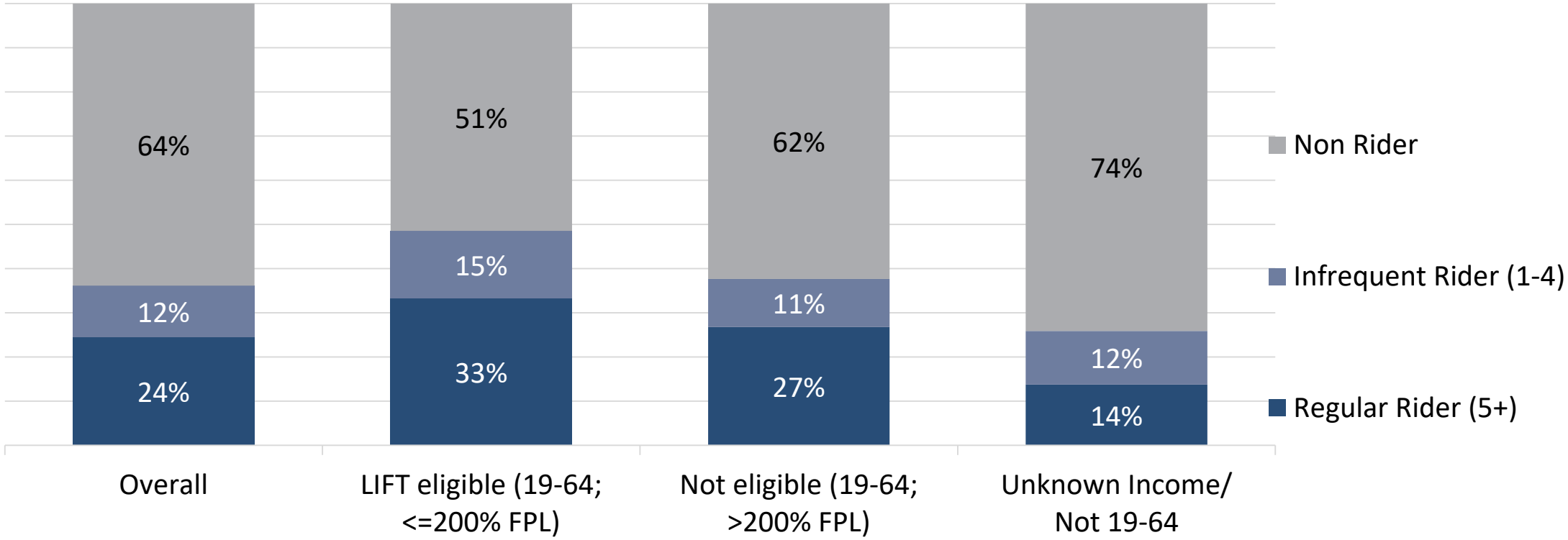


GW1A. Overall, would you say you are satisfied or dissatisfied with Metro?

Metro Ridership – by LIFT Eligibility

LIFT-eligible residents – identified as age 19-64 in households at or under 200% of the Federal Poverty Level – are slightly more likely to have ridden Metro than ineligible riders. At least a quarter of both groups are regular riders, having made at least five Metro trips in the last 30 days.

% Share of Metro Riders and Non-Riders – ORCA LIFT Eligibility Comparison



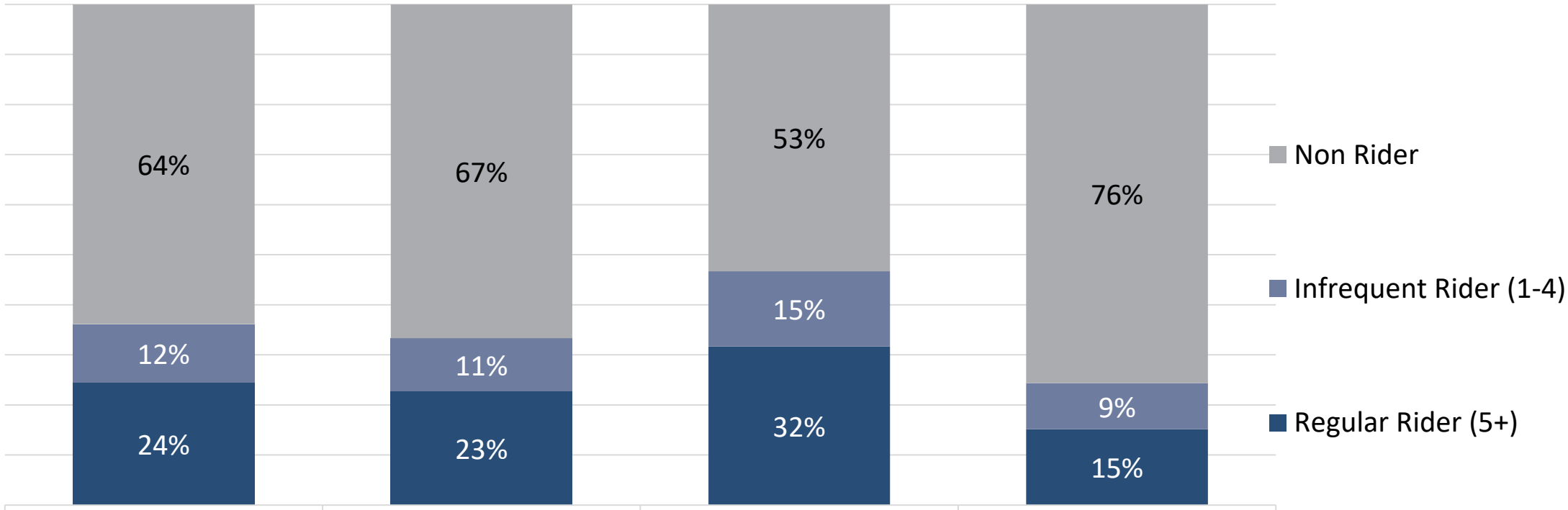
Total Rider %	**36%**	**49%**	**38%**	**26%**

S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus? A round trip counts as two one-way rides. For example, if you commuted to and from work five days a week on a Metro bus, that would be two trips per work day, which would be about 40 rides for the last 30 days. A one-way trip where you had to transfer counts as one ride.

Metro Ridership – by Ethnicity

There are notable differences in the share of ridership between white and non-white residents. Nearly a majority of people of color reported riding Metro in the previous month compared to a third of white riders who did the same.

% Share of Metro Riders and Non-Riders – Ethnicity Comparison



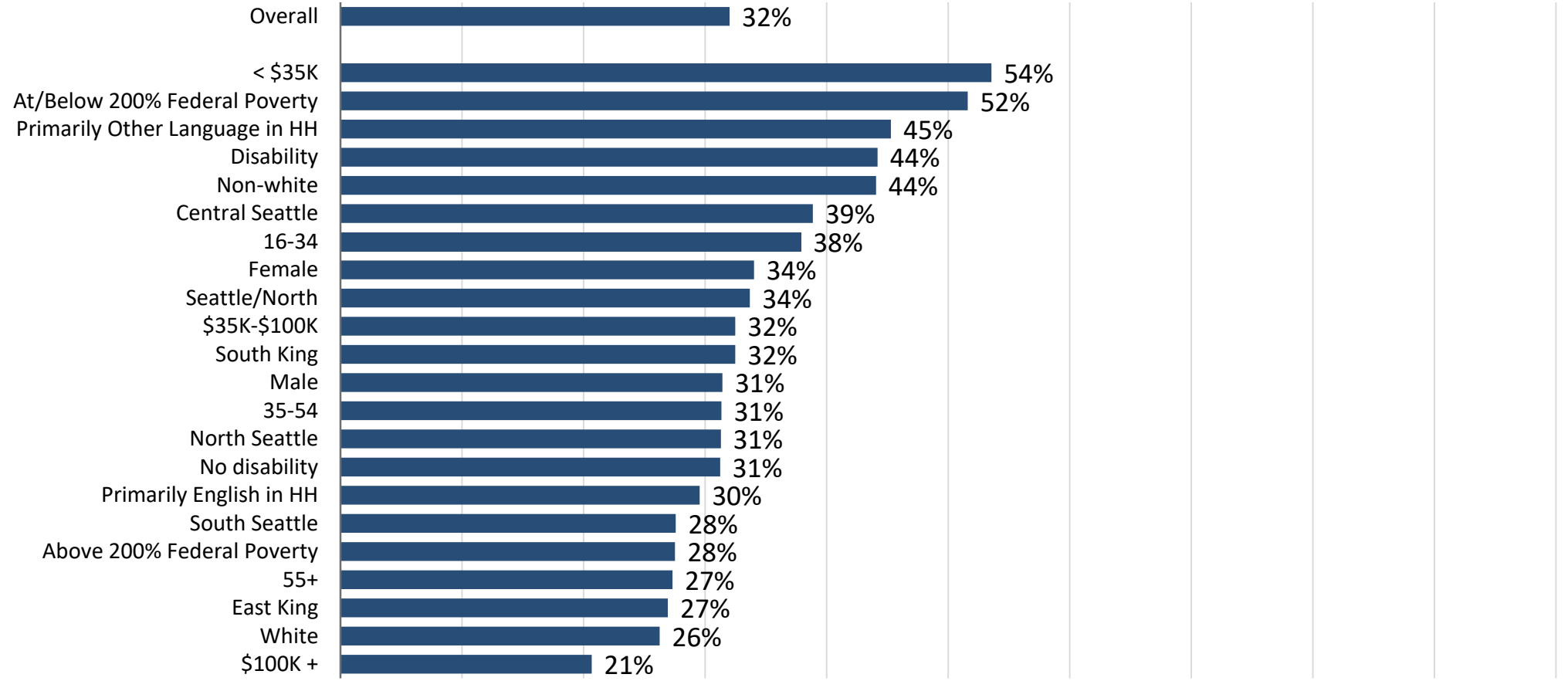
	Overall	White	POC	Refused ethnicity
Total Rider %	**36%**	**33%**	**47%**	**24%**

S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus? A round trip counts as two one-way rides.
For example, if you commuted to and from work five days a week on a Metro bus, that would be two trips per work day, which would be about 40 rides for the last 30 days.
A one-way trip where you had to transfer counts as one ride.

Metro Bus Reliance - by Subgroup (Ranked)

About a third of riders rely on Metro for all or most of their transportation needs. Reliance is highest among lower-income riders, those living in non-English primary households, those with disabilities, and non-white riders. Those in higher income households are the least reliant on Metro buses.

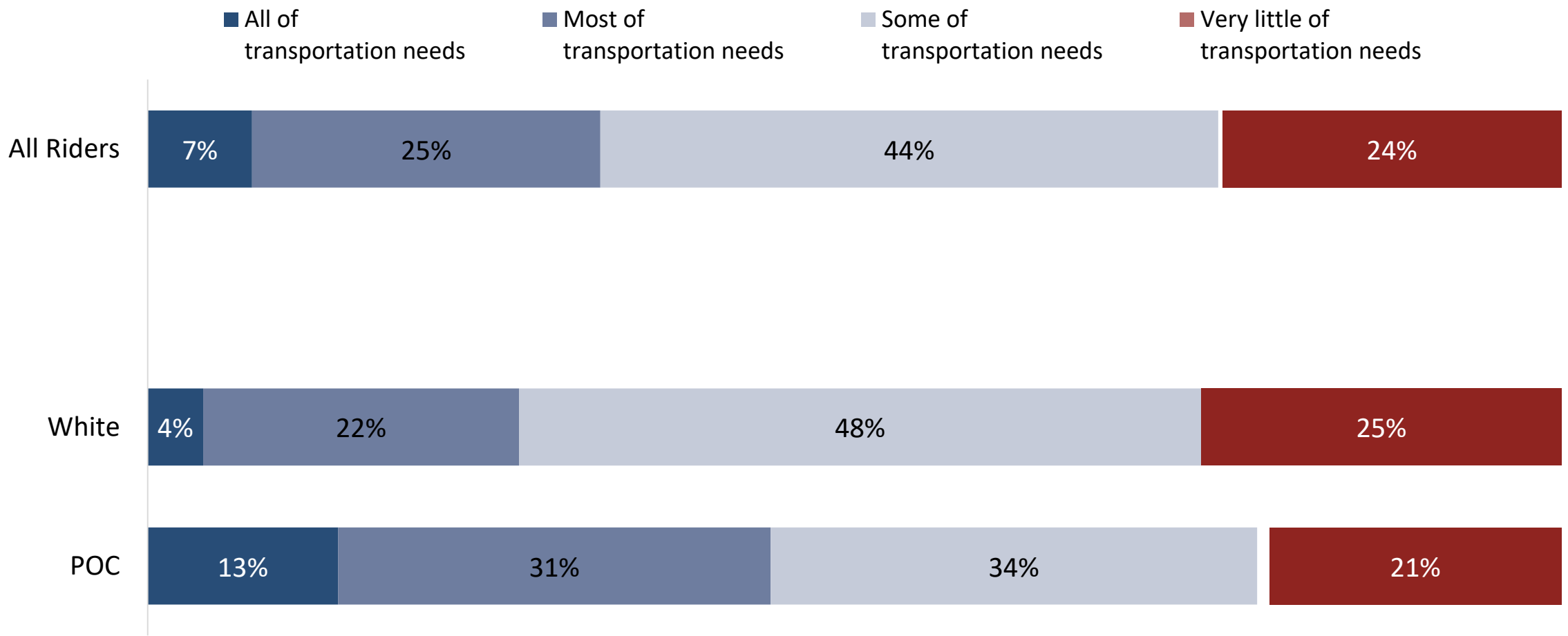
% of Riders Using Metro Bus for Most or All Transportation Needs – Highest to Lowest Subgroups



M4. Now, thinking about all your travel around King County, to what extent do you use a Metro bus to get around? Do you use a Metro bus for…

Metro Bus Reliance – by Ethnicity

Level of Metro Bus Reliance Among Riders – Ethnicity Comparison



M4. Now, thinking about all your travel around King County, to what extent do you use a Metro bus to get around? Do you use a Metro bus for…

Metro Bus Reliance – by Household Income

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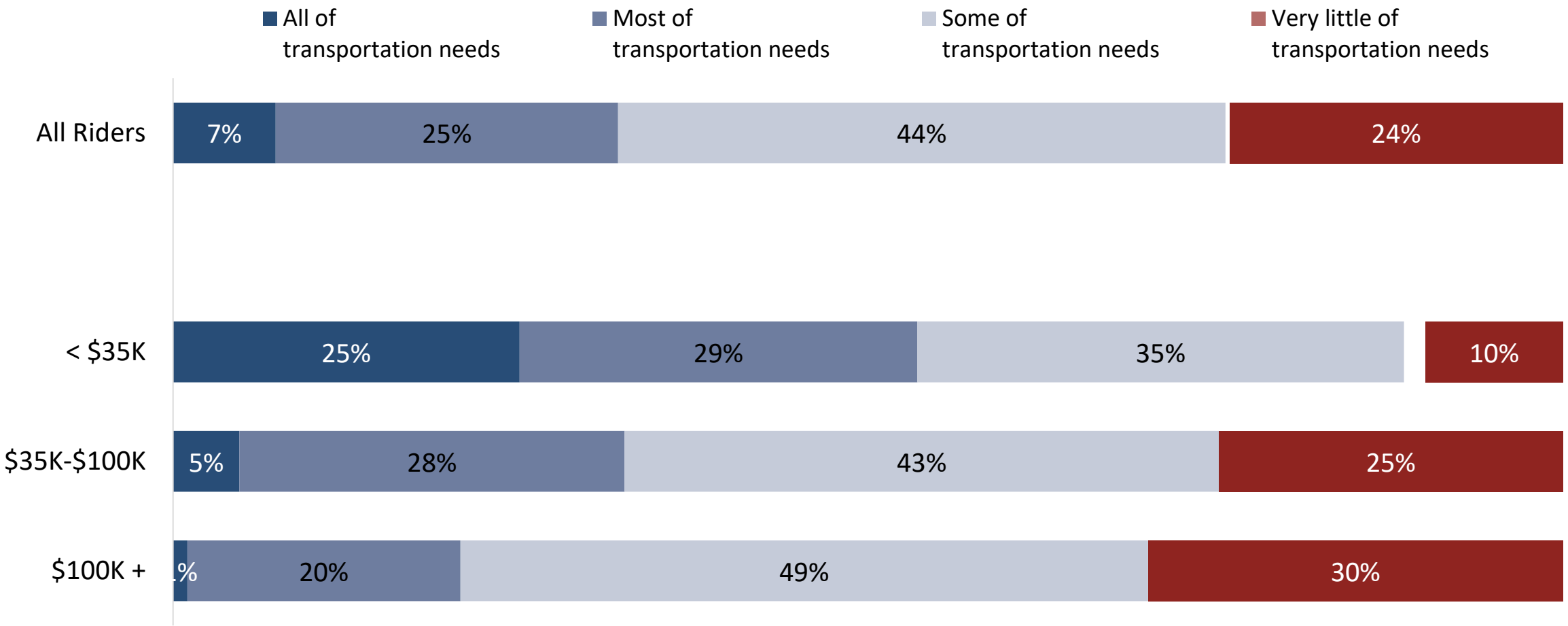
Level of Metro Bus Reliance Among Riders

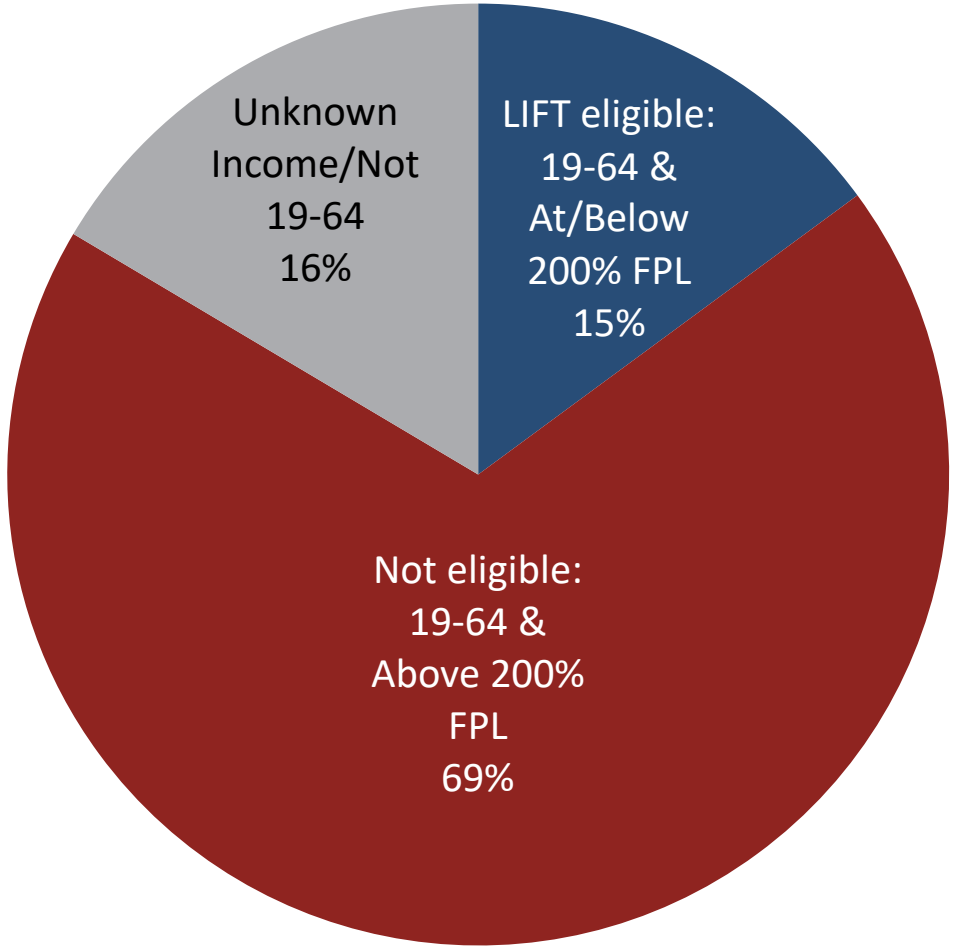


M4. Now, thinking about all your travel around King County, to what extent do you use a Metro bus to get around? Do you use a Metro bus for…

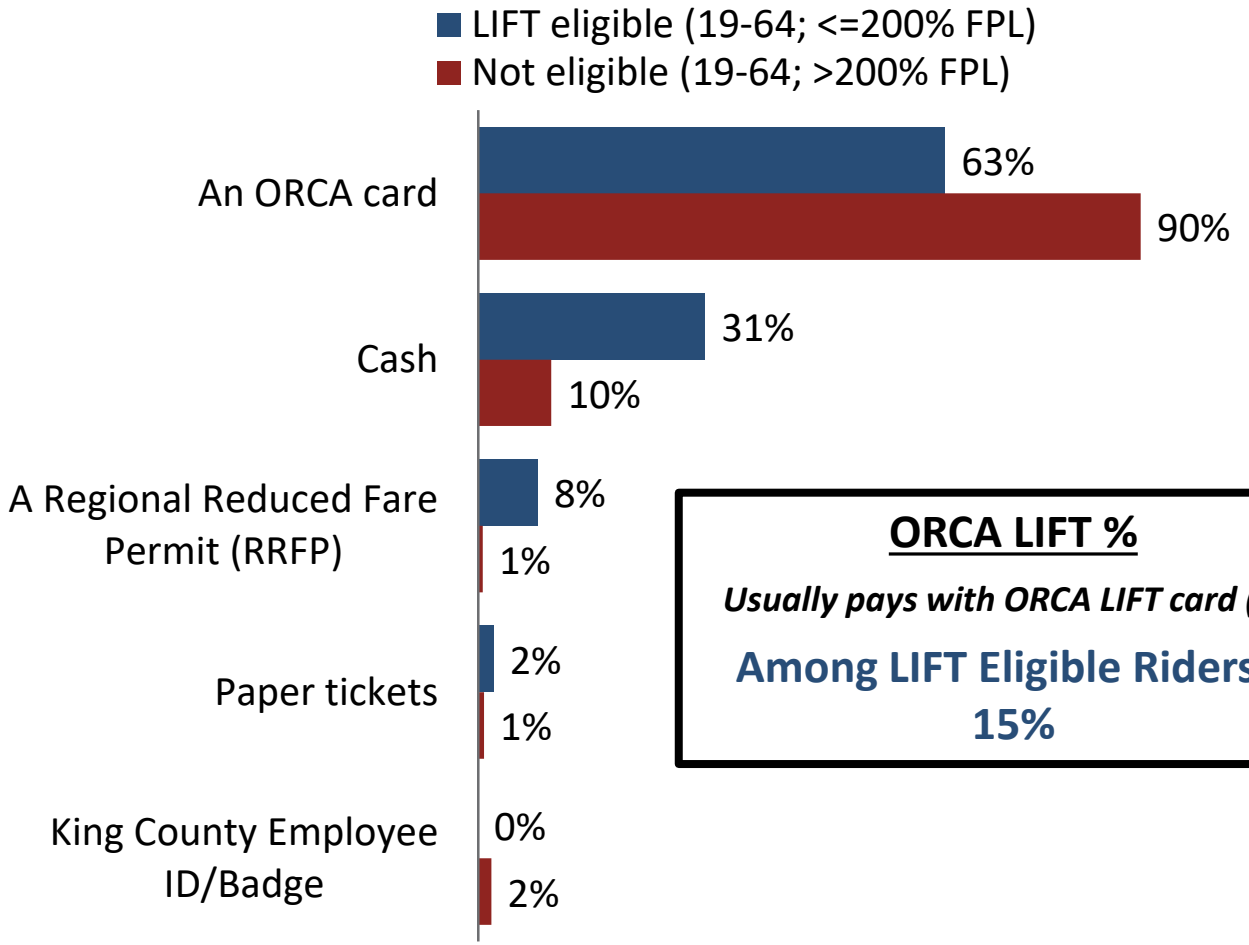
ORCA LIFT Eligibility & Fare Payment

Although a majority of riders use ORCA regardless of LIFT eligibility, a third of LIFT-eligible riders continue to prefer cash.

Riders Above/Below 200% FPL – Riders



Usual Fare Payment Methods Among 19+ Riders



ORCA LIFT %

Usually pays with ORCA LIFT card (F0)

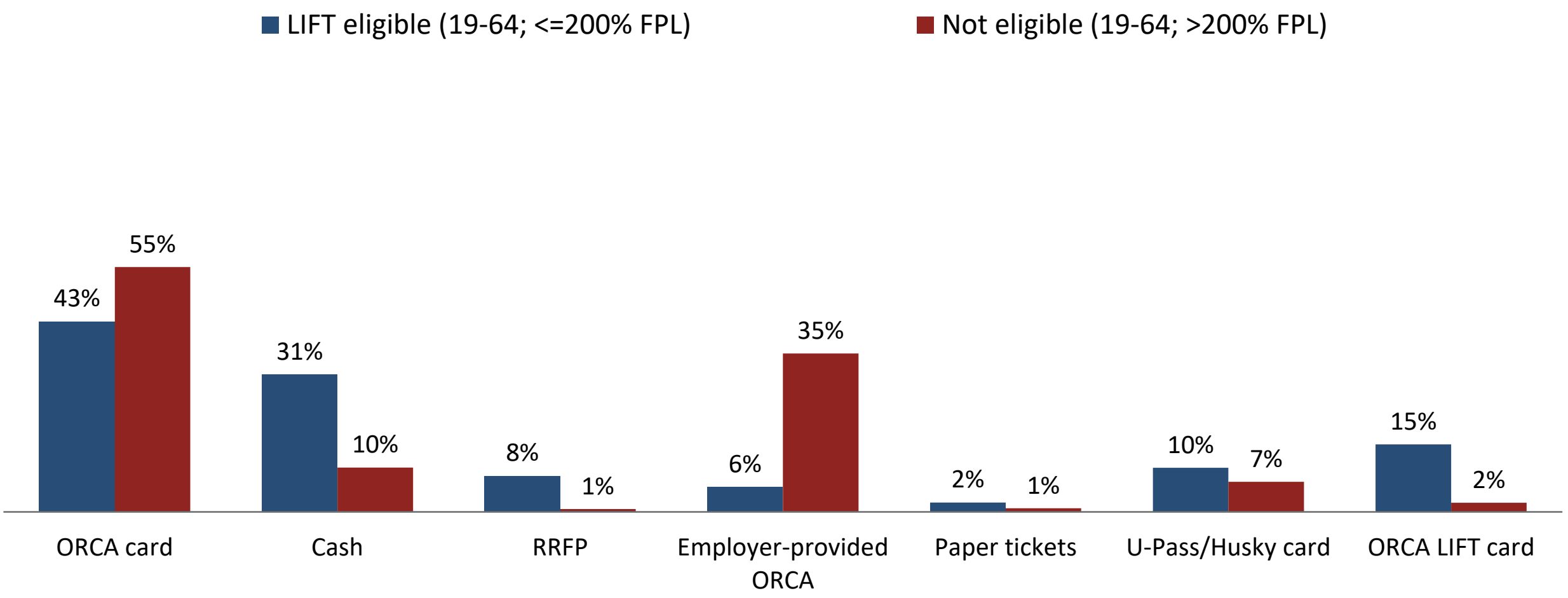
Among LIFT Eligible Riders – 15%

D5. What is your total annual household income? → Is your annual household income above $[*200% threshold amount for household size*]?
F0. How do you usually pay your bus fare? (Multiple responses)

Usual Fare Payment – by LIFT Eligibility

Although some ORCA LIFT eligible riders usually use ORCA LIFT to pay their fare, more of them continue to use cash than those who are not eligible.

Usual Fare Payment Method – ORCA LIFT Eligibility Comparison (Multi-Response)

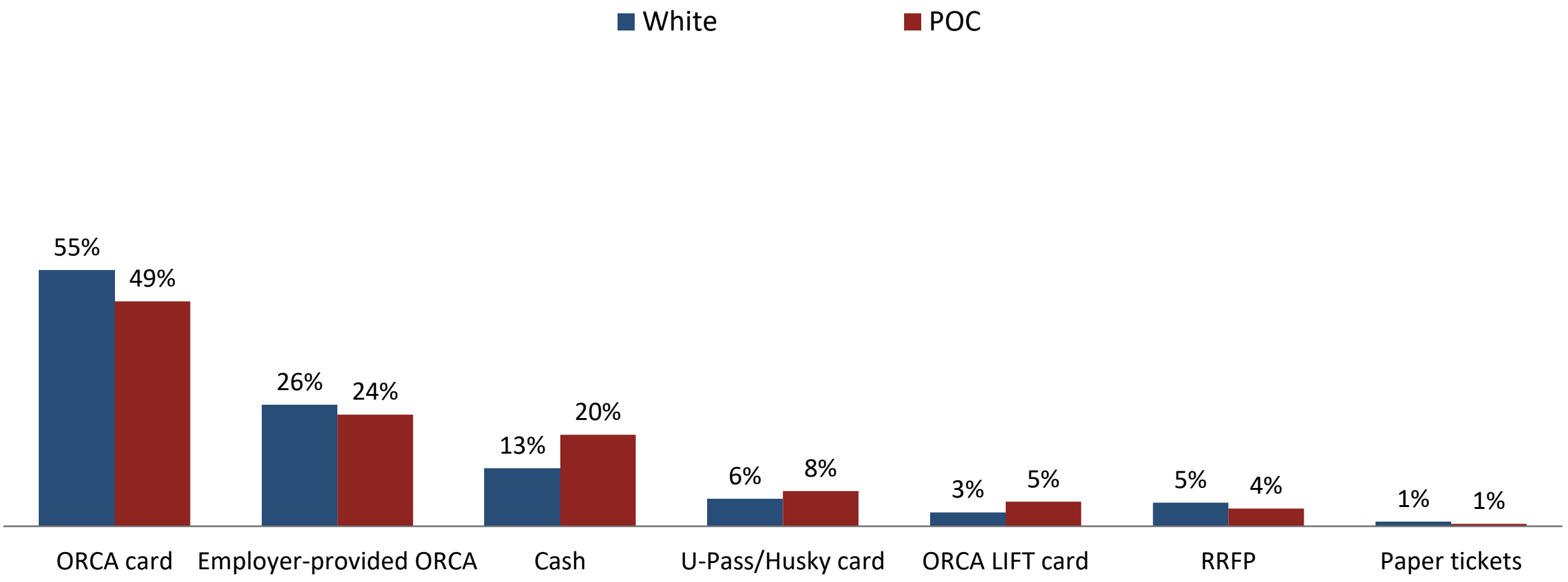


F0. How do you usually pay your bus fare? (Multi-response)

Usual Fare Payment – by Ethnicity

Both white and non-white riders generally use similar payment methods but cash usage is slightly higher among people of color.

Usual Fare Payment Method – Ethnicity Comparison (Multi-Response)

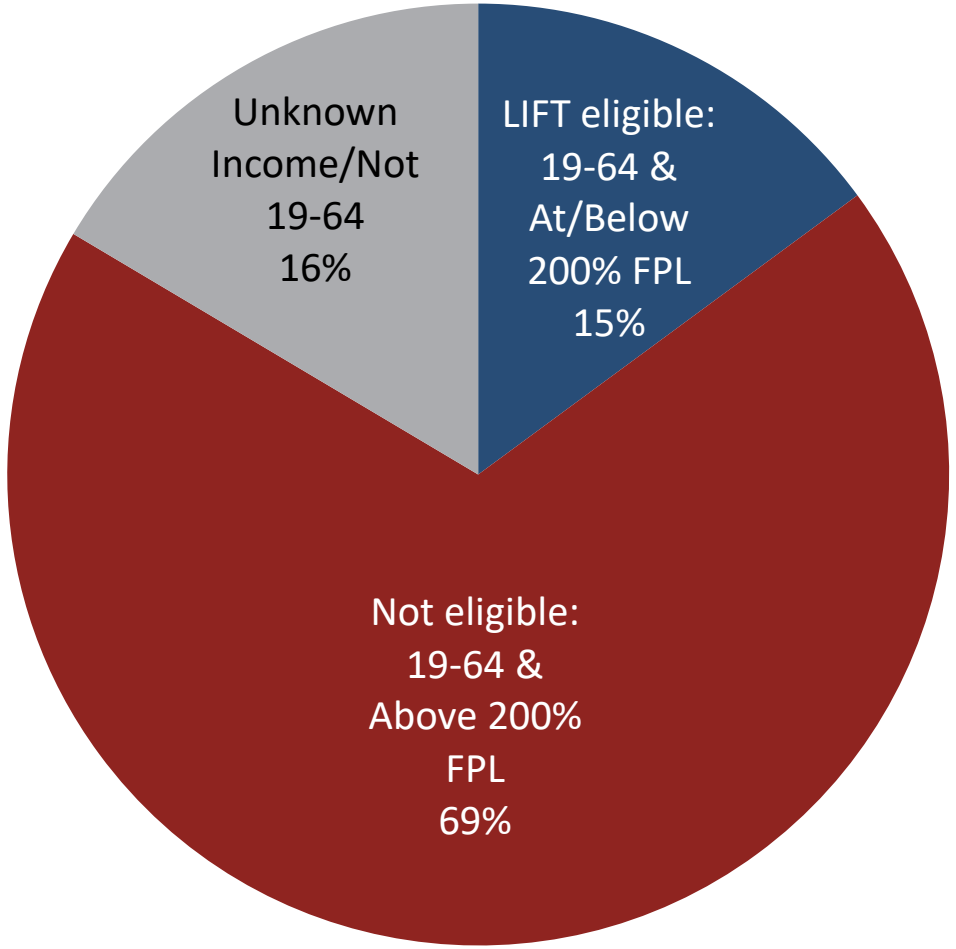


F0. How do you usually pay your bus fare? (Multi-response)

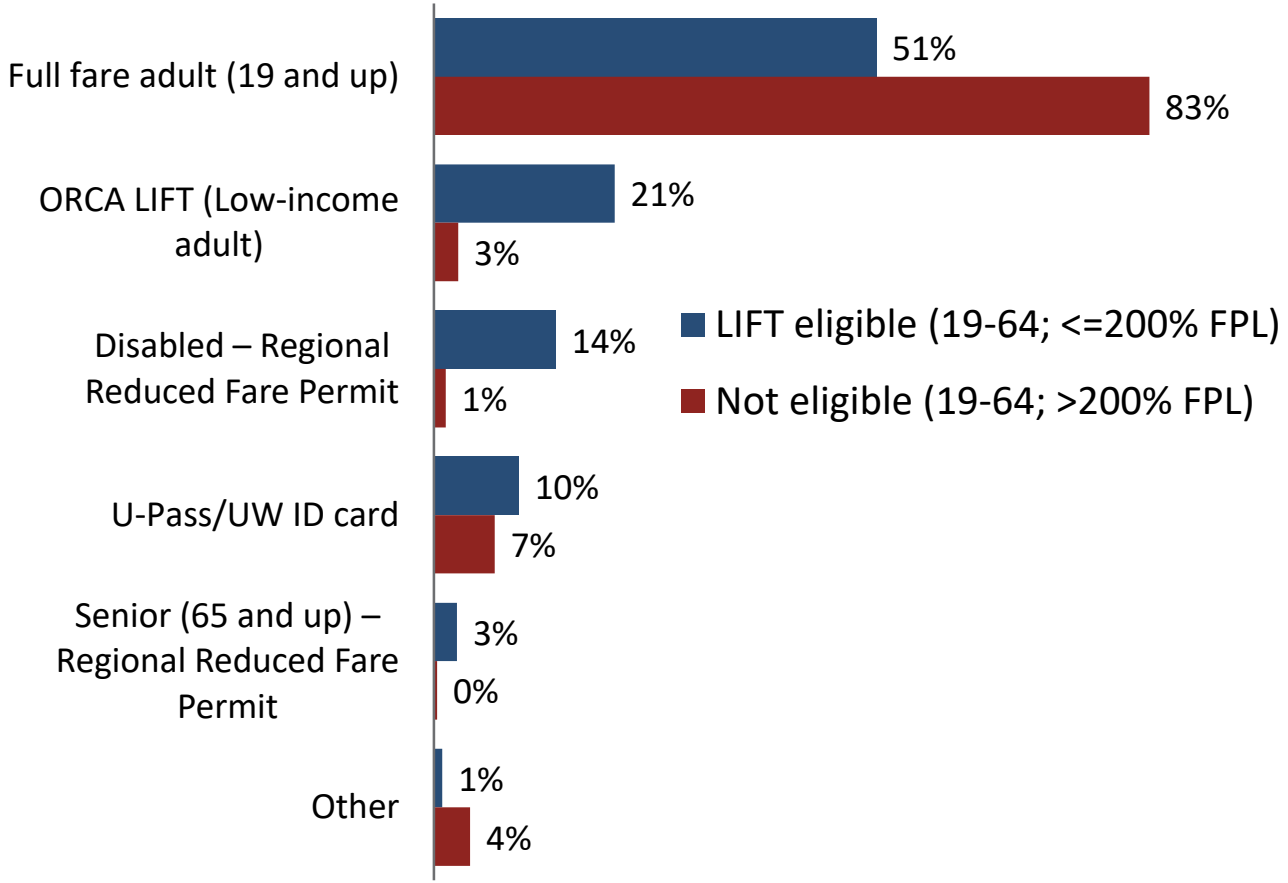
ORCA LIFT Eligibility & Fare Category

LIFT-eligible riders are more likely to fall within a variety of subsidized fare categories including ORCA, disabled RRFP, and school-subsidized cards. However, a slight majority still identify as full fare adults.

Riders Above/Below 200% FPL – Riders



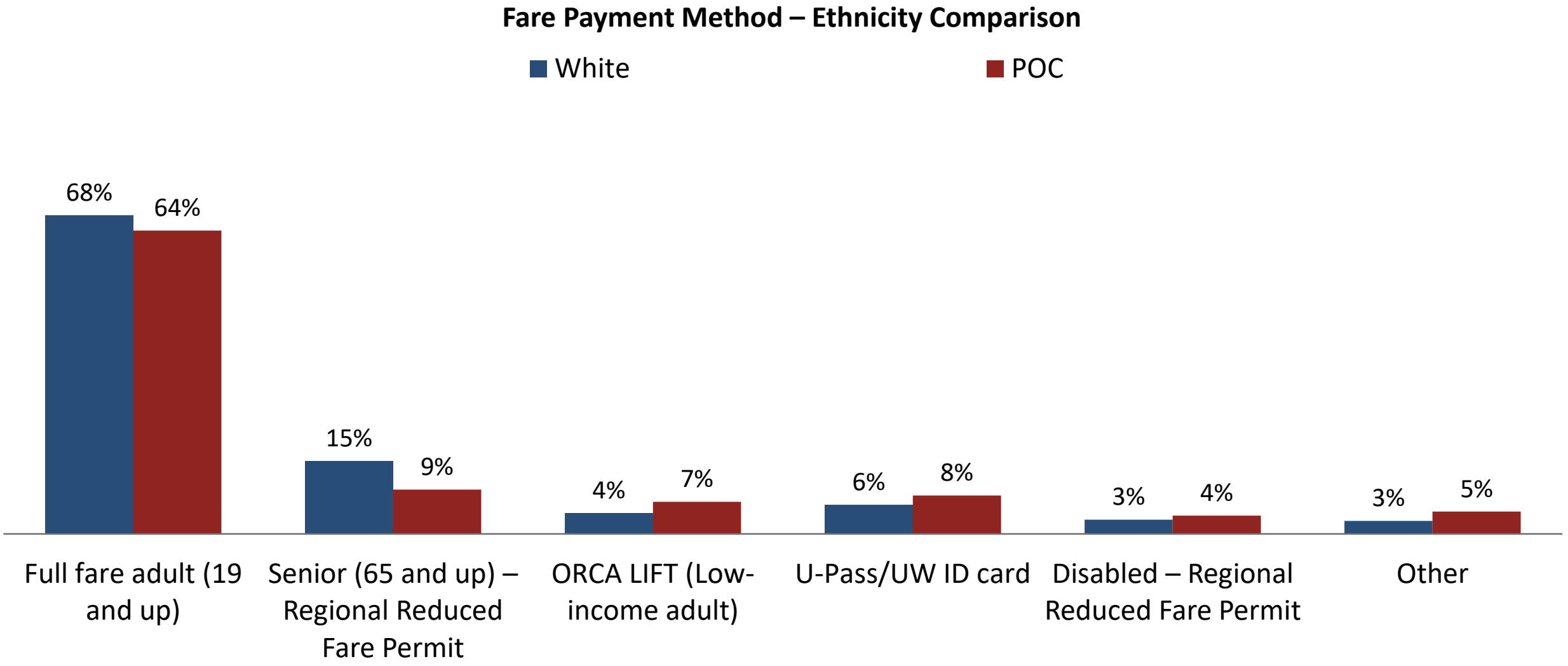
Customer Fare Category – LIFT Eligibility Comparison



D5. What is your total annual household income? → Is your annual household income above $[*200% threshold amount for household size*]?
ST7. What customer fare category are you in?

Customer Fare Category – by Ethnicity

The distribution of reported fare categories is fairly consistent between white and POC riders. About two-thirds of both groups identify as full-fare adults.

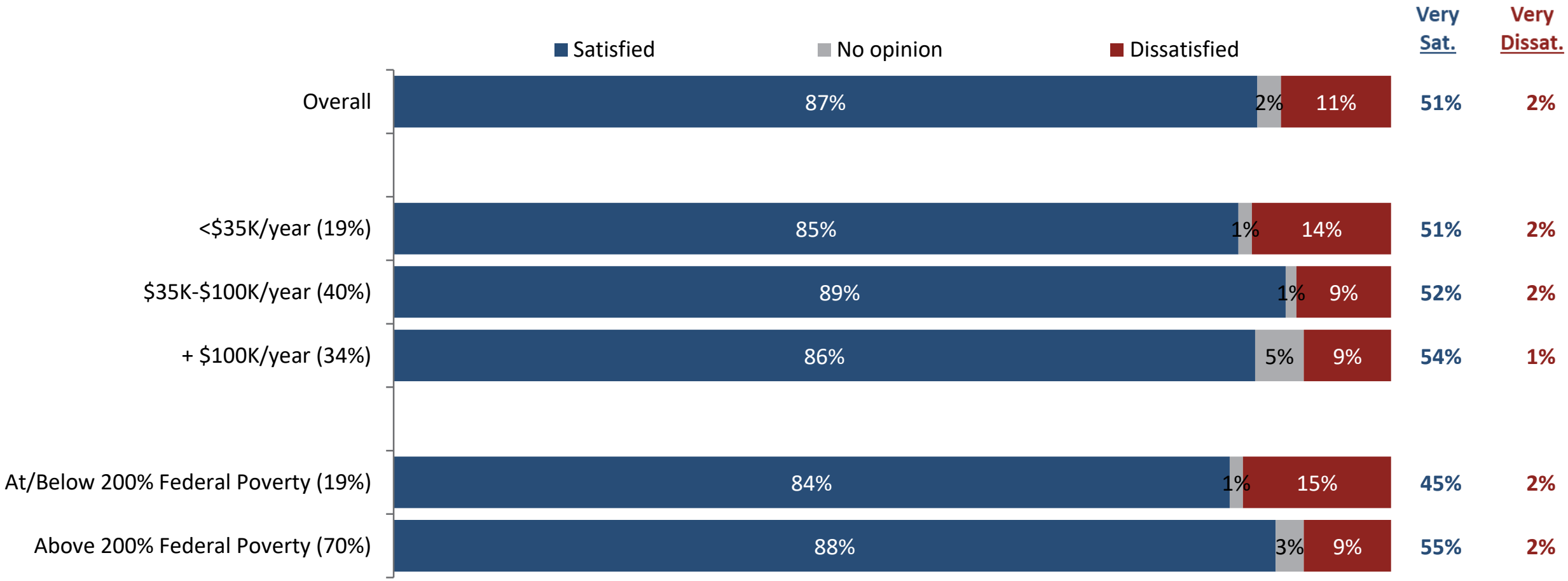


ST7. What customer fare category are you in?

Value of Service Satisfaction – by Income

When rating Metro's value of service for the fare paid, general dissatisfaction is slightly higher among lower-income riders but strong majorities of riders in all income groups are satisfied with the value of the service.

Value of Service Satisfaction by Household Income & Below/Above 200% FPL



F5G. How would you rate your satisfaction with the value of service for fare paid?

Individual Element Satisfaction – by Income (Highest Rated)

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Green = Highest rated elements; Red = Lowest rated elements

Mean	Overall	< $35K	$35K-$100K	$100K +
FARE: Ease of paying	4.65	4.60	4.68	4.71
FARE: ORCA cards	4.64	4.71	4.66	4.65
OPERATORS: Drives safely	4.49	4.51	4.52	4.47
OPERATORS: Courtesy	4.48	4.43	4.50	4.51
LOS: Distance to stop	4.27	4.42	4.32	4.20
SAFETY: Daytime at stops	4.25	4.29	4.25	4.31
OPERATORS: Helpfulness	4.25	4.40	4.25	4.19
FARE: Value of service	4.25	4.20	4.30	4.30
OPERATORS: Smooth start/stop	4.16	4.20	4.19	4.14
SAFETY: Daytime safety w/ others	4.13	4.14	4.17	4.14
OPERATORS: Handles problems	4.06	4.19	4.09	4.00
TRANSFER: Number of transfers	3.92	3.92	4.08	3.70
P&R: Personal Safety	3.89	3.89	3.86	3.99
C&C: Onboard cleanliness	3.89	3.95	3.91	3.85
INFO: Ability to obtain	3.85	4.11	3.90	3.72
INFO: Smartphones or tablets	3.83	3.91	3.94	3.69
INFO: Online	3.73	3.95	3.84	3.51
C&C: Seating availability on the bus	3.72	3.94	3.82	3.52
INFO: Long term service changes	3.71	3.89	3.74	3.64
C&C: Ease of entering/exiting	3.69	3.82	3.72	3.63

Individual Element Satisfaction – by Income (Lowest Rated)

King County METRO
We'll Get You There

Green = Highest rated elements; Red = Lowest rated elements

Mean	Overall	< $35K	$35K-$100K	$100K +
LOS: Availability of service	3.68	3.98	3.74	3.52
P&R: Vehicle Safety	3.65	3.39	3.63	3.79
LOS: Frequency of service	3.59	3.90	3.61	3.42
SAFETY: Nighttime safety w/ others	3.56	3.56	3.58	3.61
INFO: Service changes	3.52	3.77	3.61	3.34
C&C: Shelter availability at stops	3.51	3.59	3.57	3.48
LOS: On-time performance	3.50	3.82	3.56	3.23
LOS: Travel time	3.50	3.80	3.56	3.30
TRANSFER: Service connections	3.48	3.59	3.52	3.33
C&C: Stop cleanliness	3.47	3.49	3.46	3.50
TRANSFER: Wait time	3.46	3.43	3.60	3.27
INFO: Website postings of delays	3.45	3.78	3.55	3.16
INFO: Timeliness	3.44	3.73	3.49	3.26
INFO: At stops	3.43	3.48	3.50	3.34
INFO: Temporary service changes	3.42	3.51	3.49	3.32
C&C: Seating availability at stops	3.41	3.49	3.46	3.40
P&R: Parking availability	3.37	3.46	3.46	3.31
INFO: Email alerts of delays	3.35	3.65	3.37	3.19
SAFETY: Nighttime at stops	3.32	3.38	3.28	3.41
INFO: Text alerts of delays	3.26	3.51	3.33	3.04
INFO: Feedback ability	3.25	3.62	3.29	3.04
C&C: Overcrowding on-board	3.15	3.36	3.17	3.05
LOS: Nighttime frequency	2.95	3.23	2.88	2.90

Individual Element Satisfaction – by Poverty Level (Highest Rated)

King County METRO
We'll Get You There

Green = Highest rated elements; Red = Lowest rated elements

Mean	Overall	At/Below 200% Federal Poverty	Above 200% Federal Poverty
FARE: Ease of paying	4.65	4.48	4.73
FARE: ORCA cards	4.64	4.67	4.67
OPERATORS: Drives safely	4.49	4.49	4.50
OPERATORS: Courtesy	4.48	4.40	4.51
LOS: Distance to stop	4.27	4.34	4.30
SAFETY: Daytime at stops	4.25	4.25	4.29
OPERATORS: Helpfulness	4.25	4.33	4.25
FARE: Value of service	4.25	4.11	4.33
OPERATORS: Smooth start/stop	4.16	4.21	4.17
SAFETY: Daytime safety w/ others	4.13	4.13	4.17
OPERATORS: Handles problems	4.06	4.11	4.08
TRANSFER: Number of transfers	3.92	3.96	3.92
P&R: Personal Safety	3.89	3.80	3.94
C&C: Onboard cleanliness	3.89	3.94	3.89
INFO: Ability to obtain	3.85	4.08	3.83
INFO: Smartphones or tablets	3.83	3.87	3.84
INFO: Online	3.73	3.90	3.71
C&C: Seating availability on the bus	3.72	3.93	3.68
INFO: Long term service changes	3.71	3.83	3.71
C&C: Ease of entering/exiting	3.69	3.80	3.68

Individual Element Satisfaction – by Poverty Level (Lowest Rated)

King County METRO
We'll Get You There

Green = Highest rated elements; Red = Lowest rated elements

Mean	Overall	At/Below 200% Federal Poverty	Above 200% Federal Poverty
LOS: Availability of service	3.68	3.99	3.65
P&R: Vehicle Safety	3.65	3.43	3.71
LOS: Frequency of service	3.59	3.87	3.53
SAFETY: Nighttime safety w/ others	3.56	3.53	3.61
INFO: Service changes	3.52	3.75	3.49
C&C: Shelter availability at stops	3.51	3.58	3.53
LOS: On-time performance	3.50	3.84	3.40
LOS: Travel time	3.50	3.81	3.44
TRANSFER: Service connections	3.48	3.54	3.47
C&C: Stop cleanliness	3.47	3.46	3.48
TRANSFER: Wait time	3.46	3.39	3.48
INFO: Website postings of delays	3.45	3.79	3.36
INFO: Timeliness	3.44	3.66	3.39
INFO: At stops	3.43	3.54	3.41
INFO: Temporary service changes	3.42	3.53	3.41
C&C: Seating availability at stops	3.41	3.44	3.43
P&R: Parking availability	3.37	3.45	3.39
INFO: Email alerts of delays	3.35	3.63	3.29
SAFETY: Nighttime at stops	3.32	3.29	3.37
INFO: Text alerts of delays	3.26	3.49	3.20
INFO: Feedback ability	3.25	3.60	3.18
C&C: Overcrowding on-board	3.15	3.28	3.13
LOS: Nighttime frequency	2.95	3.26	2.89

Individual Element Satisfaction – by Ethnicity (Highest Rated)

King County METRO
We'll Get You There

Green = Highest rated elements; Red = Lowest rated elements

Mean	Overall	White	POC
FARE: Ease of paying	4.65	4.70	4.59
FARE: ORCA cards	4.64	4.67	4.61
OPERATORS: Drives safely	4.49	4.54	4.41
OPERATORS: Courtesy	4.48	4.54	4.39
LOS: Distance to stop	4.27	4.33	4.19
SAFETY: Daytime at stops	4.25	4.33	4.20
OPERATORS: Helpfulness	4.25	4.25	4.26
FARE: Value of service	4.25	4.34	4.11
OPERATORS: Smooth start/stop	4.16	4.18	4.12
SAFETY: Daytime safety w/ others	4.13	4.18	4.11
OPERATORS: Handles problems	4.06	4.11	4.00
TRANSFER: Number of transfers	3.92	3.95	3.89
P&R: Personal Safety	3.89	3.94	3.83
C&C: Onboard cleanliness	3.89	3.95	3.81
INFO: Ability to obtain	3.85	3.89	3.81
INFO: Smartphones or tablets	3.83	3.86	3.81
INFO: Online	3.73	3.72	3.79
C&C: Seating availability on the bus	3.72	3.71	3.81
INFO: Long term service changes	3.71	3.72	3.73
C&C: Ease of entering/exiting	3.69	3.61	3.85

Individual Element Satisfaction – by Ethnicity (Lowest Rated)

King County METRO
We'll Get You There

Green = Highest rated elements; Red = Lowest rated elements

Mean	Overall	White	POC
LOS: Availability of service	3.68	3.67	3.74
P&R: Vehicle Safety	3.65	3.69	3.67
LOS: Frequency of service	3.59	3.65	3.51
SAFETY: Nighttime safety w/ others	3.56	3.66	3.43
INFO: Service changes	3.52	3.56	3.52
C&C: Shelter availability at stops	3.51	3.57	3.45
LOS: On-time performance	3.50	3.53	3.47
LOS: Travel time	3.50	3.47	3.57
TRANSFER: Service connections	3.48	3.48	3.50
C&C: Stop cleanliness	3.47	3.52	3.41
TRANSFER: Wait time	3.46	3.54	3.36
INFO: Website postings of delays	3.45	3.43	3.54
INFO: Timeliness	3.44	3.45	3.45
INFO: At stops	3.43	3.40	3.52
INFO: Temporary service changes	3.42	3.43	3.43
C&C: Seating availability at stops	3.41	3.47	3.37
P&R: Parking availability	3.37	3.42	3.30
INFO: Email alerts of delays	3.35	3.31	3.45
SAFETY: Nighttime at stops	3.32	3.44	3.14
INFO: Text alerts of delays	3.26	3.25	3.30
INFO: Feedback ability	3.25	3.17	3.45
C&C: Overcrowding on-board	3.15	3.11	3.29
LOS: Nighttime frequency	2.95	2.87	3.18

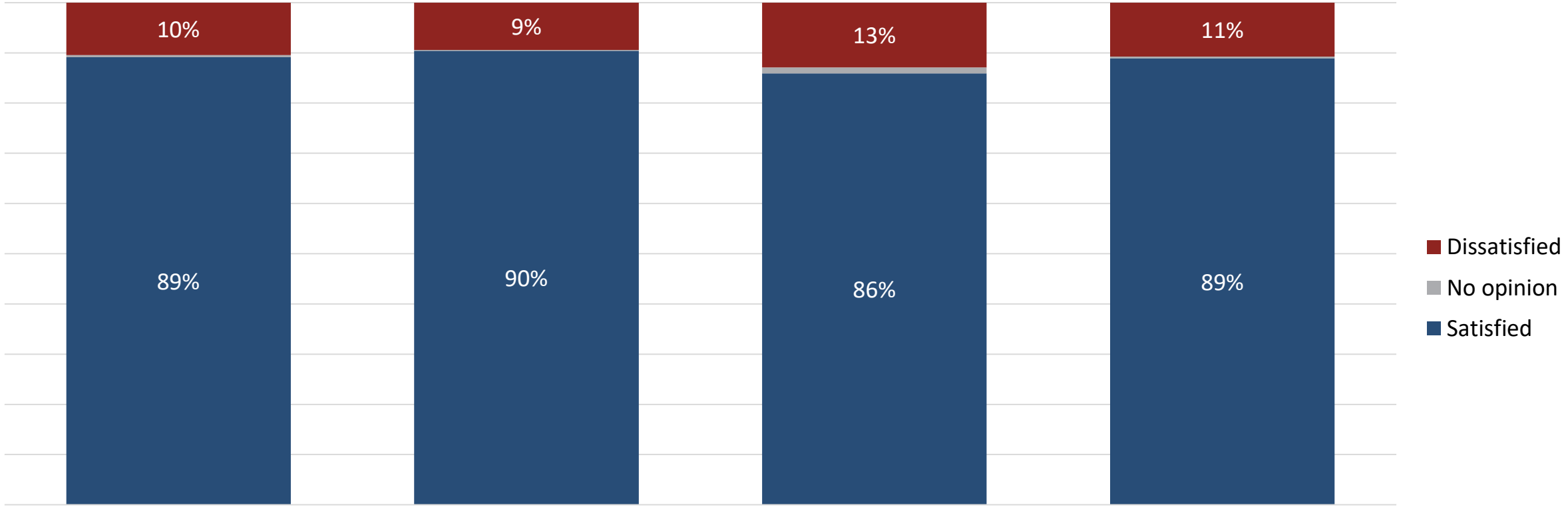
DETAILED RESULTS

Overall Satisfaction

Overall Rider Satisfaction – by Subarea

Overall satisfaction levels with Metro are comparable across all County subregions. About nine-in-ten are satisfied with Metro, overall.

