King County Metro 2005 Metro Rider / Non-Rider Survey Final Report

Submitted June 30, 2006

King County METRO
We'll Get You There

CONTACT:

Rebecca Elmore-Yalch, President / CEO
byalch@nwrg.com

225 North 9th Street, Suite 200
Boise, Idaho 83702
P. (208) 364-0171
F. (208) 364-0181

SUBMITTED BY:

Executive Summary

Introduction

Objectives

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

- ~ Track customer awareness and perceptions of Metro services
- ~ Identify and track demographic, attitudinal, and transit use characteristics among:
    - Regular Riders – defined as residents 16 and older who made 5 or more transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area.
    - Infrequent Riders – defined as residents who made 1 to 4 transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area.
    - Non-Riders – defined as those who did not use transit in the past 30 days or who only used Metro within the Seattle Ride Free Area.
    - Commuters to work or school -- defined as those who work or attend school outside the home three or more days a week.

Methodology

The 2005 Rider/Non-Rider Study consisted of 2,427 interviews with King County residents age 16 or older. The sample was stratified to collect data from a minimum of 400 Regular Riders and 400 Infrequent or Non-Riders in each of three planning subareas of King County. The stratified sample design allows for statistically reliable subgroup analysis by ridership category and planning subarea of residence. For most of the analysis, survey results are weighted to reflect actual population and ridership incidence throughout King County. Regular, Infrequent, and Non-Riders are weighted independently.

Key Findings – Riders and Ridership

Household Ridership Incidence

Twenty-one percent (21%) of households contacted for this study had at least one Regular Metro rider, 8 percent had at least one Infrequent Rider, and 71 percent did not have a current Metro rider in residence.

- ~ Nearly four out of five (79%) Non-Riders have ridden Metro transit sometime in the past including 21 percent who rode Metro in the six months preceding the survey, the majority of whom say they have not quit riding.

Regular Riders take an average of 22.8 trips per month, down somewhat from 2003 (24.3 trips) and significantly less than the peak in 2002 (25.0 trips).

Twenty-eight percent (28%) of all Regular and Infrequent Riders said they use Metro for all of their transportation needs. This is significantly less than in 2003 when 34 percent of all Riders said they were highly reliant on Metro but is the same as in 2001 and 2002.

Transit Trip Characteristics

More than three out of five (62%) Regular and Infrequent Riders use the bus to commute to work or school. Use of the bus to commute to work or school has increased steadily since 2002 – from 50 percent in 2002 to 62 percent in 2005.

Consistent with the extent to which Riders use the bus for commuting, the majority of travel occurs during peak travel times only (27%) or a combination of peak and off-peak times (48%).

Transferring

Three out of five (60%) Riders **do not** transfer when traveling to their usual destination. One out of four (25%) make one transfer, and 14 percent take two or more transfers.

The majority (74%) of Riders who transfer wait 15 minutes or less when transferring. The average wait time when transferring is 15.0 minutes – a significant decrease from 2001 when the average wait time was 16.9 minutes.

Fare Payment

Less than half (47%) of all Regular and Infrequent Riders pay fares with cash, 41 percent use a pass, 9 percent use ticket, and 11 percent use a reduced fare permit.

- ~ Cash payments have decreased steadily since 2001 when 54 percent paid their fares with cash to 47 percent in 2005. Pass use has increased correspondingly – from 34 percent in 2001 to 41 percent in 2005.

Nearly two out of five (39%) pass users have a Puget Pass. Use of Puget Passes has increased each year and is up significantly from 2001 when only 31 percent of pass users reported having a Puget Pass.

Key Findings – Commuters

Nearly three out of five (58%) survey respondents were Commuters – defined as someone who works outside the home or attends school at least three days per week.

- ~ This is down from 2003 due primarily to a decrease in the percentage of School Commuters surveyed, most likely reflecting a higher incidence of cell phone only households in this segment.

Commute Mode

Nearly two out of three (65%) Commuters drive alone to work or school. This is up significantly from 2003 when 58 percent of Commuters drove alone to work or school and is the same as in 2002.

- ~ Seventeen percent (17%) of Commuters ride a Metro bus to work. This is down significantly from 2003 when more than one out of five (21%) Commuters rode the bus. This figure is nearly the same as 2001 and 2002 when 18 percent of Commuters rode the bus.

- ~ Carpooling / vanpooling has also decreased significantly from 2003 when 10 percent of Commuters carpooled or vanpooled. In 2005, this decreased to 7 percent. Of those who carpool, two-thirds (67%) do so with another member of their family.

One out of eight (12%) Commuters who drive alone to work occasionally use the bus to get to work.

Work Location

More than one out of four (26%) Commuters work or attend school in downtown Seattle. This figure has changed little over the years. Thirty-seven (37%) of Commuters who work or attend school in downtown Seattle commute by bus.

- ~ Fourteen percent (14%) of all Commuters work or attend school in South King County. The percentage of Commuters working in South King County has decreased from the peak of 22 percent in 1998.

- ~ Nearly one out of four (24%) Commuters work or attend school in East King County. This figure has increased significantly since 2001 when only 20 percent of Commuters worked in East King County.

Travel Distance and Time

On average, Commuters travel 11.3 miles from their home to work or school – up 10 percent from 2001 when the average commute distance was 10.1 miles.

- ~ The percentage of travelers driving more than 20 miles to work or school increased significantly between 2001 and 2002 – from 15 percent to 19 percent. In addition, the percentage of travelers driving between 10 and 19 miles increased significantly between 2003 and 2005 – from 27 percent to 31 percent, respectively.

Travel times have increased steadily over the years. In 2001, the average travel time was 24.3 minutes with 21 percent having commute times in excess of 30 minutes. In 2005, the average travel time increased to 28.2 minutes; 26 percent of all Commuters have commute times in excess of 30 minutes.

Parking and Transit Subsidies

More than three out of five (62%) employees have free parking available – either provided by their employer (57%) or through some other means (5%).

- ~ There has been a significant decrease in the extent to which employers are providing free parking since 2002 – from 62 percent in 2002 to 57 percent in 2005. In addition, there has been a decrease in the extent to which employees have free parking available from some other source – from 11 percent in 2001 to 5 percent in 2005.

Appeal of Using the Bus to Commute to Work

Thirty-one percent (31%) of all commuters suggest that the idea of using the bus to commute to work or school is at least somewhat appealing – 19 percent somewhat appealing and 12 percent very appealing.

Having to plan around bus schedules is the primary barrier for two out of three (66%) commuters who drive alone but find the idea of riding at least somewhat appealing.

~ Other factors include lack of service from home to where they work (63%), having to transfer (59%), having to be and work or school late (58%) and/or having irregular hours (54%), travel time by bus (57%), and the level of service after 6:00 p.m. (51%) are the primary barriers for commuters' use of transit.

Personal Travel

Travel Mode

More than seven out of ten (71%) King County residents usually drive alone for their personal travel. This is up significantly from 2001 when 60 percent of all King County residents drove alone for their personal travel.

~ Only one out of five (19%) reported that they carpool, and 5 percent use Metro. Use of bus for personal travel has remained relatively constant over the years.

Appeal of Using the Bus for Personal Travel

Nearly one out of three (32%) of all Non-Riders feel the idea of using the bus for personal travel is at least somewhat appealing. While still a relatively small number, there has been a significant increase in the percentage of Non-Riders who find the idea of using the bus is very appealing between 2003 and 2005 – from 7 percent in 2003 to 11 percent in 2005.

~ Lack of service from home to desired destinations is the primary barrier to using the bus for non-commute travel. The extent to which this is a barrier increased significantly from 2003. Availability of service is now cited as a barrier by 53 percent of all Non-Riders.

~ The need to transfer is also a significant barrier to using the bus for non-commute travel.

Customer Satisfaction

In 2005, 93 percent of all Regular and Infrequent Riders were satisfied with Metro. There has been a significant increase in the percentage of Riders who are very satisfied with Metro – from a low of 44 percent in 2001 to 55 percent in 2005. This is the highest percentage of Riders indicating they are very satisfied ever recorded.

Riders are most satisfied with: driver appearance (76% very satisfied), personal safety on the bus related to the safe operation of the bus (75% very satisfied), and personal safety while waiting for the bus during the daytime (73% very satisfied).

Riders are least satisfied with: wait time when transferring (26% dissatisfied), personal safety waiting for the bus after dark (17% dissatisfied), and time between buses (23% dissatisfied).

There are two additional areas where a significant number of riders who experience specific aspects of service are neutral or are dissatisfied with service: the number of transfers required to get to the rider's destination (16% of those who make one transfer and 20% of those who have to make two transfers are dissatisfied) and the ability to get a parking space at park-and-ride lots (18% of those who use park-and-ride lots are dissatisfied).

For Regular Riders, the transit service elements most closely related to overall satisfaction were: travel time by bus, the number of transfers required, where the bus routes go, the number of stops required, and the time between buses.

Special Topics

Concerns about Behavior and Appearance of Others on the Bus / At Stops

The behavior and appearance of others do not appear to be a major issue systemwide – 78 percent of Riders never or very rarely feel uneasy while riding the bus and 82 percent never or very rarely feel uneasy while at the stops.

- ~ Riders are somewhat more likely to suggest they feel uneasy about the behavior and appearance of others while on the bus than at the stops – 22 percent feel uneasy while riding compared to 19 percent while at the stops.

Travel to Downtown Seattle

Seventy-two percent (72%) of King County residents go to downtown Seattle. On average, those who travel to downtown Seattle do so nearly eight (7.7) days per month. Excluding downtown Seattle workers from this figure, on average those who travel to downtown Seattle do so 6.3 days per month.

The closure of the downtown transit tunnel has had little impact on travel to downtown Seattle – 96 percent of all respondents indicated that there has been no change in how often they go downtown.

Park-and-Ride Lots

Twenty-nine percent (29%) of all King County residents used a park-and-ride lot in the year preceding the survey. This is down significantly from 2003 when 32 percent of all King County residents used a park-and-ride lot in the previous year.

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

Awareness of Metro Services

Nearly four out of five (79%) King County residents are aware of the vanpool program that provides county-owned vans to transport groups of people with similar commutes. This is nearly the same as in 2002 when 81 percent said they were aware.

Over half (52%) of all King County residents are aware that King County operates a free ride-matching service on Rideshareonline.com that helps people find carpool and vanpool partners. Awareness is higher among commuters than non-commuters – 55 percent compared with 48 percent, respectively.

Technology Use / Access

Nine out of ten (90%) King County residents have access to a computer. Nearly all (83%) King County residents have access to a computer at home; 7 percent have access at work only.

- ~ Eighty-eight percent (88%) of all King County residents have access to the Internet – at home (81%) or work (7%).

Metro's website is used by nearly half (48%) of all King County residents – up significantly from just 35 percent in 2002. Seventy percent (70%) of Regular Riders and 60 percent of Infrequent Riders use Metro's website.

- ~ Most (64%) website visitors are seeking timetable or bus schedule information. Forty-two percent (42%) are looking for maps or which bus to take to get to a specific destination.

- ~ One out of twenty (5%) Riders who get information about Metro through Metro's website have purchased a bus pass or ticket over the Internet.

Stored Value Cards

More than two out of five (43%) King County residents have used stored value cards. More than half (51%) of those who use stored value cards have added money / value to these cards.

Riders who currently pay their fares with cash were asked their likelihood of using stored value cards to pay. Likelihood of using was split – with the majority (58%) saying they would be likely to use stored value cards and 42 percent saying they are unlikely.

- ~ This figure would increase significantly – to 72 percent – if riders who paid cash had to pay for a transfer and those using the stored value card did not.

- ~ Most (55%) Riders who pay their fares with cash and who would use a stored value card want to use a credit or debit card on the Internet (33%) or by telephone (22%) to add value to the card. However, 29 percent would prefer going to a retail store like Bartell's.

Table of Contents

Contents

List of Figures

List of Tables

[Blank page inserted for pagination purposes.]

Study Background & Objectives

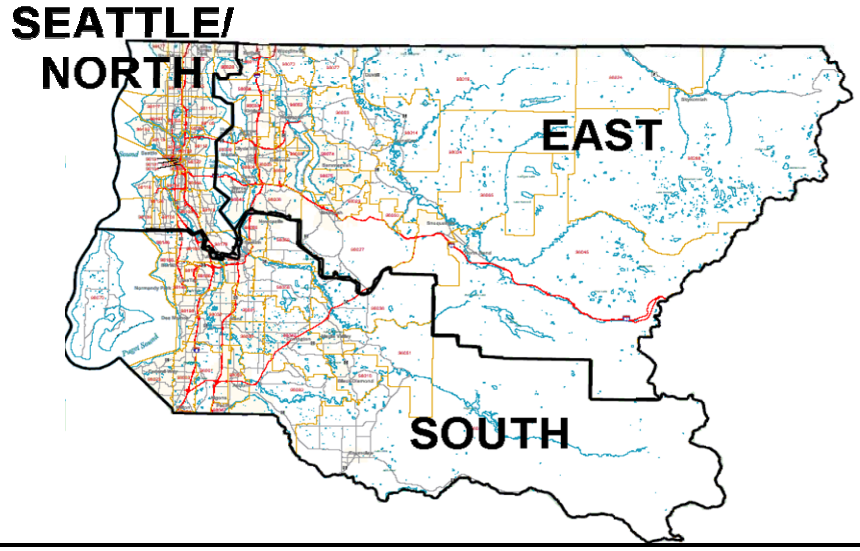
King County Department of Transportation Transit Division (King County Metro) has conducted a telephone survey of transit Riders and Non-Riders almost every year for more than 25 years. The study has ranged in scope and size from as few as 1,000 respondents in 1995 to more than 7,000 respondents in 1994.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

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

Similar to previous studies, the 2005 study includes detailed data on ridership, travel and commute patterns, general characteristics of Riders and Non-Riders, barriers to taking the bus on a more frequent basis, and satisfaction with various elements of bus service. Questions are added and/or deleted each year to address the special issues Metro is facing and/or to gather insight into the future changes in travel behavior that will need to be addressed. The 2005 study also collected information relating to fare payment, the use of stored value cards, and use of the I-405 travel corridor.

The 2005 Metro Rider / Non-Rider Survey is based on a random telephone sample of more than 2,400 King County residents, aged 16 and older. The sample was stratified by geographic region – Seattle / North King County, South King County, and East King County. An approximately equal number of interviews (*n* = 800) was completed in each region.

Figure 1: Planning Areas



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

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

In addition, the sample was stratified by ridership – Regular Riders and Infrequent Riders / Non-Riders. An approximately equal number of Regular Riders and Infrequent Riders / Non-Riders (*n* = 400) were interviewed in each geographic area. The weighted margin of error of the entire sample is plus or minus 2.4 percentage points. Subgroups have larger margins of error.

Table 1: Final Sample Plan

		Total King County	North King County	South King County	East King County
Regular Rider (5+ trips / month)	Unweighted n	1,217	407	406	404
	Weighted n	490	315	102	73
	Effective n†	832	399	398	392
	Associated Precision *	± 3.4%	± 4.9%	± 4.9%	± 5.0%
Infrequent Rider (1 – 4 trips / month)	Unweighted n	164	79	35	40
	Weighted n	201	117	41	43
	Effective n†	155	76	34	48
	Associated Precision *	± 7.9%	± 11.2%	± 16.8%	± 14.1%
Non-Rider	Unweighted n	1,046	325	368	353
	Weighted n	1,735	573	655	507
	Effective n†	1,008	317	358	342
	Associated Precision *	± 3.1%	± 5.5%	± 5.2%	± 5.3%
Total	Unweighted n	2,427	811	809	807
	Weighted n	2,415	1,006	797	624
	Effective n†	1,661	689	500	483
	Associated Precision *	± 2.4%	± 3.7%	± 4.4%	± 4.5%

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

† Effective n, or the effective sample size, is that used by the crosstabulation software for statistical tests. It is computed as a ratio of weighting functions.

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

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

Data collection, performed at Northwest Research Group's Boise facility, was completed between November 2, 2005 and December 30, 2005. Every attempt was made to maximize response rates. Multiple call-backs (on average 11 attempts to each household with a working telephone number), messages on answering machines, and refusal conversion resulted in a response rate of 38 percent for the entire sample. This is well above industry norms – 11 percent for Random Digit Dial (RDD) sample surveys and 34 percent for customer satisfaction surveys. In addition to having higher-than-average response rates, this study yielded a higher-than-average cooperation rate (67%) – which is 20 percent above the average for a customer satisfaction survey and 53 percent above the average for an RDD telephone survey. The achieved refusal rate was 12 percent – which is 9 percent lower than the average for a customer satisfaction survey and 29 percent lower than the average for a RDD telephone survey. •

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

This report begins with a discussion of the study's ***major findings,*** focusing on ridership, current and past use of public transit transportation, attitudes toward public transportation, travel characteristics (commute and non-commute travel), and customer satisfaction with Metro. The report ends with a detailed description ***about the study methodology***.

Throughout the tables in the report, significant findings are noted with bold type. The lower-case letters in parentheses next to this numbers indicate the corresponding columns where this difference is noted.

Riders and Ridership

Incidence of Regular Rider Households

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

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

- Completed the full survey (*n* = 2,427), or
- Agreed to participate in the survey, but did not qualify because the zone or ridership quota for that household was full (*n* = 5,935), or
- Refused to complete the full survey, but completed a shorter survey designed to collect ridership information only (*n* = 694).

Rider households are defined as follows:

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

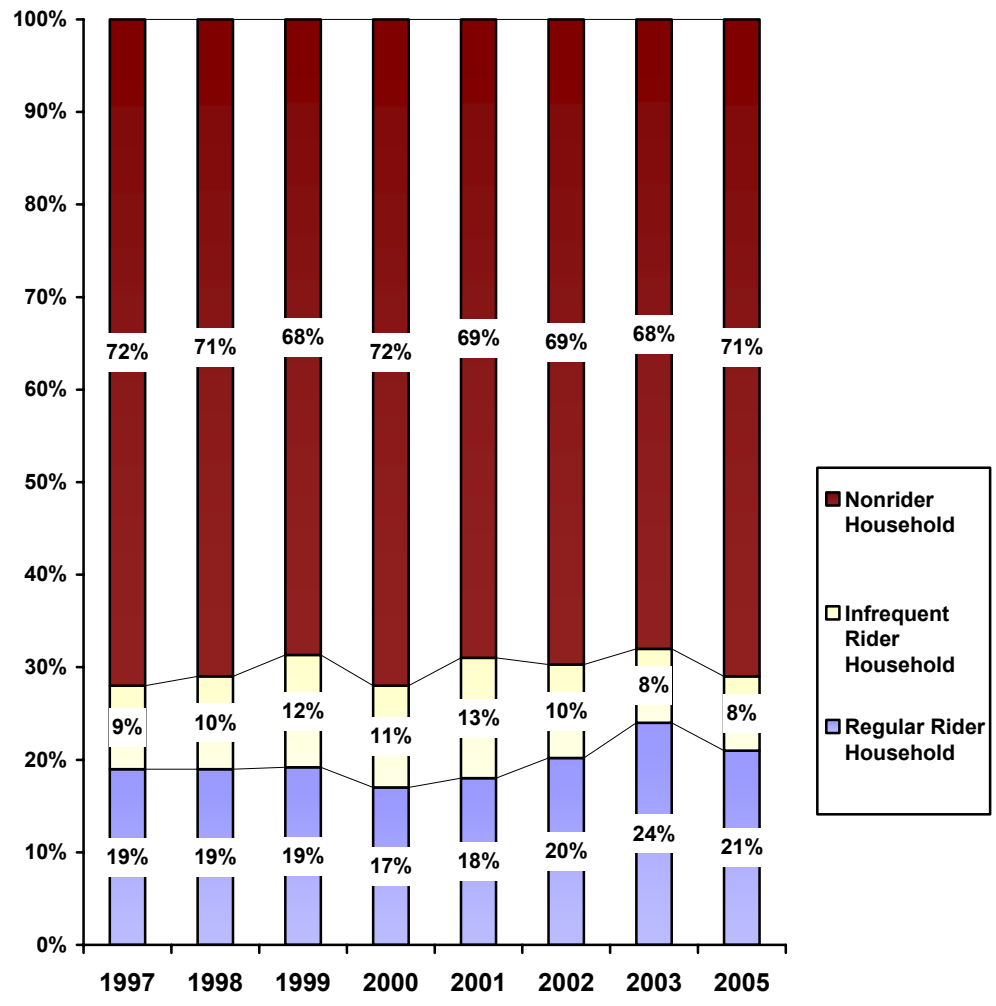
Total King County

In 2005, 21 percent of King County households had at least one Regular Metro Rider. This is a significant decrease from 2003 when 24 percent of King County households had at least one Regular Metro Rider but is nearly the same as earlier years (1997 through 2002), when between 17 and 20 percent of King County households had at least one Regular Metro Rider.

Eight percent (8%) had one or more Infrequent Riders – the same as in 2003. Since 2003, the incidence of Infrequent Rider households has remained lower than in previous years.

Seventy-one percent (71%) of all King County households have no Metro Riders who rode in the previous month.

Figure 2: Incidence of Rider Households – 1997 to 2005



More than one out of five (21%) King County households have one or more regular Riders, age 16 and older, in the household. This is a decrease from 2003 but is similar to years prior to 2003.

Base 2005: All households contacted and who provided ridership information (n = 9,058); sample sizes not available for previous years.

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

King County Planning Areas

Overall, there are an estimated total of 161,574 King County households with one or more Regular Riders in the household.

As in the past, the incidence of Regular Rider Households in North King County (33%) is significantly higher than in South (13%) and East (12%) King County.

There are more than four times as many Regular Rider households in North King County than in East King County. There are more than three times as many Regular Rider households in North King County than in South King County.

Table 2: Incidence of Rider Households by Planning Area

		Total King County (n =9,058)	North King County (n = 1,496) (a)	South King County (n = 3,744) (b)	East King County (n = 3,818) (c)
	% of Households	21%	33%	13%	12%
Regular Rider (5+ trips / month)	# of Households	161,574	105,060	32,889	23,765
	% of Households	8%	11%	5%	7%
Infrequent Rider (1 – 4 trips / month)	# of Households	61,552	35,020	12,650	13,863
	% of Households	71%	56%	82%	81%
Non-Rider	# of Households	546,275	178,284	207,457	160,423
Total Households		769,401	318,364	252,996	198,041

Base 2005: All households contacted and who provided ridership information

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

The incidence of Regular Rider households remains significantly higher in North King County than in South and East King County.

There are more than three times as many Regular Rider households in North King County than in South King County.

There are more than four times as many Regular Rider households in North King County than in East King County.

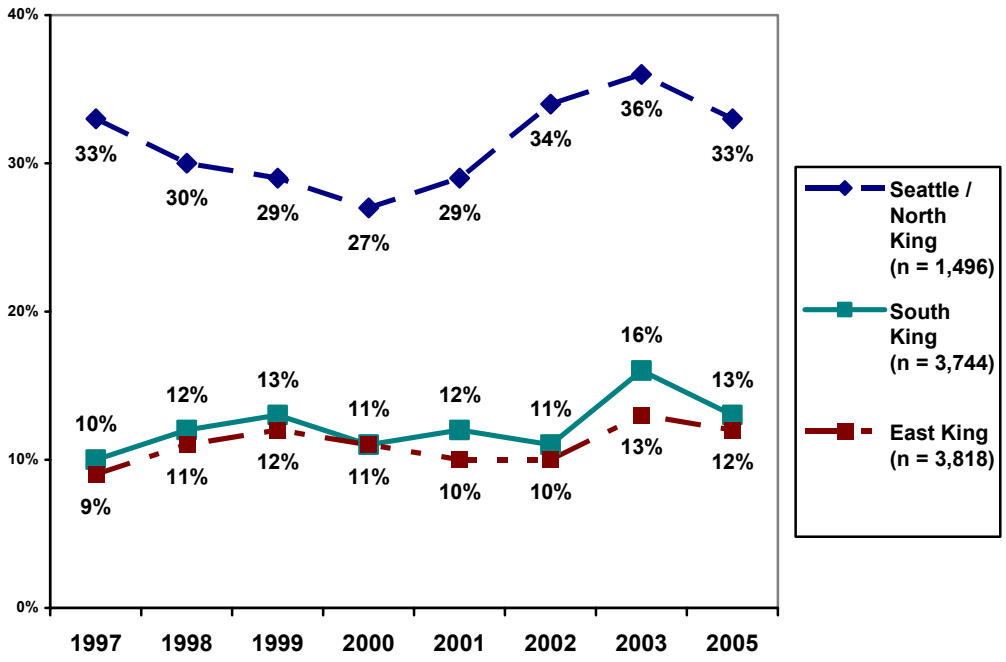
From 2002 to 2003, there was an increase in the incidence of households with one or more Regular Riders throughout King County. These increases were statistically significant in South and East King County and continued an increase first noted in 2000 in North King County.

The incidence of households with one or more Regular Riders decreased in all planning areas in 2005. The incidence of Regular Rider households in North King County decreased from 36 percent in 2003 to 33 percent this year. This figure is comparable to 2002 levels. This decrease in household ridership in North King County is not statistically significant.

The decrease in incidence of Regular Rider households is statistically significant only in South King County, where the incidence of households with one or more Regular Riders declined from 16 percent in 2003 to 13 percent in 2005. It remains higher than in 2002, when 11 percent of all South King County households had one or more Regular Riders.

The incidence of households with one or more Regular Riders in East King County also decreased slightly between 2003 and 2005 – from 13 percent to 12 percent, respectively. This difference, however, is not statistically significant. The incidence of Regular Rider households in East King County (12%) remains higher than in 2002 when only 10 percent of all households were Regular Rider households. This difference is statistically significant.

Figure 3: Incidence of Regular Rider Households by Planning Areas – 1997 to 2005



The incidence of Regular Rider households with one or more Regular Riders decreased throughout King County.

This difference is significant only in South King County where the incidence of Regular Riders decreased from 16 percent in 2003 to 13 percent in 2005.

Base: Sample size shown in legend for 2005 only.

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

Estimated Number of Regular Riders per Household

Twenty-one percent (21%) of households have one or more Regular Riders. Six percent (6%) of all households have more than one Regular Rider. On average there are .33 Regular Riders per household. Among Regular Rider households, there are 1.36 Regular Riders per household. North King County households are more likely to be Regular Rider households (33%) and to have multiple riders per household (9%).

Fewer than one out of five (17%) persons 16 and older are Regular Riders. The concentration of Regular Riders is significantly higher in North King County where more than one-quarter (27%) of residents 16 and older are Regular Riders. In South King County, this figure is 11 percent. In East King County, it is 10 percent.

Table 3: Estimated Number of Regular Riders per Household

	Total King County (n =2,427) (n_w =2,427)	North King County (n =811) (n_w =1,006)	South King County (n =809) (n_w =797)	East King County (n =807) (n_w =624)
Number of Households	769,401	318,364	252,996	198,041
Proportion of Households with a Regular Rider	21%	33%	13%	12%
Proportion of Households with More than One Rider	6%	9%	4%	4%
Average Number of Regular Riders / Household	.33	.50	.22	.20
Estimated Number of Riders	253,902	159,182	55,659	39,608
Population 16 plus	1,484,366	587,238	500,787	396,341
% of Regular Riders in Population 16 plus	17%	27%	11%	10%

One out of five (21%) King County households have at least one Regular Rider in the household. This equates to 161,574 Regular Rider Households.

On average there are .33 Regular Riders per household. In households where there is at least one Regular Rider, this figure jumps to 1.36.

Less than one out of five (17%) King County residents, 16 years of age and older, are Regular Riders. The concentration of Regular Riders is highest in North King County.

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

Source for Population Statistics: 2004 Updated Census, www.census.gov

Characteristics of Key Rider Segments

Demographic Characteristics of Primary Rider / Non-Rider Segments

Regular Riders

One out of five (20%) King County adults surveyed is a Regular Rider. Note this figure is somewhat lower than household ridership incidence (21%) as some Regular Riders in a household refused to complete the survey and/or were not reached and a Non-Rider or Infrequent Rider was interviewed.

Nearly two out of three (64%) Regular Riders surveyed live in Seattle / North King County.

The average age for this group is 42 and the median household income is $54,971 (See Table 4). The majority (68%) is employed full- or part-time. However, a significant number are students (11%) or unemployed (9%). Relatively few (9%) are retired. One out of four (25%) Regular Rider households are single person / adult only households; however, 44 percent have children under 16 in the household.

More than four out of five (81%) Regular Riders have a valid driver's license and nearly the same percentage (79%) has one or more vehicles available for their personal use. However, Regular Rider households with a vehicle available have the fewest number of vehicles available per household member – an average of 0.9 vehicles per household member.

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

- More likely to be men. While the majority (53%) of Regular Riders surveyed are women, Regular Riders are more likely than Non-Riders to be male – 47 percent of Regular Riders are men compared to 41 percent of Non-Riders.
- Younger than Infrequent Riders and Non-Riders. Thirty-five percent (35%) of Regular Riders are 34 years of age and younger whereas 21 percent of Infrequent Riders and 17 percent of Non-Riders are 34 years of age or less.
- More likely than Non-Riders to be single-person households – 25 percent compared with 19 percent, respectively. Non-Riders are also more likely than Infrequent Riders to have children under 16 living at home – 44 percent compared to 34 percent, respectively.
- More likely to be Hispanic or African-American. While the majority (79%) of Regular Riders is Caucasian, they are more likely than Non-Riders to be Hispanic (5% versus 3%). Regular Riders are more likely than both Infrequent Riders and Non-Riders to be African-American (6% versus 3% and 2%, respectively). Note, according to updated 2000 Census figures, 5.5 percent of King County residents are Hispanic and 5.4 percent are African-American.
- More likely than Non-Riders to be employed full-time (58% versus 43%) and more likely than both Infrequent Riders and Non-Riders to be a student (11% versus 4%).
- Less affluent than Non-Riders – median reported household income $54,971. However, this difference is due primarily to the lower proportion of Regular Riders with household incomes exceeding $100,000 when compared with Non-Riders – 16 percent and 23 percent, respectively.
- Less likely to have a valid driver's license. While the majority (81%) of Regular Riders have a valid driver's license, they are less likely than both Infrequent Riders (96%) and Non-Riders (96%) to have a valid driver's license. Similarly, while the majority (79%) of Regular Riders have access to one or more cars, they are more likely than both Infrequent Riders (97%) and Non-Riders (99%) to not have a car and/or to have fewer cars per household member over 16.
- More likely than Infrequent and Non-Riders to be new to King County in the past year.

Infrequent Riders

One in twelve (8%) King County residents surveyed are Infrequent Riders – making between and one four trips on a Metro bus in the month prior to the survey. Nearly three out of five (58%) Infrequent Riders live in Seattle / North King County.

The average age for this group is 49 and the median household income is $60,453. Like Regular Riders, the majority of Infrequent Riders (71%) are employed full- or part-time – a significant number (11%) are self-employed and work at home. Nearly one out of twenty (19%) are retired.

Nearly all (96%) Infrequent Riders have a valid driver's license and 97 percent have one or more vehicles available for their personal use. On average, there are 1.01 vehicles per household member over 16 – that is, virtually all Infrequent Riders have access to a vehicle.

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

- ~ Older than Regular Riders. A significant percentage (19%) of Infrequent Riders is retired compared with only 9 percent of Regular Riders.
- ~ More likely than Non-Riders to be employed – 71 percent compared with 57 percent, respectively – and more likely than Regular Riders to be self-employed and working at home – 11 percent compared with 3 percent, respectively.
- ~ The least likely segment to have children under 16 in the household.

Non-Riders

Seventy-two percent (72%) of King County residents surveyed are Non-Riders. Two-thirds of Non-Riders live in South (38%) or East (29%) King County.

This segment is the oldest segment with an average age of 50 years. More than two out of five (41%) Non-Riders are 55 and older. This is the most affluent segment with a median household income of $67,702 – nearly one-fourth (23%) of this segment has a household income of $100,000 or more. While the majority (57%) of this segment is employed, consistent with their age distribution, a significant (27%) proportion of Non-Riders are retired.

Nearly all (96%) Non-Riders have a valid driver's license and 99 percent have one or more vehicles available for their personal use. This segment has the highest number of vehicles per household member over 16 – 1.07 vehicles per adult household member.

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

- ~ More likely than Regular Riders to be women – 59 percent compared to 53 percent, respectively.
- ~ More likely than both Regular and Infrequent Riders to be retired.
- ~ More likely than Regular Riders to be a two-person adult household.
- ~ The highest percentage of Caucasians (87%).

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

	All Respondents (n = 2,427) (n_w = 2,427)	All Riders (n = 1,381) (n_w = 692)	Regular Riders (n = 1,217) (n_w = 490) (a)	Infrequent Riders (n = 164) (n_w = 202) (b)	Non-Riders (n = 1,046) (n_w = 1,735) (c)
Area of Residence					
Seattle / North King	41%	62%	**64% (bc)**	**58% (c)**	33%
South King	33	21	21	20	**38 (ab)**
East King	26	17	15	22	**29 (ab)**
Gender					
Male	43%	45%	**47% (c)**	42%	41%
Female	57	55	53	58	**59 (a)**
Age					
16-17 yrs.	2%	4%	5%	1%	2%
18-19 yrs.	1	2	2	1	1
20-24 yrs.	3	6	7	5	2
25-34 yrs.	14	19	**21 (bc)**	14	12
35-44 yrs.	21	21	20	24	21
45-54 yrs.	21	22	23	19	20
55-64 yrs.	18	13	13	15	**19 (a)**
65 or older	20	13	9	**23 (a)**	**22 (a)**
Mean (years)	48.6	44.2	42.0	**49.3 (a)**	**50.4 (a)**
Employment Status					
Employed Full-Time	47%	56%	**58% (c)**	51%	43%
Employed Part-Time	6	8	7	9	6
Self-Employed / Work in Home	7	5	3	**11 (a)**	**8 (a)**
Student	5	9	**11 (bc)**	4	4
Not Employed / Homemaker	6	3	3	3	**7 (a)**
Retired	23	12	9	**19 (a)**	**27 (ab)**
Unemployed / Other	6	17	**9 (bc)**	4	5
Income					
Less than $7,500	3%	4%	4%	4%	2%
$7,500 to $15,000	4	6	7	3	4
$15,000 to $25,000	6	7	9	4	5
$25,000 to $35,000	7	8	8	9	7
$35,000 to $55,000	22	23	22	26	21
$55,000 to $75,000	19	17	17	17	20
$75,000 to $100,000	18	17	17	19	19
$100,000 or more	21	17	16	19	**23 (a)**
Median	$63,950	$57,712	$54,971	$60,453	$66,702
Ethnicity					
Caucasian	85%	80%	79%	83%	**87% (a)**
Asian American	6	7	7	8	5
Hispanic	4	5	**5 (c)**	5	3
African American	3	5	**6 (bc)**	3	2
Other	2	3	**3 (bc)**	2	2
Household Type					
Single-Person / Adult Only	21%	26%	25%	27%	19%
Two-Person / Adult Only	37	33	31	39	**38 (a)**
Household with Children	42	41	**44 (b)**	34	42
Average Household Size	2.55	2.51	2.57	2.36	2.56
Valid Driver's License					
% With Valid Driver's License	93%	85%	81%	**96% (a)**	**96% (a)**
Number of Vehicles					
None	5%	16%	**21% (bc)**	3%	1%
# of Cars / Adult HH Member	.99	.77	.69	**.98 (a)**	**1.07 (a)**
Length of Residency					
% New in Past Year	4%	6%	**7 (bc)**	3	3%
Average # of Trips	4.7	16.7	**22.8 (b)**	1.9	0.0

Demographic Characteristics of Regular Riders by Planning Area

North King County

Regular Riders living in North King County are somewhat more likely to be women (52%) than men (48%).

The average age of North King County Regular Riders is 43. North King County Regular Riders are more likely than South and East King County Riders to be between the ages of 25 and 34. The median household income is $54,101. More than two out of three (68%) North King County Regular Riders are employed full- or part-time. One out of ten (10%) are students. North King County Regular Riders are the least racially or ethnically diverse segment, with 83 percent describing themselves as Caucasian.

Three out of ten (30%) North King County Regular Riders are members of single person / adult only households, significantly more than in South (18%) and East (14%) King County.

More than four out of five (83%) North King County Regular Riders have a valid driver's license and 77 percent have one or more vehicles available for their personal use.

South King County

Regular Riders living in South King County are more likely to be women (58%) than men (42%).

South King County Regular Riders are the youngest riders with an average age of 40. One out of ten South King County Regular Riders are between 16 and 17 years of age, significantly more than in North King County. Fifty-six percent (56%) of South King County Regular Riders have children under 16 living in the home.

While the majority (63%) of South King County Regular Riders is employed full or part-time, 13 percent are students and 12 percent are unemployed.

This is the least affluent Regular Rider segment with a median household of $45,814. They are the least likely segment to have a valid driver's license – 29 percent do not have a driver's license.

This is the most racially or ethnically diverse Regular Rider segment – 11 percent are Hispanic and 12 percent are African-American.

East King County

Regular Riders living in East King County are equally likely to be women (50%) as men (50%); they are significantly more likely than those in South King County to be men. The average age of East King County Regular Riders is 42.

East King County Regular Riders are the most likely segment to be employed – 72 percent are employed full- or part-time. They are significantly more likely than those in South King County to be employed full-time. This the most affluent Regular Rider segment with a median household income of $72,575. Nearly half (48%) has household incomes in excess of $75,000, significantly more than in South King (24%) and North King (32%) County. The majority (84%) has a valid driver's license and it is not surprising that only 10 percent do not have access to a car. East King County Regular Riders also have more vehicles per adult household member.

Like South King County Regular Riders, 56 percent have children under 16 living in the home. One out of eight (12%) East King County Regular Riders are Asian, significantly more than in North and South King County where 6 percent of Regular Riders are Asian.

Table 5: Demographic Characteristics of Regular Riders by Planning Area

	Regular Riders (n = 1,217) (n_w = 490)	North King (n = 407) (n_w = 315) (a)	South King (n = 406) (n_w = 102) (b)	East King (n = 404) (n_w = 73) (c)
Gender				
Male	47%	48%	42%	**50% (b)**
Female	53	52	**58 (c)**	50
Age				
16-17 yrs.	5%	3%	**10% (a)**	**7% (a)**
18-19 yrs.	2	1	3	3
20-24 yrs.	7	7	8	9
25-34 yrs.	21	**24 (bc)**	16	14
35-44 yrs.	20	21	20	18
45-54 yrs.	23	23	23	25
55-64 yrs.	13	12	13	15
65 or older	9	10	7	9
Mean (years)	42.0	42.6	40.0	42.2
Employment Status				
Employed Full-Time	58%	58%	56%	**63% (b)**
Employed Part-Time	7	7	6	7
Self-Employed / Work in Home	3	3	1	2
Student	11	10	13	15
Not Employed / Homemaker	3	2	3	2
Retired	9	10	8	8
Unemployed / Other	9	**8 (c)**	**12 (c)**	3
Income				
Less than $7,500	4%	4%	**7% (c)**	2%
$7,500 to $15,000	7	7	**9 (c)**	4
$15,000 to $25,000	9	8	**11 (c)**	6
$25,000 to $35,000	8	**8 (c)**	**10 (c)**	4
$35,000 to $55,000	22	**24 (c)**	21	15
$55,000 to $75,000	17	17	16	21
$75,000 to $100,000	17	17	14	**20 (b)**
$100,000 or more	16	15	16	**29 (ab)**
Median	$54,971	$54,101	$45,814	$72,575
Ethnicity				
Caucasian	79%	**83% (bc)**	70%	77%
Asian American	7	6	6	**12 (ab)**
Hispanic	5	4	11	4
African American	6	5	12	3
Other	3	2	3	5
Household Type				
Single-Person / Adult Only	25%	**30% (bc)**	18%	14%
Two-Person / Adult Only	31	32	27	32
Household with Children	44	37	**56 (a)**	**55 (a)**
Valid Driver's License				
% With Valid Driver's License	81%	83%	71%	84%
Number of Vehicles				
None	21%	23%	23%	**10% (ab)**
# of Cars / Adult Household Member	0.69	.66	.68	**.81 (ab)**
Average # of Trips				
Mean	22.8	22.3	24.6	23.4

Frequency of Riding (Regular and Infrequent Riders)

In the past, Metro grouped those that rode the bus into two key segments: those that rode five or more times per month and those that rode one to four times per month. Additional analysis was done this year to look at additional segments based on frequency of riding. These are classified as follows:

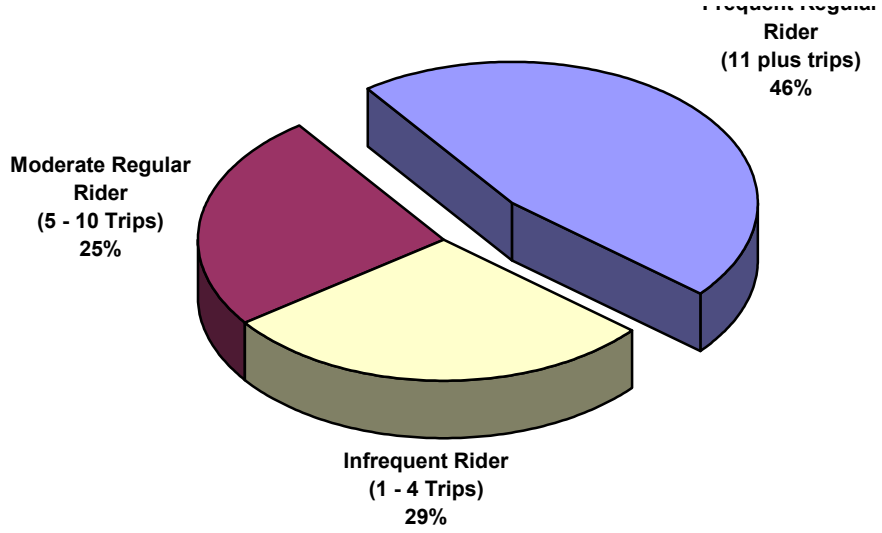
- **Frequent Regular Riders**: Those who ride 11 or more times per month. This is a subset of the traditional Regular Rider segment.
- **Moderate Regular Riders**: Those who ride between five and ten times per month. Again, this is a subset of the traditional Regular Rider segment.
- **Infrequent Riders**: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

Nearly half (46%) of all Riders are Frequent Regular Riders – taking 11 or more one-way trips in the past 30 days. Twenty-seven percent (27%) of all Riders are very Frequent Riders -- having taken 21 or more rides in the past 30 days. On average, Frequent Regular Riders took 31.1 rides in the month before the survey.

While most Riders throughout King County are Frequent Regular Riders, East King County has a higher percentage of Infrequent Riders (38%) while North King County has a higher percentage of Moderate Riders (28%).

There are no significant differences in the demographic characteristics of Moderate and Frequent Riders.

Figure 4: Frequency of Riding – Regular and Infrequent Riders



Nearly half (46%) of all Riders are Frequent Riders – taking 11 or more one-way trips in the past 30 days.

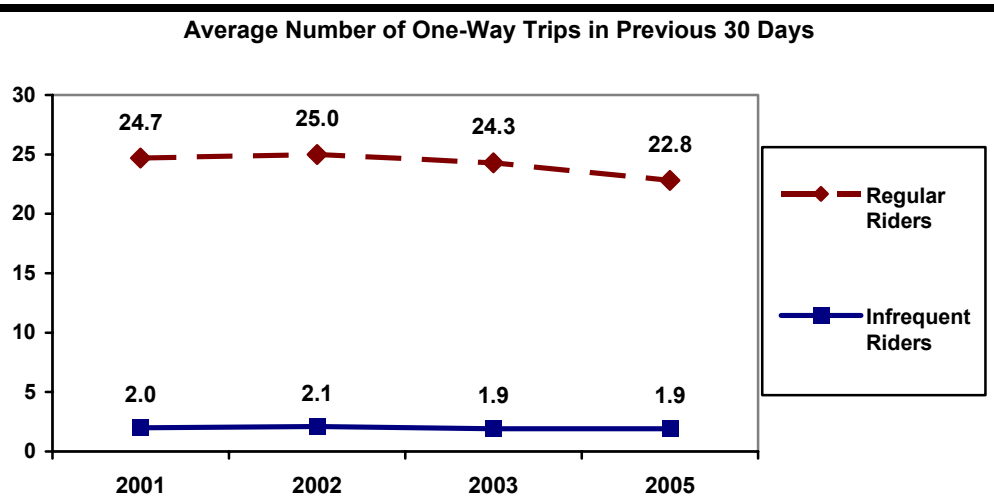
Base: Regular and Infrequent Riders (n = 1,381; n_w = 692)

	North King (n = 486) (n_w = 432) (a)	South King (n = 441) (n_w = 142) (b)	East King (n = 454) (n_w = 117) (c)
Frequent Regular Rider	45%	50%	44%
Moderate Regular Rider	**28 (bc)**	21	18
Infrequent Rider	27	29	**38 (ab)**

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

The average number of trips taken by Regular Riders has decreased 9 percent since the peak in 2002. In 2005, Regular Riders reported taking slightly less than 23 trips, down somewhat from 2003 and significantly less than in 2001 and 2002.

Figure 5: Frequency of Riding – 2001 to 2005



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

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

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

South King County Regular Riders average the highest number of monthly trips – nearly 25 one-way trips per month. North King County Regular Riders are the least frequent – averaging just over 22 one-way trips per month.

Frequency of riding among Regular Riders appears to have peaked in 2002 in all areas. Frequency of riding has decreased most among North King County Regular Riders – decreasing 10 percent from 24.8 rides in 2002 to 22.3 rides in 2005. Frequency of riding among East King County Regular Riders has decreased 7 percent – from 25.2 rides in 2002 to 23.4 rides in 2005. In South King County, frequency of riding has decreased 4 percent – from 25.7 rides in 2002 to 24.6 rides in 2005.

Table 6: Frequency of Riding by Planning Area

	Regular Riders			Infrequent Riders		
	North King (n = 407) (n_w = 315)	South King (n = 406) (n_w = 102)	East King (n = 404) (n_w = 73)	North King (n = 117) (n_w = 79)	South King (n = 35) (n_w = 41)	East King (n = 50) (n_w = 430)
2005	22.3	24.6	23.4	1.9	1.9	2.1
2003	24.0	24.7	25.2	1.9	2.1	1.9
2002	24.8	25.7	25.2	2.0	2.0	2.1
2001	24.6	26.0	22.8	2.0	1.7	2.2

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

Frequency of riding appears to have peaked in 2002. Frequency of riding has decreased most among North King County Regular Riders

Length of Time Riding Metro

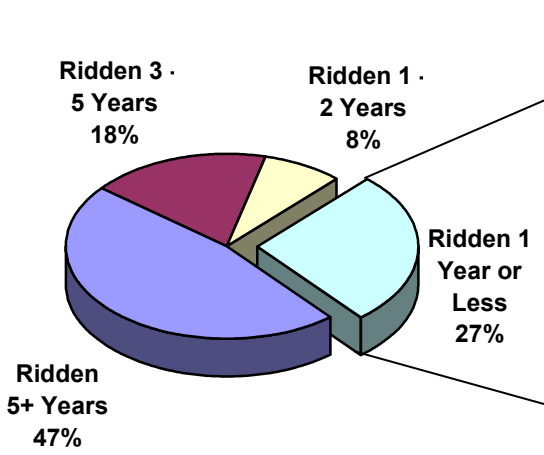
More than one out of four (27%) Metro Riders are New Riders – that is, they began riding within the past year (after September 2004). Of these New Riders, nearly one fourth (22%) are also new residents having moved to King County in the past year. Three out of four (75%) New Riders are Regular Riders. There is no difference in rider status between New Riders and those who have been riding more than one year.

- ~ New Riders say they began riding to save money (33%), had a change in their work (20%) or school (7%) status, or because the bus is more convenient (22%).

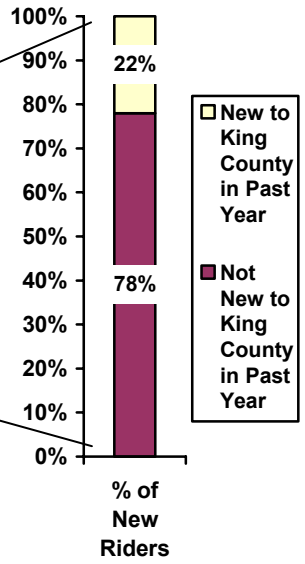
- ~ Higher gas prices were more likely to motivate New Riders living in South King County – one out of five new South King County riders said they began riding because of the higher gas prices.

Figure 6: Length of Time Riding

Length of Time Riding Metro



Length of Time King County Resident (New Riders)



More than one out of four (27%) Metro Riders are New Riders – that is, have ridden 1 year or less. Nearly one out of four (22%) are New Riders and new to King County.

Base: Regular and Infrequent Riders (n = 1,381; n_w = 692)
Questions Q4A: You said that you have ridden the bus in the past 30 days. Did you start riding the bus after September of 2004?

Q4B: How long have you been riding Metro regularly, that is, at least 1 trip a month?

Base: New Riders (n = 309; n_w = 133)
Question Q1: One year ago, were you living in King County?

New Riders (those who have started riding after September 2004) are more likely than longer-term riders to be residents of South and East King County.

New Riders are more likely to be female (56%) than male (44%). Those who have been riding five or more years are also more likely to be female (59%) than male (41%). On the other hand, those riding between three and five years are more likely to be male (54%) than female (46%). The same holds true among those who have been riding between one and two years – 51 percent male and 49 percent female – although this difference is less obvious. This would suggest that for several years, Metro was more successful in attracting men – a traditionally harder transit market to reach. In the past several years, this trend appears to have reversed.

New Riders are more likely than those who have been riding longer to be Work Commuters; this is significant when compared with those riding between one and two years (69% compared with 57%, respectively). Those riding five years or less are more likely than those riding longer to be School Commuters. Those riding five plus years are more likely than newer riders to be Non-Commuters. Consistent with this finding, those riding five plus years are significantly older than newer riders.

Table 5: Characteristics of New Riders

	New Riders (n = 309) (n_w = 133) (a)	Ridden 1 to 2 Years (n = 183) (n_w = 82) (b)	Ridden 3 to 5 Years (n = 238) (n_w = 109) (c)	Ridden 5 + Years (n = 562) (n_w = 289) (d)
Planning Area				
Seattle / N. King	47%	**61% (a)**	**65% (a)**	**69% (a)**
South King	**29 (cd)**	23	20	17
East King	**23 (d)**	15	15	15
Gender				
Male	44%	51%	**54% (d)**	41%
Female	56	49	46	**59 (c)**
Age				
16-17 yrs.	**5% (d)**	**10% (d)**	**6% (d)**	1%
18-19 yrs.	2	3	2	1
20-24 yrs.	**13 (cd)**	**11 (d)**	6	2
25-34 yrs.	**23 (d)**	24	30	14
35-44 yrs.	22	**17 (d)**	**25 (d)**	20
45-54 yrs.	17	22	15	27
55-64 yrs.	**12 (b)**	4	9	**16 (bc)**
65 or older	7	9	7	**19 (abc)**
Mean	38.4	38.2	38.9	49.6
Commuter Status				
Work	**69% (b)**	57%	63%	65%
School	**10 (d)**	**18 (d)**	**14 (d)**	3
Non-Commuter	21	15	23	**32 (ac)**
Average # of Trips				
Mean	16.4	19.0	20.2	18.3

A significant number of New Riders – those who started riding in the last year – live in South and East King County.

Reliance on Transit

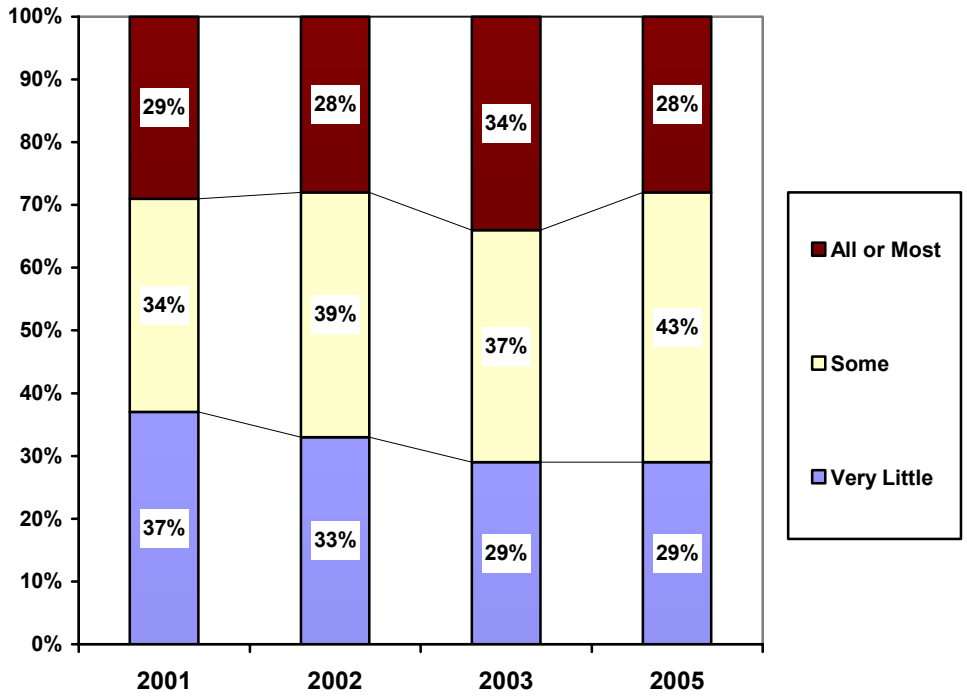
Overall

When asked the extent to which they rely on transit for their transportation needs, 28 percent of all Regular and Infrequent Riders said they use Metro for all or most of their transportation needs. This is significantly less than in 2003 but is the same as in 2001 and 2002. This difference may in part explain the higher incidence of household ridership noted in 2003 as compared to earlier years and 2005. Riders in South King County are significantly more likely than those in North and East King County to rely on transit for all or most of their transportation needs – 36 percent compared with 27 percent and 21 percent, respectively.

More than two out of five (43%) rely on the bus for some of their transportation needs – a significant increase from 2003.

Twenty-nine percent (29%) of Riders rely on transit for very little of their transportation. East King County residents are the most likely (36%) to rely on transit for very little of their transportation.

Figure 7: Reliance on Public Transportation – 2001 to 2005



	North King (n = 486) (n_w = 432) (a)	South King (n = 441) (n_w = 142) (b)	East King (n = 454) (n_w = 117) (c)
All or Most	27%	**36% (ac)**	21%
Some	44	40	43
Very Little	29	24	**36 (b)**

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

Questions Q6: To what extent do you use the bus to get around?

While overall reliance on transit has increased over the years, the extent to which transit Riders rely on the bus for all or most of their transportation needs decreased significantly from 2003.

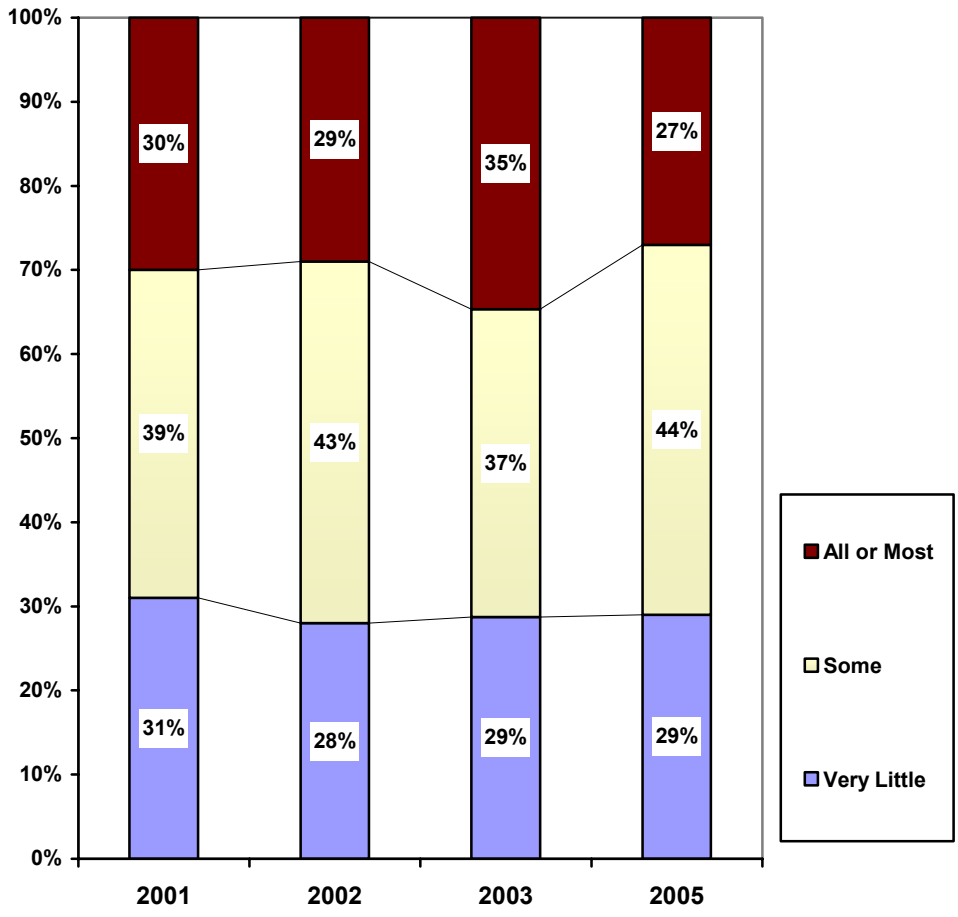
North King County Riders

Twenty-seven percent (27%) of North King County Riders relies on transit for all or most of their transportation needs. More than one out of three (36%) North King County Regular Riders rely on transit for all or most of their transportation needs compared with just 2 percent of Infrequent Riders.

The extent to which North King County Riders rely on transit has varied somewhat over the years, perhaps explaining the increase in overall household ridership noted between 2002 and 2003 and the decrease noted between 2003 and 2005.

- ~ Notably more than one-third (35%) of North King County Riders in 2003 stated that they relied on the bus system for all or most of their transportation compared to 29 percent in 2002 and 27 percent in 2005.
- ~ At the same time the extent to which North King County Riders state that they rely on the bus for just some of their transportation needs is nearly the same in 2002 (43%) and 2005 (44%) but significantly lower in 2003 (37%).

Figure 8: Reliance on Public Transportation North King County Riders – 2001 to 2005



While the majority of North King County Riders continues to rely on the bus for some or all or most of their transportation needs, this reliance has decreased over the years.

Base: North King County Regular and Infrequent Riders. 2005 (n = 486; n_w = 432); 2003 (n = 485; n_w = 466); 2002 (n = 481; n_w = 471); 2001 (n = 502; n_w = 448)

Questions Q6: To what extent do you use the bus to get around?

