

King County  
Department of  
Transportation  
Transit Division  
2001 Rider / Nonrider  
Survey

Submitted by:



Northwest Research Group, Inc.

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# Summary

## Project Overview

Since 1975, King County Department of Transportation Transit Division (KC Metro) has conducted an annual survey of Riders and Nonriders of the transit system. The Rider / Nonrider study uses a random sample of King County residents in three geographic sub-regions (North King County including Seattle, South King County and East King County). Furthermore, the study is conducted with approximately equal numbers of riders and nonriders in each geographic area. The purpose of the annual study is to obtain information about resident perceptions and awareness of Metro services, monitor respondent attitudes toward Metro, and gauge ridership and satisfaction with Metro as a public transit provider. It also identifies travel, demographic, and attitudinal characteristics of Riders, Nonriders and Commuters.

The 2001 study has undergone major changes from the 2000 survey. Components that are the same as previous years include data on general ridership, travel and commute patterns, satisfaction with selected transit services, fare payment, and overall Rider and Nonrider characteristics. Questions on the importance of selected transit services were also reintroduced from the 1996 survey. However, the focus of this year's study has shifted towards marketing and attitudes, both for transportation issues in general and specifically toward Metro.

The 2001 Rider/Nonrider survey consisted of 2,434 interviews with residents of King County who were age sixteen or older. The groups are defined as follows:

- **Regular Rider** – any person, sixteen years of age or over, who has ridden Metro five or more times in the last thirty days, not counting rides within the downtown Seattle Ride Free Area (each bus trip counts as one ride; a round trip counts as two rides).
- **Nonrider** – any person, sixteen years of age or over, who has ridden Metro fewer than five times, or not at all, in the last thirty days.

The Rider / Nonrider sample was further stratified by geographic area. Over 800 interviews were completed in three geographic areas: North King County including Seattle, South King County, and East King County. As in previous years, an equal number of Rider and Nonrider interviews were conducted in each of the three geographic areas. While the data is weighted to reflect actual population distributions and ridership incidence, the equal sample size allows analysis among Riders and Nonriders within the major geographic areas.

## Riders and Ridership

- **2001 Household Rider Incidence:** Eighteen percent (18%) of the households contacted have at least one Regular Rider of Metro Transit. This includes those King County residents who have taken five or more one-way rides on Metro in the last thirty days and who either completed the entire survey, did not qualify due to the quota being full, or refused the entire survey and participated in a shorter refusal survey. Thirteen percent (13%) of households contacted have one or more Infrequent Riders (those who have taken between one and four one-way rides), and 69 percent are Nonrider households.
  - While there have been some fluctuations in the absolute incidence of Regular Rider, Infrequent Rider, and Nonrider households over time, these differences are not statistically significant from year to year. Moreover, there is no linear pattern to these changes – that is, the incidence of rider households has not increased or decreased each year.

- Regular Riders average 25 one-way rides monthly. There has been no significant change in the number of one-way rides taken by Regular Riders since 1999. Infrequent Riders alone average two one-way rides per month, again the same as in previous years.
- Twenty-nine percent (29%) of Regular and Infrequent Riders combined say they rely on the bus for all or most of their transportation needs. One-third (34%) of Regular and Infrequent Riders rely on the bus for some of their transportation needs. Slightly more than one-third (37%) of Regular and Infrequent Riders surveyed rely on the bus for very little of their transportation needs.
  - As would be expected, Regular Riders are more likely than Infrequent Riders to say they use the bus system for all or most of their transportation needs – 45 percent compared to 6 percent, respectively. Only 10 percent of Regular Riders say they use the bus for very little of their transportation needs, as compared to 75 percent of Infrequent Riders.

## Trip Characteristics

- Forty-one percent (41%) of all Regular / Infrequent Riders primarily use the bus to travel to and from work. The proportion of Regular / Infrequent Riders who use the bus to commute to work has not changed significantly since last year. It remains, however, far below 1997 when the primary purpose for nearly half (49%) of all Regular / Infrequent Riders was to go to and from work.
- One out of ten (10%) Regular / Infrequent Riders primarily uses the bus for travel to and from school. There has been no change in the proportion of Regular / Infrequent Riders who use the bus to commute to school over the past five years.
- Thirty-seven percent (37%) of all Regular / Infrequent Riders use the bus primarily for discretionary travel – that is shopping, fun, recreation, visiting friends, special events, etc. This proportion has risen steadily over recent years – from 30 percent in 1997 and 1998 to 32 percent in 1999 and 33 percent in 2000.
  - The increase in using Metro for discretionary travel is attributable primarily to Infrequent Riders. In 1998, 47 percent of Infrequent Riders used Metro primarily for discretionary travel. This increased to 56 percent in 1999, to 54 percent in 2000, and then to 64 percent in 2001.
- More Regular / Infrequent Riders say they ride during the afternoon peak hours than during the morning peak hours – 57 percent compared to 49 percent, respectively. This is true for both Regular and Infrequent Riders. There has been a significant increase in the proportion of Regular / Infrequent Riders saying they ride during the afternoon peak hours since 2000 – from 46 percent in 2000 to 57 percent in 2001. Note 2000 was the first time this question was asked in this format.
  - Ridership is spread throughout the day with nearly the same proportion of Regular / Infrequent Riders riding during the morning peak hours and the midday. About half (49%) of Regular / Infrequent Riders ride Metro during the peak morning hours – the same as in 2000 when 50 percent reported that they ride during this period. Nearly half (46%) ride during the midday hours – the same as in 2000.
- Two out of five (38%) Regular and Infrequent Riders usually take two zone trips.
  - As in the past, Regular / Infrequent Riders living in East (73%) and South King County (65%) are more likely than those living in North King County (17%) to take two-zone trips. In 2000, it was noted that the proportion of North King County Regular / Infrequent Riders taking two-zone trips had increased from 20 percent in 1999 to 24 percent in 2000. This figure dropped back down to 17 percent in 2001.

- Nearly three out of four (72%) Regular / Infrequent Riders walk to the bus stop.
  - Those living in North King County are more likely than those living in East King and, to a lesser extent, South King County to walk to a bus stop. Nearly all (90%) Regular / Infrequent Riders living in North King County walk to a bus stop. Just over half (53%) of South King County Regular / Infrequent Riders walk to their bus stop. Only two out of five (39%) East King County Regular / Infrequent Riders walk to their bus stop.

## Transferring

- Forty percent (40%) of Regular and Infrequent Riders usually transfer to reach their primary destination, nearly the same as in 2000 (42%) and 1999 (38%).
- Among those who transfer, two-thirds (66%) usually transfer only once. The average number of transfers they make to reach their destination is 1.5.
  - As in previous years, Regular / Infrequent Riders living in South King County are more likely than those from North or East King County to transfer buses to reach their destination. Nearly half (49%) of South King County Regular / Infrequent Riders transfer, compared to 37 percent of North and 36 percent of East King County Regular / Infrequent Riders.
- More than two-thirds (68%) of Regular / Infrequent Riders who transfer wait fifteen or fewer minutes when they transfer. The average wait time, measured by the mean, is 16.9 minutes.
  - Overall, there has been a steady increase in wait time when transferring since 1999. In 1999, the average wait time when transferring was 14.5 minutes. Wait time increased to 15.4 minutes in 2000 and to 16.9 minutes in 2001.

## Fare Payment

- Over half (54%) of all Regular and Infrequent Riders pay cash when they ride the bus. Cash payments increased somewhat from 2000 – from 51 percent to 54 percent. This increase, however, is not statistically significant.
- One-third (34%) of Regular and Infrequent Riders use a pass to pay their bus fare, down slightly from 2000. Again, this difference is not statistically significant. However, this should continue to be monitored carefully over time as this is the lowest level of pass usage ever noted and a downward trend in pass use is contrary to industry trends.
  - Nearly one-third (31%) of all pass users have a Puget Pass, which includes peak or off-peak passes, one-zone or two-zone. This is lower than last year, when 40 percent of all pass users had a Puget Pass. Standard pass usage has dropped from the level reported in 1997 (48%).
  - Nineteen percent (19%) of all pass users have a U-Pass, a continued decrease from 1999 when slightly more than one out of five (21%) pass users had a U-Pass.
  - Seventeen percent (17%) of pass users have a senior or disabled permit or sticker, nearly the same as in 2000.
  - Twelve percent (12%) of all pass holders use a Flexpass offered through their employer – a slight increase from 2000 (8%).
  - Twenty-eight percent (28%) of all pass users who commute to work receive a full subsidy from their employers. This represents a slight increase from 2000 (26%), but still lower than subsidies reported in

1999 (32%). There has also been a decrease in the proportion of pass users receiving a partial subsidy since 1999 – from 45 percent in 1999 to 42 percent in both 2000 and 2001.

- Eight percent (8%) of Metro Riders use ticket books to pay their bus fare. Ticket books are used equally by Regular and Infrequent Riders.
- Seven percent (7%) of Metro Riders use a Reduced Fare Permit, two thirds of whom use a reduced fare permit with cash and one-third use a reduced fare permit with a sticker. Nearly one out of five (17%) Noncommuters use a Reduced Fare Permit.

## Important Factors in Deciding to Ride

Riders were asked to rate the importance of nine elements of transit service. These service elements were selected from the entire group rated for satisfaction based on their importance for service planning, and how they had been rated in the 1995 Rider/Nonrider survey, the last time riders had been asked to rate the importance of service elements.

- All aspects of service are at least somewhat important – rated higher than three, with three being the mid-point on a five-point scale. The most important of the nine aspects of service include:
  - On-time performance. Regular Riders are more likely to say on-time performance is “very important” than Infrequent Riders –76 percent compared to 68 percent, respectively.
  - Time between buses. Nearly all (93%) Regular / Infrequent Riders feel that the time between buses is either “somewhat” or “very important” in deciding whether or not to ride the bus.
  - Personal safety waiting for the bus after dark. South King County Regular / Infrequent Riders are more likely than North King County Regular / Infrequent Riders to say their personal safety waiting for the bus after dark is “very important” (71% versus 62%).
  - Travel time by bus. South King County Regular / Infrequent Riders are more likely to consider travel time “very important” when deciding to ride the bus than both North and East King County Regular / Infrequent Riders – 54 percent compared to 45 percent and 41percent, respectively.

## Satisfaction with Metro

- The majority (92%) of Regular / Infrequent Riders are satisfied with Metro service overall. Forty-four percent (44%) are “very satisfied,” and another forty-eight percent (48%) are “somewhat satisfied.”
  - After an increase in the proportion of “very satisfied” Regular / Infrequent Riders in 2000, the proportion of “very satisfied” Regular / Infrequent Riders has returned to the levels recorded between 1997 and 1999.
  - As in the past two years, Regular and Infrequent Riders differ in their overall satisfaction with Metro. Regular Riders are more likely to say they are “very satisfied” than Infrequent Riders (50% vs. 37%). However, the proportion of “very satisfied” Regular / Infrequent Riders decreased for both Regular Riders – from 54 percent to 50 percent – and Infrequent Riders – from 43 percent to 37 percent. The decrease is greater for Infrequent Riders. Nearly twice as many (9%) Infrequent Riders say they are dissatisfied with Metro as do Regular Riders (5%).

- Regular and Infrequent Riders are most satisfied with the following elements of transit service:
  - Personal safety related to safe operation of the bus (65% “very satisfied”). Satisfaction with this aspect of service has decreased significantly since 2000, but remains above the level noted in 1999.
  - Daytime safety while waiting for the bus (61% “very satisfied”). Satisfaction with this aspect of service has decreased significantly since 2000.
  - Driver appearance (61% “very satisfied”), similar to findings in 1999 and 2000 (60%).
  - Daytime safety while riding the bus (52% “very satisfied”), a slight increase from 1999 (49%).
- Regular and Infrequent Riders are least satisfied with the following elements of transit service:
  - Security of one’s car at park-and-ride lots (15% “very satisfied” and 13% “dissatisfied”). Satisfaction with this aspect of service has decreased, though not significantly, since 2000.
  - Wait time when transferring (18% “very satisfied” and 27% “dissatisfied”). Consistent with the increase in wait time when transferring, satisfaction with wait time when transferring has decreased significantly since 2000. This was the first time this question was asked.
  - Ability to get parking at park-and-ride lots (20% “very satisfied” and 10% “dissatisfied”). This question was added in 2001.
  - Cleanliness of bus shelters (20% “very satisfied” and 26% “dissatisfied”). Satisfaction with cleanliness of bus shelters has decreased significantly since 2000 and is at its lowest level noted since 1999.
  - Personal safety while waiting for the bus after dark (22% “very satisfied” and 18% “very dissatisfied”). There has been a significant increase in the proportion of those “very satisfied” since 2000 and the first increase since 1999. There has also been a significant increase in the proportion of those “very satisfied” with riding the bus after dark from 24 percent in 2000 to 28 percent in 2001.

## Combined Importance and Satisfaction

The nine transit service elements rated by riders for importance were categorized into four quadrants based on (1) the perceived importance of each service element and (2) rider satisfaction with Metro’s delivery of each. Perceived importance was measured by the percent of respondents saying the service element is “very important” in their decision to ride the bus. Rider satisfaction with Metro’s delivery of service is measured by the percent of respondents saying they are “very satisfied” with that element. These quadrants provide indicators of strengths, potential problems and opportunities. This information can help set priorities for areas that may require attention and can aid in evaluating Metro’s performance.

- **Quadrant A: High Importance / Low Satisfaction:** This quadrant includes service elements that 50 percent or more riders said are “very important” and less than 50 percent of riders said they are “very satisfied” with. Service elements in this quadrant may be high priority candidates for services improvement and include:
  - Time Between Buses
  - Personal Safety While Waiting After Dark
  - On-Time Performance
- **Quadrant C: Low Importance / Low Satisfaction:** This quadrant includes those service elements that less than 50 percent of riders said are “very important” and less than 50 percent of riders said they are “very satisfied” with the service provided. Service elements included in Quadrant C are:
  - Availability of Seating on Buses

- Number of Transfers
  - Travel Time by Bus
  - Number of Stops
  - Availability of Parking at Park-and-Ride Lots
- **Quadrant D: Low Importance / High Satisfaction:** This quadrant includes service elements that less than 50 percent of riders said are “very important” and 50 percent or more riders said they are “very satisfied” with the service provided. One service element falls into Quadrant D:
    - Personal Safety Waiting in the Daytime

## Worker Transportation and Travel

- Three out of five (60%) King County residents are Commuters. That is, they are employed full-time, part-time, or are self-employed and work outside the home, and/or they attend school three plus days a week.
  - The majority (92%) of commuters are Work Commuters – that is, they work full-time, part-time, or are self-employed, and they work outside the home three or more days a week.
  - Eight percent (8%) of all commuters are School Commuters – that is, they consider going to school their main reason for commuting, and they commute three or more days a week. School commuters may also work.
- Downtown Seattle – and the area immediately surrounding downtown Seattle, including the Denny Regrade, Queen Anne, Capitol Hill, and First Hill – represents the primary work destination for more than one out of four (27%) King County Commuters. The proportion of those working in downtown Seattle has increased slightly for the first time in several years and may simply reflect the further refinement of the question and additional probing. This figure should be monitored over time.
  - One out of four (24%) Commuters travels to other North King County destinations. Similar proportions of Commuters travel to South King County (19%) and East King County (20%).
- The data collected on usual commute mode is nearly identical to what was recorded in earlier years.
  - More than three out of five (62%) Commuters usually drive alone to work or school, unchanged from previous years. Eleven percent (11%) carpool or vanpool.
  - Nearly one out of five (18%) of all Commuters usually ride the bus to work. There has been no change in the proportion of Commuters using the bus to get to work since 1997.
- Commuters travel an average of ten miles to work or school. One out of ten (11%) King County Commuters travels more than twenty miles one-way to get to work or school.
  - More than three out of five (64%) Commuters travel ten or fewer miles to work. While the overall mean has varied over the years, the proportion of those traveling ten or fewer miles has increased steadily over the years – from 56 percent in 1999, to 60 percent in 2000, to 64 percent in the current year.
- Forty-five percent (45%) of Commuters start and finish work during peak commute hours. There has been no change since 1999 in the proportion of Commuters starting and finishing work during the peak hours of the day.
  - There are no significant differences between commuters using the different modes.
- More than three-fourths (77%) of all Commuters have free or reduced fee parking available.

- Employers continue to offer free parking to the majority of Commuters. Three out of five (59%) Commuters have free parking provided by their employers. There has been an increase in the proportion of Commuters who receive fully-subsidized parking from their employers since 2000 – from 53 percent to 59 percent. The proportion of Commuters with fully-subsidized parking is at its highest level since 1997, when 63 percent of all Commuters had free parking provided by their employers.
- Seven percent (7%) receive a partial subsidy for parking from their employers. This is the same as in 2000 and has remained virtually unchanged over time.
- The idea of using the bus to commute to work or school has become increasingly appealing. The proportion of commuters saying that the idea of taking the bus is “not at all appealing” has decreased from 45 percent in 2000 to 37 percent in 2001, the first real change since 1998. However, there has been little change in the proportion finding the idea of using the bus “very appealing.”

## Personal Travel

- As in previous years, the majority of all King County residents (60%) usually drive alone for their personal travel. About one-fourth (27%) usually carpool, that is they drive with at least one other person in the car. Six percent (6%) of all King County residents usually take the bus for their personal travel.
  - One quarter (26%) of Regular Riders use the bus most often for personal, non-work travel. Two out of five (41%) usually drive alone and one out of five (22%) carpools. More than three-fourths (77%) of Regular Riders who do not have a car use Metro for their personal travel. Only 16 percent of Regular Riders with a car usually use Metro for their personal travel.
- Like commute travel, there has been a decrease over the years in the proportion of Nonriders who find the idea of using the bus for their personal travel “not at all appealing” -- from 47 percent in 1999, to 42 percent in 2000, to 37 percent in 2001. However, there has been no change in the proportion of Nonriders who find it “very appealing.”

## Barriers to Riding

All King County residents who are either SOV Commuters or who usually drive alone for their personal, non-work travel were asked how appealing the idea of using the bus is instead of driving. Those who indicated that using the bus would be “somewhat appealing” or “very appealing” were then asked the extent to which different issues were barriers to their riding the bus or taking the bus more often.

- There are four primary barriers to using the bus among SOV Drivers who feel the idea of using the bus is appealing, with aspects relating to availability being the greatest barrier.
  - Bus routes not going to a desired location is the greatest barrier to riding. SOV Drivers in South and East King County are more likely than North King County SOV Drivers to report this is a “very significant barrier” – 41 percent and 43 percent compared to 27 percent, respectively.
  - Having to plan around bus schedules is a notable barrier among Commuters (mean rating 4.60).
  - Travel time by bus is also a major barrier. Again, this is a greater barrier for Commuters than Noncommuters – mean rating 4.43 compared with 3.56, respectively.
  - While still a barrier, having to transfer buses is less of a problem than having to plan around bus schedules and travel time. There are no differences between Commuters and Noncommuters.
- SOV Commuters who indicated that using the bus instead of driving to work / school would be “somewhat appealing” or “very appealing” were also asked the extent to which specific issues related to work were barriers to their riding the bus or taking the bus more often.



- Lack of a bus route is also the greatest barrier for SOV Commuters who find the idea of riding the bus appealing – mean rating of 4.91. Over half (53%) of those commuting to an East King County destination say that lack of a bus route is a “very significant barrier”. This is particularly true for commuters living in South King County who commute to East King County – 64 percent saying it is a “very significant barrier.”
  - Having irregular work hours and/or having to work late, coupled with availability of service after 6:00 p.m., is another significant barrier for SOV Commuters who find the idea of riding the bus appealing.
  - Having a car in case of an emergency at home is also a barrier.
- Nearly half (48%) of SOV commuters say they definitely would try riding the bus if these barriers did not exist; an additional 30 percent said they probably would try riding the bus.

## Metro Mission and Goals

- New questions were included in the 2001 Rider / Nonrider survey to assess public perception of Metro Transit using Metro’s stated mission and goals. King County residents feel the following statements about Metro are true, with at least half of the respondents saying that these statements are “almost certainly true” or “probably true”:
- Plays an important role in improving the quality of life in King County (45% “almost certainly true” and 43% “probably true”).
  - Provides a wide variety of services that help improve peoples’ transportation choices (36% “almost certainly true” and 46% “probably true”).
  - Provides excellent public transportation service (32% “almost certainly true” and 47% “probably true”).
  - Working with other transit agencies to improve regional transportation (23% “almost certainly true” and 44% “probably true”).
- All King County residents evaluated a list of characteristics in terms of how well they described Metro Transit. Residents were asked to base their opinion on either actual knowledge or anything they may have heard about Metro. King County residents have a generally positive image of Metro saying that all statements describe Metro at least to some extent – that is, giving a rating greater than 4, the midpoint on a 7-point scale. King County residents are most likely to agree that Metro is . . .
- Environmentally-conscious.
  - Customer-oriented.
- King County residents also agree that Metro is . . .
- Efficient.
  - Well-managed.
- King County residents are least likely to feel that Metro is . . .
- Innovative.
  - A Problem Solver.
- Survey participants were asked which transit agency is in charge of planning and building the proposed light rail system in King County. If Sound Transit was the only transit agency identified, a follow-up question was asked to determine if the respondent thought Metro also had some level of responsibility for light rail. While nearly two-

thirds of King County residents recognize that Sound Transit is in charge of planning and building light rail, half feel that Metro does have some level of responsibility.

- Sixty-one percent (61%) believe that Sound Transit is in charge of building the proposed light rail system in King County.
- Half (49%) say Metro Transit is either in charge or has some level of responsibility along with Sound Transit. Twelve percent (12%) feel Metro is solely in charge of planning and building the proposed light rail system; 12 percent report Sound Transit is in charge, but Metro has a major responsibility; 23 percent indicate Metro has a minor responsibility, even though Sound Transit is in charge; and 2 percent say Metro has some responsibility, but they are unsure of how much.
- Overall, King County residents feel that taxpayers get their money's worth from Metro Transit (71%).
  - Residents living in North King County are the most likely (75%) to feel taxpayers get their money's worth. Twenty-seven percent (27%) of those living in South King County do **not** feel they get their money's worth.
  - Regular Riders and, to a lesser extent, Infrequent Riders are more likely than Nonriders to feel taxpayers get their money's worth – 81 percent and 75 percent for Regular and Infrequent Riders, respectively, compared with 67 percent for Nonriders. One out of four (25%) Nonriders feel they do not get their money's worth.
- All King County residents were asked the extent to which they agreed or disagreed with several statements about Metro Transit, traffic, and general transportation issues.
- King County residents are most likely to agree that "Metro Transit is an absolutely essential King County service." The majority (76%) of King County residents in all areas strongly agree that Metro is an essential service.
  - King County residents also agree strongly with the statement that taking the bus is "good for the environment" – 67 percent "strongly agree" and 25 percent "somewhat agree."
  - While the majority (83%) of King County residents agrees that "public transportation helps our economy"; agreement with this statement is less strong than with the previous two statements – still, 52 percent "strongly agree" that public transportation helps the economy.
  - While the majority (77%) of King County residents agree that "for the good of the region everyone should ride the bus whenever possible," only two out of five (41%) residents "strongly agree" with this statement.

## Bus Rapid Transit

- Bus service running every 15 minutes would be considered frequent service – that is, half of the people think that service running every 15 minutes or less is frequent and half of the people think that service running every 16 minutes or more is frequent.

King County residents were asked about their interest in specific features of possible new bus service along major arterials. This new service would be designed to be especially fast and reliable (Bus Rapid Transit or BRT). These features included frequent service (either every 8 or 15 minutes, nearly 24 hours a day), limited stops (either every half mile or every mile), ability to bypass congestion by using bus-only lanes separated from regular traffic, and on-board security cameras. Respondents rated their likelihood of trying the service if it had each feature. For the features that had two options (frequency and limited stops), the options were randomly split among respondents so that each respondent only rated interest in service that had one of the variations (8 minutes or 15 minutes, for example). A final question asked respondents their likelihood of trying the service if it had all the features they had heard about – frequent service, few stops, bus-only lanes, and security cameras – at one of three different cost levels. A random third of respondents each rated their likelihood of trying the service if the cost were "the same as regular bus fare," "one and a half times the cost of regular bus fare," or "twice the cost of regular bus fare."

- Half of the people think that service running every 15 minutes or less is frequent and half of the people think that service running every 16 minutes or more is frequent.
- More King County residents indicate they definitely would ride the service if the fare were 1.5 times the cost of the current fare than if the fare were double the current fare – 23 percent compared with 14 percent, respectively.

A variable was created to measure overall potential ridership for this service by counting the number of times residents said they definitely would try the service. Each resident responded to five questions. Therefore, if they said they definitely would try the service for four out of the five questions, they should be considered potential riders for such a service. All other King County residents have either limited potential or no potential for ridership, based on if they definitely would try the service for any of the questions.

- Nearly one out of five (18%) residents in King County represents some potential for this service.
  - This service is most likely to appeal to current Regular Riders – nearly one-third (31%) of current Regular Riders may be potential riders for this service compared to 20 percent of Infrequent Riders and 14 percent of Nonriders. The greatest potential for bus rapid transit service is in North King County (20%).

## Special Issues

- King County residents are most likely to feel that electronic displays at major bus stops are the most useful way to provide information showing when the next bus will actually arrive – 63 percent “very useful” and 25 percent “somewhat useful.”
- King County residents feel that the emissions from Metro’s diesel buses are “moderately dirty” – 10 percent feel they are “very dirty” and 36 percent feel they are at least “somewhat dirty,” rating it as 5 or 6 on the scale (above the mid-point). Moreover, King County residents generally do not agree that emissions from Metro’s buses contribute significantly to air pollution in the area.
  - Despite feelings that emissions are not a significant problem, the majority (54%) of King County residents feel that Metro should spend the money necessary to upgrade to ultra-clean diesel buses by 2003. Two percent (2%) feel that Metro should be able to upgrade the buses and improve service.

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## Project Overview

### Introduction

Since 1975, King County Department of Transportation Transit Division (KC Metro) has conducted an annual survey of Riders and Nonriders of the transit system. The Rider / Nonrider study uses a random sample of King County residents in three geographic sub-regions (North King County including Seattle, South King County and East King County). Furthermore, the study is conducted with approximately equal numbers of riders and nonriders in each geographic area. The purpose of the annual study is to obtain information about resident perceptions and awareness of Metro services, monitor respondent attitudes toward Metro, and gauge ridership and satisfaction with Metro as a public transit provider. It also identifies travel, demographic, and attitudinal characteristics of Riders, Nonriders and Commuters.

The 2001 study has undergone major changes from the 2000 survey. Components that are the same as previous years include data on general ridership, travel and commute patterns, satisfaction with selected transit services, fare payment and overall Rider and Nonrider characteristics. Questions on the importance of selected transit services were also reintroduced from the 1995 survey. However, the focus of this year's study has shifted towards marketing and attitudes, both for transportation issues in general and specifically toward Metro. Specific objectives of the 2001 Rider / Nonrider Survey include:

- Tracking household rider incidence in King County (defined as those who have taken five or more one-way trips on KC Metro in the past 30 days).
- Identifying trip purpose and transfer issues among Regular / Infrequent Riders.
- Identifying how Regular / Infrequent Riders pay their fare.
- Identifying transportation patterns and travel needs of King County residents and specifically commuters, with regards to destination, travel mode, travel times and parking.
- Determining resident attitudes toward Metro Transit as a transit provider and general transportation issues.
- Examining non-work transportation, including travel modes and travel patterns.
- Assessing public transportation barriers and appeal among single occupant commuters (SOV).
- Gauging importance of selected bus service elements.
- Measuring rider satisfaction with various elements of bus services.
- Evaluating desirability of potential Metro service options.
- Profiling the demographic and attitudinal characteristics of Riders, Nonriders, and Commuters.

In addition to questionnaire changes, sample sizes have varied from as few as 1,000 interviews in 1995 to more than 7,000 interviews conducted in 1994. The 2001 study had a base sample size quota of 2,400. A minimum of eight

hundred interviews was completed in each of three geographic areas: North, South, and East King County. As in previous years, an approximately equal number of Rider and Nonrider interviews were conducted in each of the three geographic areas. While the data are weighted to reflect actual population distributions and ridership incidence, the equal sample size allows for reliable analysis among Riders and Nonriders within the major geographic areas.

In addition to the annual base study, supplemental interviews were conducted in eight planning areas within the three main geographic areas. A minimum of 200 interviews was completed within each planning area. Results for the small planning areas are provided under separate cover.

## Methodology

### Research Design

The 2001 Rider/Nonrider survey consisted of 2,434 interviews with residents of King County who were age sixteen or older. Northwest Research Group, Inc. conducted telephone interviews between October 9 and December 7, 2001. Interviews were conducted from 4 p.m. to 9 p.m. during the weekdays and from 1:00 p.m. to 9:00 p.m. on the weekends. A small percentage of calls were also scheduled during daytime hours to attempt callbacks and to reach those King County residents with varying work schedules.

The research design continues to use telephone interviews conducted among a random sample of households in King County. A telephone survey continues to be the most appropriate method for research of this type.

The sample was stratified into two groups based on bus ridership. The groups are defined as follows:

- **Regular Rider** – Any person, 16 years of age or over, who has ridden Metro five or more times in the last 30 days, not counting rides entirely within the downtown Seattle Ride Free Area (each ride counts as one ride; a round trip counts as two rides).
- **Nonrider** – Any person, 16 years of age or over, who has ridden Metro at least once, but fewer than five times, in the last 30 days, not counting rides within the downtown Seattle Ride Free Area (Infrequent Rider), or any person, 16 years of age or over, who has not ridden Metro at all in the last 30 days.

For Analyses, Infrequent Riders are included with Regular Riders for the majority of the questions based on ridership. However, Infrequent Riders are excluded from calculations of rider incidence and consequently counted in the Nonrider quotas.

The sample was further stratified by area. That is, the population was divided into three areas for which King County Metro requires reliable data: North, South, and East King County. Zip code of residence defined these areas. (A listing of the zip codes included in each area is included in Appendix A). A simple random sample was drawn from each area based on these zip codes.

At least 400 interviews were completed with Regular Riders and 400 with Infrequent Riders and Nonriders in each of the three geographic areas: North, South, and East King County. Households were screened and identified as members of one of these groups at the beginning of the interview. If a member of the household was identified as a Regular Rider but was not available to be interviewed at the time the current call was placed, a callback interview was scheduled. Significant efforts, including repeated callbacks, were made to reach the Regular Rider in a rider household. Respondents who did not qualify for the survey due to being out-of-area or over quota were immediately screened out or took part in the supplemental survey. Northwest Research Group completed 813 interviews in North King County, 814 interviews in South King County, and 807 interviews in East King County.

### Questionnaire

The questionnaire contains a total of up to 137 possible questions. The survey includes subsets of questions asked of important subgroups such as Riders, Nonriders, Commuters, and single-occupant vehicle travelers (SOVs).

The questionnaire contains a variety of question formats, including closed single and multiple-response questions for all categorical data. In those situations where not all of the possible responses were known, an “other” category was included. These results were then reviewed, and where appropriate, postcoded into the database. All attitude and evaluation questions used scaled response formats. Scales were typically five or seven points in length. To prevent order bias, certain blocks of questions were randomized.

Northwest Research Group administered the survey using computer-assisted telephone interviewing technology. The computer program automatically handled all skip and branching patterns (e.g., Rider vs. Nonrider, Commuter vs. Non-Commuter). The average length of time required to complete the questionnaire was approximately 19.1 minutes, with a standard deviation of 5.7 minutes. The length varied somewhat depending on respondents’ rider and commute status.

A copy of the questionnaire is included in the Appendix to this report.

### Sample Size

A total of 2,434 interviews were completed with approximately equal numbers in each geographic area and rider subgroup. This allows for sufficient subgroup cell sizes when inferring statistical reliability. The data were then weighted to reflect the actual Rider and Nonrider proportions in King County. The sample was further weighted to reflect the actual population size (by number of households) in each geographic area. This weighting process does not change the total sample size. The calculations used to determine the sample weights are shown in Appendix C.

The number of interviews obtained and the number resulting from the weighting process for Riders and Nonriders, in each of the three major geographic areas, are shown in the following table.

**Table 1: Final Sample Size – 2001 Rider / Nonrider Survey  
(Unweighted and Weighted by Rider and Area)**

AREA	TOTAL		RIDERS		NONRIDERS	
	OBTAINED	WEIGHTED	OBTAINED	WEIGHTED	OBTAINED	WEIGHTED
North King	813	982	408	287	405	695
South King	814	863	413	102	401	761
East King	807	588	405	58	402	530
<b>TOTAL</b>	2,434	2,434	1,226	447	1,208	1,986

The report is organized by major topic areas. Tables and charts provide supporting data. In most charts and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Columns generally sum to 100 percent except where noted and in cases of rounding error. Both weighted ( $n_w$ ) and unweighted ( $n$ ) cell sizes are reported for the tables and charts. The sample sizes for each question in this report are the total number of weighted cases with valid responses for that question. “Don’t Knows” and “refusals” are counted as missing values unless “Don’t know” is a valid or meaningful response. When testing for associations and / or differences between groups in the base, unweighted sample sizes should be used. Differences that are statistically significant are outlined in the text of the report, unless otherwise noted. Complete documentation of the data analysis (in the form of banners) is presented under separate cover.

Portions of this report contain comparisons of survey data from year to year where applicable. It should be noted that as survey sample sizes and reliability have varied from year to year, such comparisons should be considered carefully.

## Interviewing Outcomes

A total sample of 65,459 telephone numbers was attempted using standard methods for developing a probability sample. This method insures that each household in King County has a known probability of being selected for an interview. Moreover, this method insures that households with listed and unlisted telephone numbers are included in the sample. Of the total sample, 65 percent of the numbers were working household telephone numbers; the remainder was business or nonworking numbers.

Northwest Research Group conducted the surveys between October 9<sup>th</sup> and December 7<sup>th</sup>, 2001 from its telephone research centers in Boise, ID and Bellevue, WA. Interviewers made up to five attempts to reach a person in a randomly selected household to administer the questionnaire. This maximized the likelihood of reaching a specific household. Fifty-seven percent (57%) of the sample of working telephone numbers resulted in an actual contact, significantly more than in 2000 when only 41 percent of the usable numbers resulted in an actual contact. The remainder was not reached despite multiple (up to 5) attempts. Of those contacted over half (55%) were potentially willing to complete the survey. Two out of five (41%) contacts resulted in an immediate or outright refusal. This refusal rate is significantly less than the average refusal rate of 56 percent \* for surveys of this length. An additional 3 percent agreed only to provide ridership data and would not complete the entire survey; 2 percent started the survey but terminated part-way through.

Therefore, over half (55%) of the households contacted agreed to participate in the survey. However, some of those who agreed to complete the survey were not qualified to do so as they lived outside of King County or the quotas for riders or nonriders in the area in which they lived were full. Interviews were not completed with 10 percent of those contacted because no member of the household was able to communicate adequately by telephone because of a language or other communication barrier. Note this figure has doubled over the years from only 5 percent of those contacted in 1997. Finally, 10 percent agreed to complete the survey but were unable to do so at the time contacted. These households were recontacted on a regular basis; however we were unable to reach them during the scheduled data collection period.

---

\* Council for Marketing and Opinion Research, "CMOR Respondent Cooperation Audit," 2001.

**Table 2: Interviewing Outcomes**

	<b>Total Sample</b>	<b>% of Base</b>
<b>Total Sample Attempted</b>	<b>65,459</b>	
Business / Nonworking Numbers	23,196	35%
<b>Usable Sample</b>	<b>42,263</b>	<b>65%</b>
No Answer	9,772	23%
Busy	1,048	2%
Answering Machine	6,217	15%
Privacy Manager	1,321	3%
<b>Usable Sample Contacted</b>	<b>23,905</b>	<b>57%</b>
Refusal	9,824	41%
Mini-Survey (refused to complete entire survey)	647	3%
Mid-Terminate	362	2%
<b>Willing to Cooperate</b>	<b>13,072</b>	<b>55%</b>
Not Qualified	8,075	62%
Communication / Language Barrier	1,320	10%
Agreed to Interview / Scheduled for Callback	1,243	10%
Survey Completed	2,434	19%



## Respondent Characteristics

2001 respondents generally match known population characteristics. The following figure presents the sample demographics and the corresponding population figures. As can be seen, the sample generally follows the characteristics of the known population with a few exceptions. However, it is important to note that this is a household survey, and therefore slight differences will be seen in comparing the respondents' profile with that of the general populous.

- A disproportionate number of "White / Caucasians" were interviewed relative to the population. Once the data set is weighted, 88 percent of respondents are "White / Caucasian" compared to 76 percent in the general population. This discrepancy is potentially due to not allowing for bilingual interviewing; as noted earlier the percentage of those contacted who were willing to participate in the survey but were unable to do so because of a language barrier has doubled in the past five years – from 5 percent in 1997 to 10 percent in 2001.

**Table 3: Respondent Characteristics**

	Population	Percentage	# Interviews	Percentage	# Interviews Weighted	% Weighted
<b>Age by Gender</b>						
<b>Male</b>						
16 – 19	44,355	3.3%	104	4.3%	55	5.1%
20 – 24	58,739	4.3%	77	3.2%	61	5.7%
25 – 34	151,944	11.1%	202	8.4%	192	17.9%
35 – 44	156,808	11.5%	243	10.1%	243	22.6%
45 – 54	128,468	9.4%	206	8.5%	212	19.7%
55 – 64	70,432	5.2%	152	6.3%	176	16.4%
65 plus	75,359	5.5%	120	5.0%	134	12.5%
<b>Female</b>						
16 – 19	42,609	3.1%	88	3.6%	57	4.3%
20 – 24	57,813	4.2%	66	2.7%	49	3.6%
25 – 34	142,499	10.4%	207	8.6%	196	14.6%
35 – 44	152,015	11.1%	244	10.1%	252	18.8%
45 – 54	130,668	9.6%	280	11.6%	296	22.1%
55 – 64	71,095	5.2%	206	8.5%	232	17.3%
65 plus	82,520	6.0%	217	9.0%	256	19.2%
<b>Ethnicity*</b>						
White / Caucasian	1,315,507	75.7%	1,966	84.0%	2,047	87.7%
Other	443,248	25.5	333	14.2%	254	10.9%
Hispanic (of any race)	95,242	5.5	56	2.4%	42	1.8%
* The "White / Caucasian" and "Other" populations include the Hispanic population and could include more than one race as reported by respondents. Percentages are based on the total sample. The population counts are estimates only.						
<b>Income†</b>						
Less Than \$15,000	50,676	7.2%	133	6.6%	108	5.3%
\$15,000 - \$24,999	59,122	8.4%	145	7.2%	136	6.7%
\$25,000 - \$34,999	79,533	11.3%	194	9.7%	197	9.8%
\$35,000 - \$54,999	127,393	18.1%	502	25.1%	532	26.4%
\$55,000 - \$74,999	159,769	22.7%	456	22.8%	474	23.5%
\$75,000 - \$99,999	90,794	12.9%	298	14.9%	281	13.9%
\$100,000 or More	135,839	19.3%	275	13.7%	288	14.3%
† Income estimates are based on households versus population. The income figures were split at \$50,000 in the census data. The population counts are estimates only.						

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## Data Analysis and Report Content

This report summarizes the major findings for each of the topics and reports on demographic variations that yield statistically and practically significant differences from what would be expected in a random sample. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is statistically significant. This report focuses on those statistically significant differences that are practically significant and potentially useful for future planning and analysis by King County Metro. The following notes describe reporting conventions used in the report:

- All results in this report are based on the final weighted sample data. Both actual and weighted cell sizes ( $n$  and  $n_w$ ) are shown. Actual cell sizes were used when inferring statistical reliability.
- Information about the overall results for each question is presented first, followed by relevant, statistically and practically significant differences between major groups. The probability level for determining statistical significance is  $\leq .05$  at the 95 percent confidence level.
- Figures highlighted in bold in tables illustrate differences in the responses given by the segment shown in that column of data from another segment shown in that table. When highlighted, the difference is statistically significant.
- Except where noted, tables and charts provide information among respondents who offered opinions to a question. Non-opinions, refusals to answer, and responses such as “don’t know” were treated as equivalent and recorded as “no answer.” The “no answer” category is not included in the analysis generating the graphics.
- Detailed responses and breakdowns of responses for all questions are included separately in the form of banners. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample – for example, residents of different areas, age, gender, income, household composition, length of residence, etc.

