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2012 Customer Satisfaction Survey

Intercept survey of
Sound Transit riders

EMC #12-4773



Methodology



- These results are the ninth set of measurements for Sound Transit customer satisfaction. Where possible, results are compared to previous surveys conducted in 2005 – 2012.
- A total of 1,552 interviews were conducted system-wide between November 28th and December 19nd 2012 based on the size and frequency of routes.
- Data was then weighted to reflect actual distribution of ST's riders, based on annual ridership figures provided by Sound Transit. These figures are shown below.

	2005	2006	2007	2008	2009	2010	2011	2012
Express Bus: (n=603)	83%	79%	78%	78%	63%	56%	57%	55%
Tacoma Link: (n=127)	9%	7%	7%	6%	4%	4%	4%	4%
Sounder: (n=420)	8%	14%	15%	16%	11%	12%	11%	10%
Central Link: (n=403)	-	-	-	-	22%	28%	29%	31%

Overall Satisfaction



Key Findings



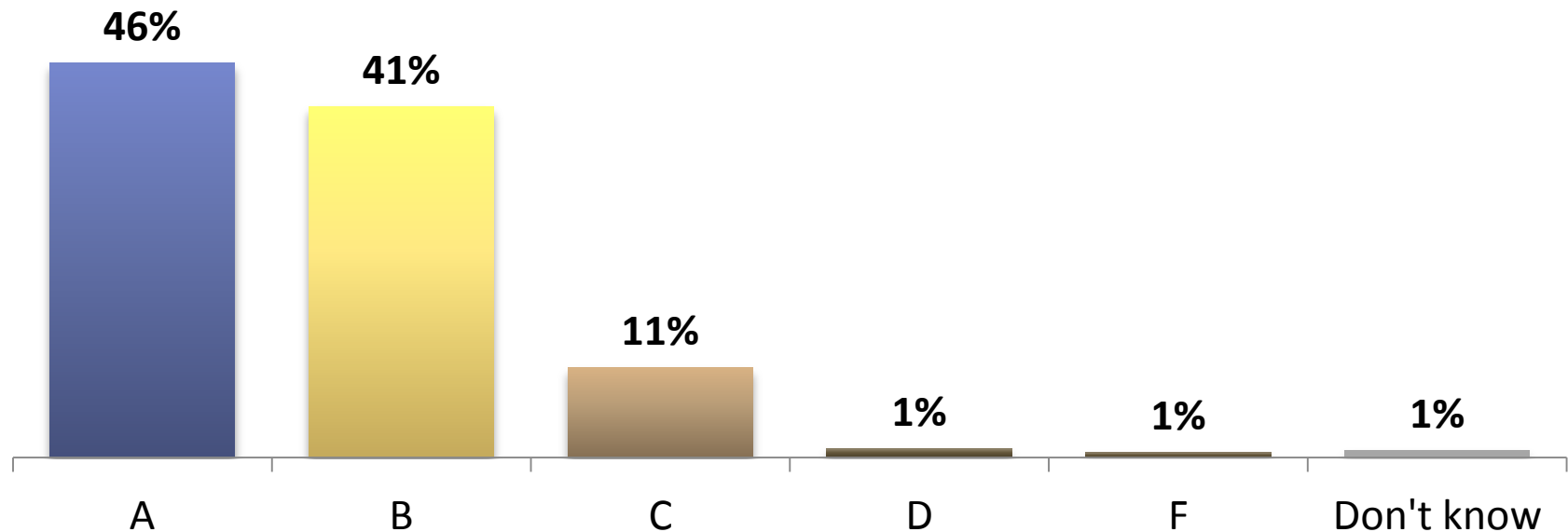
- Overall satisfaction among Sound Transit riders is consistent with last year. Nearly half of riders (46%) gave the agency an 'A' grade in 2012, compared to 48% in 2011.
- Relative to other major transit agencies, Sound Transit has very high overall customer satisfaction ratings.
- Express Bus Riders are giving slightly lower ratings. ST grades from Central Link, Sounder and Tacoma Link riders ST were either the same or higher than last year.
- For Express Bus riders, decreasing delays (8%) and increasing bus frequency (13%) are the two most mentioned suggestions for what would improve their grade of ST.
- Overall grades among South Sounder riders (53% 'A') are significantly higher than North Sounder riders (37% 'A').
- Travel time and on-time satisfaction grades continued a year-to-year decrease among Central Link riders. Among Sounder riders, both ratings improved from 2011.

