

Questionnaire

2010 METRO RIDER / NONRIDER

NOTATIONS

Everything written in questions and response categories that are in standard upper / lowercase type are read as written to the respondent.
Response categories in upper case type only are not read to the respondent.

INTRODUCTION

[PROGRAMMING: SECTION FOR TIMING]

INTRO RIDER [RDD & AGE-TARGETED SAMPLES]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.)

The information will be used to help improve the region's transportation system. This study is being conducted for research purposes only, and this call may be monitored and/or recorded for quality control purposes. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

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

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

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

[AS NEEDED: This survey will provide important planning data that will help King County Metro improve the region's transportation system, so your participation is very important. This survey will last approximately 10 to 15 minutes.]

[INTERVIEWING NOTE: IF RIDER UNAVAILABLE, SCHEDULE CALL-BACK]

- 1 REGULAR OR INFREQUENT RIDER AVAILABLE
- 2 NO RIDER IN THE HOUSEHOLD – ASK SCR1, SCR1A, SCR1B, SCR2, SCR3, SCR4, SCR5, GENDER, CELL1&2, LAND1-4, DEMO8 THEN NQ NON-RIDER
- 3 NO ONE 16 YEARS OF AGE OR OLDER IN HH – NQ AGE
- 4 IMMEDIATE/SOFT REFUSAL – CALLBACK TO REFUSAL CONVERT
- 5 FINAL REFUSAL – MINI SURVEY (REFUSAL)
- 6 DON'T KNOW – SCREENER REFUSAL

INTRO CELL [CELL SAMPLE]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.)

The information will be used to help improve the region's transportation system. This study is being conducted for research purposes only, and this call may be monitored and/or recorded for quality control purposes. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

First of all, are you currently driving? IF YES: When is a more convenient time to call you back?

For this survey I would like to speak with someone who is 16 years of age and older? Would that be you?

[AS NEEDED: This survey will provide important planning data that will help King County Metro improve the region's transportation system, so your participation is very important. This survey will last approximately 10 to 15 minutes.]

- 1 CONTINUE – NOT DRIVING
- 2 NO ONE 16 YEARS OF AGE OR OLDER IN HH – NQ AGE
- 3 IMMEDIATE/SOFT REFUSAL – [CALLBACK TO REFUSAL CONVERT]
- 4 FINAL REFUSAL – MINI SURVEY [REFUSAL]
- 9 DK – SCREENER REFUSAL

[PROGRAMMING: NEW SECTION FOR TIMING]

MINI SURVEY
[FOR FINAL REFUSALS WHO WILL ANSWER A FEW QUESTIONS]
[ALL DATA MUST BE SAVED]

REF It would be really helpful if I could just ask you a couple of quick questions from the survey

REF1 First, are you a resident of King County?

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

REF2 Including yourself, how many people in your household, age 16 or over, have taken at least 5 one-way rides on a Metro bus or the South Lake Union Street Car 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.

[AS NECESSARY] The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.

____ ENTER NUMBER OF RIDERS IN HOUSEHOLD [IF 0, 9 SKIP TO REF5]
 8 8 OR MORE
 9 DK / REF

REF3 [IF REF2 GE 1 AND REF2 LE 8] In the last 30 days, how many one-way rides have **you personally** taken on a Metro bus or the South Lake Union Streetcar?

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

1 YES, 5 OR MORE RIDES (Metro) - RIDER [SKIP TO REF5]
 2 YES, 5 OR MORE RIDES (Streetcar) – RIDER [SKIP TO REF5]
 3 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER [SKIP TO REF5]
 4 NO, 1 TO 4 RIDES (Streetcar) - INFREQUENT RIDER [SKIP TO REF5]
 5 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER [SKIP TO REF5]
 6 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER [SKIP TO REF5]
 9 DK / REF

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

1 YES, 5 OR MORE RIDES (Metro) - RIDER
 2 YES, 5 OR MORE RIDES (Streetcar) – RIDER
 3 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER
 4 NO, 1 TO 4 RIDES (Streetcar) - INFREQUENT RIDER
 5 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER
 6 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER
 9 DK / REF [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = RIDESTAT

1 REGULAR RIDER
 2 INFREQUENT RIDER
 3 NONRIDER

REF6 To verify, is your home zip code [RECALL ZIP CODE FROM SAMPLE]?

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

REF7 [IF REF6 = 2] What is your correct zip code?

____ ENTER CORRECT ZIP CODE
99999 DON'T KNOW [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = ZONE

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

REF8 Including yourself, how many people live in your household?

____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

REF9 Including yourself, how many are 16 and older?

____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED [SKIP TO THANK8]

REF10 [IF SAMPLE =BASE, RIDER OR AGE-TARG] How many telephone numbers are associated with this household?
[READ IF NECESSARY: Do NOT include cellular telephone service.]

____ ENTER NUMBER (1 OR MORE) [REF10 CANNOT = 0]
DON'T KNOW / REFUSED

REF 10A [IF SAMPLE=CELL-PHONE] In addition to your cell-phone, do you have a landline in your home that is used to make and receive calls?

[READ IF NECESSARY: By landline telephone we mean a "regular" telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

1 YES
2 NO [CELL ONLY QUOTA]
9 REFUSED

REF 10B [ASK IF: REF10A EQ 1] Do you primarily use your cell phone or landline?

- 2 PRIMARILY CELL PHONE – PRIMARILY CELL
- 3 PRIMARILY LANDLINE – SKIP TO DEMO8 – NQ LANDLINE
- 4 BOTH EQUALLY – PRIMARILY CELL
- 9 DON'T KNOW / REFUSED-SCREENER REFUSAL

REF11 [IF REF10 > 1] How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line? [READ IF NECESSARY: Do NOT include cellular telephone service.]

____ ENTER NUMBER (1 OR MORE)
DON'T KNOW / REFUSED

REF11A [IF SAMPLE=BASE, AGE-TARG OR RIDER] In addition to your landline, do you have a cell-phone that is used to make and receive calls?

- 1 YES
- 2 NO
- 9 REFUSED

REF12 [IF REF11A EQ 1] Do you primarily use your cell phone or landline?

- 1 PRIMARILY CELL PHONE
- 2 PRIMARILY LANDLINE
- 3 BOTH EQUALLY
- 9 DON'T KNOW / REFUSED

PROGRAMMER: CREATE VARIABLE = RIDEAREA

- 1 RIDER – SEATTLE / NORTH KING (RIDESTAT = 1 AND ZONE = 1)
- 2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING (RIDESTAT GE 2 AND ZONE = 1)
- 3 RIDER – SOUTH KING (RIDESTAT = 1 AND ZONE = 2)
- 4 INFREQUENT RIDER / NONRIDER – SOUTH KING (RIDESTAT GE 2 AND ZONE = 2)
- 5 RIDER – EAST KING (RIDESTAT = 1 AND ZONE = 3)
- 6 INFREQUENT RIDER / NONRIDER – EAST KING (RIDESTAT GE 2 AND ZONE = 3)

PROGRAMMER NOTE:

THIS VARIABLE IS LEFT OVER FROM RIDER/NON-RIDER, NON-RIDERS WILL BE SCREENED OUT BUT KEEP THIS VARIABLE WORKING LIKE THIS ANYWAY.

REF13 [IF RIDESTAT = 1 OR 2] You do qualify for the study we are conducting, and the input of people like yourself is very valuable. The information you give will be used to improve your area's transit system. We would really like to continue the rest of the survey with you. It should only take about 15 minutes.