## Research Results

### Riders and Ridership

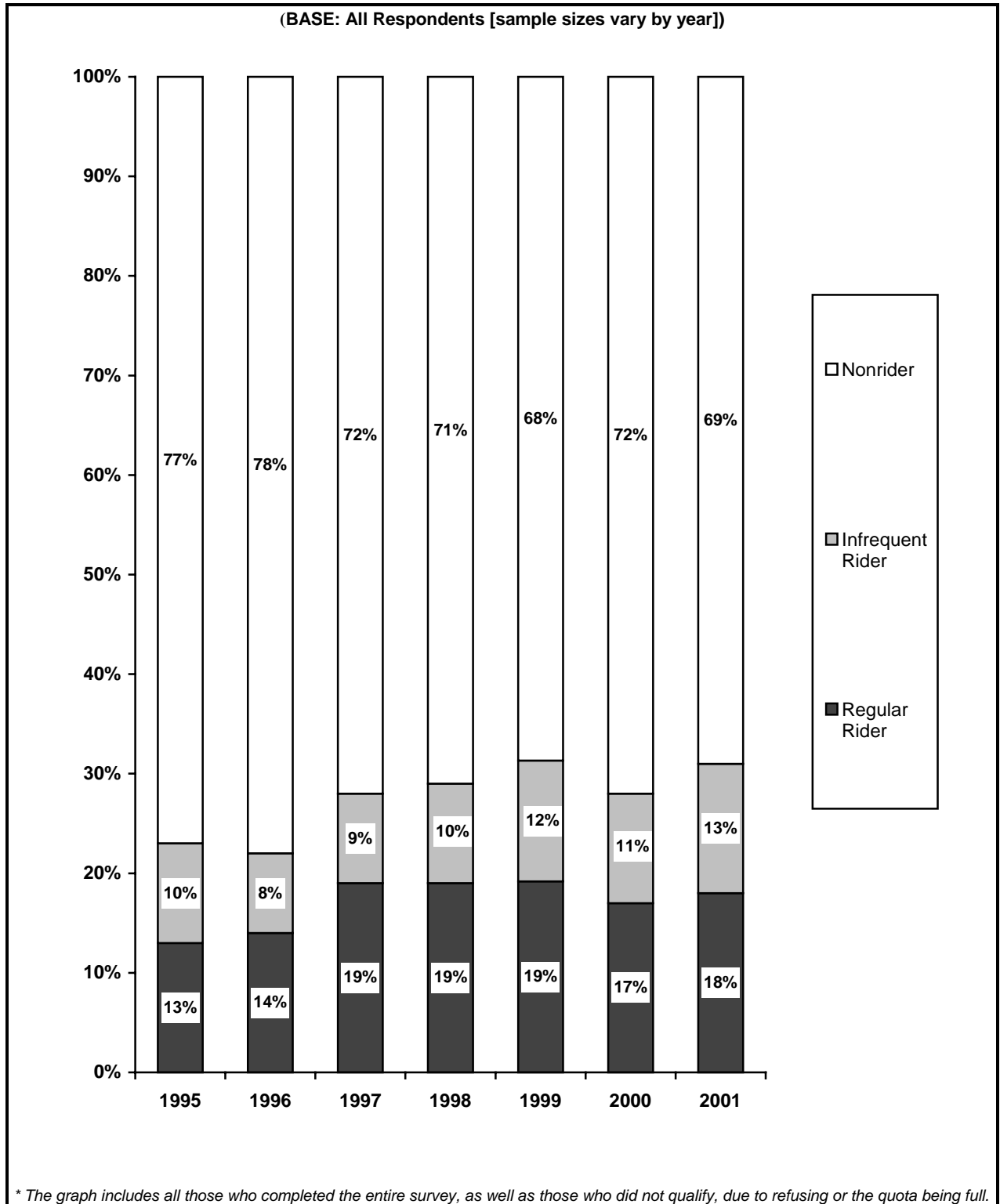
Household rider incidence was calculated by using data gathered from those respondents who completed the entire survey, those who agreed to complete the survey but did not qualify due to the area or rider status quota in which they fell being full, and those who refused to complete the entire survey but agreed to participate in a shorter refusal survey. The remainder of the report uses data only from those who completed the entire survey.

- **2001 Household Rider Incidence:** Eighteen percent (18%) of the households contacted have at least one Regular Rider of Metro Transit. This includes those King County residents who have taken five or more one-way rides on Metro in the last thirty days and who either completed the entire survey, did not qualify due to the quota being full, or refused the entire survey and participated in a shorter refusal survey. Thirteen percent (13%) of households contacted have one or more Infrequent Riders (those who have taken between one and four one-way rides), and 69 percent are Nonrider households.
  - While there have been some fluctuations in the absolute incidence of Regular Rider, Infrequent Rider, and Nonrider households over time, these differences are not statistically significant from year to year. Moreover, there is no linear pattern to these changes – that is, the incidence of rider households has not increased or decreased each year.
- **Differences By Area Of Residence:** The incidence of Regular Riders remains significantly higher in North King County. Regular Rider incidence in the North area (29%) continues to be more than twice that of South King County (12%) and it is nearly three times that in East King County (10%).
  - There has been a slow but steady decrease in the incidence of Regular Rider households in North King County since 1997 – 33 percent in 1997 to 30 percent in 1998 to 29 percent in 1999 and 27 percent in 2000. The incidence of Nonrider households increased correspondingly – from 53 percent in 1997 to 59 percent in 2000. The incidence of Regular Rider households in North King County increased slightly this year to 29 percent. This increase, however, is not statistically significant. Additional longitudinal data will be needed to determine if this is indeed an upward trend.
  - There has been no significant change in the incidence of rider households in South or East King counties over the years.

**Table 4: Rider Incidence by Area of Residence**

	Total King County [n <sub>w</sub> = 2434; n = 2434]	North King [n <sub>w</sub> = 982; n = 813]	South King [n <sub>w</sub> = 863; n = 814]	East King [n <sub>w</sub> = 588; n = 807]
<b>Regular Rider (5+ rides / month)</b>	18%	29%	12%	10%
<b>Infrequent Rider (1 - 4 rides / month)</b>	13	16	10	12
<b>Nonrider</b>	69	54	78	78

**Figure 1: Incidence of Regular, Infrequent and Nonrider Households – 1995 Through 2001 \***



## Number of Riders Per Household

SCR2: 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 taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as one ride.

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?

- On average, there are 0.27 Regular Riders per household in King County. This is down from 2000, when there were .33 Regular Riders per household. However, the current average number of Regular Riders per household is similar to the average recorded in 1998 (.27 for both 2001 and 1998).
  - There are more than two and half times as many Regular Riders per household in North King County as in South or East King County.
- Thirty-two percent (32%) of all rider households have more than one Regular Rider in the household; this is the same as in 2000. There is an average of 1.45 Regular Riders per household in which a Regular Rider was interviewed, up from 2000 when there was an average of 1.41 Regular Riders per rider household.
  - Regular Rider households in North King County are more likely than those in South and East King County to have more than one rider per household. In addition, there has been an increase in the average number of Regular Riders in rider households – from 1.45 in 2000 to 1.51 in 2001. The proportion of rider households in North King County with multiple riders also increased somewhat – from 33 percent in 2000 to 36 percent in 2001.

**Table 5: Number of Regular Riders / Household**

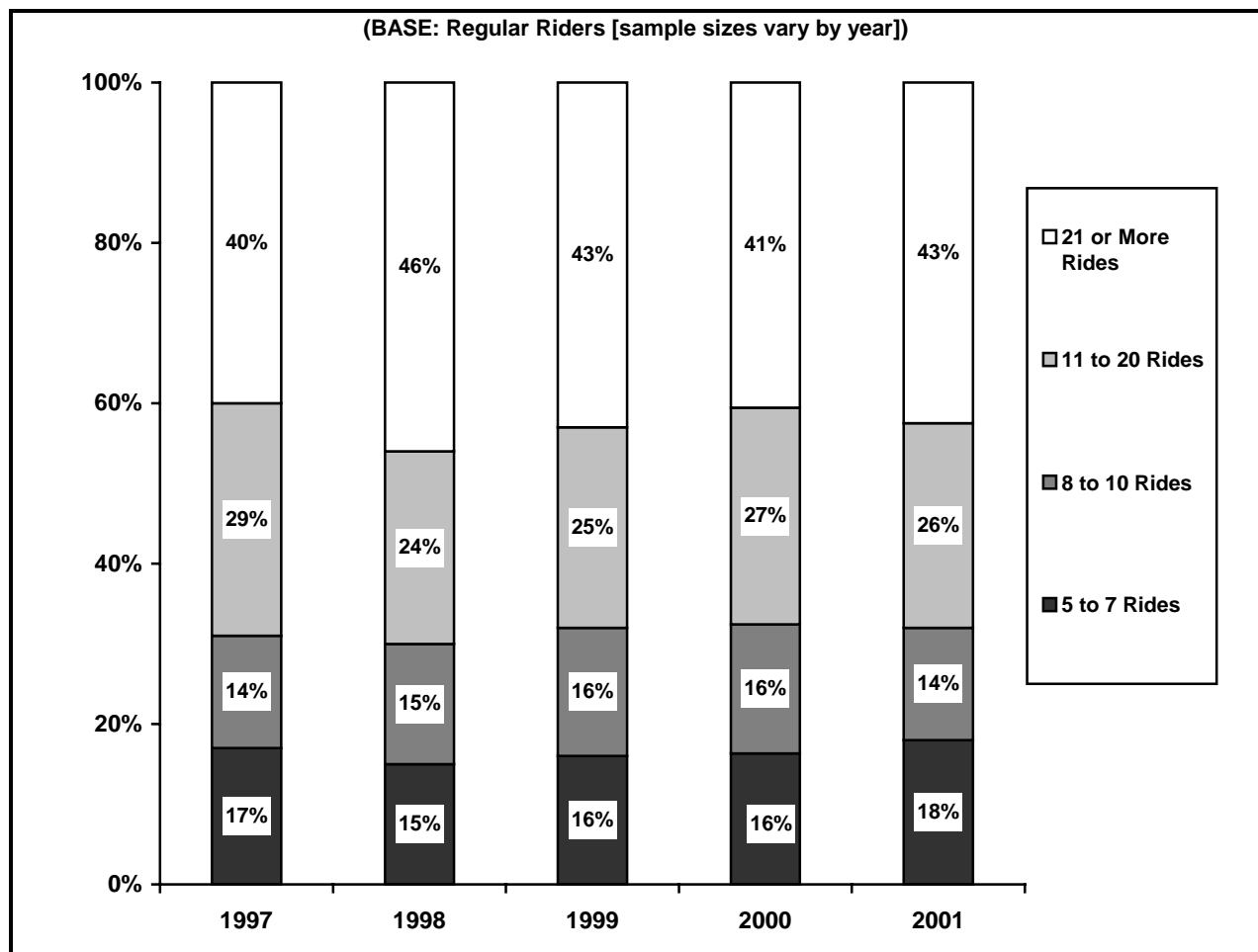
	Total King County [n <sub>w</sub> = 2434; n = 2434]	North King [n <sub>w</sub> = 982; n = 813]	South King [n <sub>w</sub> = 863; n = 814]	East King [n <sub>w</sub> = 588; n = 807]
<b>Number of Regular Riders / Household – All Households</b>	.27	.44	.16	.13
<b>Incidence of Rider Households</b>	18%	29%	12%	10%
<b>Proportion of Regular Rider Households w/ More Than One Regular Rider</b>	32%	36%	25%	22%
<b>Number of Regular Riders / Household –Regular Rider Households</b>	1.45	1.51	1.37	1.31

## Number of Rides in Past 30 Days

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

- Regular Riders average 25 one-way rides monthly. There has been no significant change in the number of one-way rides taken by Regular Riders since 1999.
  - After an increase in heavy ridership (respondents who have taken 21 or more rides in the past 30 days) among Regular Riders between 1997 and 1998 (from 40% to 46%), there was a slight decline in 1999 to 43 percent of Regular Riders who took 21 or more rides monthly. This number has remained virtually unchanged since that time. Those taking more than 20 rides in the past 30 days averaged 42 rides.
- The average number of one-way rides taken by all Regular and Infrequent Riders in the past thirty days has been consistent over time.
- Infrequent Riders alone average two one-way rides per month, again the same as in previous years.

**Figure 2: Frequency of Riding among Regular Riders – 1997 Through 2001**





## Rider and Nonrider Characteristics

### Demographic Characteristics

The following points illustrate significant differences in demographic characteristics among Regular Riders, Infrequent Riders, and/or Nonriders.

#### Age

- Regular Riders are younger than Infrequent Riders and Nonriders. Forty-two percent (42%) of Regular Riders are between the ages of 16 and 34. The average age of a Regular Rider is 40, while the average Nonrider is 48 years old. Moreover, about one-third (35%) of Nonriders are 55 years of age or older.
- The average Infrequent Rider age is 50. Two out of five (40%) Infrequent Riders are 55 and older.

#### Household Composition

- There is no difference in average household size between respondents of different rider status. On average, there are 2.6 members per household surveyed. However, Infrequent Riders are more likely than either Regular Riders and Nonriders to be from single-person households.

#### Availability of Automobiles

- Auto ownership is high – 95 percent of all households surveyed have one or more cars available. However, nearly one out of five (17%) Regular Riders do not have a car available for their personal use – that is, they are heavily dependent on public transportation.
- On the other hand, 98 percent of Nonriders have one or more cars available for their use. The average number of vehicles available to Nonriders is 2.0. This is significantly higher than both Regular and Infrequent Riders.

#### Income

- Regular Riders are less affluent than Nonriders and Infrequent Riders. Nearly one out of five (19%) Regular Riders have annual incomes less than \$25,000, compared to 15 percent of Infrequent Riders and 10% of Nonriders.

#### Employment Status

- Regular Riders (54%) are more likely to be employed full-time than both Infrequent Riders (36%) and Nonriders (47%). Infrequent Riders (27%) and Nonriders (22%) are more likely than Regular Riders (10%) to be retired. Nonriders are the most likely group (7%) to be self-employed.
- An above-average proportion (15%) of Regular Riders are students.

#### Ethnicity

- While the majority (79%) of Regular Riders is Caucasian, a significant number are Asian-American (8%), African-American (6%), or another minority (8%). As noted in the methodology section, interviews were completed only in English. It is possible that an even higher proportion of Regular Riders is non-white than reported in this research.

**Table 6: Rider / Nonrider Characteristics**

	<b>All Respondents</b> [n <sub>w</sub> = 2,434; n = 2,434]	<b>Regular Riders</b> [n <sub>w</sub> = 447; n = 1,226]	<b>Infrequent Riders</b> [n <sub>w</sub> = 317; n = 192]	<b>Nonriders</b> [n <sub>w</sub> = 1,669; n = 1,016]
<b>GENDER</b>				
Male	44%	47%	45%	44%
Female	56	53	55	56
<b>AGE</b>				
16-19	5%	11%	5%	3%
20-24	5	10	2	4
25-34	16	21	11	16
35-44	21	18	23	21
45-54	21	21	19	22
55-64	17	10	18	18
65 and Over	16	10	22	17
Mean	47.0 yrs.	40.0 yrs.	50.0 yrs.	48.1 yrs.
<b>NUMBER IN HOUSEHOLD</b>				
One	21%	20%	28%	19%
Two	38	40	33	38
Three	17	16	18	17
Four	15	14	15	16
Five or More	9	9	6	9
Mean	2.6	2.6	2.4	2.6
<b>NUMBER OF AUTOS</b>				
None	5%	17%	6%	2%
One	35	42	45	31
Two	41	30	36	44
Three or More	20	11	14	23
Mean	1.9	1.4	1.7	2.0
<b>INCOME</b>				
Less Than \$7,500	2%	4%	2%	1%
\$7,500 To \$15,000	4	6	2	3
\$15,000 To \$25,000	7	9	11	5
\$25,000 To \$35,000	10	11	9	10
\$35,000 To \$55,000	26	23	28	27
\$55,000 To \$75,000	24	21	26	24
\$75,000 To \$100,000	14	15	11	14
\$100,000 or More	14	10	12	16
Median	\$56,477	\$51,744	\$53,571	\$58,234
<b>EMPLOYMENT STATUS</b>				
Employed Full-Time	47%	54%	36%	47%
Employed Part-Time	8	8	10	7
Self-Employed or Work In Home	6	3	6	7
Not Employed Outside Home / Homemaker	5	2	5	6
Student	6	15	7	3
Retired	21	10	27	22
Unemployed / Other	7	8	8	7

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- Several demographic differences exist between Regular Riders living in different areas of King County. These differences seem to reflect the general demographic characteristics of the overall population by geographic area.
  - North King County Regular Riders are more likely to have smaller households, only one automobile available for use, and annual household incomes less than \$50,000.
  - Regular Riders living in South King County have median annual household incomes of \$52,143, average nearly three people per household, and 1.6 vehicles available to use.
  - Regular Riders in East King County are more likely to have at least two vehicles available for use, annual household incomes over \$60,000, and average 2.8 members of the household.

**Table 7: Demographic Characteristics of Regular Riders by Area of Residence**

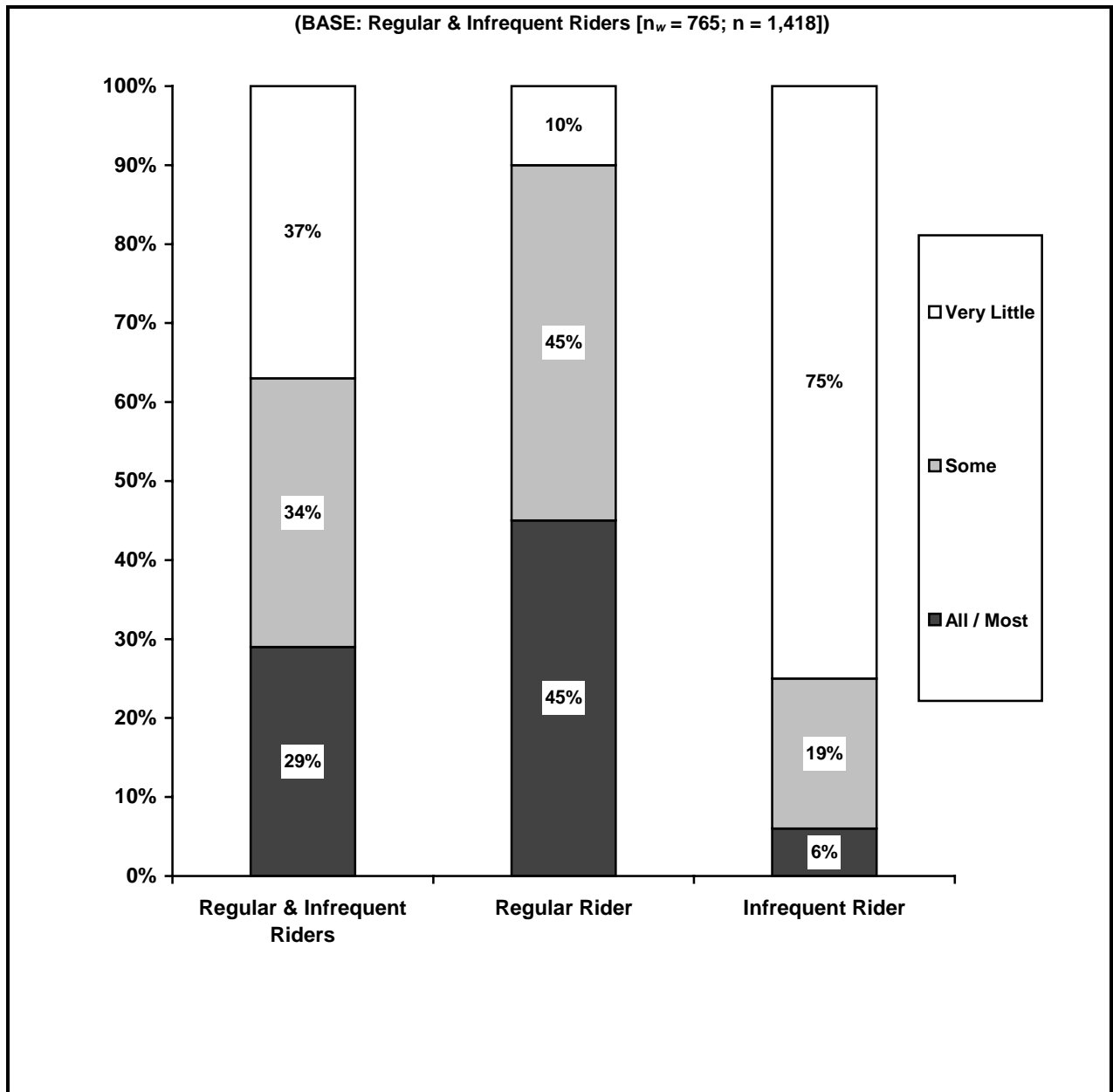
	North King [n <sub>w</sub> = 287; n = 408]	South King [n <sub>w</sub> = 102; n = 413]	East King [n <sub>w</sub> = 58; n = 405]
<b>NUMBER IN HOUSEHOLD</b>			
One	23%	15%	15%
Two	43	34	37
Three	14	20	21
Four	12	19	16
Five or More	8	12	11
Mean	2.4	2.9	2.8
<b>NUMBER OF AUTOS</b>			
None	18%	18%	12%
One	48	31	31
Two	26	34	43
Three or More	8	17	14
Mean	1.3	1.6	1.7
<b>INCOME</b>			
Less Than \$7,500	4%	6%	5%
\$7,500 To \$15,000	6	5	2
\$15,000 To \$25,000	10	10	5
\$25,000 To \$35,000	13	8	9
\$35,000 To \$55,000	23	24	23
\$55,000 To \$75,000	20	22	25
\$75,000 To \$100,000	14	17	16
\$100,000 or More	10	8	16
Median	\$49,909	\$52,143	\$60,455

## Reliance on Public Transportation to Get Around

Q3: *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?*

- Twenty-nine percent (29%) of Regular and Infrequent Riders combined say they rely on the bus for all or most of their transportation needs.
- As would be expected, Regular Riders are more likely than Infrequent Riders to say they use the bus system for all or most of their transportation needs – 45 percent compared to 6 percent, respectively.
  - There has been a significant increase in the proportion of Regular Riders who rely on the bus for all or most of their transportation needs since 2000 – from 36 percent in 2000 to 45 percent in 2001. This figure is also higher than in 1999 when 39 percent of Regular Riders relied on the bus for all or most of their transportation needs.
  - Thirty-four percent (34%) of Regular Riders who rely on the bus for all or most of their needs do not have a car available for their personal use – that is, they are heavily dependant on public transportation. This is lower than in 2000 when 37 percent reported that they did not have a car and even lower than 1999 when 40 percent reported that they did not have a car available. This suggests that with the strong economy and growing employment rates over the years, many people have been able to purchase a car and yet, they continue to ride Metro.
- One-third (34%) of Regular and Infrequent Riders rely on the bus for some of their transportation needs.
  - Again, Regular Riders are more likely than Infrequent Riders to rely on the bus for only some of their transportation needs – 45 percent compared with 19 percent, respectively.
- Slightly more than one-third (37%) of Regular and Infrequent Riders surveyed rely on the bus for very little of their transportation needs.
  - Only 10 percent of Regular Riders say they use the bus for very little of their transportation needs, as compared to 75 percent of Infrequent Riders.

**Figure 3: Reliance on Public Transportation to Get Around**



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- Regular Riders living in East King County are the least likely to report they use the bus system for all or most of their transportation needs (36% compared to 46% of Regular Riders in the North and 48% in South King County). As shown earlier, East and South King County have essentially the same percentages of Regular Riders, even though the degree of reliance on the bus differs.
  - However, there has been a significant increase in the proportion of Regular Riders living in East King County who rely on Metro for all or most of their transportation needs since 2000 – from 28 percent to 36 percent, respectively. The proportion of Regular Riders living in East King County who rely on Metro for all or most of their transportation needs is at its highest level (33%) since 1998. This shift may reflect the changing demographics in East King County. There have also been significant increases in the extent to which South and North King County Regular Riders rely on Metro for all or most of their transportation needs.
  - In South King County, the proportion of Regular Riders relying on Metro for all or most of their transportation needs increased from 35 percent in 2000 to 48 percent in 2001. This proportion is the highest measured in the last five years (40% in 1997).
  - In North King County, the proportion of Regular Riders relying on Metro for all or most of their transportation needs increased compared to 2000 from 39 percent to 46 percent, returning to 1998 levels.

**Table 8: Regular Riders' Reliance on Public Transportation to Get Around by Area of Residence**

	North King [n <sub>w</sub> = 287; n = 408]	South King [n <sub>w</sub> = 102; n = 413]	East King [n <sub>w</sub> = 58; n = 405]
<b>All / Most Transportation Needs</b>	46%	48%	36%
<b>Some Transportation Needs</b>	45	40	49
<b>Very Little Transportation Needs</b>	9	12	15



## Trip Characteristics

### Trip Purpose

Q4: *When you ride the bus, what is the primary purpose of the trip you take most often?*

- Forty-one percent (41%) of all Regular / Infrequent Riders primarily use the bus to travel to and from work. The proportion of Regular / Infrequent Riders who use the bus to commute to work has not changed significantly since last year. It remains, however, far below 1997 when the primary purpose for nearly half (49%) of all Regular / Infrequent Riders was to go to and from work.
  - Regular Riders are nearly three times as likely as Infrequent Riders to use the bus primarily for travel to and from work – 57 percent compared with 17 percent, respectively.
- One out of ten (10%) Regular / Infrequent Riders primarily uses the bus for travel to and from school. There has been no change in the proportion of Regular / Infrequent Riders who use the bus to commute to school over the past five years.
  - Regular Riders are also significantly more likely than Infrequent Riders to use the bus primarily for travel to and from school – 13 percent compared with 5 percent, respectively.
- Thirty-seven percent (37%) of all Regular / Infrequent Riders use the bus primarily for discretionary travel – that is shopping, fun, recreation, visiting friends, special events, etc. This proportion has risen steadily over recent years – from 30 percent in 1997 and 1998 to 32 percent in 1999 and 33 percent in 2000.
  - The increase in using Metro for discretionary travel is attributable primarily to Infrequent Riders. In 1998, 47 percent of Infrequent Riders used Metro primarily for discretionary travel. This increased to 56 percent in 1999, to 54 percent in 2000, and then to 64 percent in 2001.

Figure 4: Primary Trip Purposes 1997 Through 2001

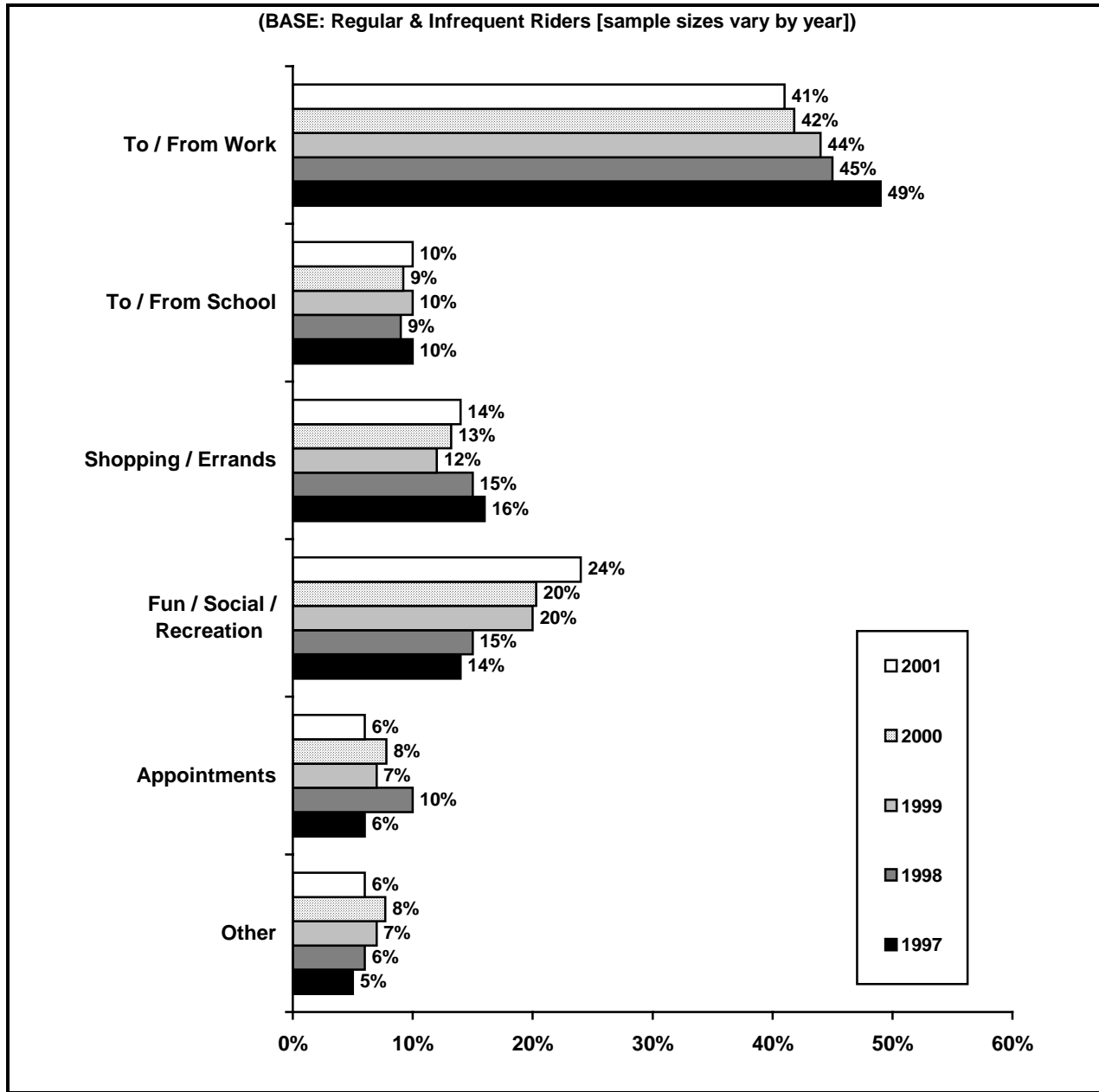


Table 9: Primary Trip Purpose(s) by Current Rider Status

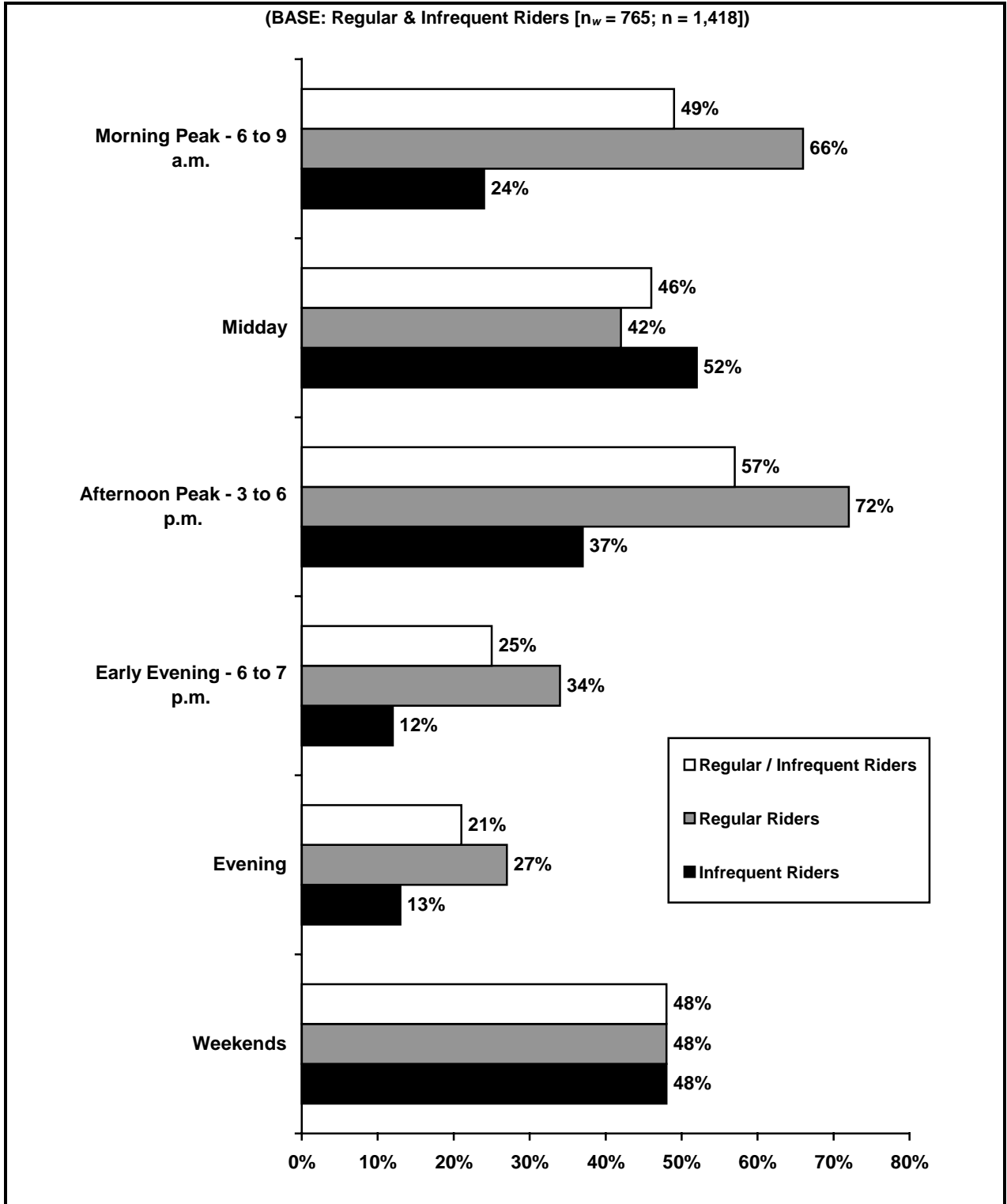
	Regular Riders [n <sub>w</sub> = 447; n = 1,226]	Infrequent Riders [n <sub>w</sub> = 317; n = 192]
To / From Work	57%	17%
To / From School	13	5
Shopping / Errands	10	20
Fun / Social / Recreation	9	44
Appointments	5	7
Other	5	7

## Peak / Off-Peak Travel

Q5 *During which of the following time periods do you ride Metro? Do you ride during (1) Peak morning rush hour on weekdays, that is 6 to 9 a.m.? (2) Midday on weekdays? (3) Peak evening rush hour on weekdays, that is 3 to 6 p.m.? (4) Weeknights between 6 and 7 p.m.? (5) Weeknights after 7 p.m.? and/or (6) Any time of the day on weekends?*

- More Regular / Infrequent Riders say they ride during the afternoon peak hours than during the morning peak hours – 57 percent compared to 49 percent, respectively. This is true for both Regular and Infrequent Riders. There has been a significant increase in the proportion of Regular / Infrequent Riders saying they ride during the afternoon peak hours since 2000 – from 46 percent in 2000 to 57 percent in 2001. Note 2000 was the first time this question was asked in this format.
- Ridership is spread throughout the day with nearly the same proportion of Regular / Infrequent Riders riding during the morning peak hours and the midday. About half (49%) of Regular / Infrequent Riders ride Metro during the peak morning hours – the same as in 2000 when 50 percent reported that they ride during this period. Nearly half (46%) ride during the midday hours – the same as in 2000.
  - Regular Riders are more likely than Infrequent Riders to say they ride during the morning peak hours – 66 percent compared with 24 percent, respectively.
  - Infrequent Riders are more likely than Regular Riders to say they ride during the midday period – 52 percent compared with 42 percent, respectively.
  - As seen during the morning peak period, Regular Riders are more likely than Infrequent Riders to say they ride during the afternoon peak hours – 72 percent compared with 37 percent, respectively.
- One out of four (25%) Regular / Infrequent Riders rides Metro between the hours of 6:00 and 7:00 p.m. There has been a significant increase in the proportion of Regular / Infrequent Riders who ride during this time period since 2000 – 15 percent in 2000 compared with 25 percent in 2001. This may suggest that the afternoon peak riding period may, in actuality, encompass these hours. Alternatively, Regular / Infrequent Riders may delay riding until this time to avoid the more crowded buses.
  - Nearly three times as many Regular Riders ride during this period as do Infrequent Riders – 34 percent compared with 12 percent, respectively.
- One out of five (21%) Regular / Infrequent Riders rides Metro in the evening hours (after 7:00 p.m.). Again, there has been an increase in the proportion of Regular / Infrequent Riders riding Metro in the evening since 2000, when only 12 percent said they ride at night.
  - Regular Riders are twice as likely as Infrequent Riders to ride in the evening – 27 percent compared with 13 percent, respectively. More than one third (37%) of Regular Riders who rely on Metro for all or most of their transportation needs ride in the evening.
- Nearly half (48%) of all Regular / Infrequent Riders say they ride Metro on the weekends. There has been a significant increase in the proportion of Regular / Infrequent Riders saying they ride on weekends since 2000 – from 35 percent in 2000 to 48 percent in 2001.
  - Regular and Infrequent Riders are equally likely to say they ride Metro on the weekends. Three out of five (60%) Regular Riders who rely on Metro for all or most of their transportation needs ride on the weekends.

Figure 5: Peak / Off-Peak Travel



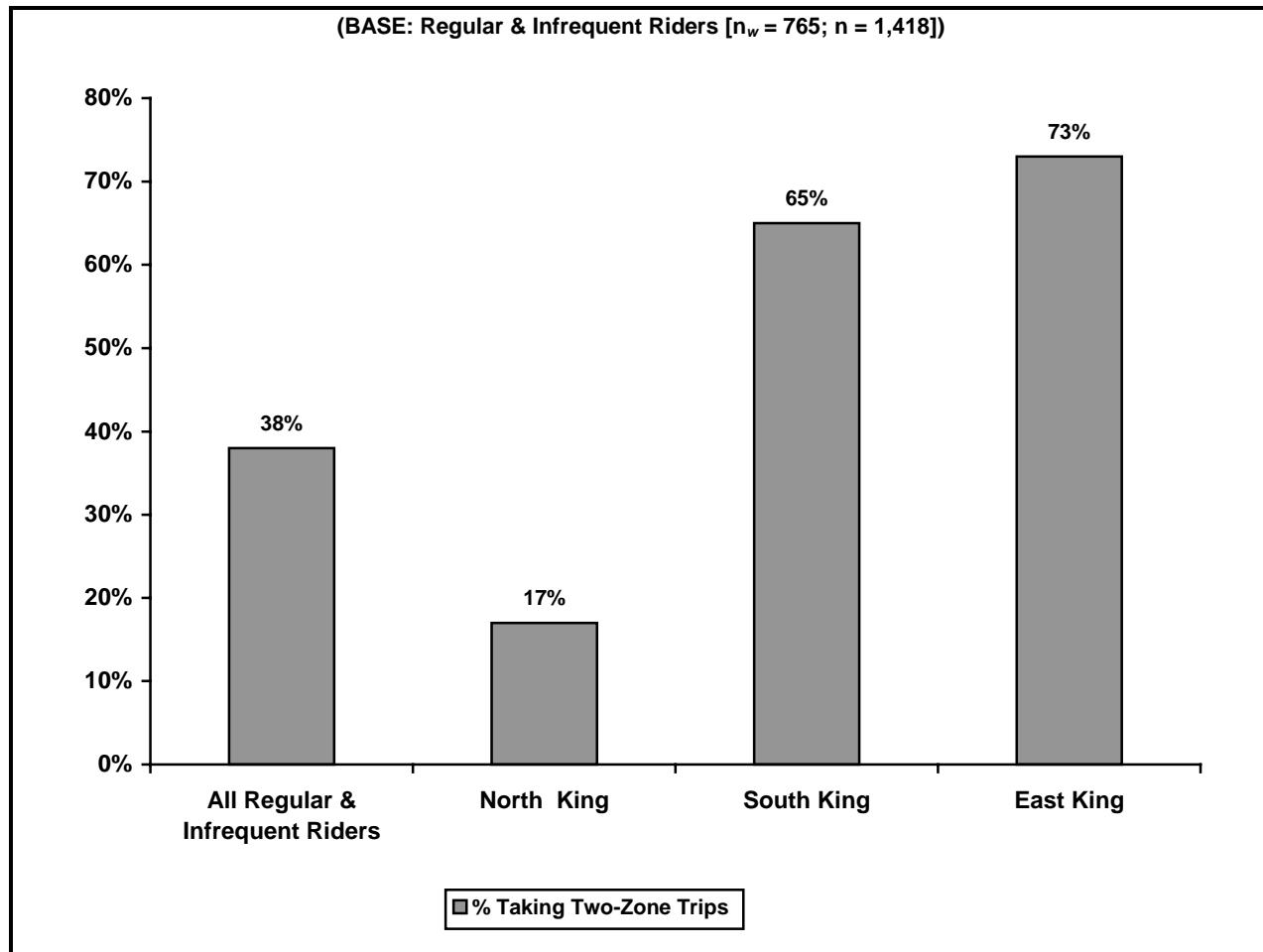
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## Two-Zone Trips

Q12 Do your bus trips usually cross the Seattle city limits, that is, are they two-zone trips?

