2012 Rider Survey

Submitted to:
King County Metro

Submitted by:
ORC International, Inc.
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Contents

Figures

Background and Methodology

King County's Department of Transportation—Transit Division (King County Metro) places high value on customer feedback and for more than 25 years has conducted an annual survey with King County residents who are transit riders and non-riders. The primary objectives of this ongoing study are to:

- Provide a reliable measure of market share—that is, the percentage of households in King County with one or more riders
- Track customer awareness and perceptions of Metro services and programs
- Identify and track demographic, attitudinal, and transit use characteristics among riders and commuters
- Provide insights on current and relevant topics that are a current focus of Metro's service, marketing, and communications strategies

The 2012 survey was based on a random telephone (landline and cell phone) sample of 1,218 King County residents aged 16 and older. Only riders were surveyed in 2012; definitions of riders are provided below.

Regular Riders
n = 826

Infrequent Riders
n = 387

- Residents 16 and older

- Five or more trips on a Metro bus or streetcar in the 30 days preceding the survey.

- Residents 16 and older

- One to four trips on a Metro bus or streetcar in the last 30 days.

Regular Riders were further segmented based on the number of one-way trips they took:

Frequent Regular Riders
n = 571

- Residents 16 and older

- Eleven or more trips on a Metro bus or streetcar in the 30 days preceding the survey.

Moderate Regular Riders
n = 255

- Residents 16 and older

- Five to 10 trips on a Metro bus or streetcar in the 30 days preceding the survey.

To address the growing prevalence of cell-phone-only households and those who primarily use cell phones in King County—estimated to be as high as 48 percent of all households—a dual-frame sample methodology was used.

Thirty percent (30%) of all interviews were completed with respondents reporting that they either only or primarily use a cell phone.

	2010	2011	2012
Cell Phone Sample	254	279	536
Landline Sample	886	1,176	682
Total	1,140	1,455	1,218

To provide the ability to do reliable analysis across the region served by Metro, the sample was stratified using the boundaries of Metro's former planning areas. An approximately equal number of interviews were completed in each area.

	n =
Seattle / North King County	418
South King County	400
East King County	400
Total	1,218

Finally, to ensure representation of low-income households (<$35,000 total household income), supplemental sampling was undertaken; 26 percent of the final sample met this definition, roughly in proportion to the general population (25%).

	n =	% (Based on Known Income)	% in Population
Below $35,000	283	25%	25%
$35,000 or Above	838	75%	75%
Unknown Income	97		
Total	1,218		

Data were weighted based on this complex sampling plan. Full documentation of the weighting procedures is provided to Metro separately.

Interviews were conducted in English and Spanish.

Seven percent (7%) of those contacted (riders and non-riders) spoke Spanish. An additional 8% spoke a language other than English or Spanish.

Of those where a Spanish-speaking respondent was reached, 39% screened out as non-riders and 20% did not live in King County. One out of three (34%) refused to complete the survey.
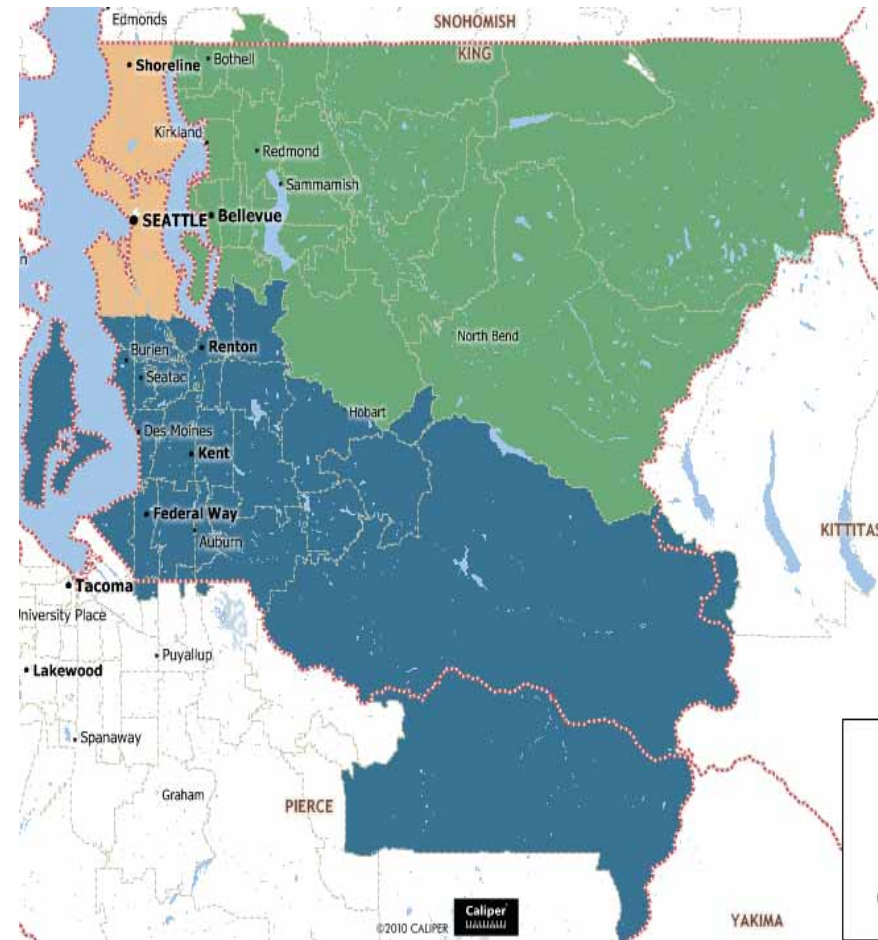
	Number
Total Number of Contacts*	7,285
Number of Contacts Speaking Language Other than English or Spanish	564
Number of Contacts Speaking Spanish	493
Number of Interviews Attempted in Spanish	135
Number of Interviews Completed in Spanish	8
* Includes riders and non-riders.	

Using a 95% confidence level, the margin of error of the entire sample is plus or minus 2.8 percentage points. The table to the right provides the margin of error for key subgroups in the study.

	n	Margin of Error
Total	1,218	+ or – 2.8%
Regular Riders	826	+ or – 3.4%
Infrequent Riders	387	+ or – 5.0%
Frequent Regular Riders	571	+ or – 4.1%
Moderate Regular Riders	255	+ or – 6.1%
Planning Areas	400–418	+ or – 4.9%

Executive Summary

The following summary provides key highlights of the 2012 Rider Survey. Each subsequent section contains a summary of the section highlights and detailed findings.

Topic	Key Findings	Key Stats	What It Means
Market Share	The percentage of King County households with one or more Regular Riders (those taking five or more one-way rides per month) increased significantly in 2012—from 26% to 33%. There are approximately 262,095 households in King County with one or more Regular Riders. Growth in market share occurred in Seattle / North King and East King County. Seattle / North King County continues to be the system's core market.	**% Regular Rider Households** **2010** — **2011** — **2012** **Countywide** 25% — 26% — 33%▲ **Seattle / N. King County** 42% — 41% — 53%▲ **East King County** 15% — 17% — 22%▲ **South King County** 14% — 19%▲ — 19%	Frequent and destination-specific service contributes to market share in Seattle / North King County. New services in East King County, such as RapidRide B Line introduced late in 2011, may be contributing to growth in this region.
Characteristics of Metro Riders	Metro riders are similar to the general population in King County but differ slightly as follows: Metro riders are more likely to be male than female while the general population in King County tends to be slightly more female. Metro riders are somewhat younger than the general population. While a greater percentage of Metro riders are employed than in the general population in King County, Metro riders' annual household income is somewhat lower.	**Key Demographics** |	King County	Metro Riders
% Male	49%	53%
% Female	51%	47%
Medan Age	45.5	44.0
% Employed	64%	69%
Median HH Income	$68,065	$64,335		Metro clearly serves a broad base of the population. More detailed analysis clearly shows that Metro riders are quite diverse and that there are three unique segments based on the frequency with which they ride: Frequent Regular Riders (those taking 11 or more one-way trips / month), Moderate Regular Riders (those taking between 5 and 10 one-way trips / month), and Infrequent Riders (those taking between 1 and 4 one-way trips / month). A clear understanding of these different customer segments is key to Metro's efforts to better serve them.

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Topic	Key Findings	Key Stats	What It Means
Transit Use	Not only do more households have one or more Regular Riders, but the number of trips riders are taking has increased significantly over the past several years. All rider segments are riding more frequently, although the increase is significant for Frequent Regular Riders and Infrequent Riders.	**2010 · 2011 · 2012** **# of One-Way Trips** _All Riders_ 14.0 · 16.6↑ · 18.0↑ _Frequent Regular Riders_ 30.4 · 32.8↑ · 35.7↑ _Moderate Regular Riders_ 7.5 · 7.4 · 7.7 _Infrequent Riders_ 2.1 · 2.2 · 2.4↑	The growth in Regular Rider households is due primarily to this increased frequency. That is, Infrequent Riders are riding more often and thus at least some have "converted" to Regular Riders. Metro should continue to focus its efforts on this incremental growth in ridership (i.e., existing riders riding more often) while also developing strategies to attract non-riders.
	The extent to which Metro customers rely on Metro for transportation varies significantly by rider segment. Nearly three out of five Frequent Regular Riders (those taking 11 or more one-way rides per month on month) rely heavily on Metro for transportation.	**% Rely on Metro for All / Most Trips** All Riders — 34% Regular Riders — 47% Frequent Regular Riders — 57% Moderate Regular Riders — 23% Infrequent Riders — 11%	Metro serves both those who are transit-dependent riders as well as those who choose to use Metro for some or most of their travel. A strong core route system will meet the needs of all customers, while service enhancements will attract and retain choice riders.
	After a slow but steady decline in the percentage of those using Metro to commute, this trend reversed in 2011, returning to levels prior to the economic downturn, and remained at this level in 2012. Commuters average nearly twice as many one-way trips monthly as non-commuters.	_ · Commute · Non-Commute_ Trip Purpose — 56% · 44% Avg. # Trips — 20.8 · 11.3	While it is clear that Metro serves both commuters and non-commuters, those riding for commute trips account for approximately 70% of all trips. Metro must continue to provide service that meets the needs of both segments, but with an emphasis on routes that serve commuters.
	Metro's customer base is made up of increasingly more experienced riders; two-thirds have been riding five or more years.	**2010 · 2011 · 2012** _Long-Term Riders (5+ Years)_ 50% · 62% · 67% _Experienced Riders (1 – 4 Years)_ 29% · 24% · 30% _New Riders_ 21% · 14% · 13%	Recent gains in market share appear to be attributable to former riders returning to the system. While this is a promising trend, Metro must also focus its efforts on attracting new riders.

Topic	Key Findings	Key Stats	What It Means
Former Ride Free Area	A majority (84%) of all riders take trips that at times get on or off the bus in the former downtown Seattle Ride Free Area (RFA). On average, riders report that just over one out of five of their trips are entirely within the former RFA. While the large majority of riders were satisfied with the information provided about the change and Metro's overall management of the changes, a significant percentage were dissatisfied.	<table><tr><td></td><td>Information on Change</td><td>Management of Change</td></tr><tr><td>Satisfied</td><td>78%</td><td>67%</td></tr><tr><td>Neutral</td><td>4%</td><td>6%</td></tr><tr><td>Dis-satisfied</td><td>18%</td><td>27%</td></tr></table>	The elimination of the Ride Free Area may be a factor contributing to the decrease in customers' overall satisfaction ratings.
Trans-ferring	Nearly half of all riders take a trip that requires a transfer. While more than half (54%) of those who transfer wait less than 10 minutes for their next bus, one out of five wait for more than 20 minutes, contributing to the relatively high average wait time. The percentage of riders who transfer increased significantly in 2011 and remained high in 2012. Average wait times between buses also increased in 2011 and remained relatively high in 2012.	**2010 2011 2012** **% of Riders Who Take Trip(s) Requiring Transfers** 39% 51%↑ 49% **Average Wait Time When Transferring** 13.2 14.2↑ 13.9	Given the influence of transfer rates and wait time on the most important transit service elements—travel time and service availability—care must be taken in developing an efficient system while maintaining a level of service customers are willing to accept before looking for alternative modes.
Fare Payment	Three out of five riders now use the ORCA Card to pay their fares. Including the U-PASS, now on ORCA, this figure jumps to nearly seven out of ten riders. While use of cash continues to decrease, just over one out of five Metro customers continue to pay cash.	**2010 2011 2012** **ORCA Card** 47% 57%↑ 60% **Cash** 35% 28%↓ 22%↓ **U-PASS** 8% 6% 9% **RRFP** 4% 3% 3%	Metro has been highly successful in transitioning riders to the ORCA Card, due in part to its convenience but also due to converting all pass programs and the RRFP to ORCA. Future growth in ORCA Card use will need to come from those who continue to pay cash.

Topic	Key Findings	Key Stats	What It Means
Pass and Parking Subsidies	The percentage of riders who did not receive a subsidy for their transit pass from their employer or school increased sharply in 2011 and remained higher in 2012. However, in 2012 there was a significant decrease in the percentage of riders receiving a full subsidy and a corresponding increase in those receiving only a partial subsidy.	**Transit Pass Subsidies** **2010** / **2011** / **2012** **Full Subsidy** 45% / 37%↓ / 23%↓ **Partial Subsidy** 22% / 22% / 34%↑ **No Subsidy** 33% / 42%↑ / 42%	Continuing concerns about the economy as well as increased cost of other benefits may be causing employers and schools to cut back on transit benefit programs. Moreover, the recent increase in the amount employees are allowed to put into a flexible spending account for transit may be encouraging employers to move from providing subsidies and instead encourage employees to put money into their flexible spending accounts.
	Two out of five commuters have free parking, and an additional 9% receive a partial subsidy. Unlike transit passes, the extent to which employers provide free or subsidized parking has not changed over the past several years.	**Parking Subsidies** **2010** / **2011** / **2012** **Full Subsidy** 36% / 36% / 40% **Partial Subsidy** 11% / 13% / 9% **No Subsidy** 53% / 51% / 51%	While many of those who have free or partially subsidized parking available do not work in major employment centers such as downtown Seattle and Bellevue or the University, the availability of free parking is a significant barrier to transit use even in those areas where transit service is good.
Infor-mation Sources	Metro customers continue to use both traditional and online sources to get information on riding. Smartphones are an increasingly important means to get customers information. Three out of five Metro riders have a smartphone, and half use their phone to get information on Metro. Metro customers are generally satisfied with the information available.	**% Use** Posted information — 86% Metro Online — 80% Printed timetables — 72% Regional Trip Planner — 65% Smartphone — 50% Metro Alerts — 29%	Metro should continue to use multiple ways to get customers information. Use of new technology should continue to be explored to provide real-time information to improve the customer experience.

Topic	Key Findings	Key Stats	What It Means
Overall Rider Satis- faction	While the vast majority of riders continue to be satisfied with riding Metro, the percentage satisfied has decreased over the past two years with a corresponding increase in the percentage dissatisfied.	**2010** / **2011** / **2012** **Total Satisfied** 94% / 91%↓ / 88%↓ **Very Satisfied** 49% / 50% / 46% **Somewhat Satisfied** 45% / 41% / 42% **Total Neutral / Dissatisfied** 6% / 9%↑ / 12%↑	The changes to overall satisfaction in 2012 may in part be attributable to the significant changes in service, including the elimination of the downtown Ride Free Area, which occurred immediately before the survey was conducted. However, this trend should be carefully monitored and steps taken, since continued erosion could affect support for future changes to services and policies.
Metro's Safety Efforts	The majority of Metro riders ride the bus or streetcar when it is dark and a significant percentage take trips that require them to get on a bus or Link in the downtown transit tunnel. One out of four riders suggest that they avoid riding the bus or streetcar due to concerns about personal safety. Nearly two out of five riders suggest that they feel safer riding Metro than they did a year ago. Moreover, the majority of customers agree that Metro has been proactive in improving safety and security and that the agency provides a safe and secure transportation environment	**% of Rider** Ride when it is dark — 83% Take trips that get on / off in transit tunnel — 74% Avoid riding due to concerns about safety — 23% **% Agree** Provides safe & secure environment — 91% Has been proactive in improving safety & security — 73% Customers feel safer than riding a year ago — 37%	While satisfaction with safety has improved, given the overall importance of safety and its impact on ridership and incremental trips, Metro should continue its focus in this area. As problems with safety is often stop or neighborhood specific, Metro should coordinate with local police departments and precincts to target these areas, notably when it is dark.

Topic	Key Findings	Key Stats	What It Means
Key Drivers of Customer Satis-faction	Riders are at least somewhat satisfied with nearly all individual elements of service. Riders are most satisfied (% very satisfied) with: • The ORCA Card • Ease of paying fares • Safe vehicle operation • Metro drivers A comparison with previous years (see Figure 55) shows that riders are increasingly satisfied with the helpfulness of Metro drivers and how well they handle incidents on the bus. Metro riders are also generally satisfied with daytime safety both while riding and waiting for the bus. They are less satisfied with: • Comfort while riding, notably overcrowding and being able to get on and off the bus due to crowding • Safety after dark • General levels of service, but notably wait time when transferring and travel time by bus Despite lower than average ratings for safety after dark, riders' satisfaction with nighttime safety while riding increased significantly from 78% in 2011 to 84% in 2012. Riders' satisfaction with nighttime safety while waiting also increased—from 73% in 2011 to 79% in 2012. Nearly two out of five riders (37%) report that they feel safer riding Metro than they did a year ago.	<table><tr><td>Most Important Elements of Service</td><td>% Very Satisfied</td></tr><tr><td>ORCA Card</td><td>82%</td></tr><tr><td>Ease of paying fares</td><td>76%</td></tr><tr><td>Safe vehicle operation</td><td>73%</td></tr><tr><td>Driver courtesy</td><td>68%</td></tr><tr><td>Daytime safety while waiting</td><td>63%</td></tr><tr><td>Daytime safety while riding</td><td>63%</td></tr><tr><td>Stop announcements</td><td>59%</td></tr><tr><td>Ability to get information</td><td>59%</td></tr><tr><td>Personal safety at park-and-ride lots</td><td>58%</td></tr><tr><td>Value of service for fare paid</td><td>56%</td></tr><tr><td>Ability to get printed timetables</td><td>49%</td></tr><tr><td>Inside cleanliness</td><td>47%</td></tr><tr><td>Accuracy of printed timetables</td><td>46%</td></tr><tr><td>Notification of service changes</td><td>46%</td></tr><tr><td>Parking availability of park-and-ride lots</td><td>42%</td></tr><tr><td>Number of transfers</td><td>41%</td></tr><tr><td>Frequency of service</td><td>39%</td></tr><tr><td>Travel time</td><td>39%</td></tr><tr><td>On-time performance</td><td>39%</td></tr><tr><td>Website posting of delays / problems</td><td>38%</td></tr><tr><td>Where routes go</td><td>36%</td></tr><tr><td>Safety riding after dark</td><td>34%</td></tr><tr><td>Safety waiting after dark</td><td>29%</td></tr><tr><td>Wait time when transferring</td><td>27%</td></tr></table>	Metro should focus its efforts for improvements on areas that are key drivers of overall customer satisfaction and where satisfaction is lower than average, as well as those areas that it can realistically control, including: • Wait time when transferring and, to a lesser extent, the number of transfers • Safety while riding after dark • Where routes go • Website postings of delays and problems • Frequency of service, travel time by bus, and on-time performance While the percentage of riders who use park-and-ride lots has decreased (from 37% in 2011 to 33% in 2012), parking availability at park-and-ride lots continues to be an issue. The lack of parking may be contributing to the lower percentage of actual users and may discourage potential riders without direct service from using Metro. Metro should continue its efforts to get information to customers using traditional media as well as new technologies, notably smartphone apps. Continuing its focus on convenience, Metro should also continue its efforts to make it easy to pay fares. Metro may wish to consider short-term passes to encourage those who continue to pay cash to get an ORCA Card.

Market Share

The annual Rider Survey provides a reliable measure of market share—defined as the percentage of King County households with one or more Regular Riders (individuals taking at least five one-way rides monthly). This is done by asking all households contacted (1) the number of individuals in their household 16 years of age and older, (2) the number of household members taking at least one one-way ride on a Metro bus or the South Lake Union Streetcar in the previous 30 days, and (3) the number taking five or more one-way rides in the previous 30 days. In previous years, rides taken within the downtown Ride Free Area were not included in the count of the number of one-way rides. The Ride Free Area was eliminated in October 2012, and questions were changed accordingly to capture these trips.

	What We Found	Key Stats			What It Means
Overall	The percentage of King County households with **Regular Riders** increased significantly in 2012—from 26% in 2011 to 33% in 2012. At the same time, the percentage of King County households with **Infrequent Riders** (one to four trips in last 30 days) has been decreasing—from 13% in 2010 to 9% in 2011 to 7% in 2012. There are currently an estimated 262,095 Regular Rider households in King County and an additional 57,615 Infrequent Rider households.	**2010** **2011** **2012** **Regular Rider Households** 25% 26% 33% **Infrequent Rider Households** 13% 9% 7% **Non-Rider Households** 62% 65% 60%			Metro's ridership growth is coming from a conversion of Infrequent Riders to Regular Riders (that is, increased frequency of riding) and attracting riders from formerly Non-Rider households. At least some growth may be due to the elimination of the downtown Seattle Ride Free Area.
Seattle / North King County	The **Seattle / North King County** former planning area continues to represent Metro's core base of riders. Nearly two out of three households in this region have one or more Regular or Infrequent Riders. Growth in the percentage of Regular Rider households has come from riders in formerly Infrequent Rider households riding more often and becoming Regular Rider households as well as Non-Rider households becoming Regular Rider households. There are currently an estimated 162.750 Regular Rider households in Seattle / North King County and an additional 33,780 Infrequent Rider households.	**2010** **2011** **2012** **Regular Rider Households** 42% 41% 53% **Infrequent Rider Households** 16% 14% 11% **Non-Rider Households** 42% 45% 36%			Frequent and destination-specific service to major employment and cultural centers (downtown Seattle and the University of Washington), coupled with expensive and limited parking, continues to encourage ridership among residents in this area. The significant growth in ridership in this area may also reflect demographic trends and rapid growth in major employment centers (South Lake Union, University of Washington) that employ a large number of young people.

	What We Found	Key Stats			What It Means
South King County	The share of Regular Rider households in **South King County** increased significantly between 2010 and 2011 but remain unchanged in 2012. There has been no change in the percentage of Non-Rider households. There are currently an estimated 52,350 Regular Rider households in South King County and an additional 11,020 Infrequent Rider households.	**2010**	**2011**	**2012**	New services, such as RapidRide A, launched in October 2010, most likely contributed to growth in Regular Rider market share in this area in between 2010 and 2011. Increased frequency may encourage Infrequent Riders living in this area to ride more often. Further growth in this area will require attracting current non-riders.
		Regular Rider Households			
		14%	19%	19%	
		Infrequent Rider Households			
		9%	4%	4%	
		Non-Rider Households			
		77%	77%	77%	
East King County	The share of Regular Rider households in **East King County** has increased steadily since 2009 and is currently at its highest level ever. At the same time there has been little change in the percentage of Non-Rider households. There are currently an estimated 46,995 Regular Rider households in East King County and an additional 12,815 Infrequent Rider households.	**2010**	**2011**	**2012**	The increase in the number of Regular Rider households is almost totally attributable to increased frequency of riding among existing riders. The introduction of RapidRide B, launched in October 2011 and providing more frequent and regular service throughout the day, may be a factor in this growth.
		Regular Rider Households			
		15%	17%	22%	
		Infrequent Rider Households			
		13%	9%	6%	
		Non-Rider Households			
		72%	74%	72%	

Figure 1: 2012 Market Share by Former Planning Subareas

- One out of three (33%) King County households have at least one Regular Rider, up significantly from 2011 when just 26% of all households had at least one Regular Rider.

- More than half (53%) of all Seattle / North King County households have a Regular Rider in the household. One-third have an Infrequent Rider, and 23% have both a Regular and Infrequent Rider in the household.

- More than one out of five (22%) East King County households is a Regular Rider household.

- One out of five (19%) South King County households is a Regular Rider household, the lowest of any area.
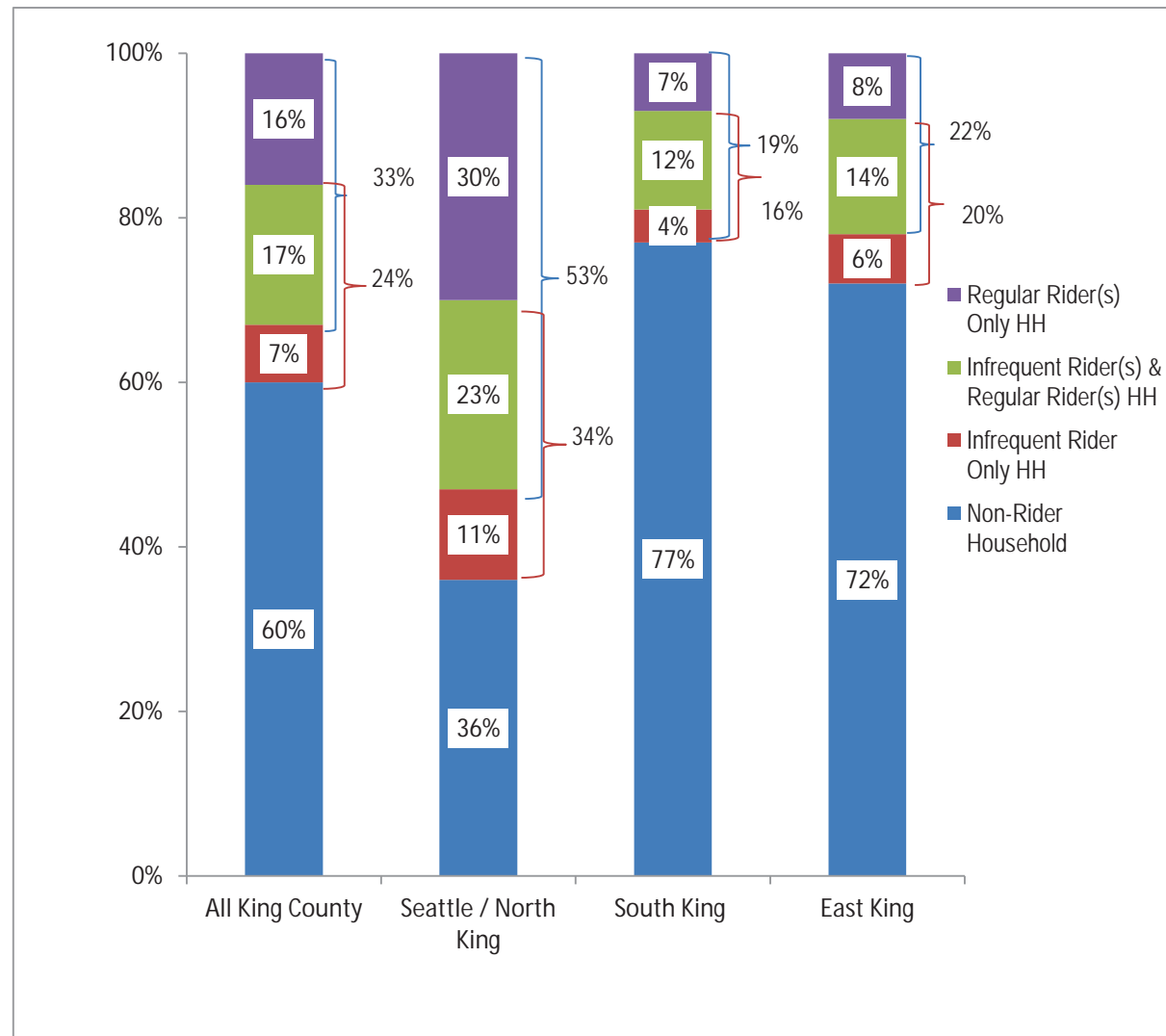
Questions: **S4A:** *Including yourself, how many people in your household, age 16 or over have taken* **between one (1) and four (4)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*
S4B: *Including yourself, how many people in your household, age 16 or over have taken* **at least five (5)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*

Base: *All contacted households (n$_{2012}$ =7,285)*

Figure 2: King County Rider and Non-Rider Households, 2001 to 2012

- As the economy began to improve and employment rates increased, the percentage of Regular Rider households began to slowly recover in 2010 and 2011 and then increased sharply in 2012. One out of three (33%) King County households are Regular Rider households. This is consistent with the overall increase in ridership Metro has been experiencing 2009. The elimination of the downtown Seattle Ride Free Area may have also contributed to this increase (in the past rides taken entirely within the RFA were not counted when determining whether households had Regular or Infrequent Riders).

- At the same time, the percentage of Infrequent Rider households has been decreasing since 2010, suggesting that some riders have increased the frequency with which they ride and have become Regular Rider households.

- In addition, the percentage of non-rider households decreased significantly between 2011 and 2012, suggesting that some former non-rider households are now Regular Rider households..
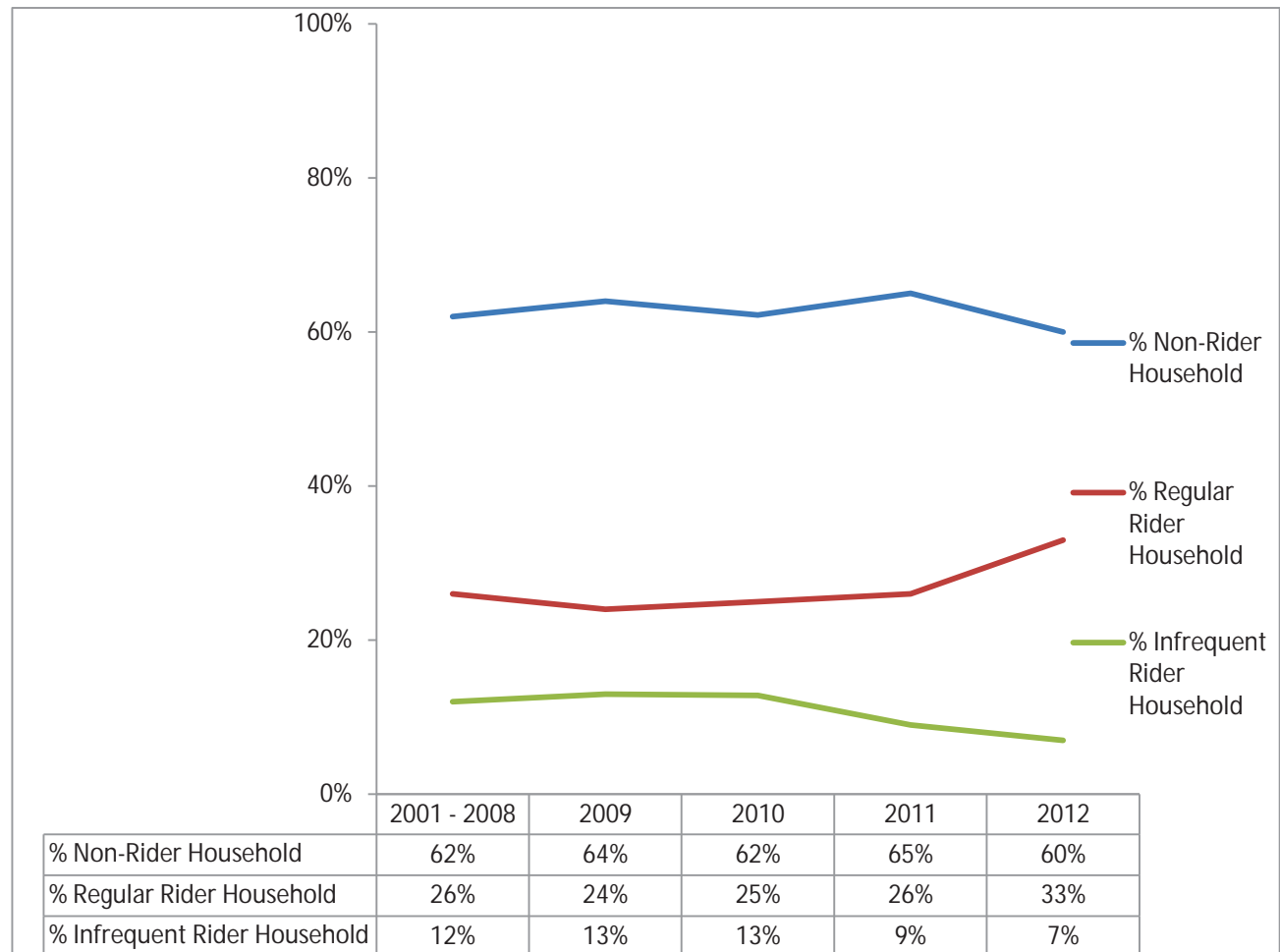
	2001 - 2008	2009	2010	2011	2012
% Non-Rider Household	62%	64%	62%	65%	60%
% Regular Rider Household	26%	24%	25%	26%	33%
% Infrequent Rider Household	12%	13%	13%	9%	7%

Questions: **S4A:** *Including yourself, how many people in your household, age 16 or over have taken **between one (1) and four (4)** one-way rides on a **Metro bus** or the **South Lake Union Street Car** in the last 30 days?*
S4B: *Including yourself, how many people in your household, age 16 or over have taken **at least five (5)** one-way rides on a **Metro bus** or the **South Lake Union Street Car** in the last 30 days?*

Base: *All contacted households (n2012 =7,285)*

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Figure 3: Trends in Incidence of Regular Rider Households by Area

The growth in market share between 2011 and 2012 is due primarily to the increase in the percentage of Regular Rider households in Seattle / North King County and, to a lesser extent, East King County.

After increasing significantly between 2010 and 2011, there has been no change in the percentage of Regular Rider households in South King County.

Details by each area are provided on the following pages.
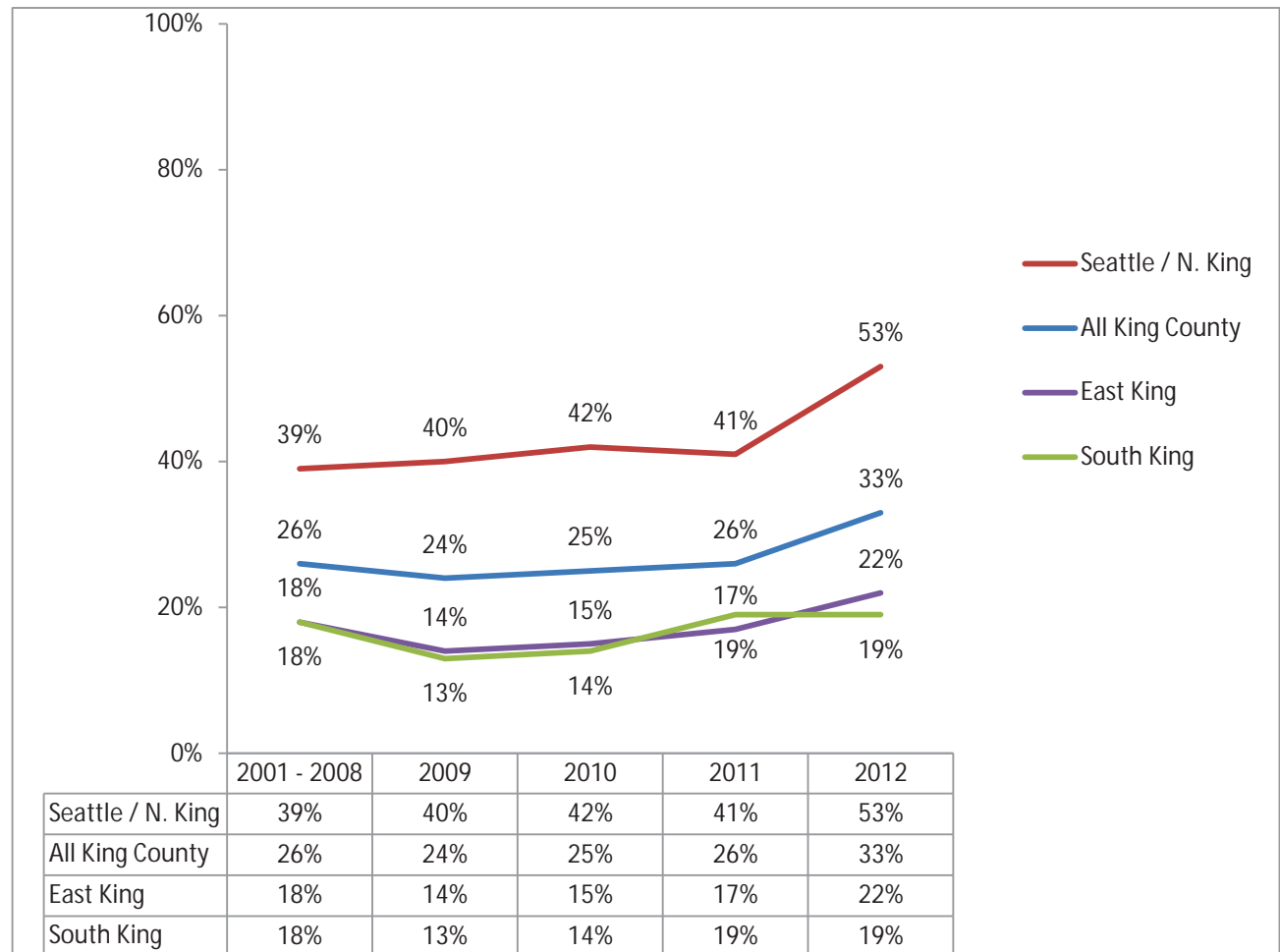
	2001 - 2008	2009	2010	2011	2012
Seattle / N. King	39%	40%	42%	41%	53%
All King County	26%	24%	25%	26%	33%
East King	18%	14%	15%	17%	22%
South King	18%	13%	14%	19%	19%

Questions: S4A: *Including yourself, how many people in your household, age 16 or over have taken* **between one (1) and four (4)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*
S4B: *Including yourself, how many people in your household, age 16 or over have taken* **at least five (5)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*

Base*: All contacted households (n_{2012} =7,285)*

Figure 4: Rider and Non-Rider Households, Seattle / North King County, 2001 to 2012

- Seattle / North King County continues as Metro's strongest market. The share of Seattle / North King County households with Regular Riders increased by 12 percentage points between 2011 and 2012.

- Most of this increase is due to a significant decrease in the percentage of households with no riders (9 percentage points) as well as fewer Infrequent Rider households (3 percentage points).
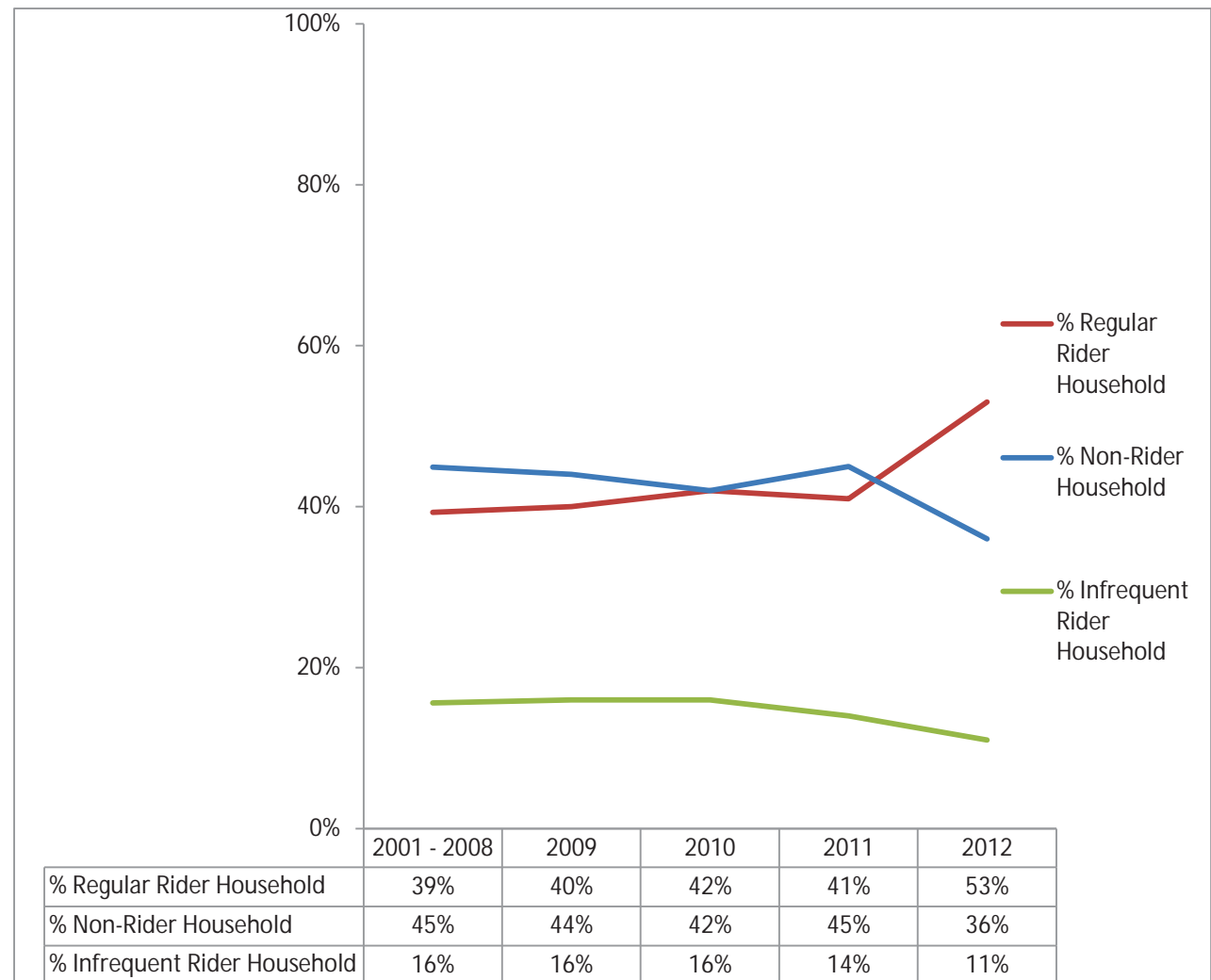
	2001 - 2008	2009	2010	2011	2012
% Regular Rider Household	39%	40%	42%	41%	53%
% Non-Rider Household	45%	44%	42%	45%	36%
% Infrequent Rider Household	16%	16%	16%	14%	11%

Questions: **S4A:** *Including yourself, how many people in your household, age 16 or over have taken* **between one (1) and four (4)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*
S4B: *Including yourself, how many people in your household, age 16 or over have taken* **at least five (5)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*

Base: *All contacted households (n_{2012} =1,237)*

Figure 5: Rider and Non-Rider Households, South King County, 2001 to 2012

- The share of Regular Rider households in South King County rebounded to 19% in 2011 but remained unchanged in 2012.

- New services, such as RapidRide A, launched in October 2010, most likely contributed to growth in Regular Rider market share in this area in between 2010 and 2011.

- There has been no change in the percentage of Non-Rider households since 2009, suggesting that Metro has not been as successful in attracting new or former riders in this area. Increased service frequency may encourage Infrequent Riders living in this area to ride more often. Further growth in this area will require attracting current non-riders.

	2001 - 2008	2009	2010	2011	2012
% Non-Rider Household	73%	78%	77%	77%	77%
% Regular Rider Household	18%	13%	14%	19%	19%
% Infrequent Rider Household	9%	9%	9%	4%	4%

Questions: **S4A:** *Including yourself, how many people in your household, age 16 or over have taken* **between one (1) and four (4)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*
S4B: *Including yourself, how many people in your household, age 16 or over have taken* **at least five (5)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*

Base: *All contacted households (n2012 =3,389)*

Figure 6: Rider and Non-Rider Households, East King County, 2001 to 2012

- The share of Regular Rider households in East King County has been increasing slowly but steadily over the past several years and is now at its highest level ever. Growth appears to be primarily due to converting Infrequent Rider households to Regular Rider households. This may be due in part to the introduction of the RapidRide B line, offering more frequent, regular service between Bellevue and Redmond.