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

[PROGRAMMING: NEW SECTION FOR TIMING]

SCREENER

SCR1 [SKIP IF REF13=1] First, are you a resident of King County?

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

SCR1A [SKIP IF REF13=1] Including yourself, how many live in your household who are 16 years of age or older?

- _____ ENTER NUMBER OF PERSONS 16+ IN HOUSEHOLD
- 8 8 OR MORE
- 9 DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR1B [IF SCR1A=1 AND REF9=1] Just to confirm, you are the only resident in your household?

- 1 YES –SKIP TO SCR4
- 2 NO [RETURN TO SCR1A AND REASK]
- 8 DON'T KNOW [SKIP TO THANK8]
- 9 REFUSED [SKIP TO THANK8]

SCR2 [IF SCR1A GT 1 OR REF9>1] Including yourself, how many people in your household, age 16 years of age or older, have taken at least 1, one-way ride on a **Metro Bus or** the South Lake Union Street Car in the last 30 days?

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

Do not count rides taken entirely within the downtown Seattle Ride Free Area.

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

- _____ ENTER NUMBER OF RIDERS IN HOUSEHOLD
- 8 8 OR MORE
- 9 DON'T KNOW / REFUSED [SKIP TO THANK8]

[PROGRAMMING NOTE: IF "INTRO RIDER" = 2 (I.E.NONRIDER IN THE RIDER SAMPLE), THEN SKIP SCR3 AND AUTO INSERT SCR3=0 SINCE SAME QUESTION WAS ASKED IN "INTRO RIDER"]

SCR3 [IF SCR2 GT 0 AND SCR1A GT 1 SKIP IF REF13=1] Including yourself, how many people in your household, age 16 years of age or older, have taken **at least 5** one-way rides on a **Metro Bus or** the South Lake Union Street Car in the last 30 days?

[IF NECESSARY: Do not count rides taken entirely within the downtown Seattle Ride Free Area.

[IF NECESSARY: A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD

8 8 OR MORE

DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR3B [IF SCR3 GE 2, SKIP IF REF13=1] To obtain a representative sample of all riders in the area, I need to speak to the rider in your household who is 16 years of age and older. Would that be you?

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

1 CONTINUE WITH CURRENT RESPONDENT

2 NEW RESPONDENT AVAILABLE [SKIP TO SCR7A]

3 NEW RESPONDENT NOT AVAILABLE [SCHEDULE CALLBACK]

4 NO ONE IN HOUSEHOLD IS 16 OR OLDER [SKIP TO TKAGE]

9 DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR4A [IF SCR1 = 1, SKIP IF REF13=1 OR SCR2<>0] Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a **Metro bus**, not counting rides entirely within the downtown Seattle Ride Free Area and not including the South Lake Union Street Car?

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF METRO BUS RIDES

97 97 OR MORE

98 DON'T KNOW

99 REFUSED

SCR5A [IF SCR4A GE 98 SKIP IF REF13=1] Would that be more than 4 rides on a Metro Bus?

1 YES, 5 OR MORE RIDES (Metro) - RIDER

2 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER

3 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER

9 DK / REF [SKIP TO THANK8]

SCR4B [IF SCR1 = 1, SKIP IF REF13=1 OR SCR2<>0] Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on the **South Lake Union Street Car**?

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

- _____ ENTER NUMBER OF STREETCAR RIDES
- 97 97 OR MORE
 - 98 DON'T KNOW
 - 99 REFUSED

PROGRAMMER NOTE: SUM OF METRO RIDES AND SOUTH LAKE UNION STREET CAR RIDES USED TO DETERMINE RIDER STATUS.

SCR5B [IF SCR4B GE 98 SKIP IF REF13=1] Would that be more than 4 rides on the South Lake Union Street Car?

- 1 YES, 5 OR MORE RIDES (SLUSC) – RIDER
- 2 NO, 1 TO 4 RIDES (SLUSC) - INFREQUENT RIDER
- 3 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER
- 9 DK / REF [SKIP TO THANK8]

PROGRAMMER NOTE: USE BUS AND STREETCAR TO DETERMINE RIDER STATUS.

SCR6 [IF SCR3 GE 1 AND [(SCR4A AND SCR4B LT 5) OR (SCR5A OR SCR5B = 2 OR 3) SKIP IF REF13=1] Is the member in your household who has taken at least 5 one-way rides on Metro in the last 30 days available at this time to complete a survey?

- 1 YES, AVAILABLE
- 2 NO, NOT AVAILABLE FOR STUDY DURATION, CONTINUE [SKIP TO SCR8A]
- 3 NO, NOT AVAILABLE NOW [ARRANGE CALLBACK - CRTL-END]

SCR7A1 [IF SCR6=1 OR SCR3A=2 OR SCR3B=2, NEW RESPONDENT ON PHONE SKIP IF REF13=1]

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

Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area and not including the South Lake Union Street Car?

A round trip counts as 2 rides. Count a trip where you had to transfer buses as one ride.

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

- _____ ENTER NUMBER OF METRO BUS RIDES
- 97 97 OR MORE
 - 98 DON'T KNOW
 - 99 REFUSED

SCR7B1 [IF SCR7A1 GE 98 SKIP IF REF13=1] Would that be more than 4 rides on a Metro Bus?

- 1 YES, 5 OR MORE RIDES (Metro) - RIDER
- 2 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER
- 3 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER
- 9 DK / REF [SKIP TO THANK8]

SCR7A2 [IF SCR6=1 OR SCR3A=2 OR SCR3B=2] Thinking about the last 30 days, how many one-way rides have you personally taken on the **South Lake Union Street Car**?

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

- _____ ENTER NUMBER OF STREETCAR RIDES
- 97 97 OR MORE
 - 98 DON'T KNOW
 - 99 REFUSED

SCR7B2 [IF SCR7A2 GE 98 SKIP IF REF13=1] Would that be more than 4 rides on the South Lake Union Street Car?

- 1 YES, 5 OR MORE RIDES (SLUSC) – RIDER
- 2 NO, 1 TO 4 RIDES (SLUSC) - INFREQUENT RIDER
- 3 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER
- 9 DK / REF [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = RIDESTAT

- 1 **REGULAR RIDER** – IF REF3<=2 OR REF4<=2 OR (SUM OF SCR4A+SCR4B>=5) OR (SCR5A=1 OR SCR5B=1) OR (SUM OF SCR7A1+SCR7A2>=5) OR (SCR7B1=1 OR SCR7B2=1)
- 2 **INFREQUENT RIDER** - IF REF3=3 OR 4 OR REF4=3 OR 4 OR (SUM OF SCR4A+SCR4B=1-4) OR (SCR5A=2 OR SCR5B=2) OR (SUM OF SCR7A1+SCR7A2=1-4) OR (SCR7B1=2 OR SCR7B2=2).
- 3 **NONRIDER** – IF REF3=5 OR 6 OR REF4=5 OR 6 OR SCR2=0 OR SCR3=0 OR (SUM OF SCR4A+SCR4B=0) OR (SCR5A=3 AND SCR5B=3) OR (SCR7B1= AND SCR7B2=3)

PROGRAMMER NOTE:

THIS VARIABLE IS LEFT OVER FROM RIDER/NON-RIDER, NON-RIDERS WILL BE SCREENED OUT BUT KEEP THIS VARIABLE WORKING LIKE THIS ANYWAY.

