

2003 RIDER/NON-RIDER SURVEY FINDINGS

Prepared for:

**King County Department of Transportation
Transit Division**

Prepared by:

Gilmore Research Group

February 2004

UPDATED 5/5/2004

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
Introduction.....	1
Methodology	1
Key Findings	2
INTRODUCTION.....	8
METHODOLOGY.....	9
Telephone Survey.....	9
Sample Disposition	9
Sample Plan and Weighting.....	11
Analysis and Reporting.....	12
DETAILED FINDINGS	14
Ridership	14
Household Ridership Incidence – Total King County	14
King County Subareas	15
Riders Per Household	17
Demographic Characteristics of Respondents	18
Regular Riders	20
Infrequent Riders.....	20
Non-riders	21
Differences by Subarea.....	22
Public Transit Use	26
Regular Riders	26
Infrequent Riders.....	27
Transit Trip Characteristics	30
Non-riders – Past Transit Use	45
Commuters.....	47
Commuter Status	47
Commuter Demographics	47
Demographic Characteristics by Commute Mode	49
Commute Destination.....	52
Number of Employees at Place of Employment.....	57
Current Commute Mode to Work/School	58
Changes in Commute Mode from Last Year	60
Parking Subsidies	61
Parking Costs.....	64
Transit Subsidies.....	66
Distance to Work/School.....	67
Travel Time to Work/School	72
Work Hours	76
Commute Hours	80
Usual Mode for Personal Travel.....	82

TABLE OF CONTENTS (Continued)

Appeal of Using the Bus	82
Commuting to Work or School	82
Personal Travel	84
Barriers to Riding Transit	86
Drive Alone Commuters who find the Bus Appealing	89
Impact of Barrier Removal on Ridership	92
Park and Ride Lots	93
Awareness of Flexcar Program	94
Lost and Found	94
Satisfaction with Service Hours and Location	94
Awareness of Live Help Chat Service	95
Use of the Internet	96
Access to the Internet	96
Using the Internet to Get Metro Transit Information	96
Using Handheld Devices to Access Internet	97
Customer Satisfaction with Metro	98
Overall Satisfaction	98
Satisfaction with Specific Transit Elements	99
Relationship between Transit Elements and Overall Satisfaction	105
APPENDIX	110
Principal Components Analysis	111
Table 5 Calculations	113
Zip Codes Included in Each Sample Area	115
Rider Nonrider Telephone Questionnaire 2003	116

EXECUTIVE SUMMARY

Introduction

The King County Department of Transportation Transit Division (King County Metro) has conducted an annual telephone survey of transit Riders and Non-riders for more than 25 years. The annual study is designed to:

- Track customer awareness and perceptions of Metro services
- Identify and track demographic, attitudinal, and transit use characteristics among:
 - Regular Riders (residents who made 5 or more transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
 - Infrequent Riders (residents who made 1 to 4 transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area)
 - Non-riders (residents who did not use transit in the past 30 days)
 - Commuters to work or school

Questions concerning awareness of Metro Ridematching and Vanpool services were not asked in the 2003 study, nor were questions about various sources of Metro information and telecommuting. New areas of exploration in 2003 include assessing satisfaction with various aspects of downtown Seattle and with King County Metro Lost and Found services. Findings related to the new downtown Seattle questions are presented under separate cover.

Methodology

The 2003 Rider/Non-rider Study consisted of 2,412 interviews with King County residents age 16 or older. The sample was stratified to collect data from 400 Regular Riders and 400 Infrequent or Non-riders in each of three planning subareas of King County. The stratified sample design allows for statistically reliable subgroup analysis by ridership category and planning subarea of residence. For most of the analysis, survey results were weighted to reflect actual population and ridership incidence

throughout King County. Regular, Infrequent, and Non-riders were weighted independently.

Key Findings

Household Ridership Incidence

- Twenty-four percent (24%) of households contacted for this study had at least one Regular Metro rider, 8% had at least one Infrequent Rider and 68% did not have a current Metro rider in residence.
 - More than three-quarters of Non-riders (79%) have ridden Metro transit sometime in the past including 42% who used the service in the past year and 26% who rode Metro in the preceding six months.
 - In total, 61% of study respondents reported using Metro within the past year when trips in the Seattle Ride Free Area and on event shuttles were included.
- 34% of Metro Riders said they rely on transit for most of their transportation needs—up from 28% in 2002.

Access to Bus Stop

- Eight out of ten Regular and Infrequent Riders (81%) reported walking to their bus stops. Riders from North King County (92%) were more likely to walk to a bus stop than those from South (67%) or East King County (58%). In East King County, 41% of Metro Riders drive to a park and ride lot.

Transit Trip Characteristics

- More than four in ten (45%) Regular and Infrequent Riders said work was their primary purpose for using transit—up from 41% in 2000 and 2001. The percentage of Regular and Infrequent Riders who make recreational trips on transit has diminished over the last two years from a high of 24% in 2001 to 14% in 2003. In

2003, Metro Riders were equally likely to use transit primarily for shopping and errands (14%) as they were for recreation (14%).

- Six in ten Regular and Infrequent Riders (61%) reported riding Metro in the afternoon peak and 54% said they ride during the morning peak hours.
- One-third (35%) of Regular and Infrequent Riders usually make two-zone trips. Riders in East and South King County were more likely than those in North King County to take two-zone trips. As in past years, Regular and Infrequent Riders were equally likely to take two-zone trips.

Transfers

- The majority of Metro Riders (58%) said they do not transfer when traveling to their usual destination, 26% usually make one transfer, and 16% said they have to transfer two or more times to reach their usual destination.
- The average reported wait time between buses dropped for the second consecutive year from a high of 16.9 minutes in 2001 to 14.5 minutes in 2003.

On-Board Bike Racks

- Just 22 respondents said they usually bike to their bus stop, averaging 1.7 trips per week. All but one of these respondents said they use the on-board bike racks.

Fare Payment

- Consistent with last year, half of all Regular and Infrequent Riders (49%) said they pay their fares with cash; 41% use a pass; 10% use tickets; and 4% use a reduced fare permit with either cash or a sticker.
 - One in three pass holders (35%) has a Puget Pass—up from 30% in 2002. Consistent with 2002, one in five pass users (20%) has a U-Pass. The percentage of pass holders who reported using a Flexpass (17%) increased for the third consecutive year.

- The percentage of pass holders who reported using a Senior or Disabled sticker or fare permit decreased from 23% in 2002 to 19% in 2003.

Commute Trip Characteristics

- Six in ten survey respondents (63%) were Commuters. That is, they traveled to work or school outside the home at least three days per week.
- One-quarter of all Commuters (26%) listed downtown Seattle and the surrounding area as their primary commute destination. The percentage of Commuters to this destination has not varied by more than 3 percentage points over the last six years.
- Twenty-three percent (23%) of Commuters travel to North King County destinations outside the downtown area, 25% travel to East King County, and 17% travel to South King County. Nine percent (9%) of Commuters travel to a variety of locations within King County or to work sites outside the County. The percentage of Commuters to these destinations has not varied by more than 3 percentage points over the last four years.
- Six in ten Commuters drive alone (59%)—the smallest percentage in the last five years), 20% take a Metro bus, 10% participate in a carpool or vanpool and 10% use some other means.
 - Mode split to the downtown Seattle area differs from the overall mode split in that only 38% of Commuters to this area drive alone; 44% ride Metro, 8% carpool or vanpool, 4% walk, and 6% use other modes including Sound Transit, bikes, motorcycles or a combination of modes.
- The average distance Commuters travel to work or school is 11 miles. With the exception of 2001 (10.1 miles), the average commute distance has not changed significantly since 1997.
- Commuters spent just under half an hour on average (25.8 minutes) commuting to work or school in 2003—about the same as in 2002.

Parking and Transit Subsidies

- Nearly three-quarters (73%) of all Commuters have free or reduced fee parking available to them at work or school.
- One-third (32%) of Bus Commuters who pay their fare with transit passes are offered full transit subsidies from their employers or schools, and an additional 45% have partial subsidies available to them.

Personal Travel

- In 2003, 63% of all respondents said they usually drive alone for their personal travel. One-quarter (23%) usually carpool, and 8% usually ride a Metro bus. The mode split for personal travel has not changed significantly in several years.

Barriers to Riding Transit

- The top four barriers to riding the bus for Non-riders who usually drive alone to work or for personal business and said the bus was appealing for at least one of these purposes are the same as those recorded in 2001 and 2002:
 - *The bus routes near your home don't go where you want to go* is considered a major barrier by 46% of respondents.
 - *Having to plan around bus schedules* and *the time it takes by bus* were rated a major barrier by 32% of respondents.
 - *Having to transfer buses* were rated as a major barrier by 30% of respondents.
- The top two work-specific barriers among Drive Alone Commuters who said commuting by bus was somewhat or very appealing for commute travel were also unchanged from last year:
 - *Often having to work late* was a major barrier for 43% of Drive Alone Commuters.
 - *Having irregular work hours* was a major barrier for 40% of Drive Alone Commuters.

Metro Programs and Services

- Six in ten respondents (59%) said they were aware of the King County Metro Flexcar Program. Riders, Work Commuters, and residents of North King County were more likely than other respondents to be aware of the program.
- One in ten respondents (11%) said they have phoned or visited the King County Metro Lost and Found Office.
 - The majority of respondents who reported contacting Lost and Found were satisfied with both the service hours (69%) and the location (51%).
 - One in ten respondents (9%) was aware of the online Lost and Found Live Help chat service. Just six percent of those aware of the service reported using it.

Use of the Internet

- The vast majority of respondents (81%) have access to the Internet including 80% who have access at home and 52% who have access at work.
- Nearly half of all survey respondents (48%) have used the internet to get Metro transit information.
 - The majority of respondents who used the Internet to get Metro transit information were looking for schedule information (92%) followed by using the Trip Planner to get transit trip information (47%), buying a pass online (4%), getting rideshare information (4%) and finding out about accessible transportation (3%).
 - Just over one-quarter (27%) of respondents who used the Internet to access Metro transit information said they have a handheld device that can connect to the Internet such as a cell phone or personal data assistant.

Customer Satisfaction with Metro

- Overall satisfaction with Metro was 94%, consistent with satisfaction levels over the last few years. As in 2002, more than half (52%) of Regular and Infrequent Riders were very satisfied with Metro transit—the highest percentage since 1996.
 - Regular and Infrequent Riders were most satisfied with: personal safety waiting for the bus in the daytime (71% *very satisfied*); driver appearance (71%), personal safety on the bus related to the operation of the bus (68%) and driver courtesy (66%).
 - After factoring out respondents with no opinion, the transit elements Regular and Infrequent Riders were least satisfied with were: *personal safety waiting for the bus after dark* (27% *somewhat/very dissatisfied*), *wait time when transferring buses*, (27%), *cleanliness of bus shelters* (25%), and *time between buses* (23%).
- For Regular Riders, the transit service elements most closely related to Overall Satisfaction were “Personal Safety and Comfort” (*Personal safety on the bus, waiting for the bus, and inside cleanliness of the buses*) and “Travel Time” (*time between buses, the number of transfers required, where the routes go, travel time by bus, wait time when transferring, and on-time performance of buses*).

INTRODUCTION

King County Department of Transportation Transit Division (KC Metro) has conducted an annual survey of transit Riders and Non-riders for more than 25 years. The study analyzes data for King County as a whole and for three planning subareas: North King County including Seattle, East King County, and South King County. Within each subarea the annual study is designed to:

- Track customer awareness and perceptions of Metro services
- Identify and track demographic, attitudinal, and transit use characteristics among:
 - Regular Riders (residents who made 5 or more transit trips in the past 30 days excluding rides entirely within the Seattle Ride Free Area)
 - Infrequent Riders (residents who made 1 to 4 transit trips in the past 30 days excluding rides entirely within the Seattle Ride Free Area)
 - Non-riders (residents who did not use transit in the past 30 days)
 - Commuters to work and school
- Identify barriers that keep commuters from using public transportation
- Measure Rider satisfaction with various aspects of Metro transit service

The 2003 survey differed from the 2002 survey in several areas. Questions concerning awareness of Metro Ridematching and Vanpool services were not asked in the 2003 Rider / Non-rider study, nor were questions about various sources of Metro information and telecommuting. New areas of exploration in the 2003 study include assessing satisfaction with various aspects of downtown Seattle and with the King County Metro Lost and Found services. The analysis of questions related to downtown Seattle is presented under separate cover.

METHODOLOGY

Telephone Survey

Gilmore Research Group (Gilmore) conducted 2,412 telephone interviews with King County residents age 16 or older between October 2 and November 30, 2003. Gilmore used a Computer Assisted Telephone Interviewing (CATI) system and an initial random digit dialing sample of 53,172 telephone numbers from which to conduct the interviews. The random digit dialing method ensures that households with new or unlisted numbers are included in the survey. Gilmore made between five and twenty attempts to reach each household before replacement, with an average of 11 attempts on all usable sample.

Sample Disposition

The disposition of sample is displayed in Table 1A on page 10. Of the total sample, 48% of the numbers were working household telephone numbers. It is important to note that about one-third (32%) of the usable sample resulted in a no-contact even though an average of 11 attempts were made on the sample as a whole. Approximately two-thirds (68%) of the total sample of working residential numbers was contacted, and more than a third (37%) of those contacted did not qualify to complete the study. Respondents who did not qualify for the study lived outside King County, were in a quota group that was already full, or could not complete the survey because of a language or other communication barrier. Fourteen percent (14%) of all contacts resulted in completion of the full survey.

Table 1B on page 10 highlights the cooperation rate and response rate defined by the American Association for Public Opinion Research (AAPOR) as the proportion of eligible contacts who provide relevant data. The incidence for qualification as a Rider is fairly low, so it is important to consider how well interviewers were able to gain cooperation from qualified contacts. The cooperation rate for the 2003 study was 28%,

below the 2002 rate of 38%, but still substantially higher than the 23% cooperation rate in 2001. Similarly, the response rate for the 2003 study was 18%, lower than the response rate for 2002 of 38%, but higher than 23% in 2001.

		Percent of Total Sample	Percent of Usable Sample	Percent of Sample Contacted
Total Sample Attempted	53,172	100%		
Disconnected	20,427	38%		
Business/FAX	7,297	14%		
Sub-total Non-Working	27,724	52%		
Usable Sample	25,488	48%	100%	
No Answer	3,965	7%	16%	
Answering Machine	2,691	5%	11%	
Qualified Respondent Never Available	550	1%	2%	
Busy Signal	1,059	2%	4%	
Sub-total No Contact	8,265	16%	32%	
Total Sample Contacted	17,223	32%	68%	100%
Refusals	7,709	14%	30%	45%
Terminate/Incomplete	26	<1%	<1%	<1%
Sub-total Refusals/Incomplete	7,735	14%	30%	45%
Not Qualified	798	2%	3%	5%
Quota Filled	4,446	8%	17%	26%
Language Barrier/Hearing Problem	1,157	2%	5%	7%
Sub-total Not Qualified	6,401	12%	25%	37%
Completed Mini-Survey	601	1%	2%	3%
Completed Full Survey	2,412	5%	9%	14%
Total Completes	3,013	6%	11%	17%

May not sum to 100% due to rounding.

	2001	2002	2003
I=Complete interviews	2,434	2,409	2,412
P=Partial Completes – Mini Survey	647	832	601
R=Refusal/Terminate	10,186	5,302	7,735
NQ =Not Qualified	9,395	9,149	6,401
NC=No Contact/Not Available	19,601	9,069	8,265
E=Estimated proportion of cases of unknown eligibility that are eligible	36%	28%	31%
UH=Unknown household	18,010	6,189	5,366
UO=Unknown other	0	22	46
Total Usable Sample	42,263	26,761	25,414
Cooperation Rate AAPOR COOP4: (I +P)/(I+P+R)	23%	38%	28%
Response Rate AAPOR RR4: (I+P)/(I+P)+(R+NC+O)+e(UH+UO))	15%	23%	18%

Sample Plan and Weighting

Quotas were established to ensure enough responses in each subcategory (Riders, Non-riders and planning subareas) for statistically reliable analysis. Zip codes were used to place respondents into the three planning subareas of King County: North (including Seattle), South, and East. A list of the zip codes in each region is included in the Appendix. The sample was also stratified by ridership to include 400 Regular Riders and 400 Infrequent or Non-riders in each planning subarea. Ridership categories are defined as follows:

- Regular Rider - King County resident 16 years or older who made at least five one-way trips on Metro in the past 30 days, excluding rides completely within the Seattle Free Ride Area.
- Infrequent Rider - King County resident 16 years or older who made between one and four one-way trips on Metro in the past 30 days, excluding rides completely within the Seattle Free Ride Area.
- Non-rider - King County resident 16 years or older who did not ride Metro in the past 30 days, except for rides completely within the Seattle Free Ride Area.

During the sample design phase, planning was done to streamline the quality of screening and to ensure that sample was well utilized. At Metro's request, the amount of callable sample available for both Rider and Non-rider completes was controlled. Sample was imported in waves. Waves 1 and 2 contained sample that was available for both Rider and Non-rider interviews. Sample from waves 3 and higher was screened and any Infrequent or Non-riders were placed into an over-quota category for the appropriate planning subarea. Each usable number was attempted between five and twenty times on different days and different times of day before replacement.

These controls assured that no more sample was attempted than was necessary to reach the Rider/Non-rider quotas for each planning subarea and that screening for all ridership types took place throughout the study. Thus, surveys with Riders were

completed throughout the study rather than searching for them after filling the Non-rider quotas for each planning subarea.

Completed interviews were weighted to reflect the population size (by number of households) and the ridership incidence in each planning subarea. In 2003, the weights reflect ridership incidence broken out by Regular Riders, Infrequent Riders, and Non-riders. Prior to 2002, weights reflected the incidence of Regular Riders and Non-riders. Infrequent Riders were included with the Non-riders for weighting and analysis. The actual and weighted number of interviews in each category for 2003 is shown in Table 2. The calculations used to determine the sample weights are included in the Appendix.

Planning Subarea	All Respondents		Regular Riders		Infrequent Riders		Non-riders	
	n	n _w	n	n _w	n	n _w	n	n _w
North King County/Seattle	807	992	405	359	80	107	322	525
South King County	801	824	401	135	33	43	367	647
East King County	804	596	400	77	36	42	368	119
Total King County	2,412	2,412	1,206	570	149	192	1,057	1,650
<small>n = the number of interviews obtained in each cell n_w = the number in each cell after weighting</small>								

Analysis and Reporting

This report summarizes the major findings for each survey topic by planning subarea, ridership, and whether or not the respondent commutes to work or school. Unless otherwise noted, the results in this report are based on the final weighted sample data although actual cell sizes were used to determine statistically significant differences and reliability. For analyses, Infrequent Riders are included with Regular Riders for the majority of questions based on ridership. However, when calculating the incidence of Riders per household, Regular Riders, Infrequent Riders and Non-riders are distinct.

As sample size increases, the probability that responses to the survey reflect the opinions and behaviors of the general population also increases. For the Rider/Non-rider study, the maximum margin of error for the entire weighted sample (n=2,412) is ± 2.0 percentage points at the 95% confidence level. That is, in 95 out of 100 cases, the survey result will not differ from the general population by more than 2.0 percentage points in either direction. Table 3 shows the maximum margin of error at the 95% confidence level for each subgroup in this study. The margin of error is based on the effective sample size in each cell after weighting the data.

Planning Subarea	All Respondents		Regular Riders		Non-riders			
					Infrequent Riders		Non-riders	
	n	Error Margin	n	Error Margin	n	Error Margin	n	Error Margin
North King County/Seattle	807	3.6%	405	4.9%	80	11.0%	322	5.5%
South King County	801	4.2%	401	4.9%	33	17.1%	367	5.1%
East King County	804	4.3%	400	4.9%	36	16.3%	368	5.1%
Total King County	2,412	2.3%	1,206	3.3%	149	8.0%	1,040	3.0%

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

Findings in this report are based on the total number of weighted cases with valid responses for each variable of interest. “Don’t know” and “Refused” responses are counted as missing values and not included in the reported percentages unless otherwise noted. Responses to all questions including “Don’t Know” and “Refused” responses are presented under separate cover in the form of banner tables.

DETAILED FINDINGS

Ridership

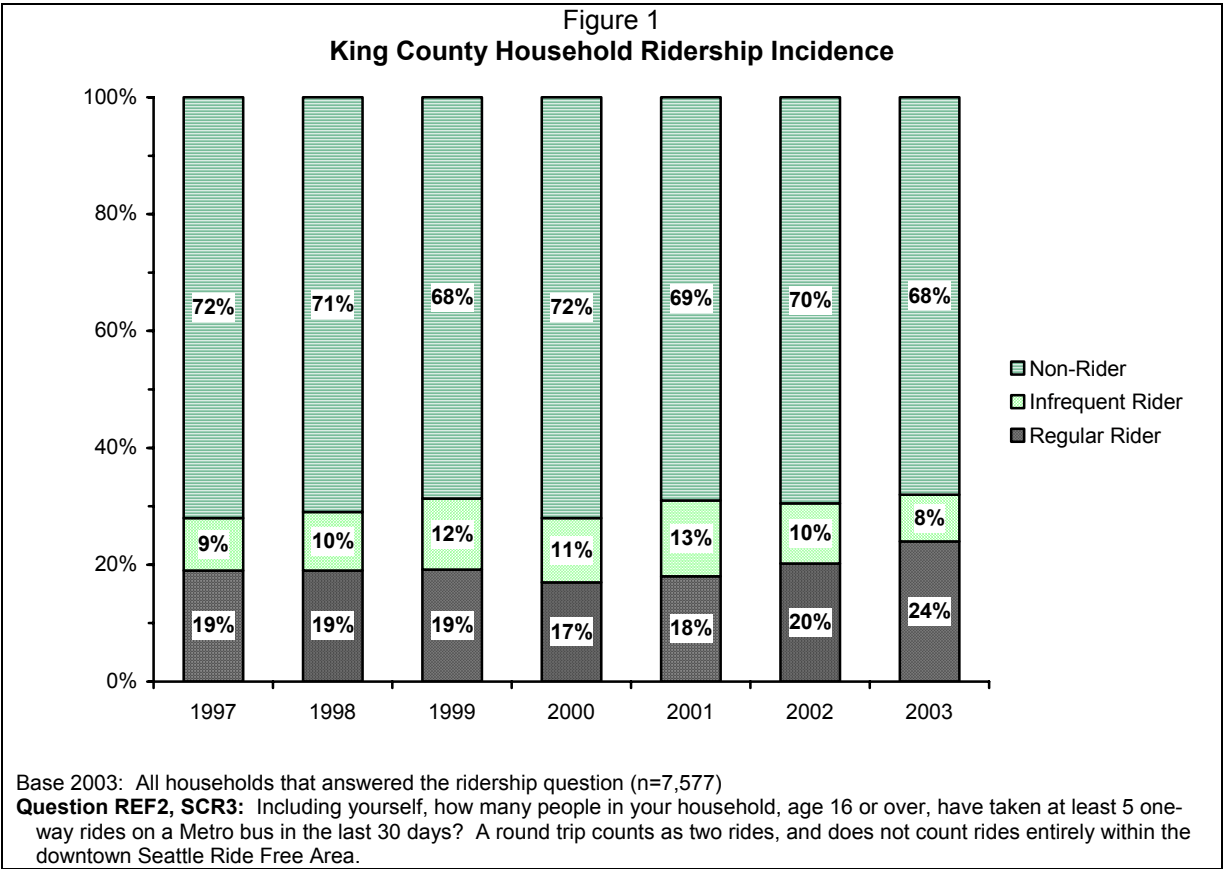
Household Ridership Incidence – Total King County

To calculate the overall incidence of Riders in King County, Gilmore used data from households with respondents who:

- Completed the full survey (n=2,412)
- Agreed to participate in the survey but did not qualify because the zone or ridership quota for that household was full (n=4,446)
- Refused to complete the full survey, but completed a shorter survey designed to collect ridership information only (n=601)

In 2003, 24% of all King County households contacted had at least one Regular Metro Rider,¹ 7% had one or more Infrequent Riders, and 68% did not have a Metro Rider in the household. (Figure 1)

¹ A Regular Rider is a King County resident age 16 or older who took 5 or more one-way trips on Metro transit in the past 30 days excluding the Seattle Ride Free Area. An Infrequent Rider took 1-4 one-way trips and a Non-rider did not ride Metro transit in the past 30 days excluding the Seattle Ride Free Area.



King County Subareas

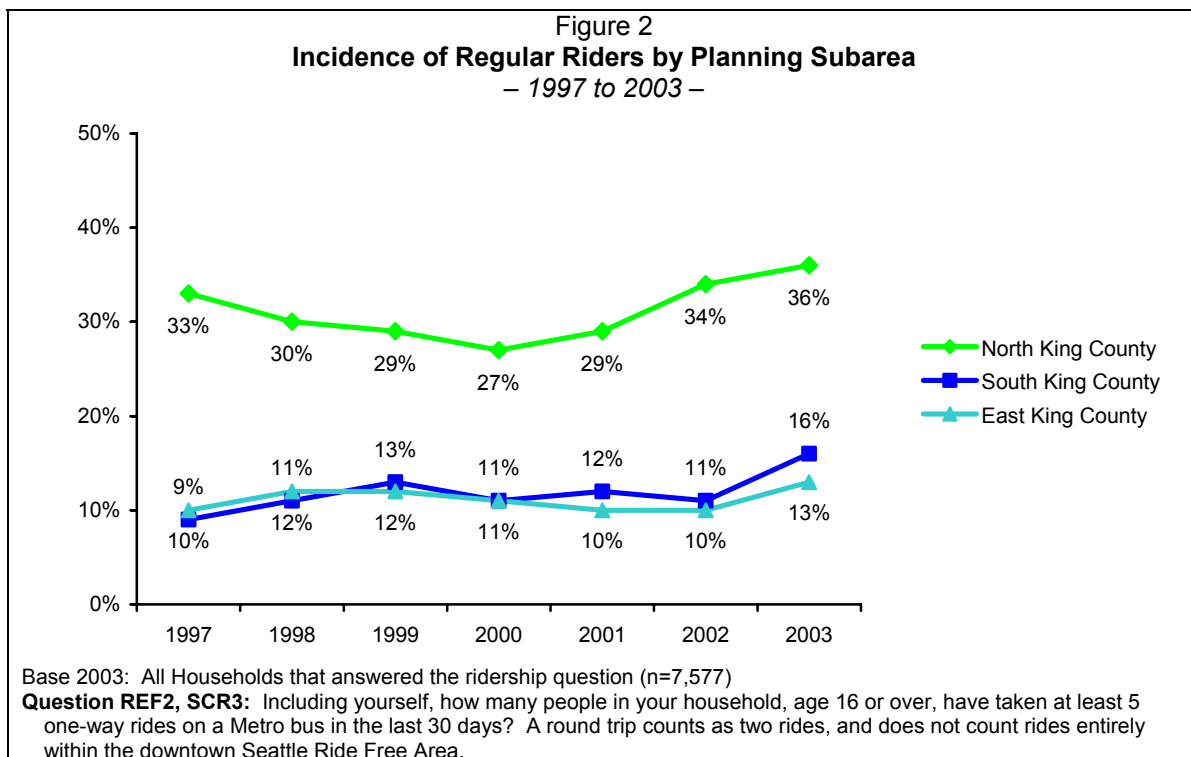
The incidence of Regular Rider households in North King County (36%) remains significantly higher than in either South King County (16%) or East King County (13%). Table 4 shows the ridership incidence in each planning subarea.

	Total King County (n=7,577)	North King County (n=1,467)	South King County (n=2,722)	East King County (n=3,388)
Regular Rider (5+ trips/month)	24%	36%	16%	13%
Infrequent Rider (1-4 trips/month)	8%	11%	5%	7%
Non-rider	68%	53%	79%	80%

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

From 1997 to 2002, ridership incidence in South and East King County remained fairly stable. In 2003, ridership incidence in South King County showed a slight increase (statistically significant at the 90% confidence level). A close examination of the demographic and commuting characteristics of respondents in the South King County subarea showed relatively few changes compared to 2002. Of note was that the average household size, average number of adults in the household, average number of working automobiles per household and number of working automobiles per adult are all lower than in 2002. However, only the decrease in the average number of working automobiles per household was statistically significant. (Figure 2)

In North King County, ridership incidence showed a steady downward trend from 33% in 1997 to 27% in 2000. This trend was reversed in 2001 when ridership incidence in this area edged up to 29%. Since 2001, ridership incidence in North King County has climbed steadily. In 2003, there were Regular Riders in 36% of North King County households, a statistically significant increase compared to the 27% recorded in 2000.



Riders Per Household

Table 5 displays three categories of Metro ridership information.

- The first category shows the average number of regular riders age 16 and older residing in each household. Of the known qualified households, those who answered the screening questions in either the mini survey or the main survey, there were .38 Regular Riders per household county-wide. There were more Regular Riders per household in North King County than in the other areas (.64 North, .32 South, .25 East).
- Also based on known qualified households, the second category shows the proportion of households with two or more regular riders age 16 and older. North King County was more likely to have a larger proportion of qualified households with two or more Regular Riders per household (13% compared to 6% in South and 4% in East King County).
- The third category shows the proportion of residents 16 and older who are regular riders. This was calculated by using the total number of people in the household age 16 and over who are regular riders and dividing by the reported total number of household members age 16 and older. The concentration of Regular Riders is much higher in North King County, where over one quarter (26%) of residents 16 and older are Regular Riders. The South County and East County report fewer Regular Riders age 16 and older with 11% and 7% respectively.

Table 5 Regular Riders Per Household				
	Total King County	North King County	South King County	East King County
No. Regular Riders 16 and Older per Household (Base: All known qualified households)	0.38	0.64	0.32	0.25
Proportion of Households with 2 or more Regular Riders 16 and Older (Base: All known qualified households)	7%	13%	6%	4%
Proportion of Residents 16 and Older Who are Regular Riders (Base: Estimated number of residents aged 16 and older.)	16%	26%	11%	7%
Questions REF2, SCR3: Including yourself, how many people in your household, age 16 or over, have taken at least 5 one-way rides on a Metro bus in the last 30 days? A round trip counts as two rides, and does not count rides entirely within the downtown Seattle Ride Free Area. Questions D4A, D4A1: Including yourself, how many the people in your household are age 16 or over? See Appendix pages 113 and 114 for calculations				

Demographic Characteristics of Respondents

Table 6 summarizes the demographic characteristics of Regular Riders, Infrequent Riders, and Non-rider respondents who participated in the full survey (n=2,412). A discussion of the unique characteristics of each group follows the table.

	All Respondents (n _w =2,412) (n =2,412)	All Riders (n _w =762) (n=1,355)	Regular Riders (n _w =570) (n=1,206)	Infrequent Riders (n _w =192) (n=149)	Non-Riders (n _w =1,650) (n=1,057)
Gender					
Male	43%	43%	43%	42%	44%
Female	57%	57%	57%	58%	56%
Age					
16-19	6%	10%	10%	10%	4%
20-24	5%	10%	10%	6%	4%
25-34	19%	22%	25%	14%	17%
35-44	22%	20%	18%	23%	22%
45-54	21%	20%	20%	21%	21%
55-64	14%	11%	10%	12%	15%
65 and Older	14%	9%	7%	15%	17%
<i>Mean*</i>	45	40	39	44	47
Ethnicity (<i>Multiple response</i>)					
Caucasian	86%	79%	78%	83%	90%
Asian American/Pacific Islander	6%	9%	8%	12%	5%
African American	5%	9%	11%	5%	3%
Hispanic	3%	4%	4%	2%	3%
American Indian/Alaska Native	2%	2%	2%	1%	2%
Other	<1%	1%	1%	1%	<1%
Income					
Under \$35,000 (Net)	19%	28%	29%	24%	15%
DK/Refused under \$35,000	2%	3%	3%	3%	2%
Less than \$7,500	2%	3%	3%	3%	2%
\$7,500 to \$15,000	3%	6%	7%	3%	2%
\$15,000 to \$25,000	5%	7%	7%	6%	4%
\$25,000 to \$35,000	6%	9%	8%	10%	5%
Over \$35,000 (Net)	69%	61%	60%	63%	72%
DK/Refused over \$35,000	8%	7%	6%	10%	9%
\$35,000 to \$55,000	20%	18%	20%	14%	20%
\$55,000 to \$75,000	15%	14%	14%	14%	15%
\$75,000 to \$100,000	12%	11%	10%	14%	12%
\$100,000 or More	14%	10%	11%	10%	16%
Refused/Don't Know	12%	12%	11%	13%	13%
<i>Median**</i>	\$57,877	\$50,612	\$49,159	\$57,500	\$61,480
<p>* n_w=2,315, n=2,304 Excludes respondents who did not provide an exact age. ** n_w=1,851, n=1,858 Excludes respondents who did not provide an income range May not sum to 100% due to rounding.</p>					

Table 6 (Continued)
Demographic Characteristics of Regular, Infrequent, and Non-riders

	All Respondents (n _w =2,412) (n =2,412)	All Riders (n _w =762) (n=1,355)	Regular Riders (n _w =570) (n=1,206)	Infrequent Riders (n _w =192) (n=149)	Non-Riders (n _w =1,650) (n=1,057)
Employment Status					
Employed Full-Time*	49%	54%	57%	47%	48%
Retired	18%	11%	9%	16%	21%
Employed Part-Time*	9%	13%	15%	12%	8%
Self-Employed/Work in Home	6%	3%	2%	6%	7%
Unemployed/Looking for Work	6%	7%	7%	10%	5%
Homemaker	6%	3%	3%	4%	7%
Student	5%	10%	9%	6%	4%
Other	<1%	<1%	<1%	1%	<1%
Planning Subarea					
North King County	41%	61%	63%	56%	32%
South King County	34%	23%	24%	22%	39%
East King County	25%	16%	13%	22%	29%
Household Size					
One	22%	24%	22%	28%	21%
Two	35%	35%	36%	33%	35%
Three	20%	20%	20%	20%	19%
Four	15%	14%	14%	15%	16%
Five or More	9%	7%	8%	4%	9%
<i>Mean</i>	<i>2.58</i>	<i>2.49</i>	<i>2.53</i>	<i>2.37</i>	<i>2.61</i>
Adults in Household (age 16+)					
One	26%	28%	27%	34%	25%
Two	52%	47%	47%	47%	54%
Three	14%	17%	18%	13%	13%
Four	6%	6%	6%	4%	6%
Five or More	2%	2%	3%	2%	1%
<i>Mean</i>	<i>2.05</i>	<i>2.07</i>	<i>2.12</i>	<i>1.94</i>	<i>2.04</i>
Number of Autos					
None	7%	19%	22%	10%	2%
One	33%	41%	41%	42%	30%
Two	41%	31%	29%	38%	46%
Three or More	18%	9%	9%	10%	22%
<i>Mean</i>	<i>1.78</i>	<i>1.34</i>	<i>1.29</i>	<i>1.48</i>	<i>1.99</i>
<i>Autos Per Adult in Household</i>	<i>0.87</i>	<i>0.64</i>	<i>0.60</i>	<i>0.76</i>	<i>0.98</i>
Household Member with Disability Making it Difficult to Use Regular Transit Service					
Yes	9%	7%	7%	6%	9%
No	91%	93%	93%	94%	91%
King County Resident Last Year					
Yes	93%	93%	93%	91%	94%
No	7%	7%	7%	9%	6%
Live Within Seattle City Limits					
Yes	38%	57%	60%	51%	29%
No	62%	43%	40%	49%	71%

*Includes students who work and attend school
 May not sum to 100% due to rounding.