- As in South King County, future growth will require attracting new or former riders.
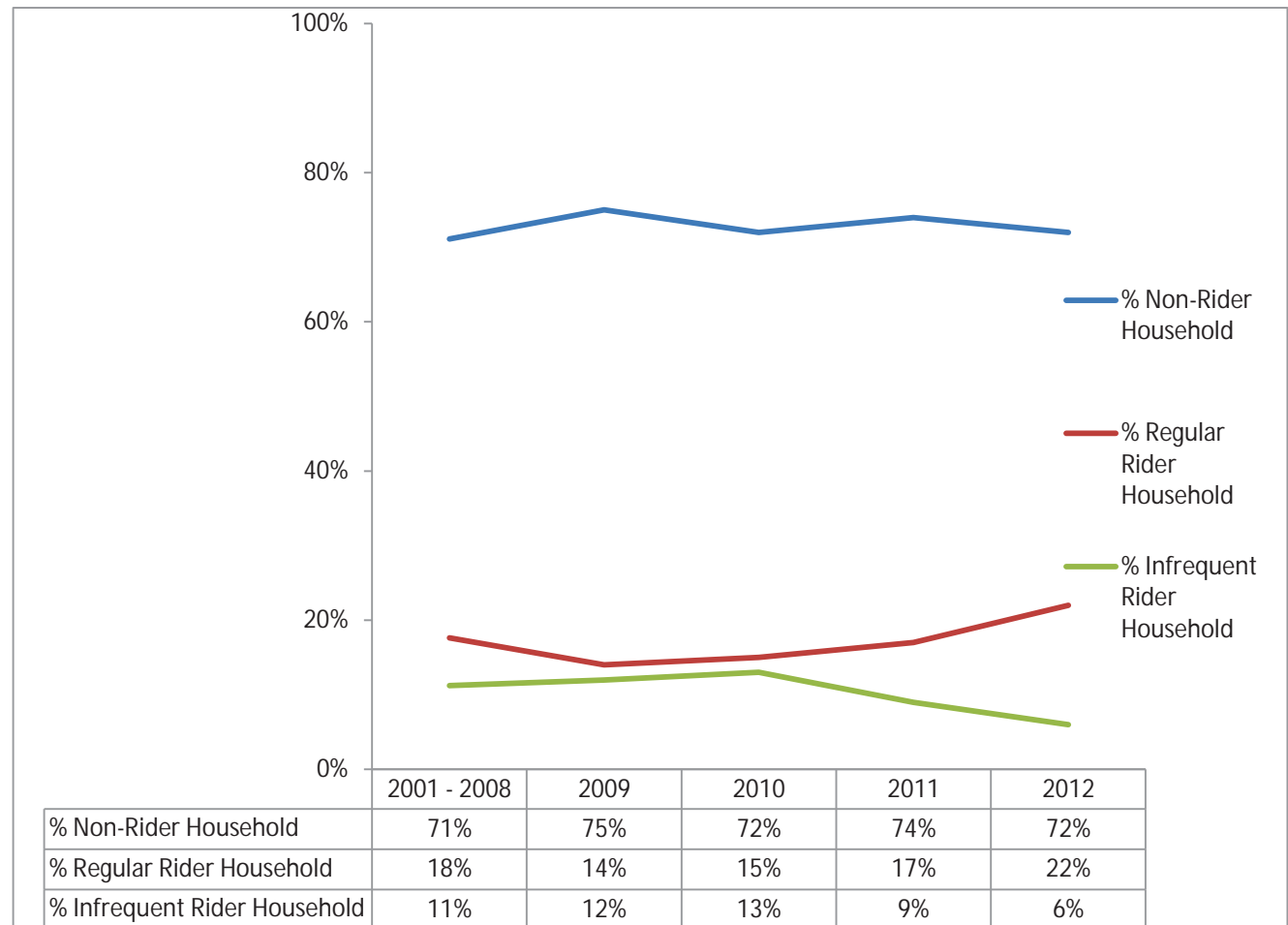
	2001 - 2008	2009	2010	2011	2012
% Non-Rider Household	71%	75%	72%	74%	72%
% Regular Rider Household	18%	14%	15%	17%	22%
% Infrequent Rider Household	11%	12%	13%	9%	6%

Questions: **S4A:** *Including yourself, how many people in your household, age 16 or over have taken* **between one (1) and four (4)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*

S4B: *Including yourself, how many people in your household, age 16 or over have taken* **at least five (5)** *one-way rides on a* **Metro bus** *or the* **South Lake Union Street Car** *in the last 30 days?*

Base*: All contacted households (n$_{2012}$ =2,659)*

King County METRO

Demographic Characteristics of Metro Riders

Riders are defined as individuals who take at least one one-way trip on Metro per month; a Regular Rider takes five or more trips. Analysis this year focused on further exploring and understanding the Regular Rider segment. Two groups were identified: Frequent Regular Riders (those taking 11 or more one-way trips per month) and Moderate Regular Riders (those taking between 5 and 10 one-way trips per month).

	What We Found	Key Stats	What It Means
All Riders	Compared to other U.S. transit systems[1] and to the general population in King County, Metro riders are more likely to be men than women. This holds true across all rider segments.	**King County** / **Metro Riders** % Male 49% — **53%** % Female **51%** — 47%	Lower ridership among women may reflect scheduling constraints (picking up children, errands, etc.) that limit their use of transit.
Regular Riders (5+ trips / month)	Regular Riders are somewhat younger and less affluent than the general population in King County. On the other hand, they are more likely to be employed. Regular Riders in 2012 are somewhat less likely to be licensed drivers than in 2011. There has been no change in the extent to which licensed drivers have access to a vehicle.	**King County** / **Regular Riders** Average Age 45.5 — **42.0** % Employed 64% — **71%** Median Income **$68,065** — $63,760 **2011** / **2012** Licensed Drivers 82% — **77%** % Access to Vehicle 71% — **67%**	Riding transit represents an economical means to travel for younger and less affluent residents. Moreover, it appears that many may be choosing to not obtain a driver's license, which would explain in part the increase in Regular Rider households. This trend to be carless is consistent with national trends which have shown that the percentage of licensed drivers has been decreasing, notably among younger adults.[2] Stressing the value of mass transit should be an ongoing theme, both reinforcing existing Frequent Regular Riders and increasing trip frequency for others.

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[1] American Public Transportation Association (APTA), "A Profile of Public Transportation Passenger Demographics and Travel Characteristics Reported in On-Board Surveys," May 2007.

[2] University of Michigan Transportation Research Institute, " Driving Forces, "http://www.umtri.umich.edu/content/rr42_4.pdf

	What We Found	Key Stats		What It Means
Frequent Regular Riders (11+ trips / month)	Frequent Regular Riders represent a distinct segment from Moderate Regular Riders. Frequent Regular Riders are Metro's youngest segment (average age 41.0) and are the most likely to be employed (55% are employed full-time). The majority (80%) of those employed works full-time outside the home; only 6% works from home. More than one out of ten (11%) are students. They are the least likely segment to be licensed drivers or have access to a vehicle.	**Frequent Regular Riders**		Frequent Regular Riders represent Metro's core market, which is likely to grow in the future. Demographic trends suggest that many young persons are consciously choosing to live in transit-oriented communities.[3] A major focus should be on providing the types and levels of service this segment expects.
		Average Age	41.0	
		% Employed	75%	
		Median Income	$64,612	
		% Licensed Drivers	74%	
		% to Vehicle	78%	
Moderate Regular Riders (5–10 trips / month)	Moderate Regular Riders are a distinct segment from both Frequent Regular and Infrequent Riders. They are older than Frequent Regular Riders but significantly younger than Infrequent Riders. More than three out of five are employed. However, 16% of those employed are self-employed or work from home. They are more likely than Frequent Regular Riders to have a driver's license and a vehicle.	**Moderate Regular Riders**		Moderate Riders most likely ride less because they are often unemployed and many that are employed work from home. These riders may also be underemployed, resulting in fewer trips per month. At the same time, they represent an important segment of Metro's customer base as they are clearly predisposed to riding the bus for at least some of their travel. Moreover, Metro provides critical transportation for that segment of Moderate Regular Riders who do not drive.
		Average Age	44.3	
		% Employed	64%	
		Median Income	$63,222	
		% Licensed Drivers	84%	
		% to Vehicle	85%	

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[3] Transportation Cooperative Research Group, TCRP Report 123.

	What We Found	Key Stats		What It Means
Infrequent Riders (1–4 trips)	Infrequent Riders are Metro's oldest riders, and many (20%) are retired. Also like Moderate Regular Riders, many (18%) of those who are employed are self-employed or work from home. Like Moderate Regular Riders, Infrequent Riders are more likely to have a vehicle and in fact are more likely to live in two-vehicle households, thus having more transportation options than other Metro riders.	**Infrequent Riders**		Like Moderate Regular Riders, Infrequent Riders have less need to ride and may also take fewer trips by any mode as they are less likely to be employed and many are retired. They may have more traditional lifestyles and are simply accustomed to driving their car and rarely think about using transit except to special events or areas where congestion or lack of parking make driving difficult. At the same time, Metro provides an important source of transportation for the small segment of Infrequent Riders who do not drive.
		Average Age	47.0	
		% Employed	65%	
		Median Income	$65,387	
		% Licensed Drivers	86%	
		% with Vehicle	86%	
Low-Income Riders	Unlike other rider segments, low-income riders are more likely to be female (57%) than male (43%). While more than two out of five (43%) low-income riders are employed, the majority is retired (27%), unemployed (8%), or something else (27%). Only half of Metro's low-income riders have vehicle available as an alternative to transit.	**Low-Income Riders**		Metro provides a critical service for King County's low-income residents, serving both those who are employed and others who need to get to basic services.
		Average Age	49.0	
		% Employed	43%	
		Median Income	$17,954	
		% Licensed Drivers	58%	
		% with Vehicle	50%	

Figure 7: Demographic Characteristics of Metro Riders

- Riders are more likely to be men (53%) than women (47%). This holds true across all rider segments.

- The gender split in the general population is 51% female and 49% male.

	All Riders	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
Male	53%	**54%**	**54%**	52%	52%
Female	47%	46%	46%	48%	48%

- Regular Riders are younger than Infrequent Riders. The 25 to 34 year old age group represents a significant market for KC Metro.

- Moderate Regular Riders are older than Frequent Regular Riders but younger than Infrequent Riders.

	All Riders	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
16–17	5%	5%	5%	3%	4%
18–24	12%	14%	13%	15%	10%
25–34	18%	19%	20%	16%	16%
35–44	17%	17%	17%	17%	16%
45–54	17%	19%	19%	18%	13%
55–64	18%	19%	20%	17%	18%
65 plus	13%	9%	6%	**14%**	**22%**
Mean	44.0	**42.0**	**41.0**	44.3	47.0

Base: All respondents (n_w = 1,218); Regular Riders (n_w = 772); Frequent Regular Riders (n_w = 529); Moderate Regular Riders (n_w = 236); Infrequent Riders (n_w = 446)

	All Riders	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
Employed FT	48%	51%	**56%**	41%	43%
Employed PT	13%	15%	**15%**	13%	11%
Self-Employed	8%	5%	**4%**	9%	11%
Student	9%	10%	11%	8%	8%
Homemaker	1%	2%	1%	4%	1%
Retired	14%	10%	7%	**16%**	**20%**
Unemployed	1%	7%	6%	8%	7%

- Three out of four Frequent Regular Riders are employed, making this segment Metro's core customer segment. In addition, 11% are students.

- Consistent with the higher percentage of older riders, one out of five (20%) Infrequent Riders and 16% of Moderate Regular Riders are retired.

	All Riders	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
Less than $35K	27%	27%	26%	30%	26%
$35K–<$55K	17%	17%	18%	14%	17%
$55K–<$75K	13%	13%	13%	14%	13%
$75K–<$100K	16%	16%	16%	19%	16%
$100K–<$150K	14%	15%	15%	14%	14%
$150K or more	12%	11%	12%	9%	14%
Median	$64,335	$63,760	$64,512	$63,222	$65,387

- There are no significant differences in household incomes across the different rider segments, with median household incomes ranging from $63,222 for Moderate Regular Riders to $65,387 for Infrequent Riders.

Base: All respondents (n_w = 1,218); Regular Riders (n_w = 772); Frequent Regular Riders (n_w = 529); Moderate Regular Riders (n_w = 236); Infrequent Riders (n_w = 446)

King County METRO

- The majority of Metro riders live in a household with more than one person 16 years of age and older.

- There are no significant differences in household size across the different rider segments.

	All Riders	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
Single-Person Household	28%	27%	26%	28%	31%
Multiperson Household	72%	73%	74%	72%	67%
Average Household Size	2.23	2.28	2.33	2.15	2.15

- Metro's Regular Riders are more diverse than Infrequent Riders, and Frequent Regular Riders are more diverse than Moderate Regular Riders.

	All Riders	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
Caucasian	79%	76%	74%	81%	**84%**
Asian	12%	13%	15%	9%	10%
African American	7%	8%	8%	7%	5%
Other	8%	9%	9%	10%	4%
% Hispanic	6%	**8%**	8%	8%	3%

- As in the past, more than four out of five Riders have a driver's license and access to a vehicle. Access to a vehicle is significantly higher among Infrequent Riders than Moderate Regular Riders, and it is higher among Moderate Regular Riders than Frequent Regular Riders.

	All Riders	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
% w/ Driver's License	80%	77%	74%	84%	**86%**
% w/ Vehicle among Licensed Drivers	82%	80%	78%	85%	**86%**
# of Vehicles	1.66	1.61	1.59	1.66	**1.75**

Base: All respondents (nw = 1,218); Regular Riders (nw = 772); Frequent Regular Riders (nw = 529); Moderate Regular Riders (nw = 236); Infrequent Riders (nw = 446)

Figure 8: Demographic Characteristics of Metro Riders (Income Segments)

- Less affluent riders are more likely to be women than men.

	All Riders	Less Affluent <$35K	More Affluent >$35
Male	53%	44%	**57%**
Female	47%	**56%**	43%

	All Riders	Less Affluent <$35K	More Affluent >$35
16–17	5%	2%	4%
18–24	12%	15%	12%
25–34	18%	12%	**21%**
35–44	17%	11%	**20%**
45–54	17%	14%	17%
55–64	18%	22%	18%
65 plus	13%	**24%**	9%
Mean	44.0	**49.0**	42.6

- Less affluent riders are older, with a significant percentage 65 and older.

	All Riders	Less Affluent <$35K	More Affluent >$35
Employed FT	48%	17%	**62%**
Employed PT	13%	**17%**	12%
Self-Employed	8%	9%	7%
Student	9%	**10%**	7%
Homemaker	1%	2%	1%
Retired	14%	**27%**	8%
Unemployed	1%	**8%**	2%
Other	14%	**27%**	8%

- Less affluent riders are more likely to be employed part-time or to be students. Moreover a significant number are retired or currently unemployed.

King County METRO

- Less affluent riders are more likely to live alone.

	All Riders	Less Affluent <$35K	More Affluent >$35
Single-Person Household	28%	**55%**	18%
Multiperson Household	72%	45%	**82%**

- Less affluent riders are more diverse.

	All Riders	Less Affluent <$35K	More Affluent >$35
Caucasian	79%	71%	**83%**
Asian	12%	12%	11%
African American	7%	**11%**	5%
Other	8%	11%	5%
% Hispanic	6%	7%	5%

- Less affluent riders are less likely to have a driver's license or a vehicle available for their use.

	All Riders	Less Affluent <$35K	More Affluent >$35
% w/ Driver's License	80%	58%	**90%**
% w/ Vehicle among License Drivers	82%	**50%**	94%
# of Vehicles	1.66	.85	**1.96**

Transit Use

This research provides a comprehensive picture of how customers use Metro. As the demographic analysis illustrates, there are clear differences between Frequent and Moderate Regular Riders. Therefore, analysis in this section examines differences in transit use between three segments: Frequent Regular Riders (11 plus rides per month), Moderate Regular Riders (6 to 10 rides per month), and Infrequent Riders (1 to 4 rides per month).

	What We Found	**Key Stats**	**What It Means**
Frequency of Riding	In 2012 frequency of riding increased in all rider categories. The increase is significant for Frequent Regular Riders and Infrequent Riders.	**2010 2011 2012** **# of One-Way Trips** All Riders 14.0 16.6⬆ 18.0⬆ Frequent Regular Riders 30.4 32.8⬆ 35.7⬆ Moderate Regular Riders 7.5 7.4 7.7 Infrequent Riders 2.1 2.2 2.4⬆	The increase in the percentage of Regular Rider households is due primarily to the increased frequency of riding. Changes in demographics and lifestyles as well as improved service are making Metro more appealing to ride for more types of trips.
Reliance on Transit	One out of three Metro customers relies on Metro for all or most of their trips. This is significant among Frequent Regular Riders—nearly three out of five rely on Metro for all (14%) or most (43%) of their trips.	**% Rely on Metro for All / Most Trips** All Riders 34% Regular Riders 47% Frequent Regular Riders 57% Moderate Regular Riders 23% Infrequent Riders 11%	The significant reliance on Metro among Regular Riders and notably Frequent Regular Riders clearly demonstrates the advantages of taking transit, including avoiding rising gas prices, cost of parking, insurance premiums, and traffic congestion. In addition, this finding suggests that Metro's service is better aligned with customer needs, motivating riders to rely more heavily on Metro for both regular and incremental trips.

	What We Found	Key Stats	What It Means
Trip Purpose	The majority of Metro riders use Metro to commute to work or school. Those using Metro to commute to work or school are Metro's most frequent riders—averaging 28.1 one-way rides each month. After decreasing somewhat through the recession, the percentage of Metro customers primarily riding for commute trips has returned to prerecession levels. Those primarily using Metro for non-commute purposes average 8.6 one-way trips per month.	<table><tr><td></td><td>Com-mute</td><td>Non-Com-mute</td></tr><tr><td>2008</td><td>56%</td><td>44%</td></tr><tr><td>2009</td><td>54%</td><td>46%</td></tr><tr><td>2010</td><td>53%</td><td>47%</td></tr><tr><td>2011</td><td>56%</td><td>44%</td></tr><tr><td>2012</td><td>56%</td><td>44%</td></tr></table>	While it is clear that Metro serves both commuters and non-commuters, those riding for commute trips account for approximately 70% of all trips. Metro must continue to provide service that meets the needs of both segments, but with an emphasis on routes that serve commuters.
Travel Times	Seven out of ten riders ride during both peak and off-peak travel times.	**When Riders Ride** Peak & Off-Peak 70% Peak Only 15% Off-Peak Only 15%	Use of Metro throughout the day reflects an increase in "elective" non-commute trips as well as commuters increasingly working longer hours or varying their work schedule to meet personal needs or best travel schedules.
Length of Time Riding	The percentage of long-term Metro riders has increased significantly (17 percentage points) in the past three years.	<table><tr><td>**2010**</td><td>**2011**</td><td>**2012**</td></tr><tr><td colspan="3">Long-Term Riders (5+ Years)</td></tr><tr><td>50%</td><td>62%</td><td>67%</td></tr><tr><td colspan="3">Experienced Riders (14 Years)</td></tr><tr><td>29%</td><td>24%</td><td>30%</td></tr><tr><td colspan="3">New Riders</td></tr><tr><td>21%</td><td>14%</td><td>13%</td></tr></table>	Metro is clearly successful in retaining existing riders. The increase in Regular Rider households appears to be largely attributable to returning former riders as well as attracting some new riders.

	What We Found	**Key Stats**	**What It Means**
Two-Zone Trips	One out of three riders take two-zone trips. Those living in South and East King County continue to be the most likely to take two-zone trips. With the exception of East King County there has been little change in these figures over the year. The percentage of East King County riders taking two-zone trips decreased from 69% in 2011 to 61% in 2012.	**% Two-Zone Trips** All Riders — 34% Seattle / North King — 21% East King — 54% South King — 61%	Higher fares for two-zone trips may serve as a deterrent to ridership. The decrease in two-zone trips among East King County riders may be attributable to the increased ability to get to destinations within that area, in part due to the introduction of the RapidRide B line.
Use of Park-and-Ride Lots	The percentage of riders who use park-and-ride lots has decreased significantly. Currently one out of three (33%) riders has used a park-and-ride lot in the past year, down from 38% in 2009. Use of park-and-ride lots continues to be highest among riders living in East King County.	**% Used P&R in Past Year** All Riders — 33% Seattle / North King — 18% East King — 69% South King — 49%	The availability of more direct service may be reducing the percentage of riders who use park-and-ride lots. However, growth in ridership, notably in East King County, does increase demand for park-and-ride lots and hence customer satisfaction with the availability of parking at these lots. It is clear that park-and-ride lots continue to be an important part of Metro's service offering.

Figure 9: Trends in Frequency of Riding (Average Number of One-Way Trips)

- After decreasing steadily through 2010, the average number of monthly trips taken by all riders increased significantly in 2011 and again in 2012.

- Frequency of riding increased significantly for Regular Riders—from 24.6 trips in 2011 to 27.1 trips in 2012. This increase is due primarily to the increase in the average number of trips taken by Frequent Regular Riders (those taking at least 10 one-way trips monthly).

- Frequency of riding also increased significantly among Infrequent Riders.

	2001 - 2008	2009	2010	2011	2012
Frequent Regular Riders	31.8	30.4	30.4	32.8	35.7
All Regular Riders	23.4	23.2	23.0	24.6	27.1
All Riders	17.0	15.3	14.0	16.6	18.0
Moderate Regular Riders	7.3	7.4	7.5	7.4	7.7
Infrequent Riders	2.0	2.2	2.1	2.2	2.4
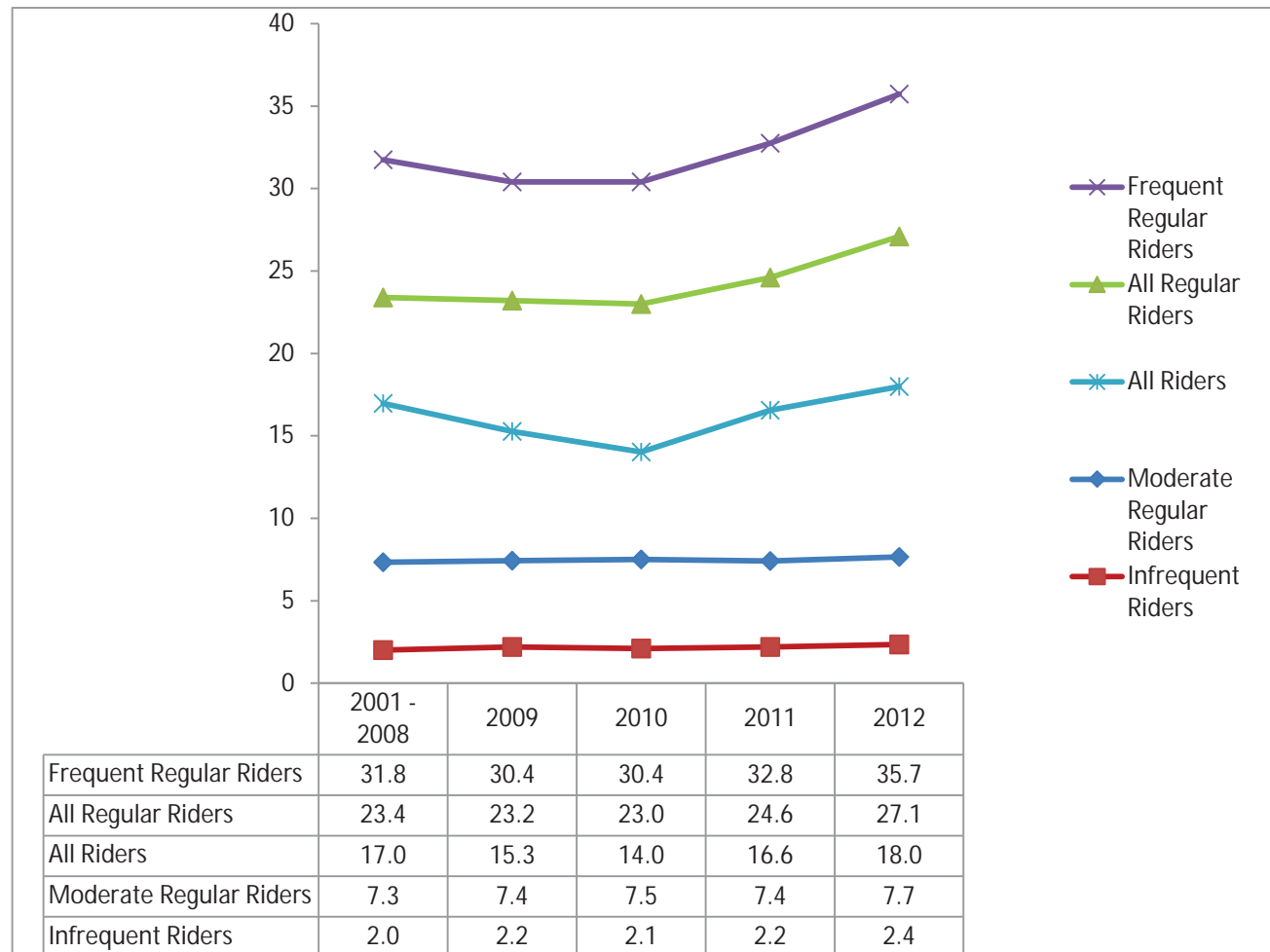
*Questions: S5A Thinking about the past 30 days, how many **one-way rides** have **you** personally taken on a **Metro bus**?*
    *S6A Thinking about the past 30 days, how many **one-way rides** have **you** personally taken on a **South Lake Union Street Car**?*
Base*: All respondents (n$_{2012}$ = 1,218)*
Key: *Frequent Regular Riders (11 plus one-way trips); Moderate Regular Riders (5 to 10) one-way trips; Infrequent Riders (1 to 4 one-way trips)*

Figure 10: Trends in Rider Segments (Based on Frequency of Riding)

- While the number of trips taken by each rider segment increased between 2011 and 2012, there was no significant change in the relative size of the three rider segments.
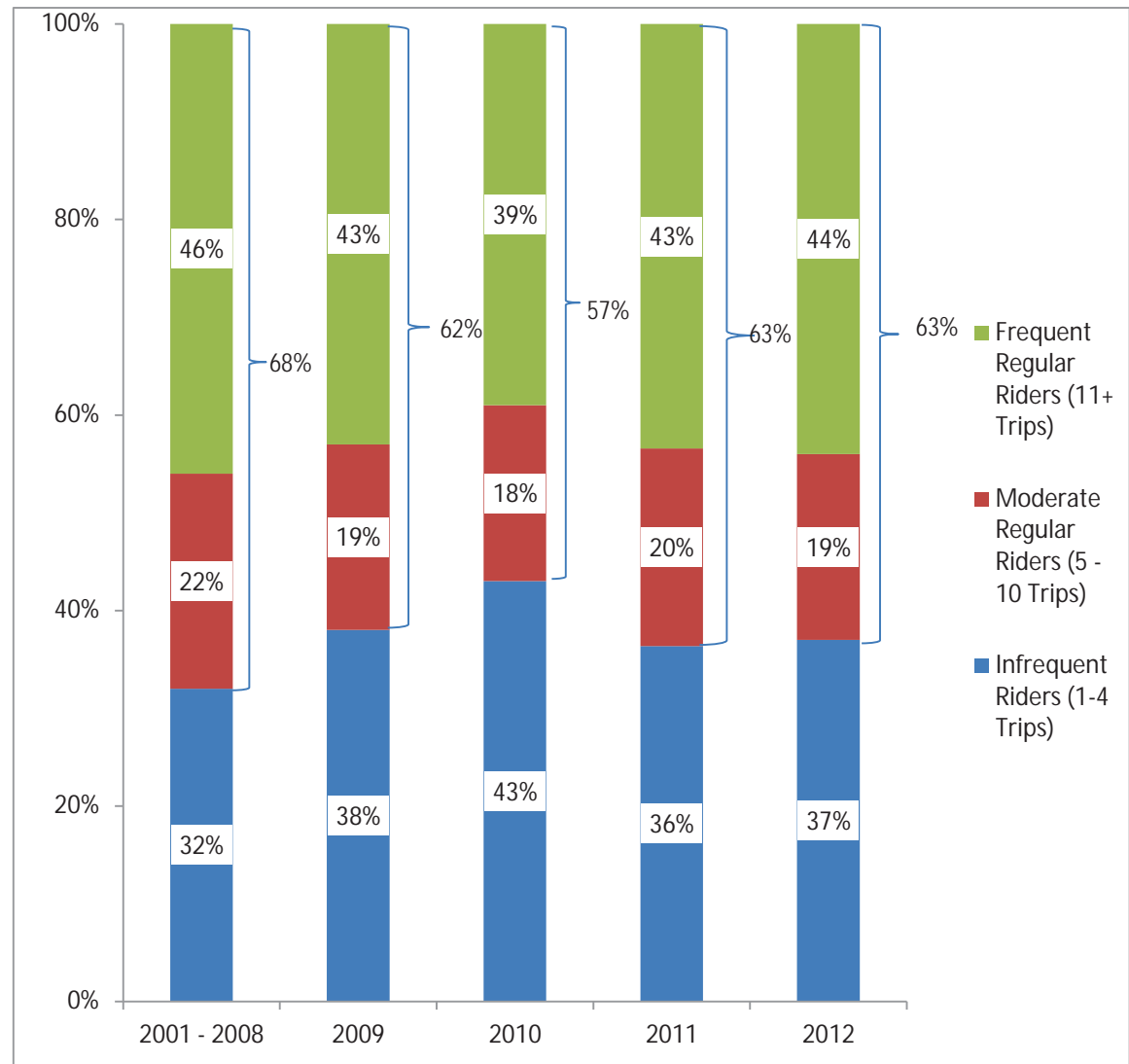
*Question S5A: Thinking about the past 30 days, how many __one-way rides__ have __you__ personally taken on a **Metro bus**?*
*Question S6A: Thinking about the past 30 days, how many __one-way rides__ have __you__ personally taken on a **South Lake Union Street Car**?*
Base: All respondents (n$_{2012}$ = 1,218)
Key: Frequent Regular Riders (11 plus one-way trips); Moderate Regular Riders (5 to 10) one-way trips; Infrequent Riders (1 to 4 one-way trips)

Figure 11: Trends in Reliance on Metro for Transportation

- The percentage of riders that report using Metro for all or most of their transportation needs increased significantly in 2011 and declined only slightly in 2012.

- Nearly three out of five Frequent Regular Riders rely on Metro for all (14%) or most (43%) of their transportation needs.

	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
All / Most	37%	**57%**	23%	12%
All	12%	**14%**	6%	4%
Most	35%	**43%**	17%	8%
Some	43%	**40%**	**51%**	26%
Very Little	10%	**3%**	26%	63%

All Riders
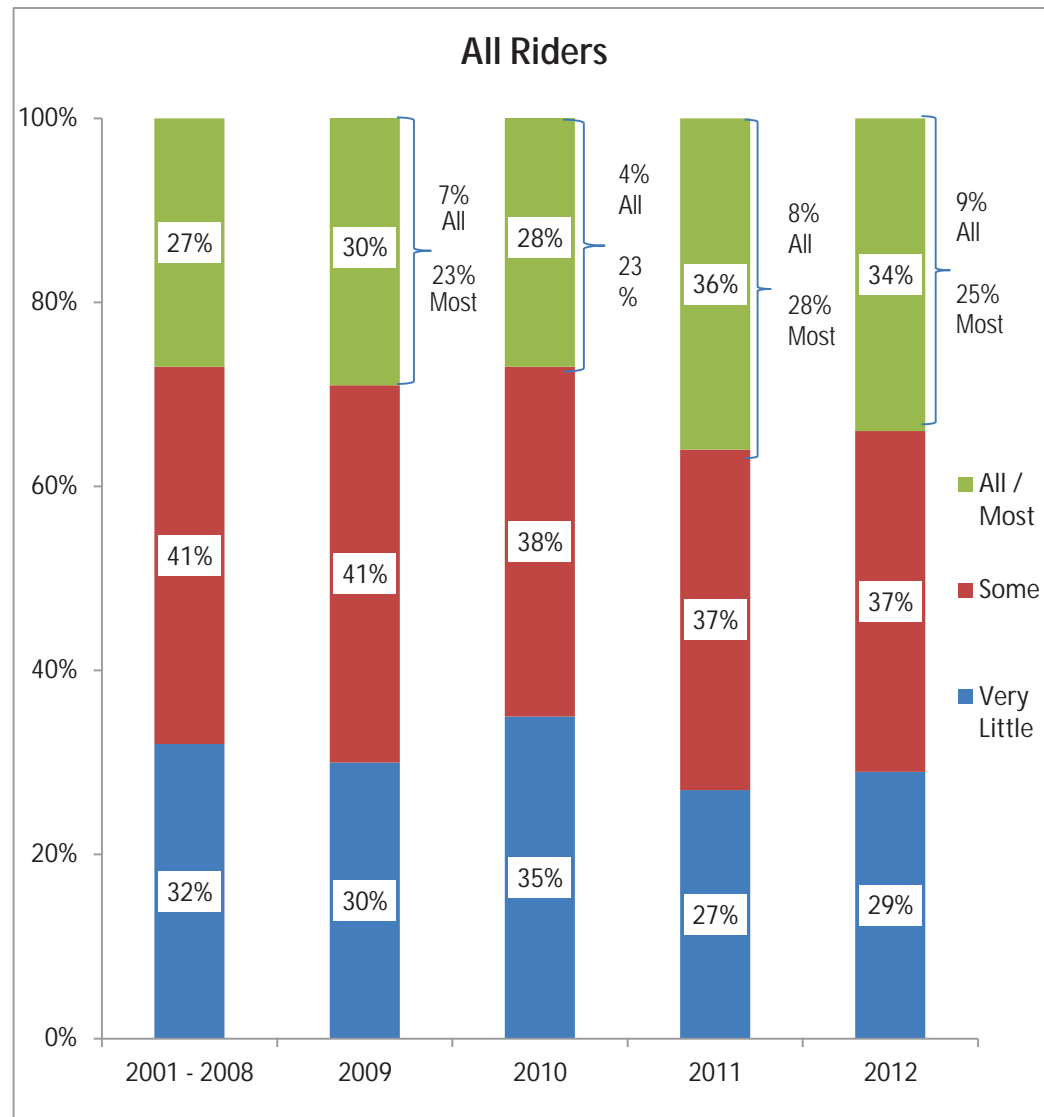
Questions M4_COMBINED: To what extent do you use the bus or streetcar to get around?
Base: All respondents (n_{2012} = 1,218)

King County METRO

Figure 12: Trends in Trip Purpose

- Commute trips continue to be the primary purpose for using Metro—56% commute trips compared to 44% non-commute. There has been no change in trip purpose between 2011 and 2012.

- More than four out of five (84%) Frequent Regular Riders primarily ride for commute purposes.

- Trips taken by Moderate Regular Riders are divided between commute (43%) and non-commute trips (57%).

- Seven out of ten Infrequent Riders are typically taking non-commute trips.

	All Regular Riders	Frequent Regular Riders (11+ trips)	Moderate Regular Riders (5–10 trips)	Infrequent Riders (1–4 trips)
Work	58%	**68%**	38%	26%
School	13%	**16%**	5%	4%
Non-Commute	29%	16%	57%	**70%**
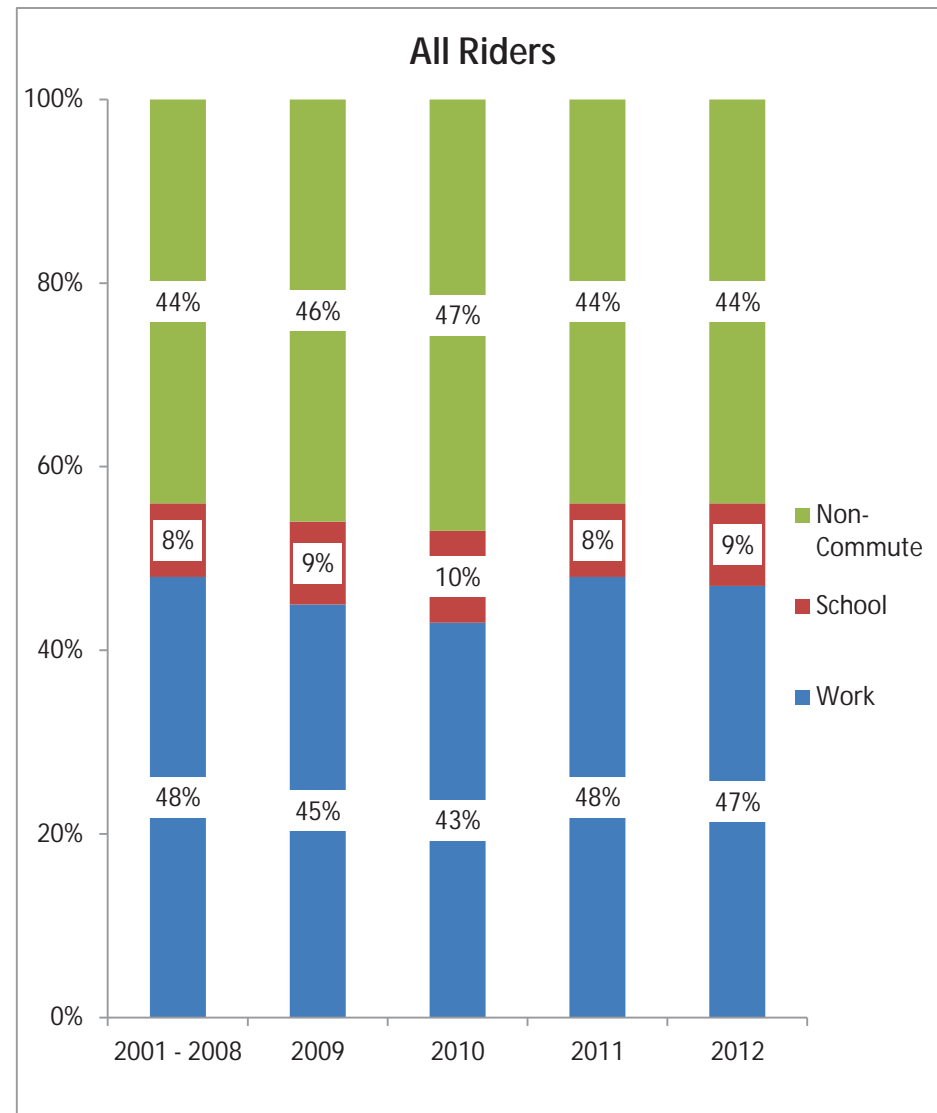
All Riders

Question **M5A_COMBINED**: When you ride the **bus or streetcar**, what is the primary purpose of the trip you take most often?
Base: All respondents (n_{2012} = 1,218)

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Figure 13: Trends in Travel Hours

Seven out of ten riders use Metro during both peak and off-peak hours, the same as in 2011 and significantly higher than in previous years.

- Since 2010, there has been a steady increase in the percentage of riders riding in what have traditionally been considered off-peak hours—early morning and midday.

	2001 – 2008	2009	2010	2011	2012
Early Morning (before 6:00 a.m.)	2%	7%	3%	**9%**	**11%**
Morning Peak (6–9 a.m.)	54%	54%	51%	59%	58%
Midday (9 a.m.–3 p.m.)	44%	48%	46%	**51%**	**54%**
Evening Peak (3–6 p.m.)	63%	71%	69%	74%	75%
Early Evening (6–7 p.m.)	26%	36%	35%	42%	44%
Weeknights	20%	26%	28%	34%	35%
Weekends	46%	55%	56%	62%	60%
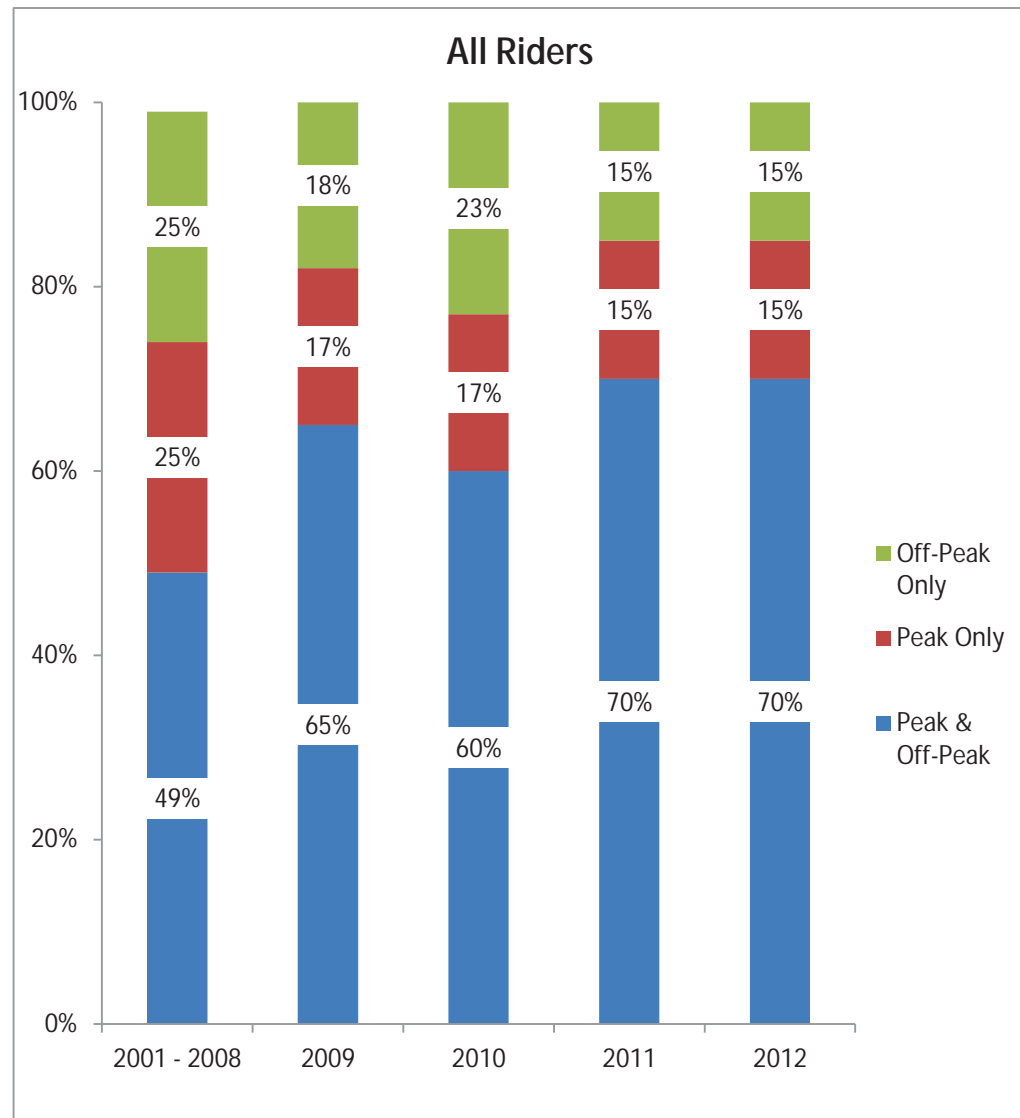
All Riders

Question M6A_COMBINED: During which of the following time periods do you ride the bus or Streetcar?
Base: All respondents (n$_{2012}$ = 1,218)

King County METRO

Figure 14: Length of Time Riding

In 2011, there was a significant increase in the percentage of long-term riders (those riding five or more years). This trend continued into 2012. Two out of three (67%) current Metro riders have been riding at least five years.

Consistent with the increase in the percentage of East King County households with riders, there has been an increase in the percentage of new riders in East King County.

The percentage of new riders in Seattle / North King County dropped significantly in 2011 and has been decreasing steadily in South King County since 2010. Thus the growth in rider households in Seattle / North King County is a result of former riders returning to the system rather than attracting those who only started riding within the past year.

	2001–2008	2009	2010	2011	2012
	% New Riders				
Seattle / N. King	17%	15%	18%	11%⬇	10%
South King	22%	24%	24%	22%⬇	17%⬇
East King	27%	26%	26%	16%⬇	20%⬆

All Riders

Legend:
- 5 or More Years
- 3 - 4 Years
- 1 - 2 Years
- New Riders

	2001 - 2008	2009	2010	2011	2012
5 or More Years	50%	49%	50%	62%	67%
3 - 4 Years	17%	19%	19%	17%	16%
1 - 2 Years	13%	14%	10%	7%	4%
New Riders	20%	18%	21%	14%	13%
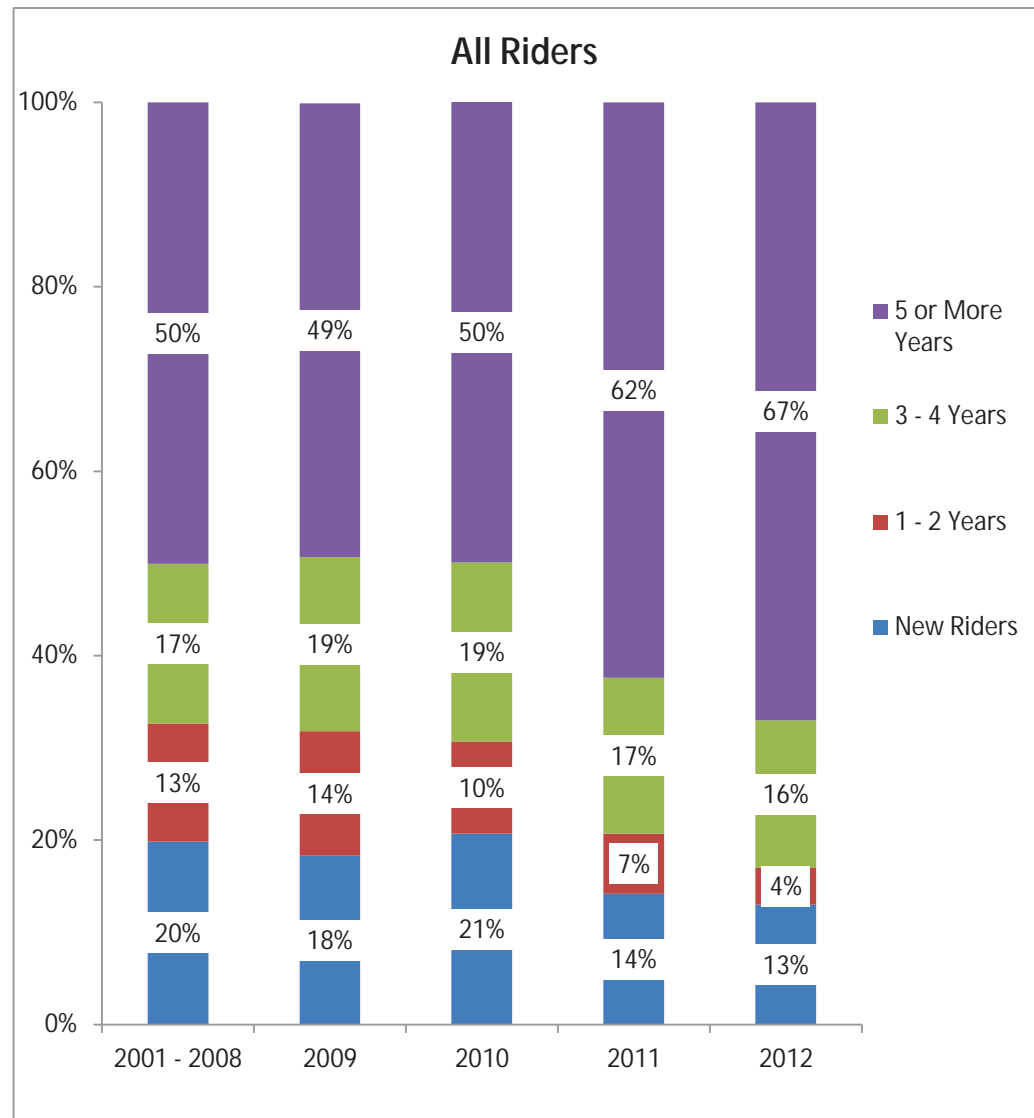
Question M1: How long have you been riding Metro?
Base: All respondents (n$_{2012}$ =1,218)

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Figure 15: Two-Zone Trips

Two out three riders report that their trips are one-zone trips. However, this is largely driven by the greater share of riders who live in Seattle / North King County.