- Two out of five (38%) Regular and Infrequent Riders usually take two zone trips.
  - As in the past, Regular / Infrequent Riders living in East (73%) and South King County (65%) are more likely than those living in North King County (17%) to take two-zone trips. In 2000, it was noted that the proportion of North King County Regular / Infrequent Riders taking two-zone trips had increased from 20 percent in 1999 to 24 percent in 2000. This figure dropped back down to 17 percent in 2001.
- Unlike previous years, Infrequent Riders are more likely than Regular Riders to say they take two-zone trips – 46 percent compared with 33 percent, respectively.
  - Infrequent Riders living in East King County are the most likely to take two-zone trips – 79 percent compared with only 69 percent of those in South King County.

**Figure 6: Extent to Which Riders Take Two-Zone Trips**

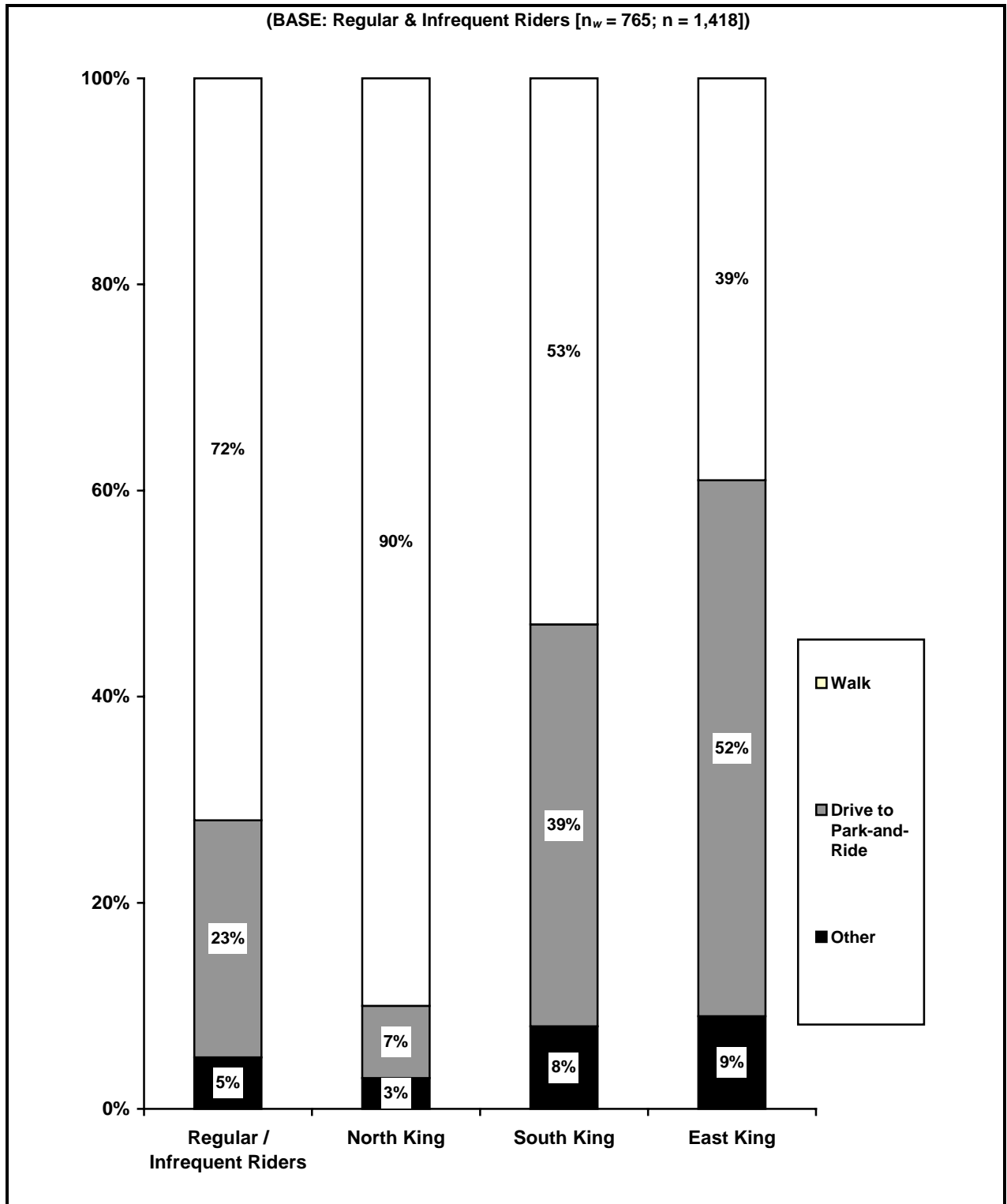


## Access to Bus Stops

Q13 *How do you usually get to your bus stop?*

- Nearly three out of four (72%) Regular / Infrequent Riders walk to the bus stop.
  - Those living in North King County are more likely than those living in East King and, to a lesser extent, South King County to walk to a bus stop. Nearly all (90%) Regular / Infrequent Riders living in North King County walk to a bus stop. This is true for both Regular Riders (91%) and Infrequent Riders (88%).
  - Just over half (53%) of South King County Regular / Infrequent Riders walk to their bus stop. Regular Riders living in South King County are more likely than Infrequent Riders to walk to the bus (61% and 43%, respectively).
  - Only two out of five (39%) East King County Regular / Infrequent Riders walk to their bus stop. Regular Riders living in East King County are more likely than Infrequent Riders to walk to their bus stop (56% and 24%, respectively).
- Nearly one out of four (23%) Regular / Infrequent Riders drives to a park-and-ride lot.
  - Those living in East King County are the most likely Regular / Infrequent Riders to drive to a park-and-ride lot – 52 percent. Two thirds (67%) of East King County Infrequent Riders drive to a park-and-ride lot compared with 35 percent of East King County Regular Riders.
  - Two out of five (39%) South King County Regular / Infrequent Riders drive to a park-and-ride lot. Nearly half (48%) of South King County Infrequent Riders drive to a park-and-ride lot compared with 31 percent of Regular Riders.

Figure 7: Access to Bus Stops





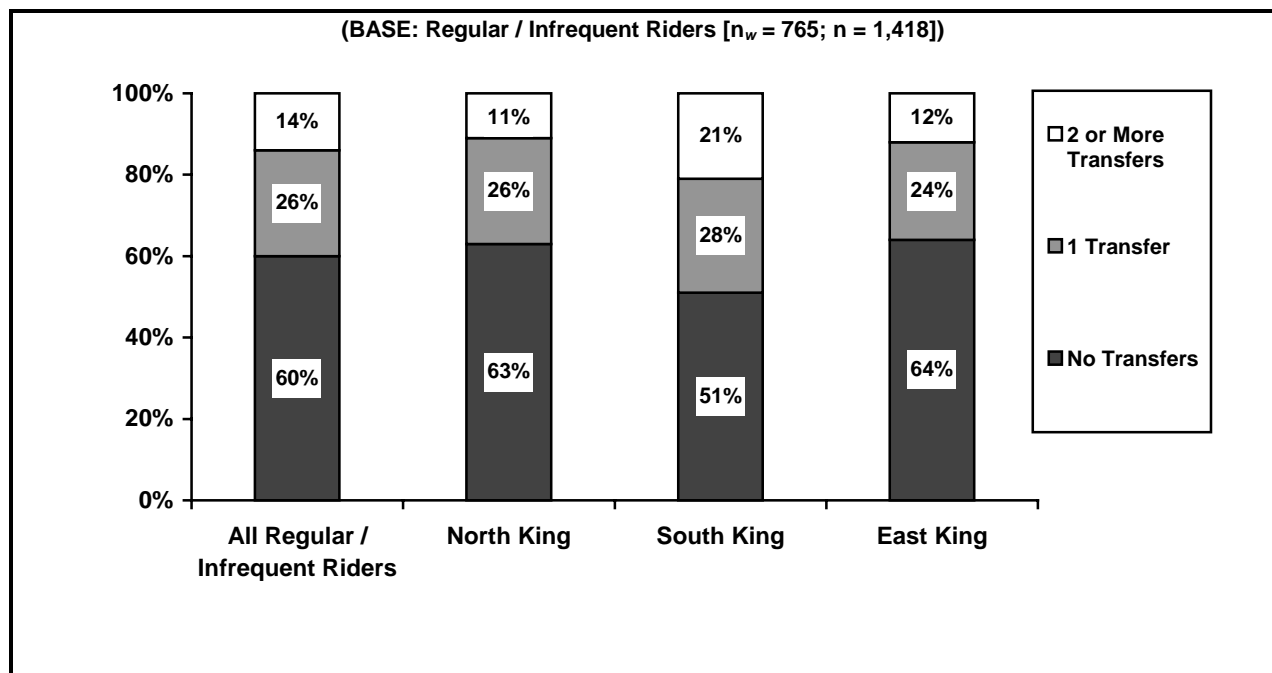
## Transferring

### Number of Transfers

Q6 You said you generally ride the bus to (PRIMARY TRIP PURPOSE). How many transfers do you usually make when you use the bus (PRIMARY TRIP PURPOSE)?

- Forty percent (40%) of Regular and Infrequent Riders usually transfer to reach their primary destination, nearly the same as in 2000 (42%) and 1999 (38%).
- Among those who transfer, two-thirds (66%) usually transfer only once. The average number of transfers they make to reach their destination is 1.5.
  - There are no significant differences in the extent to which Regular Riders and Infrequent Riders make transfers or the number of transfers to reach their primary destination.
- As in previous years, Regular / Infrequent Riders living in South King County are more likely than those from North or East King County to transfer buses to reach their destination. Nearly half (49%) of South King County Regular / Infrequent Riders transfer, compared to 37 percent of North and 36 percent of East King County Regular / Infrequent Riders.
  - South King County Regular / Infrequent Riders who transfer are also more likely to make multiple transfers – those who transfer average 1.6 transfers.
  - The majority of North King County (69%) and East King County Regular / Infrequent Riders who transfer usually have to make just one transfer when they ride the bus.

**Figure 8: Extent to Which Regular / Infrequent Riders Transfer by Area of Residence**



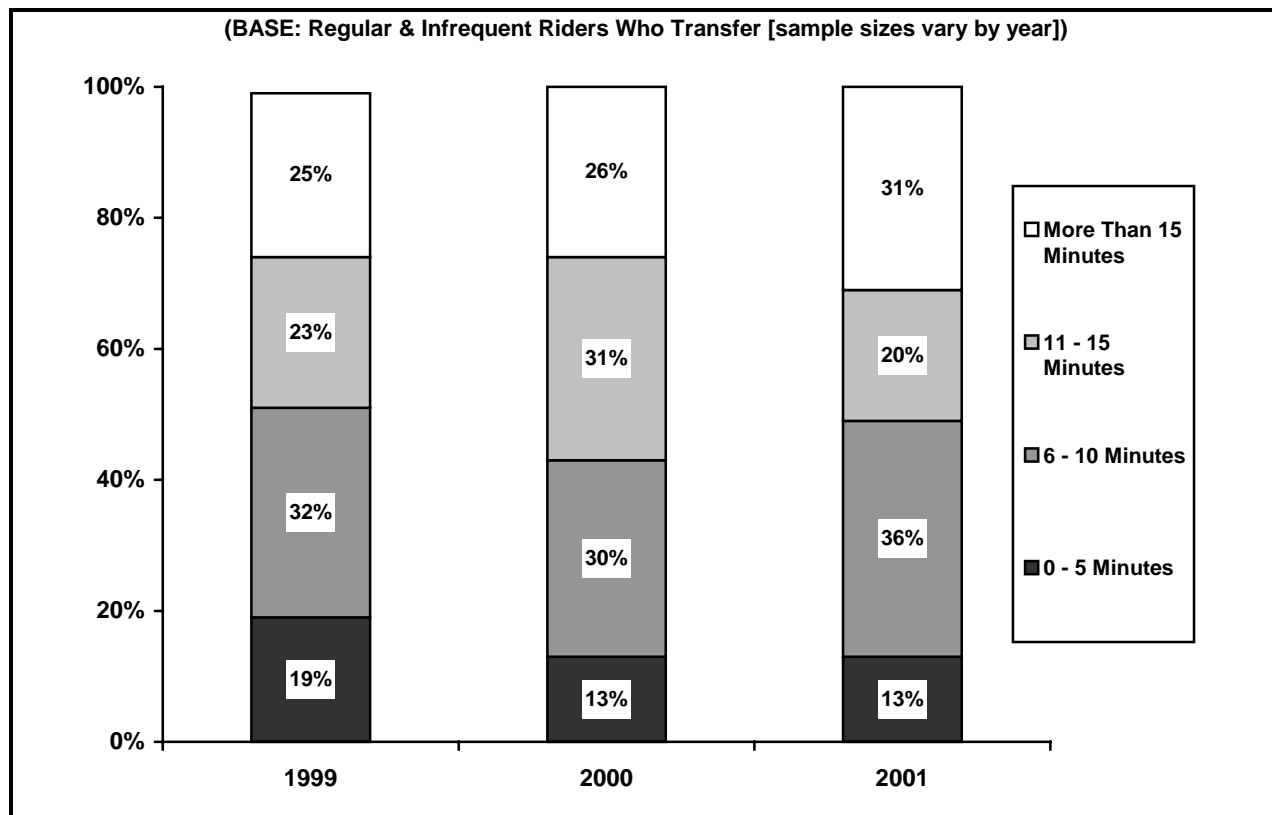
## Wait Time When Transferring

Q7A [Regular and Infrequent Riders Who Transfer Once] How many minutes do you usually wait for a bus when you transfer?

Q7B [Regular and Infrequent Riders Who Make Multiple Transfers] How many minutes do you usually wait for your longest transfer?

- More than two-thirds (68%) of Regular / Infrequent Riders who transfer wait fifteen or fewer minutes when they transfer. The average wait time, measured by the mean, is 16.9 minutes.
  - Overall, there has been a steady increase in wait time when transferring since 1999. In 1999 the average wait time when transferring was 14.5 minutes. Wait time increased to 15.4 minutes in 2000 and to 16.9 minutes in 2001.
  - Regular / Infrequent Riders in South King County wait significantly longer when transferring than do Regular / Infrequent Riders in North and East King County –22.1 minutes, 14.9 minutes, and 13.5 minutes, respectively. Moreover, there has been an increase in wait time when transferring among South King County Regular / Infrequent Riders – from 17.5 minutes in 2000 to 22.1 minutes in 2001. There has been a slight decrease in wait time when transferring among North (17.5 minutes in 2000 to 14.9 minutes in 2001) and a slight increase for East King County Regular / Infrequent Riders– 12.3 minutes in 2000 to 13.5 minutes in 2001.

**Figure 9: Wait Time When Transferring - 1999 Through 2001**



## Fare Payment

### Usual Payment Method

Q9 How do you usually pay your bus fare? Do you use: cash, tickets, a pass, or a reduced fare sticker?

- **Cash:** Over half (54%) of all Regular and Infrequent Riders pay cash when they ride the bus. Cash payments increased somewhat from 2000 – from 51 percent to 54 percent. This increase, however, is not statistically significant.
  - Seven out of ten (73%) Infrequent Riders pay cash when riding. On the other hand, only forty-one percent (41%) of the Regular Riders surveyed pay cash when riding.
  - Cash usage is higher among Noncommuters than among commuters – 64 percent compared with 49 percent, respectively. Cash payment among Noncommuters has increased over the years from 55 percent in 1999 to 59 percent in 2000 to 64 percent in 2001. There has been no change in cash use by Commuters over the same period.
- **Pass:** One-third (34%) of Regular and Infrequent Riders use a pass to pay their bus fare, down slightly from 2000. Again, this difference is not statistically significant. However, this should continue to be monitored carefully over time as this is the lowest level of pass usage ever noted and a downward trend in pass use is contrary to industry trends.
  - Regular Riders are more than three times as likely as Infrequent Riders to use a pass – 48% compared with 15%, respectively.
  - Pass use is highest among those Regular Riders who ride more than 20 times monthly with nearly two-thirds (62%) of these most frequent riders using a pass. Only two out of five (41%) of those riding between 11 and 20 times monthly use a pass, compared with 33 percent of those riding 8 to 10 times monthly and 23 percent of those riding between 5 and 7 times monthly.
  - There has been a significant increase in pass use among Infrequent Riders since 2000 – from 3 percent in 2000 to 15 percent in 2001. This may be attributable to greater employer support for pass purchases.
- **Ticket Books:** Eight percent (8%) of Metro Riders use ticket books to pay their bus fare. Ticket books are used equally by Regular and Infrequent Riders.
- **Reduced Fare Permit:** Seven percent (7%) of Metro Riders use a Reduced Fare Permit, two thirds of whom use a reduced fare permit with cash and one-third use a reduced fare permit with a sticker. Nearly one out of five (17%) Noncommuters use a Reduced Fare Permit.

Figure 10: Fare Payment

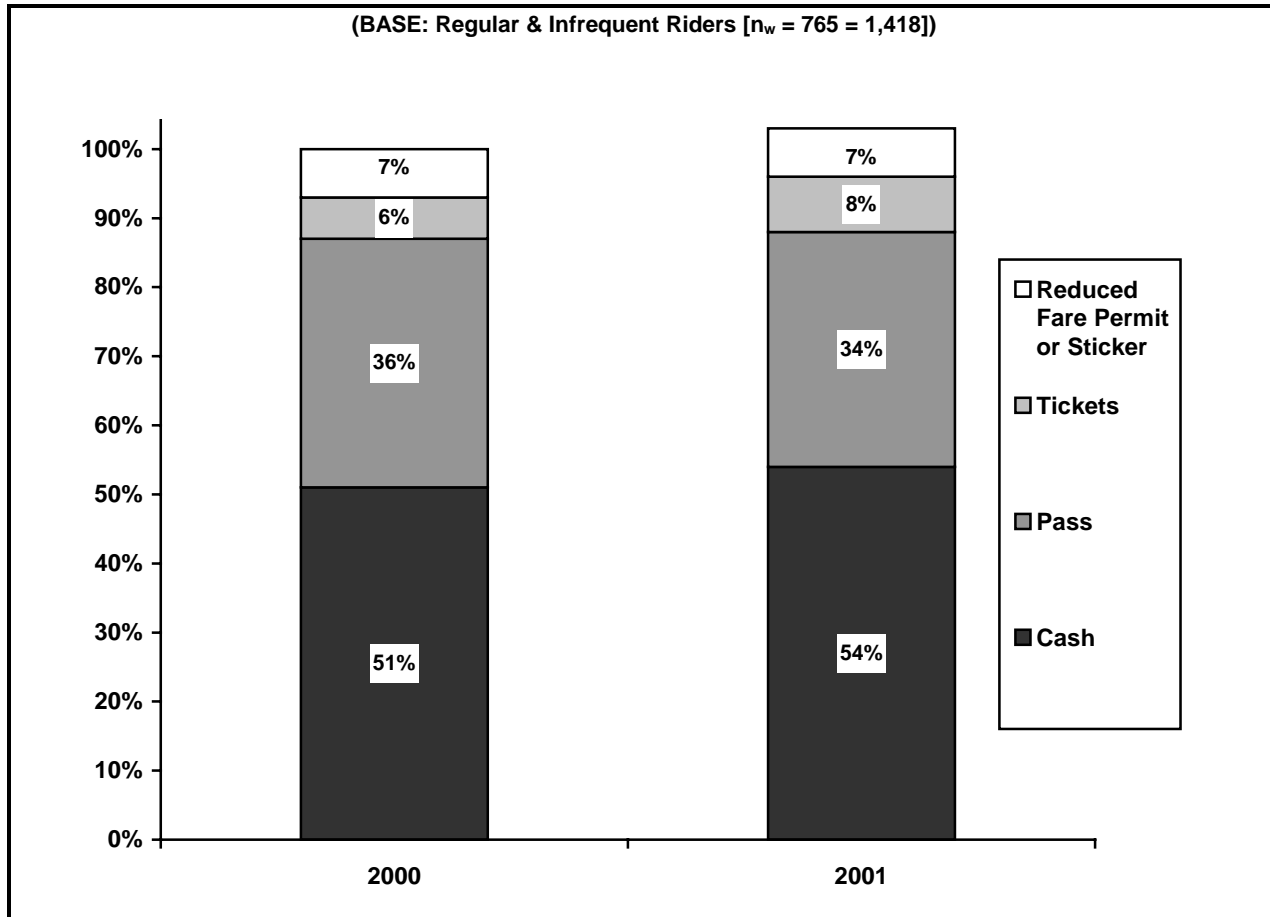


Table 10: Fare Payment by Rider Status

	Cash	Pass	Tickets	Reduced Fare Permit
<b>All Regular / Infrequent Riders</b> [n <sub>w</sub> = 765; n = 1,418]	54%	34%	8%	7%
<b>Regular Riders</b> [n <sub>w</sub> = 447; n = 1,226]	41%	48%	9%	5%
Less Frequent Regular Rider (5-19 rides) [n <sub>w</sub> = 199; n = 548]	57%	31%	10%	6%
Frequent Regular Rider (20+ rides) [n <sub>w</sub> = 246; n = 666]	28%	62%	8%	5%
<b>Infrequent Riders (1-4 rides)</b> [n <sub>w</sub> = 317; n = 192]	73%	15%	7%	10%
<b>Commuters</b> [n <sub>w</sub> = 502; n = 1,016]	49%	43%	9%	2%
<b>Non-Commuters</b> [n <sub>w</sub> = 262; n = 402]	64%	18%	6%	17%

Note: Percents across rows.

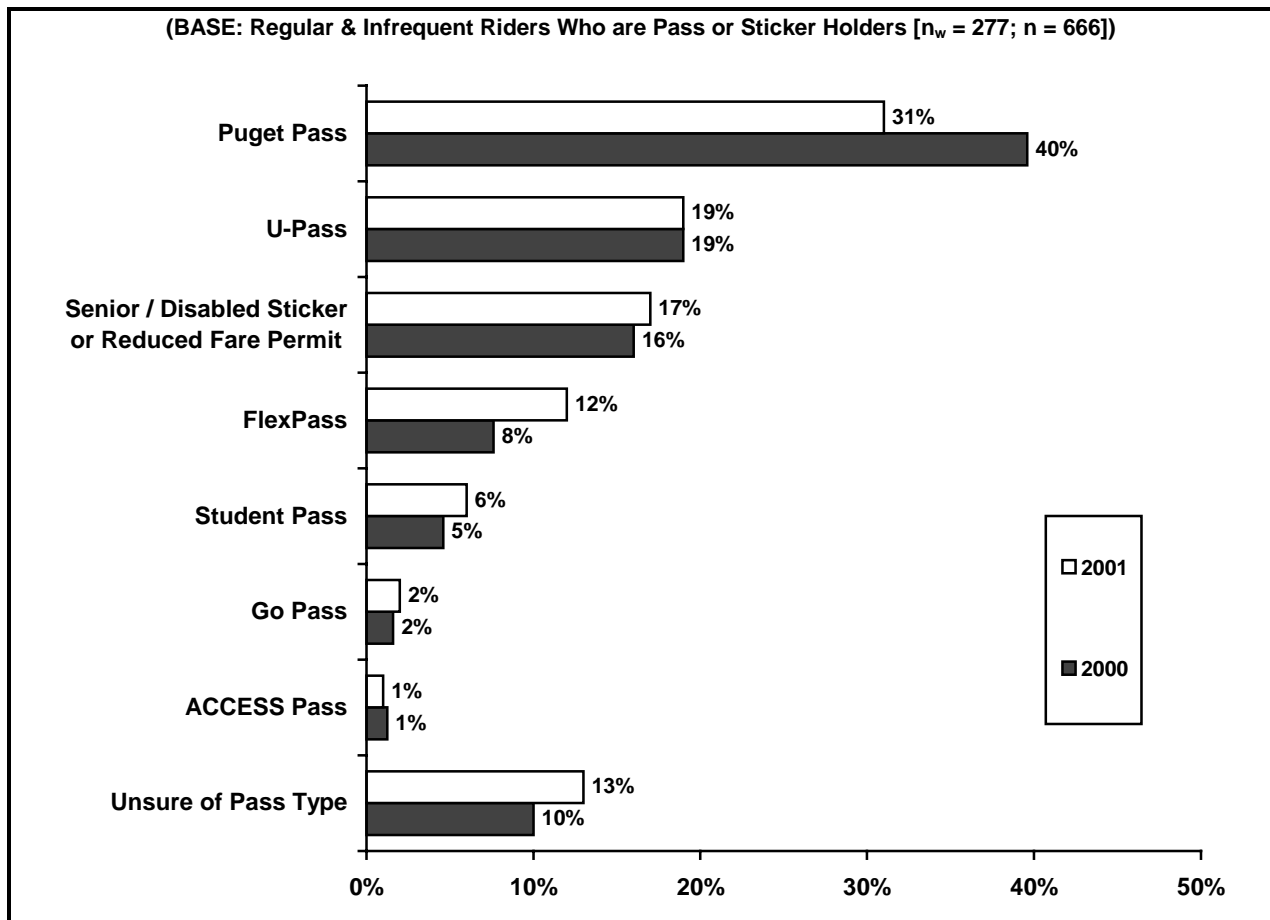
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## Type of Pass / Sticker

Q10A What kind of pass do you have?

- **Puget Pass:** Nearly one-third (31%) of all pass users have a Puget Pass, which includes peak or off-peak passes, one-zone or two-zone. This is lower than last year, when 40 percent of all pass users had a Puget Pass. Standard pass usage has dropped from the level reported in 1997 (48%).
- **U-PASS:** Nineteen percent (19%) of all pass users have a U-Pass, a continued decrease from 1999 when slightly more than one out of five (21%) pass users had a U-Pass.
- **Senior / Disabled:** Seventeen percent (17%) of pass users have a senior or disabled permit or sticker, nearly the same as in 2000.
  - Senior / disabled pass use is highest among Infrequent Riders. Nearly one-third (32%) of Infrequent Riders have a senior or disabled sticker, compared to thirteen percent (13%) of Regular Riders.
- **Flexpass:** Twelve percent (12%) of all pass holders use a Flexpass offered through their employer – a slight increase from 2000 (8%).

**Figure 11: Type of Pass Purchased**



## Employer Subsidized Passes

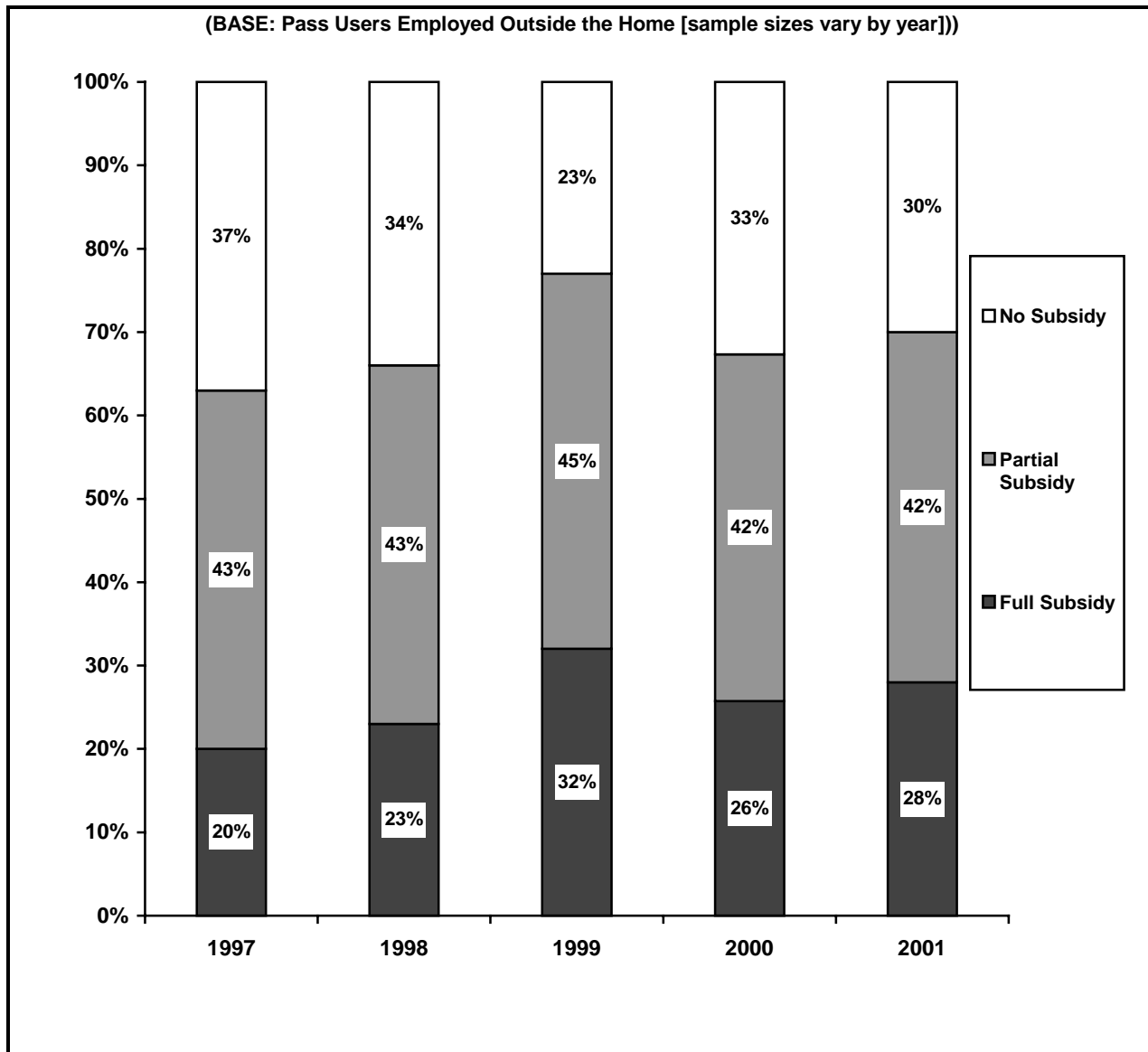
Q11 *Does your employer [or school] pay for part or all of your pass?*

This section includes only data from work commuters who use a pass.

- Twenty-eight percent (28%) of all pass users who commute to work receive a full subsidy from their employers. This represents a slight increase from 2000 (26%), but still lower than subsidies reported in 1999 (32%). There has also been a decrease in the proportion of pass users receiving a partial subsidy since 1999 – from 45 percent in 1999 to 42 percent in both 2000 and 2001.
  - Employees working for larger companies (100 or more employees) are more likely to receive a full subsidy from their employer than those working for smaller companies – 33 percent compared to 21 percent, respectively. The proportion of small employers offering a full-subsidy has increased somewhat since 1999 – from 15 percent to 21 percent. At the same time, however, the proportion of small employers who offer no subsidy also increased – from 44 percent to 51 percent.
  - Pass users who work in downtown Seattle are more likely than those working in other areas to receive a full subsidy –32 percent compared to 22 percent, respectively. Downtown Seattle employees with a pass are also more likely to receive a partial subsidy from their employers –45 percent compared to 36 percent.
  - There has been a significant decrease in the proportion of pass users who receive a subsidy from their employer if working outside of downtown Seattle – from 70 percent in 2000 to 58 percent in the current year.

School commuters were also asked about subsidies beginning in 1996. However, there has been no change in the extent to which pass users have school subsidized passes since 1998. Data on students are included in the banners and accompanying data set.

**Figure 12: Extent to Which Pass Users Have Employer Subsidized Passes – 1997 Through 2001**



**Table 11: Extent to Which Employers Subsidize Passes by Worker Characteristics**

(BASE: Pass Users Employed Outside the Home [ $n_w = 180$ ;  $n = 449$ ])

	Respondents who work for Large Employers (100+ employees)	Respondents who work for Small Employers (< 100 employees)	Downtown Seattle Worker	Non-Downtown Seattle Worker
Full Subsidy	33%	21%	32%	22%
Partial Subsidy	49	28	45	36
No Subsidy	18	51	23	43



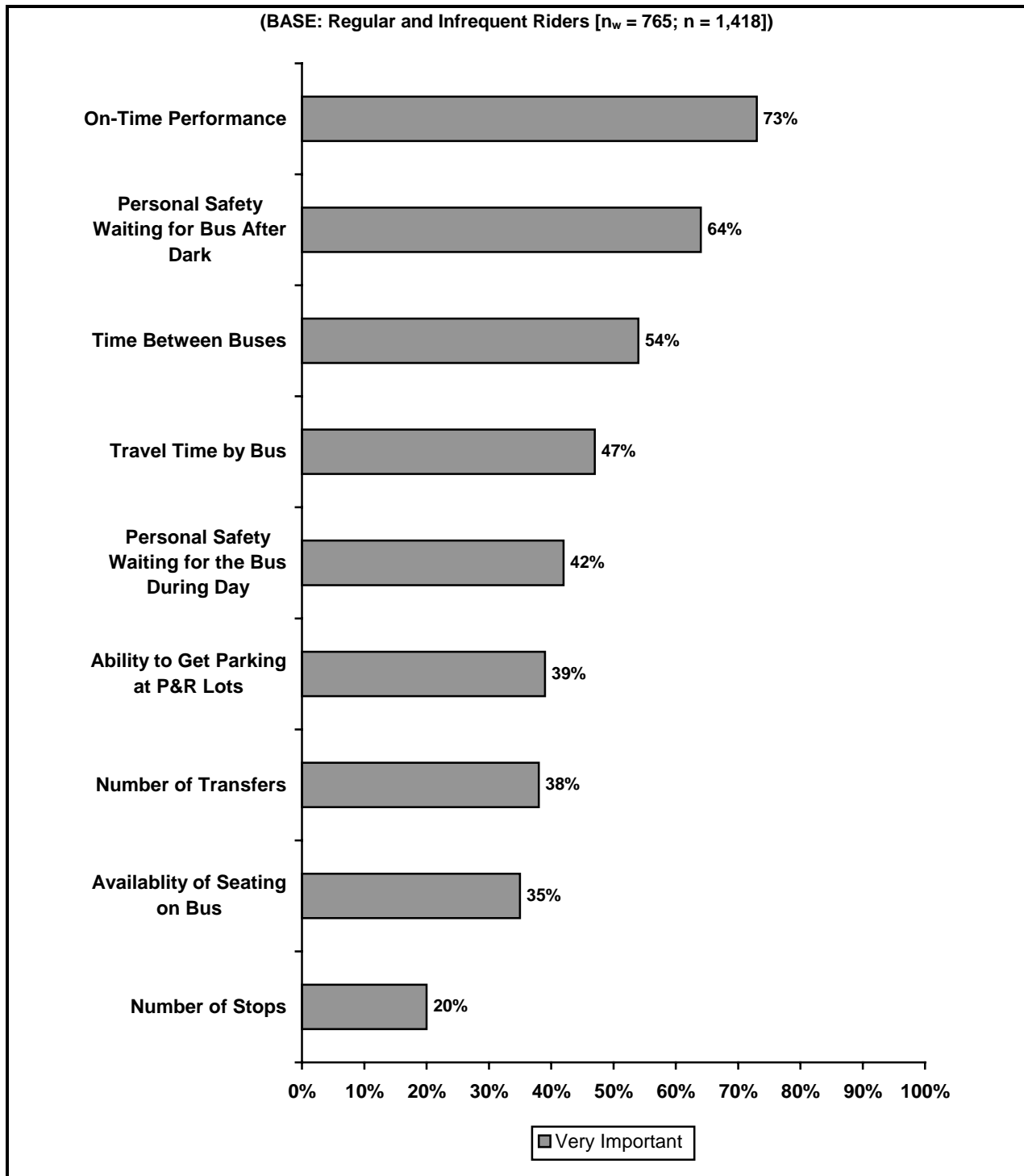
## Important Factors In Deciding to Ride

Q32 *I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell if it is very important, somewhat important, not very important, or not at all important to you in deciding whether or not to ride the bus.*

Riders were asked to rate the importance of nine elements of transit service. These service elements were selected from the entire group rated for satisfaction based on their importance for service planning, and how they had been rated in the 1995 Rider/Nonrider survey, the last time riders had been asked to rate the importance of service elements.

- All aspects of service are at least somewhat important – rated higher than three, with three being the mid-point on a five-point scale.
- The most important of the nine aspects of service include:
  - On-time performance. Regular Riders are more likely to say on-time performance is “very important” than Infrequent Riders –76 percent compared to 68 percent, respectively.
  - Time between buses. Nearly all (93%) Regular / Infrequent Riders feel that the time between buses is either “somewhat” or “very important” in deciding whether or not to ride the bus.
  - Personal safety waiting for the bus after dark. South King County Regular / Infrequent Riders are more likely than North King County Regular / Infrequent Riders to say their personal safety waiting for the bus after dark is “very important” (71% versus 62%).
  - Travel time by bus. South King County Regular / Infrequent Riders are more likely to consider travel time “very important” when deciding to ride the bus than both North and East King County Regular / Infrequent Riders – 54 percent compared to 45 percent and 41percent, respectively.
- The least important of the nine aspects of service include:
  - Number of stops the bus makes.
  - Ability to get a parking space in park-and-ride lots.
  - Personal safety waiting for the bus in the daytime.
  - Availability of seating on the bus.
  - Number of transfers.

Figure 13: Importance of Service Attributes – “Very Important”



## Satisfaction with Metro

### Riders' Overall Satisfaction with Metro

Q33Z *[Regular and Infrequent Riders] Overall, how satisfied or dissatisfied are you with Metro Transit? Would you say satisfied or dissatisfied? Would that be very or somewhat?*

- The majority (92%) of Regular / Infrequent Riders are satisfied with Metro service overall. Forty-four percent (44%) are "very satisfied," and another forty-eight percent (48%) are "somewhat satisfied."
  - After an increase in the proportion of "very satisfied" Regular / Infrequent Riders in 2000, the proportion of "very satisfied" Regular / Infrequent Riders has returned to the levels recorded between 1997 and 1999.
  - As in the past two years, Regular and Infrequent Riders differ in their overall satisfaction with Metro. Regular Riders are more likely to say they are "very satisfied" (50% vs. 37%). However, the proportion of "very satisfied" Regular / Infrequent Riders decreased for both Regular Riders – from 54 percent to 50 percent – and Infrequent Riders – from 43 percent to 37 percent. The decrease is greater for Infrequent Riders. Nearly twice as many (9%) Infrequent Riders say they are dissatisfied with Metro as do Regular Riders (5%).
  - Regular / Infrequent Riders from different geographic areas are equally satisfied with Metro overall.
  - Noncommuters continue to be more likely than Commuters to say they are "very satisfied" (52% vs. 40%). The proportion of "very satisfied" among Noncommuters decreased from 57 percent in 2000 to 52 percent this year; among Commuters the proportion of "very satisfied" decreased from 47 percent to 40 percent. The decrease is greater for Commuters.
  - Finally, those who currently commute by bus are more likely than those who drive alone to work to say they are "very satisfied" with Metro – 48 percent compared with 32 percent, respectively.