PROGRAMMER: IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8

SCR9A [SKIP IF REF13=1] To verify, is your home zip code [RECALL ZIP CODE FROM SAMPLE]?

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

SCR9B [IF SCR9A = 2] What is your correct zip code?

- _____ ENTER CORRECT ZIP CODE
- 99999 DON'T KNOW [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = ZONE

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

PROGRAMMER: CREATE VARIABLE = RIDEAREA

- 1 RIDER – SEATTLE/NORTH KING (RIDESTAT = 1 AND ZONE = 1)
- 2 INFREQUENT RIDER/NONRIDER – SEATTLE / NORTH KING (RIDESTAT GE 2 AND ZONE = 1)
- 3 RIDER – SOUTH KING (RIDESTAT = 1 AND ZONE = 2)
- 4 INFREQUENT RIDER/NONRIDER – SOUTH KING (RIDESTAT GE 2 AND ZONE = 2)
- 5 RIDER – EAST KING (RIDESTAT = 1 AND ZONE = 3)
- 6 INFREQUENT RIDER/NONRIDER – EAST KING (RIDESTAT GE 2 AND ZONE = 3)

[PROGRAMMING NOTE: CHECK FOR RIDEAREA QUOTAS]

GENDER ENTER GENDER OF RESPONDENT [VERIFY IF NEEDED BY ASKING:] This may sound silly, but I'm required to ask. Are you...

- 1 MALE
- 2 FEMALE

DEMO2 To ensure this study is representative can I get your age?

- AGE [SKIP TO CELL1 If CELL SAMPLE – ALL OTHER SAMPLE SKIP TO GEN1]
99 REFUSED

DEMO2A [ASK IF: DEMO2 = 99] Would that be....

- 1 16-17
- 2 18-19
- 3 20-24
- 4 25-34
- 5 35-44
- 6 45-54
- 7 55-64
- 8 65 or Older
- 9 REFUSED

[PROGRAMMING NOTE: CHECK FOR AGE AND GENDER QUOTAS FOR BASE SAMPLE ONLY. FOR CELL & RIDER SAMPLE, ACCEPT ANY AGE / GENDER]

[IF OVER QUOTA FOR ANY CATEGORY, THEN ASK LAND1-4, DEMO8 THEN OQ INTO APPROPRIATE CATEGORY]

CELL1 **[IF SAMPLE=CELL-PHONE SKIP IF REF13=1]** In addition to your cell-phone, do you have a landline in your home that is used to make and receive calls?

[READ IF NECESSARY: By landline telephone we mean a “regular” telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

- 1 YES
- 2 NO [CELL PHONE ONLY QUOTA]
- 9 REFUSED

[GO TO DEMO8; ASK DEMO8 THROUGH CORRECT; THEN SCREENER REFUSE]

CELL2 [ASK IF: CELL1 EQ 1 SKIP IF REF13=1] Do you primarily use your cell phone or landline to make and receive calls?

- 1 PRIMARILY CELL PHONE – PRIMARILY CELL
- 2 PRIMARILY LANDLINE – SKIP TO DEMO8 – NQ LANDLINE
- 3 BOTH EQUALLY – PRIMARILY CELL
- 9 DON'T KNOW / REFUSED-SCREENER REFUSAL

[PROGRAMMING: NEW SECTION FOR TIMING]

IF NONRIDER (RIDESTAT=3), ASK MET8B, LAND1-4, DEMO8 THEN THANK AND TERMINATE (NQ - NONRIDER)

GENERAL RIDERSHIP – ALL RESPONDENTS

GEN1 Were you living in King County one year ago?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DON'T KNOW / REFUSED

GEN2 Are you currently... [ACCEPT MULTIPLE RESPONSES]

[IF A STUDENT ONLY, PROBE: Do you also work?]

[IF A WORK ONLY, PROBE: Do you also attend classes?]

[INTERVIEWING NOTE: IF SELF-EMPLOYED SELECT "EMPLOYED"]

- 1 Employed/Self-Employed, [ASK GEN2A]
- 2 A student, [ASK GEN2B]
- 3 A homemaker, [COMMUTER = 3]
- 4 Retired, or [COMMUTER = 3]
- 5 Currently not employed? [COMMUTER = 3]
- 6 OTHER [SPECIFY] [SKIP TO Q3]
- 7 DISABLED [COMMUTER = 3]
- 88 DON'T KNOW [COMMUTER = 3]
- 99 REFUSED [COMMUTER = 3]

GEN2A [IF GEN2=1] Are you employed...

- 1 Full-time,
- 2 Part-time,
- 3 Or are you self-employed?
- 8 DON'T KNOW
- 9 REFUSED

GEN2B [IF GEN2=2] Are you a...

- 1 A full-time student or
- 2 A part-time student?
- 8 DON'T KNOW
- 9 REFUSED

GEN2BB [IF GEN2=2] Are you a...

- 1 High school or
- 2 College student?
- 8 DON'T KNOW
- 9 REFUSED

GEN2C [IF EMPLOYED AND A STUDENT (GEN2=1 AND GEN2=2)] Which do you consider to be your primary activity?

- 1 Employed
- 2 A student
- 8 DON'T KNOW
- 9 REFUSED

GEN3 [IF GEN2 EQ 1 OR GEN2C EQ 1] How many days a week do you [work]?
[IF GEN2 EQ 2 OR GEN2C EQ 2] How many days a week do you [attend school]?

_____ ENTER NUMBER OF DAYS

0 [COMMUTER = 3]

- 8 DON'T KNOW
- 9 REFUSED

GEN4 [IF GEN3 > 0 AND (GEN2 EQ 1 OR GEN2C EQ 1)] How many days a week do you travel to work, that is, you work outside your home?
[IF GEN3 > 0 AND (GEN2 EQ 2 OR GEN2C EQ 2)] How many days a week do you travel to school, that is, you attend class outside your home?

- _____ ENTER NUMBER OF DAYS
- 0 TELEWORK / ALWAYS WORK FROM HOME [COMMUTER = 3]
- 8 DON'T KNOW [COMMUTER = 3]
- 9 REFUSED [COMMUTER = 3]
- PROGRAMMER: CREATE VARIABLE = COMMUTER
- 3-7 DAYS/WEEK WORK [COMMUTER = 1]
- 3-7 DAYS/WEEK SCHOOL [COMMUTER = 2]
- 0-2 DAYS/WEEK WORK [COMMUTER = 3]
- 0-2 DAYS/WEEK SCHOOL [COMMUTER = 3]
- TELEWORK / ALWAYS WORK FROM HOME [COMMUTER = 3]
- DON'T KNOW [COMMUTER = 3]
- REFUSED [COMMUTER = 3]
- 1 WORK COMMUTER
- 2 SCHOOL COMMUTER
- 3 NON-COMMUTER

GEN5 [IF GEN4 GE 1 AND (GEN2 EQ 1 OR GEN2C EQ 1)] Of the days that you travel to work, how many days do you take a Metro bus as part of that commute?

[IF GEN4 GE 1 AND (GEN2 EQ 2 OR GEN2C EQ 1)] Of the days that you travel to school, how many days do you take a Metro bus as part of that commute?