- Three out of five (61%) of East King County riders and more than half (54%) of South King County riders take two-zone trips.

With the exception of East King County, there has been little change in these figures over the year.

- The percentage of those living in East King County taking two-zone trips decreased significantly in 2012, suggesting that the growth in ridership in East King County may be attributable to the increased ability to get to destinations within that area, in part due to the introduction of the RapidRide B line with service between Bellevue and Redmond.

	Seattle / North King	South King	East King
	% Two-Zone Trips		
2009	21%	54%	67%
2010	20%	57%	70%
2011	21%	56%	69%
2012	21%	54%`	61%

All Riders

Region	One Zone	Two Zone
All Riders	66%	34%
Seattle / North King	79%	21%
South King	46%	54%
East King	39%	61%

Legend:
- Two Zone
- One Zone
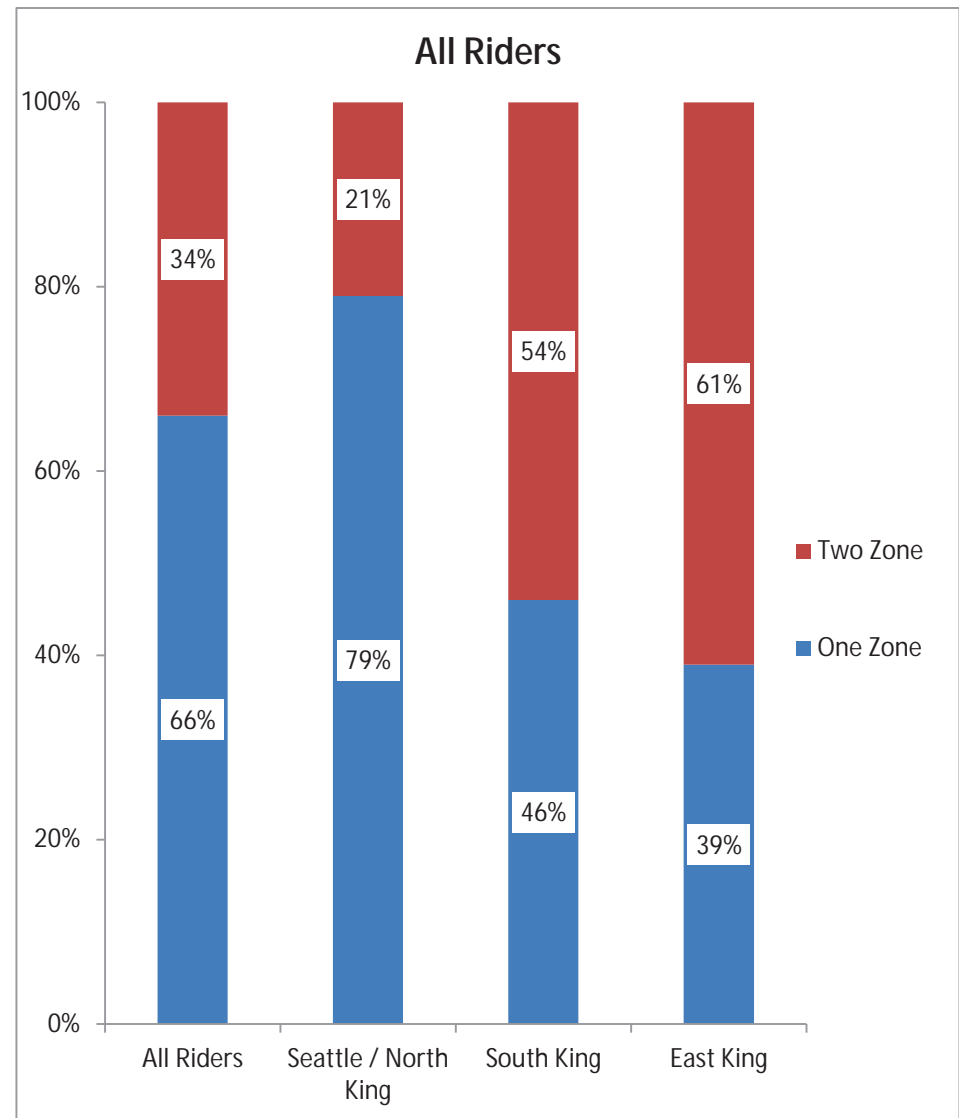
Question GR5: Do your bus trips usually cross the Seattle City limits, that is, are they two-zone trips?
Base: Metro bus riders who make at least one trip out of the former downtown Seattle Ride Free Area (n_{2012} =1,034)

Figure 16: Use of Park-and-Ride Lots

The percentage of riders who use park-and-ride lots decreased significantly in 2012. Currently one out of three (33%) riders has used a park-and-ride lot in the past year.

- Use of park-and-ride lots continues to be highest among those living in East King County. However, the percentage of riders living in East King County who use park-and-ride lots has decreased by 8 percentage points since 2010. Currently, 69% of riders living in East King County have used a park-and-ride lot in the past year down from 77% in 2010. This is consistent with more intra-area ridership in East King County.

- Half of those living in South King County have used a park-and-ride lot in the past year. This has decreased significantly since 2009.

- About one out of five riders living in Seattle / North King County have used a park-and-ride lot. This has varied little over the years.

	2009	2010	2011	2012
All Riders				
% Used in Past Year	38%	36%	37%	33%⬇
Seattle / North King				
% Used in Past Year	21%	19%	22%	18%
South King County				
% Used in Past Year	58%	52%	52%	49%⬇
East King County				
% Used in Past Year	75%	77%	72%⬇	69%⬇

Question PR1: Have you used a Metro park and ride lot within the last year?
Base: All respondents (n$_{2012}$ =1,218)

Former Downtown Ride Free Area (RFA)

The month before data collection started for the 2012 survey, Metro instituted major service changes. The elimination of the Ride Free Area in downtown Seattle was potentially the most visible and controversial change. Questions were included in the 2012 survey to measure the impact of the elimination of the Ride Free Area on market share as well as rider satisfaction with Metro's management of the change and the information provided to the public regarding the change.

	What We Found	Key Stats		What It Means
Ridership in Former RFA	The majority (84%) of all riders take trips that at times get on or off the bus in the former downtown Seattle Ride Free Area. Riders report that on average one out of five of their trips are taken entirely within the former Ride Free Area. One out of eight riders reports that 100% of their trips are entirely within the former Ride Free Area.	**Frequency of Riding in RFA**		The increase in the percentage of Regular Rider households as well as the increased frequency of riding can in part be attributed to the inclusion of trips taken within the Ride Free Area.
		Frequently	40%	
		Sometimes	19%	
		Rarely	25%	
		Never	16%	
		% of Trips Entirely within RFA		
		All Riders	21%	
		% Taking 100% of Trips in Ride Free Area		
		All Riders	13%	

	What We Found	Key Stats			What It Means
Satisfaction with Change In Service	While the majority of riders who sometimes or frequently ride within what was the former Ride Free Area were satisfied with how well Metro managed this significant change in service, they were more satisfied with the information provided regarding the change rather than the management of the change itself. At the same time a significant percentage of riders express dissatisfaction with the management of this change.		**Information on Change**	**Management of Change**	Some of the decrease in overall satisfaction with Metro may be attributable to a general disgruntlement with such a major change in service, which resulted in higher fares for some riders making trips in the former Ride Free Area as well as perceptions of problems with crowding and boarding in downtown Seattle as a result of the significant amount of publicity when the change occurred..
		Total Satisfied	78%	67%	
		Very Satisfied	50%	32%	
		Somewhat Satisfied	28%	35%	
		Neutral	4%	6%	
		Dissatisfied	18%	27%	

Figure 17: Frequency of Getting On / Off Bus in Former Ride Free Area

The majority (84%) of all riders get on or off the bus in what formerly was the downtown Ride Free Area for some or all of their trips.

- Regular Riders, notably those living in Seattle / North King County, are the most likely to get on or off the bus in downtown Seattle.

On average, slightly more than out of five (21%) of the trips riders take are taken entirely within the Ride Free Area.

- One out of eight riders reports that 100% of their trips are entirely within the former Ride Free Area. Infrequent Riders, notably those living in South King County, are somewhat more likely than Regular Riders to suggest that 100% of their trips are entirely within the former Ride Free Area.

	All Riders	Regular Riders	Infrequent Riders
	% of Total Trips that Riders Take That Are Entirely within the Former Ride Free Area		
All Riders	21%	23%	20%
	% of Riders Reporting that All (100%) Trips They Take Are Entirely within the Former Ride Free Area		
All Riders	13%	11%	16%
Seattle / North King	11%	11%	13%
South King	17%	13%	21%
East King	13%	10%	13%

	All Riders	Regular Riders	Infrequent Riders
	Countywide		
Frequently	40%	**52%**	20%
Sometimes	19%	18%	20%
Rarely	25%	17%	38%
Never	16%	12%	22%
	Seattle / North King		
Frequently	46%	**57%**	23%
Sometimes	18%	18%	17%
Rarely	23%	16%	39%
Never	13%	9%	21%
	South King		
Frequently	34%	**44%**	18%
Sometimes	18%	17%	21%
Rarely	27%	20%	36%
Never	21%	19%	25%
	East King		
Frequently	28%	**40%**	14%
Sometimes	22%	19%	26%
Rarely	29%	21%	39%
Never	21%	20%	21%

Question: GR1D: *How often do you get on or off the bus in what formerly was the Downtown Seattle Ride Free Area?*
Base: *All respondents (n$_{2012}$ =1,218)*

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Figure 18: Satisfaction with Change in Service in Ride Free Area

While a large majority of riders were satisfied with how well Metro handled this significant change in service, riders were significantly more satisfied with how well informed they were about the service change than the management of the change itself.

Moreover, a significant percentage were dissatisfied with both information on and management of the change..
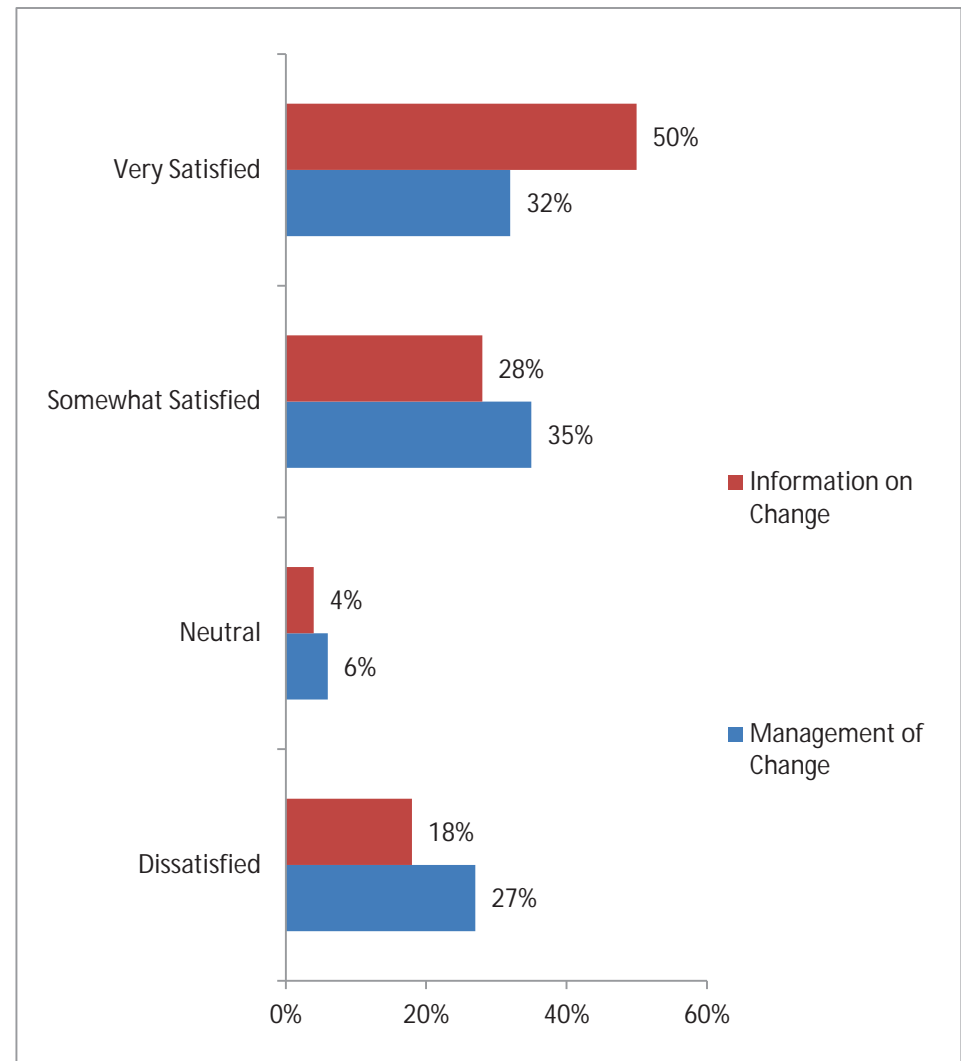
*Question GR1D_1: Were you satisfied or dissatisfied with how well Metro informed riders about the **elimination of the downtown Seattle Ride Free Area**?*
Base: Respondents who frequently / sometimes get on or off a bus in former downtown Seattle Ride Free Area (n_{2012} =667)
*Question GR1D_2: Were you satisfied or dissatisfied with how well Metro managed the **elimination of the downtown Seattle Ride Free Area**?*
Base: Respondents who frequently / sometimes get on or off a bus in former downtown Seattle Ride Free Area (n_{2012} =654)

Transferring

King County has a complex, multimodal, multiagency transportation system. Questions regarding transfer rates and wait times when transferring have been asked for many years. In 2011, a new question was added to capture the extent to which Metro riders transfer within Metro or use other transit agencies.

	What We Found	Key Stats	What It Means
Transfer Rates / Wait Time When Transferring	The extent to which riders transfer as part of their trips increased significantly in 2011 and remained relatively high in 2012. Wait times also increased in 2011 and remained higher in 2012 than in previous years. South King County riders continue to be the most likely to take trips that require a transfer to get to their destinations and their wait times are generally higher. While more East King County riders need to transfer, wait times are at their lowest levels ever.	**% of Riders Who Take Trip(s) Requiring Transfers** **2010** **2011** **2012** **All Riders** 39% 51%↑ 49% **Seattle / North King** 37% 48%↑ 47% **South King** 49% 67%↑ 62% **East King** 36% 41% 41% **Average Wait Time When Transferring** **2010** **2011** **2012** **All Riders** 13.2 14.2↑ 13.9 **Seattle / North King** 12.6 13.0 13.0 **South King** 14.5 16.4↑ 16.5 **East King** 13.5 14.5 13.0↓	Lack of new riders in South King County (as evidenced by the steady rate of non-rider households) may be due at least in part to the lack of direct and convenient service to where residents in this area need to go. On the other hand, better interlining of service in East King County may be contributing to increased ridership.
Satisfaction with Transferring	Riders are significantly less satisfied with the wait time when transferring than the number of transfers.	**% Total Satisfied** Number of Transfers 80% Wait Time when Transferring 70%	Metro should continue to support riders with tools to minimize transfers, clear and accurate messaging regarding the next bus at applicable stops, and partnering with other transit agencies to ensure that riders are able to easily see where intersystem connections could reduce their total travel time.

Figure 19: Trends in Transfer Rates

Half or all riders now say that their primary trip requires at least one transfer.

- South King County riders continue to be more likely than those in Seattle / North King and, to a lesser extent, East King County to take a trip that requires a transfer.

  o More than one out of four (28%) riders in South King County take trips that require two or more transfers compared to just 11% to 12% of those in Seattle / North and East King County.

% of Riders Transferring				
	2009	**2010**	**2011**	**2012**
Seattle / North King	40%	37%	48%⬆	47%
South King	52%	49%	67%⬆	62%
East King	41%	36%	41%	41%

	2001 - 2008	2009	2010	2011	2012
None	59%	57%	61%	49%	51%
One	29%	29%	26%	36%	34%
Two or More	12%	14%	13%	15%	15%
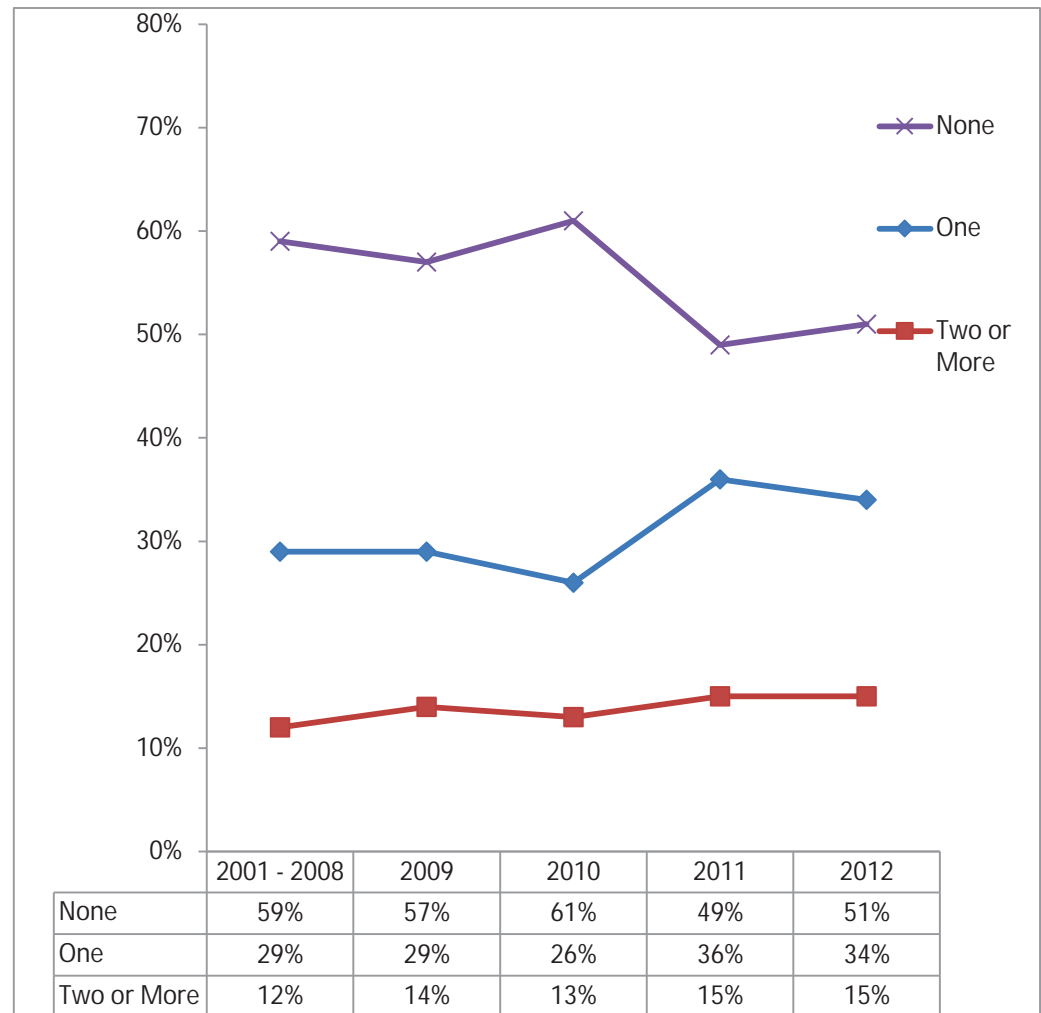
*Question M8A: How many transfers do you usually make when you use the **bus or Streetcar** for your primary trip?*
Base: All respondents ($n_{2012} = 1,218$)

Figure 20: Trends in Wait Times When Transferring

- Average wait times when transferring increased significantly in 2011. While still higher than 2009 and 2010, average wait times decreased slightly in 2012.

- South King County riders who transfer have significantly longer wait times than those living in East and Seattle / North King County.

- Wait times when transferring among those living in East King County have varied over the years. Current wait times are at their lowest levels ever.

	Average Wait Times		
	Seattle / N. King	South King	East King
2009	12.1	14.7	14.8
2010	12.6	14.5	13.5
2011	13.0	16.4⬆	14.5⬆
2012	13.0	**16.5**	13.0⬇

Riders Who Transfer

	2001 - 2008	2009	2010	2011	2012
> 15 Minutes	25%	21%	18%	22%	20%
11 - 15 Minutes	26%	24%	30%	29%	26%
6 - 10 Minutes	32%	36%	37%	38%	41%
0 - 5 Minutes	16%	19%	15%	11%	13%
Mean	14.5	13.2	13.2	14.2	13.9
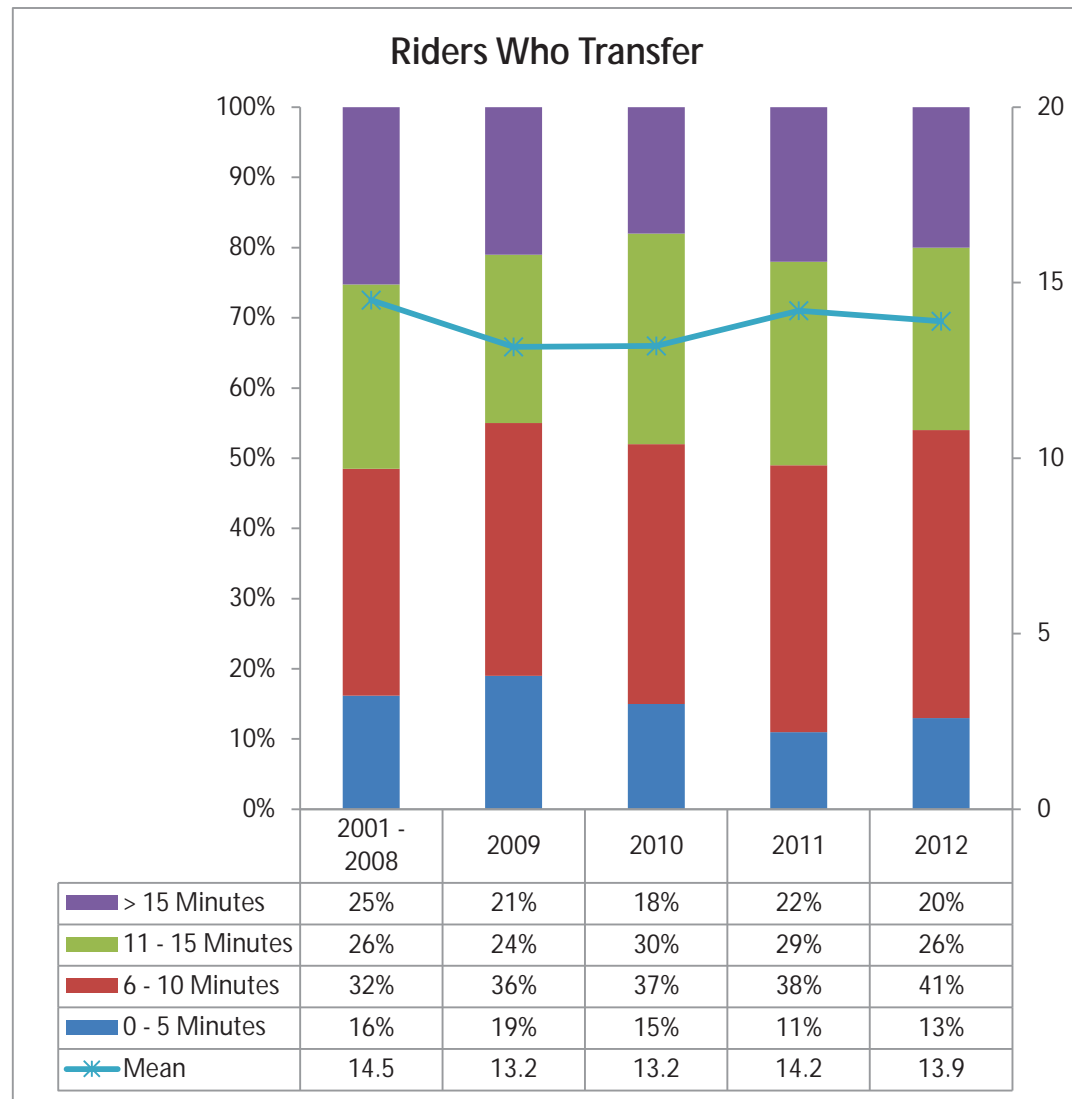
Question M10A: *How many minutes do you usually wait for a* **[RESTORE BASED ON RIDERMODE: BUS / STREETCAR / BUS OR STREETCAR]** *when you transfer?*
Base: *Respondents that usually make one or more transfers (n_{2012} = 600)*

Figure 21: Satisfaction with Number of Transfers and Wait Time When Transferring

The majority of riders who transfer are generally satisfied with the number of transfers needed and, to a lesser extent, the wait times when transferring.

- Reflecting the fact that South King County riders are more likely to take trips that require a transfer and their wait times are longer, a greater percentage of these riders are dissatisfied. Notably, significantly more South King County riders say they are dissatisfied with the number of transfers required.

As would be expected, satisfaction decreases as the number of transfers or wait time increases.

- Wait times greater than 15 minutes have a significant negative impact on customer satisfaction.

Number of Transfers		
	1 Transfers	2 or More Transfers
Total % Satisfied	**84%**	73%
Very Satisfied	43%	36%
Somewhat Satisfied	41%	37%
Neutral	2%	1%
Dissatisfied	14%	**25%**

Wait Time When Transferring				
	Minutes			
	0–5	6–10	11–15	>15
Total % Satisfied	95%	79%	68%	38%
Very Satisfied	57%	29%	21%	10%
Somewhat Satisfied	38%	50%	47%	28%
Neutral	!%	3%	4%	3%
Dissatisfied	4%	18%	28%	**58%**

	All Riders Who Transfer	Seattle / North King	South King	East King
Number of Transfers				
Total % Satisfied	80%	81%	76%	86%
Very Satisfied	41%	38%	43%	50%
Somewhat Satisfied	39%	43%	33%	36%
Neutral	2%	2%	3%	1%
Dissatisfied	18%	17%	**21%**	14%
Wait Time When Transferring				
Total % Satisfied	70%	70%	68%	74%
Very Satisfied	27%	26%	25%	32%
Somewhat Satisfied	43%	44%	43%	42%
Neutral	3%	3%	**3%**	2%
Dissatisfied	27%	26%	**29%**	24%

Question M9: Are you satisfied or dissatisfied with the number of transfers you have to? Would that be very or somewhat [satisfied / dissatisfied]?
Base: *Respondents that usually make one or more transfers (n_{2012} =608)*
Question M11: Are you satisfied or dissatisfied with the wait time when transferring? Would that be very or somewhat [satisfied / dissatisfied]?

Base: *Respondents that usually make one or more transfers (n_{2012} = 610)*

Figure 22: Systems Used When Transferring

While the majority (57%) of those who transfer described a single type of transfer, many described multiple types of transfers.

The majority of transfers are intrasystem transfers although about one-third of those who transfer make transfers between Metro and a Sound Transit bus or between Metro and Link.

	All Riders Who Transfer	Seattle / North King	South King	East King
Metro bus to another Metro bus	84%	84%	85%	81%
Metro bus to streetcar	9%	**12%**	6%	4%
Metro bus or streetcar and ST Bus	34%	28%	37%	**53%**
Metro bus or streetcar and Link	31%	34%	34%	10%
Metro bus or streetcar and Sounder	1%	2%	1%	1%
Metro bus or streetcar and Pierce Transit	1%	2%	1%	1%
Metro bus or streetcar and Community Transit	1%	2%	0%	1%
Other	1%	1%	1%	2%

Question M8B: *What other systems you transfer to/from?*
Base: *Respondents that usually make one or more transfers (n$_{2012}$ = 597)*

Fare Payment

Options for paying fares have changed significantly over the years. In the past, the system was quite complex with many different fare payment options. The ORCA Card was introduced in 2009 and offered a single instrument through which to purchase fares at various rates and through diverse channels. In 2011, U-Pass users were transitioned to the ORCA Card.

Riders were asked a number of questions about how they pay their fares. Those using an ORCA Card were asked about the type of card they have, what they have loaded on their card, as well as the extent to which they also use cash. New questions were added to measure awareness and use of the ticket vending machines located in the downtown bus tunnel, all Link stations, at major transit centers, and at Metro's Customer Service Office.

	What We Found	Key Stats	What It Means
Fare Payment Method	Three out of five riders use an ORCA Card to pay their fare. With the inclusion of U-PASS, use of ORCA is nearly 70%. Growth in ORCA Card is leveling off. The use of cash continues to decrease. The choice between using an ORCA Card or paying cash is related to frequency of riding.	**2010** **2011** **2012** **ORCA Card** 47% 57%↑ 60% **Cash** 35% 28%↓ 22%↓ **U-PASS** 8% 6% 9% **RRFP (not on ORCA)** 4% 3% 3%	Further adoption of ORCA is likely to slow as it is primarily Infrequent Riders and, to a lesser extent, Moderate Regular Riders who continue to use cash. Less frequent riders may see less benefit to having an ORCA Card and keeping some type of fare media loaded on the card. Metro should continue to communicate the benefits of having an ORCA Card—convenient, fast fare payment, less time waiting to board, and easy transfers.
ORCA Card Users (UPASS Included)	Use of the ORCA Card cuts across all rider segments although adoption is highest among Frequent Regular Riders. As a result, ORCA Card users mirror the characteristics of Metro customers overall, although a higher percentage are employed full-time and they are more affluent than ORCA Card non-users. Only about three out of five riders with household incomes below $35,000 pay with an ORCA Card.	**% Using ORCA*** Frequent Regular Riders (11+ rides) 81% Moderate Regular Riders (5–10 rides) 66% Infrequent Riders (1–4 rides) 54% Low-Income Riders 62% ** Includes U-PASS*	Perceived need because of the amount a person rides is the primary barrier to further adoption of ORCA. Out-of-pocket costs including the initial outlay to get the card as well as the cost to purchase a pass or maintain funds in an E-Purse are also barriers to adopting the ORCA Card, particularly among Metro's less affluent customers. Metro should continue and expand efforts to work with social service agencies to get ORCA cards to low-income, limited English riders and focus on promotions and new products to capture less frequent riders.

	What We Found	Key Stats	What It Means
Products on ORCA Card	The majority (61%) of riders have some type of pass loaded on their ORCA Card—up from 55% in 2011. Three out of ten ORCA Card users have an E-Purse—either as their sole means of payment (20%) or in conjunction with something else (10%).	**% of Riders** Pass / U-Pass — 49% RRFPs — 12% E-Purse — 20% E-Purse & Something Else — 10% Nothing — 7%	With riders taking more trips, loading a pass on their ORCA Card makes greater economic sense and most likely contributed to the significant increase in passes on ORCA noted in 2012.
Pass Subsidies	The extent to which respondents report that their employers or schools provide full subsidies for transit passes has decreased steadily in recent years. In 2011, a significantly smaller percentage of respondents reported their employers and schools offered any form of subsidy. In 2012, the same percentage respondents reported their employers and schools were offering subsidies. However, a significantly smaller percentage report receiving a full pass subsidy.	**2010 / 2011 / 2012** **Full Subsidy** 45% / 37%↓ / 23%↓ **Partial Subsidy** 22% / 22% / 34%↑ **No Subsidy** 33% / 42%↑ / 42%	The economy may be discouraging employers from subsidizing passes as a means to decrease benefit costs as well as to minimize administrative efforts. Moreover, the recent increase in the amount employees are allowed to put into a flexible spending account for transit may be encouraging employers to move from providing subsidies and instead to encourage employees to put money into their flexible spending accounts.
Ticket Vending Machines	One out of three Metro customers is **not** aware of options for using the ticket vending machines for ORCA Card purchase and revalue. Fewer than one out of five Metro customers have used a ticket vending machine. While the majority of those who are not aware of the machines suggest that they would be unlikely to use them, those who currently pay with cash are more likely than those who use an ORCA Card to suggest they would use a ticket vending machine.	**% of Customers** % Aware — 50% % Have Used — 18% % of Those Not Aware Who Would Use — 37%	While not huge, there are opportunities to increase awareness and use of ticket vending machines to purchase and revalue ORCA Cards. As it represents an added convenience feature and given the importance of customer ease of paying fares, Metro should consider additional marketing efforts to increase awareness and encourage use. At the same time, the availability of ticket vending machines is limited. As the majority of Metro riders catch the bus at a bus stop, they have limited opportunities to use the machines.

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Figure 23: Trends in Fare Payment, 2001 to 2012 (All Riders)

After years of rapid growth, use of ORCA Cards increased only slightly in 2012. With conversion of the U-PASS program to ORCA in 2011, the rate of increase in ORCA market share slowed to 6 percentage points in 2012, suggesting future growth in market share will be more difficult to achieve.

On the other hand, cash use continues to decrease. Fewer than one out of four (22%) Metro riders continue to pay cash when riding.
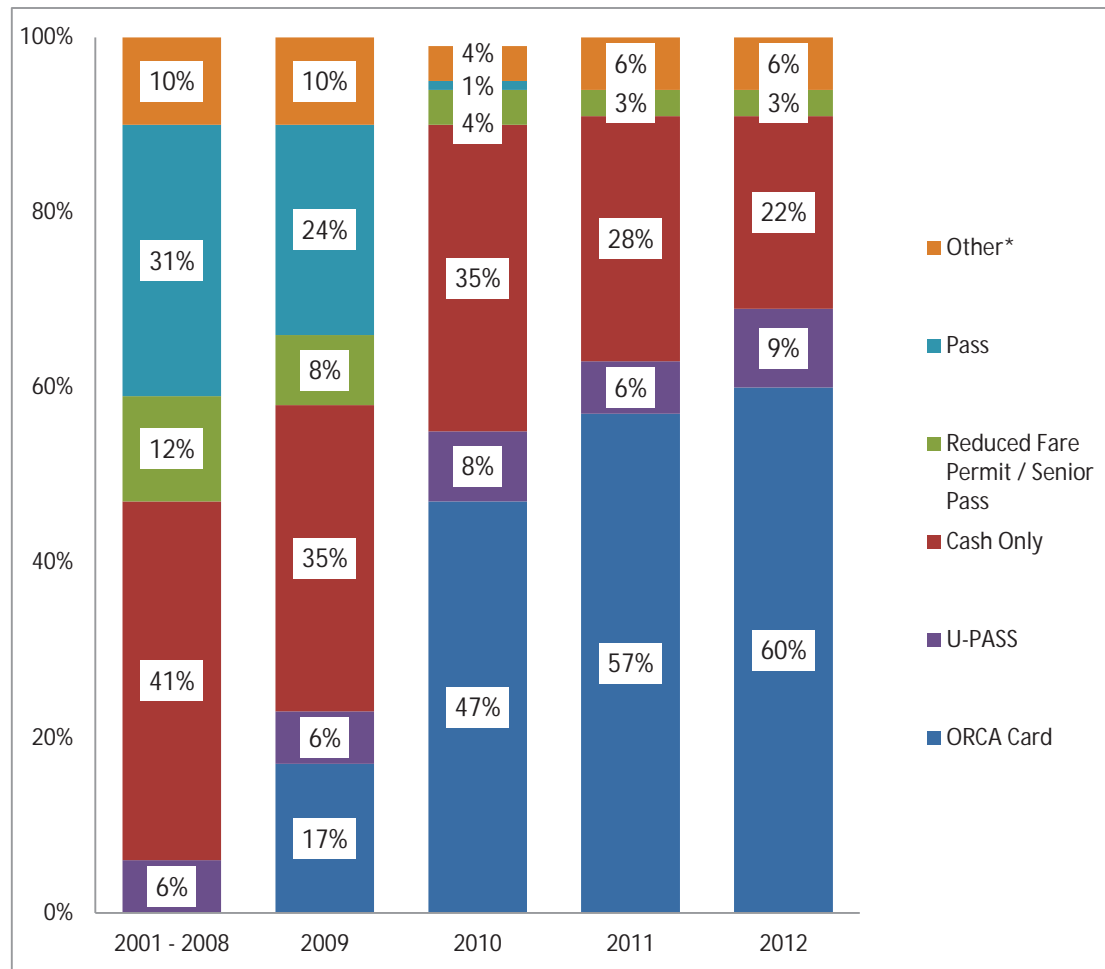
Question F1: *How do you usually pay your bus fare? Do you use...*
* Other includes tickets, County employee IDs
Base: *All respondents (n$_{w2012}$ =1,218)*

Figure 24: Fare Payment 2012 by Rider Segments

As would be expected, use of the ORCA Card versus cash only is related to frequency of riding.

- Regular Riders are more likely than Infrequent Riders to use an ORCA Card. More than three out of four (76%) Regular Riders use an ORCA Card (including U-PASS).

- Moreover, Frequent Regular Riders continue to be more likely than Moderate Regular Riders to use an ORCA Card. However, that gap is narrowing due to a sharp decrease in cash use among Moderate Regular Riders—32% in 2011 to 22% in 2012.

- Infrequent Riders are more likely to use an ORCA Card than cash; however, nearly two out of five Infrequent Riders continue to use cash.
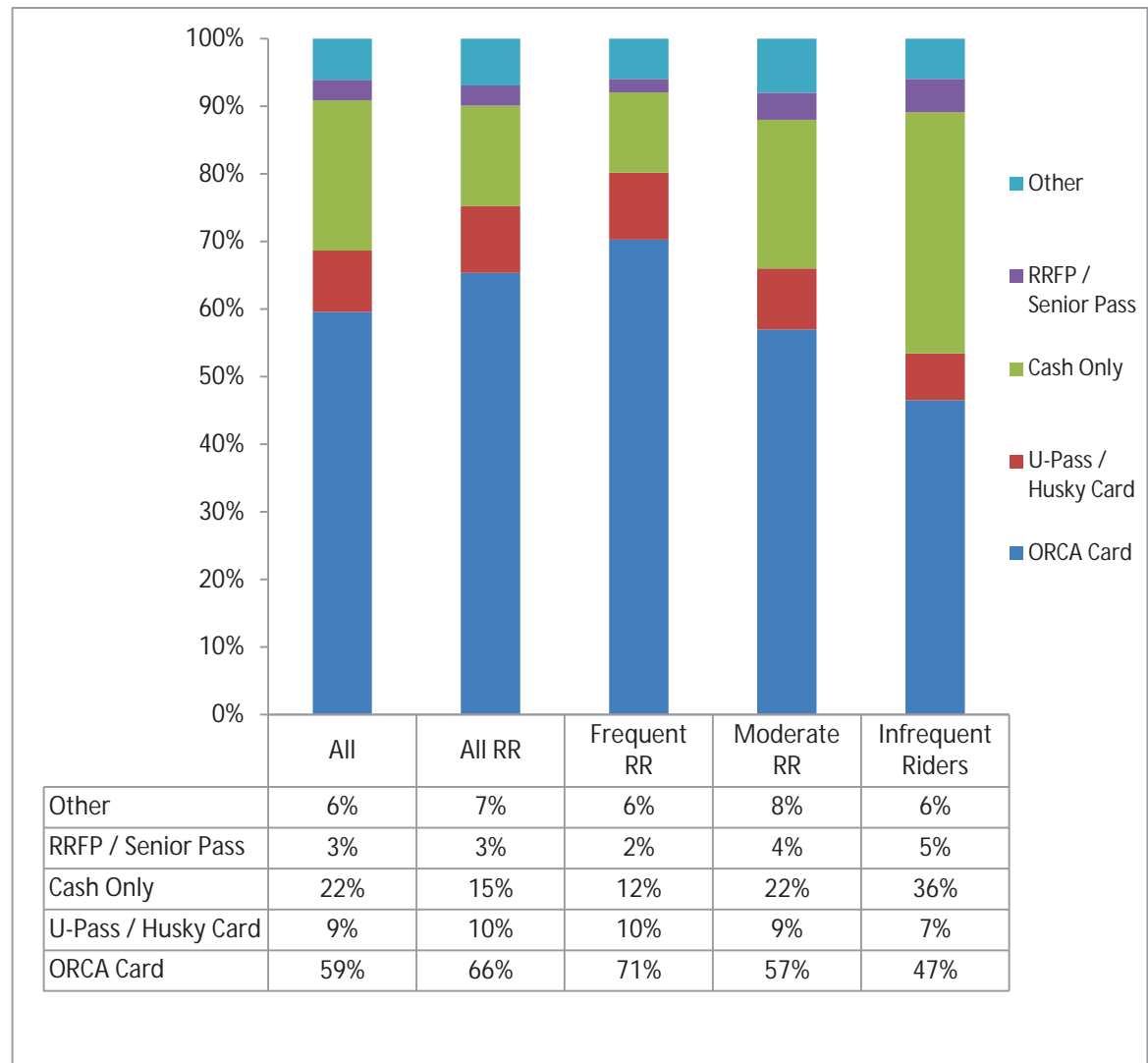
	All	All RR	Frequent RR	Moderate RR	Infrequent Riders
Other	6%	7%	6%	8%	6%
RRFP / Senior Pass	3%	3%	2%	4%	5%
Cash Only	22%	15%	12%	22%	36%
U-Pass / Husky Card	9%	10%	10%	9%	7%
ORCA Card	59%	66%	71%	57%	47%

Question F1: How do you usually pay your bus fare? Do you use...
Base: All respondents (n_{2012} =1,218)

Figure 25: Fare Payment 2012 by Income

With the decrease in the use of cash, the relationship between fare payment and income is less obvious than in previous. However, ORCA Card use does increase with household income. While only 62-63% of those with household incomes below $55,000 have an ORCA Card, 72% of those with household incomes greater than $55,000 have an ORCA Card.
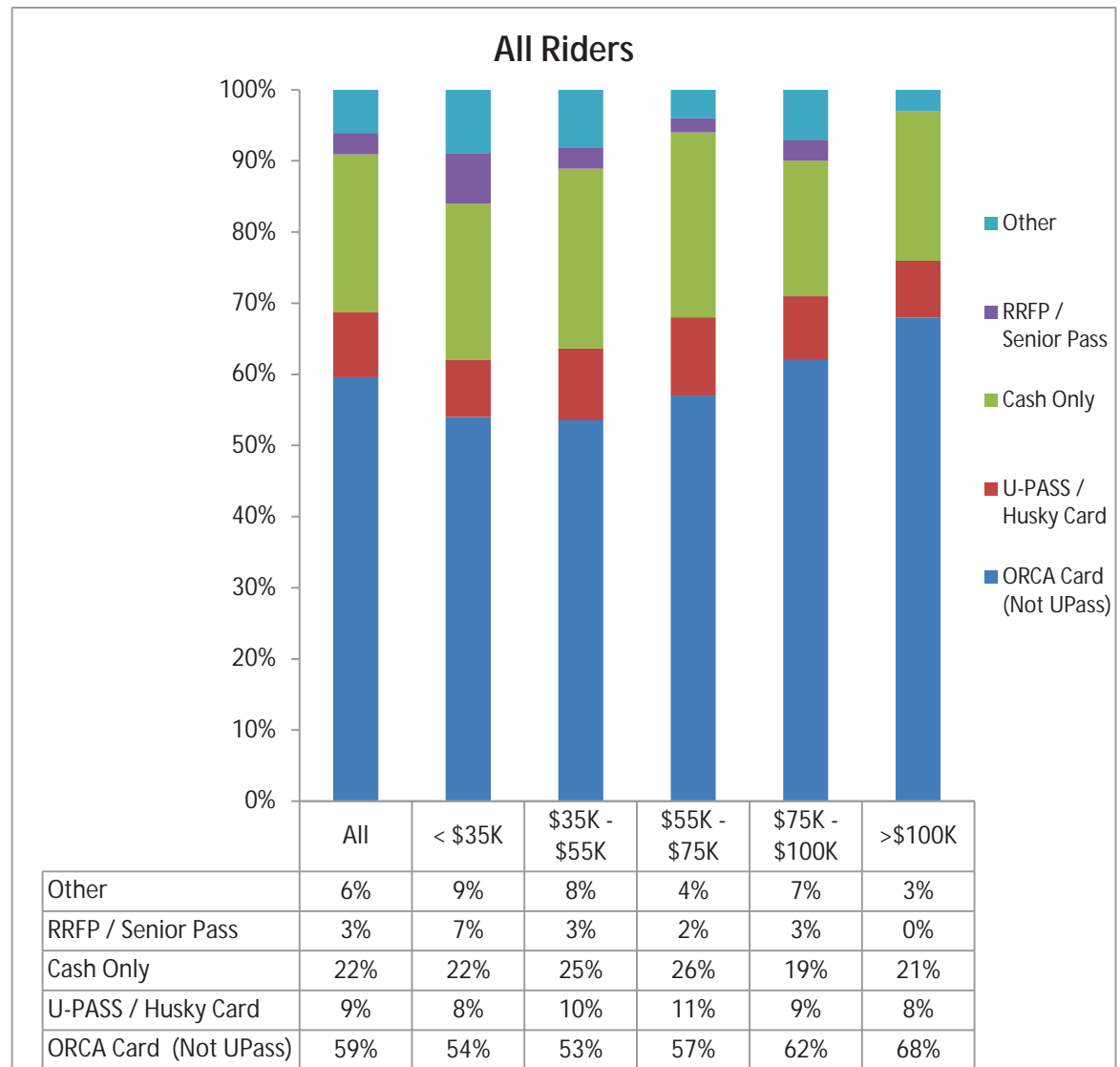
All Riders

	All	< $35K	$35K - $55K	$55K - $75K	$75K - $100K	>$100K
Other	6%	9%	8%	4%	7%	3%
RRFP / Senior Pass	3%	7%	3%	2%	3%	0%
Cash Only	22%	22%	25%	26%	19%	21%
U-PASS / Husky Card	9%	8%	10%	11%	9%	8%
ORCA Card (Not UPass)	59%	54%	53%	57%	62%	68%

Question F1: *How do you usually pay your bus fare? Do you use...*
Base: *All respondents (n$_{2012}$ =1,218)*

Figure 26: Demographic Characteristics of ORCA Card Users

ORCA Card users are more likely than nonusers to be:

- Younger

- Employed full-time

- More affluent

	ORCA Card	
	Non-Users	**Users***
Gender		
Male	51%	54%
Female	49%	46%
Age		
16 to 17	6%	4%
18 to 24	12%	13%
25 to 34	14%	**20%**
35 to 44	18%	16%
45 to 54	13%	**18%**
55 to 64	**21%**	17%
65 plus	**17%**	12%
Mean	45.5	**43.3**
Employment Status		
Employed Full-Time	35%	**54%**
Employed Part-Time	14%	13%
Self-Employed	**13%**	5%
Student (not working)	8%	10%
Homemaker	1%	2%
Retired	**19%**	11%
Unemployed / Other	9%	5%
Household Income		
Less than $15,000	14%	10%
$15,000 to $25,000	8%	7%
$25,000 to $35,000	10%	7%
$35,000 to $55,000	20%	16%
$55,000 to $75,000	14%	13%
$75,000 to $100,000	15%	**17%**
$100,000 to $150,000	10%	**17%**
$150,000 or Greater	10%	**13%**
Median	$53,104	**$70,173**

* Includes U-PASS

Question F1: *How do you usually pay your bus fare? Do you use...*
Base: *All respondents (n_{2012} =1,218)*

Figure 27: Fare Type on Card

Two out of three (67%) ORCA Card users have an adult card.