Overall Rider Satisfaction with Metro – Geographic Subarea Comparison



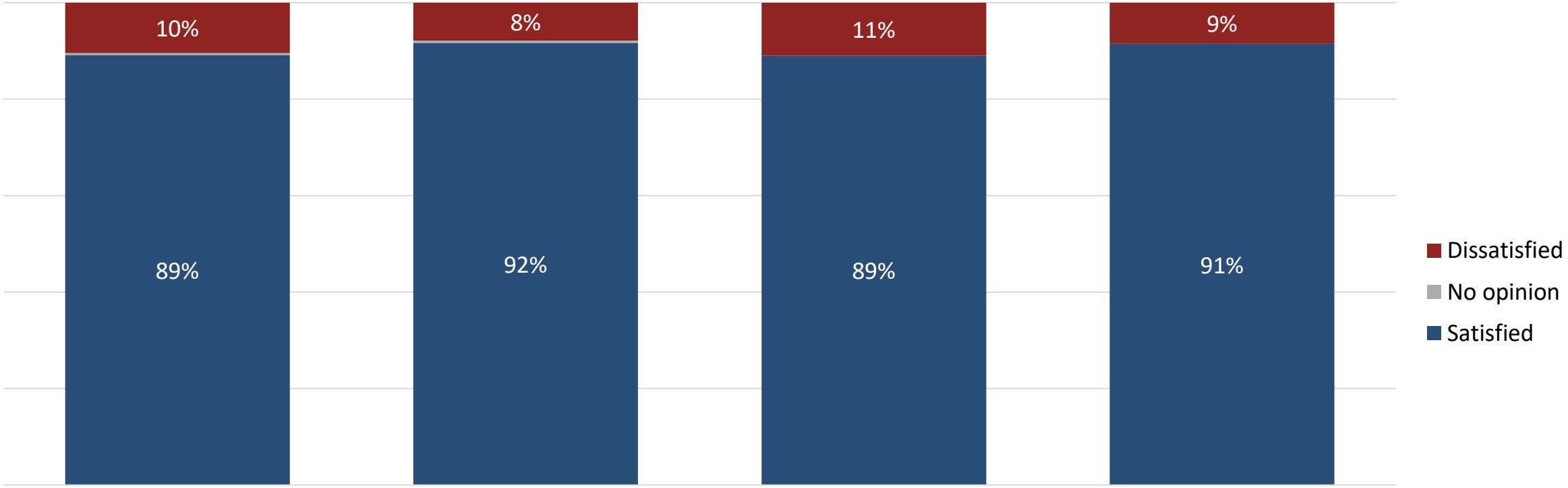
	Overall	Seattle/North King (n=736; MoE=+/-3.6pts)	South King (n=212; MoE=+/-6.7pts)	East King (n=211; MoE=+/-6.7pts)
Very Satisfied:	**10%**	**9%**	**13%**	**11%**

GW1A. Overall, would you say you are satisfied or dissatisfied with Metro?

Overall Rider Satisfaction – by Seattle Subarea

Overall Metro satisfaction is also comparable between riders in North, Central, and South Seattle.

Overall Rider Satisfaction with Metro – Seattle Subarea Comparison



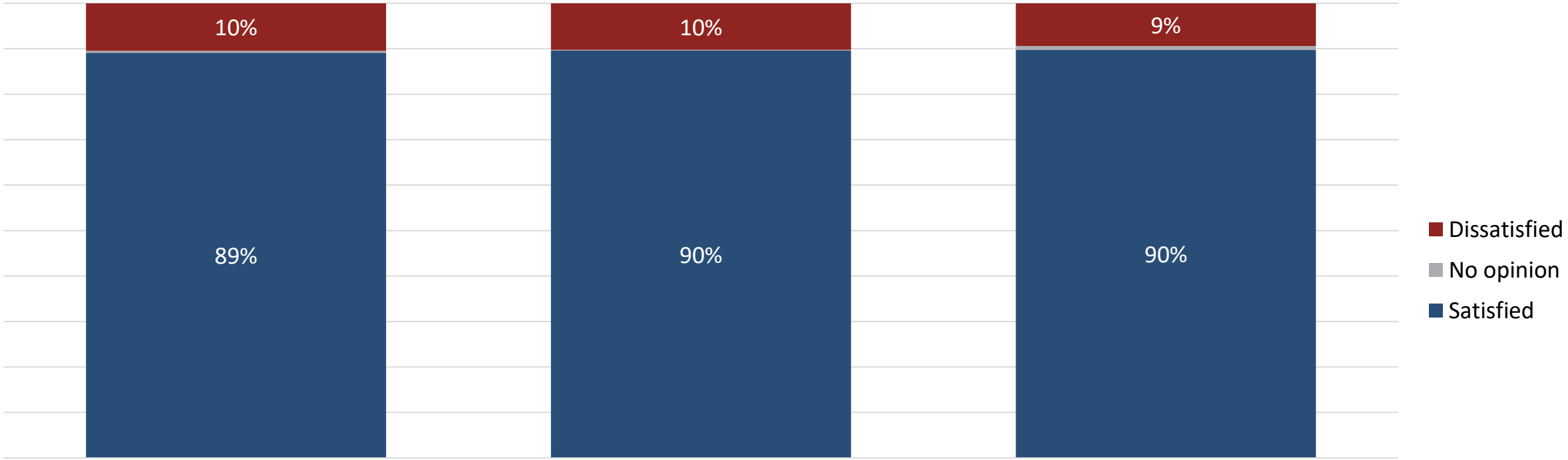
	Overall	North Seattle (n=318; MoE=+/-5.5pts)	Central Seattle (n=267; MoE=6.0pts)	South Seattle (n=134; MoE=8.5pts)
Very Satisfied:	**9%**	**8%**	**11%**	**9%**

GW1A. Overall, would you say you are satisfied or dissatisfied with Metro?

Overall Metro Satisfaction – by Ethnicity

There is virtually no difference in overall satisfaction with King County Metro between white and non-white riders. Nine-in ten riders in each group give the agency positive marks. Just over a quarter of both rider groups are very satisfied with Metro, overall.

Overall Rider Satisfaction with Metro – Ethnicity Comparison



	Overall	White (n=770; MoE=+/-3.5%)	POC (n=335; MoE=+/-5.4%)
Very Satisfied %:	**28%**	**28%**	**28%**

GW1A. Overall, would you say you are satisfied or dissatisfied with Metro?

Individual Element Satisfaction: 2016 & 2018 Comparisons

Aggregate Service Dimension Satisfaction

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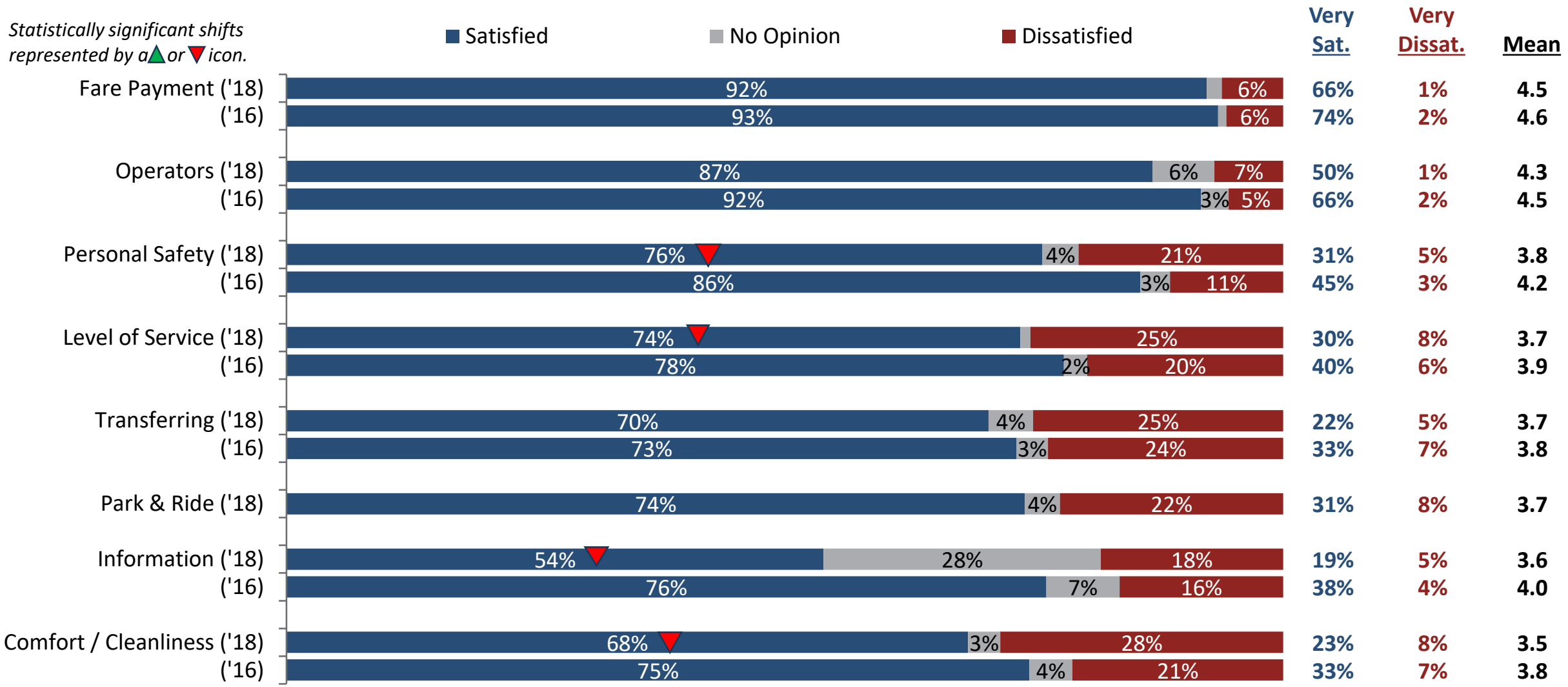
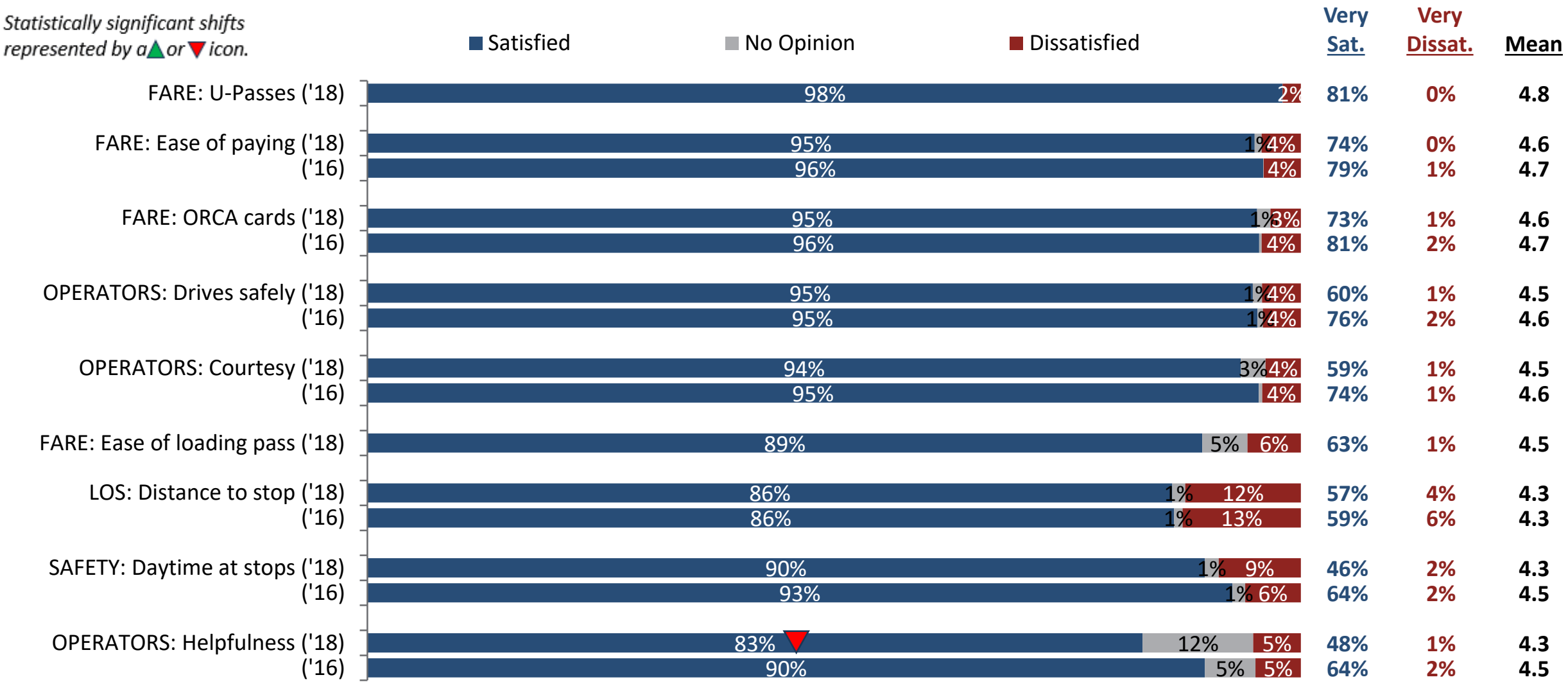
Statistically significant shifts represented by a ▲ or ▼ icon.



Individual Element Satisfaction – Top Tier

King County METRO
We'll Get You There

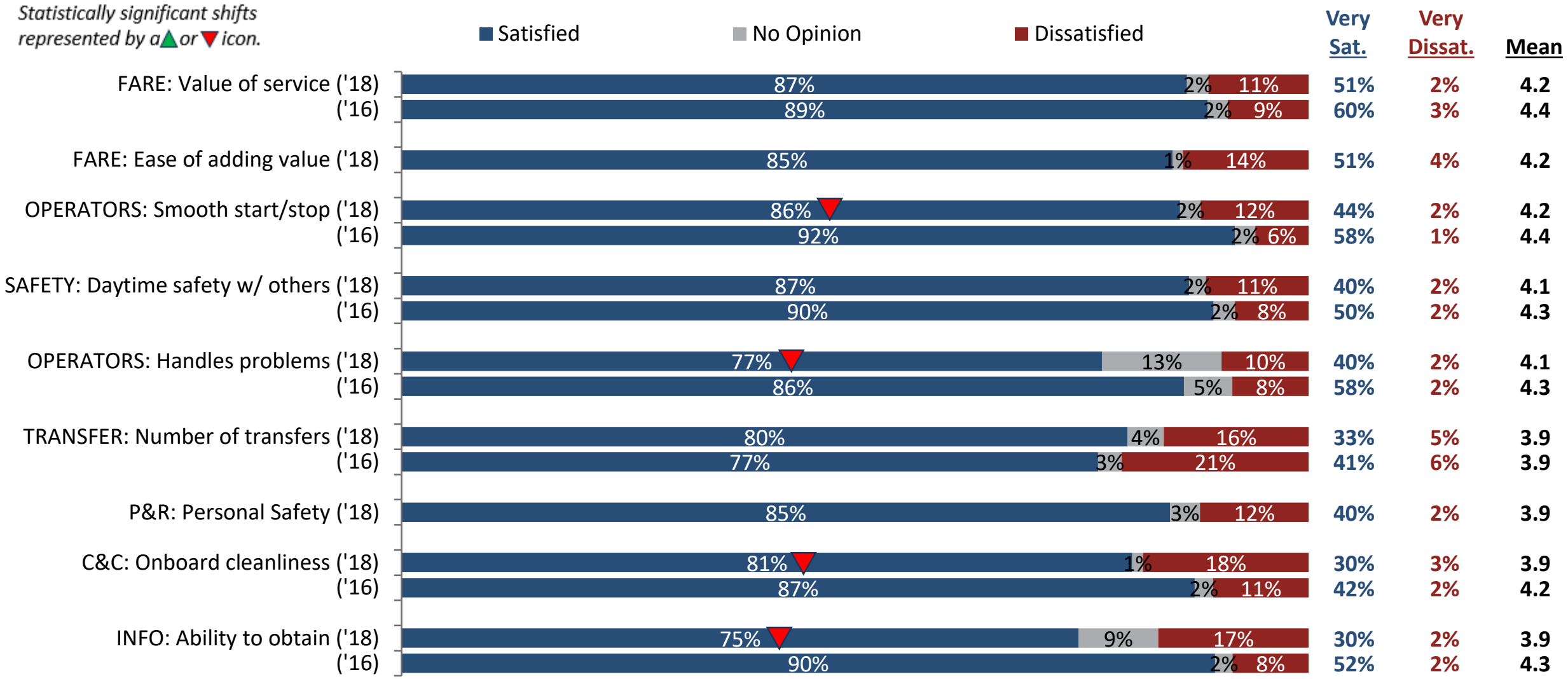
Statistically significant shifts represented by a ▲ or ▼ icon.



Individual Element Satisfaction – Second Tier

King County METRO
We'll Get You There

Statistically significant shifts represented by a ▲ or ▼ icon.



Individual Element Satisfaction – Third Tier

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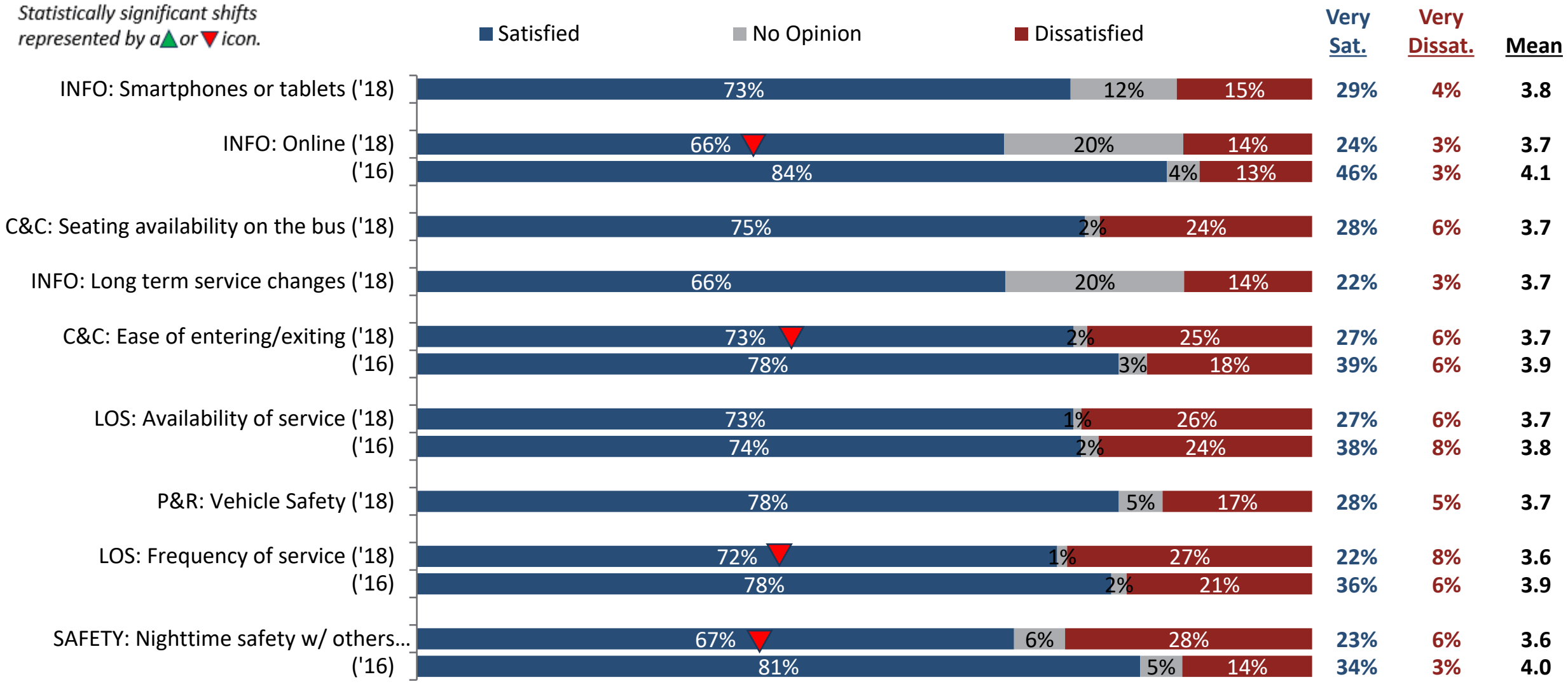
Statistically significant shifts represented by a ▲ or ▼ icon.



Individual Element Satisfaction – Fourth Tier

King County METRO
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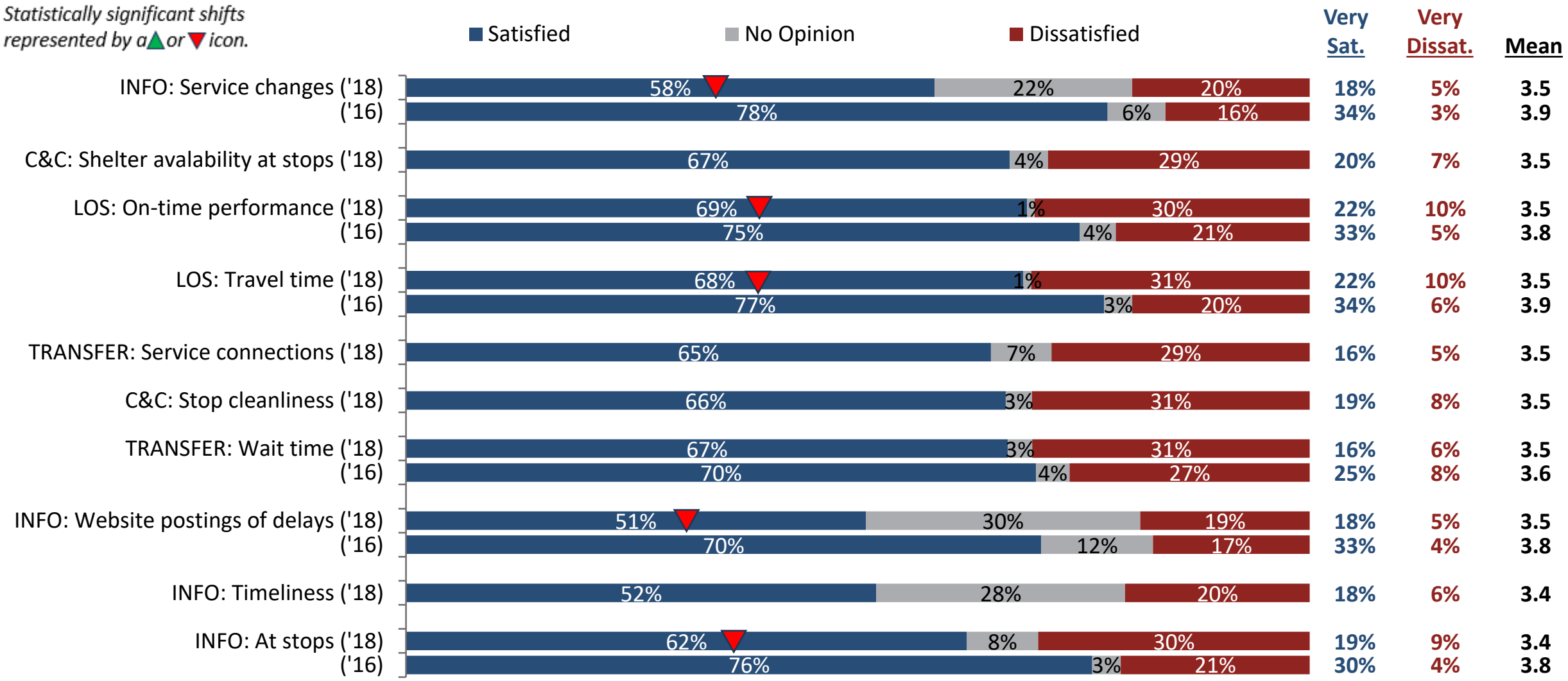
Statistically significant shifts represented by a ▲ or ▼ icon.



Individual Element Satisfaction – Lowest Tier

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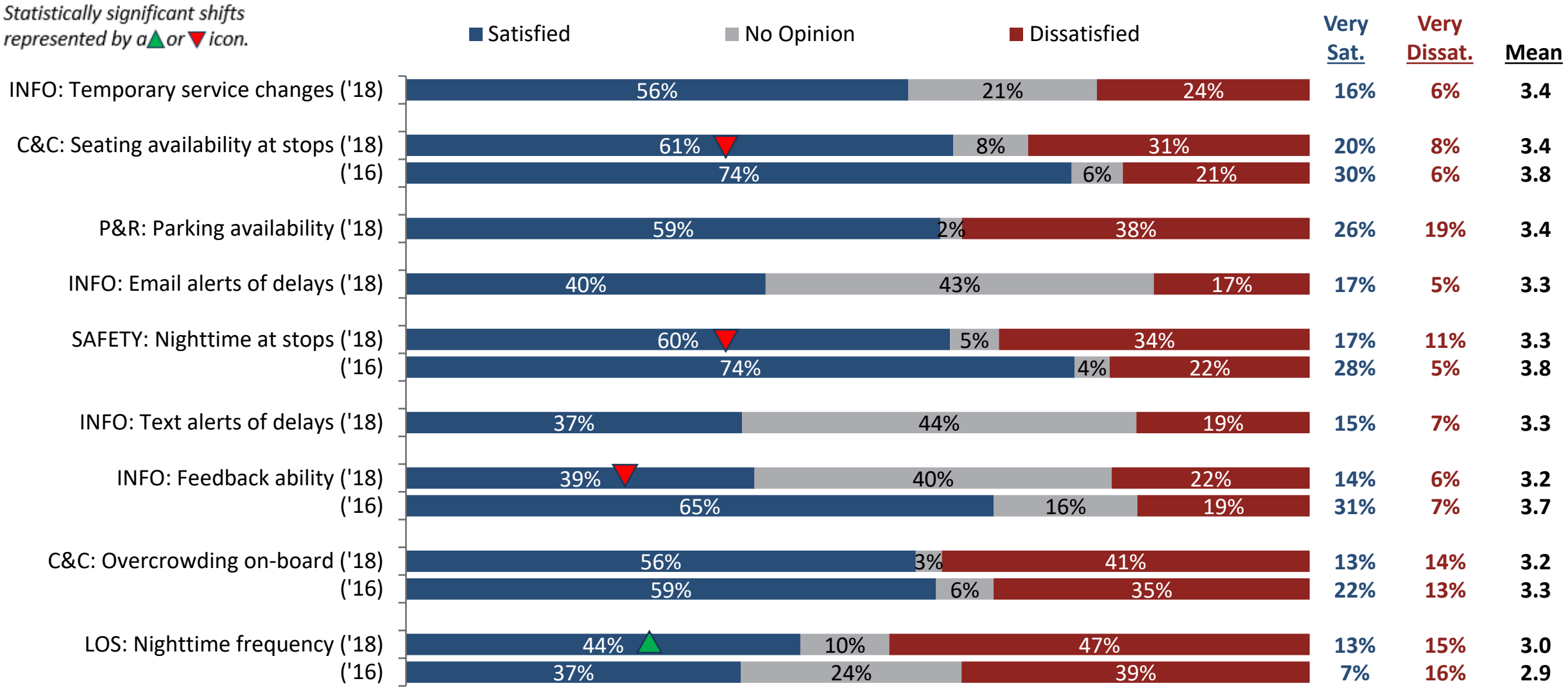
Statistically significant shifts represented by a ▲ or ▼ icon.



Individual Element Satisfaction – by Subarea (Highest Rated)

King County METRO
We'll Get You There

Green = Highest rated elements; Red = Lowest rated elements

Mean	Overall	Seattle/North	South King	East King
FARE: Ease of paying	4.65	4.72	4.52	4.58
FARE: ORCA cards	4.64	4.62	4.59	4.73
OPERATORS: Drives safely	4.49	4.48	4.45	4.57
OPERATORS: Courtesy	4.48	4.51	4.38	4.51
LOS: Distance to stop	4.27	4.48	4.03	3.92
SAFETY: Daytime at stops	4.25	4.24	4.17	4.39
OPERATORS: Helpfulness	4.25	4.21	4.25	4.37
FARE: Value of service	4.25	4.27	4.09	4.35
OPERATORS: Smooth start/stop	4.16	4.04	4.32	4.32
SAFETY: Daytime safety w/ others	4.13	4.09	4.03	4.33
OPERATORS: Handles problems	4.06	4.01	3.99	4.25
TRANSFER: Number of transfers	3.92	3.98	4.00	3.65
P&R: Personal Safety	3.89	3.89	3.70	4.06
C&C: Onboard cleanliness	3.89	3.82	3.77	4.23
INFO: Ability to obtain	3.85	3.80	3.95	3.91
INFO: Smartphones or tablets	3.83	3.77	3.99	3.86
INFO: Online	3.73	3.59	3.94	3.88
C&C: Seating availability on the bus	3.72	3.65	3.67	3.99
INFO: Long term service changes	3.71	3.65	3.84	3.74
C&C: Ease of entering/exiting	3.69	3.59	3.71	3.94

Individual Element Satisfaction – by Subarea (Lowest Rated)

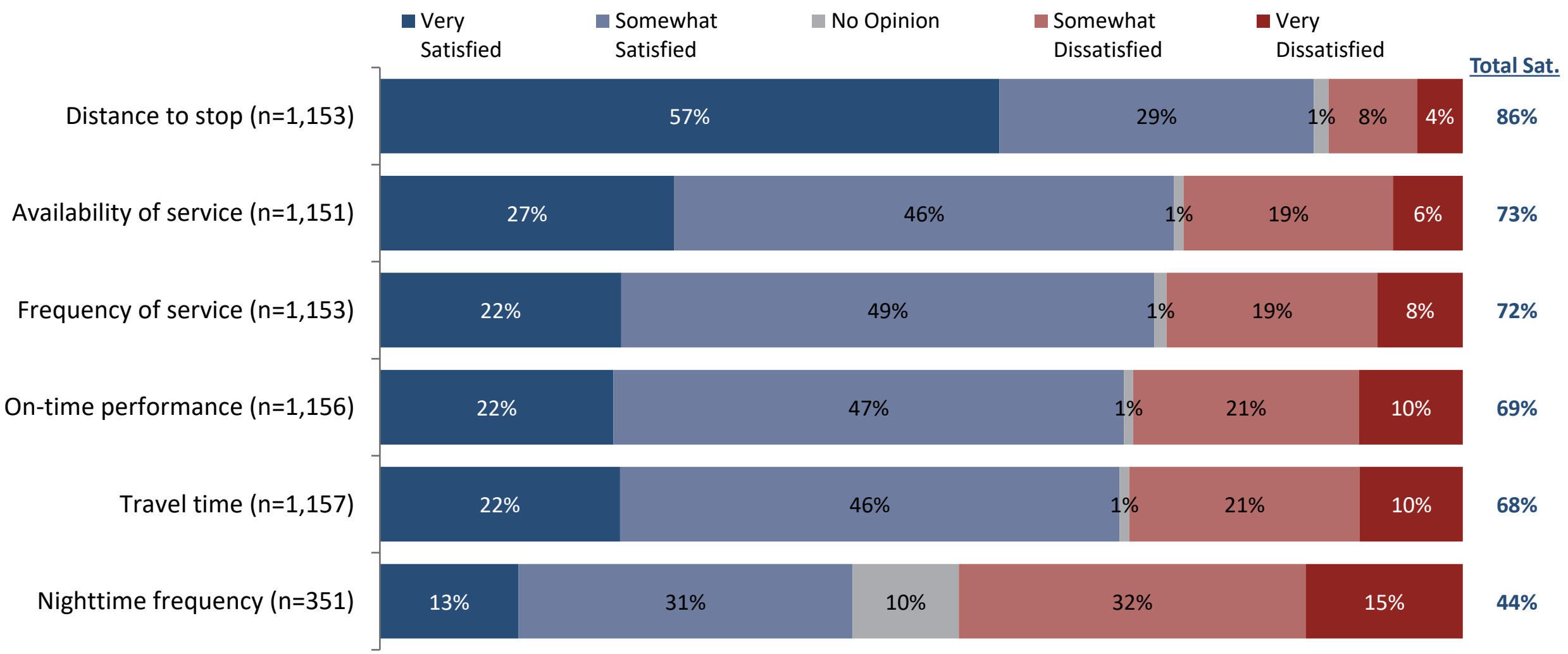
King County METRO
We'll Get You There

Green = Highest rated elements; Red = Lowest rated elements

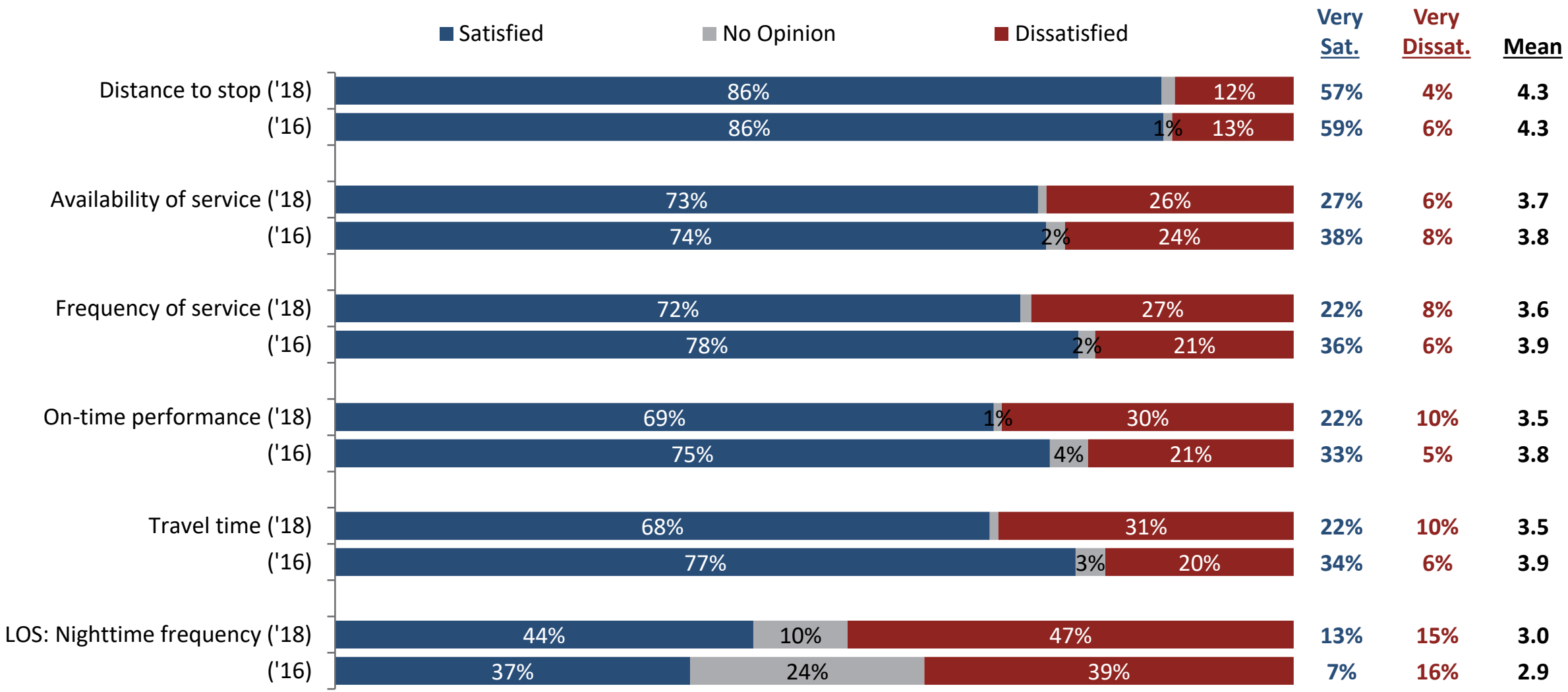
Mean	Overall	Seattle/North	South King	East King
LOS: Availability of service	3.68	3.70	3.79	3.52
P&R: Vehicle Safety	3.65	3.67	3.43	3.83
LOS: Frequency of service	3.59	3.57	3.69	3.52
SAFETY: Nighttime safety w/ others	3.56	3.51	3.40	3.88
INFO: Service changes	3.52	3.44	3.72	3.55
C&C: Shelter availability at stops	3.51	3.51	3.46	3.56
LOS: On-time performance	3.50	3.35	3.70	3.73
LOS: Travel time	3.50	3.51	3.41	3.57
TRANSFER: Service connections	3.48	3.47	3.63	3.32
C&C: Stop cleanliness	3.47	3.38	3.32	3.86
TRANSFER: Wait time	3.46	3.47	3.68	3.15
INFO: Website postings of delays	3.45	3.35	3.62	3.56
INFO: Timeliness	3.44	3.32	3.68	3.52
INFO: At stops	3.43	3.34	3.52	3.57
INFO: Temporary service changes	3.42	3.31	3.56	3.56
C&C: Seating availability at stops	3.41	3.36	3.37	3.62
P&R: Parking availability	3.37	3.49	3.37	3.32
INFO: Email alerts of delays	3.35	3.25	3.52	3.42
SAFETY: Nighttime at stops	3.32	3.33	3.07	3.58
INFO: Text alerts of delays	3.26	3.11	3.51	3.38
INFO: Feedback ability	3.25	3.11	3.52	3.36
C&C: Overcrowding on-board	3.15	3.01	3.24	3.44
LOS: Nighttime frequency	2.95	3.03	3.11	2.33

Level of Service Satisfaction

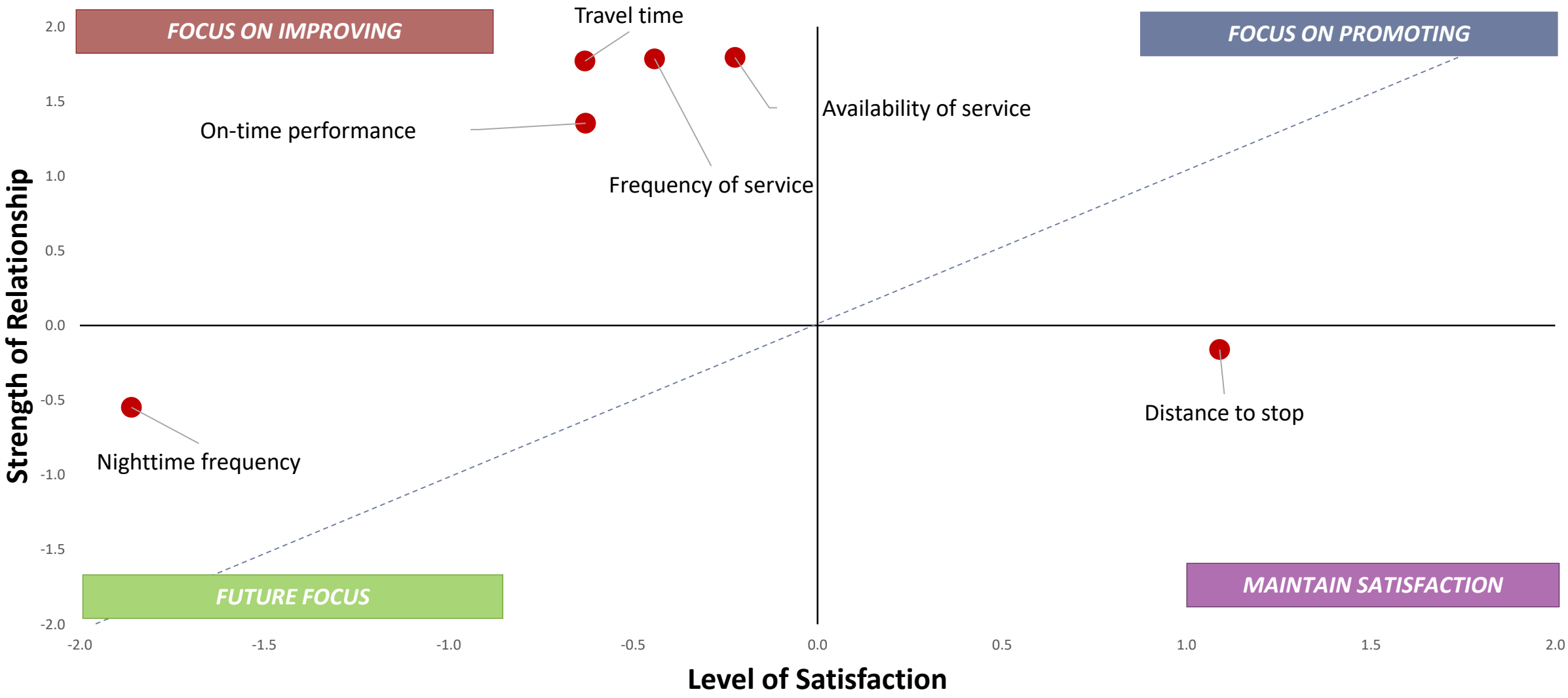
Level of Service Satisfaction – Full Ratings



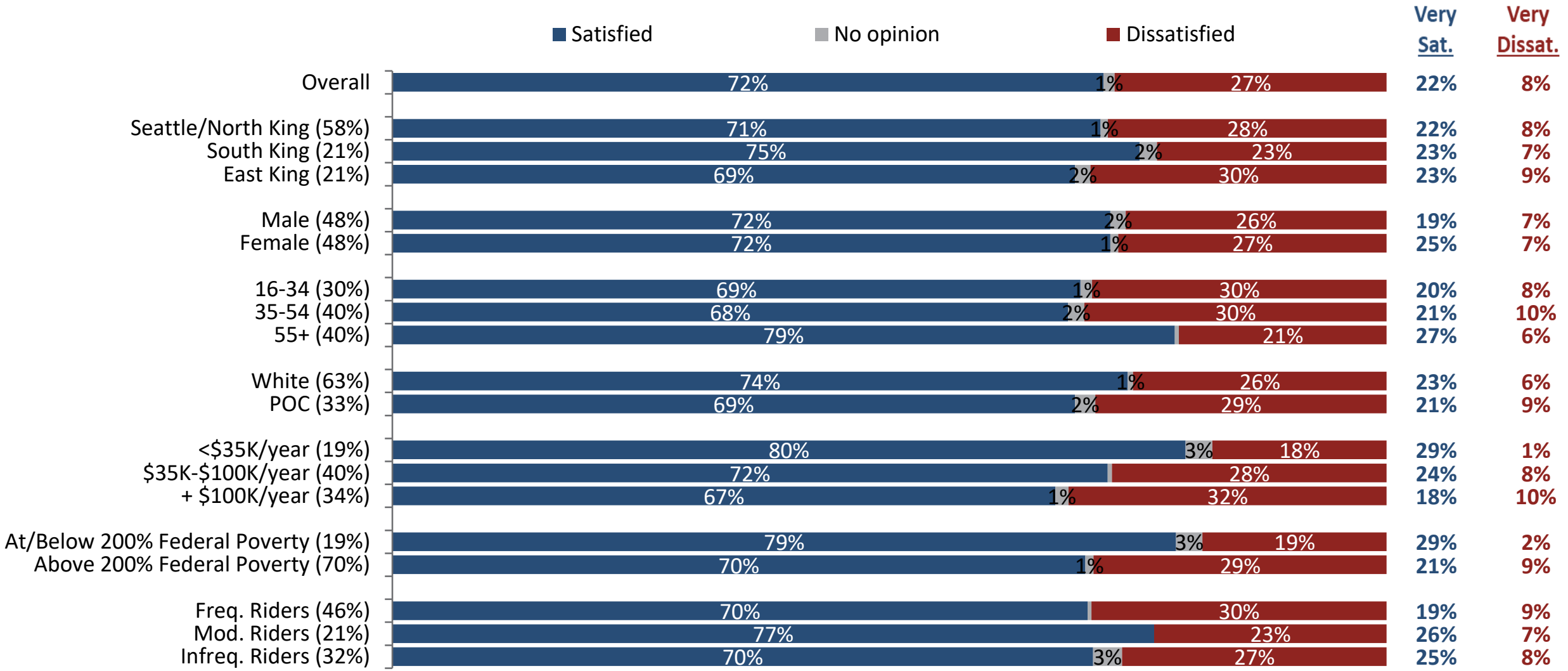
Level of Service Satisfaction – Year-to-Year



Key Drivers: Level of Service

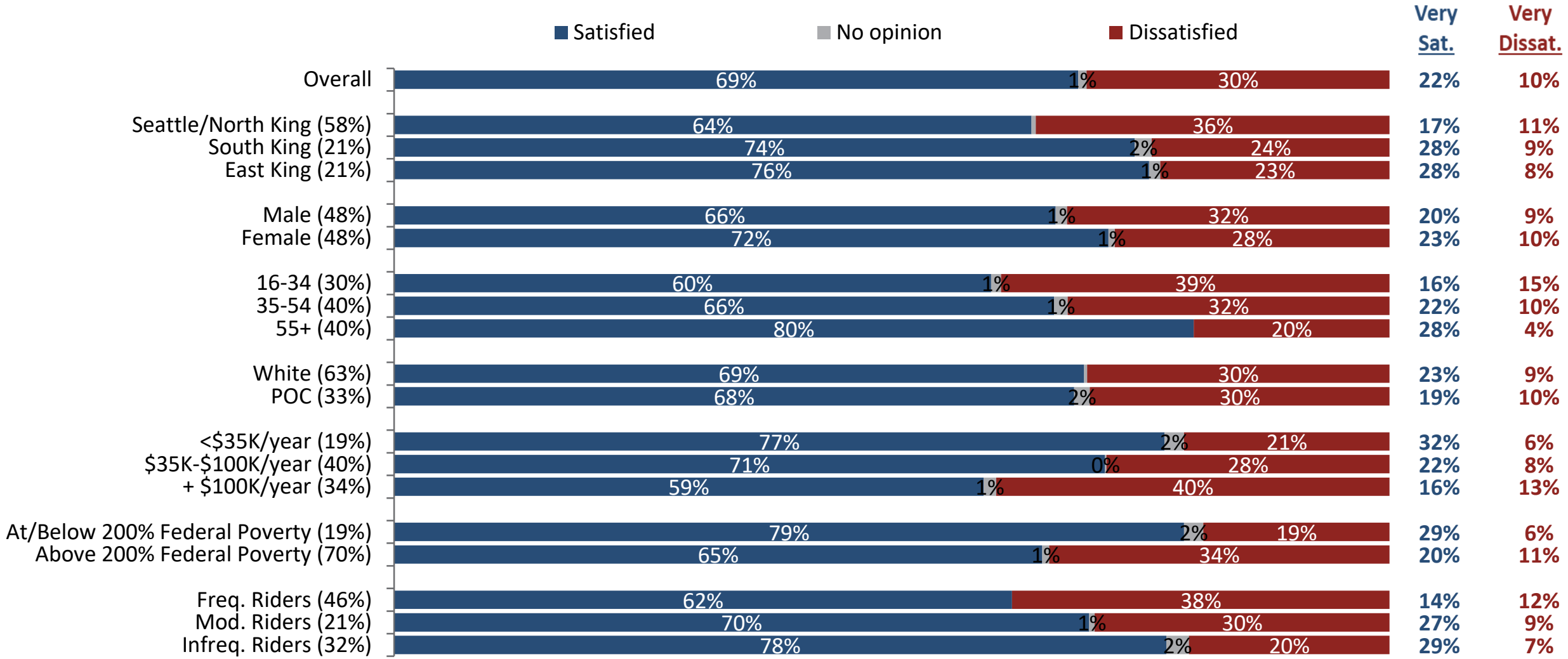


Frequency of Service



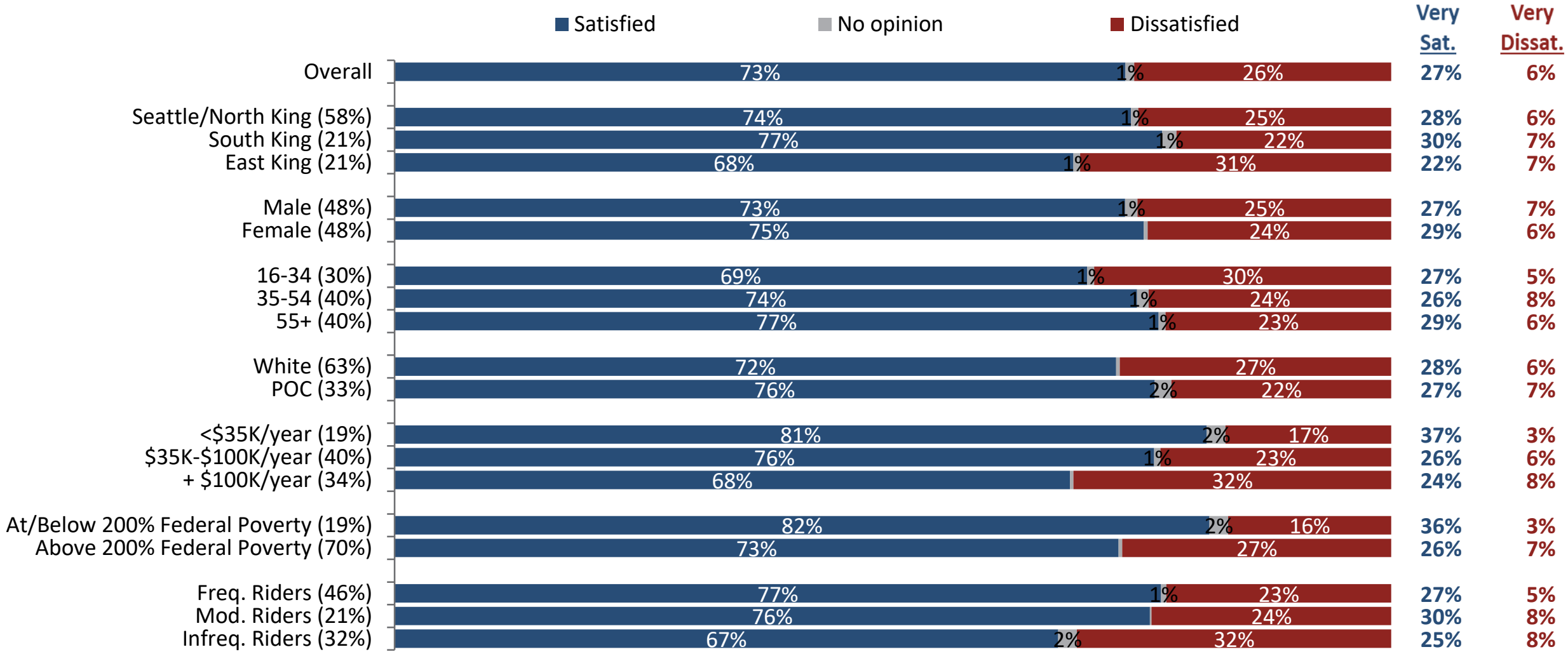
M7B. How would you rate your satisfaction with frequency of service?