Respondents in all three ridership groups are similar in that better than 90% of respondents in all three groups have lived in King County for more than a year and have an average household size of two to three people. Descriptions of each group and a list of the characteristics that differentiate them from one another are detailed below.

Regular Riders

One in four King County adults (24%) is a Regular Rider. The average age for members of this group is 39 and the median income is \$49,159. Most Regular Riders (74%) are employed full or part-time, 7% are unemployed, 9% are students, and 9% are retired. Nearly two-thirds (63%) of Regular Riders live in North King County. In terms of ethnicity, members of this group are predominantly Caucasian (78%), followed by African American (11%), and Asian American/Pacific Islander (9%). Regular Riders are more likely to be female than male (57% and 43% respectively). Regular Riders differ from Infrequent and Non-Riders in that they:

- Are younger on average than Infrequent Riders or Non-riders
- Are the most ethnically diverse group
- Have the smallest median income
- Are the least likely to have a vehicle available to use
- Have the largest percentage of students and employed persons
- Live with more adults per household than other groups
- Are most likely to live in North King County
- Least likely to live in East King County

Infrequent Riders

One in twelve adult residents of King County (8%) are Infrequent riders. That is, they made between one and four trips on a Metro bus in the month prior to the survey. Like Regular Riders, members of this group are more likely to be female than male (58% and 42% respectively). They are predominantly Caucasian (83%) followed by Asian

American/Pacific Islander (12%) and African American (5%). The median income for this group is \$57,500 and the average age is 44. Two out of three Infrequent Riders (65%) are employed either full or part-time, 16% are retired, 10% are unemployed, 6% are students, and 4% are homemakers. Just over half (56%) of Infrequent Riders live in the North King County subarea with the remainder equally divided between the South and East King County subareas (22% respectively). Infrequent Riders differ from Regular and Non-riders in that they:

- Are older on average than Regular Riders
- Have the largest percentage of unemployed persons
- Have the smallest average household size
- Have the fewest adults per household

Non-riders

Two-thirds (68%) of the adult population of King County are Non-riders. The average age for Non-riders is 47 and the median income is \$61,480. Like Regular and Infrequent Riders, Non-riders are more likely to be female than male (56% and 44% respectively) and are predominantly Caucasian (90%). Six in ten Non-riders surveyed (63%) are employed full or part-time, 21% are retired, 7% are homemakers, 5% are unemployed, and 4% are students. Non-riders are not concentrated in any one subarea of King County. Four in ten Non-riders (39%) live in South King County, 32% live in North King County, and 29% live in East King County. Non-riders differ from Regular and Infrequent Riders in that they:

- Are the largest group, comprising more than half of all respondents
- Are older on average than Regular or Infrequent Riders
- Have the greatest percentage of retired persons
- Have the largest median income
- Have the largest average household size
- Are the most likely to have a vehicle available to use

Differences by Subarea

Table 7 on pages 24 and 25 shows the demographic characteristics of King County residents by subarea. Below is a brief description of the characteristics unique to each of the three planning subareas.

North King County

Four in ten survey respondents (41%) live in North King County. Residents of North King County are predominantly Caucasian (85%) and are more likely to be female than male (56% and 44% respectively). The median income for North King County residents is \$54,110 and the average age is 45. More than a third of North King County residents (36%) are Regular Riders. Two-thirds (68%) of respondents from this subarea are employed either full or part-time, 17% are retired, 6% are unemployed, and 5% are students. The average household size in North King County is just under two persons (1.95) and there are 1.5 working automobiles per household on average.

Residents of North King County differ from those in other subareas in that they:

- Have the greatest percentage of Regular and Infrequent Riders
- Have the largest percentage of employed persons
- Have the smallest household size on average
- Are the least likely to have a working auto available for their use

South King County

One in three King County residents (34%) live in the South King County subarea. These respondents are predominantly Caucasian (85%), are more likely to be female than male (58% and 42% respectively), have a mean age of 45 and a median income of \$53,010. Six in ten South King County residents (60%) are employed full or part time, 20% are retired, 7% are students, 6% are homemakers, and 6% are unemployed. The average household size in South King County is 2.7 and the average number of working automobiles per household is 1.9. Sixteen percent (16%) of South King County

residents are Regular Metro Riders and 5% are Infrequent Riders. Residents of South King County differ from those in other subareas in that they:

- Have the smallest median income
- Are the most likely to have a household member with a disability that affects transit use

East King County

One-quarter (25%) of King County residents live in the East King County subarea. Like other King County residents, respondents from this area are predominantly Caucasian (89%), are more likely to be female than male (56% and 44% respectively), and have an average age of 45. The median income of East King County residents is \$72,778—26% greater than the median income of all King County respondents (\$57,877).

Two-thirds (66%) of East King County adults are employed full or part-time, 16% are retired, 9% are homemakers, 4% are students and 4% are unemployed. The average household size in East King County is 2.8 with an average of two working automobiles per household. Sixteen percent (16%) of East King County residents are Regular Riders and 5% are Infrequent Riders. Respondents from East King County differ from those in other subareas in that they:

- Are the least ethnically diverse
- Have the highest median income
- Have the largest average household size
- Are the most likely to have a car available

**Table 7
Demographic Characteristics by Subarea**

	Total King County (n _w =2,412) (n=2,412)	North King County (n _w =992) (n=807)	South King County (n _w =824) (n=801)	East King County (n _w =596) (n=804)
Gender				
Male	43%	44%	42%	44%
Female	57%	56%	58%	56%
Age				
16-19	6%	5%	9%	4%
20-24	5%	6%	5%	4%
25-34	19%	21%	15%	20%
35-44	22%	20%	22%	24%
45-54	21%	20%	20%	22%
55-64	14%	14%	14%	13%
65 and Older	14%	15%	15%	13%
<i>Mean*</i>	<i>44.77</i>	<i>44.64</i>	<i>45.07</i>	<i>44.57</i>
Ethnicity (<i>Multiple response</i>)				
Caucasian	86%	85%	85%	89%
Asian American/Pacific Islander	6%	6%	6%	8%
African American	5%	6%	7%	1%
Hispanic	3%	3%	4%	2%
American Indian/Alaska Native	2%	2%	3%	1%
Other	<1%	1%	<1%	<1%
Income				
Under \$35,000 (Net)	19%	23%	20%	10%
Don't Know/Refused under \$35,000	2%	3%	3%	2%
Less than \$7,500	2%	3%	2%	1%
\$7,500 to \$15,000	3%	5%	4%	1%
\$15,000 to \$25,000	5%	5%	5%	3%
\$25,000 to \$35,000	6%	8%	6%	4%
Over \$35,000 (Net)	69%	66%	66%	78%
Don't Know/Refused over \$35,000	8%	8%	6%	12%
\$35,000 to \$55,000	20%	19%	23%	15%
\$55,000 to \$75,000	15%	13%	16%	15%
\$75,000 to \$100,000	12%	11%	12%	12%
\$100,000 or More	14%	14%	8%	23%
Refused/Don't Know	12%	11%	14%	13%
<i>Median**</i>	<i>\$57,877</i>	<i>\$54,110</i>	<i>\$53,010</i>	<i>\$72,778</i>
Ridership Status				
Regular Rider	24%	36%	16%	13%
Infrequent Rider	8%	11%	5%	7%
Non-Rider	68%	53%	79%	80%

* n_w=2,315, n=2,304 Excludes respondents who did not provide an exact age.

** n_w=1,851, n=1,858 Excludes respondents who did not provide an income range
May not sum to 100% due to rounding.

Table 7 (Continued)
Demographic Characteristics by Subarea

	Total King County (n _w =2,412) (n=2,412)	North King County (n _w =992) (n=807)	South King County (n _w =824) (n=801)	East King County (n _w =596) (n=804)
Employment Status				
Employed Full-Time**	49%	51%	47%	49%
Retired	18%	17%	20%	16%
Employed Part-Time**	9%	10%	9%	10%
Self-Employed/Work in Home	7%	7%	4%	7%
Unemployed/Looking for Work	6%	6%	6%	4%
Homemaker	6%	3%	6%	9%
Student	5%	5%	7%	4%
Other	<1%	0%	1%	1%
Household Size				
One	22%	29%	19%	13%
Two	35%	36%	34%	36%
Three	20%	18%	22%	19%
Four	15%	12%	14%	22%
Five or More	9%	6%	11%	10%
<i>Mean</i>	<i>2.58</i>	<i>2.31</i>	<i>2.71</i>	<i>2.84</i>
Adults in Household (age 16+)				
One	26%	33%	26%	17%
Two	52%	48%	50%	61%
Three	14%	12%	16%	15%
Four	6%	5%	6%	6%
Five or More	2%	2%	2%	2%
<i>Mean</i>	<i>2.05</i>	<i>1.95</i>	<i>2.09</i>	<i>2.16</i>
Working Autos in Household				
None	7%	11%	6%	3%
One	33%	44%	28%	23%
Two	41%	34%	44%	50%
Three or More	18%	11%	23%	23%
<i>Mean</i>	<i>1.78</i>	<i>1.49</i>	<i>1.94</i>	<i>2.04</i>
<i>Autos Per Adult in Household</i>	<i>0.87</i>	<i>0.76</i>	<i>0.92</i>	<i>0.94</i>
Household Member with Disability Making it Difficult to Use Regular Transit Service				
Yes	9%	7%	11%	7%
No	91%	93%	89%	93%
King County Resident Last Year				
Yes	93%	94%	93%	93%
No	7%	6%	7%	7%

* Includes students who work and attend school
May not sum to 100% due to rounding.

Public Transit Use

Overall, 68% of those who completed the full survey were Non-riders, that is, they did not take a trip on Metro in the 30 days preceding the survey. Eight percent (8%) were Infrequent Riders, and the remaining 24% were Regular Riders—up from 20% in 2002. Table 8 on pages 28 and 29 summarizes the transit use characteristics of Regular and Infrequent Riders, allowing the reader to quickly see the similarities and differences between these two groups. A detailed discussion of each transit characteristic follows the table.

Regular Riders

Three-quarters of Metro Riders are Regular Riders. These respondents reported making an average of 24 trips on Metro in the month preceding the survey. Four in ten Regular Riders (44%) rely on Metro for all of their transportation needs while 13% indicated they use Metro for very little of their overall transportation. Regular Riders use transit primarily to get to and from work (55%). They are more likely to ride during morning and evening peak hours than at other times of the day.

Most Regular Riders (83%) usually walk to the bus stop and 15% drive to a Park and Ride lot. Two-thirds (67%) of Regular Riders said they usually make one zone trips. Fewer than half (43%) of all Regular Riders usually transfer to get to their destination. Those who do transfer reported waiting 15 minutes on average for a connecting bus.

Half of all Regular Riders (50%) reported using a pass to pay their fare, 41% said they pay with cash and 11% use tickets. Respondents mentioned up to four different methods of fare payment. The most popular pass was the Puget Pass (37% of pass users) followed by the U-Pass (19%), a Senior or Disabled sticker or fare permit (17%) and the Flex Pass (16%).

Infrequent Riders

As shown in Table 8 on pages 29 and 29, one-quarter of all Riders are Infrequent Riders. These riders made between one and four trips on Metro in the month preceding the survey—two trips on average. Infrequent Riders reported using Metro for a wide variety of purposes. One in three (31%) said they use Metro primarily for recreation, 21% use it primarily for shopping and errands, 13% for work trips, 13% for appointments and 12% primarily use the event shuttles.

Infrequent Riders often travel during the middle of the day (45%), on weekends (44%), and during the evening peak hours (36%). They mostly travel in one zone (66%) and do not transfer (59%). Infrequent Riders walk to a bus stop (74%) or drive to a Park and Ride lot (24%).

These Riders pay their fare with cash (74%) or a pass (16%). A Senior or Disabled Fare Permit was the most common pass mentioned (36%) followed by a U-Pass (23%), a FlexPass (22%) or a Puget Pass (16%).

Table 8 Transit Use Among Regular and Infrequent Riders			
	All Riders (n _w =762) (n=1,355)	Regular Riders (n _w =570) (n=1,206)	Infrequent Riders (n _w =192) (n=149)
Transit Trips Per Month			
1 to 4	26%	0%	100%
5 to 7	14%	19%	0%
8 to 10	10%	14%	0%
11 to 20	19%	25%	0%
21 to 40	22%	30%	0%
41 or More	9%	12%	0%
<i>Mean</i>	18.5	24.3	1.9
Reliance on Transit			
Use for all transportation needs	34%	44%	3%
Use for some transportation needs	37%	43%	19%
Use for very little of my transportation needs	29%	13%	78%
When Began Riding			
Before September, 2002	74%	76%	66%
After September, 2002	26%	24%	34%
Reason Why Started Riding After September 2002 (Multiple response)			
	(n _w =184) (n=356)	(n _w =125) (n=310)	(n _w =58) (n=46)
Prefer Bus (Net)	42%	39%	47%
More convenient (general)	24%	27%	18%
Avoid parking/parking fees	10%	10%	9%
Less expensive	8%	10%	5%
More convenient for sports events	7%	1%	20%
Bus is faster	4%	5%	2%
No Alternative	27%	23%	35%
Change in job/school	23%	31%	7%
Moved	6%	8%	2%
Jury Duty	3%	2%	4%
Other	8%	7%	11%
Primary Trip Purpose			
	(n _w =762) (n=1,355)	(n _w =570) (n=1,206)	(n _w =192) (n=149)
Work	45%	55%	13%
Shopping/Errands	14%	11%	21%
Fun/Social/Recreational	14%	9%	31%
School	12%	14%	6%
Appointments	8%	7%	13%
Event Shuttles	4%	1%	12%
Other	3%	3%	3%
Time of Day Traveled (Multiple response)			
Before 6 AM	9%	10%	4%
Morning Peak (6 to 9 AM)	54%	64%	24%
Midday (9 AM to 3 PM)	43%	42%	45%
Evening Peak (3 to 6 PM)	61%	70%	36%
Early Evening (6 to 7 PM)	30%	35%	15%
Weeknights (After 7 PM)	24%	27%	13%
Weekends (any time)	45%	46%	44%
May not sum to 100% due to rounding.			

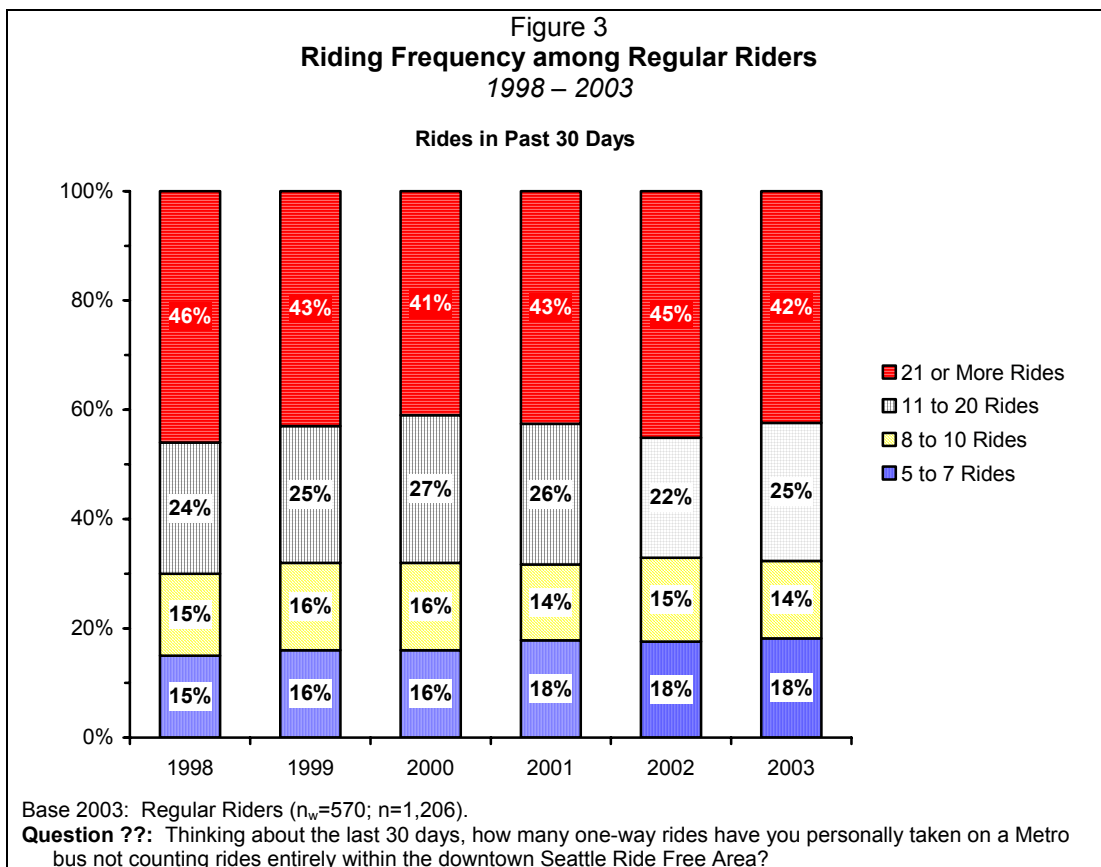
Table 8 (Continued)			
Transit Use Among Regular and Infrequent Riders			
	All Riders (n _w =762) (n=1,355)	Regular Riders (n _w =570) (n=1,206)	Infrequent Riders (n _w =192) (n=149)
Zones Traveled			
One Zone	65%	65%	66%
Two Zones	35%	35%	34%
Number of Transfers			
No Transfers	58%	57%	59%
One Transfer	26%	25%	32%
Two or More Transfers	16%	18%	9%
Transfer Wait Time for Respondents Who Transfer			
	(n _w =320) (n=578)	(n _w =240) (n=538)	(n _w =80) (n=61)
0 to 5 Minutes	16%	17%	13%
6 to 10 Minutes	31%	28%	39%
11 to 15 Minutes	28%	27%	33%
More than 15 Minutes	25%	29%	15%
<i>Mean</i>	<i>14.5 Min.</i>	<i>15.0 Min.</i>	<i>13.0 Min.</i>
Travel Mode to Bus Stop (Multiple response)			
	(n _w =762) (n=1,354)	(n _w =570) (n=1,206)	(n _w =192) (n=149)
Walk	81%	83%	74%
Drive to P&R	17%	15%	24%
Drive and Park Near a Bus Stop	2%	2%	2%
Bike	2%	2%	2%
Get Dropped Off by Car	2%	2%	2%
Other	1%	1%	0%
Fare Payment (Multiple response)			
Cash	49%	41%	74%
Pass	41%	50%	16%
Ticket	10%	11%	9%
Reduced Fare Permit with Sticker	4%	4%	1%
Reduced Fare Permit with Cash	4%	4%	4%
Type of Pass Used by Pass Holders			
	(n _w =361) (n=723)	(n _w =320) (n=691)	(n _w =41) (n=32)
Puget	35%	37%	16%
U-Pass	20%	19%	23%
Senior/Disabled Sticker or Fare Permit	19%	17%	36%
Flex Pass	17%	16%	22%
Student Pass	3%	3%	0%
Go Pass	2%	2%	0%
ACCESS Pass	1%	1%	0%
Other/ Unsure of Pass Type	4%	6%	3%
May not sum to 100% due to rounding.			

Transit Trip Characteristics

Number of Rides in Past 30 Days

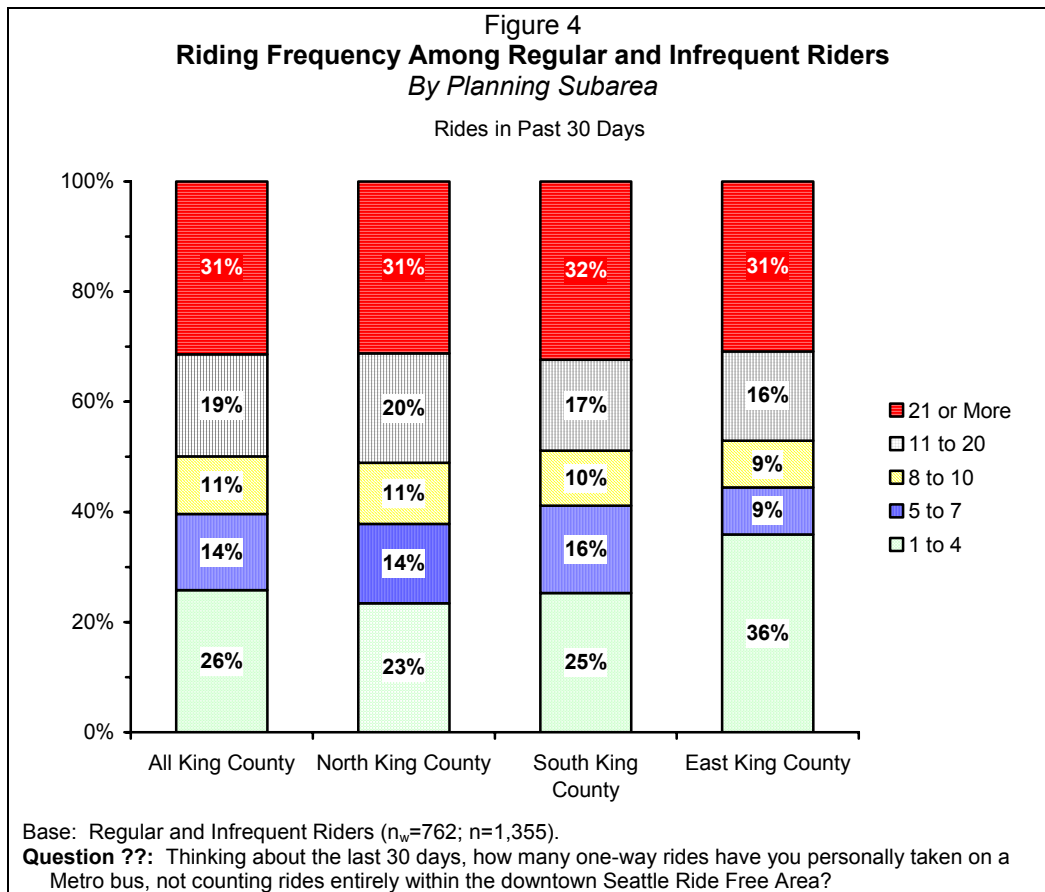
In 2003, one in three respondents were Regular (24%) or Infrequent Riders (8%), averaging 19 trips in the month before the survey. Regular Riders took 24 one-way Metro bus trips (excluding the Seattle Ride Free Area) in the previous 30 days while Infrequent Riders averaged 2 one-way trips. (Figure 3)

The average number of transit trips made by Regular and Infrequent Riders is consistent with findings in 2002.



North King County has significantly more Regular and Infrequent Riders (47%) than either South King County (22%) or East King County (20%). Despite there being proportionally more riders in North King County than in other areas, the average number of trips in the month preceding the survey among North King County Riders (19) was comparable with the average trip in both South (19) and East King County (17).

Figure 4 shows the differences in riding frequency among Regular and Infrequent Riders in each planning subarea. As shown, there are significantly more Infrequent Riders (1 to 4 trips/month) in East King County than in the other two subareas.



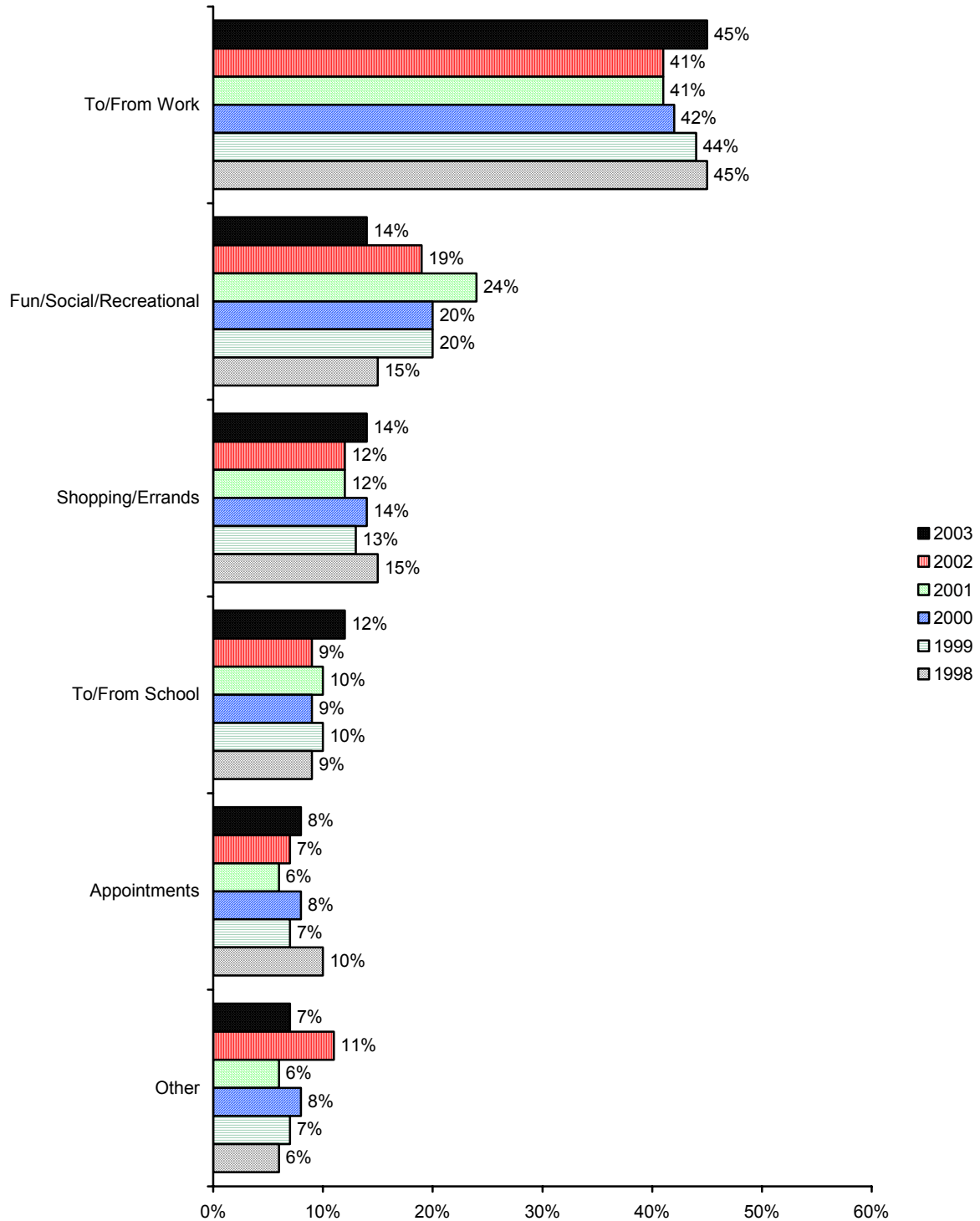
Primary Transit Trip Purpose

More than four in ten Regular and Infrequent Riders (45%) said work was the primary reason for using the bus. This number was an increase over 2002 and is similar to 1998 levels. Regular Riders were over four times as likely as Infrequent Riders to say they primarily ride the bus to and from work (55% v. 13%).

The next most commonly mentioned purposes were shopping or running errands and recreational trips (each at 14%). The percentage of Regular and Infrequent Riders who use transit for recreational trips has diminished over the last two years from a high of 24% in 2001 to 19% in 2002 to 14% in 2003. Infrequent Riders were significantly more likely than Regular Riders to use the bus for recreational trips (31% v. 9%). Other purposes such as shopping (14%), going to and from school (12%), and going to appointments (7%) are consistent with findings over the past several years. (Figure 5)

Primary trip purpose among Regular and Infrequent Riders does not differ significantly by planning subarea with two exceptions. Regular and Infrequent Riders in South King County are more likely than those in North or East King County to use transit primarily to get to appointments (11% South King County v. 6% North County and 4% East County). Similarly, Regular in Infrequent Riders in East King County were more likely than South King County riders to take transit primarily for social or recreational trips (19% and 11% respectively).

Figure 5
Primary Trip Purpose
 1998 – 2003

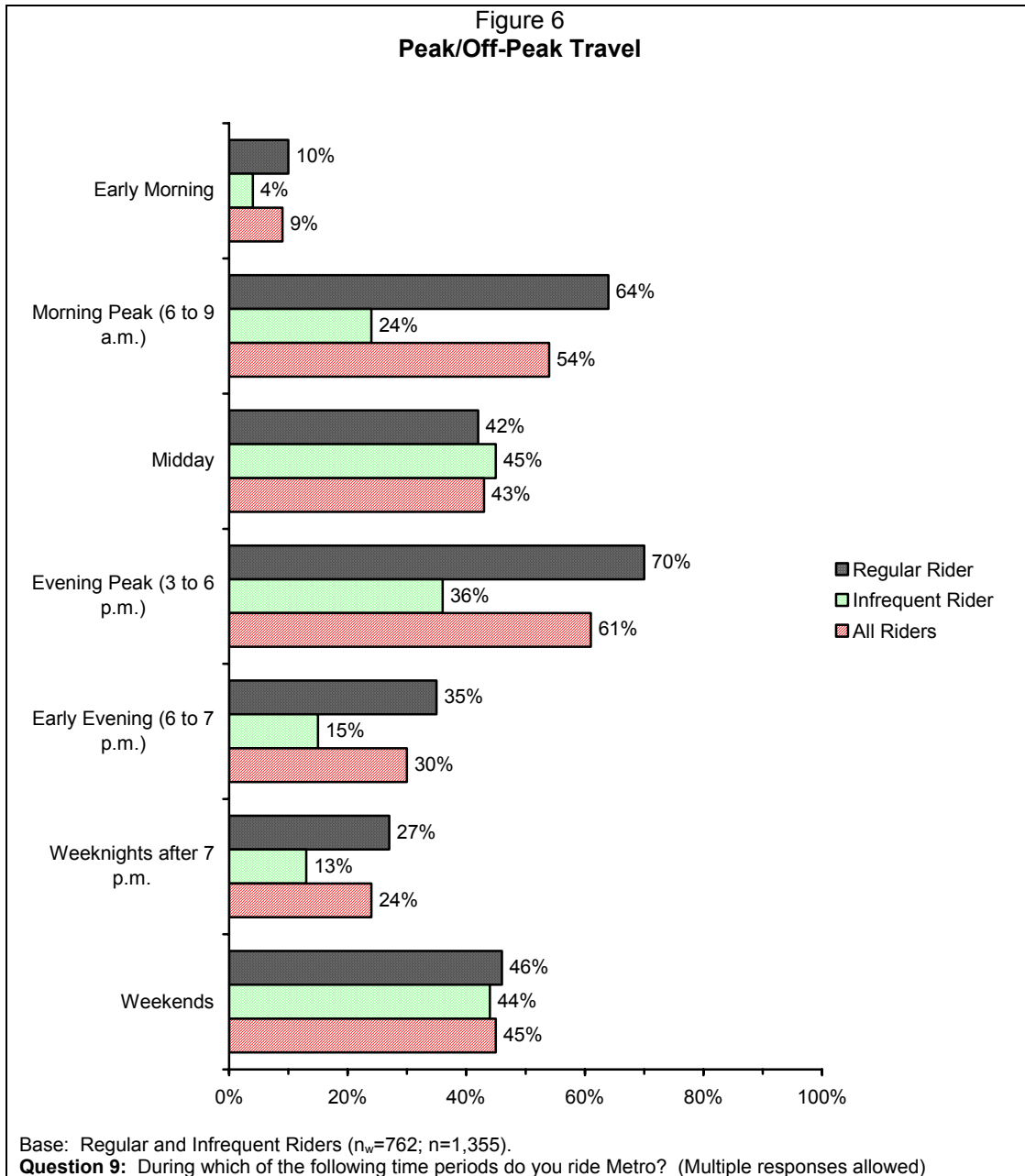


Base 2003: Regular and Infrequent Riders (n_w=762; n=1,355).

Question 8: When you ride the bus, what is the primary purpose of the trip you take most often?

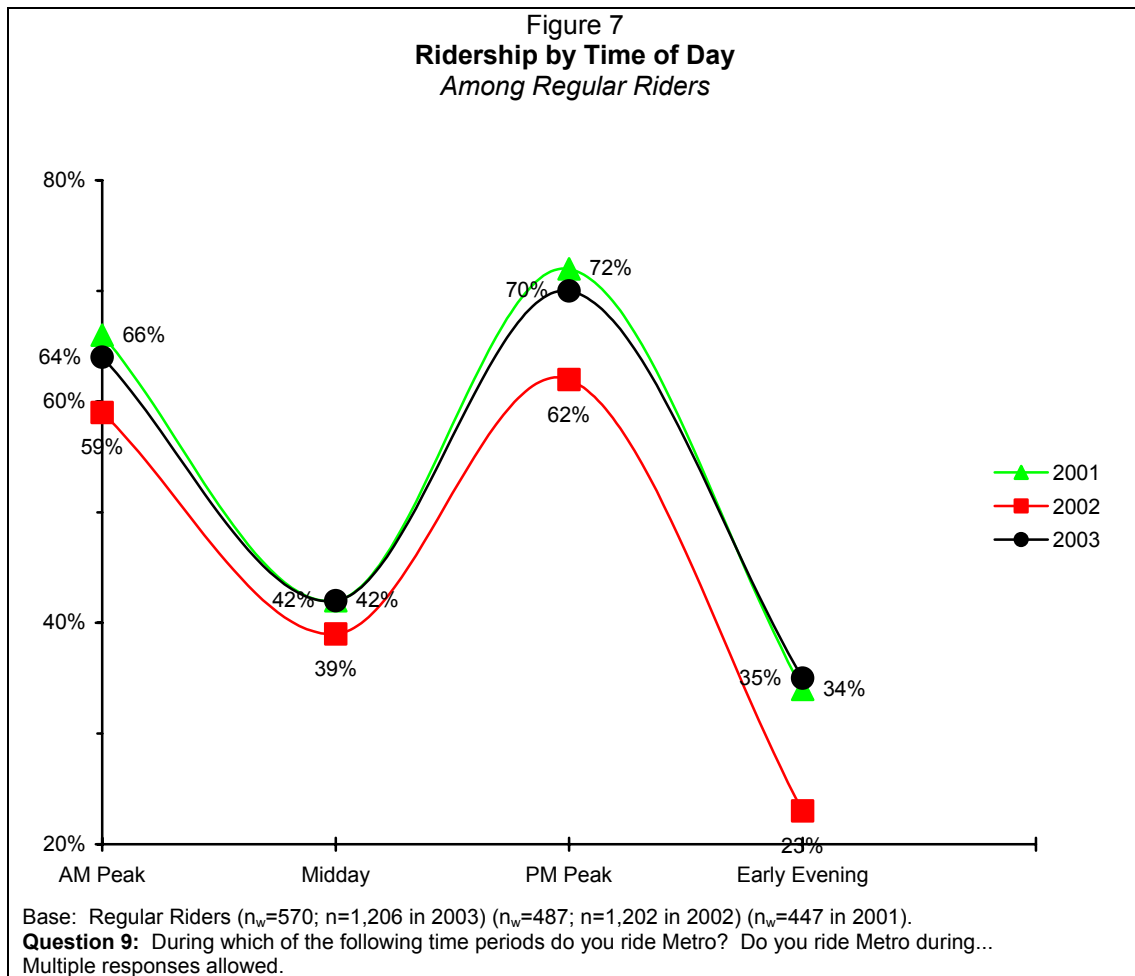
Peak and Off-Peak Travel

Six in ten Regular and Infrequent Riders (61%) reported riding in the evening peak, and just over half (54%) ride during morning peak hours. It comes as no surprise that Regular Riders were significantly more likely than Infrequent Riders to ride during peak commute hours. Regular and Infrequent Riders were about equal in their use of Metro transit on weekends. (Figure 6)



Infrequent Riders continue to ride throughout the day in similar percentages to those found in 2002 and are significantly more likely to ride Metro on weekends than they were in 2002 (44% in 2003 v. 30% in 2002).