2012 Sound Transit Grade Breakdown



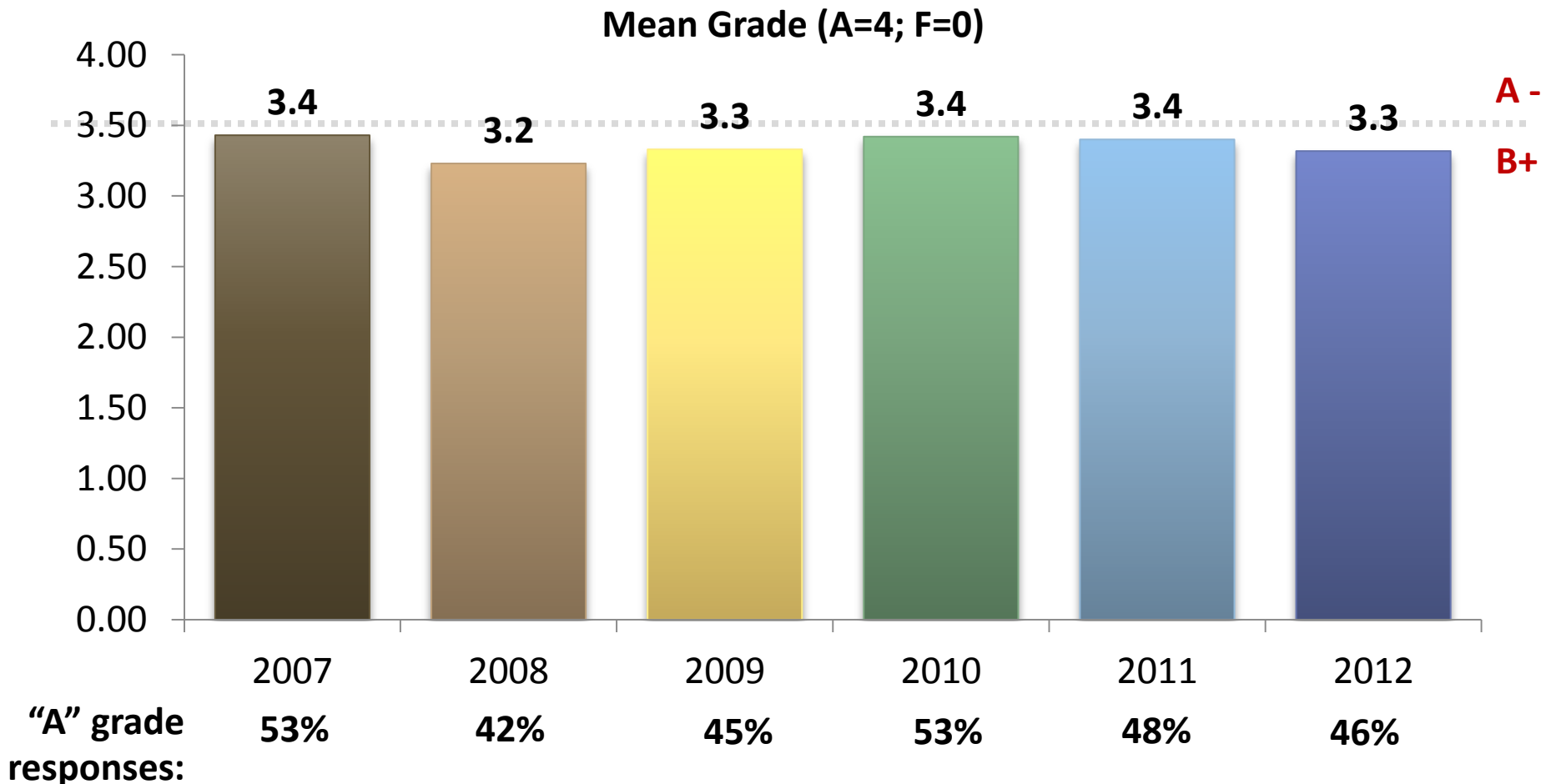
Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?

Overall Grade Breakdown



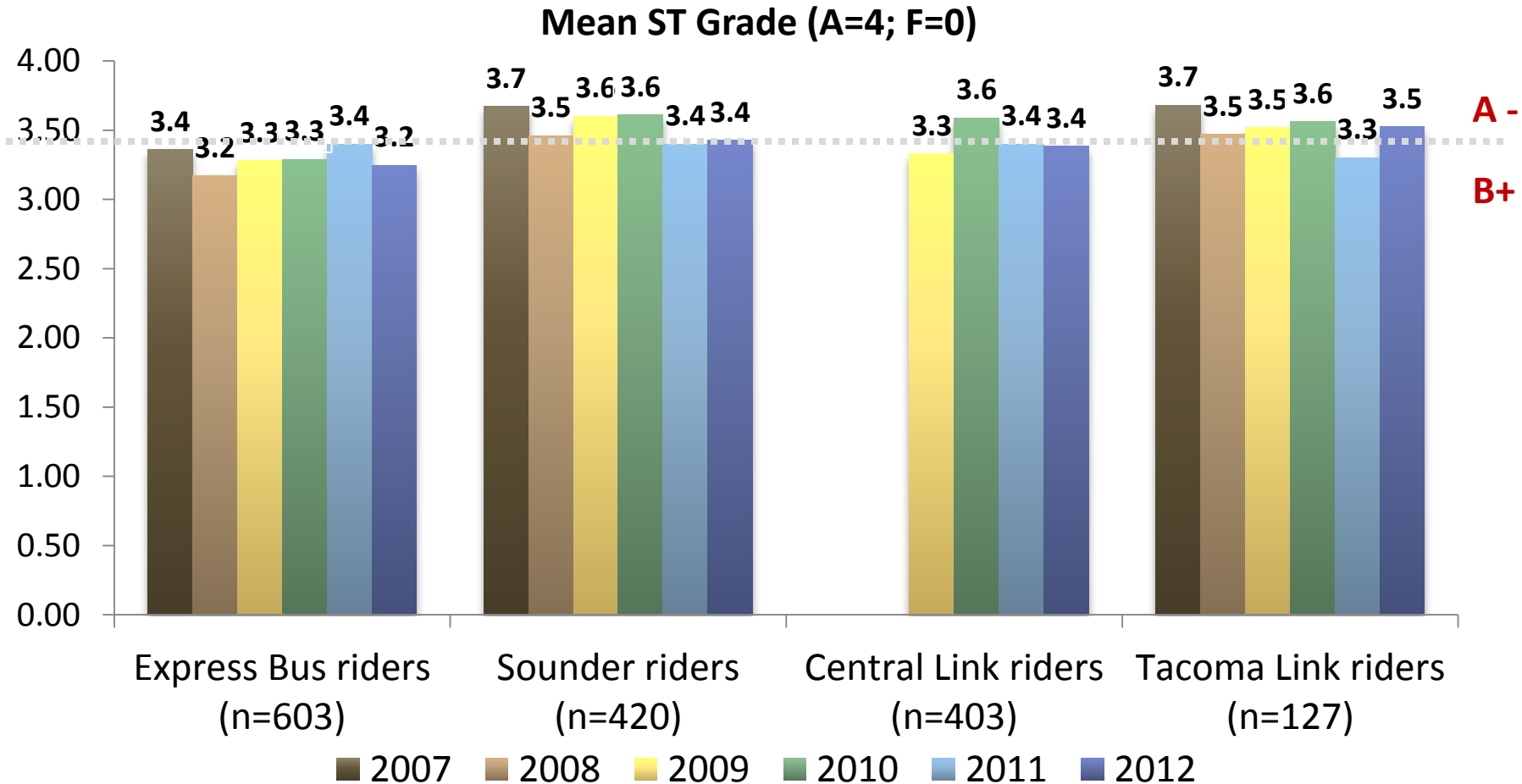
Sound Transit Grade by Year

Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?



