2008 Rider Survey Findings

Prepared for:

King County Department of Transportation
Transit Division

December 2008

2101 4th Avenue, 8th Floor ■ Seattle, WA 98121
Voice: (206) 726-5555 ■ Fax: (206) 726-5620 ■ Email: info@gilmore-research.com

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

EXECUTIVE SUMMARY

Introduction

The King County Department of Transportation Transit Division (Metro) has conducted a telephone survey of transit riders and non-riders on an almost annual basis for more than 25 years. In 2007 and 2008 Metro decided to significantly reduce the number of completed surveys and shifted the scope of this research to focus on the behavior of regular and infrequent riders. For both the 2007 and 2008 surveys non-riders were excluded from all areas of questioning except those needed to determine the incidence of household ridership.

The main objectives of the 2008 rider study are to:

- Track customer awareness and perceptions of Metro service
- Profile Regular Riders (residents who made five or more transit trips in the last 30 days excluding rides entirely within the Seattle Ride Free Area)
- Profile Infrequent Riders (residents who made one to four transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
- Profile Commuters to work and/or school
- Profile new riders (those who started riding Metro after September 2007)
- Identify and track demographic, attitudinal and transit use characteristics among Regular and Infrequent Riders

New areas of exploration in the 2008 survey include:

- Determining how gas prices impact transit use
- Identifying how often riders have to stand on the bus and the impact of standing on rider behavior
- Identifying how often riders have been passed up at a bus stop and the impact of being passed up on rider behavior
- Examining rider satisfaction with, and use of, the Ride Free Area (RFA) and the impact charging a fare in this area would have on rider behavior

Questions related to the importance of specific transit elements were dropped in 2008.

Methodology

Gilmore Research Group conducted telephone interviews with 400 randomly selected Regular and Infrequent Riders in King County. To participate in the study respondents had to be at least 16 years of age. All interviews were conducted between October 1 and November 9, 2008. The maximum margin of error for a sample of 400 interviews is ±4.9 percentage points at the 95 percent level of confidence. Data are weighted to reflect the incidence of rider households in King County.

Key Findings

Household Ridership Incidence

In addition to evaluating how Riders use and perceive Metro bus service, a key purpose of this study is to determine the incidence of ridership within King County. Incidence calculations are based on responses from all households contacted regardless of whether someone in the household qualified for the entire survey (e.g., was age 16 or older and rode the bus at least one time in the month preceding the survey). Incidence is defined as the percentage of King County households that have one or more Regular Riders (those ages 16 or older who rode five times or more in the 30 days preceding the survey).

- Twenty-eight percent (28%) of all King County households have a least one Regular Rider, 14% have one or more Infrequent Riders and 58% do not have any Metro bus riders. These percentages have been relatively stable for the past several years.
- Households in North King County are almost twice as likely as those in South or East King County to have a Regular Rider in residence (40% compared to 21% and 22% respectively).

Respondent Profile

More than two in three respondents to the full survey (68%) are Regular Riders and 32% are Infrequent Riders—about the same as in 2007 (69% and 31% respectively). Key characteristics of these two groups are as follows:

- Most **Regular Riders** (71%) are employed full or part time, 11% are students and 13% are retired. Just over half of all Regular Riders live in North King County (54%). This is significantly fewer than in 2007 when 65% of Regular Riders lived in the North King County planning subarea.
- Approximately one-quarter of 2008 **Regular Riders** live in South King County (24%) and 22% live in East King County. Three-quarters of this group are Caucasian (75%) and 12% are Asian-American or Pacific Islanders. They are as likely to be male (51%) as female (49%). The average age for members of this group is 45. The median income of Regular Riders is significantly higher in 2008 than in 2007 ($69,468 and $57,111 respectively). This change may be partially explained by fewer refusals to this question in 2008 (7% compared to 11% in 2007). This finding also suggests that people in higher income brackets than in previous years have become Regular Metro Riders. The median income for the 49 New Regular Riders who provided a valid response to the income question is $69,444.
- Just over half (55%) of **Regular Riders** use Metro for some, but not all of their transportation needs while 32% rely on Metro for nearly all of their transportation needs. More than half of all Regular Riders have been using transit for at least five years.
- **Infrequent Riders** tend to live in North King (57%) or East King County (27%). More than one in four are retired (29%) while 57% are employed either full or part time. A greater proportion of Infrequent Riders are Caucasian (84%) than are Regular Riders (75%). Infrequent Riders are older on average (52) than are Regular Riders (45).

- The majority of **Infrequent Riders** (77%) rely on Metro for very little of their transportation needs. They use Metro for a wide variety of purposes and 35% have been customers for more than five years.
- Nearly one in four respondents (23%) are **New Riders**. That is, they started riding Metro after September 2007—about the same as the 21% recorded in 2006.[1] **New Riders** and **Experienced Riders** (those who started riding before September 2007) are very similar to one another. Most New Riders (62%) and Experienced Riders (70%) are Regular Riders. There are no statistically significant differences between New and Experienced Riders by subarea. About half the members of both groups live in North King County (50% New Riders, 56% Experienced Riders) and the remainder live in East King County (30% New Riders, 22% Experienced Riders) or South King County (21% New Riders, 22% Experienced Riders).
- Compared to Experienced Riders, **New Riders** are significantly younger on average (44 compared to 48), are more likely to be newcomers to King County (17% compared to 3%) and are more ethnically diverse (67% Caucasian compared to 81% Caucasian). New Riders are especially likely to be Asian-American (17% compared to 7% of Experienced Riders).
- A significantly greater proportion of survey respondents reported moving to King County within the last year in 2008 than in 2007 (6% and 3% respectively). These newcomers may explain some of the increase in new Metro riders compared to 2007. Sixteen of the 25 respondents who moved into King County last year (64%) began riding Metro after September 2007 compared with 20% of longer term residents.

Transit Use (All)

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

Trip Characteristics

- Half of all respondents (50%) said they take Metro primarily to commute to/from work and 7% use it for transportation to school. Entertainment is the second most commonly mentioned purpose after commuting (23%). Not quite two-thirds of Regular Riders (62%) use transit primarily for commuting while the most common use among Infrequent Riders is for entertainment (44%). New and Experienced Riders do not differ significantly in the primary purposes for which they use transit. The percentage of Riders who use Metro primarily for work trips increased by five percentage points between 2007 and 2008. This change is not statistically significant, but it does signal a reversal from the steady decline in commute trips as a primary purpose from 2005 to 2007.
- Regular Riders averaged 24.5 transit trips in the month preceding the survey and Infrequent Riders averaged 2.2 trips. New Riders make about four fewer trips per month on average than do Experienced Riders (14.3 and 18.3 respectively). Most respondents walk to the bus stop (72%), do not transfer (61%), and do not make two zone trips (58%). Average wait

[1] For 2007 only, New Riders were defined as those who said they started riding Metro regularly (defined as one or more trips per month) within the previous 12 months. Using this definition, 16% of respondents in 2007 were considered to be New Riders.

time between transfers (14.5 minutes) has not changed significantly since 2003. As in prior years, most Metro Riders (75%) take the bus during peak hours.

Reliance on Transit

- The percentage of respondents who rely on transit for *all/most* (22%), *some* (45%), or *very little* (33%) of their transportation needs has not changed much over the years.

- There is an inverse relationship between level of reliance on transit and the number of working vehicles available per household. Those who rely on Metro for *all or most* of their transportation needs have 0.54 vehicles available per adult in the household and average 32.5 transit trips. Conversely, those who rely on Metro for *very little* of their transportation needs have 0.93 vehicles available per adult in the household and average 4.6 transit trips per month.

- There is also a strong correlation between Riders' reliance on transit and the number of transfers they make. The more reliant a Rider is on transit, the more transfers he or she is willing to make. Over half of the respondents who make two or more transfers (52%) rely on Metro for *all* or *most* of their transportation needs compared to 26% of those who make one transfer and 19% of those who do not transfer at all.

Fare Payment

- Forty-one percent (41%) of respondents usually pay their fares with cash and 43% use a pass. While the differences from 2007 (40% cash, 38% pass) are not statistically significant, this is the first time where use of a pass surpassed cash as the most common fare payment method. Infrequent Riders are significantly more likely to pay their fares with cash (67%) than are Regular Riders (27%). New Riders are only slightly more likely than Experienced Riders to use cash (45% and 39% respectively) and Commuters are more likely than Non-Commuters to use a pass (56% and 13% respectively).

- The Puget Pass remains the most common type of pass, used by 45% of pass holders—up from 39% in 2007. Use of the other types of passes is about the same as in 2007. One in five pass users (20%) uses a FlexPass, 8% use an employer provided pass, 13% have a U-Pass, 5% have a student pass and 5% have a senior/disabled pass.

- Most Commuters who pay using a pass (79%) receive a subsidy from their employer or school including 48% whose passes are fully subsidized. **Work Commuters** are more likely than School Commuters to have a subsidized pass (82% and 63% respectively) and **Experienced Rider**s are more likely to have a subsidized pass than **New Riders** (80% and 75% respectively). These differences are not statistically significant.

Factors Impacting Transit Use

- Most New Riders and those who started riding Metro regularly after September 2007 (89%) say they will continue to ride Metro if gas prices go down. Experienced Riders who started riding Metro more often in the past year were slightly, but not significantly, more likely than New Riders to say they will continue to ride Metro (93% and 85% respectively).

- More than three-quarters of respondents (77%) had to stand during at least one trip in the month before the survey. Nearly four in ten respondents say they stand on some (30%), most (5%) or all trips (2%). Regular Riders are more likely than Infrequent Riders to stand at least occasionally (81% and 68% respectively). Most of these respondents (71%) say having to stand did not affect the way they use Metro transit. Those who made changes in their transit use were nearly as likely to say they changed when they ride the bus (7%) and/or where they catch the bus (10%) as they were to say they ride the bus less often (12%).

- About one in six Metro Riders (16%) reported being passed up at a bus stop in the month preceding the survey. Regular Riders are more likely to have been passed up than Infrequent Riders (21% and 4% respectively). Respondents who have been passed up reported being passed by an average of 2.7 times. In answer to a multiple response question, most respondents who reported being passed up (73%) say the experience has not affected their transit use in any way. Nine percent (9%) say they have changed *where* they catch the bus, 9% changed *when* they catch the bus and 8% say they ride less often.

Downtown Seattle Ride Free Area

- About four in ten Riders (39%) said they had made at least one bus trip entirely within the downtown Seattle Ride Free Area in the month preceding the survey, making 7.3 trips on average. When asked the purpose of those trips, users of the RFA were most likely to say shopping (36%) followed by fun or recreation (28%), business appointments (20%), lunch (18%) and medical appointments (12%).
- The vast majority of those who use transit in the Ride Free Area (93%) indicate they are satisfied with it including 69% who said they are *very satisfied*.
- Most respondents who use the Ride Free Area (67%) say they will take fewer trips in that area if a fare is charged including 24% who will not take a bus trip in that area.

Commuting

A Commuter is defined as someone who works outside the home or attends school at least three days a week. For analytical purposes, respondents are divided into Work Commuters (61%), School Commuters (8%) and Non-Commuters (31%).

Commuter Profiles

- **Work Commuters** make up 89% of all the Commuters in the survey. Most Work Commuters are employed full time (84%), have incomes greater than $35,000 (87%) and are Regular Metro Riders (76%). They are 44 years old on average and are about as likely to be female (48%) as male (52%). Most Work Commuters (94%) have a valid driver's license and 1.7 working vehicles per household on average.
- Most **Work Commuters** are employed in companies with at least 100 employees (58%), the majority of which are located in downtown Seattle (52%).
- Eleven percent of all Commuters (11%) are **School Commuters**. They are distributed almost evenly across the three planning subareas (39% North, 30% South and 31% East King County). Although most School Commuters (60%) report incomes of greater than

$35,000, their median income of $48,333 is significantly less than the median income of Work Commuters ($80,600). The average age of a School Commuter is 21. Just over half of all School Commuters have a valid driver's license and they report an average of 1.5 working vehicles per household.

- About three in ten Riders do not commute to work or school. More than half of these **Non-Commuters** (57%) are retired, 19% are currently unemployed and 13% work part-time or are self-employed. Non-Commuters are predominantly Caucasian (84%), are more likely to be male than female (61% and 39% respectively). Their average age is 60. More than eight in ten Non-Commuters have a valid driver's license and they report an average of 1.4 working vehicles per household.
- Just over half of all Commuters (55%) park at work or school. Four in ten Commuters (40%) say they have free parking and 12% pay a reduced parking fee. Commuters to downtown Seattle are the least likely to have free parking available.

Commute Trip Characteristics

- Nearly half of all Commuters (47%) usually take the Metro bus to work or school, 21% usually travel alone and 11% usually travel by carpool or vanpool. Commute mode varies significantly based on work location. Metro Bus Commuters are twice as likely as those using other modes to be traveling to work or school in downtown Seattle (62% and 30% respectively).[2] Also, Drive Alone Commuters have more working vehicles per household on average (1.9) than Metro Bus Commuters (1.6).
- Just over seven in ten Commuters (71%) travel to work or school in North King County (45% commute to the downtown Seattle core area and the rest travel to other North King County destinations). Seventeen percent of all Commuters (17%) travel to East King County destinations, 8% go to areas of South King County and 5% travel either to a variety of destinations or to locations outside the County.
- Most Commuters (78%) travel 15 miles or less to reach their destinations. The average travel distance is just over 11 miles—a slight increase from the 10.1 miles recorded in 2007. Metro bus commuters travel 12 miles on average to work or school, a distance that is slightly, but not significantly greater than the average for drive alone commuters (10.7 miles).
- Nearly two-thirds of all Commuters (62%) live and work in the same planning subarea. Commuters who drive alone to work are significantly more likely to live and work in the same planning subarea (74%) than are those who commute on the bus (57%).
- Commuters spend 37.0 minutes on average traveling to work or school. Metro Bus Commuters have longer travel times (43.8 minutes) than respondents who drive alone (24.4 minutes) or carpool (28.0 minutes). Commute times on Metro buses have shown the greatest fluctuation over the years with steady increases since 2006 when the average commute time on a Metro bus was 23.8 minutes.

[2] Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill, First Hill, South of Lake Union and Eastlake).

- Most Commuters start and end work or school during peak travel hours (65% start during peak hours and 62% finish during peak hours).

Personal Travel

All respondents were asked how they travel around the area for their personal (non-commute) travel.

- Fewer than half of all respondents (42%) say they usually drive alone for their personal travel—a significant drop from the 53% recorded in 2007—with corresponding increases in travel by other modes. More than one-quarter of respondents say they carpool or vanpool for personal travel (27%), 17% use a Metro Bus and 13% use another method such as biking or walking.

Customer Satisfaction with Metro

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

Overall Satisfaction

- Nearly all Metro Riders (94%) indicated they were satisfied overall with Metro service including 54% who said they were *very satisfied* with the service.[3] Rider satisfaction ratings for Metro service have not changed significantly during the past five years. There were no statistically significant differences in satisfaction between Regular and Infrequent Riders or between New Riders and Experienced Riders.

- Respondents who had to stand on some or most bus trips in the month preceding the survey were statistically as likely as those who did not stand for any portion of the transit trips to say they were *very* or *somewhat satisfied* with Metro overall (94% and 93% respectively). New Riders who had to stand on at least one trip were no more or less satisfied than Experienced Riders who had to stand on at least one trip (94% and 95% respectively).

- As noted earlier, 16% of Metro Riders said they were passed up at a stop in the month preceding the survey. Although 93% of these respondents indicated they were satisfied with Metro service overall (compared to 95% of those who were not passed up) the experience did color their perceptions of Metro service. Just 39% of respondents who had been passed up at a bus stop said they were *very satisfied* with Metro service overall compared to 56% of those who had not been passed up at a stop. Satisfaction levels among New and Experienced Riders who had/had not been passed up at a stop were very similar. About four in ten New Riders (41%) and a similar number of Experienced Riders (39%) who had been passed up said they were *very satisfied* with Metro service compared to 59% of New Riders and 55% of Experienced Riders who had not been passed up.

[3] The combined overall satisfaction rate is 94.3% including 40.7% who are "very satisfied" and 53.6% who are somewhat satisfied.

Satisfaction with Specific Transit Elements

- In 2008, more than 70% of respondents were *very satisfied* with: *driver appearance* (78%), *personal safety waiting for the bus during the daytime* (77%), and *personal safety on the bus related to the operation of the bus* (73%).
- Riders expressed the most dissatisfaction *(not very satisfied/not at all satisfied)* with: *time between buses* (23%), *personal safety waiting for the bus after dark* (21%), and *availability of seating on the bus* (19%).

Drivers of Overall Satisfaction

A Stepwise Multiple Regression analysis using satisfaction ratings for all 20 different transit elements was conducted to determine which of the specific transit elements are most closely associated with overall satisfaction among all Riders, Regular Riders, Infrequent Riders, New Riders, and Experienced Riders.

- Overall satisfaction among **All Riders** is driven to a large extent by time. Specific elements that drive overall satisfaction among Riders (in descending order of importance) are:
  - On-time performance of buses
  - Where the bus routes go
  - Personal safety on the bus related to the operation of the bus
  - The number of transfers you have to make to get where you are going
  - The number of stops the bus makes on your trip
  - Cleanliness of bus shelters
  - Travel time by bus

- Specific elements that drive overall satisfaction for **Regular Riders** (68% of respondents) are:
  - On-time performance of buses
  - Travel time by bus
  - The number of transfers you have to make to get where you are going
  - Personal safety on the bus related to the operation of the bus
  - Inside cleanliness of the bus
  - The number of stops the bus makes on your trip

- Specific elements that drive overall satisfaction among **Infrequent Riders** (32% of all respondents) are:
  - On time performance of buses
  - Where the bus routes go
  - Personal safety on the bus related to the conduct of others during the daytime
  - Availability of seating on the bus

- Specific elements that driver overall satisfaction among **New Riders** (23% of all respondents) are:
  - Where the bus routes go
  - The number of transfers you have to make to get where you are going
  - On time performance of buses

- Specific elements that drive overall satisfaction among **Experienced Riders** (77% of all respondents) are:
  - On time performance of buses
  - Travel time by bus
  - Personal safety on the bus related to the operation of the bus
  - Where the bus routes go
  - The number of transfers you have to make to get where you are going
  - The number of stops the bus makes on your trip
  - Inside cleanliness of buses

Telephone Service

- Most households (79%) have two or more phone numbers associated with them. The average is 2.7. Respondent households average more cell phone numbers (1.6) than landlines (1.1). Just 5% of respondents have been without telephone service for more than three months in the past year.

Conclusions

Use of, and satisfaction with, King County Metro transportation services is little changed from 2007. Data suggest that most New Riders do not start out as Infrequent Riders and gradually increase their transit use. Rather, they either commit to using transit and ride regularly or they become Infrequent Riders in about the same proportions as those who have been riding at least a year. New Riders rely on transit as much or as little as their more experienced counterparts and their satisfaction is driven by some of the same elements: on-time performance, where the bus routes go and the number of transfers it takes to get to one's destination.

Travel time, convenience, and safety continue to play key roles in Riders' use of and satisfaction with Metro. While having to stand on the bus does not materially affect satisfaction, being passed up at the stop has a definite detrimental effect. To maintain or increase satisfaction King County Metro should concentrate on providing enough service to avoid pass-ups on popular routes, and add incremental service where needed to keep buses on schedule and/or to reduce the number of transfers riders are required to make to get where they want to go.

INTRODUCTION

Introduction

The King County Department of Transportation Transit Division (Metro) has conducted a telephone survey of transit riders and non-riders on an almost annual basis for more than 25 years. In 2007 and 2008 Metro decided to significantly reduce the number of completed surveys and shifted the scope of this research to focus on the behavior of regular and infrequent riders. For both the 2007 and 2008 surveys non-riders were excluded from all areas of questioning except those needed to determine the incidence of household ridership.

The main objectives of the 2008 rider study were to:

- Track customer awareness and perceptions of Metro service
- Profile Regular Riders (residents who made five or more transit trips in the last 30 days excluding rides entirely within the Seattle Ride Free Area)
- Profile Infrequent Riders (residents who made one to four transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
- Profile Commuters to work and/or school
- Profile new riders (those who started riding Metro after September 2007)
- Identify and track demographic, attitudinal and transit use characteristics among Regular and Infrequent Riders

New areas of exploration in the 2008 survey included:

- How gas prices impact transit use
- Identifying how often riders have to stand on the bus and the impact of standing on rider behavior
- Identifying how often riders have been passed up at a bus stop and the impact of being passed up on rider behavior
- Examining rider satisfaction with, and use of, the Ride Free Area (RFA) and the impact charging a fare in this area would have on rider behavior

Questions related to the importance of specific transit elements were dropped in 2008.

METHODOLOGY

Sampling

Gilmore Research Group (Gilmore) conducted 400 telephone interviews with randomly selected residents age 16 or older between October 1 and November 9, 2008.

Table 1
Survey Sample Disposition

		Percent of Total Sample	Percent of Useable Sample	Percent of Sample Contacted
Total Sample Attempted	**15,261**	**100%**	**---**	**---**
Disconnected/ Business/ FAX/ Modem	11,029	72	---	---
Blocked call/Duplicate number	14	<1	---	---
Sub-total Non-working	**11,043**	**72%**	**---**	**---**
Useable Sample	**4,218**	**28%**	**100%**	---
No answer	715	5	17	---
Answering machine	932	6	22	---
Respondent never available	55	<1	1	---
Busy signal	126	1	3	---
Sub-total No Contact	**1,828**	**12%**	**43%**	**---**
Total Sample Contacted	**2,390**	**16%**	**57%**	**100%**
Refusals	631	4	15	26
Terminate/Incomplete	54	<1	1	2
Sub-total Refusals/Incomplete	**685**	**5%**	**16%**	**29%**
Not qualified	148	1	4	6
Language barrier/Hearing problem	193	<1	5	8
Sub-total Not Qualified	**341**	**2%**	**8%**	**14%**
Completed Mini-Survey*	**964**	**6%**	**23%**	**40%**
Completed Full Survey	**400**	**3%**	**10%**	**17%**
Total Completes	**1,364**	**9%**	**32%**	**57%**

***Not qualified to complete full survey.**

May not sum to 100% due to rounding.

Gilmore used random digit dial (RDD) sample purchased from Genesys, a reputable survey sample provider. The RDD method ensures that households with new or unlisted numbers are included in the survey. Gilmore attempted to reach 15,261 telephone numbers using a Computer Assisted Telephone Interviewing (CATI) system. Gilmore interviewers made between 5 and 20 attempts to reach each household before replacement with an average of 3.3 attempts to complete 400 surveys with qualified respondents and 964 mini-surveys to use for developing ridership incidence information.

The disposition of sample is displayed in Table 1. It is important to note that 43% of the useable sample resulted in no contact. Just 6% of the households contacted did not qualify to complete the survey either because the household was outside King County or there were no riders in the household. An additional 8% could not complete the survey because of a language or other communication barrier.

Gilmore Research uses a generally accepted CASRO (Council of American Survey Research Organizations) formula to calculate response rate. Using this formula, Gilmore Research achieved an overall response rate of 15.3%. It is important to note that there are a variety of methods that can be used to calculate response rates. When responses rates were calculated using the same formulas as in the 2006 survey, Gilmore attained an overall response rate of 18.1% which is slightly higher than the 17.2% achieved in 2007. A complete discussion of response rates is included in the Appendix.

Analysis and Reporting

This report summarizes the major findings for each survey topic by key subgroups including type of rider (Regular or Infrequent), riders who are new since September 2007 versus more experienced riders[4], and whether the respondent commutes to work or school at least three days per week and by planning subarea when appropriate. In 2008, some zip codes were reassigned to bring survey data into alignment with the definitions of the planning subareas Metro uses. These zip codes are shown in Table 2. The impact on findings between 2008 and prior years is minimal as the realignment affected only six respondents. All statistically significant differences reported by planning subarea between 2007 and 2008 reflect an actual change in attitudes and behavior and are not due to the realignment.

Table 2
Changes in Planning Subarea Definitions

	Subarea in 2007	Subrea in 2008
98028	North/Seattle	East
98025	East	South
98045	East	South
98178	North/Seattle	South

Completed interviews were weighted to reflect the ridership incidence in King County broken out by Regular and Infrequent Riders. The actual and weighted number of interviews in each category for 2008 is shown in Table 3. The calculations used to determine the sample weights are included in the Appendix. Unless otherwise noted, the results in this report are based on the final weighted sample data although actual cell sizes were used to determine statistically significant differences and reliability. As sample size increases, the probability that responses to the survey reflect the opinions and behaviors of the general population also increases.

Table 3
Survey Sample

	All Respondents		Regular Riders		Infrequent Riders	
Planning Subarea	**n**	**n_w**	**n**	**n_w**	**n**	**n_w**
North King County/Seattle	219	220	160	146	59	73
South King County	89	87	72	66	17	21
East King County	92	93	64	59	28	35
Total	**400**	**400**	**296**	**271**	**104**	**129**

n = the number of interviews obtained in each cell

n_w = the number of interviews in each cell after weighting

Table 4 shows the maximum margin of error at the 95% confidence level for major subgroups in this study. The margin of error is based on the effective sample size in each cell after weighting the data. For the 2008 Rider study, the maximum margin of error for the entire weighted sample (n=400) is ± 4.9 percentage points at the 95% confidence level.

Table 4
2008 Rider Survey Maximum Margin of Error

Planning Sub-area	All Respondents		Regular Riders		Infrequent Riders	
	n	Error Margin	n	Error Margin	n	Error Margin
North King County/Seattle	219	± 6.6%	160	± 7.7%	59	± 12.8%
South King County	89	± 10.4%	72	± 11.5%	17	± 23.8%
East King County	92	± 10.2%	64	± 12.3%	28	± 18.5%
Total King County	**400**	± 4.9%	**296**	± 5.7%	**104**	± 9.6%

The margin of error is based on the effective sample size in each cell after weighting.

[4] Experienced Riders are defined as individuals who started riding Metro before September 2007. New Riders are those who started riding Metro after September 2007.

The margin of error is a function of three components: the sample size, the degree of confidence required and the proportion of responses assigned to each response category. As sample size increases, the probability also increases that responses are within a given number of percentage points of the response that would be expected from the population as a whole. For a sample of 400, there is a 95% probability that any given response will differ from the population as a whole by no more than 4.9 percentage points in either direction. When the response to any question is higher or lower than 50% of the sample, the expected margin of error is less (or the confidence interval is smaller). For instance, if 10% of the sample give a particular response, the response in the population may be expected to fall within 2.9 percentage points or between 7.1% and 12.1%. Table 5 illustrates the error associated with different proportions at different sample sizes based on a 95% confidence level.

Only differences in stated proportions between two or more groups which are greater than the margin of error are referred to as being statistically significant.

Table 5
Maximum Error based on Sample Size and Proportion – 95% Confidence Level

	Estimate						
Sample Size	**1% 99%**	**5% 95%**	**10% 90%**	**20% 80%**	**30% 70%**	**40% 60%**	**50% 50%**
50	2.8%	6.0%	8.3%	11.1%	12.7%	13.6%	13.9%
100	2.0%	4.3%	5.9%	7.8%	9.0%	9.6%	9.8%
200	1.4%	3.0%	4.2%	5.5%	6.4%	6.8%	6.9%
300	1.1%	2.5%	3.4%	4.5%	5.2%	5.5%	5.7%
400	**0.9%**	**2.1%**	**2.9%**	**3.9%**	**4.5%**	**4.8%**	**4.9%**
500	0.8%	1.9%	2.6%	3.5%	4.0%	4.3%	4.4%
1000	0.6%	1.4%	1.9%	2.5%	2.8%	3.0%	3.1%

Findings in this report are based on the total number of weighted cases with valid responses for each variable of interest. "Don't know" and "Refused" responses are counted as missing values and not included in the reported percentages unless otherwise noted. All statistically significant differences are reported at the 95% level of confidence unless otherwise noted. Responses to all questions including "Don't Know" and "Refused" responses are presented under separate cover in the form of cross-tabulation tables. Where possible, comparisons have been made with findings from prior years. No comparisons are made with findings from years prior to 2007 in the Commuter section because previous studies included non-riders in the analysis. Non-riders were not included in either the 2007 or the 2008 surveys.

DETAILED FINDINGS

Ridership Incidence

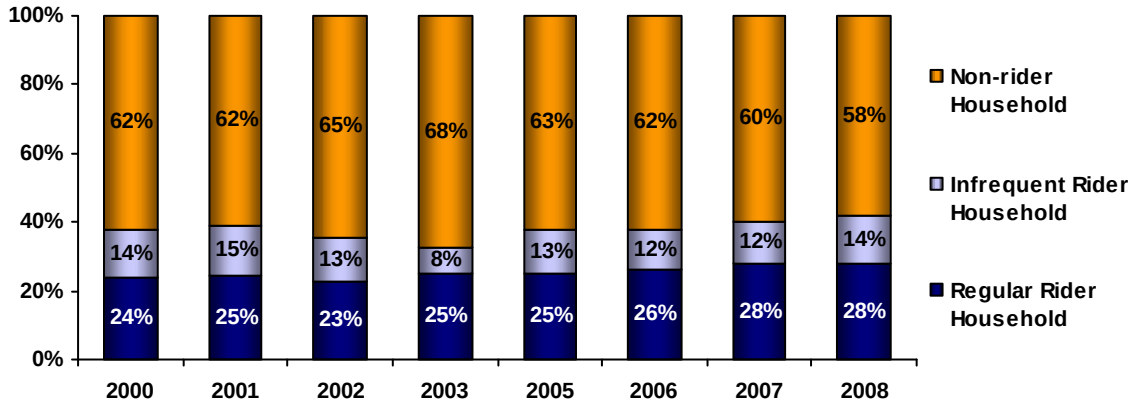
Household Ridership Incidence – Total King County

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

- Completed the full survey (n=400).
- Refused or did not qualify for the full survey, but completed a shorter survey designed to collect ridership information only (n=964).
- Responded to screening questions about transit users in the household (n=158) but did not complete either the full survey or the short household survey.

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

Figure 1
King County Ridership Incidence – 2000 to 2008
All contacted households



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

May not sum to 100% due to rounding.

In 2008, 28% of all King County households contacted said at least one Regular Metro Rider lives in the household,[5] 14% have one or more Infrequent Riders and 58% do not have a Metro Rider in the household. As Figure 1 shows, the proportion of both Regular and Infrequent Rider households in

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

King County has been trending upward since 2003 with a corresponding decrease in the incidence of Non-rider households.

With the exception of 2003, the proportion of Infrequent Rider households has hovered between 12% and 15% since 2000. In 2008, nearly six in ten King County households said they do not have a Metro rider in residence (58%).

Household Ridership Incidence – Planning Subareas

Households in North King County are almost twice as likely to have a Regular Rider in residence as those in South or East King County. Table 6 shows the ridership incidence in each planning area.

Table 6
Rider Incidence by Planning Subarea
All households that provided ridership information

	Total King County	Area of Residence		
		North King County A	South King County B	East King County C
(Base)	**(n=1,522)**	**(n=550)**	**(n=499)**	**(n=473)**
Regular Rider household	28%	40%[BC]	21%	22%
Infrequent Rider household	14	19[BC]	9	13[B]
Non-rider household	58	41	70[A]	65[A]

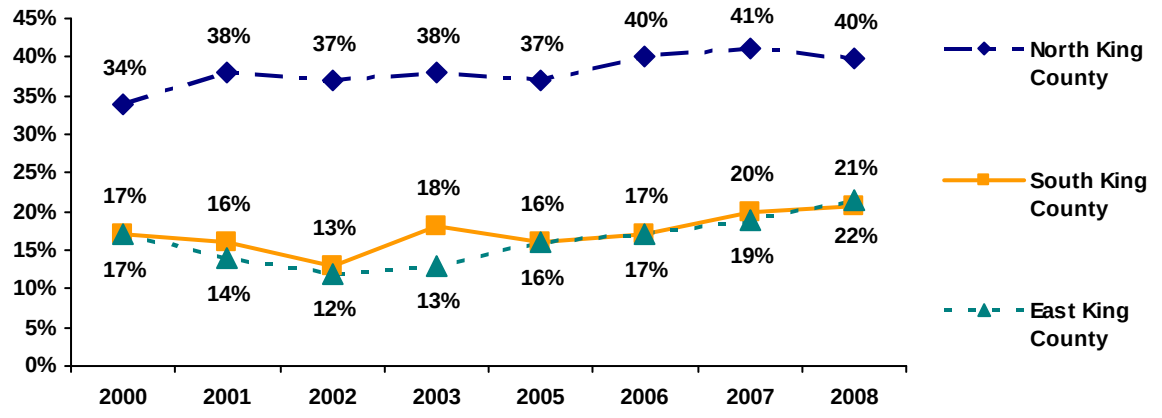
Question SCR3: Including yourself, how many people in your household age 16 or over have taken at least 5 one-way rides on a Metro bus in the last 30 days? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free area.