Figure 14: Overall Satisfaction with Metro – 1993 Through 2001

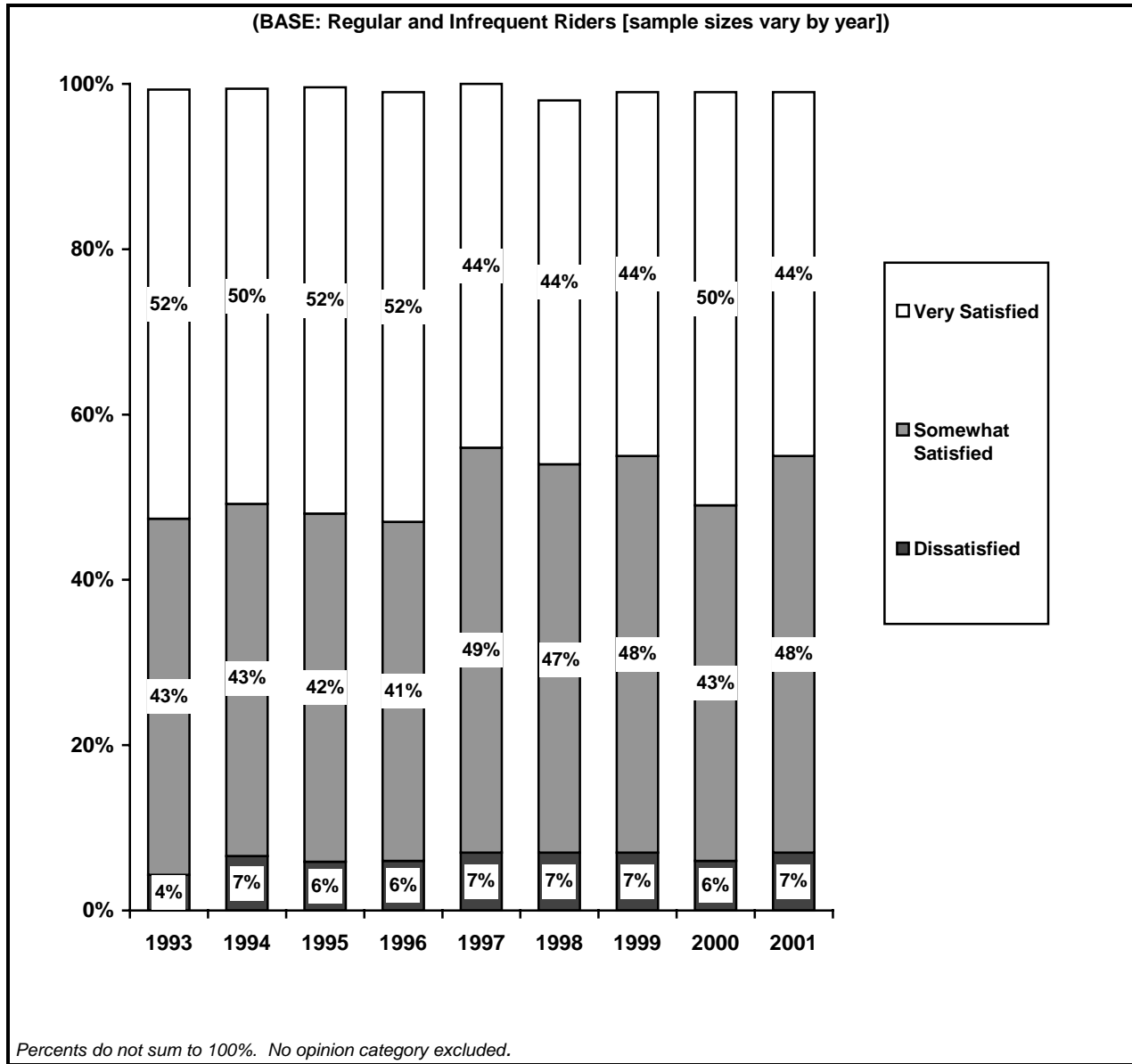


Table 12: Overall Satisfaction with Metro – 2001

	Regular Riders [n <sub>w</sub> = 447; n = 1,226]	Infrequent Riders [n <sub>w</sub> = 317; n = 192]	Commuters [n <sub>w</sub> = 502; n = 1016]	Non-commuters [n <sub>w</sub> = 262; n = 402]
Very Satisfied	50%	37%	40%	52%
Somewhat Satisfied	45	53	53	39
Dissatisfied	5	9	6	7

Percents do not sum to 100%. No opinion category excluded.

## Riders' Satisfaction with Travel-Related Elements of Transit Service

Q33 *(Regular and Infrequent Riders) Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you have been "very satisfied," "somewhat satisfied," "somewhat dissatisfied," "very dissatisfied," or "have no opinion."*

- Regular and Infrequent Riders are most satisfied with the following elements of transit service:
  - Personal safety related to safe operation of the bus (65% "very satisfied"). Satisfaction with this aspect of service has decreased significantly since 2000, but remains above the level noted in 1999.
  - Daytime safety while waiting for the bus (61% "very satisfied"). Satisfaction with this aspect of service has decreased significantly since 2000.
  - Driver appearance (61% "very satisfied"), similar to findings in 1999 and 2000 (60%).
  - Daytime safety while riding the bus (52% "very satisfied"), a slight increase from 1999 (49%).
- Regular and Infrequent Riders are least satisfied with the following elements of transit service:
  - Security of one's car at park-and-ride lots (15% "very satisfied" and 13% "dissatisfied"). Satisfaction with this aspect of service has decreased, though not significantly, since 2000.
  - Wait time when transferring (18% "very satisfied" and 27% "dissatisfied"). Consistent with the increase in wait time when transferring, satisfaction with wait time when transferring has decreased significantly since 2000. This was the first time this question was asked.
  - Ability to get parking at park-and-ride lots (20% "very satisfied" and 10% "dissatisfied"). This question was added in 2001.
  - Cleanliness of bus shelters (20% "very satisfied" and 26% "dissatisfied"). Satisfaction with cleanliness of bus shelters has decreased significantly since 2000 and is at its lowest level noted since 1999.
  - Personal safety while waiting for the bus after dark (22% "very satisfied" and 18% "very dissatisfied"). There has been a significant increase in the proportion of those "very satisfied" since 2000 and the first increase since 1999. There has also been a significant increase in the proportion of those "very satisfied" with riding the bus after dark from 24 percent in 2000 to 28 percent 2001.

**Table 13: Riders' Satisfaction with Elements of Transit Service**

	(Base: Regular and Infrequent Riders [n <sub>w</sub> = 765; n = 1,418])				
	Very Dissatisfied	Somewhat Dissatisfied	No Opinion	Somewhat Satisfied	Very Satisfied
Personal Safety Related to Bus Operation* <sup>2</sup>	2%	3%	2%	27%	<b>65%</b>
Daytime Safety While Waiting for the Bus	1%	3%	3%	31%	61%
Driver Appearance	2%	2%	12%	24%	61%
Daytime Safety While Riding	2%	5%	4%	37%	52%
Availability of Seating on Bus	3%	8%	3%	43%	43%
Number of Transfers	4%	8%	14%	34%	40%
Where Bus Routes Go	6%	12%	4%	39%	<b>39%</b>
Inside Cleanliness	3%	9%	2%	47%	39%
Travel Time	6%	10%	1%	46%	37%
Number of Stops	4%	9%	7%	45%	36%
On-Time Performance	5%	12%	1%	48%	<b>35%</b>
Ability to Get Information by Phone* <sup>1</sup>	12%	11%	22%	24%	32%
Safety While Riding After Dark	4%	10%	18%	39%	<b>28%</b>
Personal Safety at Park-and-Ride Lots	2%	5%	41%	24%	28%
Time Between Buses	6%	18%	4%	48%	24%
Safety While Waiting After Dark	6%	11%	18%	42%	<b>22%</b>
Cleanliness of Shelter* <sup>1</sup>	9%	16%	6%	48%	20%
Ability to Get Parking at Park-and-Ride	5%	6%	48%	23%	20%
Wait Time When Transferring* <sup>3</sup>	8%	19%	4%	51%	18%
Security of Car at Park-and-Ride	5%	8%	49%	23%	15%

\*Denotes a split sample of respondents received this attribute.  
<sup>1</sup> Group 1 [n<sub>w</sub> = 407; n = 736]   <sup>2</sup> Group 2 [n<sub>w</sub> = 357; n = 682]   <sup>3</sup> Transfers [n<sub>w</sub> = 304; n = 592]

**Differences by Rider Status:** There are relatively few differences in satisfaction with specific elements of transit service between Regular Riders and Infrequent Riders. Regular Riders are more likely to be “very satisfied” with. . .

- Where the bus routes go – 43 percent of Regular Riders are “very satisfied” compared to 34 percent of Infrequent Riders.
- Personal safety on the bus related to the conduct of others during the daytime – 55 percent of Regular Riders compared to 47 percent of Infrequent Riders **and** safety while riding after dark – 33 percent of Regular Riders compared to 22 percent of Infrequent Riders.
- Personal safety while waiting for the bus after dark – 27 percent of Regular Riders versus 14 percent of Infrequent Riders.

**Differences by Area of Residence:** Satisfaction with specific elements of service varies by residence area. Only those service elements for which differences are noted or discussed below are included in the table.

- Regular / Infrequent Riders living in East King County are more likely than those living in North King County to be “very satisfied” with on-time performance. Similarly, Regular / Infrequent Riders living in East King County are more likely than those living in North King County to be “very satisfied” with travel time by bus.
- Regular / Infrequent Riders living in South and North King County are more likely than those living in East King County to be “very satisfied” with where the bus routes go.
- Regular / Infrequent Riders living in East King County are more likely than those living in North King County and, to a lesser extent, those in South King County to be “very satisfied” with inside cleanliness of the buses.
- Regular / Infrequent Riders living in North King County are more likely than those living in South King County to be “very satisfied” with personal safety while waiting for the bus during the daytime. There is no difference in satisfaction with personal safety while waiting in the dark.
- Regular / Infrequent Riders living in East King County are more likely than those living in North and South King County to be “very satisfied” with personal safety on the bus related to the conduct of others during the daytime hours. There is no difference in satisfaction with personal safety on the bus related to the conduct of others after dark.
- Regular / Infrequent Riders living in South and East King County are more likely than those living in North King County to be “very satisfied” with the ability to get a parking space at a park-and-ride lot.
- Regular / Infrequent Riders living in East and, to a lesser extent, South King County are more likely than those living in North King County to be “very satisfied” with personal safety at the park-and-ride lots. In addition, Regular / Infrequent Riders living in East and, to a lesser extent, South King County are more likely than those living in North King County to be “very satisfied” with the security of their automobile at the park-and-ride lot. This may be attributed to fewer park-and-ride lots available in North King County.

**Table 14: Percent “Very Satisfied” with Transit Service Elements by Area**

	<b>North King</b> [n <sub>w</sub> = 448; n = 502]	<b>South King</b> [n <sub>w</sub> = 189; n = 459]	<b>East King</b> [n <sub>w</sub> = 127; n = 457]
<b>On-time performance of buses</b>	32%	37%	43%
<b>Travel time by bus</b>	35%	36%	45%
<b>Where bus routes go</b>	40%	43%	30%
<b>Inside cleanliness of buses</b>	36%	39%	47%
<b>Personal safety waiting for bus during day</b>	64%	54%	63%
<b>Personal safety waiting for bus at night</b>	22%	20%	23%
<b>Personal safety while riding bus during day</b>	51%	48%	63%
<b>Personal safety while riding bus at night</b>	27%	29%	34%
<b>Ability to get a parking space at park-and-ride</b>	14%	28%	25%
<b>Personal safety at park-and-ride lot</b>	19%	38%	46%
<b>Security of car at park-and-ride lot</b>	12%	18%	22%

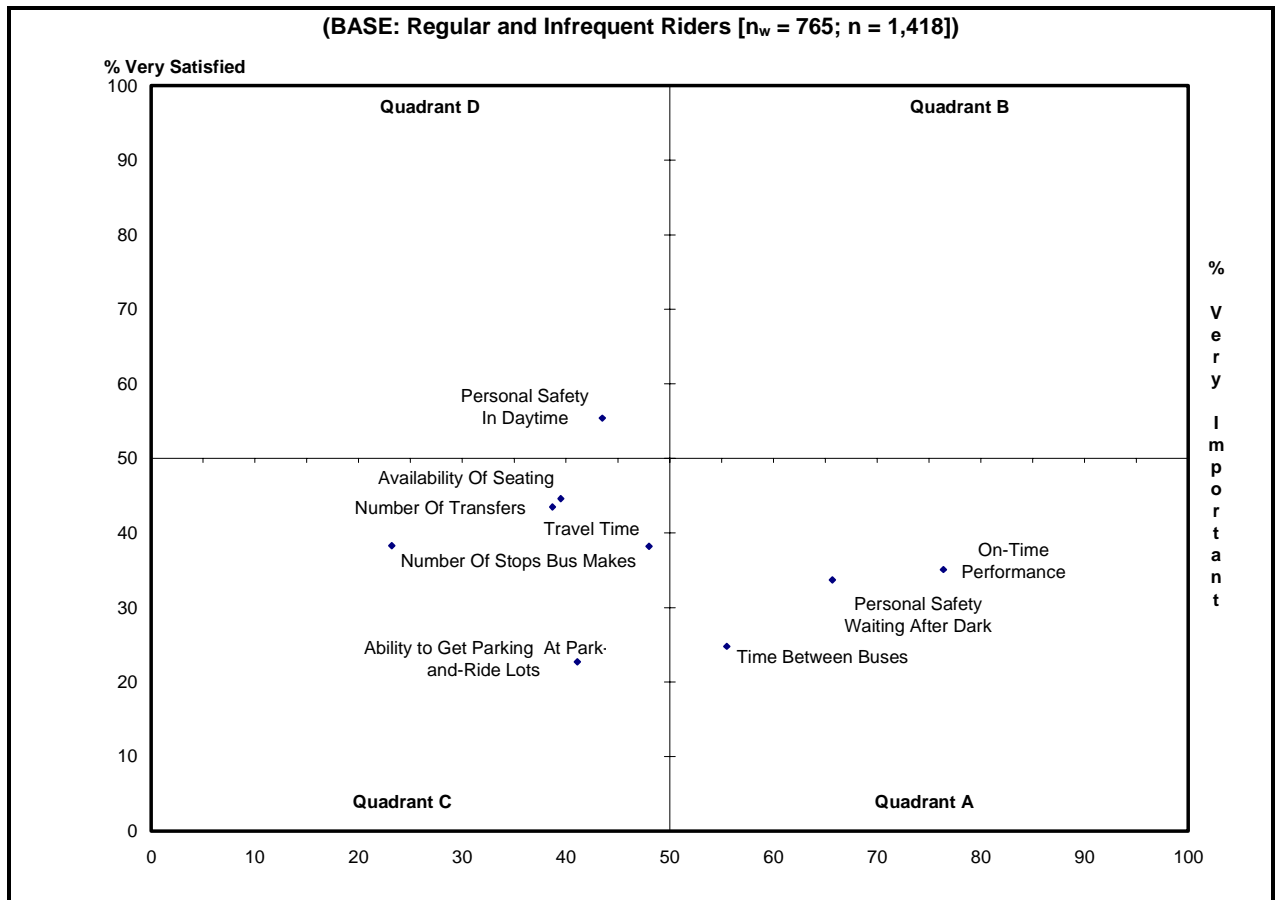


## Combined Importance and Satisfaction

Nine transit service elements were categorized into four quadrants based on (1) the perceived importance of each service element and (2) rider satisfaction with Metro's delivery of each. Perceived importance was measured by the percent of respondents saying the service element is "very important" in their decision to ride the bus. Rider satisfaction with Metro's delivery of service is measured by the percent of respondents saying they are "very satisfied" with that element. These quadrants provide indicators of strengths, potential problems and opportunities. This information can help set priorities for areas that may require attention and can aid in evaluating Metro's performance.

- **Quadrant A: High Importance / Low Satisfaction:** This quadrant includes service elements that 50 percent or more riders said are "very important" and less than 50 percent of riders said they are "very satisfied" with. Service elements in this quadrant may be high priority candidates for services improvement and include:
  - Time Between Buses
  - Personal Safety While Waiting After Dark
  - On-Time Performance
  
- **Quadrant B: High Importance / High Satisfaction:** This quadrant includes service elements that 50 percent or more riders say are "very important" and 50 percent or more riders said they are "very satisfied" with that element of service. None of the nine elements of service selected for analysis fall within this quadrant. The importance and satisfaction comparisons in 2001 did not highlight areas known to have high customer satisfaction and high importance. The focus this year was on areas about which customers might be concerned. It is therefore not surprising that no elements fell in Quadrant B.
  
- **Quadrant C: Low Importance / Low Satisfaction:** This quadrant includes those service elements that less than 50 percent of riders said are "very important" and less than 50 percent of riders said they are "very satisfied" with the service provided. Service elements included in Quadrant C are:
  - Availability of Seating on Buses
  - Number of Transfers
  - Travel Time by Bus
  - Number of Stops
  - Availability of Parking at Park-and-Ride Lots
  
- **Quadrant D: Low Importance / High Satisfaction:** This quadrant includes service elements that less than 50 percent of riders said are "very important" and 50 percent or more riders said they are "very satisfied" with the service provided. One service element falls into Quadrant D:
  - Personal Safety Waiting in the Daytime

**Figure 15: Importance – Satisfaction Grid**



## Worker Transportation and Travel

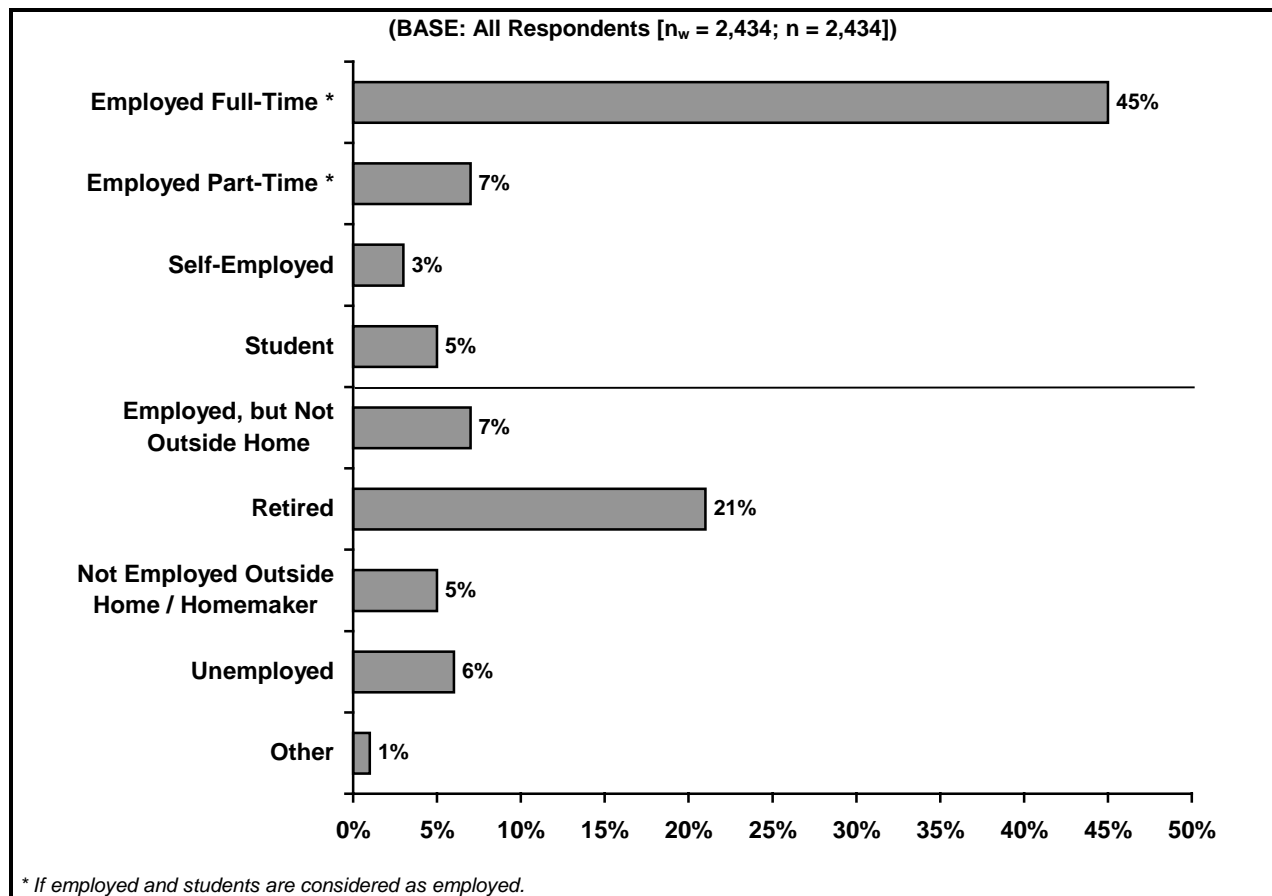
### Commuter Status

Q1: What is your current employment status?

Q2 [If Employed or Student] Do you work or attend school outside the home three or more days a week?

- Three out of five (60%) King County residents are Commuters. That is, they are employed full-time, part-time, or are self-employed and work outside the home, and/or they attend school three or more days a week.
  - The majority (92%) of commuters are Work Commuters – that is, they work full-time, part-time, or are self-employed, and they work outside the home three or more days a week.
  - Eight percent (8%) of all commuters are School Commuters – that is, they consider going to school their main reason for commuting, and they commute three or more days a week. School commuters may also work.
- Seven percent (7%) of all King County residents are employed or attend school, but do not work / attend school outside the home three or more days a week. Therefore, they are not considered Commuters.

**Figure 16: Commuter Incidence**

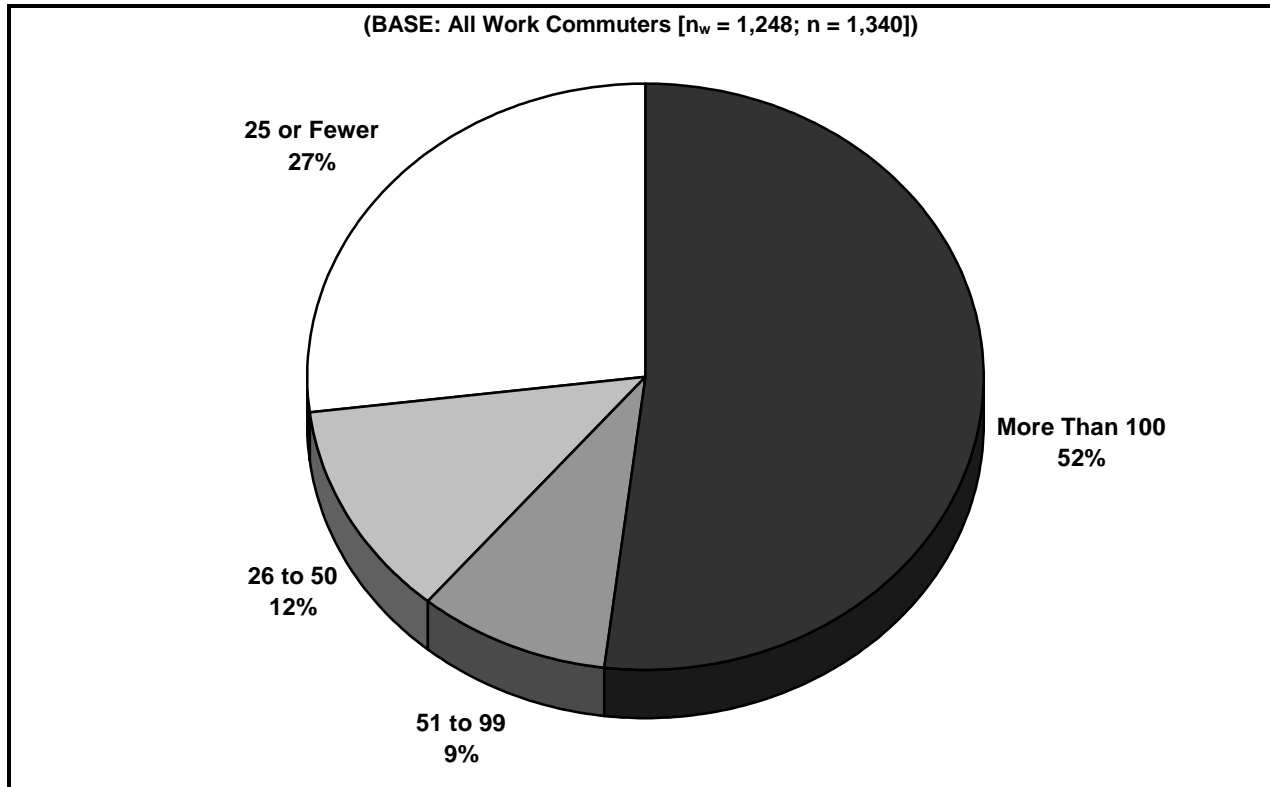


## Number of Employees at Place of Employment

Q25 About how many employees work for your employer at your place of employment?

- Over half (52%) of all work Commuters work for an employer who employs 100 or more employees at the commuter's place of employment.

**Figure 17: Number of Employees at Place of Employment**



**Table 15: Number of Employees at Place of Employment**

	All Work Commuters [n <sub>w</sub> = 1,248; n= 1,340]	Downtown Seattle [n <sub>w</sub> =373; n=546]	Other North [n <sub>w</sub> =293; n=266]	South King [n <sub>w</sub> =257; n=198]	East King [n <sub>w</sub> =262; n=282]
<b>100 or More</b>	52%	54%	51%	49%	52%
<b>51 to 99</b>	9	10	7	12	6
<b>26 to 50</b>	12	10	12	14	11
<b>25 or Fewer</b>	27	27	30	25	31

## Commute Destination

Q19A *In what geographic area do you work / attend school?*

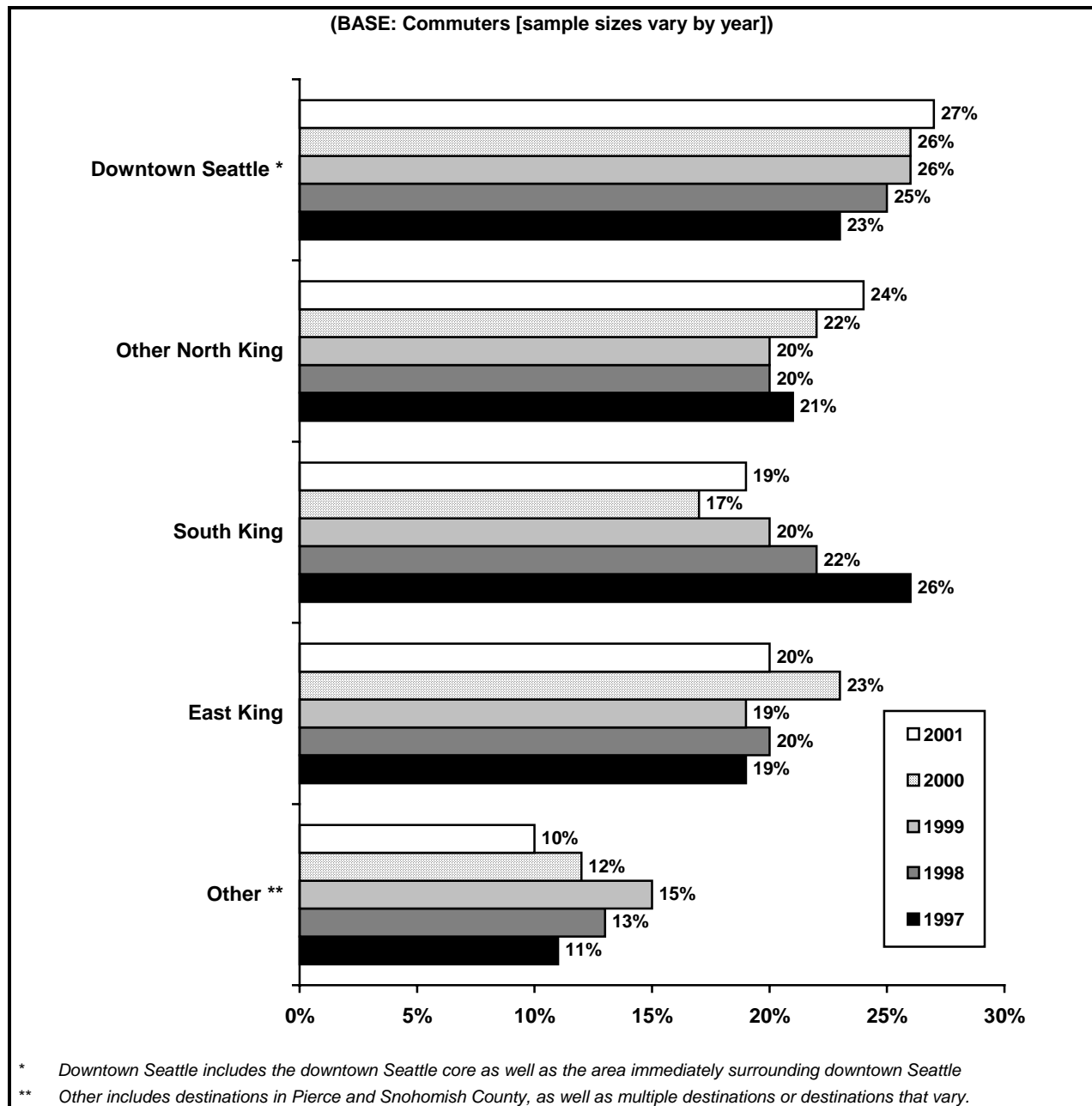
Q19B *[If Response to Q22A is Downtown Seattle] Would that be (1) Downtown Seattle core, (2) Denny Regrade / Belltown, (3) Pioneer Square, (4) International District, or (5) Somewhere Else?*

### Major Commute Destinations

- Downtown Seattle – and the area immediately surrounding downtown Seattle, including the Denny Regrade, Queen Anne, Capitol Hill, and First Hill – represents the primary work destination for more than one out of four (27%) King County Commuters.
  - To be consistent with previous data, the definition of downtown Seattle was not changed from earlier years. However, a question was added in this year's survey to provide clarifying data on those King County residents who reported that they work in downtown Seattle to determine in which area they specifically work. Of those working in downtown Seattle, 64 percent work in the area defined as the downtown Seattle core, 17 percent in the Denny Regrade area, 11 percent in Pioneer Square, and 4 percent in the International District. Four percent (4%) work in other surrounding downtown areas – lower Capitol and First Hills. Another 5 percent work in Downtown Seattle, but don't know whether they are in the core or surrounding districts.
  - The proportion of those working in downtown Seattle has increased slightly for the first time in several years and may simply reflect the further refinement of the question and additional probing. This figure should be monitored over time.
- One out of four (24%) Commuters travels to other North King County destinations. Similar proportions of Commuters travel to South King County (19%) and East King County (20%). Those commuting to North King County regions are most likely to commute to . . .
  - University District (22%), South Seattle (31%) – including Rainier Valley, Beacon Hill, SODO district, and Boeing Field, North Seattle (21%), West Seattle (6%), Shoreline (7%), and Other Seattle (11%).
- Those commuting to South King County regions are most likely to commute to . . .
  - Renton (32%), Kent (22%), Auburn (10%), Sea-Tac (12%), Federal Way (7%), Tukwila / Southcenter (7%), and Other South King County (10%).

- Those commuting to East King County are most likely to commute to . . .
  - Redmond (22%), Downtown Bellevue (22%), Bothell (11%), Kirkland (10%), Issaquah (8%), Woodinville (3%), Other Bellevue (5%), and Other East King County (14%).
- Only 10 percent of all Commuters commute to destinations outside King County or to multiple locations; significantly less than in previous years. This may reflect the changed question structure and additional probing.

**Figure 18: Major Commute Destinations – 1997 Through 2001**



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It is common for Commuters to live and work in the same general geographic area. This has been typical in previous years, as well.

- Two out of five North King County residents work in downtown Seattle (41%) or other areas in North King County (37%).
- Nearly half (45%) of South King County residents work in a South King County destination; the remainder work in downtown Seattle (17%) or other North King County destinations (19%).
- Three out of five (56%) East King County residents live and work in East King County.

**Table 16: Work Location by Area of Residence**

	<b>All Commuters</b> [n <sub>v</sub> =1,447; n=1,593]	<b>North King</b> [n <sub>v</sub> =587; n=525]	<b>South King</b> [n <sub>v</sub> =512; n=529]	<b>East King</b> [n <sub>v</sub> =348; n=539]
<b>North King</b>	51%	78%	35%	27%
<b>Downtown Seattle</b>	27	41	17	17
<b>Other North Areas</b>	24	37	19	10
<b>South King</b>	19	6	45	4
<b>East King</b>	20	8	8	56
<b>Other</b>	10	8	11	13

*\* Does not necessarily sum to 100 percent due to rounding.*



## Commute Mode

Q20 *How do you usually get to and from work / school?*

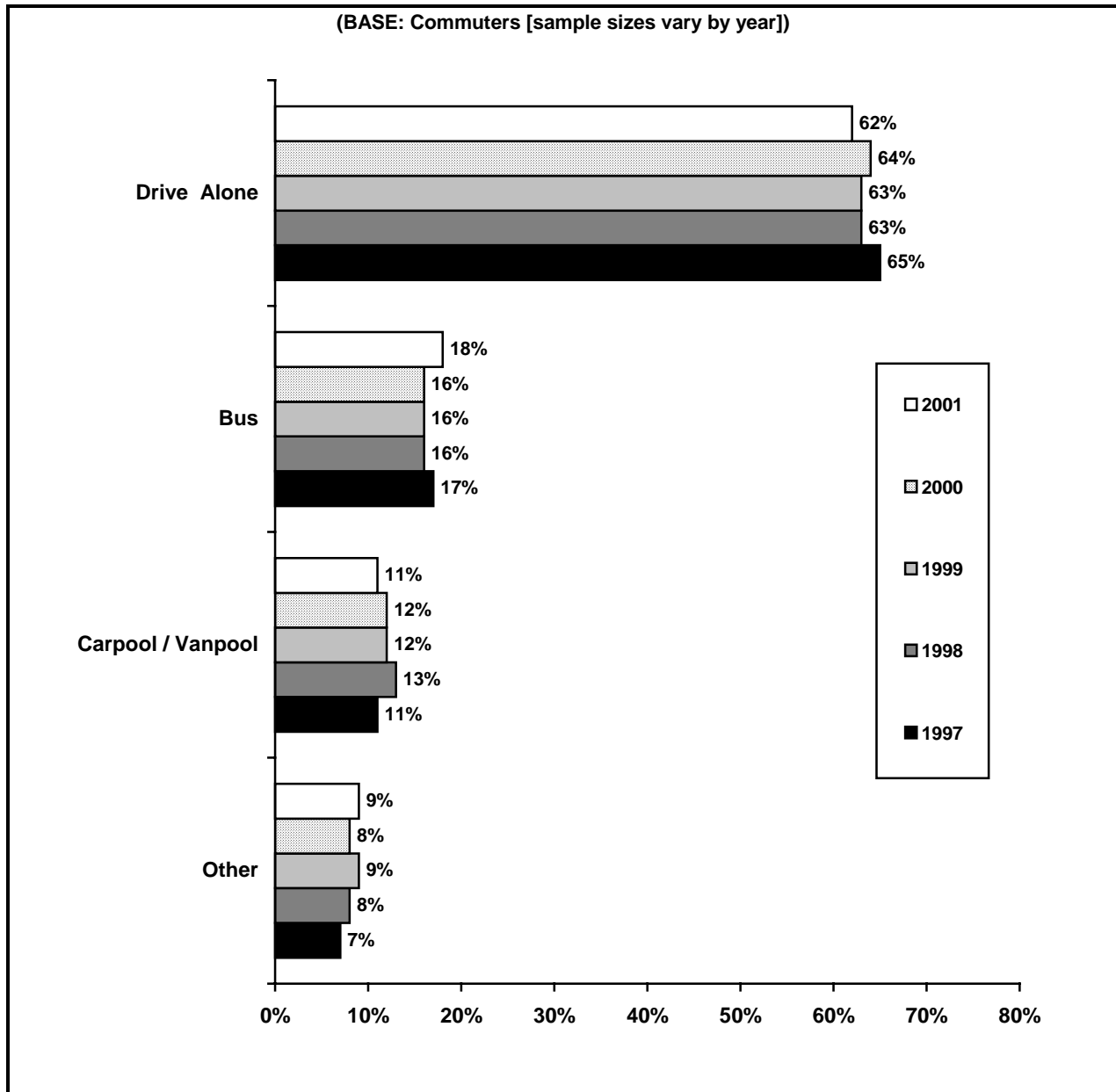
Q20A *[If Response to Q20 is Bus] Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?*

## Usual Commute Mode

The data collected on usual commute mode is nearly identical to what was recorded in earlier years.

- More than three out of five (62%) Commuters usually drive alone to work or school, unchanged from previous years. Eleven percent (11%) carpool or vanpool.
  - The proportion of drive alone commuters has remained relatively steady since 1998.
  - Those living in South and East King County are the most likely to drive alone – 70% and 69%, respectively).
- Nearly one out of five (18%) of all Commuters usually ride the bus to work. There has been no change in the proportion of Commuters using the bus to get to work since 1997.
  - Consistent with overall household ridership, those living in North King County are the most likely to ride the bus to work (28%).
  - As expected, Commuters who are currently Regular Riders are more likely than Infrequent Riders to usually commute by bus. However, while more than two-thirds (68%) of Regular Riders currently commute by bus, 12 percent usually drive alone and 7 percent usually carpool or vanpool.

**Figure 19: Usual Commute Mode**



**Table 17: Usual Commute Mode by Rider Status**

	Regular Rider [n <sub>w</sub> =330; n=898]	Infrequent Rider [n <sub>w</sub> =156; n=93]	Nonrider [n <sub>w</sub> =873; n=532]
Drive Alone	12%	65%	80%
Ride Bus	68	9	1
Carpool / Vanpool	7	13	12
Other	14	13	7

### Commute Mode by Area of Residence

- As reported earlier, North Area Commuters are the most likely group to usually commute by bus (28%), while those from East King County are the least likely to take the bus to work / school (11%).
  - There has been an increase in the proportion of North King County residents using the bus to commute to work since 1999 and 2000 – from 23 percent in 1999 and 22 percent in 2000 to 28 percent in 2001. At the same time, those usually driving alone to work decreased from 54 percent in 2000 to 50 percent in 2001.

**Table 18: Usual Commute Mode by Area of Residence**

	All Commuters [n <sub>w</sub> =1,359; n=1,523]	North King Residents [n <sub>w</sub> =558; n=505]	South King Residents [n <sub>w</sub> =484; n=507]	East King Residents [n <sub>w</sub> =318; n=511]
Drive Alone	62%	50%	70%	69%
Ride Bus	18	28	12	11
Carpool / Vanpool	11	11	10	12
Other	9	11	8	8

### Commute Mode by Work Location

- As in previous years, commuters who work or go to school in downtown Seattle are more likely to ride the bus than are Commuters who work in other King County locations. Over one-third (37%) of Commuters who work in downtown Seattle usually ride the bus to work.