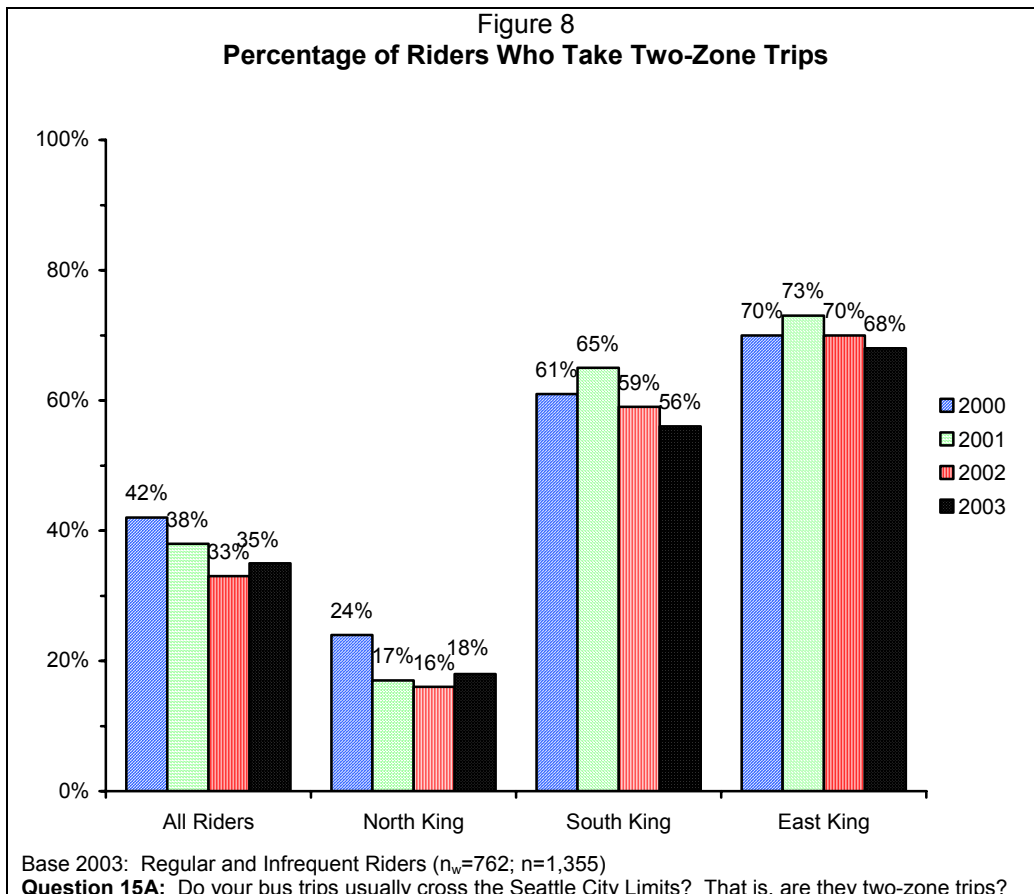
The percentages of Regular Riders who reported using transit at specific times on weekdays are generally greater than they were in 2002 and nearly mirror the percentages from 2001 as shown in Figure 7. Like Infrequent Riders, Regular Riders are significantly more likely to report using Metro on the weekends than they were in 2002 (46% in 2003 v. 30% in 2002).



Two Zone Trips

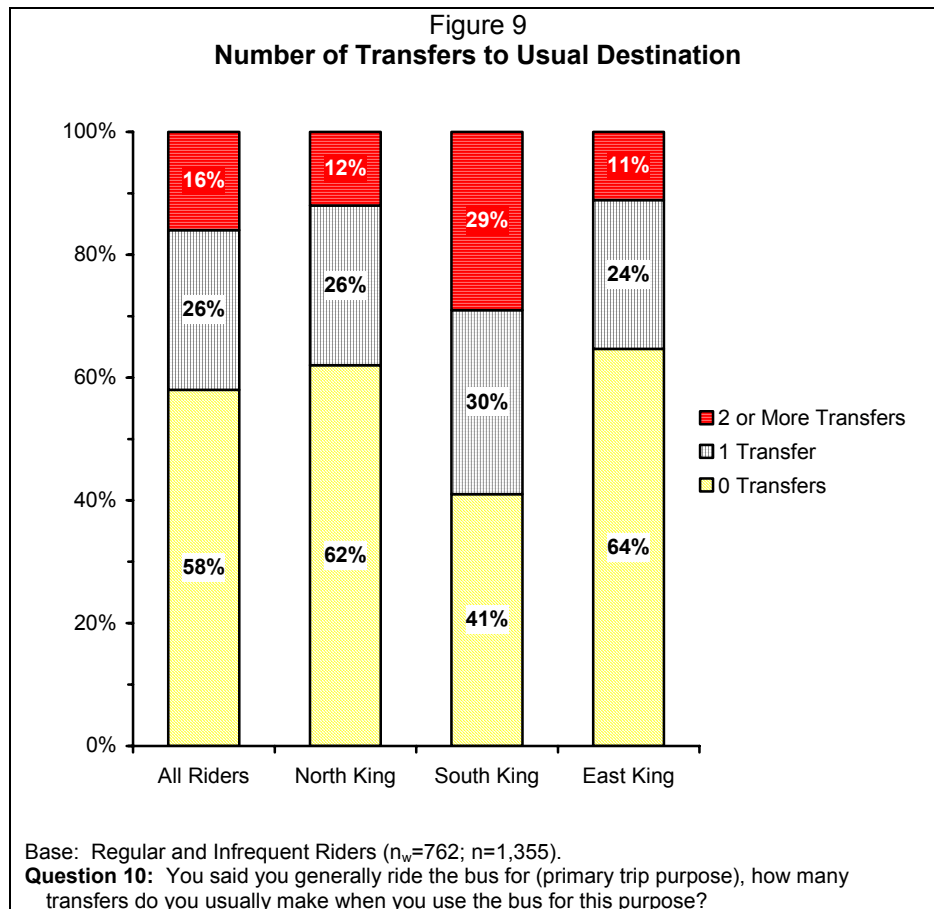
Thirty-five percent (35%) of Regular and Infrequent Riders usually make two-zone trips. As in past years, Regular and Infrequent Riders in East and South King County were more likely than those in North King County to take two-zone trips (68%, 56% and 18% respectively). At 18%, the percentage of North King County Riders who take two-zone trips is still significantly below the 24% recorded in 2000. In South and East King County the percentage of Regular and Infrequent Riders taking two-zone trips does not differ significantly from 2002. (Figure 8)

As in past years, Regular and Infrequent Riders are equally likely to say they usually make two-zone trips.



Number of Transfers

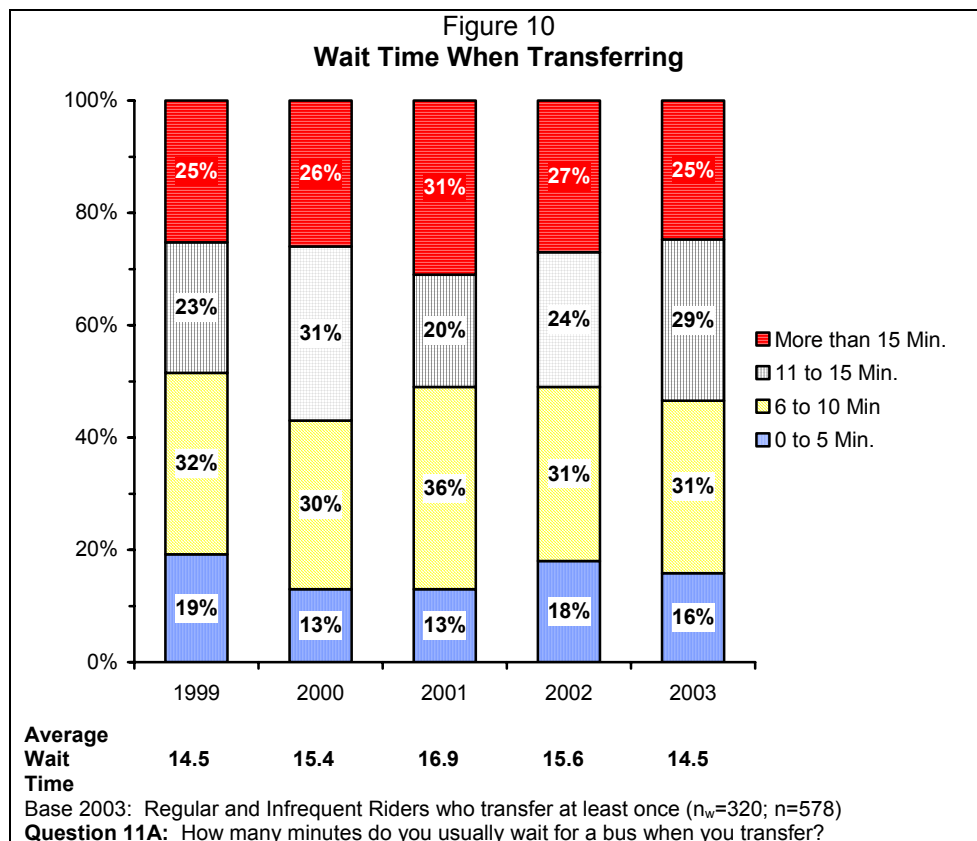
The majority of Riders (58%) do not transfer when traveling to their usual destination. Approximately one-quarter of all Riders (26%) make one transfer, and 16% transfer two or more times. Regular Riders are twice as likely as Infrequent Riders to make two or more transfers (18% and 9% respectively). Likewise, Riders from South King County were significantly more likely than other Riders to make multiple transfers. Twenty-nine percent (29%) of Riders from South King County reported making two or more transfers—more than double the percentage in North or East King County where only 12% and 11% respectively reported making two or more transfers. (Figure 9)



Wait Time Between Transfers

Regular and Infrequent Riders who reported making at least one transfer were asked how long they usually wait for a bus when they transfer. As shown in Figure 10, three-quarters of the Regular and Infrequent Riders who transfer (75%) reported waiting 15 minutes or less at their transfer points.

In 2003, Riders reported waiting 14.5 minutes on average between transfers. This is the second year with a decrease in the average reported wait time between transfers, a statistically significant decrease compared to average wait time in 2001. Infrequent Riders reported slightly shorter waiting times on average than did Regular Riders (13 minutes and 15 minutes, respectively).



While wait time decreased in all three King County subareas, Regular and Infrequent Riders in North King County had the greatest decline; their average wait time for a transfer was 14 minutes—compared to 15.8 minutes last year. As in the past three years, Riders in East King County had the shortest wait time on average. At 13.5 minutes, the wait for Riders in East King County was virtually unchanged from the 13.9 minute wait time recorded in 2002 and the 13.5 minute wait time in 2001. In South King County, the Riders waited 15.7 minutes on average for their connection, the shortest average time recorded in the past four years. (Table 9)

Table 9 Average Wait Time for Transfer by Planning Subarea Minutes				
	Total King County	North King County	South King County	East King County
2003	14.5 Min.	14.0 Min.	15.7 Min.	13.5 Min.
2002	15.6 Min.	15.8 Min.	16.2 Min.	13.9 Min.
2001	16.9 Min.	14.9 Min.	22.1 Min.	13.5 Min.
2000	15.4 Min.	17.5 Min.	17.5 Min.	12.3 Min.
2003 Base: Riders who make one or more transfers (n _w =320; n=599) Question 11A: How many minutes do you usually wait for a bus when you transfer?				

Respondents who make multiple transfers were asked how long they wait for their longest transfer. The average reported waiting time was 29.5 minutes. Regular Riders reported longer wait times (30.6 minutes) than did Infrequent Riders (23.5 minutes).

Travel Mode to Bus Stop

Eight in ten Regular and Infrequent Riders (81%) said they usually walk to their bus stop, 17% drive to a Park & Ride lot and the remainder use other methods including biking (2%). Regular and Infrequent Riders who live in North King County were significantly more likely to walk to their stop than those in either South or East King County (92%, 67%, and 58% respectively). In East King County, four out of ten Regular and Infrequent Riders (41%) reported driving to a Park & Ride lot, a significant difference from the 29% of South King County Regular and Infrequent Riders who drive to a Park and Ride lot. In North King County just 7% of Regular and Infrequent Riders reported driving to a Park and Ride lot—significantly below the number in both the South and East subareas of King County.

In North King County, Regular Riders were significantly more likely than Infrequent Riders to say they usually walk to their bus stop (94% v. 85%). In South and East King County, the likelihood that Regular and Infrequent Riders would walk to their bus stop was approximately equal.

Use of On-Board Bike Racks

Only a handful of respondents ($n_w=13$, $n=22$) said they usually bike to their bus stop—about twice a week on average (1.7 times). When asked if they use the bike rack on the bus, all but one said “yes”.

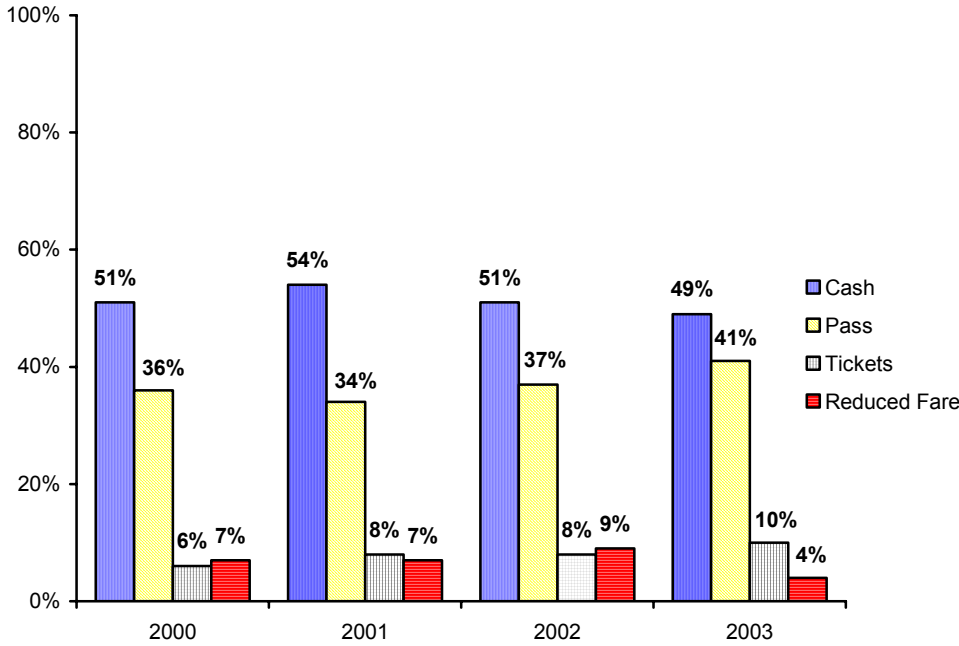
Fare Payment

As in the past, cash is the most popular fare payment method. Half of all Riders (49%) said they usually pay their fares with cash, 41% use a pass, 10% use tickets. Regular Riders are three times more likely to use a pass than Infrequent Riders (50% and 16% respectively).

Regular Riders who make more than 20 trips per month are the most likely group to use a pass (69%) and Infrequent Riders, who make 2 trips per month on average, are most likely to pay with cash (74%). The percentage of Riders using each fare payment method has been stable over the past three years. (Figure 11)

Between 2000 and 2001, pass use among Infrequent Riders jumped from 3% to 15%, likely due to employer support for pass purchases since 2001. Pass use among Infrequent Riders has been stable, fluctuating between 15% and 17%.

Figure 11
Fare Payment



Base 2003: Regular and Infrequent Riders (n_w=762; n=1,355).

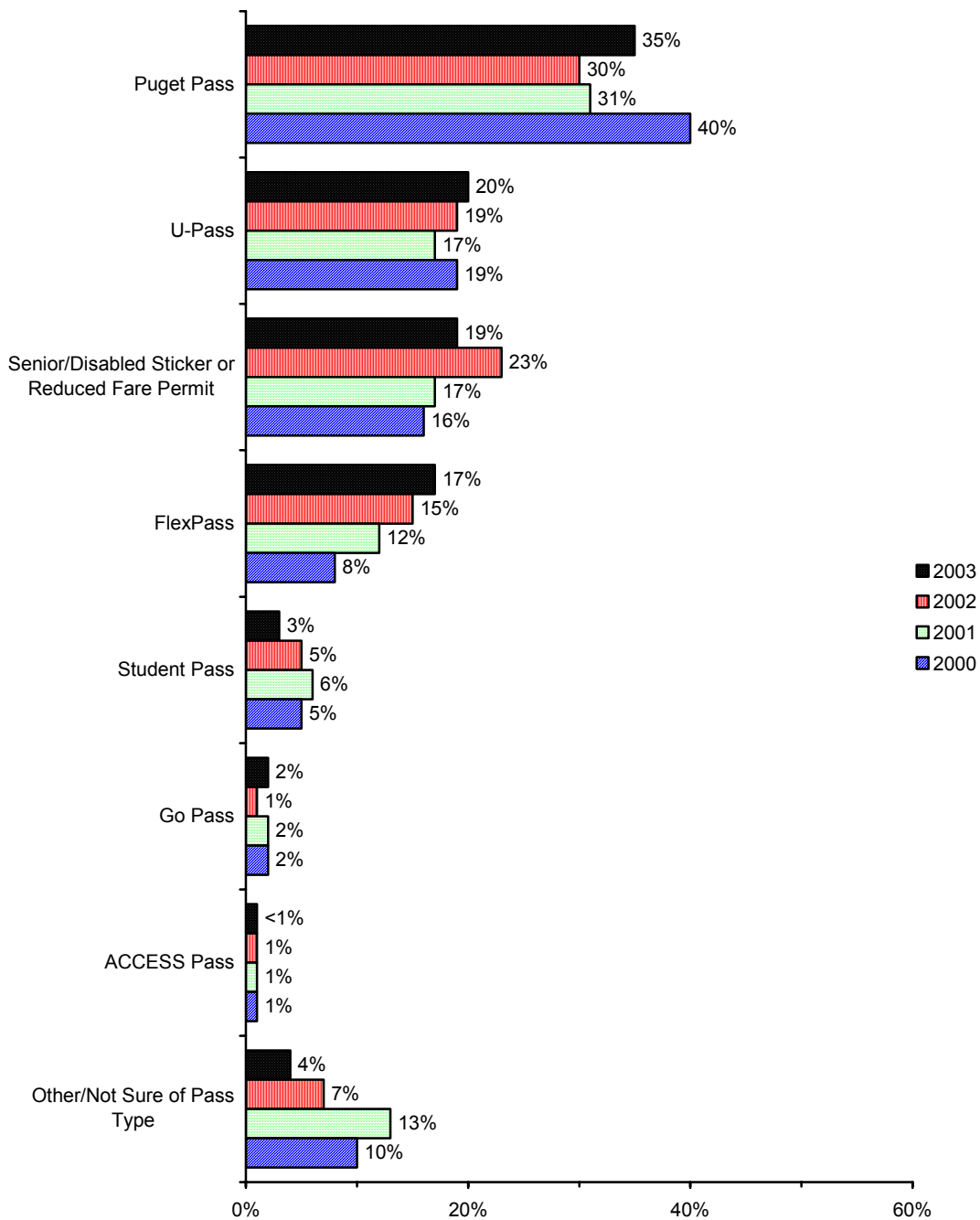
Question 12: How do you usually pay your bus fare?
(Multiple responses allowed)

Type of Pass

Regular and Infrequent Riders who reported using a pass were asked what type of pass they have. One pass holder in three (35%) has a Puget Pass for peak or off-peak or one zone or two zone trips – up from 30% in 2002. Consistent with 2002, one in five pass users (20%) has a U-PASS and 17% use a FlexPass. The percentage of pass holders who reported using a Senior or Disabled sticker or fare permit decreased from 23% in 2002 to 19% in 2003. (Figure 12)

Not surprisingly, a higher percentage of U-Pass users live in North King County. Nearly one-quarter (23%) of North King County pass holders use a U-Pass compared with 10% of pass holders in South King County and 20% of those in East King County. On the other hand, the FlexPass was more likely to be used by pass holders in East King County (24%) than in South or North King County (17% and 14% respectively).

Figure 12
Type of Pass Used



Base 2003: Respondents who use a pass to pay bus fare (n_w=361; n=723).

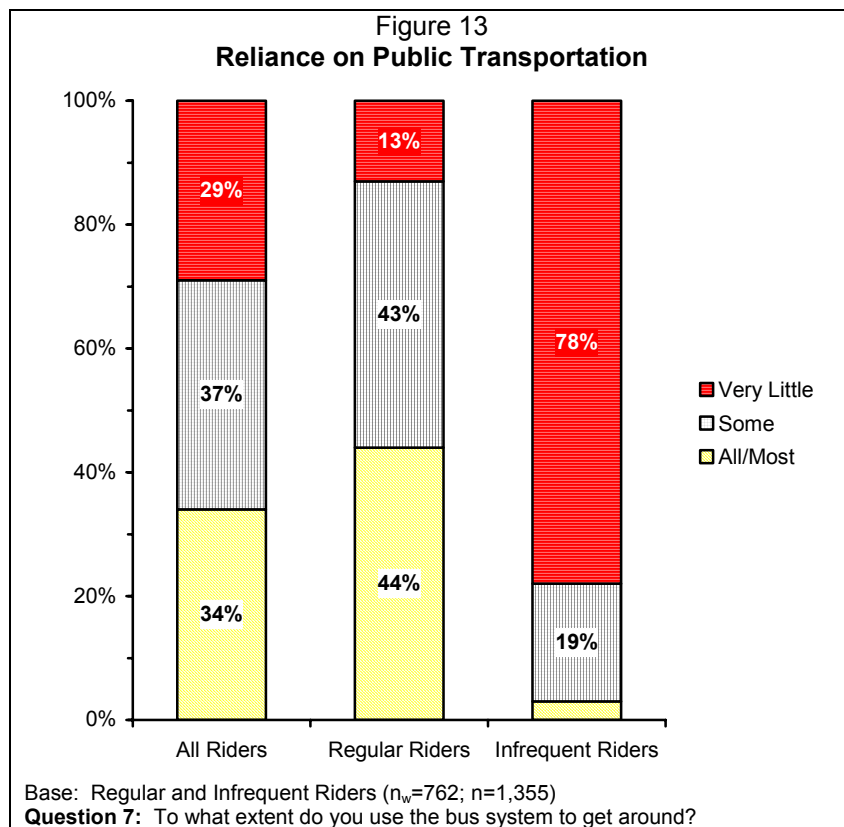
Question 13: What kind of pass do you have?

Reliance on Transit

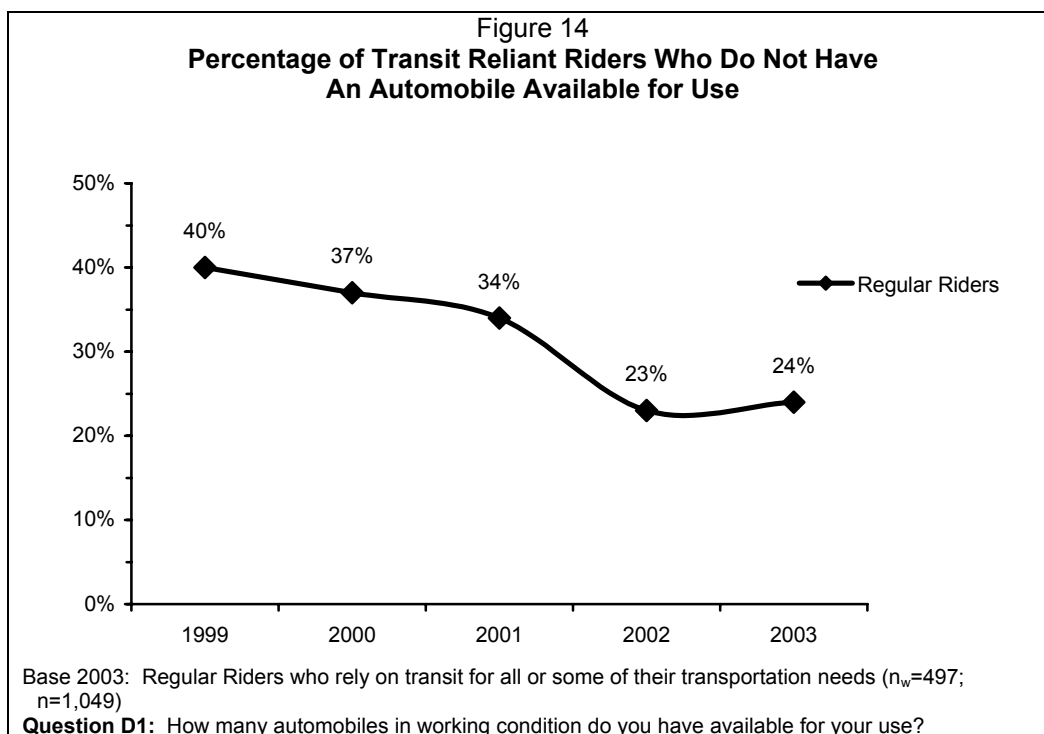
When asked the extent to which they rely on transit for their transportation needs, 34% of Regular and Infrequent Riders said they use transit for all or most of their transportation needs—up from 28% in 2002.

As in past years, Regular Riders were far more likely than Infrequent Riders to rely on transit for all or most of their transportation needs (44% v. 3%). The percentage of Regular Riders who said they are almost completely reliant on transit (44%) mirrored that of 2001 (45%)

About four in ten Regular and Infrequent Riders (37%) said they use transit for some of their transportation needs, and 29% said they use it for very little of their transportation needs. (Figure 13)



One in four Regular Riders (24%) who indicated they rely on transit for “some” or “all” of their transportation needs does not have an automobile available in the household. The percentage of Regular Riders who are transit reliant because they do not have an automobile available is on par with findings in 2002. (Figure 14)



Non-riders – Past Transit Use

More than three-quarters (79%) of Non-riders (respondents who did not ride Metro in the month preceding the survey) have ridden on Metro transit sometime in the past. Among Non-riders who have used Metro transit, 42% used Metro in the past year including 26% who said they rode in the last six months. These percentages are essentially unchanged from last year.

In response to a question about their primary trip purpose when they did ride Metro, 33% rode for social or recreational reasons; and 25% used it to commute to work. Other purposes included going to downtown Seattle (12%), shopping and errands (11%), traveling to and from school (6%), jury duty (5%) and for appointments (4%).

Non-riders who used to ride Metro had a variety of reasons why they no longer ride. The most prevalent reason was that a car is more convenient (33%). Fourteen percent (14%) of these Non-riders said “the bus doesn't go where I need to” or “the service is not close to home”. Other reasons mentioned were: “Bus travel takes too long” (10%), “I stay home/I'm retired” (9%), “changed/lost job or moved” (8%), “the schedule is inconvenient” (7%), “I work at home/close to home” (5%) and several other reasons mentioned by fewer than five percent of Non-riders who used to ride.

Commuters

Commuter Status

In 2003, 63% of the survey respondents were commuters, the same percentage as last year. A Commuter is defined as someone who works outside the home or attends school at least three days a week. For analytical purposes, Commuters are divided into 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. Eighty-nine percent (89%) of all commuters are work commuters. Students who both work and attend school are included in this group.
- School Commuters are not employed. These respondents commute three or more days a week to school. They make up 11% of the Commuter sample.

Commuter Demographics

Table 10 on pages 48 and 49 displays the demographic characteristics of respondents based on their commute status. The majority of Work Commuters (64%) drive alone to work, 18% take the bus, and 9% commute in a carpool or vanpool.

School Commuters are almost twice as likely as Work Commuters to be Regular Riders (47% and 26% respectively), and more than a third of School Commuters (33%) commute by Metro. With 67% of School Commuters under age 25, members of this group are, as would be expected, significantly younger on average than Work Commuters or Non-commuters.

Table 10
Demographic Characteristics by Type of Commuter

	All Respondents (n _w =2,412) (n=2,412)	Work Commuters (n _w =1,338) (n=1,408)	School Commuters (n _w =170) (n=220)	Non- Commuters (n _w =904) (n=784)
Employment Status				
Employed Full-Time*	49%	83%	7%	5%
Employed Part-Time*	9%	11%	22%	5%
Self-Employed	6%	5%	1%	8%
Homemaker	6%	0%	0%	15%
Student	5%	<1%	69%	1%
Retired	18%	0%	0%	48%
Unemployed/Looking for Work	6%	0%	0%	15%
Other	<1%	<1%	1%	<1%
Commute Destination <i>(Commuters Only)</i>				
	(n _w =1,508) (n=1,628)	(n _w =1,338) (n=1,408)	(n _w =170) (n=220)	
Downtown Seattle**	N/A	28%	12%	N/A
Other North King County	N/A	20%	52%	N/A
South King County	N/A	17%	21%	N/A
Bellevue	N/A	9%	6%	N/A
Other East King County	N/A	17%	7%	N/A
Somewhere else/Varies	N/A	10%	3%	N/A
Commute Mode				
Drive alone	N/A	64%	22%	N/A
Carpool or vanpool	N/A	9%	14%	N/A
Metro bus	N/A	18%	33%	N/A
Other	N/A	9%	27%	N/A
Ridership Status				
Regular Rider	24%	26%	47%	16%
Infrequent Rider	8%	8%	9%	8%
Non-Rider	68%	66%	44%	76%
Planning Subarea of Residence				
North King County	41%	41%	48%	39%
South King County	34%	33%	36%	36%
East King County	25%	26%	16%	25%
Median Income***	\$61,955	\$67,811	\$49,828	\$52,619
Age				
16-19	6%	2%	51%	3%
20-24	5%	6%	16%	3%
25-34	19%	24%	21%	11%
35-44	22%	28%	8%	14%
45-54	21%	27%	3%	15%
55-64	14%	13%	2%	17%
65 and Older	14%	1%	0%	37%
<i>Median Age</i>	44	41	19	56

* Includes students who work and attend school

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

*** Median Income calculation excludes respondents who did not provide an income range
May not add to 100% due to rounding.

Table 10 (Continued)				
Demographic Characteristics by Type of Commuter				
	All Respondents (n _w =2,412) (n=2,412)	Work Commuters (n _w =1,338) (n=1,408)	School Commuters (n _w =170) (n=220)	Non-Commuters (n _w =904) (n=784)
Ethnicity				
Caucasian	86%	88%	65%	87%
Hispanic	3%	3%	8%	2%
African American	5%	5%	13%	5%
Asian American/Pacific Islander	6%	5%	19%	6%
American Indian/Alaska Native	2%	2%	3%	2%
Other	<1%	<1%	0%	<1%
Gender				
Male	43%	36%	36%	35%
Female	57%	64%	64%	65%

May not add to 100% due to rounding.

Demographic Characteristics by Commute Mode

Altogether, 59% of Commuters said they usually drive alone to work, 20% commute by Metro bus, 10% participate in a carpool or vanpool and the remainder use other methods including walking, biking, and telecommuting. The percentage of Commuters who said they usually drove alone to work or school in 2003 is lower than in past years with corresponding increases in the percentage who reported commuting by Metro bus. (See Table 11 on pages 51 and 52)

Drive Alone Commuters

Over half (59%) of all Commuters drive alone to work or school. The vast majority of Drive Alone Commuters (96%) are Work Commuters and 4% are School commuters. Drive Alone Commuters live and work throughout King County. Drive Alone Commuters are predominantly Caucasian (90%), are age 41 on average, and have a median income of \$66, 044. Drive Alone Commuters differ from Commuters who use other modes in that they:

- Are the most likely to be employed full time
- Have a higher median income than Metro Bus Commuters

- Are most likely to commute to destinations other than downtown Seattle
- Are older than other Commuters on average

Metro Bus Commuters

One in five Commuters (20%) usually commutes on a Metro bus. Eight in ten Bus Commuters (82%) are Work Commuters and 12% commute to school. More than half of all Bus Commuters (56%) commute to downtown Seattle and an additional 28% commute to other North King County destinations. Nearly two-thirds (62%) of Bus Commuters live in the North King County subarea, 22% live in South King County, and 16% in East King County.

The average age of Bus Commuters is 34 and their median income is \$47,222. Bus Commuters are more likely to be female than male (56% and 44% respectively). In terms of ethnicity, the majority of Bus Commuters are Caucasian (77%) followed by African American (11%), Asian American/Pacific Islander (9%), and Hispanic (5%). Bus Commuters differ from other Commuters in that they:

- Are the most likely to commute to Downtown Seattle
- Have a lower median income than other Commuters
- Are the most likely to live in North King County
- Are the most ethnically diverse

Carpool/Vanpool Commuters

Respondents who commute by carpool or vanpool make up 10% of all Commuters surveyed. Eight in ten Carpool/Vanpool Commuters (80%) are Work Commuters and 20% commute to school. The South King County subarea is home to the largest group of Carpool/Vanpool Commuters (47%) with the remainder divided between North King County (28%) and East King County (25%). Like Drive Alone Commuters, those who commute in a carpool or vanpool travel to destinations throughout King County. The average age for members of this group is 34 and the median income is \$67,800.

Carpool/Vanpool Commuters are more likely to be female than male (59% and 41% respectively).

They are predominantly Caucasian (83%) followed by Asian American/Pacific Islander (11%), and African American or Hispanic (each 5%). Carpool/Vanpool Commuters differ from other Commuters in that they:

- Are more likely than Metro Bus Commuters to work in East King County
- Have the highest median income of all commuter groups
- Are the most likely to live South King County
- Are the most likely to be female

	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=653)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)	Other Mode (n _w =164) (n=194)
Employment Status					
Employed Full-Time*	75%	80%	71%	70%	61%
Employed Part-Time*	12%	11%	16%	11%	12%
Self-Employed	5%	6%	1%	3%	4%
Student	8%	3%	12%	16%	21%
Other	<1%	1%	0%	0%	1%
Commute Destination					
Downtown Seattle**	26%	17%	56%	21%	24%
Bellevue	9%	12%	4%	7%	3%
Other North King County	23%	20%	28%	20%	34%
South King County	17%	19%	7%	24%	21%
Other East King County	16%	21%	4%	21%	9%
Somewhere else/Varies	9%	12%	1%	7%	8%
Commute Type					
Work	89%	96%	82%	80%	73%
School	11%	4%	18%	20%	27%
Ridership Status					
Regular Rider	28%	5%	98%	17%	39%
Infrequent Rider	8%	10%	2%	5%	11%
Non-Rider	64%	85%	<1%	78%	51%
Planning Subarea of Residence					
North King County	42%	36%	62%	28%	54%
South King County	33%	35%	22%	47%	32%
East King County	24%	29%	16%	25%	14%
* Includes students who work and attend school					
** Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Denny Regrade, Queen Anne, Capitol Hill, First Hill)					
May not sum to 100% due to rounding.					