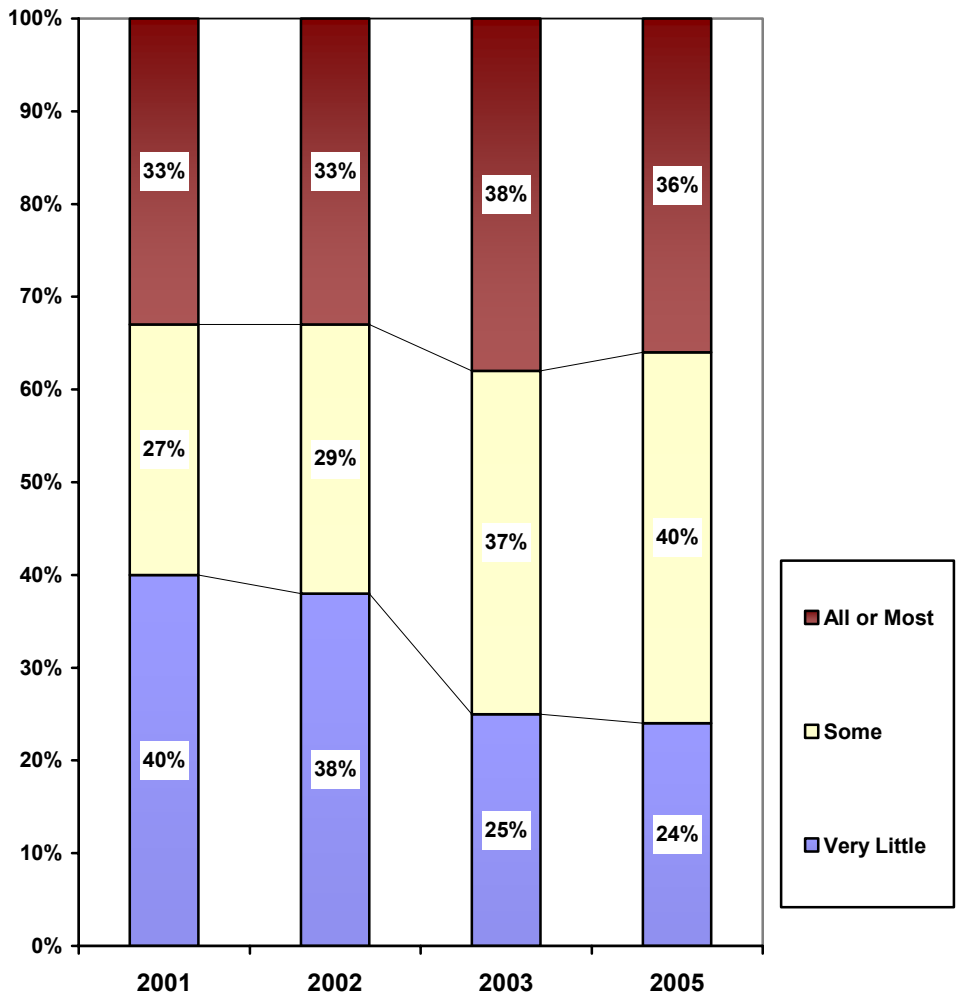
South King County Riders

More than one out of three (36%) South King County Riders relies on the bus for all or most of their transportation needs – significantly more than North (27%) and East (21%) King County Riders. More than two out of five (43%) South King County Regular Riders rely on transit for all or most of their transportation needs. Moreover, a significant (18%) percentage of Infrequent Riders are also heavily reliant on transit.

The extent to which South King County Riders rely on transit has varied somewhat over the years.

- ~ There has been an increase in the extent to which South King County Riders rely on the bus system for some of their transportation needs and a corresponding decrease in the extent to which this area's Riders rely on the system for very little of their transportation needs. These changes occurred between 2002 and 2005.

Figure 9: Reliance on Public Transportation South King County Riders – 2001 to 2005



South King County Riders are the most transit reliant and their reliance has varied over the years.

Base: South King County Regular and Infrequent Riders 2005 (n = 441; n_w = 142); 2003 (n = 434; n_w = 177); 2002 (n = 434; n_w = 157); 2001 (n = 459; n_w = 189)

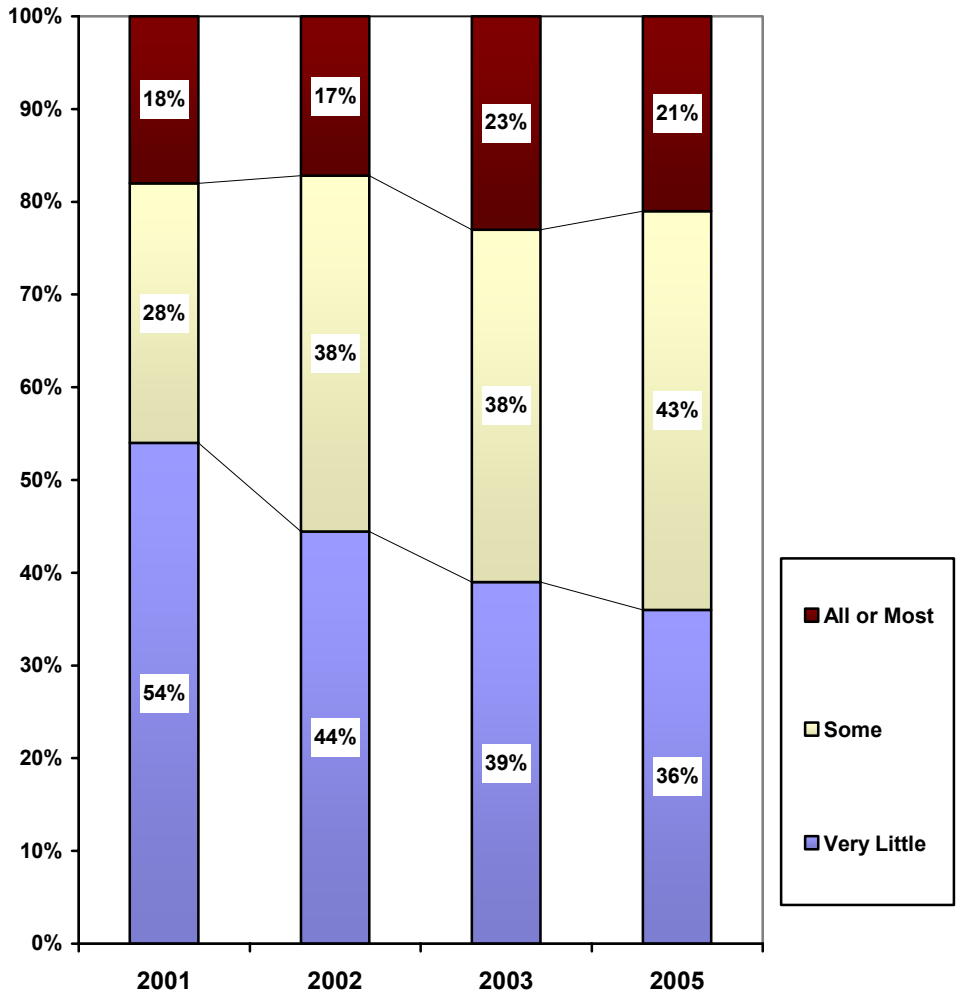
Questions Q6: To what extent do you use the bus to get around?

East King County Riders

In East King County, only one out of five (21%) Regular and Infrequent Riders relies on the bus for all or most of their transportation needs. On the other hand, more than one out of three (36%) East King County Riders rely on the bus for very little of their transportation needs. More than one out of four (28%) East King County Regular Riders rely on transit for all or most of their transportation needs; 57 percent suggest they rely on transit for some of their transportation needs. Nearly three out of four (72%) Infrequent Riders say they rely on transit for very little of their transportation.

- ~ There has been an increase in the extent to which East King County Riders rely on the bus system for some of their transportation needs and a corresponding decrease in the extent to which this area's Riders rely on the system for very little of their transportation needs. The extent to which East King County Riders rely on the bus system for some of their transportation needs increased from 28 percent in 2001 to 43 percent in 2005.

Figure 10: Reliance on Public Transportation East King County Riders – 2001 to 2005



While only one out of five (21%) East King County Riders relies on the bus for all or most of the transportation needs, reliance on transit has increased over the years. Today, 43 percent of East King County Riders rely on Metro for some of their transportation needs up from 28 percent in 2001.

Base 2005: East King County Regular and Infrequent Riders 2005 (n = 454; n_w = 117); 2003 (n = 436; n_w = 119); 2002 (n = 453; n_w = 108); 2001 (n = 457; n_w = 127)

Questions Q6: To what extent do you use the bus to get around?

Rely on Metro for All / Most of Their Transportation Needs

More than one out of four (28%) Regular and Infrequent Riders rely on the bus for all or most of their transportation needs. Nearly all (93%) of these riders are Regular Riders (Table 5). While the majority of Regular and Infrequent Riders live in Seattle / North King County, an above-average percentage (27%) of those who rely on Metro for all or most of their transportation needs live in South King County.

More than three out of five (61%) Riders who rely on the bus for all or most of their transportation needs are employed, a significant percentage (11%) are students. In addition, 30 percent are non-commuters. This is the youngest segment of riders – average age of 41 years. This is also the least affluent segment of riders – median household income of $42,302.

Three out of five (61%) Riders who rely on the bus for all or most of their transportation needs have a driver's license. Moreover, 43 percent do not have a car available for their personal use.

Rely on Metro for Some of Their Transportation Needs

More than two out of five (43%) Regular and Infrequent Riders rely on the bus for some of their transportation needs. As the largest segment, they most closely mirror the "typical" transit rider. The majority (88%) of these riders are Regular Riders.

This segment is the most likely to be employed full-time (61%) and/or to be a work (68%) or school (9%) commuter. The average age of this segment is 43.2. Their median household income is $61,102. Nearly all (91%) of these riders have a driver's license; 92 percent have a car available for their personal use.

Rely on Metro for Very Little of Their Transportation Needs

Three out of ten (29%) Regular and Infrequent Riders rely on the bus for very little of their transportation needs. Nearly three out of four (74%) of these riders are Infrequent Riders. While the majority of Regular and Infrequent Riders live in Seattle / North King County, an above-average percentage (21%) of those who rely on Metro for very little of their transportation needs live in East King County.

This segment is the least likely to be employed full-time (52%) and/or to be a work (63%) or school (4%) commuter. Sixteen percent (16%) are retired. This is the oldest segment – average age is 48.3. This is the most affluent segment – median household income of $65,391.

Virtually all (99%) of these riders have a driver's license; and 98 percent have a car available for their personal use.

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

	Reliance on Transit for Transportation Regular / Infrequent Riders		
	All / Most **(n = 443)** **(n_w = 191)** **(a)**	**Some** **(n = 677)** **(n_w = 296)** **(b)**	**Very Little** **(n = 256)** **(n_w = 201)** **(c)**
Rider Status			
Regular Rider	**93% (bc)**	**88% (c)**	26%
Infrequent Rider	7	**12 (a)**	**74 (ab)**
Planning Area			
Seattle / N. King	61%	64%	62%
South King	**27 (ab)**	19	17
East King	13	17	**21 (a)**
Gender			
Male	44%	47%	45%
Female	56	53	55

Those that rely on transit for all or some of their transportation needs are primarily Regular Riders.

	Reliance on Transit for Transportation Regular / Infrequent Riders		
	All / Most (n = 443) (n_w = 191) (a)	**Some (n = 677) (n_w = 296) (b)**	**Very Little (n = 256) (n_w = 201) (c)**
Employment Status			
Employed Full-Time	53%	**61% (ac)**	52%
Employed Part-Time	7	7	9
Self-Employed / Work in Home	2	3	10
Student	11	13	**3 (ab)**
Not Employed / Homemaker	2	1	5
Retired	10	11	**16 (a)**
Unemployed / Other	15	4	4
Commuter Status			
Work Commuter	61%	**68% (a)**	63%
School Commuter	**10 (c)**	**9 (c)**	4
Non-Commuter	**30 (b)**	22	**34 (b)**
Age			
16-17 yrs.	**5% (c)**	4%	2
18-19 yrs.	3	1	1
20-24 yrs.	8	7	4
25-34 yrs.	**22 (c)**	20	14
35-44 yrs.	22	19	23
45-54 yrs.	22	23	21
55-64 yrs.	12	15	14
65 or older	7	11	**21 (ab)**
Mean	41.3	43.2	48.3
Income			
Less than $7,500	**9% (be)**	3%	2%
$7,500 to $15,000	**12 (bc)**	4	4
$15,000 to $25,000	**11 (c)**	8 (c()	3
$25,000 to $35,000	9	8	6
$35,000 to $55,000	23	22	24
$55,000 to $75,000	13	18	19
$75,000 to $100,000	13	**19 (a)**	19
$100,000 or more	9	**19 (a)**	**21 (a)**
Median	$42,302	$61,102	$65,391
Ethnicity			
Caucasian	74%	**82% (a)**	**85% (a)**
Asian American	8	8	5
Hispanic	7	5	5
African American	8	5	2
Other	3	2	3
Household Type			
Single-Person / Adult Only	30%	24%	25%
Two-Person / Adult Only	29	35	34
Household with Children	41	41	41
Valid Driver's License			
% With Valid Driver's License	61%	**91% (a)**	**99% (ab)**
Number of Vehicles			
None	43%	8%	2%
# of Cars / Adult Household Member	0.5	**0.8 (a)**	**1.0 (ab)**
Average # of Trips			
Mean	**27.6 (bc)**	**18.6 (c)**	3.6

They are generally younger and less affluent than the "typical" transit rider.

Those relying on the bus for some of their transportation needs more closely match the profile of the general population.

Trip Characteristics

Primary Trip Purpose

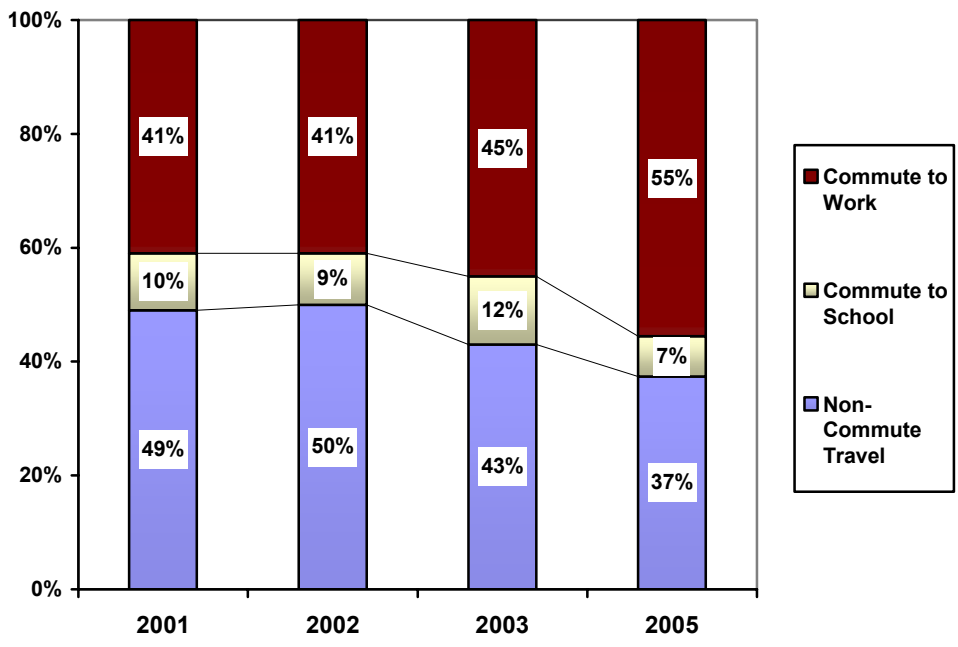
More than three out of five (62%) Regular and Infrequent Riders use the bus to commute to work or school three or more days a week. Use of the bus to commute to work or school has increased steadily since 2002 – from 50 percent in 2002 to 62 percent in 2005.

More than half (55%) of all Riders said work was the primary reason for using the bus. The extent to which Riders use the bus to commute to work increased slightly between 2002 and 2003 and significantly between 2003 and 2005. The extent to which Riders use the bus to get to work has increased in all areas of the county. However, the increase is most notable among East King County Riders – from 34 percent in 2001 to 53 percent in 2005.

Seven percent (7%) of all Riders use the bus primarily to get to school. This is a significant decrease from 2003, when 12 percent of all Riders used the bus to get to school. This primarily reflects the decrease in the extent to which those interviewed are school commuters – from 7 percent in 2003 to 4 percent in 2005 – rather than a real decrease in the extent to which students use the bus. This is an increasingly difficult segment of the population to reach due to the use of cell phones.

There has also been a steady decrease in the extent to which Riders use the bus for non-commute trips – from 50 percent in 2002 to 37 percent in 2005. This is due primarily to a decrease in the extent to which Riders suggest they use the bus for recreational travel – from 19 percent in 2002 to just 10 percent in 2005. Use of the bus for shopping trips (11%) has remained relatively constant over the years.

Figure 11: Primary Trip Purpose – 2001 to 2005



The use of transit for non-commute trips has decreased significantly since 2002.

More Riders use the bus to commute to work in 2005 while use of the bus to commute to school decreased.

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

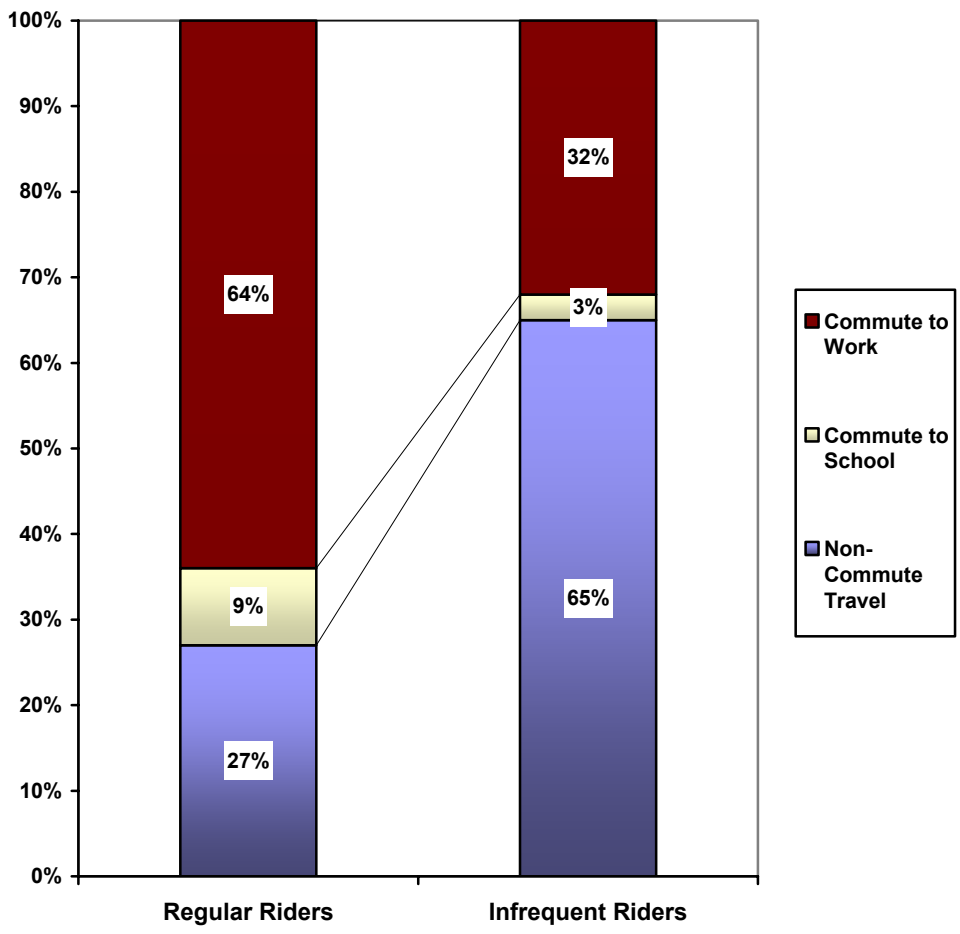
Questions Q7: When you ride the bus, what is the primary purpose of the trip you take most often?

There are no differences in trip purposes between Riders living in different areas of the county. There are differences between Regular and Infrequent Riders.

Nearly three out of four (73%) Regular Riders say their primary trip is a commute trip – work (64%) or school (9%). Significantly more Regular Riders reported using the bus to commute to work in 2005 than in previous years – 64 percent in 2005 compared with 55 percent in 2003.

On the other hand, nearly two out of three (65%) Infrequent Riders ride for non-commute trips. Twenty-two percent (22%) use the bus to get to social or recreational activities. This figure, however, has declined over the years from a high of 35 percent in 2002.

Figure 12: Primary Trip Purpose – Regular and Infrequent Riders



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

Base: Regular Riders (n = 1,217; n_w = 490); Infrequent Riders (n = 164; n_w = 202)

Questions Q7: When you ride the bus, what is the primary purpose of the trip you take most often?

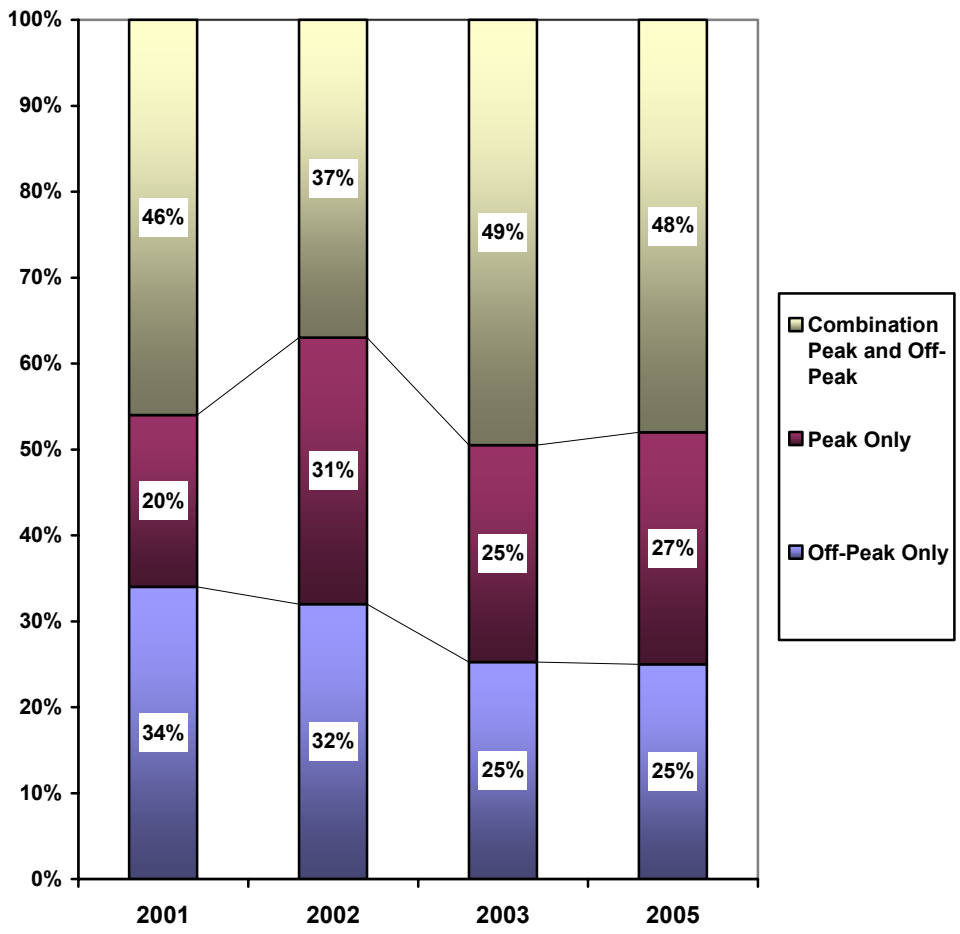
Time of Travel

Consistent with the extent to which Riders use the bus for commuting, the majority of travel occurs during peak times of travel only (27%) or a combination of peak and off-peak times of travel (48%).

The extent to which Riders use the bus during off-peak times only has decreased significantly from 2002. At the same time, there has been a shift to riding during peak times only.

With the exception of 2002, nearly half of all Riders say they ride during both peak and off-peak hours.

Figure 13: Time of Travel – 2001 to 2005



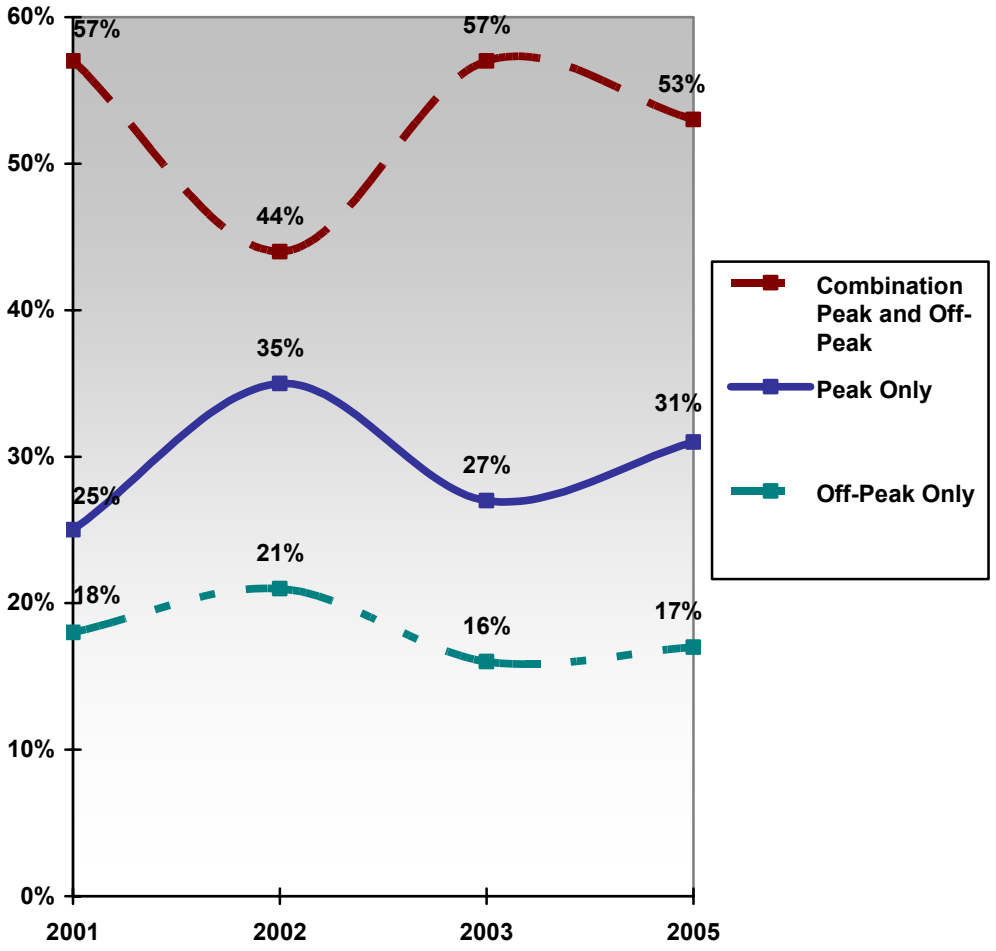
The majority of bus travel occurs during peak times of travel only (27%) or a combination of peak and off-peak times of travel (48%)

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

Questions Q8: What days and time of day do you typically ride Metro?

Regular Riders are more likely than Infrequent Riders to ride a combination of peak and off-peak hours – 53 percent compared with 34 percent, respectively – or during peak hours only – 31 percent compared with 20 percent, respectively. Times of travel have varied over the years. However, in most years, the majority of Regular Riders ride during both peak and off-peak hours. The exception was in 2002.

Figure 14: Travel Time – Regular Riders



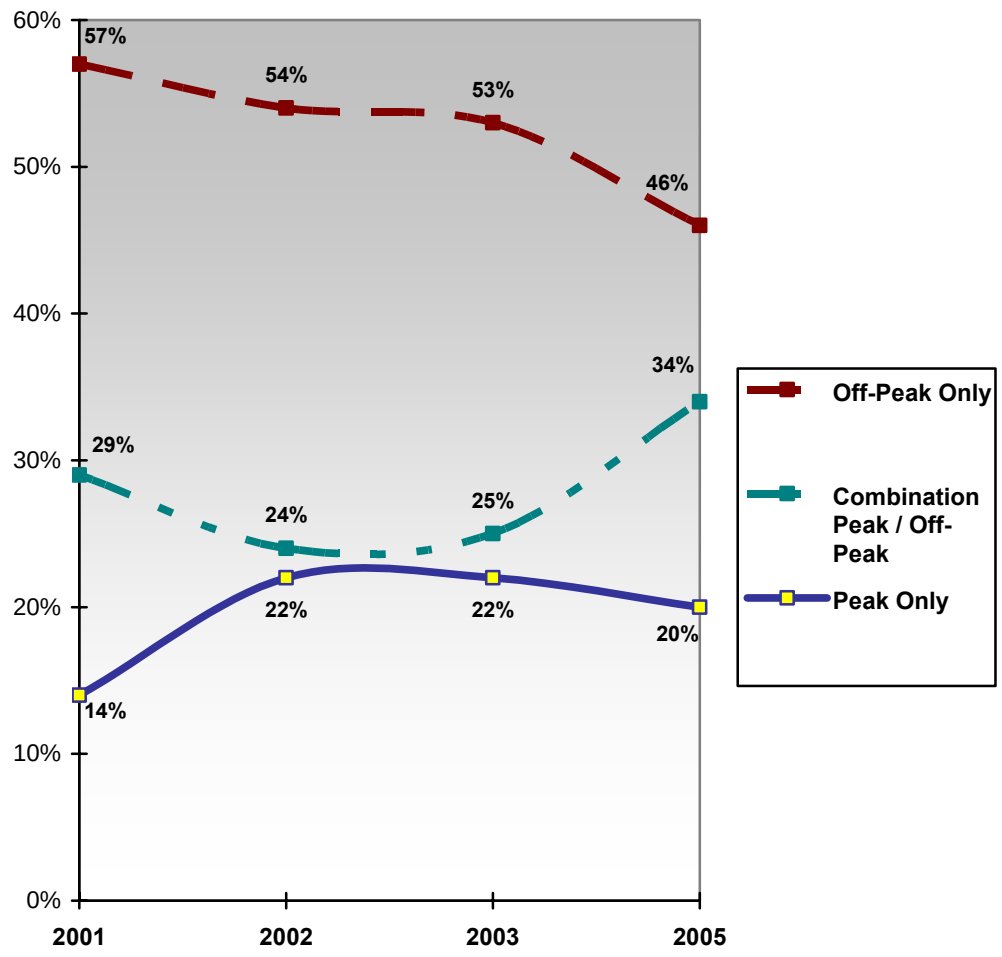
Times of travel among Regular Riders has varied significantly over the years.

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

Questions Q8: What days and time of day do you typically ride Metro?

While most (46%) Infrequent Riders say they ride primarily during off-peak hours, this metric has decreased steadily since 2001.

Figure 15: Time of Travel – Infrequent Riders



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

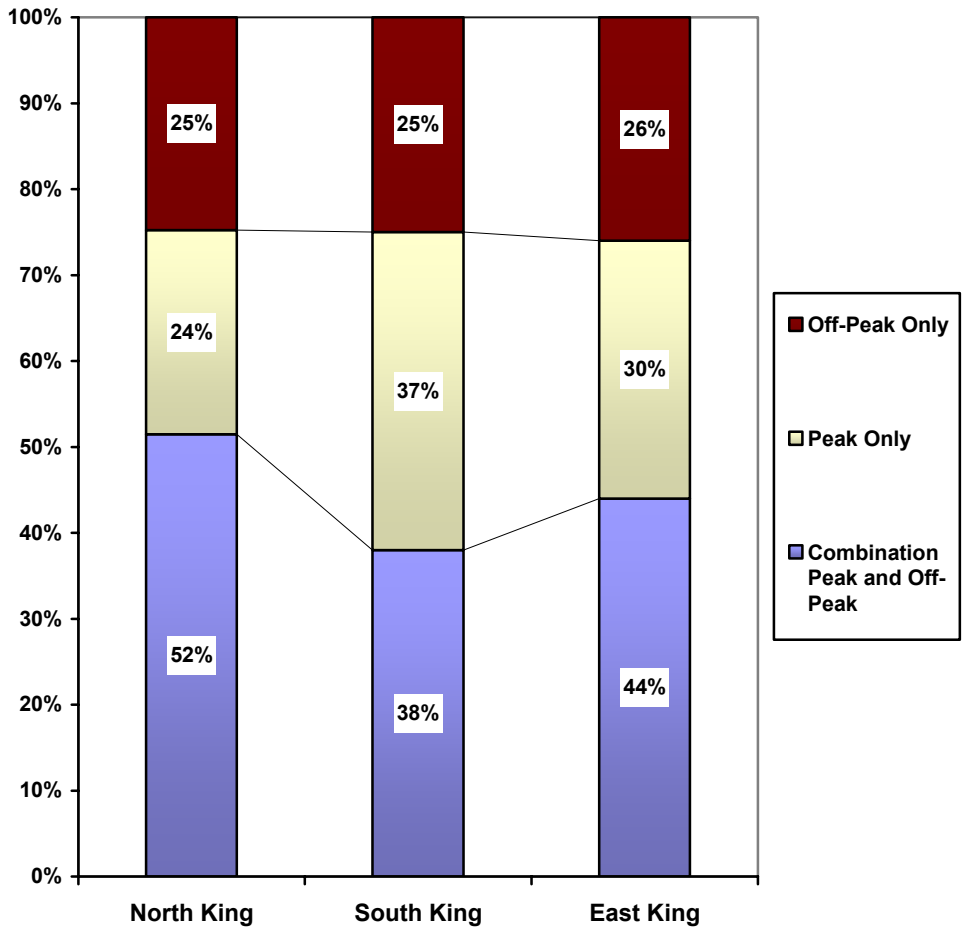
Base: Infrequent Riders 2005 (n = 164; n_w = 202); 2003 (n = 149; n_w = 192); 2002 (n = 166; n_w = 248); 2001 (n = 192; n_w = 317)

Questions Q8: What days and time of day do you typically ride Metro?

North King County Riders are more likely than those in South and East King County to ride during both peak and off-peak hours – 52 percent compared with 38 percent and 44 percent, respectively. More than half (53%) of all North King County Regular Riders ride during both peak and off-peak hours. On the other hand, nearly half (46%) of North King County Infrequent Riders ride the bus only during off-peak hours.

South King County Riders are equally likely to say they ride during both peak and off-peak hours (38%) and during peak hours (37%). South King County Riders are more likely than those in North and East King County to say they only ride during peak hours.

Figure 16: Time of Travel by Planning Area



North King County Riders are more likely to ride throughout the day.

Base: Regular and Infrequent Riders
North King (n = 486; n_w = 432); South King (n = 441; n_w = 142); East King (n = 454; n_w = 117)

Questions Q8: What days and time of day do you typically ride Metro?

Transferring

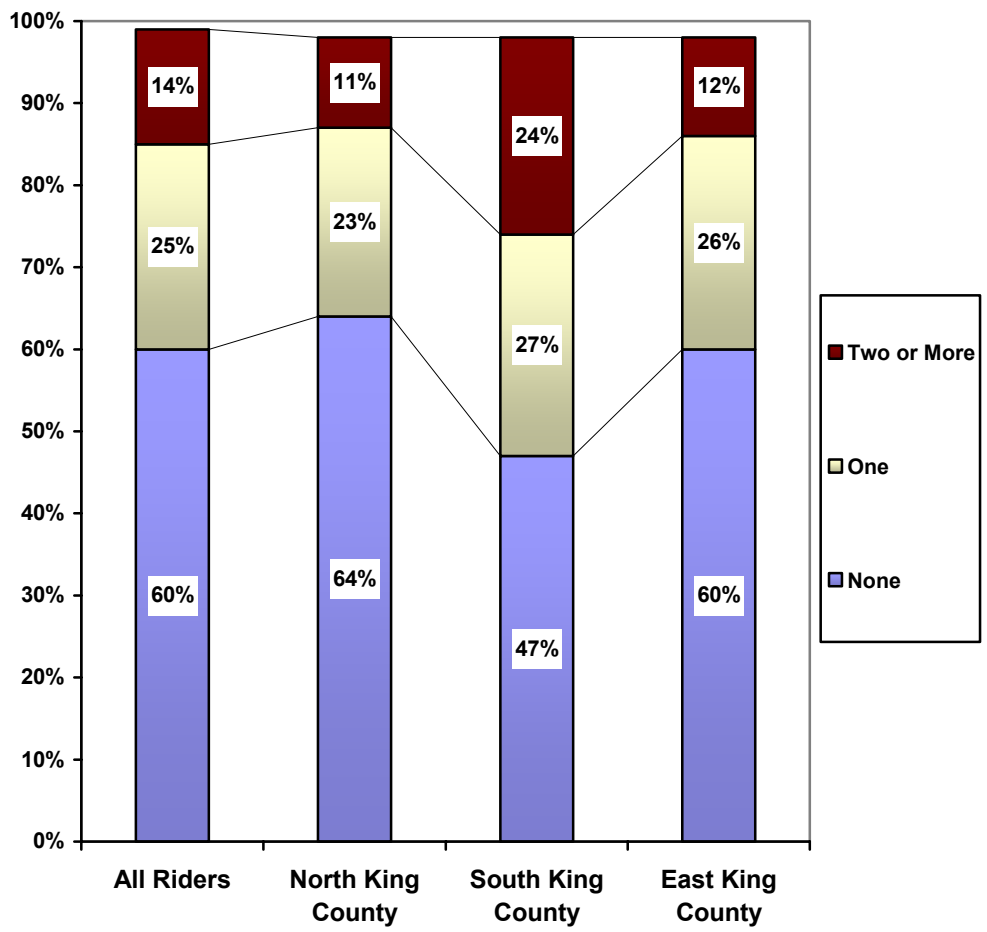
Extent of Transfers

Three out of five (60%) Riders **do not** transfer when traveling to their usual destination. One out of four (25%) make one transfer and 14 percent take two or more transfers.

While there is no significant difference in the extent to which Regular and Infrequent Riders have to transfer (58 percent of Regular Riders do not transfer compared with 64 percent of Infrequent Riders), Regular Riders who transfer are more likely than Infrequent Riders who transfer to have to take two or more transfers – 16 percent compared with 9 percent, respectively.

South King County Riders are more likely to have to transfer – more than half (53%) must transfer. In addition, they are more likely to have to make multiple transfers – nearly one out of four (24%) South King County Riders who transfer does so two or more times.

Figure 17: Transfer Rates by Planning Area



The majority (60%) of Riders do not have to transfer.

South King County Riders are the most likely to have to transfer and to transfer multiple times.

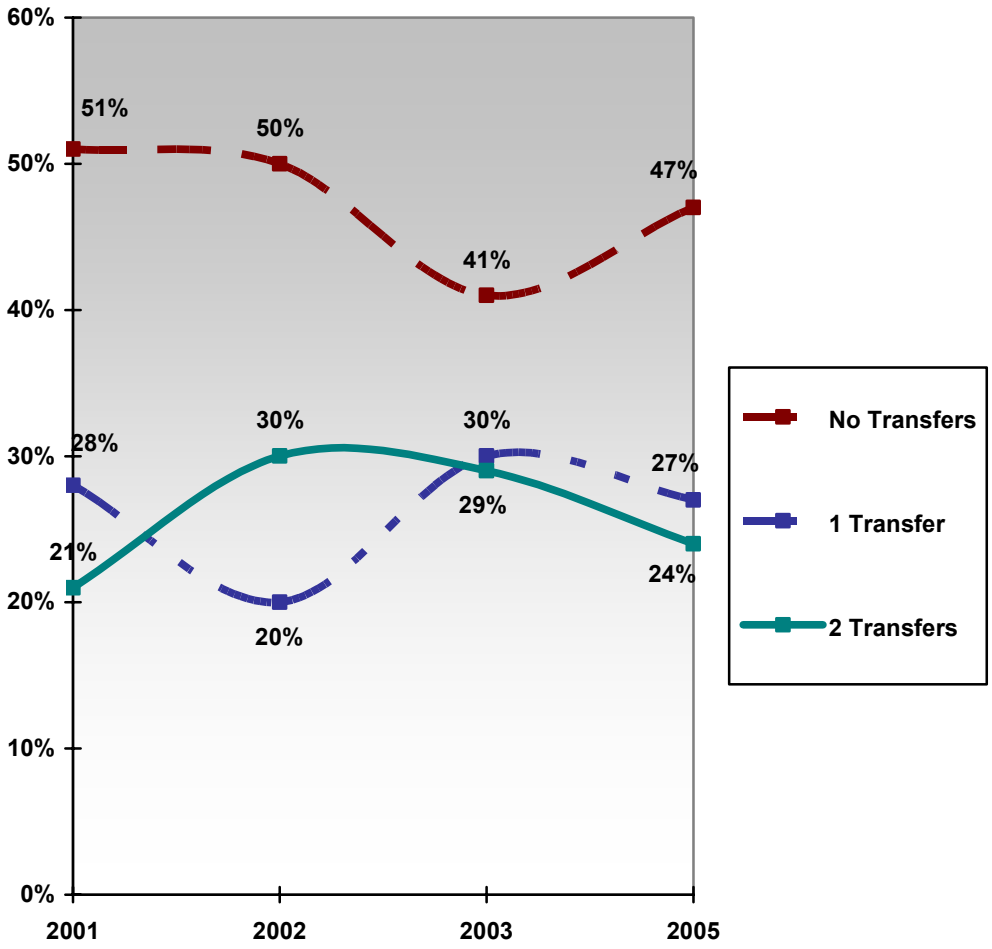
Base: Regular and Infrequent Riders (n = 1,381; n_w = 692)
North King (n = 486; n_w = 432); South King (n = 441; n_w = 142); East King (n = 454; n_w = 117)

Questions Q9: How many transfers do you usually make when you use the bus? Note columns sum to less than 100 percent as a small percentage (2%) of respondents had no typical trip and responded that transfer rates vary.

After decreasing significantly between 2001 and 2003 – from 51 percent to 41 percent – the extent to which South King County Riders **do not** transfer increased in 2005 – to 47 percent.

More South King County Riders had to transfer once in 2003 than in 2002 – 30 percent compared with 20 percent, respectively. In addition, more South King County Riders had to transfer two or more times in both 2002 and 2003 than in 2001 – 30 and 29 percent compared with 21 percent respectively.

Figure 18: Transfer Rates – South King County Riders



After decreasing between 2001 and 2003, the extent to which South King County Riders do not transfer increased in the past two years.

Base: South King County Riders 2005 (n = 406; n_w = 102); 2003 (n = 401; n_w = 135); 2002 (n = 401; n_w = 92); 2001 (n = 413; n_w = 102)

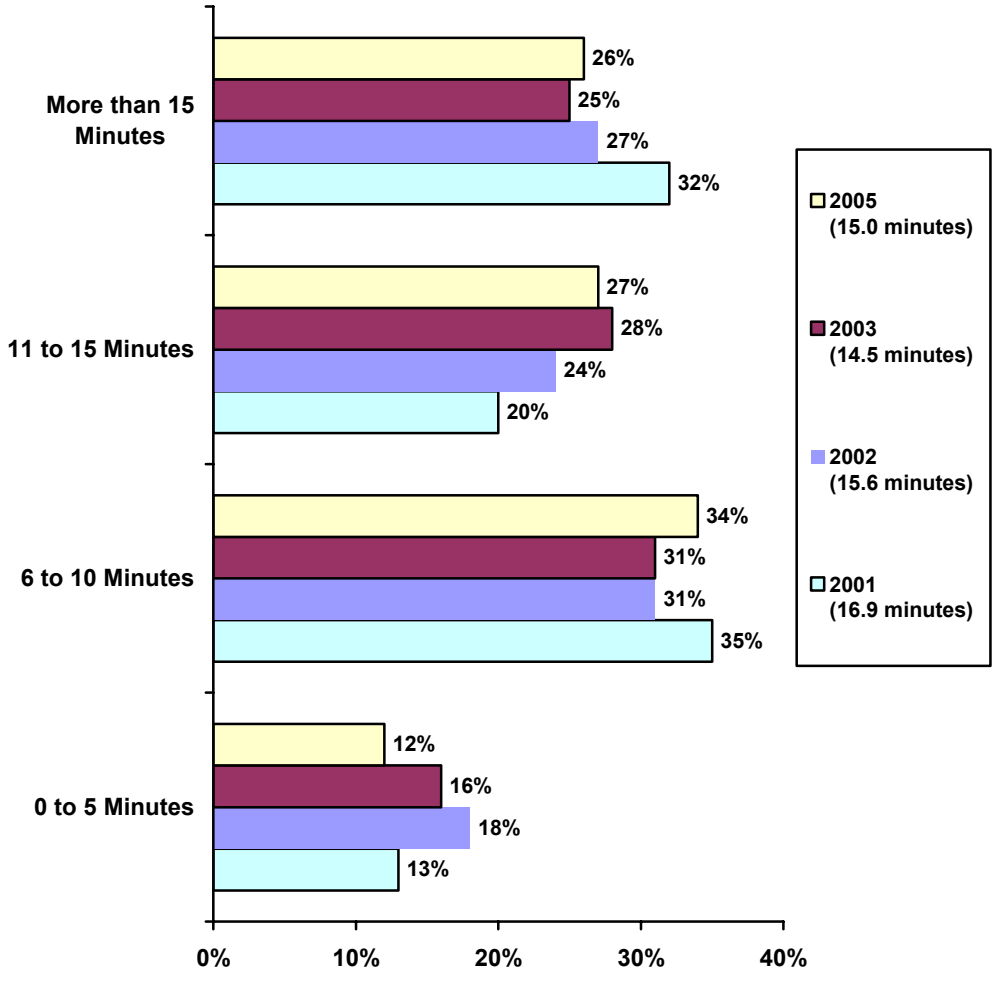
Questions Q9: How many transfers do you usually make when you use the bus? Note columns sum to less than 100 percent as a small percentage (2%) of respondents had no typical trip and responded that transfer rates vary.

Wait Time When Transferring

Regular and Infrequent Riders who reported making one or more transfers were asked how long they usually wait for a bus when they transfer. The majority (74%) of those who transfer wait 15 minutes or less when transferring. Between 2003 and 2005, there has been an increase in the percentage waiting between 6 and 10 minutes and a corresponding decrease in the percentage waiting 5 minutes or less. Average wait time in 2005 was 15 minutes.

Wait times when transferring decreased significantly between 2001 and 2003. Notably, in 2003 a greater percentage of Riders waited between 11 and 15 minutes while the percentage waiting more than fifteen minutes continued to decrease.

Figure 19: Wait Time When Transferring



Average wait times when transferring have decreased significantly since 2001.

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

Questions Q10: How many minutes do you usually wait for a bus when you transfer?

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

The extent to which they have to transfer decreased significantly between 2001 and 2003 but increased slightly between 2003 and 2005. Wait times when transferring also decreased significantly from 2001 to 2003 – from 22 minutes to 15.7 minutes. Wait times when transferring increased again to slightly 17.2 minutes in 2005. While the increase in average wait time is not significant, the percentage of Riders waiting 0 to 5 minutes decreased – from 20 percent to 12 percent – while the percentage of Riders waiting 6 to 10 minutes increased – from 19 percent to 28 percent.

Table 7: Average Wait Time When Transferring by Planning Area

		Total King County (n = 1,381) (n_w =692)	North King County (n = 486) (n_w = 432) (a)	South King County (n = 441) (n_w = 142) (b)	East King County (n = 454) (n_w = 117) (c)
2005	% No Transfer	60%	64%	47%	60%
	Wait Time When Transferring	15.0	14.1	17.2	14.3
2003	% No Transfer	58%	62%	41%	64%
	Wait Time When Transferring	14.5	14.0	15.7	13.5
2002	% No Transfer	58%	60%	50%	63%
	Wait Time When Transferring	15.6	15.8	16.2	13.9
2001	% No Transfer	60%	63%	51%	64%
	Wait Time When Transferring	16.9	14.9	22.0	13.5

Base shown for 2005 only.

Questions Q9: How many transfers do you usually make when you use the bus?

Questions Q10: How many minutes do you usually wait for a bus when you transfer?

Wait times when transferring decreased the most in South King County where average wait times have decreased from a high of 22 minutes in 2001 to just over 17 minutes in 2005.

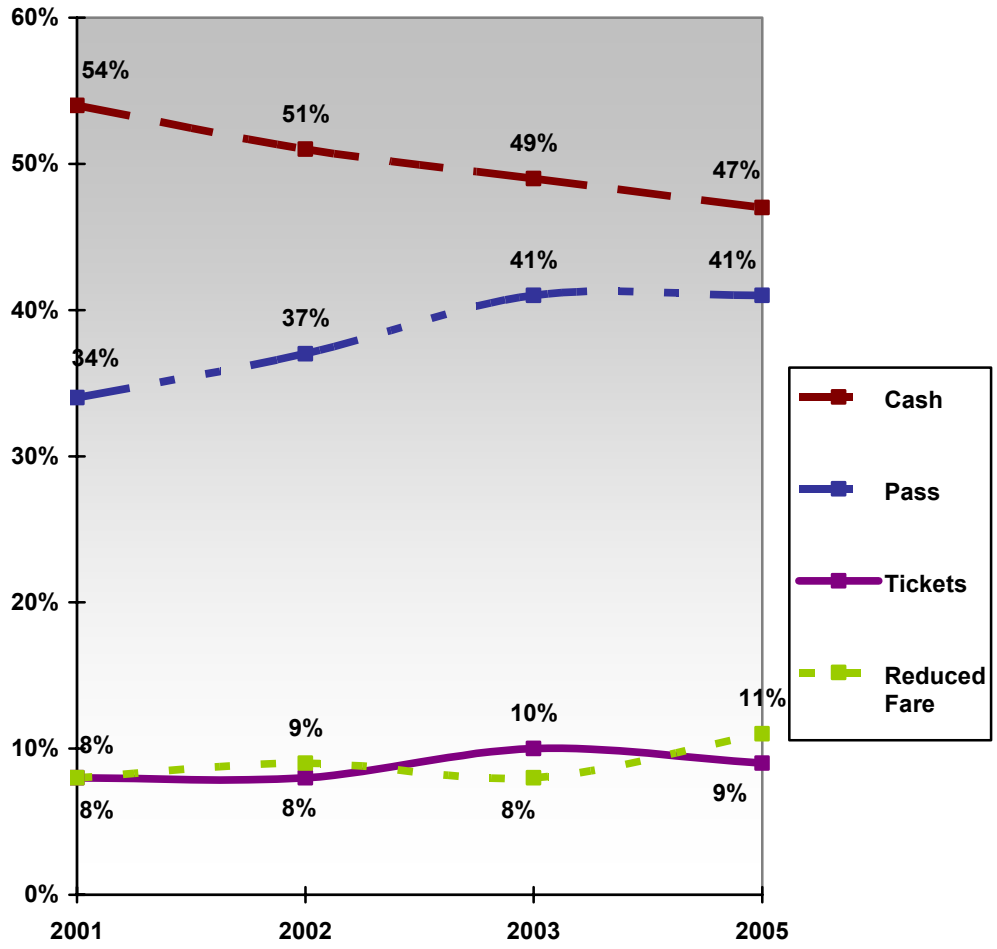
Riders who make multiple transfers were asked how long they usually wait for their longest transfer. Two out of three (67%) riders who make multiple transfers wait 15 minutes or more for their longest transfer. The average reported wait time is 26.7 minutes.

Fare Payment

Method of Payment

Cash payments have decreased steadily since 2001 to the point where less than half (47%) of Riders now pay cash fares. Pass use has increased correspondingly to current levels of 41 percent; there was no change in pass use between 2003 and 2005. Use of reduced fare permits increased significantly from 2003 – from 8 to 11 percent.

Figure 20: Fare Payment



The use of cash to pay bus fares has decreased steadily over the years to the point where less than half of all Riders pay cash.

Pass use has increased correspondingly – although it appears to have stabilized in the past two years.

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

Question Q25: How do you usually pay for bus fare?

Infrequent Riders continue to be more likely than Regular Riders to pay cash – 65 percent compared with 40 percent, respectively. There has been no significant change in cash payments by Regular Riders over the years. Hence the decrease in cash payments is almost entirely attributable to a decrease in cash payments among Infrequent Riders – from 73 percent in 2001 to 65 percent in 2005.

Infrequent Riders are more likely than Regular Riders to use a reduced fare permit – 14 percent compared with 10 percent, respectively. Notably, Infrequent Riders are three times as likely to use a reduced fare permit with a sticker – 9 percent compared with 3 percent, respectively. Use of reduced fare permits has increased over the years for both Infrequent and Regular Riders.

Table 8: Fare Payment by Rider Status

	All Riders (n 2005= 1,381) (n_w 2005 = 692)	Regular Riders (n 2005= 1,217) (n_w 2005 = 490)	Infrequent Riders (n 2005 = 164) (n_w 2005 =202)
Cash			
2005	47%	40%	65%
2003	49	41	74
2002	51	39	74
2001	54	41	73
Pass			
2005	41%	50%	19
2003	41	50	16
2002	37	47	17
2001	34	48	15
Tickets			
2005	9%	9%	7%
2003	10	11	9
2002	8	9	7
2001	8	9	7
Reduced Fare Permits			
2005			
2003	11%	10%	14%
2002	8	8	5
2001	9	10	7
	8	6	10

Question Q25: How do you usually pay for bus fare?

There has been no significant change in cash payments among Regular Riders over the years. The decrease in cash payments is significant for Infrequent Riders.

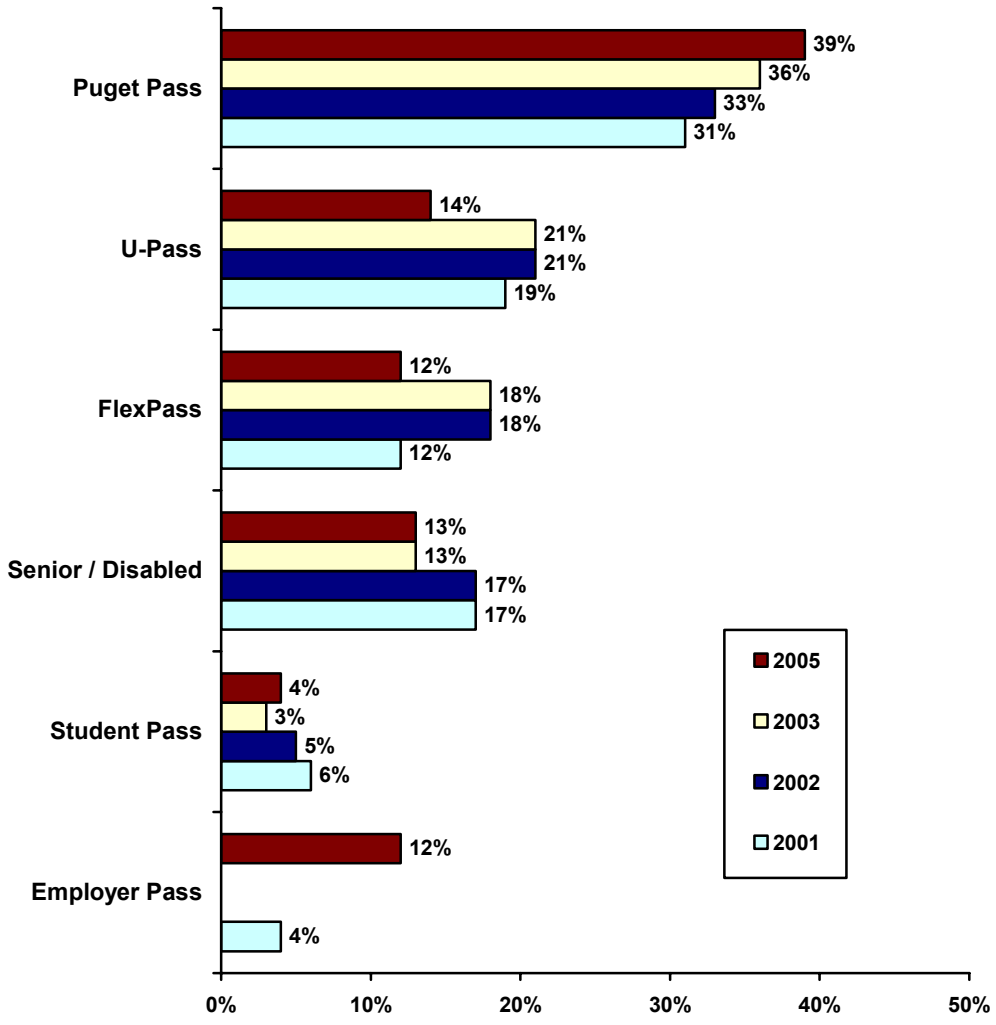
Type of Pass

Regular and Infrequent Riders who use a pass were asked what type of pass they have. Nearly two out of five (39%) pass users have a Puget Pass – continuing an increase noted since 2001.

Only 14 percent of pass users reported using a U-Pass in 2005 – down significantly from previous years when one out of five pass users had a U-Pass. This decrease in U-Pass usage corresponds to the decrease in the number of school commuters surveyed.

Use of FlexPasses appears to have decreased from 2003 However, in 2001 and 2005 there was a separate response category for employer passes, some of which are likely FlexPasses. If the FlexPass and employer pass categories are combined, there has been a significant increase in their combined use from 2001 to 2005 – from 16 percent to 24 percent, respectively.

Figure 21: Type of Pass



There has been a continued increase in the use of Puget Passes over the years – from 31 percent in 2001 to 39 percent in 2005.

There also is an increase in the use of employer-provided and/or FlexPasses – from 16 percent in 2001 to 24 percent in 2005.

Base: Riders who Use a Pass to Pay Fare 2005 (n = 704; n_w = 323); 2003 (n = 637; n_w = 338); 2002 (n = 651; n_w = 298); 2001 (n = 666; n_w = 277)

Question Q26: What kind of pass do you use?

Non-Riders

Former Ridership

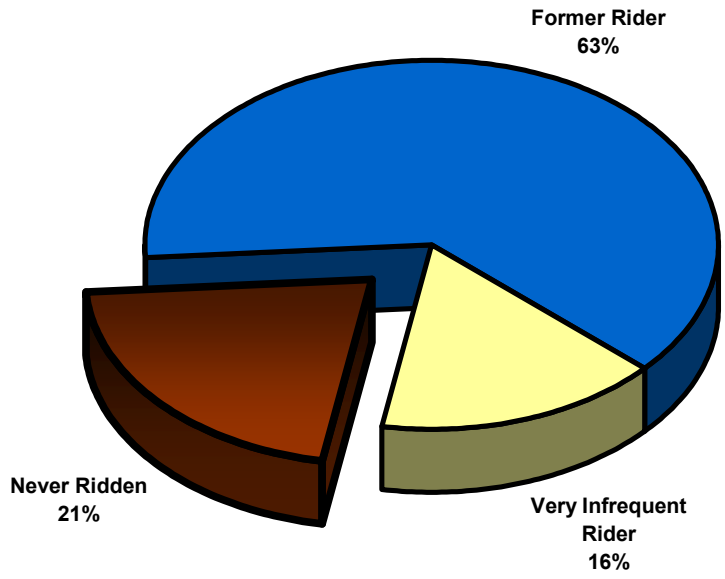
Three segments of Non-Riders were identified as follows:

- **Never Ridden**: Have never ridden Metro. Only one out of five (21%) King County residents who have not ridden in the past 30 days (which equates to 15 percent of all King County residents) have never ridden the bus. There has been little change in the extent to which Non-Riders have ridden over the years. Nonridership is highest in East (26%) and South (23%) King County compared to only 13 percent in North King County.

- **Very Infrequent Riders**: Those classified as Non-Riders (have not ridden in the past 30 days), have ridden in the past six months, and said that they have not quit riding. Sixteen percent (16%) of Non-Riders can still be considered as Very Infrequent Riders.

- **Former Riders**: Non-Riders who have not ridden in the past six months or have ridden in the past six months but said they have quit riding. Sixty-three percent (63%) of all Non-Riders have past experience riding Metro. Only 5 percent of Former Riders rode during the past six months. Nearly two out of five (39%) have not ridden in the past five years.

Figure 22: Former Rider / Non-Rider Segments



Base: All Non-Riders (n = 1,046, n_w = 1,735)

The majority (79%) of Non-Riders (defined as those who have not ridden in the past 30 days) have past experience with Metro transit.

Sixteen percent (16%) of those who have not ridden in the past 30 days have ridden in the past six months and say they have not quit riding.