The percentage of ORCA Cards that are youth cards decreased significantly in 2011 and remains low in 2012. This should not be interpreted as meaning that there are fewer youths riding Metro or using ORCA Cards. Rather, moving RRFP and U-Passes to the ORCA Card has had a significant impact on the types of fares on the card as a percentage of users having the different fare types. Moreover, those between the ages of 16 and 17 who have an ORCA Card providing by their school may be unaware that they have a youth fare on the card.

All Riders Using ORCA Cards

	2010	2011	2012
Youth	6%	2%	3%
RRFP	8%	15%	16%
U-PASS		11%	13%
Adult Card	87%	72%	67%
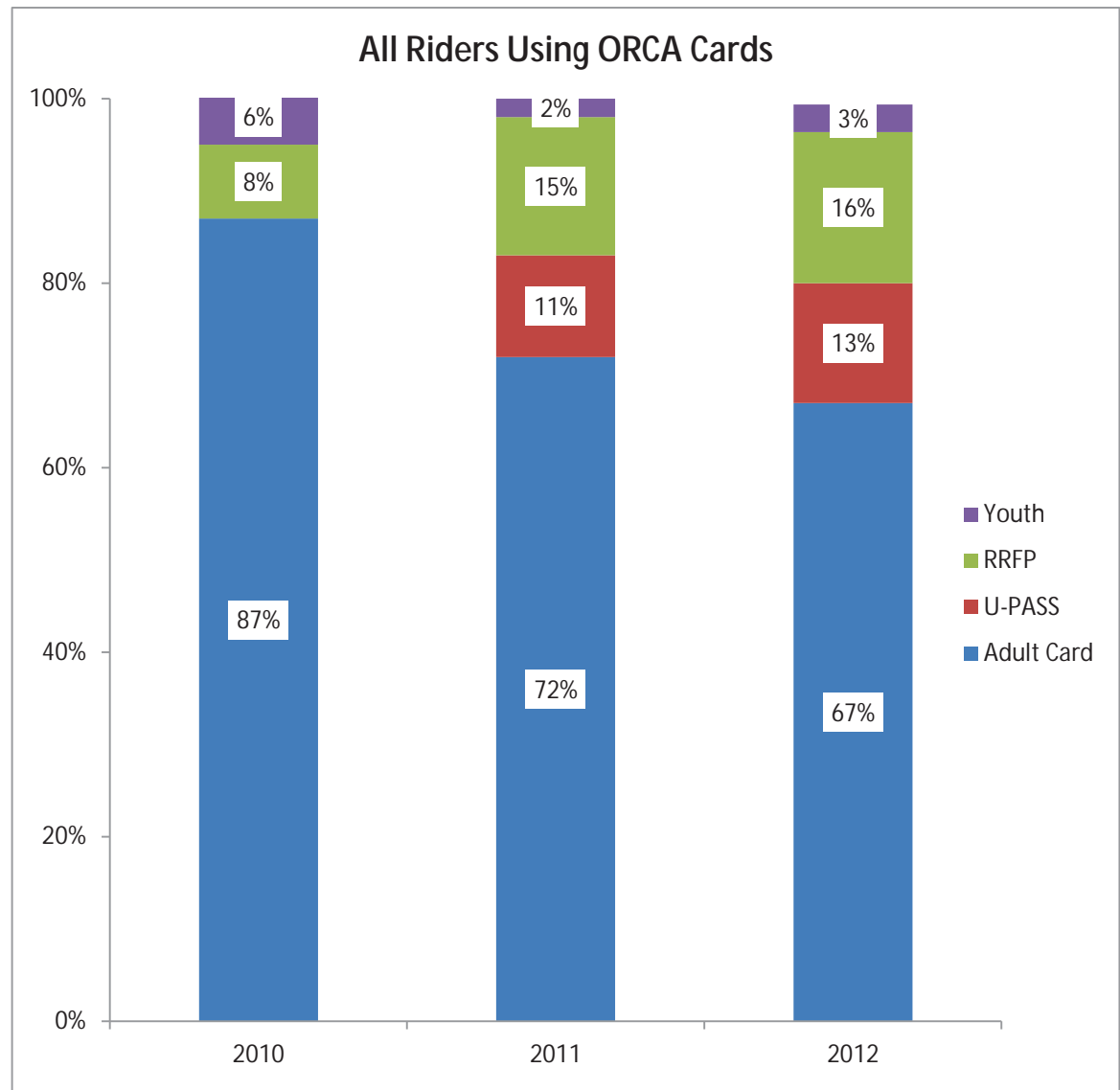
Question F1A: Is your ORCA card …
Base: ORCA Card and U-PASS holders (n_{2012} =808)

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Figure 28: Products on ORCA Card

Nearly half (49%) of all ORCA Card users have a pass loaded on their card. An additional 12% have an RRFP and 15% are part of the U-PASS program.

There has been a decrease in the percentage of ORCA Card users that only have an E-Purse on their card.
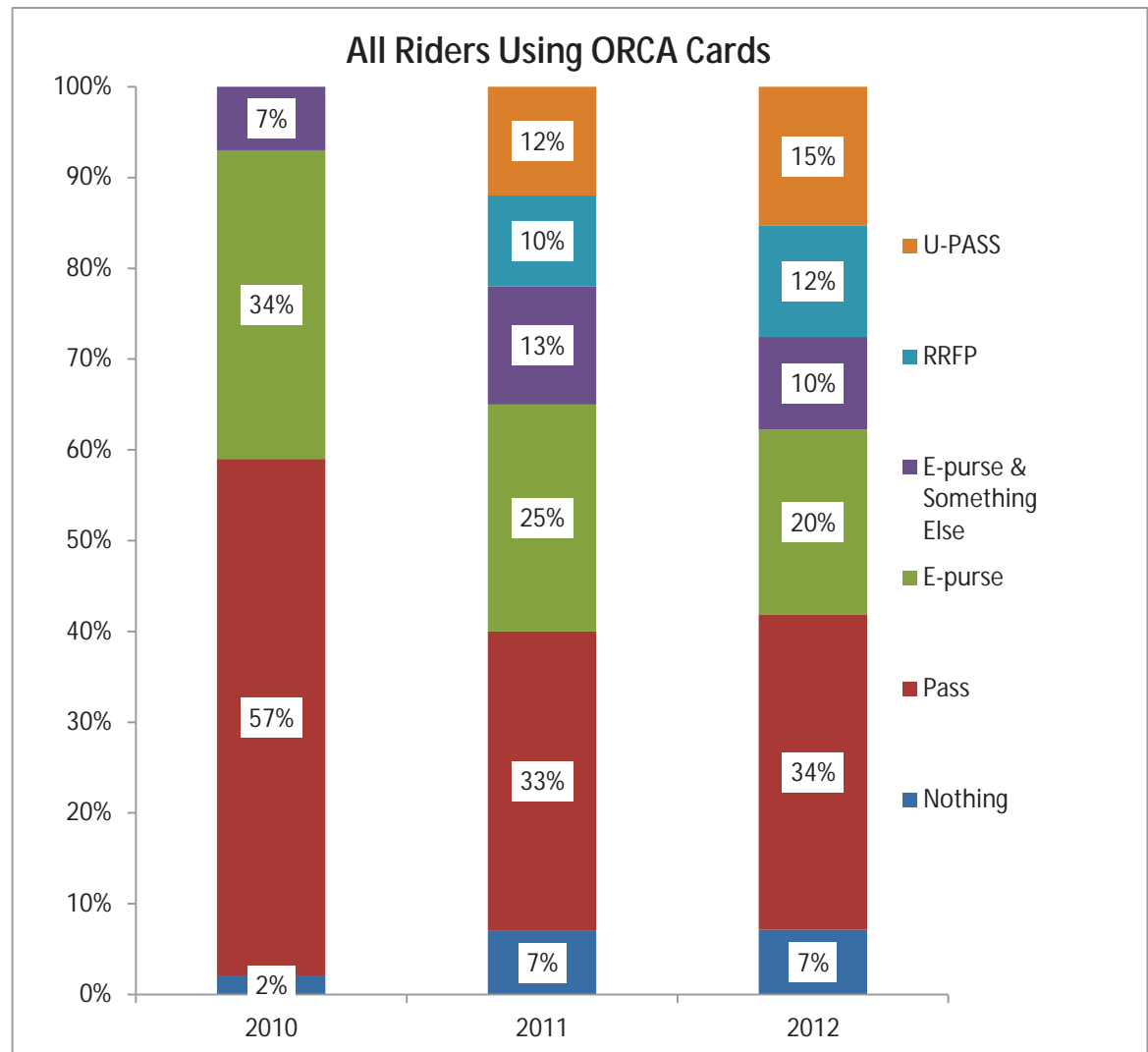
All Riders Using ORCA Cards

	2010	2011	2012
U-PASS		12%	15%
RRFP		10%	12%
E-purse & Something Else	7%	13%	10%
E-purse	34%	25%	20%
Pass	57%	33%	34%
Nothing	2%	7%	7%

Question F2A: What product or products do you have loaded on your ORCA card?
Base: ORCA Card and UPASS holders (n$_{2012}$ =739)

Figure 29: Products on ORCA Card by Rider Segments

The product(s) loaded on a rider's ORCA Card is related to riding frequency.

- Regular Riders are more likely than Infrequent Riders to have a pass loaded on their ORCA Card. More than half (54%) of all Frequent Regular Riders have a pass on their card or have a U-PASS.

- Moderate Regular Riders are more similar to Infrequent Riders in terms of the products they use.

Infrequent Riders are the most likely to say that while they have an ORCA Card they do not have any products loaded on their ORCA Card.

	All Riders	Frequent RR	Moderate RR	Infrequent Riders
Nothing	7%	6%	5%	9%
RRFP	12%	10%	17%	15%
E-purse & Something Else	10%	11%	6%	12%
E-purse	20%	18%	26%	20%
U-PASS	15%	14%	14%	16%
Pass	34%	40%	30%	26%

Question F2A: What product or products do you have loaded on your ORCA card?
Base: ORCA Card and UPASS holders (n_{2012} =739)

King County METRO

Figure 30: Pass Subsidies

While the majority (57%) of ORCA Card users with a pass loaded on their card receive a full or partial subsidy from their employer or school for that pass, the extent to which respondents report that their employers and schools provide any kind of subsidy for transit passes has decreased sharply.

Moreover, there has been a shift in the extent to which respondents report that their employers provide full versus partial subsidies.

- Specifically, we see a significant increase in percentage reporting partial subsidies in 2012 and a significant decrease in the percentage receiving a full subsidy since 2010.

All Riders Using ORCA Card w/ Pass on Card

[Line chart showing three trends from 2009 to 2012:]

Full Subsidy: 45% (2009), 45% (2010), 37% (2011), 23% (2012)

Partial Subsidy: 31% (2009), 22% (2010), 22% (2011), 34% (2012)

No Subsidy: 25% (2009), 33% (2010), 42% (2011), 42% (2012)

Legend:
Full Subsidy
Partial Subsidy
No Subsidy
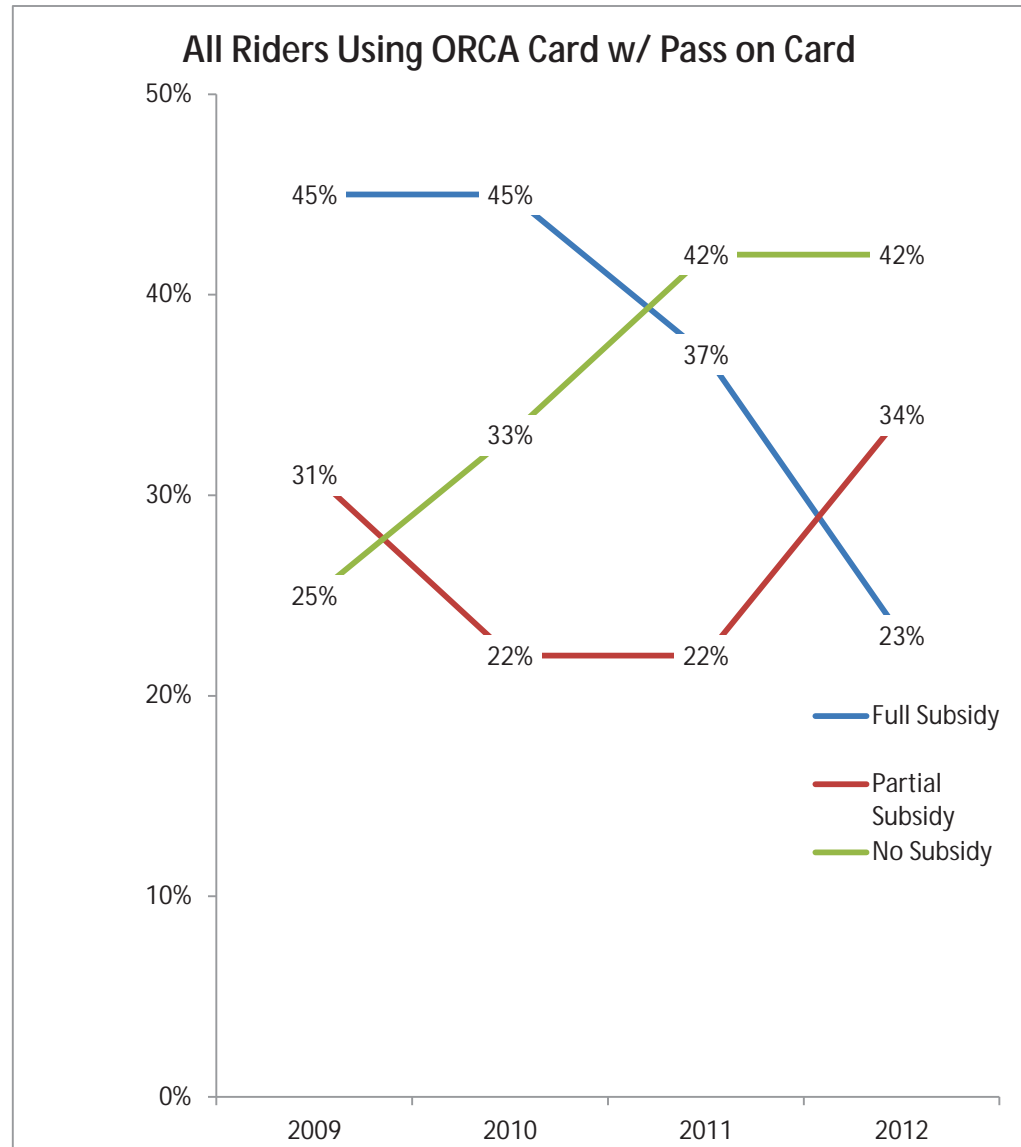
Question F3A: Does your employer or school pay for part or all of your ORCA pass or E-purse?
Base: Respondents who have a some type of transit pass (n_{2012} =609)

Figure 31: Awareness / Use of Ticket Vending Machines

Metro customers now have the option to buy an ORCA card or add E-Purse value or a pass to their card at ticket vending machines (TVMs) available at over 25 locations at major transit hubs, Sounder stations, along the Link Light Rail line, and in Metro's customer service office. Questions were added to determine if Metro customers are aware of or have used these ticket vending machines.

One out of three Metro customers is **not** aware of options for using TVMs.

More than three out of five (63%) are aware that riders can use a TVM to add an E-Purse or load value to an E-Purse. Fewer (49%) are aware that they can be used to add a pass to an ORCA Card.

Fewer than one out of five Metro customers have used a TVM—17% have used one to add value to an E-Purse; 7% have used one to add a pass to their ORCA Card.

Awareness / Use of Ticket Vending Machines

Aware / Used 18%
Not Aware of TVMs 32%
Aware / Have Not Used 50%
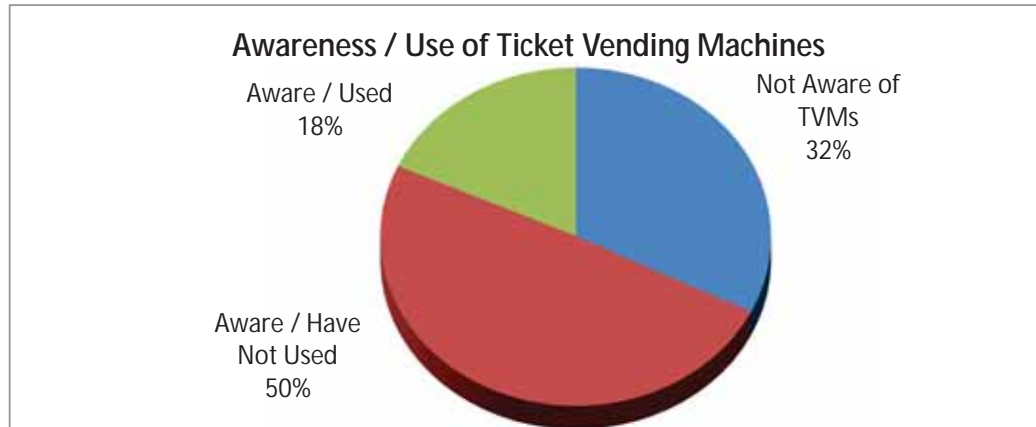
Question F4A: Are you aware that you can use an ORCA Ticket Vending Machine to . . .
Question F4B: Have you used an ORCA Ticket Vending Machine to . . .
READ LIST AND CHECK ALL THAT APPLY
Base: *Riders who pay with cash, tickets, orca and do not have a passport, u-pass or employee pass ($n_w = 978$)*

Those not aware of TVMs were read a description of the machines and asked their likelihood of using one.

More than three out of five (63%) riders who represent the potential target for using a TVM and do not currently use one indicate that they would be unlikely to use a TVM.

As with current use, those likely to use a TVM are most likely to use it to add value to an E-Purse.

Those who currently pay with cash are more likely than those who use an ORCA Card to suggest they would use a TVM—44% compared to 32%, respectively.

Likely to Use Ticket Vending Machines

Use to Add E-Purse / Load Value on E-Purse 34%
Would Not Use 63%
Use to Add Pass 3%
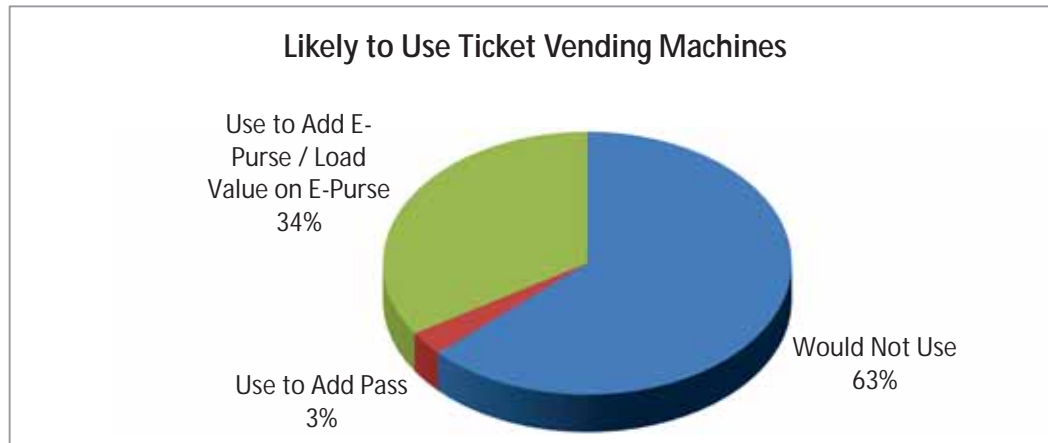
Question F4D: Would you use a ticket vending machine to . . .
READ LIST AND CHECK ALL THAT APPLY

Base: *Respondents who are not aware of ticket vending machines ($n_{2012} = 312$)*

Commuters

Commuters are defined as those who work or attend school outside the home at least three days a week. For analytical purposes, commuters are divided into the following two groups:

- Work Commuters are employed full- or part-time or are self-employed and work outside the home three or more days per week. Students who work more days than they attend school are included in this group.

- School Commuters include those who only attend school and those who attend school more days than they work.

	What We Found		**What It Means**
Commuters	Nearly three out of five (58%) Metro riders are Work Commuters and 12% are School Commuters. These figures have varied little over the years.	**% of Riders** Work Commuters — 58% School Commuters — 12% Non-Commuters — 30%	Commuters continue to represent Metro's core market.
Travel Mode to Work / School	After falling between 2008 and 2010, use of Metro by riders to get to work or school has rebounded. More than half of all Metro riders use Metro to get to work or school, the highest percentage reported since 2008.	*(see table below)*	The increased use of Metro to commute by riders is likely a combination of a number of factors including improved service, higher gas prices, the cost and availability of parking, and changing consumer attitudes regarding driving and the environment. The increased use of Metro for commute trips could be a factor in the overall increase in ridership and market share.

	% of Metro Riders Commuting by Bus	% of Metro Riders Driving Alone
2008	50%	24%
2009	45%⬇	28%
2010	44%⬇	32%
2011	48%⬆	25%
2012	53%⬆	28%

	What We Found				**What It Means**

Commute Destinations

The majority of Metro riders who are commuters travel to downtown Seattle. This is significant for Metro riders who commute on Metro.

Metro riders who drive alone are more likely to commute to destinations that are not in downtown Seattle, notably to destinations in East King County.

	All Riders	Riders Commuting by Metro	Riders Driving Alone
DT Seattle	49%	**60%**	32%
Other N. King	22%	21%	20%
DT Bellevue	6%	5%	8%
Other E. King	11%	7%	**20%**
South King	8%	6%	10%
Other / Varies	5%	2%	10%

Downtown Seattle and the surrounding area continues to be a major employment center and will continue to grow as the areas immediately surrounding downtown Seattle, notably South Lake Union, continue to grow.

Metro customers who drive alone to work or school may do so because of perceived or real lack of service from their home to their commute destination and other factors such as free parking.

Mode Split by Destinations

Those commuting to Downtown Seattle and the surrounding area are the most likely to use Metro.

The second major destination with large commuter transit share is the University of Washington and surrounding areas.

	% Commuting to Destination Who Take Bus to Work
Downtown Seattle	65%
University Area	53%
Other N. King	46%
DT Bellevue	44%
South King	38%
Other East King	32%

The nature of Metro service continues to lend itself to relatively convenient trips to downtown Seattle. As new employment centers grow, there will be opportunities to increase ridership by providing service to these locations.

	What We Found		**What It Means**
Travel Time and Distance to Work	After little change, the distance from customers' home to work has increased slightly due primarily to increases among those living in East King County. Travel time to work has increased significantly and is now the longest ever. Travel time increased for riders living in Seattle / N. King and East King County. It decreased among those living in South King.	<table><tr><td colspan=3>**All Commuters**</td></tr><tr><td></td><td>**2011**</td><td>**2012**</td></tr><tr><td>Distance to Work (in miles)</td><td>9.7</td><td>10.3</td></tr><tr><td>Travel Time (in minutes)</td><td>32.1</td><td>36.0⬆</td></tr></table>	Increased travel times due to congestion represent a strong incentive to use public transportation. At the same time, it is possible that Metro customers are living in more distant neighborhoods where service is less frequent or unavailable.
Parking	Nearly two out of three Metro riders who drive alone for their commute trips have free or partially subsidized parking available where they work or attend school.	<table><tr><td colspan=2>**Riders Who Drive Alone**</td></tr><tr><td>Full Subsidy</td><td>51%</td></tr><tr><td>Partial Subsidy</td><td>12%</td></tr><tr><td>Individual Pays</td><td>37%</td></tr></table>	The availability of free or low cost parking continues as one barrier to transit use.
Appeal of Using Metro for Commute Trip	Nearly three out of five riders who are currently drive-alone commuters say that using the bus to get to work or school is appealing.	<table><tr><td colspan=2>**Riders Who Drive Alone**</td></tr><tr><td>Appealing</td><td>58%</td></tr><tr><td> Very</td><td>24%</td></tr><tr><td> Somewhat</td><td>34%</td></tr><tr><td>Neutral / Not Appealing</td><td>42%</td></tr></table>	Factors other than attitudes toward using the bus to get to work or school appear to be driving the mode-choice decision.

Figure 32: Trends in Commuter Status

Overall, the percentage of Metro riders who are commuters by all modes has not varied significantly over the years.

There are some differences by area of residence, notably among riders living in East King County. The percentage of East King County riders who were commuters spiked in 2011 but returned to previous levels in 2012.

Figure 33: Trends in Commuter Status by Region

	2001–2008	2009	2010	2011	2012
	Total Commuters				
Seattle / North King	70%	66%	73%	69%	71%
South King	69%	73%	64%	65%	68%
East King	70%	67%	70%	77%	70%

Figure 34: Trends in Commuter Status
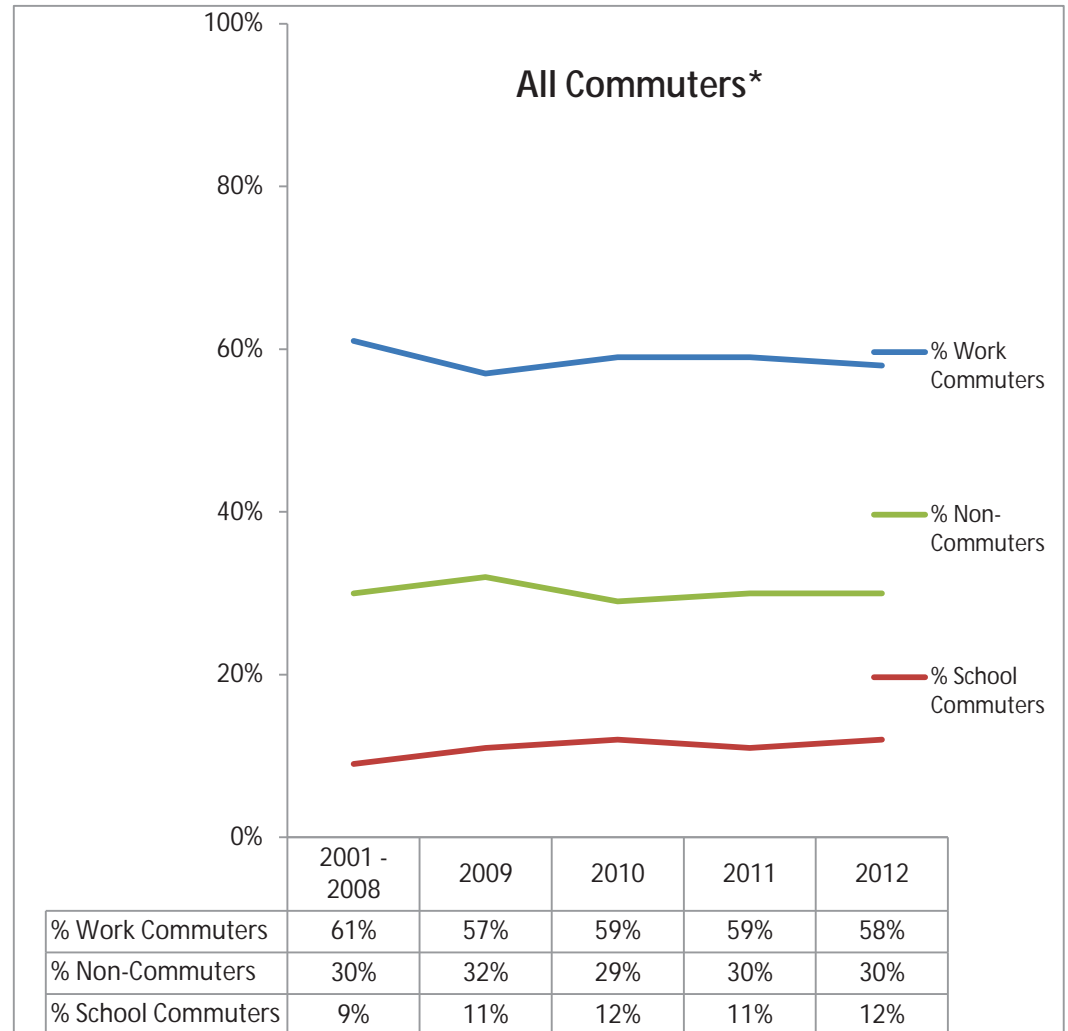
All Commuters*

	2001 - 2008	2009	2010	2011	2012
% Work Commuters	61%	57%	59%	59%	58%
% Non-Commuters	30%	32%	29%	30%	30%
% School Commuters	9%	11%	12%	11%	12%

* Includes all commuters by any mode.

COMMUTER—Computed variable based on: CS2B : *How many days a week do you travel to work, that is, <u>you work outside your home?</u>* **CS3B**: *How many days a week do you travel to school, that is, <u>you attend class outside your home?</u>*
Base: *All riders (n$_{2012}$ = 1,218)*

Figure 35: Trends in Riders' Commuter Status

The percentage of commuters using all modes is significantly higher among Regular Riders (76%) than among Infrequent Riders (60%).

While the mix of commuters and non-commuters overall has been relatively stable across all rider segments, there have been some significant changes among the Regular Rider segment.

- After decreasing significantly in 2009, the percentage of Regular Riders who are commuters rebounded in 2010, due to increase in both the percentage of Work and School Commuters.

- Since 2010 there has been little change in commuter status.

	2001–2008	2009	2010	2011	2012
All Riders					
All Commuters*	70%	68%	71%	70%	70%
Work Commuters	61%	57%	59%	59%	58%
School Commuters	9%	11%	12%	11%	12%
Non-Commuters	30%	32%	29%	30%	30%
Regular Riders					
All Commuters*	76%	71%⬇	79%⬆	74%	76%
Work Commuters	65%	59%⬇	64%⬆	64%	62%
School Commuters	11%	12%	15%⬆	11%⬇	14%
Non-Commuters	24%	29%	21%	26%	24%
Infrequent Riders					
All Commuters*	57%	63%	60%	61%	60%
Work Commuters	52%	55%	53%	50%	51%
School Commuters	5%	8%	7%	11%	9%
Non-Commuters	43%	38%	40%	38%	40%

Includes all commuters by any mode.

COMMUTER—Computed variable based on: CS2B : *How many days a week do you travel to work, that is, you work outside your home?* **CS3B**: *How many days a week do you travel to school, that is, you attend class outside your home?*
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218); Regular Riders (n$_{2012}$ = 836); Infrequent Riders (n$_{2012}$ = 387)*
Base is Riders only. Riders are surveyed every year so all years are included.

Figure 36: Commuters' Demographic Characteristics

In general, Metro Riders who are Work Commuters are:

- More likely to be men than women.

- Between the ages of 25 and 54.

- Relatively affluent, with the majority having household incomes of $75,000 or greater.

Work Commuters who use Metro to get to work are younger than those who drive alone—39.1 years compared to 43.1 years, respectively.

In general, riders who are School Commuters are:

- Almost equally likely to be men and women.

- Between the ages of 16 and 24; 34% are between the ages of 16 to 17, and 40% are 18 to 24.

- Less affluent, with the majority reporting a household income below $50,000.

School Commuters who are commute by bus are less affluent than those using other modes; more than half have household incomes below $35,000.

	All Commuters*	Work Commuters	School Commuters
	All Riders		
Gender			
Male	57%	**59%**	52%
Female	43%	41%	48%
Age			
16 to 24	20%	7%	**78%**
25 to 34	22%	**24%**	12%
35 to 44	20%	**23%**	5%
45 to 54	18%	**22%**	3%
55 to 64	16%	**19%**	1%
65 plus	3%	4%	0%
Mean	38.9	**42.6**	22.4
Household Income			
Less than $35,000	15%	12%	**29%**
$35,000 to $55,000	19%	18%	25%
$55,000 to $75,000	15%	13%	**23%**
$75,000 to $100,000	20%	**22%**	9%
$100,000 or Greater	32%	**35%**	14%
Median	$76,982	$82,961	$51,884

* Includes all commuters by any mode.

COMMUTER—Computed variable based on: CS2B : *How many days a week do you travel to work, that is, you work outside your home?* **CS3B**: *How many days a week do you travel to school, that is, you attend class outside your home?*

Base: *All Work or School Commuters by any mode (n_{2012} = 871); Work Commuters (n_{2012} = 710); School Commuters (n_{2012} = 161)*

*Base is Riders only.

Figure 37: Commuters' Transit Use

Metro riders who are Work Commuters are:

- Primarily Regular Riders who average 20 one-way trips per month.
- Experienced riders.
- A mix of choice and transit-reliant riders.
- A significant percentage ride during peak hours only.

Metro riders who are School Commuters are:

- Regular Riders who ride more frequently than those who are Work Commuters (24 one-way trips per month).
- New riders—27% started riding in the past year.
- More likely to be transit dependent.
- Riders during both peak and off-peak hours.

	All Commuters*	Work Commuters	School Commuters	Non-Commuters
	All Riders			
Rider Status				
Regular Riders	**69%**	**68%**	**74%**	51%
Infrequent Riders	31%	32%	26%	**49%**
Frequency of Riding				
1 to 4	31%	32%	26%	**49%**
5 to 7	8%	8%	8%	11%
8 to 10	9%	9%	9%	13%
11 to 20	17%	17%	17%	13%
21 or More	34%	33%	38%	12%
Mean	20.8	20.1	23.8	11.3
Length of Time Riding				
New Rider**	15%	13%	**27%**	7%
1–2 Years	5%	6%	3%	3%
3–5 Years	17%	14%	**29%**	13%
5 Years or More	63%	**68%**	41%	**77%**
Reliance on Transit				
All or Most	33%	30%	47%	36%
Some	39%	39%	38%	33%
Very Little	28%	**31%**	15%	**31%**
Travel Times				
Peak and Off-Peak	68%	65%	**83%**	**75%**
Peak Only	**19%**	**21%**	9%	5%
Off-Peak Only	13%	14%	7%	**20%**

Includes all commuters by any mode.
**New rider is anyone who has been riding Metro for less than one year*

Figure 38: Trends in Primary Travel Mode to Work or School

Consistent with the overall increase in Regular Rider status, the percentage of Metro riders using Metro to get to work increased significantly in 2012. More than half (53%) of all riders who are commuters use Metro to get to / from work.
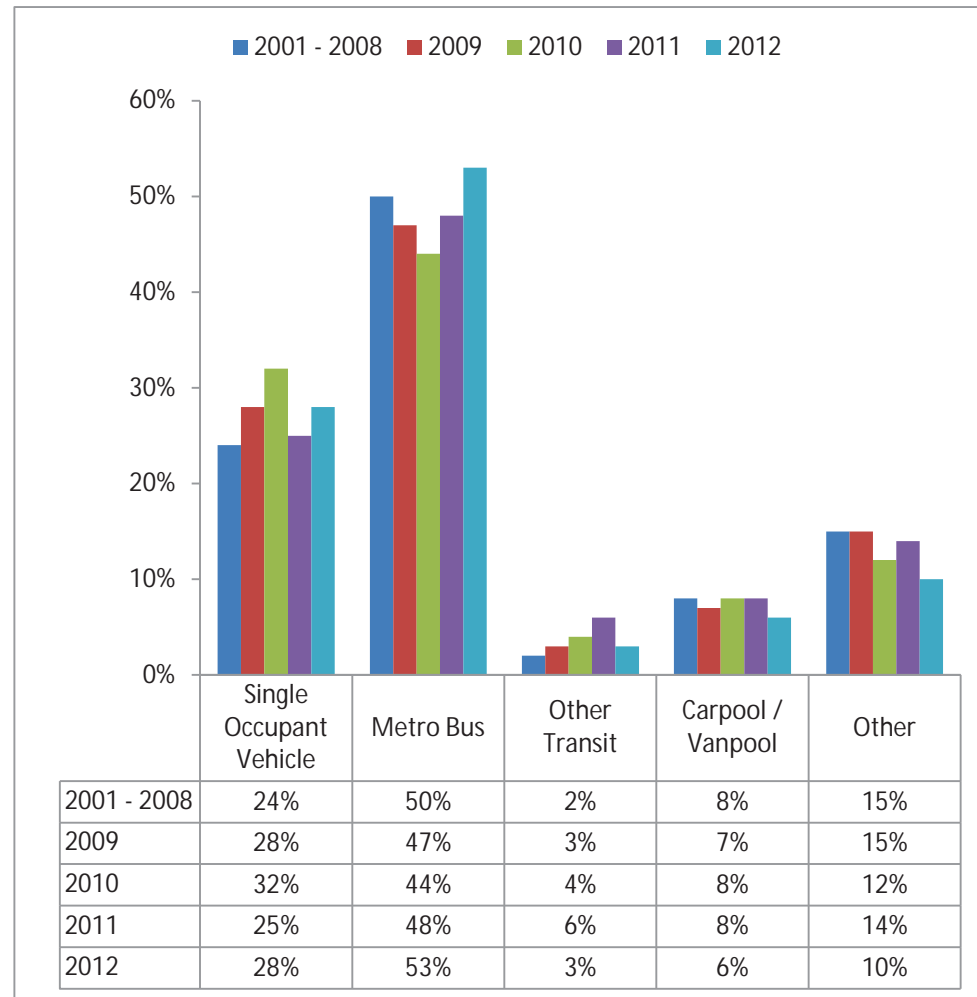
- Use of Metro bus among commuters living in Seattle / North King County decreased between 2008 and 2010 but has recovered since then.
- Use of Metro to commute to work among South King County residents has increased steadily since 2009 and is now at its highest level ever.
- Use of Metro to commute to work is at its highest levels ever among commuters living in East King County.

	Single Occupant Vehicle	Metro Bus	Other Transit	Carpool / Vanpool	Other
2001 - 2008	24%	50%	2%	8%	15%
2009	28%	47%	3%	7%	15%
2010	32%	44%	4%	8%	12%
2011	25%	48%	6%	8%	14%
2012	28%	53%	3%	6%	10%

	2001–2008	2009	2010	2011	2012
Seattle / N. King					
SOV	22%	25%	29%	22%⬇	27%
Metro Bus	52%	50%	46%	50%	53%
Other Transit	1%	3%	3%	4%	3%
Car / Vanpool	8%	6%	7%	6%	5%
Other	17%	17%	15%	18%	13%
South King					
SOV	25%	32%	33%	27%⬇	25%⬇
Metro Bus	52%	42%	44%	50%⬆	56%⬆
Other Transit	4%	5%	7%	9%	2%
Car / Vanpool	7%	11%	6%	7%	10%
Other	12%	11%	10%	7%	7%
East King					
SOV	28%	32%	42%⬆	30%	35%
Metro Bus	46%	42%	38%	39%	**51%⬆**
Other Transit	3%	5%	6%	7%	2%
Car / Vanpool	10%	9%	11%	16%	9%
Other	13%	12%	3%	9%	3%

Question C2B: What do you consider the **primary** mode you use on your commute trip?
Base: All Work or School Commuters (n_{2012} = 871); Seattle / North King County Commuters (n_{2012} = 299); South King County Commuters (n_{2012} = 278); East King County Commuters (n_{2012} = 294)

Base is Riders only. Riders are surveyed every year so all years are included.

Figure 39: Trends in Commute Mode by Type of Commuter

One out of three Metro riders continues to drive alone to work.

- Use of Metro to commute to work decreased between 2008 and 2010 but rebounded significantly in 2011 and increased again in 2012. More than half of Metro riders commute to work on Metro.

While a small segment (on average 10% of all commuters), a significant percentage of School Commuters use Metro or other transit to get to and from school.

- Use of Metro bus to get to school decreased significantly between 2009 and 2011. This rebounded in 2012 to 59%, the highest ever.

	2009	2010	2011	2012
Work Commuters				
Single Occupant Vehicle	31%	35%	27%	32%
Metro Bus	45%⬇	43%⬇	48%⬆	52%⬆
Other Transit	4%	4%	6%	3%
Carpool / Vanpool	6%	6%	7%	5%
Other	14%	11%	12%	8%
School Commuters				
Single Occupant Vehicle	9%	14%	12%	8%
Metro Bus	58%	53%⬇	45%⬇	59%⬆
Other Transit	1%	3%	3%	<1%
Carpool / Vanpool	21%	17%	27%	11%
Other	21%	17%	27%	21%

*Question C2B: What do you consider the **primary** mode you use on your commute trip?*
Base: *All Work Commuters (n$_{2012}$ = 710); All School Commuters (n$_{2012}$ = 161)*

*Base is Riders only. Riders are surveyed every year so all years are included.

Figure 40: Trends in Commute Mode by Rider Status

In total 56% of all Metro riders currently use transit (Metro or another system) to get to work or school, up from 48% in 2010 and 54% in 2011.

More than two out of three Regular Riders use Metro or another transit system to get to work or school.

- The percentage of Regular Riders using Metro to get to work has remained relative stable over the years, ranging from 66% to 69%.

Nearly two out of three Infrequent Riders drive alone to work.

	2001–2008	2009	2010	2011	2012
All Riders					
SOV		28%	32%	25%	28%
Metro Bus	50%	47%⬇	44%⬇	48%⬆	53%⬆
Other Transit	2%	3%	4%	6%	3%
Carpool / Vanpool	8%	7%	8%	8%	6%
Other		15%	12%	14%	10%
Regular Riders					
SOV		10%	14%	11%	12%
Metro Bus	66%	67%	66%	66%	69%
Other Transit	2%	4%	4%	7%	3%
Carpool / Vanpool	6%	4%	6%	7%	5%
Other		15%	10%	10%	10%
Infrequent Riders					
SOV		61%	62%	55%	63%
Metro Bus	5%	10%	7%	8%	16%
Other Transit	1%	3%	4%	2%	2%
Carpool / Vanpool	15%	13%	11%	11%	9%
Other		14%	16%	24%	11%

*Question C2B: What do you consider the **primary** mode you use on your commute trip?*
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218); Regular Riders (n$_{2012}$ = 836); Infrequent Riders (n$_{2012}$ = 387)*

*Base is Riders only. Riders are surveyed every year so all years are included.

Figure 41: Demographic Characteristics of Commuters by Primary Commute Mode

Those using Metro to commute to work are more likely than Metro riders who drive alone to work to be:

- Younger—43% are under the age of 35.
- Less affluent—55% have household incomes of $75,000 or less; 17% have household incomes below $35,000.

Metro riders who drive alone to work are more likely than Metro bus commuters to be:

- Older—28% are between the ages of 35 and 44.
- Affluent—64% have households of $75,000 or greater.