Table 11 (Continued)					
Demographic Characteristics by Commute Mode					
	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=653)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)	Other Mode (n _w =164) (n=194)
Age					
16-19	8%	3%	10%	17%	22%
20-24	7%	4%	12%	10%	7%
25-34	23%	22%	27%	24%	22%
35-44	26%	30%	19%	23%	20%
45-54	24%	27%	21%	17%	21%
55-64	12%	13%	9%	10%	9%
65 and Older	1%	1%	1%	0%	<1%
<i>Mean</i>	39	41	34	34	34
Median Income***	\$65,038	\$66,044	\$47,222	\$67,800	\$58,846
Ethnicity (<i>Multiple response</i>)					
Caucasian	86%	90%	77%	83%	84%
Hispanic	4%	3%	5%	5%	6%
African American	6%	4%	11%	5%	6%
Asian American/Pacific Islander	7%	5%	9%	11%	8%
American Indian/Alaska Native	2%	1%	2%	1%	4%
Other	<1%	<1%	1%	0%	1%
Gender					
Male	48%	51%	44%	41%	51%
Female	52%	49%	56%	59%	49%
* Includes students who work and attend school					
** Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Denny Regrade, Queen Anne, Capitol Hill, First Hill)					
*** Calculation excludes those who did not provide an exact income range.					
May not sum to 100% due to rounding.					

Commute Destination

The majority of Commuters (61%) work or go to school in the same general area of King County where they live. Half of all Commuters (49%) travel to North King County including 26% who work in the downtown Seattle area.

Three-quarters of Commuters who live in North King County (75%) also work there; evenly divided between the downtown Seattle area and other North King County destinations. Over half (60%) of all Commuters who live in East King County also work or attend school in East County and 29% commute to North King County destinations. The one exception is South King County; four in ten (43%) Commuters from South King County commute to South County destinations and 30% travel to North King County.

Relatively few Commuters who live in North or East King County commute to South King County destinations.

In 2003, approximately equal numbers of Commuters traveled to the downtown Seattle Area (26%), other areas of North King County (23%) and to East King County (25%). Seventeen percent (17%) of Commuters travel to South King County, and 9% travel to a variety of other destinations including Pierce and Snohomish Counties. The “other” category also includes Commuters who travel to multiple destinations. (Table 12)

Commute Destination	Area of Residence			
	All Commuters (n _w =1,508) (n=1,628)	North King County (n _w =637) (n=539)	South King County (n _w =502) (n=517)	East King County (n _w =368) (n=572)
North King County (Net)	49%	76%	30%	29%
Downtown Seattle*	26%	40%	16%	16%
Other North King County	23%	36%	14%	13%
South King County	17%	5%	43%	3%
East King County	25%	12%	14%	60%
Other	9%	7%	13%	8%

Base: All Commuters
Question 24A: In what geographic area do you work/attend school?
 * Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill).
 May not sum to 100% due to rounding.

Table 13 on page 54 shows the differences in commute mode among respondents who commute to King County Subareas other than the one in which they live. As shown, East to North commuters are almost three times as likely to commute on Metro than are North to East commuters (23% and 8% respectively). A similar pattern held for South to North (21%) and North to South (6%) Commuters. There were no statistically significant changes in commute mode by paired locations between 2002 and 2003.

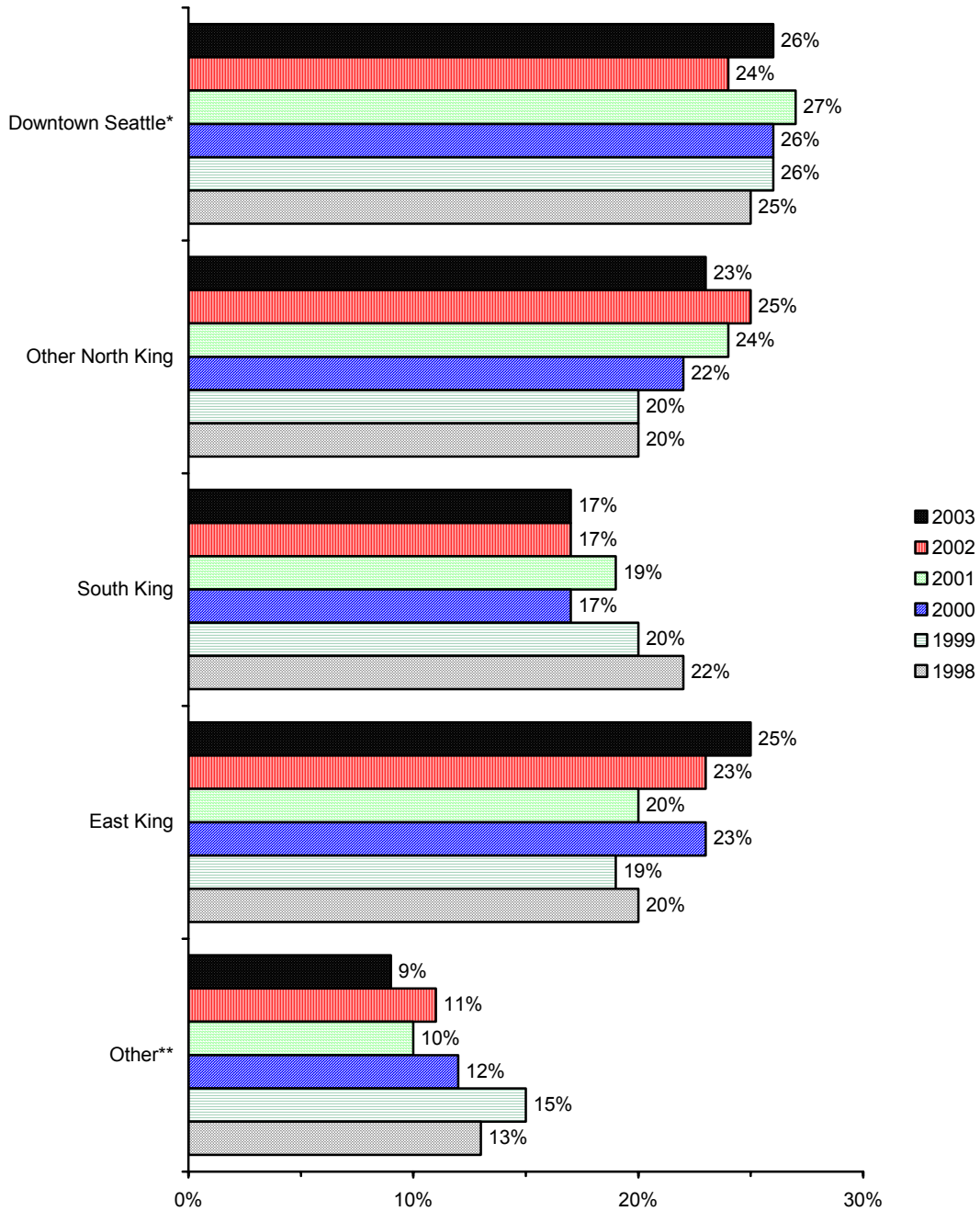
Table 13 Commute Mode by Paired Locations within King County						
Commute Mode	From Subarea of Residence to Commute Destination					
	North to East (n _w =78) (n=57)	East to North (n _w =108) (n=253)	South to North (n _w =147) (n=210)	North to South (n _w =35)* (n=23)	South to East (n _w =72) (n=53)	East to South (n _w =10)* (n=14)
Drive Alone	81%	57%	61%	88%	75%	74%
Carpool	8%	8%	9%	6%	15%	11%
Metro Bus	8%	23%	21%	6%	7%	5%
Other	4%	13%	9%	0%	3%	11%

Base: Commuters who live and work in different zones (n=723; n_w=585)
Question 24A: In what geographic area do you work/attend school?
 * Interpret with caution due to small sample size.
 May not sum to 100% due to rounding.

The percentage of Commuters traveling to the different subareas of King County is essentially unchanged from last year. As shown in Figure 15, the percentage of Commuters to East King County has increased significantly since 2001 and is now at the highest level recorded since 1998. The percentage of commuters who travel to downtown Seattle in 2003 also increased slightly, but not significantly, since last year.

In 1997, 26% of all Commuters traveled to South King County. The percentage of Commuters traveling to that subarea declined steadily from 1997 to 2000. For the past three years, between 17% and 19% of all Commuters reported traveling to a South King County destination. Travel to North King County destinations outside downtown Seattle has also been relatively stable since 2000.

Figure 15
Major Commute Destinations
1998 – 2003



Base 2003: All Commuters (n_w=1,508) (n=1,628)

Question 24A: In what geographic area do you work/attend school?

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

** Other includes destinations in Pierce and Snohomish County, multiple destinations, and destinations that vary.

Downtown Seattle

To be consistent with previous years, downtown Seattle is defined as the Seattle core and the area immediately surrounding downtown Seattle including the Denny Regrade, Queen Anne, Capitol Hill, and First Hill. Beginning in 2001, respondents who said they commute to downtown Seattle were asked a follow-up question to clarify their specific work location.

Of those working in the area defined as downtown Seattle, 42% travel to the core area, 14% to the Denny Regrade area, 10% to Pioneer Square, and 5% to the International District. One in four commuters (27%) works in areas near downtown including Queen Anne, First Hill and Capitol Hill. Another 2% said they work in downtown Seattle, but did not know if they were in the core or surrounding Districts.

Other North King County

Commuters to North King County destinations other than downtown Seattle (23% of all commuters) are most likely to travel to the University District (30%), South Seattle (20%) – including Rainier Valley, Beacon Hill, SODO district, and Boeing Field, North Seattle (27%), West Seattle (8%), Shoreline (4%) or Kenmore (2%). Another 9% travel to unspecified areas of North King County.

South King County

Respondents who commute to South King County locations are most likely to commute to Kent (27%), Renton (19%), or Auburn (14%). A smaller percentage of people who work in this subarea travel to Tukwila/Southcenter (12%), Federal Way (11%), Sea Tac (7%), or other South King County destinations (10%). Between 2001 and 2003, the percentage of commuters to South King County who were bound for Renton dropped from 32% to 19%.

East King County

Commuters to East King County destinations are most likely to commute to Redmond (25%), Downtown Bellevue (20%), Other Bellevue (13%), Kirkland (11%), Issaquah

(8%), or Bothell (7%). Fifteen percent (15%) of Commuters to East King County travel to other locations in this subarea. None of these locations were mentioned by more than 5% of Commuters.

Number of Employees at Place of Employment

Just under half (47%) of all work commuters said their employer had at least 100 employees at their place of employment. (Figure 16)

The percentage of work commuters who travel to these larger employers is greatest among those who work in East King County outside of Bellevue (55%) and in the downtown Seattle area (52%). The percentage of work commuters who work for smaller employers (25 or fewer employees) is greatest in North King County outside downtown Seattle. (Table 14)

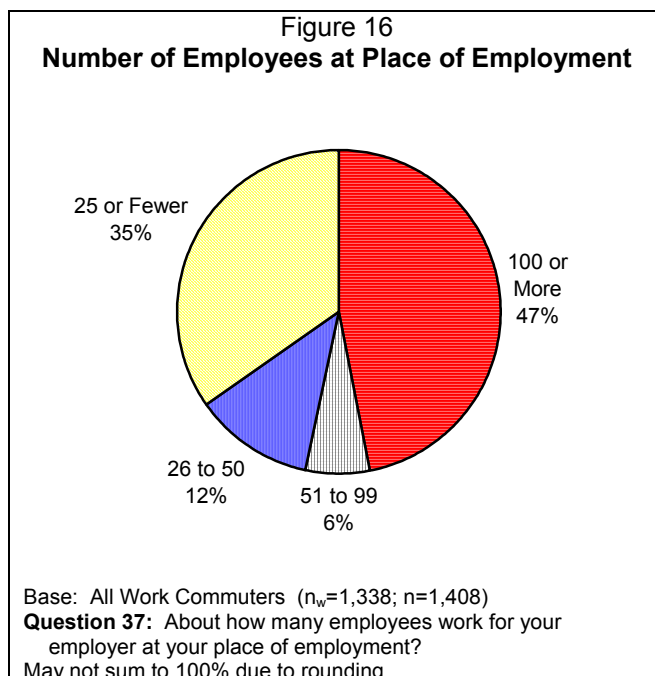


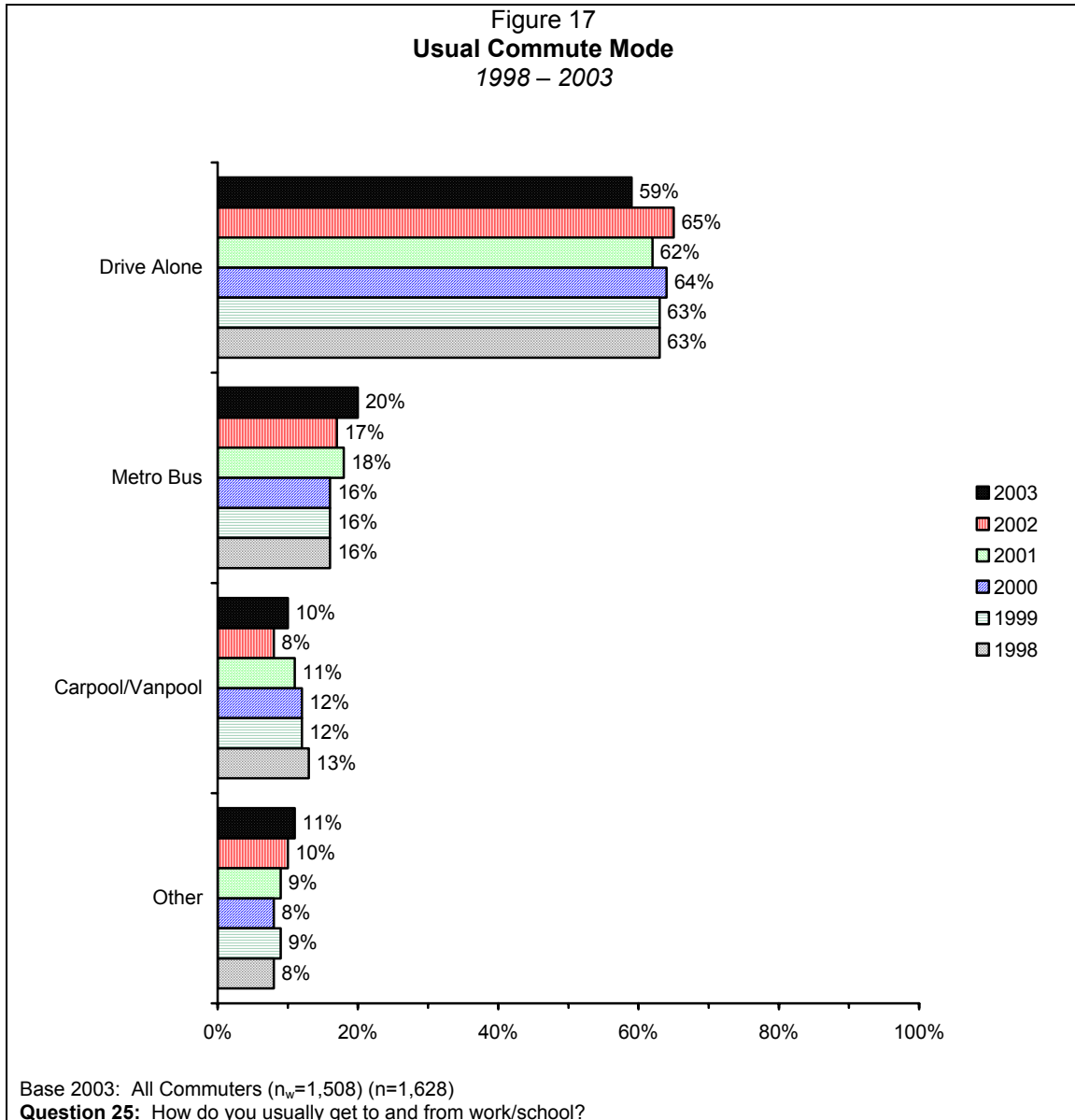
Table 14
Number of Employees at Company Work Site

Number of Employees	All Work Commuters (n _w =1,338; n=1,408)	Downtown Seattle* (n _w =367; n=512)	Bellevue (n _w =121; n=120)	Other North King County (n _w =259; n=252)	Other East King County (n _w =225; n=214)	South King County (n _w =224; n=193)
100 or More	47%	52%	43%	42%	55%	46%
51 to 99	7%	6%	10%	6%	6%	8%
26 to 50	12%	12%	15%	13%	10%	11%
25 or Fewer	35%	30%	32%	39%	30%	35%

Base: All Work Commuters
Question 37: About how many employees work for your employer at your place of employment?
 * Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill).
 May not sum to 100% due to rounding.

Current Commute Mode to Work/School

Commuters were asked how they usually travel to work or school. In 2003, just 59% of Commuters said they usually drive alone to work or school, a significant decrease from 2002. Twenty percent (20%) ride Metro and 10% usually carpool or vanpool. (Figure 17)



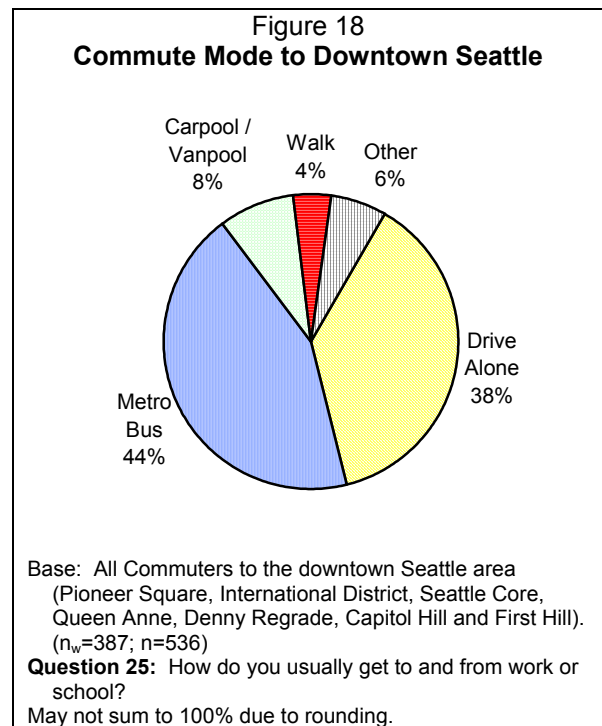
As might be expected, more than two-thirds (68%) of Commuters who are Regular Riders commute on a Metro bus, 10% drive alone to work, 6% carpool, and the remainder use other forms of transportation. Three-quarters of Commuters who are Infrequent Riders (75%) said they usually drive alone to work, 7% carpool, and the rest use other modes.

Commuters living in East and South King County are more likely than those in North King County to drive alone to work (70%, 62%, and 50% respectively). Commuters from North King County are over twice as likely to travel by Metro bus than Commuters from other subareas (29% North King County, 13% in both South and East King County).

Downtown Seattle

Just over one-quarter (26%) of all Commuters travel to the downtown Seattle area.

Not quite four in ten Commuters to Downtown Seattle (38%) drive alone to work or school, a significant decrease since 2003. More than one in four Commuters to downtown Seattle said they ride Metro (44%), a significant increase over last year. Eight percent travel to downtown in a carpool or vanpool. Downtown Seattle enjoys a higher percentage of Metro Commuters than any other King County commute destination. (Figure 18)

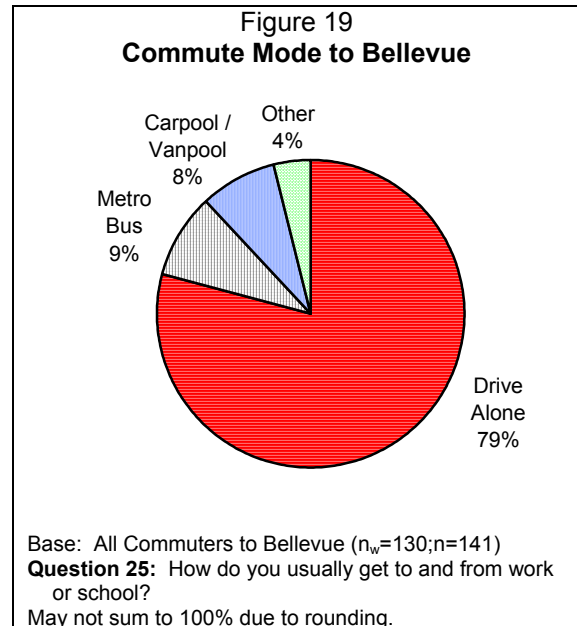


Bellevue

Commuters to Bellevue make up 9% of all King County Commuters.

Driving alone is the most common commute mode, 79% of Commuters to Bellevue. Metro Riders make up 9% of commuters to Bellevue, 8% ride in a carpool or vanpool, and 4% use other modes including Sound Transit.

Bellevue has a smaller percentage of Metro Commuters than any other King County commute destination except those in other parts of East King County (3%). (Figure 19)



Changes in Commute Mode from Last Year

The majority of Commuters (83%) said they were using the same commute mode as they did last year, and 14% were using a different mode than they did in 2002. Three percent (3%) of today's Commuters neither worked nor attended school last year.

Altogether, 3% of Commuters (19% of those who made a change) switched to driving alone from other modes. When asked why they started driving alone, the reasons most often mentioned included:

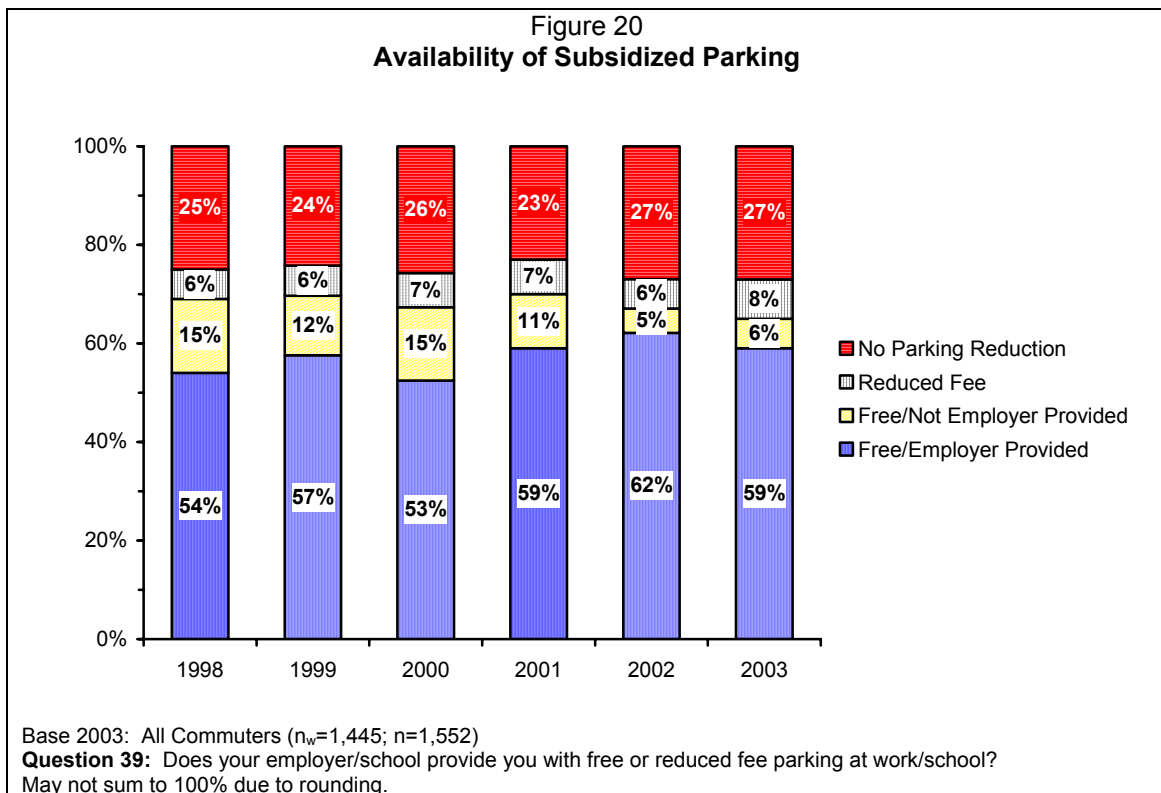
- Change in job circumstances or schedule (7% of Commuters who switched modes)
- Car is faster (4%)
- Car is more convenient (4%)
- Bought a car (2%)
- Lost carpool partner (2%)
- Jobsite moved (1%)

Similarly, 3% of Commuters (22% of those who made a change) switched from driving alone to other transportation modes. When asked why they stopped driving alone, the reasons most often mentioned were:

- New transportation costs less (3% of Commuters who changed modes)
- Change in job circumstances or schedule (6%)
- Moved (3%)
- Lost the use of my car (3%)
- New transportation is faster (2%)

Parking Subsidies

Two-thirds (65%) of all Commuters have free parking available to them and an additional 8% receive a parking subsidy from their school or employer. The percentage of Commuters who have fully subsidized parking is consistent with findings over the past three years. (Figure 20)



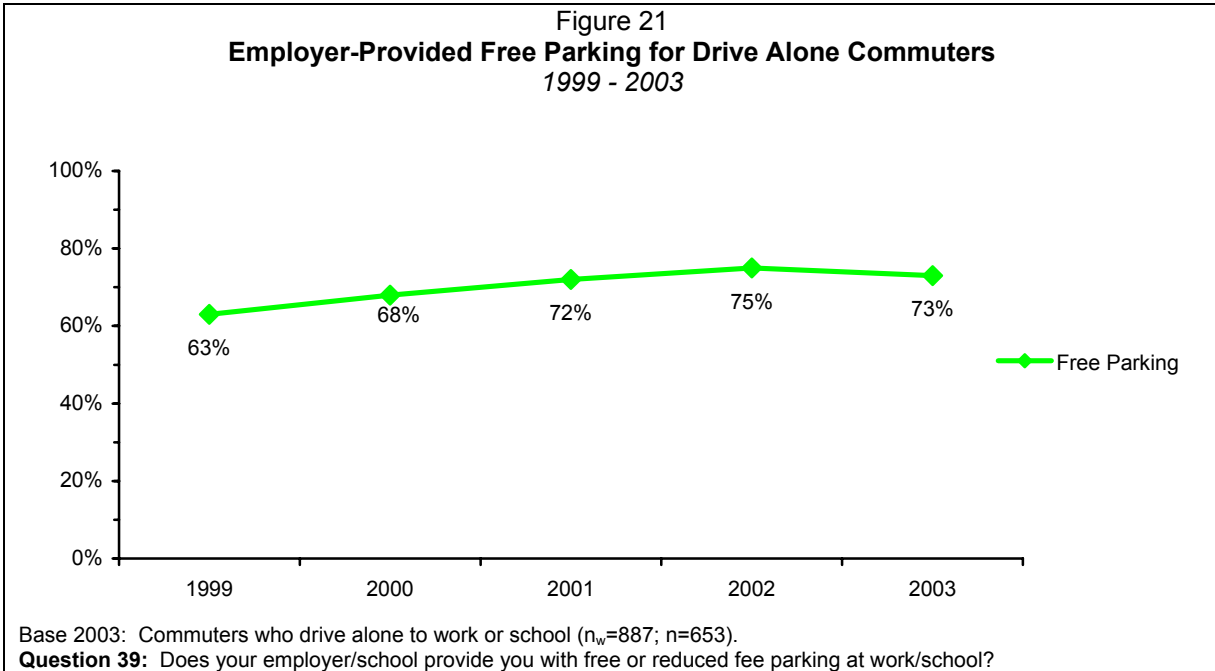
For Drive Alone Commuters the availability of subsidized parking is even higher than for commuters in general. More than eight out of ten Drive Alone commuters (88%) have free or reduced parking available to them along with 68% of Carpool/Vanpool Commuters. Just one-quarter (24%) of Bus Commuters have free parking available to them and 16% are offered a reduced parking fee. (Table 15)

	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=653)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)
Free / Employer Provided	59%	73%	22%	58%
Free / Not Employer Provided	6%	9%	2%	4%
Reduced Fee	8%	5%	16%	5%
No Parking Reduction	27%	12%	60%	32%
Base: All Commuters Question 39: Does your employer/school provide you with free or reduced fee parking at work/school? May not sum to 100% due to rounding.				

Commuters who do not receive free or reduced parking are far more likely to commute on a Metro bus than those who are not required to pay their full parking costs. As shown in Table 16, 43% of respondents who would have to pay the full cost of parking if they drove commute by Metro bus and only 28% drive alone to work or school. Conversely, 74% of Commuters who receive a full parking subsidy from their employer drive alone to work and only 7% take Metro.

	Free Parking		Reduced Fee (n _w =110) n=150)	No Parking Reduction (n _w =388) n=562)
	Employer Provided (n _w = 853) n=767)	Not Employer Provided (n _w =95) n=73)		
Drive Alone	74%	82%	42%	28%
Metro Bus	7%	5%	39%	43%
Carpool/Vanpool	10%	7%	6%	12%
Other	8%	7%	12%	17%
All Commuters	59%	6%	8%	27%
Base: All Commuters (n _w =1,508; n=1628) Question 39: Does your employer/school provide you with free or reduced fee parking at work/school? May not sum to 100% due to rounding.				

2003 marks the first time since 1999 that there has not been an increase in the percentage of Drive Alone Commuters whose employers provide free parking. (Figure 21)

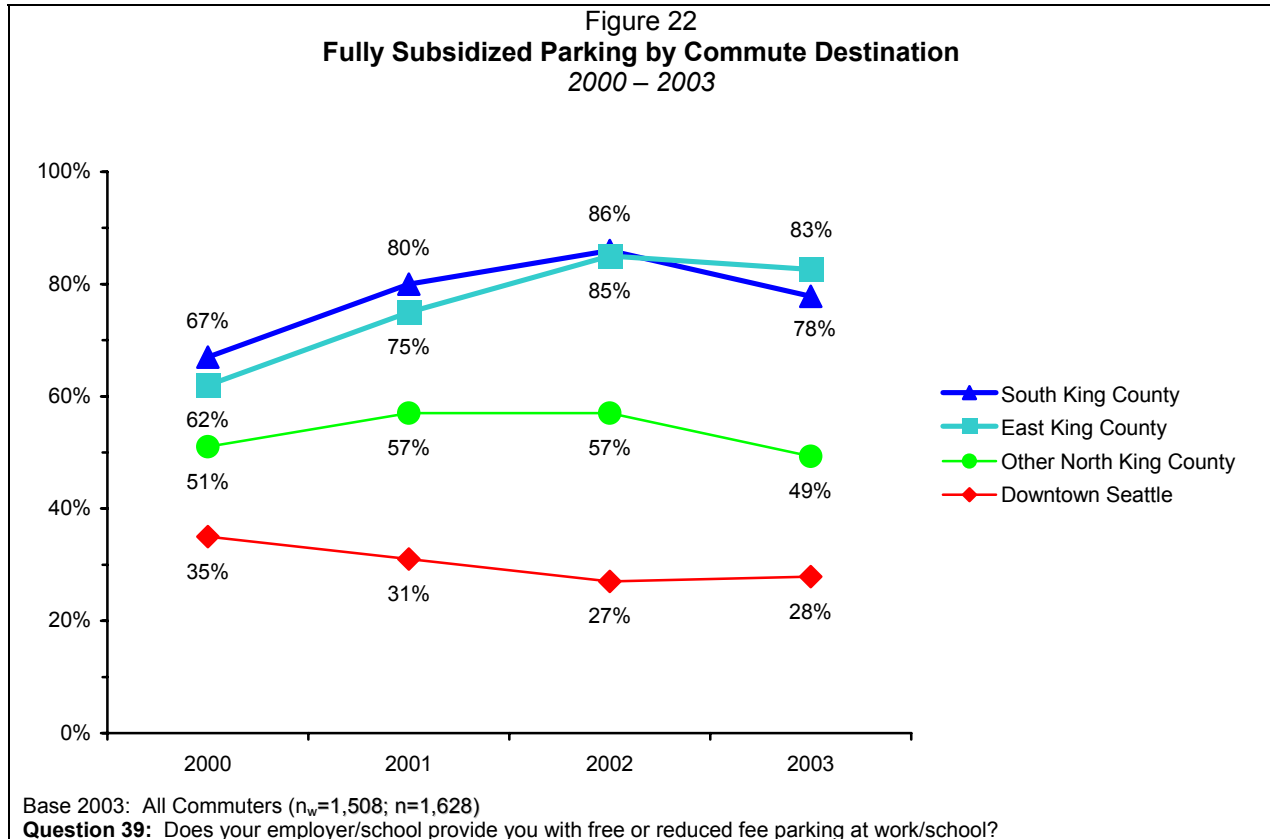


Commuters to East and South King County destinations are more likely to have free, employer-provided parking available (83%, 78%) than Commuters to downtown Seattle (28%). As shown in Table 17, over half (56%) of the Commuters to downtown Seattle said they do not receive a parking subsidy.

Subsidized Parking Availability by Commute Destination					
	All Commuters (n _w =1,508) (n=1,628)	Downtown Seattle* (n _w =387) (n=536)	Other North King County (n _w =345) (n=355)	South King County (n _w =258) (n=235)	East King County (n _w =367) (n=375)
Free / Employer Provided	59%	28%	49%	78%	83%
Free / Not Employer Provided	7%	2%	10%	8%	6%
Reduced Fee	8%	15%	12%	2%	3%
No Subsidy	27%	56%	29%	13%	8%

Base: All Commuters
Question 39: Does your employer/school provide you with free or reduced fee parking at work/school?
* Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill).
May not sum to 100% due to rounding.

The percentage of Commuters to downtown Seattle with fully subsidized parking decreased significantly from 35% in 2000 to 27% in 2002. In 2003, parking subsidies in the downtown Seattle area and in East King County held steady while the percentage of commuters receiving full parking subsidies dropped in other locations. (Figure 22)



Parking Costs

Commuters who drive alone to work or school and pay for some or all of their parking costs were asked how many days they park each month and how much they pay to park. To allow for comparison with previous years, monthly rates were divided by 30 to calculate a daily calendar rate. This method includes weekends in the average daily cost calculation. For 2003, average daily parking costs were also extrapolated based on an average of 22 workdays per month.

Average Daily Rate Based on 30 Day Calendar Month

Drive Alone Commuters who pay to park spent an average of \$4.01 per day, an increase of a dollar a day over last year (\$3.01). Commuters who receive a partial subsidy paid \$2.66 per day on average while those who shoulder the full cost paid \$4.73 per day.

Survey results suggest that parking costs vary considerably by commute destination. Drive Alone Commuters to downtown Seattle who pay for parking (n=43) spent \$4.83 per day on average compared with \$2.33 in other North King County locations (n=19), \$5.33 in East King County locations (n=11) and \$0.99 in South King County locations (n=5). Although not statistically significant given the small number of respondents, it is interesting to note that parking costs for Drive Alone Commuters to East King County are almost 4 times what they were last year.

Average Daily Rate Based on 22 Work Days Per Month

When calculated based on 22 work days per month daily parking costs average \$4.66 for Drive Alone Commuters who pay some or all of their parking costs. Drivers who pay the full cost of parking averaged \$5.38 per day while those who receive a subsidy paid \$3.28 per workday on average.

Commuters to the downtown Seattle area which includes the downtown core and the area immediately surrounding downtown (Queen Anne, Denny Regrade, Capitol Hill and First Hill) paid \$5.63 per workday on average compared with \$2.94 in other parts of North King County, \$5.55 in East King County, and \$1.07 in South King County.