- _____ ENTER NUMBER OF DAYS
- 8 DON'T KNOW
- 9 REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

METRO RIDERSHIP – ALL RIDERS / INFREQUENT RIDERS
[ASK IF RIDESTAT = 1 OR 2; OTHERWISE SKIP TO MET8A]

MET1A Did you start riding the bus after September of 2009?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DON'T KNOW / REFUSED

MET1 How long have you been riding Metro regularly, that is, at least 1 trip a month? [READ LIST IF NECESSARY]

- 1 (Less than 3 Months)
- 2 (3 to 6 Months)
- 3 (6 Months to 9 Months)
- 4 (9 Months to 1 Year)
- 5 (1 to 2 Years)
- 6 (3 to 5 years)
- 7 (5 Years or More)
- 8 NOT A REGULAR RIDER
- 9 DON'T KNOW / REFUSED

MET4 To what extent do you use the bus system to get around? Would you say you use the bus for...

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

MET5 When you ride the bus, what is the primary purpose of the trip you take most often?

[IF RESPONDENT SAYS TO GET / GO DOWNTOWN PROBE: What is the purpose of the trip you take to Downtown? / What do you do Downtown?]

- 1 TO/FROM WORK / BUSINESS / COMMUTING
- 2 TO/FROM SCHOOL
- 3 TO/FROM VOLUNTEERING
- 4 SHOPPING / ERRANDS
- 5 APPOINTMENTS / **DOCTOR VISITS**
- 6 FUN / RECREATION / SOCIAL / VISIT FRIENDS & FAMILY / SPORTING EVENTS
- 7 SPECIAL EVENTS (SEAFair, BUMBERSHOOT SHUTTLES)
- 8 JURY DUTY
- 9 DOWNTOWN
- 10 AIRPORT
- 11 OTHER [SPECIFY]
- 98 DON'T KNOW / NO SINGLE PRIMARY PURPOSE
- 99 REFUSED

MET6 During which of the following time periods do you ride Metro? Do you ride Metro... [READ LIST AND WAIT FOR YES/NO RESPONSE]

- A Weekday mornings between 6:00 and 9:00 a.m.?
1 YES
2 NO
9 DON'T KNOW/REFUSED
- B Weekdays between 9:00 a.m. and 3:00 p.m.?
- C Weekday afternoons between 3:00 and 6:00 p.m.?
- D Weekday evenings between 6:00 and 7:00 p.m.?
- E Weekday evenings after 7:00 p.m.?
- F Any time on Saturday?
- G Any time on Sunday?
- H Weekday mornings before 6am (DO NOT READ – option here if respondents says so)

MET7 You said you generally ride the bus (to/for) [RESPONSE TO MET5]. How many transfers do you usually make when you use the bus (to/for) [RESPONSE TO MET5]?

- ENTER NUMBER OF TRANSFERS
- 8 VARIES DEPENDING ON THE BUS I TAKE
- 9 DON'T KNOW / REFUSED

MET7A [IF MET7GE 1 AND LT 9] How many minutes do you usually wait for a bus when you transfer?

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

MET7B [IF MET7 GT 1 AND LT 8] How many minutes do you usually wait for your longest transfer?

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

MET8A [IF MET7 GT 1 AND LT 9] Do you ever transfer to or from Metro to . . .

[READ LIST AND SELECT ALL THAT APPLY]

- 1 Link Light Rail
- 2 A Sound Transit Bus
- 3 NEITHER
- 9 DON'T KNOW / REFUSED

MET8B [IF MET8 = 1] How has Link affected the frequency with which you ride Metro. Are you riding?

- 1 More
- 2 Less
- 3 Has had no affect
- 9 DON'T KNOW / REFUSED

MET9 Do you ever get on or off the bus within the downtown Seattle transit tunnel?

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

[PROGRAMMING: NEW SECTION FOR TIMING]

FARE PAYMENT - ALL RIDERS/INFREQUENT RIDERS -- [RIDESTAT = 1 OR 2]

FARE1 How do you usually pay your bus fare? Do you use...?
 [IF: "Transfer" – PROBE: How do you pay for your transfer?]
 [READ ENTIRE LIST] [SELECT ALL THAT APPLY]

- 1 An ORCA card,
- 2 Cash
- 3 A Regional Reduced Fare Permit that is not on an ORCA card with a pass sticker,
- 4 A Regional Reduced Fare Permit that is not on an ORCA card with cash, or
- 5 A U-Pass, or / **HUSKY CARD**
- 6 Tickets or a Ticket book,
- 7 OTHER (SPECIFY : _____) [PROBE: READ LIST TWICE BEFORE ACCEPTING]
- 10 FLEXPASS
- 11 METRO EMPLOYEE / COUNTY EMPLOYEE / COUNTY PASS
- 12 SENIOR PASS
- 8 DON'T KNOW
- 9 REFUSED

FARE2 How did you pay your fare one year ago?

- 1 ORCA CARD
- 2 CASH
- 3 A REGIONAL REDUCED FARE PERMIT NOT ON AN ORCA WITH A PASS STICKER
- 4 A REGIONAL REDUCED FARE PERMIT NOT ON AN ORCA WITH CASH
- 5 U-PASS
- 6 ONE-MONTH PASS / PUGET PASS
- 7 12-MONTH / ANNUAL PASS
- 8 FLEXPASS / COMPANY PASS / FROM MY JOB
- 9 STUDENT / YOUTH PASS
- 10 GO-PASS
- 11 ACCESS PASS
- 12 VANPOOL / TRANSIT PASS
- 13 PUGETPASS SHIP TO SHORE
- 14 TICKETS
- 15 OTHER [SPECIFY: _____] [PROBE: READ LIST TWICE BEFORE ACCEPTING]
- 16 DID NOT RIDE ONE YEAR AGO / I DROVE
- 17 COUNTY PASS / COUNTY EMPLOYEE / METRO EMPLOYEE
- 98 DON'T KNOW
- 99 REFUSED

FARE3 [ASK IF: FARE1 NE 1 or 5] Why haven't you gotten an ORCA Card?

1. CONCERNS ABOUT THEFT / LOSING THE CARD
2. COST TO REPLACE CARD IF LOST OR STOLEN
3. CONCERNS ABOUT PRIVACY
4. NO REAL ADVANTAGE COMPARED TO OTHER PAYMENT METHODS
5. LACK OF CONVENIENT PLACES TO PURCHASE CARD
6. LACK OF CONVENIENT PLACES TO RECHARGE CARD
7. DON'T HAVE A CREDIT CARD OR DEBIT CARD
8. DON'T REALLY UNDERSTAND HOW IT WORKS
9. PREFER WHAT I'M CURRENTLY USING
10. CONCERNS ABOUT THE \$5 FEE TO PURCHASE THE CARD
11. HAVE TO APPLY FOR IT
12. DON'T KNOW ANYTHING ABOUT IT / WHERE TO GO TO GET IT
13. DON'T RIDE OFTEN ENOUGH
14. GET PASS THROUGH WORK OR SCHOOL
15. DON'T NEED IT (UNSPECIFIED)
16. HAVEN'T GOTTEN IT YET/ HAVEN'T HAD THE TIME TO GET ONE / LAZY
97. OTHER [SPECIFY: _____]
98. DON'T KNOW
99. REFUSED

OU1 [ASK IF: FARE1 = 1] When did you first get or purchase your ORCA Card?

- [READ IF NEEDED]
- 1 (Within the last month)
 - 2 (Less than 3 months ago)
 - 3 (3 to 6 months ago)
 - 4 (6 months to less than 1 year ago)
 - 5 (More than 1 year ago)
 - 98 DON'T KNOW
 - 99 REFUSED

OU5 [ASK IF: FARE1 = 1] Is your ORCA card an...