**Table 19: Usual Commute Mode by Work Location**

	All Commuters [n <sub>w</sub> =1,359; n=1,522]	Downtown Seattle [n <sub>w</sub> =385; n=569]	Other North [n <sub>w</sub> =246; n=348]	South King [n <sub>w</sub> =276; n=223]	East King [n <sub>w</sub> =283; n=327]
Drive Alone	62%	43%	57%	77%	76%
Ride Bus	18	37	21	6	6
Carpool / Vanpool	11	12	10	10	11
Other	9	8	13	8	7

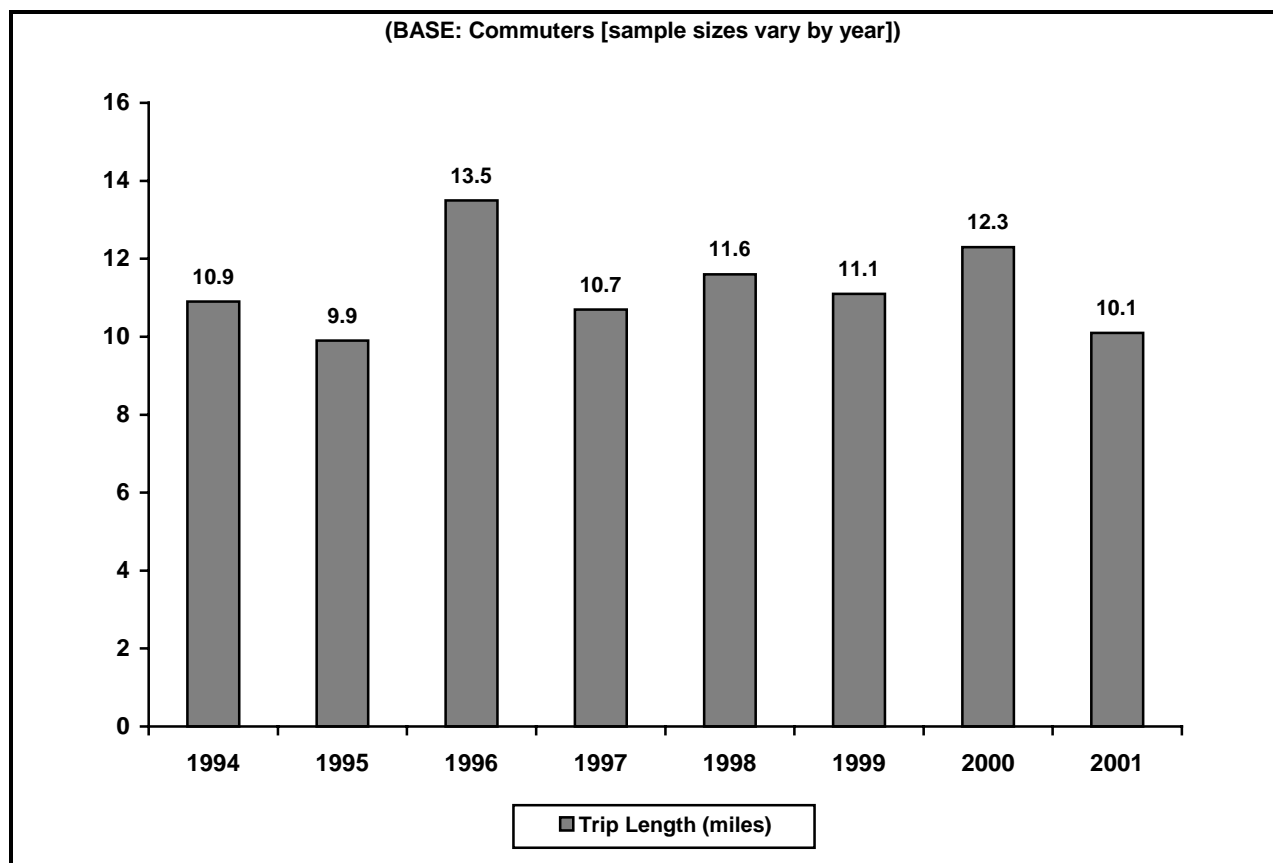
## Travel Distance and Time to Work

Q21 How many miles do you travel from home to work / school one-way?

Q22 About how long does that usually take you?

- Commuters travel an average of ten miles to work or school.
  - More than three out of five (64%) Commuters travel ten or fewer miles to work. While the overall mean has varied over the years, the proportion of those traveling ten or fewer miles has increased steadily over the years – from 56 percent in 1999, to 60 percent in 2000, to 64 percent in the current year.
- One out of ten (11%) King County Commuters travels more than twenty miles one-way to get to work or school.

**Figure 20: Average Trip Length to Work / School**



### Trip Length by Area of Residence and Work Location

- As in previous years, Commuters living in North King County travel a shorter distance to work or school one way, compared to Commuters living in South and East King County (an average of 7.9 miles, compared to 12.2 miles and 10.9 miles, respectively).
  - Three fourths (76%) of all Commuters living in North King County travel ten miles or less to work – 46 percent travel between one and five miles. On the other hand, only 54 percent of those living in South King County and 57 percent of those living in East King County travel ten miles or less to work.
- In general, the distance traveled to any single work location is similar – ranging from 9.0 miles to 10.4 miles. The distance traveled to work varies greatly depending on the pairing of home and final work destination.
  - South King County residents traveling to downtown Seattle have the longest commute distance – 18.2 miles. South King County residents traveling to East King County travel an average of 17.9 miles. South King County residents working in South King County travel an average of 8.7 miles to work.
  - North King County commuters traveling to downtown Seattle have an average trip length of 6.6 miles; those traveling to other North King County destinations (outside downtown Seattle) travel an average of 6.1 miles. The greatest distance traveled by North King County commuters is to South King County – 17.6 miles. North King County commuters traveling to East King County travel an average of 13.5 miles.
  - East King County commuters traveling to South King or North King County have the longest distance – about 16 miles (15.9 miles to South King destinations and 16.5 miles to North King locations). If traveling to downtown Seattle, the average commute distance is 13.4 miles; if traveling within East King County, average commute distance is 7.8 miles.

**Table 20: Trip Length (in miles) by Area of Residence and Work Location**

(BASE: Commuters [ $n_w = 1,359$ ; $n = 1,522$ ])				
		Area of Residence		
	Overall	North King	South King	East King
<b>All Commuters</b>	10.1	7.9	12.2	10.9
<b>Work Location</b>				
<b>Downtown Seattle</b>	10.2	6.6	18.2	13.4
<b>Other North King</b>	9.0	6.1	12.7	16.5
<b>South King</b>	10.1	17.6	8.7	15.9
<b>East King</b>	10.4	13.5	17.9	7.8

**Trip Length by Commute Mode**

- Trip length is similar for Commuters using the three major commute modes. Carpoolers / Vanpoolers travel greater distances than do those driving alone – 12.5 miles compared with 10.0 miles, respectively. There is no difference in commute length for bus and SOV commuters.

**Table 21: Average Trip Length (in miles) by Commute Mode and Work Location**

(BASE: Commuters [ $n_w = 1,359$ ; $n = 1,522$ ])				
		Commute Mode		
	Overall	SOV (Auto)	Carpool / Vanpool	Bus
<b>All Commuters</b>	10.1	10.0	12.5	10.6
<b>Work Location</b>				
<b>Downtown Seattle</b>	10.2	9.7	10.3	11.0
<b>Other North King</b>	9.0	9.4	10.7	8.8
<b>South King</b>	10.1	9.7	14.8	14.3
<b>East King</b>	10.4	10.3	12.5	9.8

## Work Hours

Q23 What is your usual schedule at work / school? First what time do you begin?

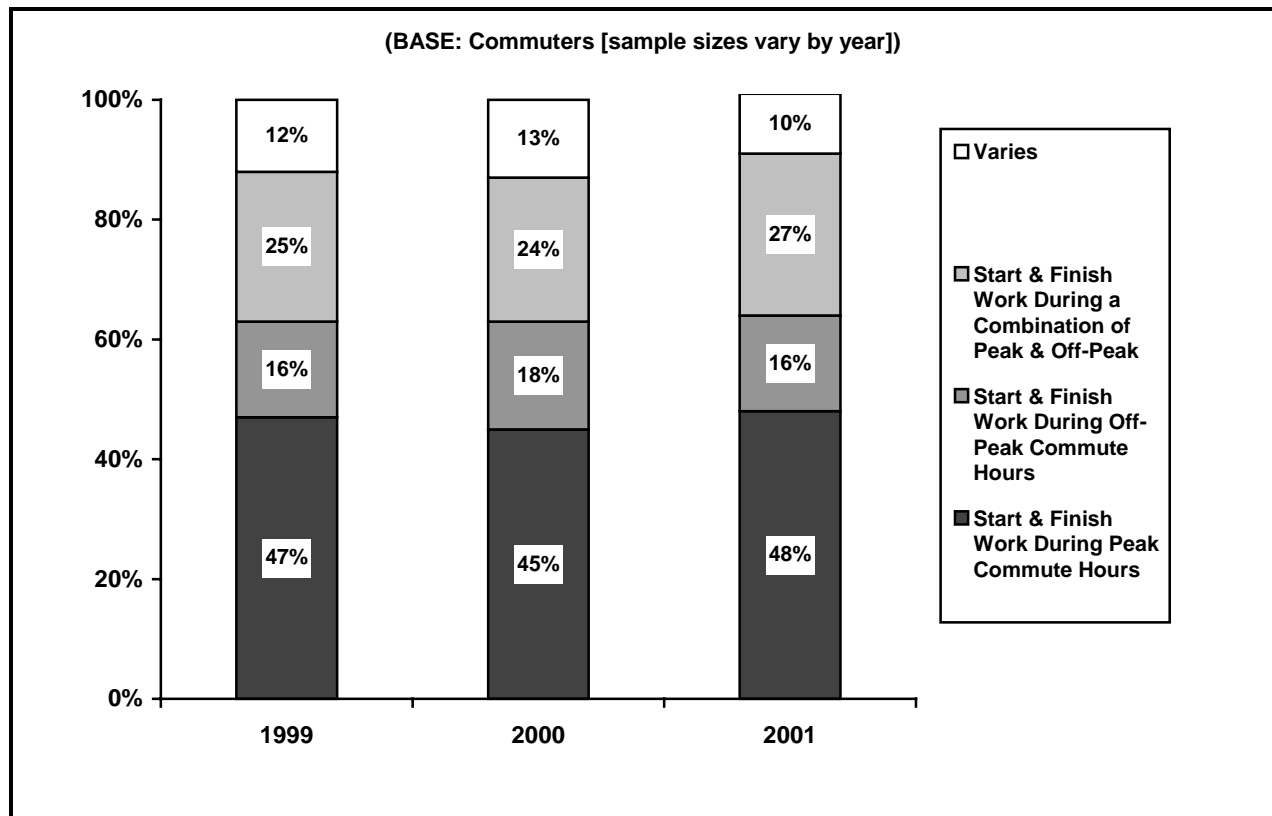
Q24 And what time do you finish work / school?

## Usual Work Hours

A variable was created to reflect the times King County residents started and finished work. Morning peak commute hours are between 6:00 and 9:00 a.m. and evening peak commute hours are between 3:00 and 6:00 p.m.

- Forty-five percent (45%) of Commuters start and finish work during peak commute hours. There has been no change since 1999 in the proportion of Commuters starting and finishing work during the peak hours of the day.
  - There are no significant differences between commuters using the different modes.

**Figure 21: Usual Work Hours**



**Table 22: Usual Work Hours by Commute Mode**

	Drive Alone [n <sub>w</sub> =837; n=591]	Bus * [n <sub>w</sub> =249; n=621]	Carpool / Vanpool [n <sub>w</sub> =148; n=139]
Start & Finish Peak Hours	47%	53%	54%
Start & Finish Off-Peak Hours	17	13	10
Start & Finish During Combination	26	26	25
Varies	10	8	11

\* Bus commuters include Metro Transit and Sound Transit

### Distribution of Morning Peak Commute

- More than three out of five (62%) Commuters usually start work during peak commute hours – that is, between 6:00 and 8:59 a.m., the same as in 2000. Three out of ten (30%) of all Commuters begin work during off-peak hours, while start time varies for 7 percent of all Commuters.
  - A higher proportion of Bus Commuters than Drive Alone Commuters start work during peak hours – 70 percent compared with 66 percent, respectively. Drive Alone Commuters are more likely than bus commuters to start work earlier (between 6:00 and 7:30 a.m.) – 29 percent compared with 22 percent, respectively. On the other hand, Bus Commuters are more likely than Drive Alone Commuters to start work between 7:30 a.m. and 8:59 a.m. – 49 percent compared with 37 percent, respectively. Notably, 14 percent of Bus Commuters start work between 8:30 and 8:59 a.m.
  - Nearly two out of five (37%) Carpool / Vanpool Commuters start work between 7:00 and 7:59 a.m.; 19 percent start between 7:30 and 7:59 a.m.

**Table 23: Distribution of Morning Peak Commute Times**

	All Commuters [n <sub>w</sub> =1,447; n=1,593]	Drive Alone Commuters [n <sub>w</sub> =837; n=591]	Bus Commuters [n <sub>w</sub> =249; n=621]	Carpool / Vanpool Commuters [n <sub>w</sub> =148; n=139]
6:00 a.m.-6:29 a.m.	5%	8%	3%	3%
6:30 a.m.-6:59 a.m.	5	6	6	5
7:00 a.m.-7:29 a.m.	14	15	13	18
7:30 a.m.-7:59 a.m.	12	11	13	19
8:00 a.m.-8:29 a.m.	19	19	22	21
8:30 a.m.-8:59 a.m.	8	7	14	7
9:00 a.m.-9:29 a.m.	9	10	10	9
9:30 a.m.-9:59 a.m.	2	2	3	2
Varies	7	8	6	9
All Other Times	19	15	11	7



### Distribution of Evening Peak Commute

- Fewer Commuters (53%) usually finish work during evening peak hours, defined as 3:00 p.m. to 5:59 p.m., than start during morning peak hours.
  - As seen with the morning commute, Bus Commuters are more likely than Drive Alone Commuters to finish during peak afternoon commute hours – 64 percent compared with 55 percent, respectively.
  - Bus Commuters are more likely than Drive Alone Commuters to finish work between 5:00 and 5:29 p.m. – 26 percent compared with 16 percent, respectively.

**Table 24: Distribution of Evening Peak Commute Times**

	All Commuters [n <sub>w</sub> =1,447; n=1,593]	Drive Alone Commuters [n <sub>w</sub> =837; n=591]	Bus Commuters [n <sub>w</sub> =249; n=621]	Carpool / Vanpool Commuters [n <sub>w</sub> =148; n=139]
2:30 p.m.-2:59 p.m.	4%	5%	3%	2%
3:00 p.m.-3:29 p.m.	6	7	5	10
3:30 p.m.-3:59 p.m.	8	6	7	7
4:00 p.m.-4:29 p.m.	8	10	8	7
4:30 p.m.-4:59 p.m.	9	9	11	14
5:00 p.m.-5:29 p.m.	17	16	26	17
5:30 p.m.-5:59 p.m.	6	7	6	6
6:00 p.m.-6:29 p.m.	7	8	7	6
6:30 p.m.-7:00 p.m.	2	2	1	2
Varies	2	2	2	2
All Other Times	31	27	22	26

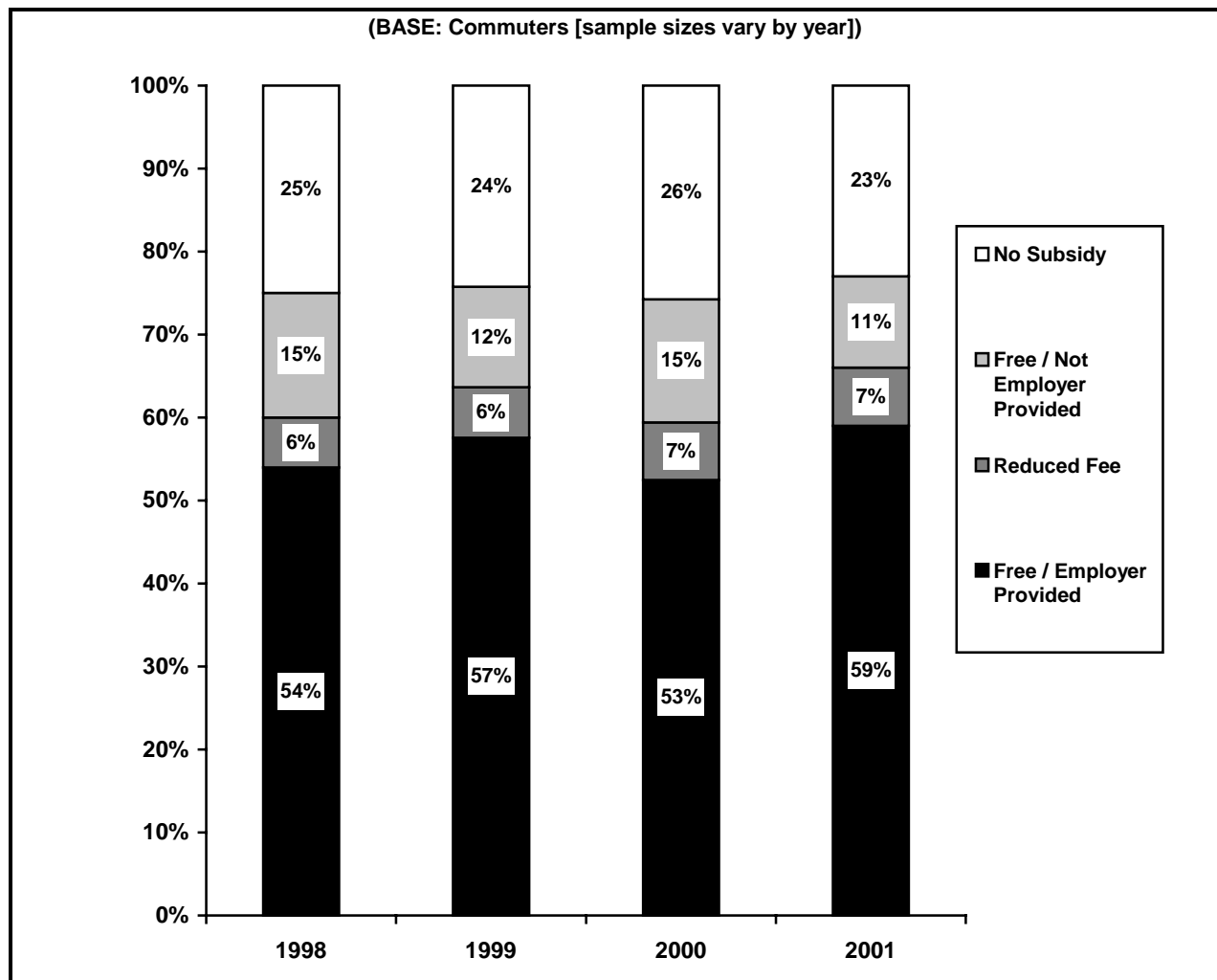
## Availability of Subsidized Parking

Q26 Does your employer or school provide you with free or reduced fee parking at work / school?

### Overall Availability of Subsidized Parking

- More than three-fourths (77%) of all Commuters have free or reduced fee parking available.
  - Employers continue to offer free parking to the majority of Commuters. Three out of five (59%) Commuters have free parking provided by their employers. There has been an increase in the proportion of Commuters who receive fully-subsidized parking from their employers since 2000 – from 53 percent to 59 percent. The proportion of Commuters with fully-subsidized parking is at its highest level since 1997, when 63 percent of all Commuters had free parking provided by their employers.
  - Seven percent (7%) receive a partial subsidy for parking from their employers. This is the same as in 2000 and has remained virtually unchanged over time.

**Figure 22: Availability of Subsidized Parking**



### Availability of Subsidized Parking by Work Location

- As in previous years, Commuters who work in downtown Seattle or in other North King County locations are less likely than those who work in South and East King County to receive a subsidy for parking. Nearly half (45%) of all downtown Seattle Commuters and twenty-three percent (23%) of other North Area Commuters do not receive any subsidy.
  - The proportion of downtown Seattle Commuters with fully-subsidized parking (32%) has decreased somewhat from 2000 when 35 percent of all downtown Seattle Commuters received fully-subsidized parking. This difference is not statistically significant. Moreover, it remains above the 28 percent who received full-subsidized parking in 1998.
  - The proportion of commuters working in other North King County destinations has increased from 2000 when only 51 percent received fully-subsidized parking. Again, this difference is not statistically significant, but when combined with increases in South and East King County it explains the overall increase in the offering of fully-subsidized parking.
- Commuters working at East and South King County locations continue to be the most likely to have free parking provided by their employers.
  - There has been a significant increase in the extent to which employers in South and East King County subsidize parking – from 67 percent to 79 percent in South King County and from 62 percent to 75 percent in East King County. Current 2001 figures are similar to those in 1999.

**Table 25: Availability of Subsidized Parking by Work Location**

	All Commuters [n <sub>v</sub> =1,447; n=1,593]	Downtown Seattle [n <sub>v</sub> =385; n=569]	Other North King [n <sub>v</sub> =396; n=348]	South King [n <sub>v</sub> =276; n=223]	East King [n <sub>v</sub> =283; n=327]
<b>Free / Employer Provided</b>	60%	31%	57%	80%	75%
<b>Reduced Fee</b>	7	15	8	2	3
<b>Free / Not Employer Provided</b>	11	9	12	12	14
<b>No Subsidy*</b>	23	45	23	7	8
<i>*Respondents who pay for their own parking.</i>					

### Availability of Subsidized Parking by Commute Mode

- As in previous years, Drive Alone Commuters are significantly more likely than Bus Commuters to have free or reduced fee parking available— 90% compared to 38 percent, respectively.
  - There has been a steady increase in the extent to which Drive Alone Commuters have fully-subsidized parking available – from 63 percent in 1999 to 68 percent in 2000 to 72 percent in 2001 – providing little incentive to change modes.

**Table 26: Availability of Subsidized Parking by Commute Mode**

	All Commuters [n <sub>w</sub> = 1,447; n = 1,593]	Drive Alone [n <sub>w</sub> = 837; n = 591]	Bus [n <sub>w</sub> = 249; n = 620]	Carpool / Vanpool [n <sub>w</sub> = 148; n = 139]
<b>Free / Employer Provided</b>	59%	72%	21%	59%
<b>Reduced Fee</b>	7	3	16	9
<b>Free / Not Employer Provided</b>	11	15	<1	19
<b>No Subsidy*</b>	23	10	62	14

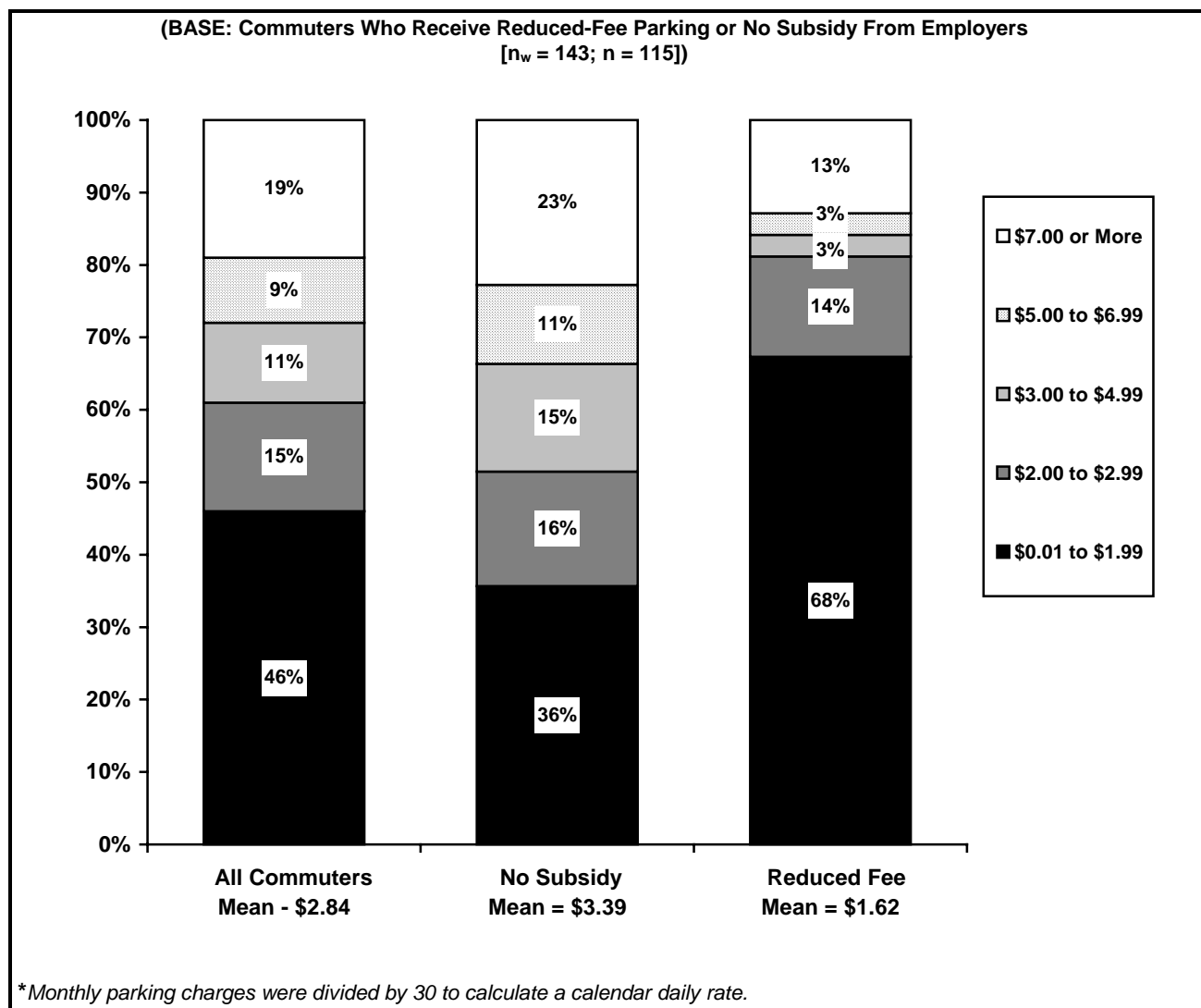
*\*Respondents who pay for their own parking.*

## Cost of Parking

Q27 How much do you personally pay per day for parking?

- On average, Commuters who pay to park pay \$2.84 a day to park, significantly less than noted in previous years.
  - SOV Commuters who pay for parking pay an average of \$3.03 daily. More than two out of five (42%) pay less than \$2.00 per day to park.
  - Those who receive no subsidy from their employers pay an average of \$3.39 to park, while those who receive a partial subsidy pay less than half that – \$1.62.

**Figure 23: Cost of Parking**

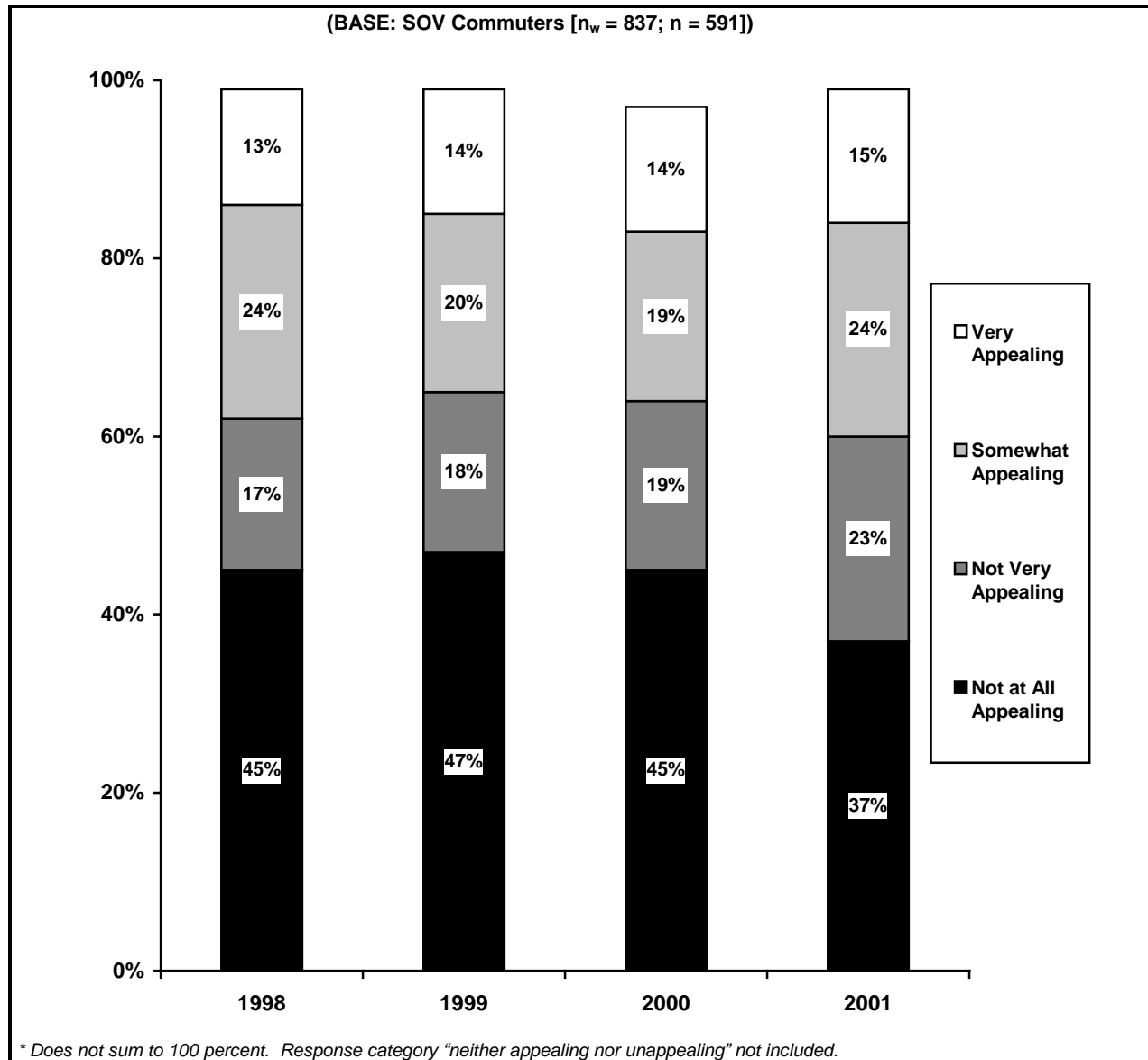


## Appeal of Using the Bus to Commute to Work / School

Q28 [SOV Commuters] Overall, how appealing to you personally is the idea of using the bus instead of driving to work / school?

- The idea of using the bus to commute to work or school has become increasingly appealing. The proportion of commuters saying that the idea of taking the bus is “not at all appealing” has decreased from 45 percent in 2000 to 37 percent in 2001, the first real change since 1998. However, there has been little change in the proportion finding the idea of using the bus “very appealing.”

**Figure 24: Appeal of Using the Bus to Commute to Work / School**



- Commuting by bus continues to be most appealing (44%) to those who work in downtown Seattle. However, the proportion of downtown commuters who find commuting by bus to be “very appealing” has decreased steadily over the years – from 20 percent in 1999 to 18 percent in 2000 to 15 percent this year. At the same time, the proportion of downtown commuters who find commuting by bus to be “not at all appealing” has also decreased – from 36 percent in 1999 to 32 percent in 2000 to 28 percent in 2001.
  - SOV Commuters living in North and South King County who work downtown are more likely than those living in East King County to find the idea of using the bus appealing – 44 percent and 51 percent appealing for North and South King County, respectively compared to 33 percent for East King County commuters.
- For those commuting to a South King County location, the appeal of using the bus has increased from 27 percent in 1999 to 31 percent in 2000 to 37 percent in 2001. At the same time, the proportion that feels it is “not at all appealing” has decreased from 59 percent in 1999 to 46 percent in 2001.
  - SOV Commuters living in North King County who commute to South King County are the most likely to find the idea of riding the bus appealing – 74 percent compared with 34 percent for those living in South King and 31 percent for those living in East King County.
- There was an increase in the proportion of commuters working in East King County who found the idea of using the bus very appealing between 1999 and 2000 – from 11 percent to 20 percent, respectively. This figure decreased somewhat this year to 17 percent. At the same time, however, the proportion of those working in East King County who find the idea of using the bus “not at all” appealing has decreased for the first time since 1999 – from 50 percent in 2000 to 34 percent this year.
  - SOV Commuters living in South and, to a lesser extent, North King County are the most likely to feel the idea of using the bus to commute to East King County is appealing – 51 percent and 47 percent, respectively. Only one-third (34%) of those who live and work in East King County find the idea of using the bus appealing.

**Table 27: Appeal of Using Bus Instead of Driving Alone / Carpooling by Work Location**

	Downtown Seattle [n <sub>w</sub> =161; n=119]	Other North [n <sub>w</sub> =194; n=125]	South King [n <sub>w</sub> =213; n=131]	East King [n <sub>w</sub> =212; n=178]
<b>Very Appealing</b>	15%	15%	16%	17%
<b>Somewhat Appealing</b>	29	21	21	22
<b>Not Very Appealing</b>	27	22	16	26
<b>Not At All Appealing</b>	28	38	46	34

*\* Does not necessarily sum to 100 percent. Response category “neither appealing nor unappealing” not included.*

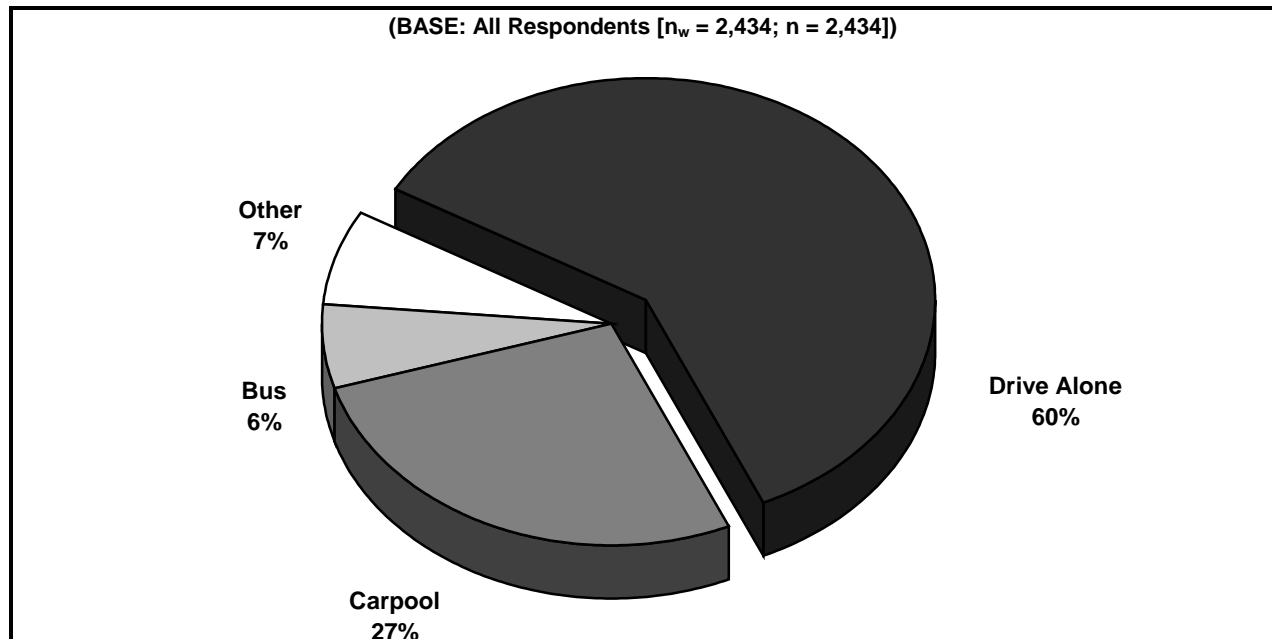
## Personal Travel

### Usual Travel Mode – Personal Travel

Q29 What method of transportation do you usually use to get around for most of your personal, that is non-work, travel?

- As in previous years, the majority of all King County residents (60%) usually drive alone for their personal travel. About one-fourth (27%) usually carpool, that is they drive with at least one other person in the car. Six percent (6%) of all King County residents usually take the bus for their personal travel.
  - One quarter (26%) of Regular Riders use the bus most often for personal, non-work travel. Two out of five (41%) usually drive alone and one out of five (22%) carpools. More than three-fourths (77%) of Regular Riders who do not have a car use Metro for their personal travel. Only 16 percent of Regular Riders with a car usually use Metro for their personal travel.

**Figure 25: Usual Personal Travel Mode**



**Table 28: Usual Personal Travel Mode by Rider Status**

	Regular Rider [n <sub>w</sub> =447; n=1,226]	Infrequent Rider [n <sub>w</sub> =317; n=192]	Nonrider [n <sub>w</sub> =1,669; n=1,016]
Drive Alone	41%	63%	65%
Carpool	22	22	30
Ride Bus	26	5	1
Other	11	10	4

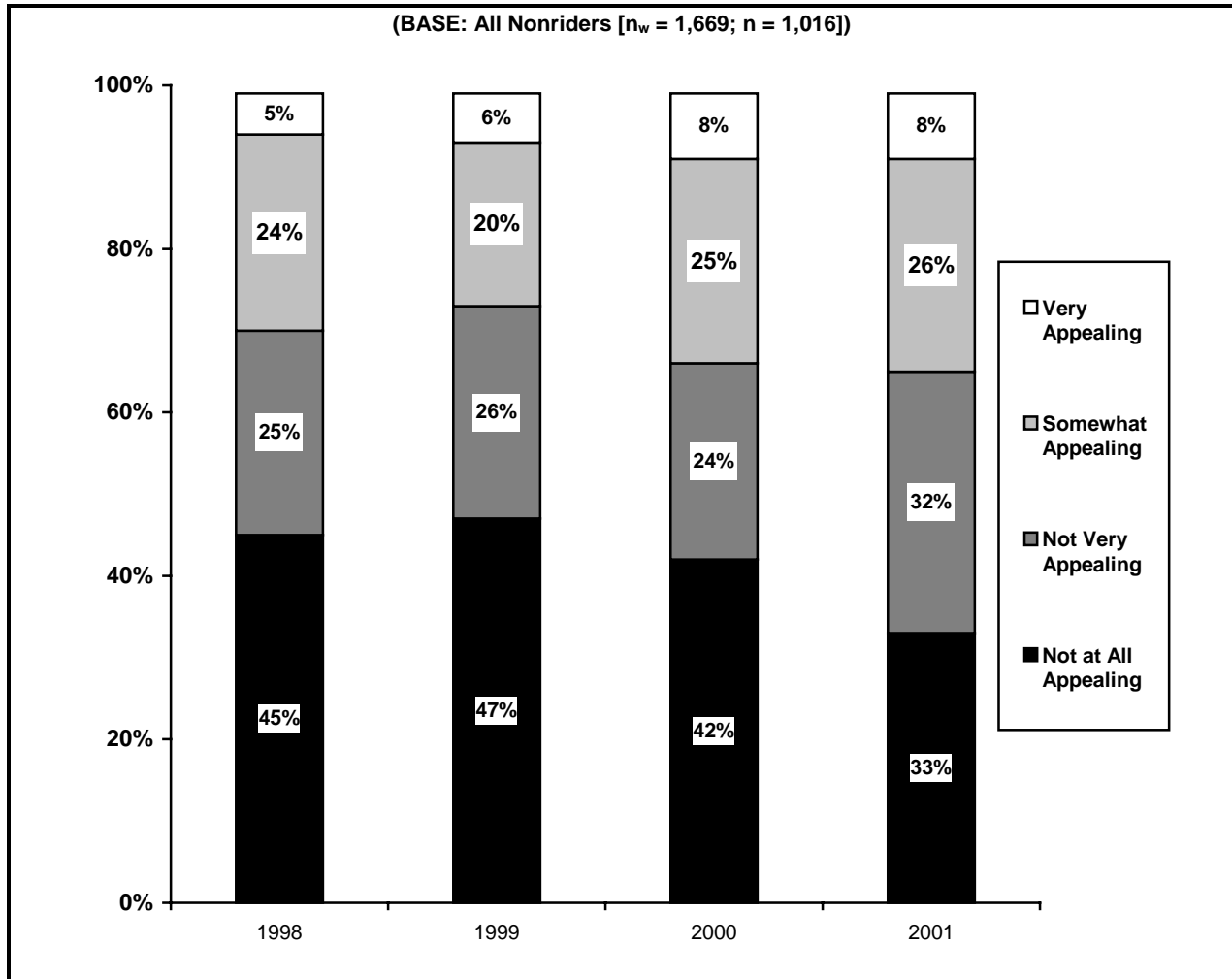


## Appeal of Using Bus for Personal Travel

Q30 *[Nonriders] Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel?*

- Like commute travel, there has been a decrease over the years in the proportion of Nonriders who find the idea of using the bus for their personal travel “not at all appealing” -- from 47 percent in 1999, to 42 percent in 2000, to 37 percent in 2001. At the same time, there has been no change in the proportion of Nonriders who find it “very appealing.”
  - As opposed to previous years, residents of the three geographic areas do not differ significantly in the extent to which they find the bus appealing for non-work travel.
  - King County residents who are 55 years of age or older are the most likely to find the bus appealing for personal travel. Thirteen percent (13%) of these older residents say the idea of taking the bus is “very appealing,” whereas only four percent (4%) of King County residents under 55 find the bus “very appealing” for personal travel.