Sound Transit Grade by Mode, by Year

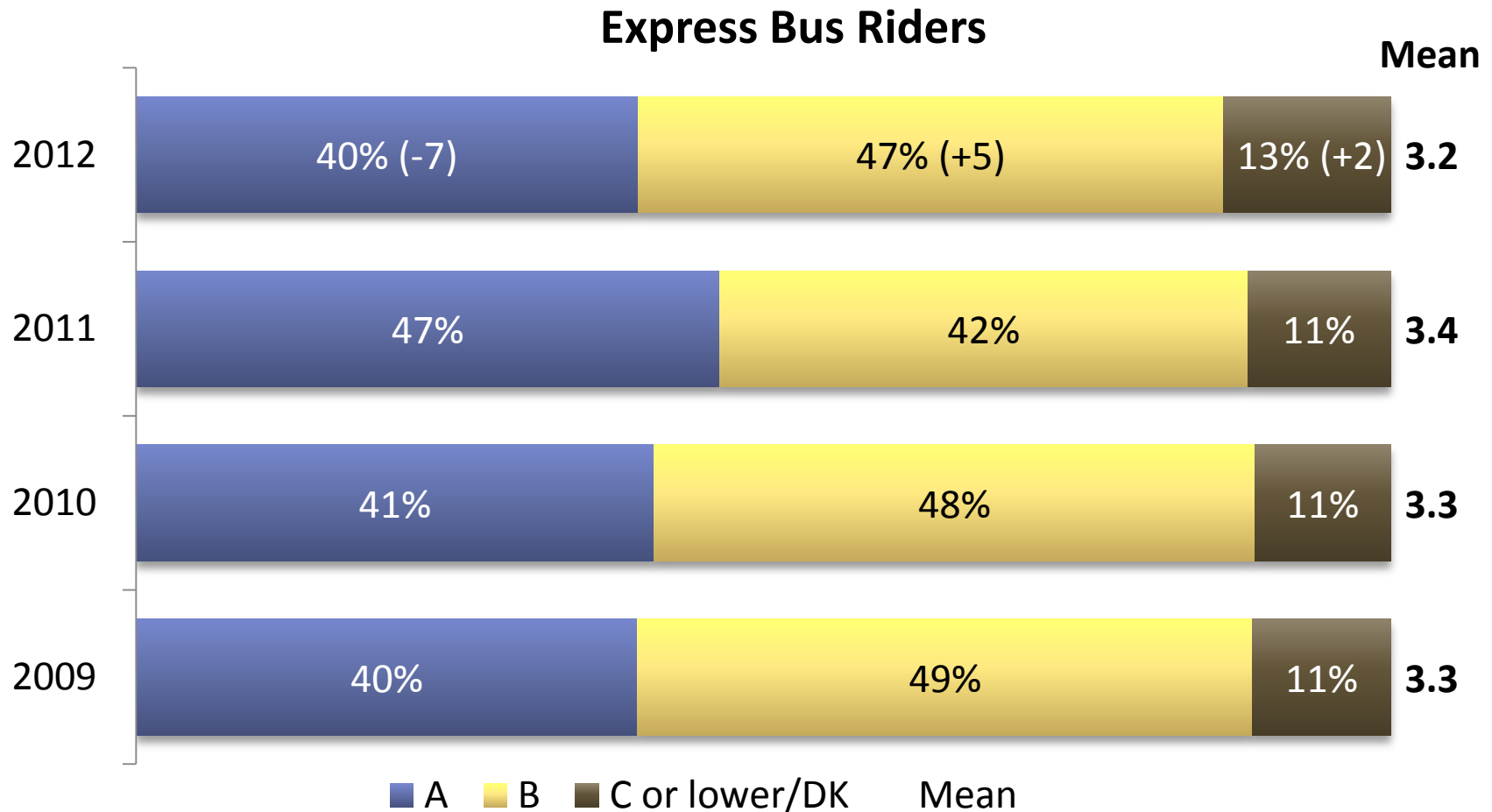
Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?