- 1 Adult card
- 2 A Youth card
- 3 or an RRFP card
- 8 DON'T KNOW
- 9 REFUSED

OU6 [ASK IF: OU5 = 1 OR 2] Does your employer or school pay for part or all of your ORCA pass or E-purse? [IF YES: Would that be all ORCA costs or some? Would that be your school or your employer?]

- 1 (Yes, All paid for by school)
- 2 (Yes, All paid for by employer)
- 3 (Yes, Some paid for by school)
- 4 (Yes, Some paid for by employer)
- 5 (No, None paid for by school/employer)
- 8 DON'T KNOW
- 9 REFUSED

OU7 [ASK IF: FARE1 = 1] What product or products do you have loaded on your ORCA card?

[SELECT ALL THAT APPLY]

- 1 A regional transit pass [IF NEEDED: This used to be called the Puget Pass]
- 2 An agency specific pass
- 3 An E-purse [IF NEEDED: Money on the card] / *MONEY / DEBIT CARD*
- 4 NOTHING
- 6 OTHER (SPECIFY: _____)
- 8 DON'T KNOW
- 9 REFUSED

OU8 [IF OU7 = 1 OR 2] What is the fare value of the pass on your card?

[READ LIST IF NEEDED]

- 1 (\$.50)
- 2 (\$.75)
- 3 (\$1.00)
- 4 (\$1.25)
- 5 (\$1.50)
- 6 (\$1.75)
- 7 (\$2.00) / METRO OFF-PEAK FARE
- 8 (\$2.25) / METRO 1-ZONE OFF-PEAK FARE
- 9 (\$2.50) / METRO 2-ZONE PEAK FARE
- 10 (\$2.75)
- 11 (\$3.00)
- 12 (\$3.75)
- 13 (\$4.00)
- 14 (\$4.75)
- 15 I HAVE A FLEXPASS/PASSPORT
- 98 DON'T KNOW
- 99 REFUSED

OU10 [ASK IF: FARE1 = 1] Where do you typically go to add value to or buy a pass for your ORCA card?

- 1. Online
- 2. Phone
- 3. In person at Customer Service Office
- 4. In person at retail location,
- 5. By mail, or
- 6. At a Self-Serve Ticket Vending Machine?
- 8. DON'T KNOW
- 9. REFUSED

OU11 [ASK IF: FARE1 = 1] Next, I am going to ask you about several aspects of the ORCA Card and ask about your satisfaction with each. As I read each item, please tell me whether you are satisfied or dissatisfied. Would that be very or somewhat [satisfied / dissatisfied]? [RANDOMIZE OU11A to OU11C, D ALWAYS LAST]

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 NO OPINION
- 4 SOMEWHAT SATISFIED
- 5 VERY SATISFIED
- 6 DOES NOT APPLY
- 8 DON'T KNOW
- 9 REFUSED

OU11A Ease of loading value or a pass product on the Orca Card

OU11B Orca Card website

OU11C Customer service by phone

OU11D Overall satisfaction with the Orca Card

NO1 [ASK IF: FARE1 <> 1] How familiar are you with the Orca card?

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not familiar
- 4 Not at all familiar
- 8 DON'T KNOW
- 9 REFUSED

[IF NO1 = 3 OR 4 READ DESCRIPTION OF CARD]

[ORCA CARD DESCRIPTION: The ORCA card is a collaborative regional fare system involving Community Transit, Everett Transit, King County Metro Transit, Kitsap Transit, Pierce Transit, Sound Transit and Washington State Ferries. The electronic card can be used on any of these systems to pay your fare or use your pass.]

NO2 [ASK IF: FARE1 <> 1] Have you ever used or considered using an Orca card? **[IF YES: Have you used or considered using it?]**

- 1 YES, USED
- 2 YES, CONSIDERED
- 3 NO
- 8 DON'T KNOW
- 9 REFUSED

NO2B [ASK IF: NO2 = 1 AND FARE1 <> 1] Why have you stopped using your Orca card?

[OPEN ENDED]

1. I STOPPED GOING TO WORK / UNEMPLOYED
2. CARD BROKE / CARD STOPPED WORKING
3. I DON'T RIDE OFTEN ENOUGH
4. LOST THE CARD
5. GOT A PASS FROM WORK OR SCHOOL
6. CARD WASN'T MINE / I WAS BORROWING THE CARD
98. OTHER
99. DON'T KNOW / REFUSED

NO3 [ASK IF: FARE1 <> 1] From what you have seen, read, heard about the ORCA program, would you be likely or unlikely to purchase an ORCA card in the future? Would that be very or somewhat likely / unlikely?

- 1 VERY UNLIKELY
- 2 SOMEWHAT UNLIKELY
- 3 NEITHER UNLIKELY OR LIKELY
- 4 SOMEWHAT LIKELY
- 5 VERY LIKELY
- 8 DON'T KNOW
- 9 REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

USUAL BUS TRAVEL - ALL RIDERS / INFREQUENT RIDERS -- [RIDESTAT = 1 OR 2]

BUS1 Do your bus trips usually cross the Seattle City limits, that is, are they two-zone trips?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

COMMUTE TRAVEL - ALL WORK AND STUDENT COMMUTERS -- [COMMUTER = 1 OR 2]

COMM1 In what geographic area do you... (work / attend school)?

[READ LIST IN ENTIRETY BEFORE ACCEPTING RESPONSE]

- 1 Downtown Seattle,
- 2 Surrounding Downtown Seattle
- 3 University District,
- 4 Other areas in North King County,
- 5 Downtown Bellevue,
- 6 Redmond,
- 7 Other areas in East King County,
- 8 South King County
- 9 Tacoma or other areas in Pierce County
- 10 Everett or other areas in Snohomish County
- 11 Somewhere Else? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM1A [ASK IF COMM1 EQ 1 OR 2] Would that be . . . [READ ENTIRE LIST]

- 1 Downtown Seattle Core,
- 2 Denny Regrade
- 3 Belltown,
- 4 Pioneer Square,
- 5 International District,
- 6 Duwamish,
- 7 Sodo,
- 8 Queen Anne,
- 9 South Lake Union,
- 10 Capitol Hill,
- 11 First Hill, or
- 12 Somewhere Else Surrounding downtown Seattle? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM1B [ASK IF COMM1 EQ 3 OR 4] Would that be . . . [READ ENTIRE LIST]

- 1 University District,
- 2 University Village,
- 3 Fremont,
- 4 Ballard,
- 5 Northgate
- 6 Kenmore,
- 7 Shoreline,
- 8 North Seattle, or
- 9 Somewhere Else in North King County? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM1C [ASK IF COMM1 EQ 5, 6 or 7] Would that be . . . [READ ENTIRE LIST]

- 1 Bellevue,
- 2 Kirkland,
- 3 Redmond,
- 4 Overlake
- 5 Eastgate
- 6 Issaquah,
- 7 Bothell,
- 8 Woodinville,
- 9 Somewhere Else in East King County? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM1D [ASK IF COMM1 EQ 8] Would that be . . . [READ ENTIRE LIST]

- 1 Auburn,
- 2 Federal Way,
- 3 Kent,
- 4 Renton,
- 5 Tukwila,
- 6 Southcenter,
- 7 SeaTac,
- 9 Somewhere Else in South King County? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM2 How do you usually get to and from [work / school]?