Twenty-one percent (21%) of Non-Riders have never ridden Metro.

Question 15: You said you have not ridden the bus in the past 30 days. Have you ever ridden Metro Transit?

Question 16: When was the last time you rode Metro Transit?

Question 17B: Have you quit riding Metro or is it just that you didn't ride during the past 30 days?

Demographic Characteristics

Non-Riders

Seventy-two percent (72%) of King County residents surveyed are Non-Riders. Two-thirds of Non-Riders live in South (38%) or East (29%) King County.

The average age of Non-Riders is 50. More than two out of five (41%) Non-Riders are 55 and older. Non-Riders have a median household income of $67,702 – nearly one-fourth (23%) of this segment has a household income of $100,000 or more. While the majority (57%) of this segment is employed, a significant (27%) proportion of Non-Riders are retired.

Nearly all (96%) Non-Riders have a valid driver's license and 99 percent have one or more vehicles available for their personal use. This segment has the highest number of vehicles per household member over 16 –1.5 vehicles per adult household member.

There are relatively few demographic differences between the Non-Rider segments.

Very Infrequent Riders

One out of six (16%) Very Infrequent Riders have not ridden in the past 30 days but have ridden in the past six months and have not quit riding. More than half (51%) of Very Infrequent Riders live in Seattle or North King County, significantly more than Former Riders (32%) and those who have never ridden (21%).

The average age of this segment is 51 and the median household income is $66,563.

While nearly all Very Infrequent Riders have access to a vehicle, they have fewer vehicles per household than do Former Riders and those who have never ridden. This difference, however, is not statistically significant.

Former Riders

More than three out of five (63%) Non-Riders have ridden Metro but not in the past six months or have ridden in the past six months but have quit riding – classifying them as Former Riders. Two out of five (41%) Former Riders live in South King County and 32 percent live in Seattle / North King County, significantly more than those who have never ridden (21%).

Former Riders are demographically similar to Very Infrequent Riders.

Never Ridden

Only one out of five (21%) Non-Riders have never ridden Metro. Thirty-seven percent (37%) of those who have never ridden lives in East King County, significantly more than Very Infrequent Riders (27%) and Former Riders (27%)

This segment is demographically different from Very Infrequent Riders and Former Riders. They are younger – average age of 47; nearly one out of five (18%) are between the ages of 25 and 34. They are more affluent than Very Infrequent and Former Riders. Nearly one-third (31%) have household incomes in excess of $100,000 and the median household income is $72,379.

This segment is the most racially and ethnically diverse segment – only 81 percent are Caucasian.

This segment is more likely to have children in the household – nearly half (49%) of the Never Ridden segment has children at home.

Table 9: Demographic Characteristics of Non-Rider Segments

	All Non-Riders (n = 1,046) (n_w = 1,735)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Former Riders (n =651) (n_w = 1,090) (b)	Never Ridden (n =224) (n_w = 360) (c)
Area of Residence				
Seattle / North King	33%	**51% (bc)**	**32% (c)**	21%
South King	38	22	**41 (a)**	**42 (a)**
East King	29	27	27	**37 (ab)**
Gender				
Male	41%	37%	41%	47%
Female	59	63	59	53
Age				
16-17 yrs.	2%	1%	2%	2%
18-19 yrs.	1	1	1	2
20-24 yrs.	2	2	2	3
25-34 yrs.	12	12	11	**18 (b)**
35-44 yrs.	21	18	23	20
45-54 yrs.	20	24	20	19
55-64 yrs.	19	20	19	20
65 or older	22	23	**24 (c)**	17
Mean (years)	50.4	50.7	51.3	47.4
Commuter Status				
Work Commuter	50%	49%	50%	49%
School Commuter	3	1	3	5
Non-Commuter	47	49	47	46
Income				
Less than $7,500	2%	2%	2%	2%
$7,500 to $15,000	4	3	4	4
$15,000 to $25,000	5	1	6	5
$25,000 to $35,000	7	6	8	5
$35,000 to $55,000	21	26	21	17
$55,000 to $75,000	20	22	19	19
$75,000 to $100,000	19	16	20	17
$100,000 or more	23	24	21	**31 (b)**
Median	$67,702	$66,563	$65,000	$72,379
Ethnicity				
Caucasian	87%	**91% (c)**	**88% (c)**	81%
Non-White	13	9	12	19
Household Type				
Single-Person / Adult Only	19%	20%	21%	15%
Two-Person / Adult Only	38	43	38	36
Household with Children	42	37	41	**49 (a)**
Valid Driver's License				
% With Valid Driver's License	96%	97%	96%	95%
Number of Vehicles				
None	1%	1%	1%	1%
# of Cars / Adult HH Member	1.49	1.42	1.50	1.52

Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding

Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding

Never Ridden: Defined as Non-Riders who say they have never ridden Metro

There are relatively few differences between the Non-Rider segments, with the exception of those who have never ridden. This segment is more affluent than Very Infrequent and Former Riders. Moreover, this segment is more likely to have children in the household.

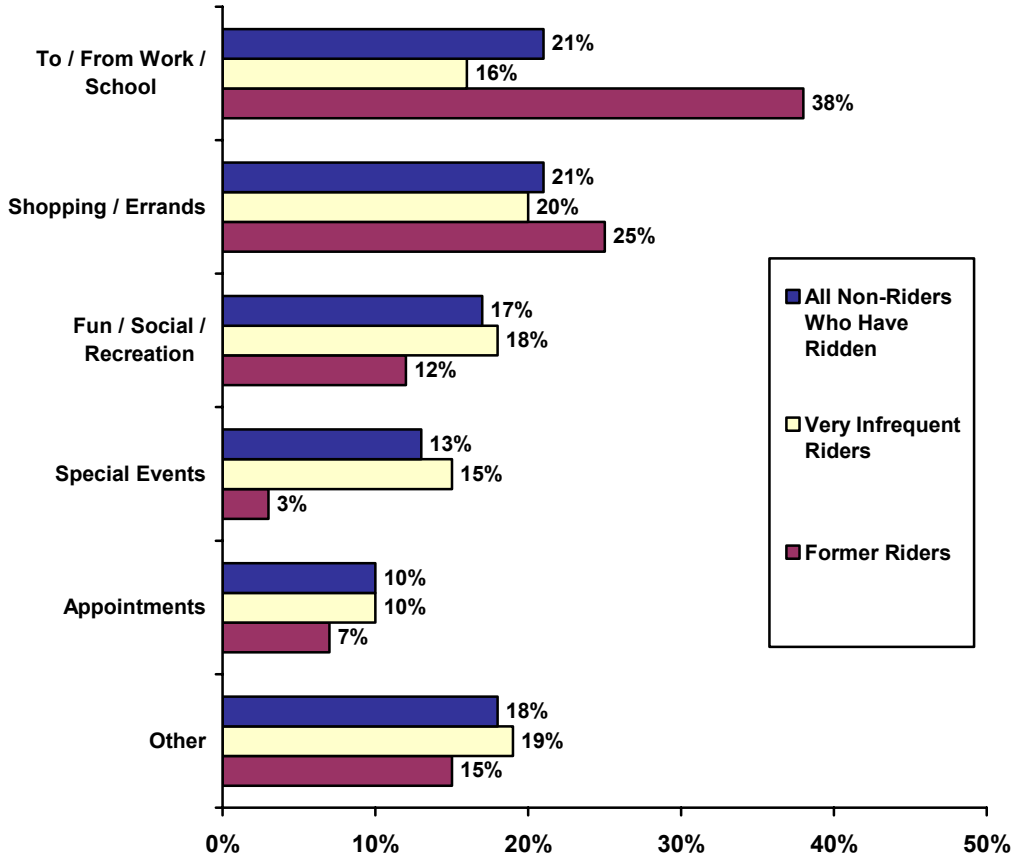
Trip Purpose

One out of five (21%) Non-Riders who have ridden in the past used the bus to commute to work or school. Former Riders are more than twice as likely as Very Infrequent Riders to have used the bus to commute to work or school – 38 percent compared with 16 percent, respectively.

The same percentage (21%) used the bus for shopping or errands. Former Riders are slightly more likely than Very Infrequent Riders to have used the bus for shopping or errands – 25 percent compared to 20 percent, respectively.

Very Infrequent Riders are more likely than Former Riders to use the bus for fun or recreation (18% compared to 12%, respectively) or to get to special events (15% compared to 3%, respectively).

Figure 23: Primary Trip Purpose



The majority of Non-Riders who have ridden Metro used Metro for personal travel.

Former Riders (those who have not ridden in the past six months and/or have said they have quit riding) are more than twice as likely as those who ride very infrequently to have used Metro to commute.

Base: Non-Riders Who Had Ridden in the Past 6 Months (n = 205; n_w = 344)
Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding (n = 171; n_w = 285)
Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding (n = 34; n_w = 59)

Question Q18A: When you rode the bus, what was the primary purpose of the trip you took most often?

Non-Riders who said they used Metro in the past had done so primarily to avoid having to find parking (23%) and/or to save money on parking (20%). Saving money on parking is a key motivator for the Very Infrequent Riders – that is, they have ridden in the past six months but not in the past 30 days and say they have not quit riding. This Non-Rider segment also indicated that the bus was more convenient for the trip they took.

Table 10: Reasons for Riding

	All Non-Riders (n = 205) (n_w = 344)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Former Riders (n =34) (n_w = 59) (b)
To avoid having to find parking	23%	22%	29%
Bus more convenient	23	24	14
Save money on parking	20	**23 (b)**	5
Bus cheaper than driving	12	13	10
Don't like driving in traffic	11	13	0
Lost use of car / only means of transportation	10	9	12
Couldn't / don't drive	7	5	15
Save money on gas	4	4	6

Base: Non-Riders Who Had Ridden Metro in Past Six Months
Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding (n = 171; n_w = 285)
Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding (n = 34; n_w = 59)
Question Q18B: Why did you use Metro for those trips instead of driving?

Non-Riders who said they used Metro in the past had done so primarily to avoid having to find parking (23%) and/or to save money on parking (20%).

Non-Riders who used to ride Metro had a variety of reasons why they no longer ride. The most prevalent reason was that a car is more convenient (20%). This was notable for those who have quit riding and/or have not ridden in the past six months. Very Infrequent Riders said that their primary reason for not riding is that they have had no need.

Table 11: Reasons for Not Riding

	All Non-Riders (n = 822) (n_w = 1,376)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Former Riders (n =651) (n_w = 1,090) (b)
Car is more convenient	20%	12%	**22% (a)**
No need to ride	16	**33 (b)**	11
Too inconvenient	10	6	**11 (a)**
Bus doesn't go where I need to go / Service not close to home	7	4	**8 (a)**

Base: Non-Riders who have ridden Metro
Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding (n = 171; n_w = 285)
Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding (n = 651; n_w = 1,090)
Question Q19: What is the **main** reason you don't ride the bus now? (Very Infrequent Riders) What is the **main** reason you haven't ridden the bus in the past 30 days?"

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

Potential Ridership

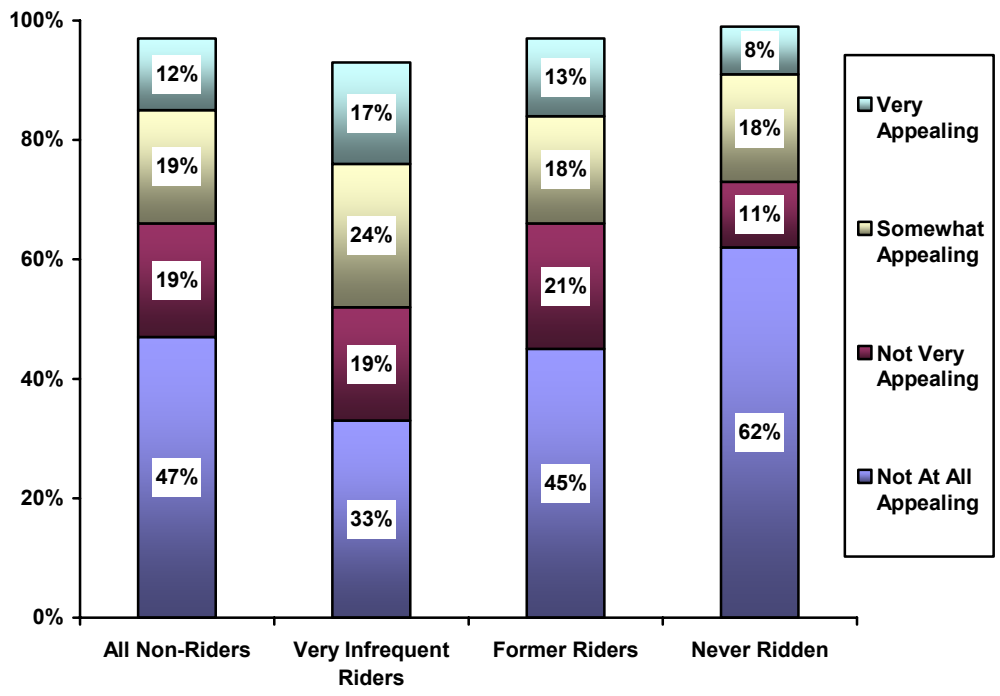
Appeal of Riding the Bus

Thirty-one percent (31%) of all Non-Rider Commuters who drive alone to work suggest that the idea of riding the bus is at least somewhat appealing. Very Infrequent Riders (have not ridden in the past 30 days but have ridden in the past six months and say they have not quit riding) are the most likely to suggest that they find the idea of using the bus to commute to work or school appealing (41%).

Nearly three out of four (73%) Non-Riders who have never ridden find the idea of using the bus to commute to work or school unappealing. Two-thirds (66%) of Former Riders find the idea of using the bus to commute to work or school unappealing.

A similar pattern holds true for using the bus for personal, non-work, travel.

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

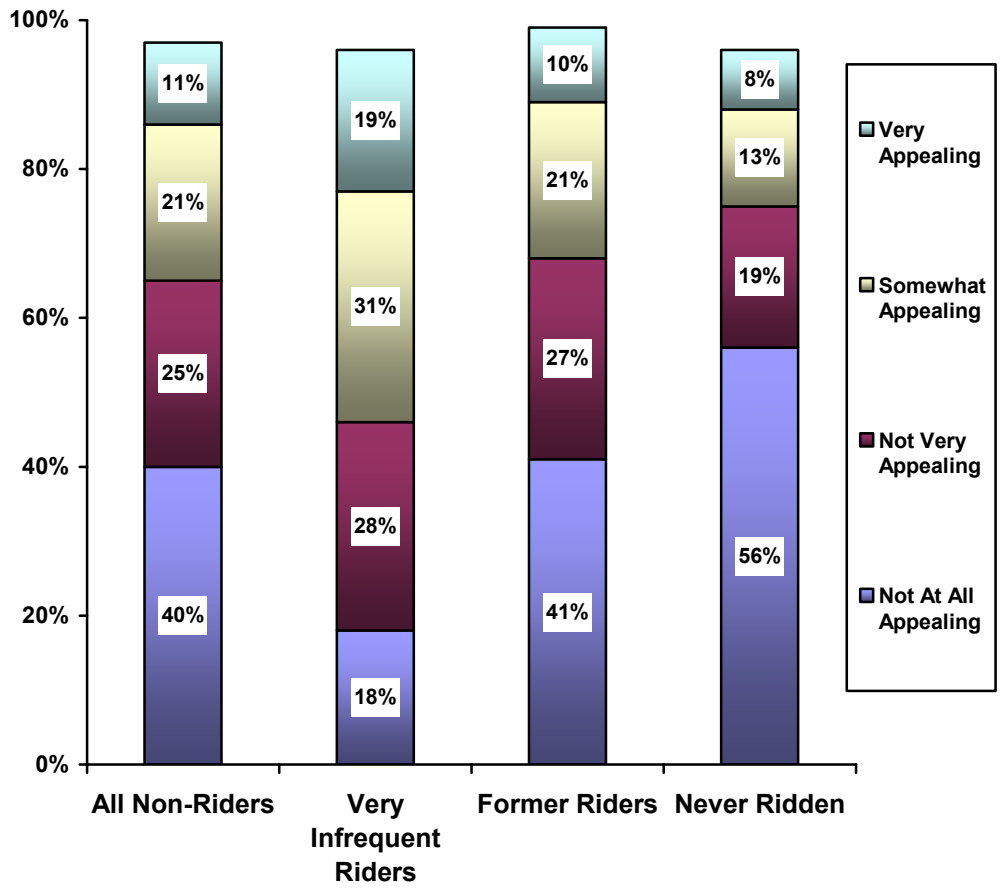


Thirty-one percent (31%) of all Non-Rider Commuters who drive alone to work suggest that the idea of riding the bus it at least somewhat appealing.

More than two out of five (41%) Very Infrequent Riders (those that have not ridden in the past 30 days but have ridden in the past six months and say they have not quit riding) find the idea of using the bus to commute to work or school appealing.

Base: Commuters Who Drive Alone to Work and Who Are Non-Riders (n = 441; n_w = 739)
Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding (n = 65; n_w = 110)
Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding (n = 283; n_w = 480)
Never Ridden: Defined as Non-Riders who say they have never ridden Metro (n = 93; n_w = 149)
Question Q41: Overall, how appealing to you personally is the idea of using the bus instead of driving to work / school?
Columns do not sum to 100 percent; neutral category excluded.

Figure 25: Appeal of Using the Bus for Personal Travel



Thirty-two percent (32%) of all Non-Riders say that the idea of riding the bus for their personal travel is at least somewhat appealing. Very Infrequent Riders are the most likely to say the idea of riding the bus for their personal travel is appealing (50%).

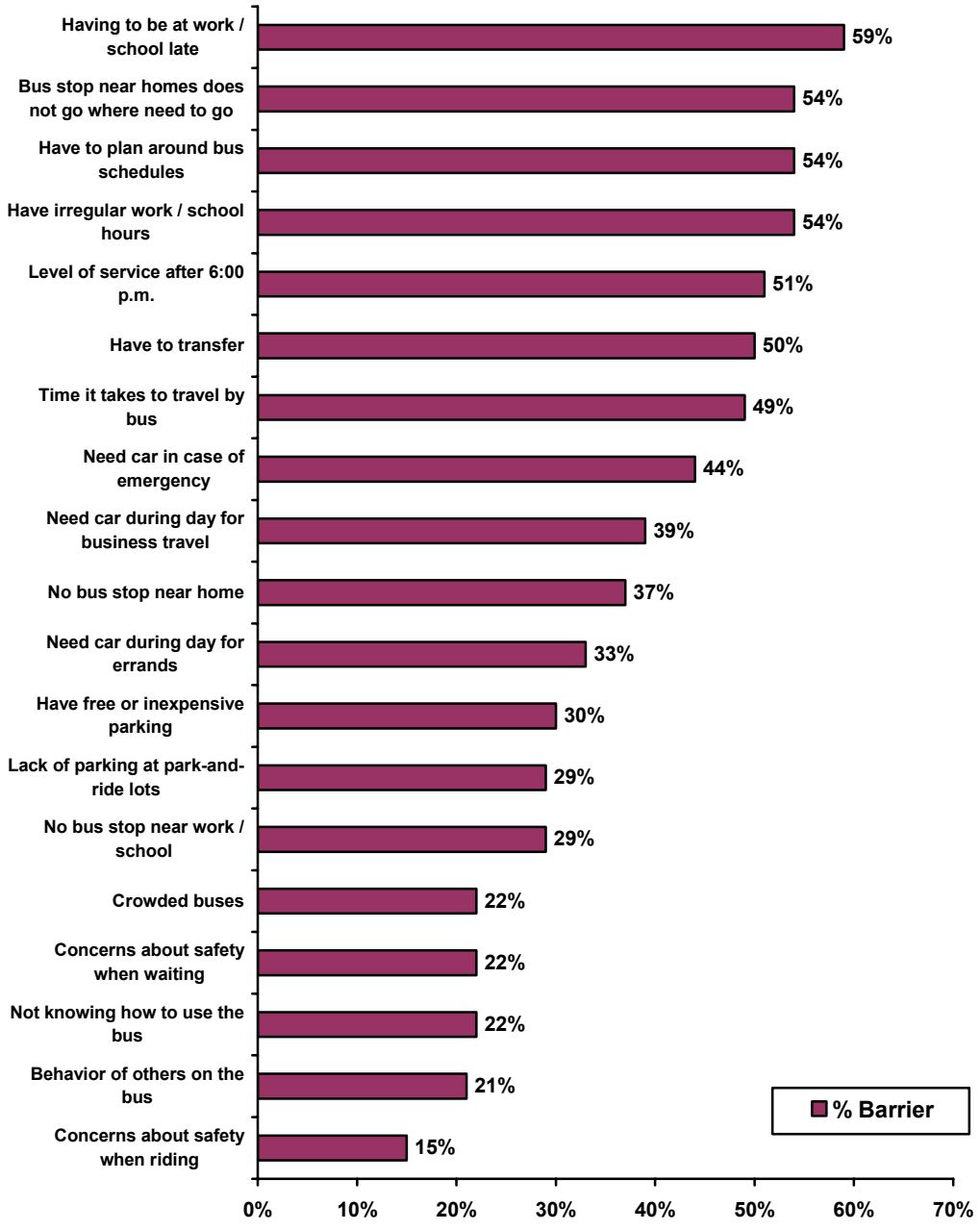
Base: All Non-Riders (n = 1,046; n_w = 1,735)
Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding (n = 171; n_w = 285)
Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding (n = 651; n_w = 1,090)
Never Ridden: Defined as Non-Riders who say they have never ridden Metro (n = 224; n_w = 360)
Questions Q43: Overall, how appealing to you personally is the idea of using the bus instead of driving for your personal travel?
Columns do not sum to 100 percent; neutral category excluded.

[Blank page inserted for pagination purposes.]

Barriers to Riding

Work or school schedules (59% have late schedules and 54% have irregular hours), lack of service from home to where Non-Riders need to go (54%), having to plan around bus schedules (54%), and the level of service after 6:00 p.m. (51%) are the primary barriers for Non-Riders' transit use.

Figure 26: Barriers to Riding – All Non-Riders



Concerns about coordinating bus schedules with work and school schedules as well as the availability of service to where Non-Riders want to go and/or after 6:00 p.m. are the primary barriers for Non-Riders' transit use.

Base: All Non-Riders (n = 1,046; n_w = 1,735)

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often. ?

Former Riders are more likely than Very Infrequent Riders to say that lack of service from the bus stop near their home to where they want to go (62% versus 44%, respectively) and the lack of a bus stop near their home versus (42% compared with 27%, respectively) are barriers to their transit use. Lack of a bus stop near their home is also a significant barrier for those who have never ridden (50%).

Having to transfer is cited as a significant barrier by 62 percent of those who have never ridden. Those who have never ridden are also more likely than both Former Riders and Very infrequent Riders to cite concerns with:

- ~ Crowded buses (51%).
- ~ Not knowing how to use the bus (49%).
- ~ Concerns about safety while waiting for the bus (46%).

Table 12: Barriers to Non-Riders Using the Bus

		All Non-Riders (n = 1,046) (n_w = 1,735)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Former Riders (n =72) (n_w = 44) (b)	Never Ridden (n =357) (n_w = 208) (c)
Having to be at work / school late	% Barrier	59%	53%	60%	74%
	Mean	4.56	4.40	4.56	4.86
Bus stops near home don't go where you want to go	% Barrier	54%	44%	**62% (a)**	56%
	Mean	4.53	4.00	**4.94 (a)**	4.66
Having to plan around bus schedules	% Barrier	54%	52%	56%	56%
	Mean	4.52	4.29	**4.70 (a)**	4.62
Having irregular work / school hours	% Barrier	54%	52%	54%	59%
	Mean	4.29	4.19	4.34	4.41
Level of service after 6:00 p.m.	% Barrier	51%	51%	48%	62%
	Mean	4.18	4.17	4.04	**4.90 (b)**
Having to transfer buses	% Barrier	50%	45%	52%	**62% (a)**
	Mean	4.22	3.92	4.34	**4.85 (a)**
Time it takes to travel by bus	% Barrier	49%	44%	51%	59%
	Mean	4.34	4.12	4.51	4.39
Needing a car in case of emergency at home	% Barrier	44%	36%	46%	**61% (a)**
	Mean	3.86	3.48	**3.99 (a)**	**4.69 (a)**
Need car during day for business travel	% Barrier	39%	47%	36%	31%
	Mean	3.68	3.96	3.59	3.21
No bus stop near home	% Barrier	37%	27%	**42% (a)**	**50% (a)**
	Mean	3.32	2.82	**3.58 (a)**	**4.12 (a)**
Need car during day for personal errands while at work / school	% Barrier	33%	36%	31%	35%
	Mean	3.50	3.66	3.36	3.64

Former Riders are more likely than Very Infrequent Riders to say that lack of service from the bus stop near their home to where they want to go and the lack of a bus stop near their home versus are barriers to their transit use

		All Non-Riders (n = 1,046) (n_w = 1,735)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Former Riders (n =72) (n_w = 44) (b)	Never Ridden (n =357) (n_w = 208) (c)
Having free or inexpensive parking	% Barrier	30%	28%	29%	41%
	Mean	3.03	2.92	3.03	3.48
Lack of parking at park-and-ride lots	% Barrier	29%	21%	**31% (a)**	**45% (a)**
	Mean	2.90	2.46	**3.11 (a)**	**3.62 (a)**
No bus stop near work / school	% Barrier	29%	24%	34%	24%
	Mean	2.91	2.66	3.15	2.60
Behavior of others on the bus	% Barrier	21%	12%	**27% (a)**	**33% (a)**
	Mean	2.85	2.34	**3.16 (a)**	**3.49 (a)**
Crowded buses / no place to sit	% Barrier	22%	14%	22%	**51% (ab)**
	Mean	2.83	2.52	2.88	**3.92 (ab)**
Concerns about personal safety when waiting for the bus	% Barrier	22%	12%	**26% (a)**	**46% (ab)**
	Mean	2.78	2.25	3.05	3.67
Not knowing how to use the bus system	% Barrier	22%	16%	**20% (a)**	**49% (ab)**
	Mean	2.65	2.31	2.63	**4.10 (ab)**
Concerns about personal safety when riding the bus*	% Barrier	15%	9%	**19% (a)**	22%
	Mean	2.45	2.05	**2.70 (a)**	**2.81 (a)**

Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding

Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding

Never Ridden: Defined as Non-Riders who say they have never ridden Metro

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often.

Non-Riders who have never ridden are more likely than both Former and Very Infrequent Riders to say that crowded buses, concerns about personal safety when waiting for the bus, and not knowing how to use the bus system are barriers to their transit use.

Occasional Riders

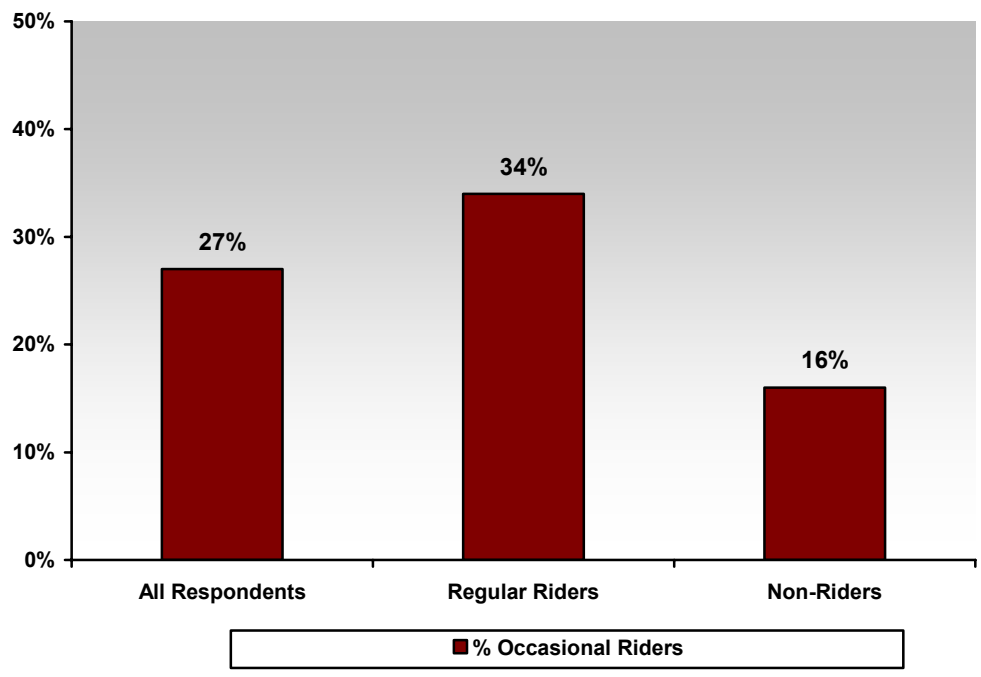
Definition and Characteristics of Occasional Riders

Definition

Of particular interest this year was to further understand a segment of riders called Occasional Riders. This segment consists of Infrequent and Regular Riders who rode the bus one to ten times in the 30 days before the survey and those classified as Very Infrequent Riders (i.e., had not ridden in the 30 days before the survey) but who rode with the past six months and indicated that they had not quit riding.

A significant (27%) percentage of King County residents have ridden Metro in the past six months and have not quit riding or have ridden between one and ten times in the past 30 days. Thirty-four percent (34%) of those considered to be Regular Riders (rode 5 or more times in the previous 30 days) are Occasional Riders – that is, they ride between 5 and 10 times per month. One out of six (16%) Non-Riders (defined as those who have not ridden in the past 30 days) have ridden in the past six months and indicate they have not quit riding.

Figure 27: Occasional Riders



More than one out of four (27%) King County residents are Occasional Riders – rode 1 to 10 times in the 30 days preceding the survey or have ridden in the past six months and say they have not quit riding.

Base: All Respondents (n = 2,427, n_w = 2,427); Regular Riders (n = 1,217, n_w = 490); Non-Riders (n = 1,046, n_w = 1,735)

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

Question 15: You said you have not ridden the bus in the past 30 days. Have you ever ridden Metro Transit?

Question 16: When was the last time you rode Metro Transit?

Question 17B: Have you quit riding Metro or is it just that you didn't ride during the past 30 days?

Occasional Rider Segment

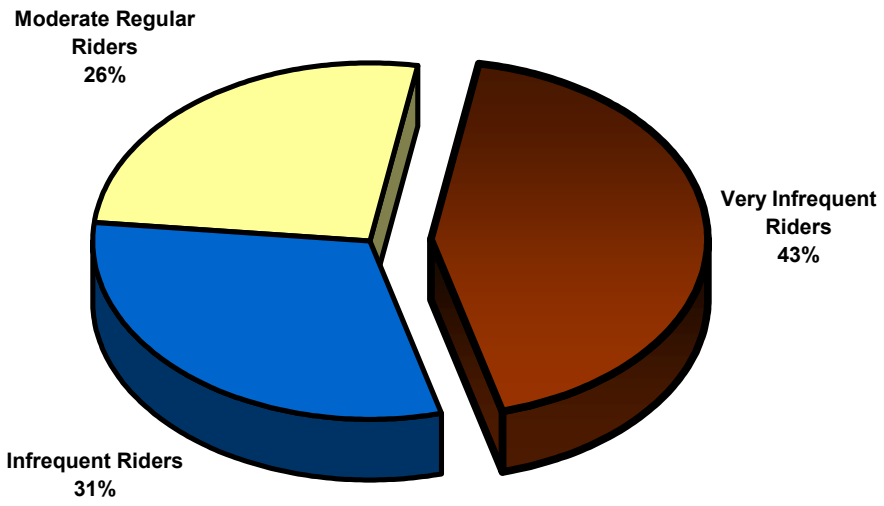
Occasional Riders were segmented based on their frequency of riding as follows:

- **Very Infrequent Riders**: This group has ridden in the past six months but not in the 30 days preceding the survey. This segment indicates that while they have not ridden recently, they have not quit riding. Forty-three percent (43%) of all Occasional Riders fall in this segment.

- **Infrequent Riders**: This group has taken between one and four trips in 30 days preceding the survey. Note this segment meets the traditional definition of Infrequent Rider. Thirty-one percent (31%) of all Occasional Riders are Infrequent Riders.

- **Moderate Regular Riders**: This group has taken between five and ten trips in the 30 days preceding the survey. This segment is a subset of the traditional Regular Rider segment. Twenty-six percent (26%) of all Occasional Riders are Moderate Regular Riders.

Figure 28: Occasional Rider Segments



The largest segment of Occasional Riders ride very infrequently – that is, they have ridden in the past six months but not in the 30 days preceding the survey.

Base: All Occasional Riders (n = 720, n_w = 655)

Question 15: You said you have not ridden the bus in the past 30 days. Have you ever ridden Metro Transit?

Question 16: When was the last time you rode Metro Transit?

Question 17B: Have you quit riding Metro or is it just that you didn't ride during the past 30 days?

Demographic Characteristics of Occasional Riders

Nearly three out of five (58%) Occasional Riders live in North King County.

- ~ Seven out of ten (70%) Moderate Riders live in North King County.

Nearly three out of five (58%) Occasional Riders surveyed are women.

- ~ Sixty-three percent (63%) of the Very Infrequent Riders are women compared to only 48 percent of Moderate Riders. Like other Regular Riders surveyed, Moderate Riders are more likely than Infrequent Riders to be men.

Occasional Riders are, on average, 49 years of age.

- ~ Moderate Riders are significantly younger (on average 44 years of age) than Infrequent Riders (49 years) and Very Infrequent Riders (51 years).

The majority (59%) of Occasional Riders are commuters.

- ~ Infrequent Riders are the most likely to be commuters – 62 percent work and 4 percent school. Moderate Riders are also commuters (63%); however a greater percentage (8%) are school commuters.

The median household income for Occasional Riders is $62,336. Household incomes decrease as ridership frequency increases.

There are few differences in household composition between Infrequent and Moderate Regular Riders. Very Infrequent Riders are more likely than Moderate Regular Riders to be members of two-person, adult only households.

While the majority (93%) of Occasional Riders has valid driver's licenses, Very Infrequent Riders and Infrequent Riders are significantly more likely than Moderate Regular Riders to hold a driver's license – 97 percent and 96 percent compared with 83 percent, respectively. Similarly, 94 percent of Occasional Riders have access to a vehicle. Very Infrequent Riders and Infrequent Riders are significantly more likely than Moderate Regular Riders to have access to a car – 99 percent and 97 percent compared with 82 percent, respectively – and to have access to more cars.

Table 13: Demographic Characteristics of Occasional Riders

	All Occasional-Riders (n = 720) (n_w = 655)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Infrequent Riders (n =164) (n_w = 202) (b)	Moderate Regular Riders (n =385) (n_w = 169) (c)
Area of Residence				
Seattle / North King	58%	51%	58%	**70% (ab)**
South King	20	22	20	17
East King	21	27	22	12

	All Occasional-Riders (n = 720) (n_w = 655)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Infrequent Riders (n =164) (n_w = 202) (b)	Moderate Regular Riders (n =385) (n_w = 169) (c)
Gender				
Male	42%	37%	42%	**52% (a)**
Female	58	**63 (c)**	58	48
Age				
16-17 yrs.	2%	1%	1%	**6% (ab)**
18-19 yrs.	1	1	1	2
20-24 yrs.	4	2	5	**6 (a)**
25-34 yrs.	14	12	14	**19 (a)**
35-44 yrs.	18	18	24	16
45-54 yrs.	22	24	19	21
55-64 yrs.	17	20	15	14
65 or older	21	23	**23 (a)**	16
Mean (years)	48.7	**50.7 (c)**	**49.3 (c)**	44.3
Commuter Status				
Work Commuter	55%	49%	**62% (a)**	55%
School Commuter	4	1	4	**8 (a)**
Non-Commuter	42	**49 (bc)**	34	37
Income				
Less than $7,500	3%	2%	4%	5%
$7,500 to $15,000	4	3	3	6
$15,000 to $25,000	5	1	4	**11 (ab)**
$25,000 to $35,000	7	6	9	7
$35,000 to $55,000	25	26	26	21
$55,000 to $75,000	18	22	17	15
$75,000 to $100,000	17	16	19	15
$100,000 or more	22	24	19	20
Median	$62,336	$66,563	$60,453	$55,229
Ethnicity				
Caucasian	86%	**91% (bc)**	83%	82%
Non-White	14	9	17	18
Household Type				
Single-Person / Adult Only	24%	20%	27%	28%
Two-Person / Adult Only	39	**43 (c)**	39	31
Household with Children	37	37	34	42
Valid Driver's License				
% With Valid Driver's License	93%	**97% (c)**	**96% (c)**	83%
Number of Vehicles				
None	6%	1%	3%	**18% (ab)**
# of Cars / Adult HH Member	.91	1.00	**.98 (a)**	**.68 (ab)**
Average # of Trips				
Mean	2.5	0.0	1.9	7.5

Very Infrequent Riders. Have ridden in the past six months but not in the 30 days preceding the survey and have not quit riding.
Infrequent Riders: Taken between one and four trips in 30 days preceding the survey
Moderate Regular Riders: Taken between five and ten trips in the 30 days preceding the survey

Travel Behavior

Travel behavior varies significantly by the frequency with which Occasional Riders ride.

- ~ Very Infrequent Riders ride for a variety of reasons, most of which are non-commute trips. Very Infrequent Riders are significantly more likely than Infrequent Riders and Moderate Riders to use the bus to get to special events. They are more likely than Moderate Riders to use the bus to go downtown. Consistent with their primary trip purpose, when asked why they used Metro instead of driving, this group of Occasional Riders primarily rides to save money on parking (23%) and/or to have to avoid finding parking (22%). They also say the bus is more convenient for these trips (24%). When asked why they do not ride more often, the primary reason given was that they simply have no need (33%).

- ~ Infrequent Riders are more likely than Very Infrequent Riders to use the bus to commute to work or school. However, they are less likely to do so than Moderate Riders. Infrequent Riders are more likely than Moderate Riders to use the bus to go downtown.

- ~ Half of all Moderate Rgular Riders use the bus to commute to work or school. However, this is significantly less than noted for the entire Regular Rider segment – 64 percent of whom use the bus to commute to work or school. Eight-six percent (86%) of Metro's most frequent riders (those taking more than 10 trips monthly) use the bus to commute to work or school.

Table 14: Primary Trip Purpose

	All Occasional-Riders (n = 720) (n_w = 655)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Infrequent Riders (n =164) (n_w = 202) (b)	Moderate Regular Riders (n =385) (n_w = 169) (c)
Commute to work or school	31%	16%	**35% (a)**	**50% (b)**
Shopping / Errands	18	20	15	18
Fun / Social / Recreation	18	18	22	14
Special Events	10	**15 (bc)**	7	4
Appointments	8	10	5	8
Downtown	7	**7 (c)**	**11 (c)**	3
Other	7	**12 (bc)**	5	3

Very Infrequent Riders: Have ridden in the past six months but not in the 30 days preceding the survey and have not quit riding.
Infrequent Riders: Taken between one and four trips in 30 days preceding the survey
Moderate Regular Riders: Taken between five and ten trips in the 30 days preceding the survey

Questions Q7: (Infrequent / Moderate Riders) When you ride the bus, what is the primary purpose of the trip you take most often?
Question Q18A: (Very Infrequent Riders) When you rode the bus, what was the primary purpose of the trip you took most often?

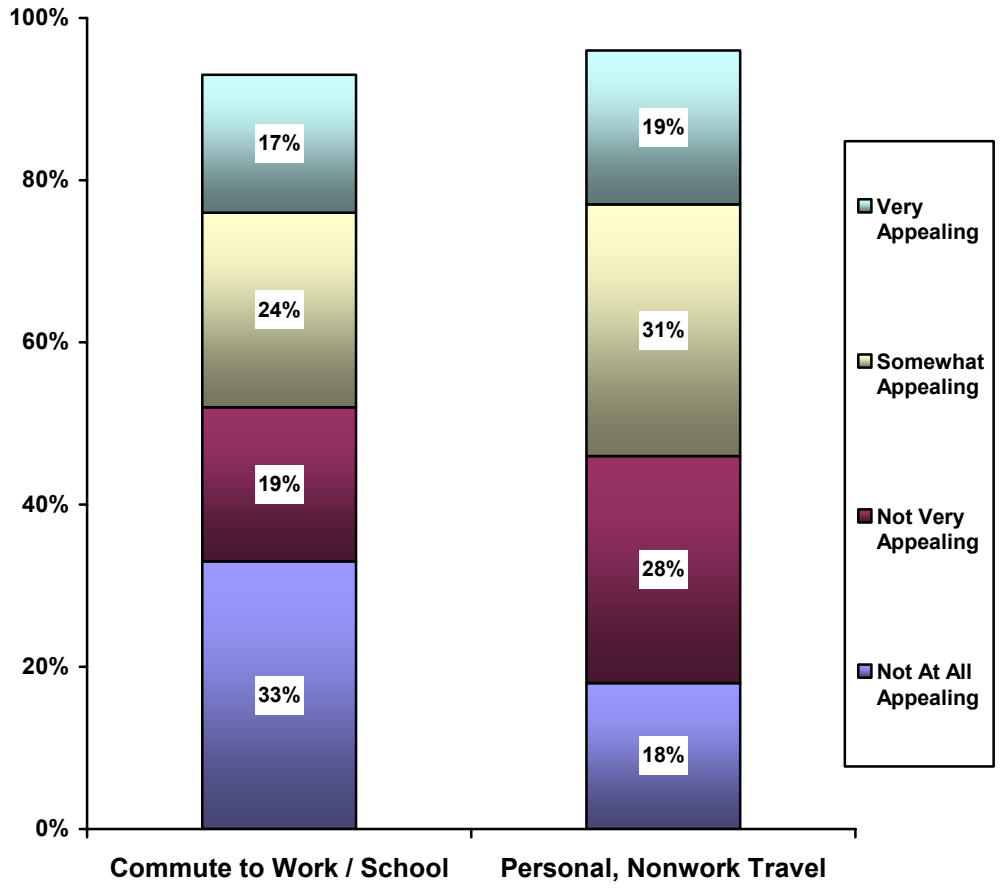
Travel behavior varies significantly by the frequency with which Occasional Riders ride.

Potential Ridership

Appeal of Riding the Bus

Reflecting the types of trips the Very Infrequent Riders currently take, this segment is more likely to find the idea of using the bus for non-work travel appealing than using it for commuting – 50 percent and 41 percent, respectively.

Figure 29: Appeal of Using the Bus by Trip Type



Consistent with the trips they currently take, Very Infrequent Riders are more likely to find the idea of using the bus for non-work travel more appealing than using it for commuting.

Base: Very Infrequent Riders (n = 171; n_w = 285). Note this question was not asked of any Regular and Infrequent Riders which comprise the other two Occasional Rider segments.

Questions Q41: Overall, how appealing to you personally is the idea of using the bus instead of driving to work / school?

Questions Q43: Overall, how appealing to you personally is the idea of using the bus instead of driving for your personal travel?

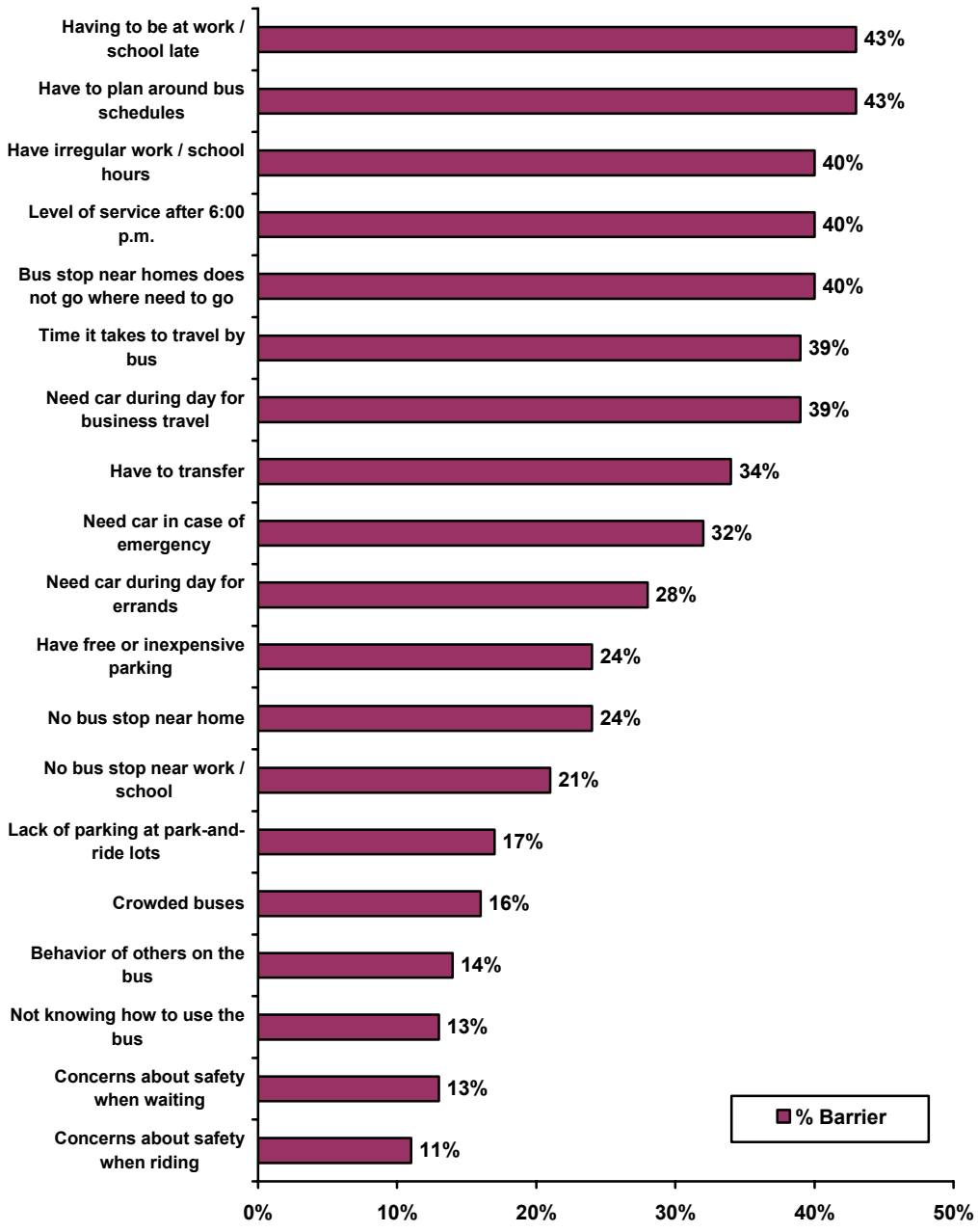
Columns do not sum to 100 percent; neutral category excluded.

[Blank page inserted for pagination purposes.]

Barriers to Riding

The primary barriers to more frequent use of transit among Occasional Riders is having to be at work or school late (43%), to plan around bus schedules (43%), and irregular work hours (40%). In addition, the level of service after 6:00 p.m. (40%) and availability of service from their homes to where they need to go (40%) are barriers.

Figure 30: Barriers to Riding – All Occasional Riders



Concerns about coordinating bus schedules with work and school schedules as well as level of service after 6:00 p.m. and/or availability of service from where they live to where they need to go are the primary barriers Occasional Riders may not be able to ride more.

Base: All Occasional Riders (n = 720; n_w = 655)

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often. ?

Very Infrequent Riders are clearly differentiated from both Infrequent Riders and Moderate Riders by:

- ~ Their work schedules: having to be at work or school late (53%), having to plan around bu s schedules (52%), and/or having irregular work or school hours (52%).
- ~ Availability of service: the level of service after 6:00 p.m. (51%), availability of service from their home to where they need to go (44%).
- ~ Service: travel time by bus (44%) and having to transfer buses (45%).

Finally, 16 percent of Very Infrequent Riders say they don't know how to use the bus system.

Table 15: Barriers to Using the Bus

		All Occasional Riders (n =720) (n_w = 655)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Infrequent Riders (1 – 4 Rides) (n =164) (n_w = 202) (b)	Moderate Regular Riders (5 – 10 Rides) (n =385) (n_w = 169) (c)
Having to be at work / school late	% Barrier	43%	**53% (c)**	43%	32%
	Mean	3.69	**4.44 (bc)**	3.61	3.02
Having to plan around bus schedules	% Barrier	43%	**52% (bc)**	38%	34%
	Mean	3.85	**4.29 (bc)**	3.63	3.38
Have irregular work / school hours	% Barrier	40%	**52% (c)**	39%	27%
	Mean	3.46	**4.19 (bc)**	3.32	2.88
Level of service after 6:00 p.m.	% Barrier	40%	51%	34%	30%
	Mean	3.63	**4.17 (bc)**	3.32	3.09
Bus stops near home don't go where you want to go	% Barrier	40%	44%	37%	36%
	Mean	3.63	**4.00 (bc)**	3.35	3.32
Time it takes to travel by bus	% Barrier	39%	**44%**	35%	35%
	Mean	3.75	**4.12 (bc)**	3.50	3.43
Need car during day for business travel	% Barrier	39%	**47% (c)**	38%	29%
	Mean	3.47	**3.96 (c)**	3.51	2.85
Having to transfer buses	% Barrier	34%	**45% (bc)**	26%	24%
	Mean	3.35	**3.92 (bc)**	2.89	2.91
Needing a car in case of emergency at home	% Barrier	32%	**36% (c)**	31%	26%
	Mean	3.26	**3.48 (c)**	3.27	2.88
Need car during day for personal errands while at work / school	% Barrier	28%	36%	25%	24%
	Mean	3.06	**3.66 (bc)**	2.77	2.80
No bus stop near work / school	% Barrier	21%	24%	18%	22%
	Mean	2.40	2.66	2.21	2.38

		All Occasional Riders (n =720) (n_w = 655)	Very Infrequent Riders (n =171) (n_w = 285) (a)	Infrequent Riders (1 – 4 Rides) (n =164) (n_w = 202) (b)	Moderate Regular Riders (5 – 10 Rides) (n =385) (n_w = 169) (c)
Having free or inexpensive parking	% Barrier	24%	**28% (c)**	23%	18%
	Mean	2.69	**2.92 (c)**	2.71	2.26
No bus stop near home	% Barrier	24%	27%	20%	22%
	Mean	2.57	2.82	2.33	2.41
Lack of parking at park-and-ride lots	% Barrier	17%	**21% (c)**	16%	13%
	Mean	2.25	**2.46 (c)**	2.19	1.99
Crowded buses / no place to sit	% Barrier	16%	14%	17%	17%
	Mean	2.51	2.52	2.47	2.53
Behavior of others on the bus	% Barrier	14%	12%	15%	16%
	Mean	2.34	2.34	2.32	2.37
Not knowing how to use the bus system	% Barrier	13%	16%	10%	10%
	Mean	2.13	**2.31 (c)**	2.04	1.92
Concerns about personal safety when riding the bus	% Barrier	11%	9%	11%	13%
	Mean	2.08	2.05	2.09	2.12
Concerns about personal safety when waiting for the bus	% Barrier	13%	12%	13%	14%
	Mean	2.20	2.25	2.13	2.19

Very Infrequent Riders. Have ridden in the past six months but not in the 30 days preceding the survey and have not quit riding.
Infrequent Riders: Taken between one and four trips in 30 days preceding the survey
Moderate Regular Riders: Taken between five and ten trips in the 30 days preceding the survey

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often.

Feelings of Uneasiness about Behavior & Appearance of Other Riders

Overall, the majority (75%) of Occasional Riders do not express any feelings of uneasiness arising from the behavior and appearance of other riders.

Most likely reflecting the types of trips they take (riding the bus to special events, shopping, recreation, etc.) Very Infrequent Riders are the least likely to feel uneasy about the behavior and appearance of other riders.

Table 16: Feelings of Uneasiness about Behavior & Appearance of Other Riders by Occasional Rider Status

		Occasional Rider Segments		
	All Occasional-Riders (n = 720) (n_w = 655)	**Very Infrequent Riders** (n =171) (n_w = 285) (a)	**Infrequent Riders** (n =164) (n_w = 202) (b)	**Moderate Riders** (n =385) (n_w = 169) (c)
Feel Uneasy Both On the Bus and At Stops	10%	4%	**13% (a)**	**16% (a)**
Uneasy On the Bus / Okay at Stops	11	8	13	12
Okay On the Bus / Uneasy at Stops	5	3	5	7
Okay On the Bus and at Stops	75	**85 (bc)**	70	65

Question 12 / Q18C: When you rode the bus, did you ever feel uneasy about the behavior or appearance of other riders on the bus?
Question 12A / Q18D: When you rode the bus, did you ever feel uneasy about the behavior or appearance of others at the stop?

Overall, the majority (75%) of Occasional Riders do not express any feelings of uneasiness arising from the behavior and appearance of other riders.

Very Infrequent Riders are the least likely to feel uneasy while riding or waiting for the bus.

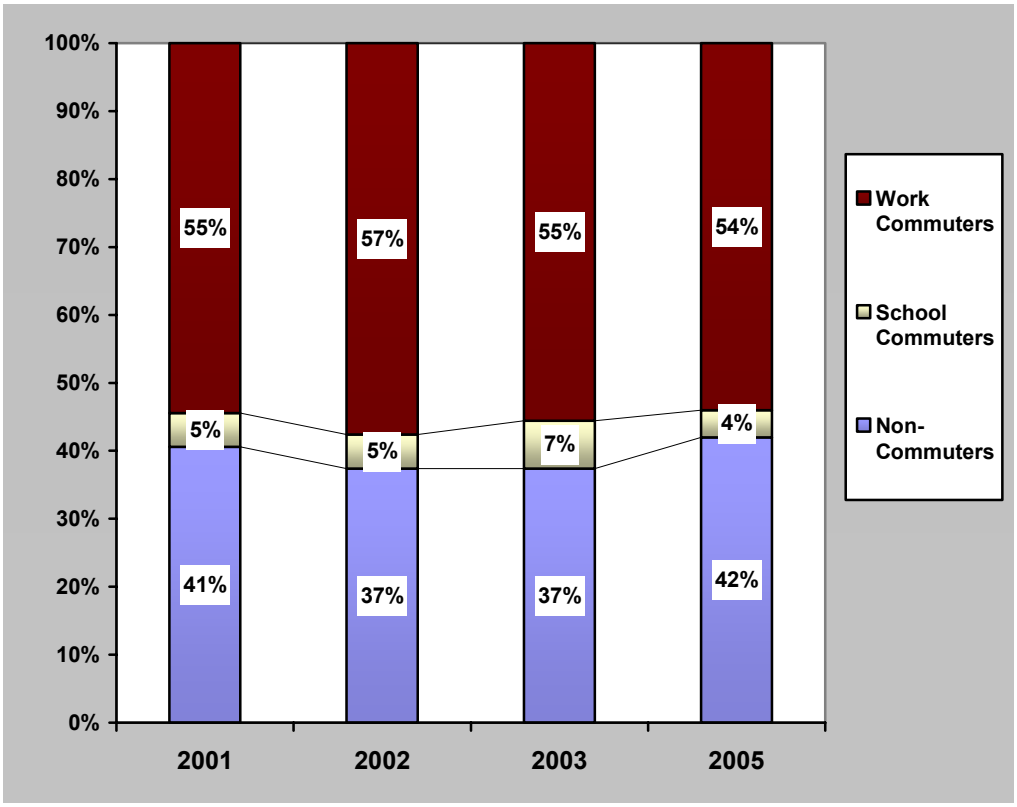
Commuters

Commuter Status

In 2005, nearly three out of five (58%) survey respondents were commuters – defined as someone who works outside the home or attends school at least three days per week. This is down slightly from 2003 (63%) and 2002 (63%) but nearly the same as in 2001 (59%).

This decrease is due primarily to a significant decrease in the percentage of survey respondents who are school commuters – from 7 percent in 2003 to 4 percent in 2005. This decrease may reflect the increasing difficulty in reaching individuals who attend school. Research has shown that this segment is more likely than any other demographic segment to only have a cell phone[•]. The sample for this survey is based only on households with a working landline telephone.

Figure 31: Commuter Status – 2001 to 2005



Nearly three out of five (58%) survey respondents were commuters, down slightly from 2003.

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

Question 2: What is your current employment status?

Question 3: [If employed or attend school] Do you work or attend school outside the home at least three times per week?

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

Commuter Demographics

Work Commuters

More than half (54%) of King County residents surveyed commute to work three or more days per week. The vast majority (93%) of those classified as Commuters are Work Commuters. More than four out of five (82%) Work Commuters work full-time.

- ~ The average age for Work Commuters is 44. Three fourths (74%) are between the ages of 25 and 54.
- ~ Work Commuters have the highest median household income – $73,148. Nearly half (48%) have median household incomes of $75,000 or more.
- ~ One out of four (25%) Work Commuters are Regular Riders; an additional 10 percent are Infrequent Riders.

School Commuters

School Commuters is the smallest segment – only 4 percent of those surveyed. As noted earlier, this figure may be underestimated due to the higher incidence of cell phone only households in this segment.

- ~ The average age for School Commuters is 24. Eighty-four percent (84%) are between 16 and 34.
- ~ Seventy percent (70%) live in households with children at home.
- ~ More than two out of five (44%) School Commuters are Regular Riders; an additional 7 percent are Infrequent Riders.

Non-Commuters

More than two out of five (42%) King County residents surveyed are Non-Commuters.

- ~ Over half (55%) of this segment are retired; the average age of this segment is 58. More than two-thirds (68%) are women.
- ~ An above-average percentage (30%) of this segment lives in East King County.
- ~ More than four out of five (81%) Non-Commuters are Non-Riders.

Table 17: Demographic Characteristics of Commuters and Non-Commuters

	All Respondents (n = 2,427) (n_w = 2,427)	Work Commuters (n = 1,422) (n_w = 1,313) (a)	School Commuters (n = 159) (n_w = 105) (b)	Non-Commuters (n = 846) (n_w = 1,009) (c)
Area of Residence				
Seattle / North King	41%	**44% (c)**	46%	37%
South King	33	37	36	33
East King	26	23	18	**30 (ab)**
Rider Status				
Regular Rider	20%	**25% (c)**	**44% (ac)**	12%
Infrequent Rider	8	**10 (c)**	7	7
Non-Rider	72	**66 (b)**	49	**81 (ab)**
Mean # of Trips	4.7	6.4	10.0	2.0

One out of four (25%) Work Commuters are Regular Riders; 44 percent of School Commuters are Regular Metro Riders.