On-Time Performance



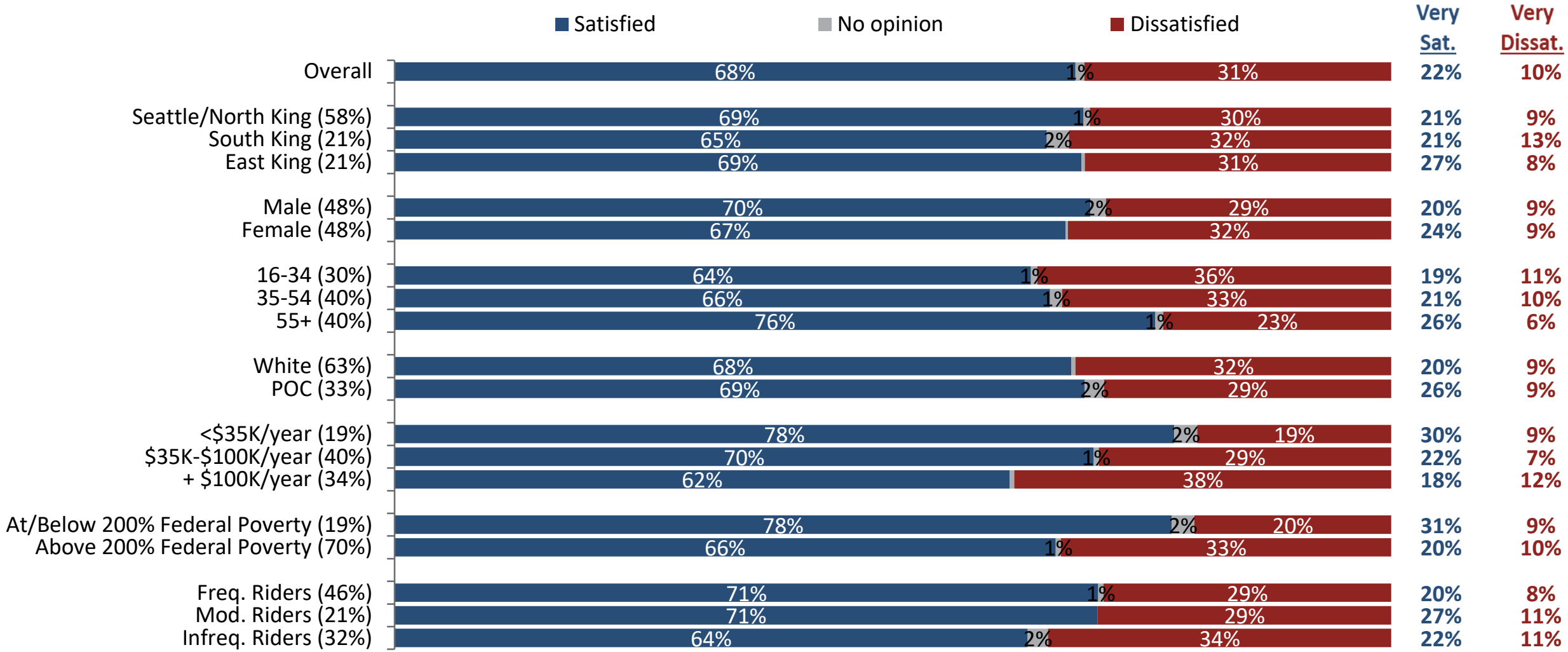
M7A. How would you rate your satisfaction with on-time performance?

Availability of Service



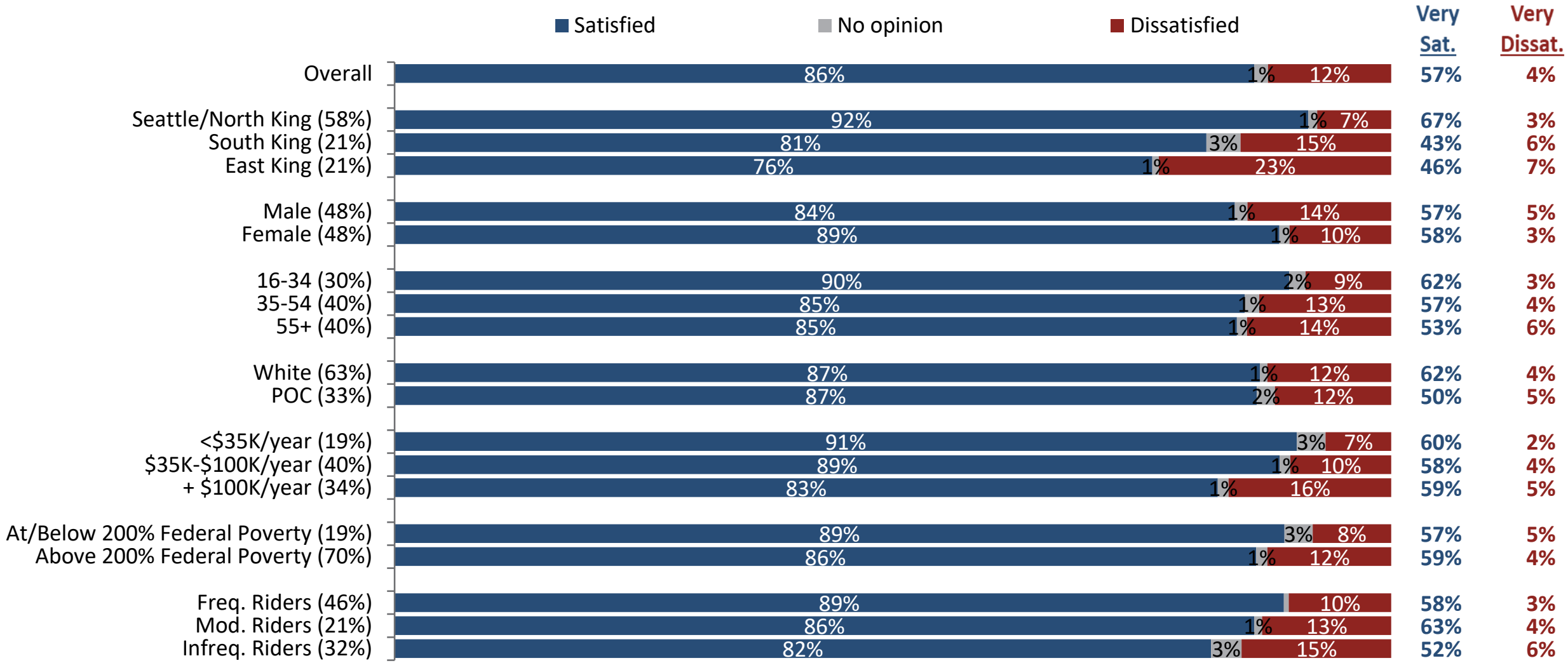
M7C. How would you rate your satisfaction with availability of service where you need to travel?

Travel Time



M7E. How would you rate your satisfaction with amount of time it takes to travel?

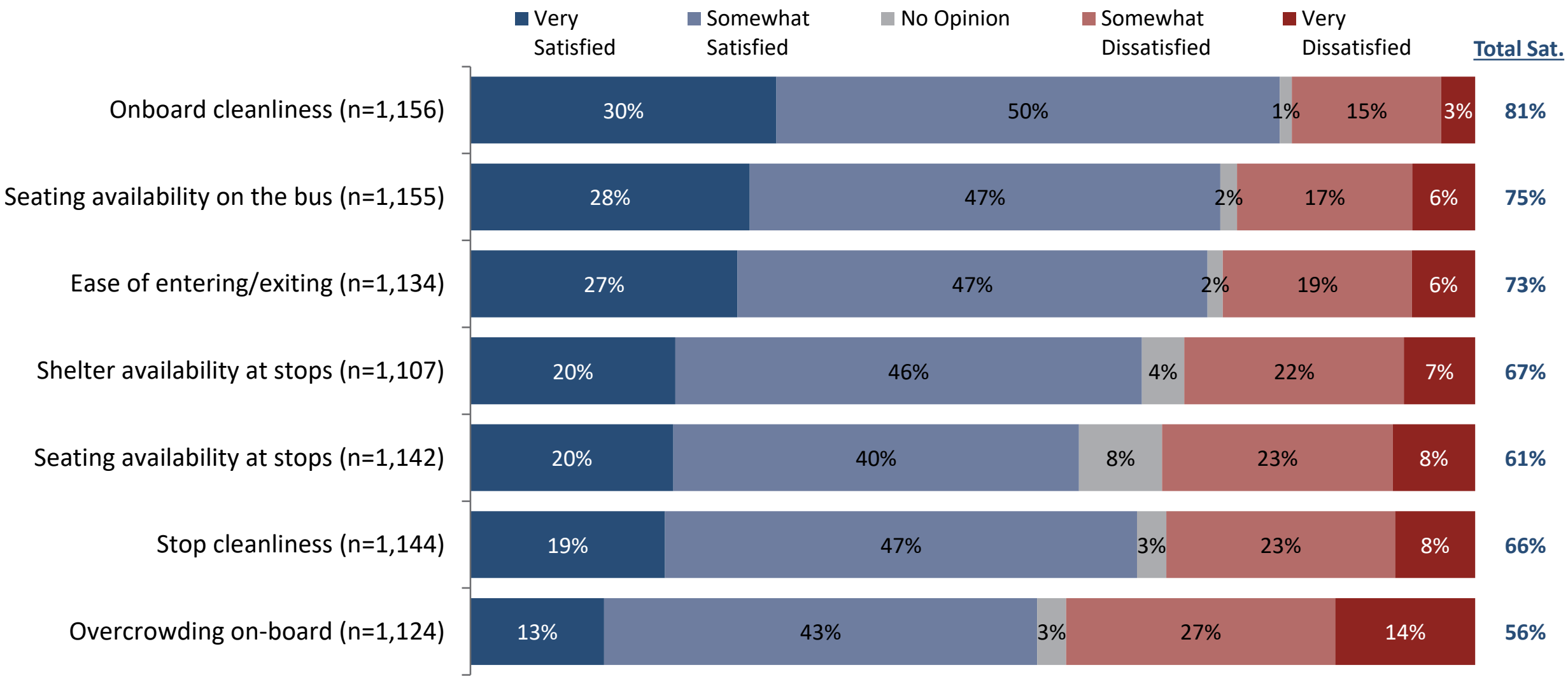
Distance to Stop



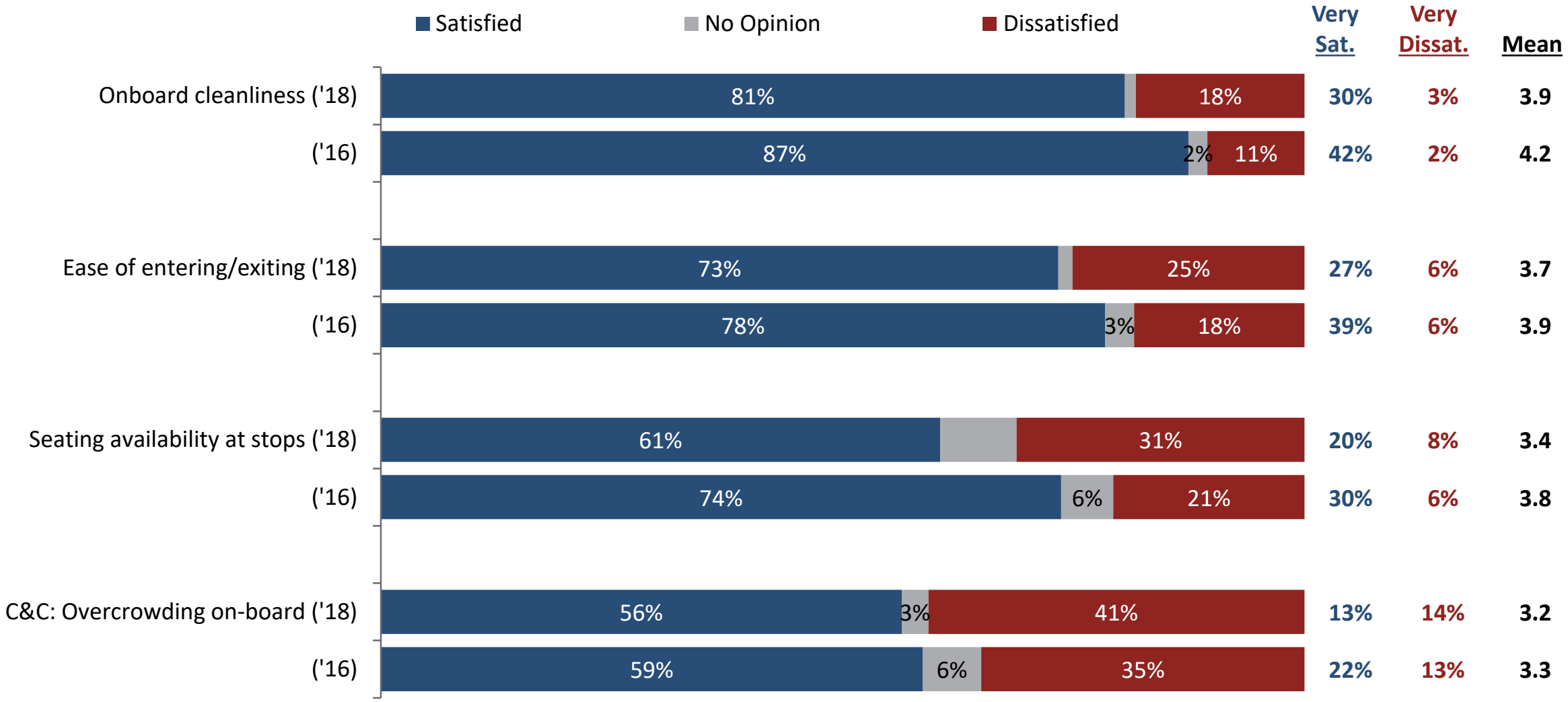
M7U. How would you rate your satisfaction with distance from home to the bus stop?

Comfort & Cleanliness Satisfaction

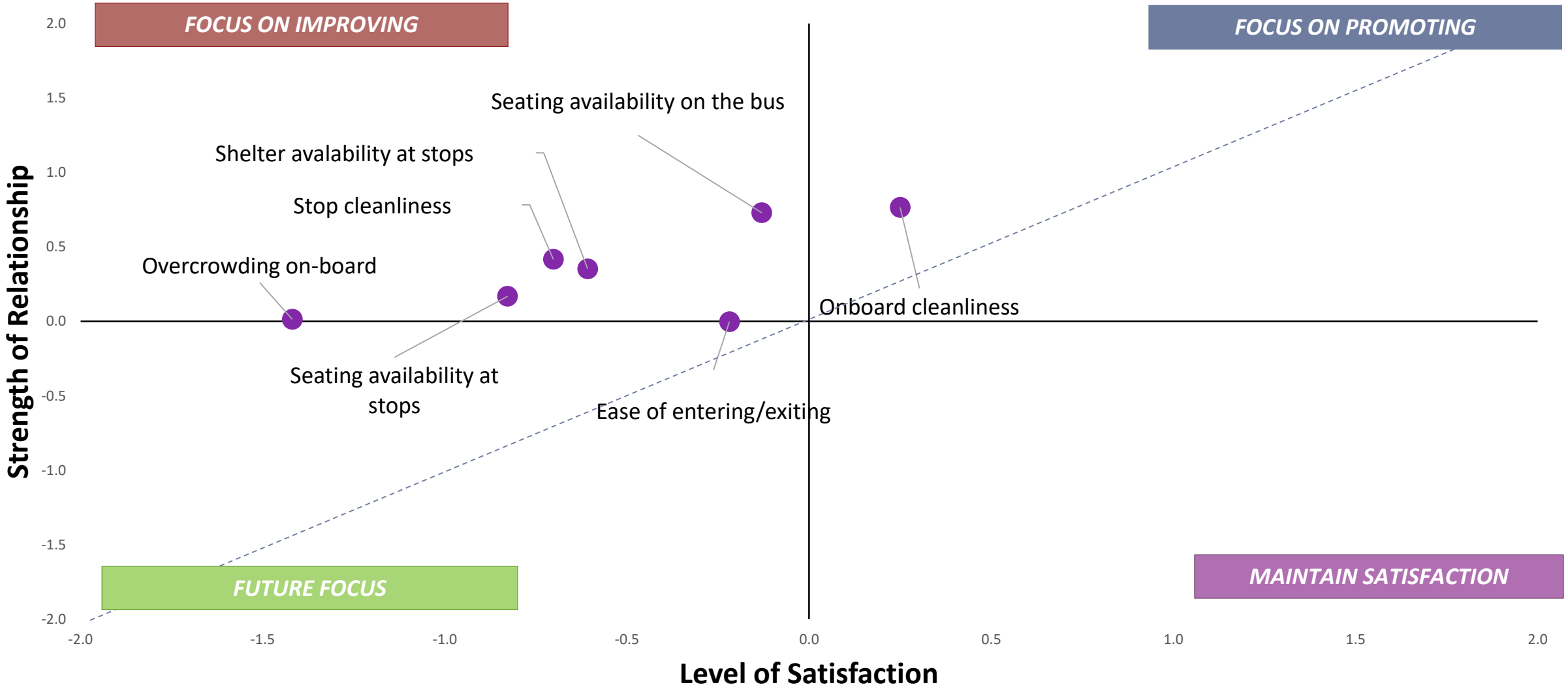
Comfort & Cleanliness Satisfaction – Full Ratings



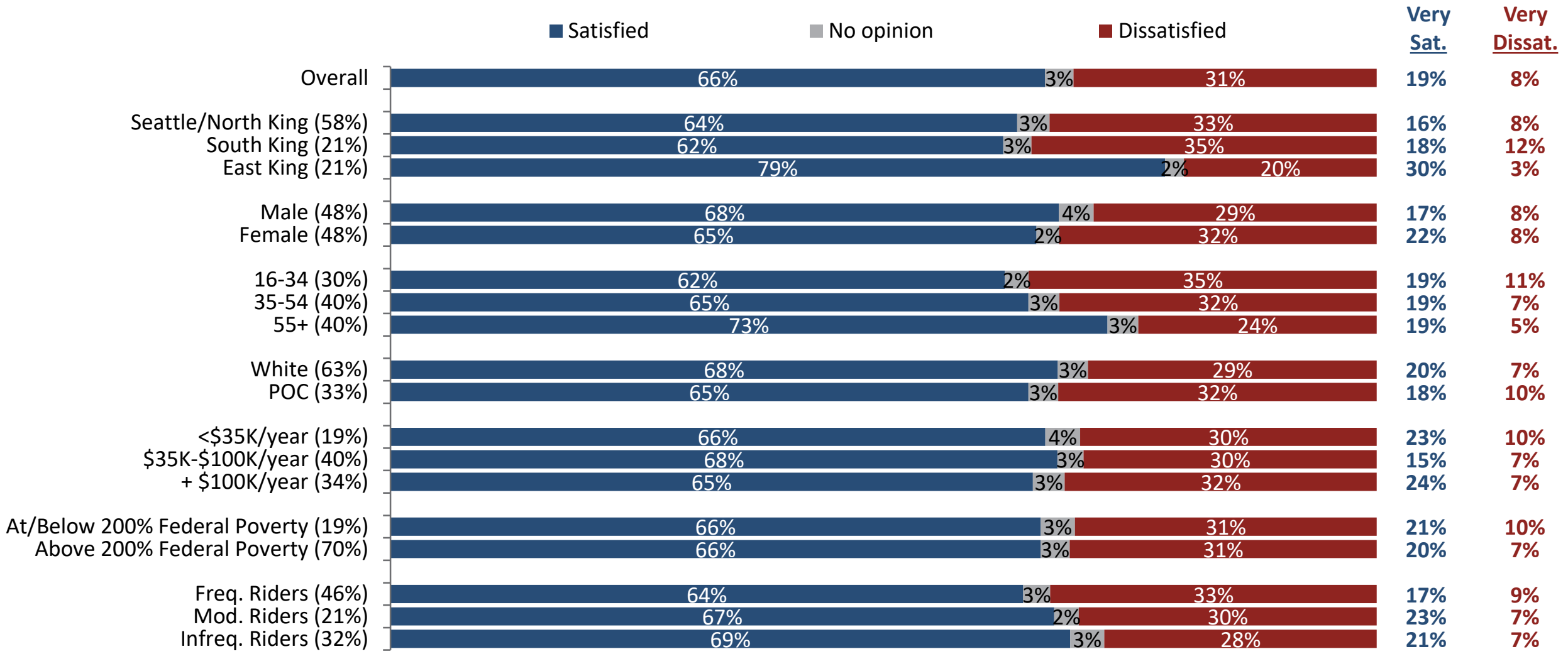
Comfort & Cleanliness Satisfaction – Year-to-Year



Key Drivers: Comfort & Cleanliness

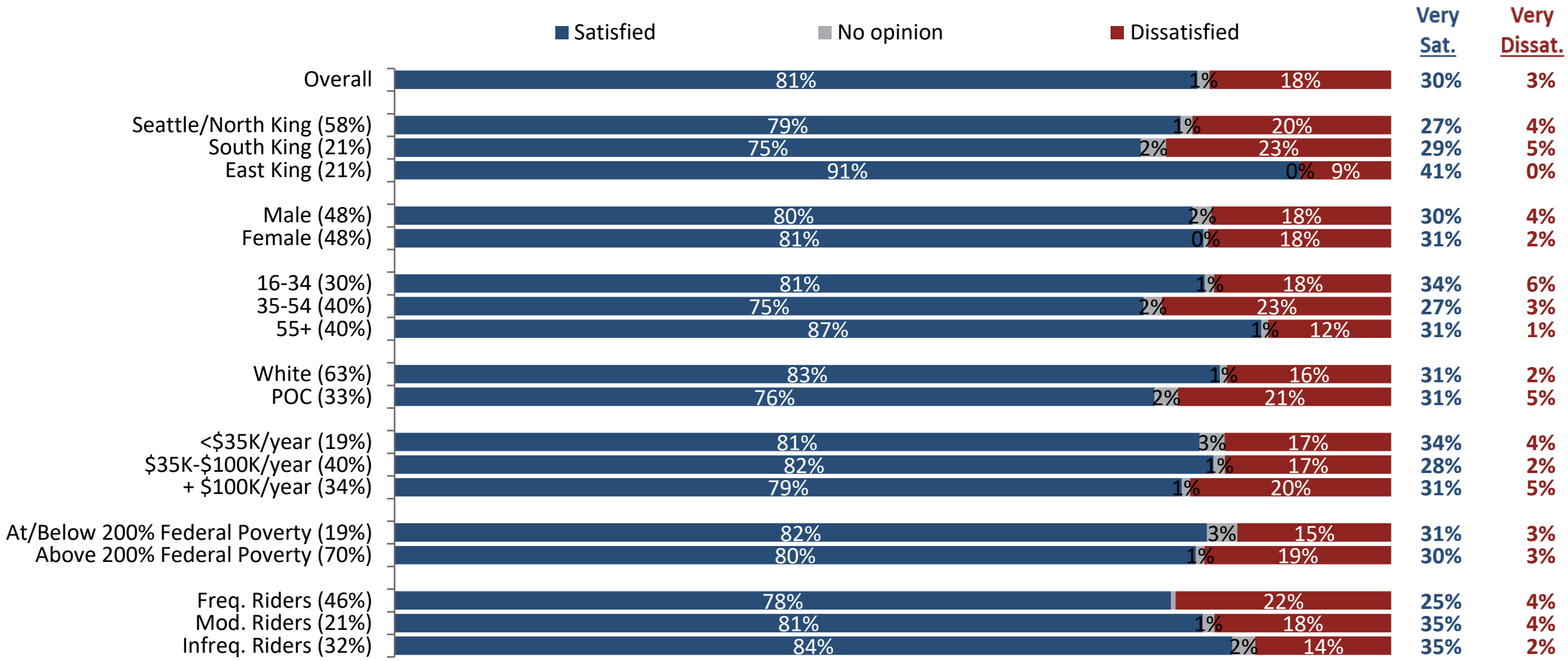


Stop Cleanliness



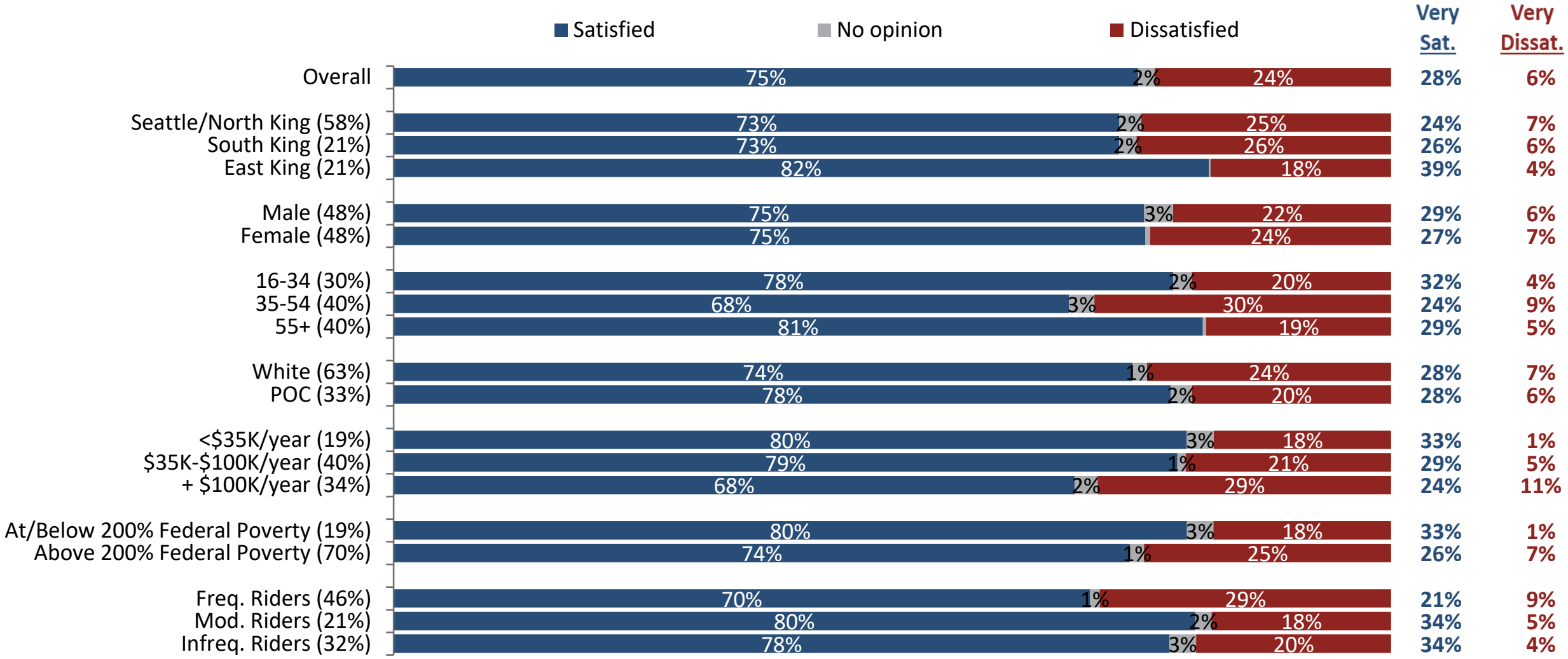
M7F. How would you rate your satisfaction with cleanliness of shelters and stops?

Onboard Cleanliness



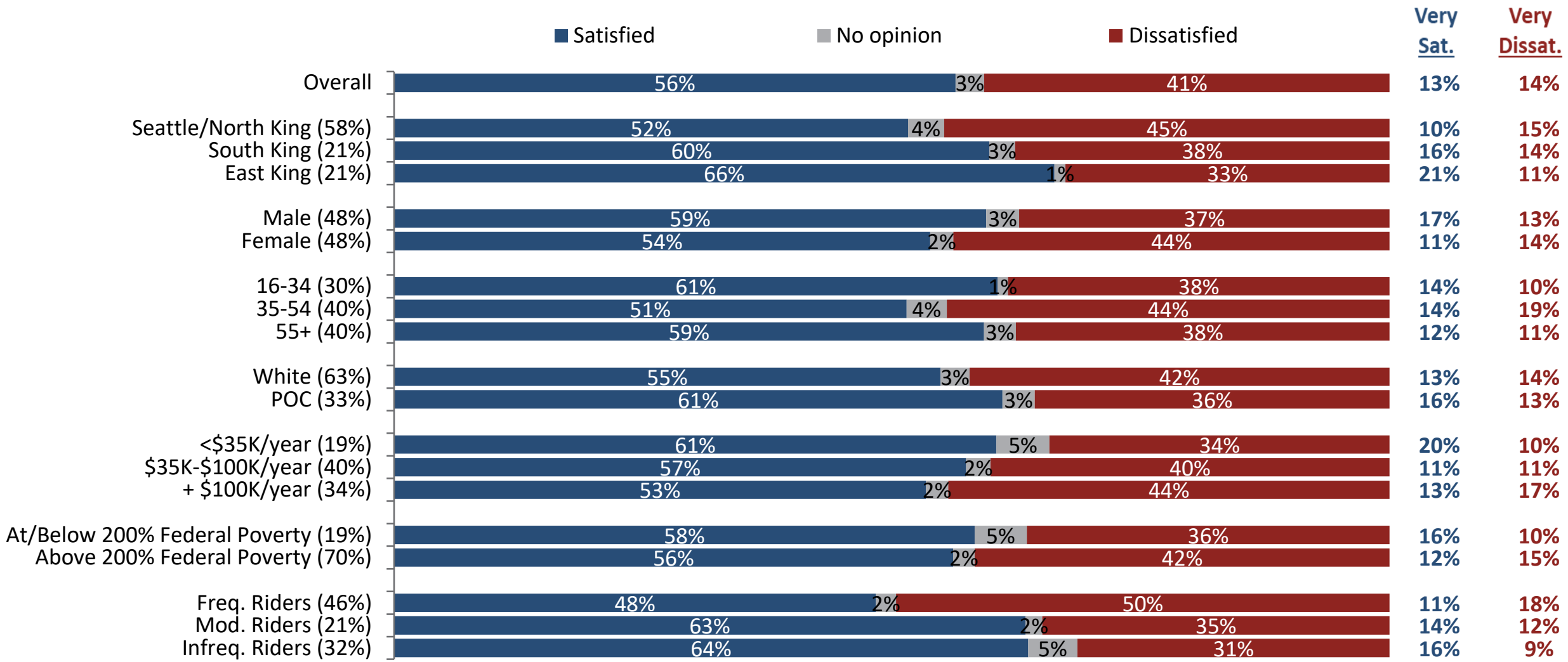
M7G. How would you rate your satisfaction with inside cleanliness of buses?

Seating Availability on the Bus



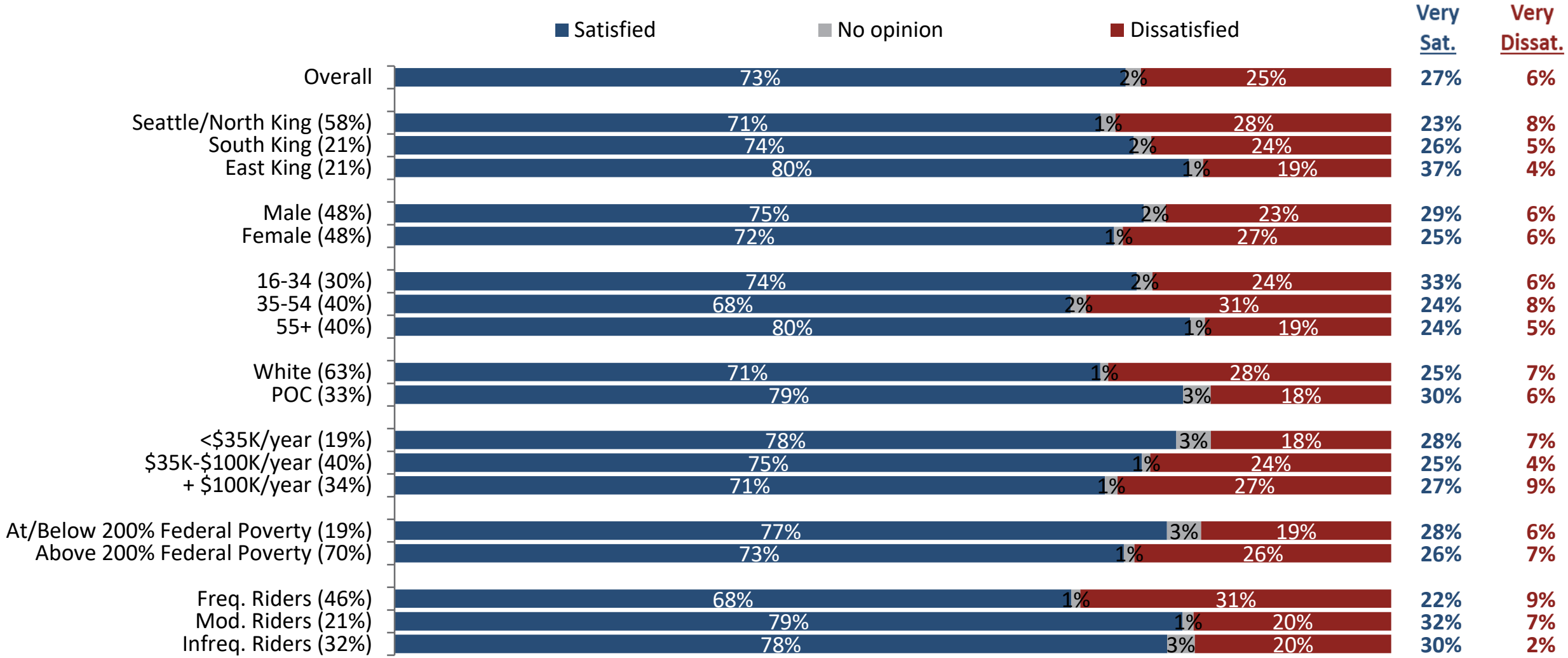
M7H. How would you rate your satisfaction with availability of seating on the bus?

Overcrowding On-Board



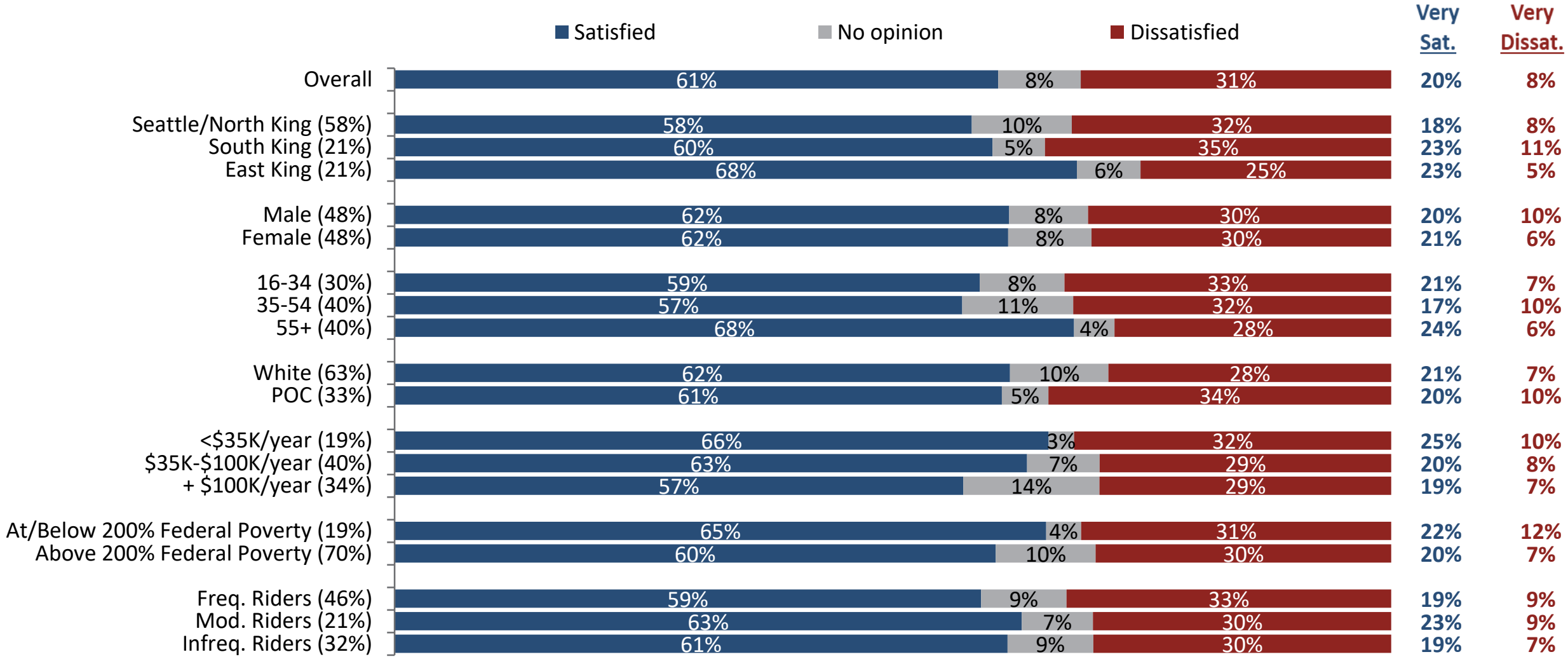
M7I. How would you rate your satisfaction with overcrowding on the bus?

Ease of Entering/Exiting



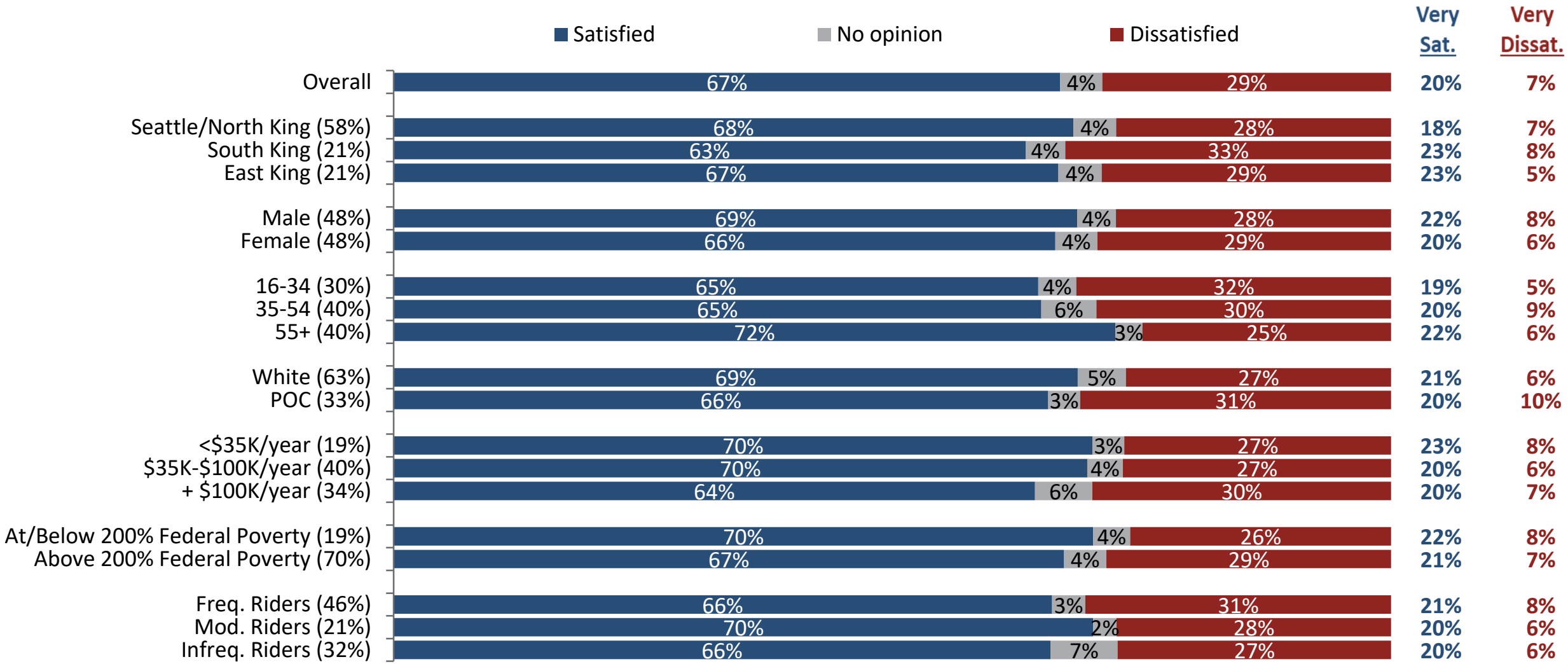
M7J. How would you rate your satisfaction with ease of getting on and off due to crowding on the bus?

Seating Availability at Stops



M7Q. How would you rate your satisfaction with availability of seating at shelters and stops?

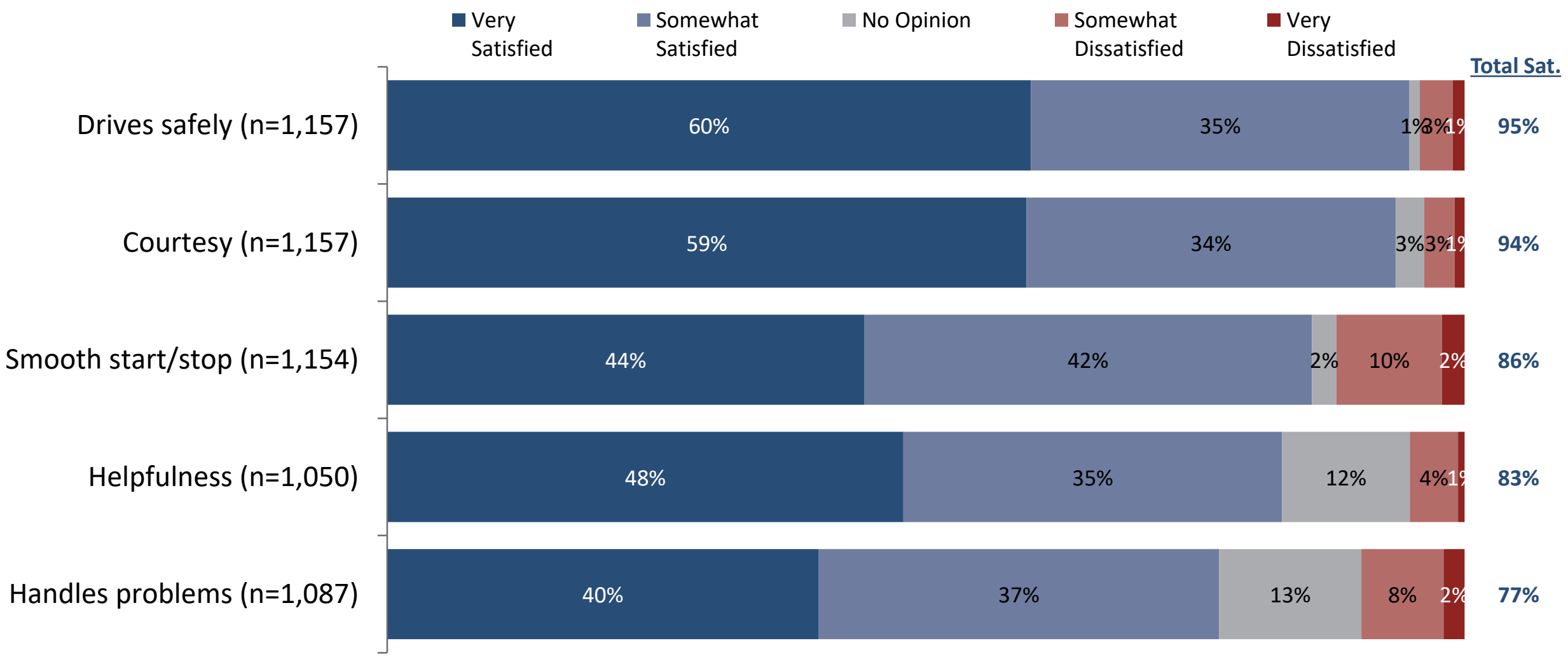
Shelter Availability at Stops



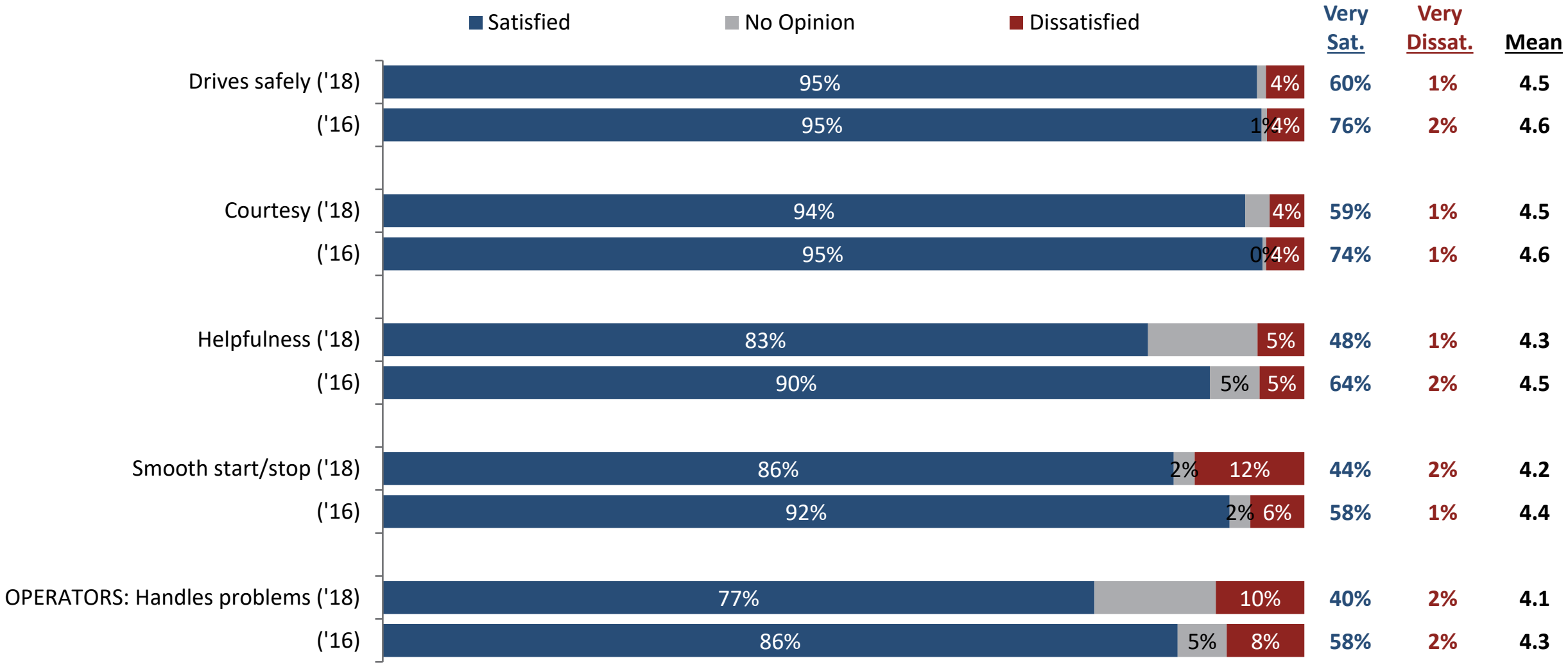
M7T. How would you rate your satisfaction with availability of shelters at bus stops?