Average Daily Rate Based on Reported Use

A follow-up to the questions on parking cost asked respondents how many days per month they park at their commute location. An average daily parking rate based on reported usage was calculated as follows:

- 1) Daily parking rates were multiplied by the number of days the respondent reported parking at his/her commute location (19.5 days per month on average).

- 2) Monthly parking rates were divided by the number of days the respondent reported parking at his/her commute location in the prior month (17.8 days per month on average).

Based on reported use, the average daily parking cost for Drive Alone Commuters who pay for parking was \$4.97. In the downtown Seattle area, the average daily parking cost was \$5.84, while respondents paid \$3.76 on average in other parts of North King County, \$6.14 in East King County, and \$1.54 in South King County.

Because the number of Commuters surveyed who drive alone and pay for parking is very small in most areas, parking cost data for these destinations should be viewed as an indication of the variability of parking costs between locations. These costs cannot be projected to the area at large.

Transit Subsidies

The majority of respondents who commute to work or school on Metro (67%) use a transit pass to pay their fare—44% of pass users pay with a Puget Pass, 22% use a U-Pass, 17% pay with a FlexPass, and 7% use a student pass (other than a U-Pass). These percentages are unchanged from last year.

All Commuters who ride Metro and usually pay their fare with a bus pass were asked if their employer or school offers a transit pass subsidy. As shown in Table 18, more than three-quarters of respondents who commute on Metro and/or ride Metro for other purposes (77%) have a full or partial subsidy available to them through their employer or school.

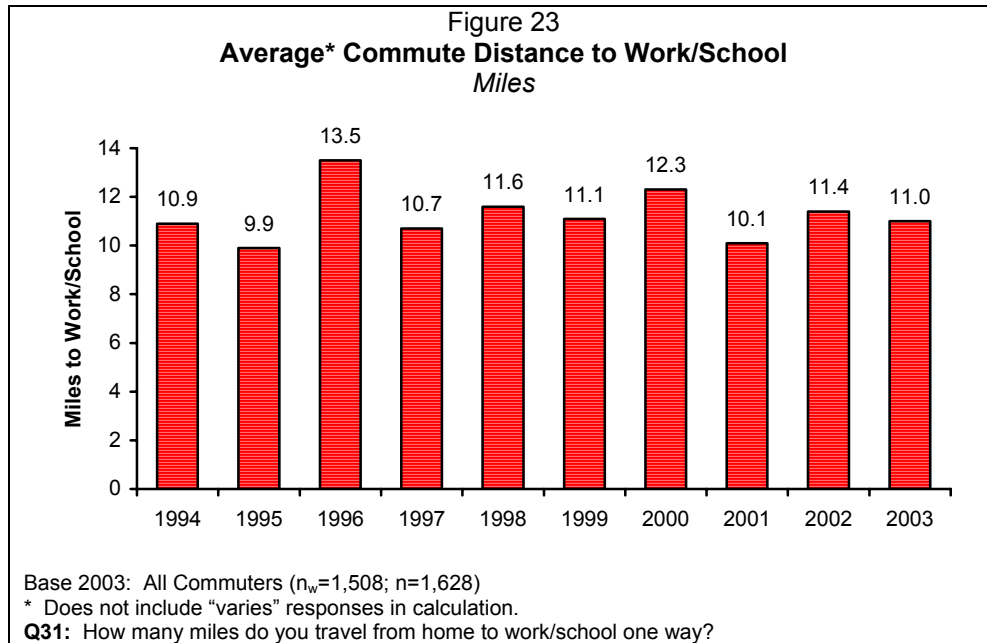
Table 18 Transit Subsidies Among Bus Pass Users			
	Total (n _w =277) (n=581)	Work Commuters (n _w =223) (n=477)	School Commuters (n _w =54) (n=104)
Full Subsidy (Net)	32%	34%	21%
From Employer	28%	34%	4%
From School	4%	<1%	17%
Partial Subsidy (Net)	45%	49%	49%
From Employer	33%	39%	6%
From School	11%	4%	43%
No Subsidy	24%	22%	30%
Base: Commuters who are also Metro Riders and usually pay with a pass Question 14: Does your employer or school pay for part or all of your pass? May not sum to 100% due to rounding.			

The offer of a transit subsidy varies according to where the respondent works or attends school. Commuters to East King County locations who ride Metro at least one time per month and pay with a pass, were the most likely to be offered a full or partial transit subsidy (87%), followed by downtown Seattle (77%) and other destinations in North King County (78%). The number of Commuters to South King County who ride Metro and pay with a pass was too small (n_w=10) to draw meaningful conclusions about transit subsidies in that subarea.

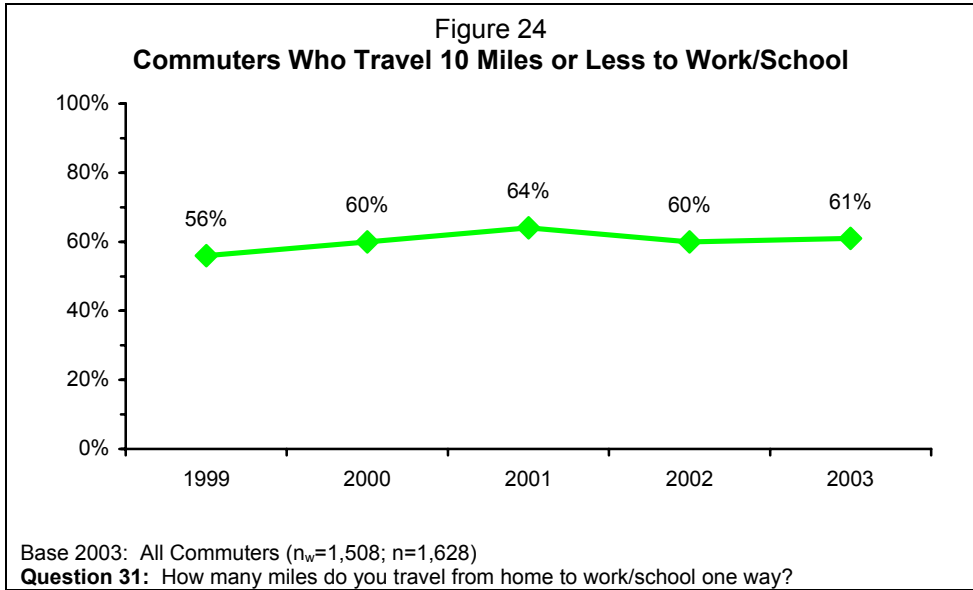
Company size is also correlated with whether the respondent was offered a transit subsidy. Companies with more than 50 employees were significantly more likely to offer a full or partial transit subsidy than those with fewer than 50 employees (84% and 49% respectively).

Distance to Work/School

The distance Commuters traveled to work or school in 2003 ranged from under a mile to more than 100 miles each way. On average, Commuters reported traveling 11 miles to work or school. Six in ten Commuters (61%) traveled ten miles or less to work or school, and 10% said they traveled 25 miles or more. (See Figure 23 on page 168.)



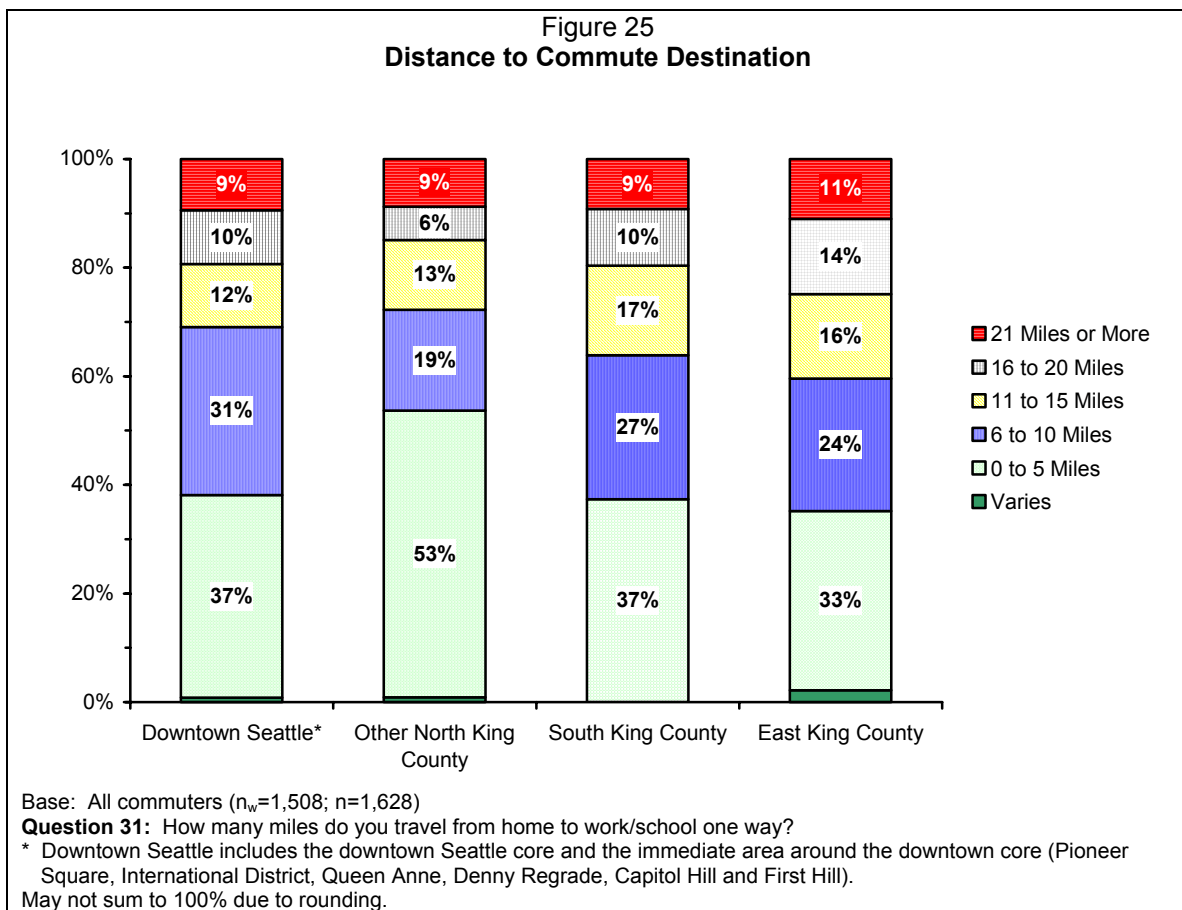
With the exception of 2001, the average number of commute miles traveled has not changed much since 1997. The percentage of Commuters traveling ten miles or less increased steadily between 1999 and 2001. As shown in Figure 24, this trend was reversed in 2002 and the percentage of commuters who travel under ten miles to work or school is at about the same level as it was one year ago.



The distance Commuters travel to work or school is related to a number of factors including commute mode, subarea of residence, and work or school location. As shown in Table 19, Bus Commuters travel shorter distances on average than Drive Alone or Carpool/Vanpool Commuters. This finding is not surprising considering that most Bus commuters (60%) live and work in North King County compared to 22% of Commuters who drive alone and 22% of those who travel by carpool or vanpool.

Commute Distance by Commute Mode					
	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=653)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)	Other (n _w =164) (n=194)
Miles to Work/School					
0 to 5	37%	31%	43%	30%	73%
6 to 10	24%	25%	27%	19%	12%
11 to 15	13%	15%	13%	14%	4%
16 to 20	10%	11%	8%	15%	4%
21 or More	12%	13%	8%	16%	5%
Varies	4%	5%	<1%	5%	1%
Average*	11.0 Miles	12.0 Miles	9.5 Miles	13.6 Miles	5.5 Miles
Base: All Commuters					
Question 31: How many miles do you travel from home to work/school one way?					
* Does not include "varies" responses in calculation.					
May not sum to 100% due to rounding.					

Figure 25 shows the distance Commuters travel to the major commute destinations. Just 28% of Commuters to North King County destinations outside of downtown Seattle travel more than 10 miles to work or school compared with 31% of those who travel to downtown Seattle, 36% to South King County and 40% to East King County. The average distance Commuters travel to the Downtown Seattle area is 9.9 miles. Commuters to other North King County destinations travel slightly shorter distances (9.3 miles on average) while Commuters to South and East King County travel longer distances on average (10.0 miles and 11.4 miles respectively).



There is considerable variance in miles traveled based on the pairing of home and work or school location. Table 20 shows the average miles traveled in each pair.

Commuters who live and work in the same subarea of King County (75% North, 60% East, 43% South) travel shorter distances on average than those who live in one subarea and work in another. Commuters who travel to various destinations and those who travel outside King County have the longest commutes. For those who commute within King County, respondents who live in South King County and commute to downtown Seattle travel the greatest distance followed by those who commute between East and South King County.

Work Location	Area of Residence			
	All Commuters (n _w =1,508) (n=1,628)	North King County (n _w =637) (n=539)	South King County (n _w =502) (n=517)	East King County (n _w =356) (n=551)
Downtown Seattle**	9.9	5.9	19.5	15.1
Other North King County	9.3	5.2	17.6	15.9
South King County	10.0	16.2	8.5	19.0
East King County	11.4	15.2	18.5	7.9
Other/Varies	22.0	25.1	19.1	23.1

Base: All commuters
 * Does not include "varies" responses in calculation.
Question 31: How many miles do you travel from home to work/school one way?
 ** Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, the International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill).

Travel Time to Work/School

Commuters reported spending just under half an hour on average (25.8 minutes) commuting to work or school in 2003--about the same as in 2002. (Table 21)

Time in Minutes	Area of Residence			
	All Commuters (n _w =1,508) (n=1,628)	North King County (n _w =637) (n=539)	South King County (n _w =502) (n=517)	East King County (n _w =368) (n=572)
0 to 10 Minutes	21%	21%	19%	25%
11 to 15 Minutes	16%	17%	14%	16%
16 to 30 Minutes	34%	38%	30%	33%
31 to 60 Minutes	20%	16%	26%	18%
Over 60 Minutes	3%	3%	4%	2%
Varies	6%	5%	7%	6%
Average 2003	25.8	24.9	29.1	23.2
Average 2002	25.5	23.5	27.9	25.6
Average 2001		23.1	26.3	23.3
Base: All Commuters				
Question 32: About how long does it take you [to travel to work/school] one way?				
May not sum to 100% due to rounding.				

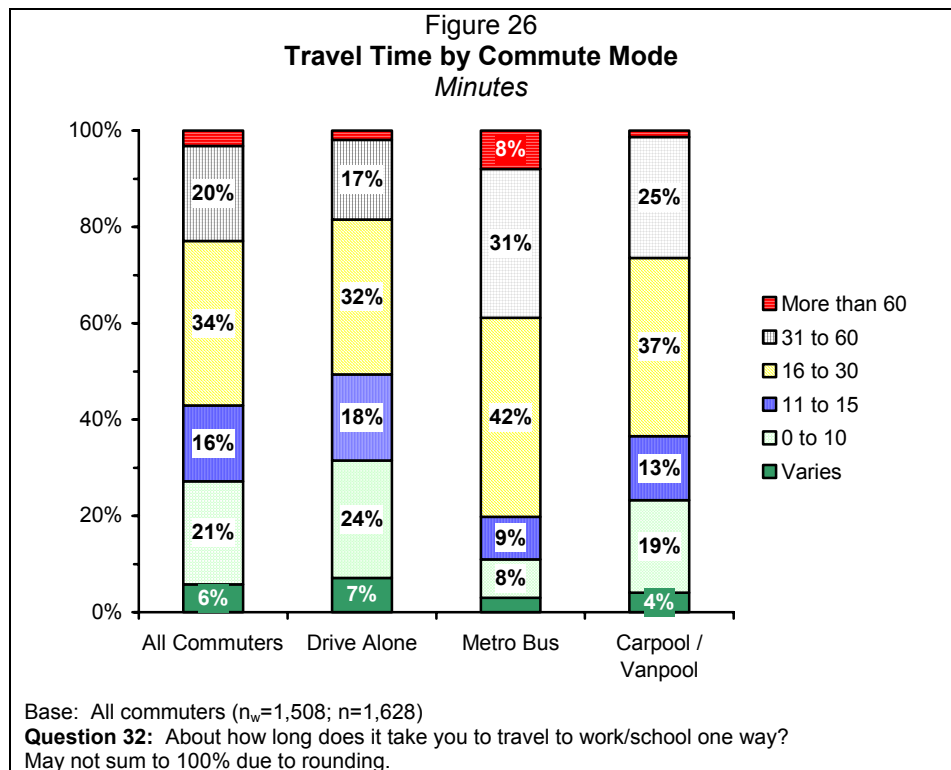
As with distance, the time spent commuting varies considerably depending on commute mode, area of residence, and work or school location. Although Commuters who *live* in South King County had the longest average commute time, those who *work or attend school* in South King County had the shortest average commute time. Commuters to downtown Seattle and East King County destinations had the longest commute times on average. Between 2002 and 2003, the average commute times for those traveling to South King County increased by almost two minutes, while travel time to East King County destinations decreased by 3 minutes on average. (Table 22)

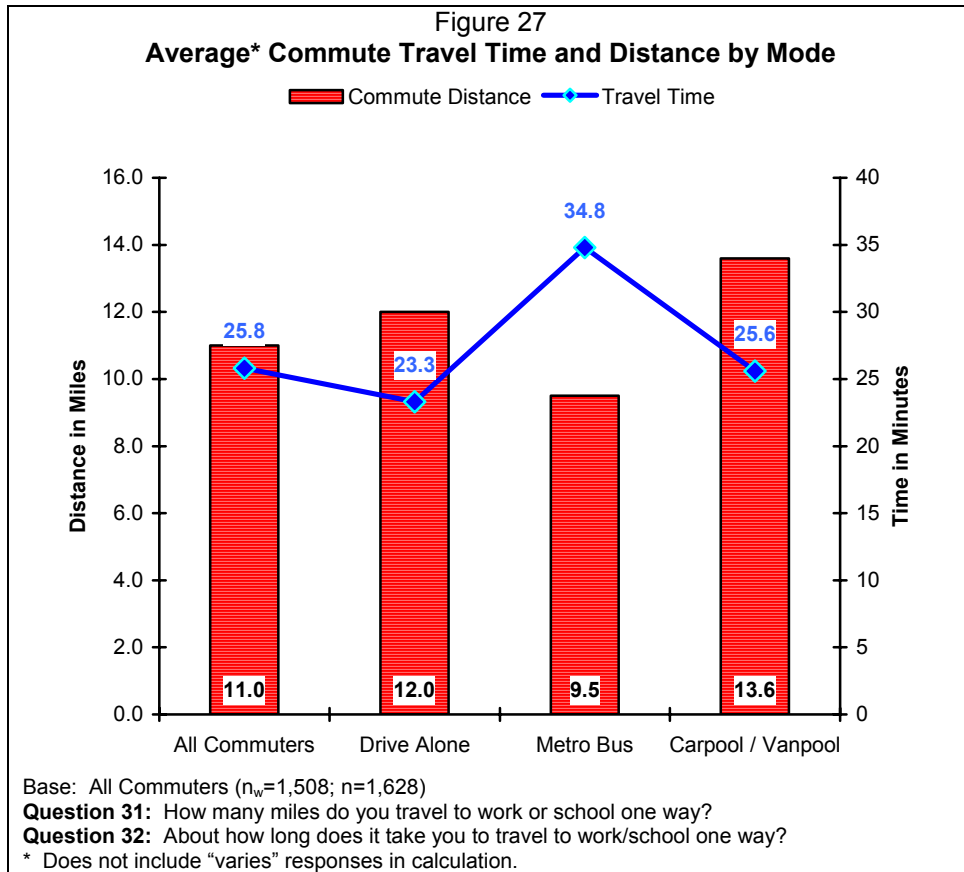
	All Commuters (n _w =1,508) (n=1,628)	Downtown Seattle* (n _w =387) (n=536)	Other North King County (n _w =345) (n=355)	South King County (n _w =258) (n=235)	East King County (n _w =367) (n=375)
Time in Minutes					
0 to 10 Minutes	21%	13%	25%	30%	25%
11 to 15 Minutes	16%	14%	19%	19%	15%
16 to 30 Minutes	34%	40%	35%	34%	33%
31 to 60 Minutes	20%	26%	15%	15%	20%
Over 60 Minutes	3%	3%	3%	2%	2%
Varies	6%	5%	4%	1%	4%
<i>Average 2003**</i>	<i>25.8</i>	<i>28.7</i>	<i>23.2</i>	<i>22.0</i>	<i>24.3</i>
<i>Average 2002**</i>	<i>25.5</i>	<i>28.1</i>	<i>24.8</i>	<i>20.2</i>	<i>27.4</i>

Base: All Commuters
Question 32: About how long does it take you to travel to work/school one way?
* Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill).
** Does not include "varies" responses in calculation.
May not sum to 100% due to rounding.

Despite the fact that Metro Bus commuters had the shortest distance to travel (Table 19 on page 69), their average travel time was 34.8 minutes, considerably longer than either drive alone commuters (23.3 minutes) or carpool/vanpool commuters (25.6 minutes).

Figure 26 displays travel times for the major commuting modes, and Figure 27 on page 74 displays the nexus of travel time and distance by each mode of travel.





As with distance, there is considerable variation in commute times based on the pairing of home and work location. Table 23 shows the average minutes spent commuting for each pair. Commuters traveling from South King County to downtown Seattle and from South King County to East King County had the longest average commute times (44.3 and 34.8 minutes, respectively). Respondents commuting from East King County to South King County spent the least amount of time traveling (17.9 minutes on average) followed by Commuters who live and work in North King County outside of downtown Seattle (19.3 minutes).

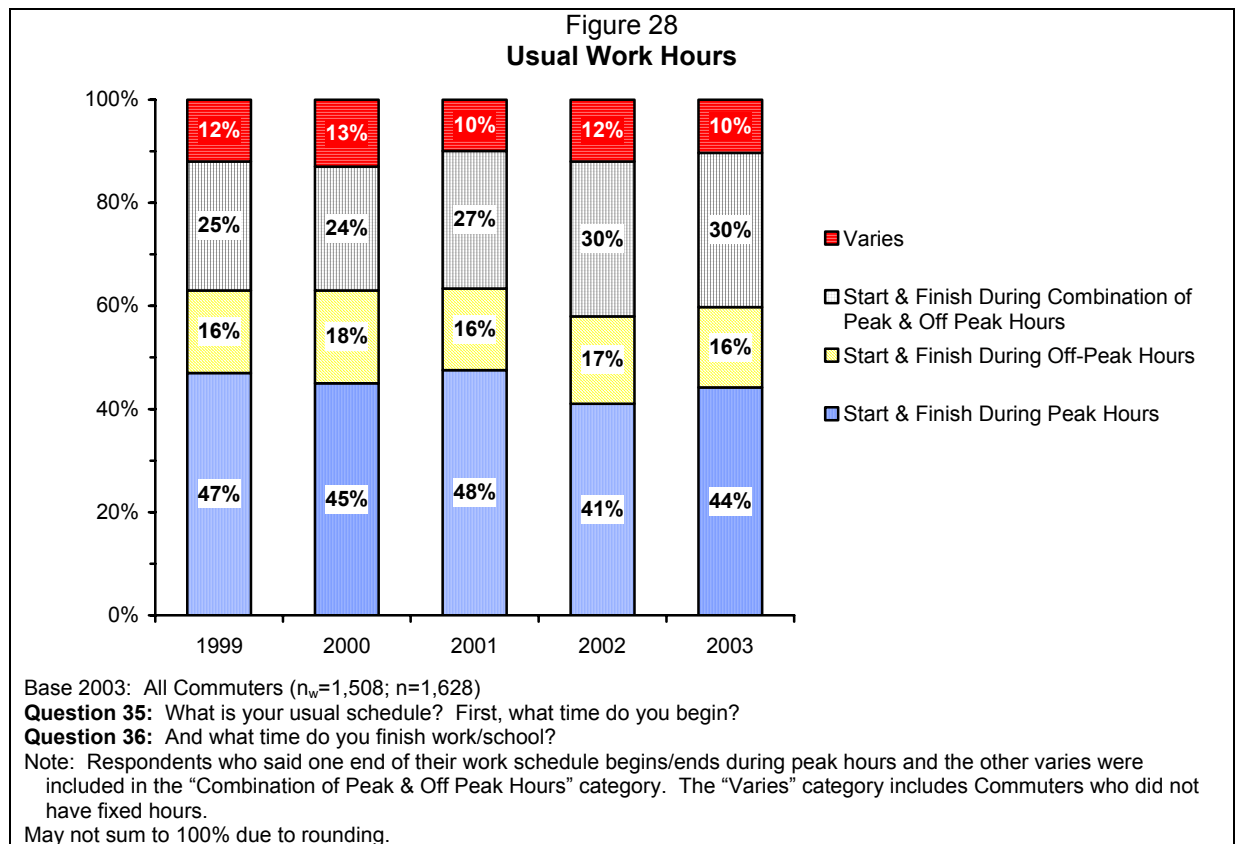
Table 23
Average Travel Time by Home and Work/School Location
Minutes

Work Location	Area of Residence			
	All Commuters (n _w =1,508) (n=1,628)	North King County (n _w =637) (n=539)	South King County (n _w =502) (n=517)	East King County (n _w =368) (n=572)
Downtown Seattle*	28.7	23.2	44.3	31.8
Other North King County	23.2	19.3	30.7	31.2
South King County	22.0	26.6	20.8	17.9
East King County	24.3	32.9	34.8	29.1
Other/Varies	40.4	53.5	33.9	32.4

Base: All commuters
Question 32: About how long does it take you [to travel to work/school] one way?
 * Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill).

Work Hours

For the last several years, work hours have been used to identify commuters who travel during peak hours. The distribution of morning and afternoon work hours is shown in Figure 28. The percent of commuters who start and finish work during peak commute hours (6:00 a.m. to 8:59 a.m. and 3:00 p.m. to 5:59 p.m.) dropped from 48% in 2001 to 41% in 2002 and then rose to 44% in 2003.



Carpool/Vanpool Commuters were more likely than other Commuters to start and finish work or school during peak commute hours. (Table 24.)

Table 24
Usual Work Hours by Commute Mode

	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=653)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)
Start/Finish in Peak Hours	44%	44%	48%	54%
Start/ Finish in Off-Peak Hours	16%	17%	15%	9%
Start/Finish in Peak/Off-Peak Combination	30%	27%	28%	33%
Hours Vary	10%	12%	9%	4%

Base: All Commuters

Question 35: What is your usual schedule? First, what time do you begin?

Question 36: And what time do you finish work/school?

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

May not sum to 100% due to rounding.

Morning Work Start Times

Three in five Commuters (60%) usually begin work between 6:00 a.m. and 8:59 a.m. This number has not changed since 2001. Fifteen percent of Commuters (15%) start work during the shoulder of the morning peak (9:00 a.m. to 9:59 a.m.) The percentage of Commuters with variable start times dipped slightly from 14% in 2002 to 11% in 2003. As in 2002, the number of Commuters who begin work outside the morning peak hours is holding steady at 14%. (Table 25)

Although there are no appreciable differences in the percentages of Drive Alone, Bus, and Carpool Commuters who start during the morning peak hours, there are some differences in start times within the peak period. As Table 25 shows, Carpool/Vanpool Commuters have earlier start times than Drive Alone or Bus Commuters. Forty-four percent (44%) of Carpool/Vanpool Commuters start work between 6:00 and 8:00 a.m. compared with 30% of Drive Alone Commuters and 28% of Bus Commuters.

Table 25 Distribution of Morning Work Start Times						
	2001	2002	2003			
	All Commuters (n _w =1,447) (n=1,593)	All Commuters (n _w =1,506) (n=1,628)	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=653)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)
6:00 a.m. to 6:29 a.m.	5%	6%	5%	5%	4%	4%
6:30 a.m. to 6:59 a.m.	5%	3%	4%	4%	4%	4%
7:00 a.m. to 7:29 a.m.	14%	14%	12%	13%	8%	21%
7:30 a.m. to 7:59 a.m.	12%	9%	10%	8%	12%	15%
8:00 a.m. to 8:29 a.m.	19%	20%	22%	21%	23%	25%
8:30 a.m. to 8:59 a.m.	8%	7%	8%	7%	11%	5%
9:00 a.m. to 9:29 a.m.	9%	11%		13%	13%	10%
9:30 a.m. to 9:59 a.m.	2%	2%	2%	2%		2%
Varies	7%		11%	13%	10%	4%
	19%	14%	14%		15%	9%

Base: All Commuters
Question 35: What is your usual schedule? First, what time do you begin?
 * Shaded areas are not included in the morning peak commute hours.
 May not sum to 100% due to rounding.

Afternoon Work Stop Times

While 60% of Commuters start work or school during the morning peak commute, only 55% finish work or school during the afternoon peak commute hours (3:00 p.m. to 5:59 p.m.). Carpool/Vanpool Commuters were more likely than Drive Alone Commuters or Bus Commuters to finish work or school during the afternoon peak hours (63%, 52% and 61% respectively).

Table 26 shows the distribution of Commuters who finish work in the afternoon peak hours. Data for the half hour before the peak and the hour following are provided to determine if the peak is sliding or expanding in one direction or the other. There has been no statistically significant changes since 2001 in the percentage of Commuters who begin work immediately before or after the afternoon peak hours. However, the percentage who finish work after the afternoon peak has increased by one percentage point per year for the past three years.

The percentage of Commuters with variable hours increased slightly from 17% to 19% while the percentage who finish work at times other than those shown below decreased from 19% last year to 13%.

	2001	2002	2003			
	All Commuters (n _w =1,447) (n=1,593)	All Commuters (n _w =1,506) (n=1,628)	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=6530)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)
2:30 p.m. to 2:59 p.m.		4%	3%	3%	3%	
3:00 p.m. to 3:29 p.m.	6%	5%	6%	5%	7%	10%
3:30 p.m. to 3:59 p.m.	8%	7%	5%	5%	3%	10%
4:00 p.m. to 4:29 p.m.	8%	9%	9%	9%	8%	10%
4:30 p.m. to 4:59 p.m.	9%	5%	7%	7%	8%	8%
5:00 p.m. to 5:29 p.m.	17%	19%	21%	18%	27%	22%
5:30 p.m. to 5:59 p.m.	6%	5%	7%	7%	8%	4%
6:00 p.m. to 6:29 p.m.	7%	8%		10%	6%	4%
6:30 p.m. to 6:59 p.m.	2%	2%	2%	2%		2%
Varies	2%		19%	18%	18%	19%
	31%	19%	13%		11%	6%

Base: All commuters
Question 36: And what time do you finish work/school?
 * Shaded areas are not included in the afternoon peak commute hours
 May not sum to 100% due to rounding.

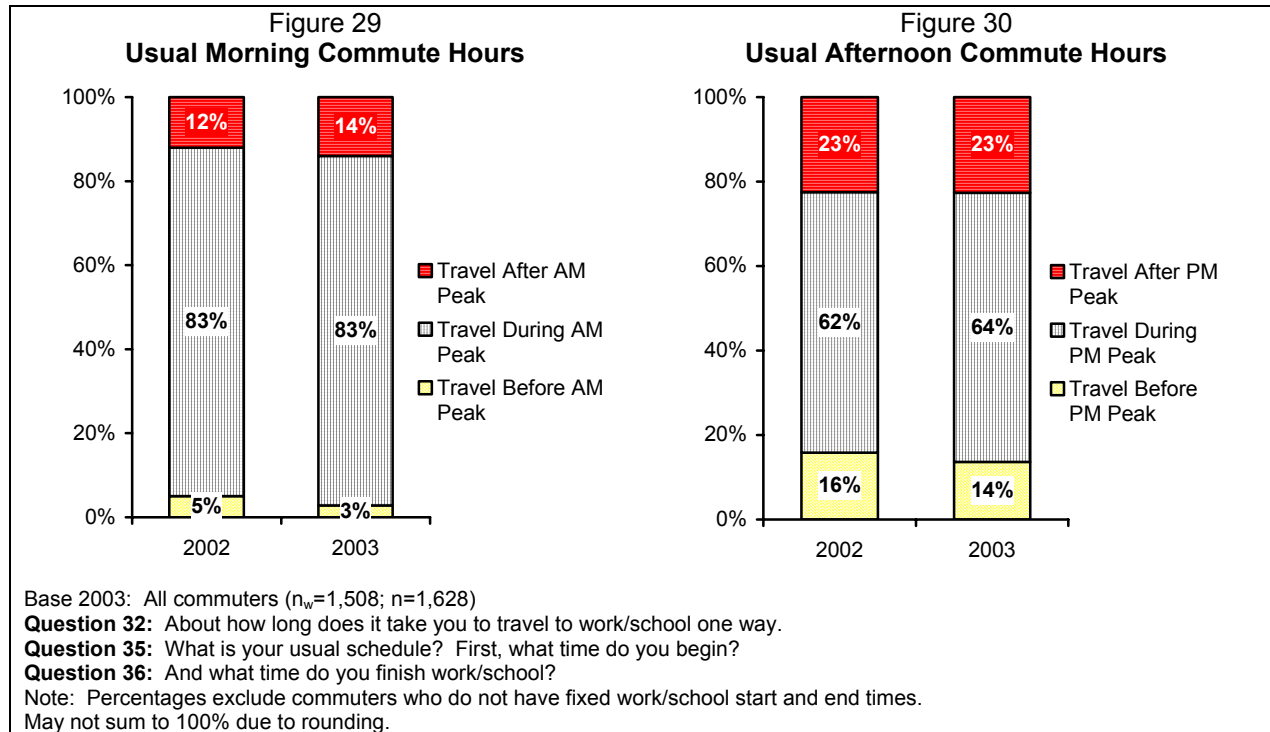
Commute Hours

In past years, work start and end times were used as a surrogate for determining the percentage of respondents who travel during peak commute hours. In 2002, a more rigorous methodology was introduced that better reflects the percentage of respondents who travel during peak commute hours. Actual commute hours were calculated by subtracting the reported amount of time each respondent spends commuting from his or her work start time and by adding the commute time to the time each respondent finishes work. This method reflects whether respondents who begin work after 9:00 a.m. travel during the morning commute hours and whether respondents who finish work or school before 3:00 p.m. travel during evening commute hours.

Using this method, the data reveals a total of 52% of respondents travel during peak commute hours compared with 44% using the previously discussed method. The percentage of Metro Bus Commuters who travel during peak hours is significantly higher than when using work hours as a surrogate for commute times (58% v. 48% with other method). (Table 27)

Usual Commute Hours by Mode				
	All Commuters (n _w =1,508) (n=1,628)	Drive Alone (n _w =887) (n=653)	Metro Bus (n _w =300) (n=641)	Carpool / Vanpool (n _w =151) (n=135)
Start/Finish in Peak Hours	52%	51%	58%	61%
Start/ Finish in Off-Peak Hours	9%	9%	8%	5%
Start/Finish in Peak/Off-Peak Combination	29%	28%	26%	30%
Hours Vary	10%	12%	9%	4%
Base: All Commuters Question 35: What is your usual schedule? First, what time do you begin? Question 36: And what time do you finish work/school? Note: Respondents who said one end of their work schedule begins/ends during peak hours and the other varies were included in the "Combination of Peak & Off Peak Hours" category. The "Varies" category includes Commuters who did not have fixed hours. May not sum to 100% due to rounding.				