	Metro Bus Commuters	SOV Commuters (Metro Riders)
Gender		
Male	56%	60%
Female	44%	40%
Age		
16 to 24	**20%**	12%
25 to 34	**23%**	19%
35 to 44	18%	**28%**
45 to 54	20%	20%
55 to 64	16%	17%
65 plus	3%	4%
Mean	39.1	42.1
Household Income		
Less than $35,000	**17%**	9%
$35,000 to $55,000	**22%**	17%
$55,000 to $75,000	**16%**	10%
$75,000 to $100,000	14%	**26%**
$100,000 or Greater	31%	**38%**
Median	$68,858	$88,375

Base: Metro Bus Commuters (n_{2012} = 498); SOV Commuters (n_{2012} = 217).

Figure 42: Transit Use by Primary Commute Mode

As would be expected, those using Metro to commute to work are more likely than Metro riders who drive alone to work to:

- Be Frequent Regular Riders
- Rely on Metro for all or most of their transportation needs

Metro riders who use Metro for their commute trips are daily riders: Work Commuters take Metro to work an average of 4.3 days per week and School Commuters use Metro an average of 4.2 days per week to get to school.

As frequent riders, Metro bus commuters ride during both peak and off-peak hours. However, a significant percentage rides during peak hours only.

Nearly one out of five Metro bus commuters are new riders as compared to 13% of all riders and 9% of Metro riders who drive alone to work.

Metro riders who drive alone to work are more likely than Metro bus commuters to be Moderate Regular Riders or Infrequent Riders.

	Metro Bus Commuters	SOV Commuters (Metro Riders)
Rider Status		
Regular Riders	**90%**	30%
Frequent Regular Riders	**73%**	10%
Moderate Regular Riders	27%	**90%**
Infrequent Riders	10%	**70%**
Frequency of Riding		
1–4	10%	**70%**
5–7	3%	**12%**
8–10	6%	10%
11–20	**20%**	5%
21 or More	**61%**	2%
Mean	**32.9**	5.3
Average # of Days Use Metro to Commute to Work		
Work Commuters	**4.32**	0.5
School Commuters	4.23	0.73
Length of Time Riding		
New Rider	**18%**	9%
1–2 Years	6%	3%
3–5 Years	17%	12%
5 or More Years	59%	**76%**
Reliance of Transit		
All or Most	**55%**	2%
Some	**42%**	22%
Very Little	3%	**75%**
Travel Times		
Peak & Off-Peak	**77%**	52%
Peak Only	21%	18%
Off Peak Only	2%	**29%**

Base: Metro Bus Commuters (n$_{2012}$ = 498); SOV Commuters (n$_{2012}$ = 217)
*Base is Riders only.

Figure 43: Trends in Work Locations

Nearly half (49%) of Metro riders work or go to school in downtown Seattle (28%), South Lake Union (6%), and other areas immediately surrounding downtown Seattle (14%).

- The percentage of Metro riders working in downtown Seattle and the surrounding area decreased between 2009 and 2010 but has been increasing steadily since that time, although it remains below prerecession levels.

One out of five Metro riders works or goes to school in Seattle / North King County. Of these, more than half (52%) commute to the University and surrounding area.

- The percentage of commuters working in other North King County locations has decreased over the past years.

Seventeen percent (17%) of Metro riders commute to an East King County destination.

- Downtown Bellevue accounts for 36% of commute trips to a destination in East King County..

Only 1 out of 15 Metro riders work in South King County.

- Renton continues to be a primary commute destination (24% of all riders working in South King County).

	2009	2010	2011	2012
	All Commuters*			
Total Downtown	53%	45%⬇	46%⬆	48%⬆
Downtown Seattle	38%	31%⬇	19%⬇	28%⬆
Surrounding DT Seattle	15%	14%	27%⬆	20%
University Area	10%	11%	9%	11%
Other N. King	11%	15%	12%⬇	10%⬇
Total East King	16%	16%	19%	17%
Downtown Bellevue**	6%	6%	7%	6%
Other East King	10%	10%	12%	11%
South King	10%	8%	10%	8%
Other	4%	4%	4%	5%
*Includes all commuters by any mode				

Question C1: *In what geographic area do you [work/attend school]?*
Base: *All Work or School Commuters (n_{2012} = 871)*

** Downtown Bellevue was added as a separate work location in 2009.

*Base is Riders only. Riders are surveyed every year so all years are included.

Figure 44: Work Location by Residential Location

The majority (80%) of those living in Seattle / North King County also work in the Seattle / North King County former planning area.

Just under half (45%) of those living in East King County also work in East King County.

Those living in South King County are the least likely to also work in South King County.

- The primary work location for those living in South King Couth is downtown Seattle and the surrounding areas.

	Residential Location		
Work / School Location	**Seattle / N. King**	**South King**	**East King**
Downtown Seattle & Surrounding Areas	**53%**	43%	37%
Other North King County	**27%**	15%	11%
East King County	12%	9%	**45%**
South King County	3%	**29%**	3%
Other	5%	3%	4%

	2001–2008	2009	2010	2011	2012
	All Commuters*				
	Seattle / N. King				
Downtown Seattle & Surrounding Areas	51%	56%	51%	54%	53%
Other North King County	33%	26%	34%	26%	27%
East King County	8%	11%	9%	11%	12%
South King County	3%	4%	2%	5%	3%
Other	6%	4%	3%	4%	5%
	South King				
Downtown Seattle & Surrounding Areas	41%	40%	40%	33%	43%
Other North King County	16%	15%	13%	16%	15%
East King County	8%	6%	8%	10%	9%
South King County	29%	32%	36%	33%	29%
Other	6%	7%	4%	8%	3%
	East King				
Downtown Seattle & Surrounding Areas	34%	34%	30%	35%	37%
Other North King County	15%	11%	14%	10%	11%
East King County	43%	50%	49%	52%	45%
South King County	3%	2%	3%	2%	3%
Other	6%	2%	4%	1%	4%

Includes all commuters by any mode

Question C1: *In what geographic area do you [work/attend school]?*
Base: *Seattle / North King County Commuters (n_{2012} = 299); South King County Commuters (n_{2012} = 278); East King County Commuters (n_{2012} = 294)*

*Base is Riders only. Riders are surveyed every year so all years are included.

Figure 45: Mode Split by Work / School Location

Nearly two out of three (65%) Metro commuters working in downtown Seattle take the bus to work. Downtown Seattle has the highest percentage of Metro riders using Metro to get to work or school.

The University area has the second highest percentage (53%) of Metro riders who use Metro to get to work or school.

- One out of four (25%) Metro riders working in the University use some other mode (biking or walking) to get to work or school.

More than two out of five (44%) Metro riders who work or go to school in Downtown Bellevue use Metro to get to work, significantly more than those working in other East King County destinations (32%).

| | Work Location | | | | | |
	Downtown Seattle	University	Other N. King	Downtown Bellevue	Other East King	South King
Single Occupant Vehicle	18%	17%	33%	38%	**53%**	35%
Metro Bus	**65%**	**53%**	46%	**44%**	32%	38%
Other Transit	3%	1%	0%	3%	6%	1%
Carpool / Vanpool	6%	3%	6%	11%	6%	14%
Other	7%	**25%**	15%	3%	3%	13%

Question C1: In what geographic area do you [work/attend school]?
*Question C2B: What do you consider the **primary** mode you use on your commute trip?*
Base: All Work or School Commuters (n$_{2012}$ = 871);
.

Figure 46: Distance and Travel Time to Work

Among all Metro riders who commute, distance to work increased slightly in 2012.

- This is due primarily to an increase among those living in East King County—from 11.3 miles in 2011 to 13.5 miles in 2012.

- Those living in Seattle / North King County continue to travel the shortest distance to work or school.

Travel time to work increased significantly in 2012 and is now the longest ever.

- Travel time to work increased for those living in Seattle / North King County and East King County. It decreased for those living in South King.

		Seattle / N. King	South King	East King
Average Distance (Miles)	2011	7.2	15.1	11.3
	2012	8.7	15.1	13.5↑
Travel Time (Minutes)	2011	28.2	42.6	33.5
	2012	34.2↑	41.3↓	37.1↑

While commuters using Metro have shorter trips, their travel time is significantly greater.

*Question **C3A**: How many miles do you travel from home to work or school one-way?*
*Question **C3B**: About how long does that usually take you?*
***Base:** Half of All Work or School Commuters (n_{2012} = 435)*

*Base is Riders only. Riders are surveyed every year so all years are included.

	2001– 2008	2009	2010	2011	2012
	Distance to Work				
0 to 4 Miles	29%	29%	29%	31%	26%
5 to 9 Miles	28%	29%	30%	28%	27%
10 to 19 Miles	29%	28%	27%	26%	34%
20 or More Miles	15%	14%	14%	15%	13%
Mean	10.3	10.0	9.7	9.7	10.7
	Travel Time to Work				
0 to 10 Minutes	12%	14%	14%	12%	11%
11 to 15 Minutes	13%	13%	13%	16%	10%
16 to 30 Minutes	37%	40%	40%	36%	36%
31 to 45 Minutes	21%	20%	19%	20%	20%
> 45 Minutes	18%	14%	14%	16%	21%
Mean	27.3	30.1	30.2	32.1↑	36.0↑

	Metro Bus	Single-Occupant Vehicle
	Distance to Work	
0 to 4 Miles	**24%**	19%
5 to 9 Miles	**33%**	24%
10 to 19 Miles	30%	44%
20 or More Miles	12%	10%
Mean	10.5	10.6
	Travel Time to Work	
0 to 10 Minutes	6%	**16%**
11 to 15 Minutes	7%	12%
16 to 30 Minutes	35%	45%
31 to 45 Minutes	23%	21%
> 45 Minutes	**29%**	6%
Mean	**41.4**	27.7

Figure 47: Trends in Parking Subsidies

The extent to which Metro riders who drive to work receive a full or partial subsidy for parking has remained relatively stable over the years.
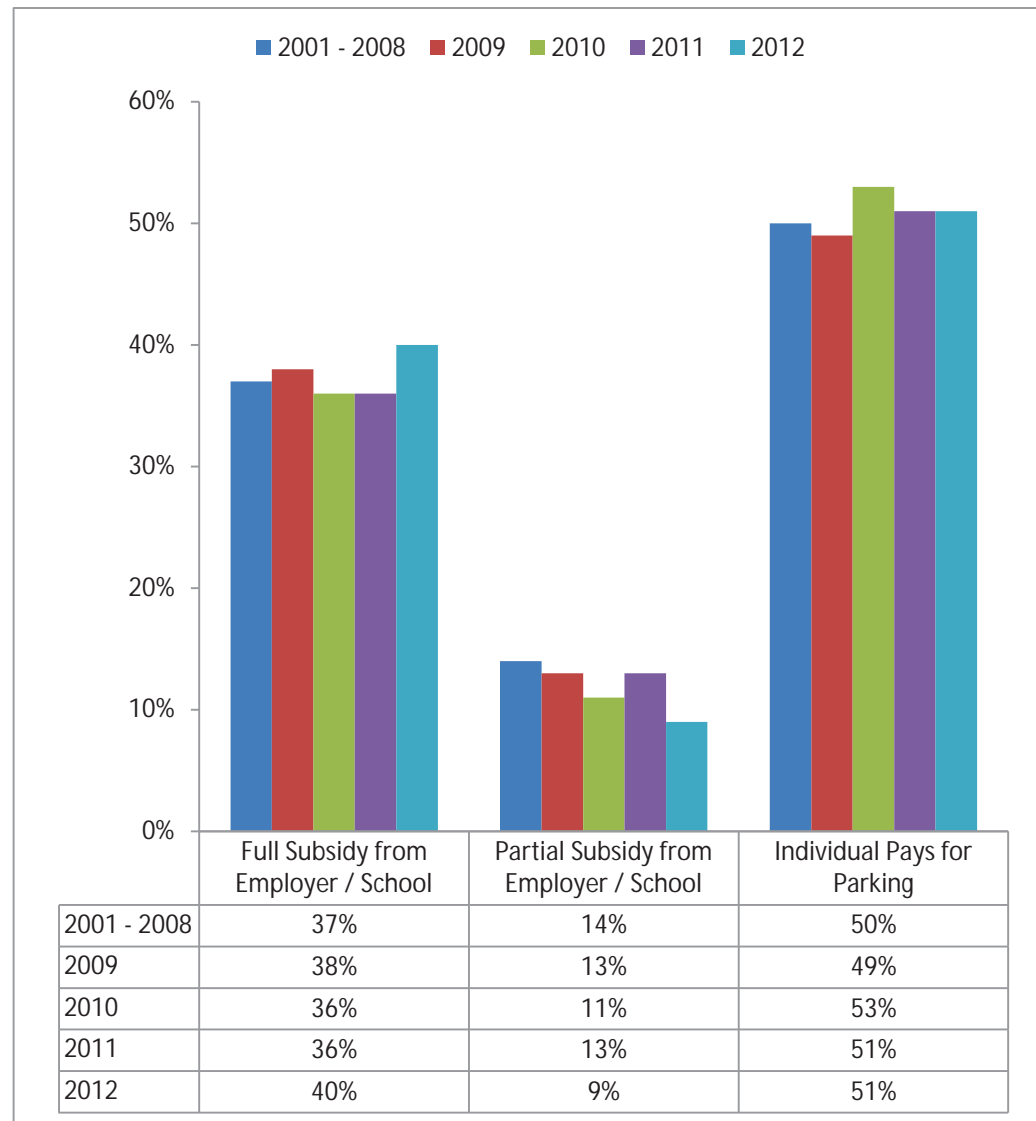
Legend: 2001 - 2008, 2009, 2010, 2011, 2012

	Full Subsidy from Employer / School	Partial Subsidy from Employer / School	Individual Pays for Parking
2001 - 2008	37%	14%	50%
2009	38%	13%	49%
2010	36%	11%	53%
2011	36%	13%	51%
2012	40%	9%	51%

Question C9A: Do you personally pay for some or all of your parking at [work / school]?
Question C9D: Does your [employer / school] pay for [some / all] of your parking?
Base: Commuters who drive or carpool and park in a garage, surface lot, or somewhere else ($n_{2012} = 201$)
Base is Riders only. Riders are surveyed every year so all years are included. In previous years, this question was asked of all Work or School Commuters.

Riders who are Work Commuters and who drive to work are equally likely to have subsidized parking available versus having to pay for parking.

School Commuters are less likely than Work Commuters to get any kind of subsidy for parking. The percentage receiving no subsidy increased significantly in 2011 and remained higher in 2012.

- While there was no change in the overall extent to which School Commuters report receiving subsidized parking, a greater percentage of School Commuters report receiving a full subsidy in 2012 compared to 2011.

	2001–2008	2009	2010	2011	2012
Work Commuters Who Drive to Work					
Subsidized Parking	51%	52%	48%	52%	50%
Full Subsidy from Employer	38%	40%	37%	39%	41%
Partial Subsidy from Employer	13%	12%	10%	12%	9%
Individual Pays for Parking	49%	48%	52%	48%	50%
School Commuters					
Subsidized Parking	43%	52%	43%	35%	36%
Full Subsidy from School	26%	25%	27%	17%	30%
Partial Subsidy from School	17%	17%	16%	18%	6%
Individual Pays for Parking	57%	58%	57%	65%	64%

More than three out of five (63%) Metro riders who drive alone to work or school receive free or partially subsidized parking.

	Work Commuters Who Drive to Work
Subsidized Parking	63%
Full Subsidy from Employer / School	51%
Partial Subsidy from Employer / School	12%
Individual Pays for Parking	37%

Question C9A: Do you personally pay for some or all of your parking at [work / school]?
Question C9D: Does your [employer / school] pay for [some / all] of your parking?
Base: Commuters who Drive or Carpool and Park in a Garage, Surface Lot, or Somewhere Else (n_{2012} = 201)
*Base is Riders only. Riders are surveyed every year so all years are included.
In previous years, this question was asked of all Work or School Commuters.

Figure 48: Appeal of Using Metro to Commute

Despite steady growth in riders' use of Metro for commuting since 2012, among those who drive alone for their commute trips, the overall appeal of using Metro to commute dropped sharply in 2011 and remains unchanged in 2012.

- The decrease in appeal is due to a decrease in the percentage saying that using Metro to commute is "somewhat appealing" and a corresponding increase in the percentage saying that is it not appealing. This is significant among Frequent Regular Riders.

	2009	2011	2012
All Riders Who Drive to Work			
Total Appealing	69%	60%⬇	59%
Very Appealing	31%	34%	27%
Somewhat Appealing	38%	26%⬇	32%
Neutral / Not Appealing	31%	40%⬆	41%
Regular Riders Who Drive to Work			
Total Appealing	77%	70%	70%
Very Appealing	40%	47%	35%
Somewhat Appealing	38%	23%	35%
Neutral / Not Appealing	23%	30%	30%
Frequent Regular Riders Who Drive to Work			
Very Appealing	84%	62%⬇	75%
Very Appealing	47%	51%	40%
Somewhat Appealing	37%	11%⬇	35%⬆
Neutral / Not Appealing	16%	38%⬆	25%
Moderate Regular Riders Who Drive to Work			
Total Appealing	73%	75%	67%
Very Appealing	35%	45%	32%
Somewhat Appealing	28%	29%	35%
Neutral / Not Appealing	27%	25%	33%
Infrequent Riders			
Total Appealing	63%	54%	51%
Very Appealing	25%	26%	21%
Somewhat Appealing	38%	29%	30%
Neutral / Not Appealing	37%	46%	49%

Question C10A - *Overall, how appealing to you personally is the idea of using a Metro bus, the Rapid Ride, or the streetcar instead of driving to [work/school]?*
Base: *All Work or School Commuters whose primary commute mode is Not Transit (n_{2012} = 348); Regular Riders (n_{2012} = 164); Frequent Regular Riders (n_{2012} = 61); Moderate Regular Riders (n_{2012} = 103); Infrequent Riders (n_{2012} = 184)*

Personal Travel

	What We Found		**What It Means**
Primary Travel Mode	The majority of riders drive alone for their personal travel. Use of Metro decreased for personal travel decreased significantly in 2012. Use of Metro for personal travel decreased most among Moderate Regular Riders.		This would suggest that much of the ridership growth has occurred through the increased use of Metro for commute trips. The importance of incremental trips on Metro should not be underestimated and could impact future ridership gains if this trend continues.
Appeal of Using Metro for Personal Travel	Despite the decrease in using Metro for personal travel, two out of five riders who drive alone for their personal travel say that the idea of using Metro for personal travel is somewhat appealing and 14% say it is very appealing..		It is likely that riders typically drive alone for their personal travel but will consider Metro for some personal trips, such as to downtown Seattle or special events.

Primary Travel Mode chart:

	2011	2012
Drive Alone	51%	59%↑
Metro	24%	16%↓

Appeal of Using Metro chart:

	Riders who Drive Alone for Personal Travel
Total Appealing	54%
Very Appealing	14%
Somewhat Appealing	40%
Neutral / Not Appealing	46%

Figure 49: Primary Travel Mode for Personal Travel

Nearly three out of five riders drive alone for their personal travel—up significantly from 2011. At the same time the percentage using Metro for their personal travel decreased.

- Use of Metro for personal travel declined for all rider segments. However the decrease was greatest among Moderate Regular Riders.

	2009	2011	2012
All Riders			
Drive Alone	52%	51%	59%↑
Carpool	18%	13%	16%
Metro	17%	24%	16%↓
Other	13%	12%	9%
Regular Riders			
Drive Alone	45%	44%	52%↑
Carpool	18%	14%	16%
Metro	24%	32%	22%↓
Other	12%	10%	10%
Frequent Regular Riders			
Drive Alone	44%	45%	52%↑
Carpool	19%	13%	15%
Metro	26%	33%	26%↓
Other	11%	9%	7%
Moderate Regular Riders			
Drive Alone	48%	41%	53%↑
Carpool	17%	14%	20%
Metro	18%	28%	14%↓
Other	17%	17%	13%
Infrequent Riders			
Drive Alone	63%	74%	71%
Carpool	18%	12%	15%
Metro	7%	11%	6%↓
Other	12%	3%	8%

Question PT1A - What method of transportation do you usually use to get around for <u>most</u> of your personal travel?
Base: All riders who have one or more vehicles in working condition available (n_{2012} = 1,036); Regular Riders (n_{2012} = 697); Frequent Regular Riders (n_{2012} = 469); Moderate Regular Riders (n_{2012} = 225); Infrequent Riders (n_{2012} = 339)

Figure 50: Appeal of Using Metro for Personal Travel

Despite the lower use of Metro for personal travel, the appeal of using Metro among Regular Riders who drive alone for their personal travel, notably Frequent Regular Riders, remained the same as in 2011 and remains significantly higher than in 2009.

	2009	2011	2012
All Riders Who Drive Alone for Personal Travel			
Very Appealing	55%	58%	57%
Very Appealing	15%	18%	15%
Somewhat Appealing	40%	40%	42%
Neutral / Not Appealing	45%	42%	43%
Regular Riders			
Very Appealing	47%	56%⬆	55%
Very Appealing	15%	17%	15%
Somewhat Appealing	32%	38%⬆	39%
Neutral / Not Appealing	53%	44%	45%
Frequent Regular Riders			
Very Appealing	44%	52%⬆	52%
Very Appealing	12%	16%	13%
Somewhat Appealing	32%	36%	40%
Neutral / Not Appealing	56%	48%	58%
Moderate Regular Riders			
Very Appealing	54%	63%	59%
Very Appealing	21%	21%	20%
Somewhat Appealing	33%	42%	39%
Neutral / Not Appealing	46%	37%	41%
Infrequent Riders			
Very Appealing	64%	61%	59%
Very Appealing	16%	17%	15%
Somewhat Appealing	49%	43%	45%
Neutral / Not Appealing	36%	39%	41%

Question PT2A - Overall, how appealing to you personally is the idea of using a Metro bus, the Rapid Ride, or the streetcar for your personal travel
Base: *Riders whose primary personal travel mode is not transit and have one or more vehicles in working conditions (n_{2012} = 864); Regular Riders (n_{2012} = 547); Frequent Regular Riders (n_{2012} = 355); Moderate Regular Riders (n_{2012} = 191); Infrequent Riders (n_{2012} = 317)*

Rider Satisfaction

Riders (Regular and Infrequent Riders) are asked to indicate their overall satisfaction with Metro as well as their satisfaction with 38 individual elements of service. While the majority of service elements have been included each year, new questions are added to address changes to service.

	What We Found	Key Stats			What It Means
Overall Satisfaction	The large majority (88%) of Metro riders continue to be satisfied overall with Metro. However, the percentage of satisfied Metro riders has trended down from 94% in 2010 to 88% in 2012, its lowest level ever. The change is due somewhat to a decrease in the percent "very satisfied." However, the percent dissatisfied with riding Metro has doubled.		**2010**	**2011**	**2012**	The changes to overall satisfaction may in part be attributable to the significant changes in service, including service restructuring related to the implementation of the Rapid Ride C & D lines and the elimination of the downtown Ride Free Area, which occurred immediately before the survey was conducted. While satisfaction levels remain high, the growing dissatisfaction should be a cause of concern as word of mouth can be significant and also lower levels of satisfaction can erode overall goodwill and support for future changes to policies and services.
		Total Satisfied	94%	91%⬇	88%⬇	
		Very Satisfied	49%	50%	46%	
		Somewhat Satisfied	45%	41%	42%	
		Neutral	0%	1%	2%	
		Dissatisfied	6%	8%⬆	10%⬆	

	What We Found	Range of Satisfaction Ratings		What It Means
Top-Performing Elements of Service	Highest-rated elements of service are those where **at least 50%** of riders say they are **"very satisfied"** with the level of service provided. The top-performing elements are: primarily related to fare payment (the ORCA Card, ease of paying fares, and ease of loading value or passes on ORCA), courtesy and helpfulness of drivers, and safe vehicle operation.	**Lowest % / Mean**	**Highest % Mean**	Consistent with the high overall satisfaction score, Metro receives generally high ratings for nearly all elements of service. It is clear, however, that the success of the ORCA Card program and Metro's drivers are key elements of Metro's success.
		% Total Satisfied	88%	97%	
		% Very Satisfied	50%	82%	
		Mean	4.32	4.76	

	What We Found	Key Stats	What It Means
Lower Performing Elements of Service	Even the lower-scoring elements achieve relatively high satisfaction rates—**no less than 64% satisfied and no less than 20% very satisfied**. Overcrowding continues to be the element of service with the lowest ratings overall. Related to crowding are the lower ratings for ease of getting on and off the bus due to crowding, a new measure added in 2012. Other elements of service that receive lower ratings are nighttime safety and wait time when transferring.	<table><tr><td></td><td colspan="2">Range of Satisfaction Ratings</td></tr><tr><td></td><td>Lowest % / Mean</td><td>Highest % / Mean</td></tr><tr><td>% Total Satisfied</td><td>64%</td><td>89%</td></tr><tr><td>% Very Satisfied</td><td>23%</td><td>49%</td></tr><tr><td>Mean</td><td>3.44</td><td>4.26</td></tr></table>	Increases in transit ridership continue, and changes to service continue to contribute to over-crowding. The elimination of the Ride Free Area and consequent changes in fare payment and loading (everyone now pays when they board) has most likely aggravated customers' frustration with crowding on the bus.
Fare Payment	Riders are very satisfied with all elements of fare payment with the exception of the availability of ticket vending machines (a new service element added in 2012). Riders are increasingly satisfied with the ease of paying fares and the ease of loading passes onto or adding value to an E-Purse on an ORCA Card.	<table><tr><td></td><td>% Total Satisfied</td><td>% Very Satisfied</td></tr><tr><td>ORCA Card</td><td>97%</td><td>82%</td></tr><tr><td>Ease of Paying Fares</td><td>96%</td><td>76%</td></tr><tr><td>Ease of Loading Pass / Adding Value</td><td>92%</td><td>65%</td></tr><tr><td>Ease of Using Ticket Vending Machines</td><td>92%</td><td>56%</td></tr><tr><td>Value of Service for Fare Paid</td><td>89%</td><td>56%</td></tr><tr><td>Availability of Ticket Vending Machines</td><td>78%</td><td>41%</td></tr></table>	The ORCA Card system is clearly a success and, despite recent fare increases, customers are well satisfied with value of service provided by Metro. Increased availability of ticket vending machines will further support the high ratings for ease of paying fares as well as the ease of loading a pass on an ORCA Card or adding value to an E-Purse.

	What We Found	**Key Stats**			**What It Means**

Drivers

What We Found
Metro drivers are clearly one of Metro's strengths, with customers giving consistently high ratings for courtesy and helpfulness. The percentage of customers very satisfied with the helpfulness of drivers with route and schedule information has increased steadily since 2009—from 56% to 66%. Satisfaction with the way in which drivers handle problems on the bus has also increased significantly—from 46% very satisfied in 2010 to 66% in 2012.

	% Total Satisfied	**% Very Satisfied**
Courtesy	93%	68%
Helpfulness	93%	66%
Stop Announcements	91%	59%
Handling of Incidents on Bus	91%	59%

What It Means:

Metro should continue to make drivers aware of these high ratings and encourage them to deliver high-quality and professional service to all customers.

Automation of stop announcements clearly improves the customer experience.

Safety

What We Found
Riders are generally satisfied with safe vehicle operation and daytime safety. However, the percentage very satisfied with daytime safety while waiting has been decreasing. Riders are also satisfied with safety in the downtown transit tunnel. However, after increasing significantly in 2011, the percentage very satisfied decreased. Riders continue to express greater concerns with nighttime safety while waiting and, to a lesser extent, while riding. However, overall satisfaction with nighttime safety increased significantly in 2012.

	% Total Satisfied	**% Very Satisfied**
Safe Bus Operation	96%	73%
Daytime Safety Waiting	94%	63%
Daytime Safety Riding	92%	54%
Safety in Transit Tunnel	92%	50%
Nighttime Safety Riding	84%	34%
Nighttime Safety Waiting	79%	29%

What It Means:

Given the importance of safety, Metro should continue its efforts in this area.

In particular, the focus should be on key areas in South King County'

	What We Found	Key Stats		What It Means
Customer Information	While Metro gets high ratings for the general availability of information, there are opportunities for improvements in several areas, notably providing notifications and alerts on service changes or other issues that affect customers.		% Total Satisfied	% Very Satisfied	Metro should continue to focus its efforts on using different technologies to get customers necessary information in a timely manner.
		Availability of information online	93%	62%	
		Ability to get information	92%	59%	
		Ability to get timetables	88%	49%	
		Reliability of timetables	85%	46%	
		Alerts via e-mail or text	88%	43%	
		Notification of service changes	85%	40%	
		Website postings of delays / problems	84%	39%	
Park-and-Ride Lots	While park-and-ride lot users are generally satisfied with their personal safety, there is room for improvement in terms of vehicle security and parking availability. Issues with these two service elements are greatest in South King County.		% Total Satisfied	% Very Satisfied	Problems with park-and-ride lots are likely to be lot specific. Data is available to identify where to target resources for safety (e.g., cameras or increased patrols). Working with local jurisdictions to improve access by walkers and bicyclists could decrease vehicle use and free up parking.
		Personal safety	92%	58%	
		Vehicle security	87%	44%	
		Parking availability	72%	42%	

	What We Found	Key Stats			What It Means

			% Total Satisfied	% Very Satisfied	
Comfort	While cleanliness and comfort receive generally lower-than-average ratings, there have been some clear improvements, notably inside cleanliness of the buses and cleanliness at stops and shelters. Overcrowding continues to be customers' major concern, both in general and when trying to get on or off the bus.	Inside cleanliness	89%	47%	Perceptions of personal safety are often linked to perceptions of cleanliness. Recent increases in satisfaction with safety may be related to the increases in satisfaction with cleanliness.
		Ease of getting on / off the bus through one door	81%	46%	
		Shelter / stop cleanliness	84%	42%	
		Availability of seating	83%	40%	
		Ease of getting on and off the bus due to crowding	77%	35%	
		Overcrowding	64%	23%	

			% Total Satisfied	% Very Satisfied	
Level of Service	Riders give all aspects related to the level of service provided similar ratings. Satisfaction with service availability varies significantly by area with greater dissatisfaction among those living in South and East King County. Satisfaction with frequency of service, on-time performance, and travel time by bus improved significantly between 2011 and 2012. Riders in Seattle / North King who are dissatisfied with the frequency of service are significantly more likely than those in other areas to say they are dissatisfied with the frequency during rush hour.	Number of stops	85%	44%	Lack of service to major destinations from East and South King County most likely contributes to lower market share and ridership in these regions. Metro should continue to focus on improvements in on-time performance, notably in Seattle / North King County. Lower satisfaction with frequency of service during rush hours is also reflected in concerns about overcrowding.
		Where routes go	82%	46%	
		On-time performance	81%	42%	
		Frequency of service	80%	41%	
		Travel time	80%	41%	

	What We Found	**Key Stats**		**What It Means**
Transferring	Wait time when transferring continues to be a greater problem than the number of transfers. Moreover, satisfaction with wait time when transferring has been steadily decreasing—from 77% in 2009 to 70% in 2012—with a corresponding increase in rider dissatisfied—from 23% in 2009 to 30% in 2012. Dissatisfaction with transfer wait times is highest among riders in South King County.			Lack of direct service or inconvenient connections may be contributing to lower market share and growth in market share in South King County.

	% Total Satisfied	**% Very Satisfied**
Number of transfers	80%	41%
Wait time when transferring	70%	27%

Overall Satisfaction

Figure 51: Trends in Overall Customer Satisfaction, 2001 to 2011, All Riders

While the majority of Metro riders are satisfied with riding, the total percentage satisfied has trended downwards since 2010 and is at its lowest levels ever.

The percentage of Metro customers who are very satisfied dropped between 2011 and 2012, and the percentage dissatisfied has doubled since 2010.

At least some of this downward trend in overall satisfaction may be attributable to a general sense that there were heavily publicized problems resulting from the major changes to service in fall 2012, including service restructuring with RapidRide C and D line implementation and elimination of the downtown Ride Free Area. With regards to RFA closure,

- One out of four (26%) riders who indicated they were dissatisfied with how well Metro informed the public about the elimination of the RFA indicated that they were dissatisfied with Metro.

- One out of five (21%) riders who were dissatisfied with how well Metro managed the elimination of the RFA also said they were dissatisfied with Metro
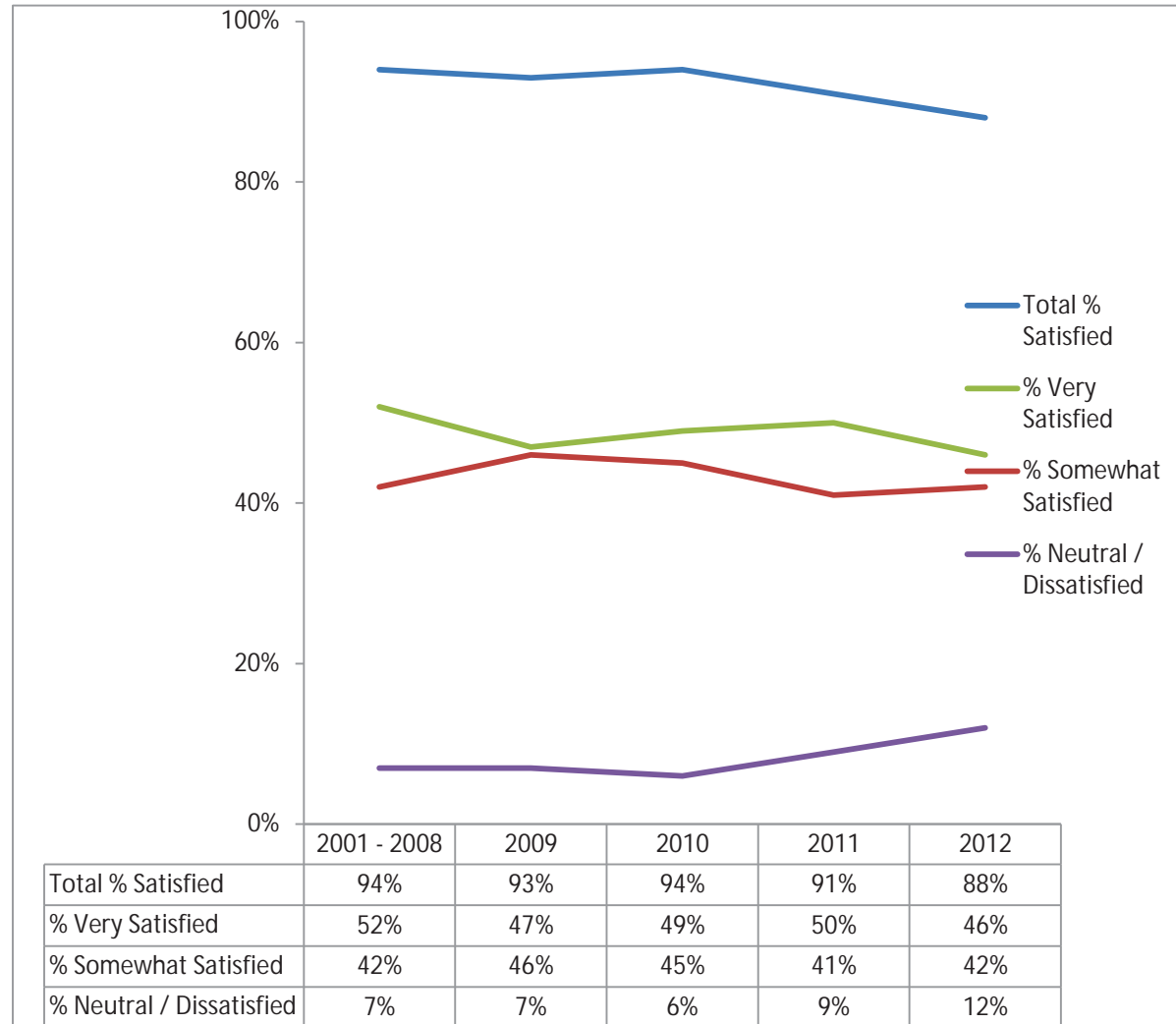
	2001 - 2008	2009	2010	2011	2012
Total % Satisfied	94%	93%	94%	91%	88%
% Very Satisfied	52%	47%	49%	50%	46%
% Somewhat Satisfied	42%	46%	45%	41%	42%
% Neutral / Dissatisfied	7%	7%	6%	9%	12%

* Neutral is generally less than 1-2%

Question GW1A: Overall, would you say you are satisfied or dissatisfied with Metro? Would that be very or somewhat [satisfied / dissatisfied]?
Base: All Regular and Infrequent Riders (n_{2012} = 1,218)

Figure 52: Trends in Overall Customer Satisfaction, 2001 to 2012, Rider Segments

The trend toward lower satisfied and higher dissatisfaction is true for all Regular Riders.

- The decrease in total satisfaction is somewhat higher among Moderate Regular Riders than Frequent Regular Riders.

Satisfaction levels among Infrequent Riders have not changed as much as those among Regular Riders.

	2009	2010	2011	2012
Regular Riders				
Total % Satisfied	93%	95%	92%	89%
Very Satisfied	51%	51%	54%	48%
Somewhat Satisfied	42%	44%	38%	41%
Neutral* / Dissatisfied	7%	5%	8%	11%
Frequent Regular Riders				
Total % Satisfied	92%	96%	93%	91%
Very Satisfied	52%	52%	58%	49%
Somewhat Satisfied	40%	44%	35%	42%
Neutral* / Dissatisfied	7%	4%	7%	10%
Moderate Regular Riders				
Total % Satisfied	93%	92%	89%	85%
Very Satisfied	49%	49%	45%	47%
Somewhat Satisfied	44%	43%	44%	38%
Neutral* / Dissatisfied	6%	7%	10%	15%
Infrequent Riders				
Total % Satisfied	91%	92%	89%	88%
Very Satisfied	39%	46%	42%	43%
Somewhat Satisfied	52%	46%	47%	45%
Neutral* / Dissatisfied	9%	9%	11%	12%

Neutral is generally less than 1-2%

Question GW1A: Overall, would you say you are satisfied or dissatisfied with Metro? Would that be very or somewhat [satisfied / dissatisfied]?

Base: Regular Riders (n_{2012} = 831); Frequent Regular Riders (n_{2012} = 571); Moderate Regular Riders (n_{2012} = 255); Infrequent Riders (n_{2012} = 387)

Figure 53: Trends in Overall Customer Satisfaction, 2001 to 2012, Metro Bus Commuters

Riders who commute using Metro are more satisfied with Metro than are those riders who drive alone to work.

- Among those who drive alone to work, the percentage somewhat satisfied decreased while the percentage dissatisfied continues to increase. At the same time, there was some increase in the percentage very satisfied.

- Among those who commute by bus, the percentage very satisfied decreased after increasing significantly between 2010 and 2012. Most of the decrease in the percentage very satisfied shifted to somewhat satisfied, although the percentage dissatisfied also increased slightly.

	2009	2010	2011	2012
	Metro Bus Commuters			
Total % Satisfied	94%	96%	92%	90%
Very Satisfied	52%	50%	56%↑	48%↓
Somewhat Satisfied	42%	46%	36%	42%↑
Neutral* / Dissatisfied	6%	4%	8%	10%
	Riders Who Drive Alone to Work			
Total % Satisfied	89%	89%	86%	82%
Very Satisfied	30%	38%	35%	39%
Somewhat Satisfied	59%	51%	51%	43%↓
Neutral* / Dissatisfied	11%	10%	13%	18%↑

* Neutral is generally less than 1-2%

Question GW1A: *Overall, would you say you are satisfied or dissatisfied with Metro? Would that be very or somewhat [satisfied / dissatisfied]?*

Base: *Metro Bus Commuters (n_{2012} = 498); Metro Riders who drive alone to work (n_{2012} = 217)*

Satisfaction with Individual Service Elements

In addition to providing an overall satisfaction rating, Regular and Infrequent Riders provided feedback as to their satisfaction with 38 individual elements of service, seven of which were new in 2012. Riders are generally satisfied with all elements of service. At least 64% of all Riders are at least somewhat satisfied with all elements of service, and mean ratings are 3.44 and higher, well above the scale midpoint.

Figure 54: Satisfaction with Highest Scoring Elements of Transit Service

Those service characteristics with the highest score all have more than 50% of riders saying they are very satisfied with the service provided. Mean ratings are well above the overall mean of 4.19.

	ORCA Card *	Ease of paying fares	Safe vehicle operation	Driver courtesy	Helpful-ness of Drivers	Ease of loading pass or adding value on ORCA **	Daytime safety while waiting	Avail-ability of information on Metro Online	How drivers handle incidents	Information about routes and schedules	Stop announce-ments	Personal safety at P&R lots ***	Ease of using ticket vending machines ****	Value of service for fare paid	Daytime safety while riding	Safety in Transit Tunnel *****
Very Satisfied	82%	76%	73%	68%	66%	65%	63%	62%	60%	59%	59%	58%	56%	56%	54%	50%
Somewhat Satisfied	15%	20%	23%	25%	27%	27%	31%	31%	28%	33%	32%	34%	36%	33%	38%	42%
Total Satisfied	97%	96%	96%	93%	93%	92%	93%	93%	88%	92%	91%	92%	92%	89%	92%	92%
Mean	4.76	4.67	4.64	4.55	4.51	4.53	4.49	4.48	4.37	4.41	4.40	4.41	4.40	4.32	4.37	4.34

Question M7A-O,M9,M11,F5A-G,PR3A-C,PS2A-E,IN3A-G: How satisfied are you with …? (5 = Very Satisfied, 1 = Very Dissatisfied)
Base: All Regular and Infrequent Riders (n$_{2012}$ = 1,218); * Asked of ORCA Card users (except U-Pass) (n=730); ** Asked of all Riders who have a Regional Transit Pass, an agency-specific pass, or E-Purse (n=445); *** Asked of all Riders who have used a park-and-ride lot in past year (n=547); ****Asked of Riders who use ticket vending machines (n=176); ***** Asked of all Riders who use Downtown Transit Tunnel (n=873)
Black line indicates overall mean (4.19) for all service elements.

Figure 55: Satisfaction with Lowest Scoring Elements of Transit Service

While still achieving ratings well above the midpoint on the satisfaction scale use, those service characteristics that are rated lower all have fewer than 50% of riders saying they are very satisfied. All but three (ability to get current printed timetables, inside cleanliness of buses, and availability of alerts via email or text) also have mean ratings below the overall mean across all service elements of 4.19.

	Ability to get current printed time-tables	Inside cleanliness of buses	Accu-racy of printed time-tables	Ease of getting on and off the bus using one door	Avail-ability of service where I need to travel	Vehicle security @ P&R lots *	Number of stops	Alerts via e-mail or text	Clean bus shelters	On-time perfor-mance	Parking avail-ability at P&R lots *	# of trans-fers **	Fre-quency of service	Avail-ability of TVMs ***	Travel time by Bus	Avail-ability of seats	Posting of delays, problems on Web	Ease of getting on and off the bus due to crowd-ing	Safety riding after dark ****	Safety waiting after dark ****	Wait time when transfer-ring **	Over-crowd-ing
Very Satisfied	49%	47%	46%	46%	46%	44%	44%	43%	42%	42%	42%	41%	41%	41%	41%	40%	39%	35%	34%	29%	27%	23%
Somewhat Satisfied	39%	42%	39%	35%	36%	43%	41%	45%	42%	39%	30%	39%	39%	37%	39%	43%	45%	42%	50%	50%	43%	41%
Total Satisfied	88%	89%	85%	81%	82%	87%	85%	88%	84%	81%	72%	80%	80%	78%	80%	83%	84%	77%	84%	79%	70%	64%
Mean	4.26	4.24	4.15	4.05	4.04	4.16	4.13	4.23	4.08	3.98	3.77	3.98	3.96	3.94	3.93	4.00	4.12	3.87	4.01	3.84	3.61	3.44

Question M7A-O,M9,M11,F5A-G,PR3A-C,PS2A-E,IN3A-G: *How satisfied are you with …? (5 = Very Satisfied, 1 = Very Dissatisfied)*
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218); * Asked of all Riders who have used a park-and-ride lot in past year (n=547); ** Asked of Regular and Infrequent Riders who transfer (n = 614); ***Asked of Riders who use ticket vending machines (n=176);**** Asked of Riders who ride when it is dark (n=1.011)*
Black line indicates overall mean (4.19) for all service elements.

Figure 56: Significant Changes in Satisfaction with Service Characteristics

Despite the lower overall satisfaction rating, satisfaction improved with a number of individual service characteristics.

Riders are more satisfied with the ease of paying fares.

- The percentage very satisfied increased significantly, from 68% to 76%.

Riders are also more satisfied with the ease of loading a pass or revaluing an E-Purse on their ORCA Card.

- The percentage very satisfied remained the same; however, the percentage somewhat satisfied increased significantly from 20% to 27%.

Reflecting the use of automated stop announcements, rider satisfaction with the consistency with which stops are announced increased significantly.

- The percentage very satisfied increased significantly, from 47% to 59%.

Rider satisfaction with nighttime safety while riding and while waiting increased significantly.

- The percentage very satisfied with nighttime safety did not change significantly. However, the percentage somewhat satisfied with nighttime safety increased significantly from 45% to 50% for both elements of safety.

Rider satisfaction with how well drivers handle incidents on the bus have increased significantly—from 78% in 2010 to 84% in 2011 to 88% in 2012.

- The percentage very satisfied increased significantly, from 49% in 2011 to 60% in 2012.

After dropping for several years (from 92% satisfied in 2009 to 83% satisfied in 2011), the percentage satisfied with the ability to get printed timetables increased between 2011 and 2012.

- The percentage very satisfied with this element of service decreased significantly from 54% to 49%; however, the percentage somewhat satisfied increased from 29% to 39%.