	All Respondents (n = 2,427) (n_w = 2,427)	Work Commuters (n = 1,422) (n_w = 1,313) (a)	School Commuters (n = 159) (n_w = 105) (b)	Non-Commuters (n = 846) (n_w = 1,009) (c)
Gender				
Male	43%	**50% (c)**	**50% (c)**	32%
Female	57	50	50	**68 (ab)**
Age				
16-17 yrs.	2%	0%	**36% (ac)**	1%
18-19 yrs.	1	1	**10 (ac)**	0
20-24 yrs.	3	4	**15 (ac)**	1
25-34 yrs.	14	**18 (c)**	**23 (c)**	9
35-44 yrs.	21	**29 (bc)**	11	12
45-54 yrs.	21	**27 (bc)**	5	**14 (b)**
55-64 yrs.	18	18	0	19
65 or older	20	3	0	**44 (ab)**
Mean (years)	48.6	43.5	24.0	58.3
Employment Status				
Employed Full-Time	47%	82%		5%
Employed Part-Time	6	10		3
Self-Employed	7	7		8
Student	5	1	100%	1
Not Employed	6	0		15
Retired	23	0		55
Unemployed / Other	6	0		12
Income				
Less than $7,500	3%	1%	**16% (ab)**	5%
$7,500 to $15,000	4	2	**11 (a)**	**7 (a)**
$15,000 to $25,000	6	4	7	**9 (a)**
$25,000 to $35,000	7	5	9	**10 (a)**
$35,000 to $55,000	22	20	15	**25 (ab)**
$55,000 to $75,000	19	20	19	17
$75,000 to $100,000	18	**21 (c)**	14	14
$100,000 or more	21	**27 (bc)**	10	14
Median	$63,950	$73,148	$44,213	$50,938
Ethnicity				
Caucasian	85%	**84% (b)**	73%	**89% (ab)**
Asian American	6	7	10	4
Hispanic	4	4	7	3
African American	3	4	5	2
Other	2	2	7	2
Household Type				
Single-Person / Adult Only	21%	20%	14%	**24% (b)**
Two-Person / Adult Only	37	34 (b)	16	**43 (ab)**
Household with Children	42	46 (bc)	70 (ac)	33
Valid Driver's License				
% With Valid Driver's License	93%	**96% (bc)**	76%	**91% (b)**
Number of Vehicles				
None	5%	4%	8%	6%
# of Cars / Adult Household Member	.99	1.02	0.95	0.95

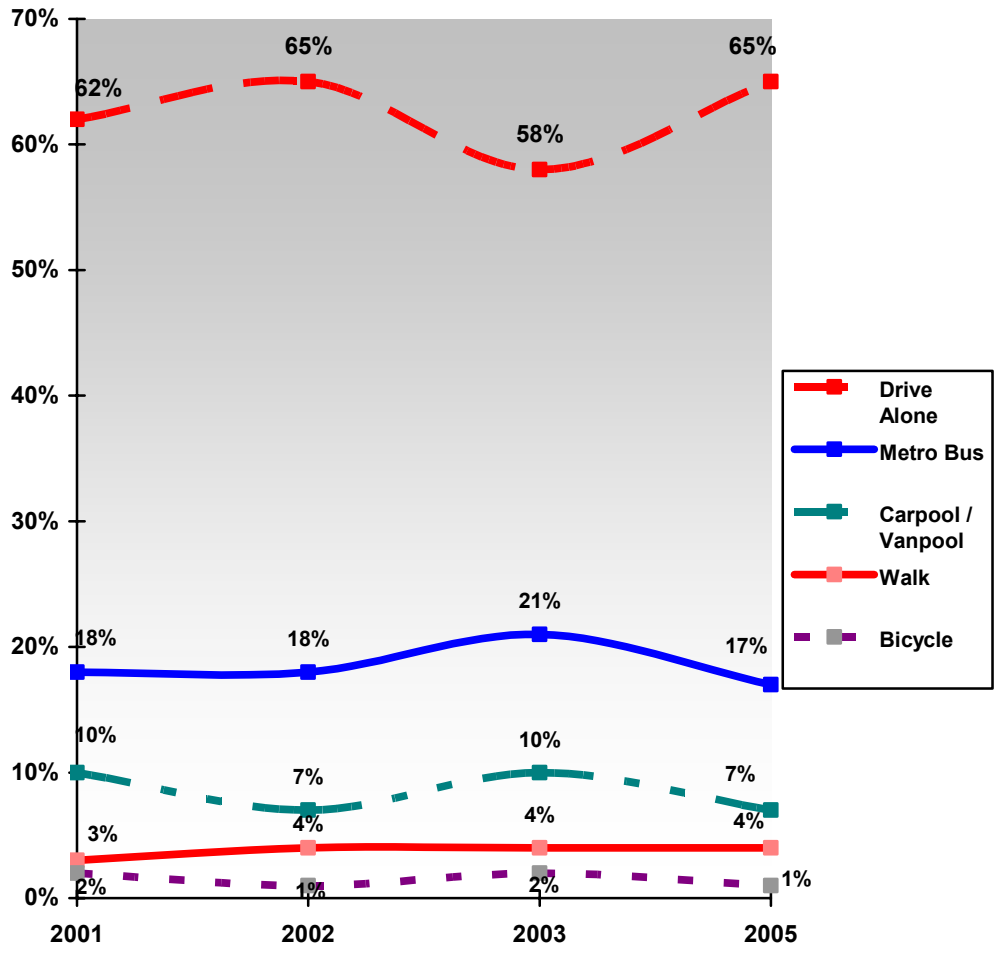
Travel Mode to Work or School

Nearly two out of three (65%) commuters drive alone to work or school. This is up significantly from 2003 when 58 percent of commuters drove alone to work or school and is the same as in 2002.

Seventeen percent (17%) of commuters ride a Metro bus to work. This is down significantly from 2003 when more than one out of five (21%) commuters rode the bus. This figure is similar to that in previous years (2001 and 2002).

Carpooling / vanpooling has also decreased significantly from 2003 when 10 percent of commuters carpooled or vanpooled. In 2005, this decreased to 7 percent. Of those who carpool, two-thirds (67%) carpool with another member of their family.

Figure 32: Travel Mode to Work or School



In 2005, more (65%) commuters report driving alone to work than in 2003. This increase has come from both a decrease in the use of Metro and the extent to which commuters carpool or vanpool.

Base: All Commuters 2005 (n = 1,581, n_w = 1,418); 2003 (n = 1,678; n_w = 1,508), 2002 (n = 1,628; n_w = 1,506), 2001 (n = 1,593; n_w = 1,447)

Question Q32: How do you usually get to and from work or school?

The increase in drive-alone commuting among both Work and School Commuters is greatest among school commuters. This is due primarily to a decrease in the extent to which School Commuters carpool or vanpool. This effect may also be compounded by the decrease in the number of School Commuters interviewed. As noted earlier this may be an artifact of the sampling frame in that School Commuters are more difficult to reach and may not be included in the frame at all due to cell phone usage. Those School Commuters without a landline telephone may be more likely to use transit.

The use of the bus to travel to work has decreased equally among both Work and School Commuters.

Table 5: Travel Mode to Work / School by Commuter Type

	2001	2002	2003	2005
Work Commuter				
Drive Alone	65%	68%	62%	67%
Bus	16	16	19	16
Carpool / Vanpool	10	7	9	7
Other	9	9	9	9
School Commuter				
Drive Alone	20%	27%	22%	37%
Bus	37	35	33	28
Carpool / Vanpool	20	15	19	12
Other	23	24	26	23

Base: All Commuters 2005 (n = 1,581, n_w = 1,418); 2003 (n = 1,678; n_w = 1,508), 2002 (n = 1,628; n_w = 1,506), 2001 (n = 1,593; n_w = 1,447)

Question Q32: How do you usually get to and from work or school?

The increase in drive-alone commuting has increased among both Work and School Commuters.

Demographic Characteristics of Commuters by Commute Mode

Drive Alone Commuters

Nearly two out of three (65%) Commuters drive alone to work or school. Some drive-alone commuters also ride the bus – 5 percent of drive-alone Commuters are Regular Riders and 10 percent ride infrequently. The vast majority (96%) of Drive Alone Commuters are Work Commuters. Nearly four out of five (79%) Drive Alone Commuters are employed full-time.

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

- ~ Are more likely to live in South or East King County.
- ~ Are older, on average, than other commuters – average age is 44
- ~ Have a higher median household income than Bus Commuters.

Metro Bus Commuters

Seventeen percent (17%) of all Commuters ride Metro to work. All Bus Commuters are Regular Riders. The majority (87%) of Bus Commuters are Work Commuters. Three percent (3%) commute to work and school, 10 percent commute to school only. Nearly four out of five (77%) Bus Commuters are employed full-time.

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

- ~ More likely to live in North King County.
- ~ Younger – average age is 39.
- ~ Less affluent – median household income is $58,234.
- ~ Less likely to have a valid driver's license and to not have a vehicle available for their personal use.

Table 18: Demographic Characteristics by Commute Mode

	All Commuters (n = 1,581) (n_w = 1,418)	Drive Alone (n = 614) (n_w = 869) (a)	Metro Bus (n = 589) (n_w = 230) (b)	Carpool / Vanpool (n = 101) (n_w = 104) (c)	Other (n = 203) (n_w = 138) (d)
Area of Residence					
Seattle / North King	44%	38%	**62% (ac)**	36%	**58% (ac)**
South King	33	**36 (bd)**	21	**40 (bd)**	23
East King	23	**26 (b)**	16	24	18
Rider Status					
Regular Rider	26%	5%	100%	**19% (a)**	**47% (ac)**
Infrequent Rider	9	10		12	14
Non-Rider	65	**85 (cd)**		**69 (d)**	39
Mean # of Trips	6.6	0.7	30.1	2.4	9.5
Employment Status					
Employed Full-Time	76%	**79% (d)**	**77% (d)**	73%	67%
Employed Part-Time	9	9	8	12	9
Self-Employed	7	6	2	4	5
Student	8	5	**13 (a)**	12	**19 (a)**

	All Commuters (n = 1,581) (n_w = 1,418)	Drive Alone (n = 614) (n_w = 869) (a)	Metro Bus (n = 589) (n_w = 230) (b)	Carpool / Vanpool (n = 101) (n_w = 104) (c)	Other (n = 203) (n_w = 138) (d)
Gender					
Male	50%	48%	45%	44%	**61% (abc)**
Female	50	**52 (d)**	**55 (d)**	**56 (d)**	39
Age					
16-17 yrs.	3%	2%	4%	6%	7%
18-19 yrs.	1	1	**3 (a)**	4	2
20-24 yrs.	5	4	**7 (a)**	8	7
25-34 yrs.	18	15	**25 (a)**	19	**31 (a)**
35-44 yrs.	28	**31 (bd)**	24	26	20
45-54 yrs.	26	27	24	20	24
55-64 yrs.	16	**18 (bd)**	12	15	9
65 or older	3	3	2	2	0
Mean (years)	42.0	43.6	38.9	38.8	37.0
Income					
Less than $7,500	2%	1%	2%	4%	3%
$7,500 to $15,000	3	2	**6 (a)**	0	4
$15,000 to $25,000	4	3	**7 (a)**	7	7
$25,000 to $35,000	6	4	7	6	**12 (a)**
$35,000 to $55,000	20	18	**26 (ac)**	19	16
$55,000 to $75,000	20	21	20	14	18
$75,000 to $100,000	21	22	18	24	18
$100,000 or more	26	**29 (b)**	15	25	23
Median	$71,481	$75,598	$58,234	$73,547	$65,001
Ethnicity					
Caucasian	83%	**84% (b)**	79%	83%	81%
Asian American	7	7	9	7	7
Hispanic	5	4	4	8	7
African American	4	**4 (c)**	**6% (c)**	1	4
Other	2	2	4	2	2
Household Type					
Single-Person / Adult	20%	**21% (c)**	**21% (c)**	4%	**24% (c)**
Two-Person / Adult Only	32	31	34	40	30
Household with Children	48	48	45	56	46
Valid Driver's License					
% With Valid Driver's License	94%	**99% (bcd)**	85%	85%	86%
Number of Vehicles					
None	5%	0%	**17% (ac)**	**6% (a)**	**14% (a)**
# of Cars / Adult Household Member	.99	1.10	.74	.99	.78
Length of Residency					
% New in Past Year	5%	4%	6%	4%	10%

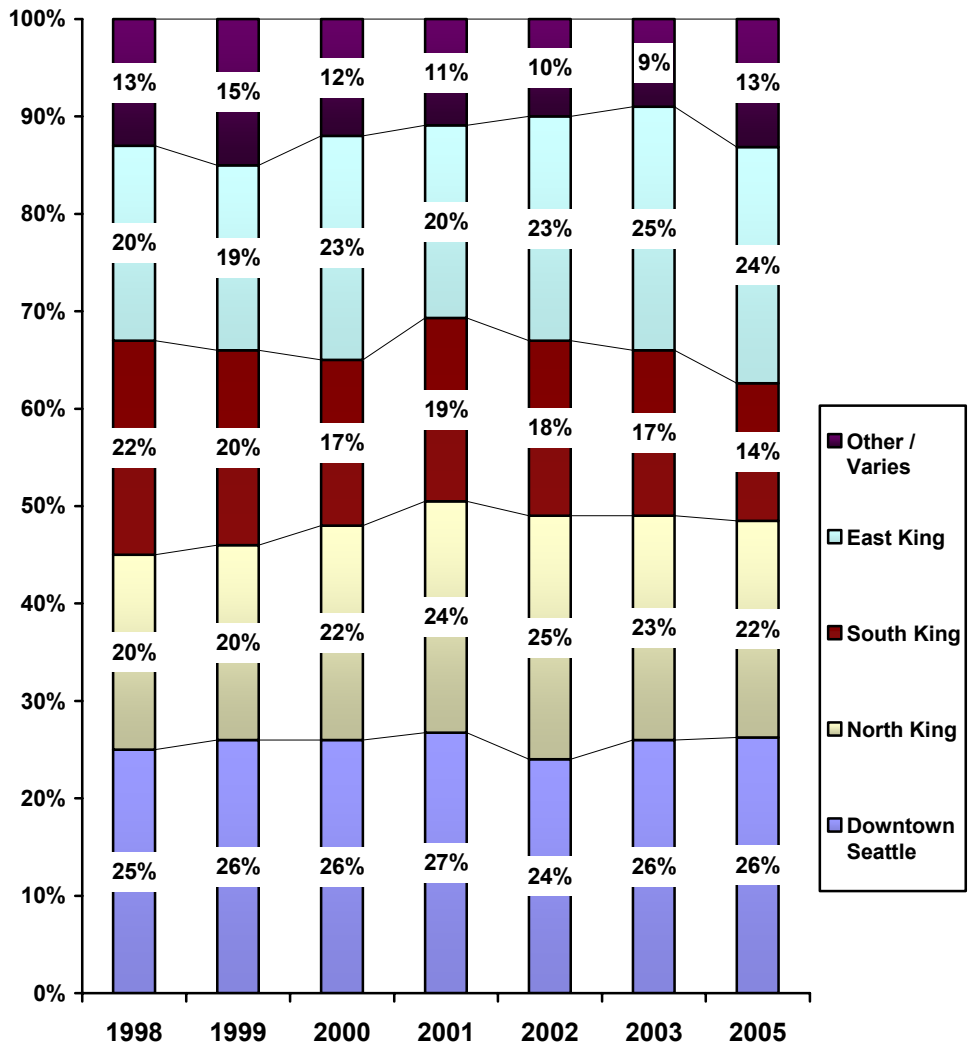
Work Location

More than one out of four (26%) Commuters work or attend school in downtown Seattle. This figure has changed little over the years. Twenty-two percent (22%) work in North King County; again this figure has changed little over the years.

Fourteen percent (14%) of all Commuters work or attend school in South King County. The percentage of Commuters working in South King County has decreased over the years.

Nearly one out of four (24%) Commuters work or attend school in East King County. This figure has increased significantly since 2001 when only 20 percent of Commuters worked in East King County.

Figure 33: Work Location – 1998 to 2005



There has been little change in the percentage of commuters traveling to downtown Seattle.

East King County has experienced significant growth in the percentage of commuters traveling to that region while there has been some decrease in the percentage traveling to South King County.

Base: All Commuters 2005 (n = 1,581, n_w = 1,418); 2003 (n = 1,678; n_w = 1,508), 2002 (n = 1,628; n_w = 1,506), 2001 (n = 1,593; n_w = 1,447); sample sizes not available prior to 2001

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

Work Location by Area of Residence

Over half (55%) of all commuters live and work or attend school in the same general area of King County. This is computed by taking the weighted average of the percentages of North King County residents who work in North King County (69%), the percentage of East King County residents who work in East King County (59%), and the percentage of South King County residents who work in South King County (34%).

Nearly half (48%) of all commuters travels to North King County, including 26 percent who work downtown. More than two out of three (69%) Commuters who live in North King County also work there – 38 percent work downtown. This is lower than in 2003 when 76 percent of North King County Commuters lived and worked in the same area.

Nearly one of out four (24%) Commuters works in East King County. Six out of ten (59%) Commuters who live in East King County also work there. This is the same as in 2003.

South King County is the work destination for the fewest (14%) number of Commuters. Moreover, South King County residents are the most likely to commute to work locations outside their area of residence. While one-third (34%) of Commuters who live in South King County also work there, 36 percent commute to North King County. Fewer South King County workers live and work in the same area than in 2003 – 34 percent compared with 43 percent, respectively.

Table 19: Work Location by Area of Residence

		Area of Residence		
Work Location	**All Commuters (n = 1,581) (n_w = 1,418)**	**North King (n = 534) (n_w = 629) (a)**	**South King (n = 528) (n_w = 464) (b)**	**East King (n = 519) (n_w = 325) (c)**
North King County (net)	48%	69%	36%	26%
Downtown Seattle	26%	**38% (bc)**	18%	16%
North King	22	**31 (bc)**	**18 (c)**	10
South King County	14%	4%	**34% (ac)**	5%
East King County	24%	14	13	**59% (ab)**
Other	13%	12%	16%	11%

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

Over half (55%) of all commuters live and work or attend school in the same general area of King County.

Work Location by Commute Mode

More than one out of four (26%) commuters travel to downtown Seattle.

The vast majority (84%) of Commuters who ride the bus to work or school commutes to North King County – 58 percent commute to downtown Seattle.

Almost as many carpoolers / vanpoolers commute to an East King County work location (32%) as to North King (38%).

Table 20: Work Location by Commute Mode

		Commute Mode			
	All Commuters (n = 1,581) (n_w = 1,418)	**Drive Alone** (n = 614) (n_w = 869) (a)	**Metro Bus** (n = 589) (n_w = 230) (b)	**Carpool / Vanpool** (n = 101) (n_w = 104) (c)	**Other** (n = 203) (n_w = 138) (d)
North King County	48%	40%	**84% (acd)**	38%	64%
Downtown Seattle	26%	18%	**58% (acd)**	24%	36%
North King	22	22	26	14	28
South King County	14%	**18% (bc)**	5%	**18% (bc)**	7%
East King County	24%	**30% (bc)**	8%	**32% (bc)**	17%
Other	13%	11%	4%	12%	12%

Question 31A: In what geographic area do you work or attend school?
Question Q32: How do you usually get to and from work or school?

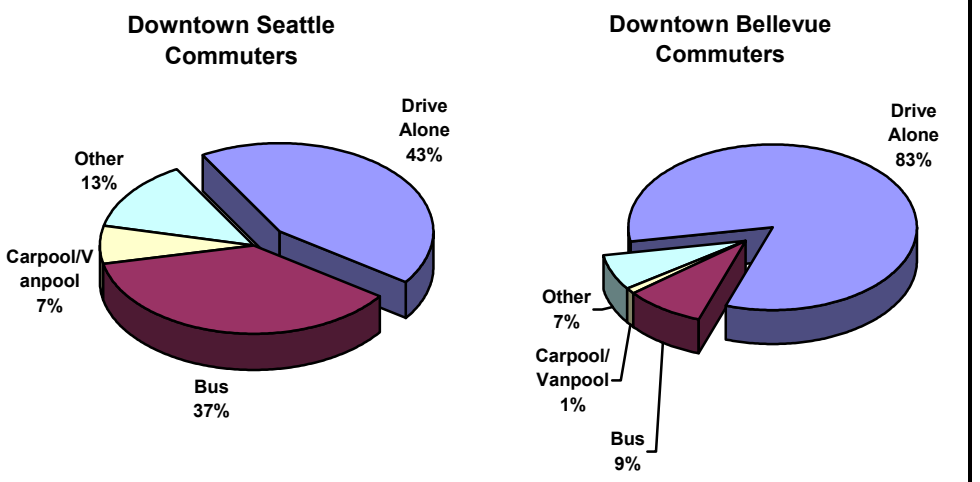
More than one out of four (26%) commuters travel to downtown Seattle. Nearly three out of five (58%) bus commuters work or attend school downtown.

Commute Modes to Major Downtown Areas

More than two out of five (43%) Commuters who work in downtown Seattle drive alone to work or school. A slightly smaller number (37%) commute by bus.

On the other hand, more than four out of five (83%) Commuters who work or attend school in downtown Bellevue drive alone to work. Less than one out of ten (9%) take the bus. Despite the fact that the earlier analysis (page 69) shows that a significant percentage (32%) of carpoolers and vanpoolers work or attend school in East King County, only 1 percent of those working or attending school in downtown Bellevue carpool or vanpool to work. Note the sample size for Downtown Bellevue Commuters is relatively small (n_w = 80).

Figure 34: Commute Modes to Major Downtown Areas



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

Base: Downtown Seattle Commuters (n = 568; n_w = 372)

Base: Downtown Bellevue Commuters (n = 89; n_w = 80)

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

Question Q32: How do you usually get to and from work or school?

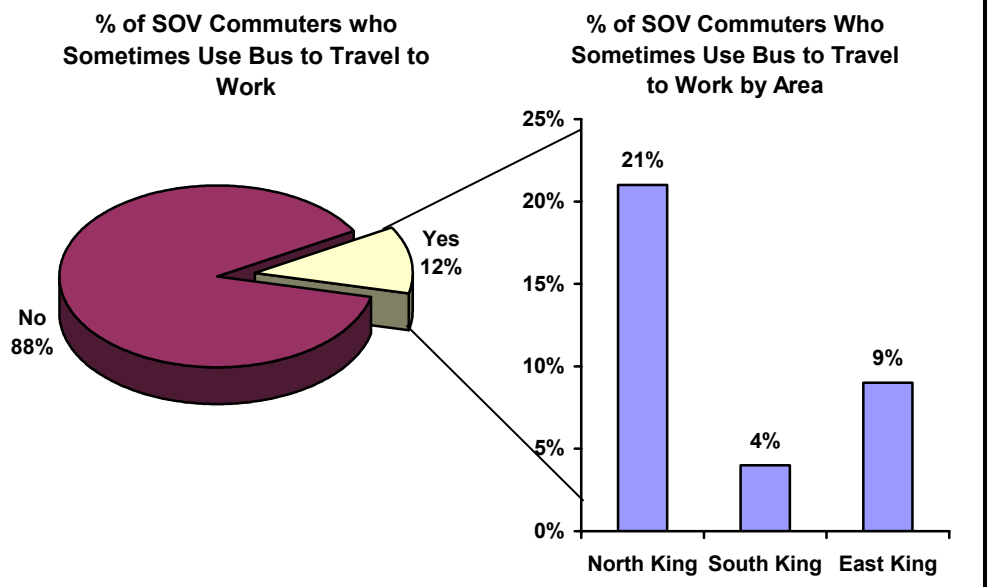
Occasional Use of Metro to Get to Work

Commuters who drive alone to work or school (Drive-Alone Commuters) were asked if they sometimes use Metro Transit to commute.

One out of eight (12%) Drive-Alone Commuters occasionally use the bus to get to work. This is most common among North King County Commuters – 21 percent of whom occasionally use the bus to commute to work.

Among Drive-Alone Commuters who use the bus occasionally, nearly half (46%) use the bus between zero and two days per month to commute to work. However, some report more frequent use. On average, Drive-Alone Commuters, who also use the bus, commute an average of six days per month by bus.

Figure 35: Occasional Use of Bus to Travel to Work



One out of eight (12%) Commuters who drive alone to work occasionally use the bus to get to work.

Base: SOV Commuters Who Travel to a Fixed Location (n = 614; n_w = 869)

Base: SOV Commuters Who Sometimes Use the Bus to Travel to Work (n = 115; n_w = 103)

Question 35A: Do you sometimes use Metro Transit to get to or from work?

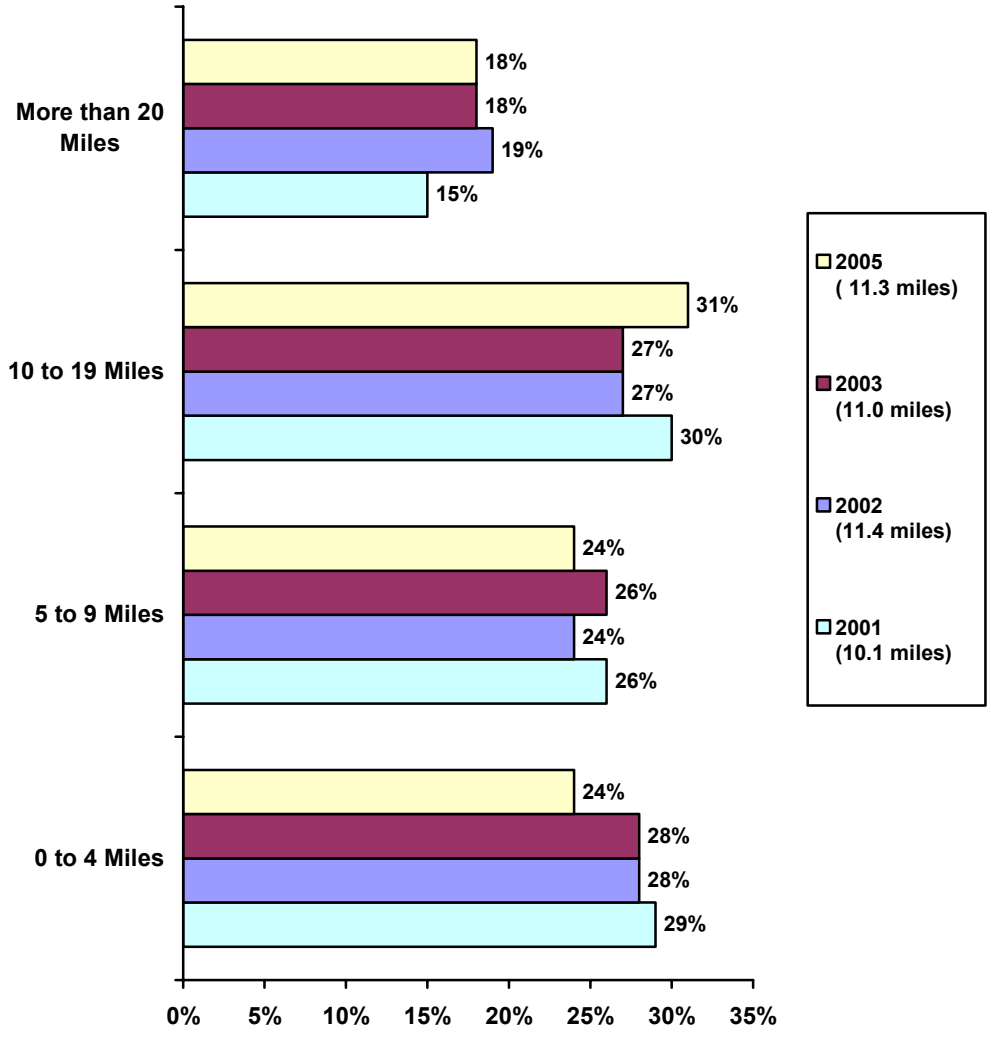
Travel Distance and Time to Work / School

Miles Traveled

Nearly half (49%) of all Commuters drive 10 or more miles to work or school. The percentage of travelers driving between 10 and 19 miles also increased significantly between 2003 and 2005 – from 27 percent to 31 percent, respectively.

On average, Commuters travel 11.3 miles from their home to work or school – up 10 percent from 2001.

Figure 36: Travel Distance to Work / School



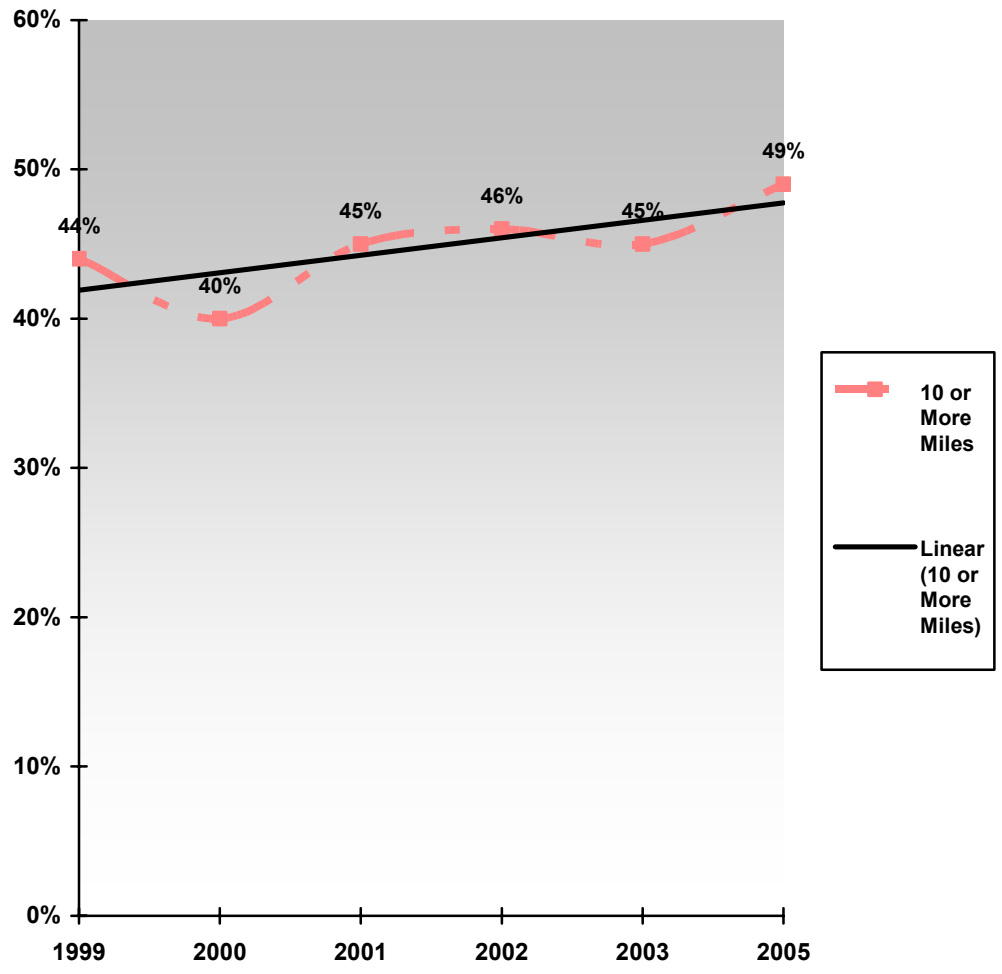
The percentage of travelers driving 10 or more miles to work or school has increased over the years. Notably the percentage driving between 10 and 19 miles has increased in the past two years.

Base: All Commuters 2005 (n = 1,581, n_w = 1,418); 2003 (n = 1,678; n_w = 1,508), 2002 (n = 1,628; n_w = 1,506), 2001 (n = 1,593; n_w = 1,447)

Questions Q33: How many miles do you travel from home to (work / school) one-way?

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

Figure 37: Percent of Commuters Traveling Ten or More Miles



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

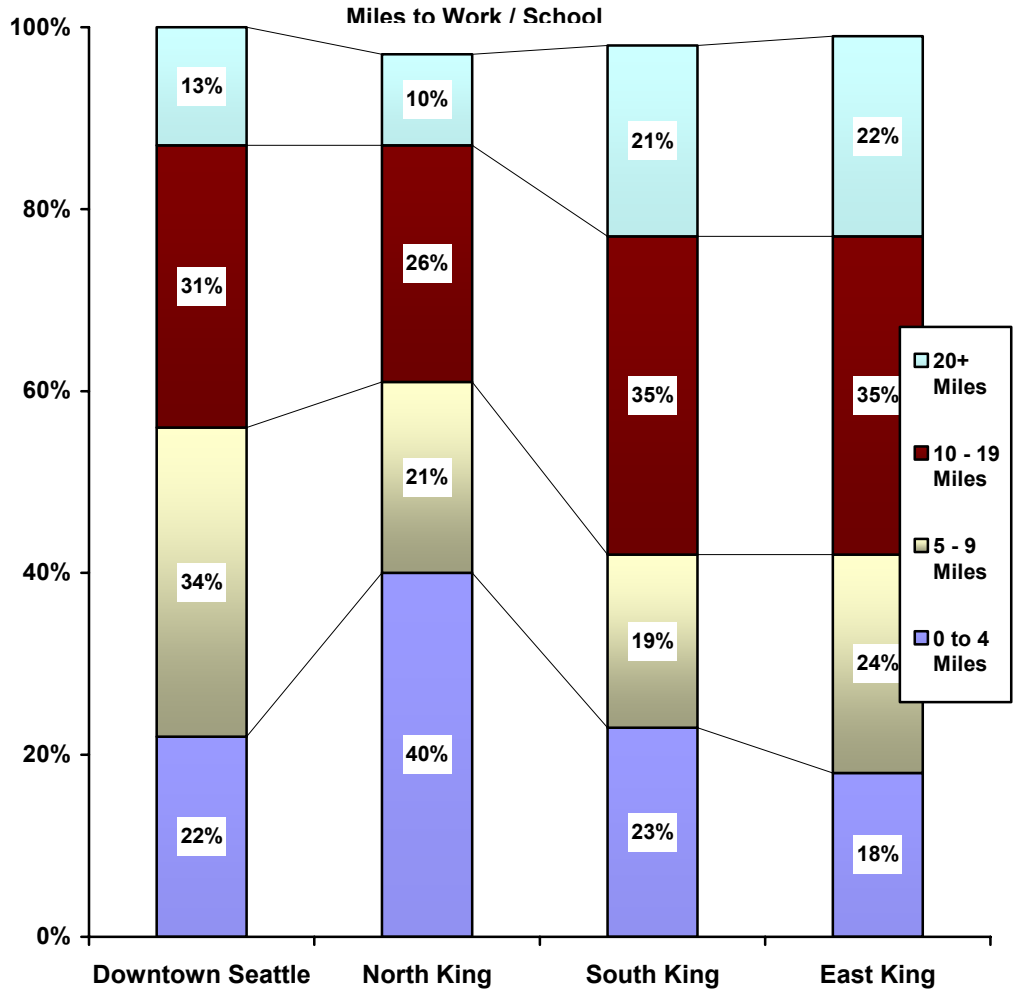
Base: All Commuters 2005 (n = 1,581, n_w = 1,418); 2003 (n = 1,678; n_w = 1,508), 2002 (n = 1,628; n_w = 1,506), 2001 (n = 1,593; n_w = 1,447); sample sizes not available prior to 2001

Questions Q33: How many miles do you travel from home to (work / school) one-way?

By Work / School Location

Those working in North King County (excluding downtown Seattle) travel the shortest distance to work or school averaging 8.4 miles – two out of five (40%) travel less than five miles. Those commuting to East King County travel the greatest distance – more than half (57%) travels 10 or more miles or an average of 12.4 miles.

Figure 38: Miles Traveled by Work / School Location



Those working in East King County have the longest commutes – averaging more than 12 miles. More than half (57%) travel 10 or more miles to work.

Base: All Commuters Working In Downtown Seattle (n = 568; n_w = 372); North King (n = 323; n_w = 311); South King (n = 182; n_w = 202); East King (n = 330; n_w = 337)

Questions Q33: How many miles do you travel from home to (work / school) one-way?

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

A pairing of home and work or school location provides further insight in the variance in miles traveled to work or school.

Those living in East King County and commuting to South King County travel the greatest distances to work – on average 23 miles. Others that drive an above-average distance include:

- ~ Those living in South King County who commute to East King County – 20.1 miles.
- ~ Those living in North King County who commute to South King County – 20.1 miles.
- ~ Those living in South King County who commute to downtown Seattle – 17.8 miles.

Table 21: Average Commute Distance to Work / School by Home and Work / School Location

		Area of Residence		
Work Location	**All Commuters (n = 1,581) (n_w = 1,418)**	**North King (n = 534) (n_w = 629) (a)**	**South King (n = 528) (n_w = 464) (b)**	**East King (n = 519) (n_w = 325) (d)**
Downtown Seattle	10.1	6.3	17.8	16.4
Other North King County	8.4	5.7	12.5	13.5
South King County	12.0	20.1	9.3	23.0
East King County	12.4	14.5	20.1	8.7
All Commuters	11.3	9.0	13.9	12.0

Questions Q33: How many miles do you travel from home to (work / school) one-way?
Question 31A: In what geographic area do you work or attend school?

Commuters who live in East King County and commute to South King County travel the greatest distance to work or school – on average, 23 miles.

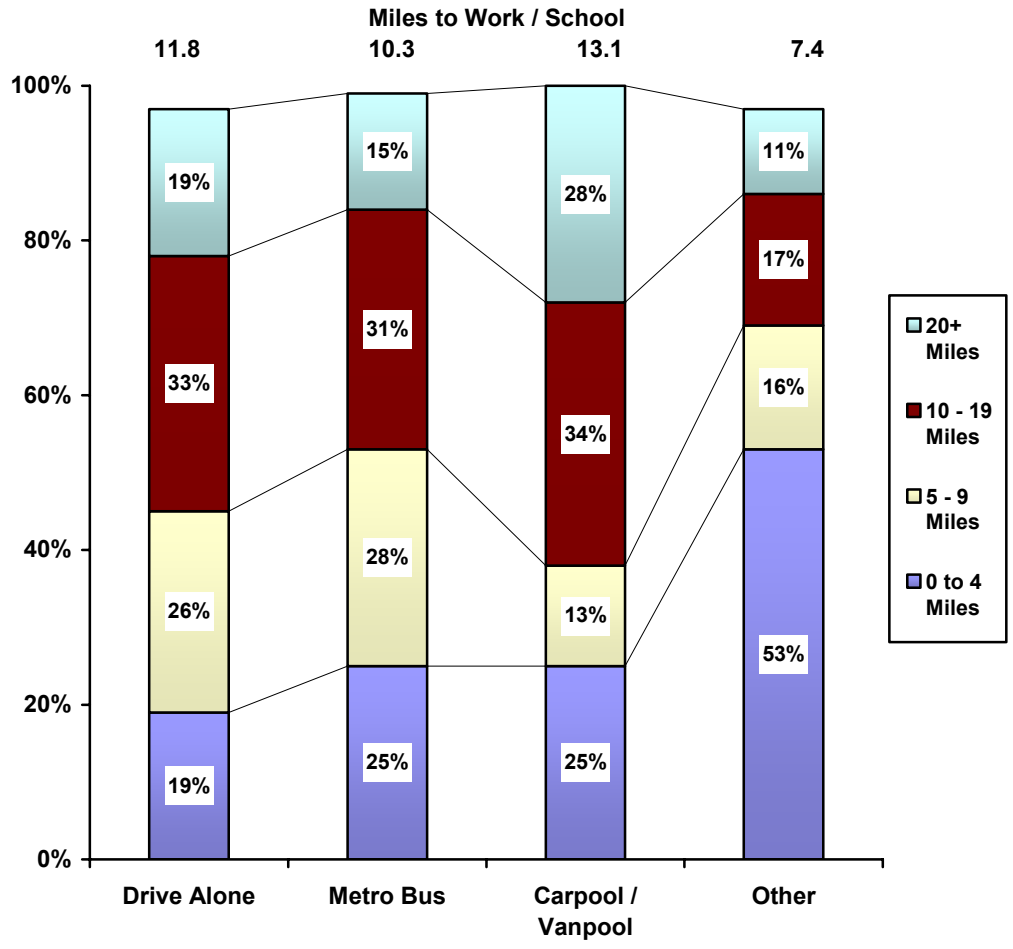
By Travel Mode to Work / School

Those who use other travel modes – primarily bicycle or walk – travel the shortest distance to work or school – 53 percent travel less than 5 miles.

Those who carpool or vanpool have the longest commute distances – on average 13.1 miles. More than one out of four (28%) carpoolers / vanpoolers travel 20 or more miles.

There are no significant differences in distance traveled to work or school between those who drive alone and those who ride the bus. Moreover, the average distance traveled to work or school by those who drive alone is not significantly different from those who commute by bus.

Figure 39: Miles Traveled by Travel Mode to Work / School



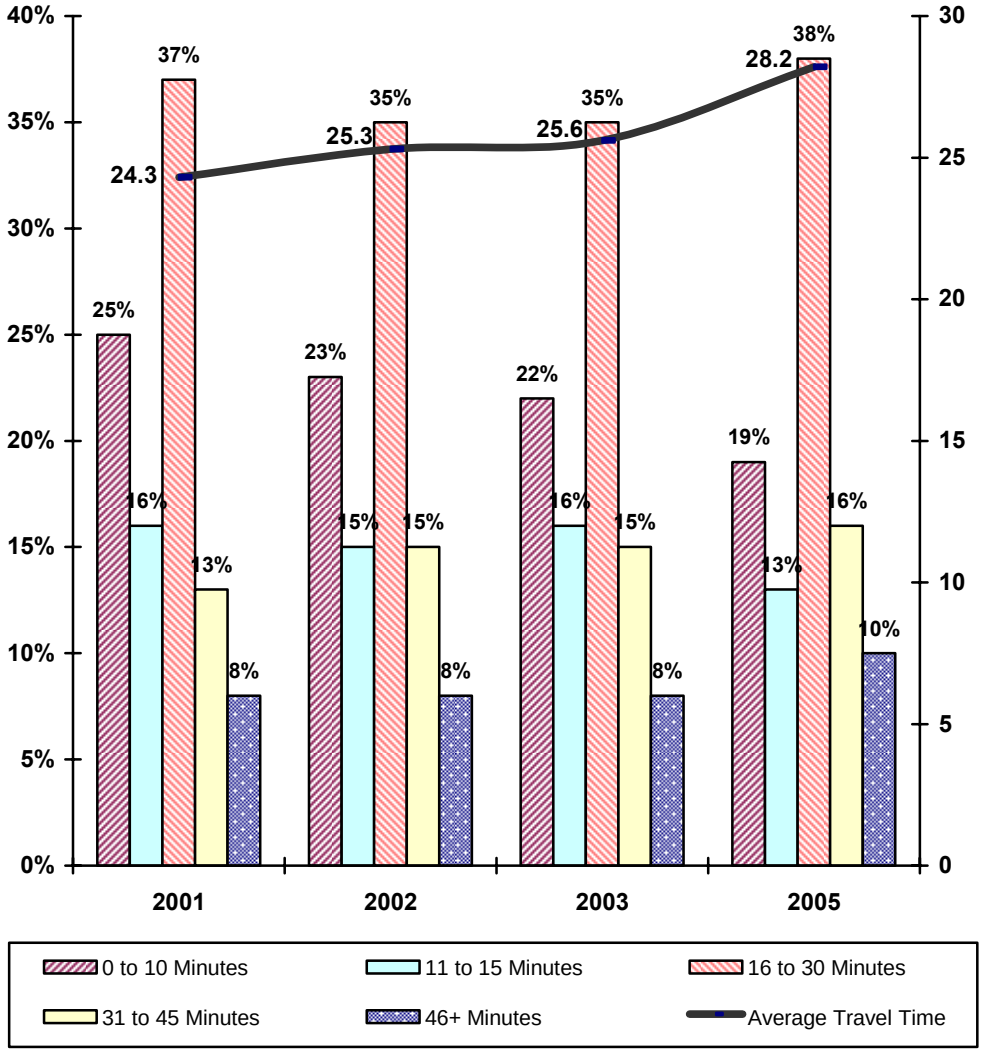
Those who carpool or vanpool to work or school travel the greatest distance – on average 13 miles. More than one out of four (28%) carpoolers / vanpoolers commutes 20 plus miles; 52 percent drive 10 or more miles.

Base: Commuters Who Travel to Fixed Location and who Commute by Mode: Drive Alone (n = 615; n_w = 869); Metro Bus (n = 589; n_w = 230); Carpool / Vanpool (n = 101; n_w = 104); Other (n = 203; n_w = 138)
Questions Q33: How many miles do you travel from home to (work / school) one-way?
Question Q32: How do you usually get to and from work or school?

Travel Time to Work / School

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

Figure 40: Travel Time to Work / School



Consistent with the increase in the number of miles traveled, travel time to work also increased significantly between 2001 and 2005.

Base: Commuters Who Travel to Fixed Location 2005 (n = 1,518, n_w = 1,354); 2003 (n = 1,562; n_w = 1,425), 2002 (n = 1,549; n_w = 1,405), 2001 (n = 1,522; n_w = 1,359)

Questions Q34A: About how long does that (travel from home to (work / school) one-way) usually take you?

Comparisons of Travel Time and Distance to Work

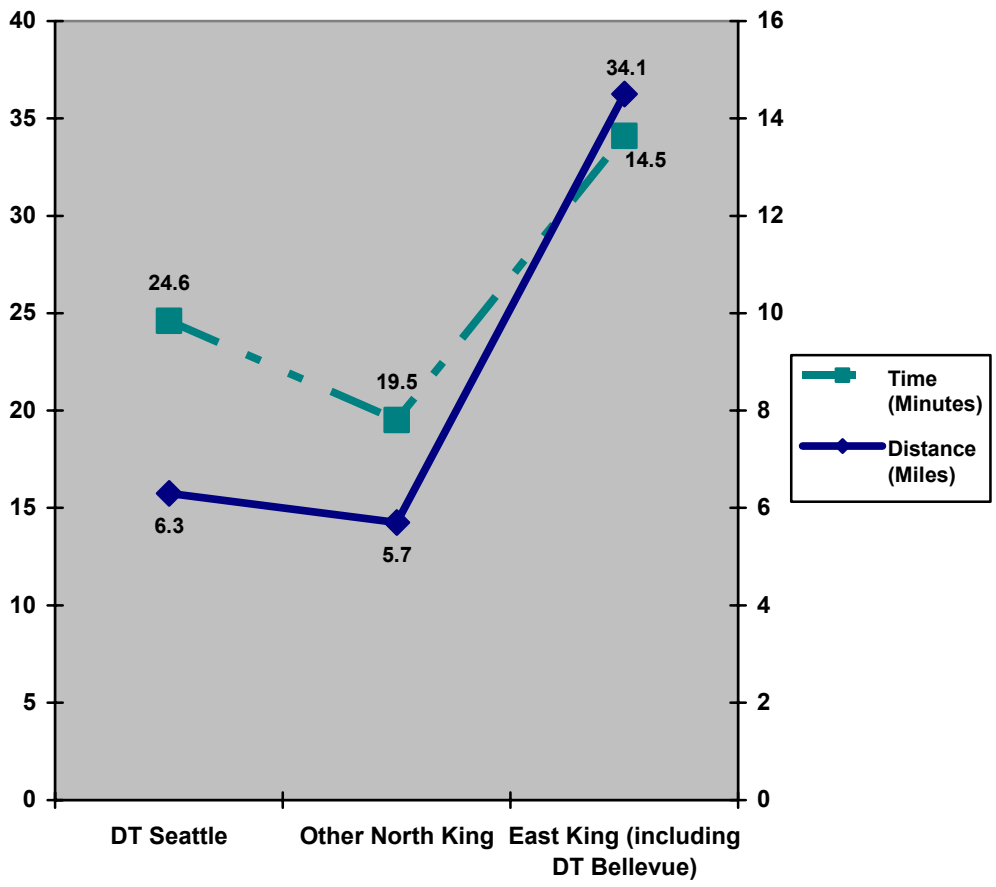
A comparison of distance traveled and travel time for the major pairings of residence and work destination provides greater insight into how commuters travel and the extent to which they may be experiencing travel delays.

North King County Commuters

Nearly half (48%) of all North King County Commuters works or attends school in downtown Seattle (26%) or other North King County (22%) areas. One out of four (24%) work in East King County.

As Figure 41 shows, North King County Commuters traveling to downtown Seattle experience the slowest rate of travel – taking 24.6 minutes to travel an average of 6.3 miles. On the other hand, while North King County Commuters traveling to East King County drive the longest distance (14.5 miles), their travel times relative to distance are shorter (34.1 minutes).

Figure 41: Travel Time and Distance to Work or School by Area of Residence and Work Destination – North King County Commuters



North King County Commuters traveling to downtown Seattle experience the slowest rate of travel – taking 24.6 minutes to travel an average of 6.3 miles.

Base: North King County Commuters Who Travel to Fixed Location (n = 510; n_w = 599)

Questions Q33: How many miles do you travel from home to (work / school) one-way?

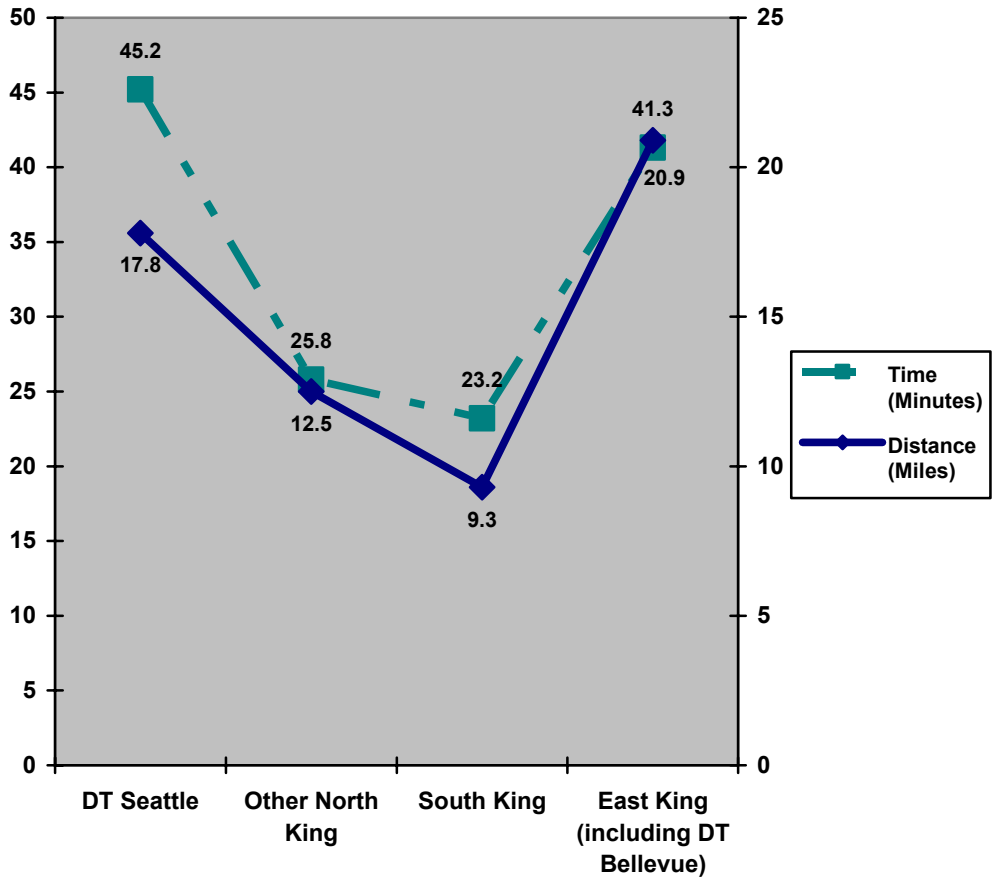
Questions Q34A: About how long does that (travel from home to (work / school) one-way) usually take you?

South King County Commuters

South King County Commuters are the least likely segment to both live and work in the same area – 34 percent work in South King County, 36 percent work or attend school in downtown Seattle (18%) or other North King County (18%) locations, and 13 percent work in East King County.

As Figure 42 shows, South King County Commuters traveling to downtown Seattle experience the slowest rate of travel – taking an average of 45.2 minutes to travel 17.8 miles. In addition, travel within the subarea – from a South King County residence to a South King County work location – is relatively slow – taking an average of 23.2 minutes to travel just 9.3 miles.

Figure 42: Travel Time and Distance to Work or by Area of Residence and Work Destination – South King County Commuters



Base: South King County Commuters Who Travel to Fixed Location (n = 508; n_w = 443)
Questions Q33: How many miles do you travel from home to (work / school) one-way?
Questions Q34A: About how long does that (travel from home to (work / school) one-way) usually take you?

South King County Commuters traveling to downtown Seattle experience the slowest rate of travel – taking an average of 45.2 minutes to travel 17.8 miles.

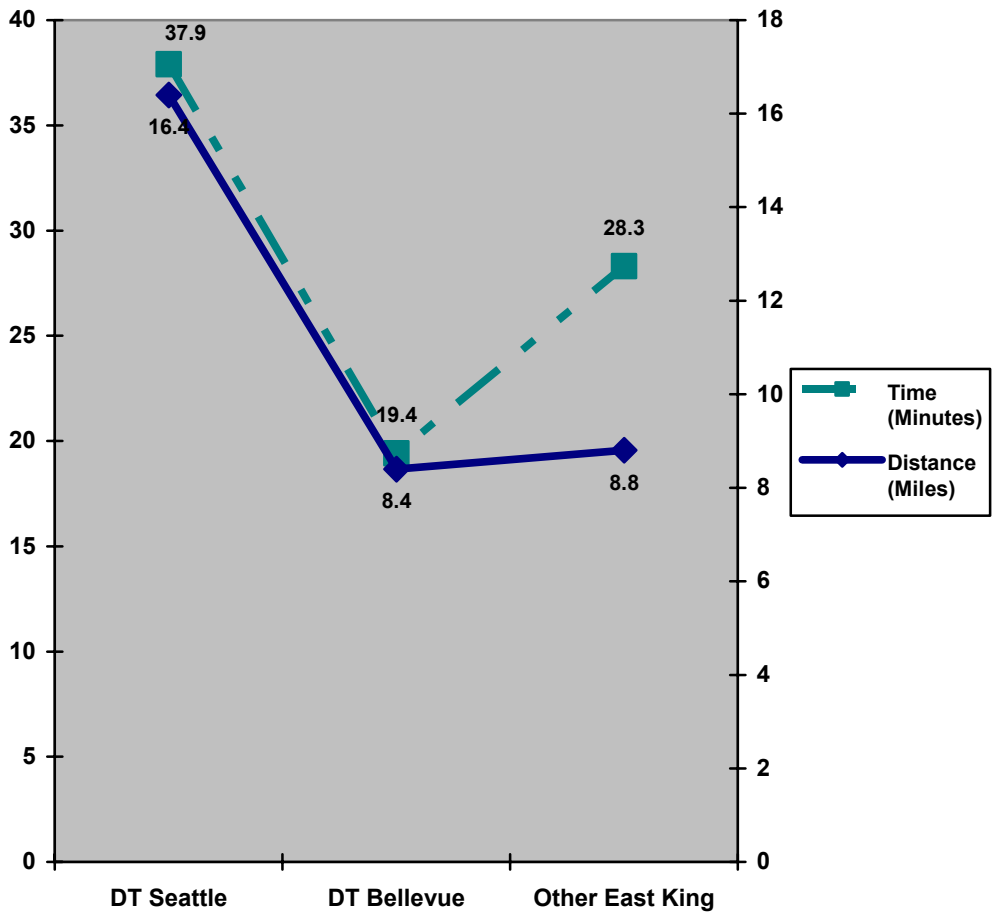
In addition, travel within the subarea – from a South King County residence to a South King County work location – is relatively slow – taking an average of 23.2 minutes to travel just 9.3 miles.

East King County Commuters

East King County Commuters are the most likely segment to live and work in the same area. Nearly three out of five (59%) East King County Commuters work in East King County – 15 percent in downtown Bellevue and 44 percent in other areas of East King County.

As Figure 43 shows, East King County Commuters have the least difference between distance traveled and the time required, suggesting the lowest levels of congestion encountered. However, those traveling to East King County destinations outside of downtown Bellevue have the greatest difference between distance traveled and the time required to travel that distance – taking an average of 28.3 minutes to travel 8.8 miles.

Figure 43: Travel Time and Distance to Work or School by Area of Residence and Work Destination – East King County Commuters



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

Base: East King County Commuters Who Travel to Fixed Location (n = 500; n_w = 311)

Questions Q33: How many miles do you travel from home to (work / school) one-way?

Questions Q34A: About how long does that (travel from home to (work / school) one-way) usually take you?

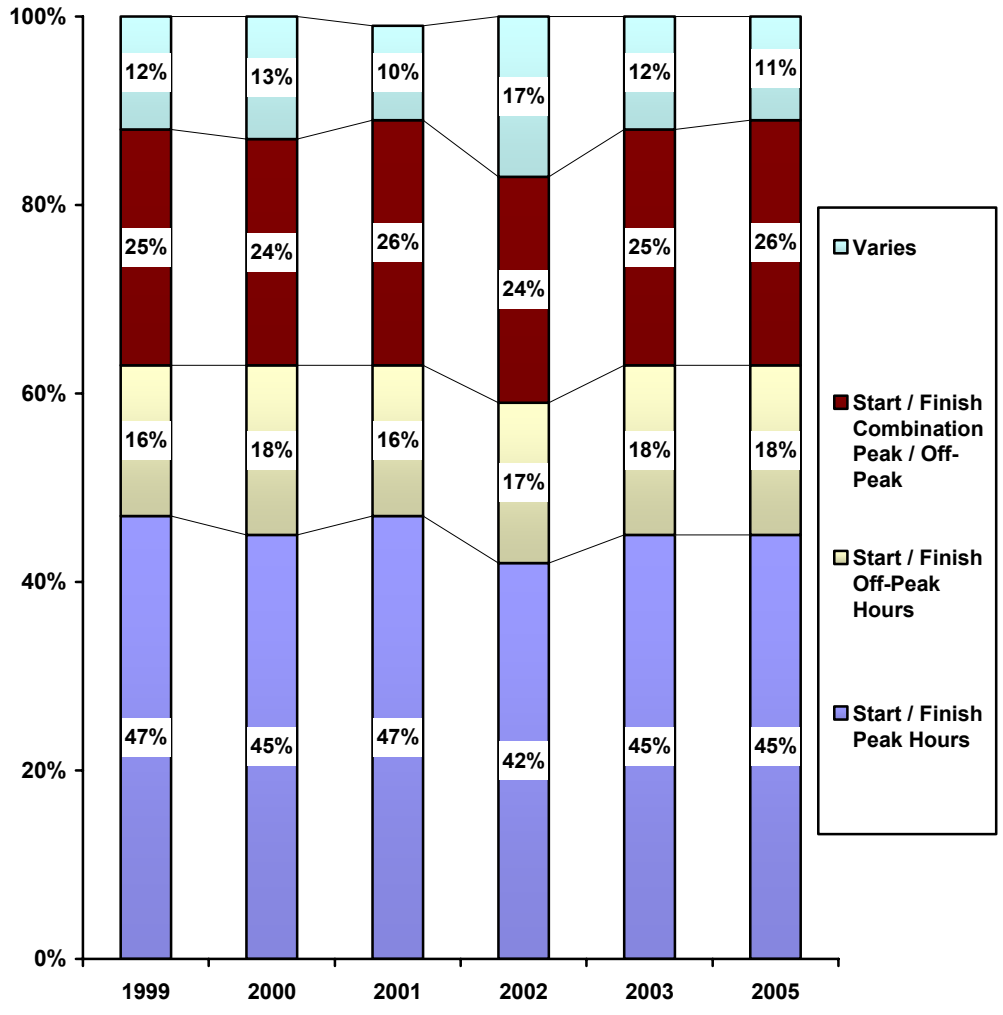
Work / School Hours

Usual Work / School Hours

Forty-five percent (45%) of all commuters start and finish work during peak hours – i.e., started between 6:00 and 9:00 a.m. and finished between 3:00 and 6:00 p.m.

There has been relatively little variation in work or school hours over the years. The only notable exceptions include an increase in the percentage of commuters who said their work / school hours varied in 2002 and a corresponding decrease in the percentage of employees who said their work / school both started and finished during traditional peak hours.

Figure 44: Work / School Hours



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

Base: Commuters Who Travel to Fixed Location 2005 (n = 1,518, n_w = 1,354); 2003 (n = 1,562; n_w = 1,425), 2002 (n = 1,549; n_w = 1,405), 2001 (n = 1,522; n_w = 1,359); sample sizes not available prior to 2001

Question Q36: What is your usual schedule at (work / school)? First, what time do you begin?

Question Q37: And what time do you finish (work / school)?

Work / School Hours by Commuter Type

In previous years, the work hour questions were asked only of Work Commuters. The base for this question was expanded in 2005 to include School Commuters. This allows for a greater understanding of actual work and commute times that would affect congestion.

Work Commuters are twice as likely as school commuters to start and finish during peak hours – 50 percent compared to 23 percent, respectively. School Commuters are more likely to start and finish during a combination of peak and off-peak hours.