[PROBE FOR ONE RESPONSE; READ LIST ONLY IF NECESSARY]

- 1 Drive alone
- 2 Carpool
- 3 Vanpool
- 4 Ride a Metro bus
- 5 Ride the South Lake Union Street Car
- 6 Ride the Sounder Train
- 7 Ride Link Light Rail
- 8 Ride a Sound Transit Bus
- 9 School Bus
- 10 Ride Another System's Bus
- 11 Motorcycle
- 12 Bicycle
- 13 Walk
- 14 OTHER (SPECIFY)
- 88 DON'T KNOW
- 99 REFUSED

COMM2AA [IF COMM2 = 2] Do you carpool with . . .

- 1 With other family members
- 2 With non-family members
- 3 BOTH / MIXTURE
- 8 DON'T KNOW
- 9 REFUSED

COMM2A [IF COMM2 =10] Is that Sound Transit, Community Transit, or Pierce Transit bus?

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

COMM3 How many miles do you travel from home to (work / school) one-way?
[PROBE: "Using your best estimate."] [IF LESS THAN 1, ENTER 1]

- _____ ENTER NUMBER OF MILES
- 777 VARIES
- 888 DON'T KNOW
- 999 REFUSED

COMM3A About how long does that usually take you?

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

COMM3B TIME REFERENCE [SKIP IF COMM3A=777, 888 OR 999]

1	MINUTES
2	HOURS

COMM4 What is your usual schedule at (work / school)? First, what time do you begin?

[ENTER BOTH HOURS AND MINUTES]

[CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

_____	TIME WORK / SCHOOL BEGINS
7777	CHANGES / VARIES FROM DAY TO DAY [SKIP TO COMM7]
8888	DON'T KNOW [SKIP TO COMM7]
9999	REFUSED [SKIP TO COMM7]

COMM4A VERIFY TIME REFERENCE [SKIP IF COMM4=777, 888 OR 999]

1	AM
2	PM

COMM5 [ASK IF: COMM4 <> 777, 888, OR 999] And what time do you finish (work / school)?

[ENTER BOTH HOURS AND MINUTES]

[CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

_____	TIME WORK / SCHOOL ENDS
7777	CHANGES / VARIES FROM DAY TO DAY
8888	DON'T KNOW
9999	REFUSED

COMM5A VERIFY TIME REFERENCE [SKIP IF Q37=777, 888 OR 999]

1	AM
2	PM

COMM6 [ASK IF: COMM4 <> 777, 888, OR 999] [COMPUTE NUMBER OF HOURS WORK] To verify do you typically work [SHOW COMPUTATION] per day?

1	YES
2	NO [IF NO GO BACK AND REASK COMM4 AND COMM5]
9	DON'T KNOW / REFUSED

COMM7 [IF COMMUTER EQ 1] About how many employees work for your employer at your place of employment?

[IF NEEDED: Please include only the employees that work at your branch / work site]

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

[PROGRAMMING: NEW SECTION FOR TIMING]

PARKING - ALL WORK AND STUDENT COMMUTERS -- [COMMUTER = 1 OR 2]

PARK1 Does your [employer / school] offer or provide you with free or reduced fee parking at [work / school]? [PROBE: "Is that free or reduced fee?"]

- 1 YES – FREE [SKIP TO PARK2B]
- 2 YES - REDUCED FEE
- 3 NO
- 4 FREE, BUT NOT PROVIDED BY EMPLOYER / SCHOOL [SKIP TO PARK2B]
- 5 FREE, BUT DON'T KNOW WHO PAYS [SKIP TO PARK2B]
- 8 DON'T KNOW [SKIP TO PARK2B]
- 9 REFUSED [SKIP TO PARK2B]

PARK2 [IF (PARK1 = 2 OR 3) AND (COMM2=1,2,3)] How much do you personally pay for parking? [ENTER DOLLARS AND CENTS. YOU MUST ENTER A DECIMAL POINT TO INDICATE CENTS.]

- _____ RECORD PARKING COST
- 66666** *Nothing / Don't pay* (RECODE BACK INTO PARK1=5)
- 88888 DON'T KNOW
- 99999 REFUSED

PARK2A [IF PARK2 NE 66666 OR 88888 OR 99999] SELECT

- 1 PER DAY
- 2 PER MONTH
- 3 PER QUARTER
- 4 PER SEMESTER
- 5 PER YEAR

PARK2B How many days a month do you park at [work / school]?

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

[PROGRAMMING: NEW SECTION FOR TIMING]

PARK AND RIDE

PAR1 [ALL RESPONDENTS] Have you used a Metro park and ride lot within the last year?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DON'T KNOW / REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

RIDER SATISFACTION - ALL RIDERS / INFREQUENT RIDERS
[RIDESTAT = 1 OR 2]

SAT1INT Next, I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you are satisfied or dissatisfied. Would that be very or somewhat [satisfied / dissatisfied]?
 [RANDOMIZE SAT1A to SAT1AA SAT1BB ALWAYS LAST]

SAT1A [ALL] On-time performance of buses

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

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 NO OPINION
- 4 SOMEWHAT SATISFIED
- 5 VERY SATISFIED
- 6 DOES NOT APPLY
- 8 DON'T KNOW
- 9 REFUSED

SAT1B [ALL] Cleanliness of bus shelters

SAT1C [ALL] Inside cleanliness of buses

SAT1D [ALL] Availability of seating on the bus

SAT1E [ALL] Where the bus routes go

SAT1F [ALL] Frequency of service

SAT1G [ALL] Driver courtesy

SAT1H [ALL] Driver Helpfulness with route/stop information

SAT1I [P&R LOT USERS – PAR1 EQ 1] The ability to get a parking space at park and ride lots

SAT1J [ALL] The number of stops the bus makes on your trip

- SAT1K [ALL] The number of transfers you have to make to get where you are going
- SAT1L [ALL TRANSFERS – MET7 EQ 1-8] The wait time when transferring buses
- SAT1M [ALL] Amount of time it takes to travel by bus
- SAT1N [ALL] Ability to get information about Metro's Routes and Schedules
- SAT1O [ALL] Ability to get current printed timetables for bus routes
- SAT1P [ALL] Personal safety on the bus related to the conduct of others during the daytime
- SAT1Q [ALL] Personal safety on the bus related to the conduct of others after dark
- SAT1R [ALL] Driver operates the bus in a safe and competent manner
- SAT1S [ALL] Personal safety waiting for the bus in the daytime
- SAT1T [ALL] Personal safety waiting for the bus after dark
- SAT1U [ALL] Overcrowding on the bus
- SAT1V [P&R LOT USERS – PAR1 EQ 1] Personal safety at the park-and-ride lot
- SAT1W [P&R LOT USERS – PAR1 EQ 1] Security of your automobile at the park-and-ride lot
- SAT1X [ALL] Driver announces next stop
- SAT1Y [ALL] Ease of paying fares
- SAT1Z [ALL] Personal safety in the downtown transit tunnel
- SAT1AA [ALL] How drivers handle incidents that arise on the buses
- SAT1BB [ALL] Overall, how satisfied are you with Metro Transit?