Sound Transit Grade – by Express Bus Riders

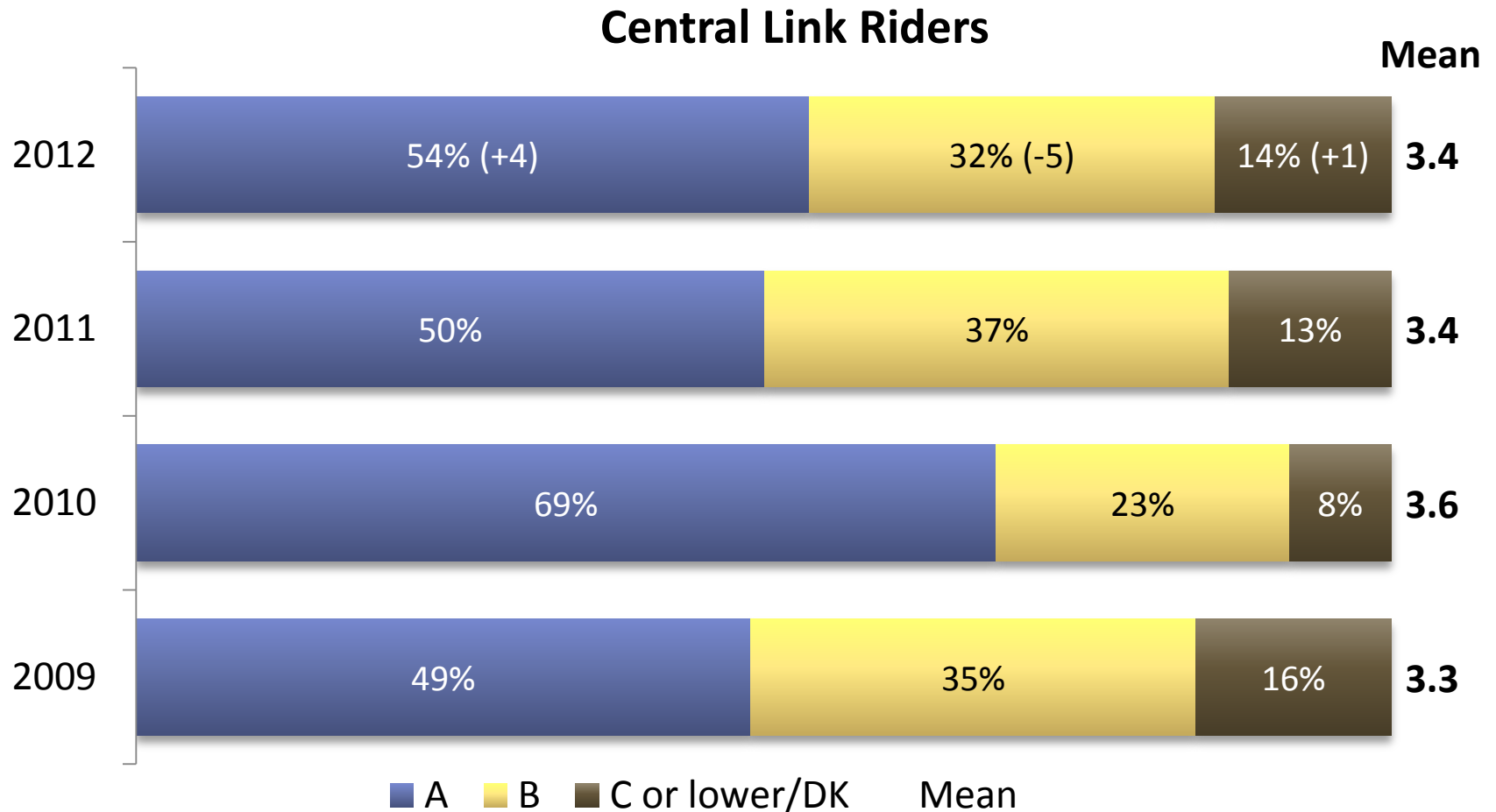


Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?



Sound Transit Grade – by Central Link Riders

Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?



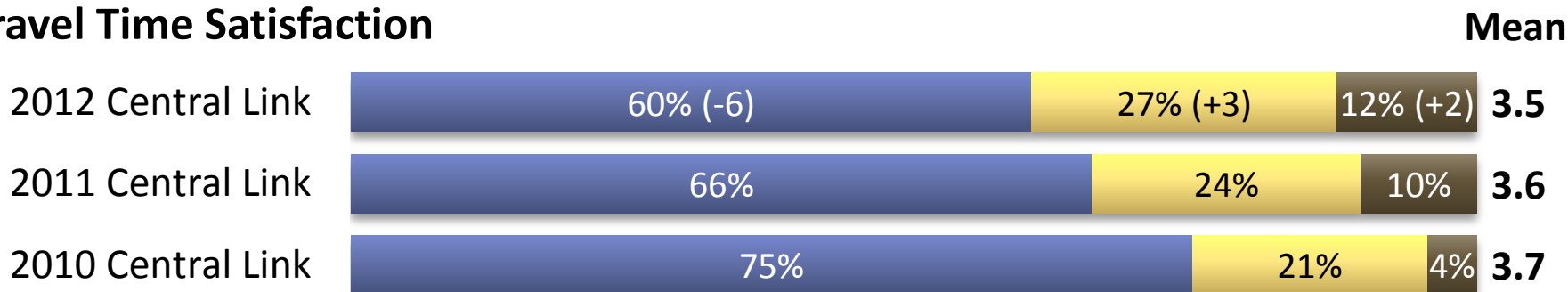
Time Satisfaction – Central Link Year-by-Year



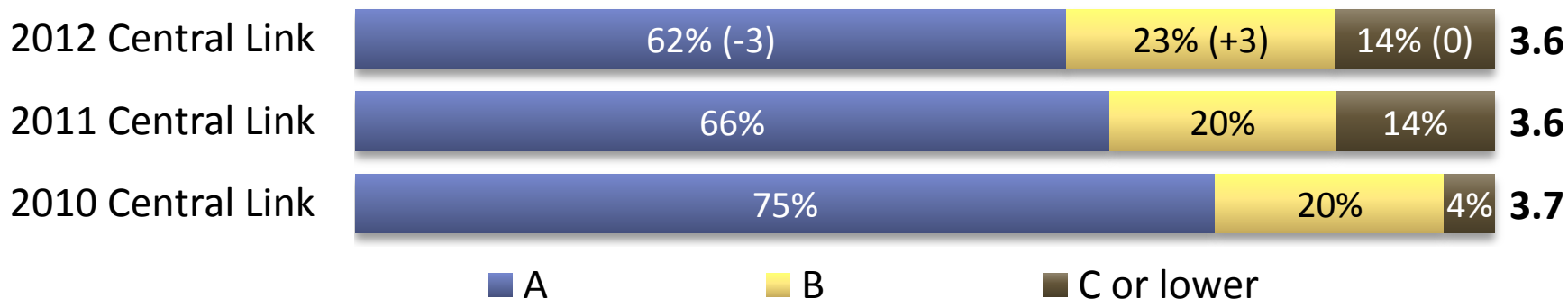
Q26. How would you grade your satisfaction with the total time it takes you to travel to your destination on this Express Bus/Sounder train/Link Light Rail?

Q27. How would you grade the on-time performance of this Express Bus/Sounder train/Link Light Rail?