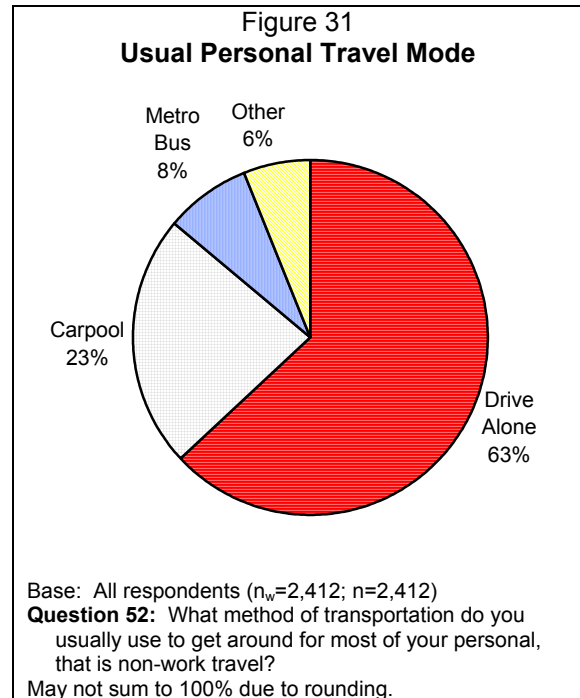
As Figures 29 and 30 show, the percentage of Commuters who travel during morning and afternoon peak hours unchanged from 2002.



Usual Mode for Personal Travel

Just under two-thirds (63%) of all respondents usually drive alone for their personal travel. About one-quarter (23%) carpool and 8% usually ride a Metro bus. These findings are consistent with personal travel in 2002 when 64% drove alone, 23% usually traveled in a carpool, and 6% rode the bus. (Figure 31)

Over one in four Regular Riders (28%) usually use a Metro bus for their personal travel, 41% drive alone and 21% carpool. Infrequent and Non-riders are significantly more likely than Regular Riders to drive alone for personal, non-work travel (65% and 71% respectively).

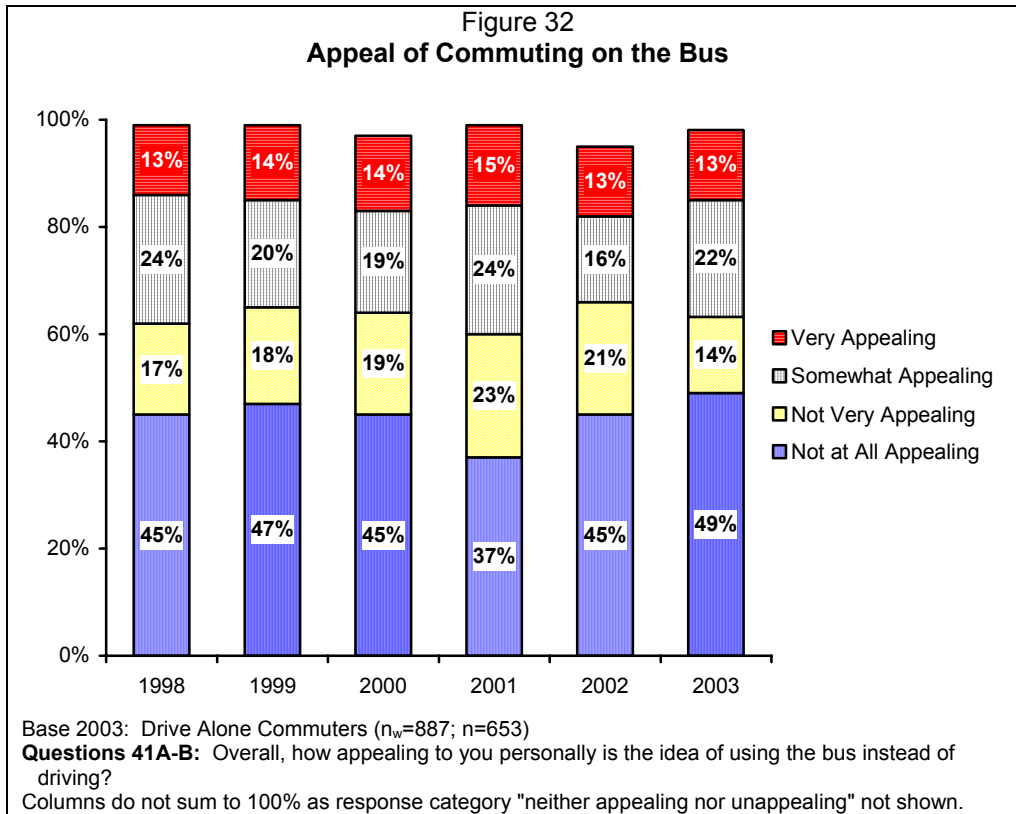


Appeal of Using the Bus

Survey respondents who drive alone either to work or for personal travel were asked to rate the appeal of using the bus for these purposes instead of driving.

Commuting to Work or School

The appeal of using the bus to commute has varied from year to year. In 2003, 13% of Drive Alone Commuters said the idea was "very appealing", 22% found it "somewhat appealing", 14% said the idea was "not very appealing" and 49% said it was "not at all appealing". As Figure 32 shows, the percentage of Drive Alone Commuters who said the idea of riding the bus to work or school was "not at all appealing" increased by 4 percentage points from 45% in 2002 to 49% in 2003 while the percentage who find the idea "very appealing" held steady at 13%.



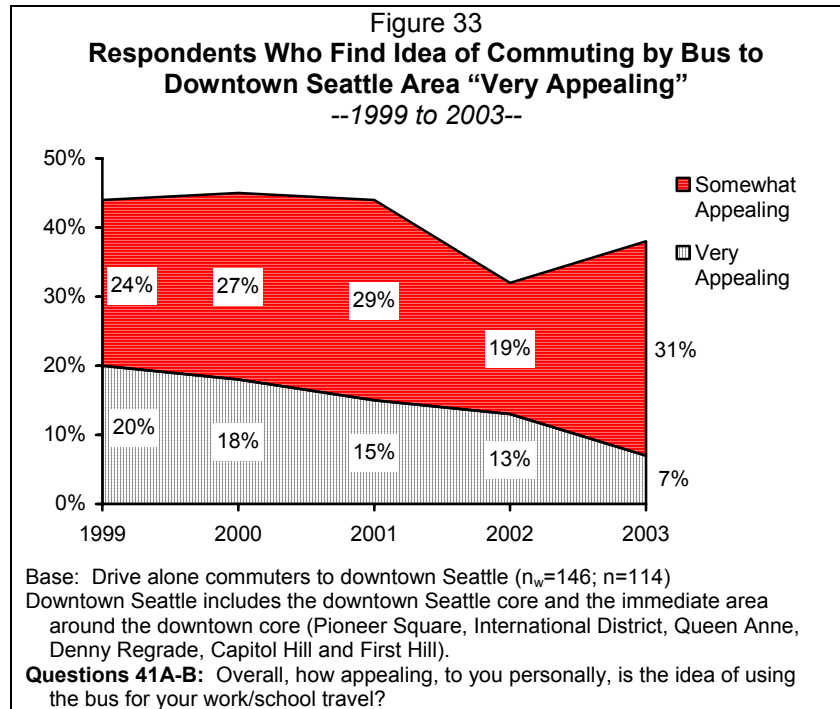
Commuting by bus is most appealing to those traveling to North King County destinations that are outside the downtown Seattle area (45% “very” or “somewhat appealing”). (Table 28)

**Table 28
Appeal of Commuting by Bus to Major Destinations**

	All Drive Alone Commuters (n _w =887) (n=653)	Downtown Seattle (n _w =146) (n=113)	Other North King County (n _w =176) (n=124)	South King County (n _w =167) (n=223)	East King County (n _w =283) (n=112)
Very Appealing	13%	8%	14%	12%	13%
Somewhat Appealing	22%	27%	30%	14%	21%
Not Very Appealing	14%	17%	13%	20%	12%
Not At All Appealing	49%	46%	41%	54%	52%

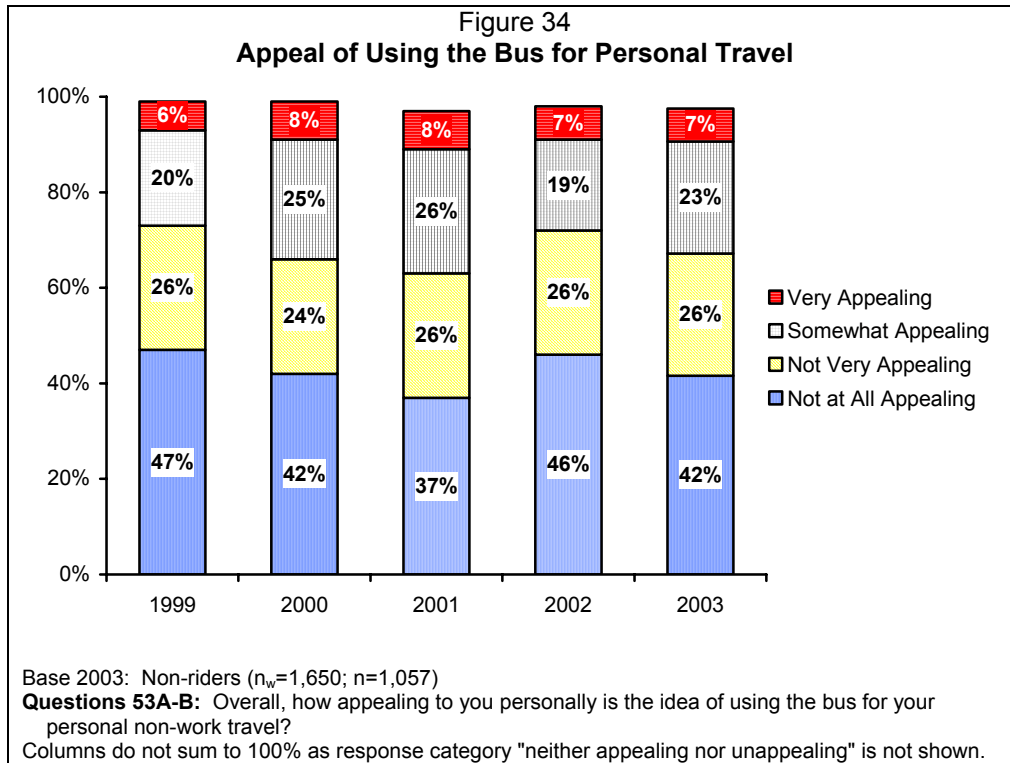
Base: Drive Alone Commuters (n_w=887)
Questions 41A-B: Overall, how appealing to you personally is the idea of using the bus instead of driving?
 Downtown Seattle includes the downtown Seattle core and the immediate area around the downtown core (Pioneer Square, International District, Queen Anne, Denny Regrade, Capitol Hill and First Hill).
 * Will not sum to 100% as response category "neither appealing nor unappealing" not shown.

The number of Drive Alone Commuters to downtown Seattle who find the bus "very appealing" continued to decline as it has for the previous four years. (Figure 33)



Personal Travel

All Non-riders were asked to rate the appeal of using the bus for their personal, non-work travel. In 2003, three in ten Non-riders (30%) said the idea of using the bus for personal travel appealed to them—including 7% who said the idea was "very appealing". As in the past, the majority of Non-riders (68%) said the idea was not appealing; including 42% who said it was "not at all appealing". Although not significant, the percentage of Non-riders who said riding the bus for personal trips was "not at all appealing" decreased from 46% in 2002 to 42% in 2003 with a corresponding increase in the percentage who found the idea "somewhat appealing". (Figure 34)



Non-riders who commute to school were more likely than other Non-riders to find using the bus for personal travel appealing (56% of school Commuters said the idea was “very” or “somewhat appealing” v. 24% of Work Commuters and 35% of Non-commuters). Residents of North King County were more likely than other respondents to find at least some appeal in the idea of using the bus for personal travel. (Table 29)

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

	All Non-Riders (n _w =1,650) (n=1,057)	North King County (n _w =525) (n=322)	South King County (n _w =647) (n=367)	East King County (n _w =478) (n=368)
Very Appealing	7%	6%	7%	6%
Somewhat Appealing	23%	28%	22%	21%
Not Very Appealing	26%	27%	23%	28%
Not At All Appealing	42%	35%	45%	44%

Base: All Non-riders
Questions 53A-B: Overall, how appealing to you personally is the idea of using the bus for your personal non-work travel?
 * Will not sum to 100% as response category "neither appealing nor unappealing" is not shown.

Barriers to Riding Transit

Respondents who usually drive alone for work or personal travel and said the idea of using the bus was somewhat or very appealing (23% of all respondents) were asked to rate different aspects of the transit system on the extent to which they kept respondents from riding Metro. For each statement, respondents used a 7-point scale where 1 meant "not a barrier at all" and 7 meant "a very significant barrier" to riding the bus or riding the bus more often.

In 2003, there were five major barriers for Non-riders who find the idea of the bus appealing (based on 25% or more of respondents who rated the barrier a 6 or 7). (Table 30)

The barriers, in descending order were:

- **The bus routes near your home do not go where you want to go**
Nearly half (46%) of the respondents said this was a major barrier. A lack of bus routes to their destinations was a significantly greater barrier for respondents in East and South King County than for those in North King County (55%, 51%, and 36% respectively). This barrier was particularly strong among Drive Alone Work Commuters (51%).
- **Having to plan around bus schedules**
Three in ten (32%) of respondents said having to plan around bus schedules was a major barrier. Residents of East King County were more likely to see this as a barrier than residents of South or North King County (43%, 32%, and 24% respectively). Non-commuters were more likely to say planning around bus schedules was "not a barrier at all" than were Commuters (27% and 15% respectively).

- **The time it takes by bus**

Thirty-two percent of respondents (32%) rated this barrier a 6 or 7 on the scale. Residents of East King County (41%) were far more likely to say it was a major barrier than those in South King County (23%). This was also a greater barrier for Drive Alone Commuters than for Non-Commuters (38% and 20% respectively).

- **Having to transfer buses**

About three respondents in ten (30%) indicated transferring buses was a major barrier to riding Metro. Transferring buses was a greater barrier for work Commuters than for Non-commuters (34% and 21% respectively).

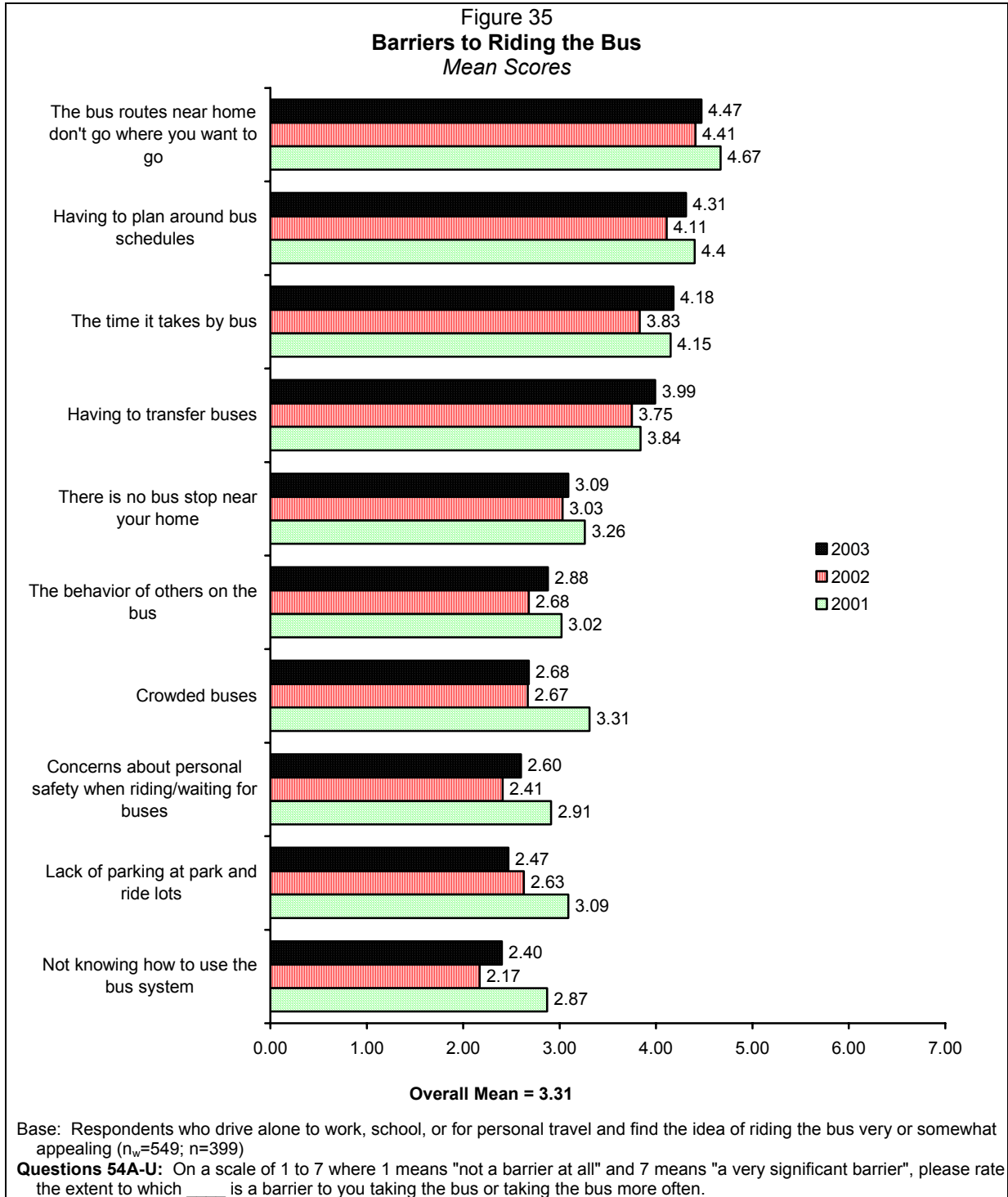
- **There is no bus stop near your home**

More than one in four respondents (27%) rated this element as a major barrier to riding transit. It was especially problematic for residents in South King County (39%) and East King County (38%) while those in North King County were unlikely to see the lack of a nearby bus stop as a problem (9%).

Table 30
Significant Barriers to Riding the Bus
Rated a 6 or 7

	Total (n _w =549) (n=399)	North King County (n _w =215) (n=143)	South King County (n _w =182) (n=118)	East King County (n _w =152) (n=138)	Mean Rating
Bus routes near home don't go to destination	46%	36%	51%	55%	4.47
Having to plan around schedules	32%	24%	32%	43%	4.31
The time it takes by bus	32%	33%	23%	41%	4.18
Having to transfer buses	30%	31%	24%	35%	3.99
There is no bus stop near your home	27%	9%	39%	38%	3.09
The behavior of others on the bus	11%	12%	13%	8%	2.88
Crowded buses	10%	9%	11%	9%	2.68
Concerns about personal safety when riding/waiting for buses	11%	11%	13%	7%	2.60
Lack of parking at park and ride lots	16%	11%	18%	20%	2.47
Not knowing how to use the bus system	11%	5%	19%	10%	2.40
Base: Respondents who drive alone to work, school, or for personal travel and find the idea of riding the bus "very" or "somewhat appealing."					
Questions 54A-U: On a scale of 1 to 7 where 1 means "not a barrier at all" and 7 means "a very significant barrier," please rate the extent to which _____ is a barrier to you taking the bus or taking the bus more often.					

While the top four barriers are the same ones that topped the list of barriers in 2001 and 2002, mean ratings for all but one factor (lack of parking at park and ride lots) are higher than recorded last year suggesting respondents view these factors as more significant barriers than they did a year ago. (Figure 35)



Drive Alone Commuters who find the Bus Appealing

Drive Alone commuters who said the idea of riding the bus to work or school was "somewhat" or "very" appealing were rated an additional set of work-related barriers to riding the bus or taking the bus more often. Respondents rated the barriers on a seven-point scale where 1 was "not a barrier at all" and 7 was a "very significant barrier".

More than a quarter of Drive Alone Commuters rated all six commute-specific barriers a 6 or 7. The top two commute-specific barriers, based on the percentage who rated the barriers a 6 or 7, in descending order were:

- **Often having to work late**

Four in ten Drive Alone Commuters (43%) who like the idea of riding the bus said working late was a "very significant barrier" to riding.

- **Having irregular work hours**

Having irregular work hours was almost as great a barrier for Commuters as working late. In all, 40% of these respondents rated working irregular hours a major barrier. This was especially true for residents of South King County (43% v. 39% North and East King County).

Table 31 on page 90 lists all 16 barriers in descending order based on the mean rating for each barrier. Work-related barriers are shaded in gray. A lack of bus routes from home to where you want to go remains the greatest barrier to using transit for drive-alone commuters—especially those in East and South King County.

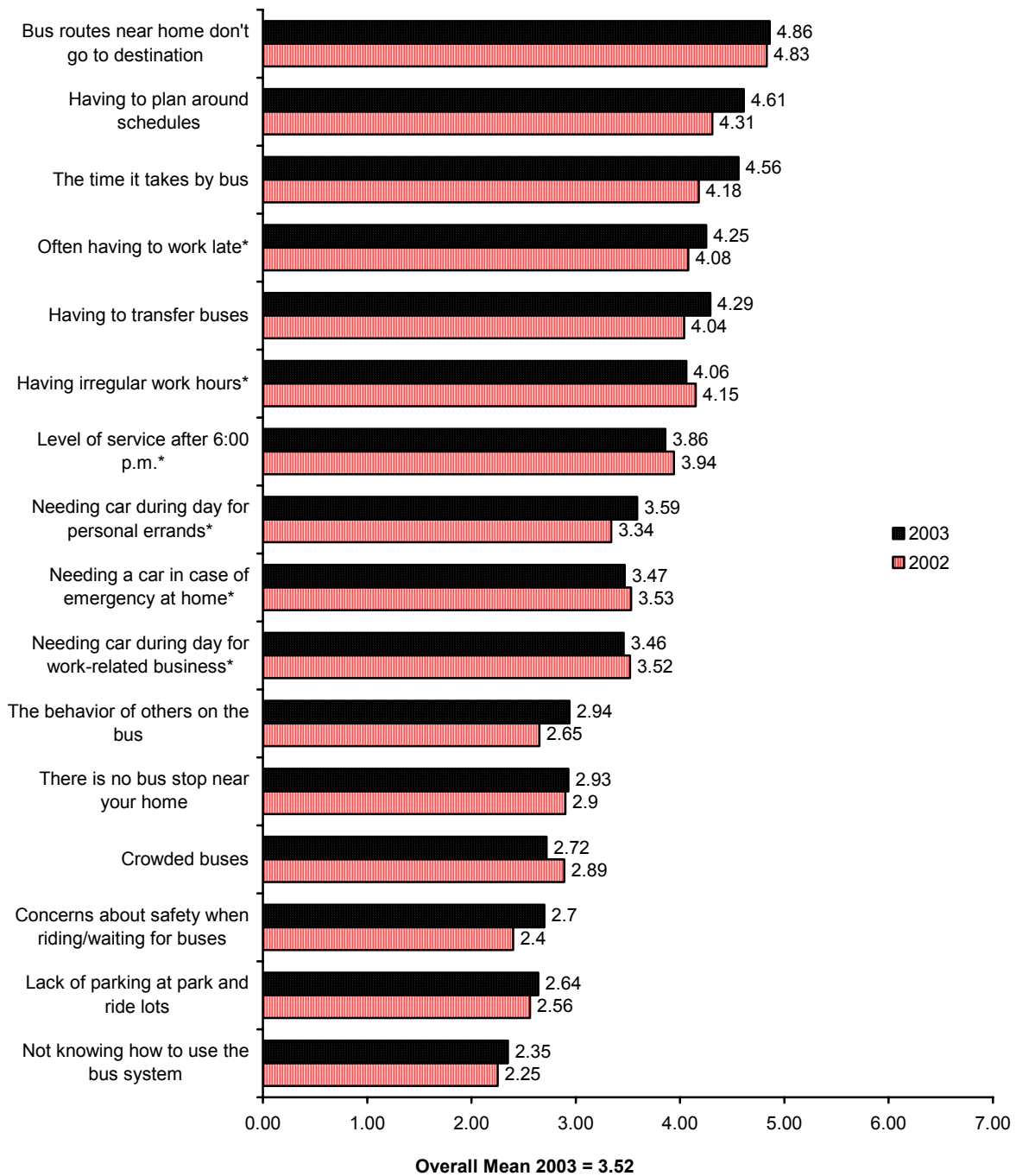
Note that although a large percentage of respondents rated "often having to work late" and "having irregular work hours" as "a significant barrier", the mean scores for these barriers were smaller than "having to plan around schedules" and "the time it takes by bus".

The difference in the order of the barriers based on the percentage who rated them a 6 or 7 and the mean rating for each one suggests that although Drive Alone Commuters do not view some barriers as “a very significant barrier,” most acknowledge that these elements deter them from using transit.

	Total (n _w =305) (n=245)	North King County (n _w =125) (n=88)	South King County (n _w =85) (n=63)	East King County (n _w =95) (n=94)	Mean Rating 2003 (1 to 7 Scale)
Bus routes near home don't go to destination	51%	40%	58%	61%	4.86
Having to plan around schedules	33%	23%	36%	44%	4.61
The time it takes by bus	38%	36%	35%	42%	4.56
Often having to work late*	43%	35%	49%	47%	4.37
Having to transfer buses	34%	32%	29%	41%	4.29
Having irregular work hours*	40%	39%	43%	39%	4.21
The level of bus service after 6 p.m.*	30%	29%	31%	31%	3.98
Needing a car during the day for personal errands while at work*	28%	22%	38%	27%	3.65
Needing a car in case of an emergency at home*	30%	26%	31%	33%	3.56
Needing a car during the work day for work-related business*	30%	25%	37%	31%	3.50
The behavior of others on the bus	11%	11%	15%	8%	2.94
There is no bus stop near your home	24%	7%	31%	40%	2.93
Crowded buses	9%	9%	10%	10%	2.72
Concerns about personal safety when riding/waiting for buses	11%	8%	20%	7%	2.70
Lack of parking at park and ride lots	18%	13%	24%	20%	2.64
Not knowing how to use the bus system	11%	8%	16%	10%	2.35
Base: Respondents who drive alone to work or school and find the idea of riding the bus "very" or "somewhat appealing".					
Q54A-U: On a scale of 1 to 7 where 1 means "not a barrier at all" and 7 means "a very significant barrier", please rate the extent to which ... is a barrier to you taking the bus or taking the bus more often.					
*Shading indicates work-related barriers					

In 2003, the mean ratings for four of the work-related barriers (*having irregular work hours, the level of service after 6:00 p.m., needing a car in case of an emergency at home, and needing a car during the day for work-related business*) were slightly below the 2002 ratings while the mean ratings for most other barriers increased. (Figure 36)

Figure 36
Barriers to Riding the Bus for Drive Alone Commuters
Mean Scores



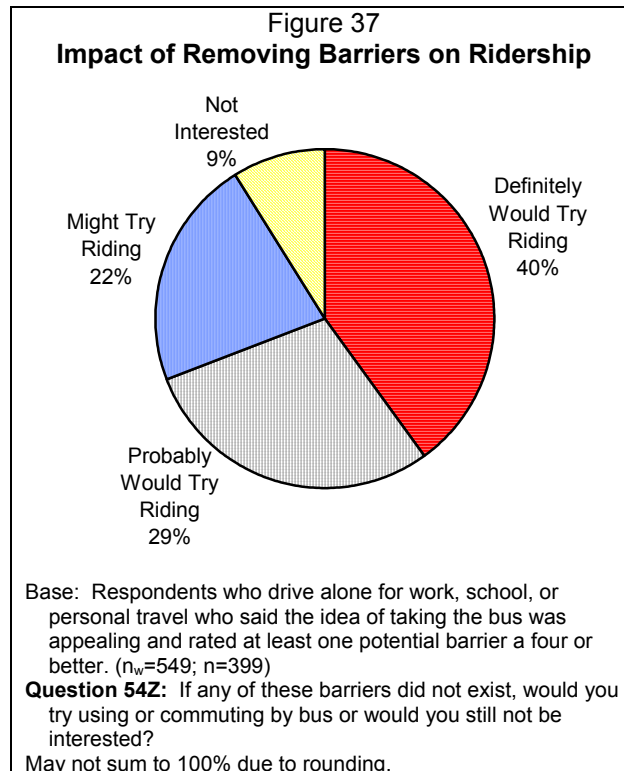
Base: Respondents who drive alone to work or school who find the idea of riding the bus somewhat or very appealing.
 (n_w=358; n=278)

Q54A-U: On a scale of 1 to 7 where 1 means 'not a barrier at all' and 7 means "a very significant barrier", please rate the extent to which... is a barrier to you taking the bus or taking the bus more often.

* Work related barriers.

Impact of Barrier Removal on Ridership

Respondents who rated a least one barrier a 4 or higher were asked if they would try the bus if the barriers did not exist. Four in ten respondents (40%) said they "would definitely try" riding the bus if the barriers were removed. An additional 29% said they would "probably try" riding, 22% said they might try riding, and 9% were not interested. (Figure 37)



Park and Ride Lots

Just under one-quarter of respondents (22%) said they used a Metro Park and Ride lot within the last year, including 13% who used a lot in the 30 days before the survey.

Respondents who used a Metro Park and Ride lot *in the previous month* reported using the lot 8 times on average. Bus Commuters used the lot more than other respondents. Altogether, 29% of Bus Commuters reported using a Park and Ride lot an average of 16 days in the month preceding the survey. Fourteen percent of Carpool/Vanpool Commuters (14%) also used the park and ride lots, averaging 9 days per month. As shown in Table 32, Regular Riders used the lots significantly more often than other respondents.

	All Respondents (n _w =2,412) (n=2,412)	Regular Riders (n _w =570) (n=1,206)	Infrequent Riders (n _w =192) (n=149)	Non-riders (n _w =1,650) (n=1,057)
0	87%	73%	64%	94%
1	4%	3%	20%	3%
2 to 5	5%	8%	14%	2%
6 to 10	1%	3%	0%	<1%
11 to 20	3%	10%	1%	1%
21 to 30	1%	3%	1%	<1%
31 or More	<1%	1%	0%	0%
<i>Average Among Lot Users</i>	<i>8.09</i>	<i>12.70</i>	<i>2.54</i>	<i>4.88</i>
Base: All respondents Question 58: How many times have you used Metro's Park and Ride lots in the last 30 days? May not sum to 100% due to rounding.				

Respondents who used a Metro Park and Ride lot in the last year were asked about their usual purpose when using the lot. Six in ten (61%) respondents said they catch a bus at the Park and Ride lot, 26% meet carpool partners, 12% transfer from another bus, 2% meet vanpool partners, and 7% said they "just use it as a parking lot". Three-quarters of respondents who "just use it as a parking lot" are Non-riders.

The majority of respondents who reported using a Park and Ride lot in the last year said they drove themselves to the lot (84%), 8% arrived at the lot by bus, 6% walked, and 6% were dropped off at the lot.

Awareness of Flexcar Program

Awareness of the King County Flexcar program is fairly high. The majority of respondents (59%) said they were aware that King County runs such a program.

Those most likely to be aware of the program were:

- Regular and Infrequent riders (70% Riders v. 54% Non-riders)
- Work Commuters (67% v. 49% non-commuters)
- Residents of North King County (72% v. 59% East and 42% South King County)

Lost and Found

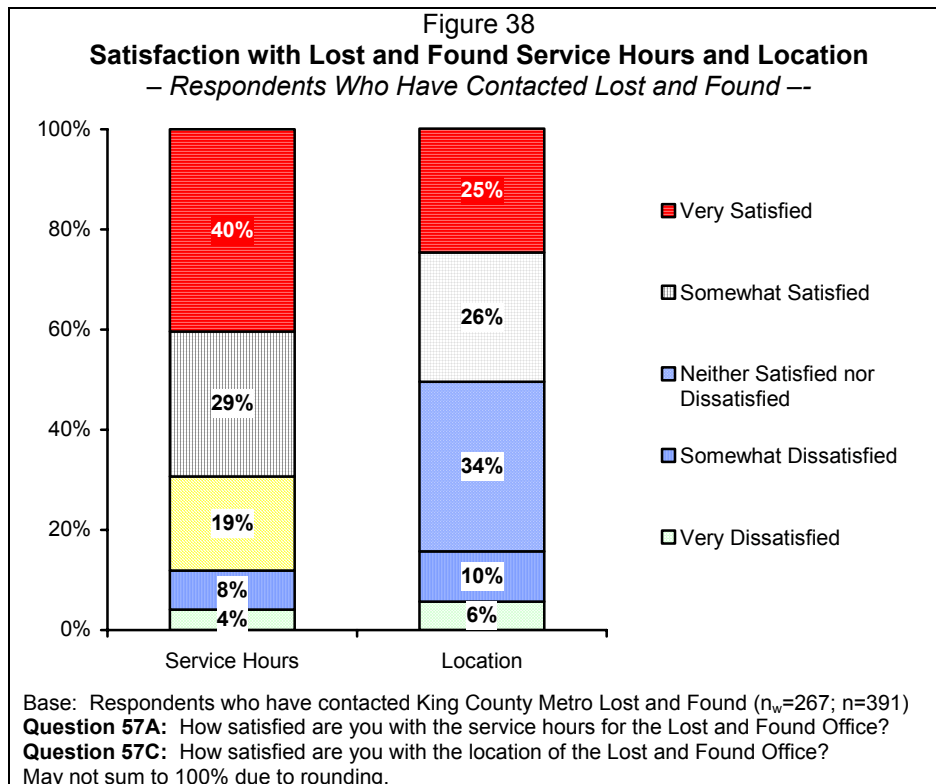
Relatively few survey respondents (11%) have ever phoned or visited the King County Metro Lost and Found Office. Those most likely to have been in contact with Lost and Found were:

- Regular Riders (25% v. 13% Infrequent Riders and 6% Non-riders)
- Residents of North King County (16% v. 9% East and 6% South King County)
- Metro Bus Commuters (26% v. 7% Drive Alone and 9% Carpool/Vanpool)

Satisfaction with Service Hours and Location

Respondents who reported contacting the Lost and Found Office were asked to rate their satisfaction with its location and service hours. The majority of respondents (69%) were satisfied with the service hours, 19% were neither satisfied nor dissatisfied and 12% were not satisfied. Respondents had more difficulty answering whether they were satisfied with the location of the Lost and Found Office. Half the respondents (51%) were satisfied and a third (34%) said they were neither satisfied nor dissatisfied.

(Figure 38)



Awareness of Live Help Chat Service

Fewer than one in ten respondents (9%) were aware that King County Metro offers an online Lost and Found Live Help chat service. Regular Riders were three times as likely to be aware of the service as Non-riders (19% and 6% respectively). Respondents who reported previous contact with the Lost and Found Office were slightly, but not significantly, more likely to be aware of the online chat service (20% aware v. 17% aware for those with no prior contact).

Only 14 of the respondents surveyed (6% of those aware of the service) have used the Live Help chat service. When asked to rate their satisfaction with the service, 8 respondents were “very satisfied” with the service, 3 were “somewhat satisfied”, 1 was “very dissatisfied” and 1 “didn’t know”.