May not sum to 100% due to rounding.

[ABC] **Statistically significant difference at the 95% confidence level.**

Figure 2 shows the historical incidence of Regular Riders within each planning subarea since 2000. Survey data show that the incidence of Regular Riders in East King County has increased steadily since 2002 and in South King County since 2005. The incidence of Regular Riders in North King County has been relatively stable during that time period.

Figure 2
Household Incidence of Regular Riders by Planning Area – 2000 to 2008
All contacted households



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

May not sum to 100% due to rounding.

Estimated Number of Regular Riders per Household

Twenty-eight percent (28%) of King County households report having one or more Regular Riders in residence and 8% of households have two or more Regular Riders (Table 7). The proportion of households with two or more Regular Riders age 16 and older is essentially unchanged from 2007 when there were 12% in North King County, 5% in South King County, and 5% in East King County.

- On average, respondents report .40 Regular Riders per household, about the same as in 2007 (.39) and slightly less than the .42 riders per household reported in 2006.
- The number of Regular Riders per household in South King County increased from .27 to .31 between 2007 and 2008. In East King County, the percentage of Regular Riders per household increased .24 to .31 during the same time period. These differences are not statistically significant.
- The percentage of Regular Riders per household in North King County continues to be significantly greater than the percentage in South or East King County.
- Among households that include at least one Regular Rider, the number of Regular Riders per household is 1.45.
- Respondents report that 29% of the Regular Riders in screened households are between the ages of 16 and 24 and 29% of the Infrequent Riders are in that age group as well.

Table 7
Estimated Number of Regular Riders Per Household
All contacted households

	Total King County	Area of Residence		
		North King County A	South King County B	East King County C
(Base)	**(n=1,522)**	**(n=550)**	**(n=499)**	**(n=473)**
Average number of Regular Riders per household	.40	.56[BC]	.31	.31
Percentage of households with a Regular Rider	28%	40%[BC]	21%	22%
Percentage of households with more than one Regular Rider	8%	13%	6%	6%

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

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

[ABC] **Statistically significant difference at the 95% confidence level.**

Demographic Characteristics

Table 8 summarizes the demographic characteristics of Regular and Infrequent Riders who participated in the full survey. A discussion of the unique characteristics of each group follows.

Table 8
Demographic Profile by Type of Rider
All respondents

	Total	Regular Riders A	Infrequent Riders B
(Base)	**(n_w=400)**	**(n_w=271)**	**(n_w=129)**
Area of Residence			
Seattle/North King County	55%	54%	57%
East King County	23	22	27
South King County	22	24	16
New to King County in Past Year	6%	7%	5%
Gender			
Female	52%	51%	55%
Male	48	49	45
Age			
16 to 24	10%	14%[B]	3%
25 to 34	12	14	10
35 to 44	20	20	21
45 to 54	25	25	24
55 to 64	18	17	19
65 and older	15	12	22[A]
Mean	*47*	*45*	*52*[A]
Ethnicity			
White	78%	75%	84%[A]
Asian-American/Pacific Islander	9	12[B]	4
African-American	5	6[B]	2
Hispanic	3	3	3
American Indian / Alaska Native	1	1	1
Multiple	3	2	5
Income			
Under $35,000 (Net)	15%	19%[B]	9%
DK/Refused under $35,000	2	3	1
Less than $7,500	2	3	1
$7,500 to $15,000	3	3	2
$15,000 to $25,000	4	6[B]	1
$25,000 to $35,000	4	4	4
Over $35,000 (Net)	77%	75%	82%[A]
DK/Refused above $35,000	9	6	16[A]
$35,000 to $55,000	16	14	20
$55,000 to $75,000	15	16	13
$75,000 to $100,000	15	16	13
$100,000 to $140,000	16	16	17
$140,000 or More	7	8	5
Total Refusal	7%	6%	9%
*Median Income**	*$69,426*	*$69,468*	*$69,286*
Employment Status			
Employed full time	54%	60%[B]	41%
Employed part-time/self-employed	13	11	16
Student	9	11[B]	4
Retired	18	13	29[A]
Unemployed/Homemaker	6	4	9
Average Transit Trips/Month	17.3	24.5[B]	2.2

May not sum to 100% due to rounding.

***Based on valid responses only using unweighted data.**

[AB] **Statistically significant difference at the 95% confidence level.**

Regular Riders

Over two-thirds of the respondents surveyed (68%) are Regular Riders; about the same as in 2007(69%). Regular Riders make about 25 trips per month on average compared to just two trips per month for Infrequent Riders. The average age for members of this group is 45; significantly younger than the average age of Infrequent Riders (52).

Just over half of all Regular Riders (54%) live in North King County with the remainder divided between South and East King County.

Most Regular Riders (71%) are employed full or part time, 11% are students and 13% are retired. Regular Riders earn a median income of $69,468 and two-thirds of them (66%) own their own homes.

Infrequent Riders

Nearly one-third of the respondents who ride Metro (32%) are Infrequent Riders. That is, they make between one and four trips on a Metro bus per month. This percentage is about the same as in 2007 (31%).

Table 8 (Continued)
Demographic Profile by Type of Rider
All respondents

	Total	Regular Riders A	Infrequent Riders B
(Base)	**(n_w=400)**	**(n_w=271)**	**(n_w=129)**
Commute Status			
Work commuter	61%	69%[B]	46%
School commuter	8	10[B]	4
Non-commuter	31	22	50[A]
Home Ownership			
Own	70%	66%	79%[A]
Rent	30	34[B]	21
Household Type			
Two or more person/Adults only	52%	50	56
Household with children	29	32	24
Single-person/Adult only	19	18	20
Average household size	*2.6*	*2.7*[B]	*2.3*
Percent with Valid Driver's License	88%	84%	95%[A]
Average Vehicles Per Household	1.6	1.5	1.7

May not sum to 100% due to rounding.

[AB] **Statistically significant difference at the 95% confidence level.**

The majority of Infrequent Riders live in North King County (57%), 27% live in East King County and the rest (16%) are from South King County. They are slightly more likely to be female than male (55% and 45% respectively) with a median age of 52. Infrequent Riders are predominantly Caucasian (84%). Just four in ten (41%) are employed full time and 29% are retired. Most Infrequent Riders own their homes (79%) and nearly all (95%) have a valid driver's license.

Comparisons to 2007

Some of the key demographic characteristics of Regular Riders have changed significantly since 2007. In 2007, 65% of the Regular Riders surveyed lived in the North King County subarea compared with 54% in 2008. Two of the most notable changes are that the percentage of Regular and Infrequent Riders who moved into King County in the past 12 months is significantly greater than in 2007 and the median income of Regular Riders is considerably higher than it was a year ago. It is actually higher than the 2007 median income for King County ($64,915) as reported in the American Community Survey. It is also nearly equal to the median income of Infrequent Riders whereas in 2007 the median income of Regular Riders was well below that of Infrequent Riders. Although some of this difference may be due to significantly fewer refusals in response to the income question in 2008 than in 2007 (7% and 11% respectively) it is also possible that people in higher income brackets than in previous years have become Regular Metro Riders. The median income for the 49 New Regular Riders who provided a valid response to the income question is $69,444.

Several other interesting shifts between 2007 and 2008 are shown in Table 9 although not all rise to the level of being statistically significant. For example, although not statistically significant, it is interesting to note that proportionately more Regular Riders are employed full time in 2008 than in 2007 (60% and 55% respectively) and proportionately fewer Infrequent Riders are employed full time (47% in 2007 and 41% in 2008). Also, the average number of transit trips among both Regular and Infrequent Riders is slightly, but not significantly higher than it was in 2007.

Another change among Infrequent Riders is that they are more ethnically diverse than they were in 2007. In 2007 nine out of ten Infrequent Riders surveyed were Caucasian compared to 84% this year.

Table 9
Comparison of Key Demographic Variables Among Regular Riders – 2007 vs. 2008
Regular Riders

	2007			2008		
	All Riders A	Regular Riders B	Infrequent Riders C	All Riders D	Regular Riders E	Infrequent Riders F
(Base)	**(n=401)**	**(n=276)**	**(n=125)**	**(n_w=400)**	**(n_w=271)**	**(n_w=129)**
Area of Residence						
Seattle/North King County	61%	65%[E]	52%[B]	55%	54%	57%
South King County	20	20	18	22	24	16
East King County	20	15	30[B]	23	22[B]	27
New to King County in Past Year	3%	3%	3%	6%	7%[B]	5%[C]
Ethnicity						
White	82%	79%	90%[B]	78%	75%	84%[E]
Asian-American/Pacific Islander	8	10	4[B]	9	12	4
African-American	6	6	4[B]	5	6	2
Hispanic	2	3	---	3	3	3
American Indian / Alaska Native	1	2	1	1	1	1
Multiple	<1	1	---	3	2	5
Median Income*	*$64,130*	*$57,111*[AE]	*$69,375*[B]	*$69,426*[B]	*$69,468*	*$69,286*
Employment Status						
Employed full time	53%	55%	47%	54%	60%[F]	41%
Employed part-time/self-employed	13	11	15	13	11	16
Student	11	15	3	9	11	4
Retired	17	14	24	18	13	29
Unemployed/Homemaker	7	5	10	6	4	9
Percent with Valid Driver's License	84%	79%	94%	88%	79%	95%
Average Transit Trips per Month	**16.6**	**23.2**[C]	**2.0**	**17.3**	**24.5**[F]	**2.2**

May not sum to 100% due to rounding.

***Based on valid responses only using unweighted data.**

[ABCDEF] **Statistically significant difference at the 95% confidence level.**

Public Transit Use

Riders are grouped into two categories based on the number of transit trips they reported taking in the 30 days prior to being surveyed. Table 10 displays the transit use characteristics for both Regular and Infrequent Riders.

Regular Riders

As noted above, just over two-thirds of the Metro riders surveyed are Regular Riders (68%) about the same as in 2007 (69%). Nearly half (48%) reported making more than 20 transit trips per month. More than half of Regular Riders (55%) use Metro for some, but not all of their transportation needs while 32% rely exclusively on Metro.

More than six in ten Regular Riders (62%) use Metro primarily for trips to and from work and 11% use it mainly for social or recreational trips.

Table 10
Transit Use Among Regular and Infrequent Riders
All respondents

	Total	Regular Riders A	Infrequent Rider B
(Base)	**(n_w=400)**	**(n_w=271)**	**(n_w=129)**
Transit Trips Per Month			
1 to 4	32%	0%	100%
5 to 7	12	17	---
8 to 10	9	14	---
11 to 20	15	21	---
21 or More	32	48	---
Average	*17.3*	*24.5*[A]	*2.2*
Reliance on Transit			
Use for all transportation needs	22%	32%[A]	1%
Use for some transportation needs	45	55[A]	22
Use for very little of my transportation needs	33	12	77[B]
Primary Trip Purpose			
Work	50%	62%[A]	24%
Fun/Social/Recreational	19	11	36[B]
Shopping/Errands	10	7	16[B]
School	7	9[A]	2
Appointments	7	7	8
Event Shuttles	4	2	9
Other	2	2	4
Time of Day Traveled *(Multiple response)*			
Morning peak (6 to 9 a.m.)	55%	67%[A]	31%
Midday (9 a.m. to 3 p.m.)	45	41	54[B]
Evening peak (3 to 6 p.m.)	66	75[A]	47
Early evening ((6 to 7 p.m.)	23	28[A]	13
Weeknights after 7 p.m.	18	22[A]	10
Saturdays (anytime)	44	45	43
Sundays (anytime)	36	36	36
Zones Traveled			
One zone	58%	58%	59%
Two zones	42	42	41
Number of Transfers			
Zero	61%	58%	69%[B]
One	30	31	28
Two or more	7	10[A]	1
Wait Time for Transfers			
0 to 5 minutes	16%	18%	13%
6 to 10 minutes	30	29	34
11 to 15 minutes	28	27	31
More than 15 minutes	25	26	22
Mean	*14.5*	*14.6*	*14.3*
Travel Mode to Bus Stop *(Multiple response)*			
Walk	72%	72%	72%
Drive to park & ride	20	18	25
Get dropped off by car	3	3	1
Drive and park near a bus stop	2	3	1
Bike	2	3	1
Other	1	1	---
Fare Payment *(Multiple response)*			
Pass	42%	56%[A]	14%[B]
Cash	40	27	67[B]
Ticket	9	10	8
Reduced fare permit with cash	7	4	12[B]
Reduced fare permit with sticker	4	6	---

May not sum to 100% due to rounding.

[AB] **Statistically significant difference at the 95% confidence level.**

Regular Riders are more likely to ride during morning and evening peak hours than at other times of the day (67% and 75% respectively). Most travel within one zone (58%) and do not transfer to reach their usual destination (58%). Regular Riders who do transfer reported waiting 14.6 minutes on average for a connecting bus. Nearly three-quarters of Regular Riders (72%) usually walk to the bus stop and 18% drive to a park and ride lot. Over half of all Regular Riders (56%) reported using a pass to pay their fare, 27% said they pay with cash and 10% use tickets.

Infrequent Riders

Infrequent Riders use Metro for a wide variety of purposes including social or recreational activities (36%), getting to and from work (24%) or for shopping or other errands (16%). More than three-quarters (77%) of Infrequent Riders rely on Metro transit for very little of their transportation needs—up from 72% reported in 2006.

The most popular travel times for Infrequent Riders are between 9 a.m. and 3 p.m. on weekdays (54%), during evening peak hours (47%), and on Saturdays (43%). The majority of Infrequent Riders (59%) travel within one zone and most (69%) do not transfer. Those who do transfer wait an average of 14.3 minutes for a connecting bus.

Most Infrequent Riders (72%) walk to a bus stop and one-quarter (25%) said they drive to a park and ride lot. The majority of Infrequent Riders (67%) pay their fares with cash and 14% use a pass.

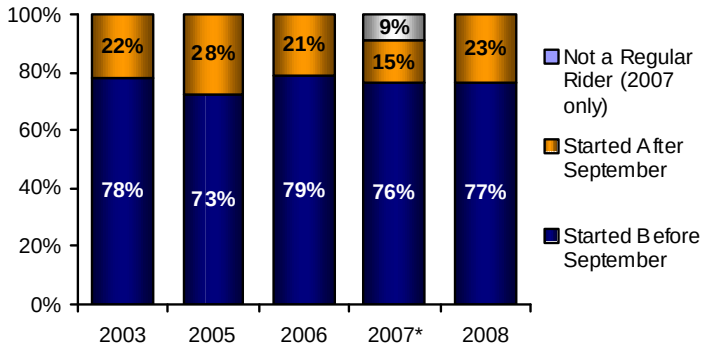
Profile of Transit Use

Length of Time Riding Metro

More than one in five Metro riders (23%) started riding Metro buses after September 2007. As Figure 3 shows, this percentage is similar to findings recorded in previous years. The one exception is in 2007 when only 15% of respondents were identified as New Riders. However, this difference is likely because the question about whether respondents began riding before or after September of the previous year was not asked in 2007. Instead New Riders were identified as those who said they started riding *regularly* within the previous 12 months.

This second question has been asked of all respondents since 2005. Nearly half of all respondents (46%)

Figure 3
Did You Start Riding After September of Prior Year? – 2003 to 2008
All respondents



Question 4A: You said that you have ridden the bus in the past 30 days. Did you start riding the bus after September [last year]?

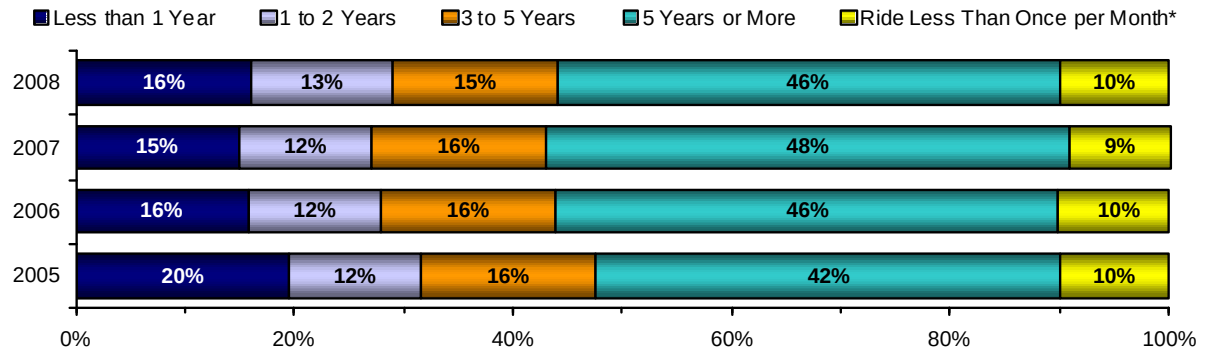
***Question 4B (Used for 2007 only):** How long have you been riding Metro regularly? That is, at least one trip a month? Excludes respondents who do not consider themselves to be a Regular Rider (n=400).

Base: 2008 (n=400; n_w=400); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355, n_w=762); 2002 (n=1,368, n_w=735)

May not sum to 100% due to rounding.

indicated the have been riding Metro regularly for a long time (5 years or more)—about the same as in 2007 (48%). As Figure 4 shows, the percentage of long (5+ years) and short term riders (less than one year) has been fairly stable over the past several years.

Figure 4
Length of Time Riding Metro – 2005 to 2008
All respondents



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

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

Base: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692)

May not sum to 100% due to rounding.

Table 11 provides a more detailed breakout of respondents by the length of time they have been riding transit. As shown, Regular Riders are significantly more likely to have started taking at least one trip per month on Metro in the past year than are Infrequent Riders (19% compared to 12% of Infrequent Riders). Three in ten Infrequent Riders (30%) said they do not make at least one transit trip per month. Riders from East King County are more likely than those from North King County to say they started riding within the past

Table 11
Length of Time Riding Metro
All respondents

		Rider Status		King County Planning Area		
	Total	Regular Rider A	Infrequent Rider B	North King C	South King D	East King E
(Base)	(n_w=400)	(n_w=271)	(n_w=129)	(n_w=220)	n_w=87)	(n_w=93)
Less than 1 Year (Net)	16%	19%[B]	12%	12%	20%	23%[C]
Less than 3 months	4	3	4	1	6	8[C]
3 to 6 months	4	5	3	3	7	4
6 to 9 months	4	5[B]	1	4	1	8[D]
9 to 12 months	5	5	4	5	6	3
1 to 2 years	13%	13%	12%	11%	13%	17%
3 to 5 years	15	17[B]	12	15	15	17
5 years or more	46	52	35[A]	54[E]	45[E]	29
Not a regular rider*	10	---	30[A]	9	7	15

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

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

May not sum to 100% due to rounding.

[ABCDE] **Statistically significant difference at the 95% confidence level.**

year (23% and 12% respectively) while those in North and South King County are significantly more likely than East King County riders to say they have been using Metro regularly for five years or more (54%, 45% and 29% respectively).

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

- Regular riders are more likely than Infrequent Riders to say they have been riding Metro for five years or longer (52% compared to 35%). This finding is similar to results in 2007 when 53% of Regular Riders and 37% of Infrequent Riders reported being long-term Metro patrons.
- Commuters to work are more likely than commuters to school to have used Metro for at least five years (46% and 12% respectively).[6]
- Respondents who are not employed are more likely than employed respondents to say they have been riding Metro for at least five years (58% and 46% respectively).
- Respondents older than 35 are more likely than those younger than 35 to say they have been riding Metro for more than five years (54% and 21% respectively).
- Respondents with incomes below than $35,000 are more likely to be long-term Metro riders than those with higher incomes (58% and 43% respectively).

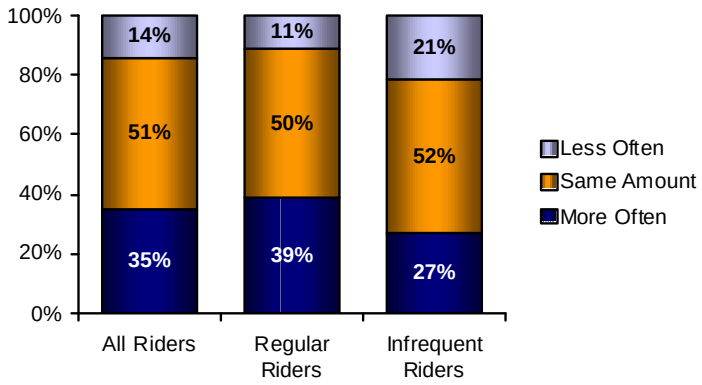
A detailed discussion of the characteristics of respondents who started riding Metro after September 2007 begins on page 27.

[6] A commuter is defined as someone who travels to work or school at least three days per week.

Changes in Frequency of Transit Use

All respondents were asked if they were riding the bus more often, less often, or about the same amount as they did one year ago. As Figure 5 shows, 51% are riding the bus about as often as they did a year ago, 35% are riding more often and 14% are riding less often. Regular Riders are significantly more likely than Infrequent Riders to say they are riding the bus more often while Infrequent Riders are significantly more likely to say they are riding less often (Figure 5).

Figure 5
Change in Frequency of Transit Use in Past Year
All respondents



Question 4B: Are you riding the bus more often than one year ago, the same amount or less often than one year ago?

Base: 2008 (n=400, n_w=400)

May not sum to 100% due to rounding.

Of course, New Riders are significantly more likely than Experienced Riders to say they ride more often now (64% and 27% respectively). However, Experienced Riders make up 58% of all respondents who say they are riding more often now than a year ago.

Another interesting finding is that riders who reported being passed up at a bus stop in the month preceding the story are significantly more likely to say they ride Metro more often than are riders who were not passed up (46% and 33% respectively). Riders who have to stand on some/most/all trips were no more likely to change their riding behavior than those who usually find a seat on the bus.

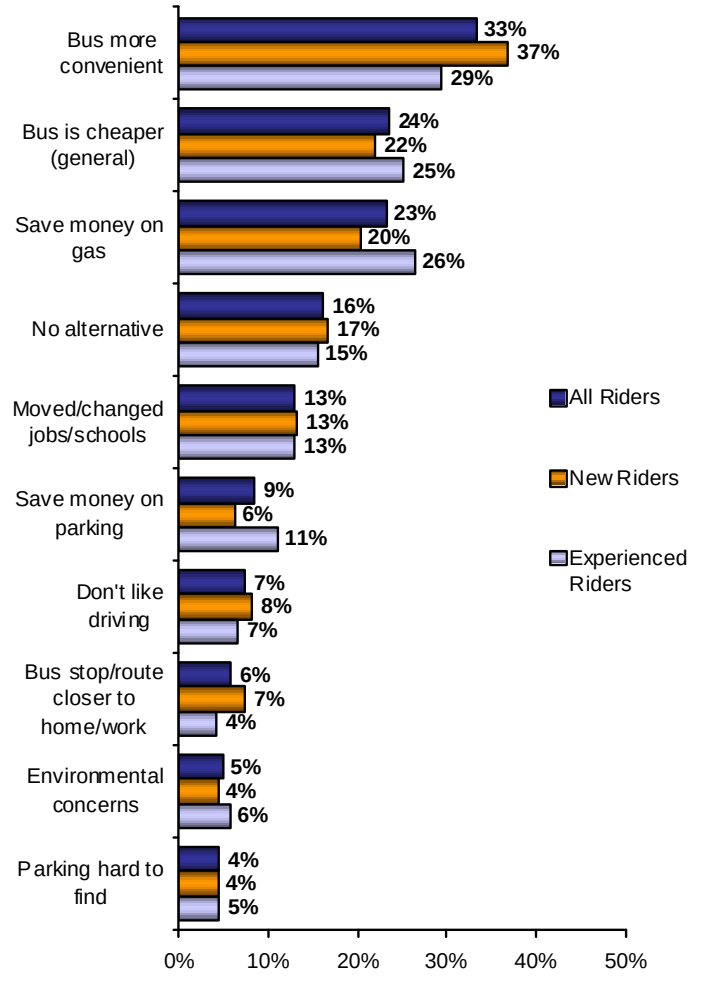
Several other statistically significant differences were noted with respect to changes in transit use:

- Riders from North King County/Seattle are more likely than those from East King County to say they ride less often than they did a year ago (17% and 9% respectively).
- Respondents who do not commute are more likely than either work commuters to say they ride less often (20% and 11% respectively).
- Regular Riders who make between 11 and 20 transit trips per month are more likely than Infrequent Riders and those making 21 trips or more per month to say they ride Metro more often than they did a year ago (52%, 27% and 33% respectively).
- Respondents with incomes below $35,000 are more likely than those in any other income group to say they ride the bus less often now than they did a year ago (28% vs. 12% of those with incomes greater than $35,000).

Respondents who started riding Metro after September 2007, those who started riding Metro regularly (at least one trip per month) and those who were riding Metro more often in 2008 than in 2007 were asked what the driving reasons were behind the change in behavior. The most commonly mentioned reason was that the bus is more convenient (33%). Approximately one in four respondents also say the bus is less expensive (24%) and/or they ride the bus to save money on gas (23%). One respondent in six (16%) does not have alternative transportation.

As Figure 6 shows, there are no statistically significant differences in reasons for riding Metro between New Riders and Experienced Riders who use transit more often than they did a year ago.

Figure 6
Reasons for Increased Transit Use in Past Year
Respondents who ride more often than they did a year ago



Q5: New Riders: Why did you start riding the bus? (n_w = 93)

Q5: Experienced Riders: Why did you start riding the bus more often? (n_w=88)

Base: 2008 **(n= 181;** n_w=181)

Multiple responses accepted.

Characteristics of New Riders

Demographic Profile

Almost one-quarter of the respondents surveyed in 2008 (23%) are New Riders. That is, they started riding the bus after September of 2007. This profile does not differ materially from the profile developed from the 2007 survey.[7] Moreover, the profile of New Riders is very similar to the profile of Experienced Riders (those who have been riding Metro for more than a year).

The majority of New Riders are Regular Riders (62%), meaning they made at least five one-way trips in the month prior to the survey. Half of all New Riders (50%) live in North King County. They are slightly, but not significantly, more likely to be female than male.

New Riders are distributed across King County in roughly the same proportions as Experienced Riders. New Riders are about as likely as Experienced Riders to be employed full time, commute to work 3 days a week, have a valid driver's license and have 1 or 2 working vehicles available for their use. New Riders are slightly less likely than Experienced Riders to be Regular Riders and make fewer transit trips on average, the differences are not statistically significant (Table 12).

Table 12
Demographic Profile of New and Experienced Metro Riders
All respondents

	New Riders A	Experienced Riders B
(Base)	**(n_w=93)**	**(n_w=305)**
Rider Status		
Regular rider	62%	70%
Infrequent rider	38	31
Area of Residence		
Seattle/North King County	50%	56%
East King County	30	22
South King County	21	22
New to King County in Past Year	17%[B]	3%
Gender		
Female	54%	52%
Male	46	48
Age		
16 to 24	16%	9%
25 to 34	15	12
35 to 44	21	20
45 to 54	21	26
55 to 64	11	20[A]
65 and older	16	15
Mean	*43.7*	*47.9*[A]
Ethnicity		
White	67%	81%[A]
Asian-American/Pacific Islander	17[B]	7
African-American	6	4
Hispanic	5	3
American Indian / Alaska Native	2	1
Multiple	2	3
Income		
Under $35,000 (Net)	17%	15%
Over $35,000 (Net)	74	78
Total refusal	9	7
*Median income**	*$66,538*	*$70,319*
Employment Status		
Employed full time	52%	55%
Employed part-time/self-employed	14	12
Student	14	8
Retired	16	17
Currently unemployed	3	7
Commute Status		
Work commuter	59%	62%
School commuter	12	7
Non-commuter	30	31
Household Type		
Two or more person/Adults only	53%	52%
Household with children	33	28
Single-person/Adult only	14	20
Average household size	*2.71*	*2.56*
Percent with Valid Driver's License	87%	88%
Mean No. of Vehicles Per Household	1.50	1.60

May not sum to 100% due to rounding.

***Based on valid responses only using unweighted data.**

[AB] Statistically significant difference at the 95% confidence level.

[7] For 2007, New Riders were defined as those who said they started riding Metro regularly (defined as one or more trips per month) within the previous 12 months.

Although New Riders are similar in most respects to Experienced Riders four statistically significant differences were noted between the two groups:

- New Riders are less likely than Experienced Riders to make more than 20 transit trips per month (24% and 35% respectively).
- New Riders are more than five times as likely to be newcomers to King County (17% vs. 3% of Experienced Riders).
- New Riders are younger on average than Experienced Riders (mean age of 43.7 and 47.9 respectively).
- New Riders are less likely to be Caucasian (67% vs. 81% of Experienced Riders) and more likely to be Asian-American (17% vs. 7% of Experienced Riders).

Table 13
Transit Use Among New and Experienced Metro Riders
All respondents

	Total	New Riders A	Experienced Riders B
(Base)	**(n_w=400)**	**(n_w=93)**	**(n_w=305)**
Transit Trips Per Month			
1 to 4	32%	38%	30%
5 to 7	12	11	12
8 to 10	9	12	9
11 to 20	15	16	14
21 or More	32	24	35[A]
Average	*17.3*	*14.3*	*18.3*
Reliance on Transit			
Use for all transportation needs	22%	17%	24%
Use for some transportation needs	45	45	45
Use for very little of my transportation needs	33	38	31
Primary Trip Purpose			
Work	50%	49%	50%
Fun/Social/Recreational	19	18	19
Shopping/Errands	10	11	7
School	7	11	5
Appointments	7	6	7
Event Shuttles	4	4	4
Other	2	2	2
Time of Day Traveled *(Multiple response)*			
Morning peak (6 to 9 a.m.)	55%	54%	56%
Midday (9 a.m. to 3 p.m.)	45	46	44
Evening peak (3 to 6 p.m.)	66	57	69[A]
Early evening ((6 to 7 p.m.)	23	24	23
Weeknights after 7 p.m.	18	15	19
Saturdays (anytime)	44	40	50
Sundays (anytime)	36	30	38
Zones Traveled			
One zone	58%	58%	59%
Two zones	42	42	41
Number of Transfers			
Zero	61%	62%	57%
One	30	33	29
Two or more	7	9	6
Wait Time for Transfers			
0 to 5 minutes	16%	15%	17%
6 to 10 minutes	30	26	32
11 to 15 minutes	28	35	26
More than 15 minutes	25	24	26
Mean	*14.5*	*12.5*	*14.5*
Travel Mode to Bus Stop *(Multiple response)*			
Walk	72%	71%	72%
Drive to park & ride	20	20	21
Drive and park near a bus stop	2	3	2
Bike	2	2	2
Get dropped off by car	3	3	3
Other	1	1	1
Fare Payment *(Multiple response)*			
Pass	42%	41%	43%
Cash	40	45	39
Ticket	9	12	9
Reduced fare permit with cash	7	7	6
Reduced fare permit with sticker	4	2	5

May not sum to 100% due to rounding.

[AB] **Statistically significant difference at the 95% confidence level.**

Transit Use Profile

Table 13 summarizes how New and Experienced Riders use the Metro bus system. Again, there are few statistically significant differences between the two groups. Experienced Riders are significantly more likely than New Riders to:

- Make more than 20 transit trips per month (35% Experienced Riders vs. 24% New Riders)
- Use transit during evening peak hours (69% Experienced Riders vs. 57% New Riders)

New Riders are slightly more likely than Experienced Riders to pay their fares with cash, make no transfers, and say they use transit for *very little* of their transportation needs. However, none of these differences are statistically significant. Like most riders, New Riders usually walk to the bus stop, travel in one zone, and use transit for a variety of trip purposes.