Table 22: Work / School Hours by Commute Type

	All Commuters (n = 1,581) (n_w = 1,418)	Work (n = 1,422) (n_w = 1,313) (a)	School (n = 159) (n_w = 105) (b)
Start / Finish Peak	48%	**50% (b)**	23%
Start / Finish Off-Peak	16	16	21
Start / Finish Combination Peak / Off-Peak	26	24	**52 (a)**
Varies	10	**10 (b)**	4

Question Q36: What is your usual schedule at (work / school)? First, what time do you begin?
Question Q37: And what time do you finish (work / school)?

Work Commuters are twice as likely as School Commuters to both start and finish work or school during peak hours.

Work and School Commuters are equally likely to start during peak morning hours – 59 percent and 54 percent respectively. School Commuters are less likely than Work Commuters to finish during peak afternoon / evening hours – 32 percent and 56 percent, respectively.

Table 23: Start / Finish Work / School Hours by Commute Type

	All Commuters (n = 1,581) (n_w = 1,418)	Work (n = 1,422) (n_w = 1,313) (a)	School (n = 159) (n_w = 105) (b)
Start Peak	59%	59%	54%
Start Off-Peak	33	32	41
Varies	8	8	5
Finish Peak	54%	**56% (b)**	32%
Finish Off-Peak	37	35	**64 (a)**
Varies	9	10	4

Question Q36: What is your usual schedule at (work / school)? First, what time do you begin?
Question Q37: And what time do you finish (work / school)?

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

Work / School Hours by Commute Mode

Transit users are more likely than those who drive alone to work or school to both start and finish work / school during peak hours – i.e., started between 6:00 and 9:00 a.m. and finished between 3:00 and 6:00 p.m. Over half (54%) of transit users start and finish work during peak hours compared to 45 percent of drive alone commuters. This is also true for carpoolers / vanpoolers, although this difference does not show as statistically significant due to the smaller sample sizes. Fifty-five percent (55%) of carpoolers / vanpoolers say they start and finish work during peak hours. Carpoolers / vanpoolers are the most likely segment to have fixed hours. Only 2 percent of those who carpool or vanpool say the hours when they start or finish work or school varies.

Table 24: Work Hours by Commute Mode

	Commuters Who Travel to a Fixed Work Location				
	All (n = 1,518) (n_w = 1,354)	**Drive Alone** (n = 614) (n_w = 869) (a)	**Metro Bus** (n = 586) (n_w = 229) (b)	**Carpool / Vanpool** (n = 101) (n_w = 104) (c)	**Other** (n = 203) (n_w = 138) (d)
Start / Finish Peak	48%	45%	**54% (a)**	55%	49%
Start / Finish Off-Peak	16	16	15	14	20
Start / Finish Combination Peak / Off-Peak	26	27	24	29	22
Varies	10	**12 (bc)**	**6 (c)**	2	9

Question Q36: What is your usual schedule at (work / school)? First, what time do you begin?
Question Q37: And what time do you finish (work / school)?

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

Distribution of Morning Work / School Start Times

Three out of five (61%) commuters begin work / school between 6:00 and 8:59 a.m. An additional 14 percent start work / school during the shoulder period of 9:00 and 9:59 a.m. These figures have varied little over the years.

Carpoolers / vanpoolers are significantly more likely than those who drive alone or use transit to start work / school between 6:00 and 8:59 a.m. – 81 percent compared with 61 percent and 63 percent, respectively. Notably, three out of five (61%) carpoolers / vanpoolers start work / school between 7:30 and 8:59 a.m. with an above-average number starting between 7:30 and 7:59 a.m. (22%) and 8:30 and 8:59 a.m. (16%).

Table 25: Distribution of Morning Work / School Start Times

Morning Work Start Times	Commuters Who Travel to a Fixed Work Location				2005		
	2001 (n = 1,522) (n_w = 1,359) (a)	2002 (n = 1,549) (n_w = 1,405) (b)	2003 (n = 1,562) (n_w = 1,425) (c)	2005 (n = 1,518) (n_w = 1,354) (d)	Drive Alone (n = 614) (n_w = 869) (a)	Metro Bus (n = 589) (n_w = 229) (b)	Carpool / Vanpool (n = 101) (n_w = 104) (c)
6:00 a.m. to 6:29 a.m.	6%	6%	4%	6%	**7% (b)**	4%	**7% (b)**
6:30 a.m. to 6:59 a.m.	**6 (bc)**	3	4	4	4	6	4
7:00 a.m. to 7:29 a.m.	14	14	12	12	13	11	9
7:30 a.m. to 7:59 a.m.	**12 (b)**	9	10	11	10	10	**22 (ab)**
8:00 a.m. to 8:29 a.m.	20	21	22	21	21	24	23
8:30 a.m. to 8:59 a.m.	8	7	8	7	6	8	**16 (a)**
9:00 a.m. to 9:29 a.m.	10	11	**13 (a)**	12	12	13	6
9:30 a.m. to 9:59 a.m.	2	2	2	2	1	3	2
Varies	8	**12 (ad)**	9	8	**9 (c)**	**7 (c)**	0

Question Q36: What is your usual schedule at (work / school)? First, what time do you begin?
Question Q37: And what time do you finish (work / school)?

Distribution of Afternoon Work / School Stop Times

While 61 percent of all commuters begin work / school during peak morning commute times, fewer (56%) end work / school during these times. An additional 12 percent start work / school during the shoulder period of 6:00 and 6:59 p.m. While these numbers have remained relatively the same over the years, there has been some change within these time periods. Notably, there has been a slow but steady increase in the percent of commuters stating that they finish work / school between 5:00 and 5:29 p.m. In addition, there has been a significant decrease in the percentage of commuters who say the time they finish work / school varies between 2002 and 2005 – from 16 percent to 10 percent, respectively.

Both transit users and carpoolers / vanpoolers are significantly more likely than those who drive alone or use transit to finish work / school between 3:00 and 5:59 p.m. – 63 percent and 62 percent compared with 54 percent, respectively. Notably, nearly two out of five (38%) transit workers finish work / school between 4:30 and 5:29 p.m.

Table 26: Distribution of Afternoon Work / School Stop Times

	Commuters Who Travel to a Fixed Work Location				2005		
Afternoon Work Stop Times	**2001** (n = 1,522) (n_w = 1,359) (a)	**2002** (n = 1,549) (n_w = 1,405) (b)	**2003** (n = 1,562) (n_w = 1,425) (c)	**2005** (n = 1,518) (n_w = 1,354) (d)	**Drive Alone** (n = 614) (n_w = 869) (a)	**Metro Bus** (n = 589) (n_w = 229) (b)	**Carpool / Vanpool** (n = 101) (n_w = 104) (c)
3:00 p.m. to 3:29 p.m.	6%	5%	6%	6%	7%	6%	5%
3:30 p.m. to 3:59 p.m.	6	**7 (c)**	5	5	6	5	5
4:00 p.m. to 4:29 p.m.	9	9	9	9	9	8	12
4:30 p.m. to 4:59 p.m.	**9 (b)**	5	**8 (b)**	**8 (b)**	7	**12(ac)**	9
5:00 p.m. to 5:29 p.m.	19	19	21	**22 (b)**	20	**26 (a)**	20
5:30 p.m. to 5:59 p.m.	7	5	7	6	5	6	11
6:00 p.m. to 6:29 p.m.	8	8	9	10	10	10	11
6:30 p.m. to 6:59 p.m.	2	2	2	2	2	1	2
Varies	10	**16 (acd)**	12	10	12	6	2

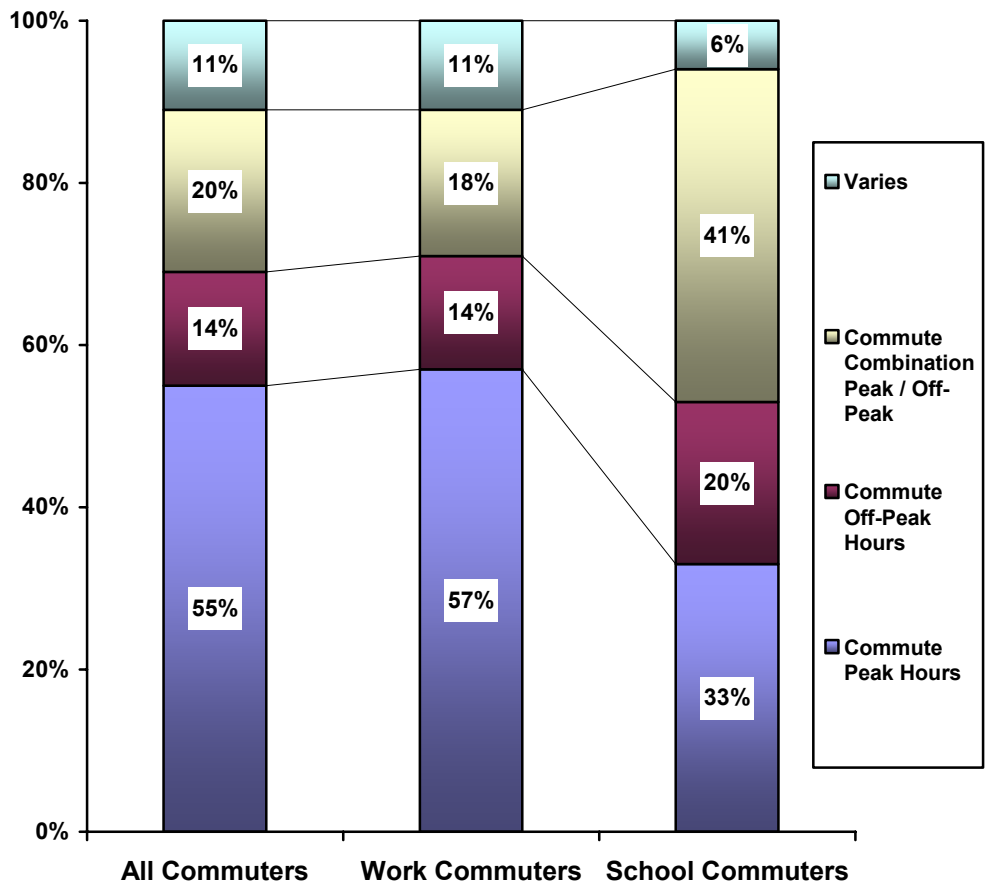
Question Q36: What is your usual schedule at (work / school)? First, what time do you begin?
Question Q37: And what time do you finish (work / school)?

Commute Times

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

More than half (55%) of all Commuters commute during both peak morning and afternoon / evening commute periods. Note this is significantly more than the 45 percent who report starting work during these hours. Again, Work Commuters are significantly more likely than School Commuters to commute during morning and afternoon / evening commute periods. School Commuters are more likely to commute during peak morning commute periods and off-peak afternoon / evening periods.

Figure 45: Commute Times



More than half (55%) of all Commuters commute during peak morning and afternoon / evening periods. This is especially true for Work Commuters.

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

Question: Computed variable based on Q36 (What is your usual schedule at (work / school)? First, what time do you begin?) and Q37 (And what time do you finish (work / school)?)

Commute Times by Commute Mode

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

Table 27: Commute Times by Commute Mode

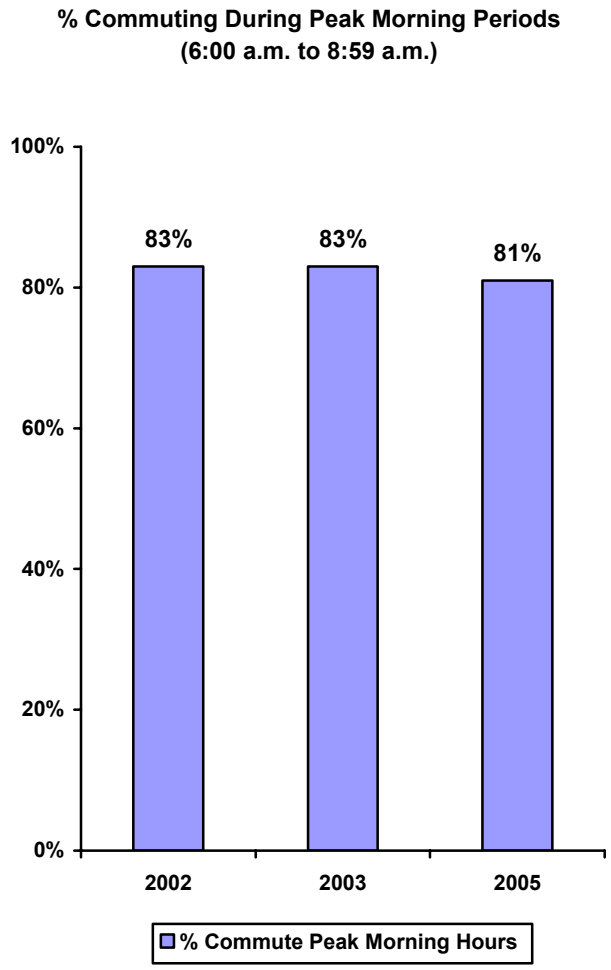
	Commuters Who Travel to a Fixed Work Location			
	Drive Alone (n = 614) (n_w = 869) (a)	**Metro Bus** (n = 586) (n_w = 229) (b)	**Carpool / Vanpool** (n = 101) (n_w = 104) (c)	**Other** (n = 203) (n_w = 138) (d)
Commute Peak	51%	**62% (a)**	**64% (a)**	58%
Commute Off-Peak	15	13	10	16
Commute Combination Peak / Off-Peak	21	17	24	15
Varies	13	8	2	10

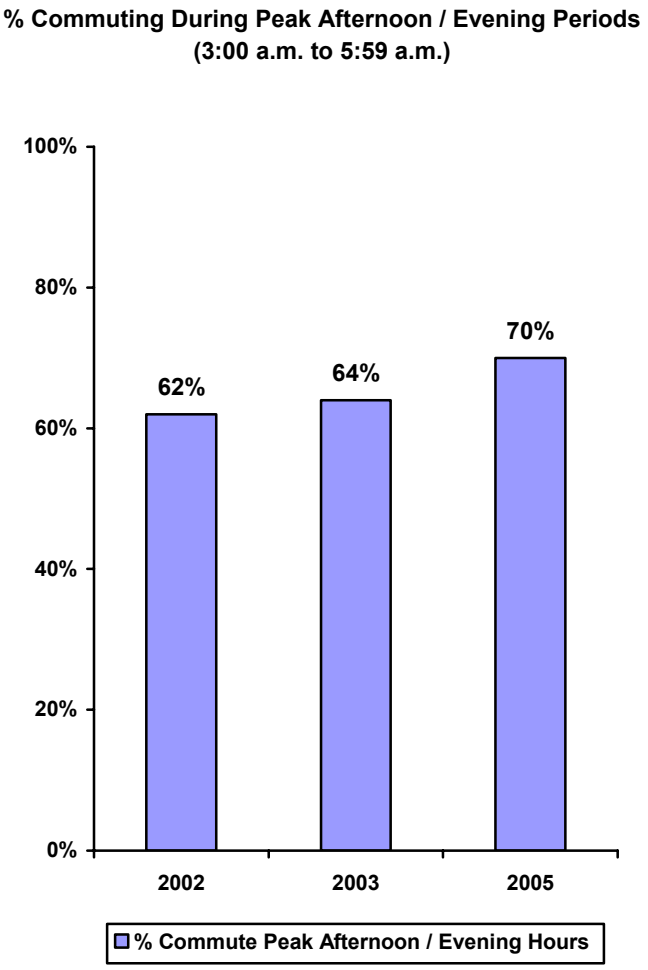
Question: Computed variable based on Q36 (What is your usual schedule at (work / school)? First, what time do you begin?) and Q37 (And what time do you finish (work / school)?)

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

While there has been no significant change in the percentage of commuters who travel to work during peak morning commute periods (83 percent in 2002 compared with 81 percent in 2005), there has been a significant increase in the number traveling home from work or school during the peak afternoon / evening commute periods (62 percent in 2002 compared with 70 percent in 2005).

Figure 46: Trends in Usual Commute Times 2002 to 2005





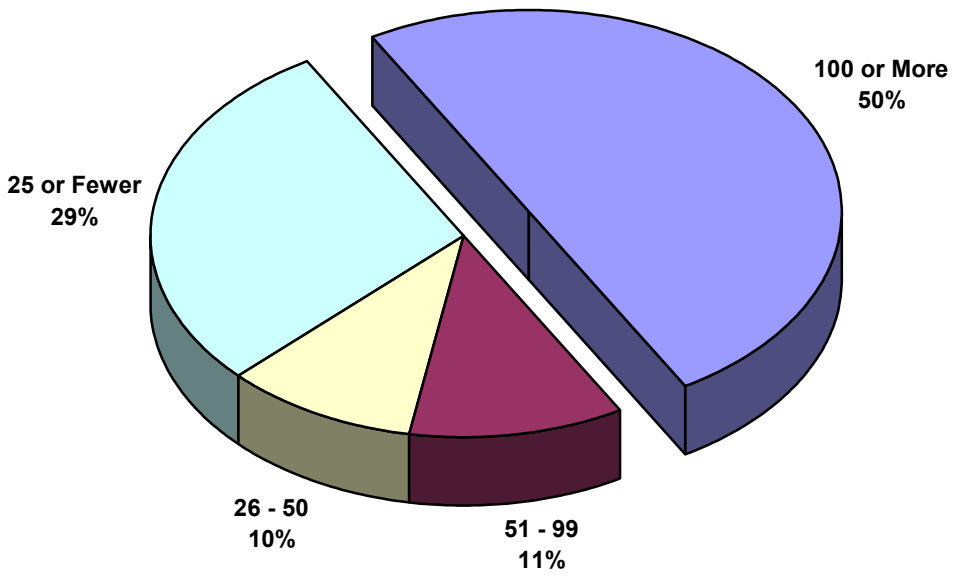
Base: All Commuters Who Work Fixed Hours: 2005 (n = 1,006; n_w = 866); 2003 (n = 1,005; n_w = 908); 2002 (n = 1,960; n_w = 848)

Question: Computed variable based on Q36 (What is your usual schedule at (work / school)? First, what time do you begin?) and Q37 (And what time do you finish (work / school)?)

Employer Size

Half (50%) of all Work Commuters reported that they work for companies with 100 or more employees at their place of employment. Note large employers (those with 100 or more employees) are subject to Commute Trip Reduction (CTR) requirements. This is the same as in previous years.

Figure 47: Employer Size



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

Base: Work Commuters (n = 1,422; n_w = 1,313)

Questions Q38: About how many employees work for your employer at your place of employment?

One out of three (33%) Commuters working for the largest employers work in Downtown Seattle.

Table 28: Work Location by Employer Size

	Number of Employees	
	100 or More (n = 704) (n_w = 603) (a)	**Less than 100** (n = 597) (n_w = 607) (b)
North King (net)	51%	49%
Downtown Seattle	**33% (b)**	25%
Other North King	18	**24 (a)**
South King	15%	14%
East King (net)	26%	25%
Downtown Bellevue	5%	7%
Other East King	21	18
Other	7%	12%

Base: Work Commuters
Questions Q38: About how many employees work for your employer at your place of employment?

One out of three (33%) Commuters who work for the largest employers work in Downtown Seattle.

One out of five (20%) Commuters working for the largest employers take the bus to work compared to just 12 percent of those working for smaller companies. This is partly due to the fact that more large employers are in downtown Seattle and those commuting to downtown Seattle are more likely to take the bus. However, even in this case, Commuters working for the largest employers are more likely to take the bus – 41 percent of downtown Seattle Commuters working for the largest employers takes the bus compared with 30 percent of downtown Seattle Commuters working for smaller employers.

Table 29: Commute Mode by Employer Size

	Number of Employees	
	100 or More (n = 704) (n_w = 603) (a)	**Less than 100** (n = 597) (n_w = 607) (b)
Drive Alone (SOV)	64%	**71% (a)**
Metro Bus	**20 (b)**	12
Carpool / Vanpool	7	7
Other	8	10

Base: Work Commuters
Questions Q38: About how many employees work for your employer at your place of employment?

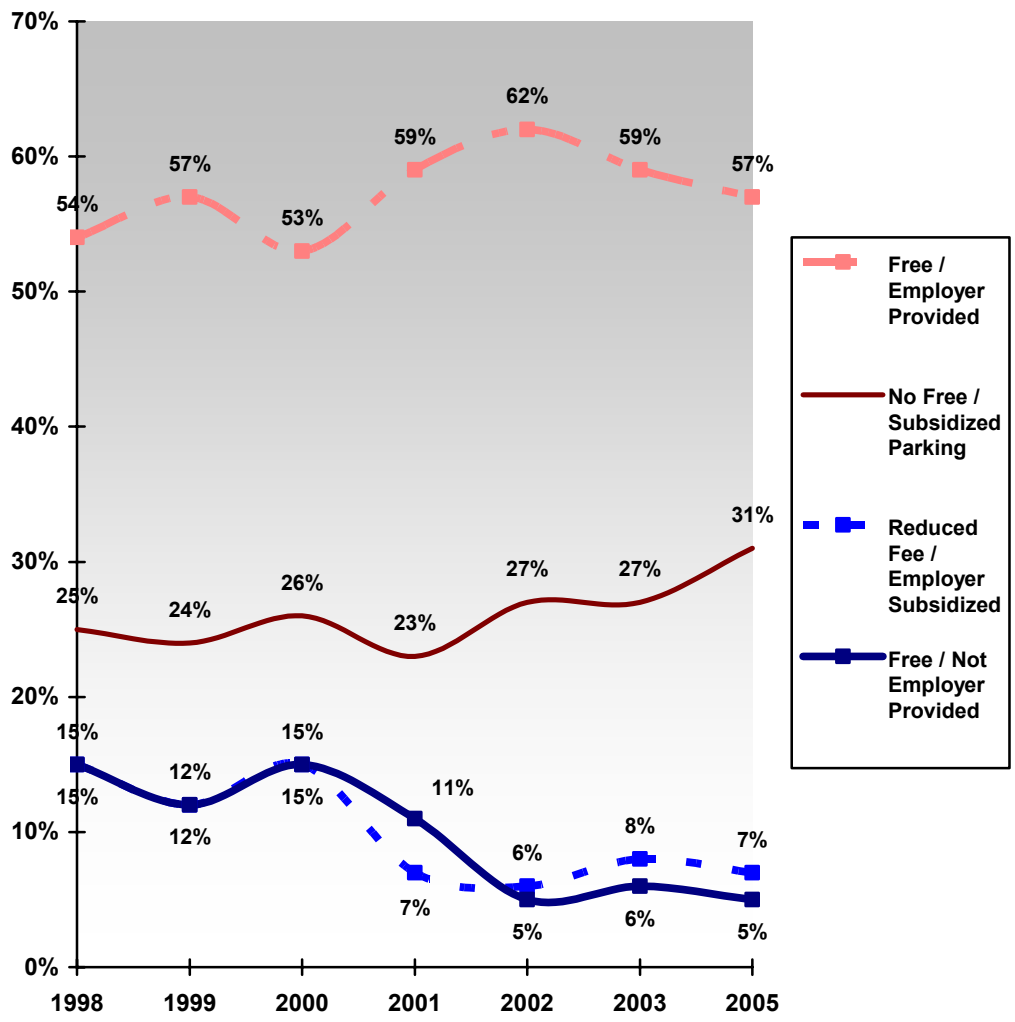
Commuters working for the largest employers are significantly more likely than those working for smaller companies to take the bus – 20% compared with 12%, respectively.

Parking Subsidies

More than three out of five (62%) employees have free parking available – either provided by their employer (57%) or through some other means (5%). However, there has been a significant decrease in the extent to which employers are providing free parking since 2002 – from 62 percent in 2002 to 57 percent in 2005.

In addition, there has been a decrease in the extent to which employees have free parking available from some other source – from 11 percent in 2001 to 5 percent in 2005.

Figure 48: Extent to Which Employer Provides Free or Reduced Fee Parking



Since 2002, there has been a steady decrease in the extent to which employers are providing free or full-subsidized parking to their employees.

However, more than three out of five (62%) employees continue to have free parking available – either from their employers or by some other means.

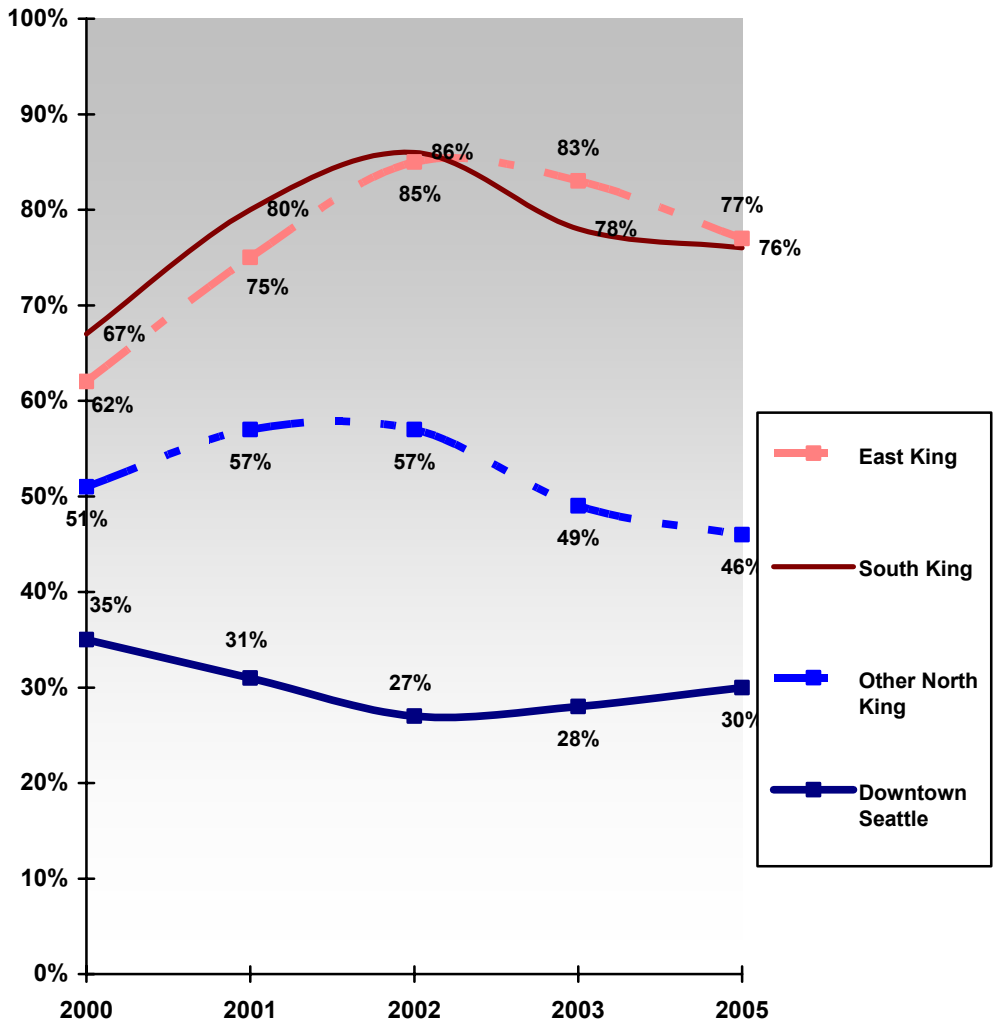
Base: All Commuters 2005 (n = 1,581, n_w = 1,418); 2003 (n = 1,678; n_w = 1,508), 2002 (n = 1,628; n_w = 1,506), 2001 (n = 1,593; n_w = 1,447); sample sizes not available prior to 2001

Question Q39: Does your employer / school offer or provide you with free or reduced fee parking?

Parking Subsidies by Work Location

The extent to which employers fully subsidize parking has decreased significantly since 2002 in all areas except downtown Seattle. Following years of decrease – from 2000 to 2002, the extent to which downtown Seattle employers are fully subsidizing parking has begun to increase – from 27 percent in 2002 to 30 percent in 2005. While this increase is not statistically significant, the linear trend does suggest some change and should be monitored over time as it is clear that the extent to which employers fully subsidize parking affects transit use.

Figure 49: Extent to Which Employer Provides Free Parking by Work Location



The extent to which employers provide fully subsidized parking has decreased in all areas – except for downtown Seattle.

Base 2005: All Commuters (n = 1,581; n_w = 1,418)

Question Q39: Does your employer / school offer or provide you with free or reduced fee parking?

Parking Subsidies by Employer Size

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

Table 30: Parking Subsidies by Employer Size

	Number of Employees	
	100 or More (n = 704) (n_w = 603) (a)	**Less than 100** (n = 597) (n_w = 607) (b)
Free – Employer Provided	59%	63%
Free – Not Employer Provided	3	5
Reduced Fee	10	4
No Free / Subsidized Parking	27	28

Questions Q39: Does your employer / school offer or provide you with free or reduced fee parking?

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

Parking Subsidies by Commute Mode

More than three out of four (76%) Drive-Alone Commuters have free parking available to them, either from their employers or through some other means. This is down from 82 percent in 2003. An additional 3 percent have reduced fee parking – again down from 2003 when 5 percent received some reduction.

Those who carpool or vanpool also have free parking available – 71 percent through their employers and 6 percent through some other means.

Slightly more than one out of five (22%) Bus Commuters have free parking available. Three out of five (59%) have no parking reductions available at all.

Table 31: Parking Subsidies by Commute Mode

	All Commuters (n = 1,581) (n_w = 1,418)	**Drive Alone** (a) (n = 614) (n_w = 869)	**Metro Bus (b)** (n = 589) (n_w = 230)	**Carpool / Vanpool (c)** (n = 101) (n_w = 104)
Free – Employer Provided	57%	**70% (b)**	21%	**71% (b)**
Free – Not Employer Provided	7	6	1	6
Reduced Fee	5	3	**19 (ac)**	6
No Free / Subsidized Parking	31	20	**59 (ac)**	18

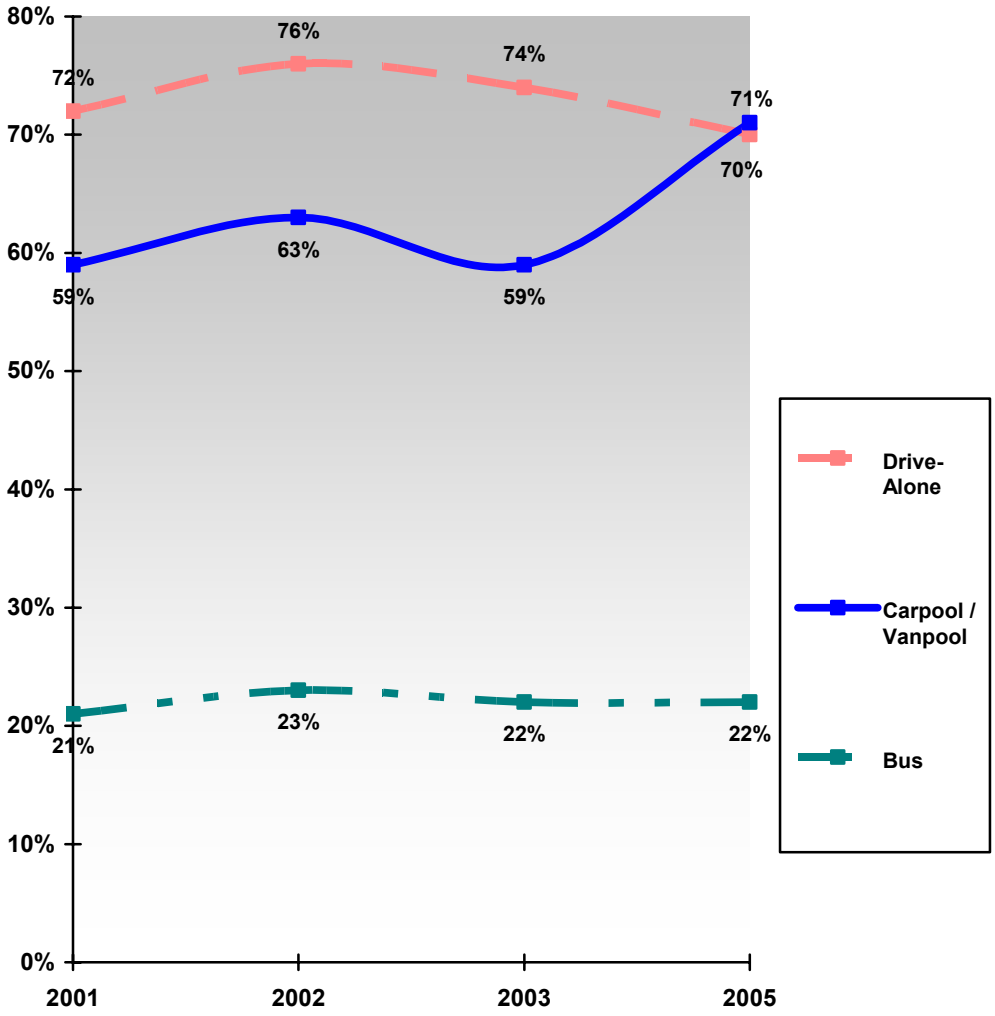
Questions Q39: Does your employer / school offer or provide you with free or reduced fee parking?

More than seven out of ten Drive-Alone Commuters and those who carpool or vanpool have free parking available from their employer.

There has been a significant decrease in the extent to which employers are providing free parking since 2002 – from 62 percent in 2002 to 57 percent in 2005. This decrease is due primarily to the decrease in the extent to which Drive-Alone Commuters have access to free, employer-provided parking.

There has been a significant increase in the extent to which employers subsidize carpool or vanpool parking. There has been no change over the years in the extent to which those who ride the bus have employer paid parking available.

Figure 50: Extent to Which Employer Provides Free Parking by Commute Mode



The extent to which employers provide fully subsidized parking has decreased significantly for commuters who drive alone to work.

Base: All Commuters 2005 (n = 1,581, n_w = 1,418); 2003 (n = 1,678; n_w = 1,508), 2002 (n = 1,628; n_w = 1,506), 2001 (n = 1,593; n_w = 1,447)

Question Q39: Does your employer / school offer or provide you with free or reduced fee parking?

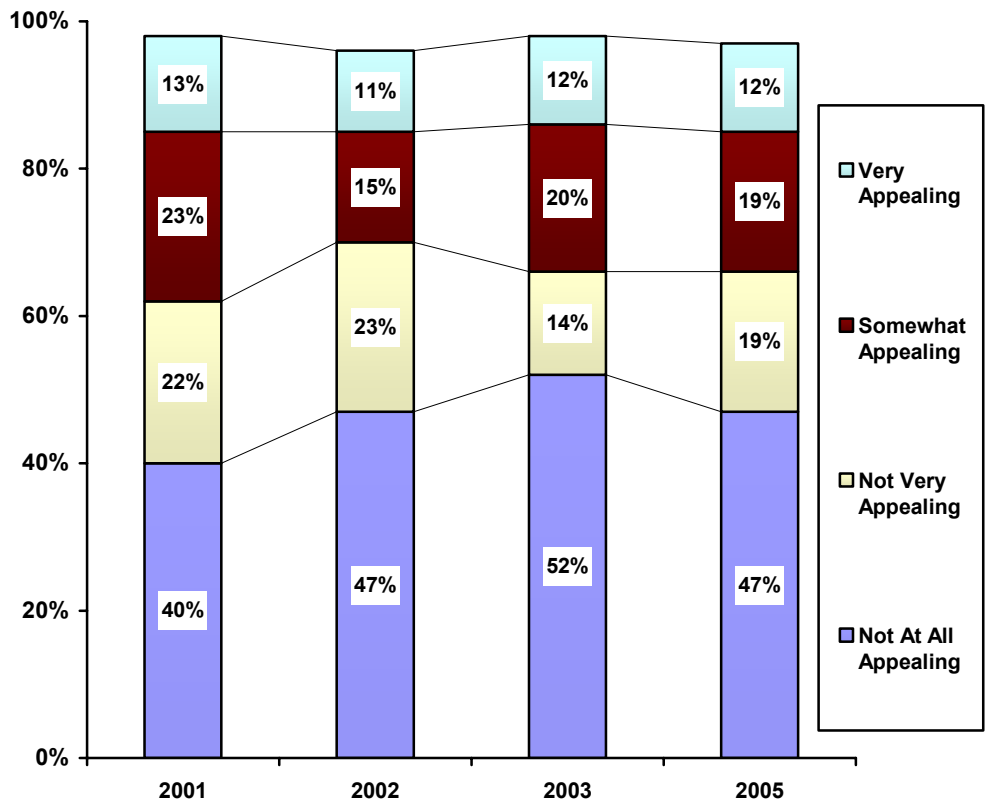
Appeal of Using the Bus to Commute to Work or School

Drive-Alone Commuters were asked how appealing the idea of using the bus instead of driving to work or school is to them. Note at Metro's request, the base for this question was changed in 2005 to include only Commuters who drive alone to work or school and who are Non-Riders. In the past, those who drove alone but rode the bus for other trips, regularly or infrequently, were included. The year-to-year comparisons shown in Figure 51 all use the new base. As a result of this change, a greater percentage of commuters find the bus to be not at all appealing compared to the numbers shown in earlier reports. The directional aspects of the results remain the same.

There has been some variation over the years in the extent to which Drive-Alone Commuters find the idea of using the bus to travel to work not at all appealing – increasing significantly between 2001 (40%) and 2003 (52%). Current year figures (47%) are the same as in 2002.

There are virtually no differences in the extent to which commuters find the idea of riding the bus very appealing.

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



Thirty-one percent (31%) of all Drive-Alone Commuters suggest that the idea of using the bus to commute to work or school is at least somewhat appealing – nearly the same percentages as in 2003 but significantly more than in 2002.

Base: Commuters Who Drive Alone to Work and Who Are Non-Riders: 2005 (n = 441; n_w = 739); 2003 (n = 448; n_w = 694); 2002 (n = 480; n_w = 772); 2001 (n = 424; n_w = 698)

Questions Q41: Overall, how appealing to you personally is the idea of using the bus instead of driving to work / school?

Columns do not sum to 100 percent; neutral category excluded.

Those working in downtown Seattle and the rest of North King County are the most likely to say the idea of the bus is at least somewhat appealing – 36 percent and 35 percent, respectively. However, a significant percentage (46%) of those working in other North King County destinations say the idea of riding the bus is not at all appealing. One third (33%) of those working in downtown Seattle say the idea of riding the bus is not very appealing.

Commuters traveling to South King County destinations are the most likely to say the idea of using the bus is not at all appealing.

Table 32: Appeal of Using the Bus to Commute to Work by Work Destination

		Work Destination			
	Drive Alone Commuters (n =441) (n_w = 739)	**Downtown Seattle (n = 63) (n_w = 108) (a)**	**North King (n = 99) (n_w = 171) (b)**	**South King (n = 84) (n_w = 146) (c)**	**East King (n = 147) (n_w = 229) (d)**
Very Appealing	12%	16%	16%	8%	11%
Somewhat Appealing	19	20	19	16	16
Neutral	3	2	5	0	4
Not Very Appealing	19	**33 (bcd)**	14	17	19
Not At All Appealing	47	29	**46 (a)**	**60 (a)**	**51 (a)**

Questions Q41: Overall, how appealing to you personally is the idea of using the bus instead of driving to work / school?

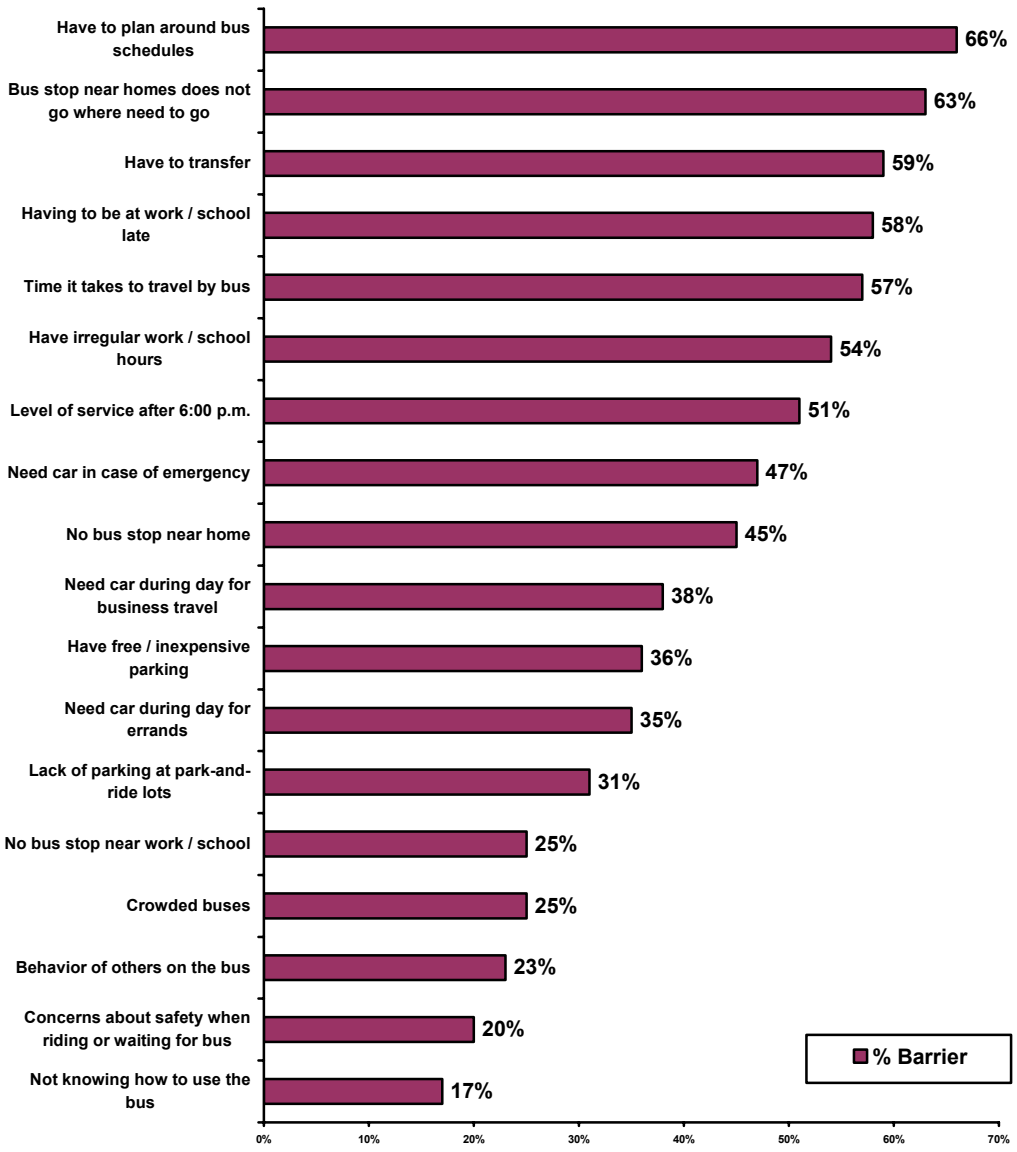
Those working in downtown Seattle and North King County are the most likely to say the idea of riding the bus to work is at least somewhat appealing.

[Blank page inserted for pagination purposes.]

Barriers to Taking the Bus to Commute to Work

Having to plan around bus schedules is the primary barrier for two out of three (66%) commuters who drive alone but find the idea of riding at least somewhat appealing. Other factors include lack of service from home to where they work (63%), having to transfer (59%), having to be and work or school late (58%) and/or having irregular hours (54%), travel time by bus (57%), and the level of service after 6:00 p.m. (51%) are the primary barriers for commuters' use of transit.

Figure 52: Barriers to Riding – Commuters Who Drive Alone / Are Non-Riders / Find the Idea of Riding the Bus Appealing



Lack of service from home to where they work is the primary barrier for 63 percent of commuters who drive alone, do not ride the bus but find the idea of riding at least somewhat appealing.

Base: All Non-Riders (n = 1,046; n_w = 1,735)

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often. ?

With a few exceptions, there has been little change over the years in the extent to which these factors are barriers to Drive Alone Commuters who find the idea of riding the bus at least somewhat appealing.

- ~ The extent to which commuters have to plan around bus schedules has increased significantly from 2002 when 53 percent said this is a barrier to 2005 when 66 percent said this is a barrier.
- ~ Having to transfer buses has increased significant from 44 percent in 2001 to 59 percent in 2005.
- ~ Having free or inexpensive parking available has increased from 24 percent in 2001 to 36 percent in 2005. Note this was not asked in 2002 and 2003.
- ~ Concerns about service (travel time by bus, the need to transfer, and the level of service after 6:00p.m.) has increased steadily since 2002.

Table 33: Barriers to Using the Bus to Commute to Work

		Commuters Who Drive Alone to Work and are Non-Riders Who Find the Bus Appealing for Work Travel			
		2001 (n =186) (n_w = 307) (a)	**2002** (n =168) (n_w = 268) (b)	**2003** (n =181) (n_w = 279) (c)	**2005** (n =181) (n_w = 311) (d)
Bus stops near home don't go where you want to go	% Barrier	67^	69%	65%	63%
	Mean	5.19	5.21	4.89	5.17
Having to plan around bus schedules	% Barrier	58%	53%	59%	**66% (b)**
	Mean	4.75	4.44	4.66	**5.01 (b)**
Time it takes to travel by bus	% Barrier	53%	45%	52%	57%
	Mean	4.48	4.26	4.44	4.72
Have to be at work / school late	% Barrier	**60% (b)**	**47%**	55%	58%
	Mean	4.51	4.05	4.36	4.57
Having to transfer buses	% Barrier	44%	54%	55%	**59% (a)**
	Mean	4.09	4.35	4.30	**4.70 (ab)**
Have irregular hours	% Barrier	59%	49%	54%	54%
	Mean	4.60	4.13	4.29	4.36
Level of service after 6:00 p.m.	% Barrier	46%	46%	49%	51%
	Mean	4.15	4.04	4.10	4.29
Needing a car in case of emergency at home	% Barrier	44%	38%	42%	47%
	Mean	4.04	3.75	3.72	4.19
Need car during day for business travel	% Barrier	43%	38%	41%	38%
	Mean	3.76	3.53	3.59	3.64
No bus stop near home	% Barrier	36%	35%	34%	45%
	Mean	3.37	3.33	3.19	3.62
Need car during day for personal errands	% Barrier	38%	35%	41%	35%
	Mean	3.54	3.32	3.78	3.52

Availability of service, scheduling, travel time by bus, and the need to transfer are the primary barriers to using the bus for commuting.

		Commuters Who Drive Alone to Work and are Non-Riders Who Find the Bus Appealing for Work Travel			
		2001 (n =186) (n_w = 307) (a)	**2002 (n =168) (n_w = 268) (b)**	**2003 (n =181) (n_w = 279) (c)**	**2005 (n =181) (n_w = 311) (d)**
Having free or inexpensive parking	% Barrier	24%	n.a.	n.a.	**36% (a)**
	Mean	2.65	n.a.	n.a.	**3.41 (a)**
Lack of parking at park-and-ride lots	% Barrier	27%	22%	25%	31%
	Mean	2.99	2.74	2.70	3.09
Behavior of others on the bus	% Barrier	23%	17%	26%	23%
	Mean	**3.14 (b)**	2.65	3.10	3.10
Crowded buses / no place to sit	% Barrier	26%	22%	19%	25%
	Mean	**3.34 (c)**	2.93	2.78	2.98
No bus stop near work / school	% Barrier	n/a	n/a	n/a	29%
	Mean	n/a	n/a	n/a	2.94
Concerns about personal safety when riding or waiting for the bus*	% Barrier	21%	15%	24%	20%
	Mean	2.82	2.41	2.80	2.77
Not knowing how to use the bus system	% Barrier	**26% (b)**	11%	18%	17%
	Mean	**2.84 (b)**	2.02	2.38	2.45

**Asked as one question prior to 2005. Split for work / school commuters or for on/off bus for 2005. Average taken to develop comparable variable.*

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often.

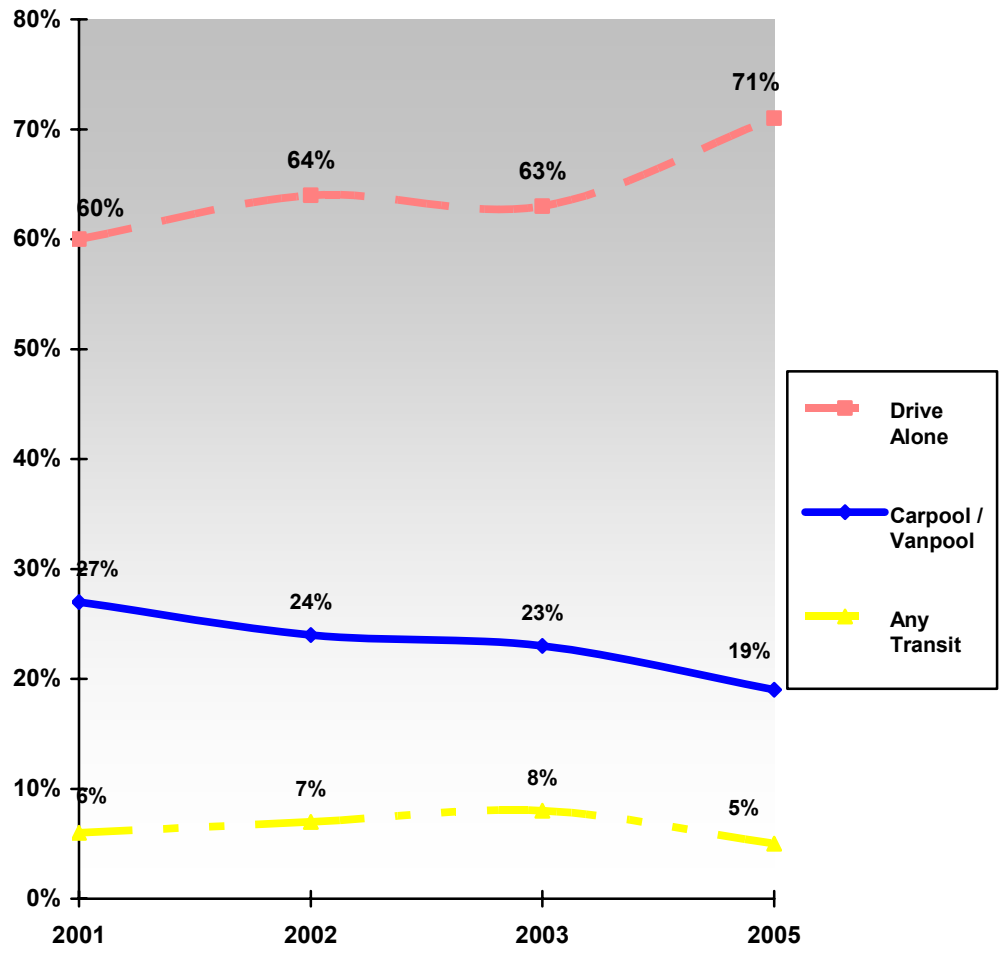
Usual Mode for Personal Travel

More than seven out of ten (71%) King County residents usually drive alone for their personal travel.

Only one out of five (19%) reported that they carpool – down from 23 percent in 2003 and significantly below the high of 27 percent reported in 2001. Of those who say they carpool in 2005, the vast majority (92%) are carpooling with other family members.

Use of bus for personal travel has remained relatively constant over the years.

Figure 53: Use Mode for Personal Travel



Seven out of ten (71%) King County residents usually drive alone for their personal travel. This figure has been increasing since 2001.

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

Question Q42: What method of transportation do you usually use to get around for most of your personal, that is non-work, travel?

Residents of South and East King County are more likely than those living in Seattle and North King County to drive alone – 74 percent of South and East King County residents usually drive alone for their personal travel compared to 66 percent of those in Seattle / North King. While the rate to which King County residents drive alone for their personal travel has increased in all areas, this increase is greatest in South King County.

Table 34: Changes in Drive Alone Rates for Personal Travel by Area of Residence

Area of Residence	2001 (n =2,434) (n_w = 2,434) (a)	2002 (n =2,409) (n_w = 2,409) (b)	2003 (n =2,412) (n_w = 2,412 (c))	2005 (n =2,427) (n_w = 2,427 (c))	% Change from 2001
All Respondents	60%	**64% (a)**	63%	**71% (abc)**	18%
Seattle / North King	57	59	59	**66 (abc)**	16%
South King	60	66	65	**74 (abc)**	23%
East King	65	69	67	**74 (ac)**	14%

Drive-alone rates for personal travel increased the most among residents of South King County.

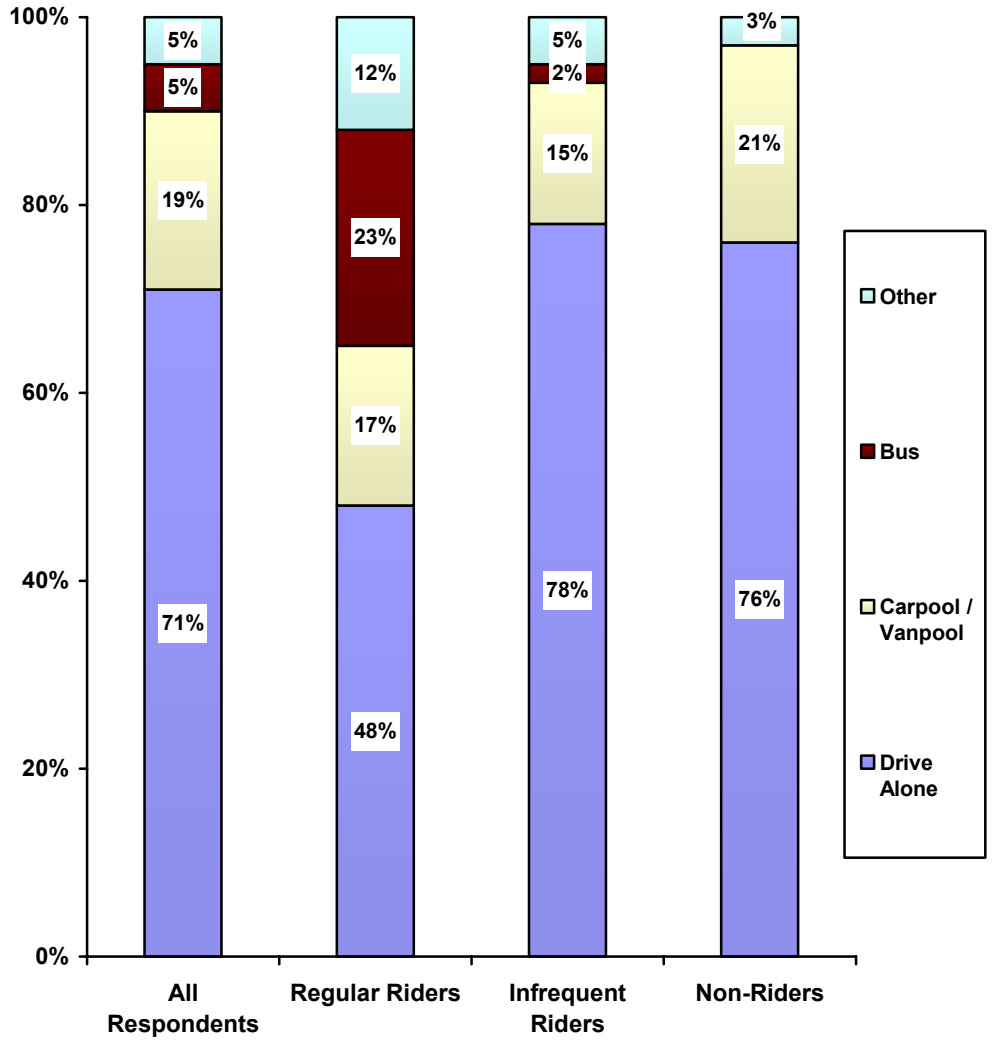
Base: Shown for all respondents

Question Q42: What method of transportation do you usually use to get around for most of your personal, that is non-work, travel?

Usual Mode for Personal Travel by Rider Status

While Regular Riders are less likely than Infrequent Riders and Non-Riders to drive alone, nearly half (48%) of Regular Riders usually drive alone for their personal travel. Nearly one out of four (23%) Regular Riders use the bus for their personal travel. A significant number (8%) of Regular Riders report that they walk or bicycle (included in the other category in the Figure 54) for their personal travel.

Figure 54: Usual Mode for Personal Travel by Rider Status



Nearly half (48%) of Regular Riders drive alone for their personal, non-work travel; 23 percent ride the bus.

Base: All Respondents (n = 2,427, n_w = 2,427); Regular Riders (n = 1,217, n_w = 490); Infrequent Riders (n = 164, n_w = 202); Non-Riders (n = 1,046, n_w = 1,735)

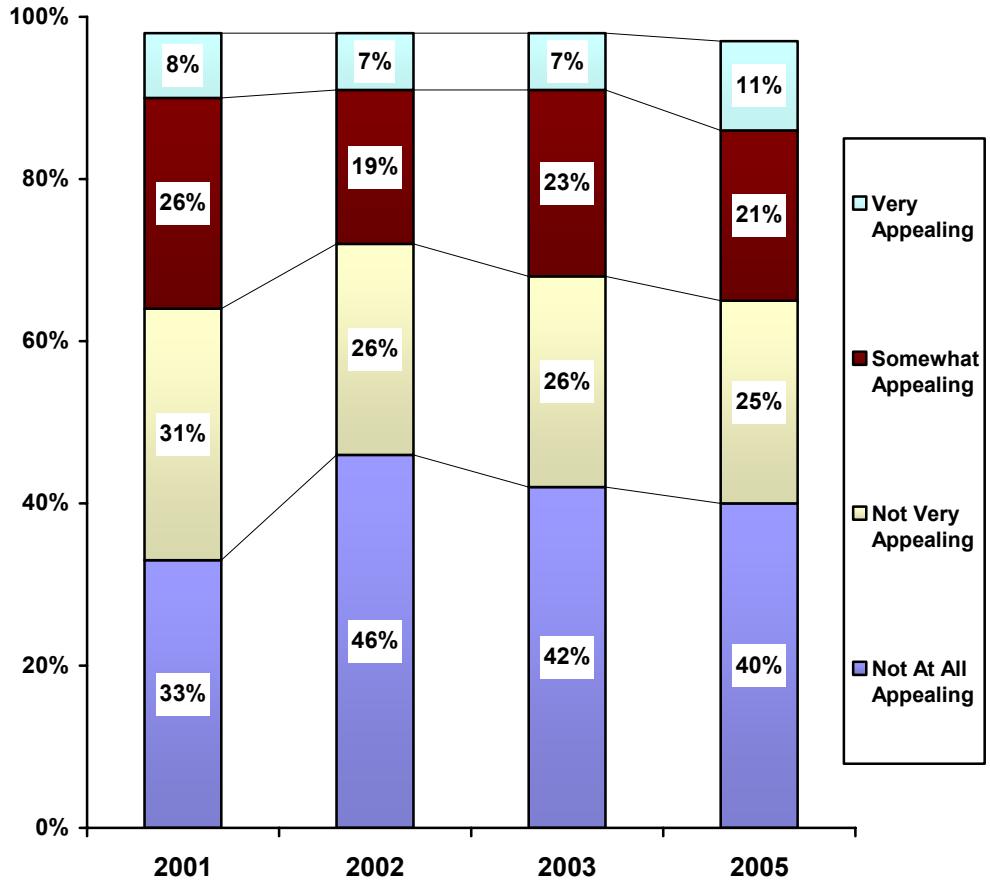
Questions Q42: What method of transportation do you usually use to get around for most of your personal, that is non-work, travel?

Appeal of Using the Bus for Personal Travel

Nearly one out of three (32%) of all Non-Riders feel the idea of using the bus for personal travel is at least somewhat appealing. While still a relatively small number, there has been a significant increase in the percentage of Non-Riders who feel the idea of using the bus is very appealing between 2003 and 2005.