Travel Time Satisfaction

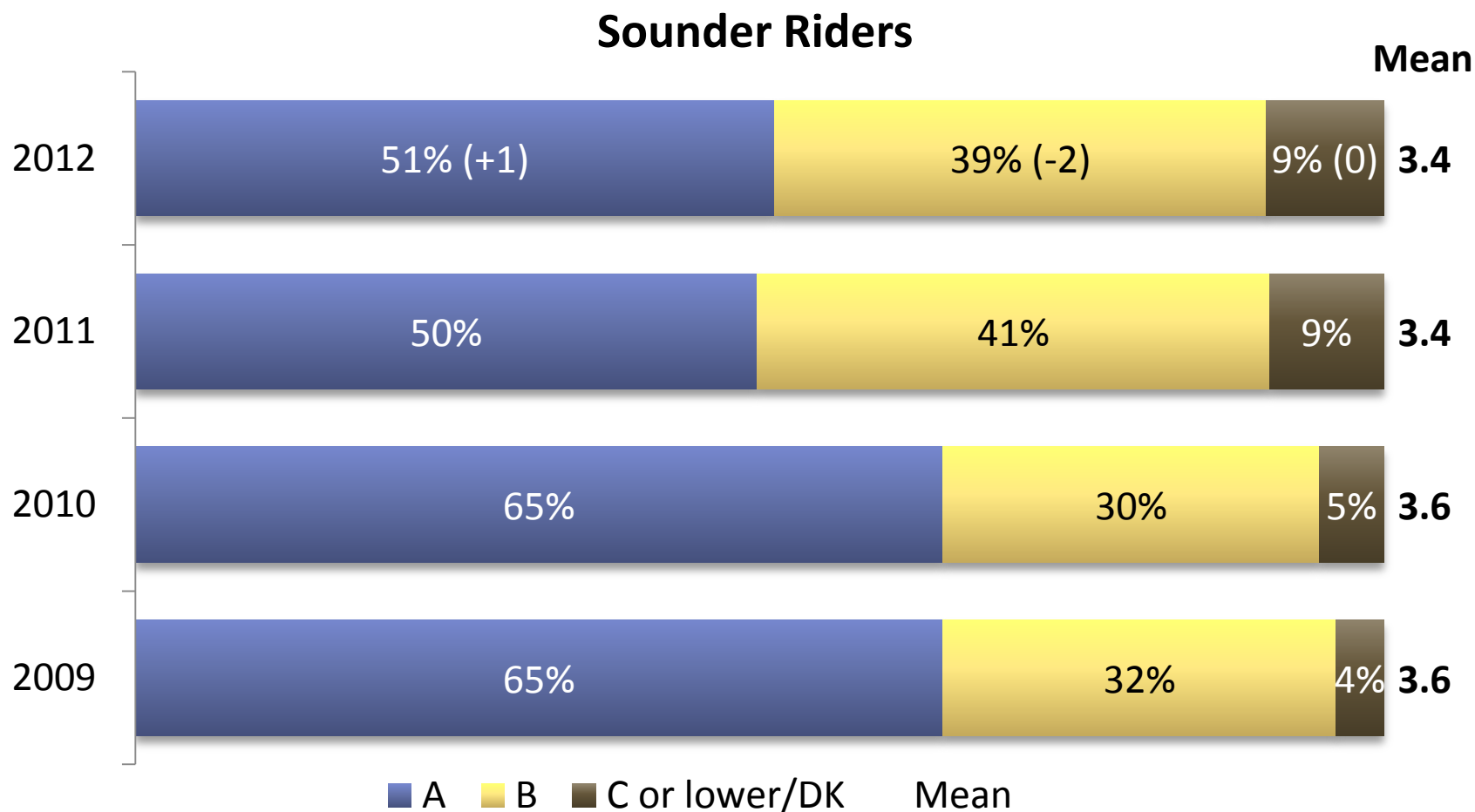


On-Time Satisfaction



Sound Transit Grade – by Sounder Riders

Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?

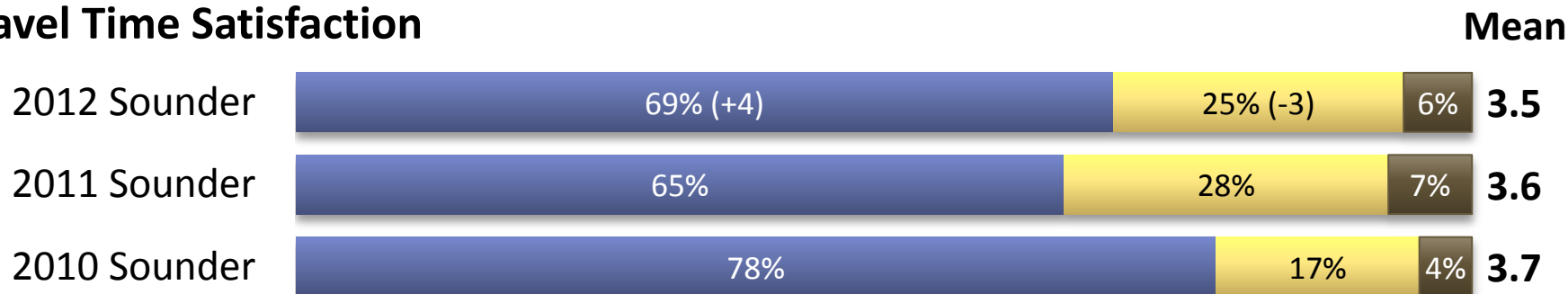


Time Satisfaction – Sounder Year-by-Year

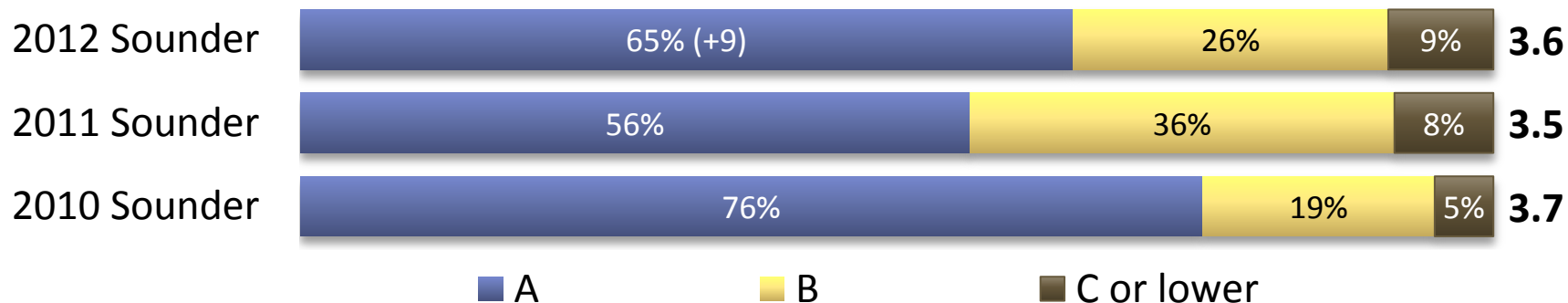
Q26. How would you grade your satisfaction with the total time it takes you to travel to your destination on this Express Bus/Sounder train/Link Light Rail?

Q27. How would you grade the on-time performance of this Express Bus/Sounder train/Link Light Rail?