Travel Mode to Bus Stop

Nearly three-quarters of Metro riders (72%) usually walk to their bus stop—about the same as in 2007 (75%). As Table 14 shows, there are no significant differences in how respondents travel to the bus stop between Regular and Infrequent Riders or between New and Experienced Riders. Nine in ten riders from North King County (90%) usually walk to the bus stop compared with 50% of riders from the South and East King County planning subareas. A significant number of riders from the latter two subareas (38% each) usually drive to a park and ride. Additional statistically significant differences in travel mode to bus stop include:

Table 14
Travel Mode to Bus Stop
All respondents

		Rider Status		Transit Experience	
	Total	Regular Rider A	Infrequent Rider B	New C	Experienced D
(Base)	**(n_w=400)**	**(n_w=271)**	**(n_w=129)**	**(n_w=93)**	**(n_w=305)**
Travel Mode to Bus Stop *(Multiple response)*					
Walk	72%	72%	72%	71%	72%
Drive to park & ride	20	18	25	20	21
Drive and park near a bus stop	2	3	1	3	2
Bike	2	3	1	2	2
Get dropped off by car	3	3	1	3	3
Other	1	1	---	1	1

Question 17: How do you usually get to your bus stop?

May not sum to 100% due to rounding.

ABCD **Statistically significant difference at the 95% confidence level.**

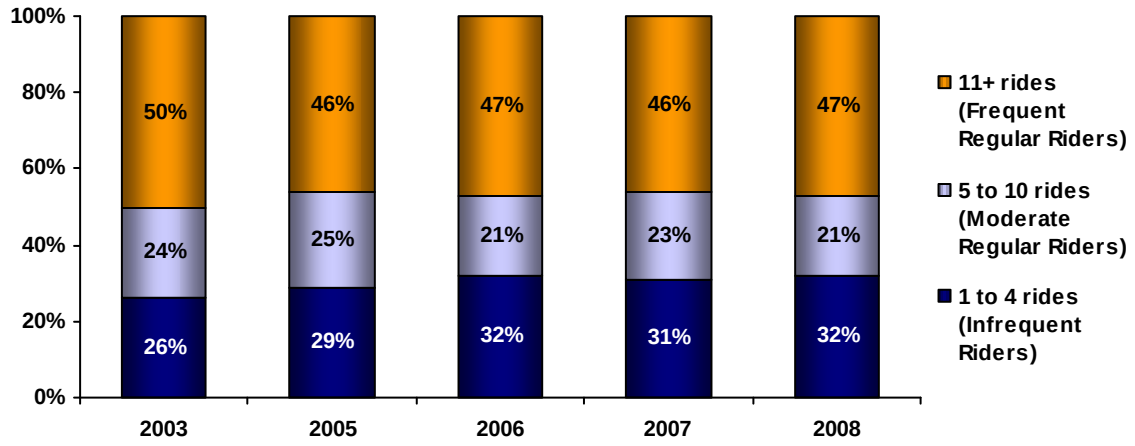
- School Commuters are more likely than Work Commuters to say they usually walk to the bus stop (84% and 69% respectively).
- Riders who commute by carpool or vanpool are more likely to walk to their stops than Metro bus commuters (84% and 65% respectively).
- Students and respondents who work part time are more likely than those who work full time to walk to the bus stop (83%, 84% and 66% respectively).
- Renters are more likely to walk to the bus stop than are homeowners (91% and 63% respectively).

- Those with incomes below $35,000 are more likely to walk to the bus stop than those with incomes greater than $35,000 (94% and 66% respectively)

Number of Rides in Past 30 Days

Traditionally, Metro groups riders into two categories: Regular Riders, those who made five or more one-way trips on transit in the month preceding the survey and Infrequent Riders, those who made one to four trips. The Regular Rider group can be further defined as moderate and frequent riders. Moderate riders make between five and ten transit trips per month while frequent riders make 11 trips or more. In 2008, all Metro riders averaged 17.3 transit trips per month—slightly, but not significantly more than the 16.6 trips recorded in 2007.

Figure 7
Riding Frequency – 2003 to 2008
All respondents



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

Base: Regular and Infrequent Riders: 2008 (n=400; n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762)

May not sum to 100% due to rounding.

Figure 7 shows riding frequency for respondents in these three groups for the past five years.[8] As shown, there are more than twice as many Frequent Regular Riders as there are Moderate Regular Riders. The proportions of these three subgroups have been relatively stable for the past several years.

In 2008, Regular Riders made 24.5 transit trips in the month prior to the survey which is a slight, but not statistically significant increase over previous years. Infrequent Riders made 2.2 trips on average. Again, this is a slight, but not statistically significant increase compared to findings in previous surveys. As Figure 8 shows, historically, New Riders make fewer transit trips on average than do Experienced Riders and 2008 is no exception. For the past five years average transit trips per month among New Riders has fluctuated from a high of 17.1 in 2003 to a low of 14.3 in 2008. Average

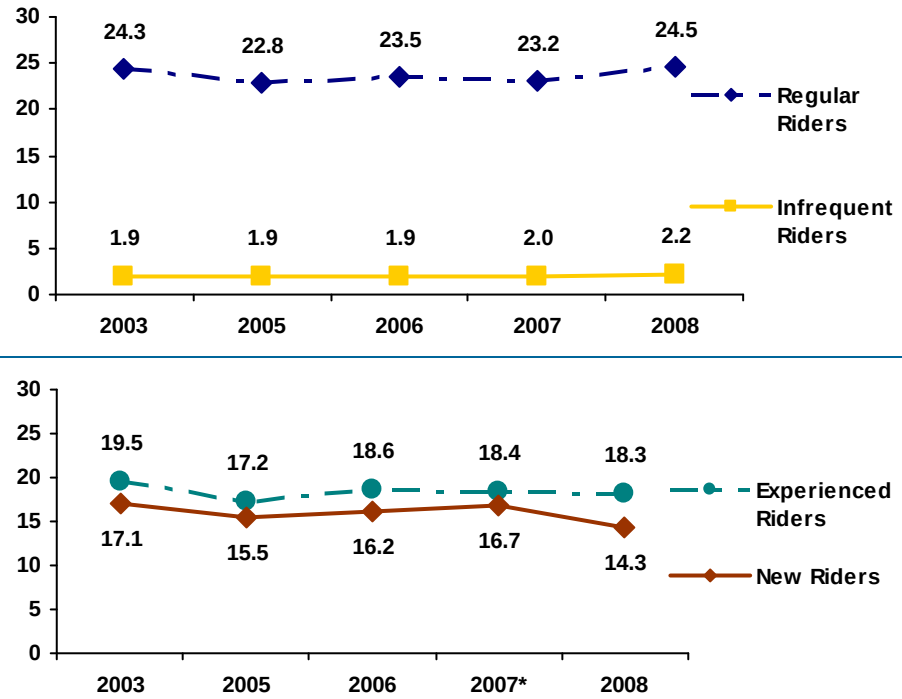
[8] The 2008 response proportions are calculated based on the number of valid responses excluding respondents who answered *don't know* and those who were only able to report making more or less than 5 trips (n=2), but not an exact number. This approach is consistent with all graphics and tables in the report (see Methodology).

transit use among Experienced Riders has fluctuated between 19.5 trips recorded in 2003 and 17.2 trips recorded in 2005. In 2008 Experienced Riders made an average of 18.3 transit trips in the month preceding the survey. For all groups, the changes from year to year are not statistically significant.

Several statistically significant differences between subgroups were noted with respect to average transit trips per month as follows:

- Riders from South King County make more trips per month on average than those from either the North or East King County planning subareas (24.2, 15.5 and 15.1 respectively).
- Commuters make more trips on average than non-commuters (20.7 and 9.8 respectively).

Figure 8
Average Number of One-Way Transit Trips in Previous 30 Days – 2003 to 2008
All respondents



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

Base: All Riders: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762)

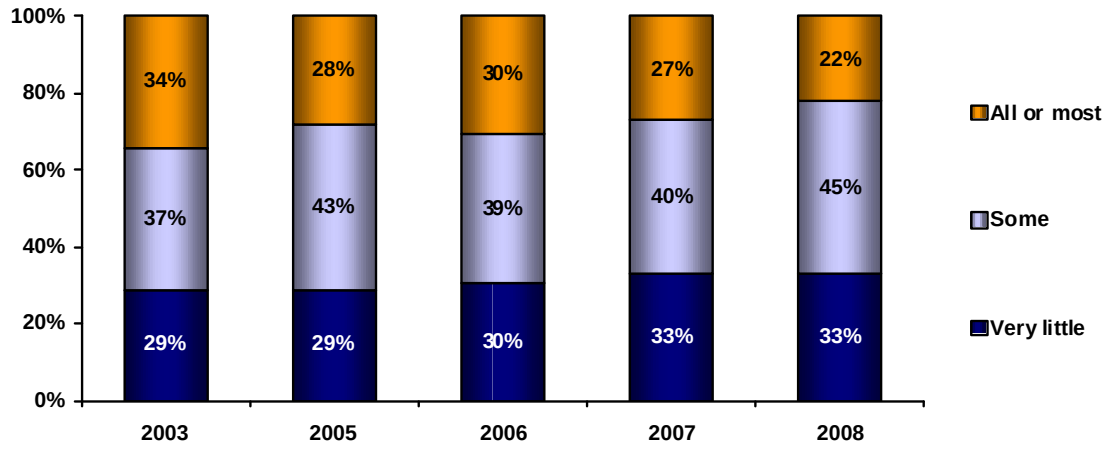
***In 2007 New Riders were defined as those who started riding *regularly* within the past year.**

- Respondents who work in downtown Seattle make more transit trips on average than those who work in other areas of North King County (24.4 and 17.8 respectively).
- Respondents age 16 to 24 make more transit trips per month on average than those ages 25 or older (25.4 and 16.8 respectively).
- On average, renters make more transit trips than homeowners (20.0 and 16.0 respectively).

Reliance on Transit

As Figure 9 shows, the percentage of respondents who rely on transit for all/most, some or very little of their transportation needs has not fluctuated much over the years. Less than one-quarter 2008 of respondents (22%) say they use the bus system for *all or most of their transportation needs*—a figure that is slightly lower than findings in previous years. This may be due in part to the higher percentage of New Riders in 2008 compared with 2007 (23% and 16% respectively).

Figure 9
Reliance on Public Transportation – 2003 to 2008
All respondents



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

Base: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762)

May not sum to 100% due to rounding.

Table 15 on the following two pages provides a profile of demographic and ridership characteristics based on respondents' level of reliance on Metro for their transportation needs.

Rely on Metro for All/Most Transportation Needs

Slightly more than one in five Metro riders (22%) rely on the bus for all or most of their transportation needs making an average of 32.5 transit trips per month. This percentage is slightly, but not significantly, lower than the 27% recorded in 2007. Virtually all respondents in this group (99%) are Regular Metro Riders and 83% have been riding Metro for a year or longer.

Six in ten riders who rely heavily on Metro transit live in North King County (61%). Members of this group are younger on average than other riders (average age is 45.4). They tend to have lower incomes, are slightly more ethnically diverse than other groups and are renters rather than homeowners. Just seven in ten respondents in this group have a valid driver's license (70%). The average number of vehicles per household is 1.1 and the average number of vehicles per adult in the household is 0.5.

Rely on Metro for Some Transportation Needs

Just under half (45%) of all riders rely on Metro for some of their transportation needs which is slightly higher than the 40% recorded in 2007. Eighty-four percent (84%) are Regular Riders and 16% are Infrequent Riders. One in four riders in this group started riding Metro after September 2007. More than half of the respondents in this category (56%) live in Seattle or North King County while 24% live in South King County and 20% live in East King County.

Members of this group are the most likely to be employed full time (62%), and to be work commuters (69%).

Most of those who rely on Metro for only some of their transportation needs have a valid driver's license (91%). They have an average of 1.7 vehicles per household which works out to 0.8 vehicles for each adult in the household.

Table 15
Demographic Profile by Reliance on Transit
All respondents

	Total	All/Most A	Some B	Very Little C
(Base)	**(n_w400)**	**(n_w=89)**	**(n_w =179)**	**(n_w =132)**
Rider Status				
Regular Rider	68%	99%[BC]	84%[C]	25%
Infrequent Rider	32	1	16[A]	75[AB]
New Rider	23	18	24	27
Experienced Rider	77	83	76	73
Area of Residence				
Seattle/North King County	55%	61%	56%	50%
South King County	22	23	24	18
East King County	23	16	20	32[AB]
New to King County in Past Year	6%	9%	7%	4%
Gender				
Female	52%	47%	53%	51%
Male	48	53	47	49
Age				
16 to 24	10%	18%[C]	11%	5%
25 to 34	12	11	13	12
35 to 44	20	11[C]	21[A]	25
45 to 54	25	25	25	23
55 to 64	18	20	19	14
65 and older	15	14	11	21[AB]
Mean	*47.0*	*45.4*	*46.0*	*49.5*
Ethnicity				
White	78%	73%	79%	80%
Asian-American/Pacific Islander	9	9	11	8
African-American	5	10[C]	4	2
Hispanic	3	1	4	4
American Indian/ Alaska Native	1	3	1	1
Multiple	3	5[B]	1	4
Income				
Under $35,000 (Net)	15%	34%[BC]	13%[C]	6%
Over $35,000 (Net)	77	57	82[A]	85[A]
Total Refusal	7	9	5	9
*Median income**	*$69,429*	*$47,500*	*$73,710*[A]	*$81,944*[A]
Home Ownership				
Own	70%	45%	75%[A]	80%[A]
Rent	30%	55[BC]	25	20
Employment Status				
Employed full time	54%	50%	62%[C]	46%
Employed part-time/self-employed	13	12	11	16
Student	9	12	10	5
Retired	18	16	13	26[B]
Currently unemployed	6	8	4	7
Commute Status				
Work Commuter	61%	58%	69%[C]	54%
School Commuter	8	12[C]	8	4
Non-Commuter	31	30	23	43[B]
Average Transit Trips per Month	17.3	32.5[BC]	19.2[C]	4.6

May not sum to 100% due to rounding.

***Based on valid responses only using unweighted data.**

[ABC] **Statistically significant difference at the 95% confidence level.**

Rely on Metro for Very Little of Their Transportation Needs

One in three survey respondents (33%) rely on Metro for very little of their transportation needs—exactly the same percentage as in 2007.

Three-quarters of this group (75%) are Infrequent Riders and 25% are Regular Riders and 27% are Riders who started using Metro within the past year. Respondents in this category average fewer than five transit trips per month. Exactly half of these respondents (50%) live in Seattle/North King County, 32% live in East King County and the remainder in South King County.

Table 15 (Continued)
Demographic Profile by Reliance on Transit
All respondents

	Total	All/Most A	Some B	Very Little C
(Base)	**(n_w400)**	**(n_w=89)**	**(n_w =179)**	**(n_w =132)**
Household Type				
Single-Person/Adult Only	19%	28%[C]	18%	14%
Two or More Person/Adult Only	52	44	52	58[A]
Household with Children	29	29	30	29
Average Household Size	*2.6*	*2.5*	*2.7*	*2.5*
Percent with Valid Driver's License	88%	70%	91%[A]	95%[A]
Average Adults per Household	2.12	2.03	2.20	2.06
Average Vehicles per Household	1.6	1.1	1.7[A]	1.8[A]
Average Vehicles per Adult	0.78	0.54	0.82[A]	0.93[A]

May not sum to 100% due to rounding.

***Based on valid responses only using unweighted data.**

[ABC] **Statistically significant difference at the 95% confidence level.**

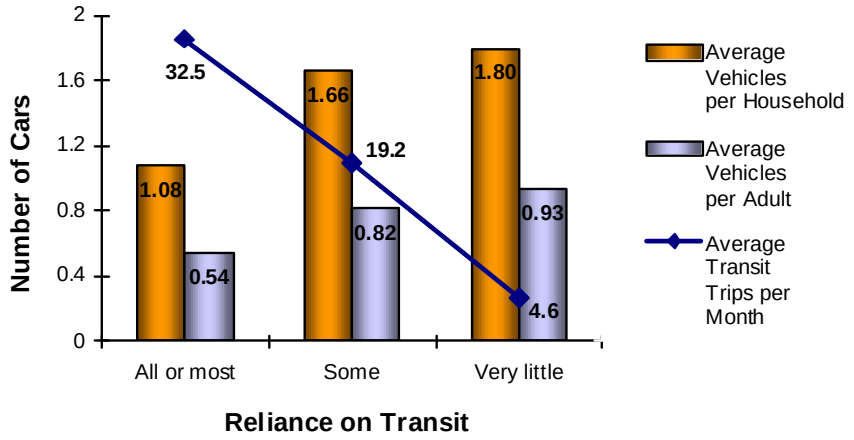
Although this group is predominantly white (80%), it is significantly more diverse than in 2007 when 89% were white. This group has the lowest concentrations of riders who are employed full time and/or are work commuters and the highest percentage of retirees.

Eight in ten respondents in this group own their own homes, their annual income exceeds $80,000, nearly all (95%) have a valid driver's license and they have 1.8 vehicles per household which equates to nearly one car (0.93) for every adult.

Significant Differences

The relationship between vehicle availability and reliance on transit is one of the strongest to emerge from this study. As Figure 10 shows, there is an inverse relationship between the number of vehicles available per household (or per adult in the household) and a respondent's reliance on transit. As the number of available vehicles increases, reliance on transit decreases. The average number of

Figure 10
Relationship of Available Vehicles to Reliance on Transit
All respondents



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

Base: 2008 (n=400, n_w=400)

transit trips per month is superimposed to show the impact of vehicle availability on average transit use. In addition to vehicle availability, several other significant differences with respect to reliance on transit emerged:

- *Rider status* – Regular Riders are significantly more likely than Infrequent Riders to say they rely on the bus system for *all or most* of their transportation needs (32% and 1% respectively). By contrast, Infrequent Riders are significantly more likely than Regular Riders to say they rely on the system for *very little* of their transportation needs (77% compared to 12%).
- *Area of residence* –Riders in East King County are more likely than those in North or South King County to say they rely on Metro for *very little* of their transportation needs (45% compared to 30% and 28%).
- *Commuter type* – Non-commuters are more likely than those who commute to work or school to say they rely on Metro for *very little* of their transportation needs (46% compared to 28%).
- *Commute mode* – Commuters who ride a Metro bus are more likely than those who drive alone to say they rely on the bus system for *all or most* of their transportation needs (40% compared to 2%). Bus commuters are also more likely than drive-alone commuters or those who carpool/vanpool to say they rely on Metro for *some* of their transportation needs (56% compared to 27% and 32%). Drive-alone and carpool/vanpool commuters are more likely than bus commuters to say they rely on Metro for *very little* of their transportation needs (72% and 68% compared to 4%).
- *Work location* – Riders who work in South King County are more likely than those who work in North King County/Seattle to say they rely on transit for *very little* of their transportation needs (45% compared to 23%).
- *Income* – Respondents with incomes of less than $35,000 are more likely than those with higher incomes to say they rely on Metro for *all or most* of their transportation needs (50% compared to 16%).
- *Age* – Respondents younger than 25 are more likely to rely on Metro for *all or most* of their transportation needs than those older than 25 (38% and 20% respectively).

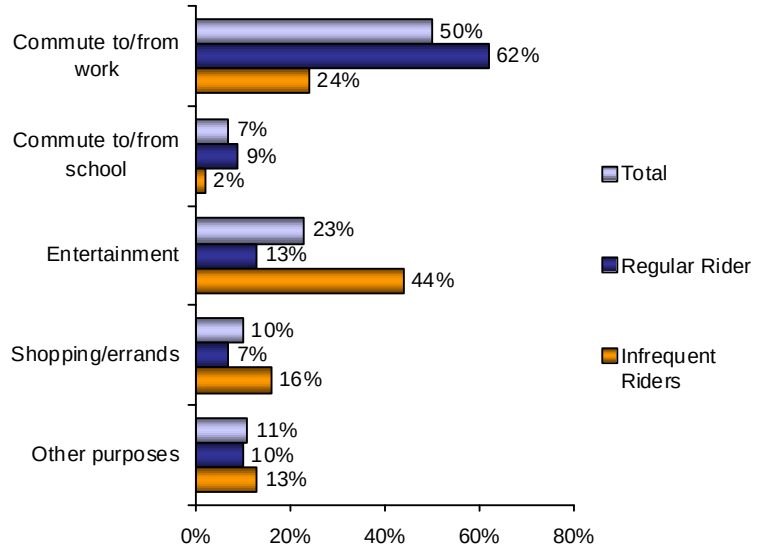
Transit Trip Characteristics

Primary Trip Purpose

Half of all respondents (50%) take Metro primarily to get to work and 7% take it mainly for school trips. Entertainment is the second most common purpose (23%). As Figure 11 shows, Regular Riders are significantly more likely to use Metro for commuting than are Infrequent Riders (62% and 24% respectively). Infrequent Riders are more than three times as likely as Regular Riders to use Metro primarily for entertainment purposes (44% compared to 13%).

New and Experienced Riders do not differ significantly in the primary purposes for which they use transit. Significant differences that were noted with respect to primary trip purpose include:

Figure 11
Primary Trip Purpose by Rider Type
All respondents



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

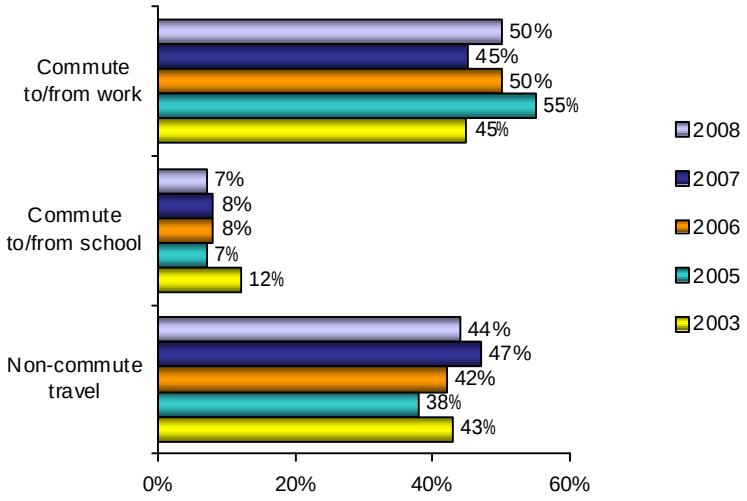
Base: 2008 (n=400, n_w=400)

May not sum to 100% due to rounding.

- Riders who work in downtown Seattle are significantly more likely than those who work in other North King County locations to use Metro primarily for work (86% and 51% respectively).
- Non-commuters are more likely than commuters to use Metro primarily for shopping (17% compared to 7%), for volunteering or appointments (23% compared to 2%), or for entertainment (43% compared to 14%).
- Respondents who live in North King County are more likely than those in South or East King County to use transit for shopping (14% compared to 6% and 5% respectively).
- Renters are more likely than homeowners to use Metro primarily for shopping trips (15% and 8% respectively).
- Respondents who are not employed are more likely than employed respondents to use Metro primarily for volunteering/appointments (27% compared to 3%) and entertainment (44% compared to 15%).
- Riders age 65 and older are more likely than those in other age groups to use transit primarily for volunteering/appointments (23% compared to 2%), shopping (26% compared to 7%), and fun, social or recreational activities (33% compared to 16%).

The percentage of Riders who use Metro primarily for work trips increased by five percentage points between 2007 and 2008 (Figure 12). This change is not statistically significant but it does signal a trend reversal from the steady decrease in commute trips as a primary purpose between 2005 and 2007.

Figure 12
Primary Trip Purpose – 2003 to 2008
All respondents



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

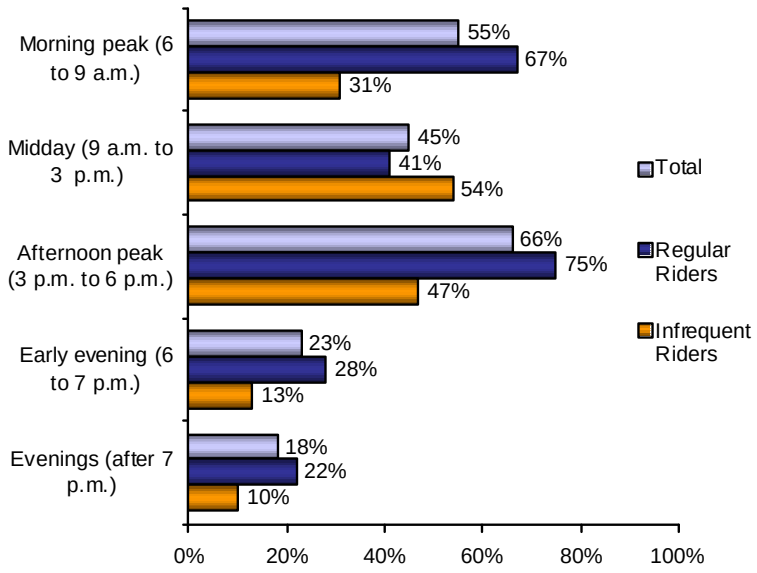
Base: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762)

May not sum to 100% due to rounding.

Travel by Time of Day

Regular Riders are most likely to take Metro during afternoon and morning peak hours (75% and 67% respectively). Infrequent Riders are more likely to travel on Metro in the middle of the day (54%) or during afternoon peak hours (47%). As Figure 13 shows, two-thirds of all respondents ride the bus between 3 and 6 p.m. on weekdays (66%).

Figure 13
Weekday Transit Use by Time of Day
All respondents



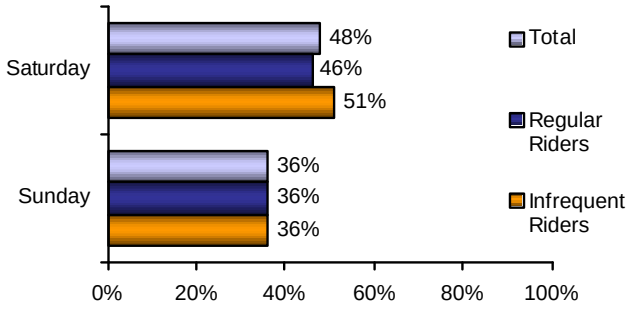
Question 8: During which of the following time periods do you ride Metro?

Base: 2008 (n=400, n_w=400)

Multiple responses allowed.

Regular and Infrequent Riders are equally likely to report using the bus on weekends (Figure 14). While travel time has shown some fluctuation over the past five years, proportions have remained similar with about half of all riders using Metro in both peak and off-peak hours (52%). About one in four Riders use Metro only during peak hours (25%) with a similar proportion who ride only during off-peak hours (23%). (See Figure 15).

Figure 14
Weekend Travel
All respondents

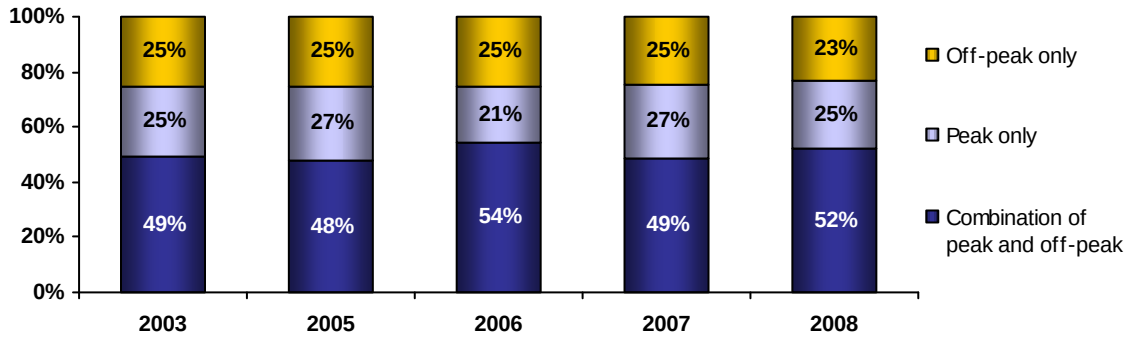


Question 8: During which of the following time periods do you ride Metro?

Base: Regular and Infrequent Riders (n=400)

Multiple responses allowed.

Figure 15
Peak and Off-Peak Hour Travel
All respondents



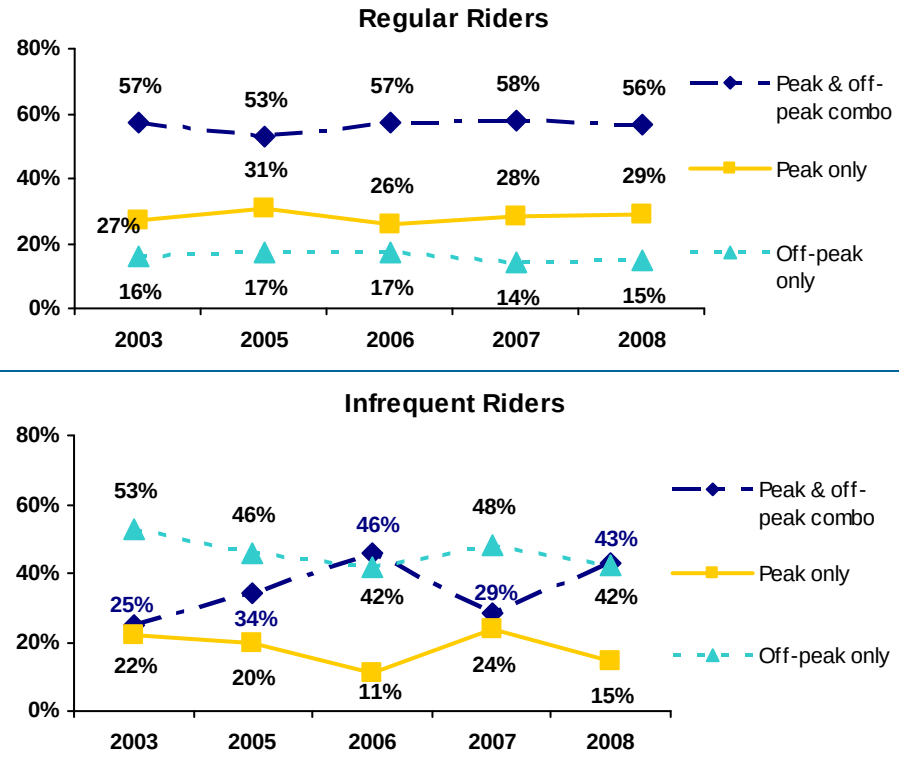
Question 8: During which of the following time periods do you ride Metro?

Base: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762); 2002 (n=1,368, n_w=735)

Regular Riders are significantly more likely than Infrequent Riders to use Metro during a combination of peak and off-peak hours (56% and 43% respectively). Infrequent Riders are as likely to ride Metro only during off-peak hours and weekends as they are to use it during a combination of peak and off-peak hours (Figure 16). They are significantly more likely than Regular Riders to use Metro only during off-peak hours and on weekends (42% and 15% respectively).

The time of day Regular Riders travel has not varied significantly from year to year since 2003. Travel among Infrequent Riders is a different story. The percentage of

Figure 16
Peak and Off-Peak Hour Travel by Type of Rider – 2003 to 2008
All respondents



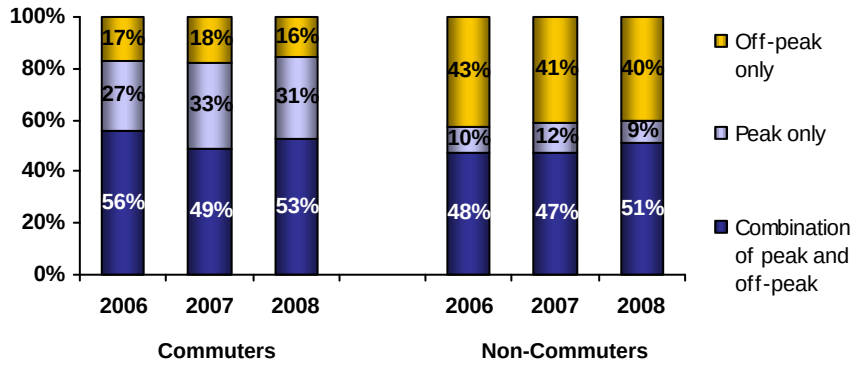
Question 8: During which of the following time periods do you ride Metro?

Base: Regular and Infrequent Riders: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762); 2002 (n=1,368, n_w=735)

Infrequent Riders who take Metro only during off-peak hours has shown an overall pattern of decline from 53% in 2003 to 42% in 2008. The percentage of Infrequent Riders who travel only during peak hours has shown marked fluctuations each year since 2005. Infrequent Riders who use Metro during both peak and off-peak hours climbed steadily from 2003 to 2006 from a low of 25% to a high of 46% then plunged to 29% in 2007 and climbed again this year (43%).