Two out of five (40%) Non-Riders say the idea of using the bus for their personal travel is not at all appealing. While this remains significantly higher than in 2001 when only 33 percent of all Non-Riders said the idea of using the bus for non-work travel is not at all appealing, this figure has been declining since 2002.

Figure 55: Appeal of Using the Bus for Personal Travel



Nearly one out of three (32%) of all Non-Riders feel the idea of using the bus for personal travel is at least somewhat appealing.

Base: All Non-Riders 2005 (n =1,046; n_w = 1,735), 2003 (n = 1,057; n_w = 1,650), 2002 (n = 1,041; n_w = 1,674), 2001 (n = 1,016; n_w = 1,669)

Questions Q43: Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel?

Columns do not sum to 100 percent; neutral category excluded.

Non-Riders living in North King County are more likely than those in South and East King County to find the idea of riding the bus for personal, non-work travel, to be somewhat appealing – 26 percent compared with 18 percent and 19 percent, respectively.

Conversely those living in South and East King County are more likely than those living in North King County to find the idea not at all appealing – 44 percent and 42 percent compared with 35 percent, respectively.

Table 35: Appeal of Using the Bus for Personal Travel by Area of Residence

		Area of Residence		
	All Non-Riders (n = 1,046) (n_w = 1,735)	**North King (n = 325) (n_w = 573) (a)**	**South King (n = 368) (n_w 655) (b)**	**East King (n = 353) (n_w = 507) (c)**
Very Appealing	11%	11%	10%	12%
Somewhat Appealing	21	**26 (bc)**	18	19
Neutral	2	2	3	3
Not Very Appealing	25	26	26	24
Not At All Appealing	40	35	**44 (a)**	**42 (a)**

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

Questions Q43: Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel?

Non-Riders with some past experience are more likely than those who have never ridden to find the idea of using the bus for personal travel at least somewhat appealing. Half (50%) of Non-Riders who had not ridden the bus in the 30 days before the survey but indicated they had not quit riding (Very Infrequent Riders) find the idea of riding the bus for their personal travel appealing. Thirty-one percent (31%) of all Former Riders also find the idea of riding the bus appealing.

Table 36: Appeal of Using the Bus for Personal Travel by Past Ridership

		Past Ridership		
	All Non-Riders (n = 1,046) (n_w = 1,735)	**Very Infrequent Riders** (n = 285) (n_w = 171) (a)	**Former Riders** (n = 651) (n_w = 1,090) (b)	**Never Ridden** (n = 224) (n_w = 360) (c)
Very Appealing	11%	**19% (bc)**	10%	8%
Somewhat Appealing	21	**31 (bc)**	**21 (b)**	13
Neutral	2	4	2	3
Not Very Appealing	25	28	**27 (c)**	19
Not At All Appealing	40	18	**41 (a)**	**56 (ab)**

Very Infrequent Riders. Defined as Non-Riders who have ridden in the past six months but not in the past 30 days and say they have not quit riding

Former Riders: Defined as Non-Riders who have not ridden in the past six months or have ridden in the past six months and say they have quit riding

Never Ridden: Defined as Non-Riders who say they have never ridden Metro

Questions Q43: Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel?

Non-Riders with some past experience are more likely than those who have never ridden to find the idea of using the bus for personal travel at least somewhat appealing.

Only 21 percent of those who have never ridden find the idea of the bus appealing compared with 31 percent of Former Riders and 50 percent of Very Infrequent Riders.

Barriers to Using the Bus for Non-Commute Travel

Lack of service from home to desired destinations is the primary barrier to using the bus for non-commute travel. The extent to which this is a barrier increased significantly from 2003. Availability of service is now cited as a barrier by 53 percent of all Non-Riders.

The need to transfer is also a significant barrier to using the bus for non-commute travel. After decreasing as a barrier between 2001 and 2002, the need to transfer has increased as a barrier each year since 2002. It is now cited as a barrier to using the bus for non-commute travel by half of all Non-Riders.

Table 37: Barriers to Using the Bus for Non-Commute Travel

		Non-Riders / Non-Commuters			
		2001 (n =114) (n_w = 182) (a)	**2002** (n =91) (n_w = 145) (b)	**2003** (n =96) (n_w = 152) (c)	**2005** (n =114) (n_w = 190) (c)
Bus stops near home don't go where you want to go	% Barrier	49%	44%	41%	53%
	Mean	4.13	3.77	3.79	4.25
Having to transfer buses	% Barrier	42%	34%	36%	50% (b)
	Mean	3.87	3.36	3.54	4.11 (b)
Having to plan around bus schedules	% Barrier	49%	43%	43%	38%
	Mean	3.96	3.68	3.85	3.97
No bus stop near home	% Barrier	35%	32%	37%	39%
	Mean	3.13	3.02	3.34	3.42
Not knowing how to use the bus system	% Barrier	33%	21%	22%	29%
	Mean	3.21 (bc)	2.49	2.53	3.15 (b)
Lack of parking at park-and-ride lots	% Barrier	33% (c)	31%	18%	34%
	Mean	3.38 (c)	2.93	2.40	3.08 (c)
Crowded buses / no place to sit	% Barrier	34% (bc)	11%	18%	25%
	Mean	3.40 (bc)	2.28	2.64 ↑	2.97 ↑
Concerns about personal safety when riding or waiting for the bus*	% Barrier	29%	15%	5%	21%
	Mean	3.00 (bc)	2.41	2.65	2.88 (b)
Behavior of others on the bus	% Barrier	27%	16%	16%	26%
	Mean	3.04 (b)	2.49	2.54	2.92

Questions: Q14 / Q44: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often.
**Asked as one question prior to 2005. Split for work / school commuters or for on/off bus for 2005. Average taken to develop comparable variable.*

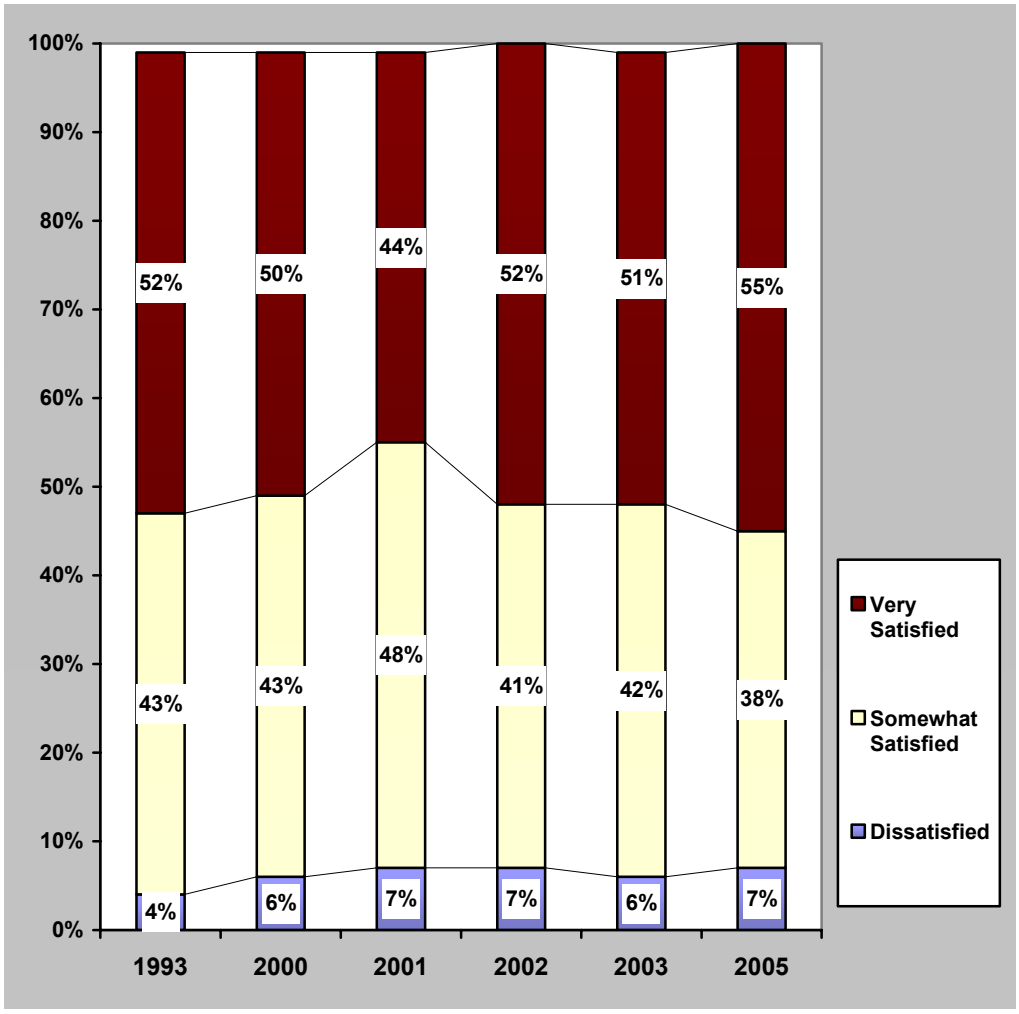
Availability of service and having to transfer are the primary barriers to using the bus for non-commute travel.

Customer Satisfaction

Overall Satisfaction

In 2005, 93 percent of all Regular and Infrequent Riders were satisfied with Metro. There has been a significant increase in the percentage of Riders who are very satisfied with Metro – from a low of 44 percent in 2001 to 55 percent in 2005. This is the highest percentage of Riders indicating they are very satisfied ever recorded. There has been little change in the percentage dissatisfied over the years.

Figure 56: Overall Satisfaction



Nearly all (93%) Riders are satisfied with Metro; 55 percent are "very satisfied," the highest level ever recorded.

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

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

May not sum to 100 percent due to rounding. Neutral / no opinion responses excluded.

[Blank page inserted for pagination purposes.]

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

Table 38: Overall Satisfaction with Metro by Rider Status and Area of Residence

	All Riders (n = 1,381) (n_w = 692)	Regular Riders (n = 1,217) (n_w = 490) (a)	Infrequent Riders (n = 164) (n_w = 202) (b)
Very Satisfied	55%	55%	54%
Somewhat Satisfied	38	38	38
Somewhat Dissatisfied	5	4	7
Very Dissatisfied	2	2	1
	North King County		
	All Riders (n = 486) (n_w = 432)	**Regular Riders (n = 407) (n_w = 315) (a)**	**Infrequent Riders (n = 79) (n_w = 117) (b)**
Very Satisfied	55%	54%	56%
Somewhat Satisfied	38	39	36
Somewhat Dissatisfied	5	3	8
Very Dissatisfied	2	2	0
	South King County		
	All Riders (n = 441) (n_w = 142)	**Regular Riders (n = 406) (n_w = 102) (a)**	**Infrequent Riders (n = 35) (n_w = 41) (b)**
Very Satisfied	53%	53%	54%
Somewhat Satisfied	38	38	40
Somewhat Dissatisfied	5	5	6
Very Dissatisfied	2	3	0
	East King County		
	All Riders (n = 454) (n_w = 117)	**Regular Riders (n = 404) (n_w = 73) (a)**	**Infrequent Riders (n = 50) (n_w = 43) (b)**
Very Satisfied	56%	59%	51%
Somewhat Satisfied	37	36	40
Somewhat Dissatisfied	4	3	4
Very Dissatisfied	2	1	4

Question 52Z: Overall, how satisfied are you with Metro Transit?
May not sum to 100 percent due to rounding. Neutral / no opinion responses excluded.

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

Satisfaction with Specific Transit Elements

In addition to providing an overall impression of satisfaction, Regular and Infrequent Riders rated their satisfaction with a number of specific elements of the transit system. To avoid respondent fatigue on long series of questions, some questions were asked of a split sample of respondents. These questions are footnoted in the tables. Questions concerning park and ride lots were asked only of respondents who reported using a park and ride lot in the last month and the question concerning wait time when transferring buses was asked only of riders who usually transfer.

Riders are most satisfied with:

- Driver appearance – 76 percent very satisfied,
- Personal safety on the bus related to the safe operation of the bus – 75 percent very satisfied, and
- Personal safety while waiting for the bus during the daytime – 73 percent very satisfied.

There are two areas where more than half of all Riders are very satisfied with transit service, yet, a significant number are dissatisfied or have neutral opinions. These include:

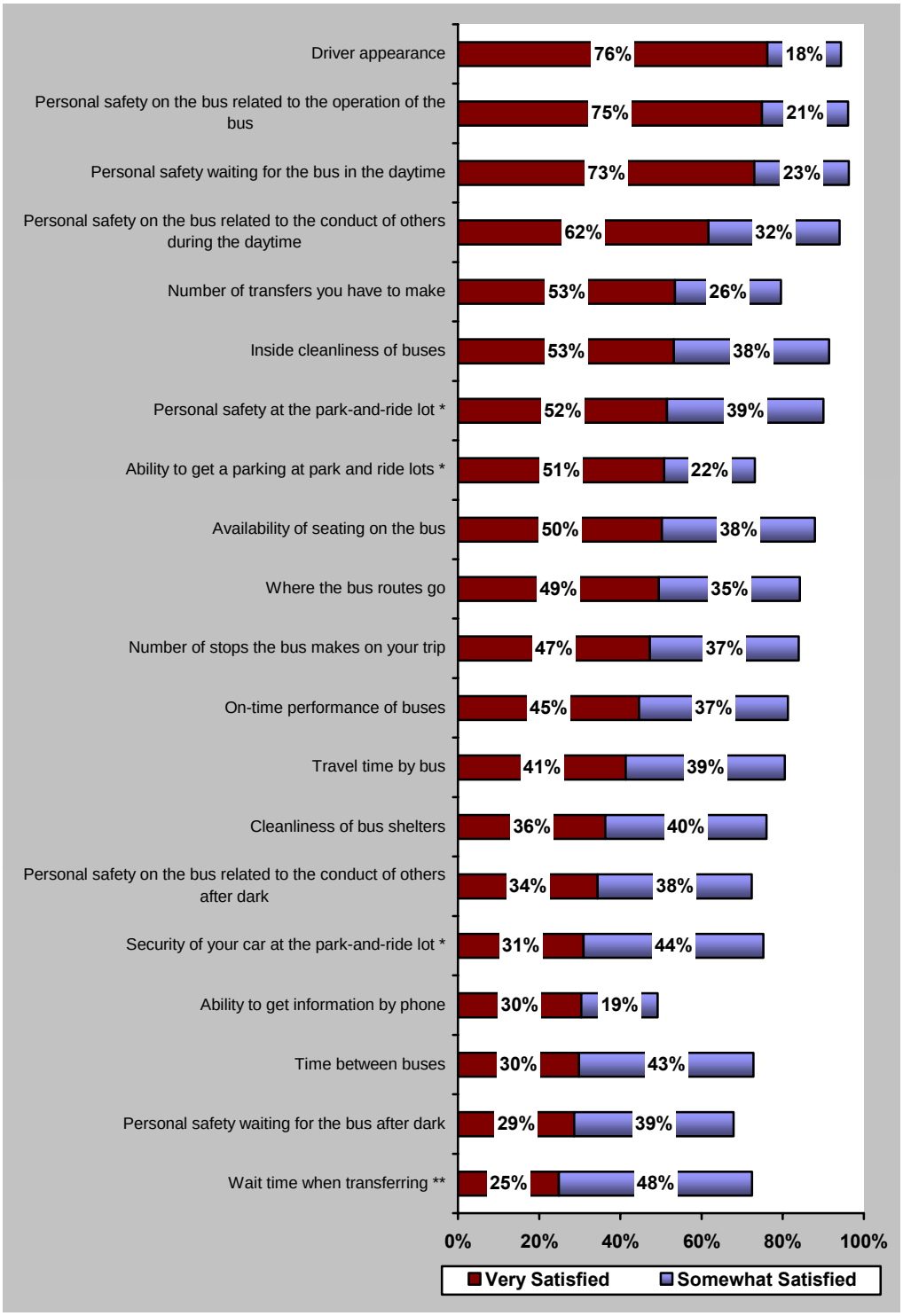
- The number of transfers required to get to the rider's destination – 11 percent dissatisfied and 9 percent neutral. This is largely a function of the extent to which one has to transfer. Sixty-three percent of those who do not have to transfer are very satisfied with the number of transfers they have to make compared to 41 percent of those who have to transfer. Fourteen percent of those who do not transfer gave a neutral / no opinion response to this question. On the other hand, 16 percent of those who make one transfer and 20 percent of those who have to make two transfers are dissatisfied.
- Ability to get a parking space at park-and-ride lots – 18 percent dissatisfied and 9 percent neutral. This question was asked only of those who used park-and-ride lots.

Riders are least satisfied with:

- Wait time when transferring – 26 percent dissatisfied. This question was asked only of those who transfer. Not surprisingly, as wait times increase, riders are more likely to be dissatisfied. One-third of those who wait between 11 and 15 minutes are dissatisfied – 7 percent are very dissatisfied. Two out of five (40%) riders who wait more than 15 minutes are dissatisfied – 22 percent are very dissatisfied.
- Personal safety waiting for the bus after dark – 17 percent dissatisfied. This is a greater problem among South King County Riders (22 percent dissatisfied) and, to a lesser extent North King County Riders (16 percent dissatisfied). A significant percentage (20%) of East King County Riders had no opinion, suggesting they do not ride the bus in the evening.
- Time between buses – 23 percent dissatisfied. Regular Riders are more likely than Infrequent Riders to express dissatisfaction – 25 percent compared with 18 percent, respectively.

It would appear that overall satisfaction with the ability to get information by telephone is low. However, more than one out of three (36%) of all Riders said they had no opinion or did not know enough to rate this attribute – suggesting little or no need to reach Metro by telephone. The percentage of Riders saying they have no opinion has increased significantly from 2001 (25%), suggesting that many may be turning to the Internet.

Figure 57: Satisfaction with Specific Transit Elements



Riders are most satisfied with driver appearance, the safe operation of the bus, and personal safety while waiting for the bus during the daytime.

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

Base: All Regular / Infrequent Riders (n = 1,381, n_w = 692)

* Asked only of Regular / Infrequent Riders Who Use Park-and-Ride Lots (n = 663, n_w = 253)

** Asked only of Regular / Infrequent Riders Who Transfer (n = 598, n_w = 277)

Question 52A-Z: How satisfied are you with [LIST OF TRANSIT ELEMENTS]? .

Changes in Ratings over Time

Satisfaction ratings increased significantly between 2001 and 2002 for nearly all attributes and continued to increase in 2005.

- ~ Satisfaction with driver appearance is at its highest levels ever in 2005 – with 76 percent very satisfied, up significantly from 71 percent in 2003.

- ~ Metro has achieved its highest ratings ever for inside cleanliness of buses – with current (2005) levels of 53 percent very satisfied, up significantly from its lowest level of 39 percent in 2001.

- ~ The percent very satisfied with on-time performance has increased significantly to 45 percent very satisfied in 2005 from 35 percent very satisfied in 2001.

- ~ The percent very satisfied with cleanliness of bus shelters increased significantly between 2001 and 2002 to from 20 to 29 percent. The percent very satisfied has continued to increase to its current (2005) levels of 36 percent.

Metro appears to have been particularly successful in recent years in terms of improving safety and security both on and off the bus.

- ~ Satisfaction with personal safety on the bus related to the conduct of others during the day has increased slowly but steadily over the years. The increase between 2003 and 2005 is significant – from 56 percent to 62 percent very satisfied.

- ~ Personal safety while waiting for the bus in the daytime has also increased steadily over the years. It did, however, stabilize between 2003 and 2005 at 73 percent very satisfied.

- ~ After years of little to no change, satisfaction with personal safety on the bus related to the conduct of others after dark also increased significantly between 2003 and 2005 – from 29 percent to 34 percent, respectively.

- ~ While satisfaction with the safe operation of the bus has always been high, satisfaction with this element of service has increased significantly from its low of 64 percent very satisfied to current (2005) levels of reaching 75 percent very satisfied.

- ~ While there is continued room for improvement, riders feelings of personal safety while waiting for the bus at night have clearly improved from only 18 percent very satisfied in 1999 to 29 percent very satisfied in 2005. The increase from 2003 to 2005 (24 percent to 29 percent) is also significant.

Table 39: Satisfaction with Specific Elements of Transit Service – 1999 to 2005

	1999 (a)	2000 (b)	2001 (c)	2002 (d)	2003 (e)	2005 (f)
				% Very Satisfied		
Driver appearance	60%	60%	61%	**72%↑ (c)**	**71% (c)**	**76%↑ (cde)**
Personal safety related to safe operation of bus	62	72	65	64	68	**75↑ (cde)**
Personal safety waiting for bus during the day	64	66	61	**67↑ (c)**	**72↑ (cd)**	**73 (cd)**
Personal safety on the bus during the day	49	51	52	55	56	**62↑ (cde)**
Number of transfers	n.a.	n.a.	39	**51↑ (c)**	**54 (c)**	**53 (c)**
Inside cleanliness of buses	39	43	39	**45↑ (c)**	**44 (c)**	**53↑ (cde)**
Personal safety at park-and-ride lots *	n.a.	n.a.	n.a.	44	**52↑ (d)**	52
Ability to get parking at park-and-ride lots *	n.a.	n.a.	n.a.	43	37	**51↑ (de)**
Availability of seating on bus	41	47	43	**53↑ (c)**	**49 (c)**	**50 (c)**
Where the bus routes go	42	43	39	**48↑ (c)**	**49 (c)**	**49 (c)**
Number of stops bus makes	n.a.	n.a.	36	n.a.	n.a.	**47↑ (c)**
On-time performance	39	41	35	**41↑ (c)**	**41 (c)**	**45 (c)**
Travel time by bus	35	36	37	**43↑ (c)**	41	41
Cleanliness of bus shelters	23	24	20	**29↑ (c)**	**31 (c)**	**36↑ (cd)**
Personal safety on the bus at night	24	24	28	29	29	**34↑ (cde)**
Security of automobile at park-and-ride lots *	n.a.	n.a.	n.a.	33	34	31
Ability to get information by phone	n.a.	n.a.	31	n.a.	n.a.	30
Time between buses	24	24	23	**32↑ (c)**	**32 (c)**	**30 (c)**
Personal safety waiting for bus at night	18	18	21	20	**24↑ (d)**	**29↑ (cde)**
Wait time when transferring **	n.a.	n.a.	18	**26↑ (c)**	**26 (c)**	**25 (c)**

Base: All Regular / Infrequent Riders (n = 1,381, n_w = 692)
* Asked only of Regular / Infrequent Riders Who Use Park-and-Ride Lots (n = 663, n_w = 253)
** Asked only of Regular / Infrequent Riders Who Transfer (n = 598, n_w = 277)
Question 52A-Z: How satisfied are you with [LIST OF TRANSIT ELEMENTS]? .

↑ Indicates a significant increase from preceding year
↓ Indicates a significant decrease from preceding year

It is clear that Metro has made great strides in customer satisfaction with satisfaction ratings now significantly higher than in 2001.

Notable are the increases in satisfaction with safety and security both on and off the bus.

Rating Differences by Planning Subareas

Despite no differences in overall satisfaction by area of residence, there are some clear differences in satisfaction ratings for specific elements of transit service. Notably those in East King County are the most satisfied with the specific attributes of transit service – overall mean across all attributes is 4.25. Those living in South King County are the least satisfied with the specific attributes of service rated – overall mean across all attributes is 4.08.

Though differences in means may not be statistically significant (between the three regions), a more powerful discriminant analysis revealed that there are three attributes which can be used to distinguish between the three geographic areas (with 36.6% accuracy). These include:

- Personal safety waiting for the bus in the daytime – a greater problem in South King County than in East and North King County.

- On-time performance of buses – a greater problem for Riders living in North King County.

- Inside cleanliness of buses – a greater problem for Riders living in North and South King County.

The analysis revealed that the distinction is best separating Riders in East King County from those in North and South King County. The distinction is not as clear for distinguishing between respondents in the North/South. In investigating the percentage of 'Very Satisfied' respondents, it is clear that those in East King County have a higher satisfaction with all three of these attributes than do their North- and South King County counterparts.

While there are no significant differences in the percent very satisfied with the cleanliness of bus shelters by region, those living in North and South King County are more likely to say they are dissatisfied – 21 percent and 25 percent, respectively compared with just 11 percent in East King County.

Table 40: Satisfaction with Specific Elements of Transit Service by Planning Subarea

	North King (n = 486) (n_w = 432) (a)	South King (n = 441) (n_w = 142) (b)	East King (n = 454) (n_w = 117) (c)
Mean across all attributes	**4.16 (b)**	4.08	**4.25 (ab)**
		% Very Satisfied	
On-time performance	39%	**52% (a)**	**58% (a)**
Cleanliness of bus shelters	37	31	41
Inside cleanliness of buses	52	48	**65 (ab)**
Availability of seating on buses	50	44	**57 (b)**
Travel time by bus	40	38	**49 (ab)**
Ability to get information by phone	28	**39 (b)**	29
Personal safety on the bus during the day	**62 (b)**	53	**72 (ab)**
Personal safety on the bus at night	33	33	**42 (ab)**
Personal safety waiting for the bus during the day	**75 (b)**	64	**78 (b)**
Personal safety at the park-and-ride lots *	50	45	**60 (b)**

* Asked only of Regular / Infrequent Riders Who Use Park-and-Ride Lots: North King (n = 106, n_w = 93); South King (n = 243, n_w = 78); East King (n = 314, n_w = 83)

Question 52A-Z: How satisfied are you with [LIST OF TRANSIT ELEMENTS]? .

Regular and Infrequent Riders in South King County are less satisfied with transit service than are those in East and, to a lesser extent, North King County.

Specific problem areas include: personal safety on the bus during the day (South King County), on-time performance (North King County), and inside cleanliness of buses (South and North King County).

[Blank page inserted for pagination purposes.]

Rating Differences by Rider Status

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

- ~ Regular Riders, compared with Infrequent Riders, are less likely to say they are very satisfied with certain aspects of transit performance – specifically on-time performance, inside cleanliness of the buses, availability of seating on the buses, and time between buses.

- ~ Infrequent Riders, compared with Regular Riders, are less likely to say they are very satisfied with two aspects related to transit safety and security – personal safety on the bus related to the conduct of others at night and personal safety while waiting for the bus after dark.

A discriminant analysis was performed on these ratings, to attempt to further analyze differences between regular and infrequent riders based on these attribute ratings. It was determined that, with 63 percent accuracy, rider status can be distinguished by satisfaction with the following four attributes:

- ~ Personal safety on the bus related to the conduct of others after dark – of greater concern to Infrequent Riders.

- ~ Availability of seating on the bus – of greater concern to Infrequent Riders.

- ~ Time between buses – of greater concern to Regular Riders.

- ~ Inside cleanliness of buses – of greater concern to Regular Riders.

Table 41: Satisfaction with Specific Elements of Transit Service by Rider Status

	Regular Rider (n = 1,217) (n_w = 490) (a)	Infrequent Rider (n = 164) (n_w = 202) (b)
Mean across all attributes	4.15	4.17
	% Very Satisfied	
On-time performance	40%	**55% (a)**
Inside cleanliness of buses	50	**60 (a)**
Availability of seating on buses	47	**59 (a)**
Time between buses	27	**37 (a)**
Personal safety on bus after dark	**39 (b)**	24%
Personal safety waiting for the bus after dark	**31 (b)**	22

Question 52A-Z: How satisfied are you with [LIST OF TRANSIT ELEMENTS]?

While there are no differences in the mean satisfaction rating across all attributes between Regular and Infrequent Riders, Regular Riders are less likely to be very satisfied with specific elements of transit performance while Infrequent Riders are less like to be very satisfied with safety and security at night.

Factors Affecting Overall Satisfaction with Metro

In attempts to model overall satisfaction of Riders, a two-step procedure was conducted. First, factor analysis was performed to reduce the number of independent variables. This reduction, as will be shown momentarily, was successful in reducing the number of potential independent variables from 16 to 4. After the factor analysis was performed, the factor scores were saved and used as proxies to model overall satisfaction.

Model Considerations – Missing Values and Variable Usage

Certain attribute ratings were given only by park-and-ride lot users, and these three attributes were excluded from analysis. Because the missing values for these variables are systematically associated with a group (i.e. the park-and-ride lot users) and attribute ratings for this group are likely to differ significantly than those for other groups, it is not appropriate to impute the mean for missing values. Therefore, it was necessary that the variables be excluded.

On the other hand, three more attribute ratings were also asked only of particular groups. These groups, however, were randomly assigned upon qualification to take the survey. Group 1 was asked q52b (cleanliness of bus shelters) and q52m (ability to get information by phone), Group 2 was asked q52p (personal safety on the bus related to the operation of the bus), and Group 3 (Non-Riders) was not asked any of these three. Because the pattern of missing values is random for these three attribute ratings, imputation of missing values is statistically appropriate. Therefore, for these and other key variables, missing values were replaced with the mean for that attribute, yielding a full model and the ability to continue with factor analysis and regression procedures.

Factor Analysis

The factor analysis began with sixteen variables, each of which represented a satisfaction rating with some attribute of riding the bus. Examples of attributes were 'on-time performance of buses,' 'cleanliness of bus shelters,' and 'driver appearance.' For a complete list of attributes, the reader is referred to question 52 in the questionnaire.

To reduce the dimensionality and to obtain uncorrelated variables, factor analysis by principal components was employed. By this method, four factors were extracted, accounting for just over 50 percent of the variation in the scores. After these four factors were extracted, *Varimax* rotation was applied in hopes of obtaining clear definition of factor loadings. The factor loadings can be seen in Table 42 (below). The bolded figures represent the factor to which the attribute loads highly. In the event that more than one factor is bolded for an attribute, this is indicative of an unclear grouping which could not be helped by invoking *Varimax* rotation.

After this procedure, four new variables are created, each of which has a mean of approximately zero and a standard deviation of approximately one. In addition, these four variables all have a pairwise correlation of zero.

Upon inspection of these factors and which variables load highly into each, it can be observed that the variables entering into factor 1 are primarily temporal attributes. That is, each attribute that has something to do with time, with the exception of on-time performance, loads highly into this first factor. Likewise, the variables entering into factor 2 are all related to safety. One of the safety variables – that related to operation of the bus, appears in factor 3. Other attributes appearing in factor 3 can be described as bus aesthetics. That is, each has something to do with the bus itself, be it on-time performance, cleanliness, etc. Finally, only two variables load highly on the fourth factor: Cleanliness of bus shelters and the ability to get information by phone. Interestingly, these are the two questions asked only of the arbitrarily selected 'group 1.'

Table 42: Factor Loadings – Attribute Ratings (Riders)

	Factor 1	Factor 2	Factor 3	Factor 4
Travel time by bus	**.736**	.078	.131	.229
Number of transfers required to get to where you want to go	**.700**	.144	.102	-.262
Where the bus routes go	**.693**	.180	.024	-.026
Number of stops the bus makes on trip	**.597**	.133	.077	.238
Time between buses	**.528**	.049	**.410**	.224
Personal safety on the bus related to the conduct of others after dark	.140	**.811**	.070	.147
Personal safety waiting for the bus after dark	.226	**.777**	.026	.111
Personal safety on the bus related to the conduct of others during the day	.063	**.656**	.390	.179
Personal safety waiting for the bus during the day	.130	**.574**	.398	.031
Personal safety on the bus related to the safe operation of bus	-.002	.253	**.642**	-.292
On-time performance	.353	-.166	**.562**	.247
Driver appearance	.102	.155	**.551**	-.015
Availability of seating on the bus	.038	.158	**.467**	.360
Inside cleanliness of buses	.147	.227	**.405**	.316
Ability to get information by phone	.017	.083	-.075	**.682**
Cleanliness of bus shelters	.157	.209	.188	**.501**

Base: All Regular / Infrequent Riders (n = 1,381, n_w = 692)

Factor loadings are the correlation of a variable with the overall factor.

Four factors were identified to represent aspects of service that are correlated / related.

Regression Analysis

Following the factor analysis, regression analyses were performed to determine

- ~ Which factors contribute to overall satisfaction
- ~ How each contributing factor affects overall satisfaction

Specifically, a stepwise variable selection was conducted. The results can be found in Table 41. From this table, it can be observed that Factor 1 has the largest effect on overall satisfaction. Recall from Table 40 that Factor 1 is associated primarily with the following attributes:

- ~ Travel time by bus (.736)
- ~ The number of transfers you have to make to get to where you are going (.700)
- ~ Where the bus routes go (.693)
- ~ The number of stops the bus makes on your trip (.597)
- ~ Time between buses (.528)

Each of the other three factors also contributes significantly to model overall satisfaction. The regression model explains roughly 34 percent of the variation in overall satisfaction. Therefore, while these factors model overall satisfaction quite well, there may be other attributes not included in this study which would help in modeling overall satisfaction.

Table 43: Standardized Regression Coefficients for Derived Factors

	Standardized Beta (β)
Factor 1	.440
Factor 2	.188
Factor 3	.318
Factor 4	.128
Standardized beta coefficients indicate the amount of effect of each factor on overall satisfaction with riding Metro (Q52Z).	

Factor 1, which represents level of transit service, has the greatest impact on overall satisfaction with Metro.

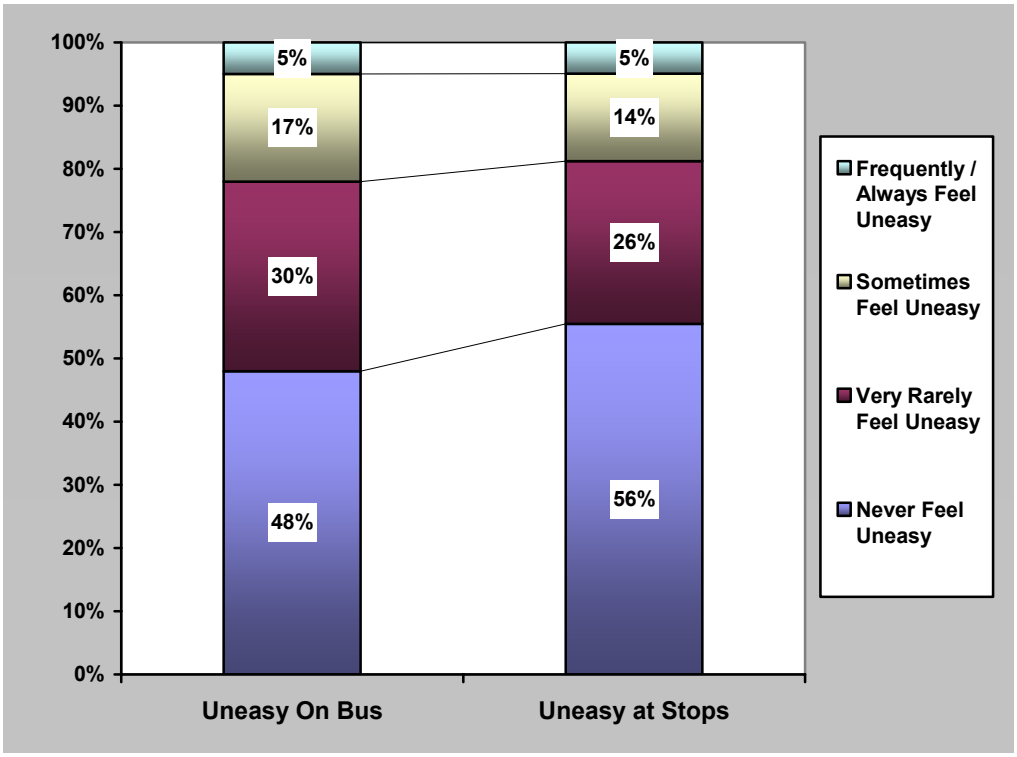
Special Topics

Concerns about Behavior and Appearance of Others on the Bus / At Stops

Questions in the rider satisfaction section of the survey measure riders' satisfaction with personal safety related to the conduct of others while riding and waiting for the bus. Two additional questions were added in 2005 to further measure riders' concerns about the behavior and appearance of other riders while on the bus and waiting at the stops.

The behavior and appearance of others does not appear to be a major issue systemwide. However, Riders are somewhat more likely to suggest they feel uneasy about the behavior and appearance of others while on the bus than at the stops – 22 percent feel uneasy while riding compared to 19 percent while at the stops.

Figure 58: Feelings of Uneasiness about Behavior & Appearance of Other Riders



The behavior and appearance of others does not appear to be a major issue. Riders express more concern with the behavior and appearance of other riders while on the bus as opposed to at stops.

Base: Regular Riders / Infrequent Riders / Former Riders Who Have Ridden in the Past 6 months (n = 1,586, n_w = 1,036)

Question 12 / Q18C: When you rode the bus, did you ever feel uneasy about the behavior or appearance of other riders on the bus?

Question 12A / Q18D: When you rode the bus, did you ever feel uneasy about the behavior or appearance of others at the stop?

Feelings of uneasiness about the behavior and appearance of other riders is primarily a problem among North and South King County Riders. Only 16 percent of East King County Riders express any uneasiness compared to 32 percent of South King County Riders and 30 percent of North King County Riders.

Table 44: Feelings of Uneasiness about Behavior & Appearance of Other Riders by Area of Residence

	Riders / Infrequent Riders / Former Riders Who Have Ridden in the Past 6 months			
	All (n = 1,586) (n_w = 1,036)	**North King** (n = 584) (n_w = 604) (a)	**South King** (n = 487) (n_w = 227) (b)	**East King** (n = 515) (n_w = 205) (c)
Feel Uneasy Both On the Bus and At Stops	12%	**13% (c)**	**14% (c)**	6%
Uneasy On the Bus / Okay at Stops	10	**12 (c)**	**11 (c)**	4
Okay On the Bus / Uneasy at Stops	6	5	7	6
Okay On the Bus and at Stops	72	70	67	**84 (ab)**

Feelings of uneasiness about the behavior and appearance of other riders is primarily a problem among North and South King County Riders.

Question 12 / Q18C: When you rode the bus, did you ever feel uneasy about the behavior or appearance of other riders on the bus?
Question 12A / Q18D: When you rode the bus, did you ever feel uneasy about the behavior or appearance of others at the stop?

Feelings of uneasiness about the behavior and appearance of other riders does not appear to be a factor in Former Riders' decision to no longer ride. Only 16 percent of Recent Former Riders (those that had ridden in the past six months) express any feelings about uneasiness compared to 31 percent of Infrequent Riders and 35 percent of Regular Riders.

Regular Riders are more concerned about the behavior and appearance of other riders than are Infrequent Riders – with 16 percent saying they feel uneasy both on the bus and at stops and 9 percent saying they feel okay on the bus but uneasy at the stops.

Table 45: Feelings of Uneasiness about Behavior & Appearance of Other Riders by Rider Status

	All Riders / Recent Former Riders (n = 1,586) (n_w = 1,036)	Regular Riders (n = 1,217) (n_w = 490) (a)	Infrequent Riders (n = 164) (n_w = 202) (b)	Recent Former Riders (n = 205) (n_w = 344) (c)
Feel Uneasy Both On the Bus and At Stops	12%	**16% (c)**	**13% (c)**	5%
Uneasy On the Bus / Okay at Stops	10	10	13	8
Okay On the Bus / Uneasy at Stops	6	**9 (c)**	5	3
Okay On the Bus and at Stops	72	65	70	**84 (ab)**

Regular Riders are the most likely to express concern about the behavior and appearance of other riders.

Base: Regular Riders / Infrequent Riders / Former Riders Who Have Ridden in the Past 6 months

Question 12 / Q18C: When you rode the bus, did you ever feel uneasy about the behavior or appearance of other riders on the bus?

Question 12A / Q18D: When you rode the bus, did you ever feel uneasy about the behavior or appearance of others at the stop?

Travel to Downtown Seattle

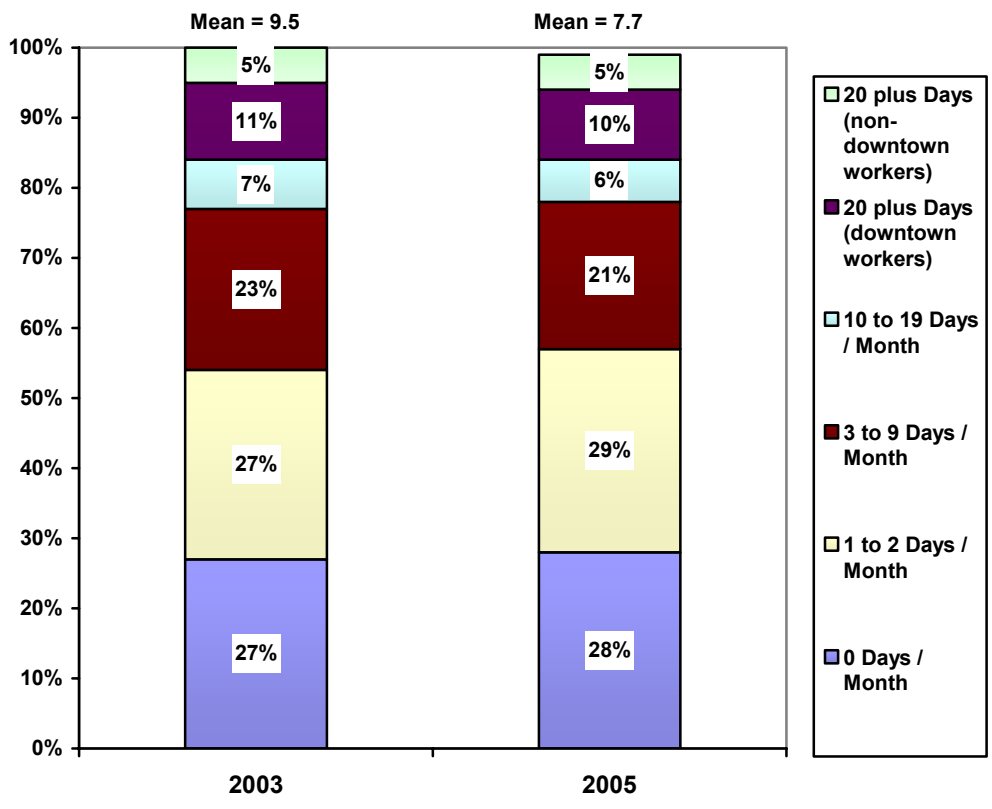
Frequency of Travel to Downtown Seattle

Beginning in 2003, all respondents were asked how many days a month they go to downtown Seattle. Downtown was defined to include Belltown, SODO, International District, Pioneer Square and the downtown core.

In 2005, more than one out of four (28%) respondents indicated that they do not go to downtown Seattle. On average, those who travel to downtown Seattle do so nearly eight (7.7) days per month. Note this figure includes those who work downtown. Excluding downtown Seattle workers from this figure, on average those who travel to downtown Seattle do so 6.3 days per month.

There has been a significant decrease in the average number of times King County residents traveled to downtown between 2003 and 2005 – from 9.5 to 7.7 days per month. This decrease may reflect a slight change in / clarification to the wording in the questionnaire. The wording in 2003 asked how many times a month while the wording in 2005 asked how many days per month.

Figure 59: Frequency of Travel to Downtown Seattle



More than one out of four (28%) respondents said they do not go to downtown Seattle. On average, those who travel to downtown Seattle do so nearly eight (7.7) days per month.

Base 2005: All Respondents 2005 (n = 2,427, n_w = 2,427); 2003 (n = 2,412, n_w = 2,412)
Question Q23: About how many days a month do you go downtown?
Mean: Based on those who report traveling downtown at least 1 day per week. / Excludes Varies

Residents of North King County are significantly more likely than those in South and East King County to travel to downtown Seattle. Eighty-four percent (84%) of North King County residents go downtown compared to only 59 percent of South King County and 67 percent of EAst King County residents.

Residents of North King County also travel to downtown Seattle more often than do those in South and East King County. On average, North King County residents who travel downtown do so an average of 9.2 days per month compared to 6.5 days for South King County residents who travel downtown and 5.7 days for East King County residents. While South King County residents are less likely than East King County residents to go downtown, those that do go downtown do so more often, even when downtown Seattle workers are excluded.

Table 46: Frequency of Travel to Downtown Seattle by Area of Residence

		Area of Residence		
	All Respondents (n = 2,427) (n_w = 2,427)	**North King** (n = 811) (n_w = 1,006) (a)	**South King** (n = 809) (n_w = 797) (b)	**East King** (n = 807) (n_w = 624) (c)
0 Days / Month	28%	16%	**41%** (ac)	**33%** (a)
1 to 2 Days / Month	29	27	28	34 (ab)
3 to 9 Days / Month	21	**26** (bc)	17	19
10 to 19 Days / Month	6	**8** (bc)	4	5
20 or More Days (DT Seattle workers)	10	**14** (bc)	6	6
20 or More Days (all other respondents)	5	**8** (bc)	4	3
Mean (all)	7.67	**9.23** (ab)	6.51	5.74
Mean (excluding DT Seattle workers)	6.30	**7.30** (ab)	5.63	4.97

Question Q23: About how many days a month do you go downtown?
Mean: Based on those who report traveling downtown at least 1 day per week. Excludes Varies

Residents of North King County are more likely than those living in South and East King County to go to downtown Seattle. In addition, they do so more frequently.

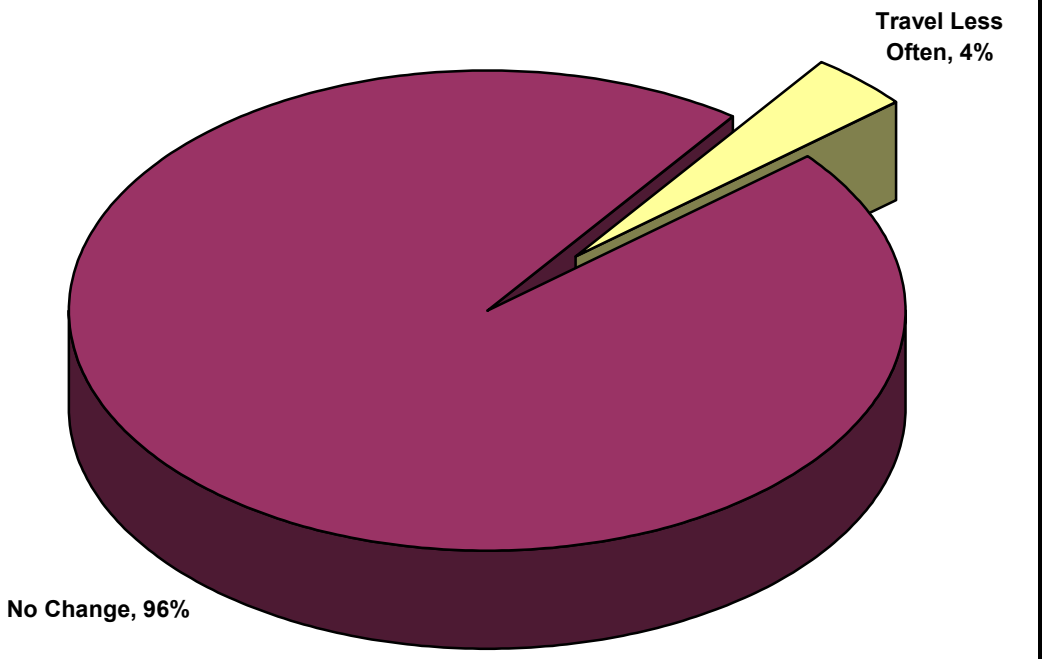
Impact of Transit Tunnel Closure on Downtown Travel

The downtown transit tunnel closed in late September 2005. A question was added to measure the extent to which travel to downtown Seattle may have been affected by this event. Those that indicated that their frequency of travel to downtown Seattle has changed were asked if that change was related to the tunnel closure.

The closure of the downtown transit tunnel had little impact on travel to downtown Seattle – 96 percent of all respondents indicated that there has been no change in how often they go downtown.

Of those who indicated some change in frequency of travel to downtown (4%), two-thirds (65%) suggest that the tunnel was the reason. Traffic congestion was cited by 27 percent of the respondents who had changed their frequency of travel to downtown Seattle.

Figure 60: Impact of Transit Tunnel Closure on Downtown Travel



The closure of the downtown transit tunnel in late September 2005 appears to have had little impact on travel to downtown Seattle.

Base: All Respondents (n = 2,427, n_w = 2,427)

Question Q23B: Since the transit tunnel closed in late September (2005), have you changed how often you go downtown? If yes, do you go downtown more or less often than before?

I-405

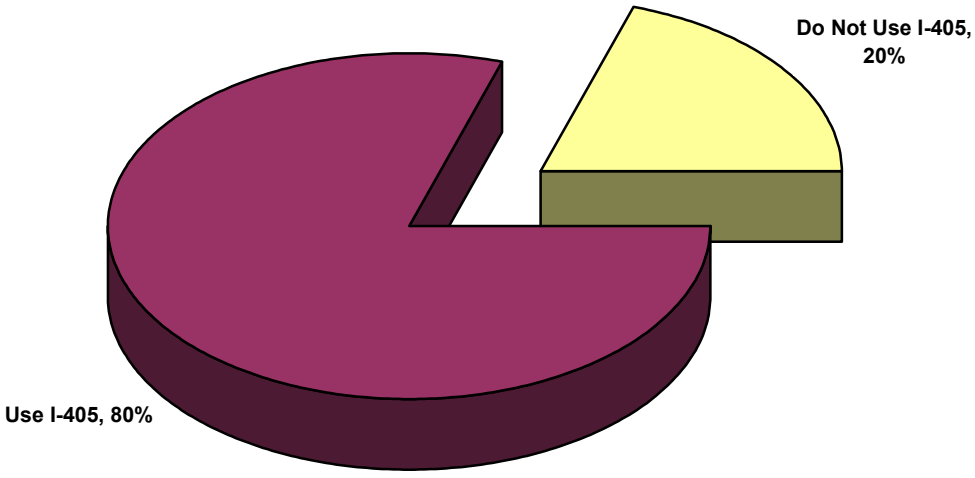
Two questions were added in 2005 to look at the frequency with which King County residents use I-405, the major north / south corridor on the east side of Lake Washington.

Use of I-405 Corridor

Four out of five (80%) King County residents used the I-405 corridor in the past year. Use was highest among East and, to a lesser extent, South King County residents:

- ~ Ninety-four percent (94%) of East King County residents used I-405
- ~ Eighty-two percent (82%) of South King County residents used I-405
- ~ Seventy percent (70%) North King County residents used I-405

Figure 61: Impact of Transit Tunnel Closure on Downtown Travel



Four out of five (80%) King County residents use the I-405 corridor.

Base: All Respondents (n = 2,427, n_w = 2,427)
Question Q24A: In the past year, have you used I-405 for any reason?

Frequency of Using I-405 Corridor

Those who had used the I-405 Corridor in the past year were asked a follow-up question regarding their frequency of use.

Seventy percent (70%) of North King County residents used I-405 in the past year, significantly less than South and East King. Moreover, those that use this highway corridor do so less often – more than half of North King County residents (53%) use I-405 once a month or less often.

Eighty-two percent (82%) of South King County residents used I-405 in the past year. Nearly one out of five (19%) uses I-405 daily; an additional 17 percent use the corridor several times per week. Forty-five percent (45%) use I-405 once a week or more often.

More (94%) East King County residents use I-405. Moreover, they use it more often than South King County residents. Three out of four (75%) East King County residents use I-405 once a week or more often – 30 percent use daily and 32 percent use several times per week.

Table 47: Frequency of Using I-405 by Area of Residence

		Area of Residence		
	All Respondents (n = 2,427) (n_w = 2,427)	**North King** (n = 811) (n_w = 1,006) (a)	**South King** (n = 809) (n_w = 797) (b)	**East King** (n = 807) (n_w = 624) (c)
Used	80%	70%	**82%** (a)	**94%** (ab)
	I-405 Corridor Users			
	All Users (n = 1,806) (n_w = 1,920)	**North King** (n = 532) (n_w = 689) (a)	**South King** (n = 563) (n_w = 648) (b)	**East King** (n = 711) (n_w = 583) (c)
Daily or Almost Daily	17%	5%	**19%** (a)	**30%** (ab)
Several Times per Week	18	8	**17** (a)	**32** (ab)
Once a Week	8	5	**9** (a)	**13** (a)
Several Times a Month	20	**24** (c)	21	17
Once a Month	13	**19** (c)	**14** (c)	5
Less Often than Once a Month	19	**34** (bc)	**17** (b)	3
Varies / Don't Use Now	3	**5** (c)	**4** (c)	1

Question Q24B: In the past year, have you used I-405 for any reason?

East and South King County residents are the most likely to use the I-405 corridor. And they are the most frequent users.

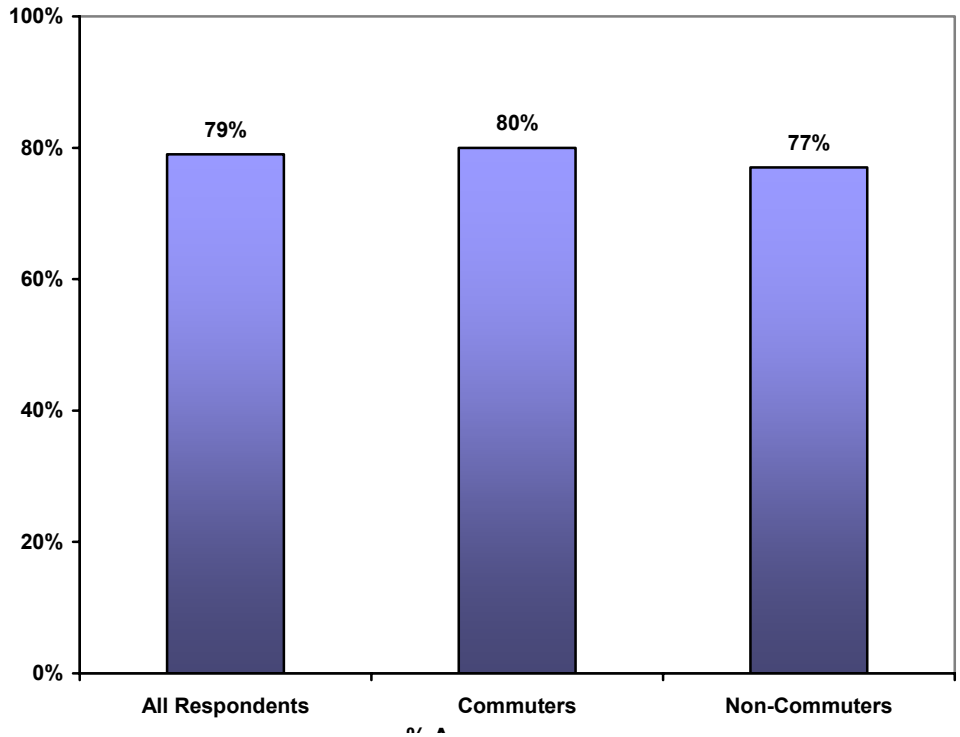
Awareness of Ridesharing Programs / Services

Awareness of Vanpool Program

Nearly four out of five (79%) King County residents are aware of the vanpool program that provides county owned vans to transport groups of people with similar commutes. This is nearly the same as in 2002 when 81 percent said they were aware that King County provides vans to groups of people with similar commutes.

Among commuters, there has been no change in awareness from 2002, the last time this question was asked.

Figure 62: Awareness of Vanpool Program



Seventy-nine percent (79%) of King County residents are aware of the vanpool program that provides county owned vans to transport groups of people with similar commutes.

Base: All Respondents (n = 2,427, n_w = 2,427)
Question 47: Are you aware that King County operates a vanpool program that provides county owned vans to groups of people with similar commutes?

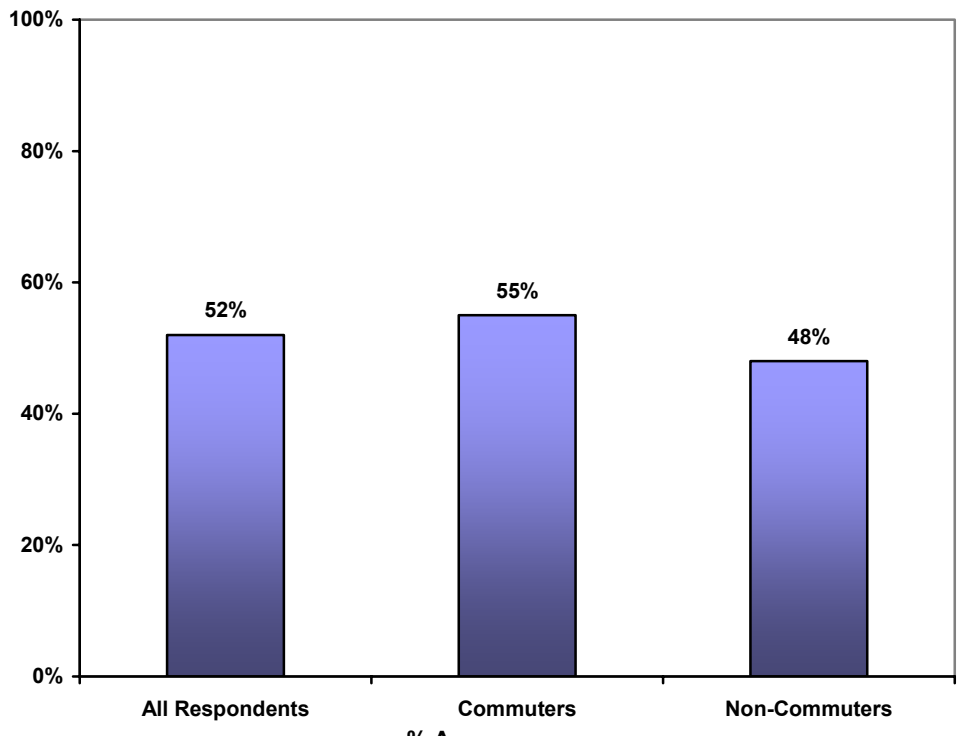
Awareness of Online Ride-Matching Services

Over half (52%) of all King County residents are aware that King County operates a free ride-matching service on Rideshareonline.com that helps you find carpool and vanpool partners. Awareness is higher among commuters than non-commuters – 55 percent compared with 48 percent, respectively.

This is the same level of awareness noted in 2002 when 55 percent of commuters were aware of the program.

Work Commuters are more likely than School Commuters to be aware of the ride matching services – 57 percent compared with 37 percent, respectively.

Figure 63: Awareness of Online Ride-Matching Services



Over half (52%) of all King County residents are aware that King County operates a free online ride matching service to help find carpool and vanpool partners.

Base: All Respondents (n = 2,427, n_w = 2,427)

Question 48: Are you aware that that King County operates a free ride-matching service on Rideshare online.com that helps you find carpool and vanpool partners?