Travel Time Satisfaction



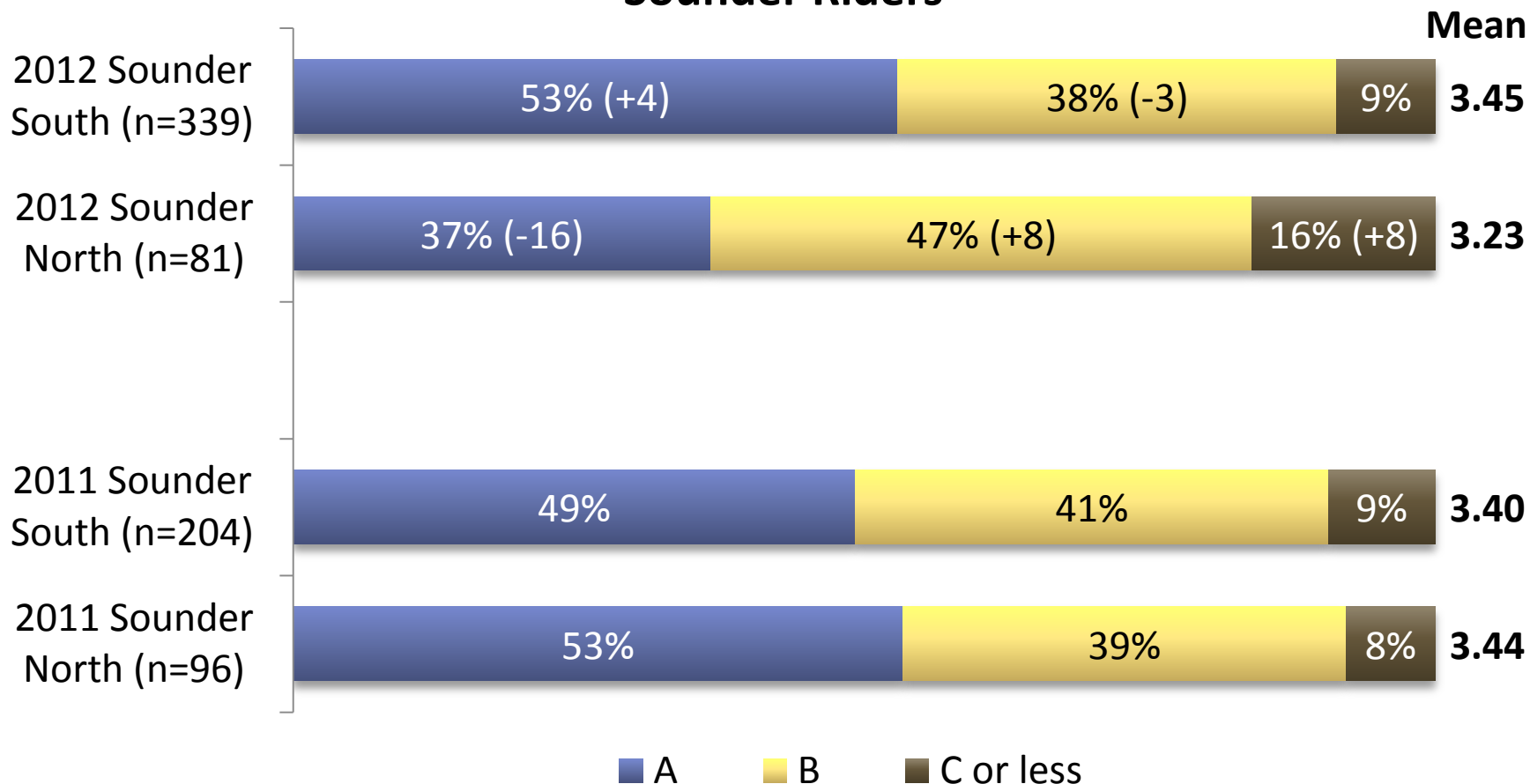
On-Time Satisfaction



ST Grade – Sounder North & South, Year by Year

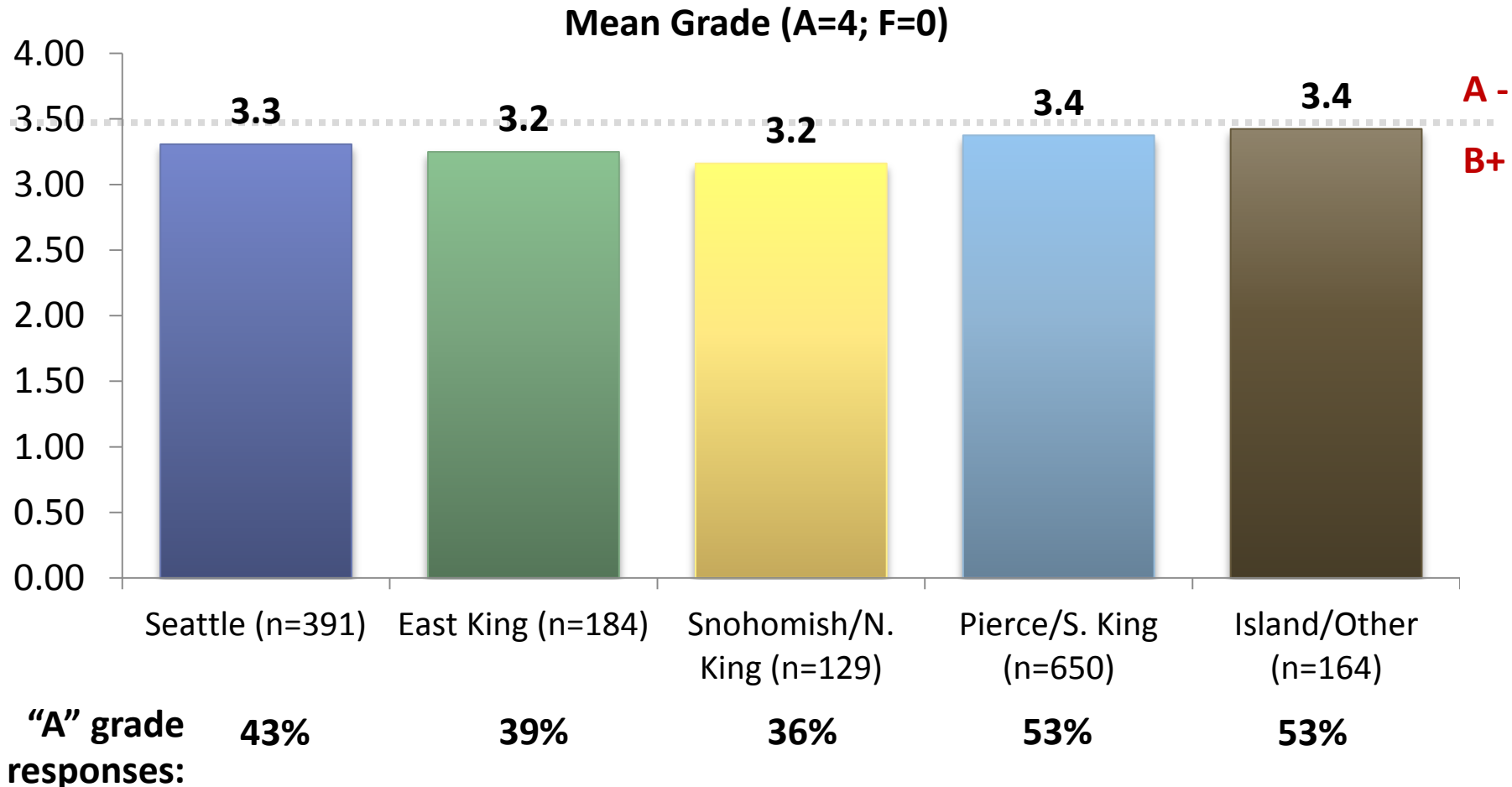
Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?