Travel times among Commuters and Non-Commuters is very similar to the times of day Regular and Infrequent Riders travel. More than eight in ten Commuters (84%) ride Metro during peak hours on weekdays (includes 53% who ride during both peak and off-peak hours). This pattern contrasts sharply with the riding habits of Non-commuters. Six in ten Non-commuters ride Metro during peak hours including 51% who ride during both peak and off-peak hours and 40% ride only during off-peak hours or weekends.

Figure 17
Peak and Off-Peak Hour Travel for Commuters and Non-Commuters – 2006 to 2008
All respondents



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

Base: Commuters: 2008 (n=283; n_w = 276); 2007 (n=282); 2006 (n=1,022, n_w=486)
Non-Commuters: 2008 (n=117; n_w = 124); 2007 (n=119); 2006 (n=351, n_w=219)

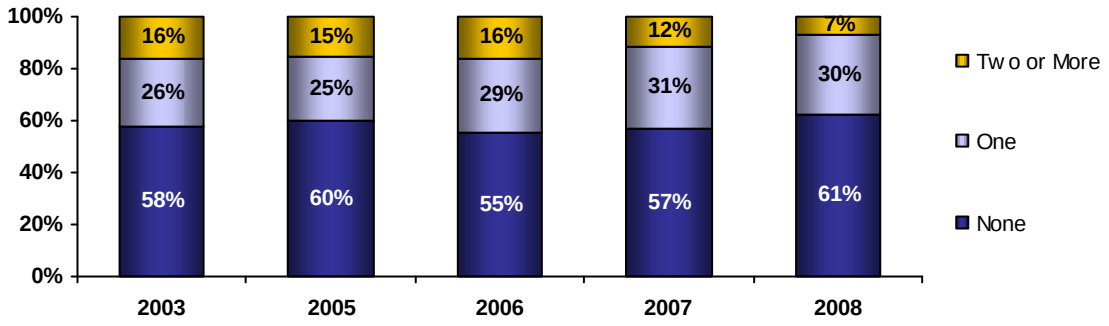
Other statistically significant differences between subgroups regarding the time of day respondents use Metro include:

- Experienced Riders are more likely than New Riders to use Metro during both peak and off-peak hours (55% and 43% respectively).
- Riders who live in South King County are more likely than those from North King County to ride only during peak hours (37% and 19% respectively).
- Respondents who are employed full time are more likely than those employed part-time or not employed to ride Metro only during peak hours on weekdays (37% compared to 21% and 8% respectively).
- Respondents with incomes below $35,000 are more likely than those with incomes greater than $75,000 to ride Metro during both peak and off-peak times (68% and 45% respectively).

Transfers

As in prior years, the majority of riders (61%) do not transfer when traveling to their usual destinations, 30% make one transfer and 7% transfer at least twice (Figure 18). While the percentage of riders who do not usually transfer or who transfer only once has not changed significantly in the past five years, the percentage of riders who make two or more transfers is significantly less than findings in previous years.

Figure 18
Transfer Activity – 2003 to 2008
All respondents



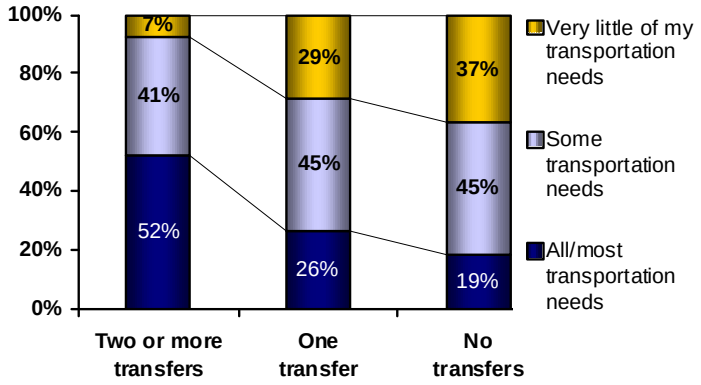
Question 9: You said you generally ride the bus for (primary trip purpose), how many transfers do you usually make when you use the bus for this purpose?

Base: Regular and Infrequent Riders: 2008 (n=400; n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762)

Regular Riders who transfer make significantly more transfers on average to reach their usual destination than do Infrequent Riders (1.3 and 1.0 respectively). New Riders transfer at about the same rate as Experienced Riders making (1.3 and 1.2 transfers on average respectively).

There is a strong correlation between number of transfers and reliance on transit. As Figure 19 shows, respondents who make two or more transfers to reach their usual destination are significantly more likely to say they rely on Metro for *all or most* of their transportation needs than those who only transfer once or do not transfer at all (52%, 26% and 19% respectively).

Figure 19
Transfer Activity by Reliance on Transit
All respondents



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

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

Base: 2008 (n=400, n_w=400)

Besides being heavily reliant on Metro for their transportation needs, respondents who are most likely to make two or more transfers are:

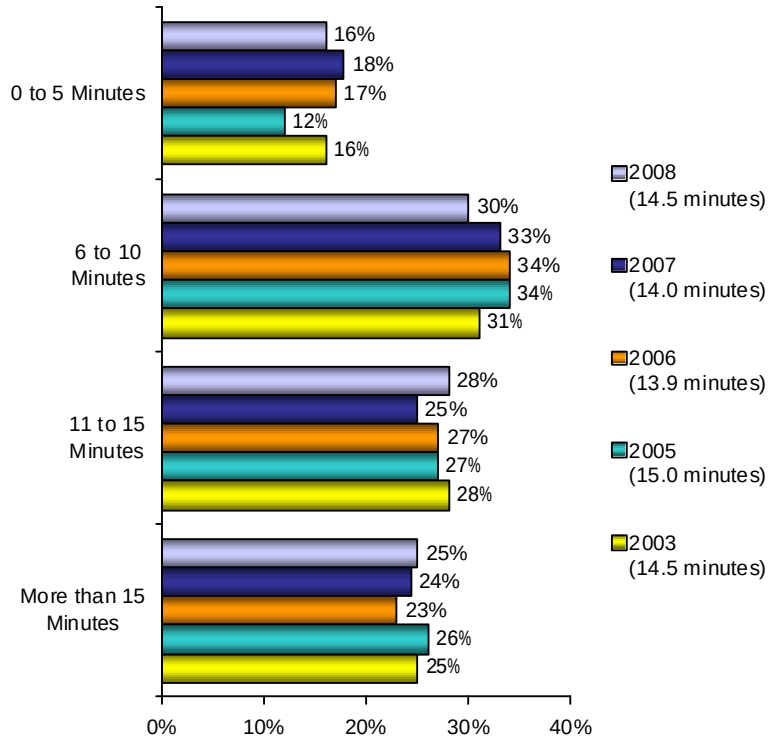
- Renters (15% compared to 3% of homeowners).
- Those with incomes of less than $35,000 (18% compared to 4% of those with incomes greater than $35,000).
- Those who work in areas of North King County other than downtown Seattle (11% compared to 2% of those who work downtown).

Wait Time When Transferring

Three-quarters of the respondents who usually transfer (75%) say they wait 15 minutes or less for their connections including 16% whose wait is under five minutes, 30% wait 6 to 10 minutes, and 28% wait 11 to 15 minutes. These percentages do not differ significantly from those recorded in 2007 (Figure 20).

In 2008, riders reported an average wait time of 14.5 minutes—about the same as in 2007. Average wait times do not differ significantly between Regular and Infrequent Riders (14.6 minutes and 14.3 minutes respectively). Respondents in South and East King County wait significantly longer on average than those who live in North King County (17.4, 16.1 and 12.5 respectively).

Figure 20
Wait Time When Transferring
Riders who transfer to reach usual destination



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

Base: 2008 (n= 159, n_w=156); 2007 (n=170); 2005 (n=585; n_w=277), 2003 (n=578; n_w=277)

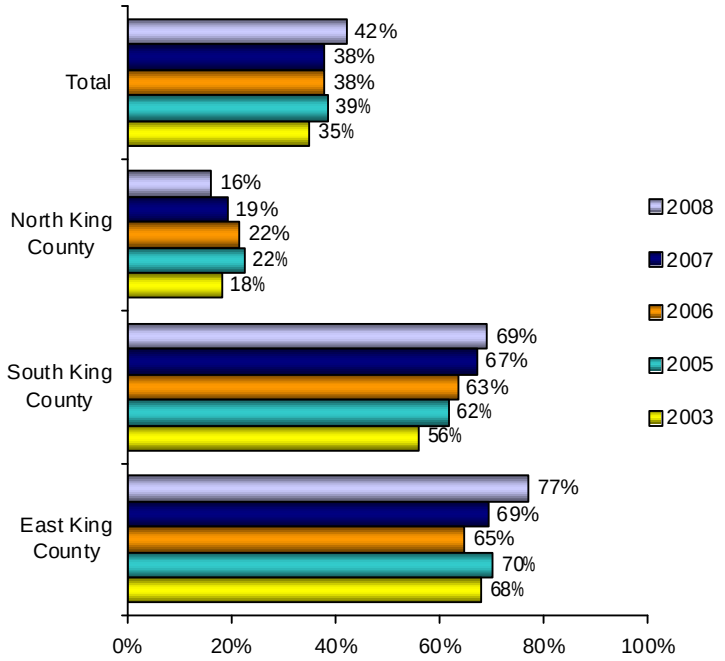
May not sum to 100% due to rounding.

Respondents who make multiple transfers (n_w=27) were asked how long they wait for their longest transfer. The average reported waiting time was 33.4 minutes. Although this wait time is much higher than the average reported in 2007 (24.2 minutes), the difference is not significant at the 95% level of confidence. Caution is recommended when viewing these results due to the small number of respondents who were asked this particular question.

Two Zone Trips

Forty-two percent (42%) of Regular and Infrequent Riders usually make two-zone trips. As Figure 21 shows, the percentage of Riders from South King County who make two-zone trips has increased steadily since 2003. Respondents from East and South King County are significantly more likely to make two-zone trips than those from North King County (77%, 69% and 16% respectively).

Figure 21
Percentage of Riders Who Take Two-Zone Trips – 2003 to 2008
All respondents



Question 16: Do your bus trips usually cross the Seattle City Limits? That is, are they two-zone trips?

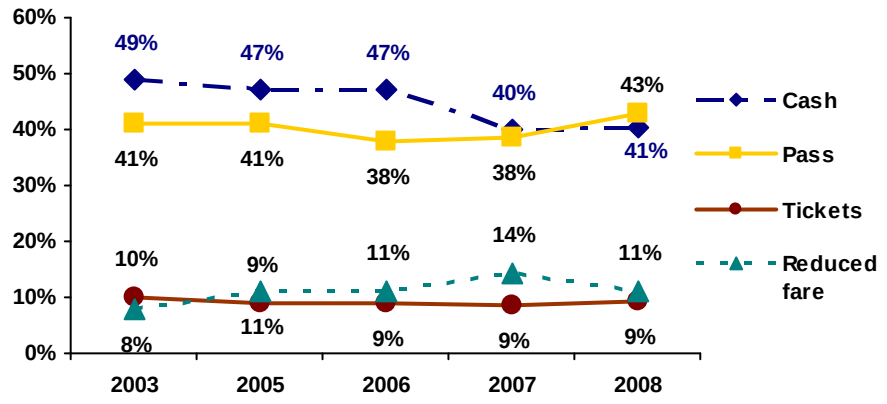
Base: 2008 (n_w= 400, n=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762)

May not sum to 100% due to rounding.

Fare Payment

For the past two years, use of cash and passes has been virtually equal. About four in ten 2008 respondents (41%) usually pay their fares with cash and 43% use a pass (Figure 22). While the differences between 2008 and 2007 are not statistically significant, this is the first time where use of a pass surpassed cash as the most common fare payment method. Tickets and reduced fare instruments show only minor fluctuations in use over the past five years.

Figure 22
Changes in Fare Payment – 2003 to 2008
All respondents



Question 13: How do you usually pay your bus fare? Do you use…?

Base: 2008 (n=400, n_w=400);2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762); 2002 (n=1,368, n_w=735)

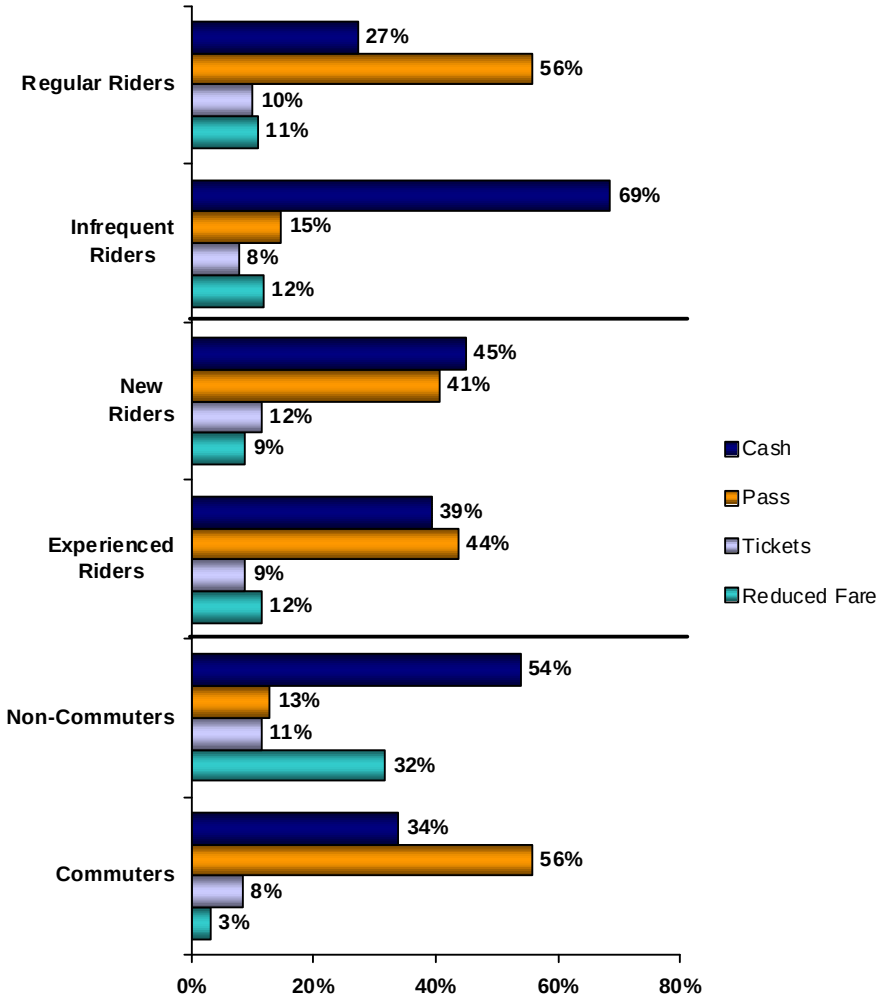
Multiple responses allowed.

Over the past five years, Infrequent Riders have consistently been more likely than Regular Riders to pay their fares with cash. The percentage of Regular and Infrequent Riders who pay their fares with cash is essentially unchanged from 2007.

As Figure 23 shows, Regular Riders are significantly more likely to pay their fares with a pass (56%) while Infrequent Riders are more likely to use cash (69%). New Riders are only slightly more likely than Experienced Riders to pay with cash (45% and 39% respectively) and are nearly as likely to use a pass (41%) as they are to pay with cash.

More than half of all Commuters (56%) usually pay their fares with a pass—significantly more than Non-Commuters (13%). Most Non-Commuters (54%) pay their fares with cash compared to 34% of Commuters.

Figure 23
Fare Payment by Rider Type
All respondents



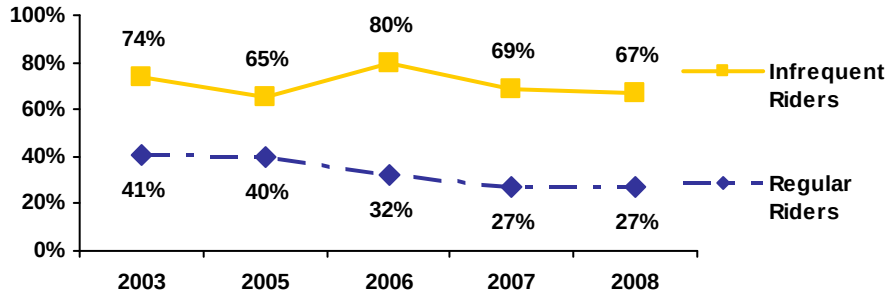
Question 13: How do you usually pay your bus fare? Do you use…?

Base: 2008 (n=400, n_w=400)

Multiple responses allowed.

As Figure 24 shows, use of cash among Regular Riders declined each year from 2003 to 2007. Cash use among Infrequent Riders fluctuates from year to year.

Figure 24
Changes in Use of Cash for Fare Payment 2003 to 2008



Question 13: How do you usually pay your bus fare? Do you use…?

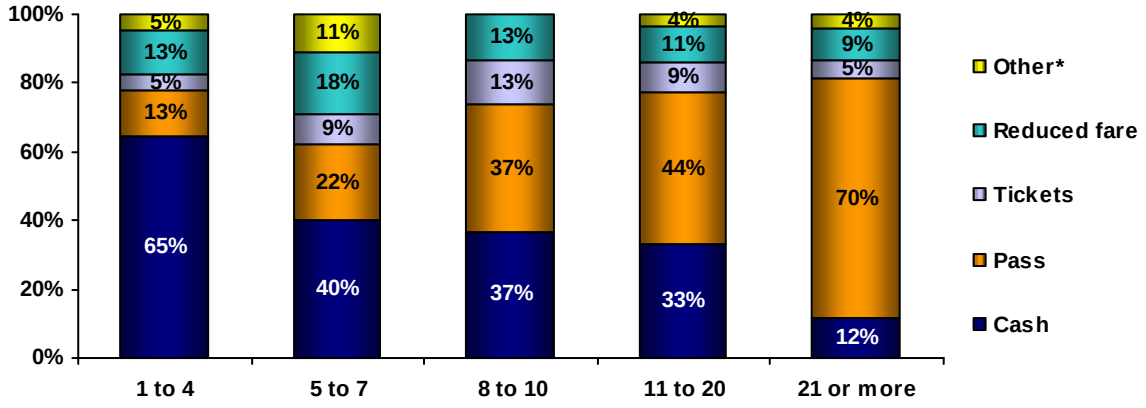
Base: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762); 2002 (n=1,368, n_w=735)

Multiple responses allowed.

Respondents who work in South King County (78%) and those who drive alone to work or school (60%) are significantly more likely than average to pay with cash while those who commute on Metro (71%) are more likely than average to use a pass.

Figure 25 shows there is a strong correlation between the number of trips respondents make on transit and their fare payment method. Respondents who make fewer than five trips a month are significantly more likely to pay their fare with cash. Riders who make 8 to 10 trips per month are as likely to use a pass as they are to pay with cash while those making more than 20 trips are especially likely to use a pass.

Figure 25
Payment Method by Number of Transit Trips Per Month
All respondents



Question 13: How do you usually pay your bus fare? Do you use…?

*** Includes fare combinations such as cash & tickets.**

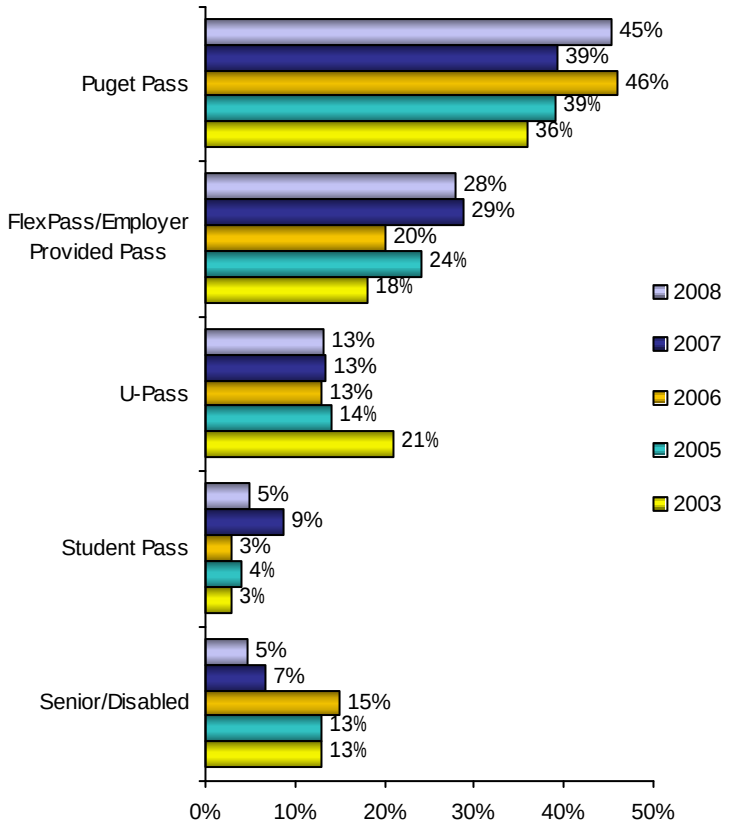
Base: 2008 (n=400, n_w=400)

May not sum to 100% due to rounding.

Type of Pass Used

More than four in ten riders who use a pass to pay their fares reported using a Puget Pass in 2008 (45%); an increase from the 39% recorded in 2007 and about the same percentage as recorded in 2006 (Figure 26). This increase was not statistically significant. Use of a FlexPass or employer provided pass is about the same as in 2007 as is use of a U-Pass. The percentage of respondents using student or senior/disabled passes is slightly less than last year, but the differences are not statistically significant.

Figure 26
Type of Pass Used – 2003 to 2008
Riders who pay their fares with a pass



Question 14: What kind of pass do you have?

Base: Riders who pay fares with a pass: 2008 (n=180, n_w = 170); 2007 (n=154); 2006 (n=707, n_w=318); 2005 (n=704, n_w=323); 2003 (n=687; n_w=338)

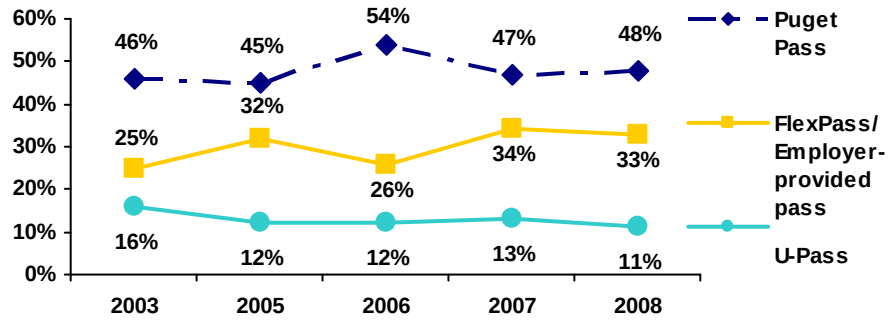
May not sum to 100% due to rounding.

The following significant differences were noted between subgroups of respondents who pay their fare with a pass:

- Regular Riders are more likely than Infrequent Riders to use a Puget Pass (49% and 20% respectively).
- Experienced Riders are more likely than New Riders to use a Puget Pass (50% and 30% respectively). Experienced Riders who don't use a Puget Pass are equally likely to use a FlexPass or employer pass (28% each).
- Pass users who live in South King County are more likely to use a Puget Pass than those who live in North or East King County (61% compared to 42% and 37% respectively)
- Pass users who make more than 10 transit trips per month are more likely to use a Puget Pass than are less frequent riders (54% and 27% respectively).
- Female pass users are more likely than male pass users to use a Puget Pass (54% and 37% respectively) while males are more likely than females to use a FlexPass or employer pass (37% and 18% respectively).
- Pass users who work in downtown Seattle are more likely to use a Puget Pass than are those who work in other areas of North King County (54% and 28% respectively).

Nearly half of all Work Commuters who pay with a pass use a Puget Pass (48%), one in three (33%) use a FlexPass or other employer provided pass and 11% use a U-Pass (Figure 27). These percentages are statistically unchanged from 2007.

Figure 27
Changes in Type of Pass Used by Work Commuters – 2003 to 2008
Work Commuters who pay fares with a pass



Question 14: What kind of pass do you have?

Base: 2008 (n=141, n_w=133); 2007 (n=116); 2006 (n=707, n_w=318); 2005 (n=704, n_w=323); 2003 (n=687; n_w=338);

In 2008, the number of School Commuters (n_w=20) and Non-Commuters (n_w=16) who pay their fare with a pass was too small for reliable trend analysis.

Pass Subsidies

About eight in ten Commuters who usually pay their fare with a pass (79% which is equal to 43% of all Commuters) say their employer or school pays for some or all of the cost.

Table 16
Pass Subsidies by User Type
Commuters who pay their fare with a pass

	Total	Work Commuter A	School Commuter* B	New Rider Commuter C	Experienced Rider Commuter D
(Base)	**(n_w=151)**	**(n_w=131)**	**(n_w=20)**	**(n_w=33)**	**(n_w=118)**
Received Subsidy (Net)	**79%**	**82%**	**63%**	**75%**	**80%**
Full subsidy	48	49	39	48	48
Partial subsidy	31	32	23	27	32
No Subsidy	**21%**	**19%**	**38%**	**26%**	**20%**

Question 15: Does your employer or school pay for part or all of your pass?

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

May not sum to 100% due to rounding.

ABC **Statistically significant difference at the 95% confidence level.**

Nearly half of those whose passes are subsidized (48% out of the 79% who use a pass) receive a full pass subsidy and 31% (of the 79% who use a pass) receive a partial subsidy (Table 16).

Work Commuters are more likely than school commuters to have a subsidized pass (82% and 63% respectively) and Experienced Riders are more likely to have a subsidized pass than are New Riders (80% and 75%). However, these differences are not statistically significant.

- Commuters from East King County are significantly more likely than those from North or South King County to receive a full pass subsidy (63% compared to 44% and 38% respectively).
- Commuters who live in North King County or South King County are more likely than those from East King County to receive a partial pass subsidy (39% and 36% vs. 16%).

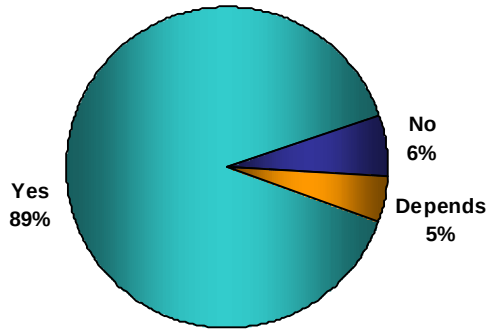
- Male Commuters are more likely than female Commuters to receive a full subsidy (61% and 34% respectively) while females are more likely than males to receive a partial subsidy (43% and 21% respectively).

Factors Impacting Transit Use

Gas Prices

In a new question this year, New Riders and those who started riding Metro more often after September 2007 were asked if they will continue to ride the bus if gas prices go down.[9] As Figure 28 shows, the vast majority of these respondents (89%) intend to continue riding Metro.

Figure 28
Will Respondents Continue Riding if Gas Prices Go Down?
Respondents who started riding Metro more often after September 2008



Question 6A: If gas prices do down, will you continue to ride the bus?

Base: 2008 (n=181, n_w=181)

May not sum to 100% due to rounding.

One hundred percent (100%) of respondents who started or increased their riding frequency after September 2007 and currently commute either on a Metro bus or in a carpool or vanpool intend to continue riding even if gas prices go down. More than three-quarters of those who drive alone to work or school (78%) are also committed to riding Metro. Interestingly one in five respondents with incomes below $35,000 (20%) will stop riding Metro if gas prices drop compared to just 3% of those with higher incomes.

Experienced Riders are slightly, but not significantly, more likely than New Riders to say they will continue to ride Metro (93% and 85% respectively).

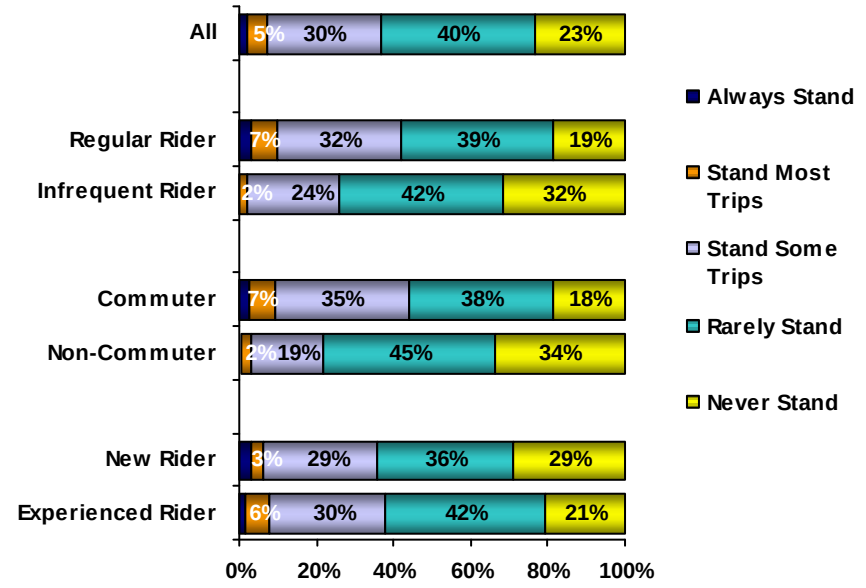
[9]According to the American Automobile Association, the average price of a gallon of gasoline in Washington on October 20, 2008 (mid-point of survey fielding) was $3.13. Gas prices peaked at $4.39 per gallon in the Seattle area in June 2008.

Standing on the Bus

More than three-quarters of all Riders reported they had to stand for some or all of the trips they made in the month preceding the survey (77%). When asked how often this occurs, nearly four in ten respondents report standing on some (30%), most (5%) or all (2%) of their trips (Figure 29).

Regular Riders are more likely than Infrequent Riders to stand at least occasionally (81% and 68% respectively). Commuters are more likely to have to stand than Non-Commuters (82% and 67% respectively). New Riders are about as likely as Experienced Riders to stand while riding Metro.

Figure 29
Incidence of Standing Trips by Rider Type
All respondents



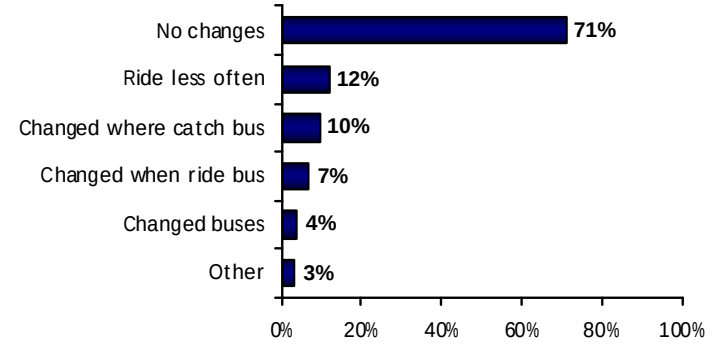
Question 34: In the past month when you have used Metro Transit, how often would you say you have to stand for some or all of your trip?

Always stand percentages: 2% All Riders, 3% Regular Riders, 0% Infrequent Riders, 3% New Riders, 2% Experienced Riders, 3% Commuters, 1% Non-Commuters

Base: 2008 (n=400, n_w=400)

May not sum to 100% due to rounding.

Figure 30
Effect of Standing on the Bus on Use of Metro
Respondents who stand for some, most or all trips



Question 34A: Has that experience affected the way you use Metro Transit? For example, have you changed how often you ride or where you catch the bus or has it affected your transit use in some other way?

Base: 2008 (n=152, n_w=148)

Multiple responses accepted.

When respondents who stand on some, most, or all trips are asked whether having to stand has affected the way they use Metro Transit, most (71%) say their transit use has not changed. Approximately one in eight Riders (12%) say having to stand means they ride less often, 10% changed *where* they catch the bus, and 7% changed *when* they catch or ride the bus (Figure 30).

There are no statistically significant differences in responses between Regular and Infrequent Riders, Commuters and Non-Commuters or New and Experienced Riders.

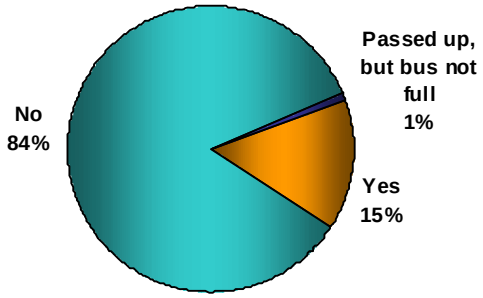
Being Passed Up

In a new question for 2008 all respondents were asked if, in the month preceding the survey, they had been passed up while waiting at a bus stop because the bus was full.