Operators Satisfaction

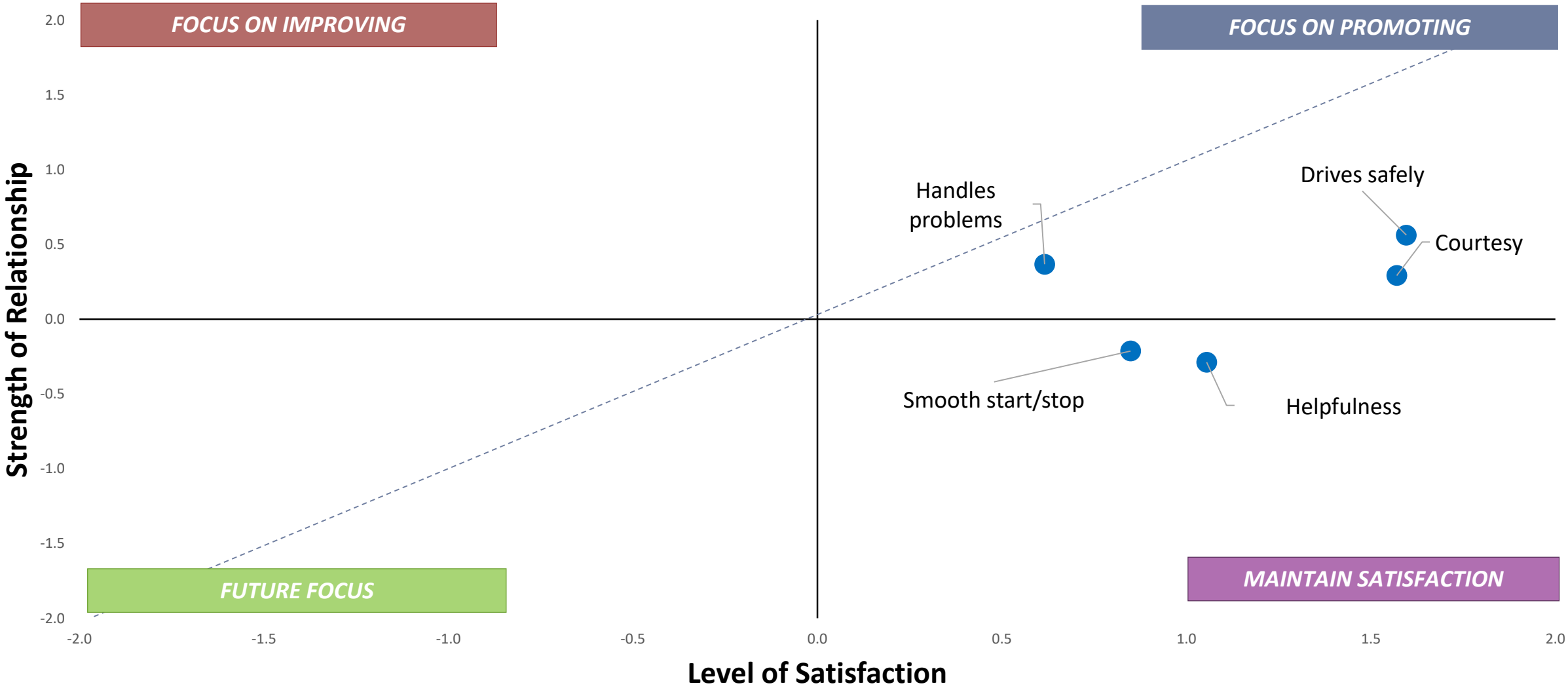
Operators Satisfaction – Full Ratings



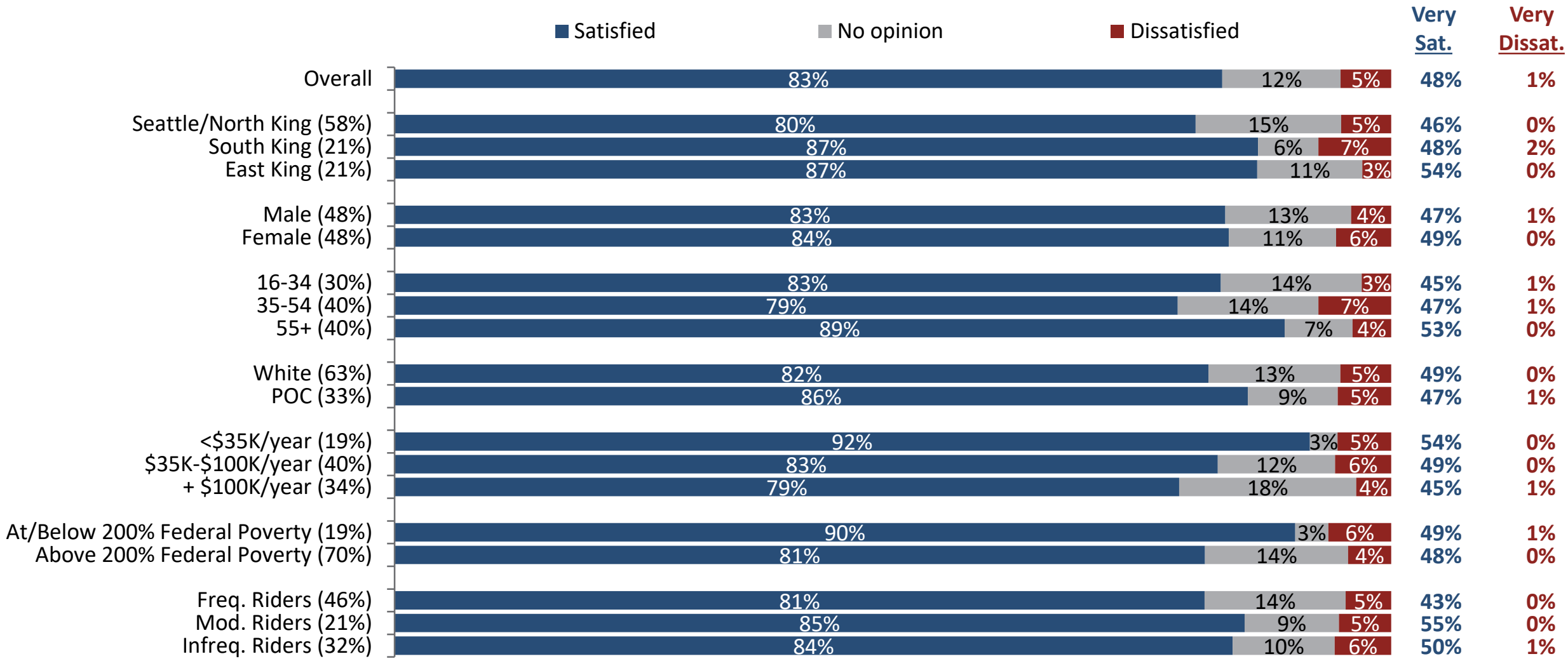
Operators Satisfaction – Year-to-Year



Key Drivers: Operators

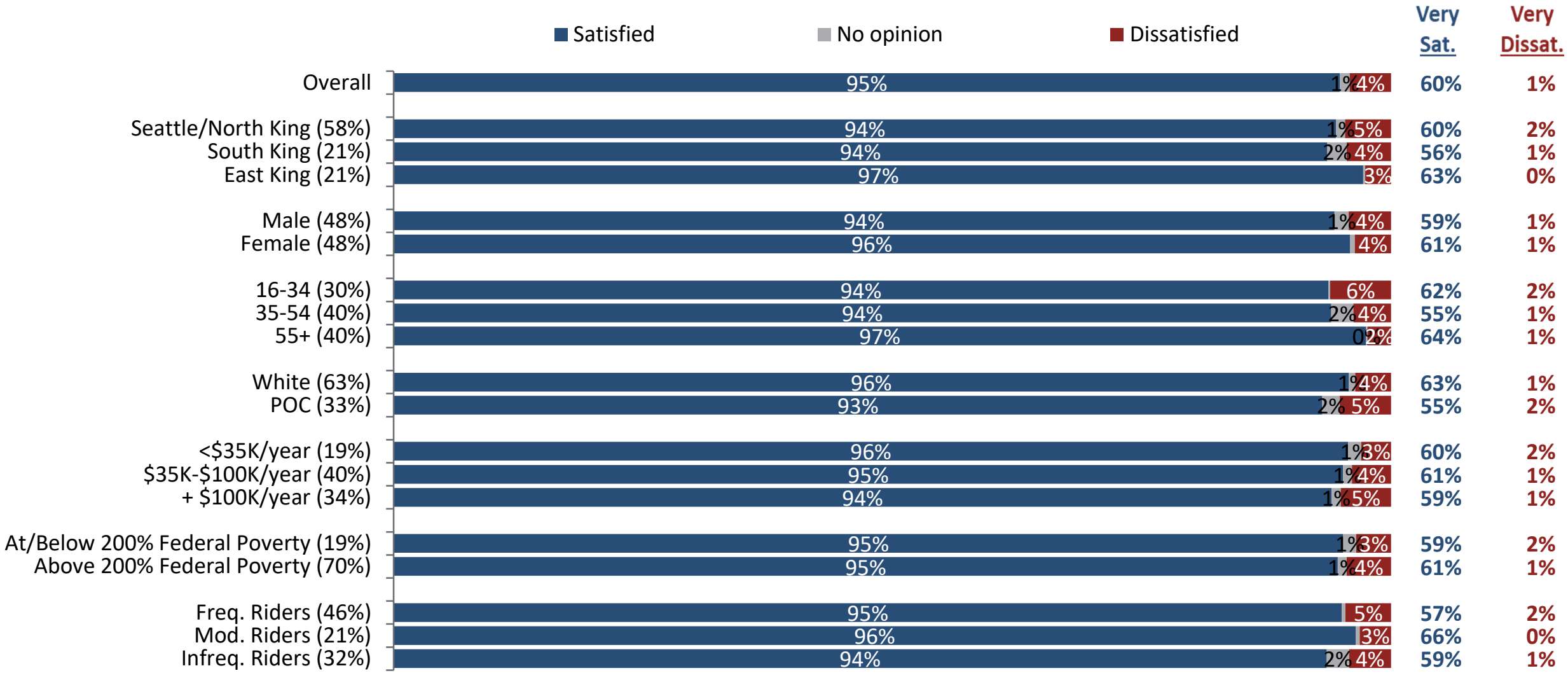


Helpfulness



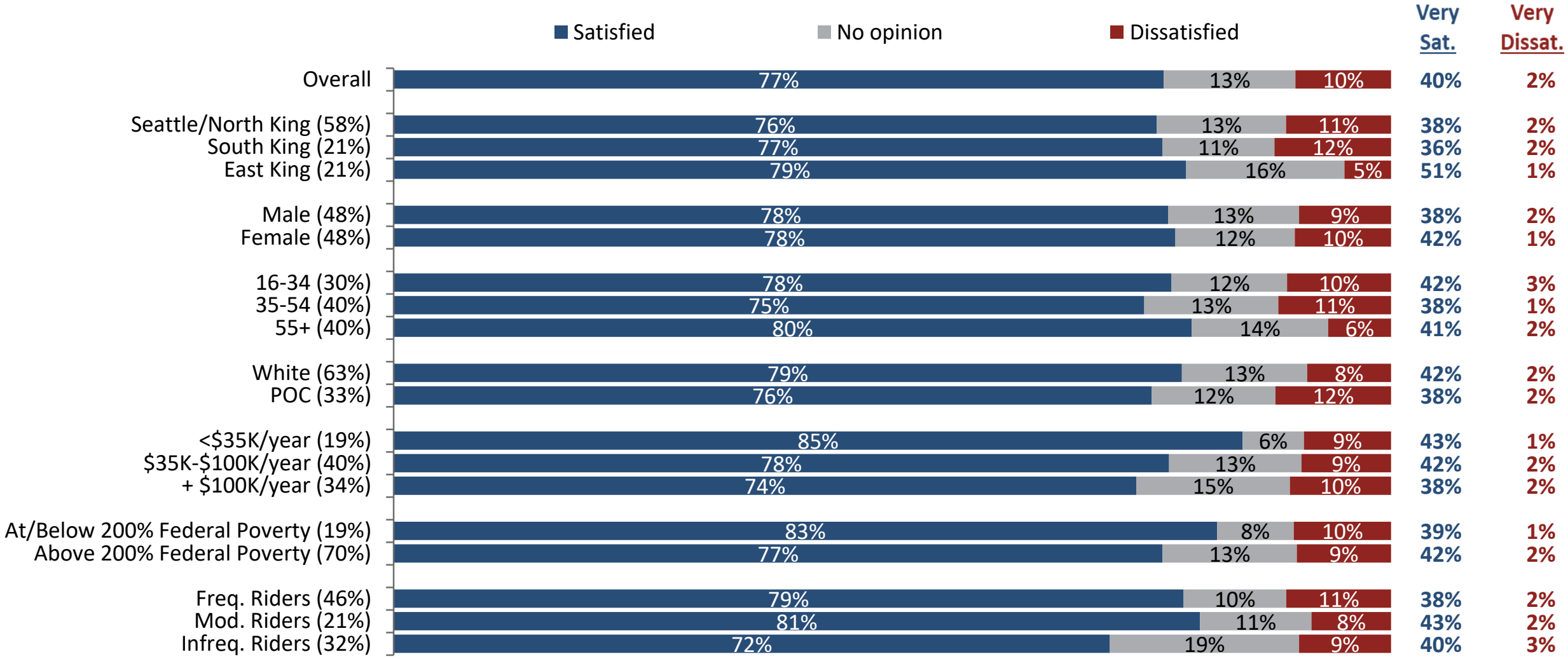
M7L. How would you rate your satisfaction with driver helpfulness with route and stop information?

Drives Safely



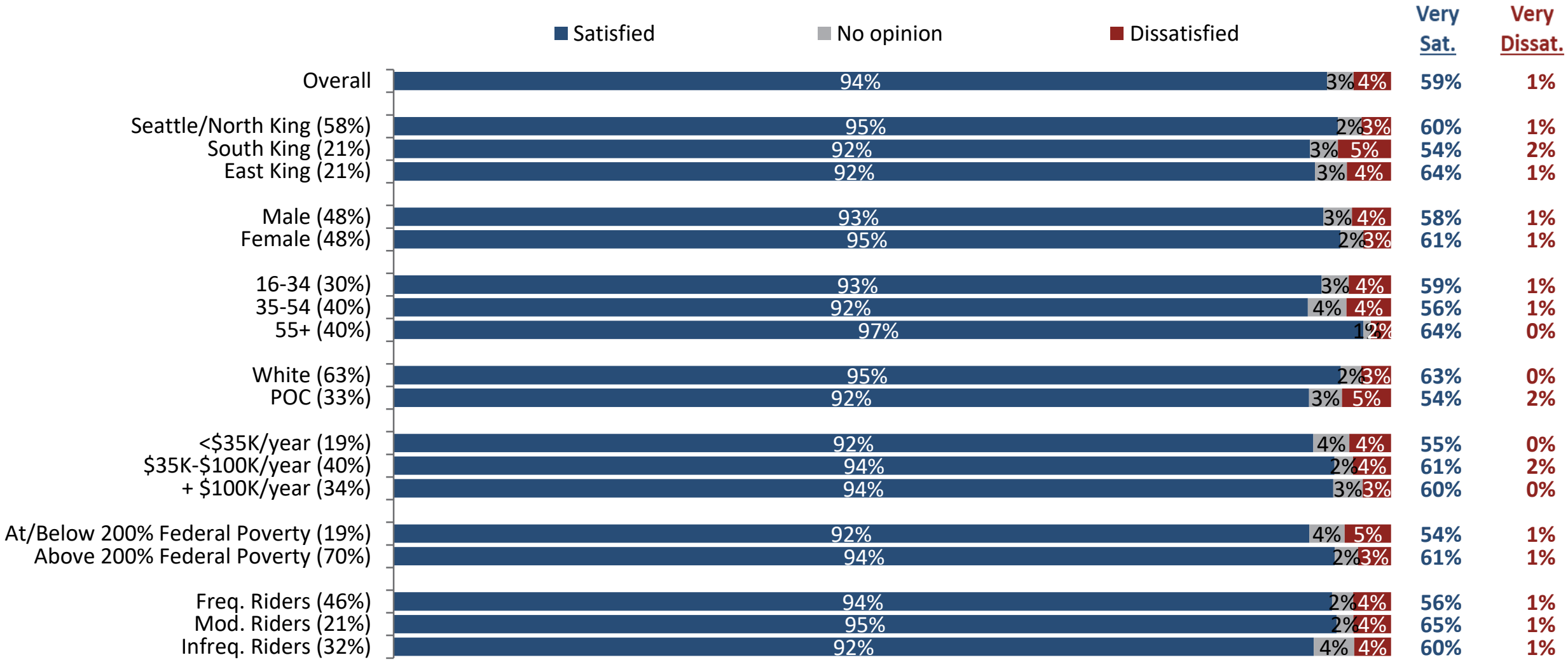
M7M. How would you rate your satisfaction with drivers operating the bus in a safe and competent manner?

Handles Problems



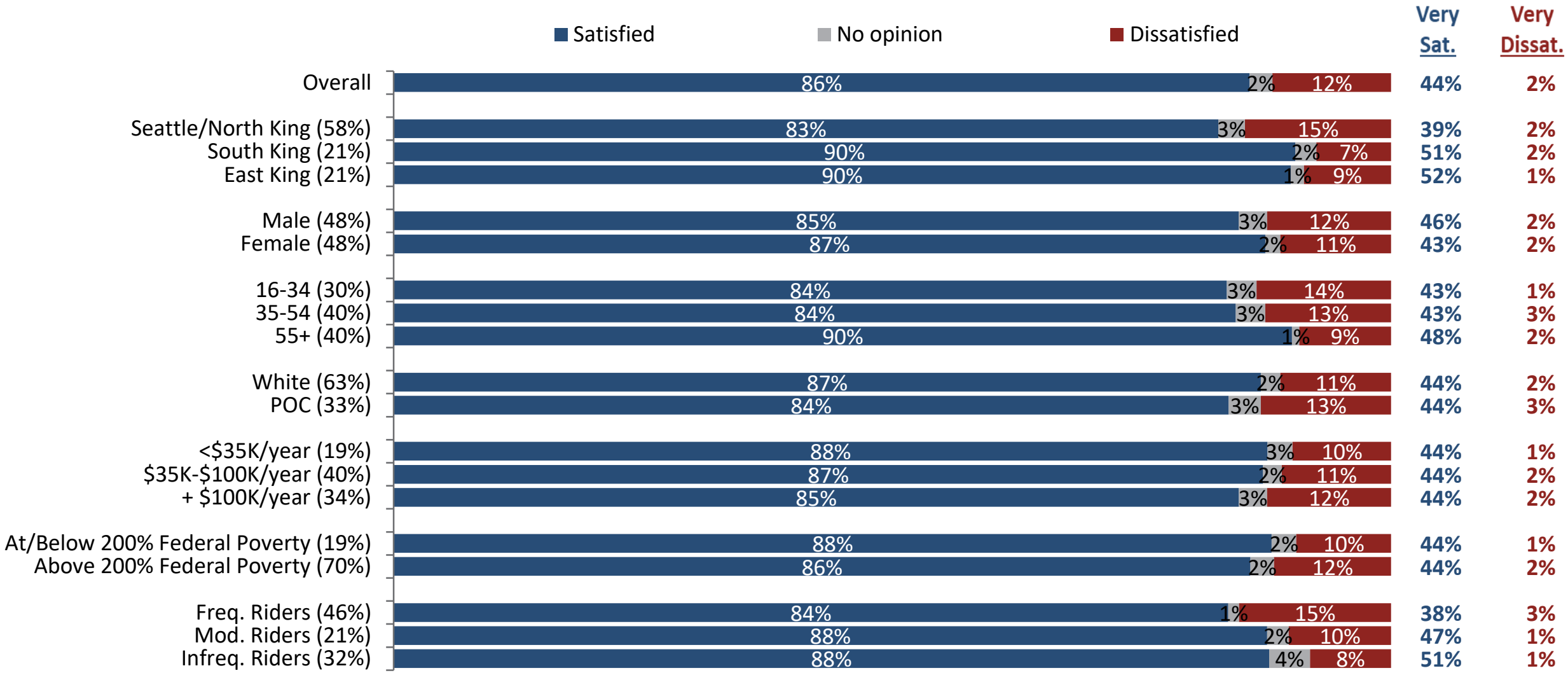
M7O. How would you rate your satisfaction with drivers effectively handling problems on the bus?

Courtesy



M7K. How would you rate your satisfaction with driver courtesy?

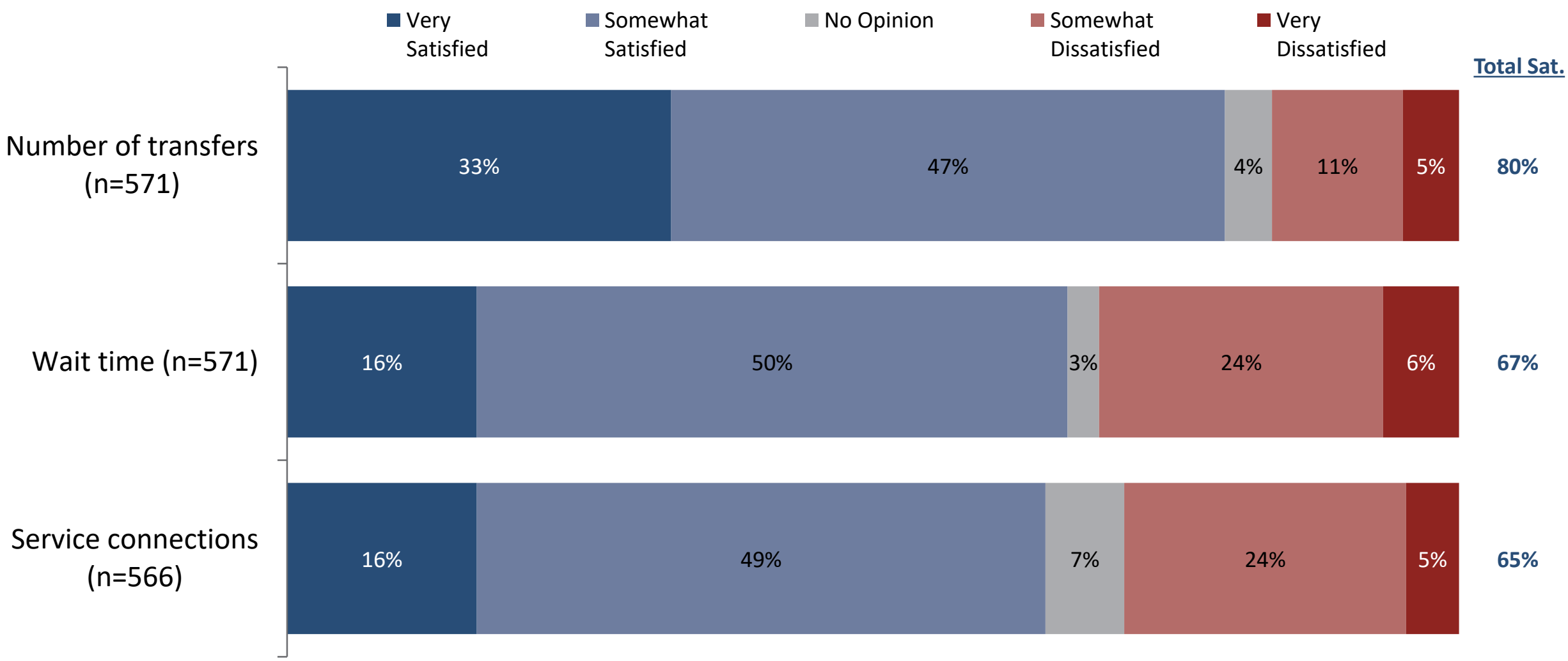
Smooth Start/Stop



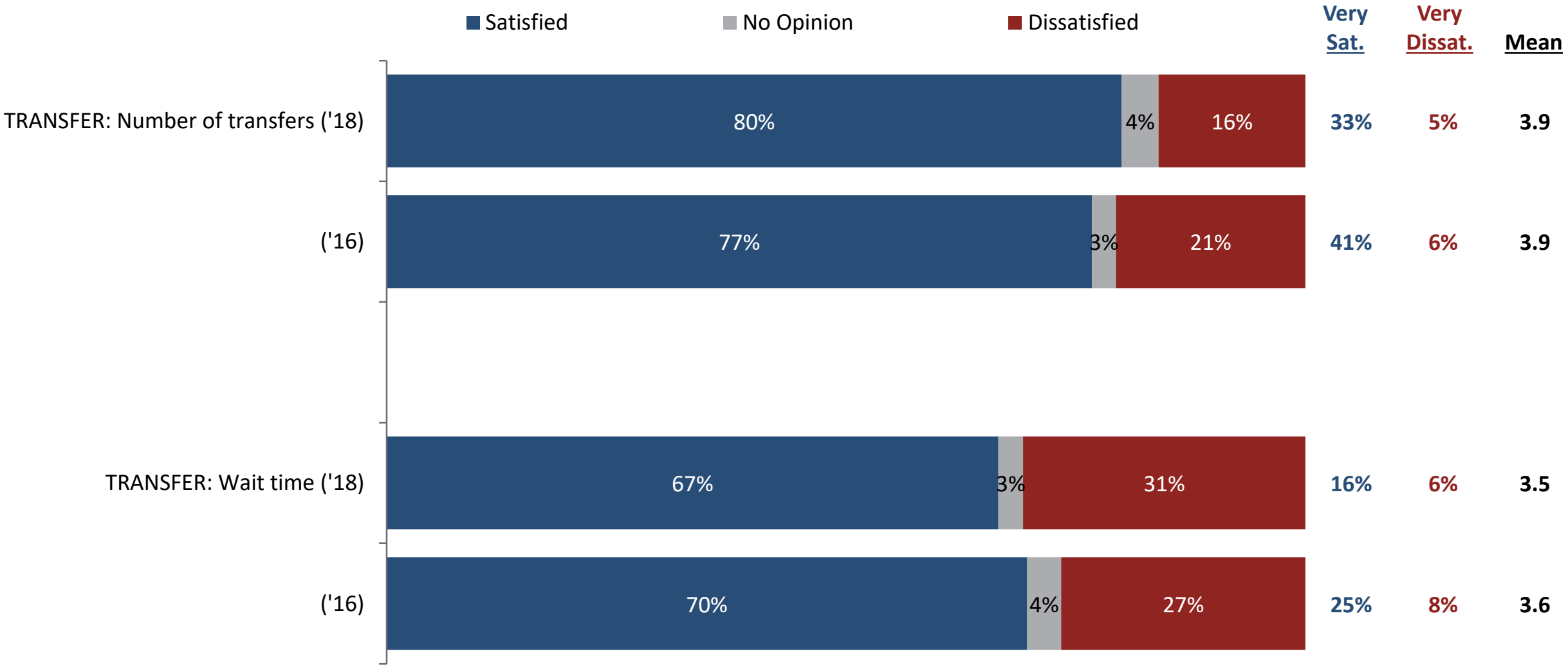
M700. How would you rate your satisfaction with drivers starting and stopping the bus smoothly?

Transferring Satisfaction

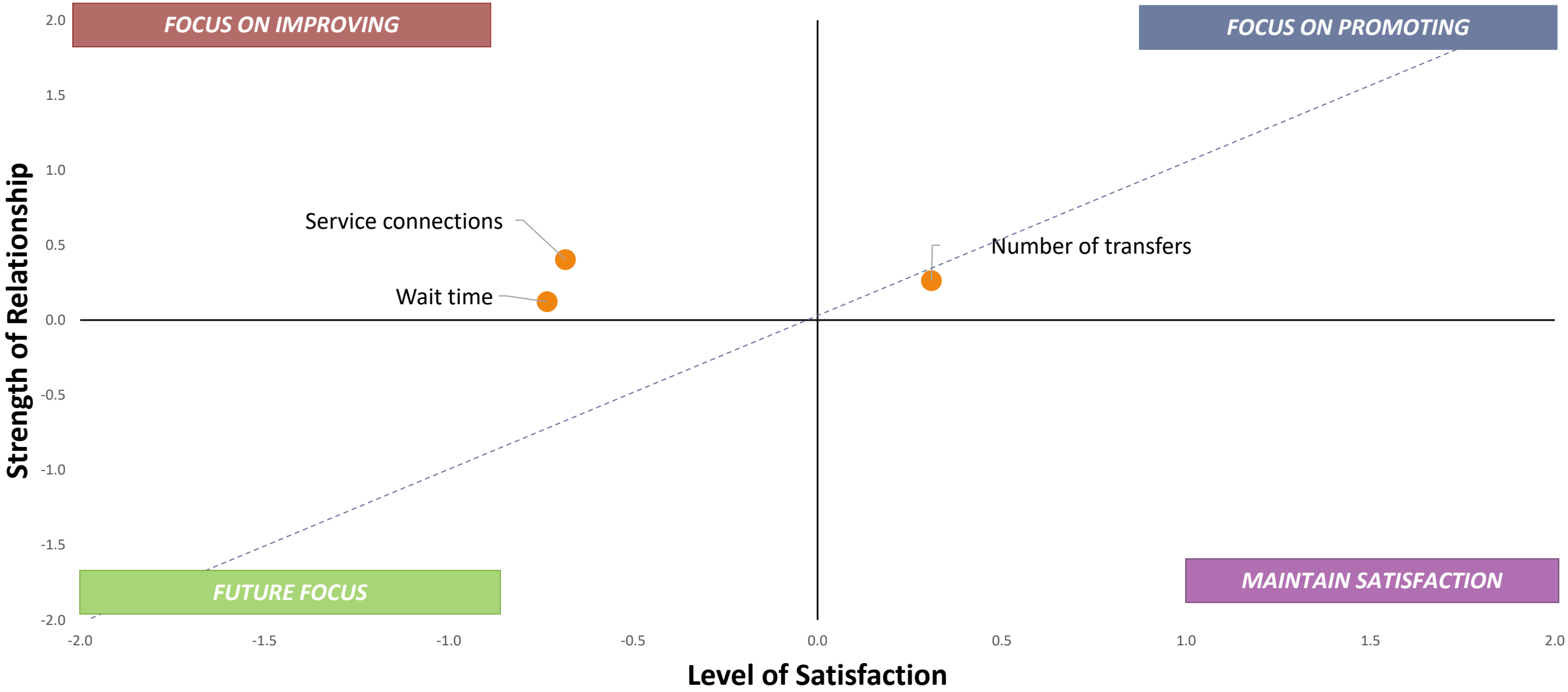
Transferring Satisfaction – Full Ratings



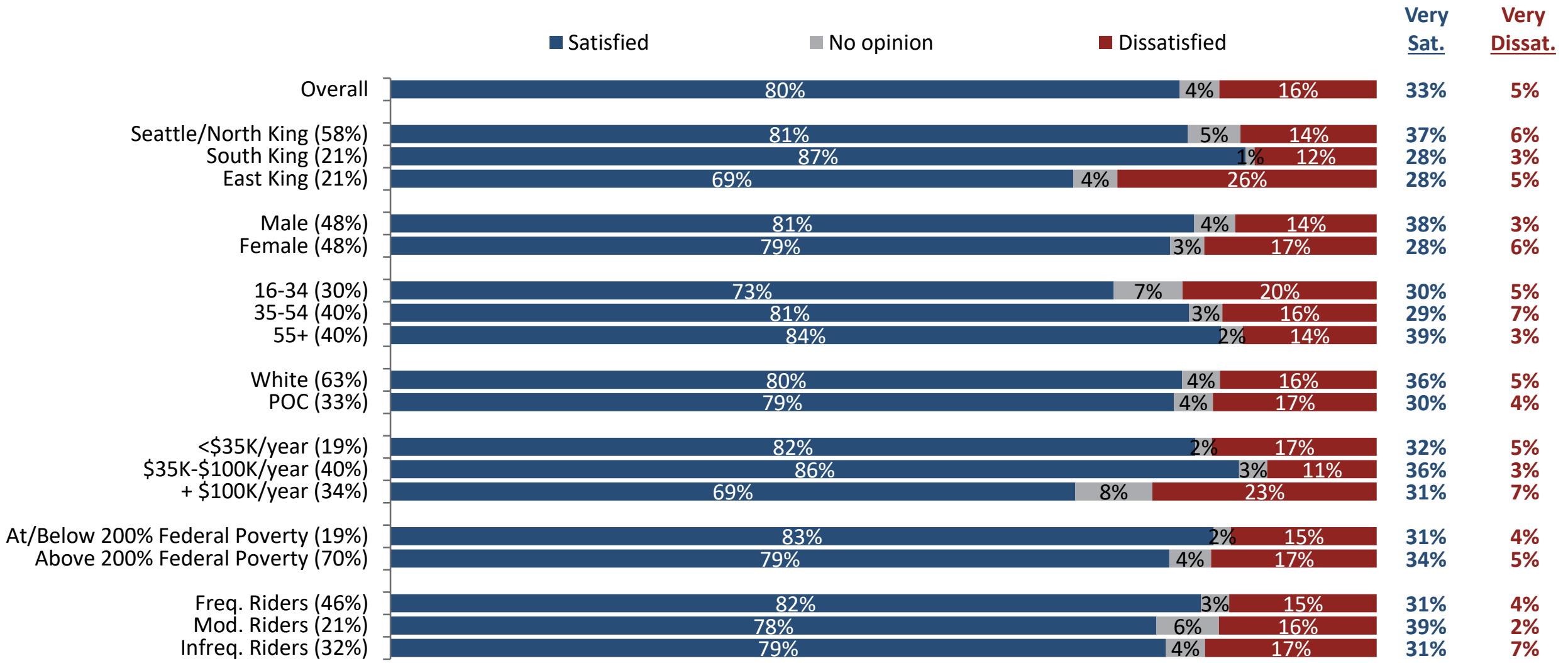
Transferring Satisfaction – Year-to-Year



Key Drivers: Transferring

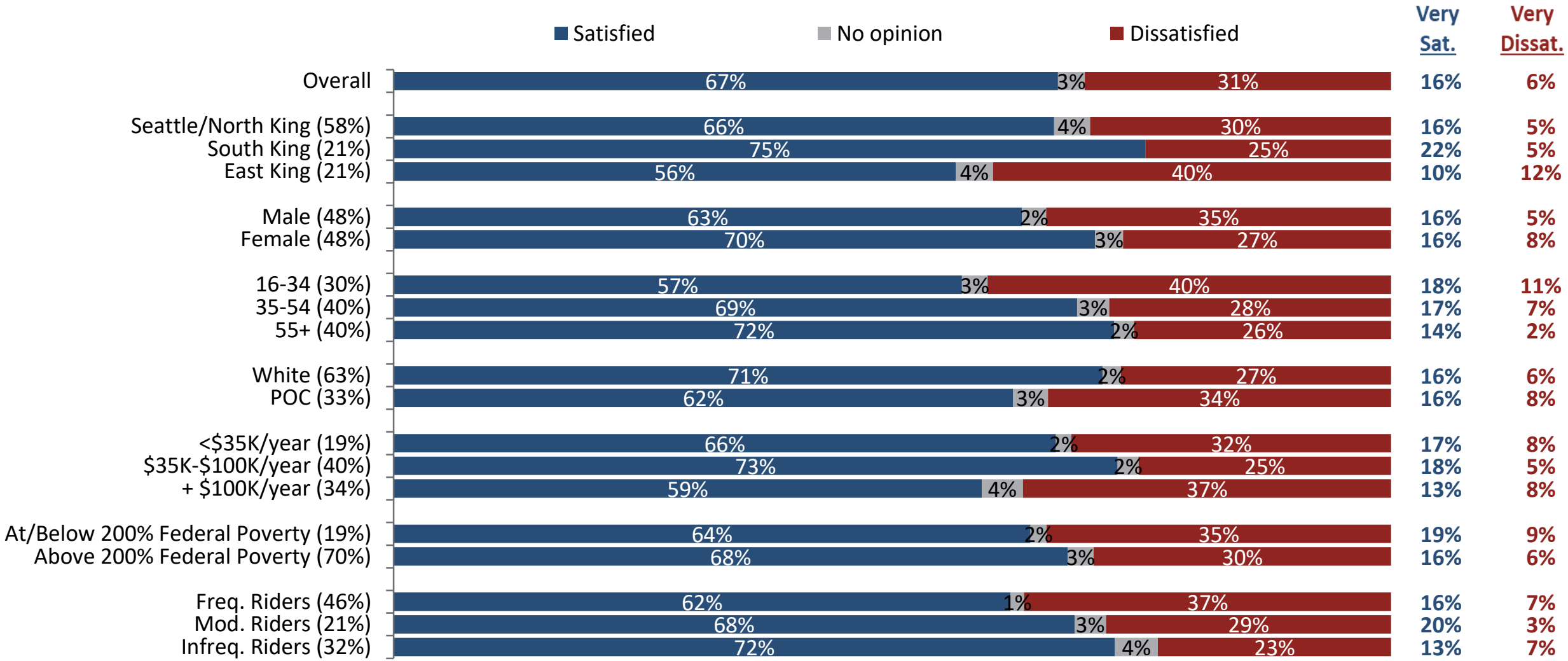


Number of Transfers



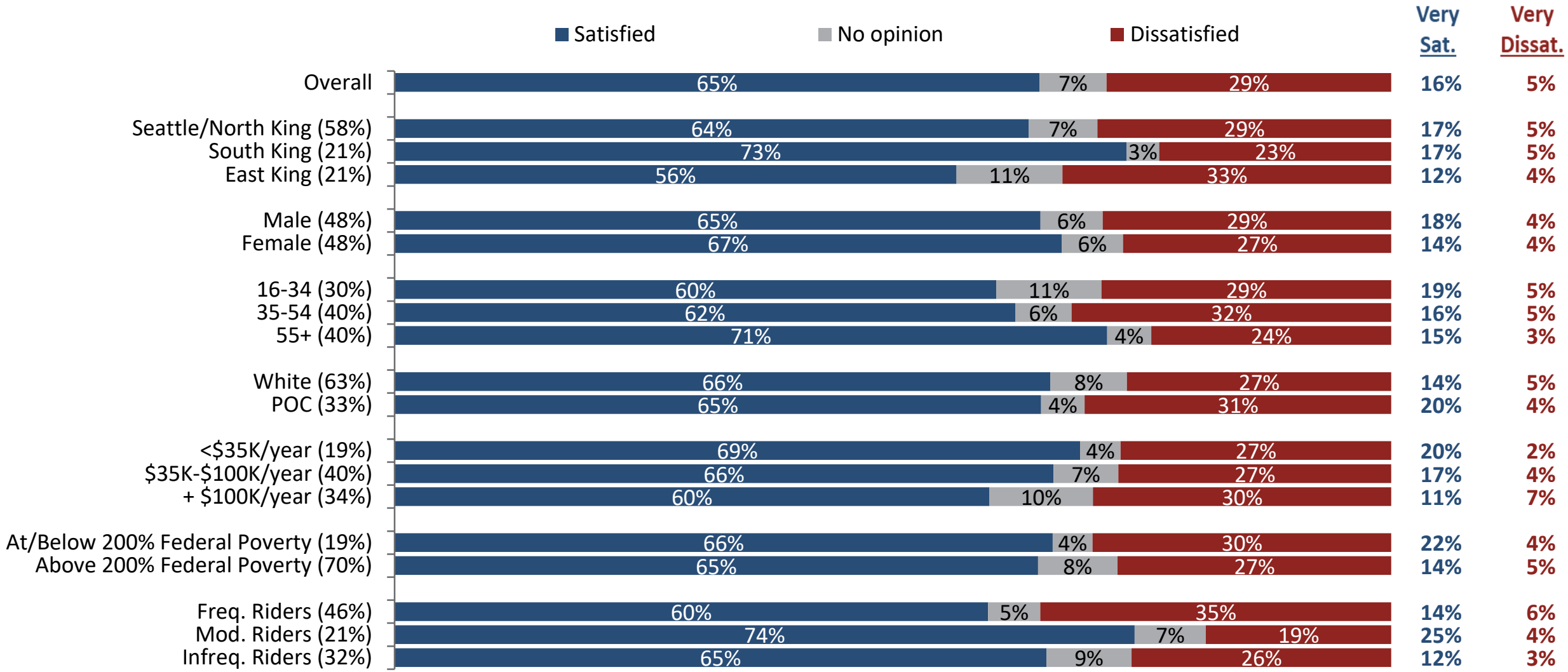
M9. How would you rate your satisfaction with the number of transfers you have to take?

Wait Time when Transferring



M11. How would you rate your satisfaction with the wait time when transferring?

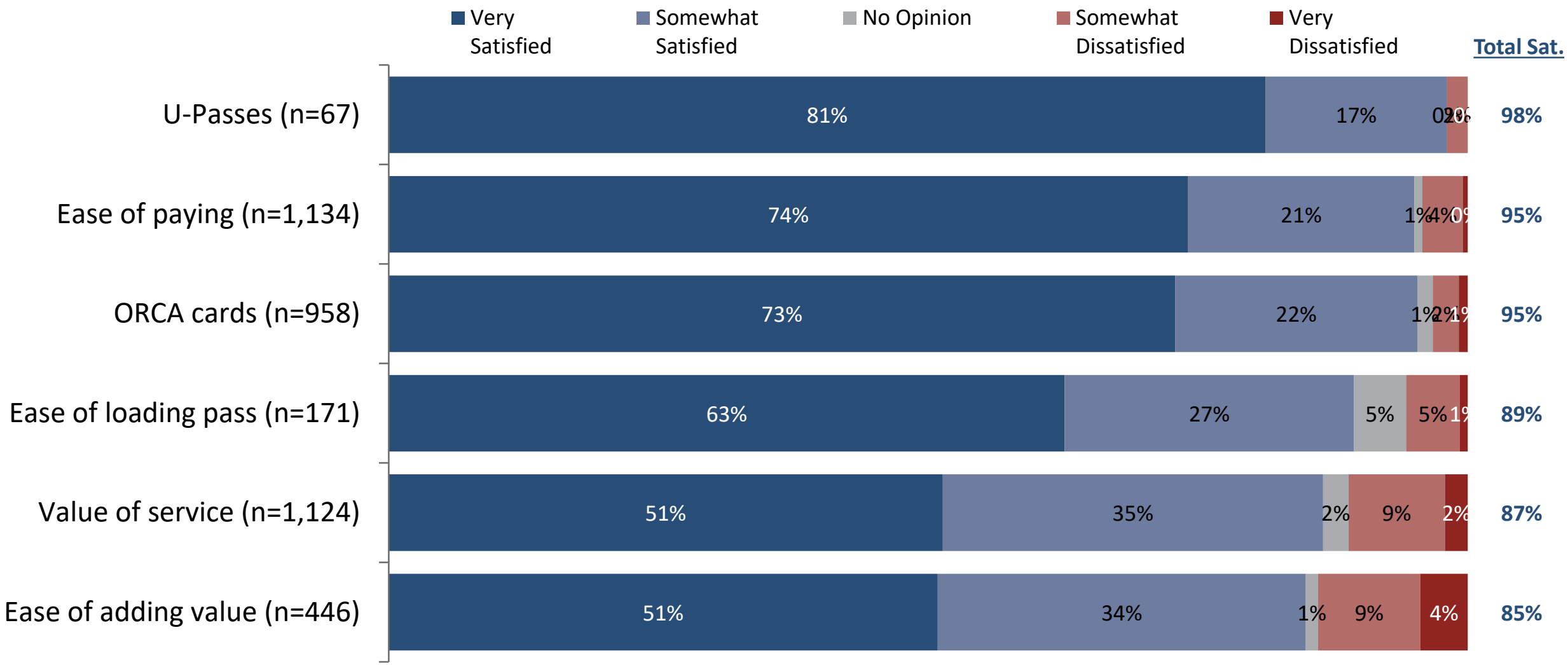
Scheduling of Service Connections



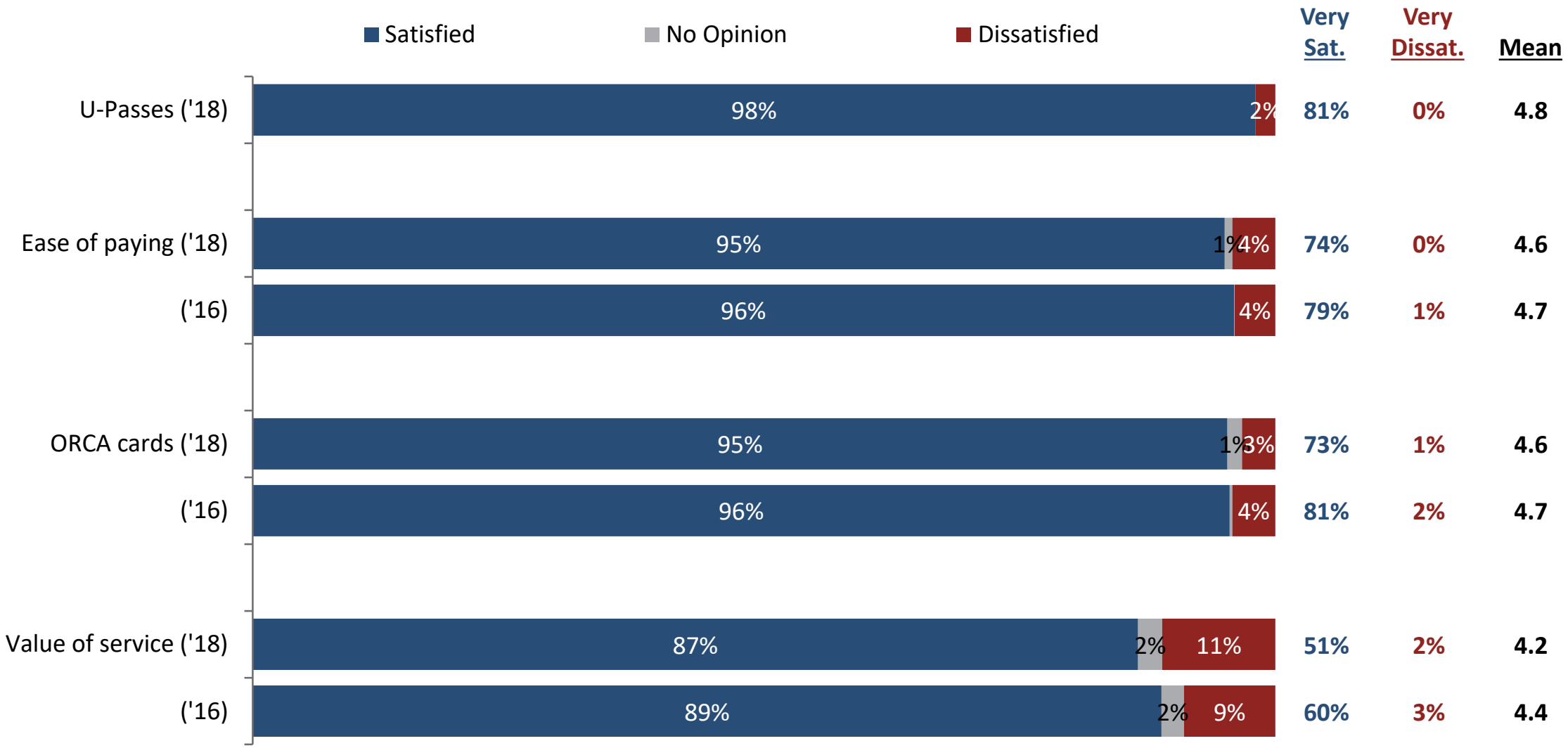
M12. How would you rate your satisfaction with the way service connections are scheduled?