Rider satisfaction with frequency of service, on-time performance, and travel time by bus increased significantly. In all cases, the percentage of riders who are very satisfied increased:

- Frequency of service: 36% to 41% very satisfied
- On-time performance: 33% to 42% very satisfied
- Travel time by bus: 32% to 41% very satisfied

% Satisfied

■ 2011 ■ 2012

Category	2011	2012
Ease of Paying Fare	91%	96%
Ease of Loading Pass / Revaluing E-purse	84%	92%
Consistent Stop Announcements	82%	91%
Drivers' Handling of Incidents on Bus	84%	88%
Ability to Get Printed Timetables	83%	88%
Nighttime Safety Riding	78%	84%
On-Time Performance	75%	81%
Frequency of Service	77%	80%
Travel Time	74%	80%
Nighttime Safety Waiting	73%	79%
Wait Time when Transferring	73%	70%

Factor analysis has been used over the years to identify major dimensions of service that represent groupings of individual service elements that are correlated. Eight dimensions were identified through this analysis and are named based on the service elements in the dimension.

Figure 57: Satisfaction with Fare Payment Service Characteristics

Riders continue to be very satisfied with the ORCA Card as well as the ease of paying fares.

- After decreasing in 2011, rider satisfaction with the ease of paying fares increased in 2012, and the percentage very satisfied is at its highest level ever.

Riders are also satisfied with the ease of loading a pass or adding value to their ORCA Card.

- Satisfaction with the ease of loading a pass or adding value to an E-Purse increased significantly in 2012, due primarily to an increase in the percentage "somewhat satisfied."

New questions were added in 2012 to measure satisfaction with ticket vending machines (TVMs), currently available at over 25 locations at major transit hubs such as tunnel stations, Sounder stations, along the Link Light Rail line, and Metro's customer service office.

- While riders who have used TVMs are generally satisfied with the ease of using the machines, they are less satisfied with their availability

In addition, a question was added to measure satisfaction with the value of service for the fare paid.

- Riders are generally satisfied with the value they receive.

	All Riders			
	2009	2010	2011	2012
ORCA Card*				
Total Satisfied	91%	96%	96%	97%
Very	65%	80%↑	82%	82%
Somewhat	26%	16%	14%	15%
Ease of Paying Fares				
Total Satisfied	n.a.	94%	91%↓	96%↑
Very		72%	68%	76%↑
Somewhat		22%	23%	20%
Ease of Loading Pass / Adding Value to E-purse**				
Total Satisfied	n.a.	n.a.	84%	92%↑
Very			64%	65%
Somewhat			20%	27%↑
Ease of Using Ticket Vending Machines***				
Total Satisfied	n.a.	n.a.	n.a.	92%
Very				56%
Somewhat				36%
Value of Service for Fare Paid				
Total Satisfied	n.a.	n.a.	n.a.	89%
Very				56%
Somewhat				33%
Availability of Ticket Vending Machines***				
Total Satisfied	n.a.	n.a.	n.a.	78%
Very				41%
Somewhat				37%

Question F5A-G: How satisfied are you with …?
Base: *All Regular and Infrequent Riders (n_{2012} = 1,218); * Asked of ORCA Card users (except U-Pass) (n=730); ** Asked of all Riders who have a Regional Transit Pass, an agency-specific pass, or E-Purse (n=445); *** Asked of Riders who use ticket vending machines (n=176)*

Figure 58: Satisfaction with Drivers

Satisfaction with the courtesy and helpfulness of Metro drivers is high and has remained high over the years.

- The percentage of riders who are very satisfied with the helpfulness of drivers has been increasing steadily and is now at its highest level ever.

- With the introduction of onboard systems to automate stop announcements on most buses, the percentage of very satisfied riders has increased significantly.

- First noted in 2011, satisfaction with how well drivers handle incidents on the bus has continued to increase. Of note, the percentage saying they are very satisfied increased significantly and is at its highest level in 3 years.

	All Riders			
	2009	2010	2011	2012
Driver Courtesy				
Total Satisfied	94%	95%	94%	93%
Very	64%	66%	67%	68%
Somewhat	30%	29%	27%	25%
Helpfulness of Drivers				
Total Satisfied	89%	91%	92%	93%
Very	56%	59%	62%↑	66%↑
Somewhat	33%	32%	30%	27%
Stops Are Announced Consistently				
Total Satisfied		84%	82%	91%↑
Very	n.a.	45%	47%	59%↑
Somewhat		39%	34%	32%
Drivers' Handling of Incidents on Bus				
Total Satisfied		78%	84%↑	88%↑
Very	n.a.	46%	49%	60%↑
Somewhat		32%	35%↑	28%

Question M7K-O: How satisfied are you with …?
Base: All Regular and Infrequent Riders (n_{2012} = 1,218)

Figure 59: Satisfaction with Safe Bus Operations and Personal Safety

Riders are also generally satisfied with:

- Safe vehicle operation.

- Daytime personal safety while riding and waiting.

  - While daytime personal safety while waiting remains high (94%), the percentage very satisfied has been decreasing with a corresponding increase in those who are somewhat satisfied.

- Safety in the downtown transit tunnel.

  - While the total percentage satisfied continues to increase, the percentage very satisfied decreased significantly in 2012.

While satisfaction with nighttime safety continues to receive lower-than-average rated elements of service, satisfaction increased significantly between 2011 and 2012.

- Nighttime safety while waiting continues to be a greater problem than safety while riding.

- East King County riders, and to a lesser extent, those in Seattle / North King County continue to be more satisfied with nighttime safety than those living in South King County. Moreover, satisfaction with nighttime safety did not improve as in other areas.

	2010	2011	2012
Nighttime Safety Riding**			
Seattle / North King	76%	77%	84%↑
South King	77%	75%	78%
East King	81%	83%	92%↑
Nighttime Safety Waiting**			
Seattle / North King	73%	71%	78%↑
South King	68%	75%	74%
East King	77%	72%	87%↑

	All Riders			
	2009	**2010**	**2011**	**2012**
Safe Bus Operation				
Total Satisfied	95%	95%	96%	96%
Very	69%	71%	71%	73%
Somewhat	26%	24%	25%	23%
Daytime Personal Safety—Waiting				
Total Satisfied	96%	96%	94%	94%
Very	68%	70%	67%↓	63%↓
Somewhat	28%	26%	27%	31%
Daytime Personal Safety—Riding				
Total Satisfied	92%	91%	91%	92%
Very	54%	54%	58%	54%
Somewhat	38%	37%	33%	38%
Safety in Downtown Transit Tunnel*				
Total Satisfied	n.a.	81%	90%↑	92%
Very		46%	56%↑	50%↓
Somewhat		35%	34%	42%
Nighttime Safety Riding**				
Total Satisfied	76%	77%	78%	84%↑
Very	31%	31%	33%	34%
Somewhat	45%	46%	45%	50%↑
Nighttime Safety Waiting**				
Total Satisfied	71%	72%	73%	79%↑
Very	25%	29%	28%	29%
Somewhat	46%	43%	45%	50%↑

Question M7M, PS2A-E: How satisfied are you with …?
Base: All Regular and Infrequent Riders (n_{2012} = 1,218); * Asked of all Riders who use downtown transit tunnel (n=873) ;** In 2012 asked only of Riders who ride when it is dark (n=1.011)

King County METRO

Figure 60: Satisfaction with Information

Riders are generally satisfied with their ability to get traditional information—routes and schedule information and printed information.

- After decreasing significantly between 2009 and 2011, overall satisfaction with the ability to get printed timetables has increased. However, the percentage very satisfied continues to decrease.

Riders are also satisfied with the availability of service information on Metro's website—93% satisfied.

- However, riders are somewhat less satisfied with website postings of service delays or other problems—84% satisfied..

While still generally satisfied, riders are less satisfied with the accuracy and reliability of printed timetables and notification of service changes.

Finally, Metro riders are generally satisfied with their ability to get alerts via e-mail or text messaging. However, the percentage very satisfied is lower than 50%.

Question IN3A-G: How satisfied are you with …?
Base: All Regular and Infrequent Riders (n$_{2012}$ = 1,218)

	All Riders			
	2009	2010	2011	2012
Ability to Get Information on Routes & Schedules				
Total Satisfied	92%	91%	88%	92%
Very	64%	62%	59%↓	59%
Somewhat	28%	29%	29%	33%
Ability to Get Printed Timetables				
Total Satisfied	92%	85%↓	83%	88%↑
Very	67%	55%	54%	49%↓
Somewhat	25%	30%	29%	39%↑
Availability of Service Information on Metro Online				
Total Satisfied			90%	93%
Very	n.a	n.a	52%	62%
Somewhat			38%	31%
Accuracy or Reliability of Printed Timetables				
Total Satisfied				85%
Very	n.a	n.a	n.a	46%
Somewhat				39%
Notification of Service Changes				
Total Satisfied				85%
Very	n.a.	n.a	n.a	40%
Somewhat				45%
Alerts Via E-mail or Text Messaging				
Total Satisfied			87%	88%
Very	n.a.	n.a.	46%	43%
Somewhat			41%	45%
Website Posting of Service Delays or Other Problems				
Total Satisfied			85%	84%
Very	n.a	n.a	36%	39%
Somewhat			49%	45%

King County METRO

Figure 61: Satisfaction with Park-and-Ride Lots

Users of park-and-ride lots (33% of all riders) are generally satisfied with their personal safety at park-and-ride lots.

They are less satisfied with the security of their vehicle and the availability of parking.

- Despite a lower percentage of riders using park-and-ride lots, satisfaction with the availability of parking at park-and-ride lots decreased significantly in 2011 and remained lower in 2012. This would suggest that users may be parking more frequently or the growth in market share is outpacing the availability of parking.

- Satisfaction with safety of vehicles at park-and-ride lots has varied over the years, but the differences are not statistically significant.

  - Both parking availability and vehicle security at park-and-ride lots is a greater problem in South King County as evidenced by the higher levels of dissatisfaction.

	2009	2010	2011	2012
Personal Safety at Park & Ride Lots*				
Total Satisfied	91%	92%	89%	92%
Very	53%	56%	51%	58%
Somewhat	38%	36%	38%	34%
Availablity of Parking*				
Total Satisfied	**83%**	**79%**	72%↓	72%
Very	**48%**	**51%**	38%↓	42%
Somewhat	35%	28%	34%	30%
Vehicle Security*				
Total Satisfied	82%	88%	84%	87%
Very	33%	42%↑	42%	44%
Somewhat	49%	46%	42%	43%

	Seattle / N. King	South King	East King
Availablity of Parking*			
Total Satisfied	79%	64%	72%
Very Satisfied	43%	40%	43%
Somewhat Satisfied	36%	24%	29%
Neutral / Dissatisfied	21%	**36%**	28%
Vehicle Secuity*			
Total Satisfied	89%	78%	91%
Very Satisfied	43%	32%	54%
Somewhat Satisfied	46%	46%	37%
Neutral / Dissatisfied	12%	**22%**	8%

Question PR3A-C: How satisfied are you with …?
Base: All Regular and Infrequent Riders (n$_{2012}$ = 1,218); * Asked of all Riders who have used a park-and-ride lot in past year (n=547)

Figure 62: Satisfaction with Comfort

While total satisfaction with inside cleanliness of the buses as well as cleanliness of bus shelters and stops did not change, the percentage very satisfied increased significantly.

While satisfaction with overcrowding continues to be the lowest rated element of service, there has been no significant change since 2011.

- As in previous years, overcrowding continues to be a greater problem than the availability of seats on the bus.

Two new questions were added this year in part to address the change in when riders pay fare. With elimination of the downtown Ride Free Area, all riders now pay their fares when they board the bus. In addition, riders are asked to exit at the rear door.

- Riders living in South King County are the least satisfied with the ease of getting on and off the bus due to paying fares when boarding the board and exiting in the rear—21% are dissatisfied.

- Riders living in Seattle / N. King County are the least satisfied with the ease of getting on and off the bus due to crowding. They are the most likely to also express dissatisfaction with overcrowding.

	Seattle / N. King	South King	East King
	Ease of Getting On and Off the Bus Due to Paying Fares when Boarding and Exiting in the Rear		
Total Satisfied	81%	77%	**88%**
Very	44%	42%	**58%**
Somewhat	37%	34%	38%
	Ease of Getting On and Off the Bus Due to Crowding		
Total Satisfied	75%	77%	**86%**
Very	30%	39%	**49%**
Somewhat	45%	39%	36%

Question M7F-J2: How satisfied are you with …?
Base: *All Regular and Infrequent Riders (n_{2012} = 1,218)*

	2009	2010	2011	2012
	Inside Cleanliness of Buses			
Total Satisfied	87%	91%	87%	89%
Very	41%	40%	40%	47%↑
Somewhat	46%	51%	47%	42%
	Cleanliness of Bus Shelters / Stops			
Total Satisfied	80%	84%	82%	84%
Very	34%	34%	35%	42%↑
Somewhat	46%	50%	47%	42%
	Availability of Seating			
Total Satisfied	84%	87%	83%↓	83%
Very	40%	42%	42%	40%
Somewhat	44%	45%	41%	43%
	Overcrowding			
Total Satisfied	67%	68%	64%	64%
Very	24%	23%	25%	23%
Somewhat	43%	45%	39%↓	41%
	Ease of Getting On and Off the Bus Due to Paying Fares when Boarding and Exiting in the Rear			
Total Satisfied			n.a	81%
Very				46%
Somewhat				35%
	Ease of Getting On and Off the Bus Due to Crowding			
Total Satisfied			n.a	77%
Very				35%
Somewhat				42%

Figure 63: Satisfaction with Level of Service

Customer satisfaction remains below the overall average for the level of service provided. However, there are some significant improvements:

- Rider satisfaction is at its highest levels ever for frequency of service, on-time performance, and travel time by bus.

While East King County riders are generally satisfied with the number of stops the bus makes, those living in Seattle / North King County and, to a lesser extent South King County are less satisfied.

- Across the county, those riders who are dissatisfied with the number of stops the bus makes agree that it makes too many.

	Seattle / N. King	South King	East King
	Number of Stops		
Total Satisfied	82%	87%	91%
Very	41%	46%	**52%**
Somewhat	42%	41%	30%
Dissatisfied	**14%**	10%	7%
	If Dissatisfied, Are the Number of Stops		
Too Many	72%	69%	69%
Too Few	12%	8%	8%

Availability of service where customers want to go is a significantly greater problem for those living in South and East King County. One out of five riders in these areas are dissatisfied.

	Seattle / N. King	South King	East King
	Where Routes Go		
Total Satisfied	**84%**	79%	78%
Very	46%	49%	44%
Somewhat	38%	30%	34%
Neutral / Dissatisfied	15%	**21%**	**22%**

	2009	2010	2011	2012
	Number of Stops			
Total Satisfied	84%	86%	83%	85%
Very	40%↓	46%↑	45%	44%
Somewhat	**44%**	40%	38%	41%
	Where Routes Go			
Total Satisfied	82%	83%	80%	82%
Very	44%	44%	41%	46%
Somewhat	38%	39%	39%	36%
	Frequency of Service			
Total Satisfied	79%	79%	77%	80%↑
Very	37%	40%	36%	41%↑
Somewhat	42%	39%	41%	39%
	On-Time Performance			
Total Satisfied	78%	80%	75%↓	81%↑
Very	39%	37%	33%↓	42%↑
Somewhat	39%	43%	42%	39%
	Travel Time			
Total Satisfied	76%	77%	74%	80%↑
Very	33%	33%	32%	41%↑
Somewhat	43%	44%	42%	39%

Question M7A-E: *How satisfied are you with …?*
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218)*

While total satisfaction with frequency of service is the same across the county, those living in East King County are the most likely to suggest they are very satisfied.

Among those who are dissatisfied, satisfaction frequency of service during non–rush hour time periods is significantly lower than frequency of service during rush hour.

- Riders living in Seattle / North King County are the least satisfied with frequency of service during rush hour periods.

- There are no differences in satisfaction with frequency of service during non–rush hour times across the county.

	Seattle / N. King	South King	East King
	Frequency of Service		
Total Satisfied	81%	79%	82%
Very Satisfied	39%	43%	**49%**
Somewhat Satisfied	42%	36%	34%
Neutral / Dissatisfied	19%	21%	18%
	If Dissatisfied with Frequency of Service		
	Frequency of Service—Rush Hour		
Total Satisfied	40%	56%	56%
Very Satisfied	7%	**26%**	8%
Somewhat Satisfied	33%	30%	48%
Neutral / Dissatisfied	**60%**	44%	44%
	Frequency of Service—Non-Rush		
Total Satisfied	29%	39%	33%
Very Satisfied	5%	14%	8%
Somewhat Satisfied	24%	25%	25%
Neutral / Dissatisfied	71%	61%	63%

Riders living in Seattle / N. King County continue to be the least satisfied with on-time performance and travel time by bus.

- Satisfaction with on-time performance improved significantly in both South and East King County between 2011 and 2012. While satisfaction with on-time performance also improved in Seattle / North King County, the improvement was not as great.

- Satisfaction with travel time by bus increased in all areas.

	Seattle / N. King	South King	East King
	On-Time Performance		
Total Satisfied	77%	85%	**89%**
Very Satisfied	37%	47%	**52%**
Somewhat Satisfied	40**%**	38%	37%
Neutral / Dissatisfied	**23%**	14%	11%
	Travel Time by Bus		
Total Satisfied	76%	81%	**88%**
Very Satisfied	38%	39%	**52%**
Somewhat Satisfied	38%	42%	36%
Neutral / Dissatisfied	**24%**	19%	12%

Question M7A-E: How satisfied are you with …?
Base: All Regular and Infrequent Riders (n_{2012} = 1,218)

Figure 64: Satisfaction with Transferring

Riders continue to be less satisfied with wait time when transferring than number of transfers.

- Moreover, while satisfaction with number of transfers has remained the same over the years, satisfaction with wait time when transferring has decreased significantly. This is due primarily to a decrease in the percent somewhat satisfied with wait time when transferring and a significant increase in those neutral or dissatisfied—from 23% in 2009 to 30% in 2012.
- The increase in neutral / dissatisfied ratings with wait time when transferring is due primarily riders in South King County.

Reflecting the higher transfer rate among those living in South King County, riders in this area are the most likely to say they are dissatisfied.

East King County riders are the least likely to transfer, and those who do are the most likely to say they are very satisfied with the number of transfers they need to make.

	Seattle / N. King	South King	East King
	% Who Transfer		
	48%	**62%**	42%
	Number of Transfers*		
Total Satisfied	81%	76%	86%
Very Satisfied	38%	43%	**50%**
Somewhat Satisfied	**43%**	33%	36%
Neutral / Dissatisfied	19%	**24%**	14%

	2009	2010	2011	2012
	Number of Transfers*			
Total Satisfied	78%	78%	81%	80%
Very	39%	36%	39%	41%
Somewhat	39%	42%	42%	39%
	Wait Time When Tranferring*			
Total Satisfied	77%	75%↓	73%↓	70%↓
Very	27%	24%	24%	27%
Somewhat	50%	51%	49%	43%↓
Neutral / Dissatisfied	23%	25%↑	27%↑	30%↑
	% Neutral / Dissatisfied with Wait Time When Transferring			
Seattle / North King	25%	27%	28%	29%
South King	25%	21%	29%↑	32%↑
East King	25%	26%	23%	26%

Figure 65: Key Differences in Satisfaction between Rider Segments

Frequent Regular Riders, Moderate Regular Riders, and Infrequent Riders are clearly differentiated from each other in terms of their satisfaction with nine key elements of service.

Moderate Regular Riders are significantly more satisfied than Frequent Regular Riders with:

- Wait time when transferring

Moderate Regular Riders and Infrequent Riders are significantly more satisfied than Frequent Regular Riders with:

- Safe vehicle operation
- Driver courtesy
- Frequency of service
- On-time performance

Moderate Regular Riders are significantly more satisfied than Frequent Regular Riders and Infrequent Riders with:

- Consistent announcements of stops

Moderate and Frequent Regular Riders are more satisfied than Infrequent Riders with:

- The availability of service to where they need to travel

Moderate Regular Riders are significantly more satisfied than Infrequent Riders with:

- Number of stops the bus makes
- On-time performance

Infrequent Riders are significantly more satisfied than Frequent Regular Riders and, to a lesser extent, Moderate Regular Riders with:

- Overcrowding

Mean* Satisfaction

Element	Moderate Regular Riders	Infrequent Riders	Frequent Regular Riders
Safe vehicle operation	4.83	4.71	4.50
Stops announced consistently	4.63	4.41	4.27
Driver courtesy	4.62	4.67	4.32
On-time performance	4.02	3.19	3.79
Number of stops	4.24	4.04	4.15
Where routes go	4.13	3.91	4.10
Frequency of service	4.05	4.07	3.94
Wait time when transferring **	3.79	3.62	3.52
Overcrowding on bus / streetcars	3.45	3.70	3.21
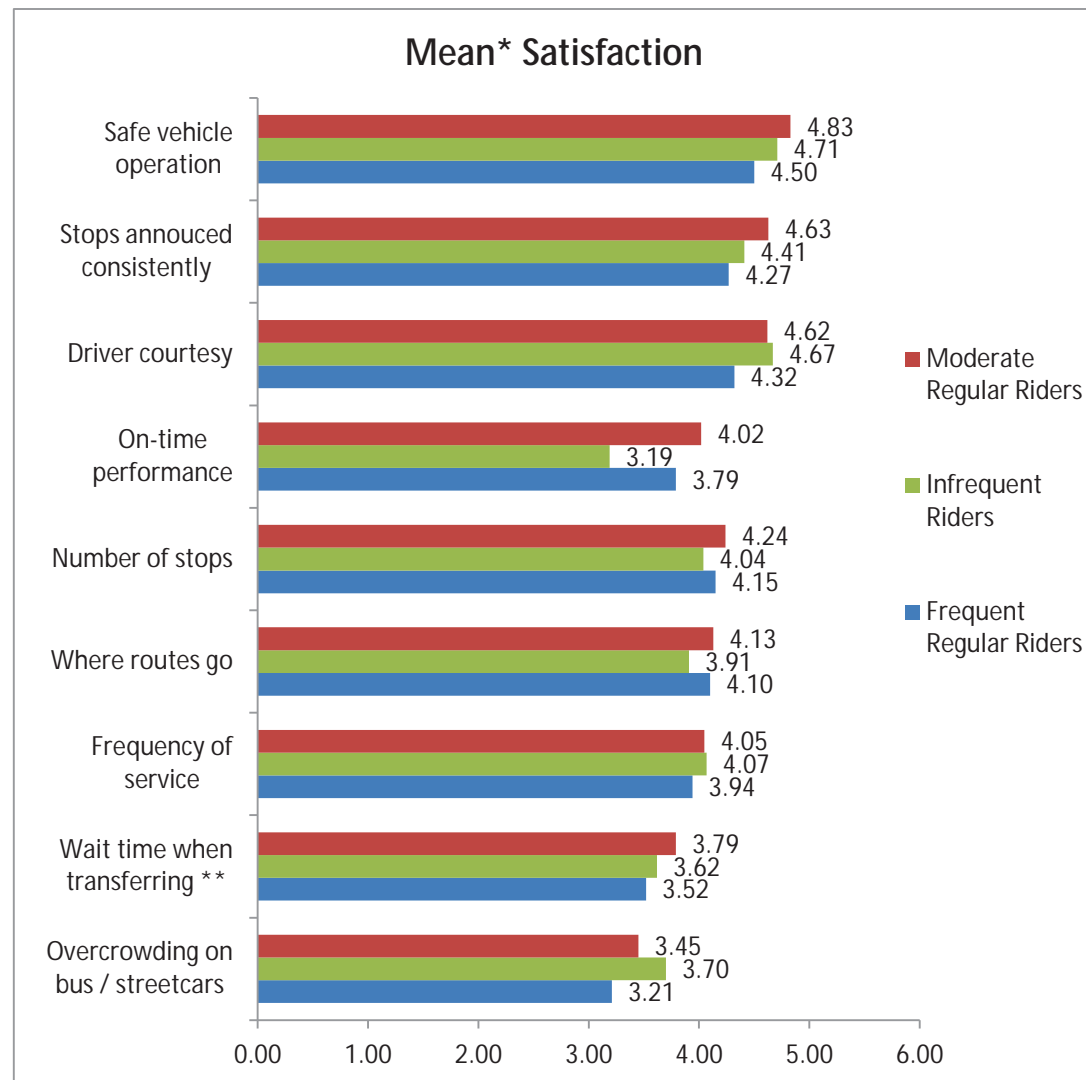
Question M7A-O,M9,M11,F5A-G,PR3A-C,PS2A-E,IN3A-G: How satisfied are you with …?
Mean based on 5 = Very Satisfied and 1 = Very Dissatisfied
Base: *All Regular and Infrequent Riders (n2012 = 1,218); **Asked only of Regular and Infrequent Riders who transfer (n = 614)*

Customer Perceptions of Metro's Safety Efforts

Additional questions were added in 2012 to provide greater insight into riders' perceptions of safety and factors that affect these perceptions. Moreover, only customers with direct experience with safety concerns were asked follow-up questions on these perceptions. For example, only those riding after dark were asked about their perceptions of safety when it is dark.

	What We Found	Key Stats	What It Means
Riding When Dark and Use of Transit Tunnel	The majority (83%) of Metro riders ride the bus or streetcar when it is dark; one out of three (32%) report riding frequently when it is dark. Three out of four (74%) Metro riders take trips that require them to get on a bus or Link in the downtown transit tunnel; 22% do so frequently.	<table><tr><td></td><td>**% of Riders**</td></tr><tr><td>Ride When It is Dark</td><td>83%</td></tr><tr><td>Get On / Off Bus or Link in Transit Tunnel</td><td>74%</td></tr></table>	Given the high use, safety at all times is a concern.
Satisfaction with Safety in Transit Tunnel	While riders using the transit tunnel are generally satisfied, those who use it rarely are more likely to be just somewhat satisfied (47%) than very satisfied (42%). Among those who frequently use the tunnel, the reverse is true: 61% very satisfied and 34% somewhat satisfied.	<table><tr><td></td><td>**% Satisfied with Safety in Transit Tunnel**</td></tr><tr><td>Frequently in Transit Tunnel</td><td>95%</td></tr><tr><td>Sometimes in Transit Tunnel</td><td>94%</td></tr><tr><td>Rarely in Transit Tunnel</td><td>89%</td></tr></table>	Satisfaction with safety is clearly related to familiarity, suggesting that infrequent users' perceptions of the tunnel may be influenced by word-of-mouth or media coverage rather than direct experience.
Satisfaction with Safety when Riding After Dark	Those who ride after dark are somewhat more satisfied with safety while riding than while waiting at the stops. As with safety in the transit tunnel, those who ride after dark less often are less satisfied.	<table><tr><td></td><td colspan="2">*% Satisfied*</td></tr><tr><td></td><td>*Waiting*</td><td>*Riding*</td></tr><tr><td>Frequently Ride after Dark</td><td>80%</td><td>85%</td></tr><tr><td>Sometimes Ride after Dark</td><td>83%</td><td>90%</td></tr><tr><td>Rarely Ride after Dark</td><td>73%</td><td>77%</td></tr></table>	While Metro does a good job of ensuring safety of its riders after dark, given the importance of safety, Metro should continue to focus its efforts in this area.

	What We Found	Key Stats	What It Means
Impact of Safety Concerns on Ridership	Fewer than one out of four (23%) riders suggest that they avoid riding the bus or streetcar due to concerns about personal safety. Concerns about the behavior of others are more likely to influence riders living in Seattle / North King and South King County than those living in East King. On the other hand safety when it is dark is of greater concern to those living in East King County.		In Seattle / North King County and South County the focus should be on the behavior of others on the bus. In East King County, the focus should be on nighttime safety.
Metro's Position on Safety	Consistent with the improvements in customers' satisfaction ratings for safety, nearly two out of five riders suggest that they feel safer riding Metro than they did a year ago. Moreover, the majority of customers agree that Metro has been proactive in improving safety and security and that the agency provides a safe and secure transportation environment.		Given the importance of safety, Metro should continue to focus its efforts in this area

Key Stats (Impact of Safety Concerns on Ridership):

	% Avoid Riding Due to Safety Concerns
All Riders	23%
Seattle / North King	25%
South King	24%
East King	14%

Key Stats (Metro's Position on Safety):

	% Agree
Provides safe & secure environment	91%
Has been proactive in improving safety & security	73%
Customers feel safer than riding a year ago	37%

Figure 66: Use of Transit Tunnel and Riding When It Is Dark

The majority of Metro riders ride the bus or streetcar when it is dark. However, those living in South King County are more likely to say they rarely or never ride when it is dark.

Those living in Seattle / North King County are the most likely to get on or off the bus in the downtown transit tunnel—48% frequently or sometimes.

Infrequent Riders are the least likely to ride when it is dark.

Frequent Regular and, to a lesser extent, Moderate Regular Riders are more likely than Infrequent Riders to use the downtown transit tunnel.

	2012 Overall	Seattle / N. King	South King	East King
Get on a Bus or Link in the Downtown Transit Tunnel*				
Frequently	22%	23%	21%	16%
Sometimes	23%	24%	19%	20%
Rarely	30%	29%	31%	30%
Never	26%	23%	29%	34%
Ride the Bus or Streetcar When It Is Dark**				
Frequently	32%	34%	30%	30%
Sometimes	26%	28%	21%	28%
Rarely	24%	22%	30%	24%
Never	17%	16%	20%	18%

	2012 Overall	Frequent Regular Riders	Moderate Regular Riders	Infrequent Riders
Get on a Bus or Link in the Downtown Transit Tunnel*				
Frequently	22%	**30%**	20%	12%
Sometimes	23%	23%	25%	20%
Rarely	30%	25%	30%	34%
Never	26%	21%	25%	**33%**
Ride the Bus or Streetcar When It Is Dark**				
Frequently	32%	**55%**	25%	10%
Sometimes	26%	21%	36%	28%
Rarely	24%	15%	23%	**36%**
Never	17%	10%	16%	**26%**

Question PS2A-E: *How satisfied are you with …?*
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218); * Asked of All Riders who use downtown transit tunnel (n=873) ;** Asked of Riders who ride when it is dark (n=1.011)*

Figure 67: Perceptions of Safety Based on Use of Transit Tunnel and Riding after Dark

In general riders are satisfied with safety in the transit tunnel. Those who only rarely use the tunnel are less satisfied than frequent users.

	Satisfaction with Personal Safety in Transit Tunnel			
	2012 Overall	Frequency of Using Tunnel		
		Frequently	Sometimes	Rarely
Total Satisfied	92%	95%	94%	89%
Very	50%	**61%**	49%	42%
Somewhat	42%	34%	45%	47%

Those who rarely ride the bus when it is dark are less likely to be satisfied with safety.

	Satisfaction with Personal Safety Riding the Bus When It Is Dark			
	2012 Overall	Frequency of Riding When It Is Dark		
		Frequently	Sometimes	Rarely
Total Satisfied	84%	85%	90%	77%
Very	34%	39%	33%	28%
Somewhat	50%	46%	57%	49%

	Satisfaction with Personal Safety Waiting for Bus When It Is Dark			
	2012 Overall	Frequency of Riding When It Is Dark		
		Frequently	Sometimes	Rarely
Total Satisfied	79%	80%	83%	73%
Very	29%	33%	31%	22%
Somewhat	50%	47%	52%	51%

Question PS2A-E: *How satisfied are you with …?*
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218); * Asked of All Riders who use downtown transit tunnel (n=873) ;** Asked of Riders who ride when it is dark (n=1.011)*

Figure 68: Effect of Concerns about Safety on Ridership

Fewer than one out of four (23%) riders suggest that they avoid riding the bus or streetcar due to concerns about personal safety.

While there are no differences by rider status, those living in Seattle / North King and South King are more likely than those in East King County to suggest they avoid riding due to concerns about personal safety.

% Avoid Riding Because of Safety Concerns
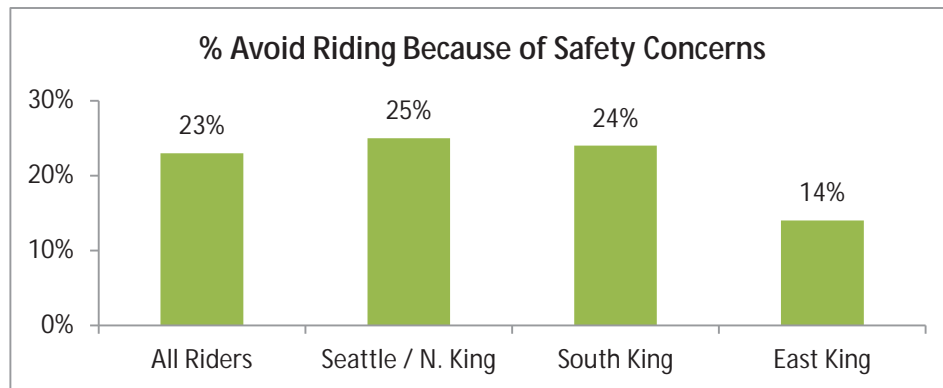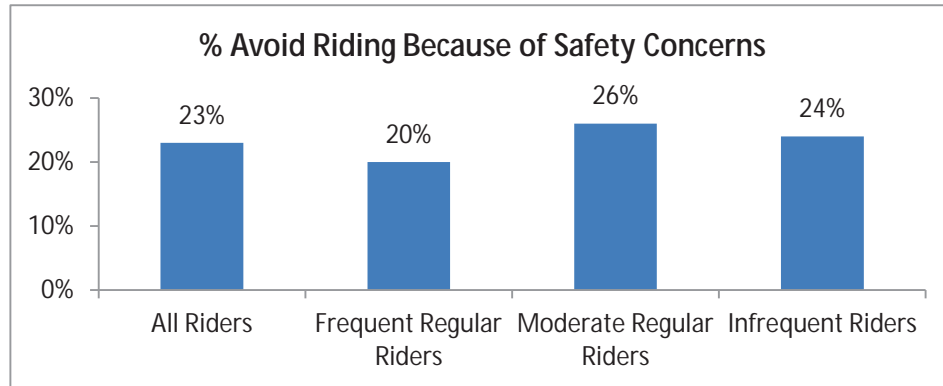
Riders saying they avoid riding because of concerns about safety are mostly concerned about the behavior of others, although they also are concerned about safety from crime.

- Riders are concerned about the behavior of others are both on (36%) and off (37%) the bus.
  - o Riders' primary concerns about the behavior of others are the behavior of people who appear to be under the influence of alcohol or drugs (33%) and secondarily loud yelling or screaming (22%).
- Concerns about safety from crime is greater while waiting (39%) than riding (22%).

	All Riders	Seattle / N. King	South King	East King
Concerns about behavior of others	53%	**55%**	**54%**	38%
Concerns about safety from crime	48%	48%	46%	50%
Concerns when it is dark	38%	37%	37%	**47%**

% Avoid Riding Because of Safety Concerns

Question PS3A: Do you ever avoid riding the bus or streetcar due to concerns about your personal safety?
Question PS3B: What are your concerns?
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218); Riders who avoid riding due to concerns for personal safety (n=254)*

Figure 69: Perceptions of Metro's Safety Efforts

Riders generally agree that Metro provides a safe and secure transportation environment. Consistent with higher satisfaction ratings regarding safety, those living in East King County are more likely to strongly agree with this statement.

Nearly three out of five riders feel that Metro has been very proactive about improving safety and security.

- Those living in South King County are somewhat more likely to agree with this statement—one-third strongly agree.

Consistent with the improved satisfaction ratings for safety, more than one out of three riders says they feel significantly safer riding Metro now than they did a year ago.

- Again, this is notable among riders living in South King County—half of whom report feeling safer.

Perceptions of Metro's Safety Efforts by Area			
	Seattle / N. King	South King	East King
Metro Provides Safety & Secure Transportation Environment			
Total Agree	90%	89%	93%
Strongly	40%	39%	**49%**
Somewhat	**50%**	**50%**	44%
Neutral	2%	3%	2%
Disagree	7%	8%	5%
Metro Has Been Proactive in Improving Safety & Security			
Total Agree	72%	78%	74%
Strongly	24%	**35%**	30%
Somewhat	48%	43%	44%
Neutral	13%	13%	15%
Disagree	15%	10%	11%
I Feel Safer Riding Metro Now than a Year Ago			
Total Agree	33%	**50%**	34%
Strongly	12%	**21%**	13%
Somewhat	21%	29%	21%
Neutral	28%	22%	33%
Disagree	39%	28%	33%
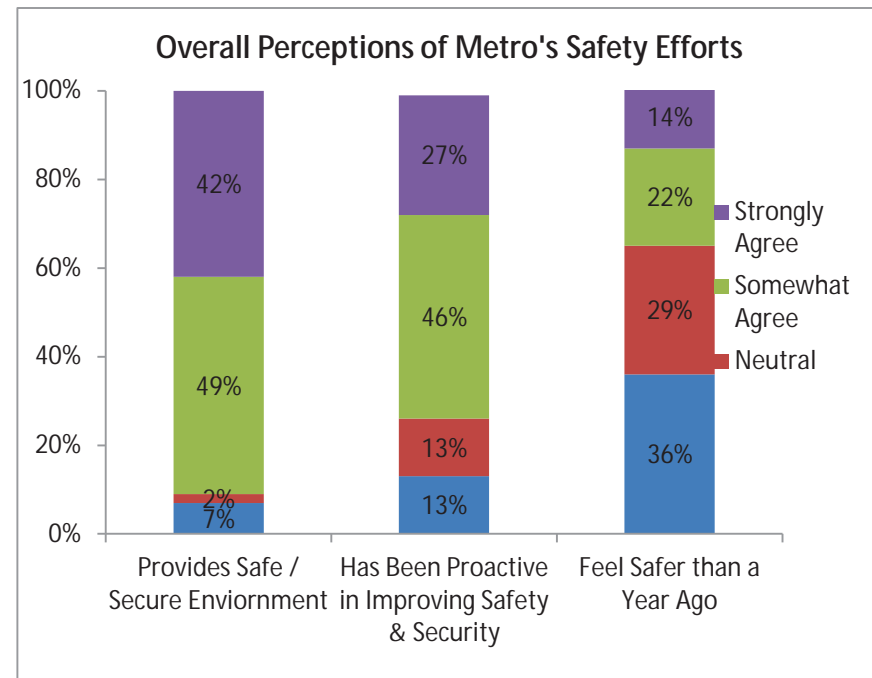
When asked what Metro could do to make them feel safer, riders most often suggested more lighting and increased security.

What Could Metro Do to Make Riders Feel Safer				
	All Riders	Seattle / N. King	South King	East King
Lighting	21%	21%	19%	**28%**
Security	20%	19%	**27%**	16%

Question PS5: *Please tell me if you agree or disagree with each of the following statements. Would that be very or somewhat [agree / disagree]?*
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218)*

Question PS6: *What could Metro do to make you feel safer when riding or waiting for the bus?*
Base: *Does not strongly agree that Metro provides a safe and secure transportation environment (n=696)*

Figure 70: Awareness / Perceptions of Security Cameras on Buses

Two out of three riders are aware that security cameras are installed on some buses.

- Awareness is significantly higher among Frequent Regular Riders and among riders living in South King County.

Opinions are decided mixed as to whether cameras make riders feel safer—45% say they do while 54% say they make no difference.

- Riders who give lower satisfaction ratings for safety are more likely than those who give higher ratings to suggest that cameras make no difference.

	2012 Overall	Seattle / N. King	South King	East King
	Aware of Security Cameras on Metro's Buses			
Yes	68%	68%	**74%**	60%
No	32%	32%	26%	**40%**

	2012 Overall	Frequent Regular Riders	Moderate Regular Riders	Infrequent Riders
	Aware of Security Cameras on Metro's Buses			
Yes	68%	**77%**	66%	58%
No	32%	23%	**34%**	**42%**

Do Cameras on Business Make You Feel Safer	Satisfaction with Safety While Riding		
	Very Satisfied	Somewhat Satisfied	Neutral / Dissatisfied
Much Safer	14%	9%	9%
Somewhat Safer	33%	36%	28%
Makes No Real Difference	52%	53%	**63%**
Less Safe	1%	1%	0%

	2012 Overall	Seattle / N. King	South King	East King
	Do Security Cameras on the Buses Make You Feel Safer			
Much Safer	11%	9%	14%	15%
Somewhat Safer	34%	35%	32%	35%
Makes No Real Difference	54%	55%	53%	50%
Less Safe	1%	1%	0%	0%

Question PS4A: Are you aware that security cameras are installed on many of Metro's buses?
Base: All Regular and Infrequent Riders (n$_{2012}$ = 1,218)

Question PS4B: Do security cameras on the buses make you feel. . .
Base: Aware of security cameras on Metro buses (n = 837)

Key Drivers

What We Found / What It Means	Key Stats	
Key Drivers Analysis	Key Drivers Analysis uses advanced analytics to understand the relationship between customer satisfaction service and overall customer satisfaction. The first level of analysis looks at which of the major dimensions of service have the greatest influence on customer satisfaction. • Level of service continues to be the most important driver of overall customer satisfaction. The second level of analysis looks at which individual elements of service have the greatest influence on customer satisfaction. • Within the overall dimensions individual service elements are identified as key drivers and are listed to the right. Metro should target improvements on those service characteristics identified as key drivers and where satisfaction is lower than average (in red): • Wait time when transferring and, to a lesser extent, number of transfers • Safety after dark • Where routes go (including more service to major destinations) • Frequency of service • Travel time by bus • On-time performance Targeted resources should be allocated to those service characteristics that are key drivers with average performance (in orange): • Availability of parking at park-and-ride lots • Accuracy of printed timetables • Notifications regarding service changes • Website postings regarding delays or problems Metro should maintain service levels for those service characteristics that are key drivers with above-average performance (in green): • Ability to get information • Value of service for fare paid • Ease of paying fares • Continued enhancements to the ORCA Card • Safe vehicle operation • Driver courtesy • Stop announcements	**Key Drivers**	**% Very Satisfied**
	Wait time when transferring	27%
	Safety waiting after dark	29%
	Safety riding after dark	34%
	Where routes go	36%
	Website posting of delays / problems	38%
	Frequency of service	39%
	Travel time	39%
	On-time performance	39%
	Number of transfers	41%
	Parking availability of park-and-ride lots	42%
	Accuracy of printed timetables	46%
	Notification of service changes	46%
	Inside cleanliness	47%
	Ability to get printed timetables	49%
	Value of service for fare paid	56%
	Personal safety at park-and-ride lots	58%
	Stop announcements	59%
	Ability to get information	59%
	Daytime safety while waiting	63%
	Daytime safety while riding	63%
	Driver courtesy	68%
	Safe vehicle operation	73%
	Ease of paying fares	76%
	ORCA Card	82%

Key Drivers Analysis is an analytical methodology to identify which aspects of service have the greatest impact on overall customer satisfaction. The analysis first identifies which of the eight major dimensions of service contribute to customer satisfaction. We then identify which specific elements of service within each dimension contribute to customer satisfaction. Finally, we look at Metro performance on each element of service. Those service characteristics that are identified as key drivers (denoted in discussion by a 🔑) that receive below-average satisfaction ratings should be reviewed and additional resources devoted to improvements where practical.

Figure 71: Key Drivers Analysis

Level of Service

This major dimension is by far the single greatest driver of customer satisfaction.

Moreover, all service elements within this dimension, except for the number of stops, are individually key drivers. Where routes go is the most important key driver.

Customer satisfaction with level of service is somewhat lower than average for all five elements of service.

Service Element	Key Driver	Performance	
Where routes go	🔑	Total Satisfied	82%
		Very Satisfied	46%
		Somewhat Satisfied	36%
Frequency of service	🔑	Total Satisfied	80%
		Very Satisfied	41%
		Somewhat Satisfied	39%
Travel time	🔑	Total Satisfied	80%
		Very Satisfied	41%
		Somewhat Satisfied	39%
On-time performance	🔑	Total Satisfied	81%
		Very Satisfied	42%
		Somewhat Satisfied	39%
Number of stops		Total Satisfied	85%
		Very Satisfied	44%
		Somewhat Satisfied	41%

🔑 Denotes key driver
Red highlight indicates key driver where % very satisfied is below 40%
Orange indicates key driver where % very satisfied is below 50% but greater than 40%
Yellow highlight indicates non-key driver where % very satisfied is below 50%
Green highlight indicates key driver where % very satisfied is 50% or greater
Grey highlight indicates non-key driver where % very satisfied is 50% or greater

Customer Information

Customer information is the second most important driver of overall customer satisfaction.

The overall ability to get information is the most important element of service in this dimension, followed closely by the accuracy of printed timetables and notification of service changes. These latter two service elements are new in 2012.

In general Metro does well for customer information. Focus should be on improvements to the accuracy of printed timetables, providing notification of service changes, and posting timely information about delays and problems on Metro's website.

Service Element	Key Driver	Performance	
Ability to get information	🔑	Total Satisfied	92%
		Very Satisfied	59%
		Somewhat Satisfied	33%
Accuracy of printed timetables	🔑	Total Satisfied	85%
		Very Satisfied	46%
		Somewhat Satisfied	39%
Notification of service changes	🔑	Total Satisfied	85%
		Very Satisfied	46%
		Somewhat Satisfied	39%
Ability to get printed timetables	🔑	Total Satisfied	88%
		Very Satisfied	49%
		Somewhat Satisfied	39%
Website posting of delays / problems	🔑	Total Satisfied	84%
		Very Satisfied	38%
		Somewhat Satisfied	45%
Alerts via e-mail / text		Total Satisfied	88%
		Very Satisfied	43%
		Somewhat Satisfied	45%
Availability of service information online		Total Satisfied	93%
		Very Satisfied	62%
		Somewhat Satisfied	31%

🔑 Denotes key driver
Red highlight indicates key driver where % very satisfied is below 40%
Orange indicates key driver where % very satisfied is below 50% but greater than 40%
Yellow highlight indicates non-key driver where % very satisfied is below 50%
Green highlight indicates key driver where % very satisfied is 50% or greater
Grey highlight indicates non-key driver where % very satisfied is 50% or greater

Fares and Fare Payment

Fares and fare payment is the third most important driver of overall customer satisfaction. By far the most important service element within this dimension is the perception of the value of service for the fare paid. This is a new variable added in 2012.