SAT1OPROBE: [ASK IF: SAT1O LE 2] You indicated you were dissatisfied with your ability to get current printed timetables for bus routes. Where did you try to get a timetable? [SELECT ALL THAT APPLY]

- 1 ON THE BUS
- 2 AT A LIBRARY
- 3 IN A MAJOR DOWNTOWN BUILDING
- 4 AT A TRANSIT CENTER
- 5 AT A PASS SALES OFFICE
- 6 AT A HEALTH CARE FACILITY
- 7 AT A SHOPPING MALL
- 8 AT A BUSINESS SITE / A STORE OR SMALL BUSINESS
- 9 OTHER [SPECIFY:_____]
- 10 METRO WEBSITE / ONLINE
- 11 AT A BUS STOP
- 12 TRANSIT TUNNEL
- 99 DON'T KNOW / REFUSED

SAT2: How likely is it that you would recommend riding Metro to a friend or colleague? Please use a scale where 0 is not at all likely to recommend and 10 is extremely likely to recommend.

____ ENTER RATING
 98 DON'T KNOW
 99 REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

METRO INFORMATION SERVICES

AWARE1 I am going to read you a list of sources that provide information about Metro. As I read each one, please tell me if you are aware of the service and whether you have used the service? READ ENTIRE LIST AND ENTER RESPONSE (YES / NO) FOR EACH ITEM. RANDOMIZE

1 YES, AWARE / NOT USED
 2 YES, AWARE / USED
 3 NO, NOT AWARE / NOT USED
 8 DON'T KNOW
 9 REFUSED

- A Metro's Printed timetables
- B Metro Transit website (@ www.metro.kingcounty.gov)
- C Rider Information telephone line [READ IF NECESSARY: (206)-553-3000]
- D Information posted at bus stops
- E Information posted at transit centers or at park and ride lots
- F "Bus time", Metro's automated information line you can by phone
- G Metro Tracker website
- H The OneBusAway website
- I Google's Trip Planner
- K Metro's Twitter Page
- L Metro alerts via text messaging
- M Metro alerts via e-mail
- N Metro alerts on your home telephone
- O Regional Trip planner on Metro's website
- J Website other than Metro's (SPECIFY) [ALWAYS LAST]

1 COMMUNITY TRANSIT / SOUND TRANSIT / PIERCE TRANSIT / OTHER TRANSIT
 2 BING
 3 YAHOO
 4 MAPQUEST
 5 SCHOOL WEBSITE / U. OF WASHINGTON SITE
 6 OTHER GOVT. WEBSITE (e.g. City of Seattle, Washington DOT)
 97 OTHER WEBSITE
 98 DON'T KNOW

AWARE2 [ASK FOR EACH THAT HAVEN'T USED IN AWARE1 (1 OR 3 OR 8)] Would you be interested in getting current information about Metro such as route changes, adverse weather conditions, from _____? READ ENTIRE LIST AND ENTER RESPONSE (YES / NO) FOR EACH ITEM. RANDOMIZE

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

[RESTORE LIST FROM AWARE1 OF ANY WHO HAVEN'T USED]

- K Metro's Twitter Page
- L Metro alerts via text messaging
- M Metro alerts via e-mail
- N Metro alerts on your home telephone

TECH2 [ASK IF: AWARE1B=2] The last time you visited Metro Transit's website, what information were you looking for?

- 1 TIMETABLE/BUS SCHEDULE OR TIMES
- 2 FARES
- 3 ROUTE MAP
- 4 SYSTEM MAP
- 5 TRIP PLANNER/TO PLAN A TRIP
- 6 GENERAL INFORMATION (park & ride locations, jobs, comments, complaints)
- 7 NEXT BUS / HOW LONG UNTIL THE NEXT BUS ARRIVES
- 8 SERVICE STATUS, ROUTE CHANGES
- 9 SERVICE/ROUTE CHANGES DUE TO ADVERSE WEATHER CONDITIONS / EMERGENCY INFORMATION
- 10 OTHER (SPECIFY:_____)
- 11 HOLIDAY ROUTE CHANGES
- 12 ORCA INFORMATION
- 88 DON'T KNOW
- 99 REFUSED

TECH4A [IF AWARE1B=2] Overall, are you satisfied or dissatisfied with your ability to get information from Metro Transit's website at metro.kingcounty.gov? (Would that be very or somewhat [satisfied / dissatisfied?]

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 NO OPINION
- 4 SOMEWHAT SATISFIED
- 5 VERY SATISFIED
- 88 DON'T KNOW
- 99 REFUSED

TECH4B [ASKIF TECH 4A EQ 1 OR 2] Why are you dissatisfied? [MULTIPLE RESPONSE]

- 1 WEBSITE WAS TOO SLOW IN LOADING
- 2 HARD TO FIND WHAT I WAS LOOKING FOR
- 3 SYSTEM IS ALWAYS DOWN
- 4 DIDN'T HAVE WHAT I WAS LOOKING FOR
- 5 HARD TO NAVIGATE
- 6 OTHER [SPECIFY:_____]
- 7 WEBSITE ERRORS / TECHNICAL DIFFICULTIES
- 8 INFORMATION WAS WRONG
- 88 DON'T KNOW
- 99 REFUSED

TECH2A [ASK IF AWARE1A = 2] If Metro stopped printing timetables in order to save money, would you be able to print them out yourself using Metro's website?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DK/REFUSED

TECH2C [ASK IF AWARE1A = 2] If Metro were to stop printing timetables, would this make you feel more positive about Metro, more negative about Metro or would it make no difference to you? keep

- 1 MORE POSITIVE
- 2 MAKES NO DIFFERENCE
- 3 MORE NEGATIVE
- 9 DK/REFUSED

CELL_INT King County Metro is looking for better ways to use technology to get information on bus arrival times to our customers through wireless devices.

LAND3 [IF SAMPLE=ALL LANDLINE SAMPLE AND REF13<>1] In addition to your landline, do you have a cell-phone or other hand-held device that is used to make and receive calls? [IF YES: Probe for type] ACCEPT MULTIPLE RESPONSES

- 1 YES – CELL PHONE / IPHONE / BLACKBERRY / SMART PHONE
- 2 YES – OTHER HANDHELD DEVICE (SPECIFY) / **PDA**
- 3 NO
- 9 REFUSED

LAND4 [IF LAND3 EQ 1 OR 2] Do you primarily use your [RESTORE RESPONSE FROM LAND3] or landline phone to make or receive calls?

- 1 PRIMARILY CELL PHONE
- 2 PRIMARILY LANDLINE
- 3 BOTH EQUALLY
- 9 DON'T KNOW / REFUSED

PROGRAMMER: CREATE VARIABLE = HAVECELL

- 1 HAS CELL PHONE: SAMPLE = CELLPHONE OR LAND3 <= 2 OR (REF11A = 1 AND REF13 = 1)
- 2 DOESN'T HAVE CELL PHONE: LAND3 = 3 OR 9

CELUSE1AA. [IF HAVECELL = 1] I'm going to read you a list of features that are available on some cell phones or handheld devices. As I read each one, please tell me whether your mobile device has this feature. IF IT DOES, do you use this feature?
[READ LIST BELOW AND ENTER YES / NO RESPONSE FOR EACH ITEM]

- 1 YES - HAVE
- 2 YES - USE
- 3 NO - DON'T HAVE / DON'T USE
- 8 DON'T KNOW
- 9 REFUSED

CELUSE1AA_1 Have the capability to access the Internet?

CELUSE1AA_2 Have the capabilities to send and receive text messages?

CELUSE1AA_3 Have the capabilities to send and receive e-mails?

CELUSE1AA_4 Have a camera

CELUSE2A [ASK IF CELUSE1AA_1 = 1 OR 2] Have you personally used your [RESTORE RESPONSE FROM LAND3] to get information about King County Metro transit from the internet?