Use of the Internet

Access to the Internet

The vast majority of respondents (81%) have access to the Internet. Eight in ten (80%) have a computer at home; 52% can use a computer at work; 44% have access through the library; 18% have Internet access at a school, and 13% have access at another location such as a community center or cafe. Respondents who do not have Internet access are more likely than others to be:

- Non-commuters (20% v. 3% of commuters)
- Unemployed (23% v. 3% employed full or part-time)
- Age 65 or older (40% v. 4% younger than 65)
- Have an annual household income of less than \$35,000 (23% v. 4% with incomes greater than \$35,000)

Using the Internet to Get Metro Transit Information

Nearly half of the survey respondents (48%) said they have used the Internet to get Metro related transit information. Those most likely to access Metro information via the world wide web are:

- Riders (68% v. 38% Non-riders)
- Residents of North or East King County (54% North, 51% East v. 37% South King County)
- Commuters (56% v. 34% Non-commuters)
- Those with incomes above \$35,000 (53% v. 37% with incomes below \$35,000).

Respondents who said they went online to access Metro information most often were looking for bus schedule information (92%) followed by using the Trip Planner to get transit trip information (47%). Other reasons mentioned included buying a pass online (4%), getting rideshare information (4%), and finding out about accessible transportation (3%).

Using Handheld Devices to Access Internet

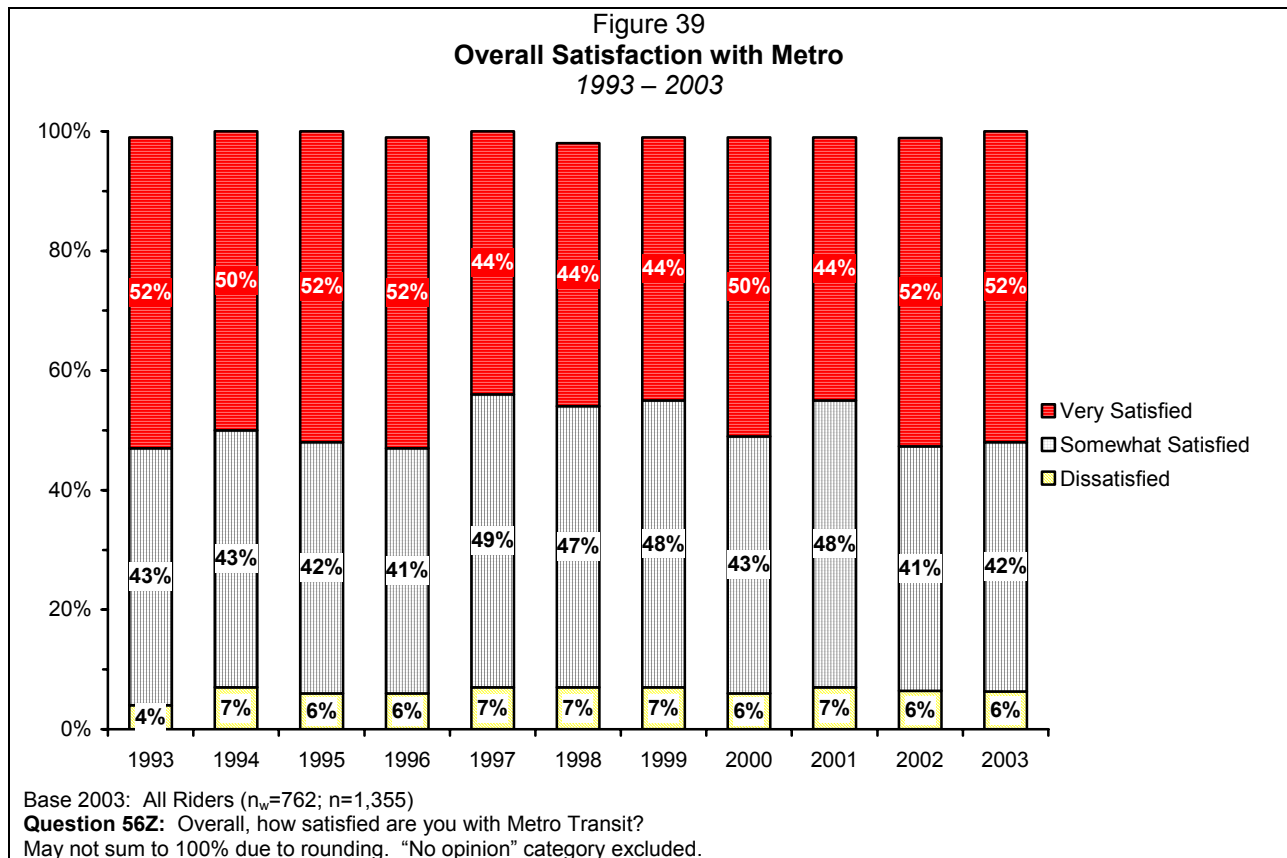
Just over one-quarter (27%) of respondents who reported using the Internet to access Metro related information said they have a handheld device that has the capability to connect to the Internet such as a cell phone or personal data assistant. Those most likely to have such a device are:

- Infrequent or Non-riders (37% Infrequent Riders, 28% Non-riders v. 22% Regular Riders)
- Residents of East King County (35% v. 24% North and South King County)
- Drive Alone Commuters (33% v. 23% Bus Commuters and 27% Carpool/Vanpool Commuters)
- Age 25 to 44 (31% v. 25% age 16 to 24, 24% age 45 to 64, and 20% age 65 and older)
- Male (30% v. 24% female)

Customer Satisfaction with Metro

Overall Satisfaction

Overall satisfaction with Metro in 2003 was 94%, consistent with satisfaction levels over the last few years. As in 2002, over half (52%) of Metro Riders were "very satisfied" with Metro transit. The percent dissatisfied with the service (6%) is consistent with findings since 1994. (Figure 39)



Riders most likely to be "very satisfied with Metro transit are:

- Regular Riders (54% *very satisfied* v. 45% Infrequent Riders)
- Non-commuters (59% v. 49% Work and School Commuters)
- Age 65 or older (69% v. 50% age 16 to 64)
- Lower income (58% with incomes below \$35,000 v. 49% with incomes greater than \$35,000).

As noted above, Regular Riders and Non-Commuters were significantly more likely than other respondents to be “very satisfied” with Metro transit. As in 2002, there were no significant differences by subarea of residence. (Table 33)

Table 33
Overall Satisfaction by Ridership, Commute Status, and Subarea

Satisfaction Level	Rider Status		Commuter Status		Subarea of Residence		
	Regular (n _w =570) (n=1,206)	Infrequent (n _w =192) (n=149)	Commuter (n _w =547) (n=1,102)	Non-Commuter (n _w =215) (n=343)	North King County (n _w =466) (n=485)	South King County (n _w =177) (n=434)	East King County (n _w =119) (n=436)
Very Satisfied	54%	44%	48%	59%	50%	53%	55%
Somewhat Satisfied	41%	45%	45%	34%	43%	40%	38%
Somewhat Dissatisfied	3%	9%	5%	5%	5%	4%	4%
Very Dissatisfied	2%	1%	1%	2%	1%	2%	2%
Don't Know/Neutral	1%	1%	1%	1%	1%	1%	1%

Base: Regular and Infrequent Riders (n_w=762; n=1,355)
Question 56Z: Overall, how satisfied are you with Metro Transit?
 May not sum to 100% due to rounding.

Satisfaction with Specific Transit Elements

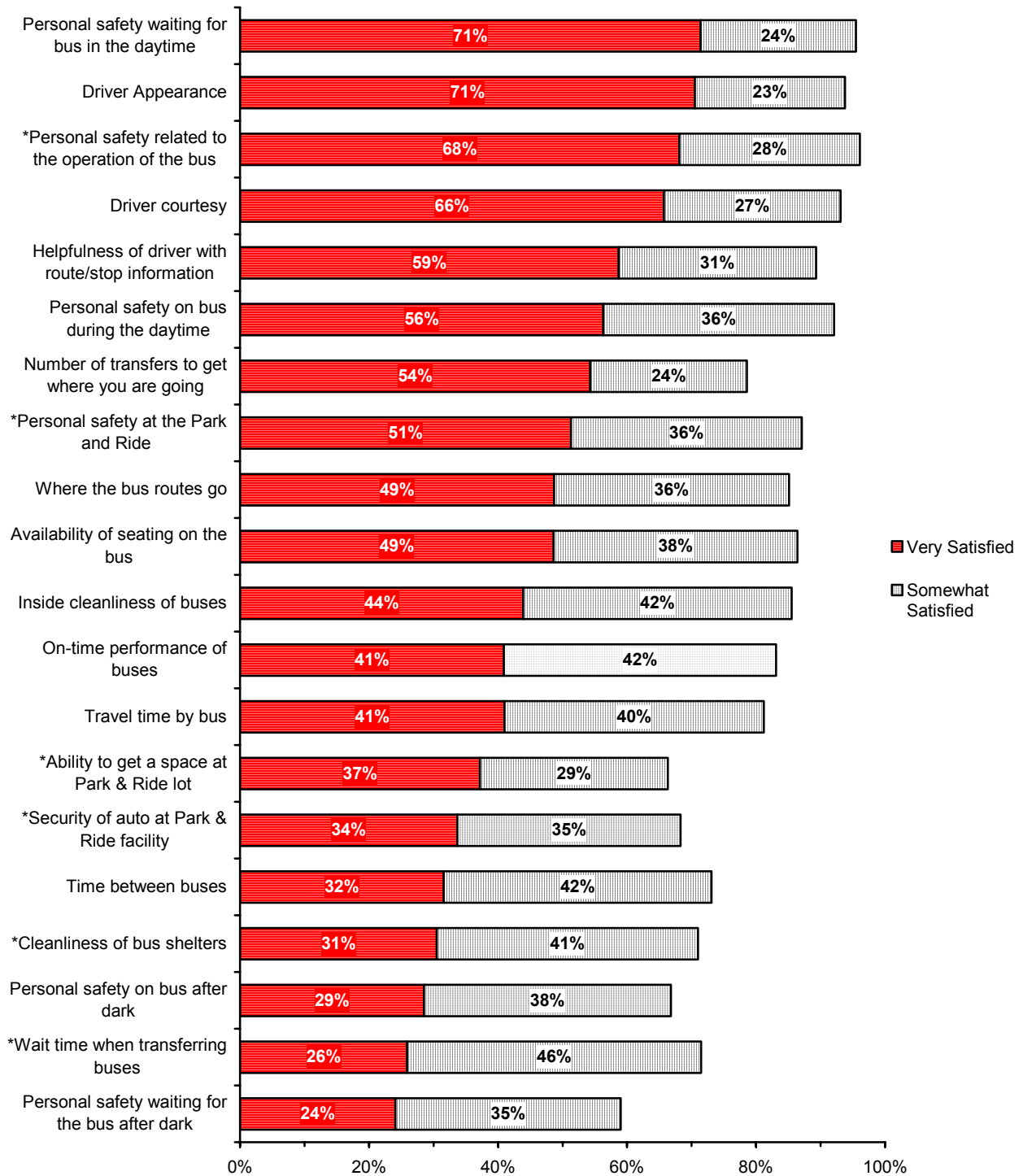
Regular and Infrequent Riders rated their satisfaction with a number of specific elements of the transit system.² In 2003, Regular and Infrequent Riders were most satisfied with:

- Personal safety waiting for the bus in the daytime (71% “very satisfied”)
- Driver appearance (71% “very satisfied”)
- Personal safety on the bus related to the operation of the bus (68% “very satisfied”)
- Driver courtesy (66% “very satisfied”)

Figure 40 on page 100 shows the percentage of respondents who were very or somewhat satisfied with each transit service element, ranked in descending order based on percentage of respondents who were “very satisfied”. A complete breakdown of responses for each element is shown in Table 34 on page 101.

² To avoid respondent fatigue on long series of questions, some questions were asked of a split sample of respondents. These questions are footnoted in the tables. Questions concerning park and ride lots were asked only of respondents who reported using a park and ride lot in the last month and the question concerning wait time when transferring buses was asked only of riders who usually transfer.

Figure 40
Rider Satisfaction with Transit Service Elements



Base: Regular and Infrequent Riders (n_w=762; n=1,355)

Questions 56A-W: Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you have been very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

* Denotes subset of the base. See Table 30 footnote on page 87 for bases on starred elements.

The number of service attributes that received a “very satisfied” rating by fewer than 30% of Riders has dropped steadily over the past three years from eight attributes in 2001 to four in 2002, and just three attributes in 2003:

- Personal safety waiting for the bus after dark (24% "very satisfied")
- Wait time when transferring buses (26% "very satisfied")
- Personal safety on the bus related to the conduct of others after dark (29%)

Table 34
Rider Satisfaction with Specific Transit Elements

<i>Sum Across Columns</i>	Very Satisfied	Somewhat Satisfied	No Opinion/Ref	Somewhat Dissatisfied	Very Dissatisfied
Personal safety waiting for the bus in the daytime	71%	24%	1%	3%	1%
Driver appearance	71%	23%	4%	1%	1%
Personal safety on the bus related to the operation of the bus ¹	68%	28%	1%	3%	<1%
Driver courtesy	66%	27%	1%	4%	2%
Helpfulness of driver with route/stop information	59%	31%	4%	4%	2%
Personal safety on the bus related to the conduct of others during the daytime	56%	36%	1%	5%	2%
Number of transfers to get to where you are going	54%	24%	10%	7%	5%
Personal safety at the Park and Ride lot ⁴	51%	36%	4%	6%	3%
Where the bus routes go	49%	36%	2%	9%	4%
Availability of seating on the bus	49%	38%	2%	8%	4%
Inside cleanliness of buses	44%	42%	1%	9%	4%
On-time performance of buses	41%	42%	2%	10%	5%
Travel time by bus	41%	40%	1%	12%	6%
Ability to get a space at Park and Ride lots ⁴	37%	29%	18%	11%	5%
Security of your automobile at the Park and Ride lot ⁴	34%	35%	20%	8%	3%
Time between buses	32%	42%	5%	15%	7%
Cleanliness of bus shelters ²	31%	41%	6%	16%	8%
Personal safety on the bus related to the conduct of others after dark	29%	38%	17%	11%	5%
Wait time when transferring buses ³	26%	46%	11%	17%	9%
Personal safety waiting for the bus after dark	24%	35%	18%	16%	7%

Base: Regular and Infrequent Riders (n_w=762; n=1,355)

Questions 56-W: Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you have been very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

¹ A split sample of respondents were asked about this attribute: (n_w=381; n=678)

² A split sample of respondents were asked about this attribute: (n_w=381; n=677)

³ Usually transfer (n_w=320; n=599)

⁴ Used Park and Ride lot in past year (n_w=315; n=703)

May not sum to 100% due to rounding.

Ratings Compared to Past Years

The percentage of Riders who said they were "very satisfied" is essentially unchanged from one year ago. A comparison of "very satisfied" responses across transit elements over the past four years is shown in Table 35.

Table 35 Satisfaction with Specific Transit Elements Very Satisfied					
	1999	2000	2001	2002	2003
Personal safety waiting for the bus in the daytime	64%	66%	61%	67%	71%
Driver appearance	60%	60%	61%	71%	71%
Personal safety on the bus related to the operation of the bus ¹	62%	72%	65%	64%	68%
Driver courtesy	N/A	65%	N/A	67%	66%
Helpfulness of driver with route/stop information	57%	N/A	N/A	61%	59%
Personal safety on the bus related to the conduct of others during the daytime	49%	51%	52%	55%	56%
Number of transfers to reach destination	N/A	N/A	40%	50%	54%
Personal safety at the Park and Ride lot ⁴	N/A	N/A	N/A	44%	51%
Where the bus routes go	42%	39%	48%	48%	49%
Availability of seating on the bus	41%	47%	43%	53%	49%
Inside cleanliness of buses	39%	43%	39%	45%	44%
On-time performance of buses	39%	41%	35%	41%	41%
Travel time by bus	35%	36%	37%	43%	41%
Ability to get a space at Park and Ride lots ⁴	N/A	N/A	N/A	42%	37%
Security of your automobile at the Park and Ride lot ⁴	N/A	N/A	N/A	32%	34%
Time between buses	24%	24%	24%	32%	32%
Cleanliness of bus shelters ²	23%	24%	20%	29%	30%
Personal safety on the bus related to the conduct of others after dark	24%	24%	28%	28%	29%
The wait time when transferring buses ³	N/A	N/A	18%	26%	26%
Personal safety waiting for the bus after dark	18%	18%	22%	20%	24%

Base: Regular and Infrequent Riders (n_w=762; n=1,355)

Questions 56A-W: Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you have been very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

¹ A split sample of respondents were asked about this attribute: (n_w=381; n=678)

² A split sample of respondents were asked about this attribute: Group 2 (n_w=381; n=677)

³ Usually transfer (n_w=320; n=599)

⁴ Used Park and Ride lot in past year (n_w=315; n=703). In 1999-2001, these questions were asked of all riders so data are not directly comparable.

Four elements showed a consistent positive trend across the last few years:

- Personal safety waiting for the bus in the daytime increased from 61% "very satisfied" in 2001 to 71% in 2003.
- Personal safety on the bus relating to the conduct of others during the daytime increased from 49% "very satisfied" in 1999 to 56% in 2003.

- Satisfaction with the number of transfers you have to make to reach your destination increased from 40% "very satisfied" in 2001 to 54% in 2003.
- Cleanliness of bus shelters increased from 20% "very satisfied" in 2001 to 30% in 2003.

One element, personal safety related to operation of the bus, reversed a three year decline in satisfaction ratings, with the percent of respondents who were "very satisfied" increasing from 64% last year to 68% in 2003.

Rating Differences between Regular and Infrequent Riders

In 2003, Regular and Infrequent Riders differed significantly in satisfaction ratings for six transit elements. Infrequent Riders were more likely than Regular Riders to be "very satisfied" with:

- Availability of seating on the bus (Infrequent Riders 55% v. 47% Regular Riders)
- Personal safety related to the operation of the bus (77% v. 65% Regular Riders)
- Security of your automobile at the park and ride lot (81% v. 63% Regular Riders)

Regular Riders were more likely than Infrequent Riders to be "very satisfied" with:

- Number of transfers to get where you are going (57% Regular Riders v. 47% Infrequent Riders)
- Where the bus routes go (52% v. 40% Infrequent Riders)
- Driver appearance (73% v. 64% Infrequent Riders)

Rating Differences by Planning Subarea

Satisfaction with the various elements of transit service differed depending on where the respondent lived. Table 36 on page 104 lists the elements for which the difference in "very satisfied" ratings among residents of the three major planning subareas was significant at the 95% confidence level.

Table 36 Satisfaction with Specific Transit Elements by Planning Subarea of Residence <i>Very Satisfied</i>			
	North King County (n _w =466) (n=485)	South King County (n _w =177) (n=434)	East King County (n _w =119) (n=436)
Personal safety related to the operation of the bus	65%	69%	77%
Driver courtesy	62%	69%	73%
Personal safety on the bus during the daytime	54%	55%	69%
Personal safety at the Park and Ride lot*	51%	47%	58%
Availability of seating on the bus	44%	52%	61%
Inside cleanliness of buses	40%	47%	55%
Travel time by bus	39%	39%	51%
On-time performance of buses	38%	44%	48%
Security of your automobile at the Park and Ride lot*	33%	28%	41%
Personal safety on the bus after dark	24%	32%	42%
The wait time when transferring buses	21%	31%	37%
Personal safety waiting for the bus after dark	21%	26%	32%
Base: Regular and Infrequent Riders (n _w =762; n=1,355)			
Questions 56A-W: Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you have been very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.			
* Includes only respondents who used Park and Ride lot in past year (n _w =115 North King County, 109 South King County, 91 East King County)			

Residents of South King County were significantly more likely than North King County residents to be "very satisfied" with:

- Personal safety on the bus during the daytime
- Personal safety on the bus after dark
- The wait time when transferring buses
- The availability of seating on the bus.

East King County residents were more likely than North King County residents to be "very satisfied" with all of the attributes listed in Table 37 on page 108. They were also significantly more likely than South King County residents to be "very satisfied" with:

- Personal safety on the bus during the daytime
- Personal safety on the bus after dark
- Personal safety at the park and ride lot
- The security of your automobile at the Park and Ride lot
- The availability of seating on the bus

- Travel time by bus.

Residents of North King County were not significantly more satisfied than residents from other subareas with any of the attributes tested in the survey.

Relationship between Transit Elements and Overall Satisfaction

This report includes an analysis to determine the impact of the various transit elements discussed above on the Overall Satisfaction rating for King County Metro. The goal of this analysis was to identify the factors that most influence overall satisfaction with King County Metro among Regular Riders. A complete description of the methods used for this analysis is found in the Appendix.

The first step was to compute a principal components factor analysis. This statistical technique is used to reduce a set of elements into groups of elements, or factors, that are highly correlated with one another. This analysis determines the relative weight of each transit service element within the various factors. A subsequent regression analysis was performed to determine the relative contribution of each factor to the Overall Satisfaction ratings for King County Metro.

Factors Underlying Satisfaction with Transit Elements

The factor analysis was conducted using all the responses provided by Regular Riders (n=1,206). There were not enough cases among Infrequent Riders to perform a factor analysis on those respondents. This analysis is a data reduction technique which groups a larger number of items into a smaller number of underlying dimensions. The items that comprise each factor tend to have similar patterns of satisfaction and are therefore correlated with each other and with the factor they define.

For Regular Riders, the factor analysis identified four discrete factors underlying the service elements measured in this survey. These factors and the attributes that are

most highly correlated with each factor are shown in descending order of contribution in Table 37 on page 108.

The four factors, which together account for 50% of all the variance measured by these 19 items, are as follows:

Factor 1:

Personal Safety and Comfort (waiting for and riding the bus) was the number one factor underlying the service quality attributes measured in this section of the survey. The items that define this factor include five attributes that explicitly mention the term “personal safety” as well as the item measuring “inside cleanliness of buses.” This latter correlation suggests that perceptions of cleanliness inside the bus are closely tied to a Rider’s perception of personal safety. Only one item measuring personal safety was not correlated with this factor: *personal safety at the park and ride lot*. This attribute was combined with other items related to the park and ride lots in factor 4.

Factor 2:

Travel Time (*time between buses, the number of transfers you have to make to get where you're going, where the bus routes go, the travel time by bus, waiting time when transferring buses and on-time performance of buses*) is the second most important factor underlying the service elements measured in the survey. Total travel time is influenced by each of the components which impact the amount of time spent making a trip from routes to transfers to on-time performance. The rating of each attribute is correlated with the others for a total factor defined as satisfaction with travel time.

Factor 3:

Driver (*driver courtesy, helpfulness of the driver with route and stop information, driver appearance*) is the third cohesive factor underlying the service elements. It is interesting to note that “availability of seating on the bus” correlates more highly with this factor than with any other (although it is not as strongly correlated as the other attributes). This result suggests that availability of seating may influence the Rider’s

perception of the driver even though this may not be an element under the driver's control.

Factor Four:

The Park and Ride Lots factor was defined by all of the items that mentioned Park and Ride lots, including *security of the rider's automobile, personal safety and the ability to get a parking space at the lot*. This grouping indicates that satisfaction with the park and ride lots is a composite of all these elements. As noted above, personal safety at the park and ride is more closely correlated with this factor than with the personal safety factor (Factor 1) indicating that satisfaction with the park and ride lots is a separate dimension that has a unified satisfaction level.

Table 37
Factors and Attribute Correlations

	Correlation of Attribute with Factor	Variance Explained by Factor
Personal Safety and Comfort		15.3%
Attributes:		
Personal safety on the bus related to the conduct of others after dark.	0.80	
Personal safety on the bus related to the conduct of others during the daytime.	0.75	
Personal safety waiting for the bus after dark.	0.73	
Personal safety waiting for the bus in the daytime.	0.57	
Inside cleanliness of buses.	0.50	
Personal safety on the bus related to the operation of the bus.	0.37	
Factor: Travel Time		15.1%
Attributes:		
Time between buses.	0.71	
The number of transfers you have to make to get where you are going.	0.69	
Where the bus routes go.	0.68	
Travel time by bus.	0.67	
The wait time when transferring buses.	0.65	
On-time performance of buses.	0.52	
Factor: Driver		11.2%
Attributes		
Driver courtesy.	0.76	
Helpfulness of driver with route or stop information.	0.73	
Driver Appearance.	0.63	
Availability of seating on the bus.	0.33	
Factor: Park and Ride lots		8.3%
Attributes:		
Security of your automobile at the park-and-ride lot.	0.81	
Personal safety at the park-and-ride lot.	0.61	
The ability to get a parking space at Park N Ride lots.	0.60	
Total Variance Accounted for by Factors		49.8%
<i>Extraction Method: Principal Component Analysis.</i> <i>Rotation Method: Varimax with Kaiser Normalization</i> <i>a. Rotation converged in 6 iterations.</i> <i>b. Only cases for which rider status = Regular Riders are used in the analysis phase.</i>		

Relationship of Factors to Overall Satisfaction

In addition to the factor analysis, a stepwise multiple regression was conducted to determine the relationship of the identified factors with Overall Satisfaction ratings for King County Metro. All four factors were found to have a statistically significant effect on Overall Satisfaction.

The most important factor, accounting for 25.9% of overall satisfaction is Factor 1: Personal Safety and Comfort. Each of the other factors contributes a smaller, but statistically significant, amount to the total measurement of overall satisfaction.

(Table 38)

Taken together, the identified factors combined to explain 39.8% of the variation in Overall Satisfaction scores. The remaining 60.2% of the variation in Overall Satisfaction is dependent on attributes not explored in this study and on the individual differences of respondents.

Factor	Percentage of Variance (Adjusted R Square)	Cumulative Percentage of Variance
Personal Safety and Comfort	25.9%	25.9%
Travel Time	7.6%	33.5%
Driver	5.1%	38.6%
Park and Ride lots	1.2%	39.8%
Total Variance Accounted for by Factors		39.8%

APPENDIX

Principal Components Analysis

To determine the impact of various transit elements on the Overall Satisfaction rating for King County Metro (see Satisfaction Section), the specific transit elements listed in questions 56a through 56w were analyzed using a combination of factor and regression analysis.

The first step was to compute a principal components factor analysis. This statistical technique is used to reduce a set of elements into their component groups or factors. The elements within each group will show a high degree of correlation with one another. Rotated to simple structure, each group will also show low to zero correlation with other factors. (Table A-1)

For this study, the factor analysis used unweighted data to statistically group 19 of the 20 transit service elements included in the 2003 survey (Questions 56a through 56w) into independent factors. One element, "cleanliness of bus shelters", was dropped from further analysis because of the relatively small sample size for that element. The resulting factors reflect how the individual elements tested relate to one another and provide insight into common themes or areas of concern among rider respondents.

As part of the factor analysis, the correlation between each factor and each attribute is calculated to determine the contribution of each attribute in the factor array to the factor as a whole. The relative weight of each attribute within the factor is expressed as a simple correlation in Table 37 on page 108 of the report.

In addition to the factor analysis, a stepwise multiple regression was conducted to determine the relationship of the identified factors with Overall Satisfaction ratings for King County Metro. Four factors were found to have a statistically significant effect on Overall Satisfaction. Taken together, the R^2 value resulting from the regression was .398, meaning that the identified factors combined to explain 39.8% of the variation in Overall Satisfaction scores.

The proportion of variance in Overall Satisfaction accounted for by each of the factors is expressed as a percentage which indicates the relative importance of each factor in explaining the Overall Satisfaction scores. The remaining 60.2% of the variation in Overall Satisfaction is dependent on attributes not explored in this study including the individual differences between respondents.

Table A-1 Rotated Component Matrix(a,b)				
	Component			
	1	2	3	4
Personal safety on the bus related to the conduct of others after dark.	0.80	0.10	0.07	0.13
Personal safety on the bus related to the conduct of others during the daytime.	0.75	0.10	0.15	0.02
Personal safety waiting for the bus after dark.	0.73	0.17	0.05	0.25
Personal safety waiting for the bus in the daytime.	0.57	0.20	0.25	0.07
Inside cleanliness of buses.		0.19	0.37	0.02
Personal safety on the bus related to the operation of the bus.	0.37	0.14	0.33	-0.02
Time between buses.	0.11	0.71	0.14	0.11
The number of transfers you have to make to get where you are going.	0.13	0.69	0.07	0.04
Where the bus routes go.	0.11	0.68	0.08	0.16
Travel time by bus.	0.19	0.67	0.09	0.09
The wait time when transferring buses.	0.11	0.65	0.14	-0.05
On-time performance of buses.	0.15	0.52	0.32	0.08
Driver courtesy.	0.15	0.19	0.76	0.04
Helpfulness of driver with route or stop information.	0.09	0.18	0.73	0.06
Driver Appearance.	0.18	0.05	0.63	0.12
Availability of seating on the bus.	0.32	0.20	0.33	0.11
Security of your automobile at the park-and-ride lot.	0.12	0.04	0.05	0.81
Personal safety at the park-and-ride lot.	0.41	0.12	0.04	0.61
The ability to get a parking space at Park N Ride lots.	-0.01	0.11	0.11	0.60
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization a. Rotation converged in 6 iterations. b. Only cases for which rider status = Regular rider are used in the analysis phase.				

Table 5 Calculations

Line 1: Number of Regular Riders 16 and older per household (Base: All known qualified households)

	Total King County	North King County	South King County	East King County
Ref2/SCR3: # Regular Riders 16 and older per HH (Equation: Number of riders reported / Number of qualified households)	$\frac{2,640}{6,885} = 0.38$	$\frac{1,147}{1,795} = 0.64$	$\frac{865}{2,702} = 0.32$	$\frac{589}{2,388} = 0.25$

Line 2: Proportion of households with 2+ Regular Riders 16 and older (Base: All known qualified households)

	Total King County	North King County	South King County	East King County
Ref2/SCR3: Proportion of households with 2 or more Regular Riders 16 and older (Equation: Number of households reporting 2 or more regular riders / Number of qualified households)	$\frac{513}{6,885} = 7\%$	$\frac{243}{1,795} = 13\%$	$\frac{167}{2,702} = 6\%$	$\frac{98}{2,388} = 4\%$

Line 3: Proportion of residents 16 and older who are Regular Riders (Base: Number of residents age 16 and older reported by survey respondents)

	Total King County	North King County	South King County	East King County
ADULTS: Total number of reported residents age 16 and older	4,852	1,892	1,698	1,262
CSCR3: # of Regular Riders 16 and older in the household	769	489	186	94
Proportion of Residents 16 and older who are regular riders (Equation: # Regular Riders age 16 and older / # reported residents 16 and older)	$\frac{769}{4,852} = 16\%$	$\frac{489}{1,892} = 26\%$	$\frac{186}{1,698} = 11\%$	$\frac{94}{1,262} = 7\%$

Zip Codes Included in Each Sample Area

Seattle/North	South King	East King
98028	98001	98004
98101	98002	98005
98102	98003	98006
98103	98010	98007
98104	98022	98008
98105	98023	98011
98106	98030	98014
98107	98031	98019
98108	98032	98024
98109	98035	98025
98112	98038	98027
98115	98042	98029
98116	98047	98033
98117	98051	98034
98118	98055	98039
98119	98056	98040
98121	98058	98045
98122	98059	98050
98125	98070	98052
98126	98092	98053
98133	98146	98065
98134	98148	98068
98136	98158	98072
98144	98166	98074
98154	98168	98224
98155	98188	98288
98161	98198	98009
98164		
98177	Postal Zip Codes	Postal Zip Codes
98178	98013	98009
98195	98054	98041
98199	98057	98073
	98062	98083
Postal Zip Codes	98063	
98111	98064	
98114	98071	
98124	98138	
98145		
98160		

Rider Nonrider Telephone Questionnaire 2003

INTRO Hello, I'm ___ from The Gilmore Research Group, a local opinion research firm. We are conducting a planning study for Metro Transit, and we would like to include the opinions of your household. For this survey I would like to speak with a member of this household who is 16 years of age or older. Would that be you? IF YES, CODE 91 TO START MAIN SURVEY. PROBE REFUSALS: It would be really helpful if I could ask you just a couple of quick questions from the survey. IF YES TO MINI-SURVEY ONLY, CODE 93 TO CONTINUE.

IF CELL PHONE, PROBE IF CELL PHONE IS THEIR PRIMARY PHONE. IF NOT CODE 71 AND THANK AND TERMINATE. IF YES, ASK TO CONTINUE - IF REFUSED CODE 11 AND THANK AND TERMINATE.

Continue to main survey 91
 Continue to mini-survey only 93

INT02 EVERYONE

Are you a resident of King County?
 Yes, continue 91
 No, not resident of King County - THANK & TERMINATE 47
 Don't know/Refused - resident of King County –
 THANK & TERMINATE 48

SCR10 EVERYONE

To verify, is your home zip code<zip code from sample>?
 Yes..... 1
 No 2
 Don't know/Refused 9

SCR11 ASK IF SCR10=2

What is your zip code?
 Don't know/Refused 99999

ZONE

Zone 1 - North King/Seattle 1
 Zone 2 - South King 2
 Zone 3 - East king..... 3
 Refused zip 4
 Out of range zip 5

THANK & TERMINATE IF DON'T KNOW/REFUSED ZIP CODE/OUT OF RANGE ZIP CODE

SL1 Do you live within the Seattle City limits?

Yes..... 1
 No 2
 Don't know 8
 Refused..... 9

REF2 RESPONDENTS WHO HAVE AGREED TO DO SURVEY GO TO SCR2. REF2 IS ASKED OF REFUSALS WHO AGREE TO ANSWER A COUPLE OF QUESTIONS.

I just want to let you know that this call may be monitored for quality control purposes. Including yourself, how many people in your household, age 16 or over, have taken at least 5 one-way rides on a Metro bus in the last 30 days? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free Area.

- None 0
- 8 or more..... 8
- Don't know/Refused 9

REF3 ASKED IF ONE OR MORE PERSONS IN THE HH HAVE TAKEN A RIDE IN REF2

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

- 5 or more rides..... 1
- 1 to 4 rides 2
- 0 rides/Never ride 3
- Don't know/Refused 9

REF4 ASKED IF REF3 IS DON'T KNOW/REFUSED

Would that be more than 4 rides?

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

REF1 NONRIDERS ONLY

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

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

THANK AND TERMINATE IF DON'T KNOW/REFUSED RIDERSHIP IN REF4

RIDE1 RIDER STATUS MINI SURVEY

- Regular rider..... 1
- Infrequent rider 2
- Non-rider 3

THANK & TERMINATE FOR INFREQUENT AND NONRIDERS IN MINI SURVEY

INT06 FREQUENT RIDERS FROM MINI SURVEY

You do qualify for the study we are conducting, and the input of people like yourself is very valuable. The information you give will be used to improve your area's transit system. We would really like to continue the rest of the survey with you. It should only take about 15 minutes. IF YES, PRESS 91 TO CONTINUE.

- Continue to main survey..... 91

WRD10 Wording only

Before we start, I just want to let you know that this call may be

monitored for quality control purposes..... 1
 2

SCR2 BEGINNING OF MAIN SURVEY FOR PEOPLE WHO AGREED TO SURVEY IN INTRO

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

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

SCR3 ASKED IF ONE OR MORE RIDERS IN SCR2

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

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

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

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

SCR5 IF DON'T KNOW OR REFUSED IN SCR4

Would that be more than 4 rides?

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

THANK AND TERMINATE IF DON'T KNOW/REFUSED IN SCR5.

RIDE2 combined total rider status

Regular rider..... 1
 Infrequent rider..... 2
 Non-rider 3

WAVES 3 AND HIGHER ARE FOR RIDERS ONLY. IF A NONRIDER IN WAVE 3 OR HIGHER, THANK AND TERMINATE.