Fare Payment Satisfaction

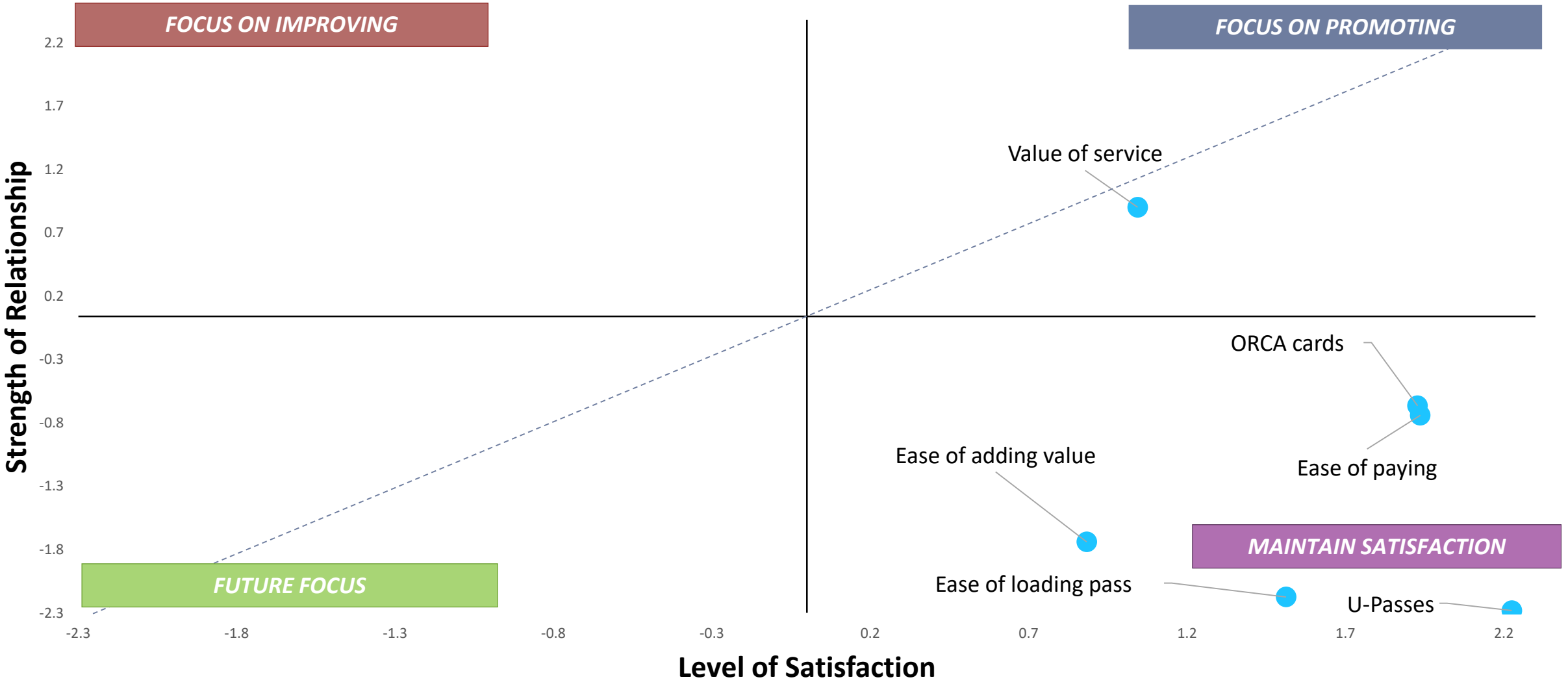
Fare Payment Satisfaction – Full Ratings



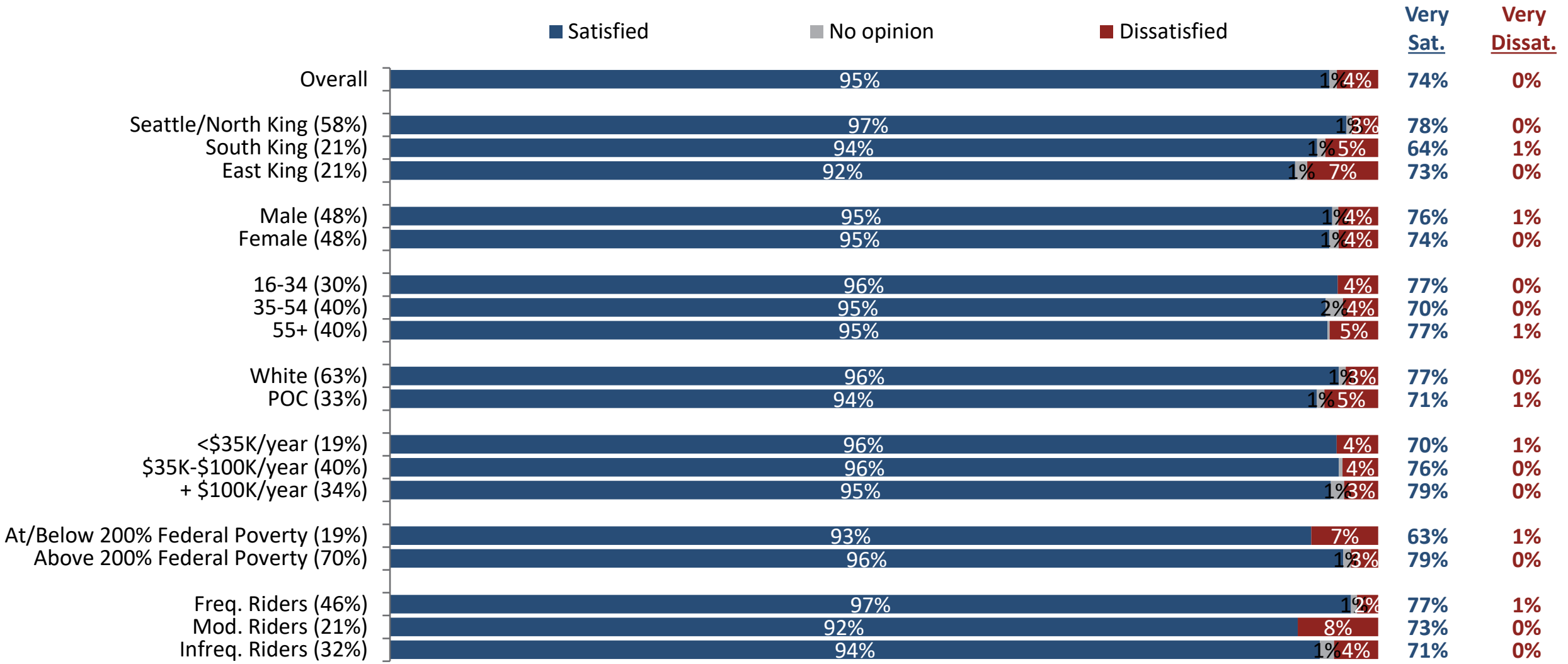
Fare Payment Satisfaction – Year-to-Year



Key Drivers: Fare Payment

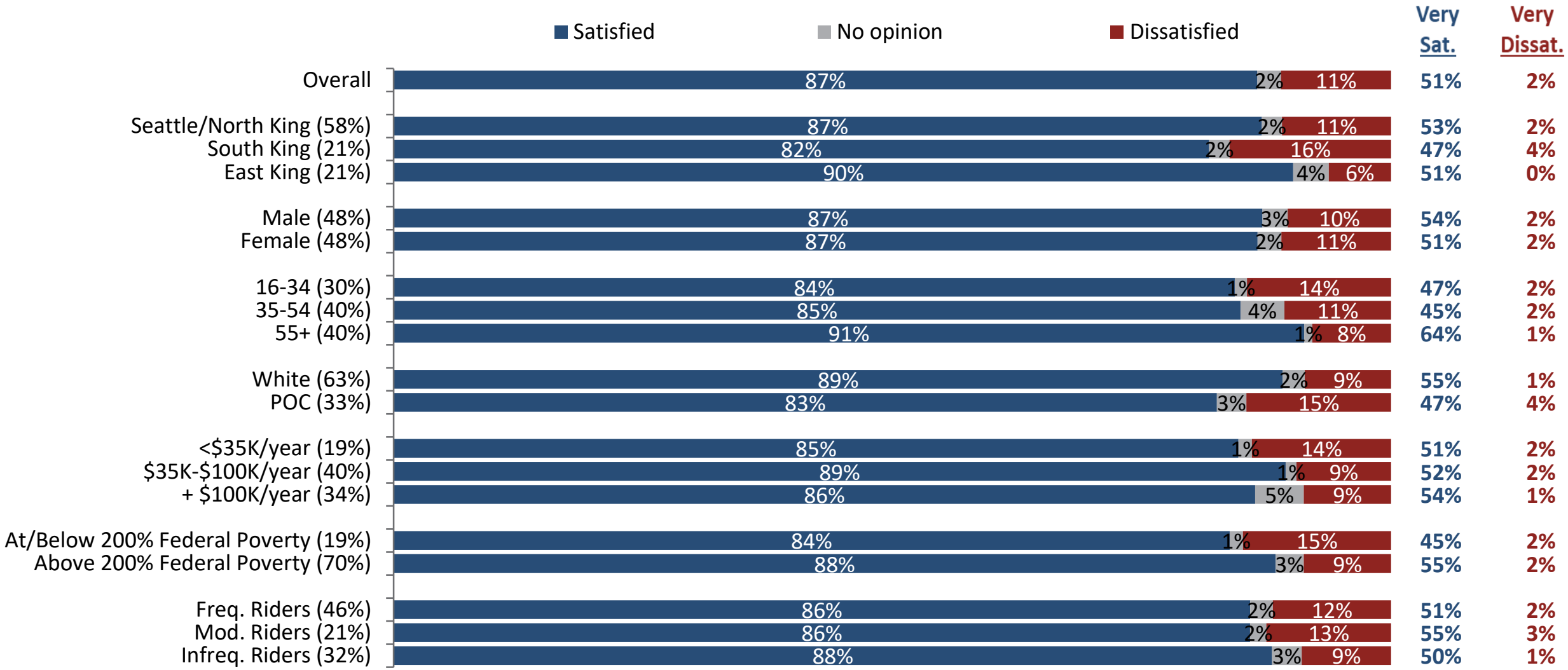


Ease of Paying



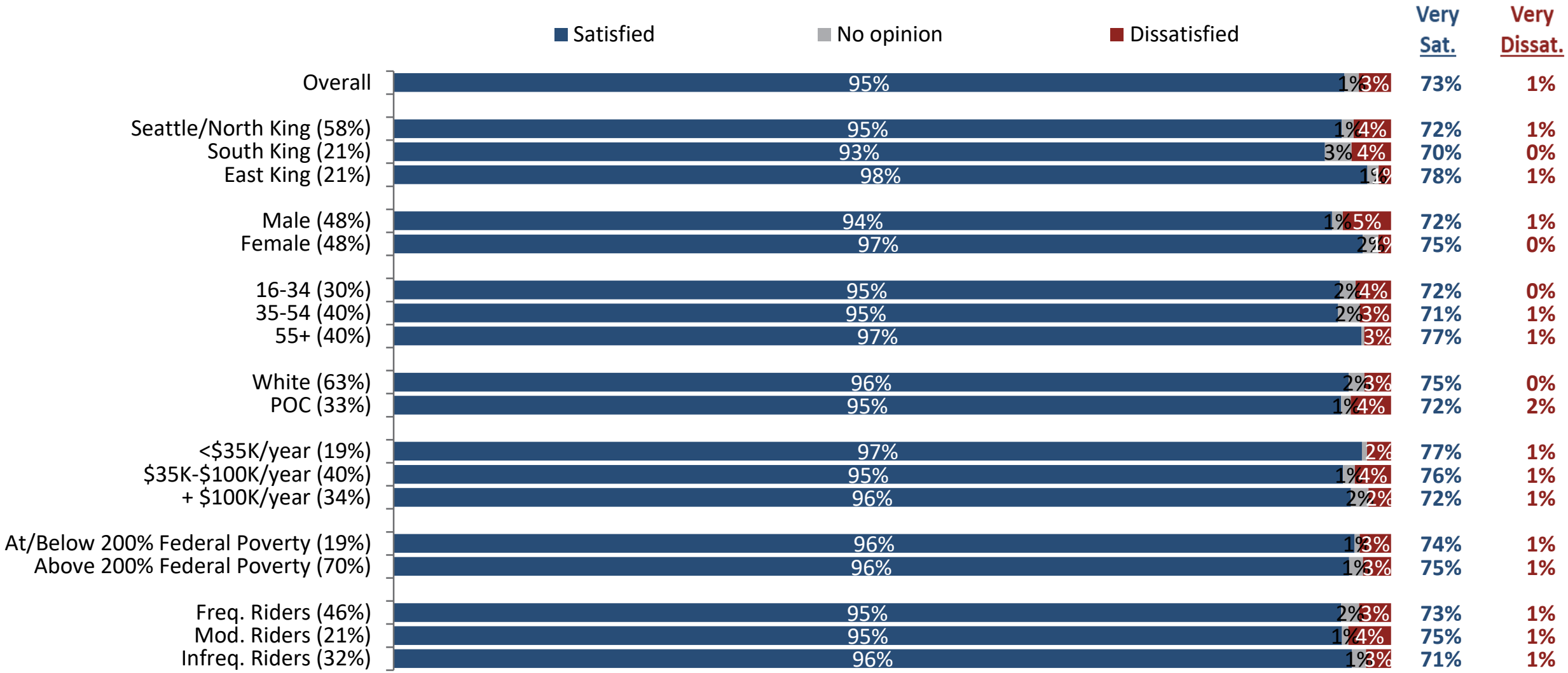
F5A. How would you rate your satisfaction with the ease of paying fares when boarding?

Value of Service



F5G. How would you rate your satisfaction with the value of service for fare paid?

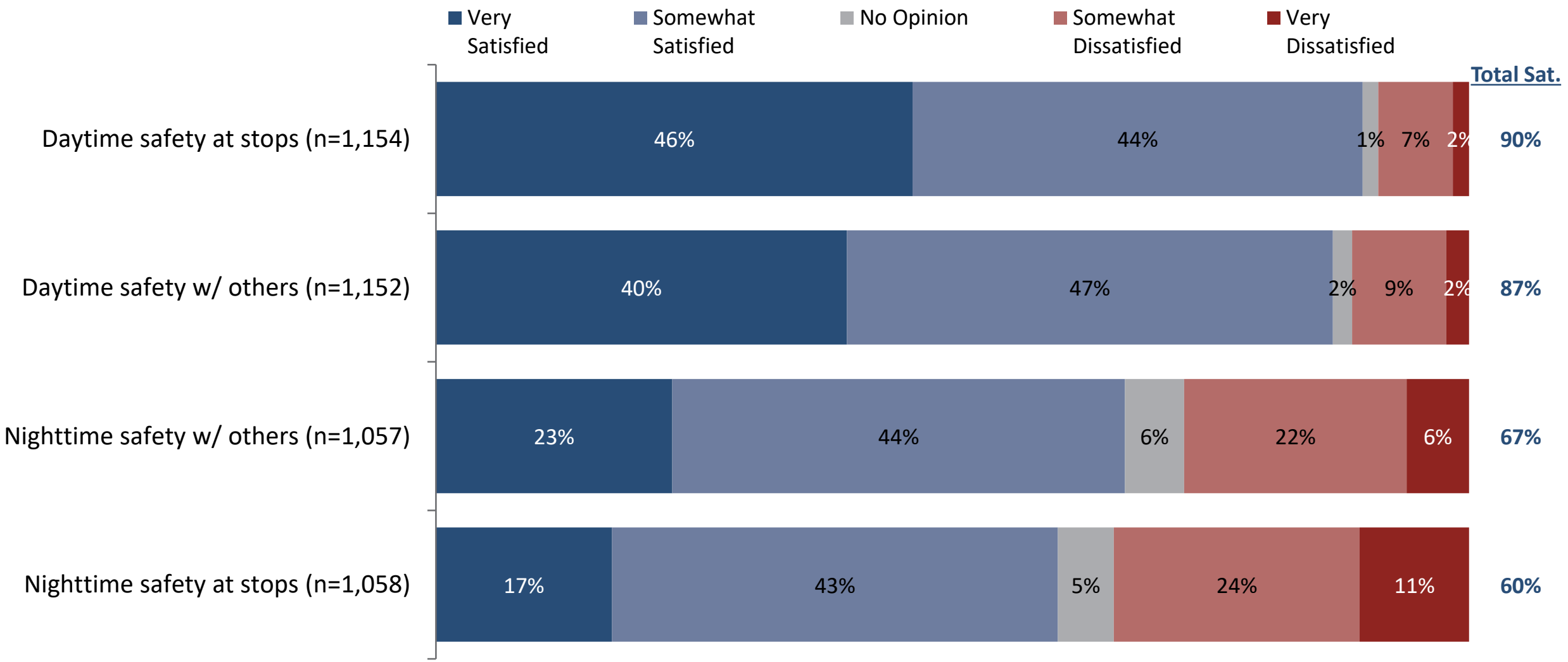
ORCA Cards



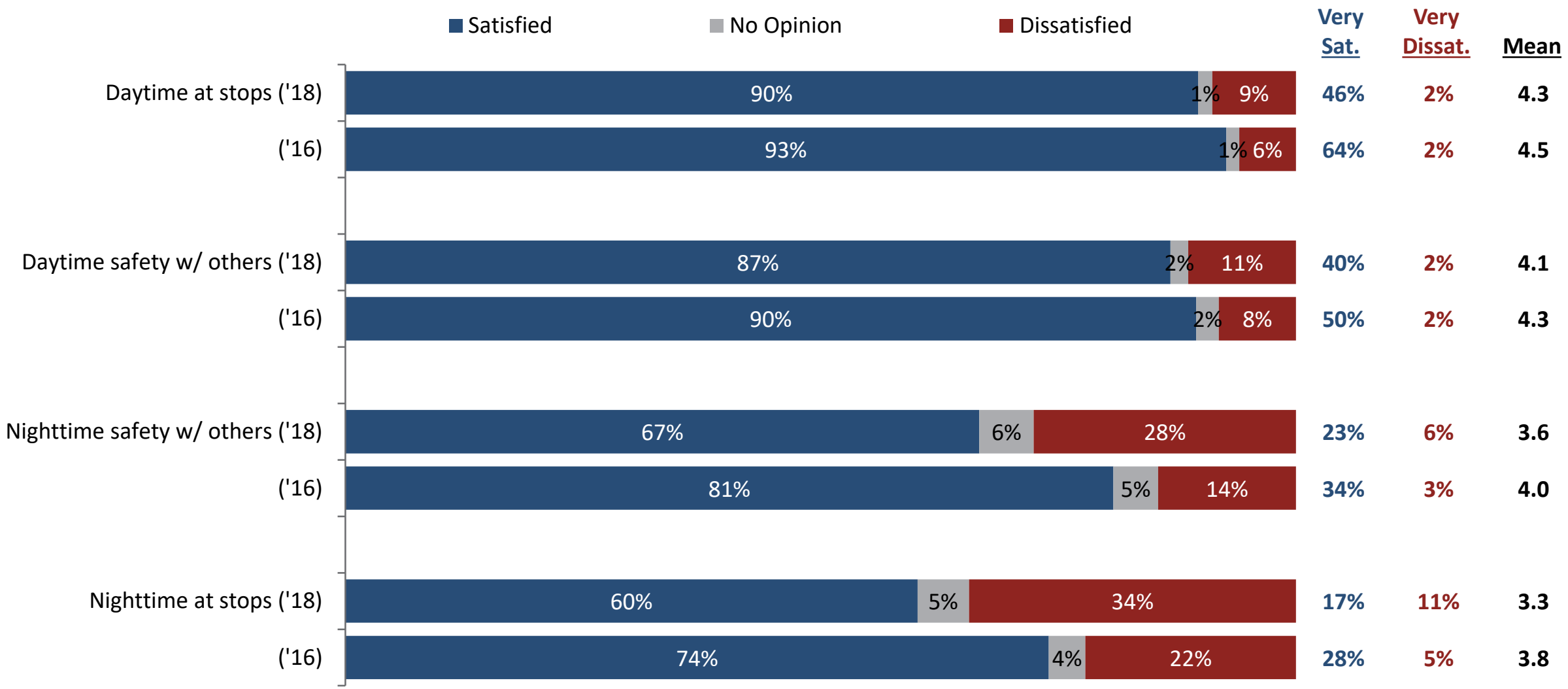
F5B. How would you rate your satisfaction with your ORCA card overall?

Personal Safety Satisfaction

Personal Safety Satisfaction – Full Ratings

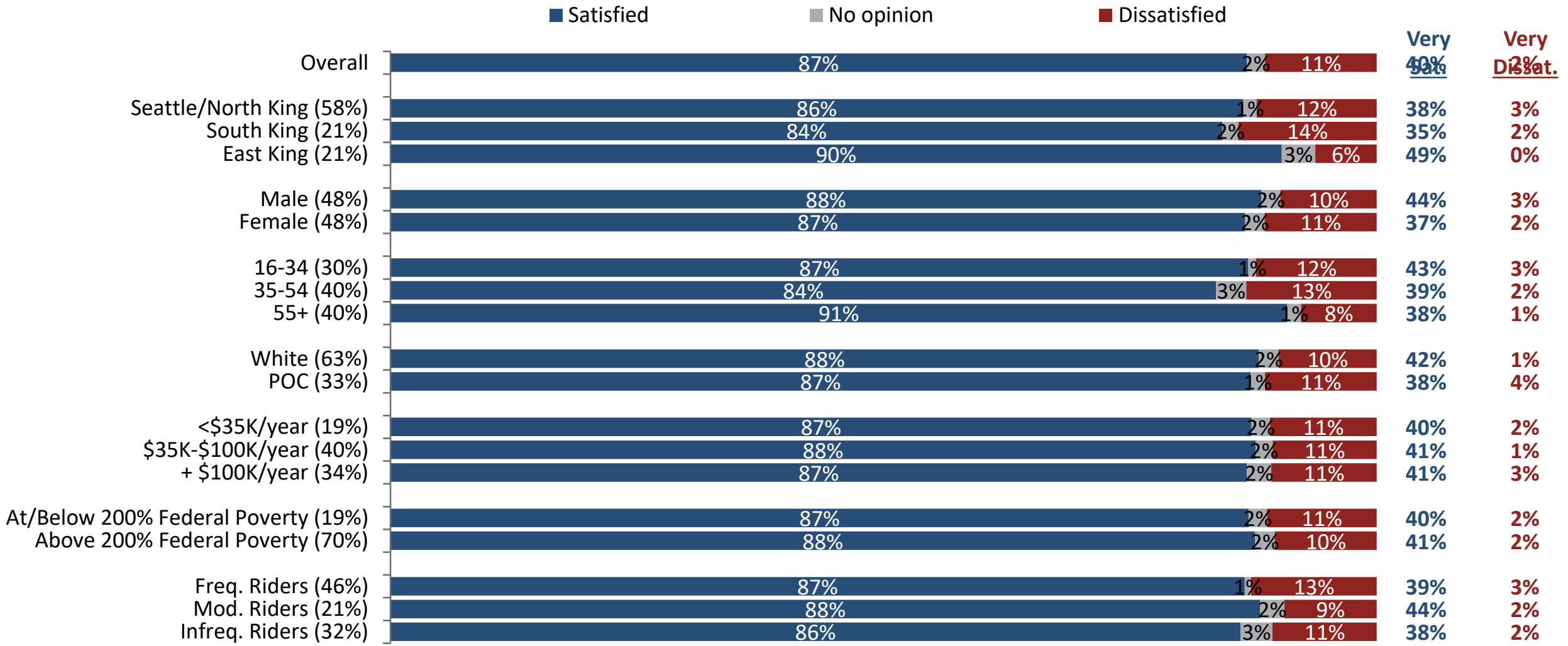


Personal Safety Satisfaction – Year-to-Year



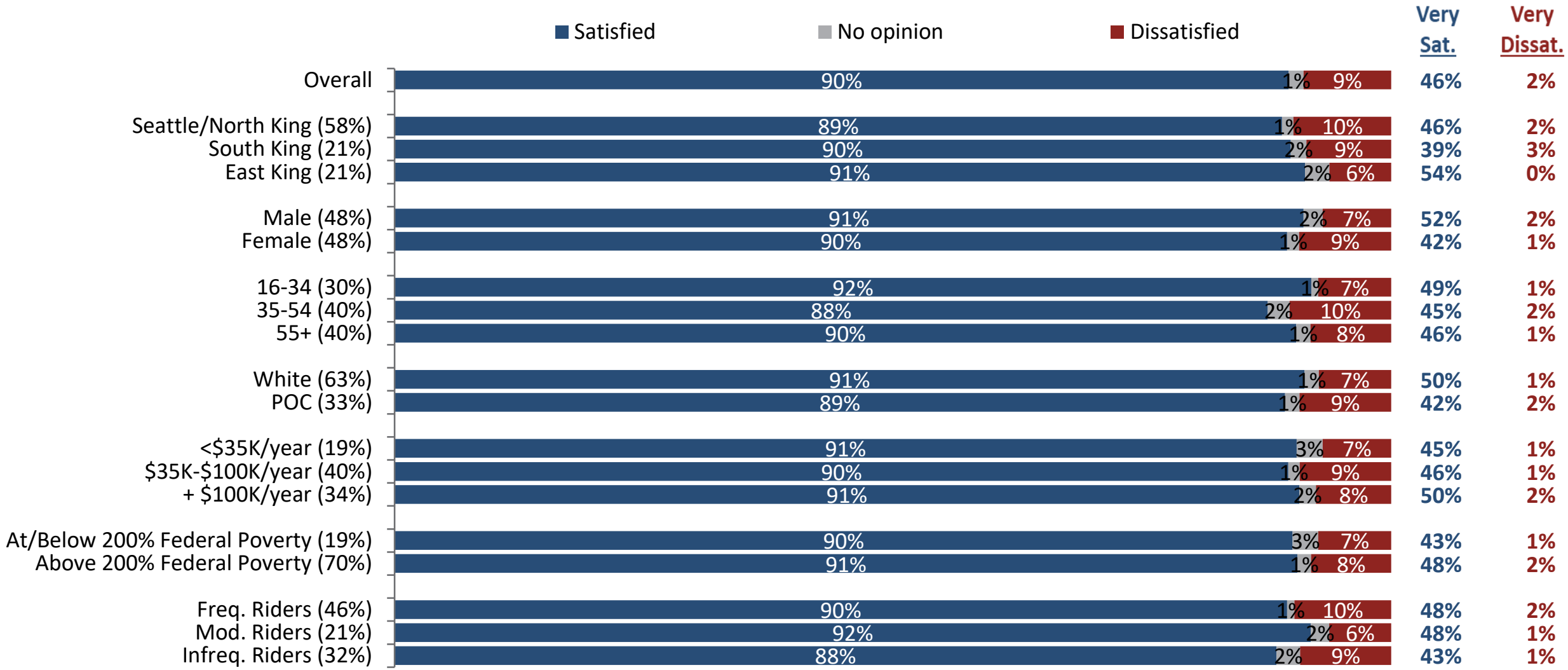
Key Drivers: Personal Safety

Daytime Safety On-Board w/ Others



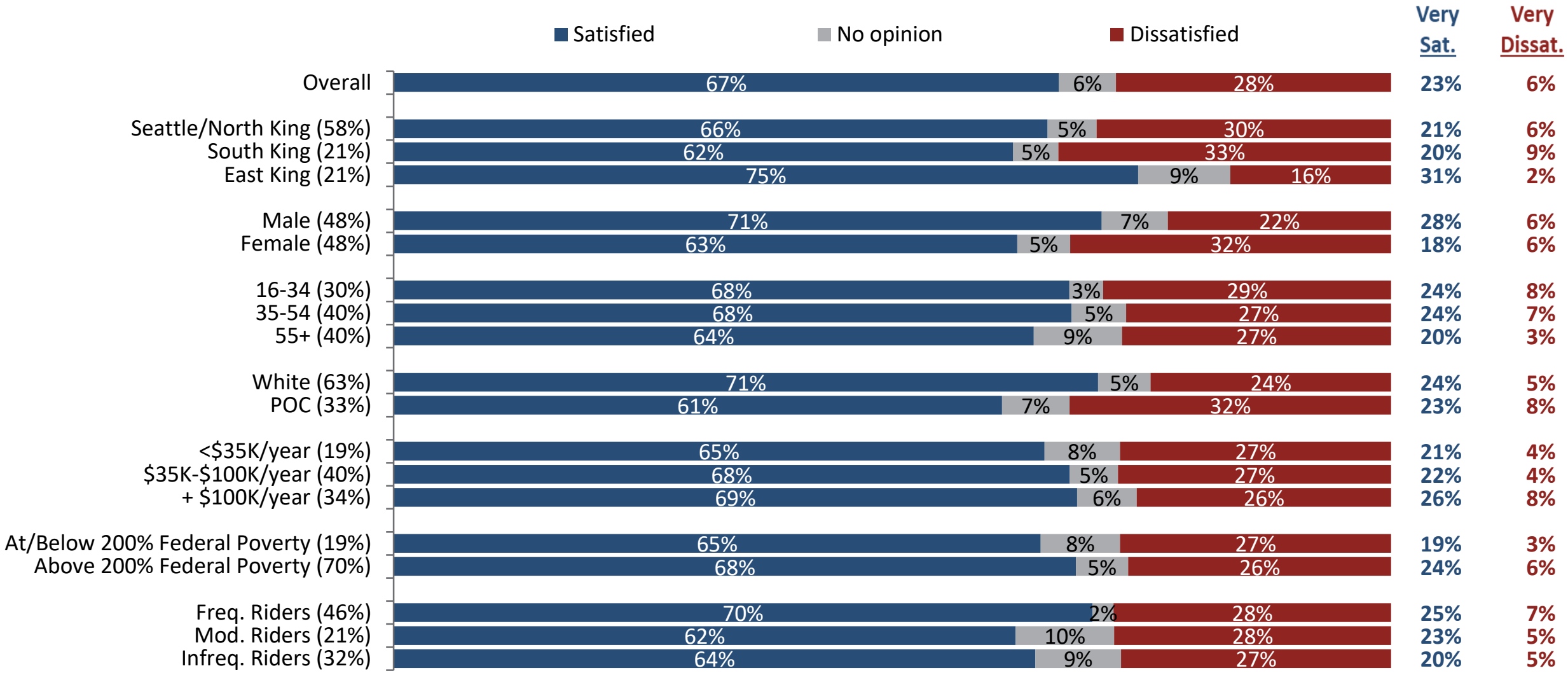
PS2A. How would you rate your satisfaction with personal safety on the bus related to the conduct of others during the daytime?

Daytime Safety at Stops



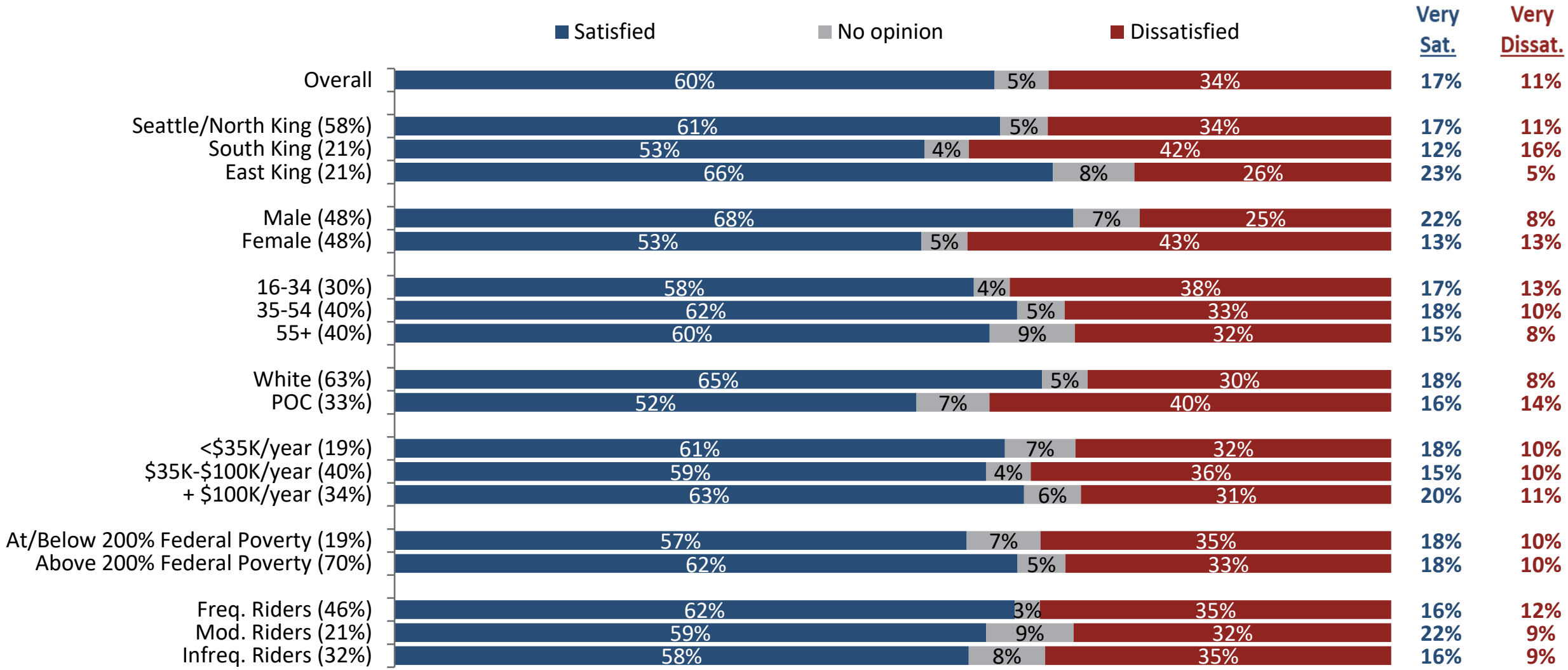
PS2C. How would you rate your satisfaction with personal safety waiting for the bus in the daytime?

Nighttime Safety On-Board w/ Others



PS2B. How would you rate your satisfaction with personal safety on the bus related to the conduct of others after dark?

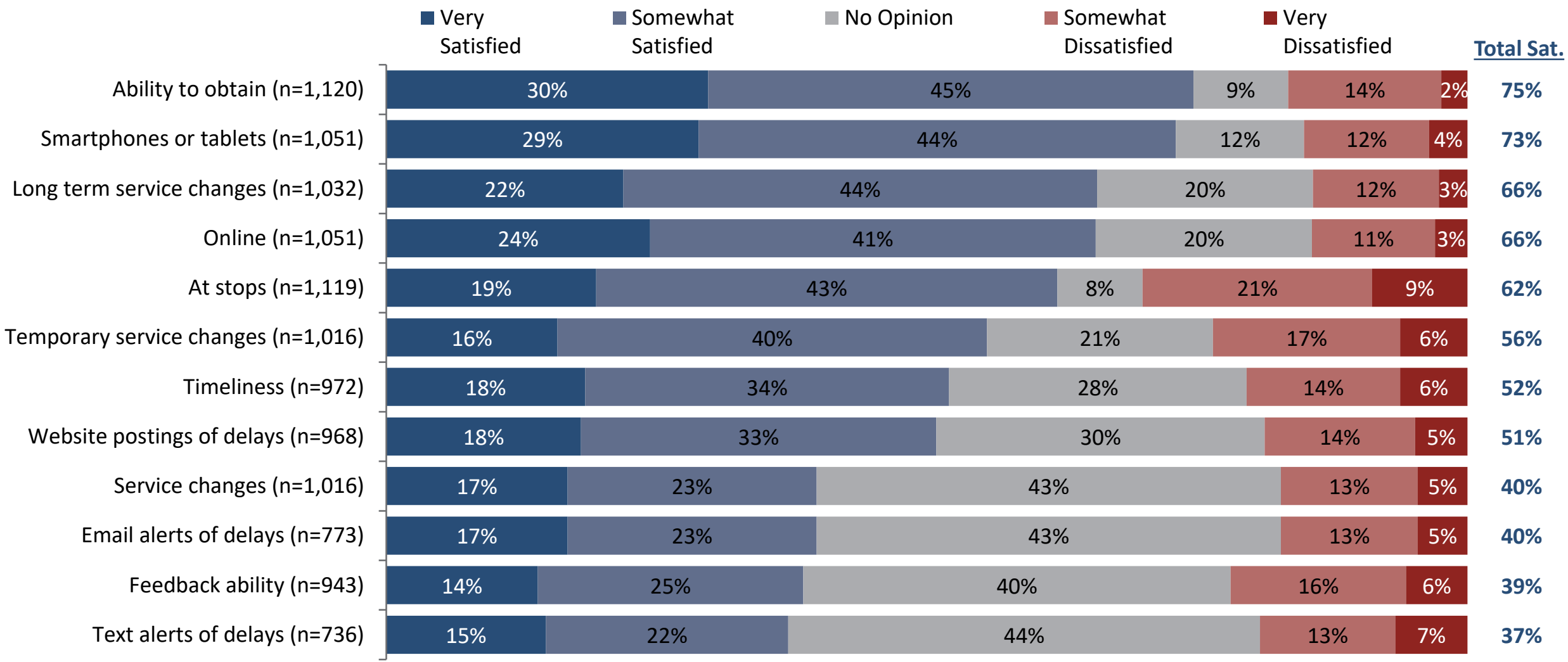
Nighttime at Stops



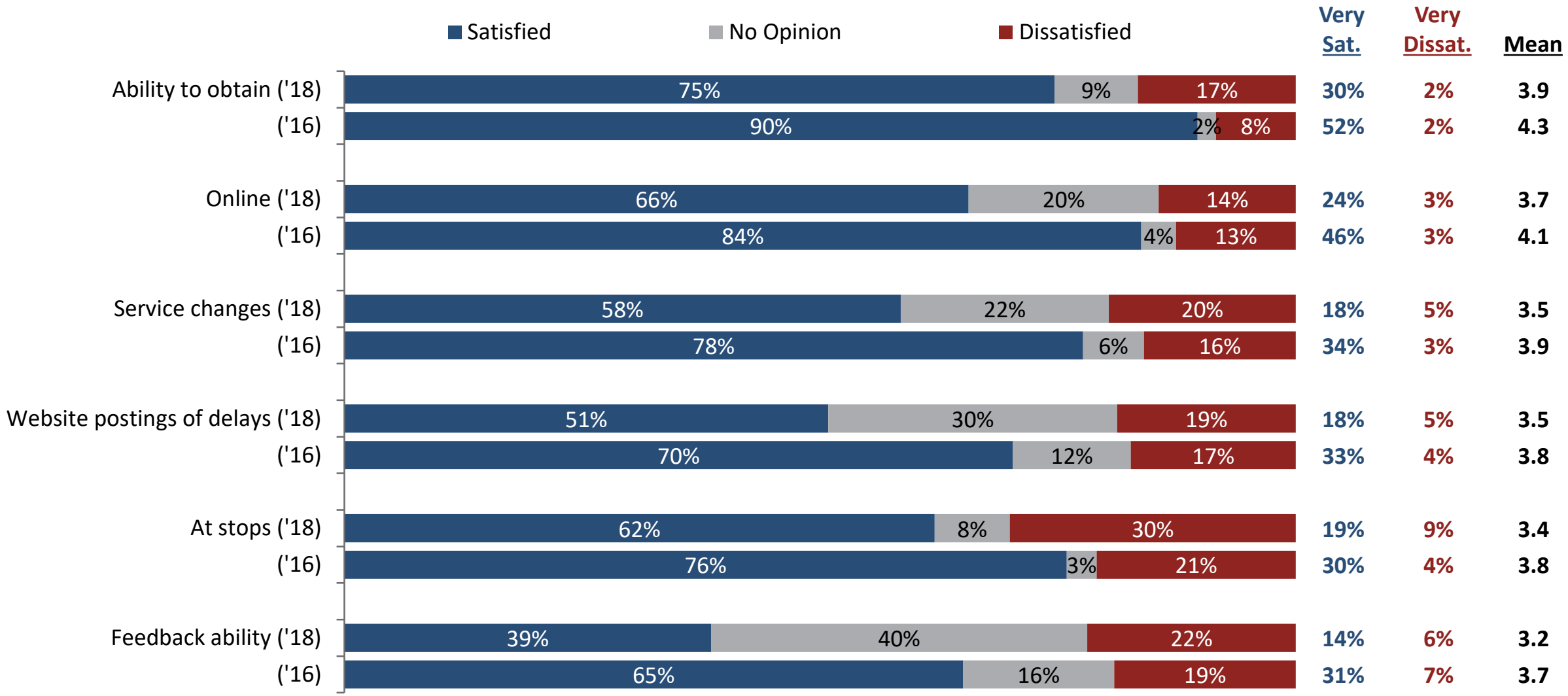
PS2D. How would you rate your satisfaction with personal safety waiting for the bus after dark?

Information Satisfaction

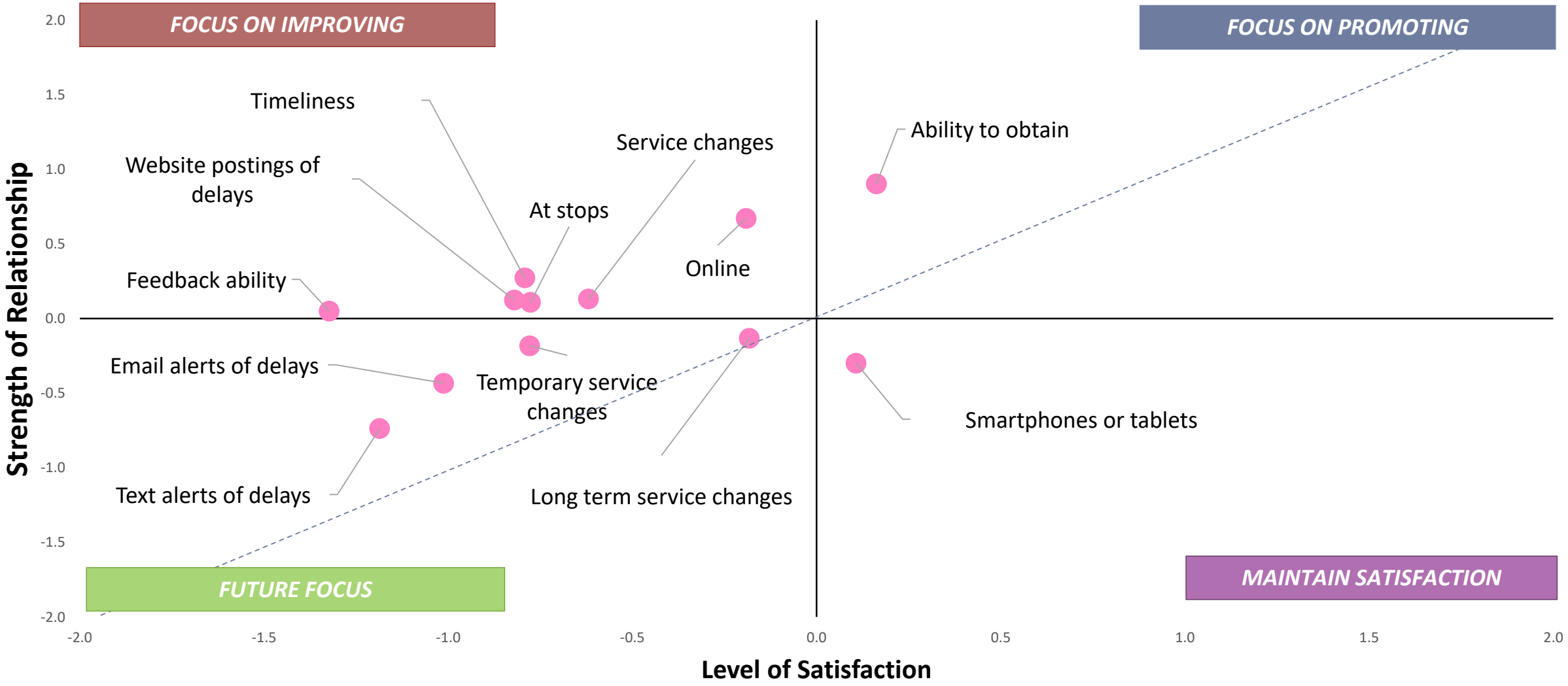
Information Satisfaction – Full Ratings



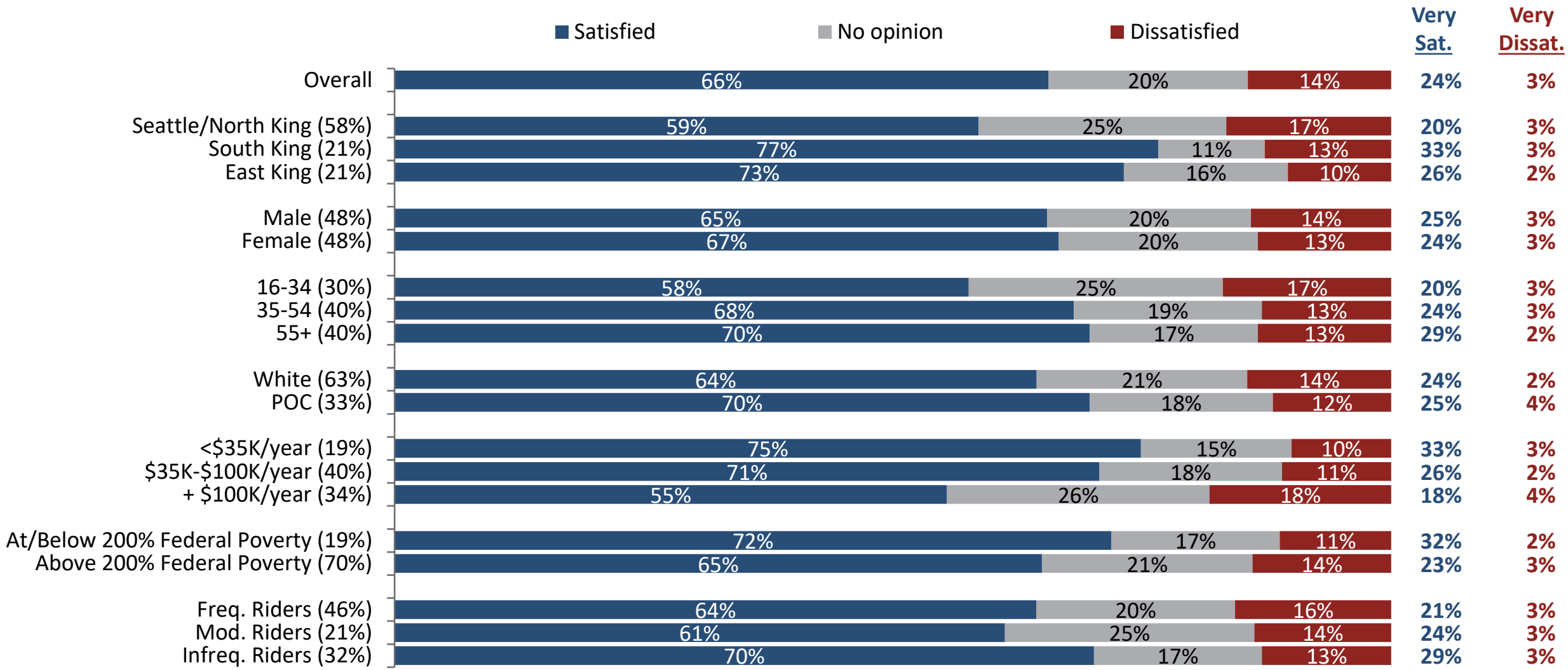
Information Satisfaction – Year-to-Year



Key Drivers: Information

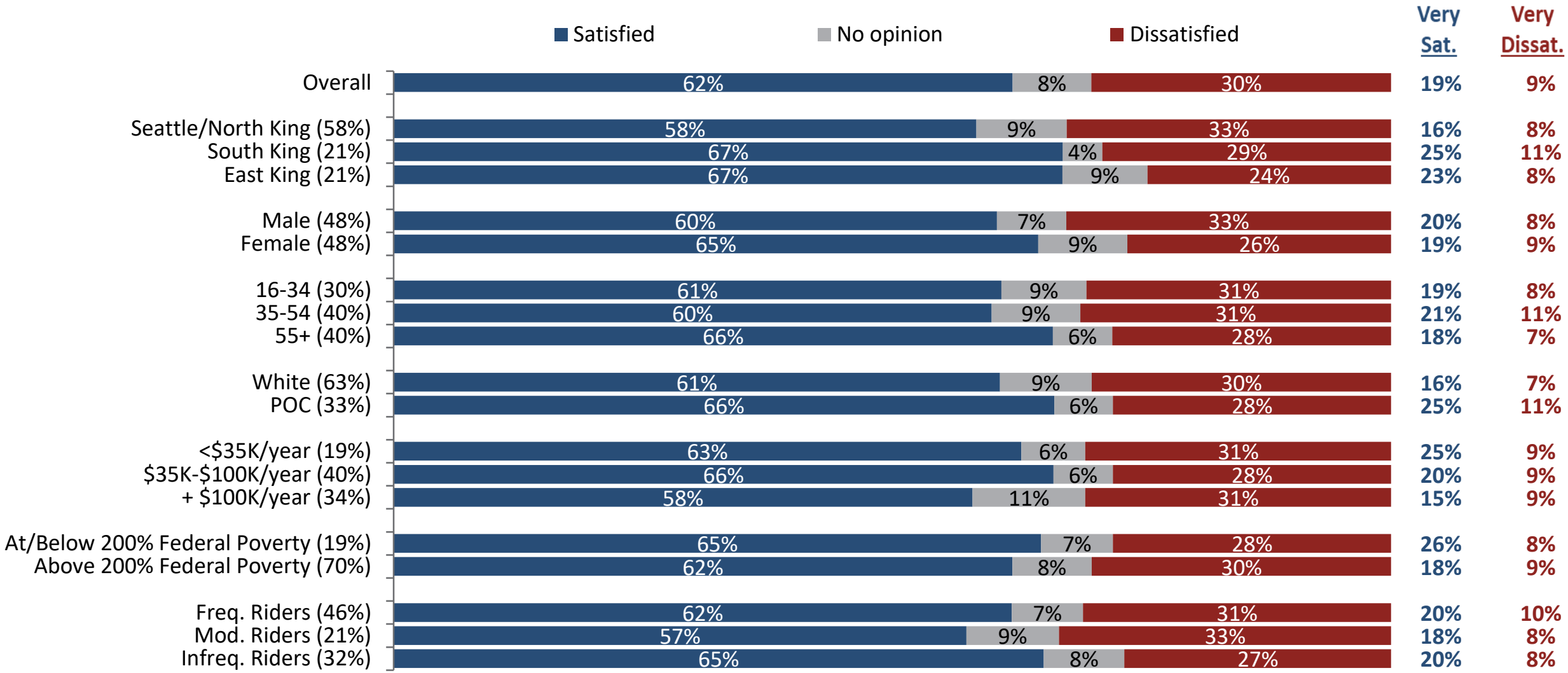


Online Information



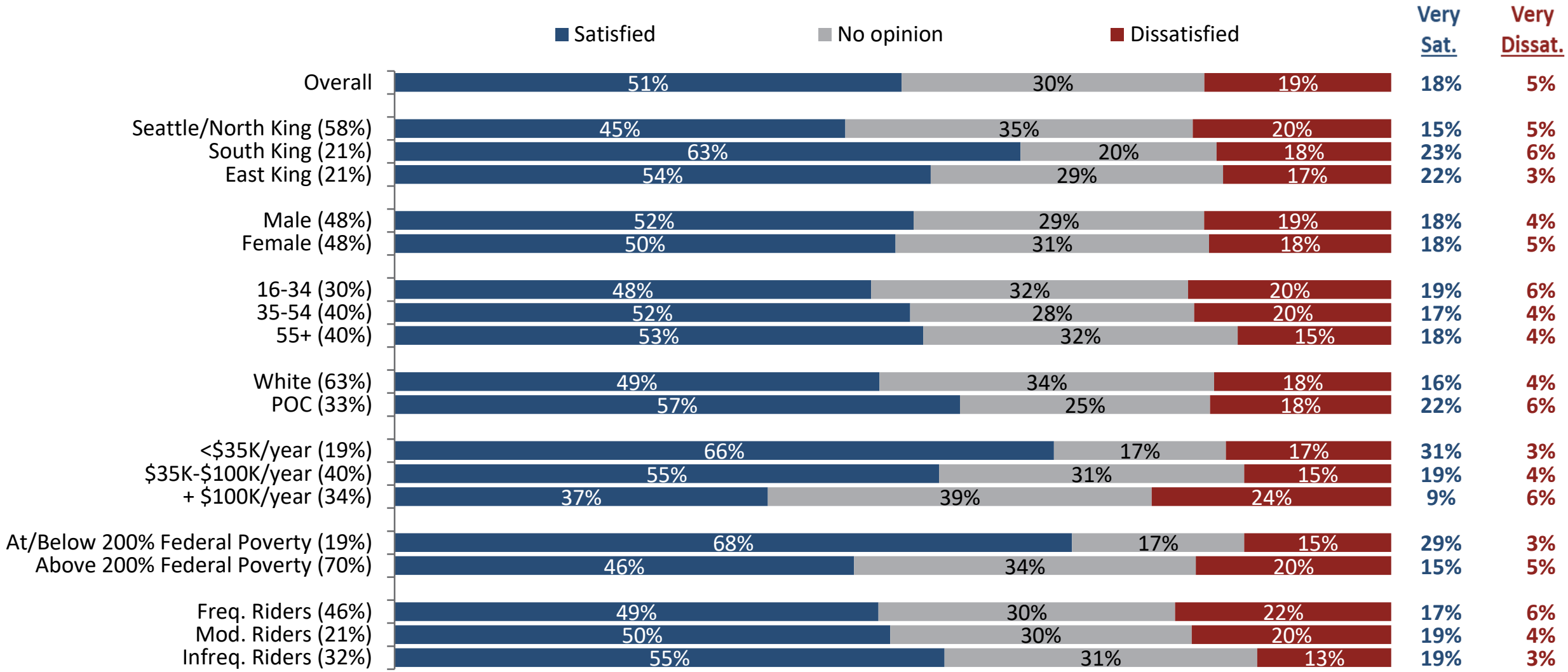
IN3C. How would you rate your satisfaction with availability of service information on Metro Online/Metro's website?