Sounder Riders



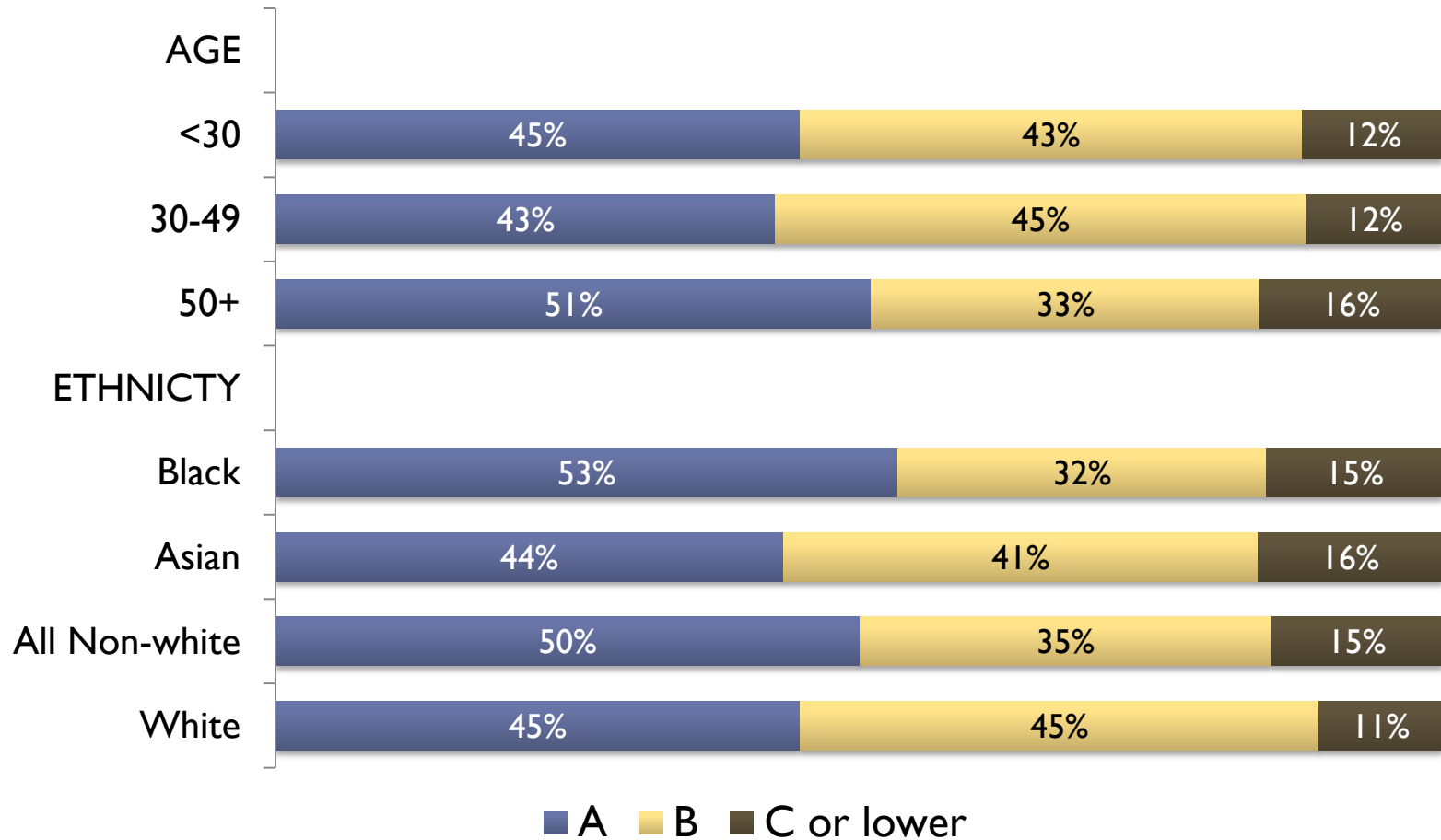
Sound Transit Grade – by Region

Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?



ST Grade by Age & Ethnicity

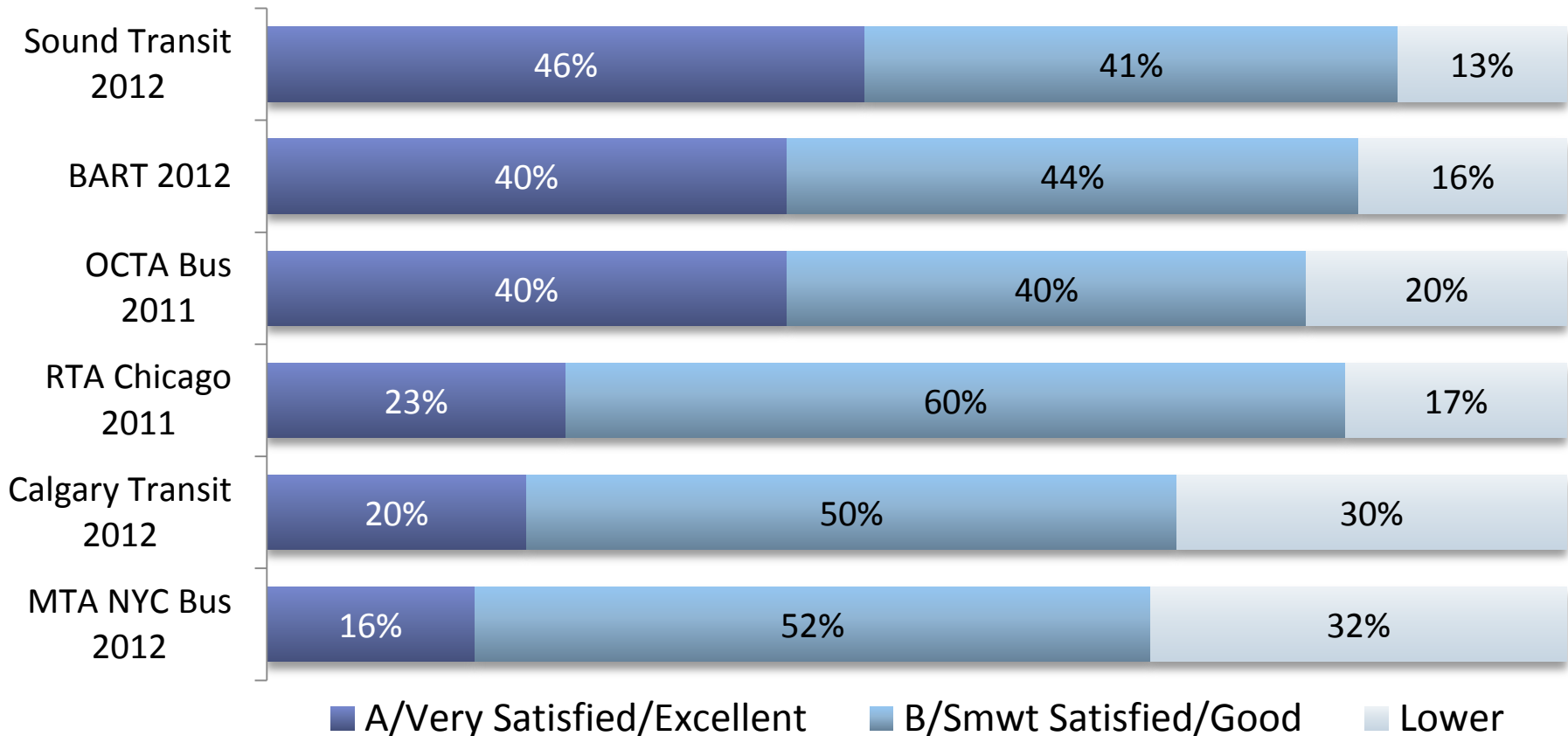
Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?