INT11 FOR HOUSEHOLDS WHERE THERE IS A FREQUENT RIDER AND THAT PERSON IS NOT ON THE PHONE.

Is the individual in your household who has taken at least 5 one-way rides on Metro in the last 30 days available at this time to complete a survey? RE-INTRODUCE TO NEW RESPONDENT: Hello, I'm _____ from Gilmore Research Group, a local market research firm. We are conducting a planning study among King County residents and would like to include the opinions of your household. IF YES, PRESS 91 TO CONTINUE WITH NEW RESPONDENT.

Continue main survey with new respondent..... 91

SCR7 ASK IF INT11=91

Thinking about the last 30 days, how many one-way rides have you, personally, taken on a Metro bus? IF NEEDED: Do not count rides entirely within the downtown Seattle Ride Free Area. Count a round trip as two rides, and a trip where you had to transfer as one ride.

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

SCR8 ASK IF REFUSED OR DON'T KNOW IN SCR7

Would that be more than 4 rides?

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

THANK AND TERMINATE IF DON'T KNOW/REFUSED IN SCR8.

SCR9 RIDER STATUS

Regular rider..... 1
Infrequent rider..... 2
Non-rider 3

THANK AND TERMINATE (OVERQUOTA NONRIDER).

GENDR

Male..... 1
Female 2

SC1A NONRIDERS ONLY

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

Yes..... 1
No 2
Don't know 8
Refused..... 9

Q1 EVERYONE

One year ago, were you living in King County?

- Yes..... 1
- No 2 GO TO Q4
- Don't know/Refused 9 GO TO Q4

Q2 RIDERS ONLY

You said that you have ridden the bus in the past 30 days. Did you start riding the bus after September of 2002?

- Yes..... 1
- No 2 GO TO Q5
- Don't know/Refused 9 GO TO Q5

Q3 RIDERS ONLY

Why did you start riding the bus?

- Changed jobs/got a job/work 01
- Moved..... 02
- Stopped or started school..... 03
- Bus cheaper 04
- Bus faster 05
- Bus more convenient 06
- Lost use of car/only means of transportation..... 07
- Changes in bus service (PROBE FOR SPECIFICS) 08 O
- To avoid parking/don't want to pay to park 10
- More convenient when going to sporting event..... 11
- Couldn't/don't drive/don't have a license 12
- Jobsite/business moved..... 13
- Other (SPECIFY): 97 O
- Don't know/Refused 99 X

Q4 NONRIDERS

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

- Yes..... 1
- No 2 GO TO Q5
- Don't know/Refused 9 GO TO Q5

Q4A FORMER RIDERS

When was the last time you rode Metro Transit? Was it...

- Within the past 6 months 1
- Six months to one year ago..... 2
- Between 1 and 5 years ago, or 3
- More than 5 years ago?..... 4
- Don't know/Refused - DO NOT READ 9

Q4B FORMER RIDERS

When you rode the bus, what was the primary purpose of the trip you took most Often?

To/From work.....	01	
To/From school	02	
To/From volunteering.....	03	
Shopping/Errands	04	
Appointments	05	
Fun/Recreation/Social	06	
Jury duty	07	
To go downtown/Seattle (GENERAL).....	08	
Other (SPECIFY):	97	O
Don't know	98	X
Refused.....	99	X

Q4C FORMER RIDERS

What is the main reason you don't ride the bus now? IF RESP. SAYS: "I have a car" /"Car is convenient", PROBE: Specifically, why is your car more convenient? IF SAYS: "Traffic", PROBE: What about traffic? IF SAYS: "Problems with Schedule/Routing", PROBE FOR SPECIFICS.

Changed jobs/lost job/moved	01	
Car is more convenient/Like driving (MUST PROBE BEFORE SELECTING).....	02	
Need car for work/Before or after work	03	
Work hours aren't regular/flexible enough	04	
Bus travel takes too long	05	
Dislike transferring.....	06	
Problems with bus schedule/routing (MUST PROBE BEFORE SELECTING).....	07	O
Don't leave my home/Don't go far from home/Retired.....	08	
Bus doesn't go where I need to go/Service not close to home/ Too inconvenient.....	09	
Work at home/close to my home	10	
Jobsite/Business moved.....	11	
Bus stop too far.....	12	
No routes where I need to go.....	13	
Schedule is inconvenient	14	
Other (SPECIFY):	97	O
Don't know/Refused	99	X

Q5 EVERYONE

What is your current employment status? IF EMPLOYED: Are you employed full time or part-time? Do you also attend school? IF STUDENT: Do you also work part-time or full-time?

Employed full time	01	
Employed part time	02	
Self-employed working mostly at home.....	03	
Self-employed working mostly outside of home	04	
Not self-employed--work mostly at home	11	
A full time student and not working	05	
A student and working full time	06	
A student and working part time	07	
Not employed outside the home/Homemaker.....	08	
Retired	09	
Or currently unemployed/looking for work?	10	

**GO TO COMMU
GO TO COMMU
GO TO COMMU**

Other (SPECIFY):	97	O	
Don't know	98		GO TO COMMU
Refused.....	99		GO TO COMMU

Q6 ASK IF EMPLOYED OR STUDENT

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

YES - WORK.....	1
YES - SCHOOL	2
NO - NEITHER.....	3
Don't know	8
Refused.....	9

COMMU TYPE OF COMMUTER

WORK COMMUTER	1
SCHOOL COMMUTER.....	2
NON-COMMUTER.....	3

Q7 RIDERS

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

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

Q8 RIDERS

When you ride the bus, what is the primary purpose of the trip you take most often? DO NOT PAUSE. READ ENTIRE LIST. PROBE FOR PURPOSE; "DOWNTOWN" IS NOT A PURPOSE: "What is the purpose of the trip you take to Downtown? / What do you do Downtown?"

To and from work.....	01	
To and from school.....	02	
To and from volunteering	03	
For shopping or errands.....	04	
For appointments.....	05	
For fun, recreation, or social.....	06	
Shuttles to sporting events.....	07	
Shuttles to music festivals (such as bumbershoot)	08	
Shuttles to events (such as Seafair).....	09	
or something else (SPECIFY):	97	O
Don't know	98	X
Refused.....	99	X

Q9 RIDERS

During which of the following time periods do you ride Metro? Do you ride Metro ...
MIDDAY COUNTS AS BETWEEN 9 AM AND 3 PM.

Before 6 AM.....	01	
Peak morning rush hour on weekdays, that is 6 to 9 AM.....	02	
Midday (9 AM to 3 PM) on weekdays.....	03	
Peak evening rush hour on weekdays, that is 3 to 6 PM.....	04	
Weeknights between 6 and 7 PM.....	05	
Weeknights after 7 PM, OR.....	06	
Any time of day on weekends?.....	07	
Other (SPECIFY:) - DO NOT READ.....	00	O
NONE - DO NOT READ.....	08	X
Don't know - DO NOT READ.....	98	X
Refused - DO NOT READ.....	99	X

Q10 RIDERS

Regarding the kind of bus trip you make most often/ You said you generally ride the bus<Q8 response>, how many transfers do you usually make when you use the bus for this purpose <Q8 response>

None.....	0	GO TO Q12
7 or more.....	7	
Don't know.....	8	GO TO Q12
Refused.....	9	GO TO Q12

Q11A RIDERS WHO TRANSFER

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

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

Q11B RIDERS WHO TRANSFER 2 OR MORE TIMES

How many minutes do you usually wait for your longest transfer?

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

Q12 RIDERS

How do you usually pay your bus fare? Do you use. . . IF RESPONDENT SAYS "TRANSFER," PROBE: How do you pay for your transfer?

Cash.....	1	
Tickets.....	2	
A pass.....	3	
A reduced fare permit with a sticker, or.....	4	
A reduced fare permit with cash.....	5	
Don't know.....	8	GO TO Q15
Refused.....	9	GO TO Q15

Q13 RIDERS WHO USE A PASS

What kind of pass do you have?
ONE ZONE PEAK PASS (\$1.50/\$54 PugetPass)..... 01
OFF-PEAK PASS (\$1.25/\$45 PugetPass)..... 02
TWO ZONE PEAK PASS (\$2.00/\$72 PugetPass)..... 03
U-PASS 04
GO PASS 05
FLEXPASS..... 06
STUDENT/YOUTH PASS \$0.50/\$18 07
SENIOR/DISABLED STICKER (REDUCED FARE PERMIT) 08
ACCESS PASS 09
SENIOR/DISABLED PASS (REDUCED FARE PERMIT
WITHOUT STICKER)..... 10
Other (SPECIFY): 97 O
Don't know 98
Refused 99

Q14 RIDER COMMUTERS WHO USE A PASS

Does your employer or school pay for part or all of your pass? PROBE: Is that for all or part of the pass? PROBE: Is that your employer or school?
YES, EMPLOYER PAYS PART OF PASS 1
YES, EMPLOYER PAYS ALL OF PASS 2
YES, SCHOOL PAYS PART OF PASS 3
YES, SCHOOL PAYS ALL OF PASS 4
NO, NONE OF THE PASS 5
Don't know/Unsure 8
Refused 9

Q15 RIDERS

What bus routes do you take most often?
Don't know 998 X
Refused 999 X

Q15A RIDERS

Do your bus trips usually cross the Seattle City limits, that is, are they two-zone trips?
Yes 1
No 2
Don't know 8
Refused 9

Q16 RIDERS

How do you usually get to your bus stop? IF RESPONDENT SAYS DRIVE, PROBE: Is that to a Park & Ride or to a bus stop?
Walk 01
Drive to a park and ride 02
Drive and park near a bus stop 03
Bike 04
Dropped off 05
Other (SPECIFY): 97 O
Don't know 98
Refused 99

Q16A RIDERS WHO RIDE THEIR BIKE TO THE BUS STOP

How many days a week do you ride your bike to the bus stop?

1 day or less	1
Don't know/Varies	8
Refused	9

Q16B Do you use the bike rack on the bus?

Yes.....	1
No	2
Don't know	8
Refused.....	9

Q20 EVERYONE

On a different topic, about how many times a month do you go to downtown Seattle? By downtown I mean to include Belltown, Sodo, International District, Pioneer Square and the downtown core.

None	00
Live in downtown Seattle	97
Don't know/Not sure.....	98
Refused.....	99

Q20A GO TO WORD3 IF Q20 <3 OR 98, 99

Do you go downtown for work or school purposes?/ Do you work or go to school downtown?

Yes.....	1	CONTINUE
No	2	GO TO Q20D
Don't know	8	GO TO Q20D
Refused.....	9	GO TO Q20D

Q20B About how many times a month?

None	00
Don't know/Not sure.....	98
Refused.....	99

Q20C Is that usually by car, bus, carpool or some other way?

Car	01
Bus.....	02
Carpool	03
Some other way	96
Varies.....	97
Don't know/Not sure.....	98
Refused.....	99

Q20D Do you go downtown for shopping?/Do you shop downtown?

Yes.....	1	CONTINUE
No	2	GO TO Q20G
Don't know	8	GO TO Q20G
Refused.....	9	GO TO Q20G

Q20E About how many times a month?

None	00
Don't know/Not sure	98
Refused	99

Q20F Is that usually by car, bus, carpool or some other way?

Car	01
Bus	02
Carpool	03
Some other way	96
Varies	97
Don't know/Not sure	98
Refused	99

Q20G Do you go downtown for dining, sports events, or other entertainment?/

Do you go out dining, to sports events or other entertainment in downtown?

.....

Yes	1	CONTINUE
No	2	GO TO SET3
Don't know	8	GO TO SET3
Refused	9	GO TO SET3

Q20H About how many times a month?

None	00
Don't know/Not sure	98
Refused	99

Q20I Is that usually by car, bus, carpool or some other way?

Car	01
Bus	02
Carpool	03
Some other way	96
Varies	97
Don't know/Not sure	98
Refused	99

SET3 BUS RIDER TO DOWNTOWN PROGRAMMING

Bus rider	1
Not bus rider	0

SET4 CARPOOLER/CAR TO DOWNTOWN PROGRAMMING

Car/Carpooler	1
Not car/carpooler	0

SET5 ALL OTHER TRAVELERS TO DOWNTOWN PROGRAMMING

All other travelers	1
Not applicable	0

Q20J1 EVERYONE WHO SAID THEY GO DOWNTOWN 3+ TIMES IN Q20

Would you say you are going to downtown Seattle. . .

- Less often than last year 1 CONTINUE
- More often than last year 2 GO TO Q20K
- Or about the same as last year 3 GO TO Q20K
- Don't know/Not sure - DO NOT READ 8 GO TO Q20K
- Refused - DO NOT READ 9 GO TO Q20K

Q20J2 Why is that?

- RECORD COMMENTS 01 O
- Traffic congestion..... 02 N
- Lack of parking..... 03 N
- Parking costs..... 04 N
- Moved /live further away 05 N
- Changed jobs/no longer work or go to school downtown 06 N
- Retired/unemployed..... 07 N
- No need/no reason to go downtown 08 N
- Safety/security 09 N
- Discomfort with drugs, homeless, etc..... 10 N
- Don't have a car anymore 11 N
- Construction disruption downtown..... 12 N
- Crowding/hassle of getting around on foot..... 13 N
- Changed life style/ family obligations/new baby..... 14 N
- Don't have as much money/less money 15 N
- Changed work/school schedule 16 N
- No time /too busy 17 N
- Other 97 N
- Don't know/Not sure..... 98
- Refused..... 99

Q20K RIDERS

What bus route or routes do you most often use when you go downtown?

- Don't know/Not sure..... 998 X
- Refused..... 999 X

Q21X1 RIDERS

I have just a few questions about your satisfaction or dissatisfaction with downtown Seattle and Metro downtown bus service. As I read each one, please tell me if you are dissatisfied or satisfied/

.....
satisfied or dissatisfied?

Q21A RIDERS

The amount of time it takes your bus to get through downtown?

Are you dissatisfied or satisfied? Would that be very or somewhat?/Are you satisfied or dissatisfied? Would that be very or somewhat?

- Very satisfied..... 1
- Somewhat satisfied..... 2
- Somewhat dissatisfied 3
- Very dissatisfied 4
- Depends on time of day DO NOT READ 7
- Don't know/Neither satisfied nor dissatisfied 8
- Refused..... 9

Q21B RIDERS

What about the amount of personal space you have when waiting at downtown bus stops?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Depends on time of day DO NOT READ.....	7
Don't know/Neither satisfied nor dissatisfied.....	8
Refused.....	9

Q21C RIDERS

The ability of the bus to get you to your downtown destination on time?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Depends on time of day DO NOT READ.....	7
Don't know/Neither satisfied nor dissatisfied.....	8
Refused.....	9

Q21D RIDERS

The bus coming when it is supposed to when you are leaving downtown?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Depends on time of day DO NOT READ.....	7
Don't know/Neither satisfied nor dissatisfied.....	8
Refused.....	9

Q21DA RIDERS

Being able to walk around downtown without feeling crowded?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Depends on time of day DO NOT READ.....	7
Don't know/Neither satisfied nor dissatisfied.....	8
Refused.....	9

Q21DB RIDERS

Personal security and safety when in downtown Seattle?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Depends on time of day DO NOT READ.....	7
Don't know/Neither satisfied nor dissatisfied.....	8
Refused.....	9

Q21X2 NONRIDERS

Next I have just a few questions about your satisfaction or dissatisfaction with traveling to and around downtown Seattle. As I read each one, please me tell if you are satisfied or dissatisfied/Dissatisfied or satisfied.

Q21E CAR RIDERS AND OTHER NONRIDERS

What about the amount of time it takes you by car to get through downtown?
Are you satisfied or dissatisfied? Would that be very or somewhat?

- Very satisfied..... 1
- Somewhat satisfied..... 2
- Somewhat dissatisfied 3
- Very dissatisfied 4
- Depends on time of day DO NOT READ 7
- Don't know/Neither satisfied nor dissatisfied 8
- Refused..... 9

Q21F CAR RIDERS AND OTHER NONRIDERS

Being able to find parking downtown?

- Very satisfied..... 1
- Somewhat satisfied..... 2
- Somewhat dissatisfied 3
- Very dissatisfied 4
- Depends on time of day DO NOT READ 7
- Don't know/Neither satisfied nor dissatisfied 8
- Refused..... 9

Q21G NONRIDERS

Being able to walk around downtown without feeling crowded?

- Very satisfied..... 1
- Somewhat satisfied..... 2
- Somewhat dissatisfied 3
- Very dissatisfied 4
- Depends on time of day DO NOT READ 7
- Don't know/Neither satisfied nor dissatisfied 8
- Refused..... 9

Q21H CAR RIDERS AND OTHER NONRIDERS

The clarity of informational signs downtown telling car drivers how to get around downtown?

- Very satisfied..... 1
- Somewhat satisfied..... 2
- Somewhat dissatisfied 3
- Very dissatisfied 4
- Depends on time of day DO NOT READ 7
- Don't know/Neither satisfied nor dissatisfied 8
- Refused..... 9

Q21I NONRIDERS

Personal security and safety when in downtown Seattle?
Very satisfied 1
Somewhat satisfied 2
Somewhat dissatisfied 3
Very dissatisfied 4
Depends on time of day DO NOT READ 7
Don't know/Neither satisfied nor dissatisfied 8
Refused 9

Q23A EVERYONE WHO WENT DOWNTOWN

Based on your most recent experience with downtown Seattle, what is your overall impression of downtown? Would you say your view of downtown is. . .
Very positive 1
Somewhat positive..... 2
Neither positive nor negative..... 3
Somewhat negative..... 4
Or very negative 5
Don't know/Not sure - DO NOT READ..... 8
Refused - DO NOT READ 9

Q23 SEQUENCE OF RESPONSES IS ROTATED

Based on your most recent experience with downtown Seattle, what is your overall impression of downtown? Would you say your view of downtown is. . .
Very positive 1
Somewhat positive..... 2
Neither positive nor negative..... 3
Somewhat negative..... 4
Or very negative 5
Don't know/Not sure - DO NOT READ..... 8
Refused - DO NOT READ 9

WORD3 wording only

work? 1
attend school? 2
Non commuter 0

Q24A COMMUTERS

In what geographic area do you work/attend school?
Downtown Seattle..... 01
Downtown Seattle Core..... 31
Denny Regrade/Belltown..... 32
Pioneer Square..... 33
International District..... 34
Surrounding Downtown Seattle (Queen Anne, Capitol Hill,
First Hill, South of Lake Union, Eastlake) 02
University District 03
West Seattle..... 04
South Seattle..... 05
North Seattle..... 06
Other Seattle (SPECIFY): 07 O
Shoreline..... 08
Kenmore 09

Other North King County (SPECIFY):	10	O
Downtown Bellevue	11	
Overlake	12	
Other Bellevue (SPECIFY):	13	O
Kirkland	14	
Redmond	15	
Issaquah	16	
Bothell	17	
Woodinville	18	
Other Eastside (SPECIFY):	19	O
Auburn	20	
Federal Way	21	
Kent	22	
Renton	23	
Tukwila/Southcenter	24	
Other South King County (SPECIFY):	25	O
Everett/Snohomish County	26	
Tacoma/Pierce County	27	
SeaTac	28	
Other (SPECIFY):	97	O
VARIES	88	
Don't know/Refused	99	

Q24B ASK IF SAID DOWNTOWN SEATTLE IN Q24A

Would that be . . .		
Downtown Seattle core	31	
Denny Regrade/Belltown	32	
Pioneer Square	33	
or the International District	34	
Downtown unspecified DO NOT READ	35	
Other (SPECIFY:)	97	O
Don't know/Not sure	98	
Refused	99	

Q25 How do you usually get to and from work/school? PROBE FOR WHAT THEY USE MOST OFTEN. IF DRIVE, PROBE - Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or by motorcycle? IF BUS, PROBE - Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?

Drive Alone In Your Car	01	
Carpool With At Least 2 People In The Car	02	
Vanpool, that is 7 or more people	03	
Ride a Metro bus	04	
Ride a Sound Transit bus	05	
Ride a Community Transit bus	06	
Ride a Pierce Transit bus	07	
Ride the Sounder Train	08	
Ride a Sounder Train and Bus equally	09	
Ride a school bus	10	
Ride an ACCESS van	11	
Motorcycle	12	
Bicycle	13	
Walk	14	
Or some other way (SPECIFY):	97	O
Work from home/Telecommute - DO NOT READ	15	
Combination of transportation (SPECIFY): - DO NOT READ	16	O

Don't know - DO NOT READ.....	98
Refused - DO NOT READ.....	99

Q26A ASK IF Q25=09

Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?

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

WORDS WORDING ONLY

work.....	1
school.....	2

Q27 At the beginning of last September, that is, September 2002, did you usually travel to and from work/school the same as you do now?

Yes, the same.....	1	GO TO Q31
No, it was different.....	2	CONTINUE
Didn't work/attend school one year ago.....	3	GO TO Q31
Don't know/Refused.....	9	GO TO Q31

Q28 How did you usually travel to and from work/school at the beginning of last September, that is, September 2002? Did you...

Drive Alone In Your Car.....	01	
Carpool With At Least 2 People In The Car.....	02	
Vanpool, that is 7 or more people.....	03	
Ride a Metro bus.....	04	
Motorcycle.....	05	
Bicycle.....	06	
Or walk?.....	07	
Work from home/Telecommute - DO NOT READ.....	08	
School bus - DO NOT READ.....	09	
Combination of transportation (SPECIFY): - DO NOT READ.....	10	O
WAS NOT WORKING/GOING TO SCHOOL/MOVED - DO NOT READ.....	12	
Other (SPECIFY): - DO NOT READ.....	97	O
Don't know - DO NOT READ.....	98	
Refused - DO NOT READ.....	99	

Q29 IF DIDN'T DRIVE ALONE LAST YEAR BUT DOES NOW

Why did you switch to driving alone in your car this year?

Change in job circumstance/schedule.....	01
Moved.....	02
Change in school circumstance/stopped/started school.....	03
Car cheaper.....	04
Car faster.....	05
Car more convenient.....	06
Bought a car.....	07
Got a driver's license.....	08
No carpool partner anymore.....	09
Changes in bus service (PROBE FOR SPECIFICS).....	10 O
Jobsite/Business moved.....	11
Other (SPECIFY):.....	97 O
Don't know/Refused.....	99

Q30 IF DROVE ALONE LAST YEAR BUT DOES NOT NOW

Why did you switch from driving alone in your car last year?

Change in job circumstance/schedule.....	01
Moved.....	02
Change in school circumstance/stopped/started school.....	03
New mode cheaper.....	04
New mode faster.....	05
New mode more convenient (MUST PROBE BEFORE SELECTING).....	06 O
Lost use of car.....	07
Jobsite/Business moved.....	08
Other (SPECIFY):.....	97 O
Don't know/Refused.....	99

Q31 How many miles do you travel from home to < work/school > one-way?

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

Q32 About how long does that take you (one-way)?

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

Q33 Riders/Carpoolers/Vanpoolers

How long does it take you to get from your home to the location of bus stop/carpool/vanpool

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

Q35A What is your usual schedule at work/school? First, what time do you begin?

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

Q35B What is your usual schedule at work/school? First, what time do you begin?

AM..... 1
PM 2

Q36A And what time do you finish work/school?

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

Q36B (And what time do you finish work/school?)

AM..... 1
PM 2

Q37 ASK IF WORK COMMUTER

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

Don't know/Not sure..... 999998
Refused..... 999999

Q37A ASK IF DON'T KNOW OR REFUSED IN Q37

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

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

Is that free or reduced fee?

Yes - Free for all employees/students..... 1
Yes - Reduced fee..... 2
No 3
Free but not provided by SCHOOL/EMPLOYER 4
Free but don't know who pays 5
Don't know 8
Refused..... 9

Q40 COMMUTERS WHO DRIVE ALONE

How much do you personally pay for parking?

Don't know 888888
Refused..... 999999

Q40A GO TO Q40B IF DON'T KNOW/REFUSED IN Q40

Per day 1
Per month..... 2

Q40B How many days a month do you park at work/school?

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

Q41 ALL DRIVE ALONE COMMUTERS SEQUENCE OF RESPONSES ROTATES

Overall, how appealing to you personally is the idea of using the bus instead of driving to work/school? Would you say...

Very appealing..... 1
Somewhat appealing..... 2
Not very appealing, or 3
Not at all appealing..... 4
Don't know/Neither appealing nor unappealing - DO NOT READ 8
Refused - DO NOT READ 9

Q52 EVERYONE

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

Drive Alone In Your Car 01
Carpool With At Least 2 People In The Car..... 02
Vanpool, that is 7 or more people..... 03
Ride a Metro bus..... 04
Ride a Sound Transit bus..... 05
Ride a Community Transit bus..... 06
Ride a Pierce Transit bus..... 07
Ride the Sounder Train..... 08
Ride a Sounder Train and Bus equally 09
Ride a school bus..... 10
Ride an ACCESS van..... 11
Motorcycle..... 12
Bicycle..... 13
Walk 14
Other (SPECIFY): 97 O
Combination of transportation (SPECIFY): - DO NOT READ 16 O
Don't know - DO NOT READ..... 98
Refused - DO NOT READ..... 99

Q53A NONRIDERS

Overall, how appealing, to you personally, is the idea of using the bus for your personal, non-work travel? Would you say...

- Very appealing..... 1
- Somewhat appealing..... 2
- Not very appealing, or 3
- Not at all appealing..... 4
- Don't know/Neither appealing nor unappealing - DO NOT READ 8
- Refused - DO NOT READ 9

Q53 SEQUENCE OF RESPONSES ROTATES

Overall, how appealing, to you personally, is the idea of using the bus for your personal, non-work travel? Would you say...

- Very appealing..... 1
- Somewhat appealing..... 2
- Not very appealing..... 3
- Not at all appealing..... 4
- Don't know/Neither appealing nor unappealing - DO NOT READ 8
- Refused - DO NOT READ 9

Q53C EVERYONE

Next, were you aware that King County operates a program called Flexcar?

- Yes..... 1
- No 2
- Don't know 8
- Refused 9

Q54 COMMUTERS WHO DRIVE ALONE BUT FIND BUS APPEALING AND PEOPLE WHO DRIVE ALONE FOR PERSONAL WHO FIND THE BUS APPEALING

On a scale of 1 to 7 where "1" means "not a barrier at all", and "7" means, a "very significant barrier"/

.....
" 7" means a "very significant barrier," and "1" means "not a barrier at all please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often.

Q54A The time it takes by bus.

- Not a barrier at all..... 1
- Two..... 2
- Three..... 3
- Four 4
- Five..... 5
- Six..... 6
- Very significant barrier..... 7
- Don't know 8
- Refused 9

Q54B Crowded buses.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54D Concerns about your personal safety while riding or waiting for buses.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54E Having to transfer buses.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54F Having to plan around bus schedules.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54H Not knowing how to use the bus system.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54I Lack of parking at park and ride lots.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54J The behavior of others on the bus.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54K There is no bus stop near your home.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54L The bus routes near your home don't go where you want to go.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54C *COMMUTERS WHO DRIVE ALONE AND FIND THE THE BUS APPEALING THROUGH Q54ZZ*

The level of bus service after 6 p.m.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54O Needing a car during the work day for work-related business.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54Q Needing a car during the day for personal errands while at work.

Not a barrier at all	1
Two.....	2
Three.....	3
Four	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know	8
Refused.....	9

Q54R Often having to work late.

Not a barrier at all.....	1
Two.....	2
Three.....	3
Four.....	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know.....	8
Refused.....	9

Q54S Having irregular work hours.

Not a barrier at all.....	1
Two.....	2
Three.....	3
Four.....	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know.....	8
Refused.....	9

Q54U Needing a car in case of an emergency at home.

Not a barrier at all.....	1
Two.....	2
Three.....	3
Four.....	4
Five.....	5
Six.....	6
Very significant barrier.....	7
Don't know.....	8
Refused.....	9

Q54Z ONLY IF ONE OR MORE BARRIERS IN Q54 RESPONSE SEQUENCE ROTATES

If any of these barriers did not exist, would you try using or commuting by bus or would you still not be interested? Would you say you would . . .

Definitely try it.....	1
Probably try it.....	2
Might try it.....	3
Or are still not interested?.....	4
Don't know - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q58 EVERYONE

How many times have you used Metro's park-and-ride lots in the last 30 days?

None.....	00
Don't know.....	98
Refused.....	99

Q58A FOR THOSE WHO HAVE NOT USED A PARK AND RIDE LOT IN THE LAST 30 DAYS

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

Yes.....	1	
No	2	GO TO PKNRD
Don't know	8	GO TO PKNRD
Refused.....	9	GO TO PKNRD

Q59 EVERYONE WHO HAS USED A P&R IN THE LAST YEAR

Do you usually use the park-and-ride to . . .

Catch a bus	01	
Transfer from another bus	02	
Meet vanpool partners	03	
Or meet carpool partners?.....	04	
Just use as a parking lot - DO NOT READ	05	
Other (SPECIFY): - DO NOT READ	97	O
Don't know/Refused - DO NOT READ	99	X

Q60 How do you usually get to the park-and-ride lot?

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

PKNRD PROGRAMMING ONLY

park and ride user	1
non-user	2

Q56 RIDERS

Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you are satisfied or dissatisfied.

Continue

1

Q56A On-time performance of buses.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied	3
Very dissatisfied	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ	8
Refused - DO NOT READ	9

Q56B Cleanliness of bus shelters.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied	3
Very dissatisfied	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ	8
Refused - DO NOT READ	9

Q56C Inside cleanliness of buses.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56D Availability of seating on the bus.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56E Where the bus routes go.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56F Time between buses.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56G Driver Appearance.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56H ASK IF USED PARK N RIDE LOT

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

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56J The number of transfers you have to make to get where you are going.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56K ASK IF TRANSFERS BUSES

The wait time when transferring buses.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56L Travel time by bus.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56N Personal safety on the bus related to the conduct of others during the daytime.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56O Personal safety on the bus related to the conduct of others after dark.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56P Personal safety on the bus related to the operation of the bus.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56Q Personal safety waiting for the bus in the daytime.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56R Personal safety waiting for the bus after dark.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56S *ASK IF USES PARK-AND-RIDE*

Personal safety at the park-and-ride lot.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56T *ASK IF USES PARK-AND-RIDE*

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

Very satisfied.....	1
Somewhat satisfied.....	2
Not very satisfied.....	3
Not at all satisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56V Driver courtesy.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56W Helpfulness of driver with route or stop information.

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56Z Overall, how satisfied are you with Metro Transit?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q56Z1 You said earlier that you are not satisfied with the availability to get a parking space and safety / the availability to get a parking space / safety / the availability to get a parking space and the security of your automobile at park-and-ride lots. Which park-and-ride lot or lots is that?

RECORD COMMENTS.....	001	O
Don't know.....	998	X
Refused.....	999	X

Q57 EVERYONE

On another topic, have you ever phoned or visited the King County Metro Lost and Found office?

Yes.....	1	
No.....	2	GO TO Q57D
Don't know/Not sure.....	8	GO TO Q57D
Refused.....	9	GO TO Q57D

Q57 SEQUENCE OF RESPONSES ROTATES

How satisfied are you with the service hours for the Lost and Found office. Are you satisfied or dissatisfied. Would that be very or somewhat?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q57C SEQUENCE OF RESPONSES ROTATES

How satisfied are you with the location of the Lost and Found office? Are you are satisfied or dissatisfied? Would that be very or somewhat?

Very satisfied.....	1
Somewhat satisfied.....	2
Somewhat dissatisfied.....	3
Very dissatisfied.....	4
Don't know/Neither satisfied nor dissatisfied - DO NOT READ.....	8
Refused - DO NOT READ.....	9

Q57D Are you aware of the new online Lost and Found Live Help Chat service, where you can inquire directly about lost items with a customer service rep?

- Yes..... 1
- No 2 GO TO Q64
- Don't know/Not sure..... 8 GO TO Q64
- Refused..... 9 GO TO Q64

Q57E Have you used it?

- Yes..... 1
- No 2 GO TO Q64
- Don't know/Not sure..... 8 GO TO Q64
- Refused..... 9 GO TO Q64

Q57F SEQUENCE OF RESPONSES ROTATES

How satisfied are you with the online Lost and Found Live Help Chat Service? Are you satisfied or dissatisfied? Would that be very or somewhat?

- Very satisfied..... 1
- Somewhat satisfied..... 2
- Somewhat dissatisfied 3
- Very dissatisfied 4
- Don't know/Neither satisfied nor dissatisfied - DO NOT READ 8
- Refused - DO NOT READ 9

Q64 Do you have Internet access at . . .

- Home 1
- Work 2
- the library..... 3
- school..... 4
- Or another location such as a community center or café? 5
- No 8
- Don't know/Refused 9

Q65 Have you ever used the Internet to get Metro related transit information?

- Yes..... 1
- No 2 GO TO D1
- Don't know/Refused 9 GO TO D1

Q65A What kind of transit information were you looking for. Was it . . .

- Bus schedule information, 01
- transit trip information with the trip planner,..... 02
- to purchase a pass online, 03
- rideshare information,..... 04
- accessible services (paratransit) information..... 05
- Or something else (SPECIFY:) 97 O
- Don't know/Not sure -DO NOT READ..... 98
- Refused - DO NOT READ 99

Q64A Do you have a handheld device that has the capability to connect to the Internet such as a cellphone, or pda?
IF NEEDED: PDA is a personal data assistant?

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

D1 Finally, I have some background questions that will be used to help us analyze the results of the study. How many automobiles in working condition do you have available for your use?

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

D2 May I ask, what is your age, please?

Refused..... 99

D3 ASK IF REFUSED IN D2

Is that . . .
16-19..... 1
20-24..... 2
25-34..... 3
35-44..... 4
45-54..... 5
55-64..... 6
65 or older..... 7
Refused..... 9

D4A How many people, including yourself, live in your household?

8 or more..... 8
Don't know/Refused 9

D4A1 ASK IF 2 OR MORE IN D4A

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

D4AB Does anyone in your household have a disability that would make it difficult to use regular transit service?

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

D5 Do you consider yourself . . .

- White [Caucasian] 01
- Hispanic [Mexican, Mexican American, Chicano, or Latino] 02
- African - American 03
- Asian - American [Pacific-Islander] 04
- American Indian [Alaska Native] 05
- Or another race? (SPECIFY): 97 O
- Don't know 98 X
- Refused 99 X

D7 Is your total annual household income above or below \$35,000 per year?

- Below \$35,000 per year 1 CONTINUE
- Above \$35,000 per year 2 GO TO D9
- Don't know 8 GO TO D11
- Refused 9 GO TO D11

D8 Would that be . . .

- Less than \$7,500 01
- \$7,500 up to \$15,000 02
- \$15,000 up to \$25,000 03
- \$25,000 up to \$35,000 04
- Don't know 98
- Refused 99

D9 Would that be . . .

- \$35,000 up to \$55,000 05
- \$55,000 up to \$75,000 06
- \$75,000 up to \$100,000 07
- \$100,000 up to \$140,000 08
- \$140,000 and up? 09
- Don't know 98
- Refused 99

D11 For our records, I need to verify your telephone number. Is it...<TELEPHONE NUMBER>?

- Yes 1 GO TO Q13
- No 2 CONTINUE
- Refused 9 GO TO Q13

D12 What is your correct telephone number?

- Refused 9999999999

D13 We may be doing other studies similar to this one in the future. May we call you again if we do?

- Yes - Okay to call 1
- No - Don't call 2

D14 *ASK IF YES IN D13*

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

- RECORD FIRST NAME 1 O
- Refused 9