Information at Stops



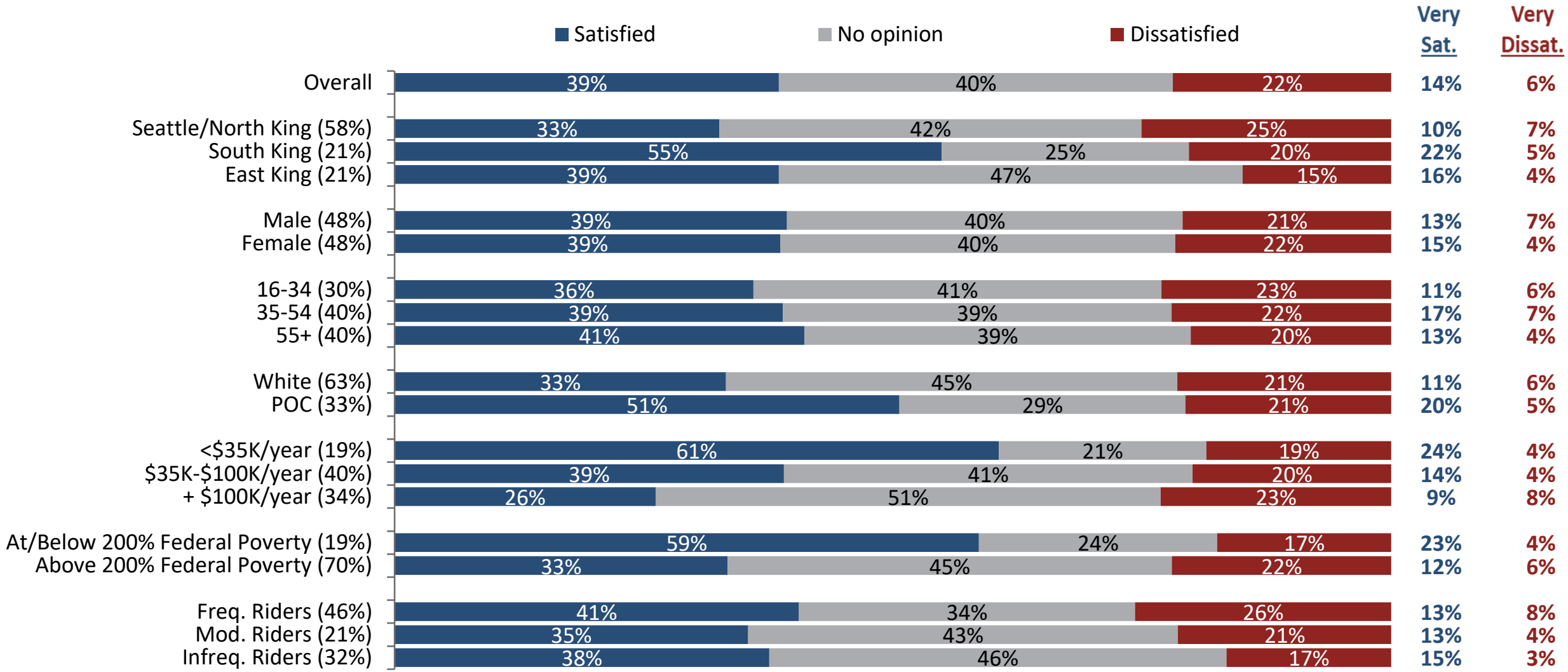
IN3I. How would you rate your satisfaction with availability of information at bus stops?

Website Postings of Delays



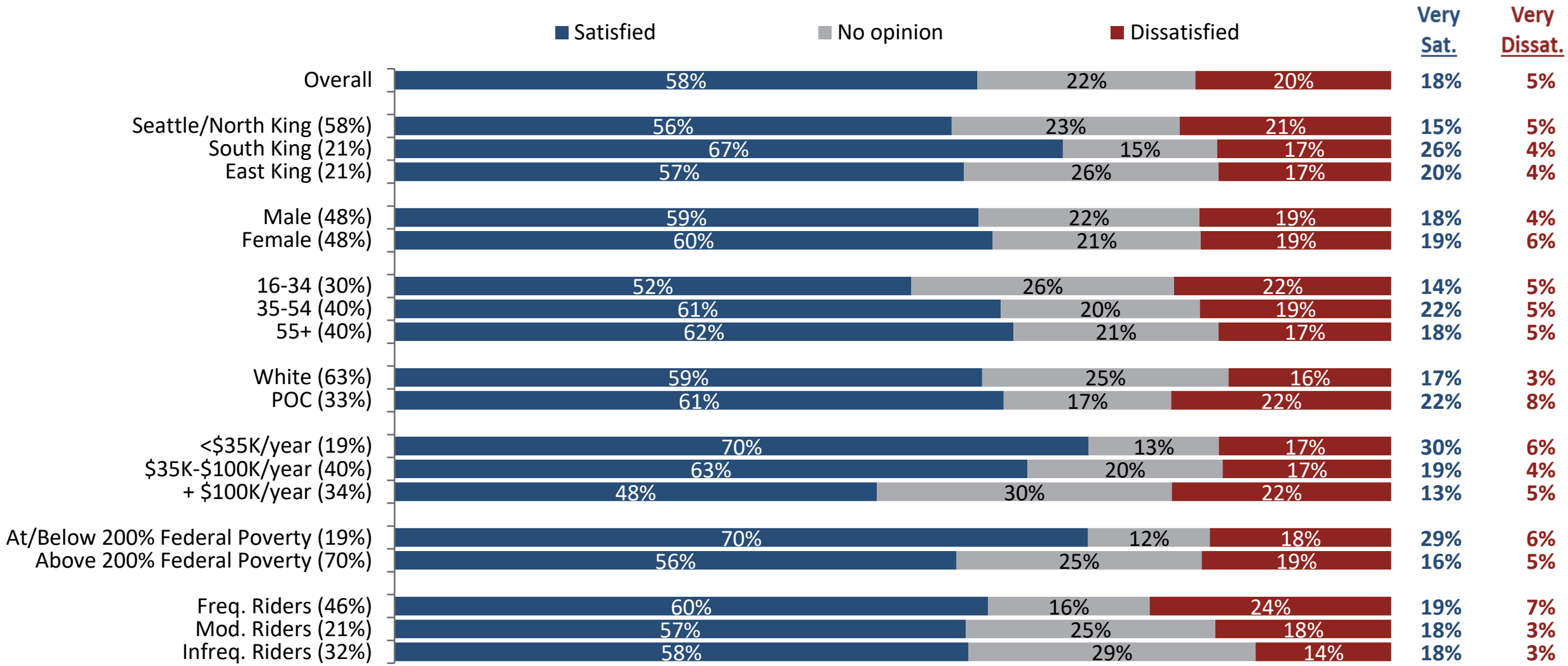
IN3F. How would you rate your satisfaction with website posting of service delays or other problems?

Feedback Ability



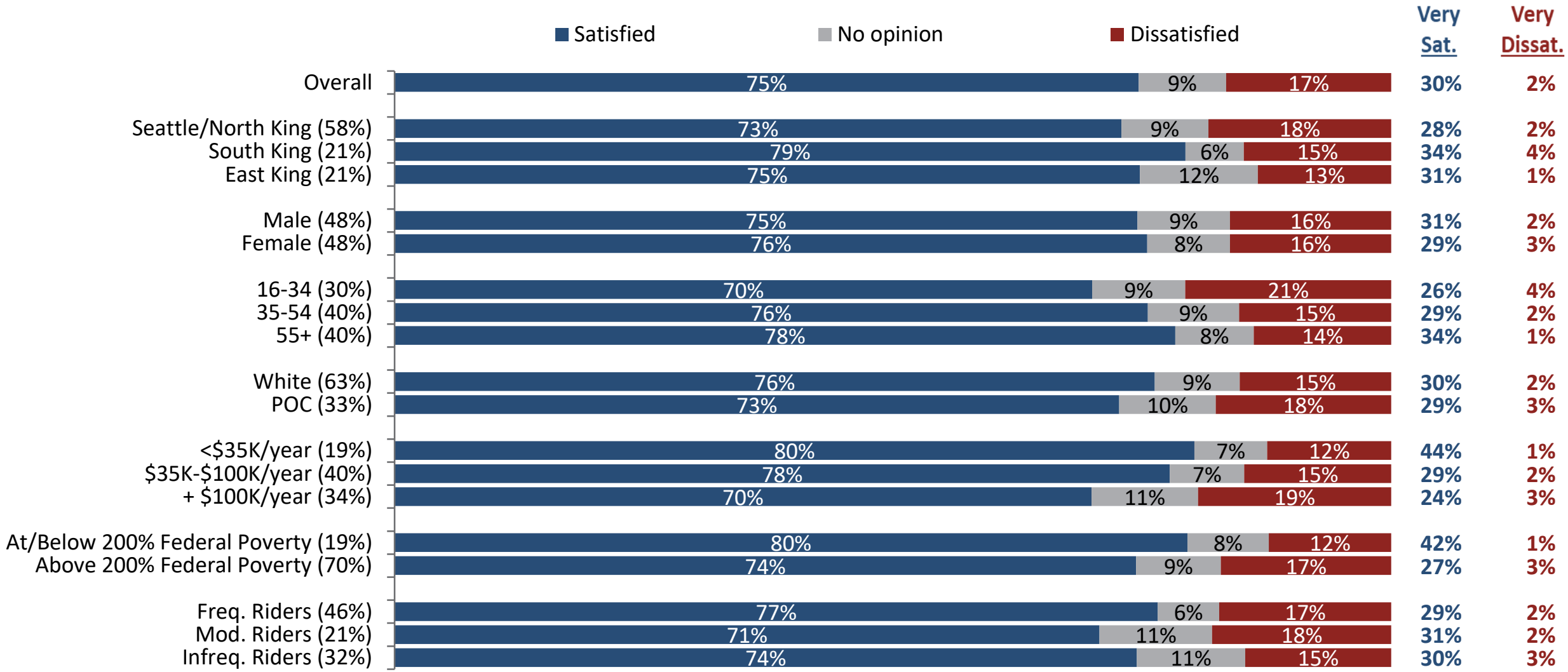
IN3L. How would you rate your satisfaction with ability to provide feedback such as registering a complaint or commendation?

Notification of Service Changes



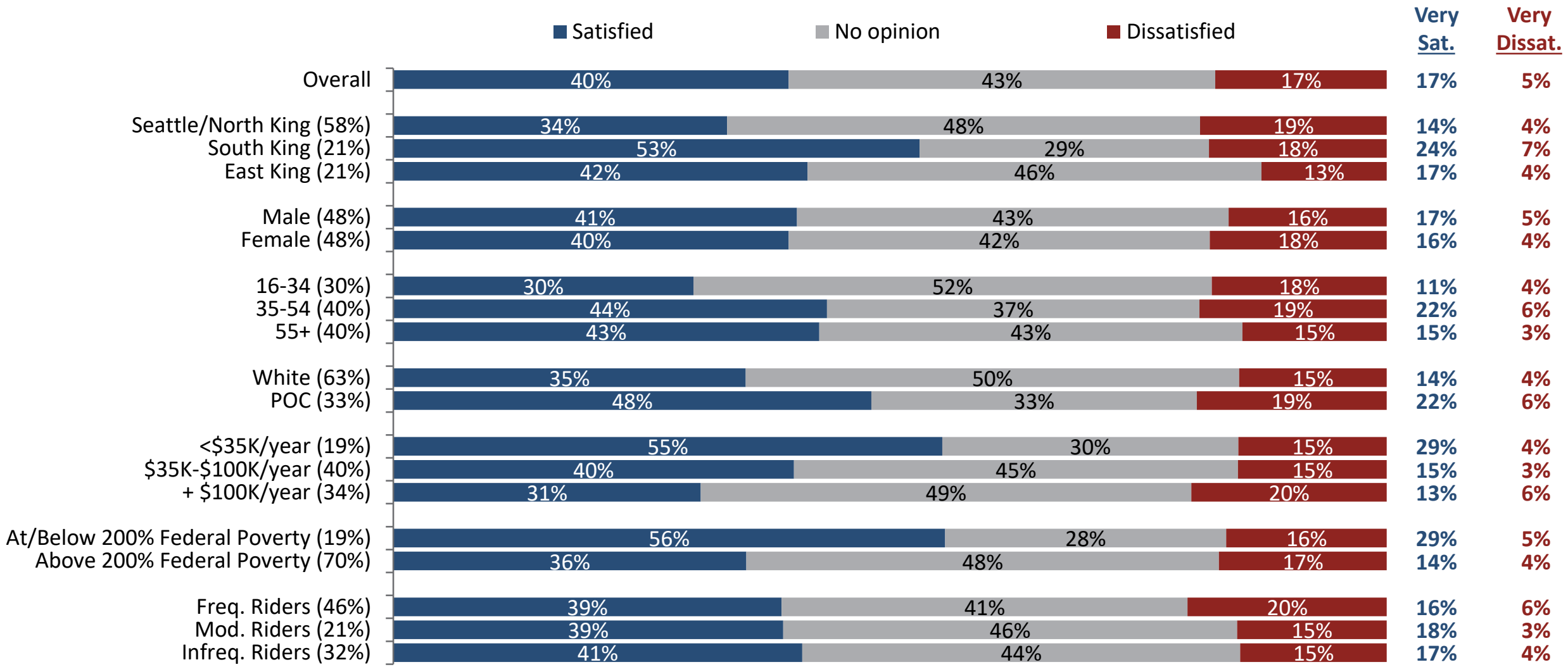
IN3K. How would you rate your satisfaction with notification of service changes?

Ability to Obtain Information



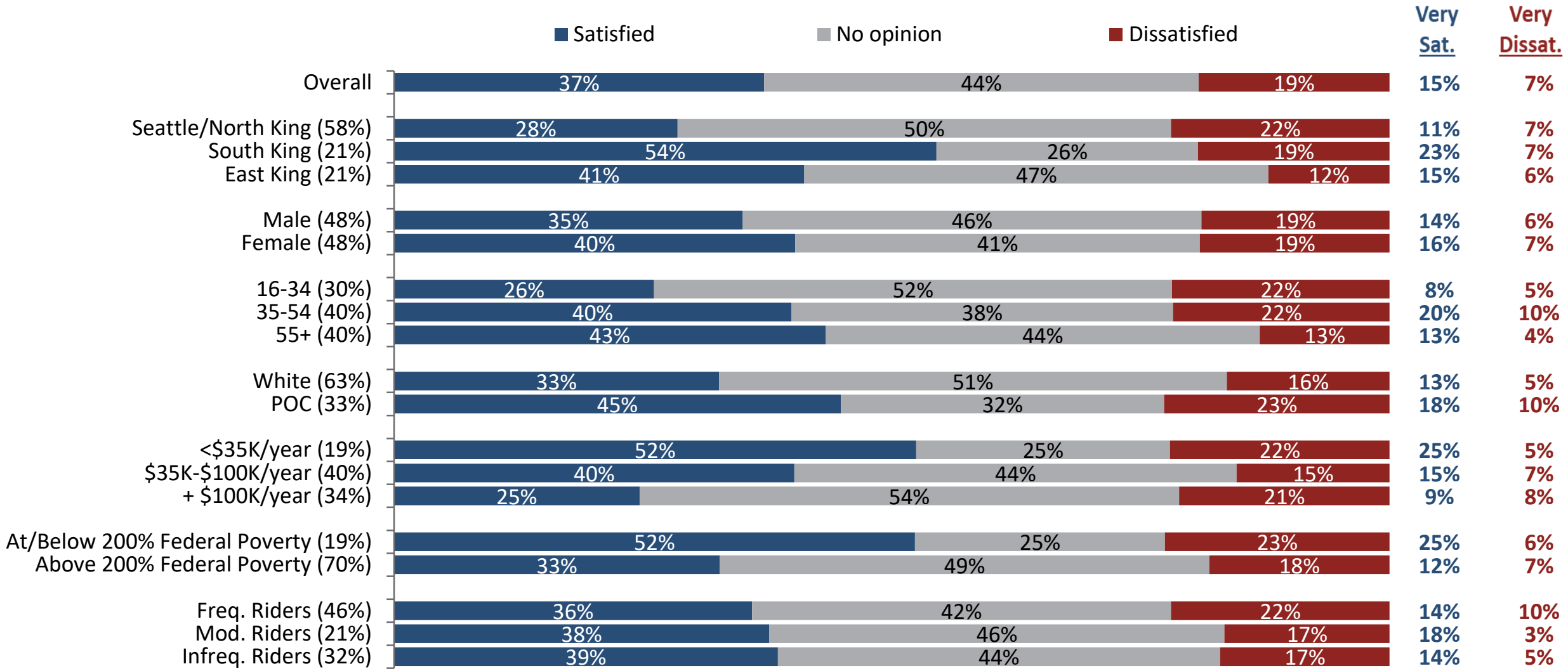
IN3A. How would you rate your satisfaction with overall ability to get information about Metro's routes and schedules?

Email Alerts of Delays



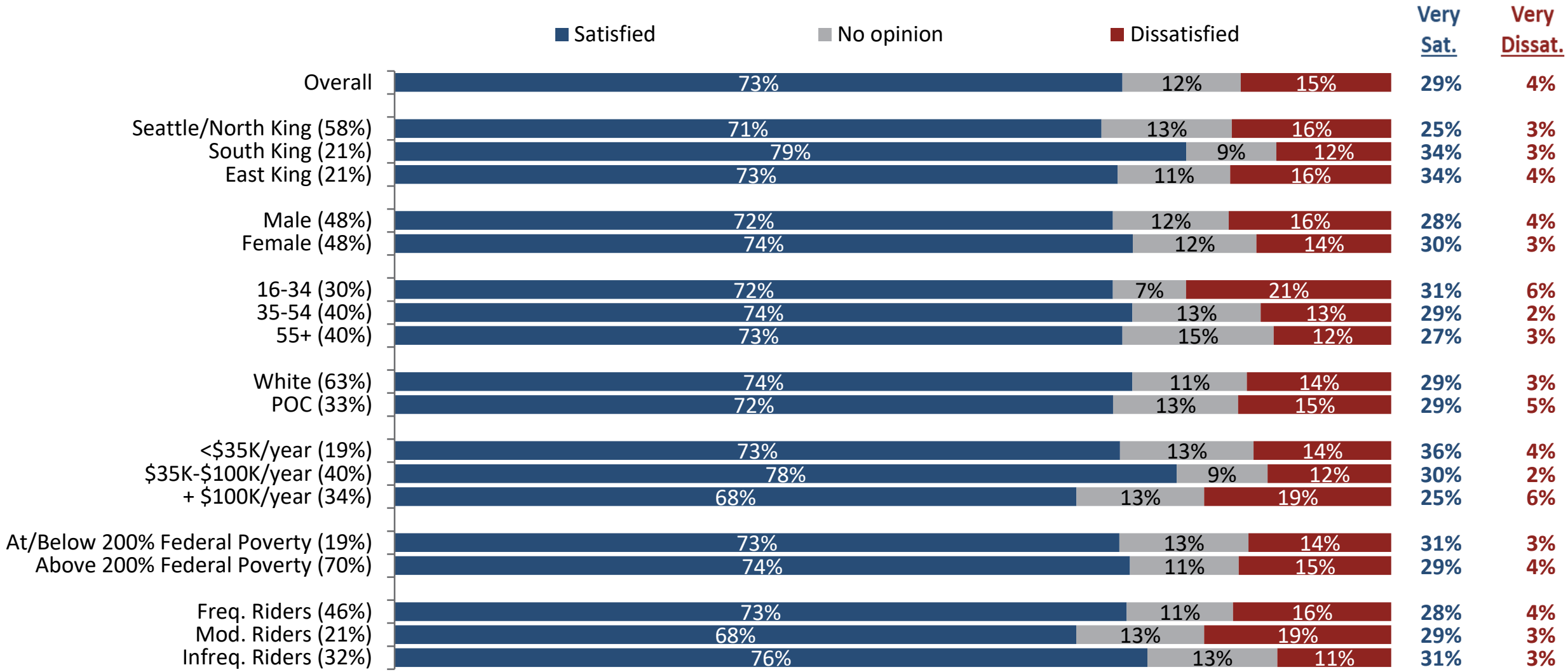
IN3G. How would you rate your satisfaction with alerts via e-mail regarding service delays or other problems?

Text Alerts of Delays



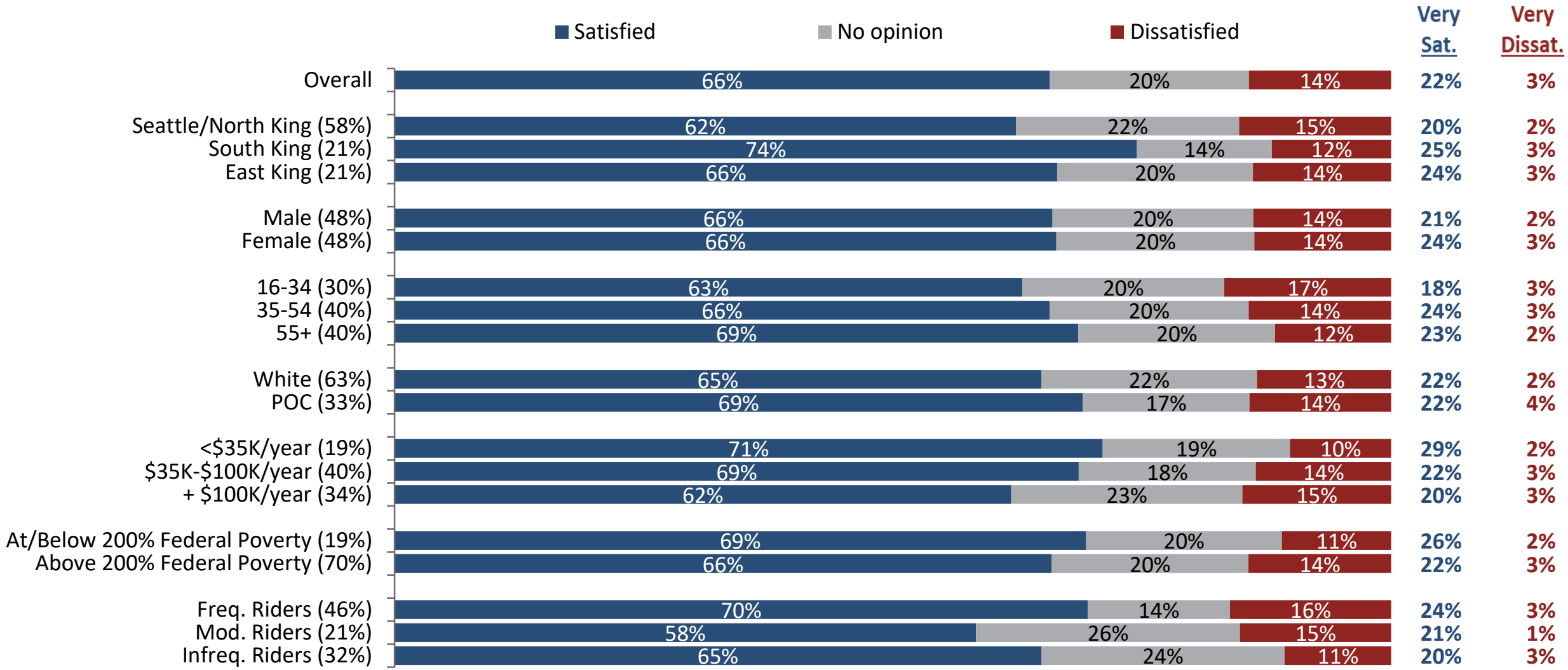
IN3G_2. How would you rate your satisfaction with alerts via text messaging regarding service delays or other problems?

Information via Smartphones or Tablets



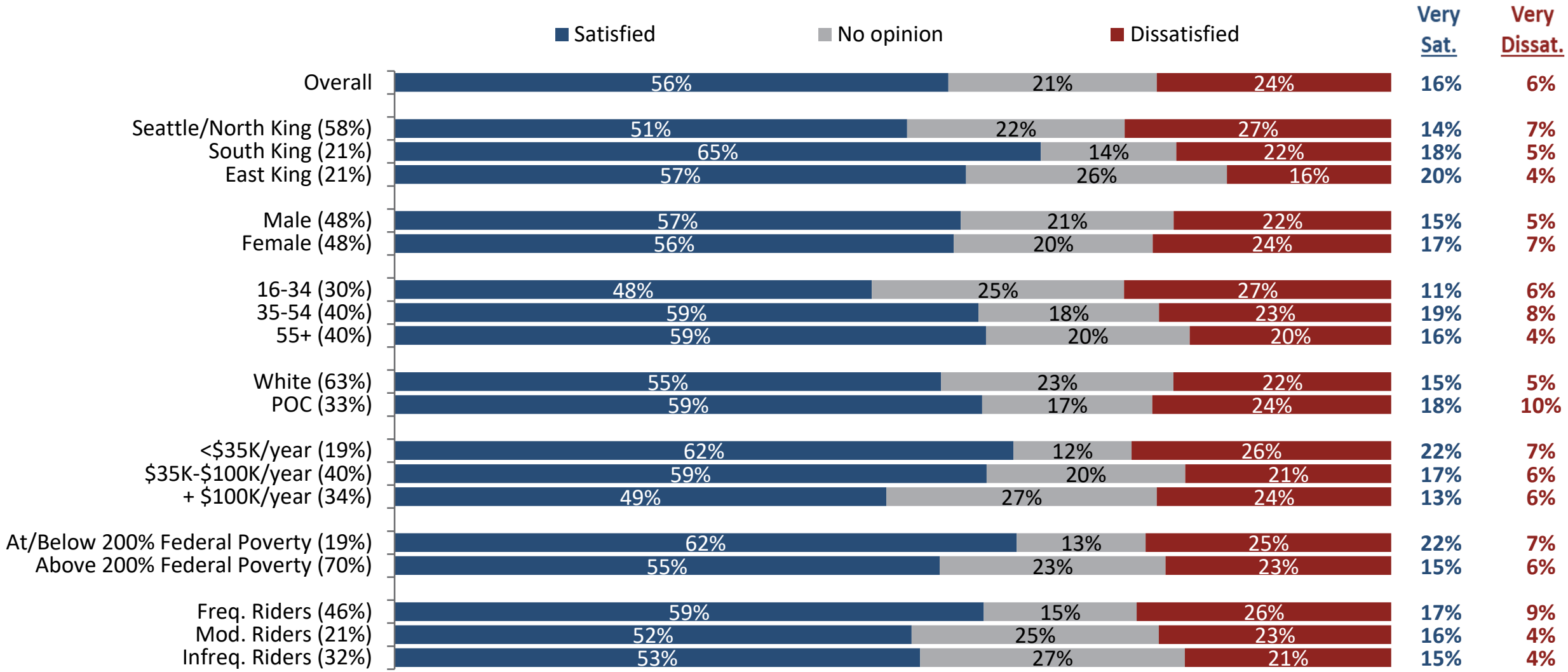
IN3J. How would you rate your satisfaction with availability of information via mobile devices like smartphones or tablets?

Notification of Long Term Service Changes



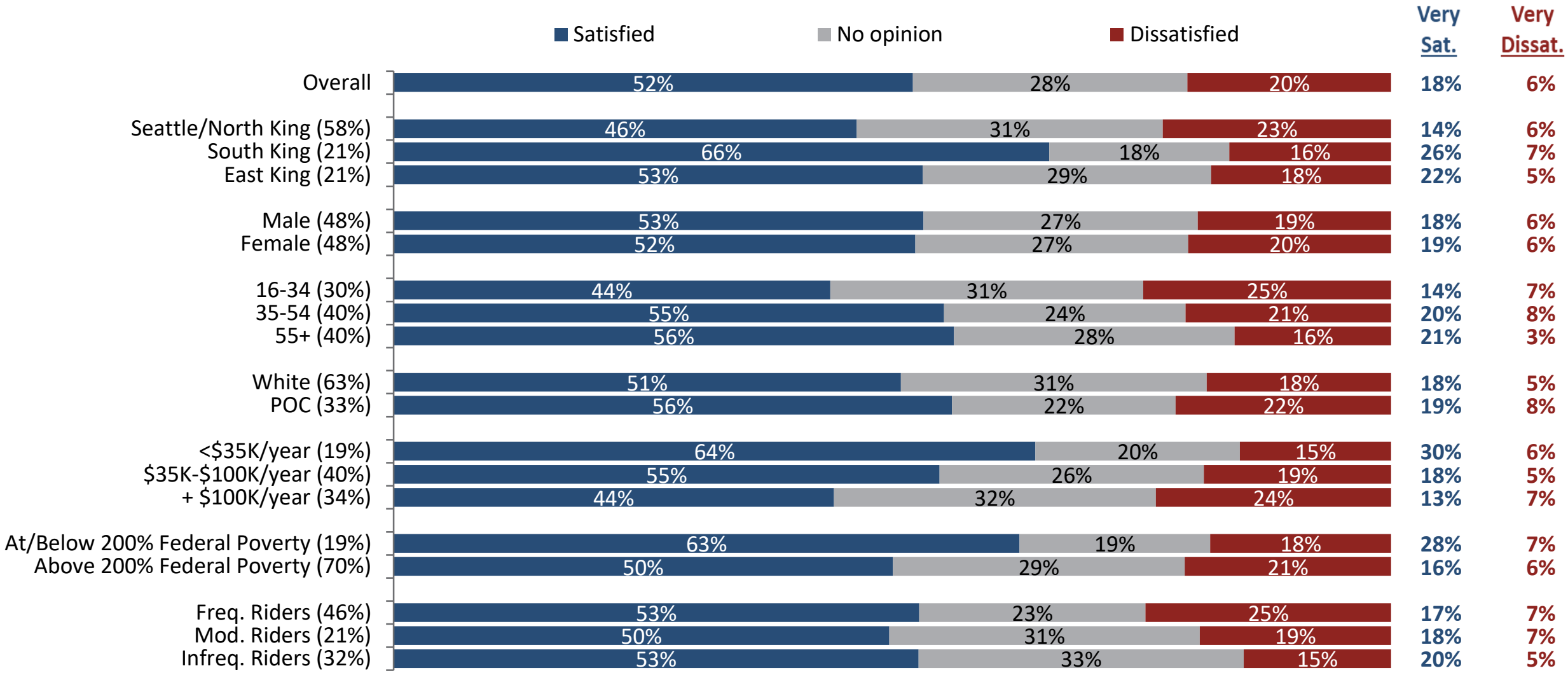
IN3N. How would you rate your satisfaction with notification of planned, long term service and route changes?

Notification of Temporary Service Changes



IN3M. How would you rate your satisfaction with notification of temporary service changes and disruptions?

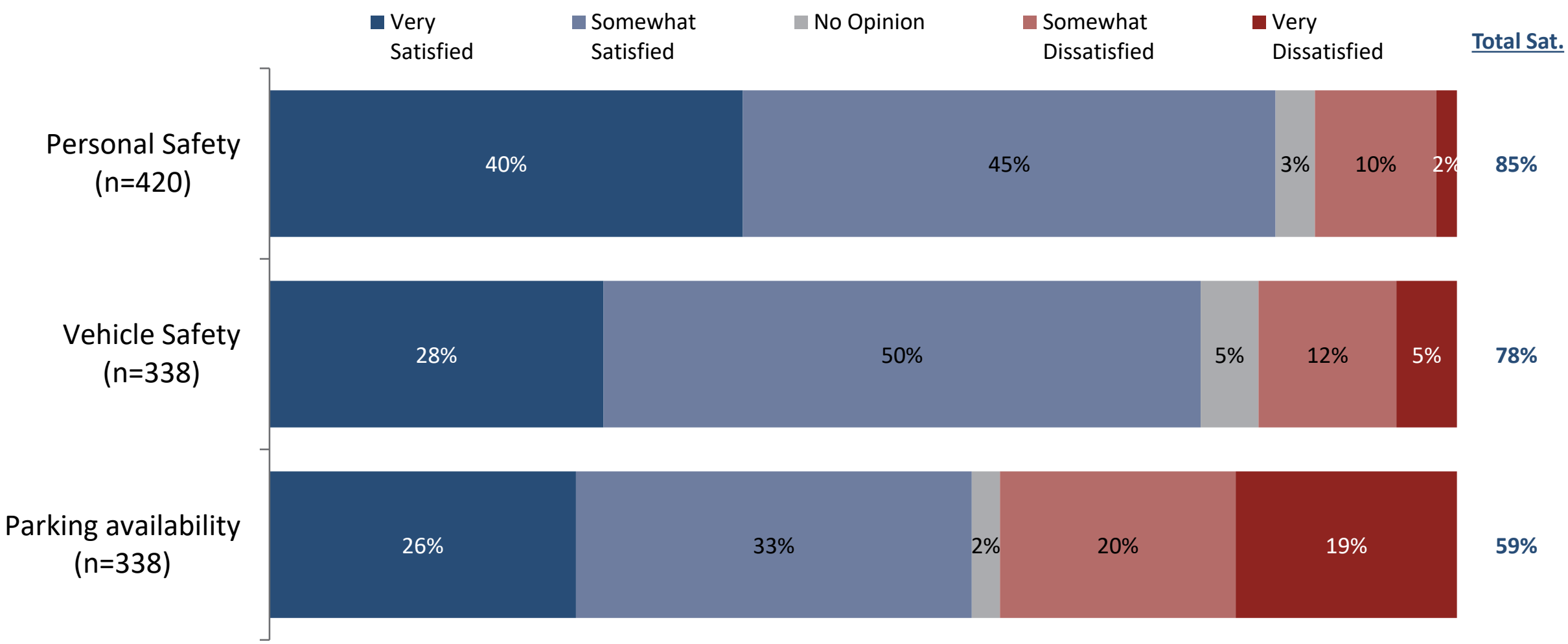
Timeliness of Notifications



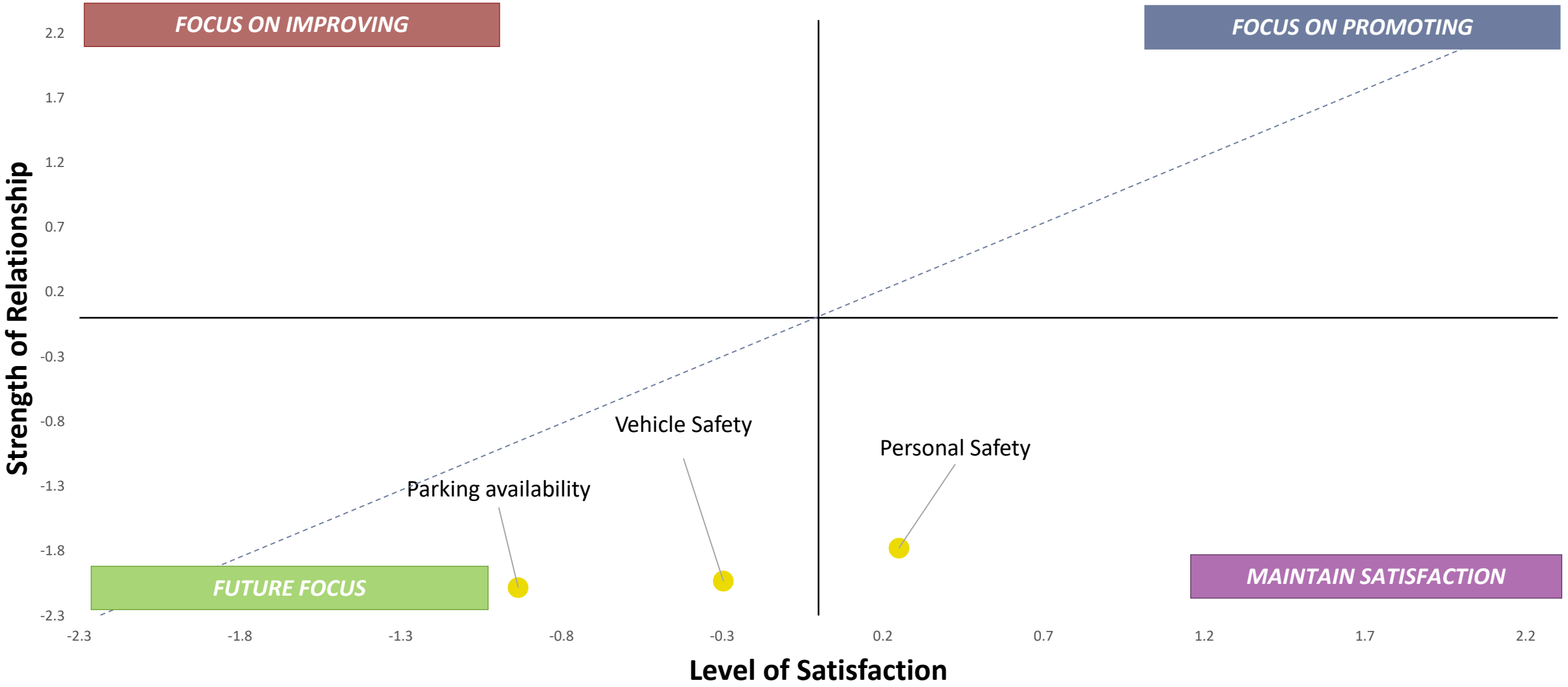
IN3K_1. How would you rate your satisfaction with timeliness of notifications?

Park & Ride Satisfaction

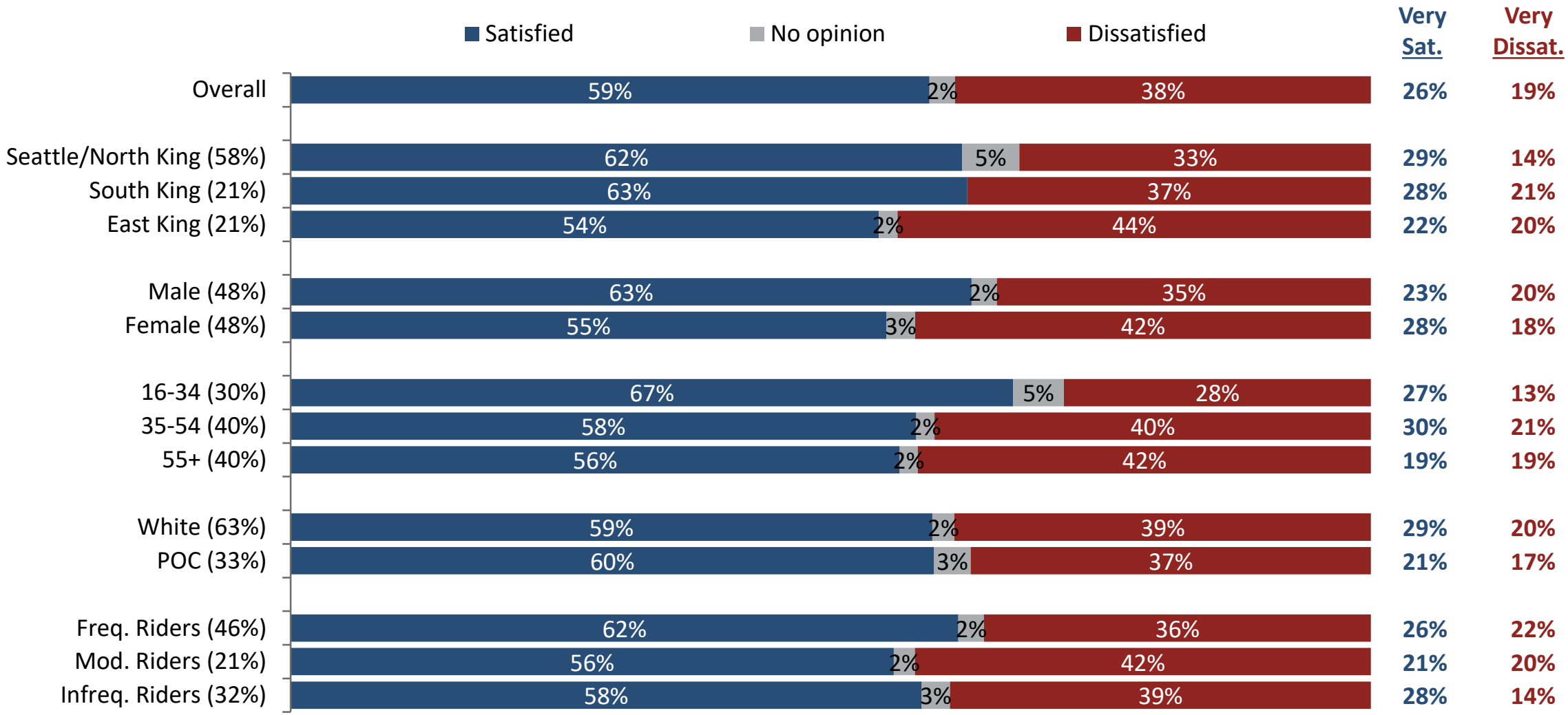
Park & Ride Satisfaction – Full Ratings



Key Drivers: Park & Ride

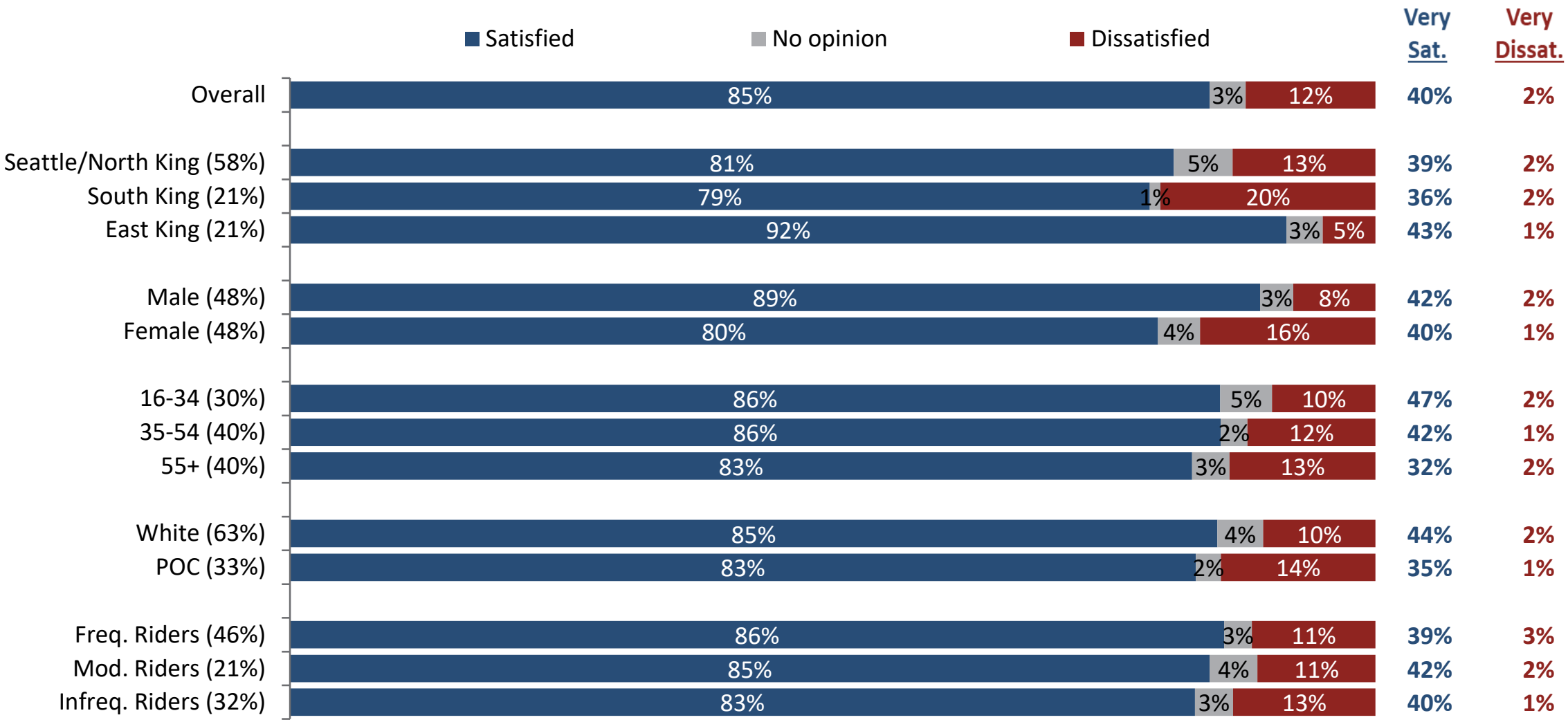


Parking Availability



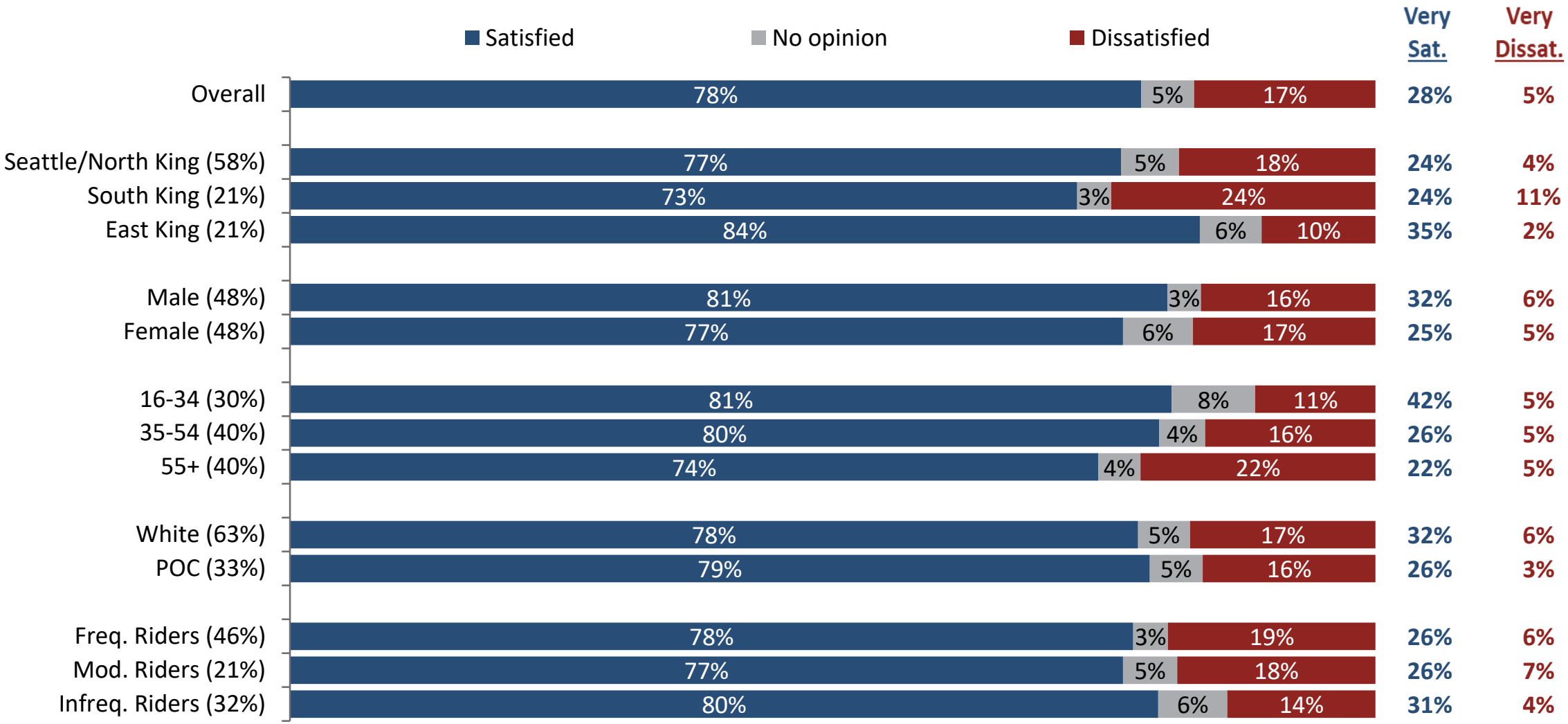
PR3A. How would you rate your satisfaction with availability of parking at the Park & Ride?

Personal Safety at Park & Ride



PR3B. How would you rate your satisfaction with personal safety at the Park & Ride?

Vehicle Safety at Park & Ride



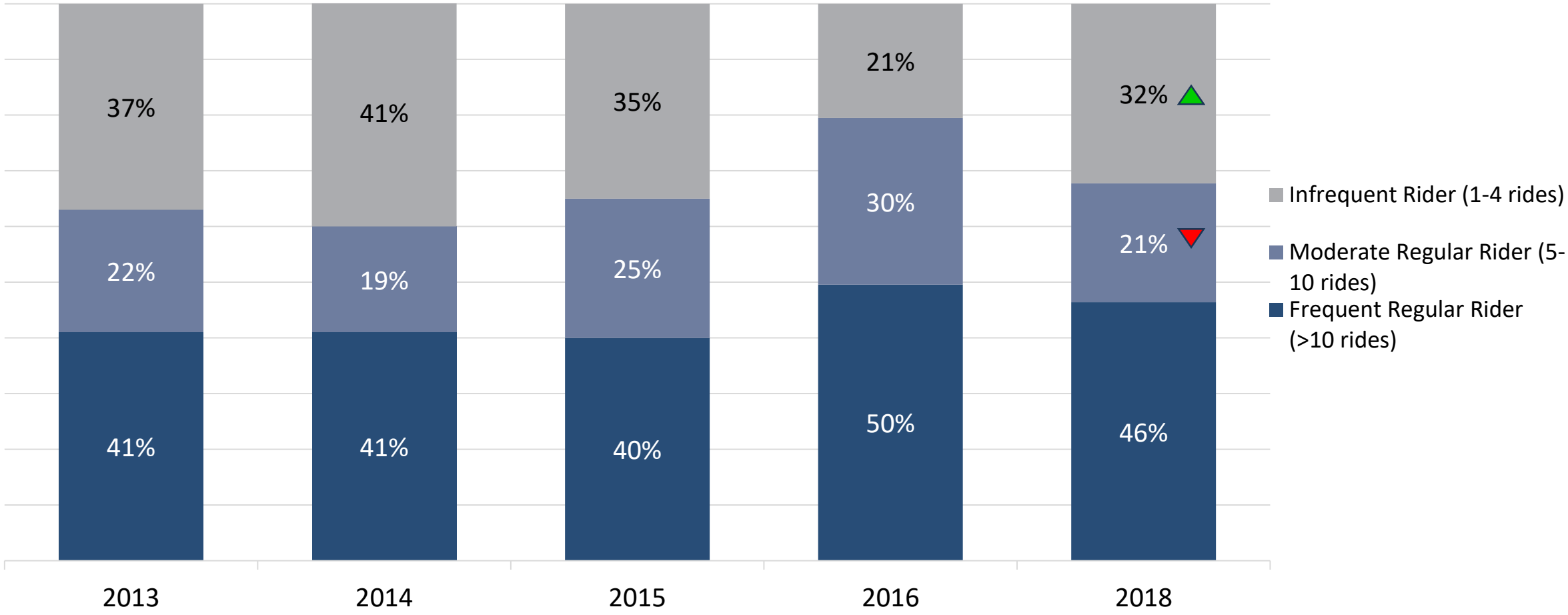
PR3C. How would you rate your satisfaction with security of your automobile at the Park & Ride?