As Figure 31 shows, about one in six respondents (16%) have been passed up including 3 Riders (1%) who were passed by a bus that was not full. Several significant differences were noted with respect to being passed up:

- Regular Riders are more likely than Infrequent Riders to say they had been passed up (21% and 4% respectively).
- Metro Bus Commuters are more likely than drive-alone or Carpool/Vanpool Commuters to have been passed up (25%, 9% and 6% respectively).

Figure 31
Was Respondent Passed Up at the Bus Stop?
All respondents



Question 35: In the past month, have you been passed up while waiting at a bus stop because the bus was full?

Base: 2008 (n=400, n_w=400)

May not sum to 100% due to rounding.

When respondents who have been passed up at the bus stop (n_w=62) were asked how many times this happened in the prior month, they reported being passed up 2.7 times on average with the number of pass-ups reported ranging from one to 14.

Table 17
Number of Times Passed Up at Bus Stop
Respondents who were passed up in the last month

	Total	Regular Rider A	Infrequent Rider B	New Rider C	Experienced Rider D
(Base)	**(n_w=62)**	**(n_w=57)**	**(n_w=5)***	**(n_w=11)***	**(n_w=50)**
One	26%	21%	75	27	25
Two	40	41	25	27	42
Three or More	35	38	0	49	31
Average Pass-ups	*2.74*	*2.87*	*1.25*	*3.91*	*2.47*

Question 35A: About how many times has that happened in the past month?

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

May not sum to 100% due to rounding.

ABCD Statistically significant difference at the 95% confidence level.

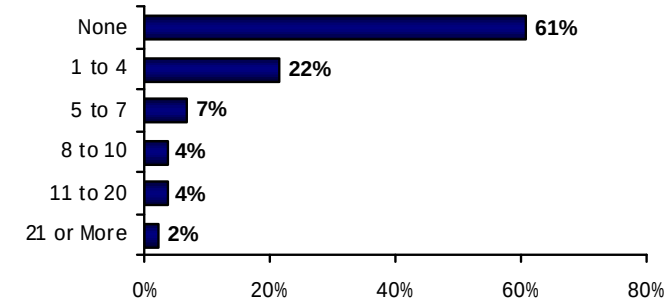
Most respondents who have been passed up say the experience did not affect their transit use in any way (73%). Nine percent (9%) have changed *where* they catch the bus, 9% changed *when* they catch the bus, and 8% ride less often. Unfortunately, cell sizes for Infrequent and New Riders are too small to draw valid conclusions about differences between key subgroups with respect to both the number of times they have been passed up and how that experience has affected their use of Metro (Table 17).

Downtown Seattle Ride Free Area

Use of the Ride Free Area

About four in ten Metro Riders (39%) made at least one bus trip entirely within the downtown Seattle Ride Free Area in the month before the survey (Figure 32). Regular Riders are more likely than Infrequent Riders to travel within the downtown Ride Free Area (44% and 29% respectively).

Figure 32
Trips in the Downtown Seattle Ride Free Area
All respondents



Question 33A: In the past 30 days, how many trips have you taken entirely within the downtown Seattle Ride Free Area?

Base: 2008 (n=400, n_w=400)

May not sum to 100% due to rounding.

Those who do take trips completely within the Ride Free Area (n_w=153) make 7.3 trips in this area on average. Regular Riders make nearly twice as many trips on average in the Ride Free Area as Infrequent Riders. New Riders average more trips in the Ride Free Area per month than Experienced Riders. There are no statistically significant differences in average trips between the subgroups shown in Table 18.

When asked the purpose(s) of their trips in the Ride Free Area, the most common purpose is shopping (36%) followed by fun/recreational/social trips (28%), business appointments (20%) and lunch (18%).

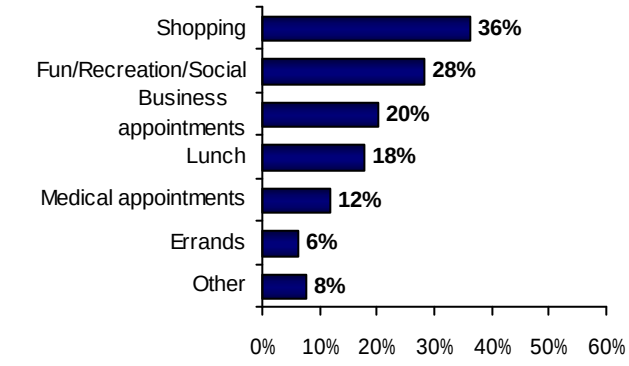
Table 18
Average Trips Within the Ride Free Area
Respondents who made trips in the Ride Free Area

Regular Riders	8.26
Infrequent Riders	4.40
New Riders	10.12
Experienced Riders	6.70
Total (n_w=153)	**7.32**

Question 33A: In the past 30 days, how many trips have you taken entirely within the downtown Seattle Ride Free Area?

Base: 2008 (n=157, n_w=153)

Figure 33
Purpose of Trips in the Downtown Seattle Ride Free Area
Respondents who made trips in the Ride Free Area



Question 33A: In the past 30 days, how many trips have you taken entirely within the downtown Seattle Ride Free Area?

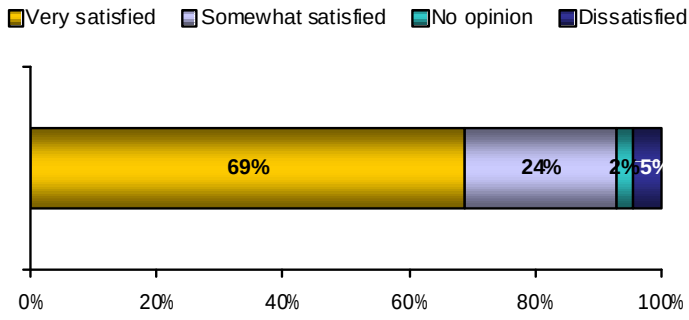
Base: 2008 (n=157, n_w=153)

Multiple responses allowed.

Satisfaction with Downtown Ride Free Area

Most respondents who have taken trips entirely within the downtown Ride Free Area (93%) are satisfied with it including 69% who are *very satisfied* (Figure 34).

Figure 34
Satisfaction with Downtown Seattle Ride Free Area
Respondents who made trips in the Ride Free Area



Question 33D: How satisfied or dissatisfied are you with the downtown Seattle Ride Free Area?

Base: 2008 (n=157, n_w=153)

May not sum to 100% due to rounding.

Respondents most likely to be *very satisfied* include:

- Infrequent Riders (83% compared to 66% of Regular Riders).
- Riders from North and South King County (72% and 80% respectively compared to 53% of Riders from East King County).
- Non-Commuters (82% compared to 66% of Commuters).

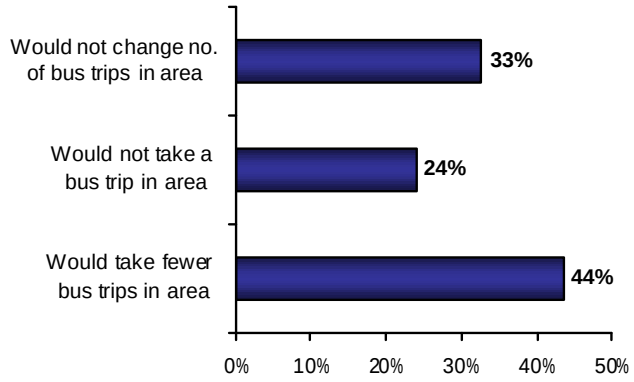
Seven respondents indicated they are *somewhat dissatisfied* or *very dissatisfied* with the downtown Seattle Ride Free Area. Their reasons for being dissatisfied include:

- *Some of the people are very mentally off and we've had some incidents on the bus; sleeping, laying down on the seats. Maybe once in awhile (my eyesight isn't good), the bus driver stopped at the wrong stop. He was rude. It was the #70 bus.*
- *Because of the people. They do drug deals and they smell. And I hate the tunnel—it's crap! It's hard to catch a connecting bus and the escalators are broken and take too long to fix. I don't like the route of the tunnel. The first stop is by R.E.I. and that's it. The next stop is in the tunnel. That's kind of far. The #255 and the #175 stop in different areas in the tunnel. They may be on the same platform, but it's different areas. If you have to transfer, 50% of the people don't make it.*
- *I think it's easier to walk, actually.*
- *Personal safety issues—transfers are at First and Pike or Pine.*
- *I've lived in other cities. We do not have a light rail and they did.*
- *Third Avenue is bad—just where you have to wait. That area of town in the middle of the day and the people who have to ride the bus.*
- *Routes 3 and 4 are overcrowded.*

Impact of Charging a Fare in the Ride Free Area

Respondents who make at least one trip in the Ride Free Area and usually pay their fares with cash or a ticket (n_w=66) were asked how their bus travel in that area would change. Most of these respondents (67%) say they will take fewer trips in the area including 24% who will not take a bus trip in that area. One in three Riders polled (33%) said their transit use in the area will not change (Figure 35).

Figure 35
Impact of Charging a Fare in the Free Ride Area
Respondents who made trips in the Ride Free Area and pay with cash or tickets



Question 33C: If a fare was charged for what is currently the downtown Seattle Ride Free Area, would you say you... would not take a bus trip in that area, would take fewer bus trips in that area, would not change the number of bus trips in that area?

Base: 2008 (n=65, n_w=66)

May not sum to 100% due to rounding.

Commuters

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

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

Approximately seven in ten of the 2008 Riders surveyed are Commuters including 61% who are Work Commuters and 8% who are School Commuters. These proportions are similar to findings in 2007 (61% Work Commuters and 9% School Commuters). Table 19 displays demographic information based on Commuter type.

Table 19
Demographic Profile by Commuter Type
All respondents

	All Respondents	Work Commuters A	School Commuters B	Non-Commuters C
(Base)	**(n_w=400)**	**(n_w=245)**	**(n_w=31)**	**(n_w=124)**
Employment Status				
Employed full time	54%	84%[C]	0%	8%
Employed part-time/self-employed	13	15	---	13
Student	9	1	100[AC]	1
Retired	18	---	---	57
Currently unemployed	6	---	---	19
Income				
Under $35,000 (Net)	15%	9%	23%[A]	26%[A]
DK/Refused under $35,000	2	<1	3	6
Less than $7,500	2	0	10	5
$7,500 to $15,000	3	<1	3	7[A]
$15,000 to $25,000	5	3	10	6
$25,000 to $35,000	4	5	0	3
Over $35,000 (Net)	77%	87%[BC]	60%	62%
DK/Refused above $35,000	9	8	7	9
$35,000 to $55,000	16	13	19	19
$55,000 to $75,000	15	16	16	14
$75,000 to $100,000	15	20[BC]	3	7
$100,000 to $140,000	16	21[C]	10	8
$140,000 or More	7	9	3	4
Total Refusal	7%	4%	16%	12%
*Median Income**	*$69,426*	*$80,600*[BC]	*$48,333*	*$47,727*
Gender				
Female	52%	48%	53%	61%[A]
Male	48	52[C]	47	39
Home Ownership				
Own	70%	72%	58%	68%
Rent	30	28	42	32

*Based on valid responses only using unweighted data.

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

[ABC] **Statistically significant difference at the 95% confidence level.**

May not sum to 100% due to rounding.

Table 19 (Continued)
Demographic Profile by Commuter Type
All respondents

	All Respondents	Work Commuters A	School Commuters B	Non-Commuters C
(Base)	**(n_w=400)**	**(n_w=245)**	**(n_w=31)**	**(n_w=124)**
Commute Destination *(Commuters Only)*				
Downtown Seattle**	---	50%[B]	6%	---
Other North King County	---	21	60[A]	---
South King County	---	6	18	---
Bellevue	---	7	10	---
Other East King County	---	10[B]	3	---
Somewhere else/varies	---	5	3	---
Commute Mode *(Commuters Only)*				
Metro bus	---	48%	45%	---
Drive alone	---	24	0	---
Carpool/Vanpool	---	10	20	---
Other public transportation	---	2	6	---
Other	---	16	29	---
Area of Residence				
North King County / Seattle	55%	56%	39%	57%
South King County	22	22	30	19
East King County	23	22	31	24
Rider Status				
Regular Rider	68%	76%[C]	84%[C]	48%
Infrequent Rider	32	24	16	52[AB]
New Rider	23	22	35	23
Experienced Rider	77	78	65	77
Age				
16 to 24	11%	7%	81%[A]	1%
25 to 34	12	15[C]	13[C]	7
35 to 44	20	27[BC]	7	10
45 to 54	24	32[C]	---	16
55 to 64	17	16	---	25
65 and older	15	3	---	43[A]
Average age	*47*	*44*[B]	*21*	*60*[AB]
Ethnicity				
White	78%	76%	68%	85%[A]
Asian-American	9	12[C]	13	3
African-American	5	4	9	6
Hispanic	3	5[C]	0	1
American Indian	1	<1	3	3
Multiple	4	3	7	3
Household Type				
Single-person/Adult only	19%	17%	0%	28%[A]
Two or more person / Adult only	52	51	53	55
Household with children	29	33[C]	47[C]	17
Average household size	2.6	2.7[C]	3.8[AC]	2.2
Percent with Valid Driver's License	88%	94%[BC]	56%	84%[B]
Average No. of Vehicles per Household	1.6	1.7[C]	1.5	1.4

[ABC] **Statistically significant difference at the 95% confidence level.**

May not sum to 100% due to rounding.

Work Commuters

As noted above, 61% of all King County Metro Riders commute to work at least three days a week. Work Commuters account for 89% of all Commuters in the survey. More than eight in ten Work Commuters (84%) are employed full time and 87% have annual incomes greater than $35,000. In fact, the estimated median income for this group is $80,600. Half of the Work Commuters surveyed

(50%) work in downtown Seattle and 21% work in other North King County locations. Just under half of the commuters in this group (48%) usually ride Metro to work, 24% drive alone and 10% carpool or vanpool.

The majority of Work Commuters (76%) are Regular Riders and most (78%) have been riding Metro for at least a year. They are 44 years old on average, are about as likely to be male as female and most (72%) own their homes. Almost seven in ten Riders in this group come from adult-only households (17% from single-resident households, 51% from households with two or more adults and no children). Most Work Commuters (94%) have a valid driver's license. Work Commuters have 1.7 working vehicles per household on average.

School Commuters

Eight percent of the Riders surveyed (n_w=31) commute to school three or more days per week. Caution is urged in interpreting these results due to the small number of School Commuters in the survey sample.

School Commuters either ride Metro (n_w=14 or 45%), carpool or vanpool (n_w=3 or 20%) or use some other form of transportation such as biking (n_w= 2 or 8%) or walking (n_w= 2 or 8%). Most School Commuters (n_w=26 or 84%) are Regular Riders and 65% (n_w=20) have been using Metro for at least one year.

School Commuters are spread almost evenly across the three King County subareas. They are about as likely to be male as female and as likely to own their homes as they are to be renters. Although most respondents in this category report incomes greater than $35,000 ($n_w$=18 or 60%), this percentage is significantly below the percentage of Work Commuters in this income bracket (87%). The young age of School Commuters (average is 21) coupled with the fact that none of them live alone suggests that the majority of School Commuters either live at home with their parents, live with an employed spouse or partner or share expenses with a roommate.

Just over half of all School Commuters (n_w=17 or 56%) have a valid driver's license—significantly fewer than Work Commuters or Non-Commuters. They report an average of 1.5 working vehicles per household.

Non-Commuters

About three in ten Riders (31%) do not commute to work or school. More than half the members in this segment (57%) are retired, 19% are currently unemployed, and 13% work part-time or are self-employed. More than one in four Non-Commuters (26%) have an annual household income of less than $35,000. Non-Commuters are more likely to be homeowners than renters (68% and 32% respectively) and they are more likely to be female than male (61% and 39% respectively).

Non-Commuters are most likely to live in the North King County subarea (57%). They are almost as likely to be Infrequent Riders as they are to be Regular Riders (52% and 48% respectively) and most have been riding Metro for at least a year (77%). Non-Commuters are predominantly Caucasian (85%), their average age is 60. More than eight in ten Non-Commuters (84%) have a valid driver's license and they report an average of 1.4 working vehicles per household.

All three commuter profiles are very similar to the profiles developed from the 2007 survey.

Demographic Differences Between Subgroups

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

- *Commute destination* – Work Commuters are more likely than School Commuters to be traveling to downtown Seattle (50% and 6% respectively) whereas School Commuters are more likely to be going to another area of North King County (60% compared to 21% of Work Commuters).
- *Rider Status* – Non-Commuters are more likely than Work or School Commuters to be Infrequent Riders (52% compared to 24% and 16% respectively).
- *Age* – Non-Commuters are older on average (mean age of 60) than either Work or School Commuters (mean ages of 44 and 21 respectively). Work Commuters are older than School Commuters.
- *Income* – Work Commuters are significantly more likely than School or Non-Commuters to have incomes greater than $35,000 (87% compared to 60% and 62% respectively).
- *Ethnicity* – Non-Commuters are more likely than Work Commuters to be Caucasian (85% compared to 76%).
- *Household Size* – Work Commuters have larger households on average than Non-Commuters (2.7 and 2.2 persons per household respectively). School Commuters have the largest average household size (3.8) which is significantly more than either Work Commuters or Non-Commuters.
- *Driving license* – School Commuters are less likely to have a valid driver's license than either Work Commuters or Non-Commuters (56%, 94% and 84% respectively).

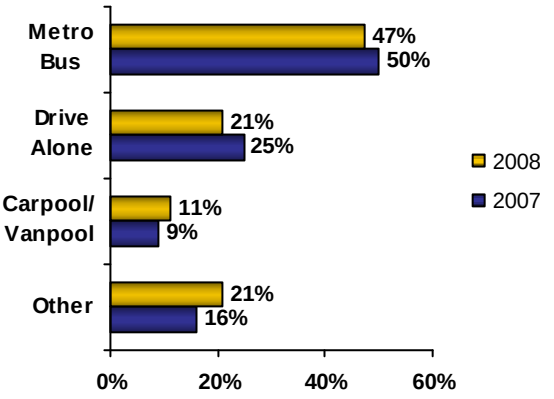
Travel Mode to Work/School

Nearly half of all Commuters (47%) usually take the Metro bus to work or school, 21% usually drive alone and 11% usually travel by carpool or vanpool. These percentages are very similar to findings in 2007 (Figure 36). Table 20 displays the demographic characteristics of Commuters based on their Commute Mode.

Metro Bus Commuters

All Metro Bus Commuters (100%) are Regular Riders and 79% are employed full time. Most Metro Bus Commuters (79%) have been riding the bus for at least a year. Metro bus commuters make 30.2 bus trips per month on average.

Figure 36
Usual Travel Mode to Work/School
All commuters



Question 20: How do you usually get to and from work/school?

Base: 2008 (n=283, n_w=276); 2007 (n=282)

May not sum to 100% due to rounding.

Table 20
Demographic Profile by Commute Mode
All Commuters

	All Commuters	Drive Alone A	Metro Bus B	Carpool/ Vanpool C	Other Mode D
(Base)	**(n_w=276)**	**(n_w=57)**	**(n_w=131)**	**(n_w=31)***	**(n_w=57)**
Rider Status					
Regular Rider	77%	41%	100%[ACD]	39%	78%[AC]
Infrequent Rider	23	59[D]	---	61[D]	22
New Rider	24	26	21	23	28
Experienced Rider	76	74	79	77	72
Average Trips per Month	**20.7**	**6.0**	**30.2**	**5.8**	**21.7**
Employment Status					
Employed full time	75%	81%[D]	79%[D]	73%	60%
Employed part-time/self-employed	13	19	10	7	18
Student	12	---	11	20	22
Commute Destination					
Downtown Seattle**	45%	30%	62%[ACD]	29%	31%
Other North King County	25	24	23	31	28
South King County	8	19[B]	3	7	8
Bellevue	8	9	5	11	10
Other East King County	9	12	4	13	16[B]
Somewhere else/varies	5	6	3	8	7
Area of Residence					
Seattle/North King County	54%	54%	58%	56%	44%
South King County	23	23	22	14	29
East King County	23	23	20	30	27
Income					
Under $35,000 (Net)	11%	4%	13%	10%	13%
Over $35,000 (Net)	84	91	83	84	80
Total refusal	5	5	4	7	7
Gender					
Female	48%	44%	55%[D]	47%	37%
Male	52	56	45	54	63[B]
Age					
16 to 24	14%	3	13	27[A]	24[A]
25 to 34	15	18	15	6	17
35 to 44	25	32	23	26	20
45 to 54	28	33	30	19	24
55 to 64	14	14	17	14	10
65 and older	3	2	1	8	5
Average age	*41*	*45*[D]	*42*	*41*	*38*
Ethnicity					
White	75%	77%	74%	73%	76%
Asian-American/Pacific Islander	12	10	12	10	15
African-American	4	2	6	6	---
Hispanic	4	8	4	3	3
American Indian	1	---	1	---	---
Home Ownership					
Own	71%	82%	69%	85%[D]	58
Rent	29	18	31	15	42[AC]
Household Type					
Single-Person/adult Only	15%	8%	18%[A]	14%	14%
Two or more person/Adults only	51	54	46	54	57
Household with children	34	38	36	32	29
Percent with Valid Driver's License	89%	100%[BCD]	90%	79%	84%
Mean No. of Vehicles Per Household	1.7	1.9[B]	1.6	1.6	1.7

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

[ABCD] **Statistically significant difference at the 95% confidence level.**

May not sum to 100% due to rounding.

Metro Bus Commuters are most likely to live in North King County (58%) and to work in downtown Seattle (62%) or other North King County locations (23%). They are slightly more likely to be female than male (55% and 45% respectively) and are 42 years old on average. Three in ten Metro Bus Commuters are renters and 64% live in adult-only households. This profile is very similar to the 2007 profile of Metro Bus Commuters.

Drive Alone Commuters

Survey respondents who usually drive alone to work or school tend to be Infrequent Riders (59%). The majority of drive-alone commuters (81%) are employed full time. Just over half of these respondents (54%) live in the North King County planning subarea. No one area of King County stands out as the most common destination for these Commuters. Drive Alone Commuters are slightly more likely to be male than female (56% and 44% respectively) and are 45 years old on average. More than three-quarters (77%) of respondents in this group are Caucasian, 82% are homeowners, 62% live in adult-only households, and 100% have a valid driver's license. Drive Alone Commuters have the highest number of working vehicles per household of all Commuters.

Carpool/Vanpool Commuters

Carpool/Vanpool Commuters make up 11% of all Commuters. Caution is recommended when reviewing findings for members of this group due to the small number of respondents (n_w=31). Slightly less than four in ten Carpool/Vanpool Commuters are Regular Riders (39% or n_w=12 respondents). Respondents in this group are most likely to live in North King County (56% or n_w=17 respondents) and commute to North King County destinations (61% or n_w=16 respondents). Most Carpool/Vanpool Commuters (85% or n_w=22 respondents) are homeowners living in adult-only households (68% or n_w=21 respondents). They are almost as likely to be female as male and the average age is 41.

Commuters Using Other Modes

Twenty-one percent of Commuters (21%) use modes other than driving alone, taking a Metro bus or carpooling. Respondents in this group tend to be Regular Riders (78%) and most have been using Metro for more than a year (72%). Six in ten Riders in this group are employed full time (60%). They are more spread out geographically than Commuters who use other modes and they travel to a wider variety of work or school locations. This group is dominated by males (63% male/37% female). Seventy-one percent are from adult-only households. The average age of these Commuters is 38.

When asked how they usually get to work or school, 31% said they walk, 19% ride a bicycle, 13% ride a Sound Transit bus, 2% ride a school bus and 36% use a combination of transportation modes.

Demographic Differences Between Subgroups

The survey did find some statistically significant differences between respondents based on their usual commute mode:

- *Rider status*—Respondents who commute on Metro buses are more likely than any other type of Commuter to be Regular Riders (100%). Respondents who use alternative modes such as biking or walking (78%) are more likely to be Regular Riders than those who usually drive

alone (41%) or carpool/vanpool (39%) to work. Carpool/Vanpool Commuters (61%) and Drive Alone Commuters (59%) are more likely than alternative mode Commuters (22%) to be Infrequent Riders.

- *Employment* – Drive Alone and Metro Bus Commuters are more likely to be employed full time than those using alternative modes (81%, 79% and 60% respectively).
- *Commute destination* – Metro Bus Commuters are twice as likely as Commuters using any other mode to be traveling to work or school in downtown Seattle (62% and 30% respectively).
- *Age* – Drive Alone Commuters are significantly less likely to be ages 16 to 24 than Carpool/Vanpool or alternative mode commuters (3%, 27% and 24% respectively).
- *Vehicle ownership* – Drive Alone Commuters have more working vehicles on average (1.9) than Metro Bus Commuters (1.6).

Work Location

Nearly two-thirds of Metro Riders who are also Commuters (62%) live and work in the same planning subarea. About seven in ten of these respondents (71%) commute to destinations in North King County including 45% who work in downtown Seattle.

Table 21
Work/School Location by Area of Residence
All Commuters

Commute Destination	All Commuters	Area of Residence: North King County A	South King County B	East King County C
	(n_w=276)	(n_w=149)	(n_w=63)	(n_w=63)
North King County (Net)	71%	85%[BC]	**55%**	52%
Downtown Seattle*	45	53[C]	41	32
Other North King County	25	32[BC]	19	25
East King County (Net)	17%	7%	11%	46%[AB]
Bellevue	8	3	6	19[AB]
Other East King County	9	4	4	27[AB]
South King County	8%	3%	26%[AC]	1%
Other	5%	5%	8%	1%

Question 18: In what geographic area do you work/attend school?

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

May not sum to 100% due to rounding.

[ABC] **Statistically significant difference at the 95% confidence level.**

Commuters who drive alone to work are significantly more likely than those who commute on the bus to live and work in the same planning subarea (74% and 57% respectively).

As Table 21 shows, respondents who live in North King County are significantly more likely to commute to North King County destinations (especially destinations outside downtown Seattle) than are Commuters who live in South or East King County. Respondents from East King County are more likely to commute to Bellevue or other East King County locations than those who live in South or North King County. Similarly, respondents who live in South King County are more likely than average to commute to work or school in South King County.

As Table 22 shows, commute modes vary significantly based on work/school location:

Table 22
Work/School Location by Major Commute Modes
All Commuters

Commute Destination	All Commuters	Commute Mode: Drive Alone A	Commute Mode: Metro Bus B	Commute Mode: Car/Vanpool C
	(n_w=276)	(n_w=57)	(n_w=131)	(n_w=31)*
North King County (Net)	71%	54%	85%[AC]	61%
Downtown Seattle*	45	30	62[AC]	29
Other North King County	25	24	23[AC]	31
East King County (Net)	17%	21%[B]	9%	24%
Bellevue	8	9	5	11
Other East King County	9	12	4	13
South King County	8%	19%[B]	3%	7%
Other	5%	6%	3%	8%

Question 18: In what geographic area do you work/attend school?

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

May not sum to 100% due to rounding.

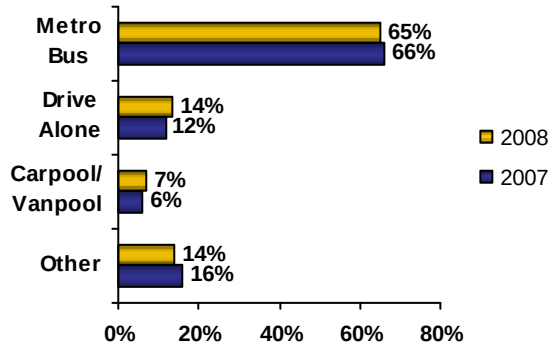
[ABC] **Statistically significant difference at the 95% confidence level.**

- *North King County* – Commuters who travel by Metro Bus are more likely than those who drive alone to commute to downtown Seattle and other North King County destinations (85% compared to 54%). Additionally, respondents who ride Metro buses are significantly more likely to commute to North King County destinations than are those who carpool or vanpool (85% compared to 61%).
- *East King County* – Drive Alone Commuters are more likely to commute to East King County than are Metro Bus Commuters (21% compared to 9%).
- *South King County* – Drive Alone Commuters are more likely to commute to South King County locations than are Metro Bus Commuters (19% compared to 3%).

Mode Share to Downtown Seattle

As in 2007, Commuters to downtown Seattle are significantly more likely to take a Metro bus (65%) than they are to use any other mode (Figure 37).

Figure 37
Mode Share to Downtown Seattle – 2007 to 2008
Commuters to downtown Seattle



Question 20: How do you usually get to and from work/school?

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

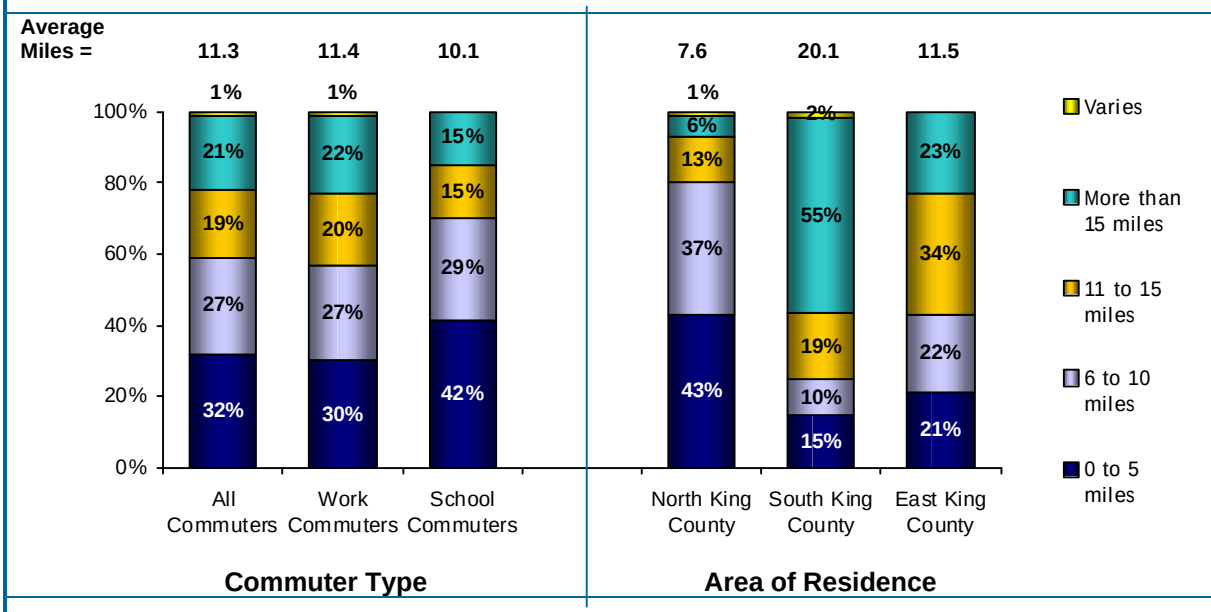
Base: 2008 (n=130, n_w=125); 2007 (n=131)

May not sum to 100% due to rounding.

Distance to Work/School

The distance Commuters travel each way to work or school ranges from less than one mile to more than 100 miles. Most Commuters (78%) travel 15 miles or less to reach their destinations. As Figure 38 shows, on average, Commuters travel just over 11 miles to work or school—slightly more than in 2007 (10.1). School Commuters travel slightly, but not significantly, fewer miles on average than do Work Commuters (10.1 and 11.4 miles respectively).

Figure 38
Miles Traveled to Work/School
All Commuters



Question 21: How many miles do you travel from home to work/school one way?

Base: 2008 (n=283, n_w=276)

May not sum to 100% due to rounding.

The majority of Commuters who live in North King County (85%) also work there. Downtown Seattle is the primary destination for these respondents (53%). Nearly half of the Commuters who live in East King County (46%) also work or attend school there including 19% whose destination is Bellevue and 52% travel to North King County destinations. A different pattern is true for Commuters who live in South King County. Four in ten Commuters from South King County

Table 23
Proximity of Work/School Location to Residence
All Commuters

	All Commuters	Area of Residence: North King County A	South King County B	East King County C
	(n_w=276)	(n_w=149)	(n_w=63)	(n_w=63)
Live & work in same subarea	62%	85%[BC]	26%	46%[B]
Live in one subarea & work in another*	38	15	74[AC]	55[A]

Question 18: In what geographic area do you work/attend school?

* Includes respondents who work in another County.

May not sum to 100% due to rounding.

[ABC] **Statistically significant difference at the 95% confidence level.**

(41%) travel to downtown Seattle and just 26% remain in South King County. Relatively few Commuters who live in North or East King County commute to destinations in South King County (3% and 2% respectively). Commuters who live in North King County are significantly more likely to live and work in the same planning subarea than those who live in either South or East King County (Table 23).