**Figure 26: Appeal of Using the Bus for Personal Travel**



**Table 29: Appeal of Using Bus for Personal Travel by Area of Residence**

	North King [ $n_w=534$ ; $n=311$ ]	South King [ $n_w=674$ ; $n=355$ ]	East King [ $n_w=461$ ; $n=350$ ]
Very Appealing	8%	6%	11%
Somewhat Appealing	32	24	24
Not Very Appealing	32	32	30
Not At All Appealing	28	37	34

*Columns do not sum to 100 percent. Neutral responses not shown.*

## Barriers to Riding

### Barriers to Riding – SOV Drivers

All King County residents who are either SOV Commuters or who usually drive alone for their personal, non-work travel were asked how appealing the idea of using the bus is instead of driving. Those who indicated that using the bus would be “somewhat appealing” or “very appealing” were then asked the extent to which different issues were barriers to their riding the bus or taking the bus more often.

Q31 On a scale of 1 to 7 where “1” means it is “not a barrier at all” and “7” means it is a “very significant barrier,” please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often:

*The time it takes by bus*

*Crowded buses*

*Concerns about your personal safety while riding or waiting for buses*

*Having to transfer buses*

*Having to plan around bus schedules*

*Not knowing how to use the bus system*

*Lack of parking at park and ride lots*

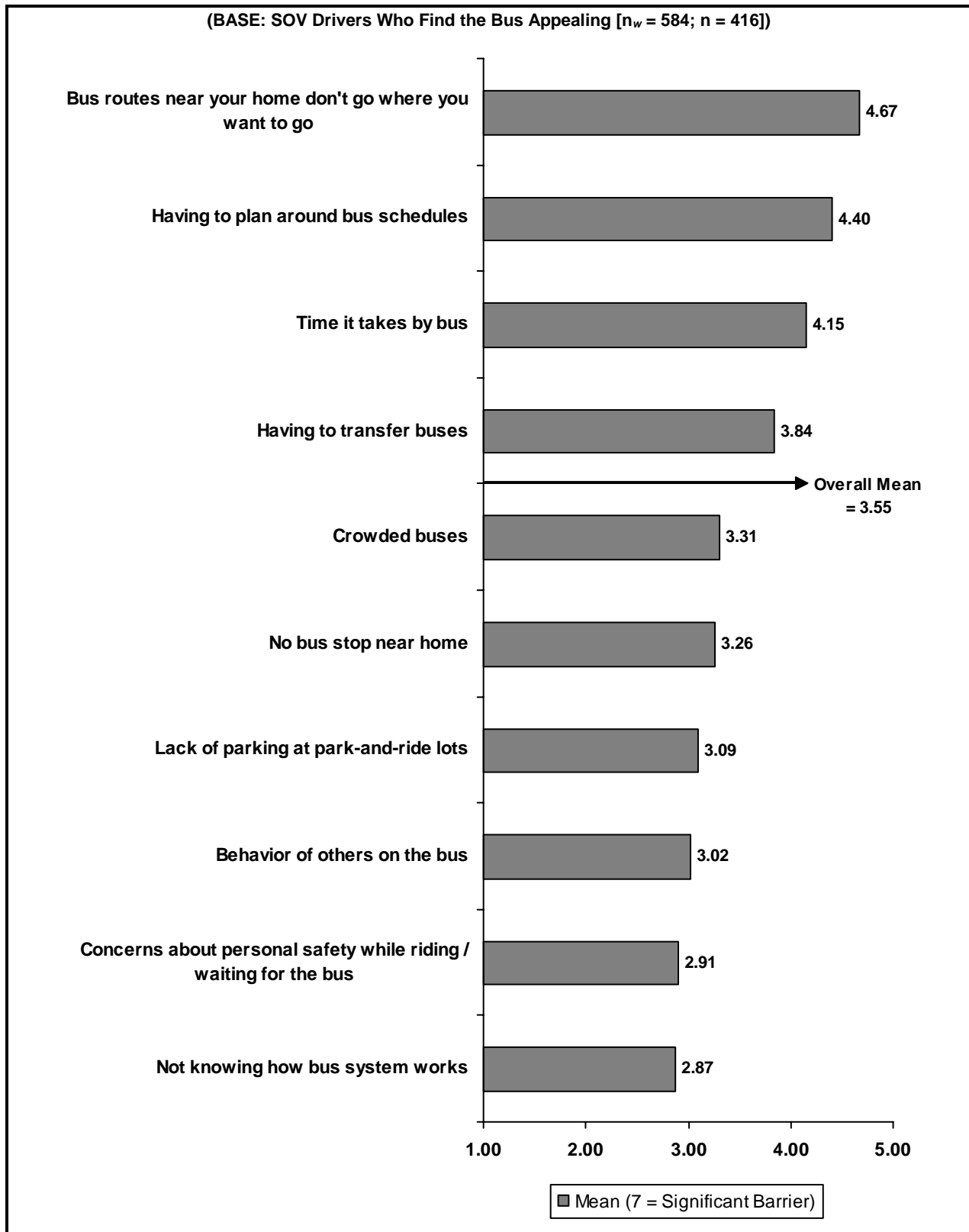
*The behavior of others on the bus*

*There is no bus stop near your home*

*The bus routes near your home don't go where you want to go*

- There are four primary barriers to using the bus among SOV Drivers who feel the idea of using the bus is appealing, with aspects relating to availability being the greatest barrier.
  - Bus routes not going to a desired location is the greatest barrier to riding. SOV Drivers in South and East King County are more likely than North King County SOV Drivers to report this is a “very significant barrier” – 41 percent and 43 percent compared to 27 percent, respectively.
  - Having to plan around bus schedules is a notable barrier among Commuters (mean rating 4.60).
  - Travel time by bus is also a major barrier. Again, this is a greater barrier for Commuters than Noncommuters – mean rating 4.43 compared with 3.56, respectively.
  - While still a barrier, having to transfer buses is less of a problem than having to plan around bus schedules and travel time. There are no differences between Commuters and Noncommuters.

Figure 27: Barriers to Riding the Bus



## Barriers to Riding – SOV Commuters

SOV Commuters who indicated that using the bus instead of driving to work / school would be “somewhat appealing” or “very appealing” were also asked the extent to which specific issues related to work were barriers to their riding the bus or taking the bus more often.

Q31 *On a scale of 1 to 7 where “1” means it is “not a barrier at all” and “7” means it is a “Very Significant Barrier,” please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often:*

*The level of bus service after 6 p.m.*

*Needing a car during the work day for work-related business*

*Needing a car during the day for personal errands while at work*

*Often having to work late*

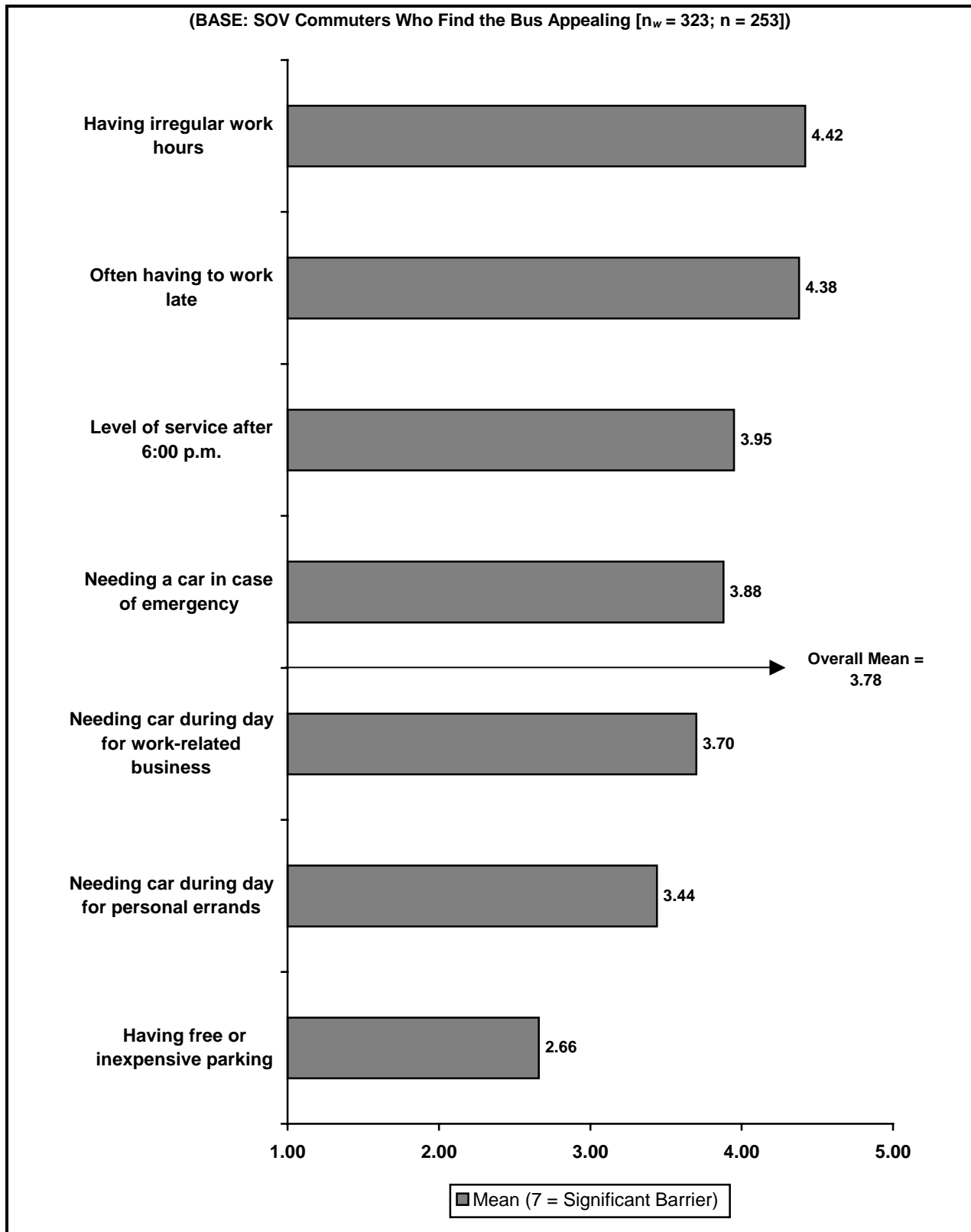
*Having irregular work hours*

*Having free or inexpensive parking*

*Needing a car in case of an emergency at home*

- Lack of a bus route is also the greatest barrier for SOV Commuters who find the idea of riding the bus appealing – mean rating of 4.91. Over half (53%) of those commuting to an East King County destination say that lack of a bus route is a “very significant barrier”. This is particularly true for commuters living in South King County who commute to East King County – 64 percent saying it is a “very significant barrier.”
- Having irregular work hours and/or having to work late, coupled with availability of service after 6:00 p.m., is another significant barrier for SOV Commuters who find the idea of riding the bus appealing.
  - This holds true for all SOV Commuters regardless of residence area or work location.
- Having a car in case of an emergency at home is also a barrier.
  - Again, this holds true for all SOV Commuters regardless of work or home location.

Figure 28: Barriers to Riding the Bus

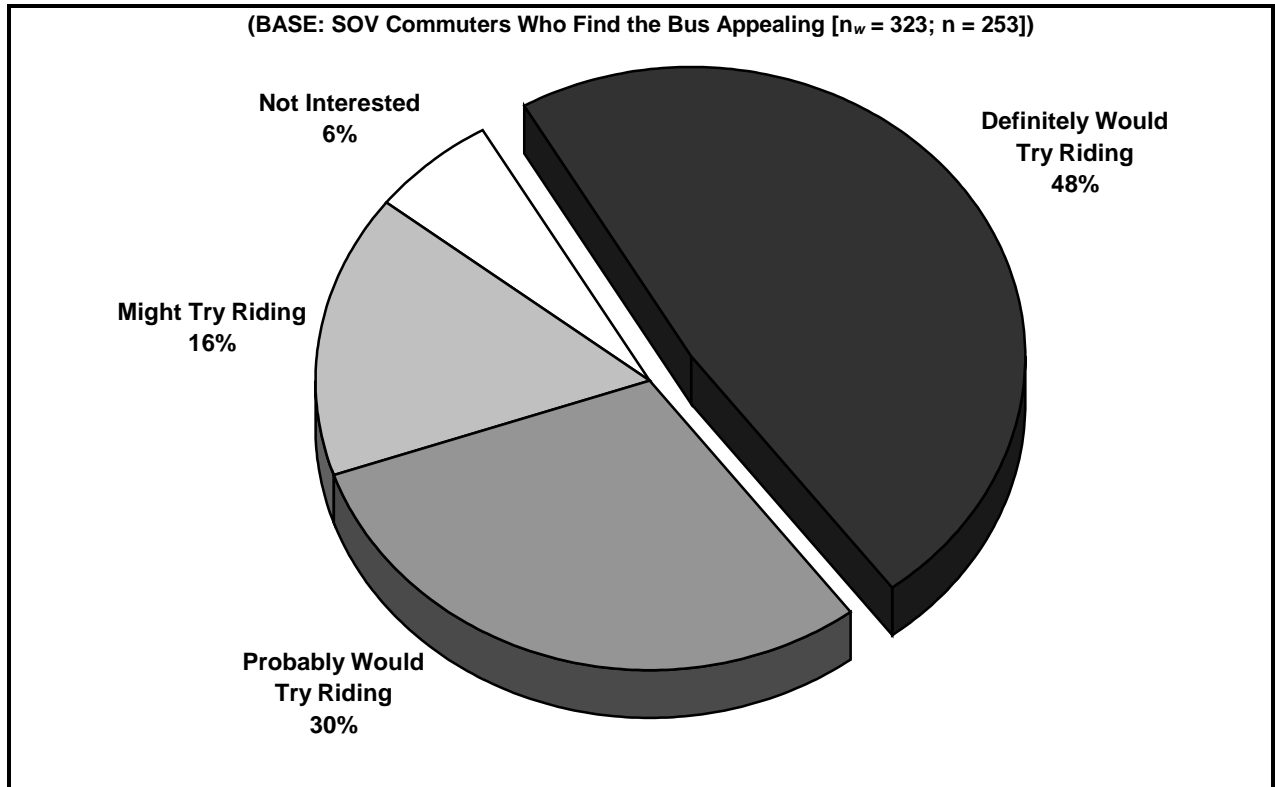


## Impact of Barriers on Ridership

Q31Z If these barriers did not exist, would you try commuting by bus or would you still not be interested?

- Nearly half (48%) of SOV commuters say they definitely would try riding the bus if these barriers did not exist; an additional 30 percent said they probably would try riding the bus.

**Figure 29: Impact of Barriers on Ridership**



- The level of bus service after 6:00 p.m. and requirements for a car during the day for work-related business are the two barriers that most distinguish those who “definitely would try riding” from those who “probably would try riding.”

**Table 30: Barriers to Riding by Potential Ridership if Barriers Didn't Exist**

	<b>Definitely Would Try Riding</b>	<b>Probably Would Try Riding</b>
	<b>Mean (7 = Significant Barrier)</b>	
<b>The Level Of Bus Service After 6 p.m.</b>	4.25	3.74
<b>Needing A Car During The Day For Work</b>	3.76	3.46
<b>No Bus Stop Near Your Home</b>	3.25	3.06
<b>Bus Routes Near Home Don't Go Where Needed</b>	4.98	4.85
<b>Often Having To Work Late</b>	4.49	4.43
<b>Having Irregular Work Hours</b>	4.42	4.36
<b>The Behavior Of Others On The Bus</b>	2.86	2.85
<b>Not Knowing How To Use The Bus System</b>	2.49	2.68
<b>Concerns About Safety While Riding / Waiting For Bus</b>	2.62	2.81
<b>Having To Plan Around Bus Schedules</b>	4.51	4.73
<b>The Time It Takes By Bus</b>	4.42	4.65
<b>Having To Transfer Buses</b>	3.77	4.08
<b>Needing A Car In Case Of An Emergency At Home</b>	3.55	3.93
<b>Crowded Buses</b>	2.98	3.36
<b>Lack Of Parking At Park And Ride Lots</b>	2.63	3.04
<b>Needing A Car During The Day For Personal Errands</b>	3.17	3.63
<b>Having Free Or Inexpensive Parking</b>	2.38	2.86



## Metro Mission and Goals

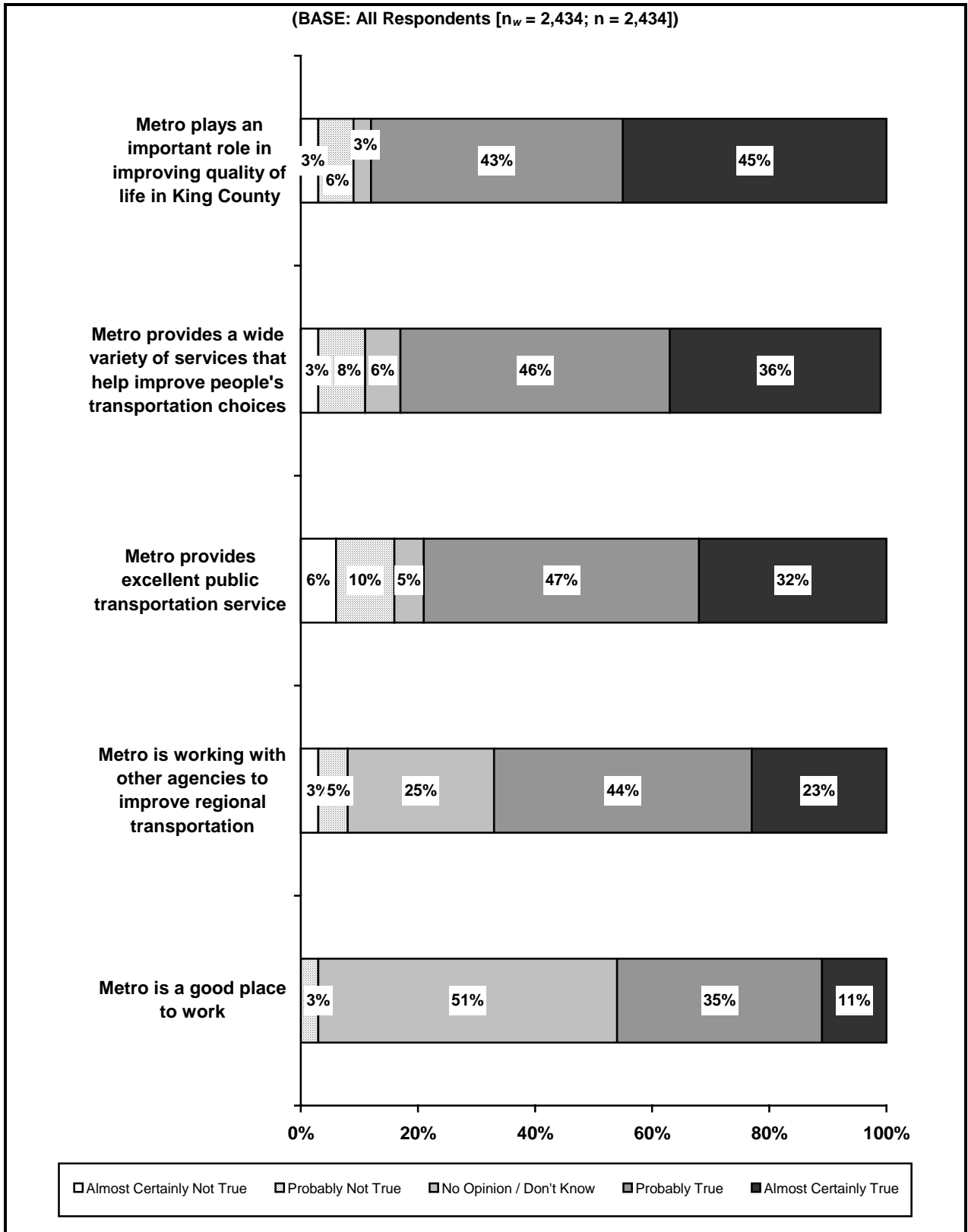
Questions were included in the 2001 Rider / Nonrider survey to assess public perception of Metro Transit using Metro's stated mission and goals.

### Perceptions of Metro

Q14 *I'm going to read some statements that have been made about Metro Transit. Please tell me whether you think each statement is almost certainly not true, probably not true, probably true or almost certainly true.*

- King County residents feel the following statements about Metro are true, with at least half of the respondents saying that these statements are "almost certainly true" or "probably true":
  - **Plays an important role in improving the quality of life** in King County (45% "almost certainly true" and 43% "probably true"). Residents of North King County are more likely than those living in East and South King County to feel that this statement is "almost certainly true" – 52 percent compared with 43 percent and 39 percent, respectively. In addition, Regular Riders are more likely than Infrequent Riders to feel this statement is "almost certainly true" – 62 percent compared with 53 percent respectively. Moreover, Regular and Infrequent Riders are more likely than Nonriders to feel this statement is "almost certainly true" – 58 percent compared with 39 percent, respectively.
  - **Provides a wide variety of services that help improve peoples' transportation choices** (36% "almost certainly true" and 46% "probably true"). Regular and Infrequent Riders are more likely than Nonriders to feel this statement is "almost certainly true" – 44 percent and 41 percent compared with 33 percent, respectively.
  - **Provides excellent public transportation service** (32% "almost certainly true" and 47% "probably true"). Residents of North King County are more likely than those living in East King County to say this statement is "almost certainly true" – 35 percent compared with 29 percent, respectively. Moreover, Regular and Infrequent Riders are more likely than Nonriders to feel this statement is "almost certainly true" – 45 percent compared with 26 percent, respectively.
  - **Working with other transit agencies to improve regional transportation** (23% "almost certainly true" and 44% "probably true"). Residents living in North King County are more likely than those living in South and East King County to say this statement is "almost certainly true" – 26 percent for North King County compared with 20 percent for both South and East King County. Regular and Infrequent Riders are more likely than Nonriders to say this statement is "almost certainly true" – 32 percent compared with 19 percent, respectively. Nearly one out of four (25%) residents stated that they did not know whether this statement was true or not true. Nonriders are more likely to say they "don't know" – 27 percent compared with 19 percent of Regular and Infrequent Riders.
- Half (51%) of all King County residents do not have an opinion on whether or not Metro is a good place to work. Forty-six percent (46%) thought that the statement was "almost certainly true" (11%) or "probably true" (35%).

**Figure 30: Metro Mission and Goals**



## Attributes of Metro Transit

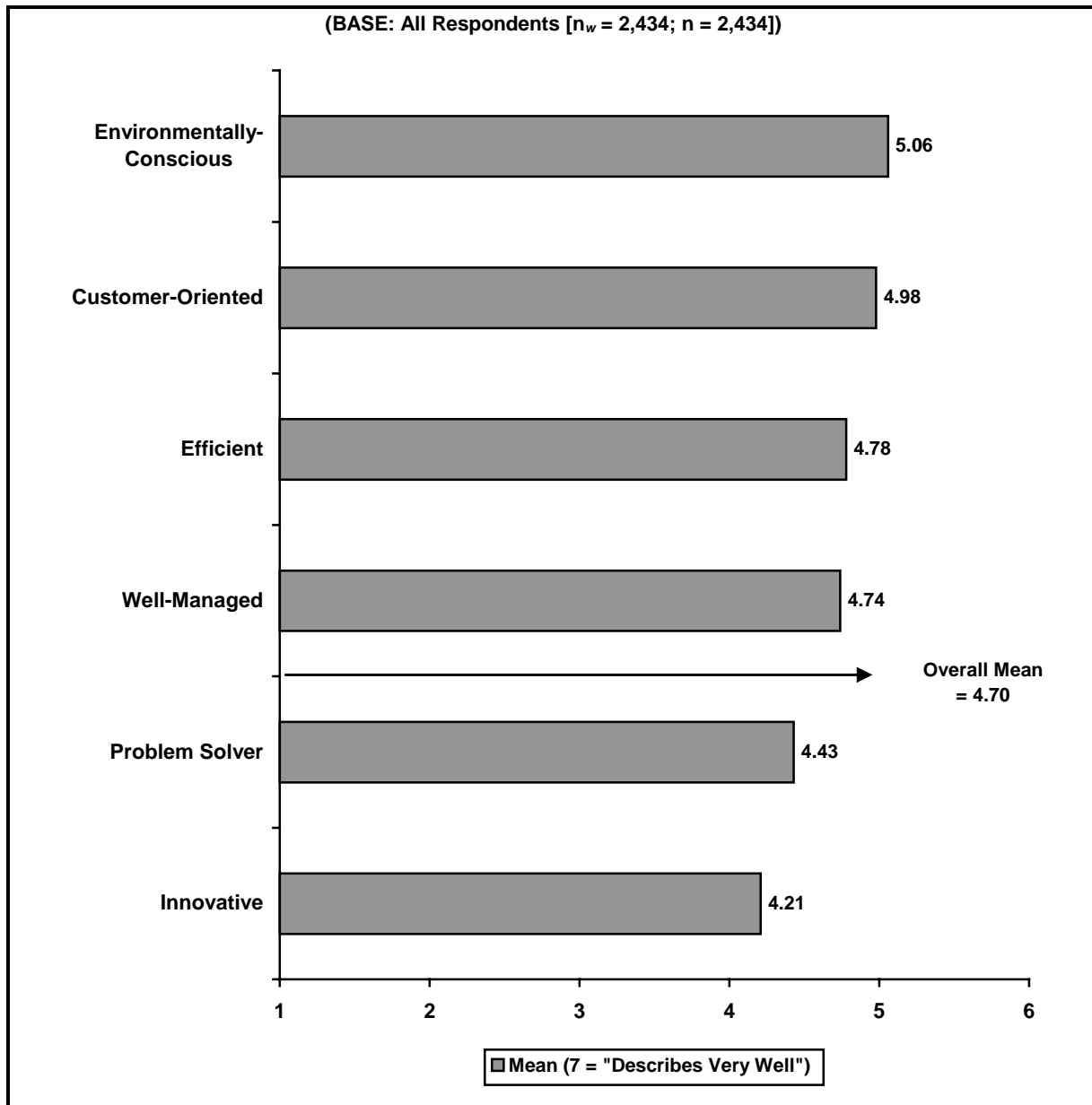
All King County residents evaluated a list of characteristics in terms of how well they described Metro Transit. Residents were asked to base their opinion on either actual knowledge or anything they may have heard about Metro. Analysis was done using the mean ratings for each item, where “1” means that it “does not describe Metro Transit at all,” and “7” means it “describes Metro Transit very well.” Residents with no opinion are excluded from the mean calculation.

Q15 *Based on what you know or may have heard about Metro Transit, how well do you feel the following words describe the agency. Please use a scale from 1 to 7, where “1” means that it “does not describe Metro Transit at all,” and “7” means it “describes Metro Transit very well.” You may also use any number in between.*

*A problem solver  
Efficient  
Well-managed  
Environmentally conscious  
Customer-oriented  
Innovative*

- King County residents have a generally positive image of Metro saying that all statements describe Metro at least to some extent – that is, giving a rating greater than 4, the midpoint on a 7-point scale.
  - Residents of North King County have the most positive overall image of Metro (overall mean of 4.74) compared with 4.70 for those living in South King County and 4.66 for those living in East King County.
  - Regular Riders have the most positive overall image of Metro with an overall mean of 4.94 for Regular Riders, 4.83 for Infrequent Riders, and 4.61 for Nonriders.
- King County residents are most likely to agree that Metro is . . .
  - **Environmentally-conscious.** All segments give Metro nearly the same rating for this attribute.
  - **Customer-oriented.** Infrequent and, to a lesser extent, Regular Riders are more likely than Nonriders to feel that this statement describes Metro – mean ratings of 5.26 and 5.14 for Infrequent Riders and Regular Riders, respectively, compared with 4.87 for Nonriders.
- King County residents also agree that Metro is . . .
  - **Efficient.** Regular Riders and, to a lesser extent, Infrequent Riders are more likely than Nonriders to feel that Metro is efficient – mean rating of 5.05 and 4.94 for Regular Riders and Infrequent Riders, respectively, compared with 4.68 for Nonriders.
  - **Well-managed.** Regular and Infrequent Riders are more likely than Nonriders to feel that Metro is well-managed – 4.98 compared with 4.61, respectively. Note 16 percent of Nonriders had no opinion of Metro on this attribute, saying they did not know how well the statement describes Metro. The mean does not include those who said they did not know.
- King County residents are least likely to feel that Metro is . . .
  - **Innovative.** Regular Riders are more likely than Nonriders to feel that Metro is innovative – 4.24 compared with 4.15, respectively.
  - **A Problem Solver.** Regular and, to a lesser extent, Infrequent Riders are more likely than Nonriders to feel that Metro is a problem solver – 4.70 and 4.60 for Regular Riders and Infrequent Riders, respectively, compared with 4.32 for Nonriders.

**Figure 31: Attributes of Metro Transit**



**Table 31: Attributes of Metro Transit by Rider Status**

	All Respondents [n <sub>w</sub> = 2,434; n = 2,434]	Regular Riders [n <sub>w</sub> = 447; n = 1,226]	Infrequent Riders [n <sub>w</sub> = 317; n = 192]	Nonriders [n <sub>w</sub> = 1,669; n = 1,016]
	Mean (7 = "Describes Metro Very Well")			
Overall	4.70	4.94	4.83	4.61
Environmentally-Conscious	5.06	5.22	5.04	5.03
Customer-Oriented	4.98	5.14	5.26	4.87
Efficient	4.78	5.05	4.94	4.68
Well-Managed	4.74	5.07	4.86	4.61
A Problem Solver	4.43	4.70	4.60	4.32
Innovative	4.21	4.42	4.24	4.15

## Metro and Sound Transit

Survey participants were also asked “Which of the following transit agencies is in charge of planning and building the proposed light rail system in King County?” Community Transit, Metro Transit and Sound Transit were provided as response choices. If Sound Transit was the only transit agency reported, a follow-up question was asked to determine if the respondent thought Metro also had some level of responsibility for light rail: “You say that Sound Transit is in charge. Would you say that Metro Transit has had a major responsibility for light rail, had a minor responsibility for light rail, or had no responsibility for light rail?” King County residents who named multiple agencies as being in charge of light rail were also asked a follow-up question to determine “Which agency has the main responsibility?”

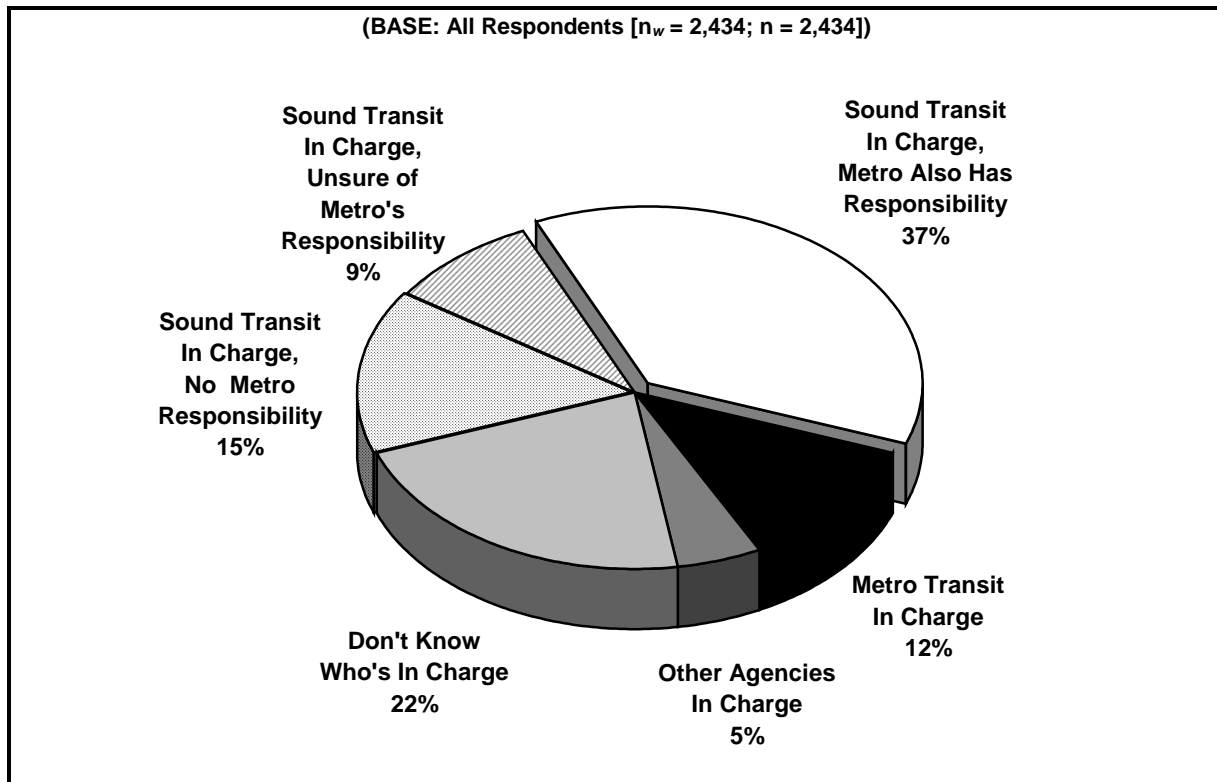
Q16 *Which of the following transit agencies is in charge of planning and building the proposed light rail system in King County?*

Q16A *[If More Than One Option Selected In Q16] Which agency has the main responsibility?*

Q16B *[If Q16 = Sound Transit Only] You say that Sound Transit is in charge. Would you say that Metro Transit has (1) had a major responsibility for light rail, (2) had a minor responsibility for light rail, or (3) had no responsibility for light rail?*

- While nearly two-thirds of King County residents recognize that Sound Transit is in charge of planning and building light rail, half feel that Metro does have some level of responsibility.
  - Sixty-one percent (61%) believe that Sound Transit is in charge of building the proposed light rail system in King County.
  - Half (49%) say Metro Transit is either in charge or has some level of responsibility along with Sound Transit.
    - 12% feel Metro is solely in charge of planning and building the proposed light rail system.
    - 12% report Sound Transit is in charge, but Metro has a major responsibility.
    - 23% indicate Metro has a minor responsibility, even though Sound Transit is in charge.
    - 2% say Metro has some responsibility, but they are unsure of how much.
  - Infrequent Riders are the most likely to say that Sound Transit is in charge or has the main responsibility (67%) for planning and building the proposed light rail system. Eight percent (8%) of Regular Riders say that Community Transit has the main responsibility for planning and building the light rail system.
  - There are no significant differences among ridership categories or geographic area regarding Metro's responsibilities for the light rail system.

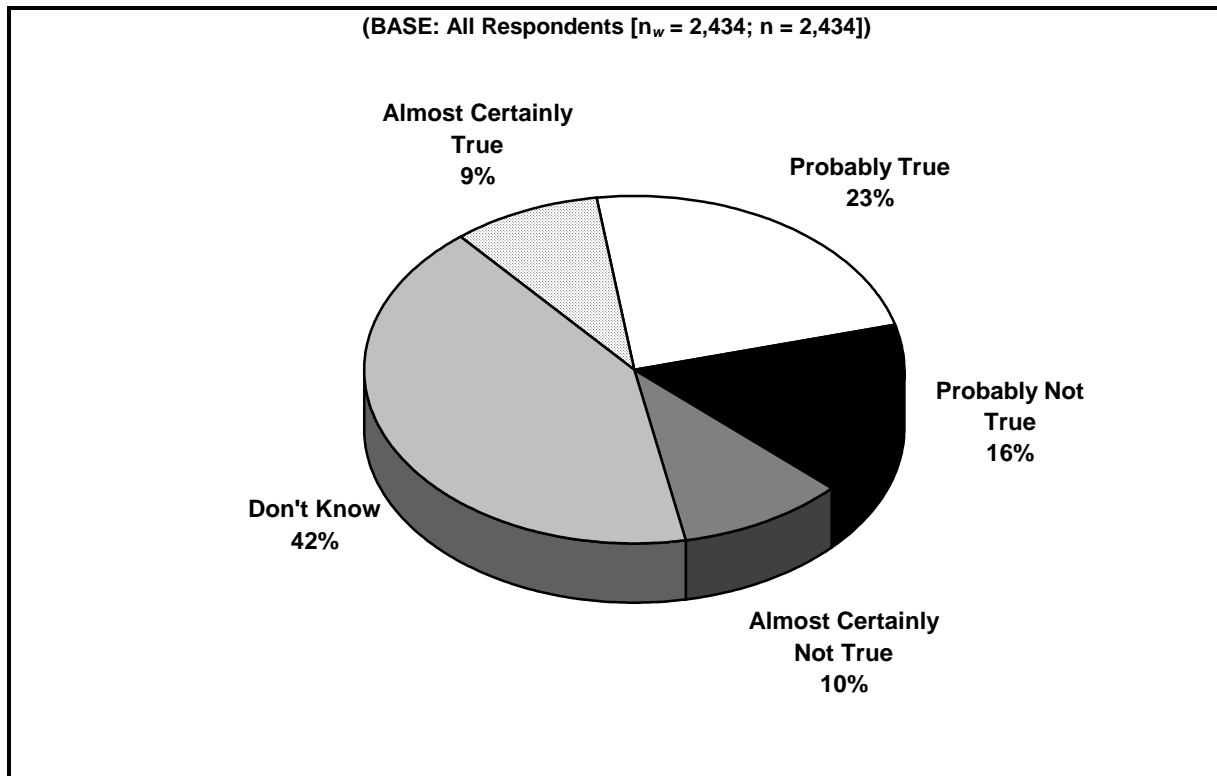
**Figure 32: Agency with Main Responsibility for Planning and Building the Proposed Light Rail**



The 2001 Rider / Nonrider survey also aimed to measure residents' awareness of the relationship between King County Metro and Sound Transit. All King County residents were asked if the statement "Metro is part of Sound Transit" is almost certainly true, probably true, probably not true, or definitely not true.

- More King County residents report that Metro is a part of Sound Transit than Metro is not part of Sound Transit.
- Regular / Infrequent Riders are more likely than Nonriders to have an opinion – both correct and incorrect.
- Regular and Infrequent Riders are virtually identical in their opinions of Metro's relationship to Sound Transit.

**Figure 33: "Metro is Part of Sound Transit"**

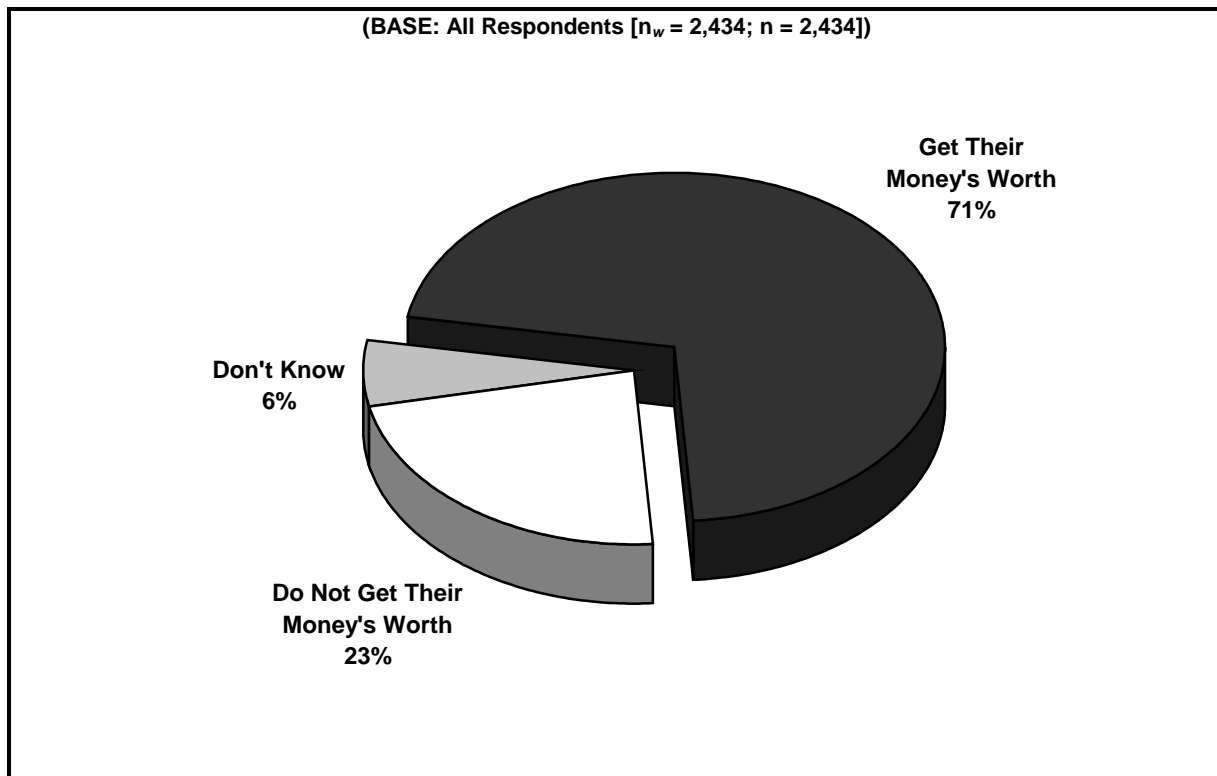


## Taxpayer Value

Q17 Overall, do you feel that taxpayers get their money's worth from Metro Transit, or do you feel that taxpayers do not get their money's worth from Metro Transit?