Customer satisfaction is above average on all key service elements.

Service Element	Key Driver	Performance	
Value of service for fare paid	key	Total Satisfied	89%
		Very Satisfied	56%
		Somewhat Satisfied	33%
Ease of paying fares	key	Total Satisfied	96%
		Very Satisfied	76%
		Somewhat Satisfied	20%
ORCA Cards overall	key	Total Satisfied	97%
		Very Satisfied	82%
		Somewhat Satisfied	15%
Ticket machine availability		Total Satisfied	78%
		Very Satisfied	41%
		Somewhat Satisfied	37%
Ease of loading pass on ORCA		Total Satisfied	90%
		Very Satisfied	69%
		Somewhat Satisfied	21%
Ease of using ticket machines		Total Satisfied	92%
		Very Satisfied	56%
		Somewhat Satisfied	36%
Ease of adding value to e-purse		Total Satisfied	92%
		Very Satisfied	65%
		Somewhat Satisfied	27%

Transferring

While both are key drivers, wait time when transferring is more than twice as important as the number of transfers. Moreover, customers are significantly less satisfied with wait times than with the number of transfers required, and satisfaction levels with this service element decreased in 2012.

Service Element	Key Driver	Performance	
Wait time when transferring	key	Total Satisfied	70%
		Very Satisfied	27%
		Somewhat Satisfied	43%
Number of transfers	key	Total Satisfied	80%
		Very Satisfied	41%
		Somewhat Satisfied	39%

key Denotes key driver
Red highlight indicates key driver where % very satisfied is below 40%
Orange indicates key driver where % very satisfied is below 50% but greater than 40%
Yellow highlight indicates non-key driver where % very satisfied is below 50%
Green highlight indicates key driver where % very satisfied is 50% or greater
Grey highlight indicates non-key driver where % very satisfied is 50% or greater

Metro Drivers

Metro drivers are the fourth most important driver of overall customer satisfaction. Safe bus operation and driver courtesy are by far the most important service elements within this dimension and Metro drivers perform well on both.

While no longer strictly a function of driver action, consistent announcement of stops is also a key driver of overall customer satisfaction.

Service Element	Key Driver	Performance	
Operates bus safely	key	Total Satisfied	96%
		Very Satisfied	73%
		Somewhat Satisfied	23%
Courtesy	key	Total Satisfied	93%
		Very Satisfied	68%
		Somewhat Satisfied	25%
Stop announcements	key	Total Satisfied	91%
		Very Satisfied	59%
		Somewhat Satisfied	32%
Helpfulness with route / stop info		Total Satisfied	93%
		Very Satisfied	66%
		Somewhat Satisfied	27%
Effectively handle problems		Total Satisfied	88%
		Very Satisfied	60%
		Somewhat Satisfied	28%

Park-and-Ride Lots

The park-and-ride lot dimension contributes less to overall customer satisfaction than in the past. Within the dimension, two service elements are important elements of overall customer satisfaction.

Personal safety is the most important, and Metro delivers above-average service on this element. Parking availability is also important, and Metro underperforms in this area. Metro should focus improvements in this area.

Service Element	Key Driver	Performance	
Personal safety	key	Total Satisfied	92%
		Very Satisfied	58%
		Somewhat Satisfied	34%
Parking availability	key	Total Satisfied	72%
		Very Satisfied	42%
		Somewhat Satisfied	30%
Vehicle security		Total Satisfied	87%
		Very Satisfied	44%
		Somewhat Satisfied	43%

Denotes key driver
Red highlight indicates key driver where % very satisfied is below 40%
Orange indicates key driver where % very satisfied is below 50% but greater than 40%
Yellow highlight indicates non-key driver where % very satisfied is below 50%
Green highlight indicates key driver where % very satisfied is 50% or greater
Grey highlight indicates non-key driver where % very satisfied is 50% or greater

Comfort

Comfort is less important than in the past. Moreover, with the exception of inside cleanliness of the buses, no single factor or group of factors clearly drives customer satisfaction.

However, riders are less satisfied with all elements of service included in this dimension; thus, attention should continue to be paid to this area. Particular attention should be paid to improvements in inside cleanliness and cleanliness of bus shelters.

Service Element	Key Driver	Performance	
Inside cleanliness	🔑	Total Satisfied	89%
		Very Satisfied	47%
		Somewhat Satisfied	42%
Availability of seating		Total Satisfied	83%
		Very Satisfied	40%
		Somewhat Satisfied	43%
Cleanliness of shelters		Total Satisfied	84%
		Very Satisfied	42%
		Somewhat Satisfied	42%
Ease of getting on and off—one door		Total Satisfied	81%
		Very Satisfied	45%
		Somewhat Satisfied	35%
Ease of getting on and off—crowding		Total Satisfied	77%
		Very Satisfied	35%
		Somewhat Satisfied	42%
Overcrowding		Total Satisfied	64%
		Very Satisfied	23%
		Somewhat Satisfied	41%

Safety

While safety as a whole does not come up as a key driver of overall customer satisfaction, all individual service elements within this dimension, with the exception of safety in the transit tunnel, are drivers.

Safety while waiting is more important than safety while riding, and as would be expected, safety while waiting after dark is more important than during the day. Metro needs to continue to focus on safety while waiting after dark where satisfaction ratings are relatively low.

Daytime safety on the bus is more important than after dark. This may be due to the fact that many riders may simply avoid riding after dark.

Service Element	Key Driver	Performance	
Safety while waiting after dark	🔑	Total Satisfied	79%
		Very Satisfied	29%
		Somewhat Satisfied	50%
Daytime safety while waiting	🔑	Total Satisfied	94%
		Very Satisfied	63%
		Somewhat Satisfied	31%
Daytime safety on bus	🔑	**Total Satisfied**	**92%**
		Very Satisfied	54%
		Somewhat Satisfied	38%
Safety on bus after dark	🔑	Total Satisfied	84%
		Very Satisfied	34%
		Somewhat Satisfied	50%
Safety in the transit tunnel		Total Satisfied	92%
		Very Satisfied	50%
		Somewhat Satisfied	42%

🔑 Denotes key driver
Red highlight indicates key driver where % very satisfied is below 40%
Orange indicates key driver where % very satisfied is below 50% but greater than 40%
Yellow highlight indicates non-key driver where % very satisfied is below 50%
Green highlight indicates key driver where % very satisfied is 50% or greater
Grey highlight indicates non-key driver where % very satisfied is 50% or greater

Information Sources

Opportunities to communicate with customers have increased significantly over the past several years with creation of customer databases of those willing to be reached via text messages as well as the introduction of websites and mobile Apps. As a result, questions have increasingly focused on identifying customer awareness and use of the vast array of communications channels. In addition, questions were added in 2011 to assess the effectiveness of these channels.

	What We Found	**Key Stats**	**What It Means**
Sources Used	Metro customers continue to use traditional information sources—information at bus stops, printed timetables—as well as online sources to get information on riding. Three out of five Metro riders have a smartphone, and half use their phone to get information on Metro. OneBusAway is the most frequently used app to get information about Metro.	<table><tr><td></td><td>**% Use**</td></tr><tr><td>Posted information</td><td>86%</td></tr><tr><td>Metro Online</td><td>80%</td></tr><tr><td>Printed timetables</td><td>72%</td></tr><tr><td>Regional Trip Planner</td><td>65%</td></tr><tr><td>Smartphone</td><td>50%</td></tr><tr><td>Metro Alerts</td><td>29%</td></tr></table>	Metro customers look for information from a variety of sources and it is important for Metro to use different media to reach all riders with current information.
Satisfaction with Sources Used	Metro customers are generally satisfied with the information available.	<table><tr><td></td><td>**% Satisfied**</td></tr><tr><td>Metro Online</td><td>93%</td></tr><tr><td>Smartphone apps</td><td>88%</td></tr><tr><td>Printed timetables</td><td>88%</td></tr><tr><td>Metro alerts</td><td>87%</td></tr></table>	Metro's use of multiple sources to provide information translates to high customer satisfaction.

Figure 72: Use of Information Sources

Traditional information sources—information at bus stops, transit centers, and park-and-ride lots and in printed timetables—continue to be an important source of information for Metro customers.

Metro's website is also widely used.

- Social media (Metro's Facebook and Twitter pages) are not widely used as other information sources.

Three out of five Metro riders have a smartphone.

- Half of all Metro riders use a smartphone to get information about Metro. Among those who have a smartphone, nearly all (83%) use it to get information about Metro; 52% use it frequently.

Two out of three (68%) smartphone users are using their phone to get information about schedules and timetables. One out of three are using their phone to get arrival times for the next bus (33%) or route maps (31%).

OneBusAway is the most frequently used app to get information about Metro.

Information Source	Total % Use	% Use Frequently
Posted information	86%	34%
Metro Online	80%	38%
Printed timetables	72%	25%
Regional Trip Planner	65%	24%
Smartphone	50%	31%
Metro alerts via e-mail	19%	6%
Metro alerts via text messaging	10%	3%
Metro's Facebook	7%	1%
Metro's Twitter Page	6%	1%

Question IN1: How often do you use each of the following to get information regarding Metro? Would you say frequently, sometimes, rarely, or never?
Base: *All Regular and Infrequent Riders (n$_{2012}$ = 1,218)*

	% of Smartphone Users
OneBusAway	57%
Metro Online	36%
Google Transit	16%

Question IN4C: What websites or applications (APPS) do you use on your Smartphone to obtain information about Metro?
Base: *Riders who use their smartphone to obtain information about Metro (n = 588)*

Figure 73: Satisfaction with Different Information Sources

In general those using the different information sources are satisfied.

- Riders are most satisfied with Metro Online. After decreasing between 2010 and 2011, the percentage of those using Metro Online who are very satisfied rebounded in 2012.

While overall, the total percentage satisfied with printed timetables remains high, the percentage very satisfied has been decreasing.

Information Source	Total % Satisfied	% Very Satisfied
Metro Online	93%	62%
Smartphone	88%	58%
Printed timetables	88%	49%
Metro alerts	87%	43%

Question IN3A-G: How satisfied are you with …?
Base: All Regular and Infrequent Riders (n$_{2012}$ = 1,218)

	2009	2010	2011	2012
	% Very Satisfied			
Printed timetables	67%	55%⬇	54%	49%⬇
Metro Online		62%	44%⬇	62%⬆
Alerts			44%	43%

Appendix

Questionnaire

INTRODUCTION

INT1   Hello, this is _____ from ORC International calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for King County Metro. The study provides important information about riders and how they travel and helps Metro improve the region's transportation system.

This study is being conducted for research purposes only and everything you say will be kept strictly confidential. This call may be monitored or recorded for quality control purposes. .

[ASK IF CELL PHONE SAMPLE TYPE] First of all, are you currently in a place where it is safe for you to talk?
[IF NO] When is a more convenient time to call you back?

[ASKIF LANDLINE SAMPLE TYPE] For this survey I would like to speak with a member of this household who is 16 years of age and older **and** has ridden a King County Metro bus or the South Lake Union Street Car, **5 or more times** in the last 30 days. Would that be you or someone else in your household? **[ASK TO SPEAK TO REGULAR RIDER]**

[IF NO REGULAR RIDER, THEN SAY] Is there someone in your household that has ridden a King County Metro bus or the South Lake Union Street Car **at least once** in the last 30 days? **[ASK TO SPEAK TO INFREQUENT RIDER]**

[IF NO REGULAR OR INFREQUENT RIDER, THEN SAY] I have just a couple questions for you then?

     01   RIDER AVAILABLE/ SAFE TO TALK --CONTINUE
     02   RIDER NOT AVAILABLE / NOT SAFE TO TALK -- SCHEDULE CALL-BACK **OR OFFER ONLINE ALTERNATIVE**
     03   SPANISH SPEAKING HH
     04   OTHER LANGUAGE SPEAKING HH
     05   IMMEDIATE/SOFT REFUSAL **– SCHEDULE CALLBACK TO REFUSAL CONVERT OR OFFER ONLINE ALTERNATIVE**

SCREENER

S1   To confirm, are you 16 years of age or older?

     01   YES
     02   NO [THANK AND CONCLUDE [NQ-UNDER 16]]
     98   DON'T KNOW [THANK AND CONCLUDE [SCREENER REFUSAL]]
     99   REFUSED [THANK AND CONCLUDE [SCREENER REFUSAL]]

S2A   Are you a resident of King County?

    01   YES
    02   NO [THANK AND CONCLUDE [NQ-NON-RESIDENT]]
    98   DON'T KNOW [THANK AND CONCLUDE [SCREENER REFUSAL]]
    99   REFUSED [THANK AND CONCLUDE [SCREENER REFUSAL]]

  S2AA   Were you living in King County one year ago?

    1   YES
    2   NO
    9   DON'T KNOW / REFUSED

S2B   [ASK S2B IF SAMPLETYPE = LANDLINE] To verify, is your home zip code [RECALL ZIP CODE FROM SAMPLE]?

    01   YES
    02   NO
    98   DON'T KNOW [THANK AND CONCLUDE [SCREENER REFUSAL]]
    99   REFUSED [THANK AND CONCLUDE [SCREENER REFUSAL]]

S2C   [ASK S2C IF SAMPLETYPE = CELLPHONE OR S2B = 02] What is your correct zip code?

    _____ENTER CORRECT ZIP CODE
    99998 DON'T KNOW [THANK AND CONCLUDE [SCREENER REFUSAL]]
    99999 REFUSED [THANK AND CONCLUDE [SCREENER REFUSAL]]

CREATE VARIABLE = ZONE (DEFINED BY ZIP CODE)

Seattle / North King (1)	South King (2)	East King (3)
98101 98102 98103 98104 98105 98106 98107 98108 98109 98112 98115 98116	98001 98002 98003 98010 98022 98023 98025 98030 98031 98032 98035 98038	98004 98005 98006 98007 98008 98009 98011 98014 98015 98019 98024
98117 98118 98119 98121 98122 98124 98125 98126 98133 98134 98136 98144	98042 98045 98047 98051 98054 98055 98056 98057 98058 98059 98062 98063 98064	98027 98028 98029 98033 98034 98039 98040 98041 98050 98052 98053 98065
98145 98154 98155 98160 98164 98177 98181 98185 98191 98195 98199	98070 98071 98092 98093 98138 98146 98148 98158 98166 98168 98178 98188 98198 98354	98072 98074 98075 98077 98083 98224 98288

S3   Including yourself, how many live in your household who are 16 years of age or older?

     _____ ENTER NUMBER OF PERSONS IN HOUSEHOLD [IF S3 < 01 THANK AND CONCLUDE [SCREENER REFUSAL]]

     98   DON'T KNOW

     99   REFUSED [THANK AND CONCLUDE [SCREENER REFUSAL]]

S4B   [SKIP IF S3 EQ 01] [ASK S4B IF S3 > 1] Including yourself, how many people in your household, 16 years of age or older, have taken **at least five (5)** one-way rides on a **Metro bus** or the **South Lake Union Street Car** in the last 30 days?

     [AS NEEDED: A round trip counts as two rides. A trip where you had to transfer counts as one ride.]

     _____ ENTER NUMBER OF **REGULAR** RIDERS IN HOUSEHOLD

     98   DON'T KNOW

     99   REFUSED

S4A   [SKIP IF S3 EQ 01] [ASK S4A IF S4B < S3] Including yourself, how many people in your household, 16 years of age or older, have taken **between one (1) and four (4)** one-way rides on a **Metro Bus <u>or</u> the South Lake Union Street Car** in the last 30 days?

     [AS NEEDED: A round trip counts as two (2) one-way rides. A trip where you had to transfer counts as one (1) ride.]

     ___ ENTER NUMBER OF RIDERS IN HOUSEHOLD

     98   DON'T KNOW

     99   REFUSED

S4AA   [SKIP IF S3 EQ 01] [IF LANDLINE SAMPLE AND S3 > 1 AND S4B > 1 (MULTIPLE REGULAR RIDERS)] [SKIP IF IF S3 > 1 AND S4A = 1 AND S4B <= 1] To obtain a representative sample of all riders in the area, I need to speak to the male rider in your household who is 16 years of age and older who has taken **at least 5** one-way rides on a **Metro Bus** or the **South Lake Union Street Car** in the last 30 days. Would that be you?

     [INTERVIEWING NOTE: IF MALE UNAVAILABLE, SCHEDULE CALL-BACK; IF NO MALE IN THE HOUSEHOLD, ASK FOR YOUNGEST FEMALE]

        01   CONTINUE WITH CURRENT RESPONDENT

        02   NEW RESPONDENT AVAILABLE [SKIP TO SCR3D]

        03   NEW RESPONDENT NOT AVAILABLE [SCHEDULE CALLBACK]

S4BB [SKIP IF S3 EQ 01] [IF LANDLINE SAMPLE AND S4A > 1 AND S4B = 0 (MULTIPLE INFREQUENT RIDERS)] [SKIP IF IF S3 > 1 AND S4A = 1 AND S4B <= 1] To obtain a representative sample of all people in the area, I need to speak to the male in your household who is 16 years of age and older who has taken at least 1, one-way ride on a **Metro Bus or the South Lake Union Street Car** in the last 30 days. Would that be you?

[INTERVIEWING NOTE: IF MALE UNAVAILABLE, SCHEDULE CALL-BACK; IF NO MALE IN THE HOUSEHOLD, ASK FOR YOUNGEST FEMALE]

01 CONTINUE WITH CURRENT RESPONDENT
02 NEW RESPONDENT AVAILABLE [SKIP TO SCR3D]
03 NEW RESPONDENT NOT AVAILABLE [SCHEDULE CALLBACK]

S3D [SKIP IF S3 EQ 01] [SKIP IF S3 > 1 AND S4A = 1 AND S4B <= 1] Hello, this is_____ from ORC International calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.)

S5A [IF S3 = 1 OR (S4A > 0 AND S4A < 98 OR S4B > 0 AND S4B < 98))] Thinking about the last 30 days, how many **one-way rides** have **you** taken on a **Metro bus**?

[**AS NEEDED**: A round trip counts as two (2) one-way rides. A trip where you had to transfer counts as one ride.]

___ ENTER TOTAL NUMBER OF METRO BUS RIDES
998 DON'T KNOW
999 REFUSED

S5B [IF S5A = 998, 999] Would that be more than four (4) rides on a Metro bus?

01 YES, 5 OR MORE RIDES
02 NO, 1 TO 4 RIDES
03 NO, 0 RIDES / NEVER RIDE 98 DON'T KNOW
99 REFUSED

S6A [IF S3 = 1 OR (S4A > 0 AND S4A < 98 OR S4B > 0 AND S4B < 98))] Thinking about the last 30 days, how many **one-way rides** have **you** taken on **the South Lake Union Street Car**?

[**AS NEEDED**: A round trip counts as two (2) one-way rides. A trip where you had to transfer counts as one ride.]

_____ ENTER NUMBER OF STREETCAR RIDES
998 DON'T KNOW
999 REFUSED

S6B [IF S6A 998, 999] Would that be more than four (4) rides on the South Lake Union Street Car?

01 YES, 5 OR MORE RIDES
02 NO, 1 TO 4 RIDES
03 NO, 0 RIDES / NEVER RIDE

98   DON'T KNOW [THANK AND CONCLUDE]

99   REFUSED [THANK AND CONCLUDE]

CREATE VARIABLE RIDERMODE) FOR:

1   BUS ONLY [(S5A > 0 OR S5B <= 2) AND (S6A = 0 OR S6B = 3)]

2   STREETCAR ONLY [(S5A = 0 OR S5B = 3) AND (S6A > 0 OR S6B <= 2)]

3   BOTH BUS AND STREETCAR [(S5A> 0 OR S5B <= 2) AND (S6A > 0 OR S6B <= 2)]

USE BUS AND STREETCAR TO DETERMINE RIDER STATUS:

COMPUTE NUMRIDES = S5A + S6A

CREATE VARIABLE = RIDESTAT

01 REGULAR RIDER – (NUMRIDES>=5 OR S5B=1 OR S6B=1)

02 INFREQUENT RIDER - (NUMRIDES=1-4 OR S5B=2 OR S6B=2)

03 NON-RIDER - ((S4A=0 & S4B=0) OR NUMRIDES=0 OR (S5B=3 AND S6B=3))

     PROGRAMMER: IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, THANK AND CONCLUDE

CREATE VARIABLE = RIDEAREA

01 RIDER – SEATTLE / NORTH KING (RIDESTAT = 1 AND ZONE = 1)

02 INFREQUENT RIDER– SEATTLE / NORTH KING (RIDESTAT GE 2 AND ZONE = 1)

03 RIDER – SOUTH KING (RIDESTAT = 1 AND ZONE = 2)

04 INFREQUENT RIDER– SOUTH KING (RIDESTAT GE 2 AND ZONE = 2)

05 RIDER – EAST KING (RIDESTAT = 1 AND ZONE = 3)

06 INFREQUENT RIDER– EAST KING (RIDESTAT GE 2 AND ZONE = 3)

PROGRAMMER: CREATE VARIABLE = HHRIDESTAT

01 REGULAR RIDER HOUSEHOLD: (S5A > 4 OR S5B = 01) OR (S6A > 4 OR S6B = 01) OR S4B > 0.

02 INFREQUENT RIDER HOUSEHOLD: (((S5A > 0 AND S5A < 5) OR S5B=02 OR (S6A > 0 AND S6A < 5) OR S6B=02) AND S3=01) OR (S4A > 0 AND S4B = 0).

03 NONRIDER HOUSEHOLD: ((S5A = 0 OR S5B=03) AND (S6A=0 OR S6B=03) & S3=1) OR (S4A = 0 & S4B=0).

PROGRAMMER: CREATE VARIABLE = HHRIDEAREA01
01 REGULAR RIDER – SEATTLE / NORTH KING (HHRIDESTAT = 1 AND ZONE = 1)
02 INFREQUENT RIDER– SEATTLE / NORTH KING (HHRIDESTAT = 2 AND ZONE = 1)
03 REGULAR RIDER – SOUTH KING (HHRIDESTAT = 1 AND ZONE = 2)
04 REGULAR INFREQUENT RIDER– SOUTH KING (RIDESTAT = 2 AND ZONE = 2)
05 REGULAR RIDER – EAST KING (HHRIDESTAT = 1 AND ZONE = 3)
06 INFREQUENT RIDER – EAST KING (HHRIDESTAT = 2 AND ZONE = 3)
ASK TEL1 IF LANDLINE OR LOW INCOME SUPPLEMENT SAMPLE

TEL1   [IF LANDLINE OR LOW INCOME SUPPLEMENT SAMPLE] In addition to your landline, do you have a working cell phone? Do not include cell phones used only for business purposes.

    01   YES, I HAVE A CELL PHONE
    02   NO, I DO NOT HAVE A CELL PHONE [LANDLINE ONLY]
    98   DON'T KNOW/NOT SURE [THANK AND CONCLUDE [SCREENER REFUSAL]]
    99   REFUSED THANK AND CONCLUDE [SCREENER REFUSAL]]

TEL2   [IF CELL PHONE SAMPLE] In addition to your cell phone, is there at least one telephone line inside your home that is currently working and is **not** a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines.

    01   YES
    02   NO
    98   DON'T KNOW/NOT SURE [THANK AND CONCLUDE [SCREENER REFUSAL]]
    99   REFUSED [THANK AND CONCLUDE [SCREENER REFUSAL]]

TEL3   [IF TEL1 1 OR TEL2 EQ 1] Of all the telephone calls that you receive, are. . .

    01   All or almost all calls received on a cell phone
    02   Some received on a cell phone and some on a regular landline phone
    03   Very few or none received on a cell phone
    98   DON'T KNOW/NOT SURE]
    99   REFUSED [THANK AND CONCLUDE [SCREENER REFUSAL]]

CREATE VARIABLE = HH_LLCELL
01=LANDLINE ONLY (TEL1=2)
02=DUAL (TEL3=2, 3, OR 98)

03=CELL MOSTLY (TEL3=1)
04=CELL ONLY (TEL2=2)

S7   [IF SAMPLETYPE=4 [LOW INCOME] OR RIDESTAT = 3 [INFREQUENT RIDER]] Is your total annual household income above or below $35,000 per year?

[INTERVIEWER NOTE: IF THEY SAY THEY MAKE EXACTLY $35,000, CHOOSE ABOVE $35,000 PER YEAR – OPTION 02]

01   BELOW $35,000 PER YEAR
02   ABOVE $35,000 PER YEAR
98   DON'T KNOW
99   REFUSED

SPLIT SAMPLE INTO TWO GROUPS (GROUP 1 AND GROUP 2). SPECIFIC SECTIONS WILL BE ASKED GROUP 1 OR GROUP 2. SEE INSTRUCTIONS FOR EACH SECTION / QUESTION.

GENERAL RIDERSHIP

GR1A_1   What bus routes do you take most often? .
[**AS NEEDED:** Include all routes including Metro, Sound Transit, Pierce Transit, and Community Transit.]

GR1A_2   Do you use any other routes?

GR1A_3   Do you use any other routes?

____   ENTER ROUTE NUMBER
1001   RAPID RIDE LINE A
1002   RAPID RIDE LINE B
1003   RAPID RIDE LINE C
1004   RAPID RIDE LINE D
1005   SEATTLE STREETCAR / SOUTH LAKE UNION STREETCAR / STREET
9995   OTHER (SPECIFY)
9996   VARIES / MULTIPLE ROUTES POSSIBLE
9997   NO OTHER ROUTE
9998   DON'T KNOW
9999   REFUSED

GR1AA [IF ALL RESPONSES TO GR1A_1, GR1A_2, AND GR1A_3 ALL > 499 AND < 600 (SOUND TRANSIT & OTHER AGENCY ROUTES)] All of the routes you take most often are Sound Transit routes. To confirm, did you personally take one (1) or more one-way trips on a Metro bus or the Streetcar in the past 30 days?

01   YES

02   NO [THANK AND CONCLUDE]

98   DON'T KNOW [THANK AND CONCLUDE]

99   REFUSED [THANK AND CONCLUDE]

GR1D   How often do you get on or off the bus in what formerly was the Downtown Seattle Ride Free Area?

[AS NEEDED: The boundaries of the Downtown Seattle area are between Battery St. on the north end and S. Jackson St. on the south end of town, and between I-5 and the waterfront.]

Would you say. .

04   Frequently

03   Sometimes

02   Rarely

01   Never

98   DON'T KNOW

99   REFUSED

GR1D_1   [IF GR1D = 03 OR 04] Were you satisfied or dissatisfied with how well Metro <u>informed riders</u> about the **elimination of the downtown Seattle Ride Free Area**? Would that be very or somewhat [satisfied / dissatisfied]?

01   VERY DISSATISFIED

02   SOMEWHAT DISSATISFIED

03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION

04   SOMEWHAT SATISFIED

05   VERY SATISFIED

97   DOES NOT APPLY TO ME

98   DON'T KNOW

99   REFUSED

GR1D_2   [IF GR1D = 03 OR 04] Were you satisfied or dissatisfied with how well Metro managed the **elimination of the downtown Seattle Ride Free Area**? Would that be very or somewhat [satisfied / dissatisfied]?

01   VERY DISSATISFIED
02   SOMEWHAT DISSATISFIED
03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
04   SOMEWHAT SATISFIED
05   VERY SATISFIED
97   DOES NOT APPLY TO ME
98   DON'T KNOW
99   REFUSED

GR4A   [IF RIDERMODE 01 (BUS ONLY) OR 03 (BUS AND STREETCAR) AND GR1D >1 AND < 98] You said that you **personally** took **[RESTORE RESPONSE TO S5A]** one-way ride(s) on a **Metro bus** in the past 30 days.

[SHOW IF S5A > 1] How many of the one-way rides were **entirely** within the former downtown Seattle Free Ride Area?

[SHOW IF S5A = 1] Was this one-way ride **entirely** within the former downtown Seattle Free Ride Area?

[**AS NEEDED**: The boundaries of the Downtown Seattle Ride Free area are between Battery St. on the north end and S. Jackson St. on the south end of town, and between I-5 to the waterfront.]

___   ENTER TOTAL NUMBER OF RIDES ONLY IN FORMER RIDE FREE AREA
998   DON'T KNOW
999   REFUSED

GR5   [IF RIDERMODE 01 (BUS ONLY) OR 03 (BUS AND STREETCAR) AND AT LEAST ONE BUS TRIP IS OUTSIDE THE FORMER RIDER FREE AREA (GR4A < S5A OR GR1D=01)] Do your **bus** trips usually cross the Seattle city limits, that is, are they two-zone trips?

01   YES
02   NO
98   DON'T KNOW
99   REFUSED

D3A   Do you have a valid driver's license?

01   YES
02   NO
98   DON'T KNOW
99   REFUSED

D3B   How many vehicles in working condition does your household have available?
[AS NEEDED: Vehicles include cars, trucks, motorcycles, scooters, etc.]

__   ENTER NUMBER OF VEHICLES
98   DON'T KNOW
99   REFUSED

ASK D3C IF S3 > 1 AND D3B > 0 AND D3A = 01

D3C   [IF S3 > 1 AND D3B > 0 AND D3A = 01] Is one of these vehicles available for **your personal use** for your commute or personal travel?
ENTER ALL THAT APPLY.

01   YES FOR PERSONAL TRAVEL
02   YES FOR COMMUTE TRAVEL
03   NO VEHICLES AVAILABLE
98   DON'T KNOW
99   REFUSED

METRO RIDERSHIP

M1A   Did you start riding **Metro** after September of 2011?

01   YES
22   NO
98   DON'T KNOW
99   REFUSED

M1   How long have you been riding **Metro**?

01   (Less than 3 Months)
02   (3 to 6 Months)
03   (6 Months to 9 Months)
04   (9 Months to 1 Year)
05   (1 to 2 Years)
06   (3 to 5 years)
07   (5 Years or More)
98   DON'T KNOW
99   REFUSED

M4INTRO   Now we like to ask you about your [bus] and [streetcar] ridership.

M4   [IF RIDERMODE = 01 or 03] To what extent do you use the **bus** to get around? Do you use **the bus** for…

  04   All of your transportation needs
  03   Most of your transportation needs
  02   Some of your transportation needs
  01   Very little of your transportation needs
  98   DON'T KNOW
  89   REFUSED

  ASK M4A_1 IF RIDERMODE = 02 or 03

M4A_1 [IF RIDERMODE = 02 or 03]   To what extent do you use the **streetcar** to get around? Do you use it for…

  04   All of your transportation needs
  03   Most of your transportation needs
  02   Some of your transportation needs
  01   Very little of your transportation needs
  98   DON'T KNOW
  89   REFUSED

M5A   [IF RIDERMODE = 01 or 03] 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?]

  01   TO/FROM WORK */ BUSINESS / COMMUTING*
  02   TO/FROM SCHOOL
  03   TO/FROM VOLUNTEERING
  04   SHOPPING / ERRANDS
  05   APPOINTMENTS */ DOCTOR VISITS*
  06   FUN / RECREATION / SOCIAL/ *VISIT FRIENDS & FAMILY / SPORTING EVENTS*
  07   SPECIAL EVENTS (SEAFAIR, BUMBERSHOOT SHUTTLES)
  08   JURY DUTY
  09   DOWNTOWN
  10   AIRPORT
  95   OTHER [SPECIFY]
  96   USE FOR ALL TRIPS
  97   NO SINGLE PRIMARY PURPOSE

98 DON'T KNOW

99 REFUSED

M5A_1 [IF RIDERMODE = 02 or 03] When you ride the **streetcar**, 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?]

01 TO/FROM WORK */ BUSINESS / COMMUTING*

02 TO/FROM SCHOOL

03 TO/FROM VOLUNTEERING

04 SHOPPING / ERRANDS

05 APPOINTMENTS */ DOCTOR VISITS*

06 FUN / RECREATION / SOCIAL/ *VISIT FRIENDS & FAMILY / SPORTING EVENTS*

07 SPECIAL EVENTS (SEAFAIR, BUMBERSHOOT SHUTTLES)

08 JURY DUTY

09 DOWNTOWN

10 AIRPORT

95 OTHER [SPECIFY]

96 USE FOR ALL TRIPS

97 NO SINGLE PRIMARY PURPOSE

98 DON'T KNOW

99 REFUSED

M6 [IF RIDERMODE = 01 or 03] During which of the following time periods do you ride **the bus**? Do you ride …

AA Weekday mornings before 6:00 a.m.

A Weekday mornings between 6:00 a.m. and 9:00 a.m.

B Weekdays between 9:00 a.m. and 3:00 p.m.?

C Weekday afternoons between 3:00 p.m. and 6:00 p.m.

D Weekday evenings between 6:00 p.m. and 7:00 p.m.

E Weekday evenings after 7:00 p.m.

F Any time on Saturday?

G Any time on Sunday?

01 YES

02 NO

98 DON'T KNOW

99 REFUSED

ASK M6A_1 IF RIDERMODE = 02 or 03

M6A_1[IF RIDERMODE = 02 or 03]   During which of the following time periods do you ride the **Streetcar**? Do you ride …

AA   Weekday mornings before 6:00 a.m.

A   Weekday mornings between 6:00 a.m. and 9:00 a.m.

B   Weekdays between 9:00 a.m. and 3:00 p.m.?

C   Weekday afternoons between 3:00 p.m. and 6:00 p.m.

D   Weekday evenings between 6:00 p.m. and 7:00 p.m.

E   Weekday evenings after 7:00 p.m.

F   Any time on Saturday?

G   Any time on Sunday?

    01   YES
    02   NO
    98   DON'T KNOW
    99   REFUSED

M7   Are you satisfied or dissatisfied with each of the following aspects of Metro service? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

LEVEL OF SERVICE / RELIABLITY

M7B   Frequency of service

    M7B_1   [IF M7B < 03] Frequency of service during rush hours

    M7B_2   [IF M7B < 03] Frequency of service during non-rush hours

    M7A   On-time performance

    M7C   Availability of service where I need to travel

M7E   Amount of time it takes to travel

    M7D   Number of stops bus makes   **[IF NEEDED: Just answer in general for all Metro routes you take.]**

    M7D_1   [IF M7D < 03] Do you feel the buses. . .

        01   Make too many stops (AS NEEDED: BUS STOPS ARE TOO CLOSE TOGETHER]
        02   Make too few stops (AS NEEDED: BUS STOPS ARE TOO FAR APART)
        03   About the right amount of stops
        98   DON'T KNOW
        99   REFUSED

COMFORT / CLEANLINESS

    M7F   [IF GROUP = 01] Cleanliness of [bus / streetcar] shelters and stops

        M7G   [IF GROUP = 01] Inside cleanliness of buses

M7H   [IF GROUP = 01] Availability of seating on the [bus / streetcar]

M7I [IF GROUP = 01] Overcrowding on the [buses / streetcar]

M7J   [IF GROUP = 01] Ease of getting on and off the bus due to **crowding**

M7J2   [IF GROUP = 01] Ease of getting on and off the bus due to **having to use one door**

DRIVERS

M7K   [IF GROUP = 02] Driver courtesy

M7L   [IF GROUP = 02] Driver helpfulness with route / stop information

M7M   [IF GROUP = 02] Drivers operate the bus in a safe and competent manner

M7N   [IF GROUP = 02] Stops are announced consistently

M7O   [IF GROUP = 02] Drivers effectively handle problems on the bus

01   VERY DISSATISFIED
02   SOMEWHAT DISSATISFIED
03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
04   SOMEWHAT SATISFIED
05   VERY SATISFIED
97   DOES NOT APPLY TO ME
98   DON'T KNOW
99   REFUSED

Transferring

M8A   How many transfers do you usually make when you use the **bus or Streetcar** for your primary trip?

___   ENTER NUMBER OF TRANSFERS
08   VARIES DEPENDING ON THE BUS I TAKE
98   DON'T KNOW
99   REFUSED

M8B   [IF M8A = 0, 98, 99 SKIP TO F1 (FARE PAYMENT SECTION)]

            [IF M8A = 1 – 8, CONTINUE]

            [CHECK ALL THAT APPLY]
            [IF SAY NO TO RESPONSE CATEGORIES 01 TO 04 ASK: What other systems you transfer to/from? [SPECIFY]

IF RIDERMODE =1	IF RIDERMODE =2	IF RIDERMODE =3
[QUESTION TEXT] Does your typical trip involve a transfer between a **Metro bus** and…	[QUESTION TEXT] Does your typical trip involve a transfer between the **Streetcar** and…	[QUESTION TEXT] Does your typical trip involve a transfer between…
01 Another Metro bus	01 A Metro bus	01 A Metro bus and another Metro bus
02 The Streetcar	02 [FILTER OUT]	02 A Metro bus and the Streetcar
03 Link Light Rail	03 Link Light Rail	03 A Metro bus or the Streetcar and Link Light Rail
04 a Sound Transit bus	04 a Sound Transit bus	04 A Metro bus or the Streetcar and a Sound Transit bus
05 SOUNDER TRAIN	05 SOUNDER TRAIN	05 A METRO BUS OR THE STREETCAR AND SOUNDER TRAIN
06 PIERCE TRANSIT BUS	06 PIERCE TRANSIT BUS	06 A METRO BUS OR THE STREETCAR AND PIERCE TRANSIT BUS
08 COMMUNITY TRANSIT BUS	08 COMMUNITY TRANSIT BUS	08 A METRO BUS OR THE STREETCAR AND COMMUNITY TRANSIT BUS
10 WATER TAXI/PASSENGER-ONLY FERRY	10	10 A METRO BUS OR THE STREETCAR AND WATER TAXI/PASSENGER-ONLY FERRY
07 OTHER [SPECIFY:_____]	07 OTHER [SPECIFY:_____]	07 OTHER [SPECIFY:_____]
09 DON'T KNOW / REFUSED	09 DON'T KNOW / REFUSED	09 DON'T KNOW / REFUSED

M9   Are you satisfied or dissatisfied with the number of transfers you have to? Would that be very or somewhat [satisfied / dissatisfied]?

      01   VERY DISSATISFIED
      02   SOMEWHAT DISSATISFIED
      03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
      04   SOMEWHAT SATISFIED
      05   VERY SATISFIED
      97   DOES NOT APPLY TO ME
      98   DON'T KNOW
      99   REFUSED

M10A   How many minutes do you usually wait for a **[RESTORE BASED ON RIDERMODE: BUS / STREETCAR / BUS OR STREETCAR]** when you transfer?

   ___   RECORD MINUTES
   98   DON'T KNOW
   99   REFUSED

M10B   [IF M8A = 2 – 8] How many minutes do you usually wait for your longest transfer?

   ___   RECORD MINUTES
   98   DON'T KNOW
   99   REFUSED

M11   Are you satisfied or dissatisfied with the wait time when transferring? Would that be very or somewhat [satisfied / dissatisfied]?

   01   VERY DISSATISFIED
   02   SOMEWHAT DISSATISFIED
   03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
   04   SOMEWHAT SATISFIED
   05   VERY SATISFIED
   97   DOES NOT APPLY TO ME
   98   DON'T KNOW
   99   REFUSED

Fare Payment

F1   How do you usually pay your bus fare? Do you use...?
   [SELECT ALL THAT APPLY]

   01   An ORCA card
   02   Cash
   03   Tickets or a Ticket book
   04   A U-Pass **[HUSKY CARD]**
   05   A Regional Reduced Fare Permit
   92   FLEXPASS / PASSPORT (DO NOT READ) – **IF THEY SAY THIS ASK** "Has your Flexpass /Passport been moved to an ORCA card?" **IF YES, CODE AS 1 (ORCA CARD)**
   93   SENIOR PASS
   94   KING COUNTY EMPLOYEE ID / BADGE
   95   OTHER (SPECIFY :_____)
   98   DON'T KNOW / 99   REFUSED

F1A   [IF F1 = 01 AND NE 4 (HAS AN ORCA CARD AND NOT A U-PASS) OR F1 NE 05 (RRFP)] Is your ORCA card …

     01   An Adult card
     02   A Youth card
     03   A Regional Reduced Fare Permit
     04   A U-Pass or Husky Card
     94   PASSPORT / FLEXPASS / PASS PROVIDED BY MY EMPLOYER
     95   SOMETHING ELSE [SPECIFY]
     98   DON'T KNOW
     99   REFUSED

F1B   [IF F1 = 05 (HAS RRFP) AND F1 NE 01] Is your Regional Reduced Fare Permit on…

     01   An ORCA Card or
     02   Not on an ORCA card
     98   DON'TKNOW
     99   REFUSED

F1C   [IF F1 = 93 (SENIOR PASS) AND F1 NE 01] Is your senior pass on an ORCA card?

     01   YES
     02   NO
     98   DON'T KNOW
     99   REFUSED

CREATE VARIABLE: FARE_PAYMENT AS MULTIPLE RESPONSE VARIABLE:
01 CASH [IF F1 = 02]
02 TICKETS [IF F1 = 03]
03 ORCA [IF F1= 01 OR F1B = 01 OR F1C = 01]
04 RRFP [IF F1 = 05 AND F1B = 02]
05 OTHER [EVERYTHING ELSE]
06 U-PASS [IF F1 = 04 OR F1A = 04]

F1D   [IF FARE_PAYMENT 04] Do you have a pass or an E-Purse on your RRFP (as needed: Reduced Regional Fare Permit)?

         01   PASS
         02   E-PURSE
         03   BOTH
         98   DON'T KNOW
         99   REFUSED

> *ASK IF FARE_PAYMENT= 03 (ORCA CARD)*
> *AND FARE_PAYMENT NE 06 OR 04 OR F1 NE 94 OR F1A NE 94*

F2A   [IF FARE_PAYMENT= 03 (ORCA CARD)

AND FARE_PAYMENT NE 06 OR 04 OR F1 NE 94 OR F1A NE 94] What product or products do you have loaded on your ORCA card?
        [SELECT ALL THAT APPLY]

     01   A regional transit pass
           (DO NOT READ BUT CODE: SENIOR PASS, REDUCED FARE PASS, DISABLED RIDERS TO THIS CATEGORY) **[IF NEEDED: This used to be called the Puget Pass]**

     02   An agency specific pass
     03   An E-purse
           [IF NEEDED: Money on the card] */ MONEY / DEBIT CARD]*
     04   A Passport or Flexpass
           [IF NEEDED: PROVIDED BY EMPLOYER]
     95   Something (SPECIFY:_____)
     96   SOMETHING PROVIDED BY EMPLOYER DON'T KNOW IF E-PURSE OR PASSPORT
     97   NOTHING ON CARD
     98   DON'T KNOW
     99   REFUSED

F2B   [IF F2A = 01, 02 OR F1D = 01,03] You say you have a pass on your ORCA card, what is the trip value of your pass?"

       01   ($.75) Senior/Disabled Fare
       02   ($1.25) Youth Fare
       03   ($2.25) / Metro Off-Peak Fare
       04   ($2.50) / Metro 1-Zone Peak Fare
       05   ($3.00) / Metro 2-Zone Peak Fare
       06   I HAVE A FLEXPASS/PASSPORT
       07   UNLIMITED / NO LIMIT
       95   OTHER (SPECIFY:_____)
       98   DON'T KNOW **[IF MY EMPLOYER PROVIDES AND I DON'T KNOW, CLASSIFY AS FLEXPASS/PASSPORT]**
       99   REFUSED

F3A   [SKIP IF FARE_PAYMENT = 06 (U-PASS (CODE AS PARTIAL SUBSIDY))] [IF F2A = 01, 02, 03, OR 04 OR F1D=01 OR F1=92 OR F1A=94] Does your employer or school pay for part or all of your ORCA pass or E-purse?
       [IF YES: Would that be all or some of the cost? Would that be your school or your employer?]

       01   YES, ALL PAID FOR BY SCHOOL
       02   YES, ALL PAID FOR BY EMPLOYER
       03   YES, SOME PAID FOR BY SCHOOL
       04   YES, SOME PAID FOR BY EMPLOYER
       05   NO, NONE PAID FOR BY SCHOOL/EMPLOYER
       95   *PAID FOR BY SCHOOL, DON'T KNOW IF ALL OR PART*
       96   *PAID FOR BY EMPLOYER, DON'T KNOW IF ALL OR PART*
       97   NOT EMPLOYED AND DON'T ATTEND SCHOOL
       98   DON'T KNOW
       99   REFUSED

CREATE VARIABLE: PASSHOLDER
01   HAVE PASSPORT OR U-PASS [F1=92 OR F1=94 OR F1A=94 OR F2A=05 OR F2B=06 OR FARE_PAYMENT=06]
02   DO NOT HAVE PASSPORT OR U-PASS [ALL OTHERS]

F4A   [IF FARE_PAYMENT = 01, 02, 03 AND PASSHOLDER=02 (DO NOT HAVE PASSPORT OR U-PASS)] Are you aware that you can use an ORCA Ticket Vending Machine to . . .
CHECK ALL THAT APPLY

    01   Add an E-Purse to your ORCA Card or add value to your E-Purse
    02   Add a pass to your ORCA Card
    95   Something else [SPECIFY]
    97   NONE OF THESE
    98   DON'T KNOW
    99   REFUSED

F4B   [IF F4A < 95; RESTORE ONLY THOSE RESPONSE SELECTED IN F4A] Have you used an ORCA Ticket Vending Machine to . . .
READ LIST AND CHECK ALL THAT APPLY

    01   Add an E-Purse to your ORCA Card or add value to your E-Purse
    02   Add a pass to your ORCA Card
    95   Something else [SPECIFY]
    97   NONE OF THESE
    98   DON'T KNOW
    99   REFUSED

F4D   [IF F4A = 97, 98, 99] ORCA Ticket Vending Machines are currently available at over 25 locations at major transit hubs such as tunnel stations, Sounder stations, along the Link Light Rail line, and Metro's customer service office. There are plans to install more at other major transit centers and park-and-ride lots. Would you use a ticket vending machine to . . .