As expected, Commuters who live and work in the same subarea travel shorter distances on average than those who live and work in different subareas. For example, respondents who live and work in North King County travel 6.0 miles on average whereas those who live in North King County and commute to East King County log 14 miles on average while those traveling from North King County to South King County commute 17 miles on average (Table 24).

Table 24
Average Commute Distance (Miles) by Home and Work/School Location
All Commuters

Commute Destination	All Commuters	Area of Residence: North King County A	Area of Residence: South King County* B	Area of Residence: East King County* C
	(n_w=276)	(n_w=149)	(n_w=63)	(n_w=63)
North King County (Net)	10.4	6.0	22.2[A]	15.4[A]
Downtown Seattle*	11.1	5.8	22.7[AC]	16.5[A]
Other North King County	9.3	6.4	20.4[A]	13.6[A]
East King County (Net)	10.3	14.0	19.6[C]	7.1
Bellevue	11.1	10.8[C]	23.1[C]	7.9
Other East King County	9.7	16.0[C]	15.7[C]	6.6
South King County	12.5	17.0	10.9	20.0
Other Destinations	30.9	30.2	37.9	1.0
Average for All Destinations	11.3	7.6	20.1[AC]	11.5[A]

Question 18: In what geographic area do you work/attend school?

Question 21: How many miles do you travel from home to work one-way?

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

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

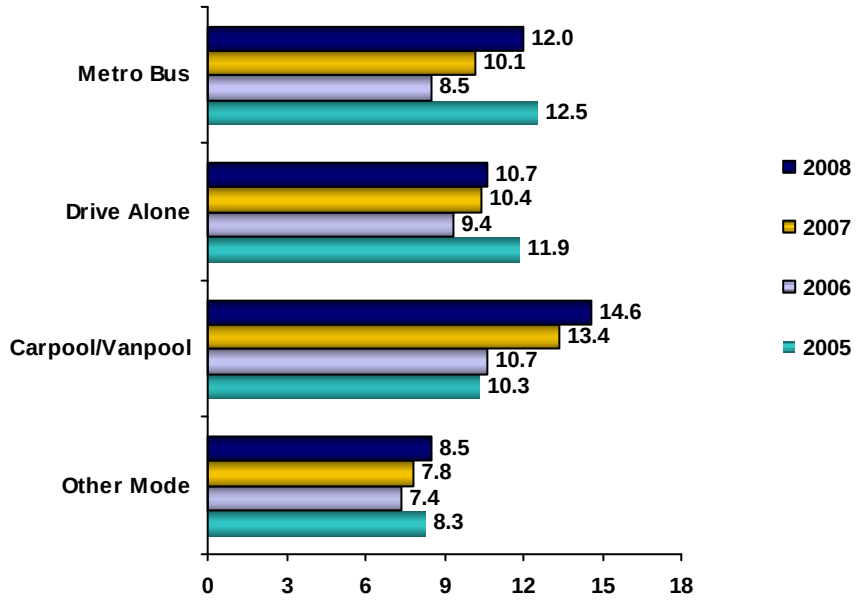
Averages exclude "varies" responses to Q21.

[ABC] **Statistically significant difference at the 95% confidence level.**

- For residents of North King County, the greatest average travel distance to a work or school location in King County is 17.0 miles to South King County. The shortest average travel distance is 5.8 miles to downtown Seattle.
- For residents of South King County, the greatest average travel distance to another subarea is 22.2 miles to a North King County location. The shortest average travel distance is to locations within the South King County planning subarea (10.9 miles).
- For residents of East King County, the greatest average travel distance to a location within King County is 20.0 miles to South King County. The shortest average travel distance is 6.6 miles to an East King County location outside of Bellevue.

Average commute distances to work or school locations do not differ significantly based on travel mode. Commuters who drive alone average 10.7 miles, compared to 12.0 miles for those who ride Metro buses (12.0 miles), 14.6 miles for those who carpool or vanpool and 8.5 miles for those who use other another form of transportation (8.5 miles).

Figure 39
Average Commute Distance (Miles) by Mode – 2005 to 2008
All Commuters



Question 21: How many miles do you travel from home to work/school one way?

Base: 2008 (n=283, n_w=276), 2007 (n=282); 2006 (n= 1,022, n_w=495); 2005 (n=1031, n_w=502).

May not sum to 100% due to rounding.

As Figure 39 shows, average Commute distances have been growing steadily for the past two years. Metro Bus Commuters are traveling nearly 2 miles farther on average than they were in 2007 (10.1 miles).[10]

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

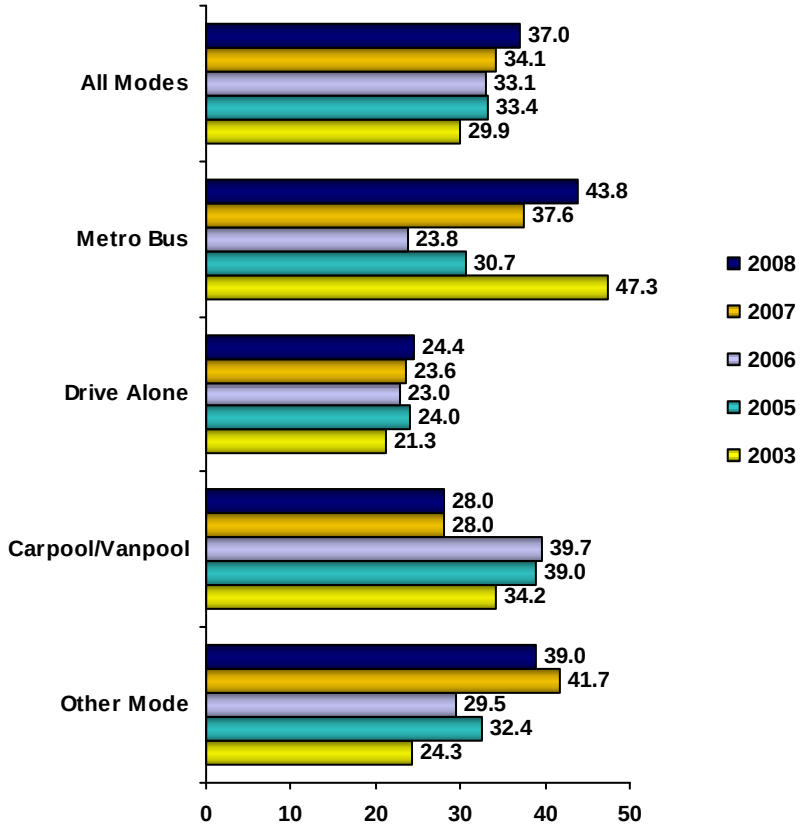
Travel Time to Work or School

Change from Prior Years

Commuters spend 37 minutes on average traveling from home to work or school. As Figure 40 shows, the average commute time for all modes of travel has increased steadily for several years and is significantly longer than the average commute time in 2006 (33.1 minute).

Commute times on Metro buses have shown the greatest fluctuation over the years with an overall upward trend. The average travel times for Metro Bus Commuters increased significantly from 37.6 minutes in 2007 to 43.8 minutes in 2008. Average commute times for those who drive alone to work are up only slightly over last year.

Figure 40
Average Travel Time (Minutes) by Mode – 2005 to 2008
All Commuters



Question 22: About how long does that take you (one way)?

Base: 2008 (n=283, n_w=276), 2007 (n=282); 2006 (n= 1,022, n_w=495); 2005 (n=1031, n_w=502); 2003 (n=1,012, n_w=547)

May not sum to 100% due to rounding.

Differences by Commute Mode

As in previous years, there are significant differences in average travel time depending on commute mode. Table 25 provides a more detailed breakout of travel time differences between modes in 2008. More than half of Metro Bus Commuters report average travel times of more than one-half hour (58%) compared to less than one in five Drive Alone Commuters (19%). Drive Alone Commuters and those who Carpool or Vanpool to work are significantly more likely than Metro Bus Commuters to report travel times of less than ten minutes on average (18% and 15% compared to 2% respectively).

Table 25
Travel Time to Work/School by Common Commute Modes
All Commuters

	All Commuters	Drive Alone A	Metro Bus B	Carpool/ Vanpool C
	(n_w=276)	(n_w=57)	(n_w=131)	(n_w=31)*
0 to 10 Minutes	9%	18%[B]	2%	15%[B]
11 to 15 Minutes	14	31[BC]	4	11
16 to 30 Minutes	33	32	36	48
31 to 60 Minutes	34	17	44[AC]	25
Over 60 Minutes	10	2	14[A]	---
Varies	3	6	2	---
Average Minutes	*37.0*	*24.4*	*43.8*[AC]	*28.0*

Question 22: About how long does it take you to travel to work/school one way?

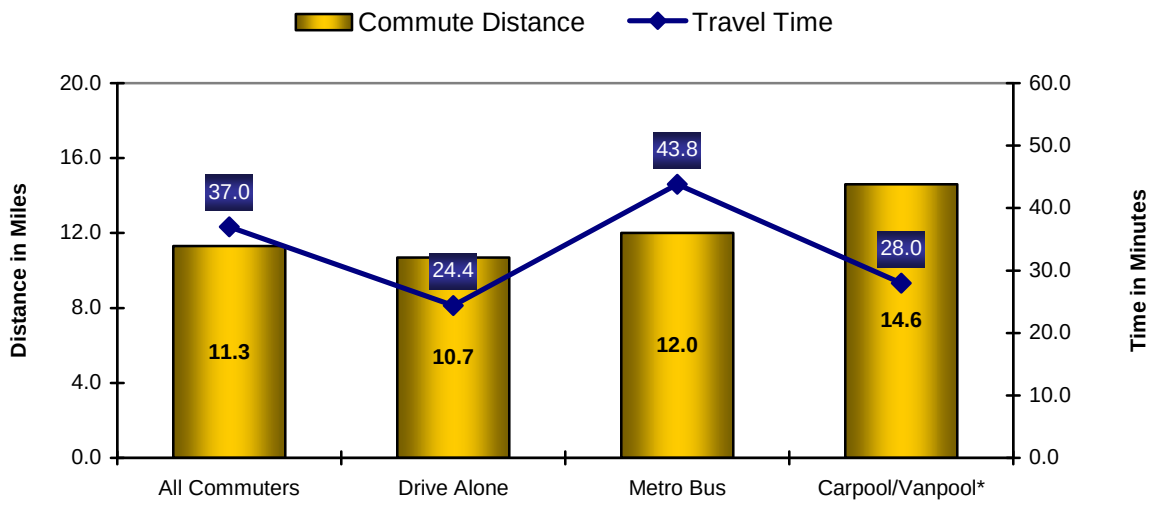
*** Interpret with caution due to small sample size.**

May not sum to 100% due to rounding.

[ABC] **Statistically significant difference at the 95% confidence level.**

Figure 41 displays the nexus of average travel time and average commute distance for each major transportation mode. As shown, the gap between time and distance traveled is much larger for those who commute by Metro bus than for those who drive alone.

Figure 41
Average Commute Travel Time and Distance by Major Commute Modes
All Commuters



Question 21: How many miles do you travel from home to work one-way?

Question 22: About how long does it take you to travel to work/school one way?

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

Base: 2008 (n=283, n_w=276)

Differences by Distance Traveled

As Table 26 shows, the average commute time for residents of South King County (55.8 minutes) is significantly longer than for residents of North (31.6 minutes) or East King County (30.7 minutes).

Table 26
Travel Time to Work/School by Subarea of Residence
All Commuters

Time in Minutes	All Commuters	Area of Residence: North King County A	South King County B	East King County C
	(n_w=276)	(n_w=149)	(n_w=63)	(n_w=63)
0 to 10 Minutes	9%	9%	8%	10%
11 to 15 Minutes	14	18[B]	4	14[B]
16 to 30 Minutes	33	38[B]	20	35[B]
31 to 60 Minutes	34	30	39	37
Over 60 Minutes	10	5	30[AC]	3
Varies	3	3	4	3
Average Minutes	*37.0*	*31.6*	*55.8*[AC]	*30.7*

Question 22: About how long does it take you to travel to work/school one way?

Average excludes "varies" responses to Q22.

May not sum to 100% due to rounding.

[ABC] **Statistically significant difference at the 95% confidence level.**

Time spent commuting varies considerably depending on commute mode, area of residence and work or school location. For example, Commuters who *live* in South King County have the longest average commute time (55.8 minutes), but those who *work or attend school* in South King County spend about the same amount of time commuting as those traveling to other destinations. Differences in average travel time by commute destination are not statistically significant (Table 27). Caution is urged when comparing travel times for different commute destinations due to the small number of respondents traveling to destinations in South and East King County as well as those traveling to destinations in other counties.

Table 27
Travel Time to Work/School by Commute Destination
All Commuters

Time in Minutes	All Commuters	Commute Destination: Downtown Seattle A	Other North King County B	South King County C	East King County D	Other Destinations E
	(n_w=276)	(n_w=125)	(n_w=70)	(n_w=21)*	(n_w=46)	(n_w=13)*
0 to 10 Minutes	9%	5%	11%	15%	12%	14%
11 to 15 Minutes	14	14	14	15	18	---
16 to 30 Minutes	33	34	34	55[ABD]	24	16
31 to 60 Minutes	34	36	36	---	39	33
Over 60 Minutes	10	12	5	14	8	23
Varies	3	2	3	6	2	14
Average Minutes	*37.0*	*38.1*	*33.4*	*33.4*	*35.5*	*59.2*

Question 22: About how long does it take you to travel to work/school one way?

May not sum to 100% due to rounding.

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

[ABCDE] **Statistically significant difference at the 95% confidence level.**

As expected, survey results found shorter average travel times for Commuters who live and work in the same planning subarea (29.0 minutes) and longer travel times for those who live in one planning subarea and work in another (50.2 minutes).[11] Respondents traveling from East King County to

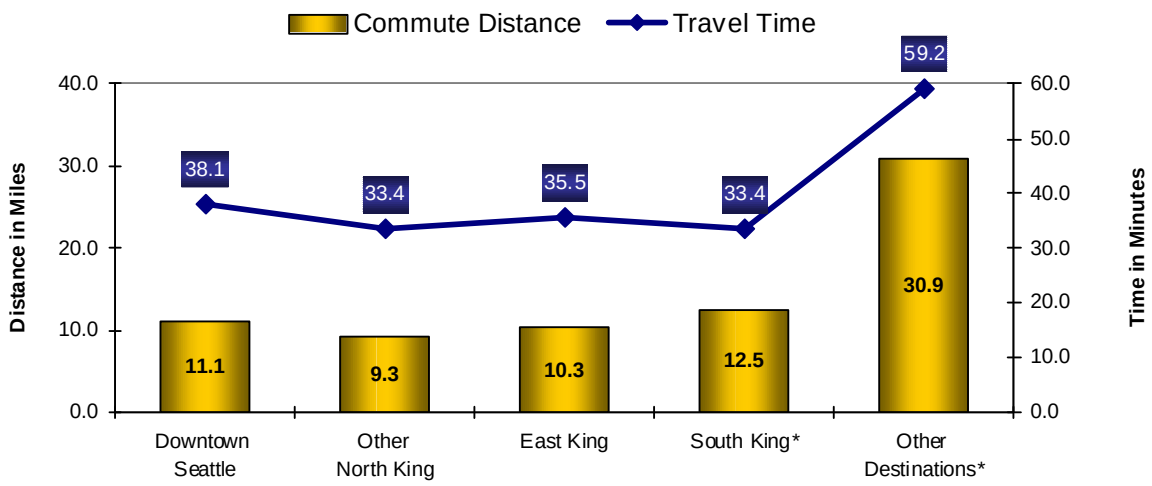
[11] This category includes respondents who commute to destinations outside King County.

other planning subareas have shorter average commute times than those traveling from North or South King County.

- The longest average commute time for residents of North King County is 43.7 minutes to East King County.
- The longest average commute time for residents of South King County is 64.1 minute to East King County.
- The longest average commute time for residents of East King County is 75.0 minutes to South King County.

Figure 42 displays the nexus of average travel time and average commute distance for major work/school destinations.

Figure 42
Average Commute Travel Time and Distance by Work Location
All Commuters



Question 21: How many miles do you travel from home to work one-way?

Question 22: About how long does it take you to travel to work/school one way?

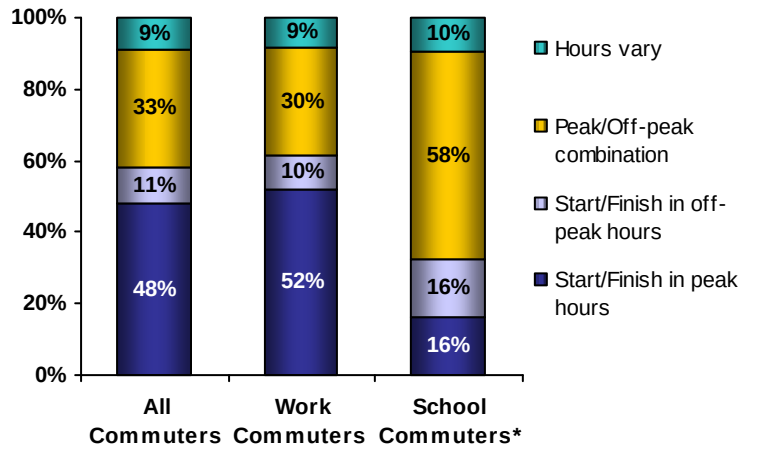
***Interpret with caution due to small sample size.**

Base: Base: 2008 (n=283, n_w=276)

Commute Hours

As Figure 43 shows, just under half of the Commuters surveyed (48%) start and finish work or school during peak travel hours (6 to 9 a.m. and 3 to 6 p.m.).

Figure 43
Usual Commute Hours
All Commuters



Question 23: What is your usual schedule? First, what time do you begin?

Question 24: And what time do you finish work/school?

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

Base: 2008 (n=283, n_w=276)

May not sum to 100% due to rounding.

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

- Work Commuters are significantly more likely than School Commuters to begin and end their days during peak hours.
- School Commuters are significantly more likely than Work Commuters to start and finish during a combination of peak and off-peak hours (58% and 30% respectively).
- Commuters traveling to work or school in North King County (52%) are more likely than Commuters to South (33%) or East King County (34%) to start and finish work during peak commute hours.
- Metro Bus Commuters are more likely than Commuters on other modes to start and finish work during peak hours (57% compared to 37% of Drive Alone Commuters, 48% of Carpool/Vanpool Commuters and 40% of those who use alternative forms of transportation).

Figure 44A
Usual Morning Commute Hours
All Commuters

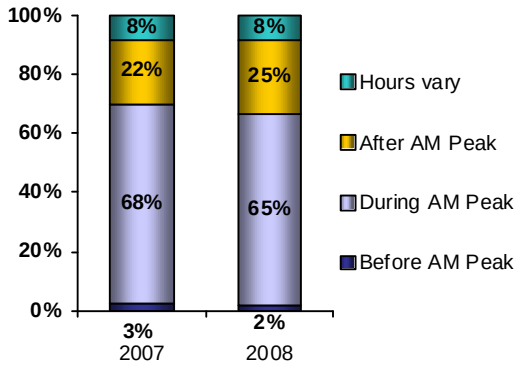
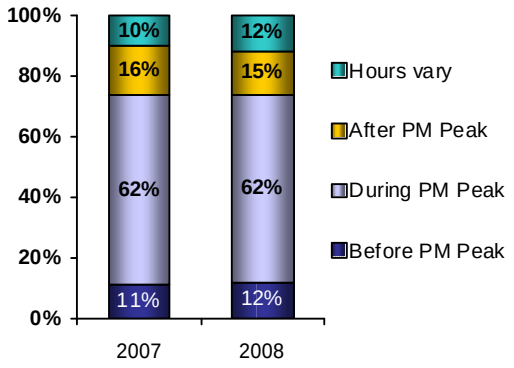


Figure 44B
Usual Afternoon Commute Hours
All Commuters



Question 23: What is your usual schedule? First, what time do you begin?

Question 24: And what time do you finish work/school?

Base: 2008 (n=283, n_w=276)

Note: The "Hours vary" category includes Commuters who did not have fixed hours.

Figures 44A and 44B show similar patterns in morning and afternoon peak hour travel with the majority of Commuters reporting they start and/or finish work or school during peak hours (65% during the morning peak and 62% during afternoon peak hours). These percentages are very similar to those recorded in 2007.

Work/School Start Times

About two-thirds of Commuters (65%) usually start work or school between 6:00 a.m. and 9:00 a.m. Seventeen percent (17%) start work during the shoulder of the morning peak (9:00 a.m. to 9:59 a.m.).

As Table 28 shows there are few differences in when respondents commute to work or school based on travel mode. The majority of both Work and School Commuters usually start their day during morning commute hours (65% and 58% respectively). There are also no statistically significant differences in when respondents start work

Table 28
Distribution of Work/School Start Times
All Commuters

	All Commuters	Drive Alone A	Metro Bus B	Carpool/ Vanpool* C
	(n_w=276)	(n_w=57)	(n_w=131)	(n_w=31)
6:00 a.m. to 6:29 a.m.	2%	4%	2%	4%
6:30 a.m. to 6:59 a.m.	4	7	3	4
7:00 a.m. to 7:29 a.m.	15	15	16	12
7:30 a.m. to 7:59 a.m.	17	12	16	34[A]
8:00 a.m. to 8:29 a.m.	23	17	24	28
8:30 a.m. to 8:59 a.m.	9	6	11	8
9:00 a.m. to 9:29 a.m.	14	18	14	0
9:30 a.m. to 9:59 a.m.	3	4	2	6
Varies	9	9	11	3
All other times	13	10	10	8

Question 23: What is your usual schedule? First, what time do you begin?

Shaded areas are morning peak commute hours.

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

May not sum to 100% due to rounding.

[ABC] **Statistically significant difference at the 95% confidence level.**

or school between planning subareas. Only one significant difference was noted based on commute mode. Carpool/Vanpool Commuters are significantly more likely than Drive-Alone Commuters to start work during morning peak hours (84% and 59% respectively).

Work/School End Times

Slightly more than six in ten Commuters (62%) report they finish work or school during afternoon peak hours (3:00 p.m. to 5:59 p.m.). Table 29 shows the distribution of Commuters who finish work or school in the afternoon peak hours.

Table 29
Distribution of Work/School End Times
All Commuters

	All Commuters	Drive Alone A	Metro Bus B	Carpool/ Vanpool* C
	(n_w=276)	(n_w=57)	(n_w=131)	(n_w=31)
2:30 p.m. to 2:59 p.m.	3%	3%	2%	14%
3:00 p.m. to 3:29 p.m.	6	6	7	8
3:30 p.m. to 3:59 p.m.	7	13	5	3
4:00 p.m. to 4:29 p.m.	12	9	13	12
4:30 p.m. to 4:59 p.m.	12	7	15	5
5:00 p.m. to 5:29 p.m.	27	20	28	31
5:30 p.m. to 5:59 p.m.	9	5	9	3
6:00 p.m. to 6:29 p.m.	8	15	5	12
6:30 p.m. to 6:59 p.m.	2	5	2	3
Varies	14	18	14	8
All other hours	18	19	9	11

Question 24: And what time do you finish work/school?

Shaded areas are afternoon peak commute hours.

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

ABC **Statistically significant difference at the 95% confidence level.**

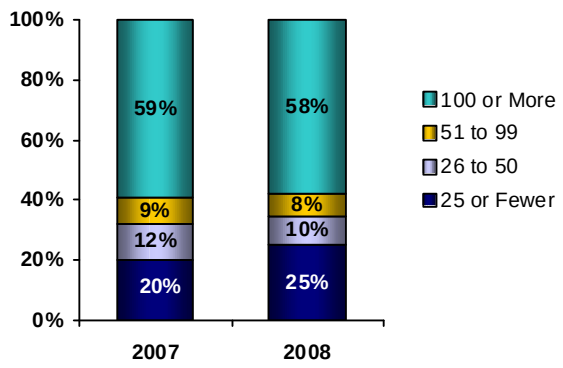
Significant differences between subgroups for afternoon travel times include:

- Work Commuters are more likely than School Commuters to start their day during afternoon peak hours (66% and 29% respectively) and School Commuters are more likely than Work Commuters to finish before the afternoon peak (52% and 7% respectively).
- Carpool/Vanpool Commuters are more likely than Metro Bus Commuters to end their day before 3:00 p.m. (23% and 9% respectively).
- Drive Alone Commuters are more likely than Metro Bus Commuters to end their day after 6:00 p.m. (22% and 8% respectively) whereas Metro Bus Commuters are more likely than Drive Alone Commuters to finish work or school during afternoon peak hours (72% and 50% respectively).
- Residents of South King County are more likely than North King County residents to commute during peak hours (72% and 55% respectively). North King County residents are more likely to work varied hours than are East King County residents (17% and 5% respectively).

Employer Size

As in 2007, the majority of Work Commuters work for companies with at least 100 employees (58%) while one-quarter of them (25%) work for companies with fewer than 25 employees (Figure 45). There are no statistically significant differences in commute mode or where employees live with respect to the size of the companies they work for.

Figure 45
Number of Employees at Worksite
Work Commuters

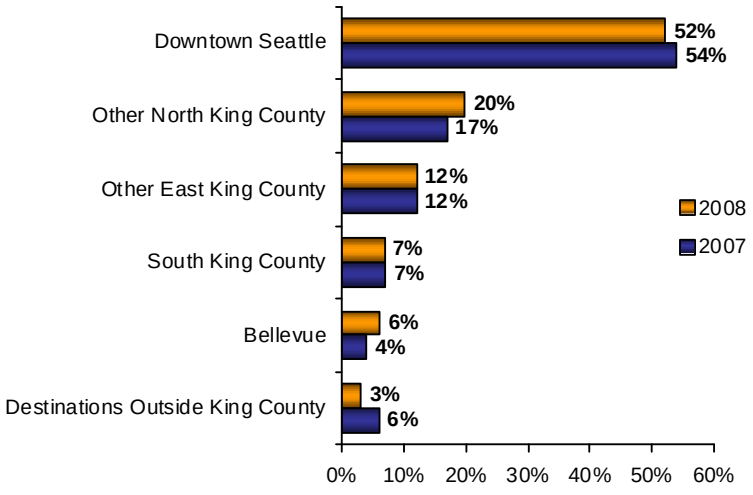


Question 25B: How many employees work for your employer at your place of employment?

Base: 2008 (n=251, n_w=245); 2007 (n=245)

May not sum to 100% due to rounding.

Figure 46
Large Employers by Location -- 2007 and 2008
Commuters who work for employers with 100 or more employees



Question 18: In what geographic area do you work/attend school?

Base: 2008 (n=145, n_w=140); 2007 (n=145).

May not sum to 100% due to rounding.

Figure 46 shows the work destinations of respondents who work for large employers (100+ employees) in 2007 and 2008. As expected the geographic distribution of large employers is unchanged.

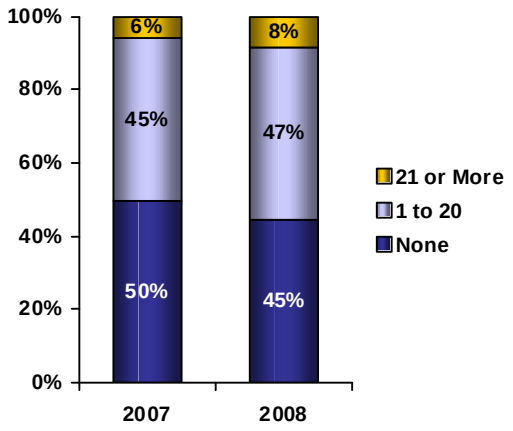
As shown, 72% of these Commuters work in North King County. More than half of the Work Commuters who are employed by large organizations (52%) work in downtown Seattle.

Monthly Parking

The number of Commuters who do not park at work or school (45%) is slightly, but not significantly, lower than in 2007 (Figure 47). Among all Commuters, the average number of days parked at work/school is 6.1. Looking just at those respondents who park at least one day a month, the average is 11.0—about the same as in 2007 (average was 11.8).

It is not surprising that Drive Alone Commuters reported parking at work or school significantly more often than Carpool/Vanpool Commuters or those who commute by Metro bus (17.6, 8.9, and 1.3 days per month on average, respectively)

Figure 47
Number of Days Parked Per Month
All Commuters



Question 27: How many days a month do you park at work/school?

Base: 2008 (n=283, n_w=276); 2007 (n=282)

May not sum to 100% due to rounding.

Table 30 shows differences in the number of days parked per month by commute destination. There are no significant differences in number of days parked based on where Commuters live. The following differences with respect to number of days parked are statistically significant:

- Regular Riders are more likely than Infrequent Riders to say they do not park at work or school (55% and 12% respectively).
- Commuters traveling to downtown Seattle parked fewer days per month on average (3.5) than those traveling to any other location.

Table 30
Days Parking at Work by Commute Destination
All Commuters

	All Commuters	Downtown Seattle A	Other North King B	East King C	South King D	Other E
	(n_w=276)	(n_w=125)	(n_w=70)	(n_w=46)	(n_w=21)*	(n_w=13)*
None	45%	50%[CD]	51%	33%	33%	31%
1 to 20 days	47	48[D]	40	56	38	54
21 or more days	8	3	9[A]	11[A]	29[AB]	15[A]
Average days per month	*6.1*	*3.5*	*5.6*[A]	*9.3*[A]	*13.1*[AB]	*9.7*[A]

Question 27: How many days a month do you park at work/school?

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

May not sum to 100% due to rounding.

[ABCDE] **Statistically significant difference at the 95% confidence level.**

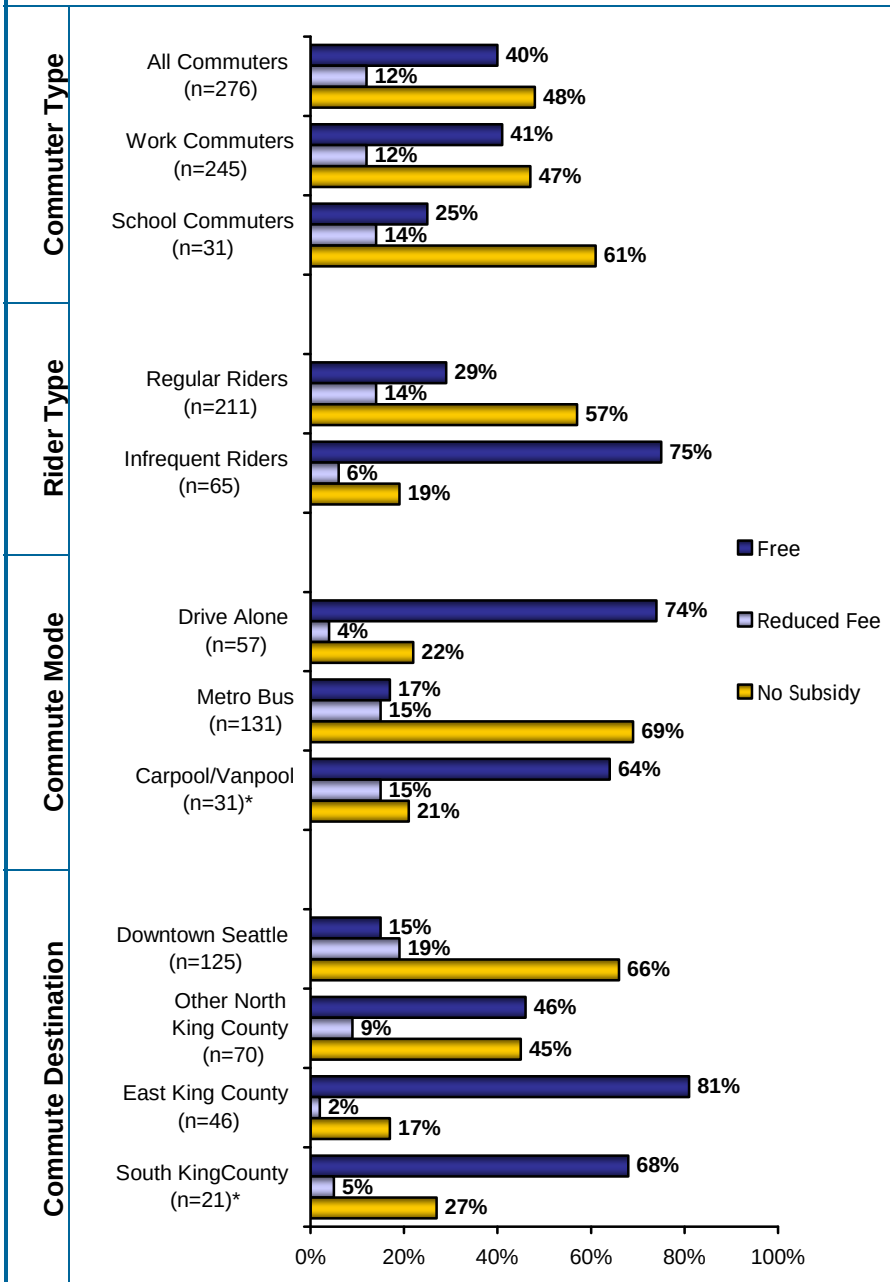
Parking Subsidies

Four in ten Commuters (40%) have free parking including 1% who have free parking but say it is not provided by their employer or school. Twelve percent (12%) pay a reduced fee for parking (Figure 48). These percentages are consistent with those found in 2007.