Metro Rider Behavior Profile

Ridership Frequency – Year-to-Year

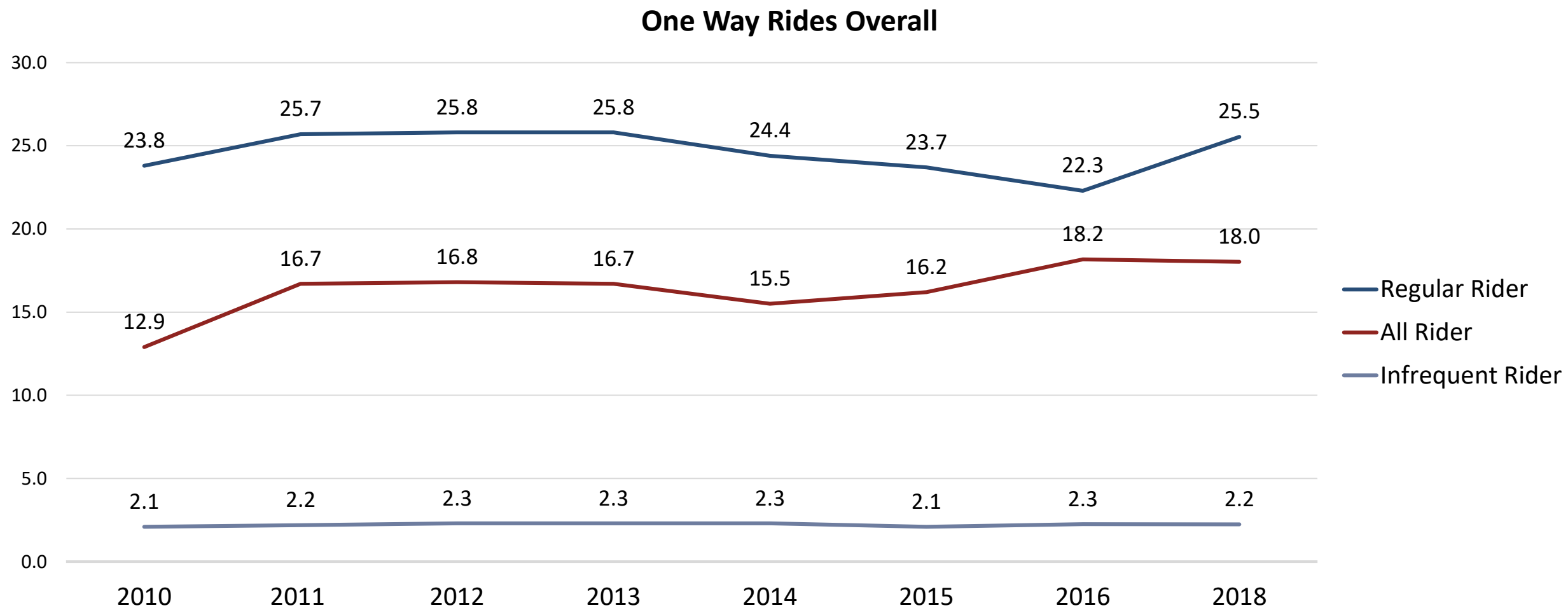
Statistically significant shifts represented by a ▲ or ▼ icon.

Among Riders



S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus?

Trends in Ridership Frequency



S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus?

One Way Trips by Region – Regular Riders

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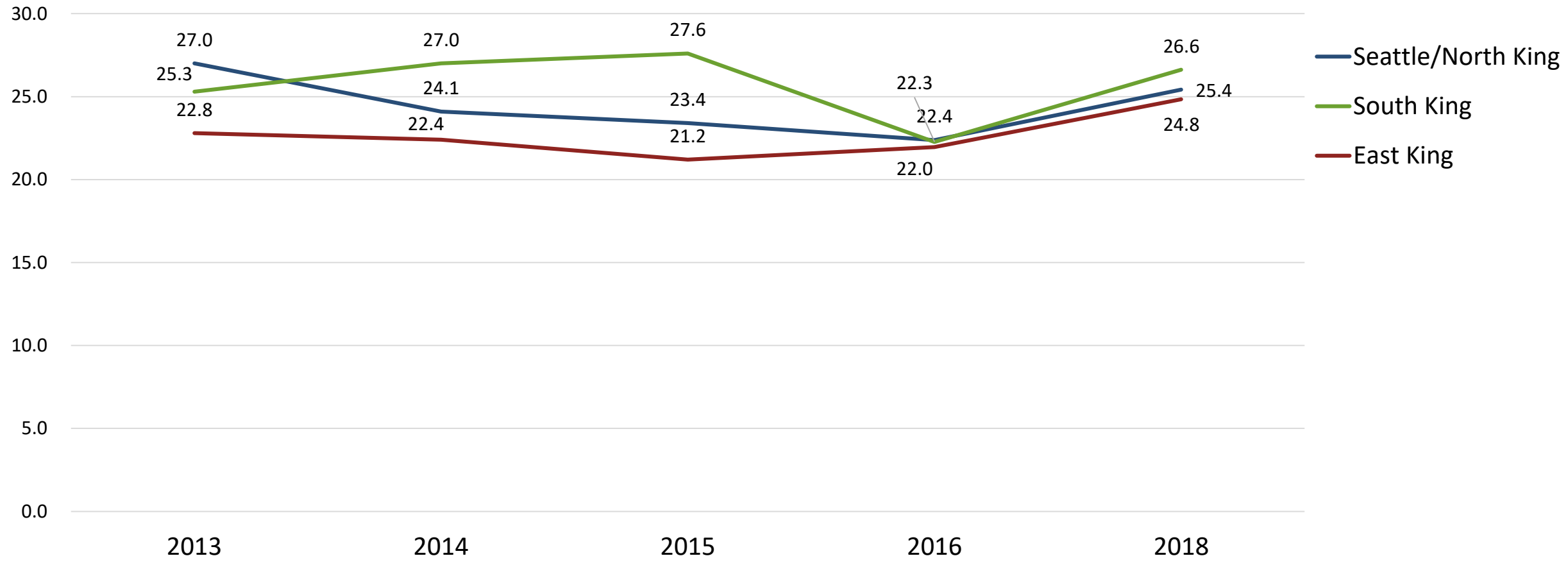
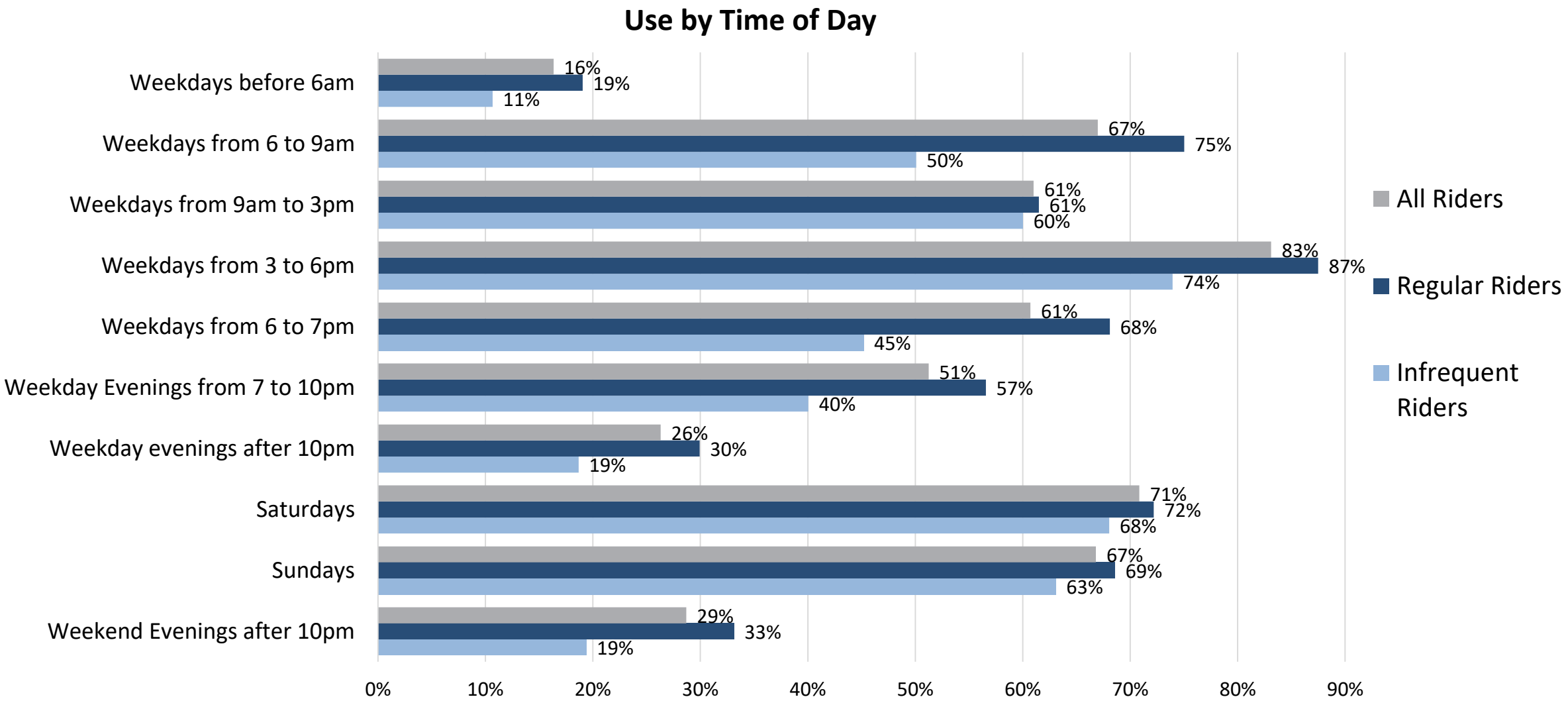
Regular Riders' Average # of Metro Bus Trips by Area of Residence



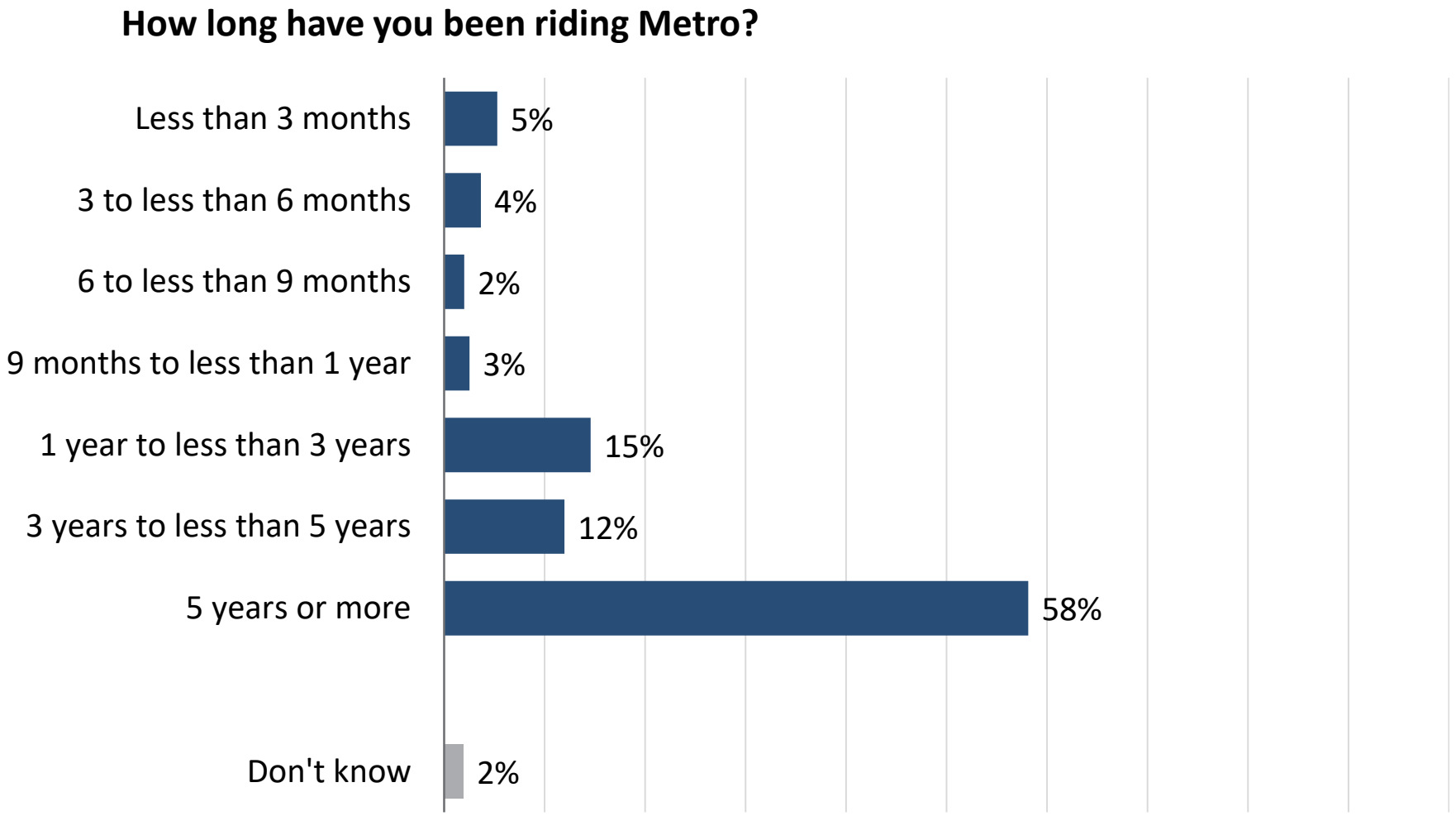
S5A. Thinking about the last 30 days, how many one-way rides have you taken on a Metro bus?

Ridership by Daypart



M6. During which of the following time periods do you currently ride a Metro bus?

Length of Metro Ridership



M1. How long have you been riding Metro?

Primary Purpose of Metro Bus Trips

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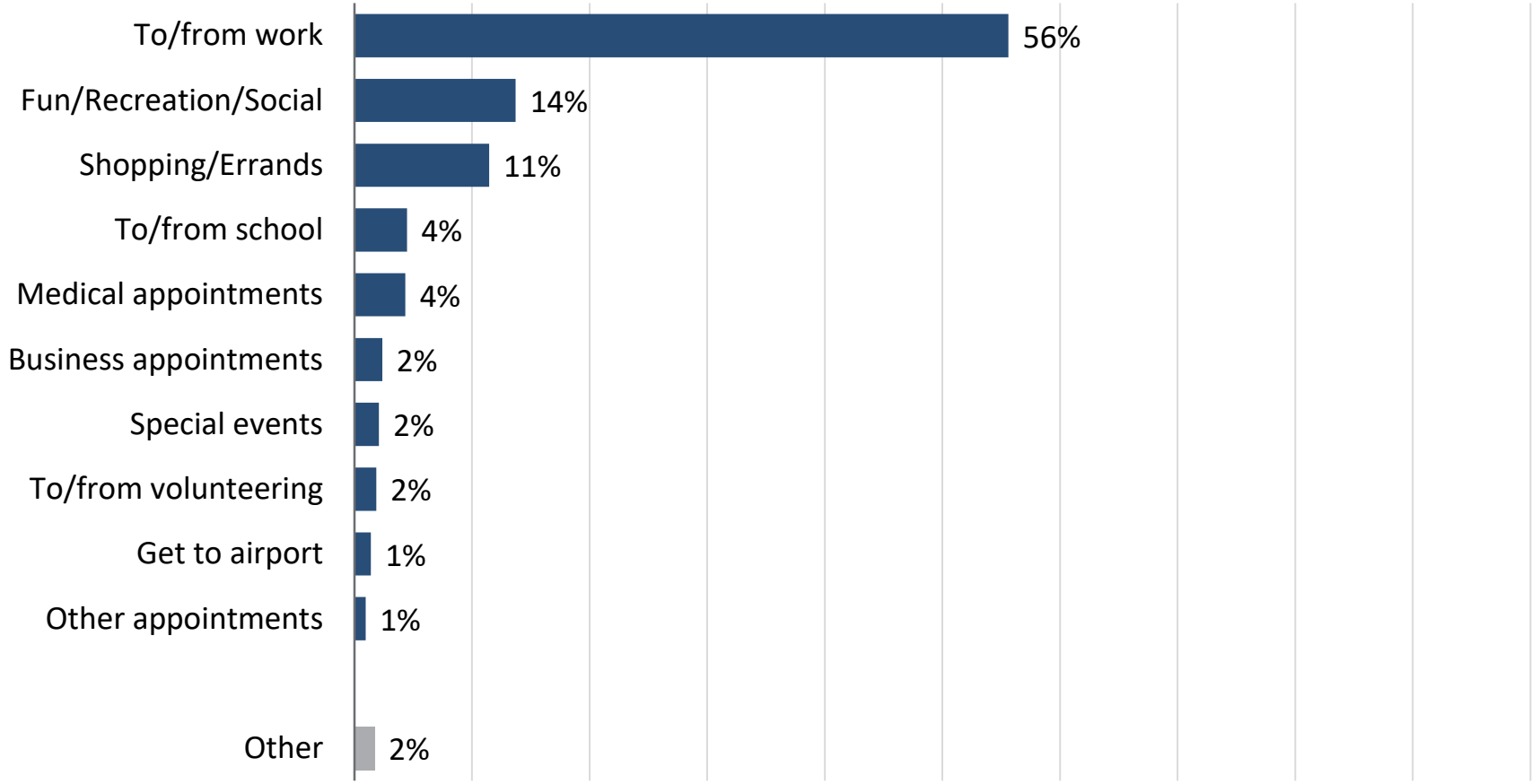
Primary Purpose of the Trip (Ranked)



M5A. When you ride a Metro bus, what is the primary purpose of the trip or trips you take most often? Select all that apply.
M5C. You indicated that you use Metro bus for multiple purposes. Please rank the purposes in order of most used to least used.

Primary Purpose of Metro Bus Trips

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Primary Purpose of the Trip (1st Ranked) – Subarea Comparison

Primary Trip Purpose (1st Ranked)	Overall Riders	Seattle/North	South King	East King	North Seattle	Central Seattle	South Seattle
Routine obligatory trips	**62%**	**60%**	**63%**	**64%**	**68%**	**55%**	**58%**
To/from work	56%	55%	55%	57%	62%	52%	51%
To/from school	4%	4%	7%	4%	5%	2%	4%
To/from volunteering	2%	1%	1%	4%	1%	1%	3%
Non-routine obligatory trips	**19%**	**20%**	**20%**	**15%**	**13%**	**25%**	**23%**
Shopping/Errands	11%	12%	13%	8%	7%	17%	12%
Business appointments	2%	3%	0%	3%	2%	3%	3%
Medical appointments	4%	5%	6%	3%	3%	5%	7%
Other appointments	1%	1%	1%	1%	1%	1%	1%
Recreation/Event trips	**17%**	**17%**	**14%**	**20%**	**17%**	**18%**	**18%**
Fun/Recreation/Social	14%	14%	11%	15%	14%	15%	16%
Special events	2%	2%	2%	4%	2%	1%	2%
Get to airport	1%	1%	1%	1%	1%	2%	1%
Other	2%	2%	3%	1%	2%	2%	1%

M5A. When you ride a Metro bus, what is the primary purpose of the trip or trips you take most often? Select all that apply.
M5C. You indicated that you use Metro bus for multiple purposes. Please rank the purposes in order of most used to least used.

Primary Purpose of Metro Bus Trips

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Primary Purpose of the Trip (1st Ranked) – Rider Frequency Comparison

Primary Trip Purpose (1st Ranked)	Overall Riders	Frequent Regular Riders (>10 rides)	Moderate Regular Riders (5-10 rides)	Infrequent Riders (1-4 rides)
Routine obligatory trips	**62%**	**87%**	**40%**	**42%**
To/from work	56%	81%	35%	32%
To/from school	4%	4%	2%	6%
To/from volunteering	2%	1%	3%	3%
Non-routine obligatory trips	**19%**	**9%**	**30%**	**26%**
Shopping/Errands	11%	6%	16%	16%
Business appointments	2%	1%	4%	3%
Medical appointments	4%	1%	8%	6%
Other appointments	1%	0%	2%	2%
Recreation/Event trips	**17%**	**3%**	**28%**	**30%**
Fun/Recreation/Social	14%	3%	24%	22%
Special events	2%	0%	3%	5%
Get to airport	1%	0%	1%	3%
Other	2%	1%	3%	2%

M5A. When you ride a Metro bus, what is the primary purpose of the trip or trips you take most often? Select all that apply.
M5C. You indicated that you use Metro bus for multiple purposes. Please rank the purposes in order of most used to least used.

Primary Purpose of Metro Bus Trips

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Primary Purpose of the Trip (1st Ranked) – Metro Dependence Comparison

Primary Trip Purpose (1st Ranked)	Overall Riders	Uses Metro for All/Most Transp. Needs	Uses Metro for Some/Little of Transp. Needs	Has Vehicle for Personal Use	No Vehicle for Personal Use
Routine obligatory trips	**62%**	**79%**	**55%**	**63%**	**59%**
To/from work	56%	72%	49%	57%	49%
To/from school	4%	6%	4%	4%	8%
To/from volunteering	2%	2%	2%	2%	2%
Non-routine obligatory trips	**19%**	**17%**	**20%**	**16%**	**31%**
Shopping/Errands	11%	12%	11%	9%	21%
Business appointments	2%	1%	3%	3%	1%
Medical appointments	4%	4%	5%	3%	8%
Other appointments	1%	0%	1%	1%	1%
Recreation/Event trips	**17%**	**3%**	**23%**	**20%**	**7%**
Fun/Recreation/Social	14%	3%	18%	16%	7%
Special events	2%	0%	3%	3%	0%
Get to airport	1%	0%	2%	2%	0%
Other	2%	1%	1%	1%	2%

M5A. When you ride a Metro bus, what is the primary purpose of the trip or trips you take most often? Select all that apply.
M5C. You indicated that you use Metro bus for multiple purposes. Please rank the purposes in order of most used to least used.

Primary Purpose of Metro Bus Trips

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Primary Purpose of the Trip (1st Ranked) – Ethnicity Comparison

Primary Trip Purpose (1st Ranked)	Overall Riders	White Riders	POC Riders
Routine obligatory trips	**62%**	**59%**	**68%**
To/from work	56%	55%	57%
To/from school	4%	2%	9%
To/from volunteering	2%	2%	1%
Non-routine obligatory trips	**19%**	**19%**	**20%**
Shopping/Errands	11%	11%	14%
Business appointments	2%	3%	0%
Medical appointments	4%	4%	4%
Other appointments	1%	1%	1%
Recreation/Event trips	**17%**	**20%**	**11%**
Fun/Recreation/Social	14%	16%	9%
Special events	2%	3%	0%
Get to airport	1%	1%	2%
Other	2%	1%	1%

M5A. When you ride a Metro bus, what is the primary purpose of the trip or trips you take most often? Select all that apply.
M5C. You indicated that you use Metro bus for multiple purposes. Please rank the purposes in order of most used to least used.

Primary Purpose of Metro Bus Trips

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Primary Purpose of the Trip (1st Ranked) – Age and Gender Comparison

Primary Trip Purpose (1st Ranked)	Overall Riders	16-34	35-54	55+	Male	Female
Routine obligatory trips	**62%**	**76%**	**69%**	**38%**	**62%**	**62%**
To/from work	56%	67%	65%	31%	56%	54%
To/from school	4%	10%	3%	2%	5%	5%
To/from volunteering	2%	0%	1%	5%	1%	3%
Non-routine obligatory trips	**19%**	**7%**	**13%**	**39%**	**21%**	**18%**
Shopping/Errands	11%	7%	7%	22%	13%	11%
Business appointments	2%	0%	3%	3%	2%	3%
Medical appointments	4%	0%	3%	11%	6%	3%
Other appointments	1%	0%	0%	3%	1%	1%
Recreation/Event trips	**17%**	**16%**	**17%**	**19%**	**16%**	**19%**
Fun/Recreation/Social	14%	12%	14%	16%	13%	14%
Special events	2%	3%	2%	1%	1%	3%
Get to airport	1%	1%	1%	2%	1%	2%
Other	2%	0%	1%	3%	1%	1%

M5A. When you ride a Metro bus, what is the primary purpose of the trip or trips you take most often? Select all that apply.
M5C. You indicated that you use Metro bus for multiple purposes. Please rank the purposes in order of most used to least used.

Primary Trip Distance

King County METRO
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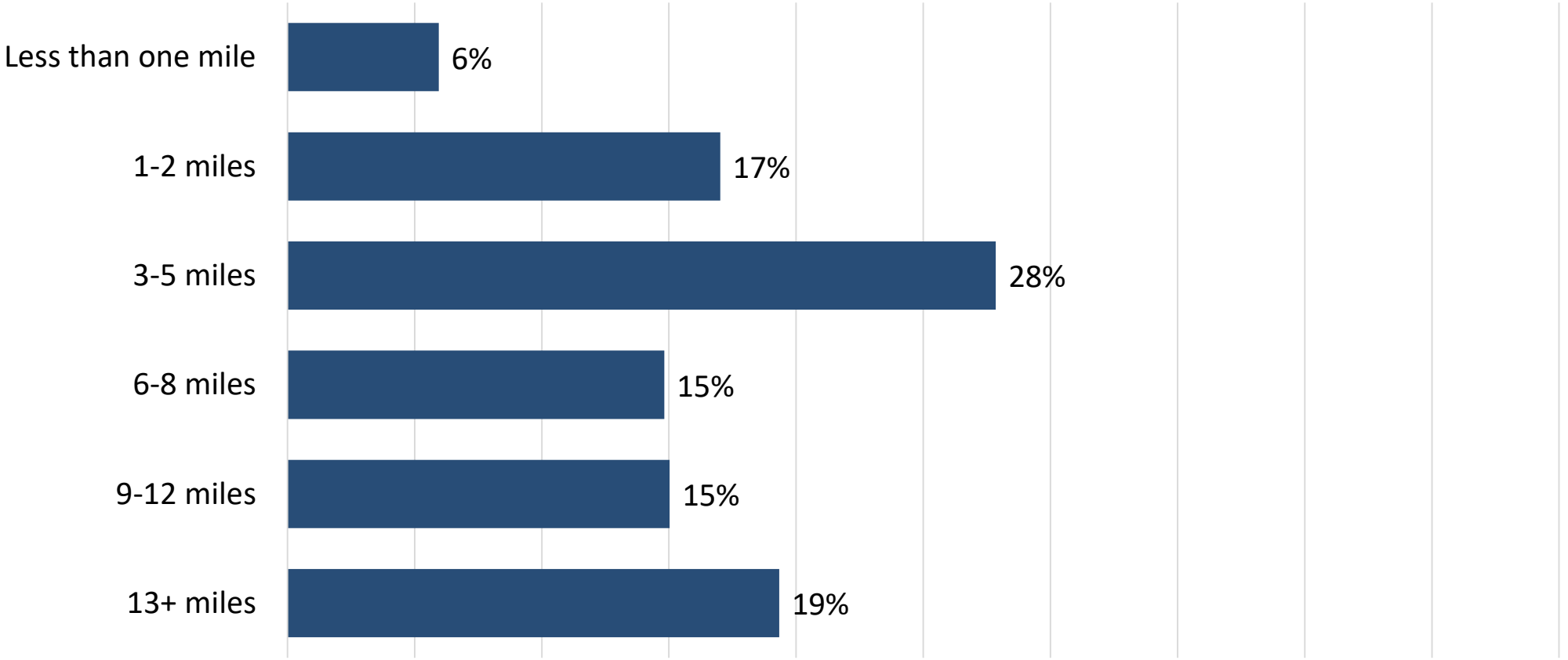
Distance Between Home and Metro Trip Destination



M5D. For the trip you take most often using King County Metro, how far is it from your home to your destination?

Metro Bus Stop Access

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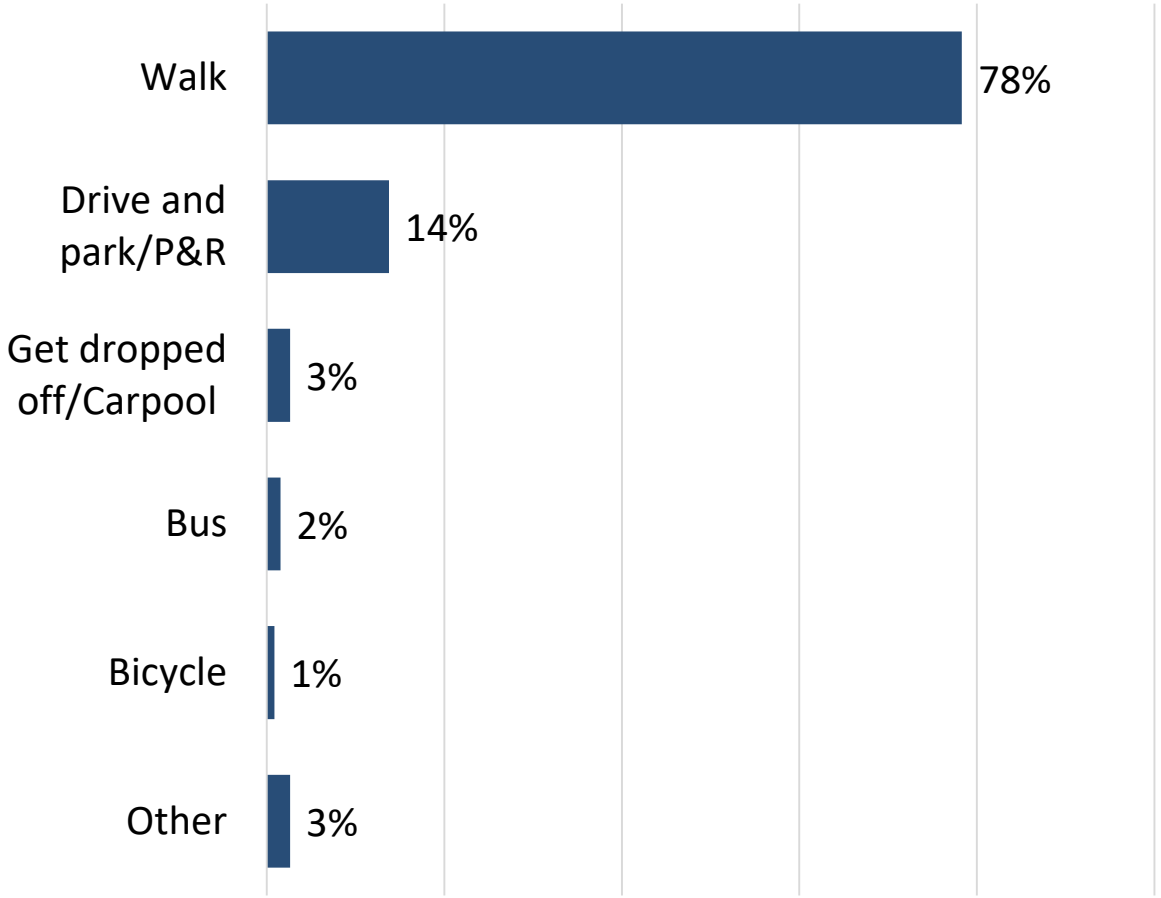
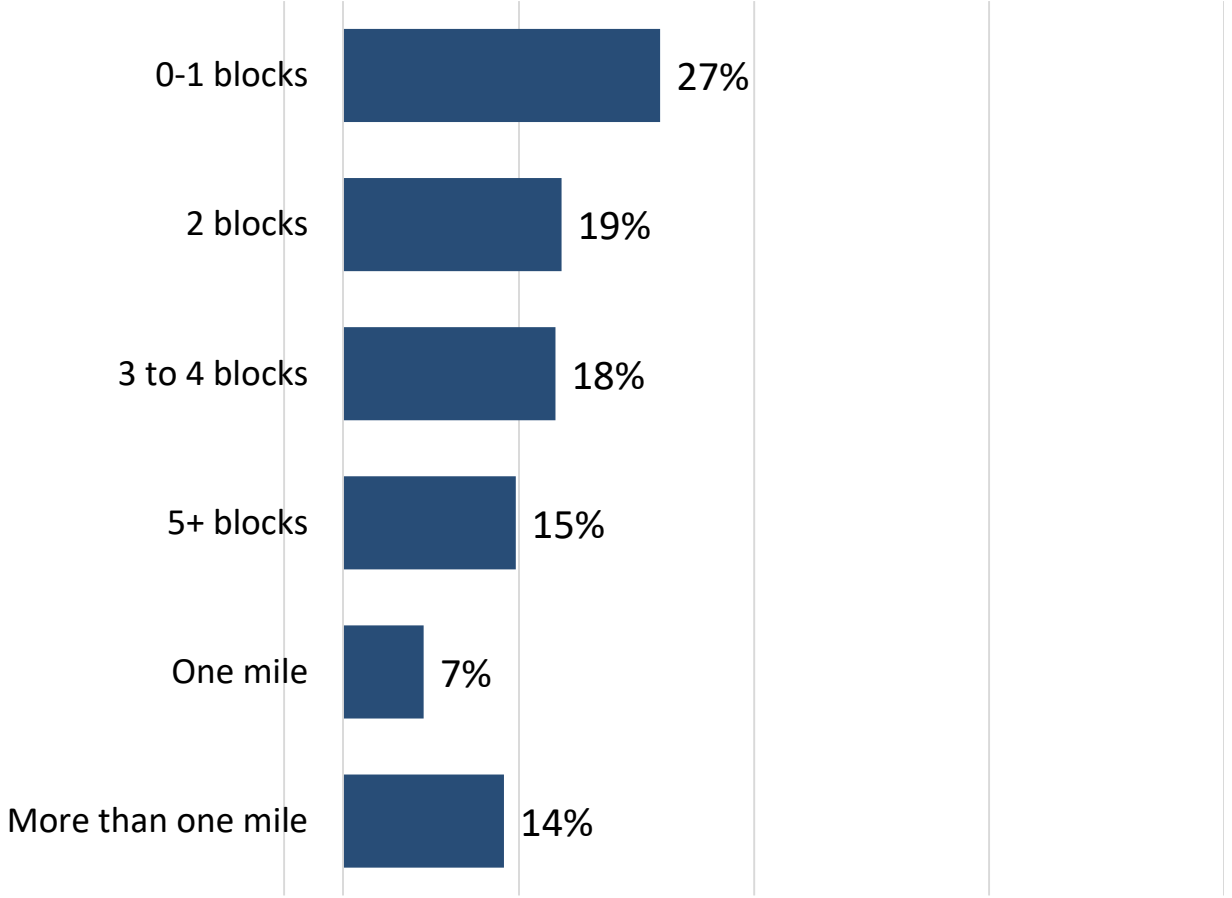
Travel to Bus Stop Used Most Often



Distance Between Home and Bus Stop



DS1A. How do you usually get from home to the bus stop you use most often?
DS1B_1. How far is it from your home to the Metro bus stop you use most often?

Personal Travel – Methods of Transportation

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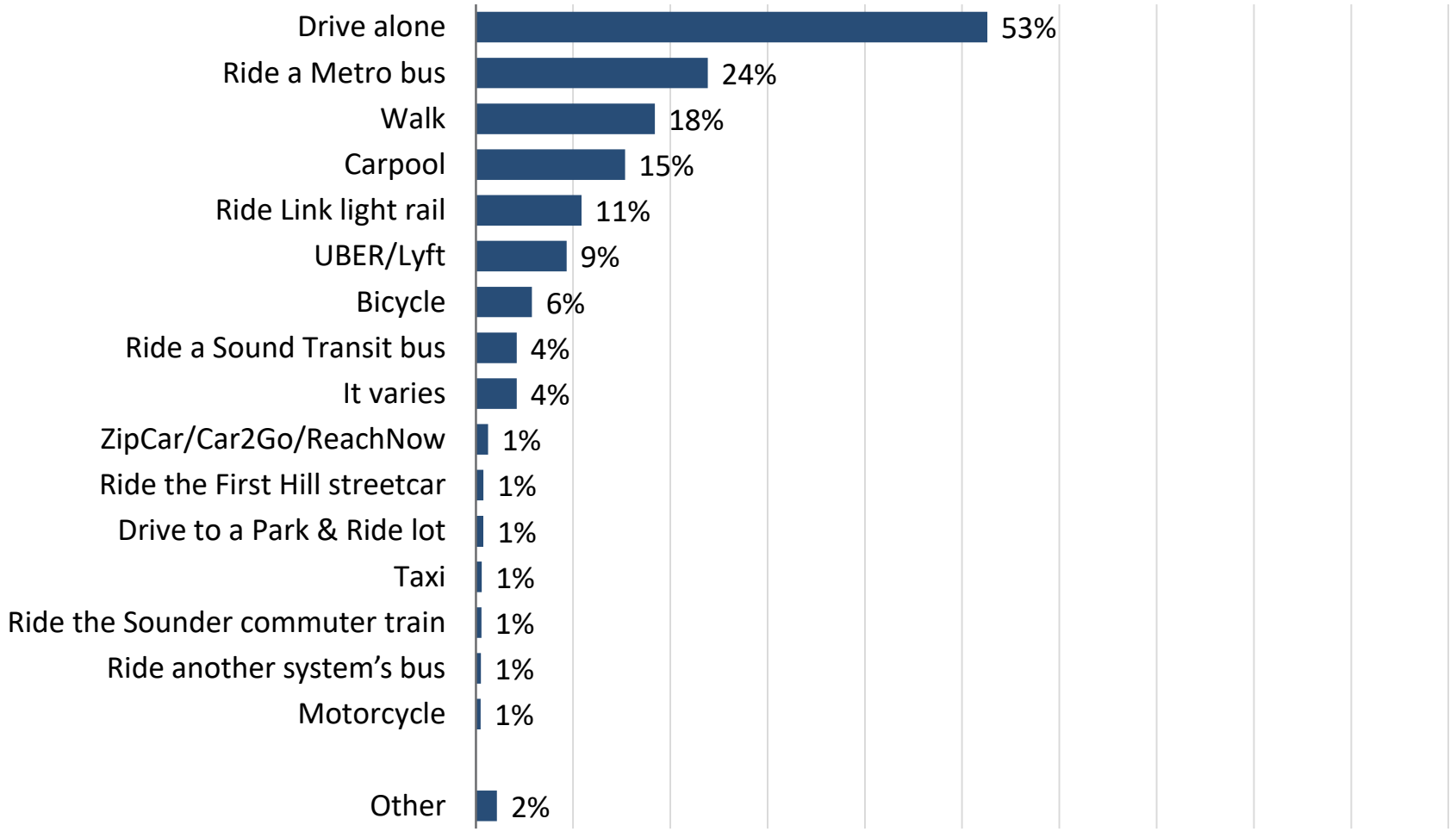
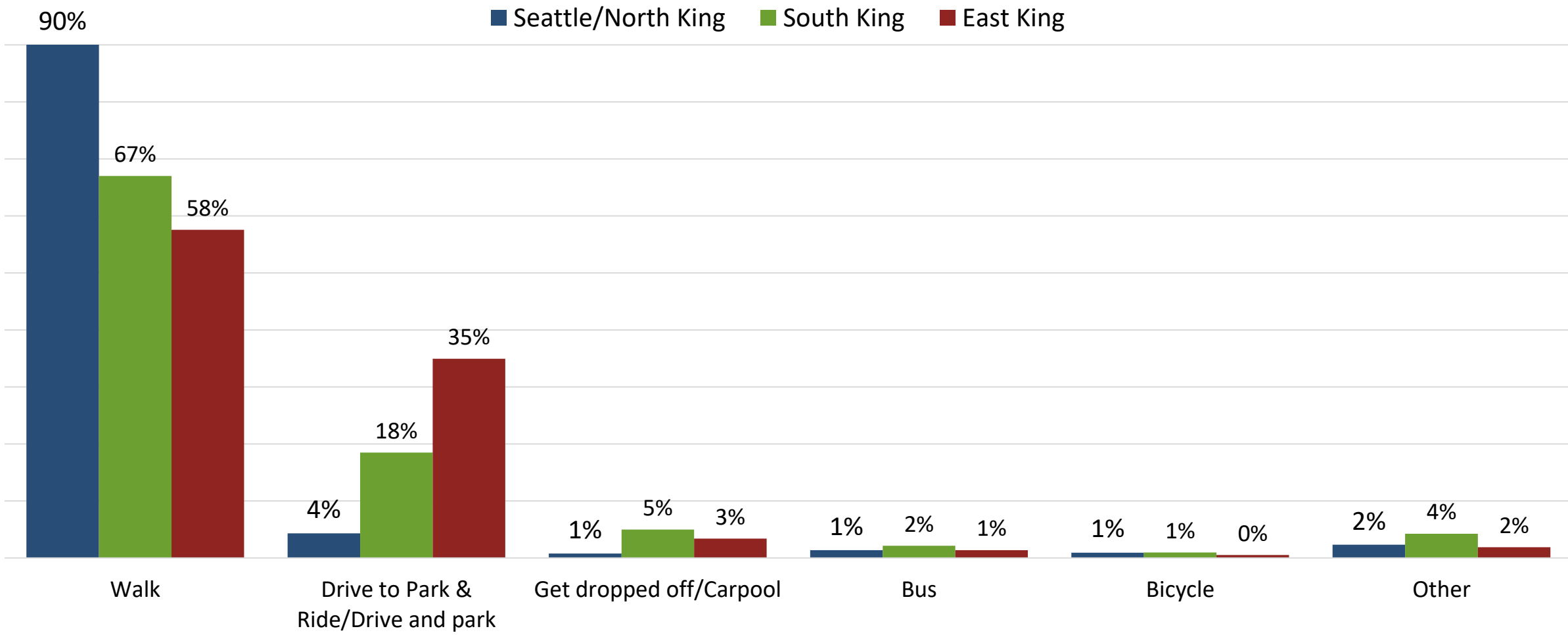
Personal Travel Methods Among Riders (Multi-Response)



PT1A. What method of transportation do you usually use to get around for most of your personal travel?

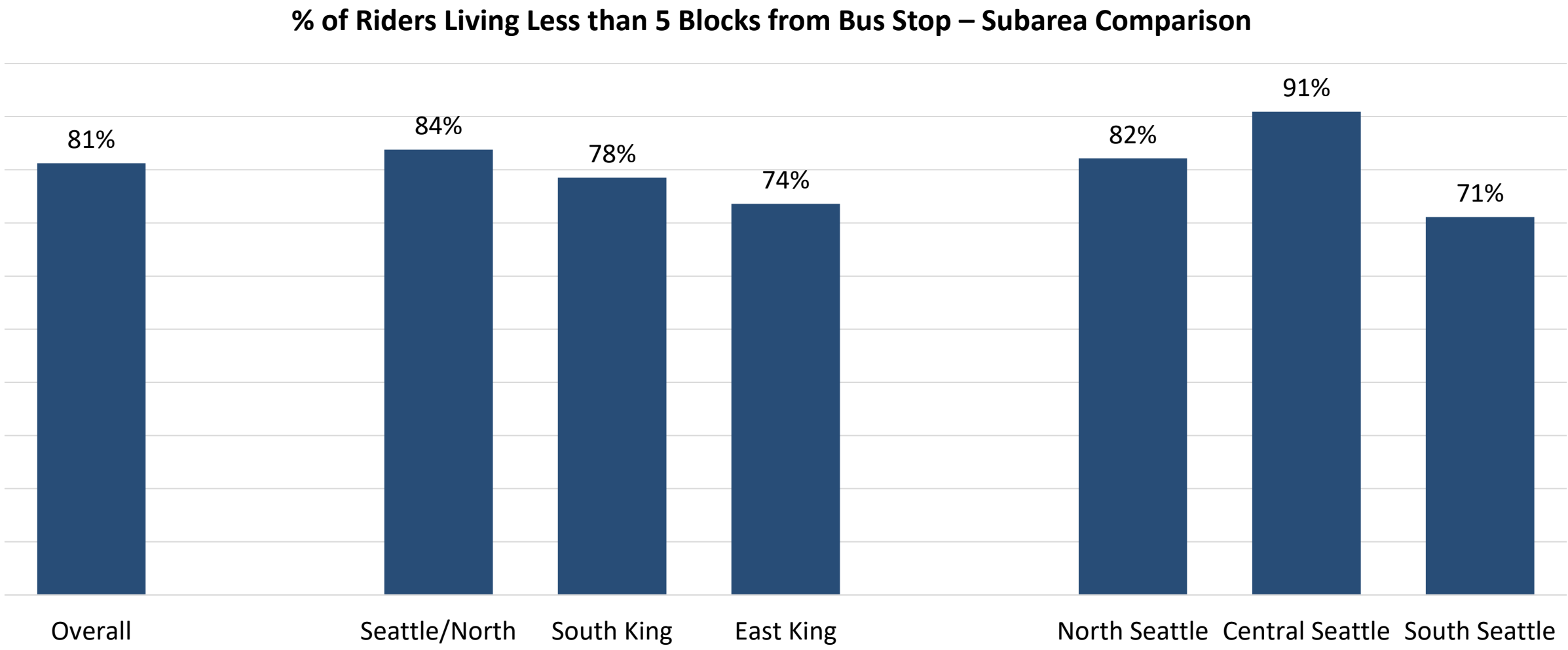
Bus Stop Access – by Subarea

Travel to Bus Stop Used Most Often – Subarea Comparison



DS1A. How do you usually get from home to the bus stop you use most often?
DS1B_1. How far is it from your home to the Metro bus stop you use most often?

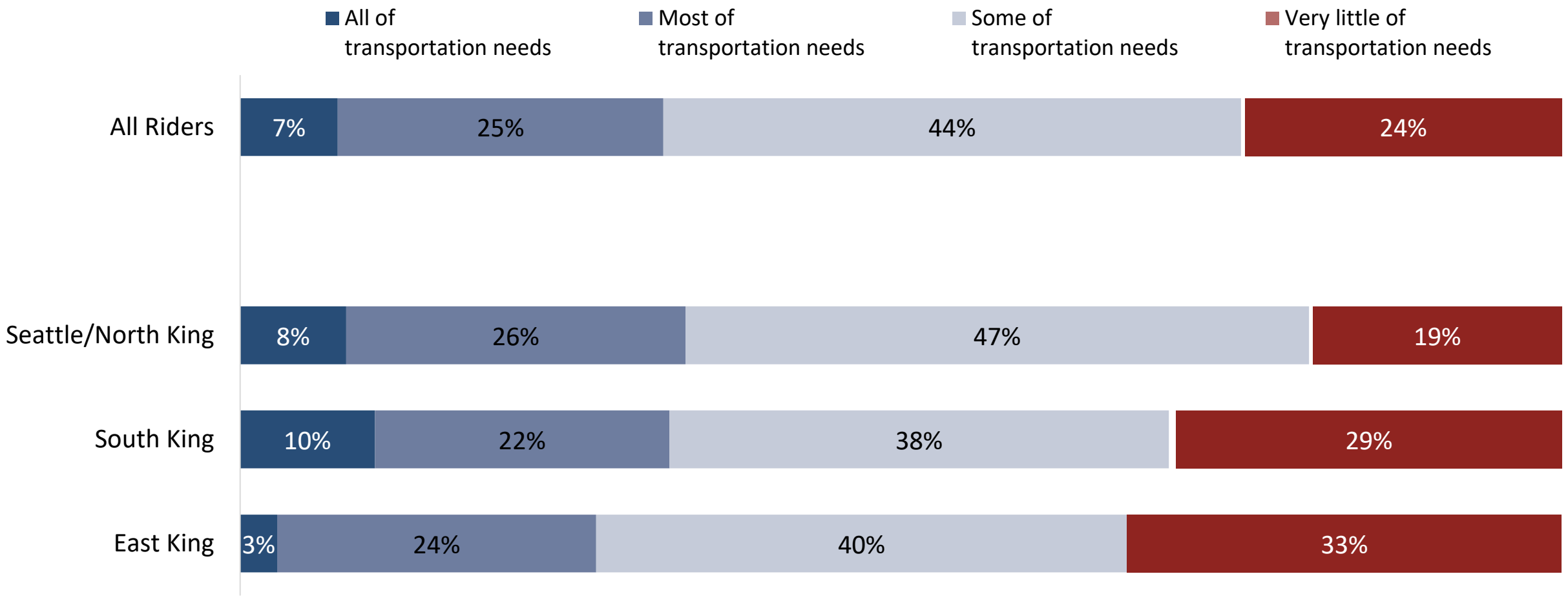
Stop Distance – by Subarea



DS1B_1. How far is it from your home to the Metro bus stop you use most often?