- Overall, King County residents feel that taxpayers get their money's worth from Metro Transit (71%).
  - Residents living in North King County are the most likely (75%) to feel taxpayers get their money's worth. Twenty-seven percent (27%) of those living in South King County do **not** feel they get their money's worth.
  - Regular Riders and, to a lesser extent, Infrequent Riders are more likely than Nonriders to feel taxpayers get their money's worth – 81 percent and 75 percent for Regular and Infrequent Riders, respectively, compared with 67 percent for Nonriders. One out of four (25%) Nonriders feel they do not get their money's worth.

**Figure 34: Taxpayer Value**



**Table 32: Taxpayer Value by Area of Residence and Rider Status**

	North King [n <sub>w</sub> = 982; n = 813]	South King [n <sub>w</sub> = 863; n = 814]	East King [n <sub>w</sub> = 588; n = 807]	Regular Riders [n <sub>w</sub> = 447; n = 1,226]	Infrequent Riders [n <sub>w</sub> = 317; n = 192]	Nonriders [n <sub>w</sub> = 1,669; n = 1,016]
Get Their Money's Worth	75%	66%	71%	81%	75%	67%
Do Not Get Money's Worth	19	27	22	15	20	25
Don't Know	6	7	6	4	5	7



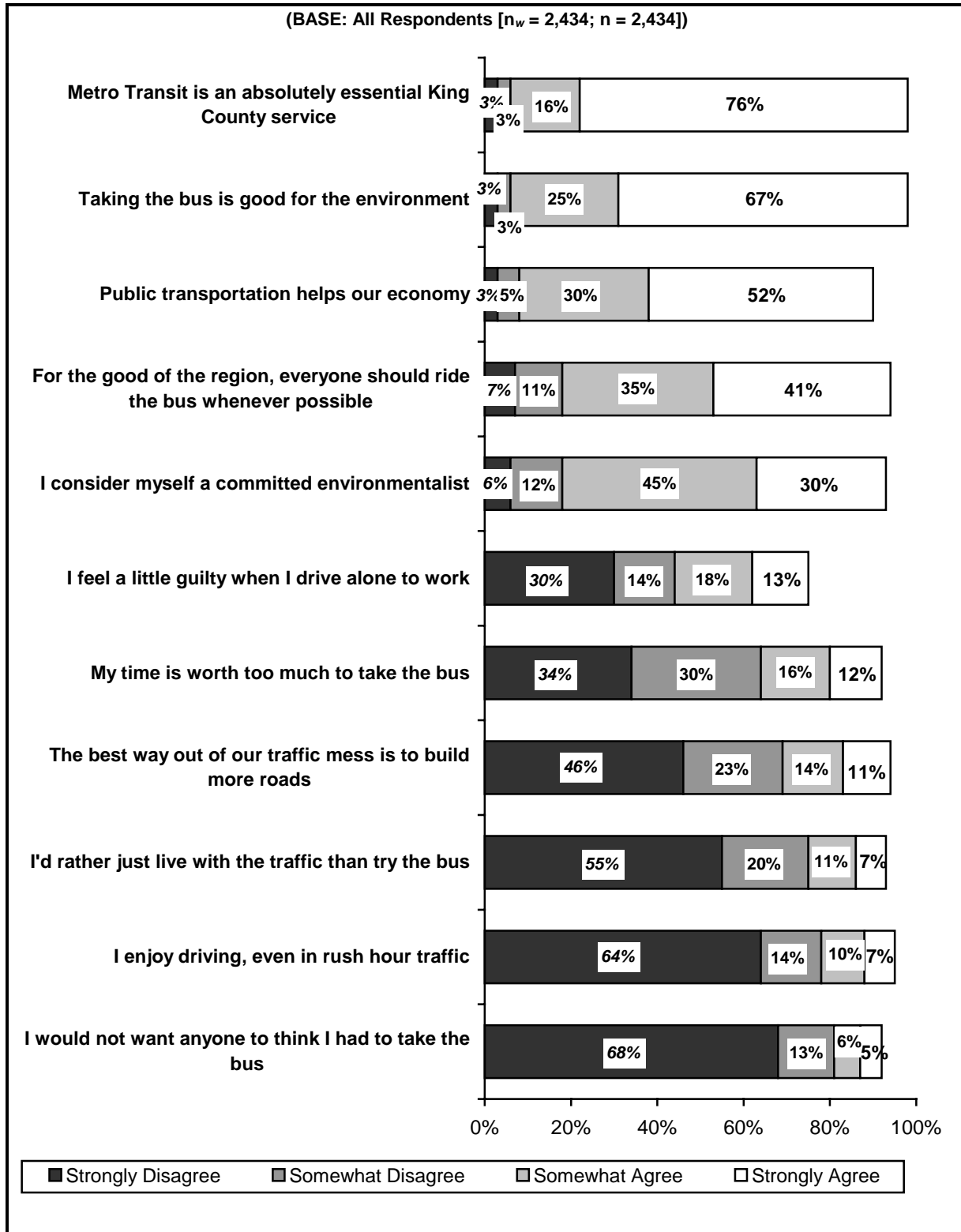
## Attitude Statements

All King County residents were asked the extent to which they agreed or disagreed with several statements about Metro Transit, traffic, and general transportation issues.

Q18 *Next, please tell me the extent to which you agree or disagree with the following statements. As I read each statement, please tell me whether you “Strongly Agree,” “Somewhat Agree,” “Somewhat Disagree,” “Strongly Disagree” or have “No Opinion” about this statement.*

- King County residents are most likely to agree that **“Metro Transit is an absolutely essential King County service.”**
  - The majority (76%) of King County residents in all areas strongly agree that Metro is an essential service. Those living in North King County are more likely than those in South and East King County to “strongly agree” with this statement – 83 percent compared to 71percent and 73 percent, respectively.
  - Regular and Infrequent Riders are more likely than Nonriders to “strongly agree” with this statement – 83 percent compared to 73 percent, respectively.
- King County residents also agree strongly with the statement that taking the bus is **“good for the environment”** – 67 percent “strongly agree” and 25 percent “somewhat agree.”
  - The majority (75%) of King County residents strongly agree with the environmental benefits gained by taking the bus. Nearly four out of five (79%) of those who “strongly agree” they are committed environmentalists also “strongly agree” that taking the bus is good for the environment. On the other hand, only 37 percent of those who “strongly disagree” with the statement that they are committed environmentalists say they “strongly agree” that taking the bus is good for the environment.
  - Residents of North and, to a lesser extent, East King County are more likely than those living in South King County to strongly or somewhat agree with this statement. Residents of South King County are also less likely than those in North and East King County to say they are committed environmentalists.
  - Regular and, to a lesser extent, Infrequent Riders are more likely than Nonriders to say that taking the bus is good for the environment – 79 percent and 75 percent versus 63 percent who “strongly agree”, respectively.
- While the majority (83%) of King County residents agrees that **“public transportation helps our economy”**; agreement with this statement is less strong than with the previous two statements – still, 52 percent “strongly agree” that public transportation helps the economy.
  - There are no differences in agreement with this statement among residents living in different areas.
  - Regular Riders are more likely to agree with this statement than Nonriders. More than three out of five (62%) Regular Riders strongly agree that public transportation helps the economy compared to just less than half (49%) of Nonriders.
- While the majority (77%) of King County residents agree that **“for the good of the region everyone should ride the bus whenever possible,”** only two out of five (41%) residents “strongly agree” with this statement.
  - As would be expected, Nonriders are the most likely to disagree (22%) with this statement or to only “somewhat agree” (37%). On the other hand, over half of all Regular Riders (58%) and Infrequent Riders (52%) “strongly agree” with this statement.

**Figure 35: Overall Agreement About Metro and Transportation Issues**



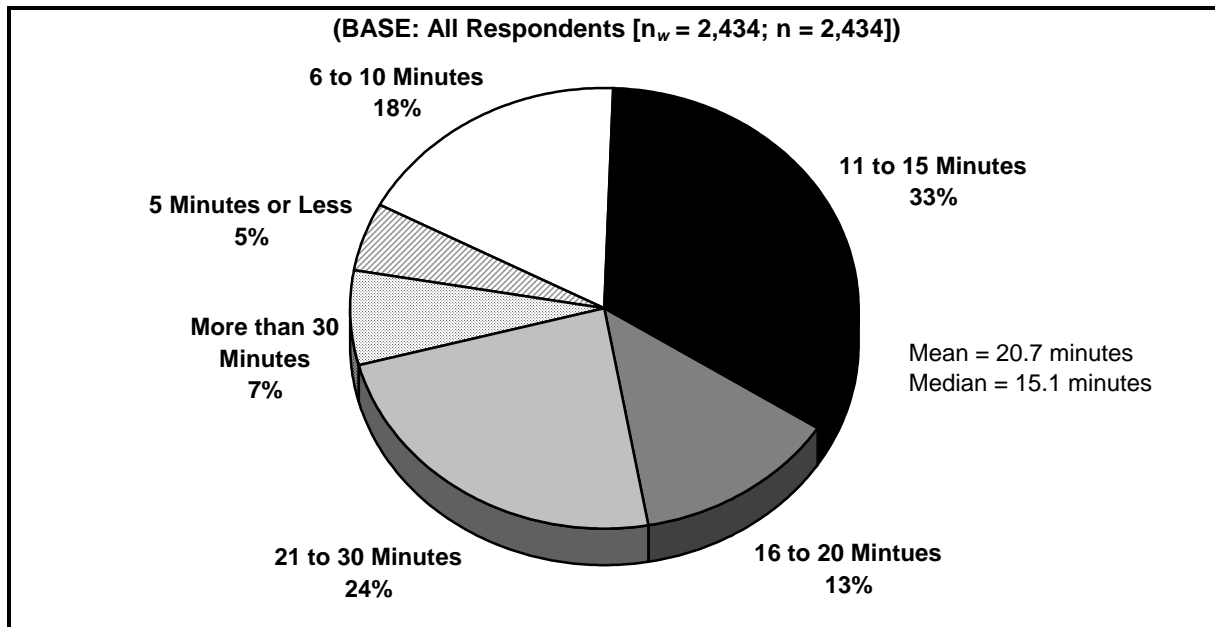
## Bus Rapid Transit

### Frequent Service

Q34 When you think of a bus coming very frequently, how often would that be?

- Bus service running every 15 minutes would be considered frequent service – that is, half of the people think that service running every 15 minutes or less is frequent and half of the people think that service running every 16 minutes or more is frequent.

Figure 36: Frequent Bus Service



- Residents of North King County define “frequent” bus service as buses coming more often than do residents of East or South King County— 16 minutes on average compared to 22 and 25 minutes.

**Table 33: Frequent Bus Service by Area of Residence**

	<b>North King</b> [n <sub>w</sub> = 982; n = 813]	<b>South King</b> [n <sub>w</sub> = 863; n = 814]	<b>East King</b> [n <sub>w</sub> = 588; n = 807]
<b>5 Minutes or Less</b>	6%	3%	5%
<b>6 to 10 Minutes</b>	26	10	13
<b>11 to 15 Minutes</b>	39	30	31
<b>16 to 20 Minutes</b>	13	12	14
<b>21 to 30 Minutes</b>	14	32	29
<b>More than 30 Minutes</b>	2	12	7
<b>Mean</b>	16.4 minutes	24.8 minutes	21.9 minutes

- There is little difference in the definition of bus frequency by rider category.

**Table 34: Frequent Bus Service by Rider Status**

	<b>Regular Riders</b> [n <sub>w</sub> = 447; n = 1,226]	<b>Infrequent Riders</b> [n <sub>w</sub> = 317; n = 192]	<b>Nonriders</b> [n <sub>w</sub> =1,669; n= 1,016]
<b>5 Minutes or Less</b>	4%	3%	5%
<b>6 to 10 Minutes</b>	27	24	14
<b>11 to 15 Minutes</b>	39	32	33
<b>16 to 20 Minutes</b>	13	12	13
<b>21 to 30 Minutes</b>	14	26	26
<b>More than 30 Minutes</b>	2	2	9
<b>Mean</b>	16.9 minutes	18.7 minutes	22.1 minutes

## **Bus Rapid Transit (BRT) on Major Arterials**

King County residents were asked about their interest in specific features of possible new bus service along major arterials. This new service would be designed to be especially fast and reliable (Bus Rapid Transit, or BRT). These features included:

- Frequent service (either every 8 or 15 minutes, nearly 24 hours a day).
- Limited stops (either every half mile or every mile).
- Ability to bypass congestion by using bus-only lanes separated from regular traffic.
- On-board security cameras.

Respondents rated their likelihood of trying the service if it had each feature. For the features that had two options (frequency and limited stops), the options were randomly split among respondents so that each respondent only rated interest in service that had one of the variations (8 minutes or 15 minutes, for example).

A final question asked respondents their likelihood of trying the service if it had all the features they had heard about – frequent service, few stops, bus-only lanes, and security cameras – at one of three different cost levels. A random third of respondents each rated their likelihood of trying the service if the cost were "the same as regular bus fare," "one and a half times the cost of regular bus fare," or "twice the cost of regular bus fare."

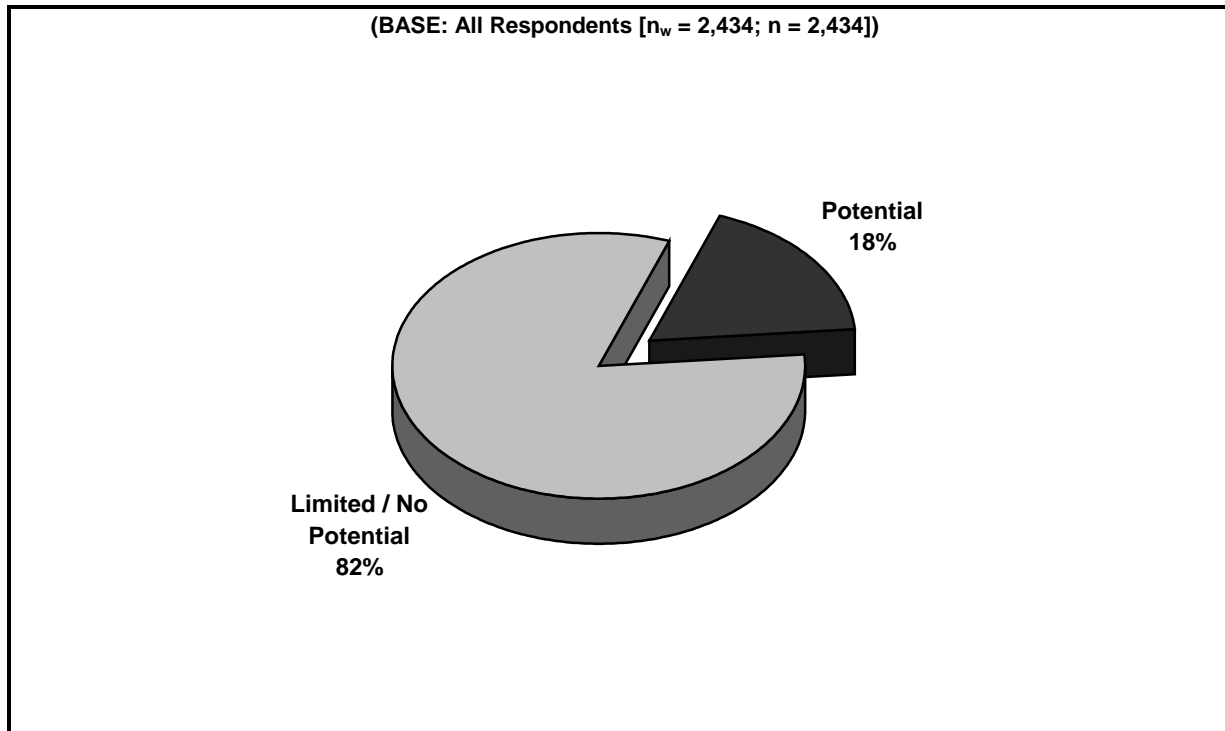
The individual features of a potential bus rapid transit system were included to provide the people answering the questions with more information and to provide the opportunity to understand how the different features affect interest in the total concept. For this report, only the responses to the final question are included. Further analysis of the individual features will be available separately.

- More King County residents indicate they definitely would ride the service if the fare were 1.5 times the cost of the current fare than if the fare were double the current fare – 23 percent compared with 14 percent, respectively.

A variable was created to measure overall potential ridership for this service by counting the number of times residents said they definitely would try the service. Each resident responded to five questions. Therefore, if they said they definitely would try the service for four out of the five questions, they should be considered potential riders for such a service. All other King County residents have either limited potential or no potential for ridership, based on if they definitely would try the service for any of the questions.

- Nearly one out of five (18%) residents in King County represents some potential for this service.
- The greatest potential for bus rapid transit service is in North King County (20%).

**Figure 37: Potential Ridership for Bus Rapid Transit**



**Table 35: Potential Ridership for BRT by Area of Residence**

	North King [ $n_w = 982$ ; $n = 813$ ]	South King [ $n_w = 863$ ; $n = 814$ ]	East King [ $n_w = 588$ ; $n = 807$ ]
<b>Potential</b>	20%	16%	17%
<b>Limited / No Potential</b>	80	84	83

- This service is most likely to appeal to current Regular Riders – nearly one-third (31%) of current Regular Riders may be potential riders for this service compared to 20 percent of Infrequent Riders and 14 percent of Nonriders.
  - There are no significant differences by rider status within the individual areas of the county.

**Table 36: Potential Ridership for BRT by Rider Status and Area of Residence**

	<b>Regular Riders</b> [n <sub>w</sub> = 447; n = 1,226]	<b>Infrequent Riders</b> [n <sub>w</sub> = 317; n = 192]	<b>Nonriders</b> [n <sub>w</sub> =1,669; n= 1,016]
<b>All Respondents</b>			
Potential	31%	20%	14%
Limited / No Potential	69	80	86
<b>North King County</b>			
Potential	31%	26%	13%
Limited / No Potential	69	74	87
<b>South King County</b>			
Potential	34%	11%	13%
Limited / No Potential	66	89	87
<b>East King County</b>			
Potential	29%	19%	15%
Limited / No Potential	71	81	85

- There are no differences in the potential market for BRT by any demographic group – that is, no single demographic group appears to be a primary target for this survey.

**Table 37: Characteristics of Potential Markets for BRT**

	All Respondents [n <sub>w</sub> = 2,434; n = 2,434]	Limited / No Potential [n <sub>w</sub> = 2,003; n = 1,872]	Potential [n <sub>w</sub> = 431; n = 562]
<b>GENDER</b>			
Male	44%	44%	45%
Female	56	56	55
<b>AGE</b>			
16-19	5%	5%	5%
20-24	5	4	6
25-34	16	16	17
35-44	21	20	22
45-54	21	21	22
55-64	17	17	15
65 and Over	16	17	12
Mean	47.0 yrs.	47.5 yrs.	44.8 yrs.
<b>NUMBER IN HOUSEHOLD</b>			
One	21%	21%	18%
Two	38	38	37
Three	17	16	20
Four	15	15	17
Five or More	9	9	8
Mean	2.6	2.6	2.6
<b>NUMBER OF AUTOS</b>			
None	5%	5%	9%
One	35	34	37
Two	41	42	36
Three or More	20	21	19
Mean	1.9	1.9	1.7
<b>INCOME</b>			
Less Than \$7,500	2%	2%	3%
\$7,500 To \$15,000	4	3	4
\$15,000 To \$25,000	7	6	9
\$25,000 To \$35,000	10	10	7
\$35,000 To \$55,000	26	27	26
\$55,000 To \$75,000	24	23	24
\$75,000 To \$100,000	14	15	11
\$100,000 or More	14	14	16
Median	\$56,477	\$56,532	\$56,011
<b>EMPLOYMENT STATUS</b>			
Employed Full-Time	47%	48%	45%
Employed Part-Time	8	8	9
Self-Employed or Work In Home	6	7	4
Not Employed Outside Home / Homemaker	5	4	7
Student	6	6	8
Retired	21	22	17
Unemployed / Other	7	7	10



**Special Issues**

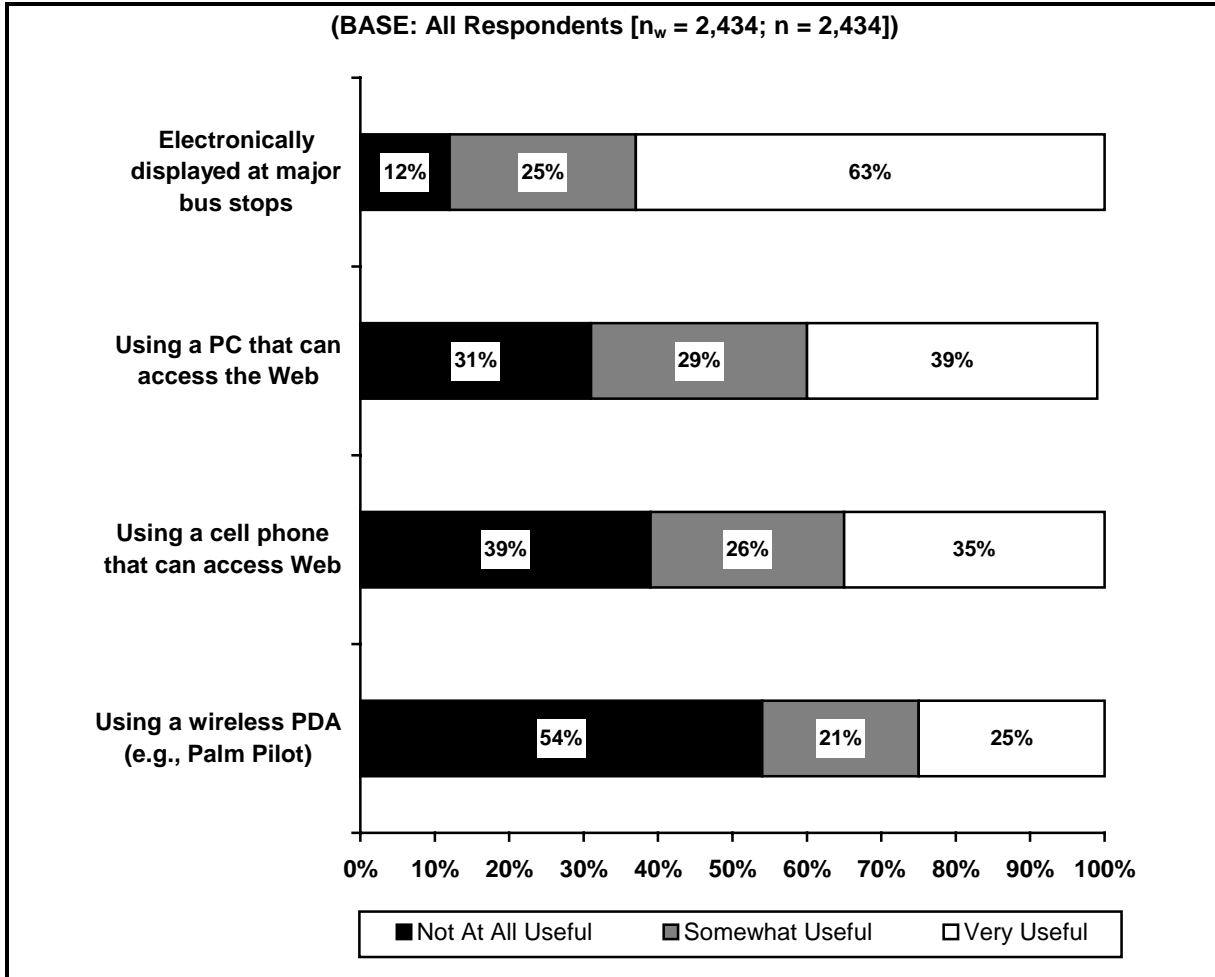
**Usefulness of Different Methods for Informing Riders When Next Bus Will Arrive**

Q36 How useful would it be, to you, if you could get information showing when the bus will actually arrive...?

- Electronically displayed at major bus stops*
- Using a personal computer that can access the web*
- Using a cell phone that can access the web*
- Using a wireless PDA, such as a Palm Pilot*

- King County residents are most likely to feel that electronic displays at major bus stops are the most useful way to provide information showing when the next bus will actually arrive – 63 percent “very useful” and 25 percent “somewhat useful.”

**Figure 38: Usefulness of Different Methods for Informing Riders When Next Bus Will Arrive**



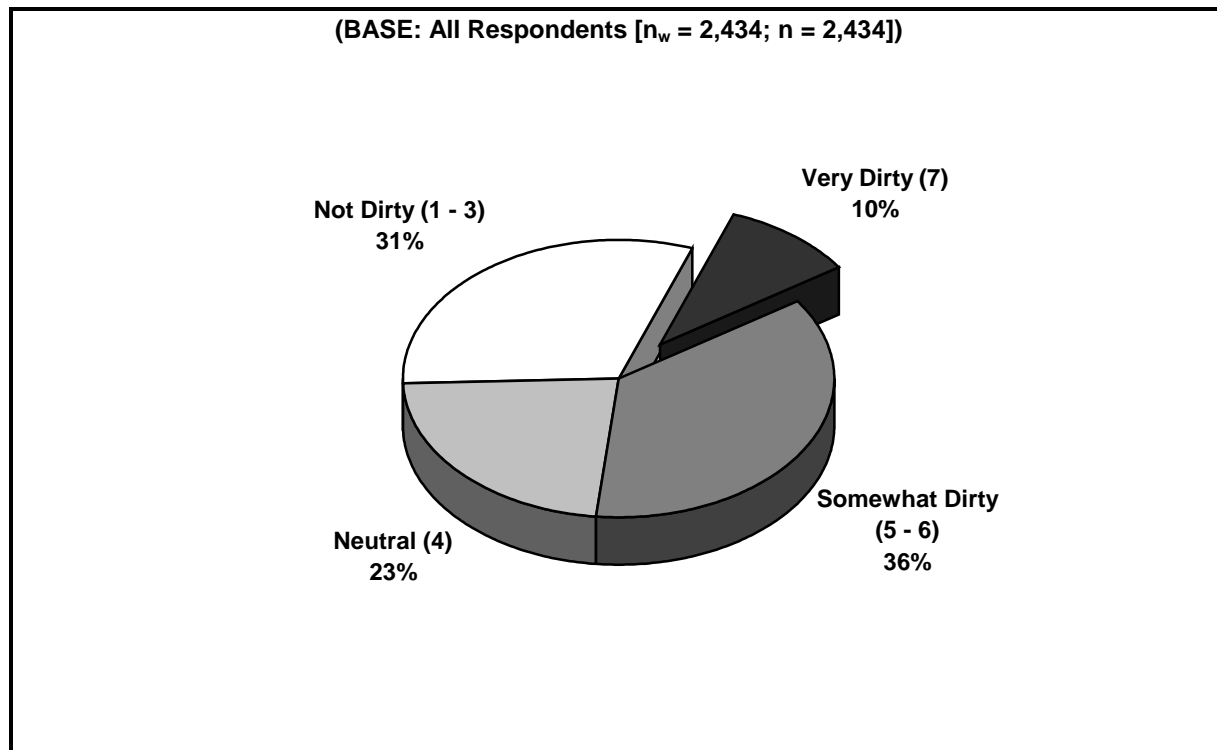
## Issues Related to Emissions

Q37A From what you may have read, seen or heard, how would you rate the emissions from Metro's diesel buses? Please use a scale of 1 to 7, where 1 is "not at all dirty" and 7 is "very dirty."

Q37B How much do you think the emissions from Metro's buses contribute to air pollution? Please use a scale of 1 to 7, where 1 is "not at all" and 7 is "a great deal."

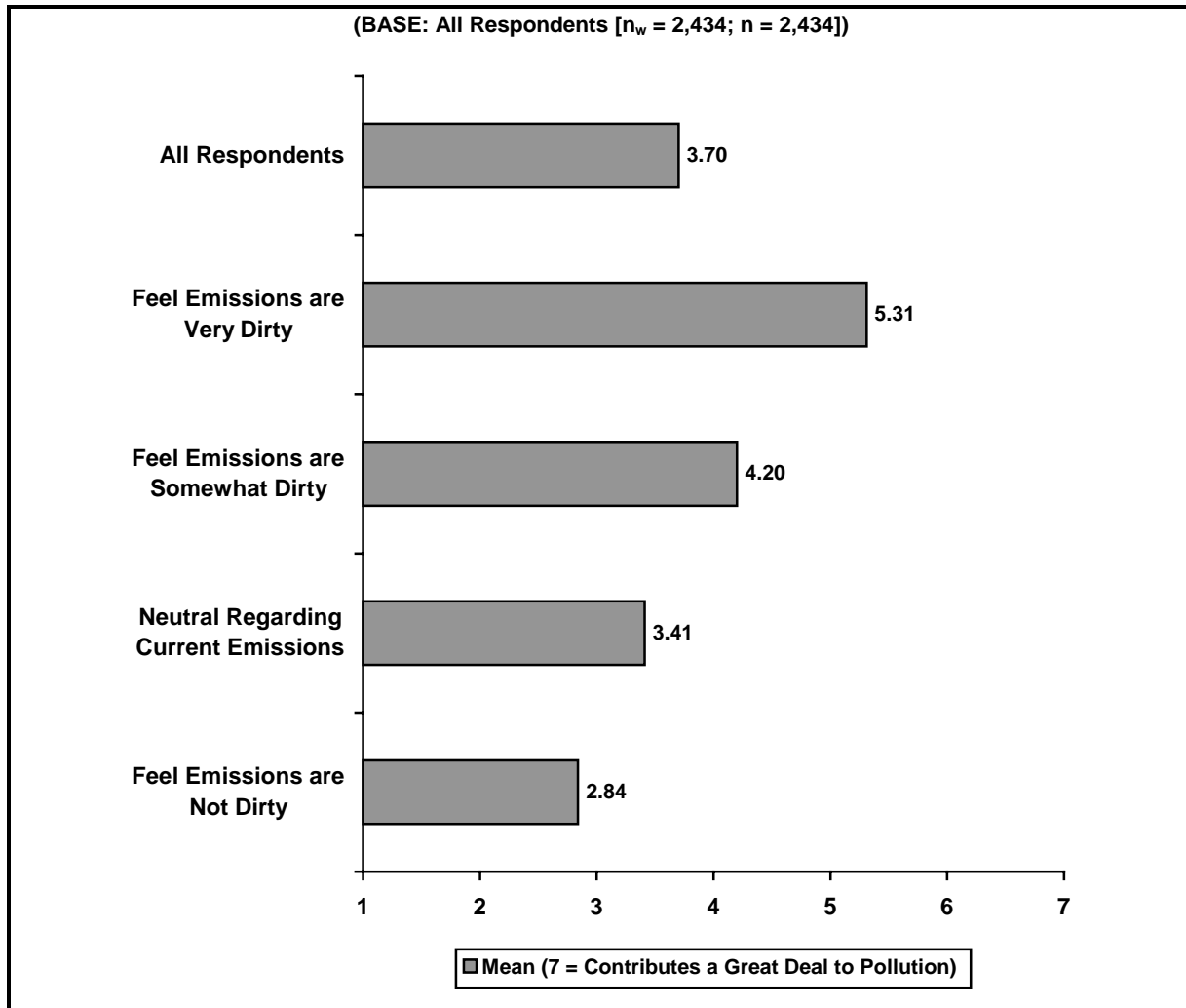
- King County residents feel that the emissions from Metro's diesel buses are "moderately dirty" – 10 percent feel they are "very dirty" and 36 percent feel they are at least "somewhat dirty," rating it as 5 or 6 on the scale (above the mid-point).
  - Nonriders and, to a lesser extent, Infrequent Riders are more likely than Regular Riders to feel the emissions from Metro's diesel buses are dirty – mean 4.36 and 4.25 for Nonriders and Infrequent Riders, respectively, and 3.95 for Regular Riders.
  - Surprisingly, individuals who strongly agree they are "committed environmentalists" feel similarly about the emissions from Metro's diesel buses being dirty as those who only somewhat agreed – mean of 4.23 for "committed environmentalists" compared with 4.30 for those who somewhat agree that they are "committed environmentalists."

**Figure 39: Attitudes Toward Current Level of Emissions**



- King County residents generally do not agree that emissions from Metro’s buses contribute significantly to air pollution in the area.
  - Those who feel that the emissions are “very dirty” are more likely than those who agree the emissions are “somewhat dirty” to feel that the buses contribute to air pollution in the area – mean 5.31 compared with 4.20, respectively.

**Figure 40: Extent to Which Emissions Contribute to Pollution by Attitudes Toward Current Emission Levels**



Q38 Metro is upgrading its buses so that by 2004 the entire bus fleet will be able to use ultra-clean diesel fuel, which will reduce current bus emissions by 90%. Metro could speed this up by one year to 2003 at a cost of \$1 million that year. This would cost about the same as running bus service every 30 minutes on a 9-mile route seven days a week during that year. Do you think Metro should . . .  
 Spend the (that) money necessary to upgrade to ultra-clean diesel by 2003 or  
 Spend that (the) money on bus service in 2003?

- Despite feelings that emissions are not a significant problem, the majority (54%) of King County residents feel that Metro should spend the money necessary to upgrade to ultra-clean diesel buses by 2003. Two percent (2%) feel that Metro should be able to upgrade the buses and improve service.
- King County residents who feel the current fleet emissions are dirty are more likely to want money spent to upgrade buses to ultra-clean diesel rather than improve bus service.
- Two out of five (41%) King County residents feel that Metro should spend that money on bus service.

**Table 38: Should Metro Upgrade Buses to Ultra-Clean Diesel by Attitudes Toward Current Emission Levels**

	Feelings Regarding Current Emission Levels				
	All Respondents [n <sub>w</sub> =2,434;n=2,434]	Very Dirty [n <sub>w</sub> =211;n=178]	Somewhat Dirty [n <sub>w</sub> =754;n=718]	Neutral [n <sub>w</sub> =502;n=493]	Not Dirty [n <sub>w</sub> =669;n=743]
<b>Spend Money to Upgrade Buses to Ultra-Clean Diesel</b>	54%	62%	61%	55%	47%
<b>Spend Money on Bus Service</b>	41	30	35	41	49
<b>Do Both</b>	2	2	1	1	3
<b>Don't Spend Any Money</b>	3	6	3	3	1

# Appendix

## Appendix A: Zip Codes Included in Each Sample Area (North, South, East)

The following table illustrates the zip codes that are in the Metro service area broken down by the geographic area to which each is assigned.

Seattle / North	South King	East King
98028	98001	98004
98101	98002	98005
98102	98003	98006
98103	98010	98007
98104	98022	98008
98105	98023	98011
98106	98031	98014
98107	98032	98019
98108	98035	98024
98109	98038	98025
98112	98042	98027
98115	98047	98029
98116	98051	98033
98117	98055	98034
98118	98056	98039
98119	98058	98040
98121	98059	98045
98122	98070	98050
98125	98092	98052
98126	98146	98053
98133	98148	98065
98134	98158	98068
98136	98166	98072
98144	98168	98074
98154	98178	98224
98155	98188	98288
98161	98198	98009
98164		
98177		
98195		
98199	Postal Zip Codes	Postal Zip Codes
Postal Zip Codes	98013	98009
98111	98054	98041
98114	98057	98073
98124	98062	98083
98145	98063	
98160	98064	
	98071	
	98138	

2001 METRO RIDER / NONRIDER QUESTIONNAIRE  
FINAL QUESTIONNAIRE with Post Codes



Introduction

INTRO1 Hello, I'm \_\_\_ from Northwest Research Group, a local opinion research firm. We are conducting a planning study for Metro Transit, and we would like to include the opinions of your household. For this survey I would like to speak with a member of this household who is 16 years of age or older? Would that be you? This call may be monitored for quality control purposes.

[PROBE REFUSALS "It would be really helpful if I could ask you just a couple of quick questions from the survey."]

- 1 YES, CONTINUE RIDER / NONRIDER SURVEY
- 2 YES, MINI SURVEY ONLY [SKIP TO REF2]
- 3 NO, NOT AVAILABLE NOW [CTRL-END, SCHEDULE A CALLBACK]
- 4 NO, IMMEDIATE REFUSAL [CTRL-END, IMMEDIATE REFUSAL]

MINI SURVEY

[FOR IMMEDIATE HOUSEHOLD REFUSALS WHO WILL ANSWER A FEW QUESTIONS]

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

- \_\_\_ ENTER NUMBER OF RIDERS IN HOUSEHOLD [IF 0,9 SKIP TO REF1]
- 8 8 OR MORE
- 9 DK / REF

REF3. [IF REF2 GE 1] In the last 30 days, how many one-way rides have **you personally** taken?  
[IF NECESSARY: Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride].

- 1 5 OR MORE RIDES – RIDER [SKIP TO REF1]
- 2 1 TO 4 RIDES - INFREQUENT RIDER [SKIP TO REF1]
- 3 0 RIDES/NEVER RIDE – NONRIDER [SKIP TO REF1]
- 9 DK / REF

REF4. [IF REF3 = 9] Would that be more than 4 rides?

- 1 YES, 5 OR MORE RIDES - RIDER

- 2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
- 3 NO, 0 RIDES / NEVER RIDE - NONRIDER
- 9 DK / REF **[SKIP TO THANK8]**

**RIDESTAT**

- 1 REGULAR RIDER**
- 2 INFREQUENT RIDER**
- 3 NONRIDER**

REF1 Have you or anyone else in your household ridden any Metro service within the past year. This time please include the Seattle Ride Free Area and Shuttle service to ball games and special events as well as regular bus service?

- 1 YES
- 2 NO
- 9 DK/REF

REF5. To verify, is your home zip code [RECALL ZIP CODE]?

- 1 YES
- 2 NO
- 9 DK/REF **[SKIP TO THANK8]**

REF6. **[IF REF5 = 2]** What is your correct zip code?

- \_\_\_\_\_ ENTER CORRECT ZIP CODE
- 99999 DON'T KNOW **[SKIP TO THANK8]**

REF7. **[IF RIDESTAT = 1]**

THIS RESPONDENT IS A RIDER LIVING IN \_\_\_\_\_.

- 1 ZONE 1 - NORTH/SEATTLE
- 2 ZONE 2 - SOUTH KING
- 3 ZONE 3 - EAST KING

REF8 **[IF RIDESTAT = 1]** You do qualify for the study we are conducting, and the input of people like yourself is very valuable. The information you give will be used to improve your area's transit system. We would really like to continue the rest of the survey with you. It should only take about 15 minutes.

- 1 YES, WILL PARTICIPATE NOW **[SKIP TO SCR1]**
- 2 YES, WILL PARTICIPATE LATER **[SKIP TO THANK3]**
- 3 NO, WILL NOT PARTICIPATE FURTHER **[SKIP TO THANK5]**

REF9. **[IF RIDESTAT = 2 OR 3]** [THIS HOUSEHOLD REFUSAL IS AN INFREQUENT / NONRIDER LIVING IN \_\_\_\_\_.

- 1 ZONE 1 - NORTH/SEATTLE **[SKIP TO THANK5]**
- 2 ZONE 2 - SOUTH KING **[SKIP TO THANK5]**
- 3 ZONE 3 - EAST KING **[SKIP TO THANK5]**

**Screener**

SCR1 First, are you a resident of King County?