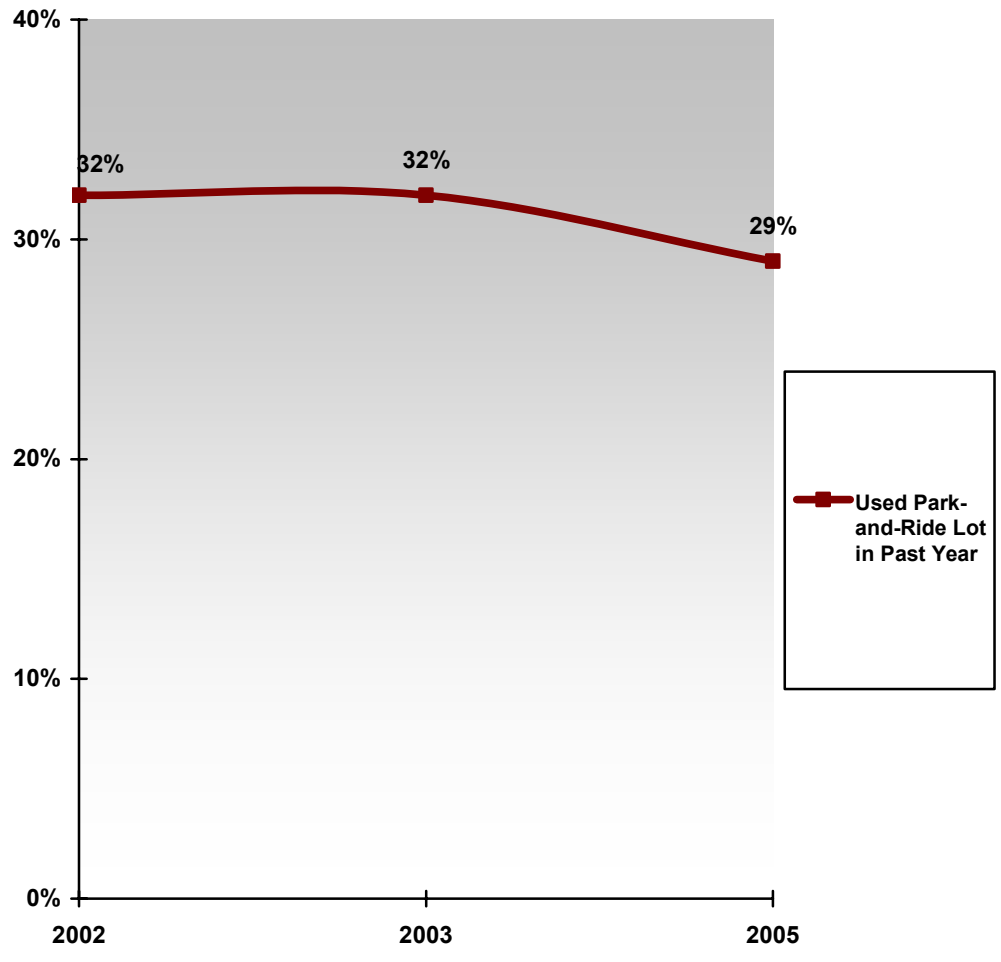
Park-and-Ride Lots

Beginning in 2002, survey respondents were asked several questions regarding their use of park-and-ride lots.

Overall Use of Park-and-Ride Lots

Twenty-nine percent (29%) of all King County residents used a park-and-ride lot in the past year. This is down significantly from 2003 when 32 percent of all King County residents used a park-and-ride lot in the previous year.

Figure 64: Overall Use of Park-and-Ride Lots in Past Year



Twenty-nine percent (29%) of all King County residents used a park-and-ride lot in the past year, down significantly from 2003.

Base 2005: All Respondents (n = 2,427, n_w = 2,427)

Question Q49: Have you used a Metro park and ride lot within the last year?

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

Not surprisingly, Regular and Infrequent Riders are more likely than Non-Riders to use park-and-ride lots – 36 percent and 38 percent, compared with 25 percent, respectively.

Work Commuters are more likely than Non-Commuters to use park-and-ride lots – 31 percent compared with 26 percent, respectively. There are no differences in park-and-ride lot usage between Work and School Commuters.

Work Commuters who are Regular or Infrequent Riders are more likely than School Commuters who ride to have used a park-and-ride lot – 40 percent compared with 33 percent, respectively.

Table 48: Use of Park-and-Ride Lots in Past Year among Key Segments

		Area of Residence		
	All Respondents (n = 2,427) (n_w = 2,427)	**North King** (n = 811) (n_w = 1,006) (a)	**South King** (n = 809) (n_w = 797) (b)	**East King** (n = 807) (n_w = 624) (c)
% Used Park-and-Ride Lots in Past Year	29%	18%	**26%** (a)	**49%** (ab)
		Rider Status		
	All Respondents (n = 2,427) (n_w = 2,427)	**Regular Riders** (n = 1,217) (n_w = 490) (a)	**Infrequent Riders** (n = 164) (n_w = 202) (b)	**Non-Riders** (n = 1,046) (n_w = 1,735) (c)
% Used Park-and-Ride Lots in Past Year	29%	**36%** (c)	**38%** (c)	25%
		Commuter Status		
	All Respondents (n = 2,427) (n_w = 2,427)	**Work Commuters** (n = 1,422) (n_w = 1,313) (a)	**School Commuters** (n = 159) (n_w = 105) (b)	**Non-Commuters** (n = 846) (n_w = 1,009) (c)
% Used Park-and-Ride Lots in Past Year	29%	**31%** (c)	26%	26%
		Riders Only by Commuter Status		
	All Commuter Riders (n = 1,376) (n_w = 690)	**Work Commuters / Riders** (n = 898) (n_w = 447) (a)	**School Commuters / Riders** (n = 130) (n_w = 54) (b)	**Non-Commuters / Riders** (n = 348) (n_w = 189) (c)
% Used Park-and-Ride Lots in Past Year	37%	**40%** (bc)	33%	31%

Question Q49: Have you used a Metro park and ride lot within the last year?

Highest usage of park-and-ride lots is among East King County residents.

Usage is also higher among Riders and among Commuters.

Frequency of Using Park-and-Ride Lots

Only one out of eight (12%) King County residents used a park-and-ride lot in the 30 days prior to the survey.

While there has been no change in the extent of use of park-and-ride lots, there has been a slow but steady decline in the frequency of use among users – from 11.9 times per month in 2002 to 10.8 times in 2005. This decrease in frequency of use is most evident among Infrequent Riders.

Table 49: Frequency of Using Park-and-Ride Lots in Past 30 Days

	2002 (n = 2,409) (n_w = 2,409)	2003 (n = 2,412) (n_w = 2,412)	2005 (n = 2,427) (n_w = 2,427)
0 Times	88%	87%	88%
1 to 2 Times	5	6	7
3 to 15 Times	4	4	3
16 or More Times	3	3	2
Overall Mean	1.00	1.08	0.85
Mean – All Users	11.88	11.71	10.78
Mean – Regular Riders Who Used	13.49	13.71	13.11
Mean – Infrequent Riders Who Used	4.46	3.91	2.85

Base: All Respondents
Question Q50: How many times have you used Metro's park and ride lots in the last 30 days?

Only one out of eight (12%) King County residents used a park-and-ride lot in the 30 days prior to the survey.

Technology Access / Use

Access to Computers and Internet

Nine out of ten (90%) King County residents have access to a computer. This is the same as in 2002 but slightly less than in 2001. Other research shows that this figure is consistent with technology access in the King County region. Nearly all (83%) King County residents have access to a computer at home; 7 percent have access at work only. While residents continue to access computers at libraries and other locations, it is no longer the case that this is the sole point of access.

Infrequent Riders and Non-Riders are somewhat more likely than Regular Riders to have access to a computer at home. However, the vast majority (80%) of Regular Riders have access at home.

The same patterns hold true for Internet access. However, overall Internet access dropped slightly between 2001 and 2002 – from 89 percent to 84 percent – then returned to near 2001 levels in 2005.

One out of three (33%) King County residents personally have a laptop computer with wireless access. More than two out of five (41%) King County households have someone in the household with a laptop computer with wireless Internet access.

Table 50: Computer and Internet Access

		Rider Status		
	All Respondents (n = 2,427) (n_w = 2,427)	**Regular Riders** (n = 1,217) (n_w = 490) (a)	**Infrequent Riders** (n = 164) (n_w = 202) (b)	**Non-Riders** (n = 1,046) (n_w = 1,735) (c)
Computer Access				
At Home	83%	80%	85%	84%
At Work Only	7	10	5	6
No Computer Access	10	9	9	11
Internet Access				
At Home	81%	78%	84%	81%
At Work Only	7	10	7	6
No Internet Access	12	12	9	13
Wireless Access				
Personal	33%	33%	38%	33%
Someone Else in Household	41%	42%	45%	40%

Question Q53A: At which, if any, of these places do you use a computer?
Question Q53B: Do you use the Internet at home, work, the library, or some other location?

Nearly all (90%) King County residents have access to the computer; 88 percent have Internet access. Most have ready access at home.

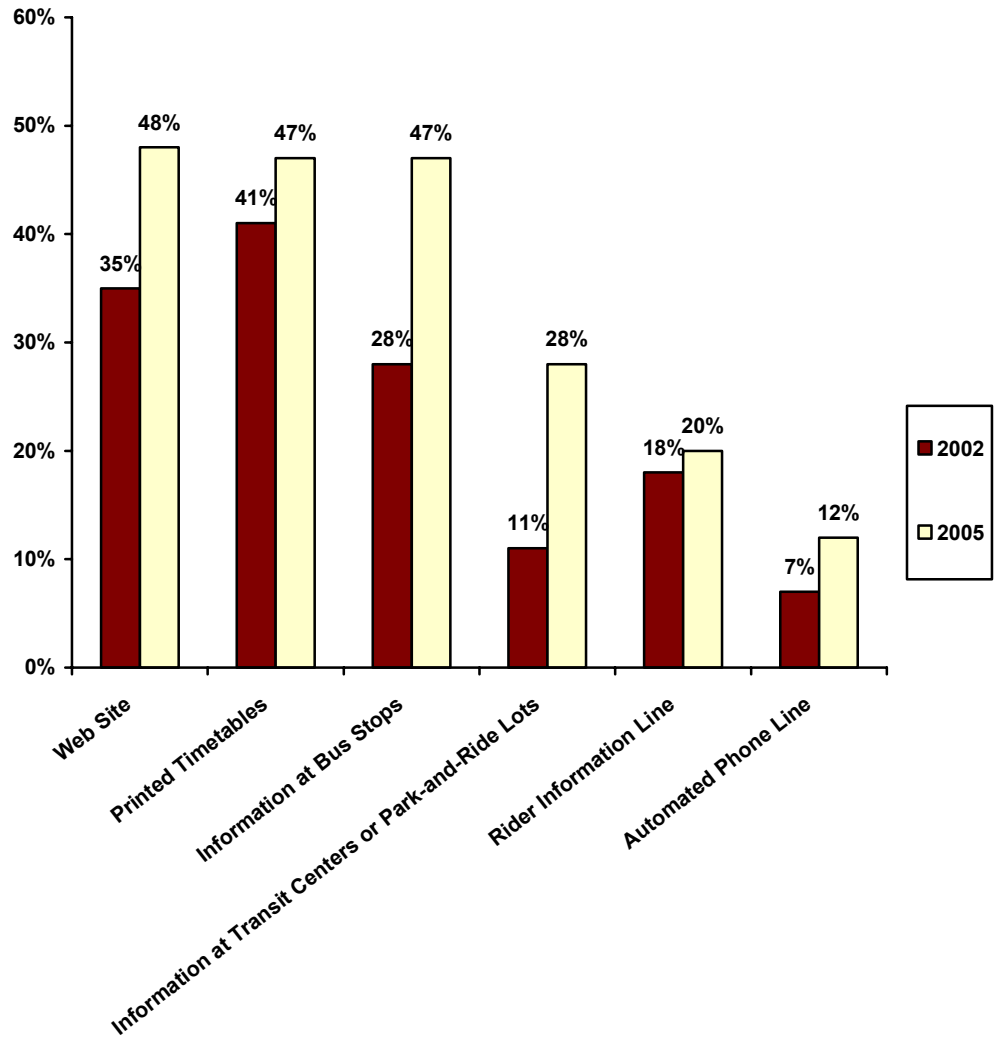
Use of Metro Web Site and Other Information Sources

Metro's web site is used by nearly half (48%) of all King County residents – up significantly from just 35 percent in 2002. Seventy percent (70%) of Regular Riders and 60 percent of Infrequent Riders use Metro's web site. Most (64%) web site visitors are seeking timetable or bus schedule information. Forty-two percent (42%) are looking for maps or which bus to take to get to a specific destination.

Printed timetables are also a primary source for information about Metro, with nearly half (47%) of all King County residents using printed timetables. Use of printed timetables has increased significantly from 2002 when 41 percent of all King County residents used them.

Finally, King County residents use information at the bus stops. There has a significant increase in the use of information at bus stops – from 28 percent in 2002 to 47 percent in 2005.

Figure 65: Sources of Information about Metro



Use of Metro's website for information has increased by 37 percent since 2002.

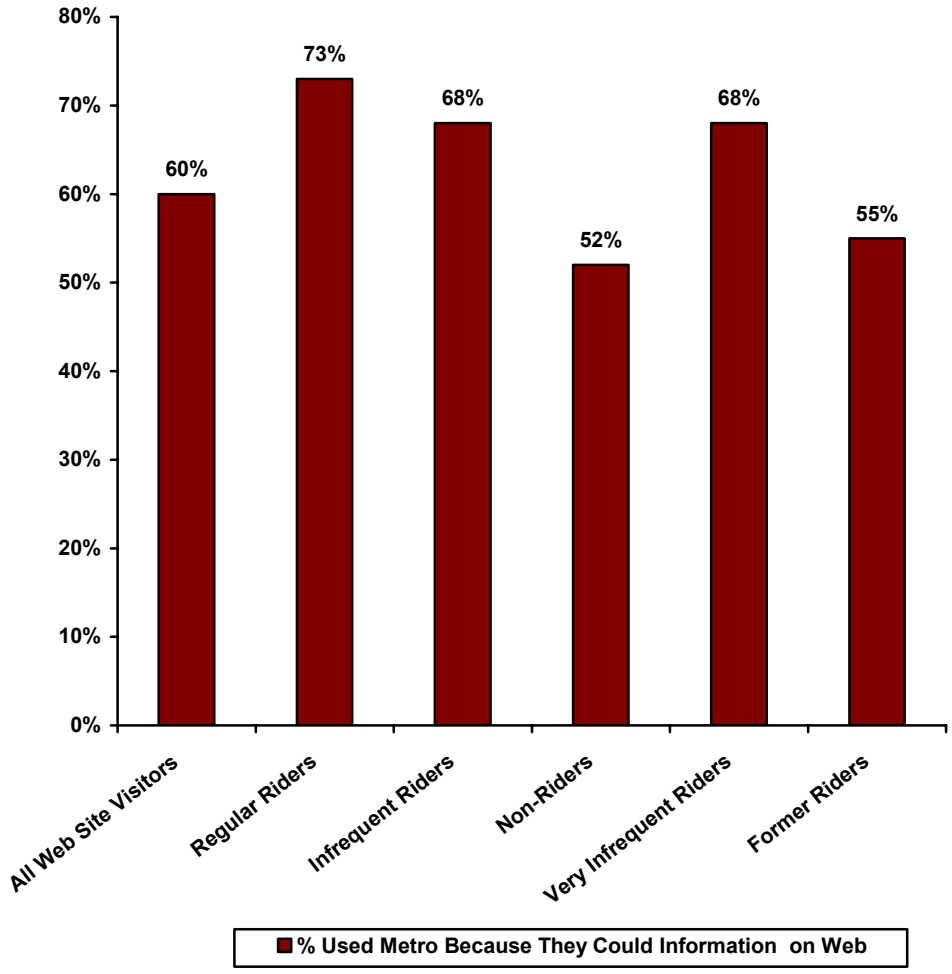
Base: All Respondents (n = 2,427, n_w = 2,427)

Question Q55: Which of the following sources do you use to get information about Metro?

Three out of five (60%) web site users indicated they have taken Metro because they could get information on-line at www.transit.metrokc.gov.

This is notable for Regular Riders (73%) and Infrequent Riders (68%) and for Very Infrequent Riders (68%) and Former Riders (55%).

Figure 66: Impact of Web Site on Transit Use



Three out of five (60%) visitors to Metro's or King County's web site report that there have been times they have taken Metro because of the information contained on the site.

Base: Respondents who Have Visited King County or Metro Web Site (n = 1,323, n_w = 1,143)

Question Q57A: Have there been times when you have used Metro Transit because you could get information online at www.transit.metrokc.gov?

Use of Internet to Purchase Bus Pass or Tickets

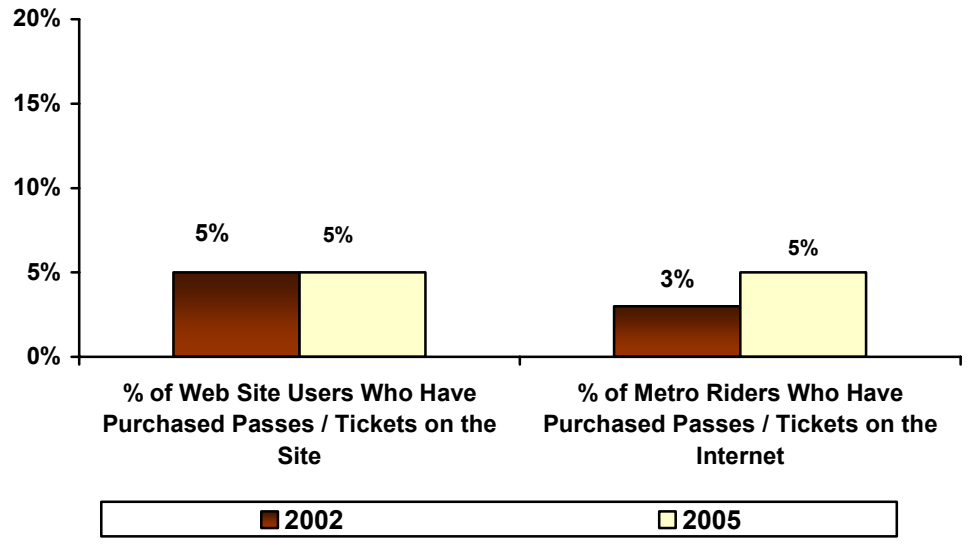
Only one out of twenty (5%) Riders who get information about Metro through Metro's website have purchased a bus pass or ticket over the Internet – the same as in 2002. The percentage of all Metro Riders who have purchased bus passes or tickets over the Internet has increased – from 3 percent in 2002 to nearly 5 percent (4.5%) in 2005. Therefore, while the percentage of Web site users purchasing passes or tickets remains the same, the percentage using the site has increased significantly, resulting in more Riders using the web site to purchase passes or tickets.

Not surprisingly, Regular Riders are twice as likely as Infrequent Riders to use Metro's web site to purchase passes or tickets (5 percent compared with 2 percent, respectively) due to their higher use of bus passes.

Those who have found information about Metro through the agency website but have not purchased a bus pass or tickets cited the following reasons:

- ~ Employer provides pass (32%),
- ~ Don't ride enough (15%),
- ~ Not aware you could (10%),
- ~ No need (9%),
- ~ Went elsewhere (9%), and
- ~ Never thought about it (8%).

Figure 67: Use of Internet to Purchase Bus Passes or Tickets



One out of twenty (5%) Riders use Metro's web site to purchase bus passes or tickets – a significant increase from 2005.

Base: Riders / Infrequent Who Use Web Site 2005 (n = 907; n_w = 459), 2002 (n =692; n_w = 356)
Question 58: Have you purchased a bus pass or ticket over the Internet?

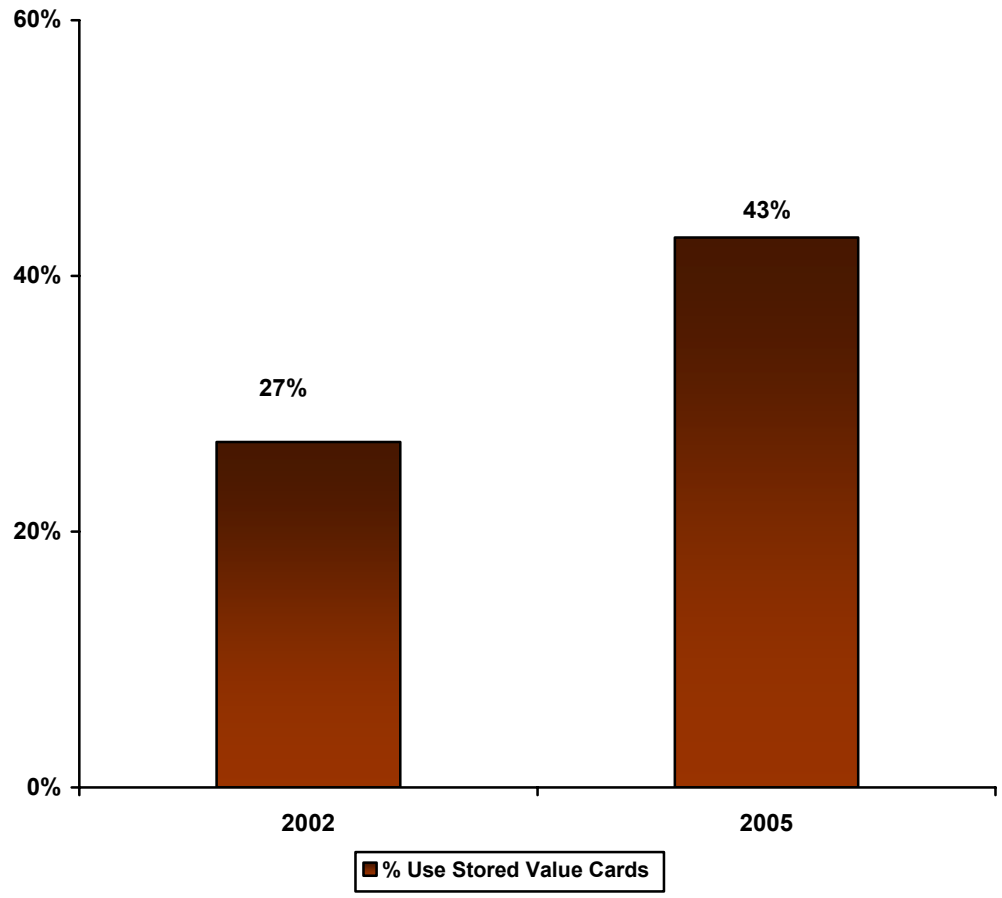
Stored Value Cards

General Use of Stored Value Cards

More than two out of five (43%) King County residents use stored value cards. This is a 60 percent increase from 2002 when only 27 percent of all King County residents used stored value cards. Those have used stored value cards are more likely than those who do not to be:

- ~ Employed full-time – 53 percent compared to 42 percent, respectively;
- ~ Women – 62 percent compared with 55 percent, respectively,
- ~ Between the ages of 35 and 54 – 49 percent compared to 37 percent, respectively;
- ~ More affluent – median household income of $72,159 compared to $56,567, respectively; and
- ~ Members of adult households with children – 48 percent compared with 37 percent, respectively.

Figure 68: Use of Stored Value Cards



More than two out of five (43%) King County residents used stored value cards – up from just 27 percent in 2002.

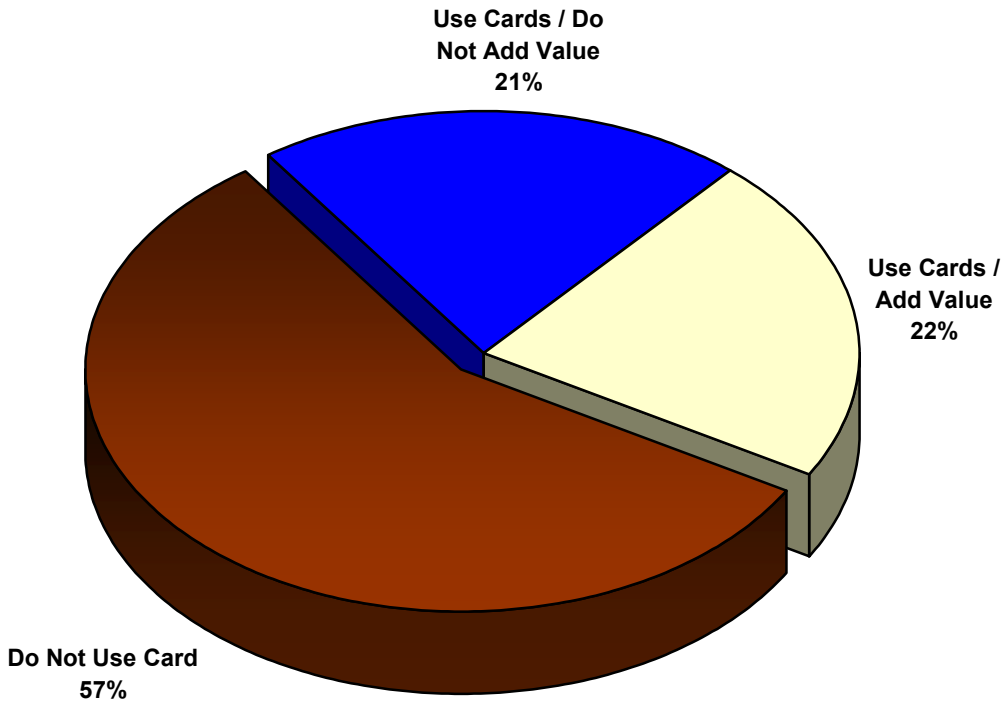
Base: All Respondents (n = 2,427, n_w = 2,427)

Question Q59: Do you currently use **prepaid** gift or merchandise cards, also called "stored value" cards, such as a Starbucks card or a phone card? Please include cards that have a stored cash value only – do not include punch cards, "buy 10 get 1 free" cards, or other customer cards?

People who use stored value cards are equally likely to add value (22%) versus not add value (21%) to these cards.

With the exception of income, there are no clear demographic differences between those that add value to the cards and those that do not. Those that add value to their cards are more affluent that those that do not – median household income of $78,982 compared to $66,772, respectively.

Figure 69: Add Value to Cards



People who use stored value cards are equally likely to add value (22%) versus not add value (21%) to these cards.

Base: All Respondents (n = 2,427, n_w = 2,427)

Question Q59: Do you currently use **prepaid** gift or merchandise cards, also called "stored value" cards, such as a Starbucks card or a phone card? Please include cards that have a stored cash value only – do not include punch cards, "buy 10 get 1 free" cards, or other customer cards?

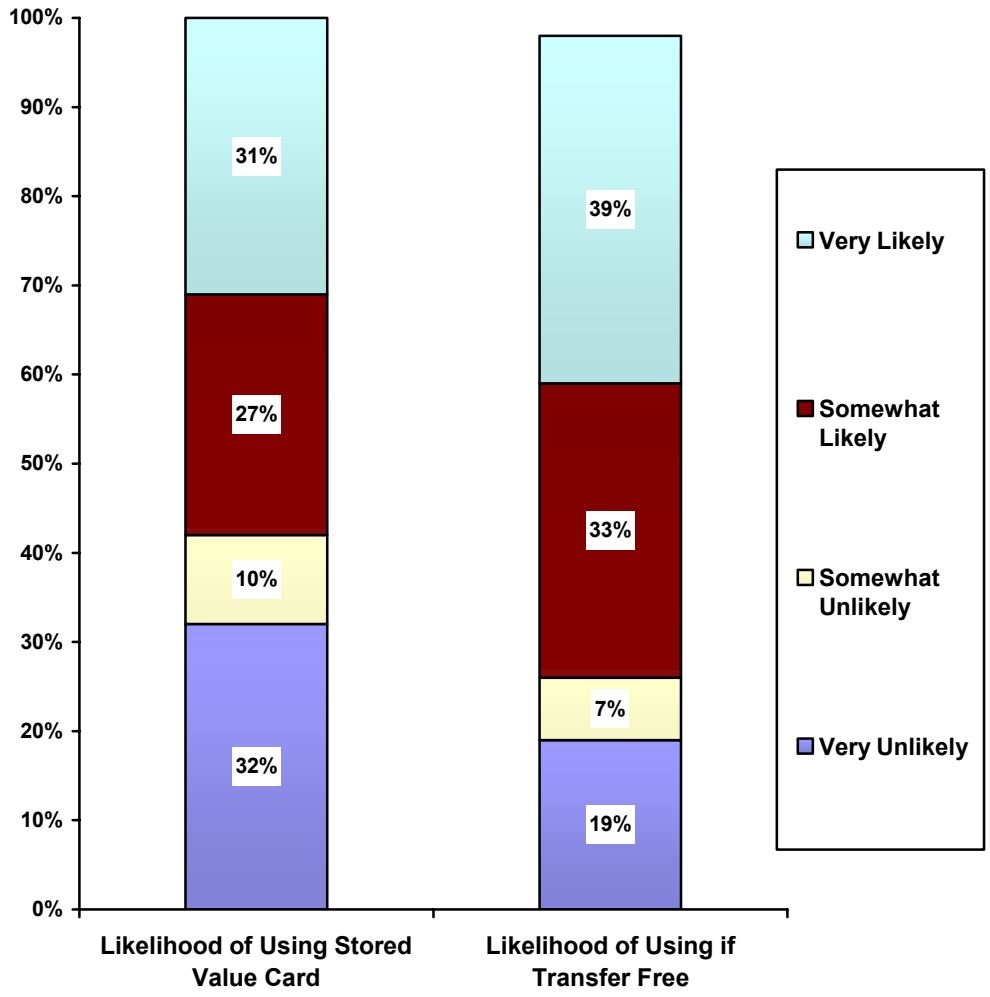
Question 60: How often do you add money or value to these cards when the balance is getting low or they no longer have a balance? Would that be always, sometimes, or never add money or value to these cards?

Likelihood of Using Stored Value Cards for Transit Fares

Riders who currently pay their fares with cash were asked their likelihood of using stored value cards to pay their fare. Likelihood of using was split – with the majority (58%) saying they would be likely to use stored value cards and 42 percent saying they are unlikely.

This figure would increase significantly – to 72 percent – if riders who paid cash had to pay for a transfer and those using the stored value card did not.

Figure 70: Likelihood of Using Stored Value Card to pay for Transit Fares



The majority (58%) of Riders who pay cash would use stored value cards if available.

This figure would increase to 72 percent if transfers were free.

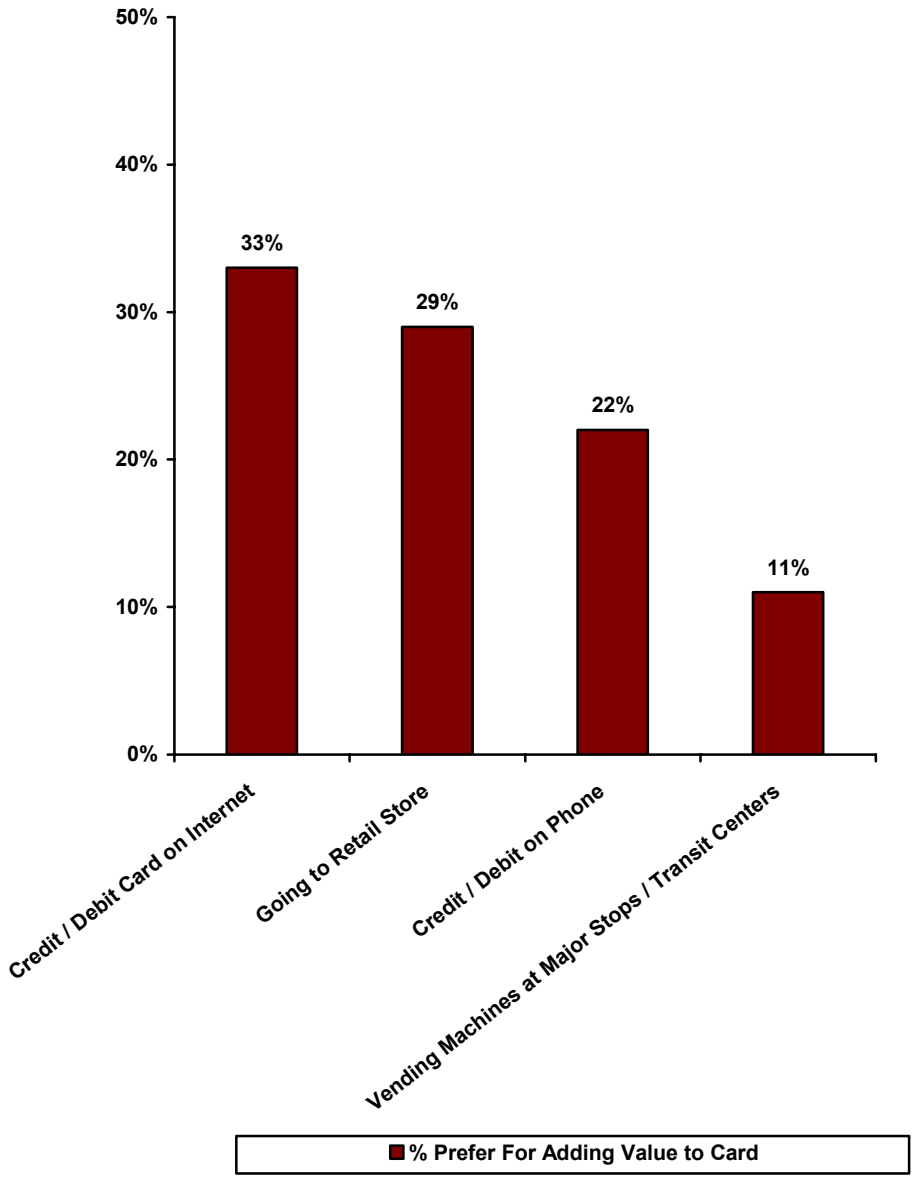
Base: Current Riders Who Pay Cash or Tickets (n = 680, n_w = 360)

Question 61: How likely would you be to consider using a stored value card to pay for bus fare? Would that be very or somewhat [likely / not likely] to use a stored value card to pay for your bus fare?

Question 61A: If you had to pay a second bus fare for a transfer when you paid cash, but the transfer would be free if you used a stored value card, how likely would you be to use a stored value card to pay for bus fare? Would that be very or somewhat [likely / not likely] to use a stored value card to pay for your bus fare?

Opinions are split as to the preferred method for adding value to a pre-paid or stored value transit card. Most (55%) want to use a credit or debit card on the Internet (33%) or by telephone (22%). However, 29 percent would prefer going to a retail store like Bartell's.

Figure 71: Preferred Method for Adding Value to Stored Value Transit Card



More than half (55%) of those who current pay fares with cash but would use a stored value card if available indicate that they would be most likely to add value using a credit or debit card on the Internet or over the telephone.

Base: Riders Who Pay Cash Fares and Likely to use Stored Value Card to Pay Fares (n = 368, n_w = 197)

Question 62: Next we are going to ask you about how you would like to add value to your pre-paid bus fare card when it was nearly out of funds. You will be able to add value to your fare card at a Metro Customer Assistance Office or retail outlet such as Bartell's. Or, you may use a credit card to add value over the phone or internet and the fare card will be updated the next time you use it on the bus. Would you most prefer to add money to it by [READ LIST].

Appendix – Detailed Methodology

Introduction

King County Department of Transportation Transit Division (King County Metro) has conducted a telephone survey of transit Riders and Non-Riders for more than 25 years. Typically, this study has been conducted annually. However, due to budget and other considerations there have been some years, with 2004 being the most recent, the study was not conducted. The study has ranged in scope and size from as few as 1,000 surveys in 1995 to more than 7,000 surveys in 1994. The primary objectives of this important, ongoing study are to:

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

Similar to previous studies, the 2005 study includes detailed data on ridership, travel and commute patterns, general characteristics of Riders and non-Riders, barriers to taking the bus on a more frequent basis, and satisfaction with various bus services. Questions are added and/or deleted each year to address the special issues Metro is facing and/or to gather insight into the future changes in travel behavior that will need to be addressed. The 2005 study also collected information relating to fare payment, the use of stored value cards, and use of the I-405 travel corridor.

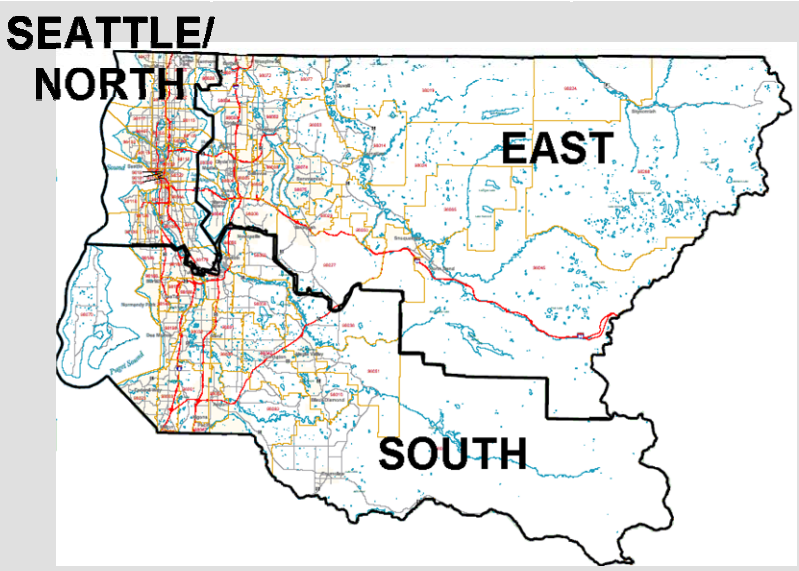
Sampling and Data Collection

Data collection was conducted by telephone in the fall of 2005, yielding a total of 2,427 completed interviews. Telephone data collection, using Random Digit Dial (RDD) sampling, continues to be the best sampling and data collection methodology for conducting research that needs to be projected to the general population. In addition, telephone surveys using computer-assisted telephone interviewing (CATI) technology is the best methodology for completing long and complex surveys, particularly those using a large number of rating scales where it is important to randomize the order of delivery to minimize response order bias and ensure more valid responses. Finally, professional interviewers probe for complete answers to all questions, limiting the number of unanswered questions and gaining in-depth information for open-ended questions. For all questions, interviewers gave respondents the option to provide a response of “don’t know” or “no opinion.”

The 2,427 individuals completing this comprehensive survey were King County residents, ages 16 and older. Data collection was completed between November 2nd, 2005 and December 30th, 2005. The period during which data were collected was slightly later in the year for 2005 than for previous years due to extensive changes in the questionnaire and a longer-than-expected review period required. Nearly all (98%) surveys were completed before the start of the Christmas holiday period (i.e. on or before December 21st, 2005). The final surveys were completely primarily with those that had already agreed to complete the survey but were not available until this time.

The sample was stratified by geographic area and an approximately equal number (n = 800) of interviews completed in each area. Three geographic areas were defined by the ZIP codes found in Table 1 and are in accordance with the ZIP code breakdown used in 2003.

Table 51: Zip Codes



Seattle / North King	South King	East King
98028 98101 98102 98103 98104 98105 98106 98107 98108 98109 98110 98111	98001 98002 98003 98010 98013 98022 98023 98030 98031 98032 98035 98038	98004 98005 98006 98007 98008 98009 98011 98014 98019 98021 98024 98025
98112 98115 98116 98117 98118 98119 98121 98122 98124 98125 98126 98133	98042 98047 98051 98054 98055 98056 98057 98058 98059 98062 98063 98064	98027 98029 98033 98034 98039 98040 98041 98045 98050 98052 98053 98065
98134 98136 98144 98154 98155 98160 98177 98178 98195 98199 98346	98070 98071 98092 98138 98146 98148 98158 98166 98168 98188 98198	98068 98072 98073 98074 98075 98077 98083 98224 98288

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

An approximately equal number of interviews were completed in each planning area.

In addition to the regional stratification, the sample was further stratified by transit ridership at the individual level, and an approximately equal number of interviews (n = 400) were completed with riders and nonriders in each region. The following table provides key definitions of the different rider segments.

Table 52: Key Definitions

Segment	Definition	Variable Name / Value
Regular Rider	5+ rides in past 30 days	RIDESTAT = 1
Infrequent Rider	1-4 rides in past 30 days	RIDESTAT = 2
Nonrider	0 rides in past 30 days	RIDESTAT = 3

The sample was further stratified by rider status and an approximately equal number of interviews completed with regular riders and infrequent riders / nonriders.

The sample was drawn in two stages, which are described in detail below.

Stage 1: Develop a household-based sample plan distributed equally in each of the three regions of King County as defined in Table 51. The sample includes both listed and unlisted telephone numbers. Cell phone numbers are not included in the sampling frame as TCPA regulations require that these numbers be hand dialed. Moreover, cell phone users pay for all calls, and there are potential issues of liability if someone were to complete a survey while operating a vehicle.

Stage 2: Using Disproportionate Stratified Random Sampling (DSS), telephone numbers for inclusion in the sample are drawn from two strata (lists) that are based on the presumed density of known telephone households. The DSS design attempts to find a way of differentiating, before sampling begins, between a set of telephone numbers which contains a large proportion of target numbers (the high-density block) and a set which contains a smaller proportion of target numbers (the medium-density block). This greatly increases the efficiency of calling by achieving a higher hit rate compared to simple random sampling while still achieving a statistically representative sample. During data analysis, because the ratio at which telephone numbers are sampled from each block is known, appropriate weighting is applied.

In this design, telephone numbers are classified into two strata that are either high density (listed 1+ block telephone numbers) or medium density (not listed 1+ block telephone numbers) to yield residential telephone numbers. A one-plus (1+) block is a computer-generated listing of 100 consecutive telephone numbers containing at least one published telephone number. Listed 1+ blocks contain all the listed numbers from the 1+ block of numbers. Not listed 1+ blocks contain all the remaining numbers from the 1+ block after the listed telephone numbers are removed. Telephone numbers in the high density stratum are sampled at a higher rate – NWRG used a rate of 1.5 to 1. This does not mean that in a sample of 100 numbers, 67 are listed numbers and 33 are unlisted numbers. Rather, the key is to use the total quantity of valid numbers. In many cases, the number of unlisted telephone numbers in a working block is actually greater than the amount of listed numbers. Therefore, more unlisted numbers are called. The following table (Table 52) illustrates an example of how the sampling ratio is implemented.

Table 53: DSS Sampling

Stratum	# of Valid Numbers	Desired Ratio	Expected Sample #	Actual Sample #	Achieved Ratio	Valid Sample #	Sampling Ratio (V)
Listed	461,160	1.5	19,109	21,439	1.78	21,011	1.72
Not Listed 1+ Block	1,605,540	1	44,351	42,021	1	32,320	1
Total	2,066,700		63,460	63,460		53,331	

DSS Sampling is used to efficiently reach both listed and unlisted telephone households.

This then yields a random regional sample of households with telephones, drawn proportionate to the population distribution in each region to be contacted for the study. The following table (Table 54) illustrates the final sampling plan and the resulting levels of precision.

Table 54: Final Sampling Plan

Planning Area	# of Households *	% of Households	Unweighted n	Weighted n	Effective n	Precision***
Total King County	769,401	100.0%	2,427	2,427	1,661	± 2.4%
Regular Rider	123,874 (16.1%)	16.1%	1,217	490	832	± 3.4%
Infrequent Rider	51,550 (6.7%)	6.7%	164	205	155	± 7.9%
Nonrider	593,978 (77.2%)	77.2%	1,046	1,735	1,008	± 3.1%
Seattle / North King	318,364	41.4%	811	1,005	689	± 3.7%
Regular Rider	106,334 (33.4%)	13.8%	407	315	399	± 4.9%
Infrequent Rider	35,020 (11.0%)	4.6%	79	117	76	± 11.2%
Nonrider	177,010 (55.6%)	23.0%	325	573	317	± 5.5%
South King	252,996	32.9%	809	797	500	± 4.4%
Regular Rider	32,889 (13.0%)	4.3%	406	102	398	± 4.9%
Infrequent Rider	12,650 (5.0%)	1.6%	35	41	34	± 16.8%
Nonrider	207,710 (82.1%)	27.0%	368	655	358	± 5.2%
East King	198,041	25.7%	807	624	483	± 4.5%
Regular Rider	24,161 (12.2%)	3.1%	404	73	392	± 5.0%
Infrequent Rider	13,665 (6.9%)	1.8%	50	43	48	± 14.1%
Nonrider	160,215 (80.9%)	20.8%	353	507	342	± 5.3%

* Number of households (total and by planning area) obtained from 2004 Community Survey (U. S. Census Bureau); Number of households by area & rider status imputed from sample estimates of incidence (in parentheses) at the household level within each region.

*** Precision (a.k.a. margin of error) is the maximum error for any percentage within a particular group

Interviewing Outcomes

One of the primary goals for this study was to achieve high response rates. The CASRO definition of 'response rate' is "the ratio of the number of completed interviews to the number of eligible units in the sample." There are multiple versions of response rates, and these ratios are functions of the effective study incidence (the percentage of persons in the population eligible to complete the study), contact rate (the percentage of households attempted that are reached), and cooperation rate (the percentage of qualified persons who agree to complete the survey). Strategies used to increase response rates included:

- Using specially-trained interviewers to convert refusals into completions.
- Ensuring multiple callbacks. An average of 11 callbacks were to households that were not reached to reduce the incidence of no answer / busy.
- Messages left on answering machines with a toll-free number, providing information about the survey and asking a member of the household to return the call.
- Information page on NWRG web site (www.nwrg.com) to provide additional information about the survey and answering frequently asked questions about surveys in general and about this specific survey.
- Continual monitoring and controlling of questionnaire length to minimize incidence if mid-terminates.
- Pre-testing of questionnaires to minimize incidence of break-off and of question-by-question refusal.

A total of 53,331 sample elements were used. Of the total sample, 52 percent of the numbers were working household telephone numbers. An average of 5.3 attempts were made to all sample elements. This includes sample elements identified as business or nonworking telephone numbers on the first attempt. All numbers identified as non-working were attempted twice to verify their non-working status. An average of 11.3 call attempts were made to all sample elements identified as a working residential telephone household, resulting in a contact rate (percent of households with working telephone numbers where a person answered the telephone) of 64 percent.

Of those contacted, 45 percent did not qualify to complete the study. Households / respondents who did not qualify either lived outside King County, were in a quota group that was full, or could not complete the study because of a language (non-English or non-Spanish) or other communication barrier.

To maximize the response rates and to minimize the amount of sample attempted, the study was divided into two components. In addition to increasing the sample efficiency, this approach also ensured that surveys with riders were completed throughout the study rather than searching for them after filling the non-rider quotas for each geographic area. For the base study (1st component), both riders and non-riders were interviewed. The second study consisted of riders only – that is, if a non-rider household was identified, the call received a disposition of 'quota full' in the appropriate sub-region. When data collection was complete, the data and sample were combined. The following table illustrates the dispositions of calls for the total sample as well as those for each component.

Table 55: Sample Disposition

Disposition	Total Sample #	Total Sample %	Base Study Sample #	Base Study Sample %	Rider Study Sample #	Rider Study Sample %
I – Complete Interview	2,427	4.6%	1,550	13.1%	877	2.1%
P – Partial Interview	447	0.8%	50	0.4%	397	1.0%
R – Refusal / Break-Off (Eligible)	753	1.4%	716	6.0%	37	0.1%
N – Not Eligible	32,841	61.6%	6,298	53.0%	26,543	64.1%
O – Other (Eligible)	843	1.6%	239	2.0%	604	1.5%
UH – Unknown Household	7,163	13.4%	1,330	11.2%	5,833	14.1%
UO – Unknown Other	8,852	16.6%	1,702	14.3%	7,150	17.3%

An average of 11 call attempts were made to all working household telephone numbers, resulting in a contact rate of 64 percent.

Based on these sample dispositions, response rates are calculated. The following table contains four different response rates. The reason for inclusion of different response rates is that certain organizations may have varying needs for presenting information, and some response rates are more appropriate than others. These four rates are based on definitions of response rates set by CASRO.

Before response rates are presented in Table 55, an adjustment factor, e, appears in the first row. This factor is used as an estimate of the proportion of eligible respondents from those respondents for whom eligibility is unknown. This adjustment factor is used in the 3rd and 4th response rate calculations.

Table 56: Response Rate Calculations

Response Rate Measure	Formula	Total Sample	Base Study	Rider Study
e	$\frac{I + P + R + O}{(I + P + R + O)+N}$	0.120	0.289	0.067
RR1	$\frac{I}{I + P + R + O + UH + UO}$	11.8%	27.7%	5.9%
RR2	$\frac{I + P}{I + P + R + O + UH + UO}$	14.0%	28.6%	8.6%
RR3	$\frac{I}{I + P + R + O + e(UH + UO)}$	38.0%	45.2%	31.4%
RR4	$\frac{I+P}{I + P + R + O + e(UH + UO)}$	45.0%	46.7%	45.7%

Note: *Disposition codes on right-hand side of the equation refer to those in Table 54.*

Multiple call-backs, leaving messages on answering machines, and refusal conversion resulted in a response rate of 38 percent for the entire sample. This is well above industry norms – 11 percent for Random Digit Dial (RDD) sample surveys and 34 percent for customer satisfaction surveys.

The formulas by which the four response rates calculated in Table 55 vary slightly. The first is the minimum response rate, and is the number of completed interviews (I) divided by the total number of

contacted households that were either eligible or whose eligibility was unknown (i.e. ineligible households are not included in the computation). The second, RR2, differs only in that the number of partially-completed interviews (P) is added to the numerator of RR1.

The third, RR3, differs from RR1 by the inclusion of the adjustment (e) in the denominator. This adjustment includes the number of ineligible households and, hence, any computation involving (e) is preferred. Finally, the fourth response rate, RR4, is different from RR3 in that the former adds the number of partially-completed interviews (P) to the numerator of the latter. Typically, the third and fourth rates are used due to the inclusion of 'e' in the calculation of each.

The third response rate (RR3) is typically that which is computed and reported. From the above table, it can be observed that this response rate was 38 percent. The average response rate for a Random Digit Dialing telephone survey (as reported by CMOR) is 11 percent and for a customer satisfaction survey is 34 percent. Clearly, the methodology employed for this study ensured above average response rates.

In addition to having higher-than-average response rates, this study yielded higher-than-average cooperation rates and lower-than-average refusal rates. The achieved cooperation rate was 67 percent, which is 20 percent above the average for a customer satisfaction survey and 53 percent above the average for a Random Digit Dialing telephone survey. The achieved refusal rate was 12 percent which is 9 percent lower than the average for a customer satisfaction survey and 29 percent lower than the average for a Random Digit Dialing telephone survey.

Respondent Characteristics

A random sample does not always achieve a final sample that is representative of the population. To determine the extent to which the final sample is representative of the population, respondent characteristics are compared with current census data. Because of the sampling plan, the characteristics of the base study (a random sample of all telephone households in the region) provide the best picture of the extent to which the base sample matches the population.

- ~ Consistent with the sampling plan, an equal number of interviews are completed in each planning area.

- ~ Men are under-represented in the study relative to their incidence in the population; this has been the case in all years this survey has been completed. Consideration was given to weighting to adjust for this factor. It is recommended that in future years, the survey incorporate a method for randomly selecting the individual in the household to interview to decrease this particular bias.

- ~ The final sample generally matches the age and income distributions found in the general population.

- ~ Members of racial and ethnic minorities appear to be underrepresented somewhat in the sample; this has been the case in all years this survey has been completed. There was an increase in the proportion of interviews completed with Hispanics in 2005 compared with previous years, reflecting the inclusion of a Spanish version of the survey. Fewer surveys were completed with African Americans than in 2002 and 2003.

- ~ Single-person / adult only households appear to be underrepresented in the sample; this has been the case in all years this survey has been completed. This is a very difficult household type to reach by telephone. Consideration was given to weighting by number of adults in the household, under the premise that households with more than one person have a greater probability of being reached than single-person households. To maintain comparability with previous data, this was not done.

~ There is no comparable census data available on employment and commuter status. There has been little or no change over the years in the distribution for employment. In 2005, there was a significant decrease (from 7 percent in 2003 to 4 percent in 2005) in the percentage of respondents who are school commuters only – that is do not work. This most likely reflects recent trends in cell phone usage among this market. The sample for this study is based on households in King County with landline telephone numbers. Therefore, persons with cell phones only (i.e., no landline service) are not represented. Current estimates are that approximately 4 percent of households no longer have a landline – that is are wireless only households. Recent research shows that wireless substitution is highest among young (18 to 24) adults at 7 percent. It is also highest among single person households at 6 percent and/or among single persons living with a roommate (9%).•

Table 57: Respondent Characteristics

	Census	Total Study (n = 2,427)	Base Study (n = 1,550)	Riders Only (n = 877)
Area of Residence				
Seattle / North King	41%	33%	40%	23%
South King	33	33	31	38
East King	26	33	30	39
Gender				
Male	50%	44%	43%	45%
Female	50	56	57	55
Age				
16-19 yrs.	6%	6%	3%	11%
20-24 yrs.	7	5	4	8
25-34 yrs.	18	15	14	16
35-44 yrs.	21	21	21	20
45-54 yrs.	20	22	21	25
55-64 yrs.	14	16	18	13
65 or older	13	15	19	8
Mean (years)	N.A.	46.0	48.5	41.5
Income				
Less than $15,000	10%	8%	7%	11%
$15,000 to $25,000	9	7	6	9
$25,000 to $35,000	10	7	7	7
$35,000 to $75,000	35	39	41	36
$75,000 to $100,000	15	18	18	18
$100,000 or more	22	21	22	19
Median		$62,989	$64,554	$60,042
Ethnicity				
Caucasian	76%	82%	85%	76%
Asian American	11	5	4	6
Hispanic	7	4	3	8
African American	5	7	6	9
Other	8	3	3	4
Household Type				
Single-Person / Adult Only	31%	20%	21%	18%
Two-Person / Adult Only	41	34	37	29
Household with Children	28	46	42	53

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

	Census	Total Study (n = 2,427)	Base Study (n = 1,550)	Riders Only (n = 877)
Employment Status				
Employed Full-Time	Not available	51%	47%	59%
Employed Part-Time		7	6	7
Self-Employed / Work Home		6	8	2
Student		8	6	13
Not Employed / Homemaker		5	6	3
Retired		17	22	8
Unemployed / Other		6	5	8
Commuter Status				
Work Commuter	Not available	54%	52%	66%
School Commuter		4	4	10
Non-Commuters		42	44	24

Weighting

The basic premise behind probability sampling is that each household has a known and non-zero probability of selection. In telephone surveys, all households do not have an equal probability of selection. Notably, more households today have more than one telephone line, and households with multiple telephone lines have a higher probability of selection than do those with a single line. The first stage of weighting, therefore, adjusts for the probability of selection resulting from multiple telephone lines in some households.

Because disproportionate stratified sampling was used to ensure optimal sample efficiency within each region/rider segment combination, post-stratification weighting is used to adjust the sample to represent the study area's population as a whole. The results of weighting on the sub-sample sizes are summarized in Table 57.

Table 58: Weighting

	All Respondents		Regular Riders*		Infrequent Riders*		Nonriders*	
	N	**n_w**	**n**	**n_w**	**n**	**n_w**	**n**	**n_w**
Seattle / North King	811	1,006	407	315	79	117	325	573
South King	809	797	406	102	35	41	368	655
East King	807	624	404	73	50	43	353	507
Total King County	2,427	2,427	1,217	490	164	202	1,046	1,735

* - Ridership, here, represents that at the individual level, not at the household level.

The sample was weighted to adjust the sample to match the target population estimates in each planning AREA and to adjust for disproportionate sampling of riders and nonriders.

Questionnaire

The 2005 King County Metro Rider / Nonrider Survey questionnaire is partially based on the previous surveys. This provides the capability to compare results from this survey over time. To aid in this analysis, data from 2001, 2002, and 2003 are merged with the 2005 data and a set of tables have been

prepared. Moreover, the questionnaire was modified to address additional issues that have surfaced over the years. The survey contained the following key subject areas:

- ~ General Ridership – All Respondents
- ~ Metro Ridership – Riders and Infrequent Riders
- ~ Barriers to Riding – Occasional Riders and Specific Non-Riders
- ~ Former Riders
- ~ Metro Service – All Respondents
- ~ I-405 Use – All Respondents
- ~ Fare Payment – Riders and Infrequent Riders
- ~ Commute Travel – Work and Student Commuters
- ~ Parking – Work and Student Commuters
- ~ Other Travel – All Respondents
- ~ Potential to Increase Ridership – Non-Riders
- ~ Vanpool / Ridematch – All Respondents
- ~ Park and Ride – All Respondents
- ~ Rider Satisfaction – Riders and Infrequent Riders
- ~ Miscellaneous Questions – All Respondents
- ~ Demographic Inquiry – All Respondents
- ~ Mini Survey – Unqualified / Refusal Respondents

The 'base' component of the study had an average survey length of 13.1 minutes, while the 'rider only' component of the study had an average survey length of 17.6 minutes.

How to Use This Report

Extensive analysis of the data was completed. This report summarizes the major findings for each of the topics as a whole, and for key subgroups. The following notes describe the reporting conventions used in the report.

- ~ The report is organized by major topic area. Tables and charts provide supporting data.

- ~ Information about the overall results for each topic area is presented first, followed by relevant, statistically and practically significant differences between key subgroups. The probability level for determining statistical significance is < .05 (unless otherwise noted). When significant differences (assuming a 95 percent confidence level) were observed among important subgroups (e.g., geography, frequency of travel, commuter status, etc.), they are noted in the written text of the report and notated in the accompanying tables.

- ~ In most charts and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Note that some percentages in this report may add up to more or less than 100 percent because of rounding, the permissibility of multiple responses for specific questions, or the presentation of abbreviated data.

~ Except where noted, tables and charts provide information from respondents who offered opinions to a question. “Don’t know” and “refusals” are counted as missing values unless “don’t know” is a valid or meaningful response. The “no answer” category is not included in the analysis generating the graphics.

Complete documentation of the data analysis (in the form of banners) is kept separately. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample. The NWRG Project Team worked with the Metro Project Team to determine the best segments for this analysis. Eight separate sets of banner tabulations are available:

~ **Banner #1 – Ridership**: Area of Residence (3), Individual Rider Status (3), Non-Riders(3), Commute Status (2), Commute Mode (4), Satisfaction with Metro (3)

~ **Banner #2 – Ridership Seattle / North King County Only**: Area of Residence (3), Individual Rider Status (3), Non-Riders (3), Commute Status (2), Commute Mode (4), Satisfaction with Metro (3)

~ **Banner #3 – Ridership South King County Only**: Area of Residence (3), Individual Rider Status (3), Non-Riders (3), Commute Status (2), Commute Mode (4), Satisfaction with Metro (3)

~ **Banner #4 – Ridership East King County Only**: Area of Residence (3), Individual Rider Status (3), Non-Riders (3), Commute Status (2), Commute Mode (4), Satisfaction with Metro (3)

~ **Banner #5 – Commuters**: Area of Residence (3), Individual Rider Status (3), Current / Past Ridership (3), Commute Status (3), Commute Mode (4), Satisfaction with Metro (3)

~ **Banner #6 – Nonriders**: Appeal of using the bus

~ **Banner #7 – Yearly Comparisons**: Overall and by area of residence

~ **Banner #8 – Yearly Comparisons**: Overall and by rider status

A sample of the banner output is included in the Appendix.

Questionnaire

2005 METRO RIDER / NONRIDER QUESTIONNAIRE

KCM 05-187 Draft Questionnaire
Version Number : FINAL with Postcodes in *Bold Italic*
Version Date : December 15, 2005
Person : Rebecca Elmore-Yalch

NOTATIONS

Everything written in questions and response categories that are in standard upper / lowercase type are read as written to the respondent.

Response categories in upper case type only are not read to the respondent.

INTRODUCTION

INTRO1 Hello, I'm ___ from Northwest Research Group, calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit, and we would like to include the opinions of your household. The information will be used to help improve the region's transportation system. 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 and/or recorded for quality control purposes.