Metro Bus Reliance – by Subarea

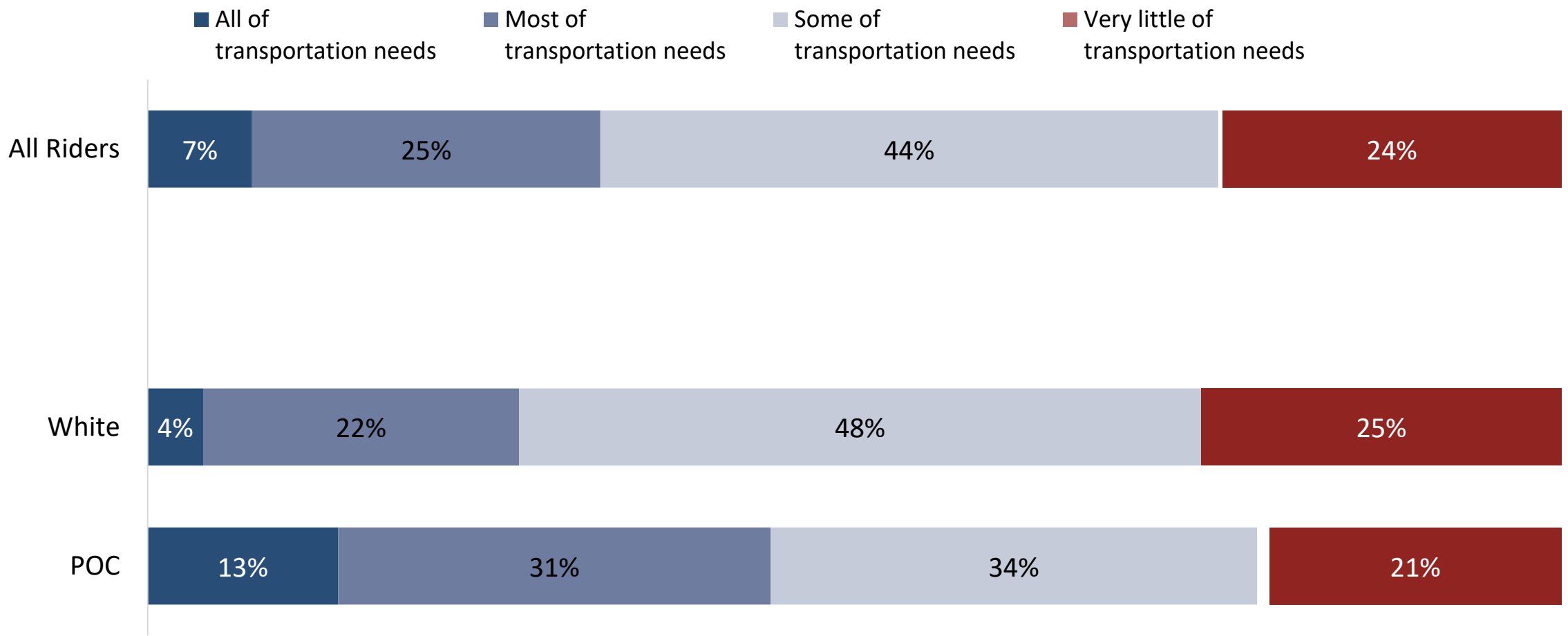
Level of Metro Bus Reliance Among Riders



M4. Now, thinking about all your travel around King County, to what extent do you use a Metro bus to get around? Do you use a Metro bus for…

Metro Bus Reliance – by Ethnicity

Level of Metro Bus Reliance Among Riders – Ethnicity Comparison



M4. Now, thinking about all your travel around King County, to what extent do you use a Metro bus to get around? Do you use a Metro bus for…

Metro Bus Reliance – by Household Income

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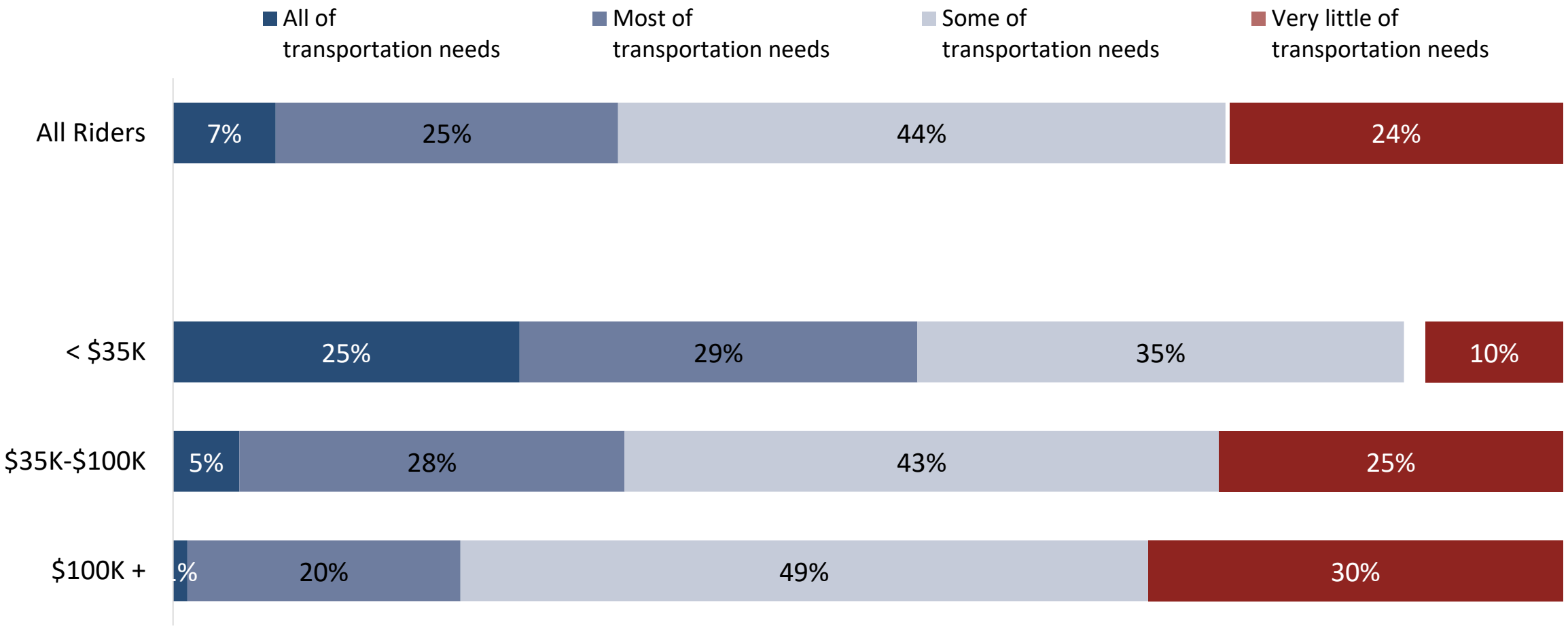
Level of Metro Bus Reliance Among Riders



M4. Now, thinking about all your travel around King County, to what extent do you use a Metro bus to get around? Do you use a Metro bus for…

Transfers

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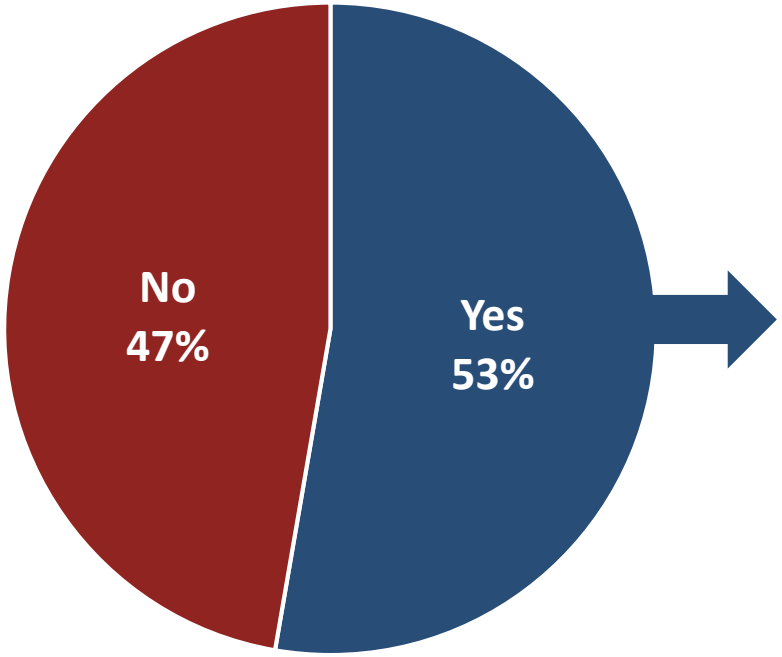
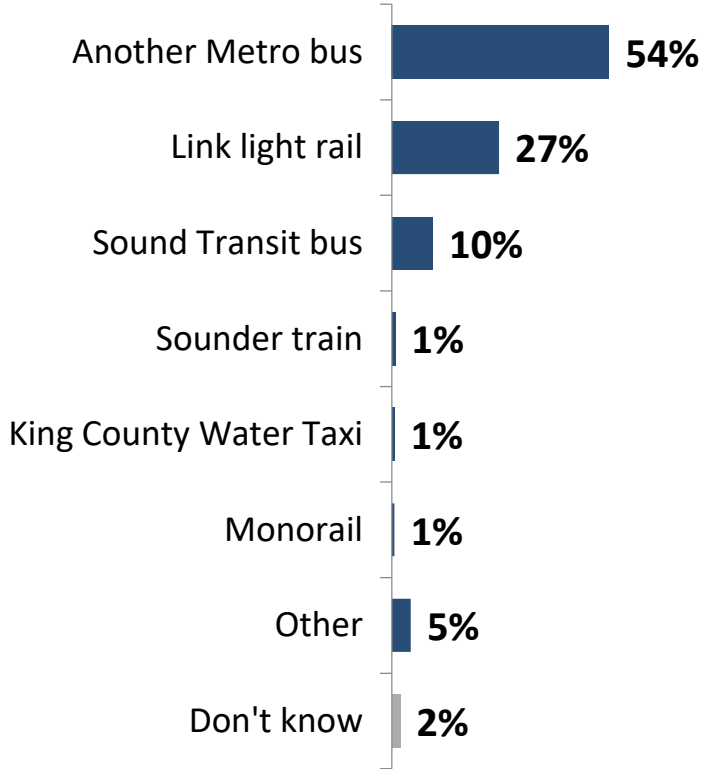
Do you usually make transfers on the trip you take most often?



When you transfer from a Metro bus, what are you transferring to? (n=585)



TRIP_5A_1. Do you usually make transfers on the trip you take most often? A transfer is a trip where you take more than one bus or other mode of public transportation to your destination.
TRIP_5B. When you transfer, are you transferring between a Metro bus and…

Daypart Usage – After Dark

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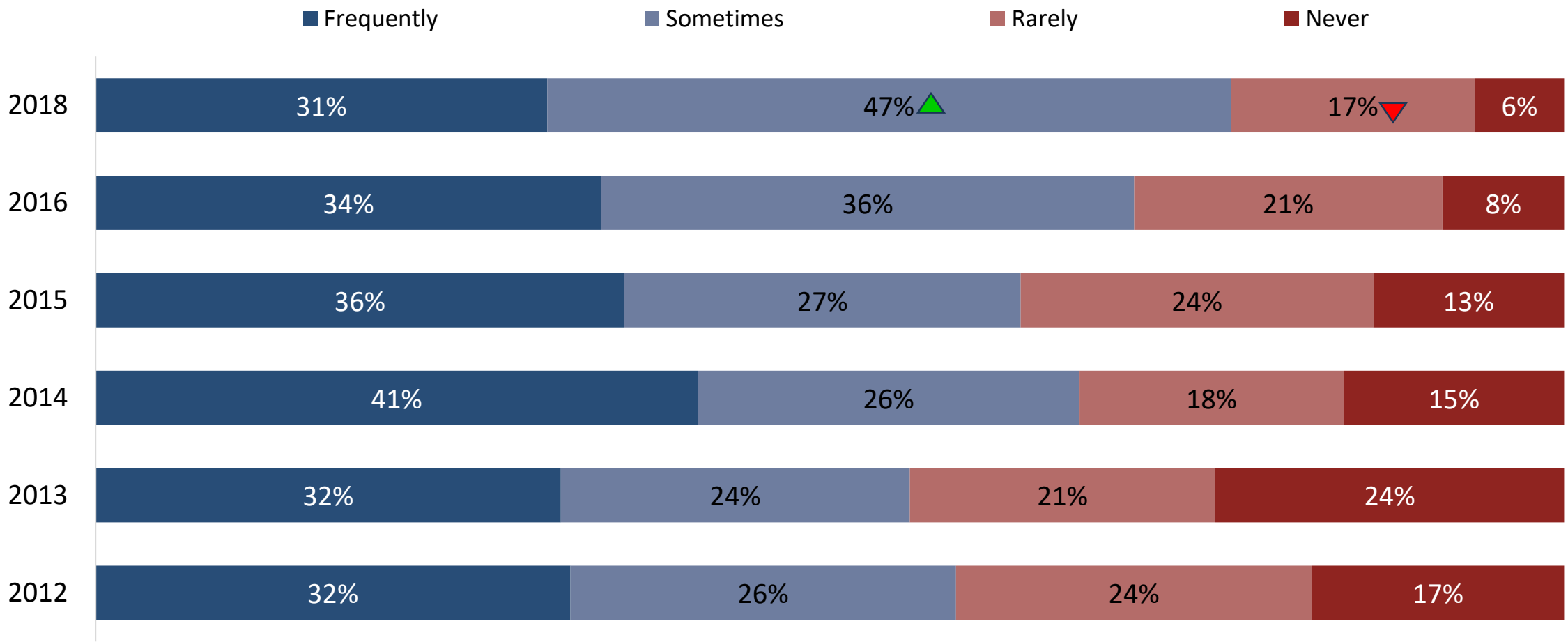
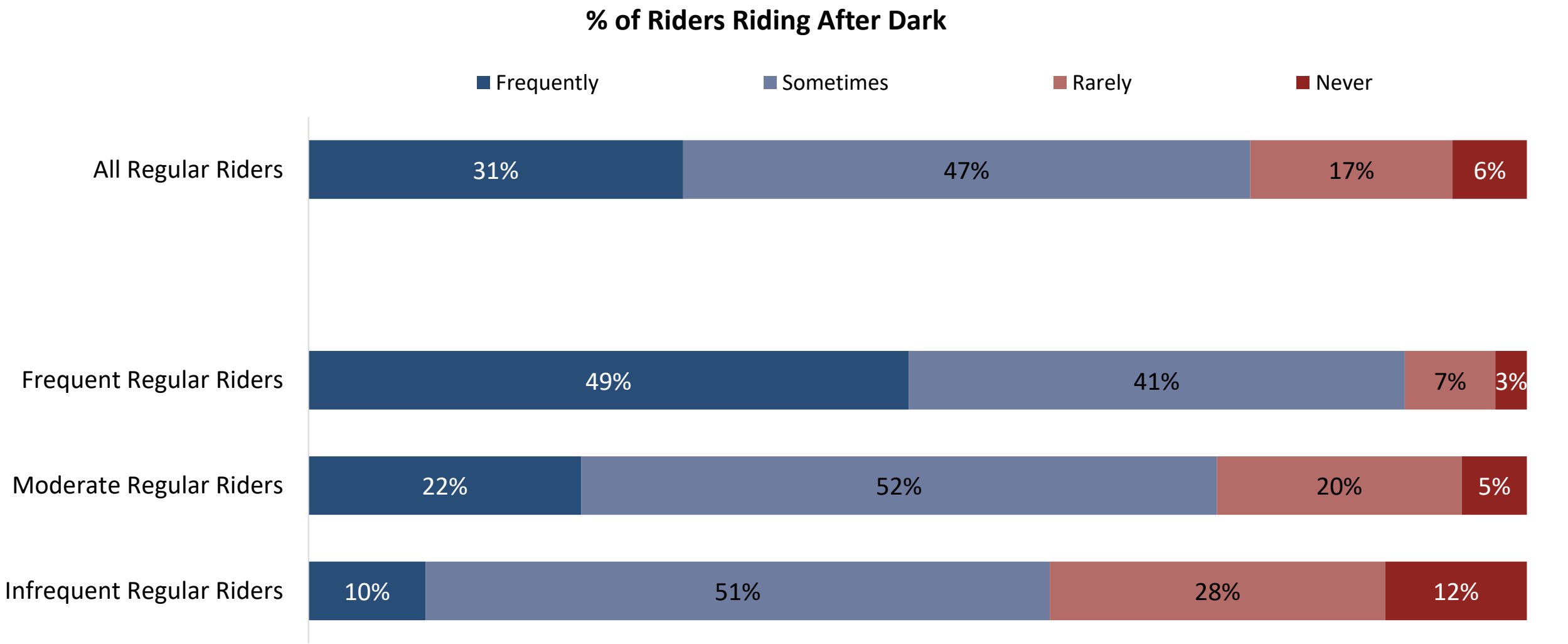
Statistically significant shifts represented by a ▲ or ▼ icon.

% of Riders Riding After Dark



PS1A. In the past year, how often have you ridden the bus when it is dark?

Daypart Usage – After Dark



PS1A. In the past year, how often have you ridden the bus when it is dark?

Avoid Riding the Bus – by Subarea

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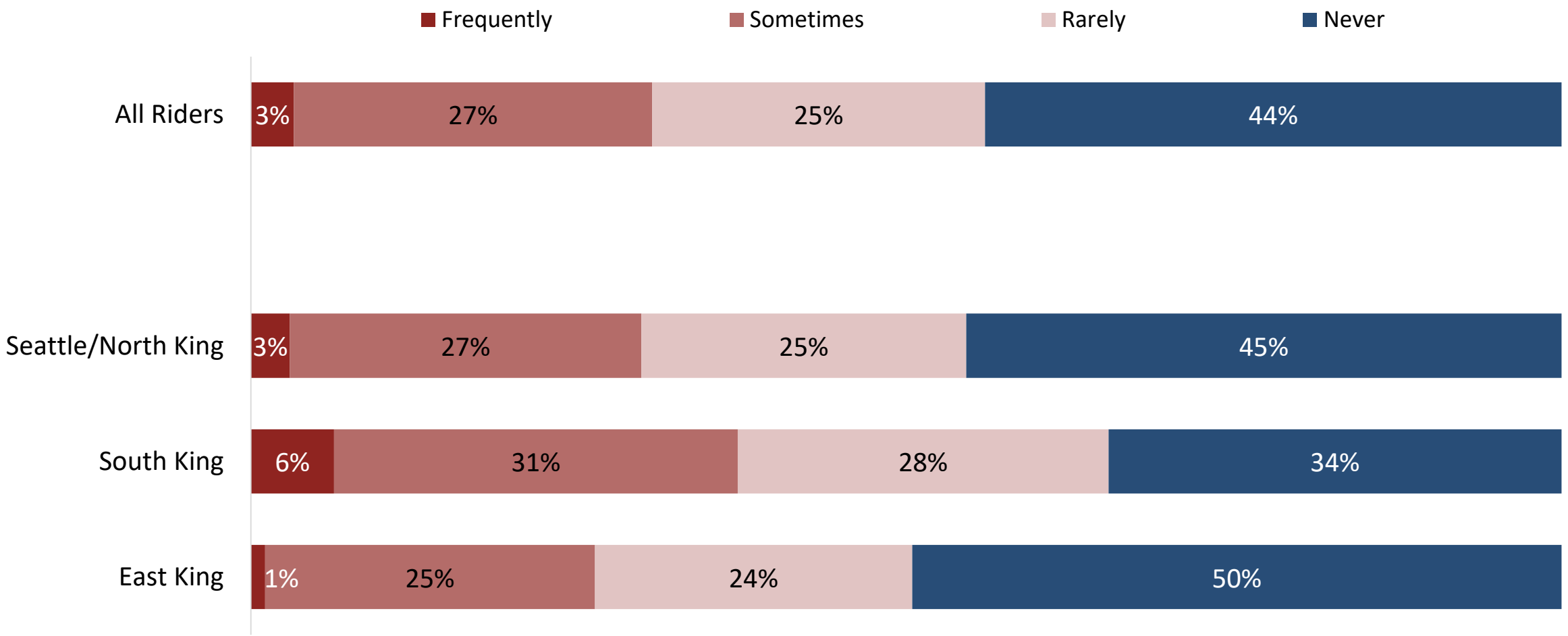
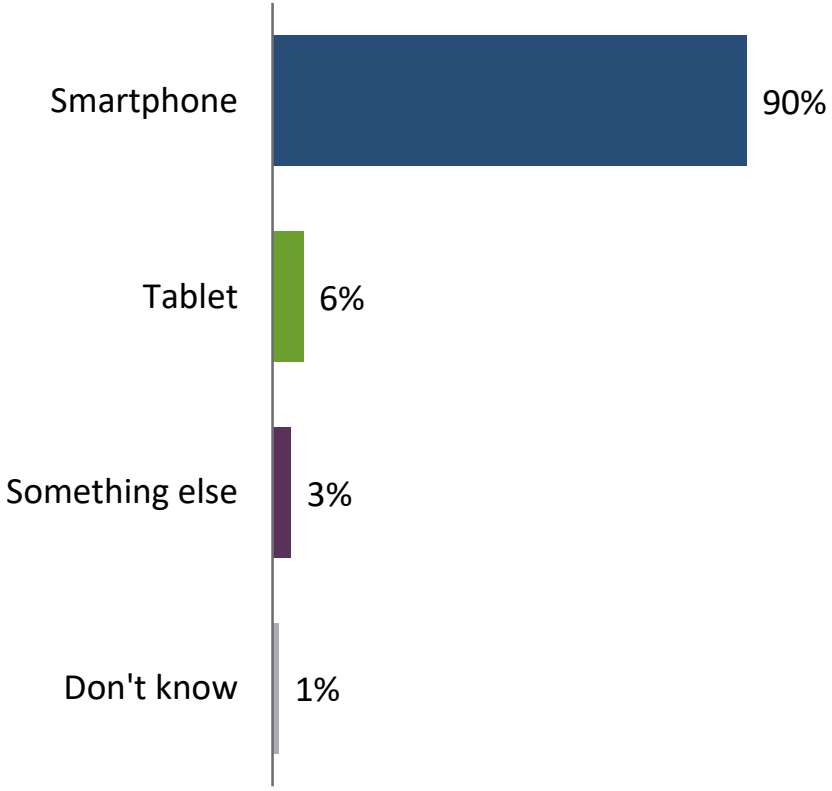
Frequency of Avoiding Bus Due to Personal Safety Concerns – Subarea Comparison



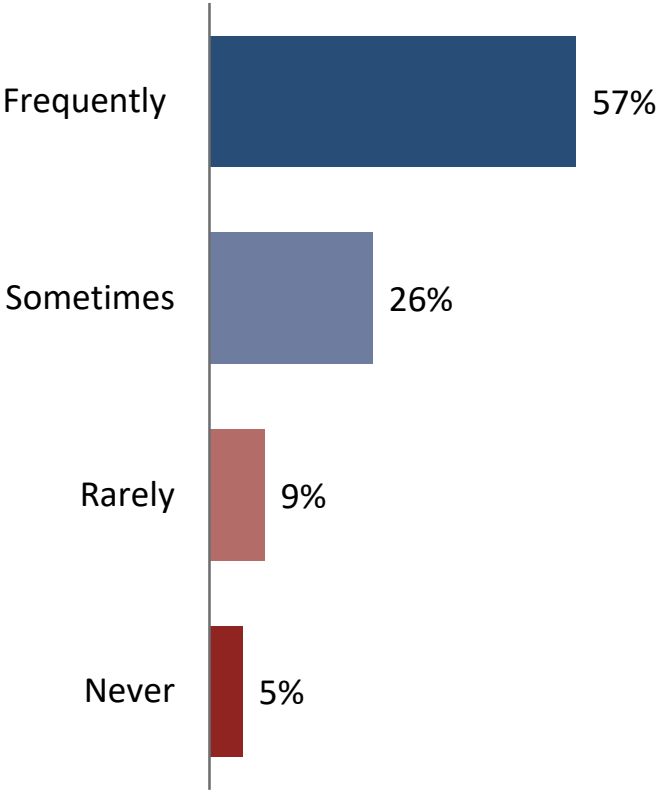
PS3A. Do you avoid riding the bus due to concerns about your personal safety…?

Mobile Device Usage

Which mobile device do you use most often to get information about Metro?



How often do you use a mobile device to get information about Metro?



IN4A_3. Which mobile device do you use most often to get information about Metro?
IN1L. How often do you use a mobile device to get information about Metro?

Mobile Device Usage for Metro Info

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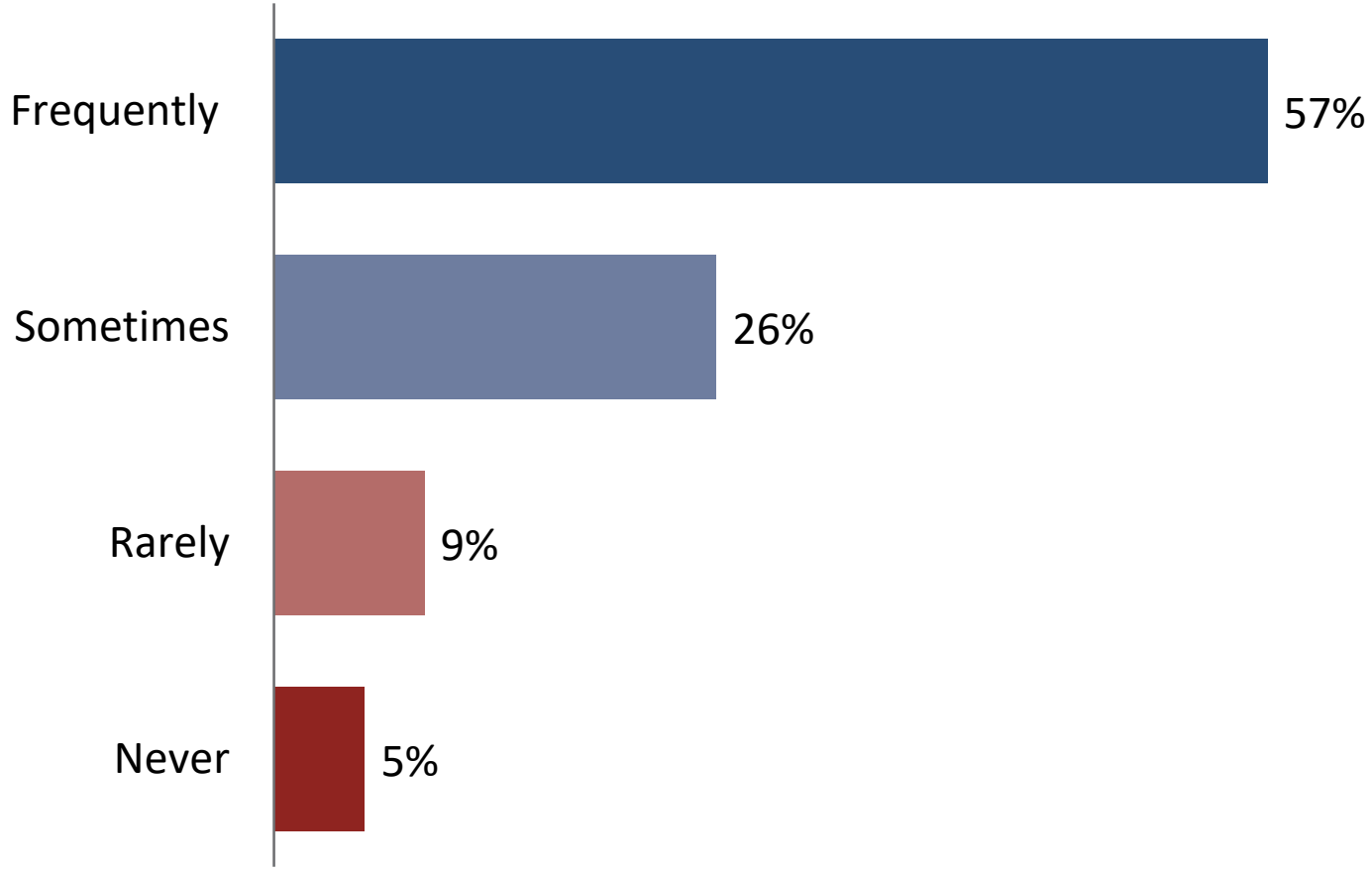
Frequency of Mobile Device Usage for Metro Information



IN1L. How often do you use a mobile device to get information about Metro?

Device & Smartphone Ownership

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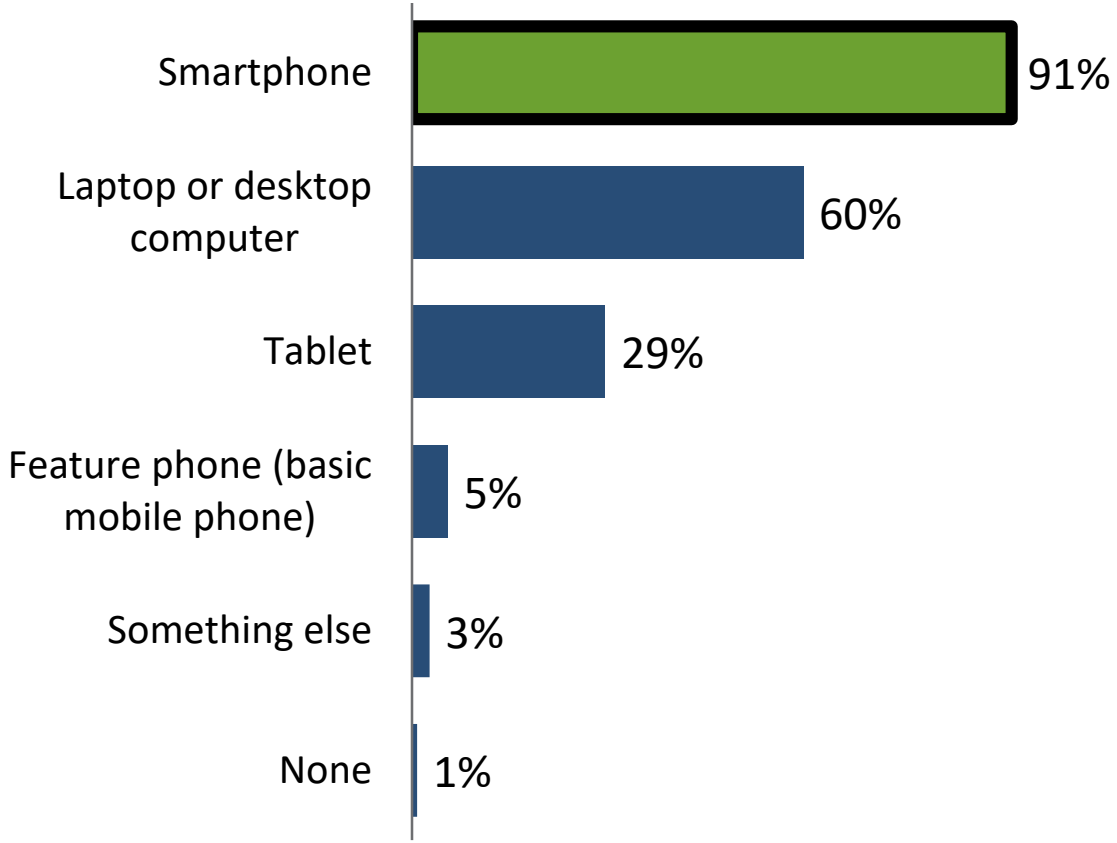
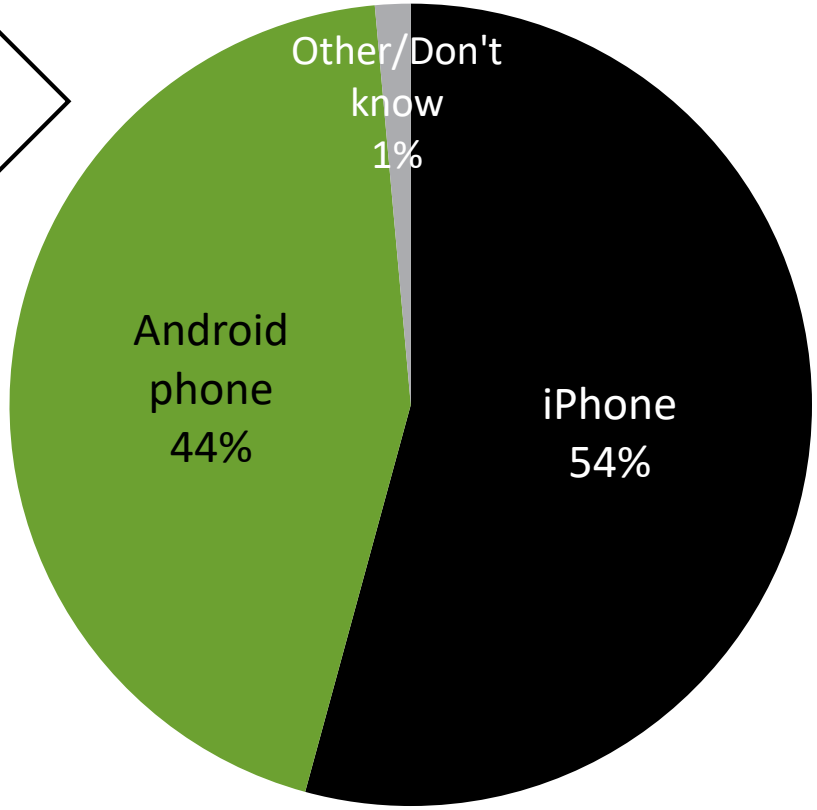
Riders' Device Ownership



Smartphone Users (1,115n)

Riders' Smartphone Type



SP1_2. The following are some questions about the electronic devices you use. Please indicate whether you use each of the following, if any. (Multi-response)
IN4A. Is your smartphone an iPhone, an Android phone, or something else?

Commuting

Rider Employment Status

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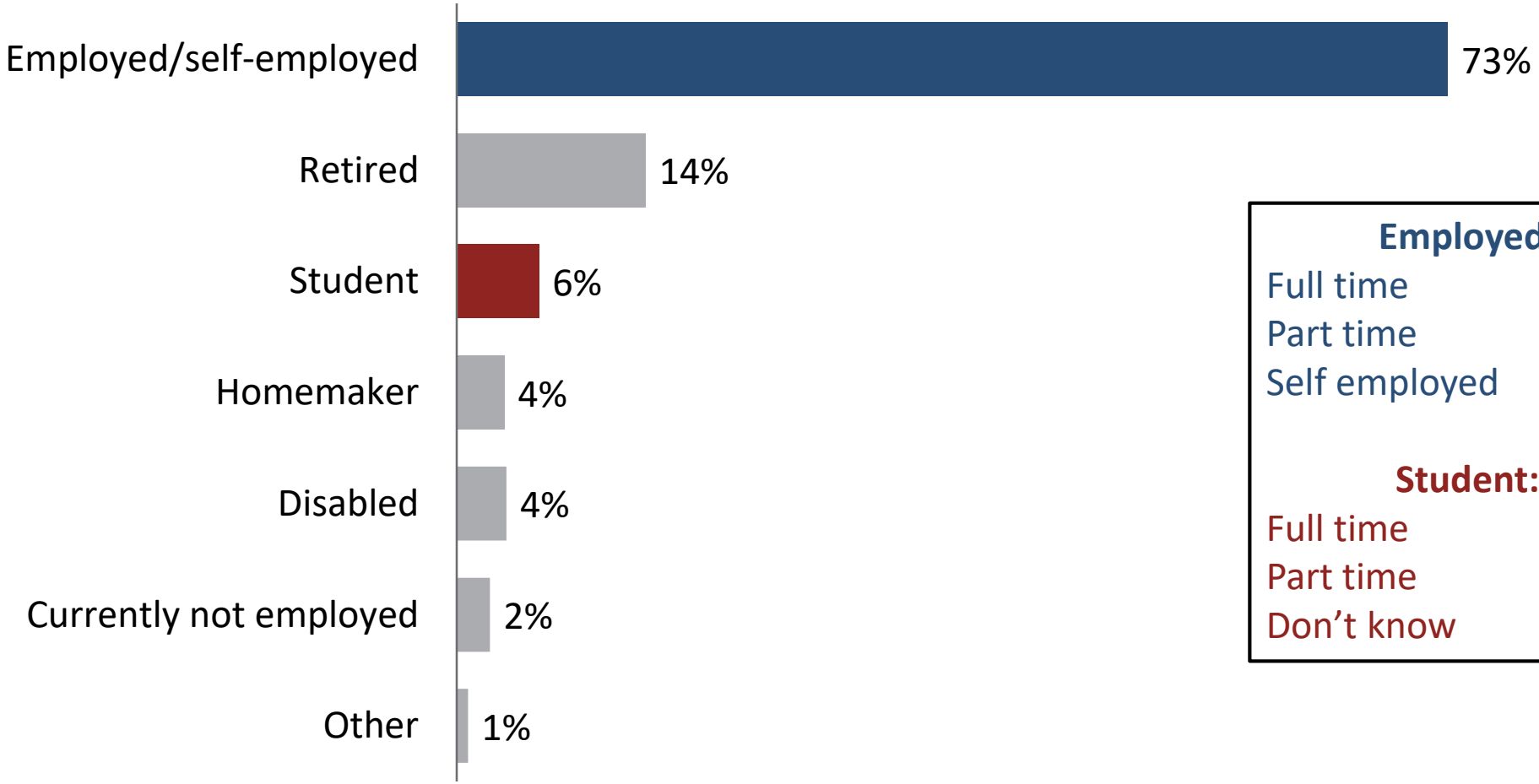
Employment Status Among Riders (Multiple Responses)

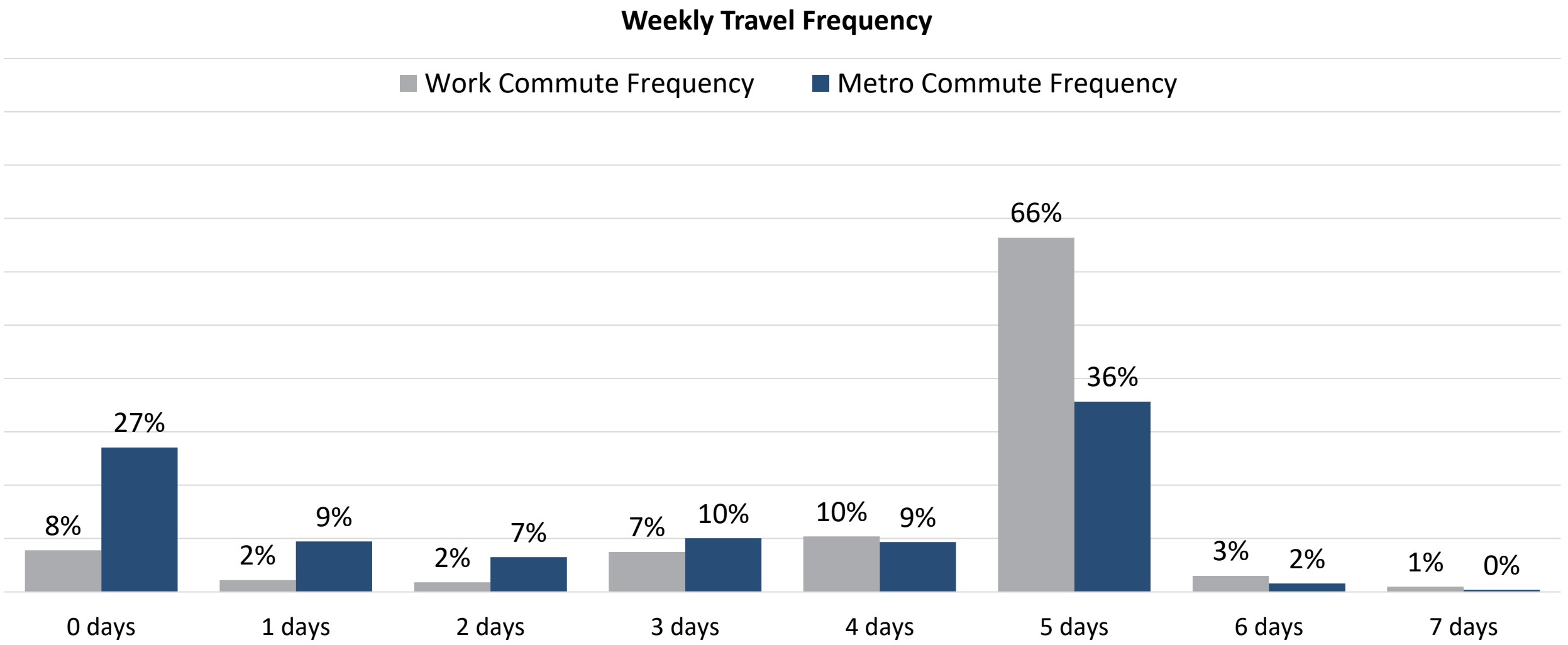


Employed:	
Full time	81%
Part time	13%
Self employed	6%

Student:	
Full time	75%
Part time	23%
Don't know	1%

CS1. Are you currently… (Multi-response)

Work & Metro Commute Frequency



CS2B. How many days a week do you travel to a fixed worksite?
CS2C. Of the day(s) that you travel to work, how many days do you take a Metro bus as part of that commute?

Commuting & Metro Usage

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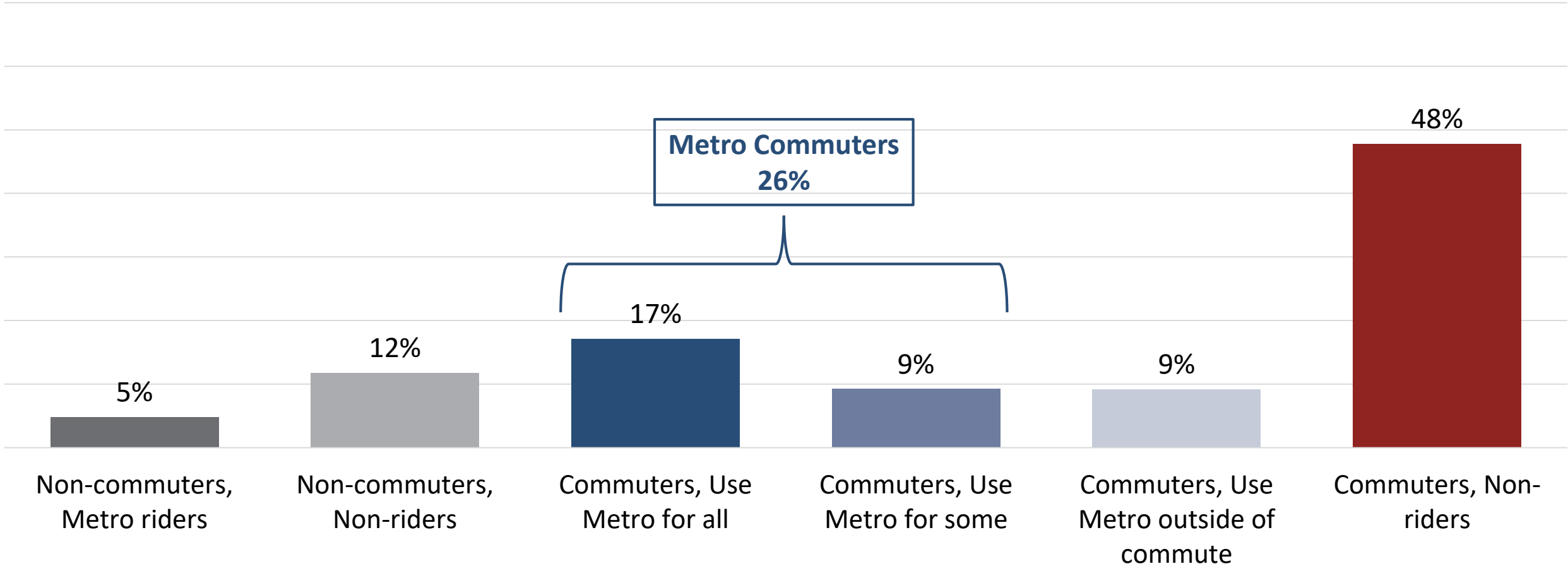
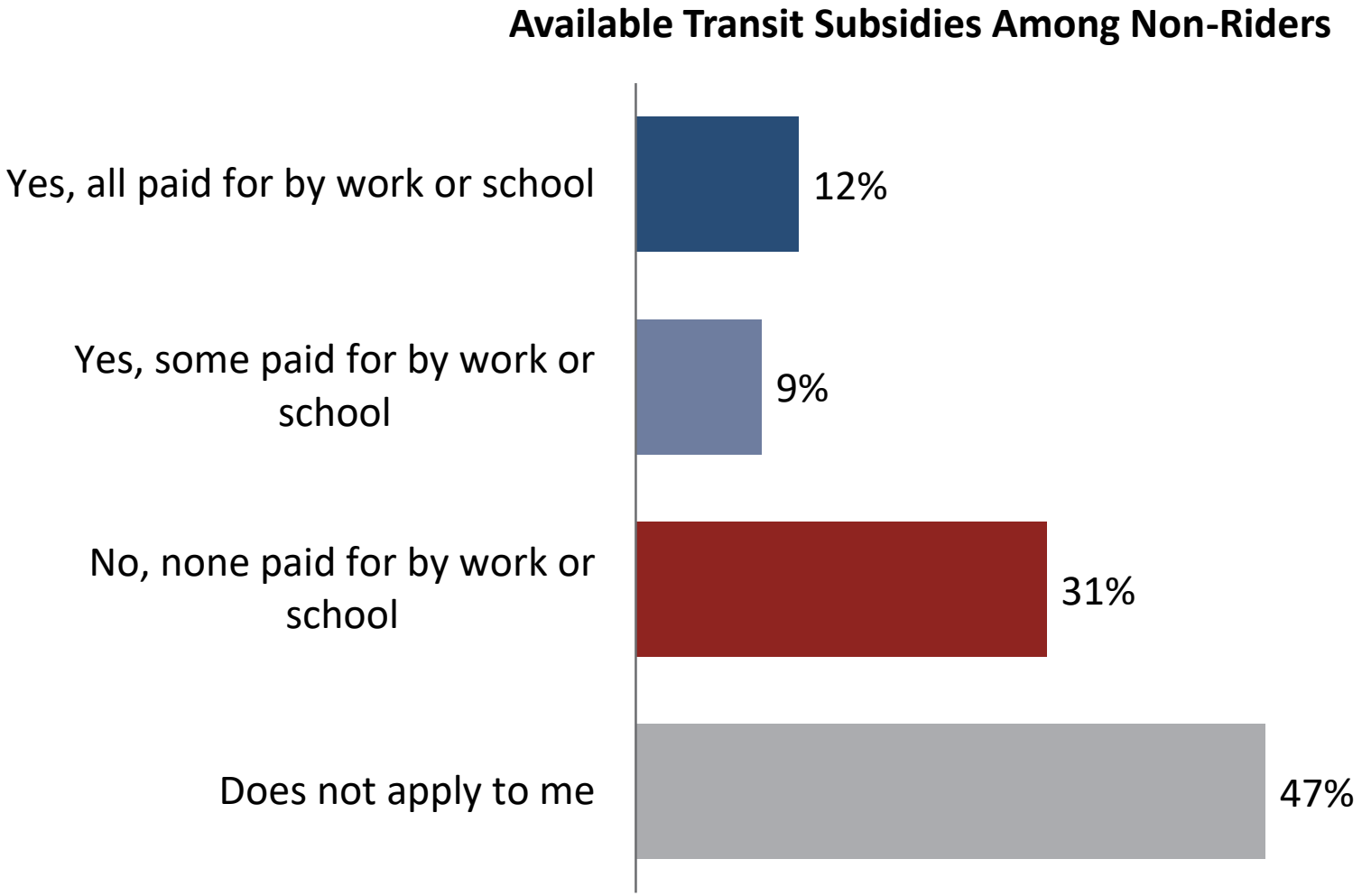
Share of Metro Rider/Non-Rider and Commuter/Non-Commuter Subgroups



CS2B. How many days a week do you travel to a fixed worksite/school?
CS2C. Of the day(s) that you travel to work/school, how many days do you take a Metro bus as part of that commute?

Available Transit Subsidies



F3A_2. Does your employer or school offer a subsidy for transit, including ORCA pass or E-purse?

Top-of-Mind Responses

Safety Issues Onboard

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What safety issues have you noticed on the bus? (n=702*)	%
Unruly/Disruptive passengers	26
Drunk people/Intoxication/Drug use/Passengers under the influence	24
Aggressive/Belligerent people	10
Fights/Violence/Arguments	9
Sexual harassment/General harassment	7
Passengers, General Mention	6
Verbal abuse/Threats/Threatening behavior	5
Overcrowding	5
Bus maintenance/cleanliness issues	5
Inconsiderate passengers (e.g. not giving up seats to elders, taking up multiple seats)	4
Unsafe driving/Undisciplined driver	4
Racist comments/Foul language	4
Passenger Hygiene issues	4
Crime/Mugging/Passengers with Weapons	4
Erratic behavior	4
Not paying fares	3
No protection/Nowhere to go in case of safety issue	3
General feeling of being unsafe	2
Other	4
Nothing/Don't Know	16

PS2E. What safety issues have you noticed on the bus? (Multiple Response)
*Asked to respondents who rated their satisfaction of personal safety on the bus lower than very satisfied

Safety Issues at Stops

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What safety issues have you noticed while waiting for the bus? (n=758*)	%
Drug use/People under the influence	15
Unruly/Disruptive people	13
Lack of lighting/Waiting after dark	12
Homeless people/Other passengers, general	8
Panhandling/Begging	8
Selling drugs/Vandalism, other crime	7
Drunk people	7
Harassment/Sexual Harassment	7
Aggressive/Belligerent people	6
Loitering	6
Cleanliness/Sanitation of the bus stop	6
Fights	5
People with mental health issues	5
Loud people (yelling, screaming)	4
General feeling of being unsafe	3
Smoking	2
Standing alone/Being in an isolated place	2
Verbal abuse/Threats	2
Being a woman	2
Other	8
Nothing/Don't Know	19

PS2F. What safety issues have you noticed while waiting for the bus? (Multiple Response)
*Asked to respondents who rated their satisfaction of personal safety waiting for the bus lower than very satisfied

Improvement of Notification of Service Changes

How could Metro most improve its notification of service changes? (n=599)	%
Work with third party app/ improve app	20
Put up signs	14
Have more timely updates	12
Have accurate time/real-time information	10
Send a text	9
Make site more user-friendly/Have the notices posted clearly	6
Send an email	5
Provide route-specific information	4
Give information about where to sign up	4
Push notification	3
Include a map showing the changes	2
Send alerts	2
Other	11
Don't know	9
Nothing	10

IN3K_3. How could Metro most improve its notification of service changes? (Multiple Response)

Improvement of Availability of Service Information

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Online (n=431)	%
Make site more user-friendly/Have the notices posted clearly	21
Make information reliable/accurate	14
Work with third party app	6
Include a map showing the changes/Use graphic	5
Provide an app	4
Improve trip planning	3
Send alerts	3
Have a better app (general)	3
Make it easier to read	3
Have more timely updates	2
I currently use other apps	2
Provide route-specific information	2
Improve timetables	2
Other	9
Don't know	14
Nothing	16

At Bus Stops (n=679)	%
Make information reliable/accurate	32
Have electric/digital signs	20
Ensure that there are timetables at every stop	10
More visibility/Better signs	8
Signs/Flyers (general)	8
Have more timely updates	3
Include a map	3
Provide more details	2
Make it easier to understand	2
Work with third party apps	2
Provide QR codes	2
More notifications	2
Other	6
Don't know	7
Nothing	12

Mobile Devices (n=491)	%
Make information reliable/accurate/Live bus tracking	32
Work with third party apps	21
Provide an app	9
Make it user-friendly	7
Improve app	5
Send texts	5
Provide route-specific information	4
Send alerts	2
Push notification	2
Have more timely updates	2
Other	10
Don't know	9
Nothing	14

IN3K_4/5/6. How could Metro most improve availability of service information online/at bus stops/mobile devices like smartphones or tablets? (Multiple Response)

Increasing Ridership – Non-Riders

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What is the single most important thing that Metro could do to increase your likelihood of using the bus for at least some of your travel? (n=2,091)	%
Have closer stops/more stops	11
Have more routes	11
Have more frequent service	10
Have more direct routes/Fewer transfers/Fewer stops	10
Have less travel time	7
Increase safety and security	6
Reduce fares/Free service	5
Buses throughout the day/Expanded hours of operation	4
Ensure cleanliness/comfort	3
Provide park and ride option	3
Increase reliability and punctuality	2
Make the routes/schedule/price easier to understand	2
Provide convenience/convenience items	2
Other	9
Don't know	4
Nothing	23

NON6C. What is the single most important thing that Metro could do to increase your likelihood of using the bus for at least some of your travel? (Multiple Response)

Increasing Ridership for Work/School Trips

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What is the single most important thing that Metro could do to increase your likelihood of using the bus for at least some of your travel? (n=403)	%
Have more frequent service	18
Have less travel time	17
Have more direct routes/Fewer transfers/Fewer stops	17
Increase reliability and punctuality	11
Have more routes	8
I live too close to my destination to take Metro regularly/ Do not commute to a regular destination	7
Buses throughout the day/Expanded hours of operation	6
Have closer stops/more stops	5
Increase safety and security	4
Provide park and ride option	4
Have dedicated bus lanes/better infrastructure	3
I am served by a different transit agency/I would get on Link Light Rail if I could	3
Reduce fares/Free service	3
Less crowding	2
Other	5
Don't Know/Nothing	12

C10A_2. What is the single most important thing that Metro could do to increase your likelihood of using the bus to get to [work/school]? (Multiple Response)

Resident Demographic Profile

Demographics – All Residents by Subarea

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	Overall	Seattle/ North King	South King	East King
Rider	36%	61%	22%	25%
Frequent Regular Rider	17%	30%	9%	10%
Moderate Regular Rider	8%	15%	4%	5%
Infrequent Rider	12%	16%	9%	10%
Non-Rider	64%	39%	78%	75%
Male	48%	48%	48%	48%
Female	48%	48%	48%	48%
Other/Ref	4%	4%	4%	5%
16-34	20%	26%	15%	19%
35-54	39%	38%	39%	40%
55+/Ref	41%	36%	46%	41%
Male 16-44	19%	22%	16%	18%
Male 45+	29%	26%	32%	29%
Female 16-44	19%	23%	17%	18%
Female 45+	29%	25%	31%	29%
<$35K/year	14%	16%	17%	8%
$35K-$100k/year	42%	42%	46%	37%
+ $100K/year	35%	35%	25%	45%
Ref	10%	8%	12%	10%
At/Below 200% Federal Poverty	15%	16%	20%	10%
Above 200% Federal Poverty	75%	76%	69%	81%

Demographics – All Residents by Subarea

King County METRO
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	Overall	Seattle/ North King	South King	East King
White	68%	70%	65%	68%
POC	25%	24%	27%	25%
Black/African American	3%	4%	6%	1%
Asian or Pacific Islander	12%	11%	8%	17%
Hispanic	5%	4%	8%	4%
Other	5%	6%	6%	3%
Ref	7%	5%	7%	8%
Primarily English HH	87%	90%	86%	85%
Other language HH	9%	7%	10%	9%
Ref	4%	3%	3%	6%
ORCA card user	29%	51%	14%	22%
Cash/Tickets only	5%	6%	6%	2%
ORCA LIFT customer	2%	4%	2%	1%
LIFT eligible (19-64; <=200% FPL)	11%	12%	14%	7%
Not eligible (19-64; >200% FPL)	66%	68%	59%	71%
Unknown Income / Not 19-64	23%	20%	27%	22%
Metro most/all trips	32%	34%	32%	27%
Metro little/some trips	68%	66%	67%	73%
Household owns a vehicle	93%	85%	98%	97%
Household does not own a vehicle	7%	15%	2%	3%
Rider with disability	9%	7%	12%	7%
Rider w/ no disability	91%	93%	88%	93%

Questionnaire