Several significant differences were noted with respect to parking subsidies:

- Infrequent Riders are more likely to have free parking available to them than are Regular Riders (75% compared to 29%). Conversely, Regular Riders are more likely than Infrequent Riders to pay a reduced fee for parking (14% compared to 6%) or to have no parking subsidy (57%) compared to 19%).
- Drive Alone Commuters and Carpool/Vanpool Commuters are more likely to have a free parking option than are Metro Bus Commuters (74% and 64% compared to 17%).

Figure 48
Parking Subsidies by Commuter Characteristics
All Commuters



Question 26: Does your employer offer or provide you with free or reduced parking?

Base: 2008 (n=283, n_w=276)

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

Bases shown in chart labels are weighted.

May not sum to 100% due to rounding.

- Commuters to downtown Seattle are the least likely to have free parking available (15% compared to 46% of other North King County destinations, 81% of those traveling to East King County and 68% of those who work or go to school in South King County).

There is no correlation between an employer's size and its propensity to offer free or reduced parking.

Parking Costs

Respondents who usually drive or carpool/vanpool to work or school, park at least once a month and do not receive free or reduced parking from their employer or school were asked how much they personally pay to park (n=17). Parking costs range from nothing (6 respondents) to $300 per month (1 respondent). Below are the reported amounts for the 9 respondents who pay for parking and provided a valid response to this question:

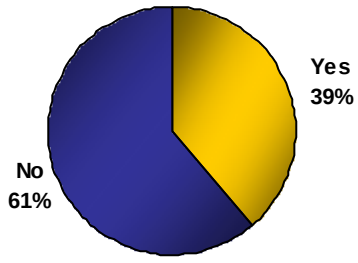
- $380 per year
- $300 per month
- $200 per month
- $85 per month
- $72 per month
- $50 per month
- $12 per day (2 respondents)
- $3 per day

Park and Ride Lots

Not quite four in ten respondents (39%) used a Metro Park and Ride lot in the year preceding the survey (Figure 49). The following significant differences in the use of Park and Ride lots were noted:

- Respondents who live in South or East King County are more likely to use a Park and Ride lot than those residing in North King County (57% and 67% compared to 19%).
- Respondents who work in East King County are more likely to use a Park and Ride lot than those who work in North King County (54% and 36% respectively).

Figure 49
Use of Park and Ride Lots
All respondents



Question 30: Have you used a Metro Park and Ride lot within the last year?

Base: 2008 (n=400, n_w=400)

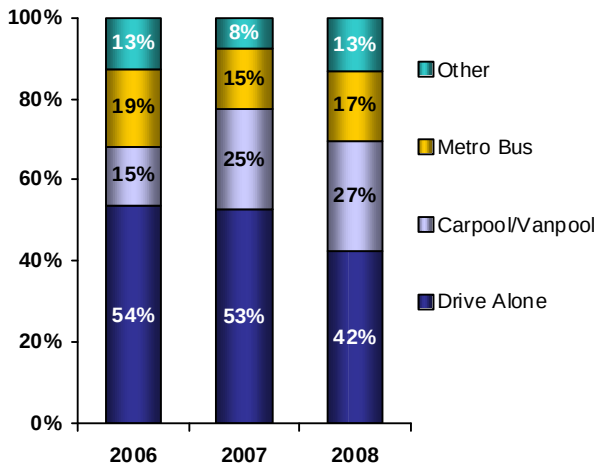
May not sum to 100% due to rounding.

Most Park and Ride lot users (84%) said they usually drive themselves to the lot, 6% arrive by bus, 5% are dropped off by car and 3% walk.

Personal Travel

Fewer than half of the respondents surveyed (42%) usually drive alone for their personal travel—a significant drop from the 53% recorded in 2007. 2008 findings show some small increases in use of bus, carpool/vanpool and other forms of transportation for personal travel (Figure 50). While these increases are not statistically significant, it is worth noting that use of carpools and vanpools for personal travel increased for the second consecutive year.

Figure 50
Usual Mode for Personal Travel – 2006 to 2008
All respondents



Question 31: What method of transportation do you usually use to get around for most of your personal, that is, non-work travel?

Base: Regular and Infrequent Riders 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,317, n_w=714);

May not sum to 100% due to rounding.

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

- Those who drive alone to work or school are more likely to also drive alone for personal travel (57% compared to 42% overall)
- Work Commuters are more likely to drive alone than are School Commuters (45% compared to 15%). School Commuters are more likely than Work Commuters to use Metro buses for personal travel (40% compared to 13%).
- Regular Riders are more likely than Infrequent Riders to use Metro for personal travel (24% compared to 6%).
- Homeowners are more likely to drive alone than are renters (49% and 32% respectively).
- Respondents ages 16 to 24 are more likely than average to ride a Metro bus for personal travel (41% compared to 17% overall).
- Respondents with incomes below $35,000 are more likely than those with higher incomes to ride a Metro bus for personal travel (44% compared to 12%).

Customer Satisfaction

Overall Satisfaction

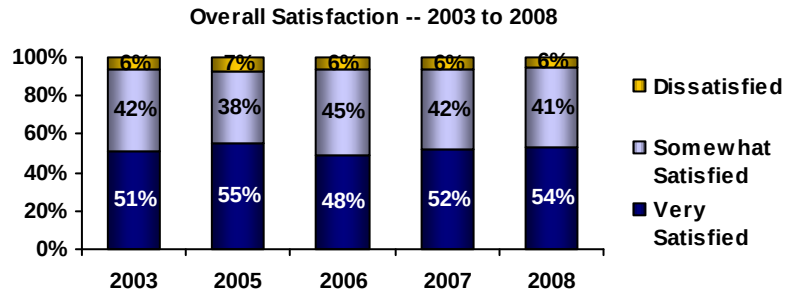
Overall satisfaction with Metro in 2008 is 94% including 54% who are *very satisfied* with the service. [12] Rider satisfaction ratings for Metro have not changed significantly during the past five years (Figure 51).

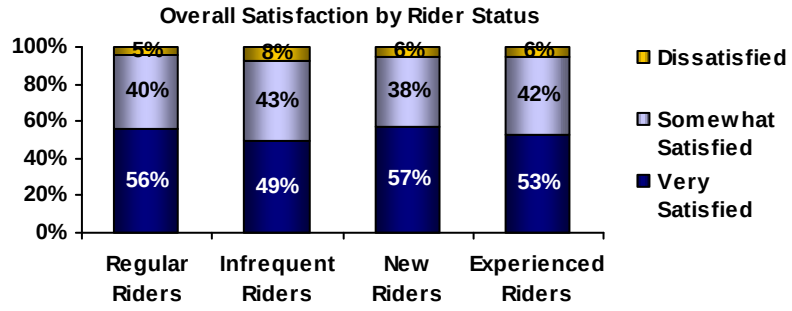
In 2008, some significant differences in overall satisfaction between subgroups were noted:

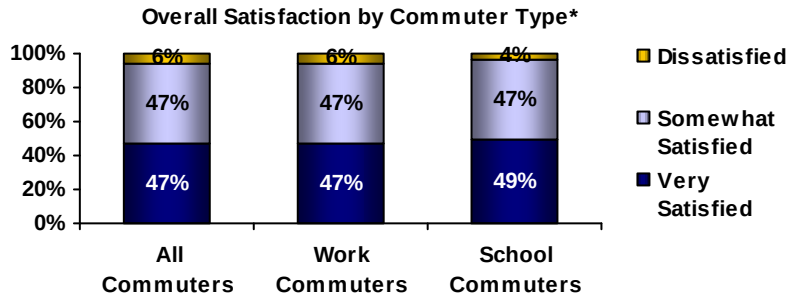
- Non-Commuters are more likely than Work Commuters to be *very satisfied* with Metro service (68% and 47% respectively).
- Metro Bus Commuters are more likely to be *very satisfied* than Drive-Alone or Carpool/Vanpool Commuters (55% compared to 34% and 31% respectively).

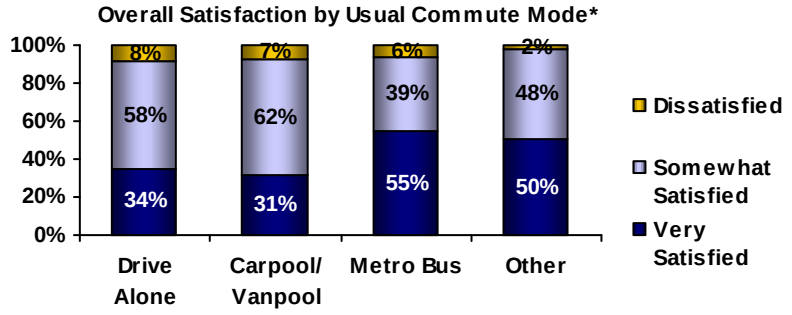
Differences in overall satisfaction between Regular and Infrequent Riders and between New and Experienced Riders are not statistically significant.

Figure 51
Overall Satisfaction
All respondents









Question 32W: Overall, how satisfied are you with Metro transit?

Base: Regular and Infrequent Riders: 2008 (n=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762)

***Base:** Respondents who commute to work or school (n=283, n_w=276)

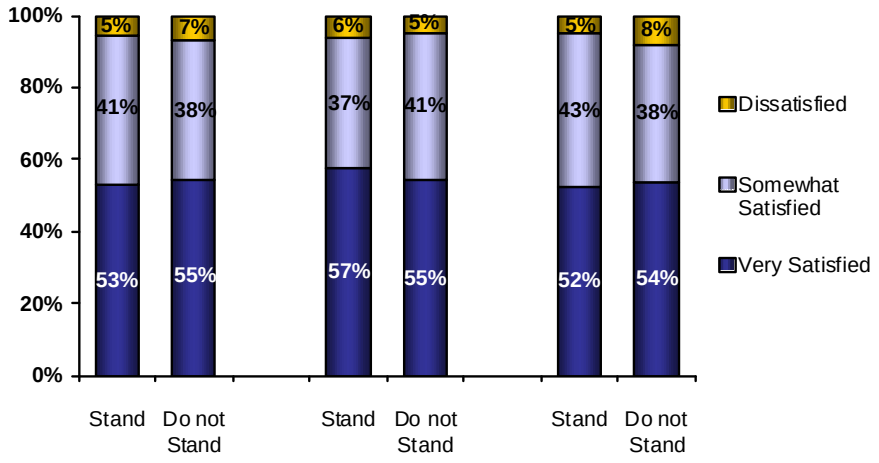
May not sum to 100% due to rounding.

[12] The combined overall satisfaction rate is 94.3% including 40.7% who are "very satisfied" and 53.6% who are somewhat satisfied.

Impact of Having to Stand on Customer Satisfaction

Respondents who say they had to stand on some or most bus trips in the month preceding the survey are statistically as likely as those who did not stand for any portion of the transit trips to say they were *very* or *somewhat satisfied* with Metro overall (94% and 93% respectively).

Figure 52
Impact of Standing on Overall Satisfaction
All respondents



All Respondents (n_w=400)	New Riders (n_w=93)	Experienced Riders (n_w=305)

Question 32W: Overall, how satisfied are you with Metro transit?

Base: All respondents 2008 (n_w=400, n=400)

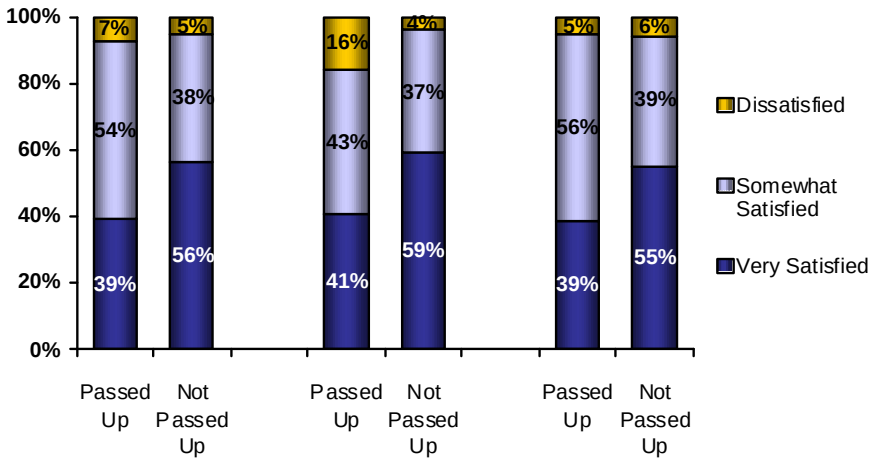
May not sum to 100% due to rounding.

As Figure 52 shows, Riders who stood on at least one trip in the month preceding the survey are slightly, but not significantly, less likely to say they are *very satisfied* with Metro service overall. There are no statistically significant differences in overall satisfaction between New and Experienced Riders who do or do not have to stand on the bus.

Impact of Being Passed Up on Customer Satisfaction

As noted earlier, 16% of Metro Riders say they were passed up at a stop in the month preceding the survey. Although 93% of these respondents are satisfied with Metro service overall (compared to 95% of those who were not passed up) the experience did color their perceptions of Metro service.

Figure 53
Impact of Being Passed Up at the Bus Stop on Overall Satisfaction
All respondents



	All Respondents (n_w=400)	New Riders (n_w=93)	Experienced Riders (n_w=305)

Question 32W: Overall, how satisfied are you with Metro transit?

Base: All respondents 2008 (n_w=400, n=400)

May not sum to 100% due to rounding.

Just 39% of respondents who have been passed up at a bus stop are *very satisfied* with Metro service overall compared to 56% of those who have not been passed up at a stop. Satisfaction levels among New and Experienced Riders who have/have not been passed up at a stop are very similar. About four in ten New Riders (41%) and a similar number of Experienced Riders (39%) who have been passed up are *very satisfied* with Metro service compared to 59% of New Riders and 55% of Experienced Riders who have not been passed up (Figure 53).

Satisfaction with Specific Transit Elements

As part of the survey, Riders are asked to rate their satisfaction with 20 different elements of transit service. Questions concerning Park and Ride lots are only asked of those who use a Park and Ride. Similarly, questions related to transferring buses are asked only of respondents who usually transfer. In 2008, more than 70% of respondents say they are *very satisfied* with:

- Driver appearance (78%).
- Personal safety waiting for the bus during the daytime (77%).
- Personal safety on the bus related to the operation of the bus (73%).

In 2008, respondents are the most dissatisfied with:

- Time between buses (23% *somewhat/very dissatisfied*).
- Personal safety waiting for the bus after dark (21% *somewhat/very dissatisfied*).
- Availability of seating on the bus (19% *somewhat/very dissatisfied*).

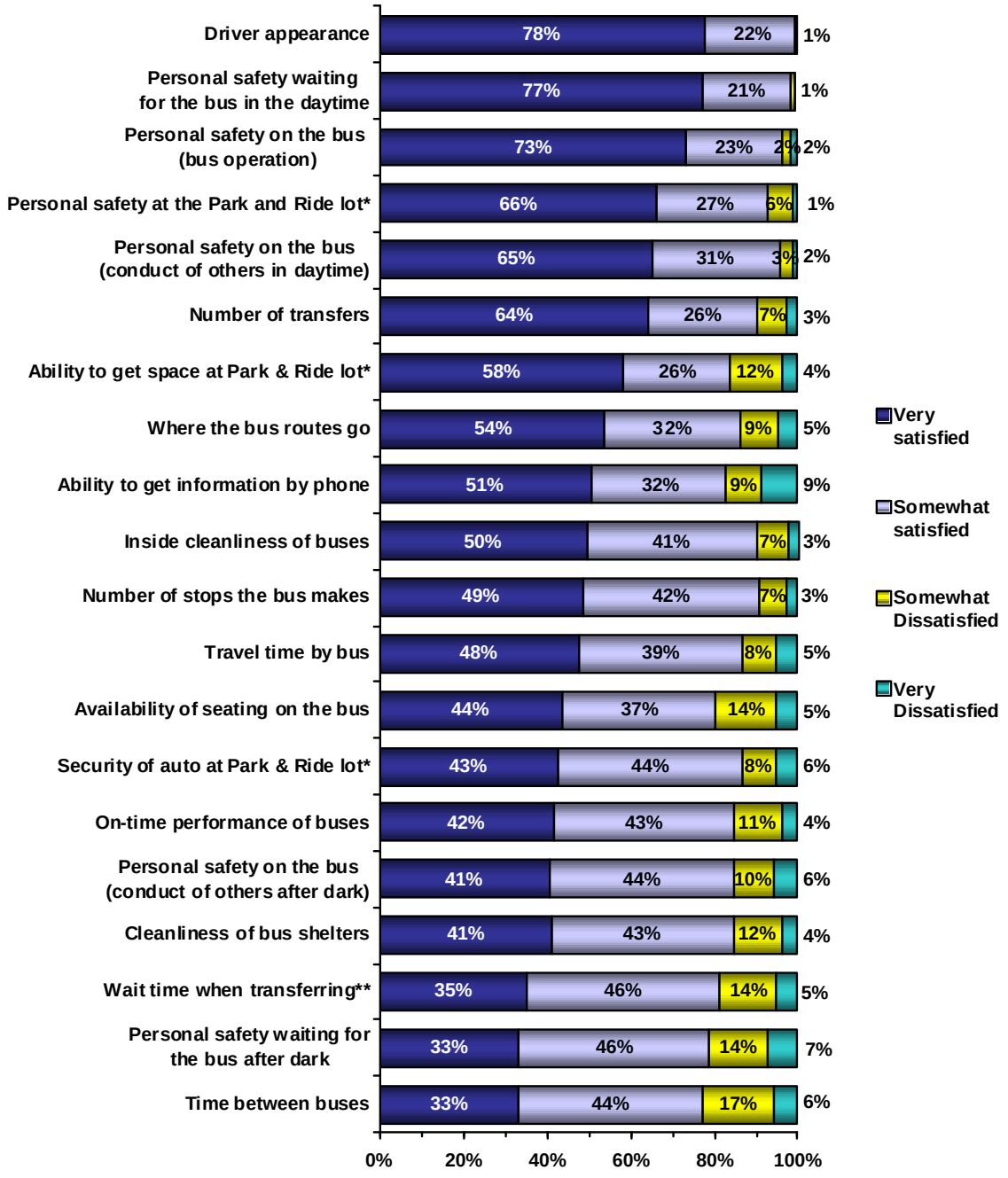
Figure 54 on the following page shows the percentage of respondents who are somewhat or very satisfied with each transit service element. Items are ranked in descending order based on the percentage of respondents who were *very satisfied*.

Rating Differences between Regular and Infrequent Riders

In 2008, Regular and Infrequent Riders differed significantly in satisfaction ratings for five different transit elements (Table 31). Infrequent Riders are more likely than Regular Riders to be *very* or *somewhat satisfied* with:

- Driver appearance (100% compared to 99% of Regular Riders).
- Personal safety waiting for the bus in the daytime (100% compared to 98% of Regular Riders).
- The number of stops the bus makes on your trip (95% compared to 88% of Regular Riders).
- Availability of seating on the bus (89% compared to 76% of Regular Riders).
- Time between buses (84% compared to 75% of Regular Riders).

Figure 54
Satisfaction with Specific Transit Service Elements
All respondents



Question 32: I am going to ask about your satisfaction with bus service. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Base: 2008 (n=400, n_w=400)

***Asked only of respondents who use a Park & Ride in the last year (n=154)**

****Asked only of respondents who usually transfer buses (n=154)**

May not sum to 100% due to rounding.

Rating Differences between New and Experienced Riders

As Table 31 shows, New and Experienced Riders differ significantly in their satisfaction ratings for just one of the 20 elements tested. New Riders are more likely than Experienced Riders to be *very* or *somewhat satisfied* with *personal safety waiting for the bus during the day* (100% and 98% respectively).

Table 31
Percent Very Satisfied/Satisfied by Rider Type
All respondents

	Total	Regular Riders A	Infrequent Riders B	New Riders C	Experienced Riders D
(Base)	**(n_w=400)**	**(n_w=271)**	**(n_w=129)**	**(n_w=93)**	**(n_w=305)**
Driver appearance	99%	99%	100%[A]	99%	99%
Personal safety waiting for the bus in the daytime	98	98	100[AC]	100[AC]	98
Personal safety on the bus related to the conduct of others during the daytime	96	96	96	98	95
Personal safety on the bus related to the operation of the bus	96	96	97	96	97
Personal safety at the Park and Ride lot*	93	90	97	95	92
The number of stops the bus makes on your trip	91	88	95[A]	92	90
Inside cleanliness of buses	90	91	89	93	89
The number of transfer you have to make to get where you are going	90	90	91	93	90
Travel time by bus	87	88	85	82	88
Security of your automobile at the Park and Ride lot*	87	86	89	93	85
Where the bus routes go	86	88	81	85	86
On-time performance of buses	85	83	88	85	85
Cleanliness of bus shelters	85	85	84	86	84
Personal safety on the bus related to the conduct of others after dark	85	84	87	90	83
The ability to get a parking space at Park and Ride lots*	84	82	87	86	83
Ability to get information by phone	83	81	86	79	83
The wait time when transferring buses**	81	79	88	86	80
Availability of seating on the bus	80	76	89[AC]	80	80
Personal safety waiting for the bus after dark	79	79	79	81	78
Time between buses	77	75	84[A]	80	77

Question 32: I am going to ask about your satisfaction with bus service. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Base: 2008 (n=400, n_w=400)

***Asked only of respondents who use a Park & Ride in the last year (n_w=154)**

****Asked only of respondents who usually transfer buses (n_w=154)**

[ABCD] **Statistically significant difference at the 95% confidence level.**

Some significant differences are noted with respect to where Riders live:

- Residents of East King County are more likely than those of North or South King County to be satisfied with *personal safety on the bus related to the conduct of others during the daytime* (100% compared to 96% and 91% respectively).
- Residents of East King County are more likely than those of North or South King County to be satisfied with *personal safety on the bus related to the conduct of others after dark* (94% compared to 84% and 78% respectively).
- Residents of East King County are more likely than those in North or South King County to be satisfied with *inside cleanliness of buses* (97% compared to 88% and 89% respectively).

- Residents of East King County are more likely than those of North King County to be satisfied with *on-time performance of buses* (93% compared to 80%).

Dissatisfaction with Specific Transit Elements

While the majority of Riders are satisfied with the various transit service elements, at least ten percent of Riders are dissatisfied with several of the elements tested (Table 32). The attribute Riders are the most dissatisfied with is *time between buses* (23% said they were *very* or *somewhat* dissatisfied with this element) followed closely by *personal safety waiting for the bus after dark* (21%), and *availability of seating on the bus* (20%). Regular Riders are significantly more likely than Infrequent Riders to be dissatisfied with: *time between buses, availability of seating on the bus,* and *the number of stops the bus makes on your trip*. Respondents who have been passed up while waiting for the bus are significantly more likely to be dissatisfied with *availability of seating on the bus* than those who have not been passed up. (39% and 16% respectively).

Table 32
Percent Dissatisfied/Very Dissatisfied by Rider Type
All respondents

	Total	Regular Riders A	Infrequent Riders B	New Riders C	Experienced Riders D
(Base)	**(n_w=400)**	**(n_w=271)**	**(n_w=129)**	**(n_w=93)**	**(n_w=305)**
Time between buses	23%	25%[B]	16%	20%	23%
Personal safety waiting for the bus after dark	21	21	21	19	22
Availability of seating on the bus	20	24[B]	11	20	20
The wait time when transferring buses**	19	21	13	14	20
Ability to get information by phone	18	19	14	21	17
Cleanliness of bus shelters	16	15	16	15	16
The ability to get a parking space at Park and Ride lots*	16	18	13	147	17
On-time performance of buses	15	17	12	15	15
Personal safety on the bus related to the conduct of others after dark	15	16	13	10	17
Where the bus routes go	14	11	19	15	14
Travel time by bus	13	12	16	18	12
Security of your automobile at the Park and Ride lot*	13	14	11	7	15
Inside cleanliness of buses	10	10	11	7	11
The number of transfer you have to make to get where you are going	10	10	10	8	10
The number of stops the bus makes on your trip	10	12[B]	5	8	10
Personal safety at the Park and Ride lot*	7	10	3	5	8
Personal safety on the bus related to the conduct of others during the daytime	4	4	4	2	5
Personal safety on the bus related to the operation of the bus	4	4	3	4	4
Personal safety waiting for the bus in the daytime	2	2	---	---	2
Driver appearance	1	1	---	1	1

Question 32: I am going to ask about your satisfaction with bus service. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Base: 2008 (n=400, n_w=400)

***Asked only of respondents who use a Park & Ride in the last year (n_w=154)**

****Asked only of respondents who usually transfer buses (n_w=154)**

[ABCD] **Statistically significant difference at the 95% confidence level.**

Several significant differences in dissatisfaction were identified based on where respondents live as follow:

- Residents of North King County are more likely to be dissatisfied with *on-time performance of buses* than residents of East King County (20% and 7% respectively).
- Riders from North and South King County are more likely than those from East King County to be dissatisfied with *inside cleanliness of buses* (12% and 11% compared to 3% respectively).
- Riders from South King County are more likely than those from East King County to be dissatisfied with *time between buses* (31% and 17% respectively).
- Respondents from North and South King County are more likely than those from East King County to be dissatisfied with *personal safety on the bus related to the conduct of others after dark* (16% and 22% compared to 7%).

Changes in Ratings Over Time

The percentage of Riders who are *very satisfied* with Metro service overall is statistically unchanged from one year ago. While overall satisfaction ratings did not change between 2007 and 2008, significant differences in the percentage of Riders giving *very satisfied* ratings between the two years were noted for four specific transit elements (Table 33).

- The number of transfers to get where you are going (+10 percentage points)
- Personal safety on the bus related to the conduct of others during the daytime (+7 percentage points)
- Cleanliness of bus shelters (+7 percentage points)
- Personal safety on the bus related to the conduct of others after dark (+7 percentage points)

Table 33
Percent "Very Satisfied" with Specific Elements of Transit Service – 2003 to 2008
All respondents

	2003 A	2005 B	2006 C	2007 D	2008 E
(Base)	**(n_w=762)**	**(n_w=692)**	**(n_w=714)**	**(n=401)**	**(n_w=400)**
Driver appearance	71%	76%[A]	NA	77%[A]	78%[A]
Personal safety waiting for the bus in the daytime	72	73	70	74	77
Personal safety on the bus related to the operation of the bus	68	75[AC]	69	73	73
Personal safety at the Park and Ride lot*	52	52	51	68[ABC]	66
Personal safety on the bus related to the conduct of others during the daytime	56	62[A]	58	58	65[CD]
The number of transfers you have to make to get where you are going	54	53	50	54	64[ABCD]
The ability to get a parking space at Park and Ride lots*	37	51[A]	49	50[A]	58
Where the bus routes go	49	49[C]	41	51[C]	54[C]
Ability to get information by phone	NA	NA	69[D]	47	51[C]
Inside cleanliness of buses	44	53[ACD]	41	46	50[C]
The number of stops the bus makes on your trip	NA	47	49	47	49
Travel time by bus	41	41[C]	33	43[C]	48[ABC]
Availability of seating on the bus	49	50	45	46	44
Security of your automobile at the Park and Ride lot*	34	31	34	44[ABC]	43[ABC]
On-time performance of buses	41	45[C]	37	40	42
Cleanliness of bus shelters	31	36[AC]	28	34[C]	41[ACD]
Personal safety on the bus related to the conduct of others after dark	29	34[A]	32	34	41[ABCD]
The wait time when transferring buses**	26	25	27	31	35[ABC]
Personal safety waiting for the bus after dark	24	29[A]	25	31[AC]	33
Time between buses	32	30	35[B]	31	33[AC]

Question 32: I am going to ask about your satisfaction with bus service. As I read each item, please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Base: 2008 (n=400, n_w=400); 2007 (n=401); 2006 (n=1,373, n_w=714); 2005 (n=1,381, n_w=692); 2003 (n=1,355; n_w=762);

***Asked only of respondents who use a Park & Ride in the last year (2008 n_w=154)**

****Asked only of respondents who usually transfer buses (2008 n_w=154)**

[ABCDE] **Statistically significant difference at the 95% confidence level.**

Drivers of Overall Satisfaction

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

All Riders

For all Riders overall satisfaction is driven to a large extent by time—whether the bus is on time, where the routes go, the number of transfers they have to make and the number of stops the bus makes. Safety and cleanliness are secondary considerations. Altogether the regression analysis was able to explain 48% of the variation in overall satisfaction among Metro customers. The seven predictor elements and the amount of variance in overall satisfaction ratings each one explains are:

- On-time performance of buses (24%)
- Where the bus routes go (12%)
- Personal safety on the bus related to the operation of the bus (6%)
- The number of transfers you have to make to get where you are going (3%)
- The number of stops the bus makes on your trip (2%)
- Cleanliness of bus shelters (1%)
- Travel time by bus (>1%)

Regular Riders

Six predictor elements were identified for Regular Riders (68% of all respondents surveyed). Together these elements explain 44% of the variation in overall satisfaction among Infrequent Riders. These elements are primarily related to the amount of time it takes to ride the bus. Again, safety and cleanliness are secondary considerations.

- On-time performance of buses (21%)
- Travel time by bus (10%)
- The number of transfers you have to make to get where you are going (6%)
- Personal safety on the bus related to the operation of the bus (5%)
- Inside cleanliness of the bus (1%)
- The number of stops the bus makes on your trip (1%)

Infrequent Riders

Four predictor elements were identified for Infrequent Riders (32% of all respondents surveyed). Together these elements explain 58% of the variation in overall satisfaction among members of this group. These elements are related to travel time, safety and comfort.

- On time performance of buses(36%)
- Where the bus routes go (15%)
- Personal safety on the bus related to the conduct of others during the daytime (6%)
- Availability of seating on the bus (1%)

New Riders

Just three predictor elements were identified for New Riders (23% of all respondents), all of which deal with the time and convenience of riding the bus. These elements together explain 57% of the variation in overall satisfaction ratings among New Riders.

- Where the bus routes go (34%)
- The number of transfers you have to make to get where you are going (14%)
- On time performance of buses (9%)

Experienced Riders

Seven predictor elements were identified for Experienced Riders (77% of all respondents). These elements are primarily concerned with travel time on the vehicle. Together these elements predict or explain 47% of the variation in overall satisfaction:

- On time performance of buses (27%)
- Travel time by bus (8%)
- Personal safety on the bus related to the operation of the bus (5%)
- Where the bus routes go (4%)
- The number of transfers you have to make to get where you are going (1%)
- The number of stops the bus makes on your trip (1%)
- Inside cleanliness of buses (1%)

Telephone Service

All respondents were asked how many telephone numbers are associated with their households, how many are cell phones and how many are landlines. As Table 34 shows, most households have two or more phone numbers with an average of 2.7. Respondent households average more cell phones than landlines (1.6 and 1.1 respectively) and very few have phone numbers that are dedicated to a fax or modem (0.2 per household on average).

Table 34
Telephone Lines per Household
All respondents

	All Phone Lines	Landlines	Cell Phones	Data
(Base)	**(n_w=400)**	**(n_w=379)**	**(n_w=395)**	**(n_w=400)**
None	0%	<1%	19%	85%
One	21	88	28	13
Two	22	10	35	2
Three	35	1	10	---
Four or More	23	---	8	---
Average	*2.7*	*1.1*	*1.6*	*0.2*

Question D12A: How many telephone numbers are associated with this household including landlines and cell phones?

Question DA12: How many are cell phones?

Question DB12: How many are land lines?

Question D12B: How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?