- 1 YES
- 2 NO **[SKIP TO THANK2]**
- 8 DON'T KNOW **[SKIP TO THANK8]**
- 9 REFUSED **[SKIP TO THANK8]**

SCR2 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 taken entirely within the downtown Seattle Ride Free Area.

- \_\_\_\_\_ ENTER NUMBER OF RIDERS IN HOUSEHOLD  
8 8 OR MORE  
9 DON'T KNOW / REFUSED

**[IF SCR2 = 0 or 9, SKIP TO SCR1A]**

SCR3 **[IF SCR2 > 0]** Including yourself, how many people in your household, age 16 or over, have taken at least 5 one-way rides on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as one ride.

- \_\_\_\_\_ ENTER NUMBER OF RIDERS IN HOUSEHOLD  
8 8 OR MORE  
9 DON'T KNOW / REFUSED

SCR4 **[IF SCR2 > 0]** Thinking about the last 30 days, how many one-way rides have you personally taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as two one-way rides, and a trip where you had to transfer buses counts as one ride

- \_\_\_\_\_ ENTER NUMBER OF RIDES  
97 97 OR MORE  
98 DON'T KNOW  
99 REFUSED

SCR5 **[IF SCR4 GE 98]** Would that be more than 4 rides?

- 1 YES, 5 OR MORE RIDES - RIDER **[SKIP TO SCR1A]**  
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER  
3 NO, 0 RIDES / NEVER RIDE - NONRIDER  
9 DON'T KNOW / REFUSED

**[IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8]**

SCR6 **[IF SCR3 GE 1 AND [(SCR4 LT 5) OR (SCR5 = 2 OR 3)]** 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?

- 1 YES, AVAILABLE  
2 NO, NOT AVAILABLE FOR CALLBACK, CONTINUE **[SKIP TO SCR1A]**  
3 NO, NOT AVAILABLE NOW **[ARRANGE CALLBACK - CRTL-END]**

SCR7 **[IF SCR6 = 1, NEW RESPONDENT ON PHONE]**

Hello, I'm \_\_\_\_\_ from Northwest Research Group, a local market research firm. We are conducting a planning study among King County residents and would like to include the opinions of your household.

Thinking about the last 30 days, how many one-way rides have you personally taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as 2 rides. Count a trip where you had to transfer buses as one ride.

- \_\_\_\_\_ ENTER NUMBER OF RIDES **[SKIP TO SCR9]**  
97 97 OR MORE **[SKIP TO SCR1A]**  
98 DON'T KNOW  
99 REFUSED



SCR8 **[IF SCR7 GE 98]** Would that be more than 4 rides?

- 1 YES, 5 OR MORE RIDES - RIDER
- 2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
- 3 NO, 0 RIDES / NEVER RIDE - NONRIDER
- 9 DON'T KNOW / REFUSED

**[IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8]**

SCR1A *Have you or anyone else in your household ridden any Metro service within the past year; This time please include the Seattle Ride Free Area and Shuttle service to ball games and special events as well as regular bus service?*

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

SCR9 THIS RESPONDENT IS A.... [RECALL RIDER STATUS]

**[PRESS ANY KEY TO CONTINUE]**

SCR10 To verify, is your home zip code [ZIP CODE FROM SAMPLE]?

- 1 YES **[SKIP TO SCR12]**
- 2 NO
- 9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR11 **[IF SCR10 = 2]** What is your correct zip code?

\_\_\_\_\_ ENTER CORRECT ZIP CODE  
99999 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR12 RESPONDENT LIVES IN AREA \_\_\_\_\_

**[PRESS ANY KEY TO CONTINUE]**

**ZONE**

- 1 NORTH
- 2 SOUTH
- 3 EAST

SCR13 ENTER GENDER OF RESPONDENT

- 1 MALE
- 2 FEMALE

**QAL THANK4 /**

**QUALIFIED RESPONDENTS SKIP TO Q2 TO CONTINUE WITH SURVEY**

**SKIP TO THANK4 AND SAVE DATA**

**General Ridership – All Respondents**

Q1 What is your current employment status?

**[PROBE: Are you employed full time or part-time?]**

**[IF STUDENT: Do you also work part-time or full-time?]**

**[IF WORKING: Do you also attend school?]**

- 1 (Employed full-time,)
- 2 (Employed part-time,)
- 3 (Self-employed,)
- 4 (A full-time student and **not** working,)
- 5 (A student and working full-time,)
- 6 (A student and working part-time,)
- 7 (Not employed outside the home / homemaker,) **[COMMUTER = 3]**
- 8 (Retired, or) **[COMMUTER = 3]**
- 9 (Currently unemployed?) **[COMMUTER = 3]**
- 10 OTHER [SPECIFY]
- 11 DON'T KNOW **[COMMUTER = 3]**
- 12 REFUSED **[COMMUTER = 3]**

Q2 **[IF Q1 1-6 OR 10]** Do you work (or attend school) **outside the home** three or more days a week?

**[IF RESPONDENT SAYS BOTH WORK AND SCHOOL, PROBE: "Which do you consider to be your **primary** activity?"]**

- 1 YES / WORK **[COMMUTER = 1]**
- 2 YES / SCHOOL **[COMMUTER = 2]**
- 3 NO / NEITHER **[COMMUTER = 3]**
- 8 DON'T KNOW **[COMMUTER = 3]**
- 9 REFUSED **[COMMUTER = 3]**

**Metro Ridership – All Riders / Infrequent Riders**

**[RIDESTAT = 1 OR 2]**

Q3 To what extent do you use the bus system to get around? Would you say you use the bus for...

- 1 All or most of your transportation needs,
- 2 Some of your transportation needs, or
- 3 Very little of your transportation needs?
- 8 DON'T KNOW
- 9 REFUSED

Q4 When you ride the bus, what is the primary purpose of the trip you take most often?

[YOU MUST PROBE FOR PURPOSE; "DOWNTOWN" IS NOT A PURPOSE: "What is the purpose of the trip you take to Downtown? / What do you do Downtown?"]

- 1 TO/FROM WORK
- 2 TO/FROM SCHOOL
- 3 TO/FROM VOLUNTEERING
- 4 SHOPPING / ERRANDS
- 5 APPOINTMENTS
- 6 FUN / RECREATION / SOCIAL
- 7 SPECIAL EVENTS (SPORTS, SEAFAIR, BUMBERSHOOT SHUTTLES)
- 8 OTHER [SPECIFY]
- 9 DON'T KNOW
- 10 REFUSED
- 11 **JURY DUTY**

Q5 During which of the following time periods do you ride Metro? Do you ride Metro (during)...

[MIDDAY COUNTS AS BETWEEN 9 AM AND 3 PM]  
[READ EACH AND SELECT IF "YES"]

- 1 Peak morning rush hour on weekdays, that is 6 to 9 a. m.?
- 2 Midday on weekdays?
- 3 Peak evening rush hour on weekdays, that is 3 to 6 p.m.?
- 4 Weeknights between 6 and 7 p.m.?
- 5 Weeknights after 7 p. m.?
- 6 Any time of the day on weekends?
- 7 NONE
- 8 DON'T KNOW
- 9 REFUSED

Q6 You said you generally ride the bus to [Response to Q5]. How many transfers do you usually make when you use the bus [Response to Q5]?

- \_\_\_ ENTER NUMBER OF TRANSFERS [IF Q7 = 0, SKIP TO Q9A]
- 8 DON'T KNOW [SKIP TO Q9A]
- 9 REFUSED [SKIP TO Q9A]

Q7A [IF Q6 =1] How many minutes do you usually wait for a bus when you transfer?

- \_\_\_ RECORD MINUTES
- 888 DON'T KNOW
- 999 REFUSED

Q7B [IF Q6 GT 1 AND LT 8] How many minutes do you usually wait for your longest transfer?

- \_\_\_ RECORD MINUTES
- 888 DON'T KNOW
- 999 REFUSED

**Metro Service – All Respondents**

Q8A/B If you needed to take the bus and had a choice of two bus routes, would you be most likely to choose...

[READ STATEMENTS 1 AND 2] [ROTATE OPTIONS 1-2]

- 1 One that would get you to your destination faster, but you would have to transfer buses, or
- 2 One that took longer, but did not involve a bus transfer?
- 3 WOULD NOT CHOOSE EITHER
- 8 DON'T KNOW
- 9 REFUSED

**Fare Payment - All Riders/Infrequent Riders**  
[RIDESTAT = 1 OR 2]

Q9 How do you usually pay your bus fare? Do you use...?

[IF THEY SAY "Transfer" – PROBE: "How do you pay for your transfer?]

[READ ENTIRE LIST] [SELECT ALL THAT APPLY]

- 1 Cash, [SKIP TO Q13INT IF ONLY OPTION SELECTED]
- 2 Tickets, [SKIP TO Q13INT]
- 3 A pass,
- 4 A reduced fare permit **with** a sticker, or
- 5 A reduced fare permit **with** cash?
- 6 DON'T KNOW [SKIP TO Q13INT]
- 7 REFUSED [SKIP TO Q13INT]

Q10A [IF Q9 = 3,4] What kind of pass do you have?

[IF NEEDED: What is the face value of the pass? / Is it a peak or off-peak pass?]

- 1 ONE ZONE PEAK PASS (\$1.50/\$54 PugetPass)
- 2 OFF-PEAK PASS (\$1.25/\$45 PugetPass)
- 3 TWO ZONE PEAK PASS (\$2.00/\$72 PugetPass)
- 4 U-PASS
- 5 GO PASS
- 6 FLEXPASS
- 7 STUDENT/YOUTH PASS \$0.50/\$18
- 8 SENIOR/DISABLED STICKER [REDUCED FARE PERMIT]
- 9 ACCESS PASS
- 10 OTHER [SPECIFY]
- 11 DON'T KNOW
- 12 REFUSED
- 13 MONTHLY PASS
- 14 3 MONTH PASS
- 15 ANNUAL PASS
- 16 LIFETIME PASS
- 17 EMPLOYER PASS

Q11 **[IF COMMUTER = 1 OR 2]** Does your employer or school pay for part or all of your pass?

[PROBE: Is that for all or part of the pass?] [PROBE: Is that your employer or school?]

- 1 YES, EMPLOYER PAYS PART OF PASS
- 2 YES, EMPLOYER PAYS ALL OF PASS
- 3 YES, SCHOOL PAYS PART OF PASS
- 4 YES, SCHOOL PAYS ALL OF PASS
- 5 NO, NONE OF THE PASS
- 8 DON'T KNOW / UNSURE
- 9 REFUSED

**Usual Bus Travel - All Riders / Infrequent Riders  
[RIDESTAT = 1 OR 2]**

Q12 Do your bus trips usually cross the Seattle City limits, that is, are they two-zone trips?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q13 How do you usually get to your bus stop?

- 1 WALK
- 2 DRIVE TO A PARK AND RIDE
- 3 DRIVE AND PARK NEAR A BUS STOP
- 4 BIKE
- 5 DROPPED OFF
- 6 OTHER [SPECIFY]
- 7 DON'T KNOW
- 8 REFUSED

**MARKETING GOALS QUESTIONS – All Respondents**

Q14INT. I'm going to read some statements that have been made about Metro Transit. Please tell me whether you think each statement is almost certainly not true, probably not true, probably true or almost certainly true. The first one is...

**[ROTATE Q14A-Q14E]**

Q14A *Metro Transit plays an important part in improving the quality of life here in King County.*

Q14B *Metro Transit provides excellent public transportation service.*

Q14C *Metro Transit is working with other transit agencies around Puget Sound to improve regional transportation.*

Q14D *Metro Transit provides a wide variety of services that help improve people's transportation choices.*

Q14E *Metro Transit is a good place to work.*

Q14F *Metro Transit is part of Sound Transit.*

[IF NECESSARY: Please tell me whether you think this statement is almost certainly not true, probably not true, probably true or almost certainly true.]

- 1 ALMOST CERTAINLY NOT TRUE

- 2 PROBABLY NOT TRUE
- 3 PROBABLY TRUE
- 4 ALMOST CERTAINLY TRUE
- 8 DON'T KNOW
- 9 REFUSED

Q15 Based on what you know or may have heard about Metro Transit, how well do you feel the following words describe the agency. Please use a scale from 1 to 7, where “1” means that it “does not describe Metro Transit at all,” and “7” means it “describes Metro Transit very well.” You may also use any number in between. The first one is...

**[ROTATE Q15A-Q15F]**

**[READ ENTIRE SCALE EVERY THIRD QUESTION]**

Q15A *A problem solver*

[IF NEEDED: How well do you feel those words describe Metro Transit? Please use a scale from 1 to 7, where “1” means that it “does not describe Metro Transit at all,” and “7” means it “describes Metro Transit very well.” You may also use any number in between.]

- 1 DOES NOT DESCRIBE METRO AT ALL
- 2
- 3
- 4
- 5
- 6
- 7 DESCRIBES METRO VERY WELL
- 8 DON'T KNOW
- 9 REFUSED

Q15B *Efficient*

Q15C *Well-managed*

Q15D *Environmentally-conscious*

Q15E *Customer-oriented*

Q15F *Innovative*

Q16 Which of the following transit agencies is in charge of planning and building the proposed light rail system in King County?

- [READ ENTIRE LIST] [SELECT ALL THAT APPLY]
- 1 Community Transit,
  - 2 Metro Transit, or
  - 3 Sound Transit?
  - 4 OTHER [SPECIFY]
  - 5 NOT SURE / DON'T KNOW
  - 6 REFUSED

Q16A **[IF MORE THAN ONE OPTION SELECTED IN Q16]** Which agency has the main responsibility?

- 1 COMMUNITY TRANSIT
- 2 METRO TRANSIT

- 3 SOUND TRANSIT
- 4 **[SHOW Q14 OTHER]**
- 5 NOT SURE / DON'T KNOW
- 6 REFUSED

Q16B **[IF Q16 = 3 ONLY]** You say that Sound Transit is in charge. Would you say that Metro Transit has...

- 1 Had a major responsibility for light rail,
- 2 Had a minor responsibility for light rail, or
- 3 Had no responsibility for light rail?
- 4 SOME RESPONSIBILITY, BUT DON'T KNOW HOW MUCH
- 5 NOT SURE / DON'T KNOW
- 6 REFUSED

Q17 Overall, do you feel that taxpayers get their money's worth from Metro Transit, or do you feel that taxpayers do not get their money's worth from Metro Transit?

- 1 Get their money's worth
- 2 Do not get their money's worth
- 8 DON'T KNOW
- 9 REFUSED

### ALL RESPONDENTS

Q18 Next, please tell me the extent to which you agree or disagree with the following statements. As I read each statement, please tell me whether you "Strongly Agree," "Somewhat Agree," "Somewhat Disagree," "Strongly Disagree" or have "no opinion" about this statement.

**[CODE DON'T KNOW, AS NO OPINION]**  
**[ROTATE Q18A-K]**

Q18A *The best way out of our traffic mess is to build more roads.*

[IF NEEDED: Would you agree or disagree that [READ STATEMENT]? Would that be strongly agree/disagree or somewhat agree/disagree?]

- 1 STRONGLY DISAGREE
- 2 SOMEWHAT DISAGREE
- 3 NO OPINION / DON'T KNOW
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 9 REFUSED

Q18B *Taking the bus is good for the environment.*

Q18C *I'd rather just live with the traffic than try the bus.*

Q18D *Metro Transit is an absolutely essential King County service.*

Q18E *I enjoy driving, even in rush hour traffic.*

Q18F *I feel a little guilty when I drive alone to work.*

- Q18G *I consider myself a committed environmentalist.*
- Q18H *I would not want anyone to think I had to take the bus.*
- Q18I *For the good of the region, everyone should ride the bus whenever possible.*
- Q18J *Public transportation helps our economy.*
- Q18K *My time is worth too much to take the bus.*

**Commute Travel - All Work and Student Commuters**  
**[COMMUTER = 1 OR 2]**

Q19A In what geographic area do you...(work / attend school)?

[IF DOWNTOWN SEATTLE OR BELLEVUE, PROBE: Would that be downtown or a surrounding area?]

- 1 DOWNTOWN SEATTLE
- 2 SURROUNDING DT SEATTLE  
(QUEEN ANNE, CAPITOL HILL, FIRST HILL)
- 3 UNIVERSITY DISTRICT
- 4 WEST SEATTLE
- 5 SOUTH SEATTLE
- 6 NORTH SEATTLE
- 7 OTHER SEATTLE [SPECIFY]
- 8 SHORELINE
- 9 KENMORE
- 10 OTHER NORTH KING COUNTY  
[SPECIFY]
- 11 DOWNTOWN BELLEVUE
- 12 OVERLAKE
- 13 OTHER BELLEVUE [SPECIFY]
- 14 KIRKLAND
- 15 REDMOND
- 16 ISSAQUAH
- 17 BOTHELL
- 18 WOODINVILLE
- 19 OTHER EASTSIDE [SPECIFY]
- 20 AUBURN
- 21 FEDERAL WAY
- 22 KENT
- 23 RENTON
- 24 TUKWILA/SOUTHCENTER
- 25 OTHER SOUTH KING COUNTY  
[SPECIFY]
- 26 EVERETT/SNOHOMISH  
COUNTY
- 27 TACOMA/PIERCE COUNTY
- 28 SEATAC
- 29 OTHER [SPECIFY]
- 30 VARIES [**SKIP TO Q26**]
- 99 DK / REF [**SKIP TO Q26**]



Q19B **[IF Q19A = 1]** Would that be . . .

[READ ENTIRE LIST]

- 1 Downtown Seattle Core;
- 2 Denny Regrade / Belltown;
- 3 Pioneer Square;
- 4 International District; or
- 5 Somewhere Else? [SPECIFY]
- 6 DON'T KNOW
- 7 REFUSED

**RECODE NON-DOWNTOWN LOCATIONS TO CORRECT CODES IN Q19A.**

Q20 How do you usually get to and from [work / school]?

[PROBE FOR WHAT THEY USE MOST OFTEN]

[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle?]

[IF BUS, PROBE – Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?]

**[READ LIST ONLY IF NECESSARY]**

- 1 (Drive Alone In Your Car,)
- 2 (Carpool With At Least 2 People In The Car)
- 3 (Vanpool, that is 7 or more people,)
- 4 (Ride a Metro bus,)
- 5 (Ride a Sound Transit *Bus*,)
- 6 (*Ride the Sounder Train*,)
- 7 (*Ride a Sounder Train and Bus equally*,)
- 8 (Ride a school bus,)
- 9 (Ride an ACCESS van,)
- 10 (Motorcycle,)
- 11 (Bicycle, or)
- 12 (Walk?)
- 13 WORK FROM HOME / TELECOMMUTE
- 14 COMBINATION OF TRANSPORTATION [SPECIFY]
- 15 OTHER [SPECIFY]
- 16 DON'T KNOW
- 17 REFUSED

Q20A **[IF Q20 = 7]** Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?

- 1 METRO TRANSIT
- 2 SOUND TRANSIT
- 3 COMMUNITY TRANSIT
- 4 PIERCE TRANSIT
- 5 SCHOOL BUS
- 6 OTHER [SPECIFY]
- 7 DON'T KNOW
- 8 REFUSED

Q21 How many miles do you travel from home to (work / school) one-way?

[PROBE: "Using your best estimate."] [IF LESS THAN 1, ENTER 1]

\_\_\_ ENTER NUMBER OF MILES

777 VARIES  
888 DON'T KNOW  
999 REFUSED

Q22 About how long does that usually take you?

\_\_\_\_\_ ENTER TIME (HOURS OR MINUTES)  
777 VARIES  
888 DON'T KNOW  
999 REFUSED

Q22A TIME REFERENCE **[SKIP IF Q22=777, 888 OR 999]**

1 MINUTES  
2 HOURS

Q23 What is your usual schedule at (work / school)? First, what time do you begin?

[ENTER BOTH HOURS AND MINUTES – USE 4 DIGITS]  
[CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

\_\_\_\_\_ TIME WORK / SCHOOL BEGINS  
7777 CHANGES / VARIES FROM DAY TO DAY **[SKIP TO Q25]**  
8888 DON'T KNOW **[SKIP TO Q25]**  
9999 REFUSED **[SKIP TO Q25]**

Q23A VERIFY TIME REFERENCE

1 AM  
2 PM

Q24 And what time do you finish (work / school)?

[ENTER BOTH HOURS AND MINUTES – USE 4 DIGITS]  
[CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

\_\_\_\_\_ TIME WORK / SCHOOL ENDS  
7777 CHANGES / VARIES FROM DAY TO DAY **[SKIP TO Q25]**  
8888 DON'T KNOW **[SKIP TO Q25]**  
9999 REFUSED **[SKIP TO Q25]**

Q24A VERIFY TIME REFERENCE

1 AM  
2 PM

Q25 About how many employees work for your employer at your place of employment?

1 100 OR MORE  
2 51-99  
3 26-50  
4 25 OR FEWER  
8 DON'T KNOW  
9 REFUSED

**Parking - All Work and Student Commuters**  
**[COMMUTER = 1 OR 2]**

Q26 Does your [employer / school] offer or provide you with free or reduced fee parking at [work / school]?

[PROBE: "Is that free or reduced fee?"]

- 1 YES – FREE **[SKIP TO Q28]**
- 2 YES - REDUCED FEE
- 3 NO
- 4 FREE, BUT NOT PROVIDED BY EMPLOYER / SCHOOL **[SKIP TO Q28]**
- 5 FREE, BUT DON'T KNOW WHO PAYS **[SKIP TO Q28]**
- 8 DON'T KNOW **[SKIP TO Q28]**
- 9 REFUSED **[SKIP TO Q28]**

**Q27 [IF (Q26 = 2 OR 3) AND (Q20=1,2,3 or 10)]** How much do you personally pay for parking?

[ENTER DOLLARS AND CENTS. YOU MUST ENTER A DECIMAL POINT TO INDICATE CENTS.]

- \_\_\_\_\_ RECORD PARKING COST
- 88888 DON'T KNOW
- 99999 REFUSED
- [IF Q27 = 0, 88888, 99999 – SKIPTO Q28]**

Q27A SELECT

- 1 PER DAY
- 2 PER MONTH

Q27B How many days a month do you park at work?

- \_\_\_\_\_ NUMBER OF DAYS PARK / MONTH
- 88 DON'T KNOW
- 99 REFUSED

**Q28(RC) [IF (Q20=1)]** Overall, how appealing to you personally is the idea of using the bus instead of driving to [work / school]? Would you say...

- 1(5) Very appealing,
- 2(4) Somewhat appealing,
- 3(2) Not very appealing, or
- 4(1) Not at all appealing?
- 5(3) NEITHER APPEALING NOR UNAPPEALING
- 8 DON'T KNOW
- 9 REFUSED

### Other Travel - All Respondents

**Q29** 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, or a motorcycle?]

[IF BUS, PROBE – Which transit agency operates the bus?]

- 1 (Drive Alone In Your Car,)
- 2 (Carpool That Is With At Least 2 People,)
- 3 (Ride a Metro Bus,)
- 4 (Ride a Sound Transit bus,)
- 5 (Ride the Sounder Train,)
- 6 (Ride an ACCESS van,)
- 7 (Motorcycle,)
- 8 (Bicycle, or)

- 9 (Walk?)
- 10 OTHER [SPECIFY]
- 11 DON'T KNOW
- 12 REFUSED

Q30(RC) **[IF RIDESTAT = 3]** Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel? Would you say...

- 1(5) Very appealing,
- 2(4) Somewhat appealing,
- 3(2) Not very appealing, or
- 4(1) Not at all appealing?
- 5(3) NEITHER APPEALING NOR UNAPPEALING
- 8 DON'T KNOW
- 9 REFUSED

**Potential To Increase Ridership -**

Q31INT On a scale of 1 to 7 where “1” means it is “not a barrier at all” and “7” means it is a “very significant barrier,” please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often.

**[ROTATE Q31A – Q31L]**

**[SOV COMMUTERS WHO FIND BUS APPEALING (Q20=1 & Q28RC=4-5)]**

**[SOV PERSONAL WHO FIND BUS APPEALING (Q29=1 & Q30RC=4-5)]**

**[READ ENTIRE SCALE EVERY THIRD QUESTION]**

- Q31A *The time it takes by bus*
- Q31B *Crowded buses*
- Q31D *Concerns about your personal safety while riding or waiting for buses*
- Q31E *Having to transfer buses*
- Q31F *Having to plan around bus schedules*
- Q31H *Not knowing how to use the bus system*
- Q31I *Lack of parking at park and ride lots*
- Q31J *The behavior of others on the bus*
- Q31K *There is no bus stop near your home*
- Q31L *The bus routes near your home don't go where you want to go*

**[ROTATE Q31C – Q31U]**

**[SOV COMMUTERS WHO FIND BUS APPEALING (Q20=1 & Q28=1,2)]**

- Q31C *The level of bus service after 6 p.m.*
- Q31O *Needing a car during the work day for work-related business*
- Q31Q *Needing a car during the day for personal errands while at work*

- Q31R *Often having to work late*
- Q31S *Having irregular work hours*
- Q31T *Having free or inexpensive parking*
- Q31U *Needing a car in case of an emergency at home*

[IF NEEDED: On a scale of 1 to 7 where “1” means it is “not a barrier at all” and “7” means it is a “very significant barrier,” please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often or for other trips.]

- 1 NOT A BARRIER AT ALL
- 2
- 3
- 4
- 5
- 6
- 7 VERY SIGNIFICANT BARRIER
- 8 DON'T KNOW
- 9 REFUSED

Q31Z(Recoded) [SOV GROUP] If these barriers did not exist, would you try commuting by bus or would you still not be interested? Would you say you would..

- 1(4) Definitely try it,
- 2(3) Probably try it,
- 3(2) Might try it, or
- 4(1) Still not be interested?
- 8 DON'T KNOW
- 9 REFUSED

### Rider Importance – All Riders/Infrequent Riders

Q32 I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell if it is very important, somewhat important, not very important, or not at all important to you in deciding whether or not to ride the bus.

**[ROTATE Q32A-Q32I]**  
**[READ ENTIRE SCALE EVERY THIRD QUESTION]**

Q32A *(How important is...)*

*Personal safety waiting for the bus in the daytime*

*(when deciding to ride the bus?)*

[Please tell me if this aspect is very important, somewhat important, not very important, or not at all important to you in deciding whether or not to ride the bus.]

- 1 NOT AT ALL IMPORTANT
- 2 NOT VERY IMPORTANT
- 3 NO OPINION
- 4 SOMEWHAT IMPORTANT

5 VERY IMPORTANT  
 8 DON'T KNOW  
 9 REFUSED

Q32B *Availability of seating on the bus*

Q32C *On-time performance of buses*

Q32D *Travel time by bus*

Q32E *The ability to get a parking space in park and ride lots*

Q32F *Time between buses*

Q32G *Personal safety waiting for the bus after dark*

Q32H *The number of stops the bus makes on your trip*

Q32I *The number of transfers you have to make to get where you are going*

**Rider Satisfaction - All Riders / Infrequent Riders**  
**[RIDESTAT = 1 OR 2]**

Q33INT (Q33 SERIES RECODED)

Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you have been "very satisfied," "somewhat satisfied," "somewhat dissatisfied," "very dissatisfied," or "have no opinion."

[READ STATEMENT] [PROMPT AS REQUIRED: Are you satisfied or dissatisfied? Would that be very or somewhat?]

1(5) VERY SATISFIED  
 2(4) SOMEWHAT SATISFIED  
 3(3) NO OPINION  
 4(2) SOMEWHAT DISSATISFIED  
 5(1) VERY DISSATISFIED  
 8 DON'T KNOW  
 9 REFUSED

**[RANDOMIZE Q33A to Q33T]**

**[SPLIT SAMPLE: GROUP 1 AND GROUP 2]**

Q33A **[ALL]** *On-time performance of buses*

Q33B **[GROUP 1]** *Cleanliness of bus shelters*

Q33C **[ALL]** *Inside cleanliness of buses*

Q33D **[ALL]** *Availability of seating on the bus*

Q33E **[ALL]** *Where the bus routes go*

Q33F **[ALL]** *Time between buses*

Q33G **[ALL]** *Driver Appearance*

- Q33H **[ALL]** *The ability to get a parking space at park and ride lots*
- Q33I **[ALL]** *The number of stops the bus makes on your trip*
- Q33J **[ALL]** *The number of transfers you have to make to get where you are going*
- Q33K **[ALL TRANSFERS]** *The wait time when transferring buses*
- Q33L **[ALL]** *Travel time by bus*
- Q33M **[GROUP 1]** *Ability to get information by phone*
- Q33N **[ALL]** *Personal safety on the bus related to the conduct of others during the daytime*
- Q33O **[ALL]** *Personal safety on the bus related to the conduct of others after dark*
- Q33P **[GROUP 2]** *Personal safety on the bus related to the operation of the bus*
- Q33Q **[ALL]** *Personal safety waiting for the bus in the daytime*
- Q33R **[ALL]** *Personal safety waiting for the bus after dark*
- Q33S **[ALL]** *Personal safety at the park-and-ride lot*
- Q33T **[ALL]** *Security of your automobile at the park-and-ride lot*
- Q33Z **[ALL]** *Overall, how satisfied are you with Metro Transit?*

**Bus Rapid Transit**

Q34            When you think of a bus coming very frequently, how often would that be?

—	ENTER NUMBER OF MINUTES
88	DON'T KNOW
99	REFUSED

Q35INT These next questions apply to service along major arterials, for example Pacific Highway South, Aurora Avenue North, or Northeast 8<sup>th</sup> Street between Crossroads and downtown Bellevue. If you needed to go somewhere along a major arterial...

**[SPLIT SAMPLE]**

Q35A **[IF GROUP2 = 1]** Would you try bus service if Metro ran buses every 8 minutes, nearly 24 hrs a day along the arterial?

Q35B **[IF GROUP2 = 2]** Would you try bus service if Metro ran buses every 15 minutes, nearly 24 hrs a day along the arterial?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

1	DEFINITELY <u>NOT</u> TRY IT
2	PROBABLY <u>NOT</u> TRY IT
3	PROBABLY TRY IT
4	DEFINITELY TRY IT

- 8 DON'T KNOW
- 9 REFUSED

**[ROTATE Q35C – Q35E]**

Q35C. Would you try bus service if the bus ran on a separate bus-only lane so it could bypass congestion along the arterial?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

**[SPLIT SAMPLE] This needs to be set up in a way that is independent of the SAMPLE A/B SPLIT.**

Q35D1. **[IF GROUP3 = 2]** Would you try bus service if the bus made few stops, for instance every mile along the arterial?

Q35D2. **[IF GROUP3 = 1]** Would you try bus service if the bus made few stops, for instance every half mile along the arterial?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

Q35E. Would you try bus service if all of these buses had security cameras on board?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

**[SPLIT SAMPLE]**

Q35F. [IF GROUP4 = 1] Would you try bus service on arterials that combined all of these features - very frequent service nearly 24 hours a day, **a bus-only lane, fewer stops, and security cameras**, if the bus fare were **the same as regular bus fare**?



Q35G. **[IF GROUP4 = 2]** Would you try bus service on arterials that combined all of these features - very frequent service nearly 24 hours a day, **a bus-only lane, fewer stops, and security cameras**, if the bus fare were **one and a half times the cost of regular bus fare**?

Q35H. **[IF GROUP4 = 3]** Would you try bus service on arterials that combined all of these features - very frequent service nearly 24 hours a day, **a bus-only lane, fewer stops, and security cameras**, if the bus fare were **twice the cost of regular bus fare**?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

Miscellaneous Questions – All Respondents

Q36D [RIDE<sub>STAT</sub>=1,2] How useful would it be, to you, if you could get information showing when the bus will actually arrive electronically displayed at major bus stops? Would you say not at all useful, somewhat useful, or very useful?

- 1 NOT AT ALL USEFUL
- 2 SOMEWHAT USEFUL
- 3 VERY USEFUL
- 8 DON'T KNOW
- 9 REFUSED

[ROTATE Q36A – Q36C]

Q36A How useful would it be, to you, if you could get information showing when the bus will actually arrive by using a personal computer that can access the web?

Q36B How useful would it be, to you, if you could get information showing when the bus will actually arrive by using a cell phone that can access the web?

Q36C How useful would it be, to you, if you could get information showing when the bus will actually arrive by using a wireless PDA, such as a Palm Pilot?

Q37A From what you may have read, seen or heard, how would you rate the emissions from Metro's diesel buses? Please use a scale of 1 to 7, where 1 is "not at all dirty" and 7 is "very dirty."

- 1 NOT AT ALL DIRTY
- 2
- 3
- 4
- 5
- 6
- 7 VERY DIRTY
- 8 DON'T KNOW
- 9 REFUSED

Q37B How much do you think the emissions from Metro's buses contribute to air pollution? Please use a scale of 1 to 7, where 1 is "not at all" and 7 is "a great deal".

- 1 NOT AT ALL
- 2
- 3
- 4
- 5
- 6
- 7 A GREAT DEAL
- 8 DON'T KNOW
- 9 REFUSED

Q38 Metro is upgrading its buses so that by 2004 the entire bus fleet will be able to use ultra-clean diesel fuel, which will reduce current bus emissions by 90%. Metro could speed this up by one year to 2003 at a cost of \$1 million that year. This would cost about the same as running bus service every 30 minutes on a 9-mile route seven days a week during that year. Do you think Metro should...?

**[ROTATE OPTIONS 1 OR 2]**

- 1 Spend the (that) money necessary to upgrade to ultra-clean diesel by 2003, or
- 2 Spend that (the) money on bus service in 2003?
- 3 THEY SHOULD BE ABLE TO FIND THE MONEY TO DO BOTH
- 4 DON'T SPEND ANY MONEY
- 8 DON'T KNOW
- 9 REFUSED

**Demographic Questions**

DEMO Finally, I have some background questions that will be used to help us analyze the results of the study.

DEMO1 How many automobiles in working condition do you have available for your use?

- ENTER NUMBER OF AUTOMOBILES
- 8 8 OR MORE
- 9 REFUSED

DEMO2 What is your age?

- AGE **[SKIP TO DEMO4A]**
- 99 REFUSED

DEMO3 **[IF DEMO2 = 99]** Would that be....

- 1 16-19
- 2 20-24
- 3 25-34
- 4 35-44
- 5 45-54
- 6 55-64
- 7 65 or Older
- 9 REFUSED

DEMO4A How many people, including yourself, live in your household?

- NUMBER OF HOUSEHOLD MEMBERS
- 8 8 OR MORE
- 9 REFUSED

DEMO5 Do you consider yourself?

**[SELECT ALL THAT APPLY]**

- 1 White / Caucasian - American,
- 2 Hispanic (Mexican, Mexican American, Chicano, or Latino)
- 3 African - American,
- 4 Asian – American / Pacific-Islander,
- 5 American Indian / Alaska Native, or
- 6 Another race? **[SPECIFY]**
- 7 DON'T KNOW
- 8 REFUSED

DEMO6A Do you have access to a computer at any of the following places...?

[SELECT ALL THAT APPLY]

[PAUSE AFTER EACH RESPONSE, WAIT FOR ANSWER]

- 1 At home?
- 2 At school?
- 3 At a place of employment outside of your home?
- 4 At the library?
- 5 At some other location? [SPECIFY]
- 6 NONE / NO ACCESS
- 7 DON'T KNOW
- 8 REFUSED

DEMO7 Is your total annual household income above or below \$35,000 per year?

- 1 BELOW \$35,000 PER YEAR
- 2 ABOVE \$35,000 PER YEAR [SKIP TO DEMO9]
- 8 DK - PROBE FOR BEST ESTIMATE [SKIP TO DEMO10]
- 9 REFUSED [SKIP TO DEMO10]

DEMO8 [IF DEMO7 = 1] Would that be....?

- 1 Less than \$7,500,
- 2 \$7,500 up to \$15,000,
- 3 \$15,000 up to \$25,000, or
- 4 \$25,000 up to \$35,000?
- 8 DON'T KNOW
- 9 REFUSED

DEMO9 [IF DEMO7 = 2] Would that be....?

- 1 \$35,000 up to \$55,000,
- 2 \$55,000 up to \$75,000,
- 3 \$75,000 up to \$100,000,
- 4 \$100,000 up to \$140,000, or
- 5 \$140,000 and up?
- 8 DON'T KNOW
- 9 REFUSED

DEMO10 For our records, I need to verify your telephone number. Is it...[SHOW PHONE]?

- 1 YES
- 2 NO
- 9 REFUSED

DEMO11 [IF DEMO10 = 2] What is your correct telephone number?

[ENTER CORRECT PHONE NUMBER AND ALSO WRITE IN ON CALL RECORD SHEET]

\_\_\_\_\_ ENTER PHONE NUMBER  
(999) 999-9999 REFUSED

DEMO12 We may be doing other studies similar to this one in the future. May we call you again if we do?

- 1 YES - OKAY TO CALL
- 2 NO - DON'T CALL / REFUSED [SKIP TO THANK]

NAME May I have your first name, so we will know who to ask for?

[OPEN  
END]

**THANK**

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

INTNUM [RECORD INTERVIEWER NUMBER]  
\_\_\_\_\_ ENTER YOUR NUMBER  
DISPOS = 40

THANK2 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents of King County.  
DISPOS = 23

THANK3 Thank you very much for answering those questions. We appreciate your cooperation.  
[RECORD THE RECORD NUMBER, TELEPHONE NUMBER, AND CALL-BACK TIME. REPORT THIS INFORMATION TO YOUR SUPERVISOR.]  
DISPOS = 11

THANK4 That completes our survey. Thank you for your time. We appreciate your cooperation in agreeing to complete this survey.  
IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 24  
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 26  
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 28  
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 25  
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 27  
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 29

THANK5 Thank you very much for answering those questions. This data is really important for our survey.  
IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 12  
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 14  
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 16  
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 13  
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 15  
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 17

THANK8 Thank you for your time, but we are unable to continue without that information.  
DISPOS = 8

## Appendix C: Weight Calculations

Data for establishing Rider / Nonrider weights were derived from records of all households contacted during the interviewing period. Rider / Nonrider weights were computed based on information from those who completed the entire survey, those who refused to complete but supplied ridership data, and respondents who were dispositioned as quota full (i.e., infrequent and nonriders).

- Within each subarea, the Rider / Nonrider proportions obtained were:

**Table 39: Rider / Nonrider Proportion Within Subareas -- 2001 Rider / Nonrider Survey**

	Total King County	North King	South King	East King
Regular Rider (5+ times / mo.)	18%	29%	12%	10%
Infrequent Rider (1-4 times/mo.)	13	16	10	12
Nonrider	69	54	78	78

An area weight was calculated for each of the six ridership proportions. While 2000 Census data is available for all King County, detailed breakouts by zip codes are not yet available. Therefore, updated census data from the 1990 census were used as the source for household and population data. The data used reflected the latest update from the U.S. Census and therefore reflects current population statistics.

**Table 40: Subarea Household Population -- 2001 Rider / Nonrider Survey**

	Actual	Proportion
North King	287,292	40%
South King	252,451	35%
East King	172,041	24%
Total	711,784	

The following equation was used to develop the individual area weights:

$$\frac{\text{Subarea Population}}{\text{Number of Subarea Rider or Nonrider Interviews}} \times \frac{\text{Total Number of Interviews}}{\text{Total County Population}}$$

Area weights were then multiplied by the incidence of riders and nonriders in the respective areas, with the following results:

**Table 41: Rider / Nonrider Area Weight -- 2001 Rider / Nonrider Survey**

	Riders	Nonriders
North King	0.70368	1.71982
South King	0.24747	1.89115
East King	0.14433	1.31949

All results in this report are based on the weighted sample data. Both actual and weighted cell sizes (n's) are shown. Actual cell sizes were used when inferring statistical reliability.

The number of interviews obtained, and the number resulting from the weighting process for riders and nonriders, in each of the three major geographic areas, is shown in the following table.

**Table 42: Final Sample Size – 2001 Rider / Nonrider Survey  
(Unweighted And Weighted By Rider And Area)**

AREA	TOTAL		RIDERS		NONRIDERS	
	OBTAINED	WEIGHTED	OBTAINED	WEIGHTED	OBTAINED	WEIGHTED
North King	813	982	408	287	405	695
East King	814	863	413	102	401	761
South King	807	588	405	58	402	530
<b>TOTAL</b>	<b>2,434</b>	<b>2,434</b>	<b>1,266</b>	<b>447</b>	<b>1,208</b>	<b>1,986</b>