***[AS NEEDED**: Let me assure you this is not a sales call, and all the information you give will be kept strictly confidential. If you want more information on this survey, you may visit our web site at www.nwrg.com.]*

***[AS NEEDED:** This survey will last approximately 10 to 15 minutes.]*

***[AS NEEDED:** This survey will provide important planning data for King County Metro. Your participation is important, as you will represent a number of households like yours.]*

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

1 CONTINUE IN ENGLISH
2 CONTINUE IN SPANISH **[SPANISH SPEAKER ONLY]**
3 SPANISH LANGUAGE BARRIER **[END SURVEY]**
4 YES, MINI SURVEY ONLY **[SKIP TO REF2]**
5 NOT AVAILABLE NOW **[CTRL-END, SCHEDULE A CALLBACK]**
6 IMMEDIATE REFUSAL **[END SURVEY]**

MINI SURVEY

[FOR FINAL REFUSALS WHO WILL ANSWER A FEW QUESTIONS]
[ALL DATA MUST BE SAVED]

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 REF5]**
8 8 OR MORE
9 DK / REF

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

1 5 OR MORE RIDES – RIDER **[SKIP TO REF5]**
2 1 TO 4 RIDES - INFREQUENT RIDER **[SKIP TO REF5]**
3 0 RIDES/NEVER RIDE – NONRIDER **[SKIP TO REF5]**
9 DK / REF

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

1 YES, 5 OR MORE RIDES - RIDER
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DK / REF **[SKIP TO THANK8]**

***CREATE VARIABLE* = RIDESTAT**

1 REGULAR RIDER
2 INFREQUENT RIDER
3 NONRIDER

REF5 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

REF6 What is your home zipcode?

_____ENTER ZIP CODE – PROGRAM TO ASSIGN TO CORRECT ZIPCODE
99999 DON'T KNOW / REFUSED

REF7 **[IF REF6 = 99999]** Is your home zip code [ZIP CODE FROM SAMPLE]?

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

REF8 Including yourself, how many people live in your household?

_____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

REF9 Including yourself, how many are 16 and older?

_____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED [SKIP TO THANK8]

REF10 How many telephone numbers are associated with this household? Please do not include cellular telephone service.

___ ENTER NUMBER (1 OR MORE) [REF10 CANNOT = 0]
99 DON'T KNOW / REFUSED

REF11 [IF TEL3 > 1] How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?
[READ IF NECESSARY: Do NOT include cellular telephone service.]

___ ENTER NUMBER (1 OR MORE)
99 DON'T KNOW / REFUSED

REF12 Have you been without telephone service for more than three months anytime in the last year?
[READ IF NECESSARY: Do NOT include cellular telephone service]

1 YES
2 NO
9 DON'T KNOW / REFUSED

CREATE VARIABLE: **RIDEAREA**

1 RIDER – SEATTLE / NORTH KING
2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING
3 RIDER – SOUTH KING
4 INFREQUENT RIDER / NONRIDER – SOUTH KING
5 RIDER – EAST KING
6 INFREQUENT RIDER / NONRIDER – EAST KING

REF13 **[IF RIDESTAT = 1]** You do qualify for the study we are conducting, and the input of people like yourself is very valuable. The information you give will be used to improve your area's transit system. We would really like to continue the rest of the survey with you. It should only take about 15 minutes.

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

SCREENER

SCR1 First, are you a resident of King County?

1 YES
2 NO **[SKIP TO THANK2]**
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. A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR3 **[IF SCR2 GT 0]** Including yourself, how many people in your household, age 16 or over, have taken at least 5 one-way rides on a Metro bus in the last 30 days?

[IF NEEDED: Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride.]

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

[*PROGRAMMING NOTE*: SCR3 MUST BE LE SCR2]

SCR4 **[IF SCR2 GT 0]** Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area?

[IF NEEDED: A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.]

_____ ENTER NUMBER OF RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

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

1 YES, 5 OR MORE RIDES - RIDER **[SKIP TO SCR9A]**
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DON'T KNOW / REFUSED

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

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 SCR8]**
3 NO, NOT AVAILABLE NOW **[ARRANGE CALLBACK - CRTL-END]**

SCR7A **[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 SCR9A]**
97 97 OR MORE **[SKIP TO SCR9A]**
98 DON'T KNOW
99 REFUSED

SCR7B **[IF SCR7A GE 98]** Would that be more than 4 rides?

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

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

SCR8 **[IF SCR2 EQ 0 OR SCR4 EQ 0]** Have you or anyone else in your household ridden any Metro service within the past year; This time please include the Seattle Ride Free Area and Shuttle service to ball games and special events as well as regular bus service?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

***CREATE VARIABLE* = RIDESTAT**

1 REGULAR RIDER
2 INFREQUENT RIDER
3 NONRIDER

SCR9A What is your home zipcode?

_____ENTER ZIP CODE – PROGRAM TO ASSIGN TO CORRECT ZIPCODE
99999 DON'T KNOW / REFUSED

SCR9B **[IF SCR9A = 99999]** Is your home zip code [ZIP CODE FROM SAMPLE]?

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

CREATE VARIABLE: **RIDEAREA**

1 RIDER – SEATTLE / NORTH KING
2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING
3 RIDER – SOUTH KING
4 INFREQUENT RIDER / NONRIDER – SOUTH KING
5 RIDER – EAST KING
6 INFREQUENT RIDER / NONRIDER – EAST KING

GENDER ENTER GENDER OF RESPONDENT [VERIFY IF NEEDED BY ASKING: Are you . . .]

1 MALE
2 FEMALE

GENERAL RIDERSHIP – ALL RESPONDENTS

Q1 One year ago, were you living in King County?

1 YES
2 NO
9 DON'T KNOW / REFUSED

Q2A What is your current employment status? Are you . . (ACCEPT MULTIPLE)
IF A STUDENT ONLY, PROBE: Do you also work?
IF STUDENT NOT MENTIONED, PROBE: Do you also attend classes?

NOTE FOR CODING/CLEANING: IF Q2A=RETIRED OR HOMEMAKER, CODE AS Q2E=1 or 2.

1 Employed, [ASK Q2B]
2 A student, or [ASK Q2C]
3 Currently not employed? [ASK Q2E]
4 OTHER [SPECIFY] [SKIP TO Q3]
8 DON'T KNOW **[COMMUTER = 3]**
9 REFUSED **[COMMUTER = 3]**
7 Disabled
11 Homemaker
12 Retired

Q2B **[IF Q2A=1]** Are you employed…

1 Full-time,
2 Part-time,
3 Or are you self-employed?
8 DON'T KNOW
9 REFUSED

Q2C **[IF Q2A=2]** Are you a…

1 A full-time student or
2 A part-time student?
8 DON'T KNOW
9 REFUSED

Q2D **[IF EMPLOYED AND A STUDENT (Q2A=1 AND Q2A=2)]** Which do you consider to be your **primary** activity?

1 Employed
2 A student
8 DON'T KNOW
9 REFUSED

Q2E **[IF Q2A=3]** Is that:

1 A homemaker, **[COMMUTER = 3]**
2 Retired, or **[COMMUTER = 3]**
3 Currently not employed? **[COMMUTER = 3]**
8 DON'T KNOW **[COMMUTER = 3]**
9 REFUSED **[COMMUTER = 3]**

Q3 **[IF Q2A EQ 1 OR 2 OR 4]** 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
[ASK IF RIDESTAT = 1 OR 2; OTHERWISE SKIP TO Q15]

Q4A You said that you have ridden the bus in the past 30 days. Did you start riding the bus after September of 2004? ?

1 YES
2 NO
9 DON'T KNOW / REFUSED

Q4B How long have you been riding Metro regularly, that is, at least 1 trip a month? READ LIST IF REQUIRED

1 (Less than 3 Months)
2 (3 to 6 Months)
3 (6 Months to 9 Months)
4 (9 Months to 1 Year)
5 (1 to 2 Years)
6 (3 to 5 years)
7 (5 Years or More
5 NOT A REGULAR RIDER
9 DON'T KNOW / REFUSED

Q5 [**IF Q4A EQ 1 OR Q4B LE 4]** Why did you start riding the bus? ENTER ALL THAT APPLY

1 CHANGED JOBS/GOT A JOB/WORK
2 MOVED
3 JOBSITE/BUSINESS MOVED
4 STOPPED OR STARTED SCHOOL
5 BUS CHEAPER THAN DRIVING
6 SAVE MONEY ON GAS
7 SAVE MONEY ON PARKING
8 TO AVOID HAVING TO FIND PARKING
9 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
10 BUS FASTER
11 BUS MORE CONVENIENT

12 MORE CONVENIENT WHEN GOING TO SPORTING EVENT
13 CHANGES IN BUS SERVICE **(SPECIFY NATURE OF CHANGES)**
14 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION
15 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
16 OTHER (SPECIFY):
17 OTHER (SPECIFY):
18 OTHER (SPECIFY):
99 DON'T KNOW/REFUSED
20 Environmental (less pollution, save energy)

Q6 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

Q7 When you ride the bus, what is the primary purpose of the trip you take most often?
[IF RESPONDENT SAYS TO GET / GO DOWNTOWN PROBE: "What is the purpose of the trip you take to Downtown? / What do you do Downtown?"]

1 TO/FROM WORK
2 TO/FROM SCHOOL
3 TO/FROM VOLUNTEERING
4 SHOPPING / ERRANDS
5 APPOINTMENTS
6 FUN / RECREATION / SOCIAL
7 SPECIAL EVENTS (SPORTS, SEAFAIR, BUMBERSHOOT SHUTTLES)
8 JURY DUTY
9 OTHER [SPECIFY]
98 DON'T KNOW **/** NO SINGLE PRIMARY PURPOSE
99 REFUSED
12 Downtown
13 Airport

Q8. Do you typically ride Metro . . . **[READ LIST AND WAIT FOR YES/NO RESPONSE]**
[ENTER ALL THAT APPLY]

1 Weekday mornings between 6:00 and 9:00 a.m.
2 Weekdays between 9:00 a.m. and 3:00 p.m.
3 Weekday afternoons between 3:00 and 6:00 p.m.
4 Weekday evenings between 6:00 and 7:00 p.m.
5 Weekday evenings after 7:00 p.m.
6 Any time on Saturday
7 Any time on Sunday
99 DON'T KNOW / REFUSED

Q9 You said you generally ride the bus to (for) [**RESTORE RESPONSE TO Q7**]. How many transfers do you usually make when you use the bus (for) [**RESTORE RESPONSE TO Q7**]?

___ ENTER NUMBER OF TRANSFERS
8 VARIES DEPENDING ON THE BUS I TAKE
9 DON'T KNOW / REFUSED

Q10A **[IF Q9 GE 1 AND LT 9]** How many minutes do you usually wait for a bus when you transfer?

___ RECORD MINUTES
888 DON'T KNOW
999 REFUSED

Q10B **[IF Q9 GT 1 AND LT 8]** How many minutes do you usually wait for your longest transfer?

___ RECORD MINUTES

888 DON'T KNOW
999 REFUSED

Q11 What bus routes do you take most often? [ACCEPT UP TO 3 ROUTES] [AS NEEDED: Include all routes including Metro, Sound Transit, Pierce Transit, and Community Transit.]

NOT CODED – VERBATIM LIST PROVIDED

1 ROUTE 1 [SPECIFY NUMBER OR NAME]
2 ROUTE 2 [SPECIFY NUMBER OR NAME]
3 ROUTE 3 [SPECIFY NUMBER OR NAME]
4 DON'T KNOW / REFUSED

Q12 When you ride the bus, do you ever feel uneasy about the behavior or appearance of other riders on the bus? [IF YES, ASK:] Would that be . . .

[IF NO, ENTER "9" DO NOT READ SCALE]

1 Always feel uneasy
2 Frequently feel uneasy
3 Sometimes feel uneasy
4 Very rarely feel uneasy
9 NO - DO NOT FEEL / NEVER FEEL UNEASY [DO NOT READ]

Q12A. While waiting for the bus at your stop, do you ever feel uneasy about the behavior or appearance of others at that stop? [IF YES, ASK:] Would that be . . .

[IF NO, ENTER "9" DO NOT READ SCALE]

1 Always feel uneasy
2 Frequently feel uneasy
3 Sometimes feel uneasy
4 Very rarely feel uneasy
9 NO - DO NOT FEEL / NEVER FEEL UNEASY [DO NOT READ]

CURRENT RIDERS WHO RODE 1-10 TIMES IN PAST 30 DAYS
[ASK IF RIDESTAT EQ 2 (INFREQUENT RIDER) OR SCR4 OR SCR7A GE 5 AND LE 10 OR SCR5 OR SCR7B EQ 2]

Q14INTB On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus more often. [AS NEEDED: You may use any number in between.]

[ROTATE ORDER IN BLOCKS Q14A THROUGH Q14N AND Q14O1 THROUGH Q14S2 AND READ ENTIRE SCALE EVERY THIRD QUESTION]

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

[IF NEEDED: A barrier means anything that keeps you from riding the bus.]

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

Q14A The time it takes to travel by bus

Q14B Crowded buses / no place to sit

Q14C Concerns about your personal safety while riding the bus

Q14D Concerns about your personal safety while waiting for the bus

Q14E Having to transfer buses

Q14F Having to plan around bus schedules

Q14G Not knowing how to use the bus system

QI14H Lack of parking at park and ride lots

Q14I The behavior of others on the bus

Q14J There is no bus stop near your home

Q14K The bus routes near your home don't go where you want to go

Q14L The level of bus service after 6 p.m.

Q14M Having free or inexpensive parking

Q14N Needing a car in case of an emergency at home

Q14O1 **[IF COMMUTER EQ 1]** There is no bus stop near where you work

Q14O2 **[IF COMMUTER EQ 2]** There is no bus stop near where you go to school

Q14P **[IF COMMUTER EQ 1]** Needing a car during the work day for work-related business

Q14P1 **[IF COMMUTER EQ 1]** Needing a car during the day for personal errands while at work

Q14Q2 **[IF COMMUTER EQ 2]** Needing a car during the day for personal errands while at school

Q14R1 **[IF COMMUTER EQ 1]** Often having to work late

Q14R2 **[IF COMMUTER EQ 2]** Often having to be at school late

Q14S1 **[IF COMMUTER EQ 1]** Having irregular work hours

Q14S2 **[IF COMMUTER EQ 2]** Having irregular school hours

Q14T If these barriers did not exist, would you ride the bus more often? Would you say you would..

1 Definitely ride more often,
2 Probably ride more often,
3 Might ride more often, or
4 Not ride any more often than now?
8 DON'T KNOW
9 REFUSED

NON-RIDERS
[RIDESTAT EQ 3]

Q15 You said that you have not ridden the bus in the past 30 days. Have you ever ridden Metro Transit?

1 YES
2 NO **[SKIP TO Q23A]**
9 DON'T KNOW / REFUSED **[SKIP TO Q23A]**

FORMER-RIDERS
Q15 EQ1

Q16. **[IF Q15 EQ 1]** When was the last time you rode Metro Transit? Was it...

1 Within the past 6 months
2 Six months to one year ago
3 Between 1 and 5 years ago, or
4 More than 5 years ago?
9 Don't know/Refused

Q17A **[IF Q16 EQ 1]** About how many times did you ride Metro in the past 6 months?

_____ ENTER NUMBER OF RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

Q17B **[IF Q16 EQ 1]** Have you quit riding Metro, or is it just that you didn't ride during the past 30 days?

1 QUIT RIDING
2 HAVEN'T RIDDEN DURING THE PAST 30 DAYS
9 DON'T KNOW / REFUSED

Q18A **[IF Q16 EQ 1]** When you rode the bus, what was the primary purpose of the trip you took most often?

1 TO/FROM WORK
2 TO/FROM SCHOOL
3 TO/FROM VOLUNTEERING
4 SHOPPING / ERRANDS
5 APPOINTMENTS
6 FUN / RECREATION / SOCIAL
7 SPECIAL EVENTS (SPORTS, SEAFAIR, BUMBERSHOOT SHUTTLES)
8 JURY DUTY
9 OTHER [SPECIFY]
98 DON'T KNOW **/** NO SINGLE PRIMARY PURPOSE
99 REFUSED
12 ***Downtown***
13 ***Airport***

Q18B **[IF Q16 EQ 1]** Why did you use Metro for those trips instead of driving? [ENTER ALL THAT APPLY]

1 CHANGED JOBS/GOT A JOB/WORK
2 MOVED
3 JOBSITE/BUSINESS MOVED
4 STOPPED OR STARTED SCHOOL
5 BUS CHEAPER THAN DRIVING
6 SAVE MONEY ON GAS
7 SAVE MONEY ON PARKING
8 TO AVOID HAVING TO FIND PARKING
9 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
10 BUS FASTER
11 BUS MORE CONVENIENT
12 MORE CONVENIENT WHEN GOING TO SPORTING EVENT
13 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
14 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION
15 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
16 PERSON WHO NORMALLY DRIVES ME NOT AVAILABLE
17 OTHER (SPECIFY):
18 OTHER (SPECIFY):
19 OTHER (SPECIFY):
99 DON'T KNOW/REFUSED
21 ***Weather***

Q18C **[IF Q16 EQ 1]** When you rode the bus, did you ever feel uneasy about the behavior or appearance of other riders on the bus? [IF YES, ASK:] Would that be. . .

[IF NO, ENTER "9" DO NOT READ SCALE]

1 Always felt uneasy
2 Frequently felt uneasy
3 Sometimes felt uneasy
4 Very rarely felt uneasy
9 NO - DID NOT FEEL / NEVER FELT UNEASY [DO NOT READ]

Q18D **[IF Q16 EQ 1]** When you waited for the bus at your stop, did you ever feel uneasy about the behavior or appearance of others at that stop? [IF YES, ASK:] Would that be . . .

[IF NO, ENTER "9" DO NOT READ SCALE]

1 Always felt uneasy
2 Frequently felt uneasy
3 Sometimes felt uneasy
4 Very rarely felt uneasy
9 NO - DID NOT FEEL / NEVER FELT UNEASY [DO NOT READ]

Q19 **[IF Q15 EQ 1 AND Q17B EQ 1, SHOW QUESTION]** What is the **main** reason you don't ride the bus now?
[IF Q15 EQ 1 AND Q17B NE 1, SHOW QUESTION] What is the **main** reason you haven't ridden the bus in the past 30 days?"
[IF. SAYS: "I have a car" /"Car is convenient", PROBE: SPECIFICALLY WHY IS YOUR CAR MORE CONVENIENT?
IF SAYS: "Problems with Schedule/Routing", PROBE FOR SPECIFICS.

[PROBE FOR ONE RESPONSE]

1 CHANGED JOBS / MOVED
2 JOBSITE / BUSINESS MOVED
3 LOST JOB
4 CAR IS MORE CONVENIENT / LIKE DRIVING (**SPECIFY**)
5 NEED CAR FOR WORK / BEFORE OR AFTER WORK
6 WORK HOURS AREN'T REGULAR / FLEXIBLE ENOUGH
7 BUS TRAVEL TAKES TOO LONG
8 DISLIKE TRANSFERRING
9 PROBLEMS WITH BUS SCHEDULE / ROUTING (**SPECIFY**)
10 DON'T LEAVE MY HOME / DON'T GO FAR FROM HOME / RETIRED
11 BUS DOESN'T GO WHERE I NEED TO GO / SERVICE NOT CLOSE TO HOME
12 TOO INCONVENIENT
13 WORK AT HOME / CLOSE TO MY HOME
14 BUS STOP TOO FAR
15 NO ROUTES WHERE I NEED TO GO
16 SCHEDULE IS INCONVENIENT
17 OTHER (SPECIFY):
19 Have small children (hard to travel with, car seats, etc)
20 Bus atmosphere (smell, behavior of passengers, etc incl atmosphere at bus stop)
21 No need to ride anymore (don't go downtown, finished school, etc)
99 DON'T KNOW / REFUSED

Q20 **[IF Q19 LE 2 AND Q17B EQ 1, SHOW QUESTION]** You indicated that you no longer ride because you [RESTORE ANSWER FROM Q19]. Why have you stopped riding because [RESTORE ANSWER FROM Q19]

[IF Q19 LE 2 AND Q17B NE 1, SHOW QUESTION You indicated that you haven't ridden the bus in the past 30 days because you [RESTORE ANSWER FROM Q19]. Why have you not ridden in the last 30 days because [RESTORE ANSWER FROM Q19]?

1 NO BUS STOP CLOSE TO MY HOME
2 NO BUS SERVICE THAT TAKES ME TO MY DESTINATION

3 UNFAMILIAR WITH BUS SERVICE
4 TIME IT TAKES TO GET TO MY DESTINATION
5 EMPLOYER PROVIDES FREE PARKING
6 OTHER [SPECIFY]
10 Changed job (job moved, no longer working downtown)
11 Moved
12 Easier to take car / car is more convenient
9 DON'T KNOW / REFUSED

Q21 DELETED

METRO SERVICE – ALL RESPONDENTS

Q23A About how many days a month do you go to downtown Seattle? By downtown I mean to include Belltown, Sodo, International District, Pioneer Square and the downtown core.

___ ENTER NUMBER OF DAYS
97 97 OR MORE
98 VARIES
99 DON'T KNOW / REFUSED

Q23B Since the Transit Tunnel closed in late September, have you changed how often you go downtown?

1 YES
2 NO
9 DON'T KNOW / REFUSED

Q23C **[IF Q23B EQ 1]** Do you go downtown more often or less often than before?

1 MORE OFTEN
2 LESS OFTEN
9 DON'T KNOW / REFUSED

Q23D **[IF Q23C EQ 2**] Is that related to the tunnel closure, or for some other reason?

1 RELATED TO TUNNEL CLOSURE
2 SOME OTHER REASON [SPECIFY]
9 DON'T KNOW / REFUSED
4 Not convenient (difficult to get there, no place to park, etc)
5 Don't go downtown anymore
6 Changed jobs
7 Health/disability

Q23E **[IF Q23D EQ 1]** What about the tunnel closure is causing you to go downtown less often? SELECT ALL THAT APPLY

1 TRAFFIC CONGESTION
2 NOT AWARE OF WHERE TO CATCH BUS
3 BUS STOP LOCATION IS INCONVENIENT/ TOO FAR
4 TRAVEL TIME IS TOO LONG BY BUS
5 TRAVEL TIME IS TOO LONG BY CAR
6 OTHER [SPECIFY]
7 OTHER [SPECIFY]
8 OTHER [SPECIFY]
10 Crowded buses -1 response
11 Unpredictable bus schedules- 1 response
9 DON'T KNOW / REFUSED

Note: The additional codes only had 1 response so far but we thought they should be included. The remaining comments for this question really did not apply as they pertained more to weather & safety (not directly related to the tunnel closure), so they will remain in Other.

OK TO ADD NEW CODES AS NECESSARY IF THEY APPLY TO TUNNER CLOSURE

I-405 – ALL RESPONDENTS

Q24A In the past year, have you used I-405 for any reason?

1 YES
2 NO
9 DON'T KNOW / REFUSED

Q24B **[IF Q24A EQ 1]** Currently, how frequently, do you use I-405?

[DO NOT READ LIST]

1 DAILY OR ALMOST DAILY,
2 SEVERAL TIMES PER WEEK
3 ONCE A WEEK
4 SEVERAL TIMES A MONTH
5 ONCE A MONTH
6 LESS OFTEN THAN ONCE A MONTH
7 DON'T USE NOW
8 VARIES – BUT TRY TO GET THEM INTO RESPONSE NUMBER 1 THROUGH 7
9 DON'T KNOW / REFUSED

FARE PAYMENT - ALL RIDERS/INFREQUENT RIDERS
[RIDESTAT = 1 OR 2]

Q25 Now, getting back to some questions about the bus.
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 Q28 IF ONLY OPTION SELECTED]
2 Tickets, [SKIP TO Q28]
3 A pass,
4 A reduced fare permit with a sticker, or
5 A reduced fare permit with cash? [SKIP TO Q28]
6 OTHER [SPECIFY] *ACCEPT THIS RESPONSE ONLY AFTER READING LIST TWICE* [SKIP TO Q28]
11 ONE ZONE PEAK PASS ($1.50/$54 PugetPass)
12 OFF-PEAK PASS ($1.25/$45 PugetPass)
13 TWO ZONE PEAK PASS ($2.00/$72 PugetPass)
14 U-PASS
15 GO PASS
16 FLEXPASS
17 STUDENT/YOUTH PASS $0.50/$18
18 SENIOR/DISABLED STICKER [REDUCED FARE PERMIT]
19 ACCESS PASS
20 MONTHLY PASS
21 3-MONTH PASS
22 ANNUAL PASS
23 LIFETIME PASS
24 EMPLOYER PASS
25 OTHER PASS (E.G. PROMOTIONAL PASS)
7 DON'T KNOW [SKIP TO Q28]
8 REFUSED [SKIP TO Q28]

Coding / cleaning note: Employer [RECODE ALL PASSES AS Q25=3 AND Q26 AS APPROPRIATE PASS]

Q26 **[IF Q25 = 3]** What kind of pass do you have?
[IF ANNUAL PASS, PROBE: Is that an annual Senior & Disabled sticker? IF NO, is that a pass provided by your employer?
[IF NEEDED: What is the face value of the pass? / Is it a peak or off-peak pass?]
[NOTE FOR CODING / CLEANING: IF Q25 EQ 4 Q26 EQ 8]

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 MONTHLY PASS
11 3-MONTH PASS
12 ANNUAL PASS **[PROBE]**
13 LIFETIME PASS
14 EMPLOYER PASS
15 OTHER [SPECIFY]
98 DON'T KNOW
99 REFUSED

Q27A **[IF COMMUTER = 1 OR 2 AND Q25=3-4]** Does your employer or school pay for part or all of your pass?
[PROBE: Is that for all or part of the pass?] [PROBE: Is that your employer or school?]

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

Q27B. **[IF Q27A LE 4]** If your employer or school stopped subsidizing your bus pass, would you be likely to . . .

1 Continue riding the bus a much as you do now
2 Ride the bus less often
3 Not ride the bus at all
4 DON'T KNOW
9 REFUSED

USUAL BUS TRAVEL - ALL RIDERS / INFREQUENT RIDERS
[RIDESTAT = 1 OR 2]

Q28 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

Q29 How do you usually get to your bus stop?

[PROBE FOR ONE RESPONSE]

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
9 Ferry
10 Train

Q30 DELETED

COMMUTE TRAVEL - ALL WORK AND STUDENT COMMUTERS
[COMMUTER = 1 OR 2]

Q31A 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 Q39]**
99 DK / REF **[SKIP TO Q39]**

Q31B **[IF 31A = 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] ***Note: recode any Non-Downtown Seattle responses in the appropriate cod above plus 10 – e.g. if Capitol Hill code as 12.***
6 DON'T KNOW
7 REFUSED

Q32 How do you usually get to and from [work / school]?
[PROBE FOR WHAT THEY USE MOST OFTEN]
[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle?]
[IF BUS, PROBE – Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus or school bus?]
[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?]
[READ LIST ONLY IF NECESSARY]

1 (Drive Alone In Your Vehicle,)
2 (Carpool With Other Family Members)
3 (Carpool with Non-Family Members)
4 (Vanpool, that is 7 or more people,)
5 (Ride a Metro bus,)
6 (Ride a Sound Transit Bus,)
7 (Ride a Community Transit Bus,)
8 (Ride a Pierce Transit Bus,)
9 (Ride the Sounder Train,)
10 (Ride a Sounder Train and Bus equally,)
11 (Ride a school bus,)
12 (Ride an ACCESS van,)
13 (Motorcycle,)
14 (Bicycle, or)
15 (Walk?)
16 WORK FROM HOME / TELECOMMUTE
17 COMBINATION OF TRANSPORTATION [SPECIFY]
18 OTHER [SPECIFY]
21 Ferry
22 Company car [RECODE INTO CODES 1-3 IF POSSIBLE]
19 DON'T KNOW
20 REFUSED

Q32A **[IF Q32 =10]** Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?

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

Q33 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

Q34A About how long does that usually take you?

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

Q34B TIME REFERENCE **[SKIP IF Q25=777, 888 OR 999]**

1 MINUTES
2 HOURS

Q35A **[IF Q32 EQ 1]** Do you sometimes use Metro Transit to get to or from work?

1 YES
2 NO
9 DON'T KNOW / REFUSED

Q35B **[IF Q35A EQ 1]** About how many days a month?

_____ ENTER NUMBER OF DAYS PER MONTH
96 LESS THAN ONCE A MONTH
97 VARIES
98 DON'T KNOW
99 REFUSED

Q36 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 Q37]**
8888 DON'T KNOW **[SKIP TO Q37]**
9999 REFUSED **[SKIP TO Q37]**

Q36A VERIFY TIME REFERENCE

1 AM
2 PM

Q37 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 Q38]**
8888 DON'T KNOW **[SKIP TO Q38]**
9999 REFUSED **[SKIP TO Q38]**

Q37A VERIFY TIME REFERENCE

1 AM
2 PM

Q38 **[IF COMMUTER EQ 1]** About how many employees work for your employer at your place of employment?

[IF NEEDED: Please include only the employees that work at your branch / work site]

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

PARKING - ALL WORK AND STUDENT COMMUTERS
[COMMUTER = 1 OR 2]

Q39 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 Q40B]
2 YES - REDUCED FEE
3 NO
4 FREE, BUT NOT PROVIDED BY EMPLOYER / SCHOOL [SKIP TO Q40B]
5 FREE, BUT DON'T KNOW WHO PAYS [SKIP TO Q40B]
8 DON'T KNOW [SKIP TO Q40B]
9 REFUSED [SKIP TO Q40B]

Q40 **[IF (Q39 = 2 OR 3) AND (Q32=1,2,3,4 or 13)]** How much do you personally pay for parking? [ENTER DOLLARS AND CENTS. YOU MUST ENTER A DECIMAL POINT TO INDICATE CENTS.]

_____ RECORD PARKING COST
77777 OTHER [SPECIFY]
88888 DON'T KNOW
99999 REFUSED
33333 Nothing/don't pay [RECODE BACK INTO Q39=1? or 5?]
44444 Designated employee lot [RECODE BACK INTO Q39=4?]

Q40A [IF Q40 NE 77777 OR 88888 OR 99999] SELECT

1 PER DAY
2 PER MONTH
3 PER QUARTER
4 PER SEMESTER
5 PER YEAR

Q40B How many days a month do you park at work / school?

__ NUMBER OF DAYS PARK / MONTH
88 DON'T KNOW
99 REFUSED

Q41 **[IF RIDESTAT EQ 3 AND Q32=1 – Nonrider SOV commuters]** Overall, how appealing to you personally is the idea of <u>using the bus instead of driving to</u> [work / school]? Would you say . . .

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

Other Travel - All Respondents

Q42 What method of transportation do you usually use to get around for most of your personal, that is non-work, travel? [PROBE FOR WHAT THEY USE MOST OFTEN]
[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle?]
[IF BUS, PROBE – Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?]
[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?]
[READ LIST ONLY IF NECESSARY]

1 (Drive Alone In Your Vehicle,)
2 (Carpool With Other Family Members)
3 (Carpool with Non-Family Members)
4 (Vanpool, that is 7 or more people,)
5 (Ride a Metro bus,)
6 (Ride a Sound Transit Bus,)
7 (Ride a Community Transit Bus,)
8 (Ride a Pierce Transit Bus,)
9 (Ride the Sounder Train,)
10 (Ride a Sounder Train and Bus equally,)
11 (Ride a school bus,)
12 (Ride an ACCESS van,)
13 (Motorcycle,)
14 (Bicycle, or)
15 (Walk?)
16 WORK FROM HOME / TELECOMMUTE
17 COMBINATION OF TRANSPORTATION [SPECIFY]
18 OTHER [SPECIFY]
19 DON'T KNOW
20 REFUSED
21 Taxi/cab

Q43 **[IF RIDESTAT = 3 – All Nonriders]** Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel? Would you say...

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

POTENTIAL TO INCREASE RIDERSHIP

1) Non-riders who have ridden in the past 6 months regardless of bus appeal <u>OR</u>
[IF RIDESTAT = 3 AND Q16=1 REGARDLESS OF ANSWER TO Q41/Q43]
2) **All *other* non-riders who are either:**
- **SOV commuters who find bus riding appealing for work/school, or**
- **SOV travelers who find bus riding appealing for personal travel**
[(IF RIDESTAT = 3 AND Q32=1 AND Q41 = 1-2) OR (IF RIDESTAT = 3 AND Q42=1 AND Q43=1-2)]

(Note, this section <u>excludes</u> non-riders who have never ridden Metro Transit or ridden more than 6 months ago and find the bus unappealing for <u>both</u> commute and personal travel or don't drive alone for commute / personal travel)

Q44INT 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.

[RANDOMIZE Q44A THROUGH Q44N]
[READ ENTIRE SCALE EVERY THIRD QUESTION]

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

[IF NEEDED: A barrier means anything that keeps you from riding the bus.]

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

Q44A The time it takes to travel by bus

Q44B Crowded buses / no place to sit

Q44C Concerns about your personal safety while riding the bus

Q44D Concerns about your personal safety while waiting for the bus

Q44E Having to transfer buses

Q44F Having to plan around bus schedules

Q44G Not knowing how to use the bus system

QI14H Lack of parking at park and ride lots

Q44I The behavior of others on the bus

Q44J There is no bus stop near your home

Q44K The bus routes near your home don't go where you want to go

Q44L The level of bus service after 6 p.m.

Q44M Having free or inexpensive parking

Q44N Needing a car in case of an emergency at home

Note, the following set of questions is asked of all Non-riders who are work or school commuters, find the bus appealing for work/school travel (EXCEPT for former riders (Q16=1)), and who drive alone to work/school (Q32=1).

[RANDOMIZE Q44O1 THROUGH Q44S2]

Q44O1 **[IF COMMUTER EQ 1 AND Q41=1-2 AND Q32=1]** There is no bus stop near where you work

Q44O2 **[IF COMMUTER EQ 2 AND Q41=1-2 AND Q32=1]** There is no bus stop near where you go to school

Q44P **[IF COMMUTER EQ 1 AND Q41=1-2 AND Q32=1]** Needing a car during the work day for work-related business

Q44P1 **[IF COMMUTER EQ 1 AND Q41=1-2 AND Q32=1**Needing a car during the day for personal errands while at work

Q44Q2 **[IF COMMUTER EQ 2 AND Q41=1-2 AND Q32=1]** Needing a car during the day for personal errands while at school

Q44R1 **[IF COMMUTER EQ 1 AND Q41=1-2 AND Q32=1]** Often having to work late

Q44R2 **[IF COMMUTER EQ 2 AND Q41=1-2 AND Q32=1]** Often having to be at school late

Q44S1 **[IF COMMUTER EQ 1 AND Q41=1-2 AND Q32=1]** Having irregular work hours

Q44S2 **[IF COMMUTER EQ 2 AND Q41=1-2 AND Q32=1]** Having irregular school hours

Q44T If these barriers did not exist, would you ride the bus or ride the bus more often? Would you say you would..

1 Definitely ride,
2 Probably ride,
3 Might ride, or
4 Not ride?
8 DON'T KNOW

Q45 **[IF Q44J GE 5 AND COMMUTER LE 2]** How likely would you be to take the bus if you were able to share a van that would take you from your home to the bus? Would that be very or somewhat [likely / not likely]

1 VERY LIKELY
2 SOMEWHAT LIKELY
3 NEITHER LIKELY NOR UNLIKELY
4 SOMEWHAT UNLIKELY
5 VERY UNLIKELY
6 DON'T KNOW
9 REFUSED

Q46 **[IF Q44K GE 5 AND COMMUTER LE 2**] How likely would you be to take the bus if you were able to share a van to take you from where the bus drops you off to your final destination? Would that be very or somewhat [likely / not likely]

1 VERY LIKELY
2 SOMEWHAT LIKELY
3 NEITHER LIKELY NOR UNLIKELY
4 SOMEWHAT UNLIKELY
5 VERY UNLIKELY
6 DON'T KNOW
9 REFUSED

VANPOOL / RIDEMATCH

Q47. Are you aware that King County operates a vanpool program that provides county owned vans to groups of people with similar commutes?

1 YES
2 NO / DON'T KNOW
9 REFUSED

Q48. Are you aware that King County operates a free ridematching service on Rideshare online.com that helps you find carpool and vanpool partners?

[**IF RESPONDENT ASKS** ABOUT WEB SITE, RIDESHARE ONLINE IS ONE WORD – www.rideshareonline.com]

1 YES
2 NO / DON'T KNOW
9 REFUSED

PARK AND RIDE

Q49 Have you used a Metro park and ride lot within the last year?

1 YES
2 NO
9 DON'T KNOW / REFUSED

Q50 **[IF Q49=1]** How many times have you used Metro's park and ride lots in the last 30 days?

_____ ENTER NUMBER OF TIMES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

Q50a. **[IF Q49 EQ 1]** Do you usually use the park and ride to
[READ LIST AND ACCEPT ONE RESPONSE]

1 Catch a bus
2 Transfer from another bus
3 Meet vanpool partners
4 Meet carpool partners
5 JUST USE AS A PARKING LOT
6 OTHER [SPECIFY]
9 DON'T KNOW / REFUSED

Q51. **[IF Q49 EQ 1]** How do you usually get from home to the park and ride lot?

1 DRIVE YOURSELF / ***Scooter***
2 GET DROPPED OFF
3 WALK
4 BICYCLE
5 BUS
6 OTHER (SPECIFY]
9 DON'T KNOW / REFUSED
8 Carpool / Vanpool

RIDER SATISFACTION - ALL RIDERS / INFREQUENT RIDERS
[RIDESTAT = 1 OR 2]

Q52INT Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you are satisfied or dissatisfied. Would that be very or somewhat [satisfied / dissatisfied]?

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

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

[RANDOMIZE Q52A to Q52T]
[SPLIT SAMPLE: GROUP 1 AND GROUP 2]
REREAD SCALE EVERY 3 TO 4 QUESTIONS

Q52A **[ALL]** On-time performance of buses

Q52B **[GROUP 1]** Cleanliness of bus shelters

Q52C **[ALL]** Inside cleanliness of buses

Q52D **[ALL]** Availability of seating on the bus

Q52E **[ALL]** Where the bus routes go

Q52F **[ALL]** Time between buses

Q52G **[ALL]** Driver appearance

Q52H **[P&R LOT USERS – Q49=1]** The ability to get a parking space at park and ride lots

Q52I **[ALL]** The number of stops the bus makes on your trip

Q52J **[ALL]** The number of transfers you have to make to get where you are going

Q52K **[ALL TRANSFERS – Q9=1-8]** The wait time when transferring buses

Q52L **[ALL]** Travel time by bus

Q52M **[GROUP 1]** Ability to get information by phone

Q52N **[ALL]** Personal safety on the bus related to the conduct of others during the daytime

Q52O **[ALL]** Personal safety on the bus related to the conduct of others after dark

Q52P **[GROUP 2]** Personal safety on the bus related to the operation of the bus

Q52Q **[ALL]** Personal safety waiting for the bus in the daytime

Q52R **[ALL]** Personal safety waiting for the bus after dark

Q52S **[P&R LOT USERS – Q49=1]** Personal safety at the park-and-ride lot

Q52T **[P&R LOT USERS – Q49=1]** Security of your automobile at the park-and-ride lot

Q52Z **[ALL]** Overall, how satisfied are you with Metro Transit?

Q52AA **[IF Q23A GE 1 AND LE 97 AND Q52A EQ 4 OR 5]** Is your dissatisfaction with on-time performance related to the recent bus tunnel closure (AS NEEDED: in late September, 2005)?

1 YES
2 NO

9 DON'T KNOW / REFUSED

Q52FF **[IF Q23A GE 1 AND LE 97 AND Q52F EQ 4 OR 5]** Is your dissatisfaction with time between buses related to the recent bus tunnel closure (AS NEEDED: in late September, 2005)?

1 YES
2 NO
9 DON'T KNOW / REFUSED

Q52LL **[IF Q23A GE 1 AND LE 97 AND Q52L EQ 4 OR 5]** Is your dissatisfaction with travel time by bus related to the recent bus tunnel closure (AS NEEDED: in late September, 2005)?

1 YES
2 NO
9 DON'T KNOW / REFUSED

MISCELLANEOUS QUESTIONS – ALL RESPONDENTS

Q53A. Next, I'm going to ask you a few questions about computers and the internet.
At which, if any, of these places do you use a computer? [READ LIST AND ACCEPT ALL THAT APPLY]
[IF NOT EMPLOYED (Q2A NE 1), DON'T READ "WORK"]

1 Home
2 Work
3 Library
4 Or another location such as school, community center, or café?
5 NONE
9 DON'T KNOW/REFUSED

Q53B. Do you use the Internet at… [READ LIST AND ACCEPT ALL THAT APPLY]
[IF NOT EMPLOYED (Q2A NE 1), DON'T READ "WORK"]

1 Home
2 Work
3 Library
4 Or another location such as school, community center, or café?
5 NONE
9 DON'T KNOW/REFUSED

Q54A. Do you have a laptop computer that is equipped for wireless access?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

Q54B. **[IF Q54A NE 1]** Does anyone else in your household have a laptop computer that is equipped for wireless access?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

Q55. Which of the following sources do you use to get information about Metro?

[READ LIST AND WAIT FOR YES OR NO RESPONSE]
[ENTER ALL THAT APPLY]

1 Printed timetables
2 King County or Metro website [AS NEEDED: @ www.transit.metrokc.gov]
3 Rider Information Telephone Line [AS NEEDED: (206)-553-3000]
4 Information posted at bus stops
5 Information posted at Transit Centers or at Park and Ride lots
6 "Bus Time", Metro's automated information line you can access by phone
7 Or some other source? (SPECIFY):
8 NONE OF THE ABOVE
9 DON'T KNOW
10 REFUSED
11 Word of mouth (friends, family, people in line, etc)
12 News/newspaper/TV
13 Bus drivers
14 Internet (general, not King County or Metro web sites)

Q56. **[IF Q55 EQ 2]** The last time you visited the website, what information were you looking for?
[DO NOT READ; ENTER ALL THAT APPLY]

1 TIMETABLE/BUS SCHEDULE OR TIMES
2 FARES
3 MAP/WHERE THE BUS GOES/WHICH BUS TO TAKE
4 OTHER (SPECIFY):
5 OTHER (SPECIFY):
6 OTHER (SPECIFY):
8 DON'T KNOW
9 REFUSED
10 General information (park & ride locations, contest winners, jobs, comments, complaints)

Q57A **[IF Q55 EQ 2]** Have there been times when you have used Metro Transit because you could get information online at www.transit.metrokc.gov?

1 YES – USED
2 NO – NEVER USED / NEVER CONSIDERED
9 DON'T KNOW / REFUSED

Q58. **[IF (RIDESTAT EQ 1 OR 2) OR (Q55 EQ 2)]** Have you purchased a bus pass or ticket over the internet?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

Q58a. **[IF Q58 EQ 2]** Why not? [ENTER ALL THAT APPLY]

1 DIDN'T KNOW YOU COULD
2 NEVER THOUGHT ABOUT IT
3 SECURITY CONCERNS/NOT COMFORTABLE GIVING CREDIT/DEBIT CARD NUMBER OVER THE INTERNET
4 TURNAROUND TIME TOO LONG
5 DON'T HAVE A CREDIT/DEBIT CARD
6 DON'T RIDE THAT OFTEN/OFTEN ENOUGH
7 MY EMPLOYER PROVIDES
8 OTHER [SPECIFY]
9 OTHER [SPECIFY]
10 OTHER [SPECIFY]
98 DON'T KNOW

99 REFUSED
13 Get at school (u-pass)
14 No Internet/computer access
15 Get elsewhere (other businesses, retail outlets-Bartels, by phone, bus)
16 Pay cash / just use change
17 No need to (had a yearly pass, etc.)
18 Senior pass discount

Q59. Do you currently use **prepaid** gift or merchandise cards, also called "stored value" cards, such as a Starbucks card or a phone card? Please include cards that have a stored cash value only – do not include punch cards, "buy 10 get 1 free" cards, or other customer cards.

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

Q60. **[IF Q59 EQ 1]** How often do you add money or value to these cards when the balance is getting low or they no longer have a balance? Would that be always, sometimes, or never add money or value to these cards?

1 YES - ALWAYS
2 YES - SOMETIMES
3 NEVER
8 DON'T KNOW
9 REFUSED

Q60a. **[IF Q60 EQ 3]** Why not?

1 DIDN'T KNOW YOU COULD
2 NEVER THOUGHT ABOUT IT
3 SECURITY CONCERNS/NOT COMFORTABLE GIVING CREDIT/DEBIT CARD NUMBER OVER THE INTERNET
4 DON'T HAVE A CREDIT/DEBIT CARD
5 DON'T USE CARD OFTEN ENOUGH
6 PEOPLE GAVE THEM TO ME / GIFT CARDS
7 OTHER [SPECIFY]
8 OTHER [SPECIFY]
9 OTHER [SPECIFY]
98 DON'T KNOW
99 REFUSED
12 Buy a new card when balance runs out
13 No need
14 Give cards as gifts
15 Use cash/credit/debit card instead

Q61 **[IF (RIDESTAT EQ 1 OR 2) AND (Q25 EQ 1 OR 2)]** How likely would you be to consider using a stored value card to pay for bus fare? Would that be very or somewhat [likely / not likely] to use a stored value card to pay for your bus fare? IF NEEDED: Like a Starbucks or a phone card.]

1 VERY LIKELY
2 SOMEWHAT LIKELY
3 NEITHER LIKELY NOR UNLIKELY
4 SOMEWHAT UNLIKELY
5 VERY UNLIKELY
8 DON'T KNOW
9 REFUSED

Q61A **[IF RIDESTAT EQ 1 OR 2 AND Q25 EQ 1 AND Q61 GE 3]** If you had to pay a second bus fare for a transfer when you paid cash, but the transfer would be free if you used a stored value card, how likely would you be to use a stored value card to pay for bus fare? Would that be very or somewhat [likely / not likely] to use a stored value card to pay for your bus fare?

1 VERY LIKELY
2 SOMEWHAT LIKELY
3 NEITHER LIKELY NOR UNLIKELY
4 SOMEWHAT UNLIKELY
5 VERY UNLIKELY
7 NEVER TRANSFER
8 DON'T KNOW
9 REFUSED

Q62 [**IF Q61 LE 2 AND (Q25 EQ 1 OR 2)**] Next we are going to ask you about how you would like to add value to your pre-paid bus fare card when it was nearly out of funds.

You will be able to add value to your fare card at a Metro Customer Assistance Office or retail outlet such as Bartell's. Or, you may use a credit card to add value over the phone or internet and the fare card will be updated the next time you use it on the bus. Would you most prefer to add money to it by. . .

[READ ENTIRE LIST BEFORE ACCEPTING ONE RESPONSE]

1 Credit or Debit Card over the phone
2 Credit or Debit Card on the internet
3 Automatic Payment to credit card
4 Going to a retail store like Bartell's
5 Going into a Metro Customer Service office
6 Vending Machines at major transit stops or park and ride lots
7 OTHER [SPECIFY]
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.

DEMO1A Do you have a valid driver's license?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

DEMO1B How many vehicles in working condition do you have available for your use?

__ ENTER NUMBER OF AUTOMOBILES
8 8 OR MORE
9 REFUSED

DEMO2 What is your age?

__ AGE [SKIP TO DEMO4A]
99 REFUSED

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

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

DEMO4A Including yourself, how many people live in your household?

_____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

DEMO4B Including yourself, how many are 16 and older?

_____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

DEMO5Do you consider yourself? [READ LIST AND SELECT ALL THAT APPLY]

1 White / Caucasian - American,
2 Hispanic (Mexican, Mexican American, Chicano, or Latino)
3 African - American,
4 Asian – American / Pacific-Islander,
5 American Indian / Alaska Native, or
6 Another race? **[SPECIFY]**
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 $150,000, or
5 $150,000 and up?
8 DON'T KNOW
9 REFUSED

TEL1 For our records, I need to verify your telephone number. Is it...**[SHOW PHONE]**?

1 YES
2 NO
9 REFUSED

TEL2 **[IF TEL1 = 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

TEL3 How many telephone numbers are associated with this household? Please do not include cellular telephone service.

___ ENTER NUMBER (1 OR MORE) **[TEL3 CANNOT = 0]**
99 DON'T KNOW / REFUSED

TEL4 [IF TEL3 > 1] How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?
[READ IF NECESSARY: Do NOT include cellular telephone service.]

___ ENTER NUMBER (1 OR MORE)
99 DON'T KNOW / REFUSED

TEL5 Have you been without telephone service for more than three months anytime in the last year?
[READ IF NECESSARY: Do NOT include cellular telephone service]

1 YES
2 NO
9 DON'T KNOW / REFUSED

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 = 28
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 29
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 30
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 31
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 32
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 33

THANK5 Thank you very much for answering those questions. This data is really important for our survey.

IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 34
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 35
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 36
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 37
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 38
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 39

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

DISPOS = 8

Sample Banner Pages

Banner #1 – Ridership

King County Metro - 2005 Rider / Non-Rider Study

Banner 1 - Ridership
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

		Area of Residence			Individual Rider Status			Nonriders			Commute Status		Commute Mode				Satisfaction with Metro		
	Total	North	South	East	Reg Rider	Infr. req. rider	Non-rider	Current rider	Former rider	Never ridden	Commuter	Non-commuter	SOV	Metro Bus	Car/ van pool	Other	Very satisfied	Smwht satisfied	Not satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL	2427	1006	797	624	490	202	1735	285	1090	360	1418	1009	869	230	104	138	377	261	45
TOTAL RESPONDING	2427	1006	797	624	490	202	1735	285	1090	360	1418	1009	869	230	104	138	377	261	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2427	811	809	807	1217	164	1046	171	651	224	1581	846	614	589	101	203	760	517	85
Seattle / North King County	1006	1006	-	-	315	117	573	145	353	75	629	376	330	144	37	81	236	163	28
	41%	100%			64%	58%	33%	51%	32%	21%	44%	37%	38%	62%	36%	58%	63%	62%	62%
					G	G		IJ	J		L			MO		MO			
South King County	797	-	797	-	102	41	655	63	442	150	464	333	316	49	41	32	75	54	10
	33%		100%		21%	20%	38%	22%	41%	42%	33%	33%	36%	21%	40%	23%	20%	21%	22%
							EF		H	H			NP		NP				
East King County	624	-	-	624	73	43	507	76	296	135	325	299	222	38	25	25	66	44	7
	26%			100%	15%	22%	29%	27%	27%	37%	23%	30%	26%	16%	24%	18%	17%	17%	16%
							EF			HI		K	N						

Comparison Groups: BCD/EFG/HIJ/KL/MNOP/QRS
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005

Banner #2: Rider Status Seattle / North King County

King County Metro - 2005 Rider / Non-Rider Study

Banner 2 - Ridership - Seattle / North King County
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

BANNER BASE = SEATTLE / NORTH KING COUNTY

		Individual Rider Status			Frequency of Riding				Nonriders			Commuter Status		Commute Mode				Satisfaction with Metro		
	Total North	Reg. rider	Infre quent Rider	Non-rider	Infreq rider (1-4)	Mod. rider (5-10)	Net. occas. (1-10)	Freq. rider (11+)	Curr-ent rider	For mer rider	Never ridden	Comm-uter	Non-comm uter	SOV	Metro bus	Car/ van pool	Other	Very satis fied	SW satis fied	Not satis fied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	1006	315	117	573	117	119	236	193	145	353	75	629	376	330	144	37	81	236	163	28
TOTAL RESPONDING	1006	315	117	573	117	119	236	193	145	353	75	629	376	330	144	37	81	236	163	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	811	407	79	325	79	153	232	250	84	198	43	534	277	213	184	30	78	263	186	31
Seattle / North King County	1006	315	117	573	117	119	236	193	145	353	75	629	376	330	144	37	81	236	163	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Comparison Groups: BCD/EFH/GH/IJK/LM/NOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005

Banner #3: Rider Status South King County

King County Metro - 2005 Rider / Non-Rider Study

Banner 3 - Ridership - South King County
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

BANNER BASE = SOUTH KING COUNTY

		Individual Rider Status			Frequency of Riding				Nonriders			Commuter Status		Commute Mode				Satisfaction with Metro		
	Total South	Reg. rider	Infre quent Rider	Non-rider	Infreq rider (1-4)	Mod. rider (5-10)	Net. occas. (1-10)	Freq. rider (11+)	Curr-ent rider	For mer rider	Never ridden	Comm-uter	Non-comm uter	SOV	Metro bus	Car/ van pool	Other	Very satis fied	SW satis fied	Not satis fied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	797	102	41	655	41	29	70	69	63	442	150	464	333	316	49	41	32	75	54	10
TOTAL RESPONDING	797	102	41	655	41	29	70	69	63	442	150	464	333	316	49	41	32	75	54	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	809	406	35	368	35	115	150	278	35	248	85	528	281	204	198	41	60	233	166	31
South King County	797	102	41	655	41	29	70	69	63	442	150	464	333	316	49	41	32	75	54	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Comparison Groups: BCD/EFH/GH/IJK/LM/NOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005

Banner #4: Rider Status East King County

King County Metro - 2005 Rider / Non-Rider Study

Banner 4 - Ridership - East King County
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

BANNER BASE = EAST KING COUNTY

		Individual Rider Status			Frequency of Riding				Nonriders			Commuter Status		Commute Mode				Satisfaction with Metro		
	Total East	Reg. rider	Infrequent Rider	Non-rider	Infreq rider (1-4)	Mod. rider (5-10)	Net. occas. (1-10)	Freq. rider (11+)	Current rider	Former rider	Never ridden	Commuter	Non-commuter	SOV	Metro bus	Car/van pool	Other	Very satisfied	SW satisfied	Not satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	624	73	43	507	43	21	65	51	76	296	135	325	299	222	38	25	25	66	44	7
TOTAL RESPONDING	624	73	43	507	43	21	65	51	76	296	135	325	299	222	38	25	25	66	44	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	807	404	50	353	50	117	167	279	52	205	96	519	288	197	207	30	65	264	165	23
East King County	624	73	43	507	43	21	65	51	76	296	135	325	299	222	38	25	25	66	44	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Comparison Groups: BCD/EFH/GH/IJK/LM/NOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005

Banner #5: Commuters

King County Metro - 2005 Rider / Non-Rider Study

Banner 5 - Ridership by Commute Status
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

BANNER BASE = COMMUTERS

		Area of Residence			Individual Rider Status			Nonriders			Commute Status			Commute Mode				Satisfaction with Metro		
	Total commuters	North	South	East	Reg Rider	Infr. req. rider	Non-rider	Current rider	Former rider	Never ridden	Work commuter	School commuter	Non-commuter	SOV	Metro Bus	Car/van pool	Other	Very satisfied	Smwh satisfied	Dissatisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	1418	629	464	325	369	133	917	144	577	195	1313	105	-	869	230	104	138	268	196	31
TOTAL RESPONDING	1418 100%	629 100%	464 100%	325 100%	369 100%	133 100%	917 100%	144 100%	577 100%	195 100%	1313 100%	105 100%	-	869 100%	230 100%	104 100%	138 100%	268 100%	196 100%	31 100%
UNWEIGHTED TOTAL	1581	534	528	519	926	105	550	84	344	122	1422	159	-	614	589	101	203	556	402	58
Seattle / North King County	629 44%	629 100%	-	-	236 64% G	79 60% G	315 34%	73 51% IJ	194 34% J	47 24%	581 44%	48 46%	-	330 38%	144 62% NP	37 36%	81 58%	171 64%	119 61%	21 66%
South King County	464 33%	-	464 100%	-	75 20%	30 22%	360 39% EF	42 29%	238 41% H	80 41%	426 32%	38 36%	-	316 36% O	49 21%	41 40% O	32 23%	50 19%	46 23%	6 21%
East King County	325 23%	-	-	325 100%	58 16%	24 18%	242 26% E	29 20%	145 25%	68 35% HI	306 23%	19 18%	-	222 26% O	38 16%	25 24%	25 18%	47 18%	31 16%	4 14%

Comparison Groups: BCD/EFG/HIJ/KL/MNOP/QRS
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005

Banner #6: Non-Riders And Appeal of Riding the Bus

King County Metro - 2005 Rider / Non-Rider Study

Banner 6 - Bus Appeal
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

		All Nonriders		North Nonriders		South Nonriders		East Nonriders		Commute Nonriders		Appeal of bus for SOV work travel		Appeal of bus for non-work travel	
	Total Non-Riders	Bus very/SW appealing	Bus not appealing	Bus very/SW appealing	Bus not appealing	Bus very/SW appealing	Bus not appealing	Bus very/SW appealing	Bus not appealing	Bus very/SW appealing	Bus not appealing	SW/very appealing	Every-thing else	SW/very appealing	Every-thing else
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1735	681	1054	253	320	229	425	198	309	377	540	232	506	552	1181
TOTAL RESPONDING	1735	681	1054	253	320	229	425	198	309	377	540	232	506	552	1181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1046	404	642	142	183	125	243	137	216	220	330	136	305	329	716
Seattle / North King County	573	253	320	253	320	-	-	-	-	154	161	79	170	211	361
	33%	37%	30%	100%	100%					41%	30%	34%	34%	38%	31%
		C								K				O	
South King County	655	229	425	-	-	229	425	-	-	128	232	87	204	184	471
	38%	34%	40%			100%	100%			34%	43%	38%	40%	33%	40%
			B								J				N
East King County	507	198	309	-	-	-	-	198	309	95	147	66	133	158	349
	29%	29%	29%					100%	100%	25%	27%	28%	26%	29%	30%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005

Banner #7: Yearly Comparison by Geographic Area

King County Metro - 2005 Rider / Non-Rider Study

Banner 7 - Yearly Comparison by Geographic Area
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

	All Respondents					Region											
						North				South				East			
	Total	2001	2002	2003	2005	2001	2002	2003	2005	2001	2002	2003	2005	2001	2002	2003	2005
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	9682	2434	2409	2412	2427	982	975	992	1006	863	844	824	797	588	590	596	624
TOTAL RESPONDING	9682	2434	2409	2412	2427	982	975	992	1006	863	844	824	797	588	590	596	624
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	9682	2434	2409	2412	2427	813	801	807	811	814	804	801	809	807	804	804	807
Seattle / North King County	3954	982	975	992	1006	982	975	992	1006	-	-	-	-	-	-	-	-
	41%	40%	40%	41%	41%	100%	100%	100%	100%								
South King County	3328	863	844	824	797	-	-	-	-	863	844	824	797	-	-	-	-
	34%	35%	35%	34%	33%					100%	100%	100%	100%				
East King County	2399	588	590	596	624	-	-	-	-	-	-	-	-	588	590	596	624
	25%	24%	25%	25%	26%									100%	100%	100%	100%

Comparison Groups: BCDE/FGHI/JKLM/NOPQ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005

Banner #8: Yearly Comparison by Rider Status

King County Metro - 2005 Rider / Non-Rider Study

Banner 8 - Yearly Comparison by Individual Rider Status
ZONE- Geographic Area (Banner Point)

BASE = ALL RESPONDENTS

	Total Respondents					Rider (5+ rides)				Infrequent Rider(1-4 rides)				Nonrider (0 rides)			
	Total	2001	2002	2003	2005	2001	2002	2003	2005	2001	2002	2003	2005	2001	2002	2003	2005
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	9682	2434	2409	2412	2427	447	487	570	490	317	248	192	202	1669	1674	1650	1735
TOTAL RESPONDING	9682	2434	2409	2412	2427	447	487	570	490	317	248	192	202	1669	1674	1650	1735
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	9682	2434	2409	2412	2427	1226	1202	1206	1217	192	166	149	164	1016	1041	1057	1046
Seattle / North King County	3954	982	975	992	1006	287	335	359	315	161	136	107	117	534	504	525	573
	41%	40%	40%	41%	41%	64%	69% H	63%	64%	51%	55%	56%	58%	32%	30%	32%	33%
South King County	3328	863	844	824	797	102	92	135	102	87	65	43	41	674	687	647	655
	34%	35%	35%	34%	33%	23% G	19%	24% G	21%	28%	26%	22%	20%	40%	41%	39%	38%
East King County	2399	588	590	596	624	58	61	77	73	69	47	42	43	461	483	478	507
	25%	24%	25%	25%	26%	13%	12%	13%	15%	22%	19%	22%	22%	28%	29%	29%	29%

Comparison Groups: BCDE/FGHI/JKLM/NOPQ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. November & December 2005