Base: 2008 (n=400, n_w=400).

May not sum to 100% due to rounding.

Respondents from households with more telephone lines than average tend to:

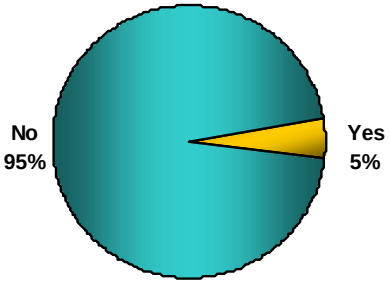
- Be students (average of 3.8 phone numbers per household).
- Live in a household with four or more residents (3.5 phone numbers on average).
- Be younger than 25 (3.4 phone numbers on average).
- Have an annual income of greater than $35,000 (2.9 phone numbers on average).

This same profile is true for the average number of cell phones per household. Respondents who do not have a cell phone in their household are especially likely to:

- Be unemployed (30% compared to 16% of those who are employed full or part time).
- Rent their homes (29% compared to 16% of homeowners).
- Be over age 65 (26% compared to 13% of those 25 to 44).
- Have an annual household income of less than $35,000 (42% compared to 14% of those with a larger income).

As Figure 55 shows, just 5% of respondents have been without phone service for at least three months in the year preceding the survey.

Figure 55
Households Without Phone Service in Past Year
All respondents



Question D12C: Have you been without telephone service for more than three months anytime last year?

Base: 2008 (n=400, n_w=400)

May not sum to 100% due to rounding.

APPENDIX

Response Rate Calculations

One way to measure research data quality is to study the sample and the results of the call attempts. Gilmore Research purchased sample for the Rider survey from Genesys, a nationally respected sample provider. Sample was imported to the CATI system in waves to ensure that the sample was worked well and that no more sample was introduced than was absolutely necessary. Each piece was attempted an average of 3.3 times over several days at various times including weekends. Fully working the sample helps ensure that the final data file accurately represents the population from which the sample was drawn.

The term response rate is used broadly. Many different response rate formulas are commonly accepted to measure respondent cooperation, refusals and eligible respondents. Depending on the study purpose, a wider variety of adjustments to formulas might or might not be appropriate. Gilmore provided a simple accounting of call results for dialed sample (n=4,218) in Table 1 in the Methodology section of this report. Table A-1 displays the disposition for all 15,261 sample numbers purchased based on disposition codes developed by the American Association for Public Opinion Research (AAPOR). It is interesting to note that three-quarters (75%) of the RDD sample records ordered for this study were non-residential numbers, disconnects, or were not eligible for participation in the study.

Table A-1
AAPOR Sample Disposition

	Total Sample	
	Number	**Percent**
I – Complete interview	400	3%
P – Partial interview	964	6
R – Refusal and terminations	685	4
NC – Non-contact, unknown eligibility	1,058	7
O – Other	55	<1
UH – Unknown if household	715	5
NE – Not eligible, including NQ and purge for unknown, business and disconnected numbers	11,384	75
Total sample ordered	**15,261**	**100%**

May not sum to 100% due to rounding.

Gilmore Research is a member of CASRO, the Council of American Survey Research Organizations. The CASRO response rate calculation shown in Table A-2 is a generally accepted formula that that takes into account an adjustment factor, e, which is an estimate of the eligible respondents from those respondents for whom eligibility is unknown. The response rate using this formula is 15.3% which is higher than the CMOR industry standard of 11% for an RDD survey.[13]

Table A-2
CASRO Response Rate Calculations

Contact = I+P+R+NC (400+964+685+1,058)	3,107
e = estimated proportion of cases of unknown eligibility that are eligible $e = \frac{\text{Contact}}{\text{Contact + NE}} = \frac{3,107}{14,491}$	.214
Response rate = $\frac{I}{I + P + R + NC + O + e(UH)}$ $\frac{400}{400 + 964 + 1,058 + 55 + .214(715)}$	15.3%

May not sum to 100% due to rounding.

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

Response rates calculated for the 2006 King County Metro Rider/Non-Rider Survey used slightly different formulas than the one shown in Table A-2. When these formulae are used, the 2008 response rates are significantly higher than those attained in 2006 or 2007 (Table A-3). The difference in RR2 and RR4 is due to the exceptionally large number of mini-surveys that were completed by non-rider respondents.

Table A-3
Response Rate Comparisons – 2006 and 2007

Response rate measure		Rider Study Response Rates		
	Formula	2006	2007	2008
e	$\frac{I + P + R + O}{(I + P + R + O) + NE}$	.099	.149	.156
RR1	$\frac{I}{I + P + R + O}$	4.9%	11.6%	19.0%
RR2	$\frac{I + P}{I + P + R + O + UH}$	5.7%	13.4%	48.4%
RR3	$\frac{I}{I + P + R + O + e(UH)}$	17.6%	17.2%	18.1%
RR4	$\frac{I + P}{I + P + R + O + e(UH)}$	20.6%	19.8%	61.6%

Disposition codes in formulae are shown in Table A-1

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

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

Weight Calculations

A comparison of the sample of 400 completed surveys with data from all screened households found no statistically significant differences in the incidence of Regular and Infrequent Rider households between the survey sample and the population (screened households) for the individual planning subareas. However, incidence of Regular and Infrequent Riders did differ from the population for the County as a whole. Thus, data were weighted at the County level to accurately reflect the incidence in the total population in 2008.

Table A-4
Table of Weights

	n	%
Screened Households (Net)	**637**	**100.0%**
Regular Rider	431	67.7
Infrequent Rider	206	32.3
Assumed in Population[1]	**320,844**	**100.0%**
Regular Rider	217,086	67.7
Infrequent Rider	103,758	32.3
Completed Surveys	**400**	**100.0%**
Regular Rider	296	74.0
Infrequent Rider	104	26.0
Weight		
Regular Rider	0.914337	
Infrequent Rider	1.243811	
Weighted Sample Size	**400**	**100.0%**
Regular Rider	271	67.7
Infrequent Rider	129	32.3

2008 Survey Instrument

INT22 *Everyone*

IF NOT AVAILABLE, ARRANGE CALL-BACK

Hello, I'm ___ calling on behalf of King County Metro Transit. We are conducting a county-wide planning study and would like to include the opinions of your household. The information will be used to help improve the region's transportation system. For this survey I would like to speak with a member of your household who is 16 years of age or older? Would that be you? This call may be monitored for quality control purposes. IF YES, CODE 91 TO BEGIN SURVEY. PROBE REFUSALS: It would be really helpful if I could ask you just a couple of quick questions from the survey. IF YES, CODE 93 TO CONTINUE. IF CELL PHONE, PROBE IF CELL PHONE IS THEIR PRIMARY PHONE. IF NOT CODE 71 AND THANK AND TERMINATE. IF YES, ASK TO CONTINUE - IF REFUSED CODE 11 AND THANK AND TERMINATE.

=> /INT06 if INT06>0

Yes, Continue 91
Yes, can ask a few questions 93
Yes, continue - PRIMARY cell phone 94

INT02 *Everyone*

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

ZIP1 *Everyone*

What is your zip code? TYPE NUMBER:
$R 98000 98999
Don't know/Refused 99999

ZIP2 *If don't know/refused zip*

To verify, is your home zip code <szip>?

=> +1 if NOT ZIP1=99999

Yes..... 1
No 2
Don't know/Refused 9

SCR2: *Everyone*

Including yourself, how many people in your household, age 16 or over, have taken at least 1 ONE-WAY ride on a Metro bus in the last 30 days? Do not count rides entirely within the downtown Seattle Ride Free Area.

$E 0 9

NONE 0
8 or more 8
Don't know/Refused 9

SCR2A *If yes to SCR2*

Including yourself, how many of these riders are between the ages of 16 to 24?

$E 0 9

NONE 0
8 or more 8
Don't know/Refused 9

SCR3 *Everyone*

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

$E 0 9

NONE 0
8 or more 8
Don't know/Refused 9

SCR3A *If yes to SCR2*

Including yourself, how many of these riders are between the ages of 16 to 24?

$E 0 9

=> +1 if SCR3=0,9 OR SCR2A=0

NONE 0
8 or more 8
Don't know/Refused 9

SCR4 *Everyone*

IF DON'T KNOW: Please give me your best estimate

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

$E 0 99

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

SCR5

IF DON'T KNOW OR REFUSED IN SCR4

Would that be more than 4 rides?

=> +1 if NOT SCR4=98-99

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

M4A *Mini Survey respondents*

How many people, including yourself, live in your household?
8 or more..... 8
Don't know/Refused 9

M4A1 *Mini Survey respondents*

How many of those, including yourself, are age 16 or over?
8 or more..... 8
Don't know/Refused 9

M12A *Mini Survey respondents*

How many telephone numbers are associated with this household, including landlines and cell phones?
$E 1 99
Refused..... 99

MA12 *Mini Survey respondents*

How many are cell phones? TOTAL NUMBER OF LINES: <m12a>
Refused..... 99

MB12 *Mini Survey respondents*

How are many are land lines? TOTAL LINES <m12a> CELL PHONES <ma12>
Refused..... 99

M12B *Mini Survey respondents*

How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line? IF NEEDED: Do NOT include cellular telephone service TOTAL LINES <response from m12a> CELL AND LAND LINES PHONES < response from ma12> < response from mb12> IF CELL+LANDLINES+FAXLINES DOES NOT EQUAL TOTAL LINES, PROBE TO ENSURE TOTAL IS CORRECT
$E 0 99
Don't know/Refused 99

M12C *Mini Survey respondents*

Have you been without telephone service for more than three months anytime in the last year? IF NEEDED: Do NOT include cellular telephone service

Yes 1
No 2
Don't know/Refused 9

INT07 *Mini Survey respondents who are not riders with no frequent riders in the household*

That concludes my questions. Thank you for your time.

Completed mini survey not qualified 69

INT06 *Mini Survey respondents who are riders or if not a rider there is a frequent riders in the household*

< You do qualify for the study we are conducting, and the input of people like yourself is very valuable. The information you give will be used to improve your area's transit system. We would really like to continue the rest of the survey with you. It should only take about 10 minutes. IF NO, CODE AS 65. /

.....

Is the individual in your household who has taken at least 5 ONE-WAY rides on Metro in the last 30 days available at this time to complete a survey? IF NOT AVAILABLE OR TOO BUSY ASK FOR NAME AND GOOD TIME TO CALL BACK. DO NOT USE CODE 65> REINTRODUCE IF NEEDED: Hello, I'm ___ calling on behalf of King County Metro Transit. We are conducting a county-wide planning study and would like to include the opinions of your household. The information will be used to help improve the region's transportation system.

Yes, continue 91

SCR6

FOR NEW RESPONDENTS WHEN FIRST RESPONDENT WAS AN INFREQUENT RIDER AND TOLD US THERE IS A FREQUENT RIDER IN THE HOUSEHOLD.

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

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

SCR7 *FOR NEW RESPONDENTS WHEN FIRST RESPONDENT WAS AN INFREQUENT RIDER AND TOLD US THERE IS A FREQUENT RIDER IN THE HOUSEHOLD.*

IF REFUSED OR DON'T KNOW IN SCR7

Would that be more than 4 rides?

=> +1 if NOT SCR6=98-99

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

INT12 ***FOR NEW RESPONDENTS WHEN FIRST RESPONDENT WAS AN INFREQUENT RIDER AND TOLD US THERE IS A FREQUENT RIDER IN THE HOUSEHOLD.***

Terminate if don't know/refused in SCR7

Thank you for your time, those are all the questions I have.

=> +1 if NOT SCR7=9

NQ 49 - DK/Ref Rider status..... 49

INT13 ***FOR NEW RESPONDENTS WHEN FIRST RESPONDENT WAS AN INFREQUENT RIDER AND TOLD US THERE IS A FREQUENT RIDER IN THE HOUSEHOLD.***

Terminate if less than 5 rides in SCR7

Thank you for your time, those are all the questions I have.

=> +1 i SCR7=1 OR (SCR6>4 AND SCR6<98)

NOT 5 OR MORE RIDES 68

GENDR

RECORD GENDER

Male..... 1
Female 2

Q1 *Everyone*

One year ago, were you living in King County?

Yes..... 1
No 2
Don't know/Refused 9

Q2A *Everyone*

READ 1-3. UP TO 2 RESPONSES

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

Employed.....	01	
A student.....	02	
Currently not employed.....	03	X
Retired	04	X
or a Homemaker	05	X
Other (SPECIFY:) - DO NOT READ	97	O
Don't know - DO NOT READ.....	98	X
Refused - DO NOT READ.....	99	X

Q2B *If employed*

READ 1-3

Are you employed...

=> +1 if NOT Q2A=01

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

Q2C *If a student*

READ 1-2

Are you a...

=> +1 if NOT Q2A=02

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

Q2D *If both employed and a student*

READ 1-2 IF NEEDED

Which do you consider to be your primary activity?

=> +1 if NOT Q2A=01 OR NOT Q2A=02

Employed..... 1
Student..... 2
Don't know 8
Refused 9

Q2E *If currently not employed*

READ 1-3

Is that...

=> +1 if NOT Q2A=03

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

Q3 *Everyone*

Do you <work/work or attend school/attend school> outside the home three or more days a week? IF RESPONDENT SAYS BOTH WORK AND SCHOOL, PROBE: Which do you consider to be your primary activity? IF WORK FROM HOME 3 OR MORE DAYS/WEEK, CODE AS "NO, NEITHER"

=> +1 if NOT Q2A=01 AND NOT Q2A=02 AND NOT Q2A=97

YES - WORK 01
YES - SCHOOL 02
NO - NEITHER 03
Don't know 08
Refused 09

Q4A *Everyone*

You said that you have ridden the bus in the past 30 days. Did you start riding the bus after September of 2007?

Yes 1
No 2
Don't know/Refused 9

Q4B *Everyone*

Are you riding the bus < more often than one year ago, the same amount or less often/
less often than one year ago, the same amount or more often
> then one year ago?

More often 1
About the same 2
Less often 3
Don't know 4
Refused 5

Q4C *Everyone*

READ 1-7 IF NEEDED

How long have you been riding Metro regularly, that is, at least 1 trip a month?

Less than 3 Months 1
3 to 6 Months 2
6 Months to 9 Months 3
9 Months to 1 Year 4
1 to 2 Years 5
3 to 5 years 6
Or 5 years or more 7
Not a regular rider - DO NOT READ 8
Don't know/Refused - DO NOT READ 9

Q5 ***RIDERS WHO STARTED RIDING AFTER SEPT. 2007 OR STARTED TO RIDE REGULARLY IN RIDERS WHO STARTED RIDING AFTER SEPT. 2007 OR STARTED TO RIDE REGULARLY IN THE PAST YEAR OR ARE RIDING MORE OFTEN THAN ONE YEAR AGO.***

Why did you start riding the <bus/bus more often> IF RESPONDENT SAYS CONVENIENT, PROBE: How is it more convenient? IF RESPONDENT SAYS PARKING, PROBE: What specifically about parking?

=> +1 if NOT Q4A=1 AND NOT Q4C=1-4 AND NOT Q4B=1

Bus cheaper (SPECIFY: How is it cheaper)	05	O
Bus more convenient (SPECIFY: How is it more convenient)	11	O
Changes in bus service (SPECIFY: What changes)	13	O
RECORD COMMENTS	97	O
Don't know	98	X
Refused	99	X

Q6 *Everyone*

To what extent do you use the bus system to get around? Would you say you use the bus for...

All or most of your transportation needs	1
Some of your transportation needs	2
Or very little of your transportation needs	3
Don't know - DO NOT READ	8
Refused - DO NOT READ	9

Q6A

RIDERS WHO STARTED RIDING AFTER SEPT. 2007 OR STARTED TO RIDE REGULARLY IN THE PAST YEAR OR ARE RIDING MORE OFTEN THAN ONE YEAR AGO.

If gas prices go down, will you continue to ride the bus?

=> +1 if Q5<1

Yes	1
No	2
Depends	3
Don't know	4
Refused	5

Q7 *Everyone*

READ 01-97. MULTIPLE RESPONSES ALLOWED.

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

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

Q8 *Everyone*

READ 1-7. UP TO 7 RESPONSES ALLOWED.

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

Weekday mornings between 6:00 and 9:00 a.m.	01	
Weekdays between 9:00 a.m. and 3:00 p.m.	02	
Weekday afternoons between 3:00 and 6:00 p.m.	03	
Weekday evenings between 6:00 and 7:00 p.m.	04	
Weekday evenings after 7:00 p.m.	05	
Any time on Saturday	06	
Any time on Sunday	07	
Weekday mornings before 6:00 a.m.--DO NOT READ	08	
Don't know - DO NOT READ	98	X
Refused - DO NOT READ	99	X

Q9 *Everyone*

< Regarding the kind of bus trip you make most often/
You said you generally ride the bus <Q7 response>>, how many transfers do you usually make when you use the bus < for this purpose?/< Q7 response >?>

None	0
One	1
Two	2
Three	3
Four	4
Five	5
Six	6
7 or more	7
Depends on the bus I take	8
Don't know/Refused	9

Q10A *Riders who transfer*

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

=> Q11 if Q9=0

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

Q10B *Riders who transfer*

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

$E 1 180

=> +1 if Q9=1,8,9

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

Q11 *Everyone*

What bus routes do you take most often? IF NUMBERS, TYPE NUMBER. PROBE UP TO THREE. IF EXPRESS, RECORD IN 997. IF NEEDED: Include all routes including Metro, Sound Transit, Pierce Transit, and Community Transit.

RECORD NONNUMERIC ROUTES	997	O
Don't know	998	X
Refused	999	X

Q13 *Everyone*

READ 1-5. UP TO 5 RESPONSES ALLOWED.

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

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

Q14 *Riders who use a pass*

PROBE TO FIT. ONE RESPONSE ONLY.

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

=> Q16 if NOT Q13=03

One zone peak pass ($1.75/$63 PugetPass)	01	
Off-peak pass ($1.50/$54PugetPass)	02	
Two zone peak pass ($2.25/$81 PugetPass)	03	
U Pass	04	
GO Pass	05	
FLEXPASS	06	
Student/Youth pass $0.75/$27	07	
Senior/Disabled sticker (REDUCED FARE PERMIT)	08	
ACCESS pass	09	
Monthly Pass	10	
3-Month Pass	11	
*Annual Pass	12	
Lifetime Pass/Retirement Pass	13	
Employer Pass	14	
Other (SPECIFY):	97	O
Don't know	98	X
Refused	99	X

Q15 *Commuters*

PROBE TO FIT. ONE RESPONSE ONLY.

Does your employer or school pay for part or all of your pass? PROBE: Is that for all or part of the pass? PROBE: Is that your employer or school?

=> +1 if COMMU=3

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

Q16 *Everyone*

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

Yes	1
No	2
Don't know	8
Refused	9

Q17 *Everyone*

PROBE TO FIT. ONE RESPONSE ONLY.

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

Walk	01	
Drive to a park and ride	02	
Drive and park near a bus stop	03	
Bike	04	
Dropped off	05	
Ferry	09	
Train	10	
Water taxi	11	
Other (SPECIFY:)	97	O
Don't know	98	
Refused	99	

Q18 *COMMUTERS*

In what geographic area do you <work/attend school?>

PROBE TO FIT. ONE RESPONSE ONLY.

=> Q30 if COMMU=3

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

Q19 *If Q18=downtown Seattle*

READ 1-97. ONE REPONSE ONLY.

Would that be . . .

=> +1 if NOT Q18=01

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

Q20 *Commuters*

COMMUTERSREAD 01-97 ONLY IF NECESSARY. ONE REPONSE ONLY.

How do you usually get to and from <work/school>? PROBE FOR WHAT THEY USE MOST OFTEN. IF DRIVE, PROBE - Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or by motorcycle? IF CARPOOL, PROBE - Do you carpool with other family members or with non-family members? IF BUS, PROBE - Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus or school bus?

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

Q20A *Commuters who ride a Sounder Train and bus equally*

Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus? ONE REPONSE ONLY.

=> +1 if NOT Q20=10

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

Q21 *Commuters*

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

$E 1 100

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

Q22 *Commuters*

RECORD IN MINUTES

About how long does that take you (one-way)? 2 hours = 120 minutes 2 1/2 hours = 150 minutes 3 hours = 180 minutes

$E 1 180

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

Q23 *Commuters*

What is your usual schedule at <work/school>? First, what time do you begin? RECORD TIME: ON NEXT SCREEN, RECORD IF AM OR PM EXAMPLE: 7 O'CLOCK=0700, 6:30=0630

$E 0 1259

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

Q23A *Commuters*

(What is your usual schedule at < work/school >? First, what time do you begin?) RECORD CODE:

=> +1 if Q23=7777,8888,9999

AM 1
PM 2

Q24 *Commuters*

And what time do you finish < work/school >? RECORD TIME: ON NEXT SCREEN, RECORD IF AM OR PM EXAMPLE: 7 O'CLOCK=0700, 6:30=0630

$E 0 1259

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

88: *Commuters* Q24A

(And what time do you finish< work/school >?) RECORD CODE;

=> +1 if Q24=7777,8888,9999

AM 1
PM 2

Q25 *Work Commuters*

About how many employees work for your employer at your place of employment? IF NEEDED: Please include only the employees that work at your branch or worksite.

Don't know/Not sure 999998
Refused 999999

Q25A *Work Commuters, Q25= don't know/refused*

READ 1-4

Is that. . .

=> +1

si NOT Q25=999998-999999

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

Q26 *Commuters*

Does your <employer/school> offer or provide you with free or reduced fee parking at <work/school>? PROBE: Is that free or reduced fee?

Yes - Free 1
Yes - Reduced fee..... 2
No 3
Free but not provided by < employer/school >..... 4
Free but don't know who pays 5
Don't know 8
Refused..... 9

Q27 *Commuters*

How many days a month do you park at < work/school >?

$E 0 31

None 00
Don't know 88
Refused..... 99

Q28 *Commuters who park at work/school*

How much do you personally pay for parking? RECORD NUMBER - EXAMPLE 2 DOLLARS AND 50 CENTS = 2.50, 3 DOLLARS = 3.00 ON NEXT SCREEN, RECORD IF PER DAY, PER MONTH, QUARTER, SEMESTER OR YEAR USE OTHER ONLY IF NUMBER NOT GIVEN

$R.2 1 999999

=> Q30 ifi NOT Q26=2,3 OR NOT Q20=01-04,13 OR Q27=00; THIS QUESTION IS FOR PEOPLE WHO DRIVE/CARPOOL AND WHO HAVE TO PAY SOMETHING FOR PARKING AND WHO PARK AT WORK OR SCHOOL.

Nothing..... 000000
Other USE ONLY IF NUMBER NOT GIVEN (SPECIFY:)..... 777777 O
Don't know 888888
Refused..... 999999

Q29 *Commuters who park at work/school and pay for parking*

(How much do you personally pay for parking?) RECORD CODE

=> +1 if Q28=777777,888888,999999

Per day 1
Per month 2
Per quarter 3
Per semester 4
Per year 5

Q30 *Everyone*

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

Yes 1
No 2
Don't know/Not sure 8
Refused 9

Q30A *Has used a Metro Park and Ride lot within the last year*

PROBE TO FIT. ONE REPONSE ONLY.

How do you usually get to the park-and-ride lot?

=> +1 if NOT Q30=1

Drive yourself 01
Get dropped off 02
Walk 03
Bicycle 04
Bus 05
Other (SPECIFY:) ..... 97 O
Don't know 98
Refused 99

Q31 *Everyone*

ONE REPONSE ONLY.

What method of transportation do you usually use to get around for MOST of your personal, that is non-work, travel? PROBE FOR WHAT THEY USE MOST OFTEN. IF DRIVE, PROBE: Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle? IF BUS, PROBE - Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus? IF CARPOOL, PROBE - Do you carpool with other family members or with non-family members?

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

Q32 *Everyone*

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

Continue	1	D

Q32A *Everyone*

Rotates through Q32T

On-time performance of buses. IF NEEDED: Usually

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

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

Q32B *Everyone*

Cleanliness of bus shelters.

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

Q32C *Everyone*

Inside cleanliness of buses.

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

Q32D *Everyone*

Availability of seating on the bus.

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

Q32E *Everyone*

Where the bus routes go.

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

Q32F *Everyone*

Time between buses

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

Q32G *Everyone*

Driver Appearance.

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

Q32H *Park and Ride lot users*

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

=> +1 if NOT PKNRD=1

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

Q32I *Everyone*

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

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

Q32J *Everyone*

The number of stops the bus makes on your trip?

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

Q32K *Riders who transfer*

The wait time when transferring buses.

=> +1 if NOT Q9=1-8

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

Q32L *Everyone*

Travel time by bus.

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

Q32M *Everyone*

Ability to get information by phone.

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

Q32N *Everyone*

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

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

Q32O *Everyone*

Personal safety on the bus related to the conduct of others after dark. IF RESPONDENT SAYS "I DON'T RIDE THE BUS AT NIGHT," ENTER CODE 3, NO OPINION.

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

Q32P *Everyone*

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

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

Q32Q *Everyone*

Personal safety waiting for the bus in the daytime

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

Q32R *Everyone*

Personal safety waiting for the bus after dark. IF RESPONDENT DOES NOT RIDE THE BUS AFTER DARK, ENTER CODE 3, NO OPINION.

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

Q32S *Park and Ride Lot users*

Personal safety at the park-and-ride lot

=> +1 if NOT PKNRD=1

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

Q32T *Riders who drive to the Park and Ride Lot*

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

=> +1 if NOT Q30A=01

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

Q32W *Everyone*

Overall, how satisfied are you with Metro Transit?

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

Q33A *Everyone*

In the past 30 days how many trips have you taken entirely within the downtown Seattle ride free area?

$E 0 999

None 000
Don't know/Not sure 998
Refused 999

Q33B *Riders who have taken a trip entirely within the downtown Seattle ride free area*

PROBE TO FIT. UP TO 7 RESPONSES

What was the purpose of <that trip/those trips> taken entirely within the downtown Seattle ride free area? IF RESPONDENT SAYS "working" ASK: Was that for business appointments or something else?

=> Q34 if Q33A=000,998-999

Business appointment	01	
Fun, recreation, social	02	
Lunch	03	
Medical appointment	04	
Shopping	05	
Sporting event	06	
Errands	07	
Other (SPECIFY:)	97	O
Don't know/Don't remember	98	X
Refused	99	X

Q33C *Riders who pay cash, use tickets or a pass*

READ 1-3 IN ORDER SHOWN

If a fare was charged for what is currently the downtown Seattle ride free area? Would you say you... IF NEEDED: Jackson ST to Battery ST (S to N) and the waterfront to I-5 (W to E).

=> +1 if NOT Q13=01-02

Would not take a bus trip in the that area	1
Would take fewer bus trips in that area	2
Would not change the number of bus trips in that area	3
Don't know/Not sure - DO NOT READ	4
Refused - DO NOT READ	5

Q33D *Riders who have taken a trip entirely within the downtown Seattle ride free area*

How <satisfied or dissatisfied> are you with the downtown Seattle ride free area? PROBE:
< Are you satisfied or dissatisfied? Would that be very or somewhat? >

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

Q33E *Riders who have taken a trip entirely within the downtown Seattle ride free area and who are somewhat or very dissatisfied with the downtown Seattle ride free area*

PROBE AND CLARIFY

Why do you say that?

=> +1 if NOT Q33D=4,5

RECORD COMMENTS	97	O
Don't know	98	X
Refused	99	X

Q34 *Everyone*

READ 1-. ONE REPONSE ONLY.

In the past month when you have used Metro Transit, how often would you say you have to stand for some or all of your trip? Would you say you...

Always stand 1
Stand on most trips 2
Stand on some trips..... 3
Rarely stand 4
Or never stand..... 5
Don't know - DO NOT READ..... 6
Refused - DO NOT READ 7

Q34A *Respondent who said they always stand, stand on most trips of stand on some trips in Q34*

PROBE TO FIT. MULTIPLE RESPONSES ALLOWED.

Has that experience affected the way you use Metro Transit? For example, have you changed how often you ride or where you catch the bus or has it affected your transit use in some other way?

=> +1 if NOT Q34=1-3

No changes 01
Ride less often 02
Change where I catch the bus 03
Changed when I catch/ride the bus 04
Changed what bus I catch 05
Other (SPECIFY:) ..... 97 O
Don't know ..... 98 X
Refused ..... 99 X

Q35 *Everyone*

PROBE TO FIT

In the past month, have you been passed up while waiting at a bus stop because the bus was full?

Yes..... 1
No 2
Passed up, bus not full-IF VOLUNTEERED 3
Don't know 5
Refused..... 6

Q35A *Riders who said they had been passed up while waiting at a bus stop because the bus was full (or volunteered that it was not full)*

About how many times has that happened in the past month?

=> +1 si NOT Q35=1,3

Don't know 98
Refused..... 99

Q36 *Riders who said they had been passed up while waiting at a bus stop because the bus was full (or volunteered that it was not full)*

PROBE TO FIT. ONE REPONSE ONLY.

Has that experience affected the way you use Metro Transit? For example, have you changed how often you ride or where you catch the bus or has it affected your transit use in some other way?

=> +1 if NOT Q35=1,3

No changes	01	
Ride less often	02	
Change where I catch the bus	03	
Changed when I catch/ride the bus	04	
Changed what bus I catch	05	
Other (SPECIFY:)	97	O
Don't know	98	X
Refused	99	X

D1A *Everyone*

Do you have a valid driver's license?

Yes	1
No	2
Don't know/Refused	9

D1B *Everyone*

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

None	0
One	1
Two	2
Three	3
Four	4
Five	5
Six	6
Seven	7
8 or more	8
Refused	9

D2 *Everyone*

May I ask, what is your age, please?

$E 16 99

Refused 99

D3 *If refused D2*

Read 1-7

Is that . . .

=> +1 if NOT D2=99

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

D4A *Respondents who did not complete the mini survey*

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

$E 1 9

=> +1 if M4A>0

8 or more 8
Don't know/Refused 9

D4A1 *Respondents who did not complete the mini surve yand have more than one person in the household*

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

$E 0 9

=> +1 if D4A<2 OR D4A=9 OR M4A>0

8 or more 8
Don't know/Refused 9

D4B *Respondents 18 and over*

Do you own or rent your home?

=> +1

si AGE=1

Own 1
Rent 2
Don't know 3
Refused 4

D5 *Everyone*

READ 1-97 UP TO 6 RESPONSES.

Do you consider yourself to be . . .

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

D7 *Everyone*

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

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

D8 *If total annual household income is below $35,000*

READ 1-4

Would that be . . .

=> +1 if NOT D7=1

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

D9 *If total annual household income is above $35,000*

READ 5-9

Would that be . . .

=> +1 if NOT D7=2

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

D11 *Everyone*

For our records, I need to verify your telephone number. Is it...<tel01>

Yes	1
No	2
Refused	9

D11A *If phone number is not correct*

RECORD CORRECT NUMBER

What is your correct telephone number?

=> +1 if NOT D11=2

Refused.....9999999999

D12A *Respondents who did not complete the mini survey*

How many telephone numbers are associated with this household, including landlines and cell phones?

=> D12D if M12A>0

Don't know/Refused 99

DA12 *Respondents who did not complete the mini survey*

How many are cell phones? TOTAL LINES <d12a>

=> D12B if D12A=99

Refused..... 99

DB12 *Respondents who did not complete the mini survey*

How are many are land lines? TOTAL LINES <d12a> CELL LINES PHONES <da12>

=> +1 if D12A==DA12

Refused..... 99

D12B *Respondents who did not complete the mini survey*

How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line? IF NEEDED: Do NOT include cellular telephone service TOTAL LINES <d12a> CELL AND LAND LINES PHONES <da12> <db12> IF CELL+LANDLINES+FAXLINES DOES NOT EQUAL TOTAL LINES, PROBE TO ENSURE TOTAL IS CORRECT

=> +1 if M12A>0

Don't know/Refused 99

D12C *Respondents who did not complete the mini survey*

Have you been without telephone service for more than three months anytime in the last year? IF NEEDED: Do NOT include cellular telephone service

Yes..... 1
No 2
Don't know/Refused 9

D12D *Everyone*

We may be doing other studies similar to this one in the future. May we call you again if we do?

Yes - Okay to call 1
No - Don't call 2
Don't know/Refused 3

D13 ***Everyone***

May I have your first name, so we will know who to ask for?

=> +1 if NOT D12D=1

RECORD FIRST NAME ..... 1 O
Refused 9

INT01 ***Everyone***

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