CHECK ALL THAT APPLY

    01   Add an E-Purse to your ORCA Card or add value to your E-Purse
    02   Add a pass to your ORCA Card
    95   Something else [SPECIFY]
    97   NONE OF THESE
    98   DON'T KNOW
    99   REFUSED

F5   Are you satisfied or dissatisfied with each of the following? Would that be very or somewhat [satisfied / dissatisfied]?

    F5A   Ease of paying fares when boarding

    F5B   [IF FARE_PAYMENT = 03] Overall satisfaction with ORCA card

    F5C   [IF F2A = 01 OR 02] Ease of loading a pass on your ORCA card

    F5D   [IF F2A = 03] Ease adding value to your E-Purse

    F5E   [IF F4B < 97] Availability of ticket vending machines

    F5F[IF F4B < 97] Ease of using ticket vending machines

    F5G   Value of service for fare paid

    01   VERY DISSATISFIED
    02   SOMEWHAT DISSATISFIED
    03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
    04   SOMEWHAT SATISFIED
    05   VERY SATISFIED
    97   DOES NOT APPLY TO ME
    98   DON'T KNOW
    99   REFUSED

PARK-AND-RIDE LOTS

PR1   Have you used a Metro park and ride lot within the last year?

    01   YES
    02   NO
    98   DON'T KNOW
    99   REFUSED

PR2B   [IF PR1 = 01] How many times have you used Metro's park-and-ride lots in the last 30 days?

    _____   ENTER NUMBER OF TIMES
    98   DON'T KNOW
    99   REFUSED

PR3 [IF PR1 = 01] Are you satisfied or dissatisfied with the following aspects of park-and-ride lots? Would that be very or somewhat [satisfied / dissatisfied]?

    PR3A [IF PR1 = 01] The ability to get a parking space at park-and-ride lots

    PR3B [IF PR1 = 01] Personal safety at the park-and-ride lot

    PR3C [IF PR1 = 01] Security of your automobile at the park-and-ride lot

  01 VERY DISSATISFIED
  02 SOMEWHAT DISSATISFIED
  03 NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
  04 SOMEWHAT SATISFIED
  05 VERY SATISFIED
  97 DOES NOT APPLY TO ME
  98 DON'T KNOW
  99 REFUSED

PERSONAL SAFETY

PS1 How often do you? Would you say frequently, sometimes, rarely, or never?

    PS1A Get on a bus or the Link in the downtown transit tunnel

    PS1B Ride the bus or streetcar when it is dark

  04 FREQUENTLY
  03 SOMETIMES
  02 RARELY
  01 NEVER
  98 DON'T KNOW
  99 REFUSED

PS2 Are you satisfied or dissatisfied with the following aspects of safety and security on Metro buses and streetcars? Would that be very or somewhat [satisfied / dissatisfied]?

    PS2A Personal safety on the bus or streetcar related to the conduct of others during the daytime

    PS2B [IF PS1B > 01 AND < 98] Personal safety on the bus or streetcar related to the conduct of others after dark

    PS2C Personal safety waiting for the bus or streetcar in the daytime

    PS2D [IF PS1B > 01 AND < 98] Personal safety waiting for the bus or streetcar after dark

    PS2E [IF PS1A > 01 AND < 98] Personal safety in the downtown transit tunnel

01   VERY DISSATISFIED
02   SOMEWHAT DISSATISFIED
03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
04   SOMEWHAT SATISFIED
05   VERY SATISFIED
97   DOES NOT APPLY TO ME
98   DON'T KNOW
99   REFUSED

PS3A   Do you ever avoid riding the bus or streetcar due to concerns about your personal safety?

01   YES
02   NO
98   DON'T KNOW
99   REFUSED

PS3B   [IF PS3A=01] What are your concerns?
        [ENTER ALL THAT APPLY]

01   CONCERNS ABOUT SAFETY FROM CRIME WHILE WAITING FOR THE BUS / STREETCAR
02   CONCERNS ABOUT SAFETY FROM CRIME WHILE RIDING THE BUS / STREETCAR
03   CONCERNS ABOUT BEHAVIOR OF OTHERS ON THE BUS WHILE WAITING
04   CONCERNS ABOUT BEHAVIOR OF OTHERS ON THE BUS WHILE RIDING
05   CONCERNS ABOUT SAFETY AFTER DARK
06   *Mentioned Concerns While Waiting for Bus (Did not specify about safety, behavior of others etc.)*
07   *Concerns About Behavior of Others (Did not specify if on or off the bus)*
08   *Concerns About Safety (Did not specify if on or off the bus)*
09   *Lack of Security/Surveillance*
10   *Concerns About Safety When Walking To/From Bus Stop*
11   *Issues with Driver (e.g. Stressed out/not paying attention)*
12   *Overcrowding on Buses*
93   OTHER [SPECIFY]
94   OTHER [SPECIFY]
95   OTHER [SPECIFY]
98   DON'T KNOW
99   REFUSED

PS3C [IF PS3B= 03, 04] Specifically, what it is about other people's behavior that makes you feel unsafe?

[OPEN-ENDED QUESTION]

01 Aggressiveness/Picking Fights
02 Behavior of people who appear under the influence of drugs/alcohol
03 Attitudes/Belligerent/Arguing with Driver
04 Gangs
05 Fighting
06 Harassment
07 Fowl Language
08 Behavior of Riders Who Appear to be Mentally Ill
09 Drinking/Visible Alcohol on Bus
10 Loud/Yelling/Screaming
11 Encroaching on Personal Space
12 Panhandling / Derelicts / Homeless
13 Other Criminal Activity (drug deals on bus or while waiting, pick pockets, etc.)
14 Gangs of kids / young people that hang out
15 People who look suspicious / act abnormal / crazy / strange / unpredictable (general)
95 Other
98 DON'T KNOW
99 REFUSED

PS4A Are you aware that security cameras are installed on many of Metro's buses?

01 YES
02 NO
98 DON'T KNOW
99 REFUSED

PS4B [IF PS4A= 01] Do security cameras on the buses make you feel. . .

01 Much safer
02 Somewhat safer
03 Makes no real difference in how I feel about safety
04 Less safe
95 SOMETHING ELSE [SPECIFY]
98 DON'T KNOW
99 REFUSED

PS5   Please tell me if you agree or disagree with each of the following statements. Would that be very or somewhat [AGREE / DISAGREE]?

      PS5A   I feel significantly safer riding Metro now than I did a year ago

      PS5B   Metro has been very proactive in improving safety and security

      PS5G   Metro provides a safe and secure transportation environment

      01   STRONGLY DISAGREE
      02   SOMEWHAT DISAGREE
      03   NEITHER AGREE NOR DISAGREE / NO OPINION
      04   SOMEWHAT AGREE
      05   STRONGLY AGREE
      97   NOT APPLICABLE
      98   DON'T KNOW
      99   REFUSED

PS6   [IF PS5G < 05] What could Metro do to make you feel safer when riding or waiting for the bus?
[OPEN-ENDED QUESTION; RECORD VERBATIM]

      01   Lighting at Bus Stops
      02   Lighting at Bus Shelters
      03   Lighting on the Bus
      04   Lights to Alert Bus Drivers to Passengers in the Dark
      05   Security (General comment, not specifying on bus or at stop)
      06   Security on Bus
      07   Security at Stops
      08   More Cameras
      09   Cameras at Bus Stops
      10   Cameras on Buses
      11   Security Button / Call Boxes
      12   More Driver Involvement with Issues on Bus
      13   Unfavorable People/Unruly Passengers
      14   More Covered Stops/Shelters
      15   Increase Frequency of Bus Service / Shorter Wait Times
      95   Other
      97   Nothing / Can't think of anything
      98   Don't Know / Not sure
      99   Refused

Commuter Status

CS1   Are you currently…
        [ACCEPT MULTIPLE RESPONSES]

        [IF SELF-EMPLOYED SELECT "EMPLOYED"]

        01   Employed/Self-employed
        02   A student
        03   A homemaker
        04   Retired
        05   Currently not employed
        94   DISABLED
        95   OTHER [SPECIFY]
        98   DON'T KNOW
        99   REFUSED

CS1A   [IF CS1 = 01] Are you employed…

        01   Full-time
        02   Part-time
        03   Self-employed
        98   DON'T KNOW
        99   REFUSED

CS1B   [IF CS1 = 02] Are you a…

        01   Full-time student
        22   Part-time student
        98   DON'T KNOW
        99   REFUSED

CS1C   [IF CS1 = 01 AND 02] Which do you consider to be your primary activity?

        01   Employed
        02   A student
        98   DON'T KNOW
        99   REFUSED

CS2A   [IF CS1 = 01] How many days a week do you work?

_____ ENTER NUMBER OF DAYS

98   DON'T KNOW
99   REFUSED

CS2B   [IF CS2A > 0] How many days a week do you travel to work, that is, **you work outside your home?**

_____ ENTER NUMBER OF DAYS
[RANGE 0 – <= CS2A

98   DON'T KNOW
99   REFUSED

CS2C   [IF CS2A > 0] [IF CS2B > 0] Of the **[RESTORE ANSWER TO CS2B]** days that you travel to work, how many days do you take a Metro bus or the South Lake Union Streetcar as part of that commute?

_____ ENTER NUMBER OF DAYS

98   DON'T KNOW
99   REFUSED

CS3A   [IF CS1 = 02] How many days a week do you **attend school**?

_____ ENTER NUMBER OF DAYS

98   DON'T KNOW
99   REFUSED

CS3B   [IF CS3A > 0] How many days a week do you travel to school, that is, **you attend class outside your home?**

_____ ENTER NUMBER OF DAYS

98   DON'T KNOW
99   REFUSED

CS3C   [IF CS3B > 0] Of the **[RESTORE ANSWER TO CS3B]** days that you travel to school, how many days do you take a Metro bus or the South Lake Union Streetcar as part of that commute?

_____ ENTER NUMBER OF DAYS

98   DON'T KNOW
99   REFUSED

CREATE VARIABLE = COMMUTER
01   WORK COMMUTER: CS2B >2 AND <98
02   SCHOOL COMMUTER: CS3B > 2 AND < 98
IF BOTH CS2B AND CS3B > 2 AND < 98
*   01 WORK COMMUTER CS1C = 01*
*   02 SCHOOL COMMUTER CS1C = 02*
03   NON-COMMUTER
*   CS2A = 0 OR CS3A = 0 OR*
*   CS2B AND CS3B < 3 OR*
*   CS1 = 03, 04, 05, 94, 95, 98, 99*

Commute Travel

C1   [SKIP IF COMMUTER = 03] In what geographic area do you... (work / attend school)?
            [READ LIST; STOP READING WHEN RESPONDENT SAYS YES TO AREA]

        00   South Lake Union
        01   Downtown Seattle Core
        02   Other areas surrounding Downtown Seattle (AS NEEDED: INCLUDES PIONEER SQUARE, BELLTOWN, INTERNATIONAL DISTRICT,
                CAPITOL HILL, FIRST HILL, DENNY REGRADE)
        03   University District or on the UW campus
        04   Other areas in North King County
        05   Downtown Bellevue
        06   Redmond
        07   Other areas in East King County
        08   South King County
        09   Tacoma or other areas in Pierce County
        10   Everett or other areas in Snohomish County
        95   Somewhere else? [SPECIFY:_____]
        97   VARIES
        98   DON'T KNOW
        99   REFUSED

    C1A   [SKIP IF COMMUTER = 03] [IF C1 = 00, 02] Would that be . . .

        01   Downtown Seattle Core
        02   Denny Regrade
        03   Belltown

King County
METRO

04   Pioneer Square
05   International District
06   Duwamish
07   Sodo
08   Queen Anne
09   South Lake Union
10   Capitol Hill
11   First Hill
95   Somewhere else surrounding Downtown Seattle? [SPECIFY:_____]
97   VARIES
98   DON'T KNOW
99   REFUSED

C1B   [IF C1 =03 OR 04] Would that be . . **.**

00   On the University of Washington campus
01   University District
02   University Village
03   Fremont
04   Ballard
05   Northgate
06   Kenmore
07   Shoreline
08   North Seattle
95   Somewhere else in North King County? [SPECIFY:_____]
97   VARIES
98   DON'T KNOW
99   REFUSED

C1C   [IF C1 = 07] Would that be . . .

00   Downtown Bellevue
01   Other parts of Bellevue
02   Kirkland
03   Redmond
04   Overlake
05   Eastgate
06   Issaquah

07 Bothell
08 Woodinville
95 Somewhere Else in East King County? [SPECIFY:_____]
97 VARIES
98 DON'T KNOW
99 REFUSED

C1D [IF C1 =08] Would that be . . . READ LIST AND STOP WHEN RESPONDENT SAYS YES TO AREA]

01 Auburn
02 Federal Way
03 Kent
04 Renton
05 Tukwila
06 Southcenter
07 SeaTac
95 Somewhere else in South King County? [SPECIFY:_____]
97 VARIES
98 DON'T KNOW
99 REFUSED

C2A [SKIP IF COMMUTER = 03] [IF (CS2C < C2SB) OR (CS3C < CS3B) OR (M5A > 02)] How do you usually get to and from [work / school]?
[**CHECK ALL THAT APPLY**]
[**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 Bus, a Sound Transit Bus, or some other system?
[**IF SAYS VARIES**: What do you usually do? / What is your most common commute mode?]

01 DRIVE ALONE
02 CARPOOL
03 VANPOOL
04 RIDE A METRO BUS
05 RIDE THE SOUTH LAKE UNION STREETCAR
06 RIDE THE SOUNDER TRAIN
07 RIDE LINK LIGHT RAIL
08 RIDE A SOUND TRANSIT BUS
09 SCHOOL BUS
10 RIDE ANOTHER SYSTEM'S BUS [SPECIFY]
11 MOTORCYCLE

12	BICYCLE
13	WALK
15	DRIVE TO PARK & RIDE LOT
16	KING COUNTY WATER TAXI
95	OTHER (SPECIFY)
98	DON'T KNOW
99	REFUSED

C2B   [IF MULTIPLE RESPONSES TO C2A] What do you consider the **primary** mode you use on your commute trip?

01	DRIVE ALONE
02	CARPOOL
03	VANPOOL
04	RIDE A METRO BUS
05	RIDE THE SOUTH LAKE UNION STREETCAR
06	RIDE THE SOUNDER TRAIN
07	RIDE LINK LIGHT RAIL
08	RIDE A SOUND TRANSIT BUS
09	SCHOOL BUS
10	RIDE ANOTHER SYSTEM'S BUS [SPECIFY]
11	MOTORCYCLE
12	BICYCLE
13	WALK
15	DRIVE TO PARK & RIDE LOT
16	KING COUNTY WATER TAXI
95	OTHER (SPECIFY)
98	DON'T KNOW
99	REFUSED

CREATE COMMODE VARIABLE
01=SOV
02=METRO BUS
03=CARPOOL/VANPOOL
04=OTHER
05=OTHER TRANST

C3A   [SKIP IF COMMUTER = 03] [IF GROUP = 02] How many miles do you travel from home to (work / school) one-way?
[PROBE: "Using your best estimate."]

   ___   ENTER NUMBER OF MILES
   95   MORE THAN 90 MILES
   97   VARIES
   98   DON'T KNOW
   99   REFUSED

C3B   [SKIP IF COMMUTER = 03] [IF GROUP = 02] About how long does that usually take you?

   ___   ENTER IN HOURS RANGE
   ___   ENTER IN MINUTES
   97   VARIES
   98   DON'T KNOW
   99   REFUSED

C7   [IF COMMUTER = 01] 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?]

   01   100 OR MORE
   02   51 TO 99
   03   20 TO 50
   04   6 TO 19
   05   1 TO 5
   97   NONE
   98   DON'T KNOW
   99   REFUSED

C8A   [SKIP IF COMMUTER = 03] [IF COMMODE = 01 (DRIVE ALONE) OR 03 [CARPOOL / VANPOOL]] When you [drive / carpool / vanpool] to [work / school] do you usually park. . .
READ LIST AND STOP WHEN RESPONDENT SAYS YES TO RESPONSE

     01   In a garage
     02   In a surface lot
     03   Paid on-street parking
     04   Free on-street parking
     95   SOMEWHERE ELSE [SPECIFY]
     96   DIDN'T PARK / GOT DROPPED OFF
     98   DON'T KNOW
     99   PREFER NOT TO ANSWER

C9A   [IF C8A = 01, 02, 95 AND C2A = 01, 02] Do you personally pay for some or all of your parking at [work / school]?

     01   YES, I PAY FOR ALL OF MY PARKING
     02   YES, I PAY FOR SOME OF MY PARKING
     03   NO
     98   DON'T KNOW
     99   REFUSED

C9D   [IF C9A = 02,03] [INSERT "SOME" IF C9A=02 AND "ALL" IF C9A=03] Does your [employer / school] pay for [SOME / ALL] of your parking?

     01   YES, ALL
     02   YES, SOME
     03   NO
     98   DON'T KNOW
     99   REFUSED

C10A   [IF C2A AND C2B < 04 AND > 10] Overall, how appealing to you personally is the idea of <u>using a Metro bus, the Rapid Ride, or the streetcar instead of driving to</u> [work/school]? Would you say...

     05   Very appealing
     04   Somewhat appealing
     02   Not very appealing
     01   Not at all appealing
     03   NEITHER APPEALING NOR UNAPPEALING
     98   DON'T KNOW
     99   REFUSED

C10B   [IF C10A > 02] Would you be most likely to ride. . .
        [ENTER ALL THAT APPLY]

        01   A Metro bus
        02   The Rapid Ride
        03   The Streetcar
        97   WOULDN'T RIDE ANY
        98   DON'T KNOW
        99   REFUSED

PERSONAL TRAVEL

PT1A   [IF D3B > 0] What method of transportation do you usually use to get around for <u>most</u> of your personal travel?
      [AS NEEDED: Non-work travel?]
      [ACCEPT SINGLE RESPONSE ONLY; IF MORE THAN ONE RESPONSE ASK FOR WHAT THEY USE MOST]
      [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 Bus, a Sound Transit Bus, or some other system?
      [IF SAYS VARIES: What do you usually do? / What is your most common mode?]

      01   DRIVE ALONE
      02   CARPOOL
      03   VANPOOL
      04   RIDE A METRO BUS
      05   RIDE THE SOUTH LAKE UNION STREETCAR
      06   RIDE THE SOUNDER TRAIN
      07   RIDE LINK LIGHT RAIL
      08   RIDE A SOUND TRANSIT BUS
      09   SCHOOL BUS
      10   RIDE ANOTHER SYSTEM'S BUS [SPECIFY]
      11   MOTORCYCLE
      12   BICYCLE
      13   WALK
      15   DRIVE TO PARK & RIDE LOT
      16   KING COUNTY WATER TAXI
      95   OTHER (SPECIFY)
      98   DON'T KNOW
      99   REFUSED

PT2A [IF (PT1A < 04 OR > 10) AND D3B > 0] Overall, how appealing to you personally is the idea of <u>using a Metro bus, the Rapid Ride, or the streetcar for your personal travel</u>? Would you say..

   05   Very appealing
   04   Somewhat appealing
   02   Not very appealing
   01   Not at all appealing
   03   NEITHER APPEALING NOR UNAPPEALING
   98   DON'T KNOW
   99   REFUSED

PT2B   [IF PT2A > 02] Would you be most likely to ride. . .
       [READ LIST AND ENTER ALL THAT APPLY]

       01   A Metro bus
       02   The Rapid Ride
       03   A Streetcar
       97   WOULDN'T RIDE ANY
       98   DON'T KNOW
       99   REFUSED

INFORMATION

IN1   How often do you use each of the following to get information regarding Metro? Would you say frequently, sometimes, rarely, or never?

       IN1A   Printed timetables
       IN1B   Metro Online (Metro's Transit's website @ www. kingcounty.gov
       IN1C   Information posted at stops, transit centers, park-and-ride lots
       IN1D   Metro alerts via text messages
       IN1E   Metro alerts via e-mail
       IN1G   Regional Trip Planner
       IN1h   Metro's Twitter Page
       IN1I   Metro's Facebook
   01   NEVER
   02   RARELY
   03   SOMETIMES
   04   FREQUENTLY
   98   DON'T KNOW
   99   REFUSED

IN3   Are you satisfied or dissatisfied with each of following items? Would that be very or somewhat [satisfied / dissatisfied]?

      IN3a   Overall ability to get information about Metro's routes and schedules

      IN3b   [IF IN1A > 01 AND < 98] Ability to get current printed timetables for routes

      IN3c   [IF IN1B > 01 AND < 98] Availability of service information on Metro Online (Metro's website)

      IN3d   [IF IN1A > 01 AND < 98] Accuracy or reliability of printed timetables

      IN3e   Notification of service changes

      IN3f   [IF IN1B > 01 AND < 98] Website posting of service delays or other problems

      IN3g   [IF IN1D OR IN1E > 01 AND < 98] Alerts via e-mail or text messaging regarding service delays or other problems

    01   VERY DISSATISFIED
    02   SOMEWHAT DISSATISFIED
    03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
    04   SOMEWHAT SATISFIED
    05   VERY SATISFIED
    97   DOES NOT APPLY TO ME
    98   DON'T KNOW
    99   REFUSED

IN4A   Do you have a Smartphone?
[AS NEEDED: A Smartphone provides greater connectivity than a cell phone. For example, you can connect to the Internet, download APPS, etc.)

    01   YES
    02   NO
    98   DON'T KNOW
    99   REFUSED

IN4B   [IF IN4A = 01]How often do you use your Smartphone to obtain information about Metro? Would you say frequently, sometimes, rarely, or never?

      01   NEVER
      02   RARELY
      03   SOMETIMES
      04   FREQUENTLY
      98   DON'T KNOW
      99   REFUSED

IN4C   [IF IN4B > 01 AND < 98] What websites or applications (APPS) do you use on your Smartphone to obtain information about Metro?
ENTER ALL THAT APPLY

01	METRO ONLINE / METRO'S WEBSITE/Metro Trip Planner
02	ONE BUS AWAY
03	GOOGLE TRANSIT / GOOGLE MAPS
04	ESTATELY.COM
05	SEATTLE BUS
06	*Maps other than Google*
07	*HopStop*
08	*Next Bus APP*
09	*Seattle Rider*
10	*Twitter*
93	OTHER 1 **[SPECIFY]**
94	OTHER 2 **[SPECIFY]**
95	OTHER 3 **[SPECIFY]**
97	NONE OF THE ABOVE
98	DON'T KNOW
99	REFUSED

IN4D   [IF IN4B > 01 AND < 98] What types of information about Metro do you currently get on your Smartphone?
ENTER ALL THAT APPLY

01	SCHEDULES / TIMETABLES
02	ROUTE MAPS
03	SERVICE CHANGE NOTIFICATIONS
04	SERVICE INTERRUPTIONS
05	ARRIVAL TIME OF NEXT BUS / STREETCAR / REAL TIME TRAVEL INFORMATION
06	*Alerts/Email Alerts*
07	*Trip Planner/ Trip Planning*
93	OTHER 1 **[SPECIFY]**
94	OTHER 2 **[SPECIFY]**
95	OTHER 3 **[SPECIFY]**
97	NONE OF THE ABOVE
98	DON'T KNOW
99	REFUSED

IN4E   [IF IN4D = 01,02,03,04,05,93,94,95] Are you satisfied or dissatisfied with the ease of getting information about Metro through your Smartphone? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

    01   VERY DISSATISFIED
    02   SOMEWHAT DISSATISFIED
    03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
    04   SOMEWHAT SATISFIED
    05   VERY SATISFIED
    97   DOES NOT APPLY TO ME
    98   DON'T KNOW
    99   REFUSED

IN4F   [IF IN4E=01, 02] What would make it easier to get info through your Smartphone?

[OPEN ENDED]
    01   Better Website/Mobile Optimized Website
    02   Accurate Timetables/Updated Information
    03   A Metro/ Trip Planner APP
    04   Integration of Time Tables into Maps on SmartPhones
    05   Better Software
    06   Better UI Application Interface
    07   GPS Integration
    95   Other
    97   Nothing / Can't think of anything
    98   Don't Know / Not sure
    99   Refused

OVERALL SATISFACTION, LOYALTY/ ADVOCACY, GOODWILL

GW1A   Now I would like to ask you about your overall satisfaction with Metro. Overall, would you say you are satisfied or dissatisfied with Metro? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

    01   VERY DISSATISFIED
    02   SOMEWHAT DISSATISFIED
    03   NEITHER SATISFIED NOR DISSATISFIED / NO OPINION
    04   SOMEWHAT SATISFIED
    05   VERY SATISFIED
    97   DOES NOT APPLY TO ME
    98   DON'T KNOW / 99   REFUSED

DEMOGRAPHIC QUESTIONS

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

D1   ENTER GENDER OF RESPONDENT
          . Are you…

>   01   MALE
>   02   FEMALE

D2   To ensure this study is representative, what is your age?

>   __   AGE
>   98   DON'T KNOW
>   99   REFUSED

  D2A   [IF D2 98, 99] Would that be....   [READ LIST AND STOP WHEN RESPONDENT SAYS YES]

>   01   16-17
>   02   18-19
>   03   20-24
>   04   25-34
>   05   35-44
>   06   45-54
>   07   55-64
>   08   65 or Older
>   98   DON'T KNOW
>   99   REFUSED

D4A   Are you Spanish, Hispanic, or Latino?

>   01   YES
>   02   NO
>   98   DON'T KNOW
>   99   REFUSED

D4B   I am going to read a list of race categories. Please choose one or more races you consider yourself to be:

01   White
02   Black or African American
03   American Indian or Alaskan Native
04   Asian or Pacific Islander
94   HISPANIC
95   OTHER [SPECIFY]
98   DON'T KNOW
99   REFUSED

D5   [SKIP IF SAMPLETYPE = 4] Is your total annual household income above or below $35,000 per year?

01   BELOW $35,000 PER YEAR
02   ABOVE $35,000 PER YEAR
98   DON'T KNOW
99   REFUSED

D5A   [IF D5 EQ 01 OR R7 EQ 01 OR S7 EQ 01]Earlier you indicated that your total household income was less than $35,000. Would that be. . .?

[IF D5 EQ 0**1]** Would that be....?

[READ LIST AND STOP WHEN RESPONDENT SAYS YES]

01   Less than $7,500,
02    $7,500 up to $15,000,
03    $15,000 up to $25,000, or
04    $25,000 up to $35,000?
98   DON'T KNOW / 99   REFUSED

D5B   [IF D5 EQ 02 OR R7 EQ 02 OR S7 EQ 02] Earlier you indicated that your total household income was above $35,000. Would that be. . .?

[IF D5 EQ 02] Would that be....?

01    $35,000 up to $55,000,
02    $55,000 up to $75,000,
03    $75,000 up to $100,000,
04    $100,000 up to $150,000, or
05    $150,000 and up?
98   DON'T KNOW / 99   REFUSED

D6   For our records, I need to verify your telephone number. Is it... [SHOW PHONE]?

      01   YES
      02   NO
      98   DON'T KNOW
      99   REFUSED

   D6A   ASK D6A IF D6 = 022 What is your correct telephone number?

                _____ENTER CORRECT PHONE NUMBER
            (999) 999-9999   REFUSED

Sample Banner Pages

This document contains the cross-tabulations for each question in the survey. As the data is a mix of scaled variables, ordinal and interval, frequency and percentile representations are tabulated and presented. Cross-tabulations also answer the question of how variables are related. A banner page format is used, which presents the question of interest at the top of the page (banner) with the relevant cross-tabulation variables presented by frequency, percentile, and level of significance.

The base sizes shown for each question are the total number with valid responses for that question. Each table provides information from respondents who offered opinions to a question. Refusals, invalid, and blank responses are counted as missing values and thus excluded from the analysis. Table bases may be different from table to table for this reason even though the base label (e.g. "All Respondents") is the same.

The ORC International team worked with the King County Metro team to determine these relevant cross-tabulation variables. The following banner points were selected.

Banner 1: Ridership (All Respondents)

Category	Banner Point	Description
Total		All respondents
Area of Residence	North	Defined by zip code
	South	
	East	
Individual Rider Status	All Riders	1+ rides in last 30 days (S4B-S6B)
	Regular Rider	5+ rides in last 30 days (S4B-S6B)
	Infrequent Rider	1–4 rides in last 30 day (S4B-S6B)
Commute Status	Total Commuter	Works or attends school outside the home three or more days a week (CS1-CS3C)
	Work Commuter	Works outside the home three or more days a week (CS1-CS3C)
	School Commuter	Attends school outside the home three or more days a week (not work commuter) (CS1-CS3C)
	Non-Commuter	Doesn't work or attend school outside the home three or more days a week (CS2B OR CS3B EQ 0)
Commute Mode *(primary mode to get to/from work or school)*	SOV	Drive alone in own vehicle (C2B EQ 1)
	Metro	Ride a Metro Bus or streetcar (C2B EQ 4-5)
	Other Transit	Ride the Sounder Train, Link Light Rail, a Sound Transit bus, or another system's bus (C2B EQ 6-8,10)
	Carpool/Vanpool	Carpool with family or non-family member or vanpool with 7 or more people (C2B EQ 2-4)
	Other	All other modes (C2B EQ 95)
Satisfaction with Metro	Total Satisfied	Regular or infrequent rider who gave a rating of 4 or 5 (GW1A EQ 4 OR 5)
	Very Satisfied	Regular or infrequent rider who gave a rating of 5 (GW1A EQ 5)
	Somewhat Satisfied	Regular or infrequent rider who gave a rating of 4 (GW1A EQ 4)
	Not Satisfied	Regular or infrequent rider who gave a rating of 1 or 2 (GW1A EQ 1 OR 2)
Service Used	Metro	Rode Metro at least once in last 30 days (S4B-S6B)
	Street Car	Rode the Street Car at least once in last 30 days (S4B-S6B)

Banners 2–4: Ridership by Area
(One for each area: Seattle / North King County; South King County; East King County)

Category	Banner Point	Description
Area of Residence	Total (North / South / East)	Respondents residing in (Seattle/North King County, South King County, East King County)
Individual Rider Status	All Riders	1+ rides in last 30 days (S4B-S6B)
	Regular Rider	5+ rides in last 30 days (S4B-S6B)
	Infrequent Rider	1–4 rides in last 30 day (S4B-S6B)
Commute Status	Total Commuter	Works or attends school outside the home three or more days a week (CS1-CS3C)
	Work Commuter	Works outside the home three or more days a week (CS1-CS3C)
	School Commuter	Attends school outside the home three or more days a week (not work commuter) (CS1-CS3C)
	Non-Commuter	Doesn't work or attend school outside the home three or more days a week (CS2B OR CS3B EQ 0)
Commute Mode *(primary mode to get to/from work or school)*	SOV	Drive alone in own vehicle (C2B EQ 1)
	Metro	Ride a Metro Bus or streetcar (C2B EQ 4-5)
	Other Transit	Ride the Sounder Train, Link Light Rail, a Sound Transit bus, or another system's bus (C2B EQ 6-8,10)
	Carpool/Vanpool	Carpool with family or non-family member or vanpool with 7 or more people (C2B EQ 2-4)
	Other	All other modes (C2B EQ 95)
Satisfaction with Metro	Total Satisfied	Regular or infrequent rider who gave a rating of 4 or 5 (GW1A EQ 4 OR 5)
	Very Satisfied	Regular or infrequent rider who gave a rating of 5 (GW1A EQ 5)
	Somewhat Satisfied	Regular or infrequent rider who gave a rating of 4 (GW1A EQ 4)
	Not Satisfied	Regular or infrequent rider who gave a rating of 1 or 2 (GW1A EQ 1 OR 2)
Service Used	Metro	Rode Metro at least once in last 30 days (S4B-S6B)
	Street Car	Rode the Street Car at least once in last 30 days (S4B-S6B)

Banner 5: Commuters

Base for this banner is all commuters (defined as those who commute to work or school three or more days a week)

Category	Banner Point	Description
Total Commuters		All commuters *(defined as those who commute to work or school 3 or more days a week)* (GEN4 EQ 3-7)
Area of Residence	North	Defined by zipcode and is a commuter
	South	
	East	
Individual Rider Status	All Riders	1+ rides in last 30 days (S4B-S6B) and is a commuter
	Regular Rider	5+ rides in last 30 days (S4B-S6B) and is a commuter
	Infrequent Rider	1–4 rides in last 30 day (S4B-S6B) and is a commuter
Commute Status	Total Commuter	Works or attends school outside the home three or more days a week (CS1-CS3C)
	Work Commuter	Works outside the home three or more days a week (CS1-CS3C)
	School Commuter	Attends school outside the home three or more days a week (not work commuter) (CS1-CS3C)
Commute Mode *(primary mode to get to/from work or school)*	SOV	Drive alone in own vehicle (C2B EQ 1) and is a commuter
	Metro	Ride a Metro Bus or streetcar (C2B EQ 4-5) and is a commuter
	Other Transit	Ride the Sounder Train, Link Light Rail, a Sound Transit bus, or another system's bus (C2B EQ 6-8,10) and is a commuter
	Carpool/Vanpool	Carpool with family or non-family member or vanpool with 7 or more people (C2B EQ 2-4) and is a commuter
	Other	All other modes (C2B EQ 95) and is a commuter
Satisfaction with Metro	Total Satisfied	Regular or infrequent rider who gave a rating of 4 or 5 (GW1A EQ 4 OR 5) and is a commuter
	Very Satisfied	Regular or infrequent rider who gave a rating of 5 (GW1A EQ 5) and is a commuter
	Somewhat Satisfied	Regular or infrequent rider who gave a rating of 4 (GW1A EQ 4) and is a commuter
	Not Satisfied	Regular or infrequent rider who gave a rating of 1 or 2 (GW1A EQ 1 OR 2) and is a commuter
Service Used	Metro	Rode Metro at least once in last 30 days (S4B-S6B) and is a commuter
	Street Car	Rode the Street Car at least once in last 30 days (S4B-S6B) and is a commuter

Statistical Significance

When interpreting survey results, readers should keep in mind that all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained if the whole population were surveyed. The size of such sampling error depends on the number of interviews completed. As the sample size increases, the sampling error decreases.

The sample plan was designed to achieve a maximum margin of error of +/– 2.0 percent with 95 percent confidence for this and all other key measures. These terms simply mean that if the survey were conducted 100 times, the data would be within a certain number of percentage points above or below the percentage reported in 95 of the 100 surveys.

Banner Explanation

1: Question—This is the question that the banner refers to.

2: Base—This is the respondents that this particular cross-tab applies to. In the example, this question applies to all respondents. On certain questions, the base identifies that the banner only applies to respondents who use or participate in the various activities.

3: Total Responding—This indicates the number of respondents, after weighting, who provided a valid answer. This is the number used for statistical analysis in the banner column.

4: Comparison Groups—The banners were set up in such a way as to provide statistical analysis across groups. In this example, analysis is done across sample type. Statistical significance between groups at the 95% level is shown by a capital letter. In this example, residents who were sampled via landline (Column B) are significantly more likely than cell phone sample respondents (Column C) to be older—age 45 or older.

Example

1 → AGE_CAT - What is your age?

2 → BASE : ALL RESPONDENTS

3

	SAMPLE TYPE		
	TOTAL	Landline	Cell
	(A)	(B)	(C)
WEIGHTED TOTAL	4022	2628	1394
TOTAL RESPONDING	3984 100%	2599 100%	1384 100%
UNWEIGHTED TOTAL	3985	2980	1005
18 to 24	496 12%	299 11%	197 14%
25 to 34	715 18%	270 10%	446 32% B
35 to 44	685 17%	416 16%	269 19%
45 to 54	744 19%	562 22% C	183 13%
55 to 64	669 17%	521 20% C	148 11%
65 or older	673 17%	532 20% C	141 10%
Don't know / Refused	38	29	9
MEAN	45.97	49.16 C	40.08
STANDARD DEVIATION	17.57	17.65	15.82
STANDARD ERROR	0.47	0.56	0.78
MEDIAN	46.00	51.00	36.00

4

Comparison Groups: BC/DEFGHI/JKLM/NO
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by: ORC International, an Infogroup Company

King County Metro - 2012 Rider Survey

Banner 1 - Ridership
ZONE - Area of Residence

BASE = ALL RESPONDENTS

	Area of Residence			Indiv. Rider Status			Commute Status*				Primary Commute Mode					Satisfaction with Metro				Service Used	
	Total	North	South	East	All Riders	Reg. Rider	Infreq. Rider	Total Commuter	Work Commuter	School Commuter	Non-Commuter	SOV	Metro	Other Trans	Carpool/ Vanpool	Other	Total Satis. -fied	Very Satis -fied	Some-what Satis.	Not Satis -fied	Metro	Street -car
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	1218	771	237	210	1218	772	446	856	707	149	362	238	452	24	55	84	1066	555	511	127	1205	119
TOTAL RESPONDING	1218	771	237	210	1218	772	446	856	707	149	362	238	452	24	55	84	1066	555	511	127	1205	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1218	418	400	400	1218	831	387	871	710	161	347	217	498	23	65	66	1073	587	486	123	1207	118
Seattle / North King	771	771	-	-	771	520	252	546	460	87	225	148	287	18	25	68	673	331	342	81	763	80
	63%	100%			63%	67%	56%	64%	65%	58%	62%	62%	63%	72%	46%	81%	63%	60%	67%	64%	63%	67%
							G					O	O			LMO			R			
South King	237	-	237	-	237	140	97	162	127	35	75	40	90	4	17	11	202	117	85	29	232	27
	19%		100%		19%	18%	22%	19%	18%	23%	21%	17%	20%	15%	30%	14%	19%	21%	17%	23%	19%	22%
East King	210	-	-	210	210	113	97	148	120	27	62	51	75	3	13	5	192	108	84	16	210	13
	17%			100%	17%	15%	22%	17%	17%	18%	17%	21%	17%	13%	23%	5%	18%	19%	17%	13%	17%	11%
							F					P	P		P							

Comparison Groups: BCD/FG/HK/IJK/LMNOP/QT/RST/UV
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

* "Commuter" means they work or go to school outside the home 3 or more days a week.

Prepared by ORC International (December 2012)

Banner 2 - Ridership Seattle/North King County
ZONE - Area of Residence

BASE = ALL RESPONDENTS

BANNER BASE = SEATTLE / NORTH KING COUNTY

	Total	Area of Residence			Indiv. Rider Status			Commute Status*				Primary Commute Mode					Satisfaction with Metro				Service Used	
		North	South	East	All Riders	Reg. Rider	Infreq. Rider	Total Commuter	Work Commuter	School Commuter	Non-Commuter	SOV	Metro	Other Trans	Carpool/ Vanpool	Other	Total Satis. -fied	Very Satis -fied	Some- what Satis.	Not Satis -fied	Metro	Street -car
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	771	771	-	-	771	520	252	546	460	87	225	148	287	18	25	68	673	331	342	81	763	80
TOTAL RESPONDING	771 100%	771 100%			771 100%	520 100%	252 100%	546 100%	460 100%	87 100%	225 100%	148 100%	287 100%	18 100%	25 100%	68 100%	673 100%	331 100%	342 100%	81 100%	763 100%	80 100%
UNWEIGHTED TOTAL	418	418	-	-	418	306	112	299	250	49	119	73	165	10	14	37	365	181	184	44	414	45
Seattle / North King	771 100%	771 100%	-	-	771 100%	520 100%	252 100%	546 100%	460 100%	87 100%	225 100%	148 100%	287 100%	18 100%	25 100%	68 100%	673 100%	331 100%	342 100%	81 100%	763 100%	80 100%

Comparison Groups: BCD/FG/HK/IJK/LMNOP/QT/RST/UV
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Prepared by ORC International (December 2012)

ZONE - Area of Residence

BASE = ALL RESPONDENTS

BANNER BASE = SOUTH KING COUNTY

	Total	Area of Residence			Indiv. Rider Status			Commute Status*				Primary Commute Mode					Satisfaction with Metro				Service Used	
		North	South	East	All Riders	Reg. Rider	Infreq. Rider	Total Commuter	Work Commuter	School Commuter	Non-Commuter	SOV	Metro	Other Trans	Carpool/ Vanpool	Other	Total Satis. -fied	Very Satis -fied	Some- what Satis.	Not Satis -fied	Metro	Street -car
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	237	-	237	-	237	140	97	162	127	35	75	40	90	4	17	11	202	117	85	29	232	27
TOTAL RESPONDING	237 100%	-	237 100%	-	237 100%	140 100%	97 100%	162 100%	127 100%	35 100%	75 100%	40 100%	90 100%	4 100%	17 100%	11 100%	202 100%	117 100%	85 100%	29 100%	232 100%	27 100%
UNWEIGHTED TOTAL	400	-	400	-	400	262	138	278	219	59	122	61	164	6	27	19	342	200	142	49	393	46
South King	237 100%	-	237 100%	-	237 100%	140 100%	97 100%	162 100%	127 100%	35 100%	75 100%	40 100%	90 100%	4 100%	17 100%	11 100%	202 100%	117 100%	85 100%	29 100%	232 100%	27 100%

Comparison Groups: BCD/FG/HK/IJK/LMNOP/QT/RST/UV
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Prepared by ORC International (December 2012)

King County Metro - 2012 Rider Survey

Banner 4 - Ridership East King County
ZONE - Area of Residence

BASE = ALL RESPONDENTS

BANNER BASE = EAST KING COUNTY

		Area of Residence			Indiv. Rider Status			Commute Status*				Primary Commute Mode					Satisfaction with Metro				Service Used	
	Total	North	South	East	All Riders	Reg. Rider	Infreq. Rider	Total Commuter	Work Commuter	School Commuter	Non-Commuter	SOV	Metro	Other Trans	Carpool/ Vanpool	Other	Total Satis. -fied	Very Satis -fied	Some- what Satis.	Not Satis -fied	Metro	Street -car
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	210	-	-	210	210	113	97	148	120	27	62	51	75	3	13	5	192	108	84	16	210	13
TOTAL RESPONDING	210 100%	-	-	210 100%	210 100%	113 100%	97 100%	148 100%	120 100%	27 100%	62 100%	51 100%	75 100%	3 100%	13 100%	5 100%	192 100%	108 100%	84 100%	16 100%	210 100%	13 100%
UNWEIGHTED TOTAL	400	-	-	400	400	263	137	294	241	53	106	83	169	7	24	10	366	206	160	30	400	27
East King	210 100%	-	-	210 100%	210 100%	113 100%	97 100%	148 100%	120 100%	27 100%	62 100%	51 100%	75 100%	3 100%	13 100%	5 100%	192 100%	108 100%	84 100%	16 100%	210 100%	13 100%

Comparison Groups: BCD/FG/HK/IJK/LMNOP/QT/RST/UV
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Prepared by ORC International (December 2012)

Banner 5 - Ridership by Commuters
ZONE - Area of Residence

BASE = ALL RESPONDENTS

BANNER BASE = ALL COMMUTERS

	Area of Residence				Indiv. Rider Status			Commute Status*				Primary Commute Mode					Satisfaction with Metro				Service Used	
	Total	North	South	East	All Riders	Reg. Rider	Infreq. Rider	Total Commuter	Work Commuter	School Commuter	Non-Commuter	SOV	Metro	Other Trans	Carpool/ Vanpool	Other	Total Satis. -fied	Very Satis -fied	Some- what Satis.	Not Satis -fied	Metro	Street -car
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	856	546	162	148	856	588	267	856	707	149	–	238	452	24	55	84	739	366	374	94	846	84
TOTAL RESPONDING	856	546	162	148	856	588	267	856	707	149	–	238	452	24	55	84	739	366	374	94	846	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	871	299	278	294	871	645	226	871	710	161	–	217	498	23	65	66	766	407	359	86	863	86
Seattle / North King	546	546	–	–	546	389	157	546	460	87	–	148	287	18	25	68	466	211	254	65	540	56
	64%	100%			64%	66%	59%	64%	65%	58%		62%	63%	72%	46%	81%	63%	58%	68%	69%	64%	66%
												O	O			LMO			R			
South King	162	–	162	–	162	106	55	162	127	35	–	40	90	4	17	11	138	80	58	19	158	19
	19%		100%		19%	18%	21%	19%	18%	23%		17%	20%	15%	30%	14%	19%	22%	15%	20%	19%	23%
East King	148	–	–	148	148	93	55	148	120	27	–	51	75	3	13	5	136	74	62	10	148	9
	17%			100%	17%	16%	20%	17%	17%	18%		21%	17%	13%	23%	5%	18%	20%	17%	11%	17%	11%
												P	P		P							

Comparison Groups: BCD/FG/HK/IJK/LMNOP/QT/RST/UV
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Prepared by ORC International (December 2012)