- 1 YES
- 2 NO [IF NO: ASK WHY NOT – OPEN ENDED]
- 1. COSTS TO USE THE INTERNET ON MY PHONE / DON'T PAY FOR THE SERVICE / DON'T HAVE THE SERVICE ON MY PHONE
- 2. DON'T NEED THE INFO / NO NEED
- 3. I USE A REGULAR LAPTOP OR DESKTOP
- 4. DON'T RIDE OFTEN ENOUGH
- 8 OTHER
- 9 DON'T KNOW / REFUSED
- 98 DON'T KNOW
- 99 REFUSED

CELUSE2B [ASK IF CELUSE2A = 1] What Metro transit information have you looked for on your [INSERT LAND3 RESPONSE]? [Select all that apply].

- 1 WEATHER ALERTS / IMPACT OF ADVERSE WEATHER ON BUS SERVICE
- 2 TRAFFIC REPORTS
- 3 UPDATE ON WHEN THE NEXT BUS WILL ARRIVE
- 4 BUS SCHEDULES / TIMETABLES / **ALTERNATE ROUTES**
- 5 SERVICE CHANGES
- 6 OTHER (Specify:_____)
- 7 TRIP PLANNER
- 8 ONEBUSAWAY
- 88 DON'T KNOW
- 99 REFUSED

CELUSE2C [ASK IF CELUSE2A = 1] What websites did you access on your [INSERT LAND3 RESPONSE] to find this information? [SELECT ALL THAT APPLY] [READ IF NEEDED]

- 1 (King County Metro's Website)
- 2 (Google / Google Maps / Google Trip Planner)
- 3 (OneBusAway Website or App)
- 4 (Bing)
- 5 OTHER (Specify:_____)
- 6 SOUND TRANSIT / PIERCE TRANSIT / OTHER TRANSIT
- 7 CALLED A PHONE NUMBER
- 88 DON'T KNOW
- 99 REFUSED

CELUSE3 [ASK IF CELUSE2A = 1] Were you satisfied or dissatisfied with your ability to get the information about Metro transit with your [INSERT LAND3 RESPONSE]? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 NO OPINION
- 4 SOMEWHAT SATISFIED
- 5 VERY SATISFIED
- 88 DON'T KNOW
- 99 REFUSED

CELUSE3A [IF CELUSE3 = 1 OR 2] Why were you dissatisfied? [MULTIPLE RESPONSE]

- 1 WEBSITE WAS TOO SLOW IN LOADING
- 2 HARD TO FIND WHAT I WAS LOOKING FOR
- 3 TOO SMALL / COULDN'T READ THE WEBSITE
- 4 SYSTEM IS ALWAYS DOWN
- 5 DIDN'T HAVE WHAT I WAS LOOKING FOR
- 6 HARD TO NAVIGATE ON A SMALL SCREEN
- 7 BAD FORMAT/COULDN'T READ
- 8 OTHER [SPECIFY:_____]
- 9 INFORMATION WAS WRONG
- 88 DON'T KNOW
- 99 REFUSED

CELUSE6 [ASK IF CELUSE2A EQ 2] Would you be likely or unlikely to use your [INSERT CELUSE1A RESPONSE] to access Metro transit information from the internet in the future? Would that be very or somewhat [LIKELY/VERY UNLIKELY]?

- 1 VERY UNLIKELY
- 2 SOMEWHAT UNLIKELY
- 3 NEITHER LIKELY NOR UNLIKELY
- 4 SOMEWHAT -LIKELY
- 5 VERY -LIKELY
- 8 DON'T KNOW
- 9 REFUSED

SOCIAL1A Do you personally use social networking sites like Twitter, Facebook, or LinkedIn?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 88 DON'T KNOW
- 99 REFUSED

SOCIAL1B [ASK IF SOCIAL1A = 1] Which of the following do you use?

ROTATE 1 – 4 [CHECK ALL THAT APPLY] [READ LIST]

- 1 Twitter
- 2 Facebook
- 3 Linked-In
- 4 MySpace
- 5 Other [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

DEMOGRAPHIC QUESTIONS

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

DEMO1 Do you have a valid driver's license?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

DEMO1A [ASK IF DEMO1 = 1] How many vehicles in working condition do you have available for your use?

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

DEMO4 Do you consider yourself? [READ LIST AND SELECT ALL THAT APPLY]

- 1 American Indian / Alaska Native,
- 2 Asian – American / Pacific-Islander,
- 3 African - American,
- 4 Hispanic (MEXICAN, MEXICAN AMERICAN, CHICANO, OR LATINO)
- 5 White / Caucasian - American, or
- 6 Another race? [SPECIFY]
- 8 DON'T KNOW
- 9 REFUSED

DEMO5 Is your total annual household income above or below \$35,000 per year?

- 1 BELOW \$35,000 PER YEAR
- 2 ABOVE \$35,000 PER YEAR [SKIP TO DEMO5B]
- 8 DK - PROBE FOR BEST ESTIMATE [SKIP TO DEMO6]
- 9 REFUSED [SKIP TO DEMO6]

DEMO5A [IF DEMO5 = 1] Would that be....?

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

DEMO5B [IF DEMO5 = 2] Would that be....?

- 1 \$35,000 up to \$55,000,
- 2 \$55,000 up to \$75,000,
- 3 \$75,000 up to \$100,000,
- 4 \$100,000 up to \$150,000, or
- 5 \$150,000 and up?
- 8 DON'T KNOW
- 9 REFUSED

DEMO6 For our records, I need to verify your telephone number. Is it... [SHOW PHONE]?

- 1 YES
- 2 NO
- 9 REFUSED

DEMO6A [IF DEMO6 = 2] What is your correct telephone number?

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

____ ENTER PHONE NUMBER
(999) 999-9999 REFUSED

LAND1 [ASK IF SAMPLE IS BASE, RIDER , AGE-TARG or CELL1 = 1] AND REF13<>1 How many landline telephone numbers are associated with this household? Do not include cellular telephone service.

[READ IF NECESSARY: By landline telephone we mean a "regular" telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

____ ENTER NUMBER [VALID RANGE: 1-98; LAND1 CANNOT = 0]
99 DON'T KNOW / REFUSED

LAND2 [ASK IF: (LAND1 > 1 IF BASE OR RIDER) OR LAND1 GE 1 IF CELL PHONE AND REF13<>1]

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

[READ IF NECESSARY: Do NOT include cellular telephone service.]

____ ENTER NUMBER [VALID RANGE: 0-98]
99 DON'T KNOW / REFUSED

DEMO7B Have you been without telephone service at your place of residence for more than three months anytime in the last year?

[READ IF NECESSARY: Do NOT include cellular telephone service]

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DON'T KNOW / REFUSED

PROGRAMMING NOTE: COMPLETE SURVEY

DEMO8 We may be doing other studies similar to this one in the future. May we call you again if we do?

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

DEMO8A May I have your first name, so we will know who to ask for?

[OPEN END]

[PROGRAMMING: NEW SECTION FOR TIMING]

THANK

- THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us.
- THANK2 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents of King County.
- THANK3 Thank you very much for answering those questions. We appreciate your cooperation.
- THANK4 That completes our survey. Thank you for your time. We appreciate your cooperation in agreeing to complete this survey.
- THANK5 Thank you very much for answering those questions. This data is really important for our survey.
- THANK6 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents 16 years of age or older.
- THANK8 Thank you for your time, but we are unable to continue without that information.