Benchmarking Against Other Agencies

Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?

Overall Satisfaction

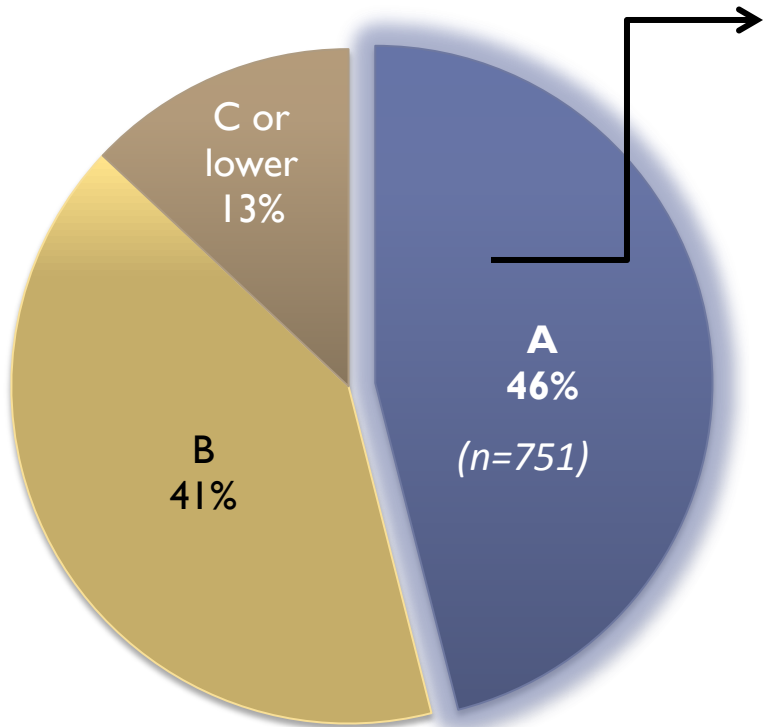


Grade Improvements



Grade in Focus: A Grade

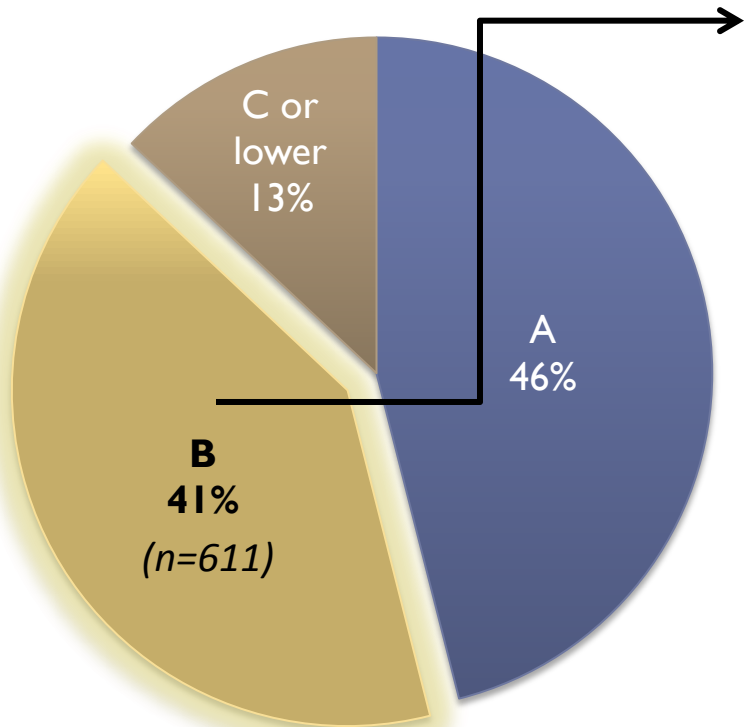
Q6. Sound Transit grade



Q7. What are your reasons for that grade?
(multiple responses; **first** response shown)

Top reasons for A grade	% of A grade
Performance Positives	38%
Reliable/ Prompt/ Runs often	24%
Fast/ Avoids traffic	7%
Clean/ Nice	5%
Friendly/ helpful operators & personnel	1%
System Positives	26%
Convenient	15%
Good coverage/ Goes to destination	7%
Comfortable/ Relaxing	3%
Affordable fare/ Free parking	1%
Safe/ Secure	1%
General/Other Positives	18%
General positives (Nice/ Fun/ No complaints)	16%
Other positives	3%

Q6. Sound Transit grade



Q7. What are your reasons for that grade?
(multiple responses; **first** response shown)

Top positive reasons for B grade

% of B
grade

Performance Positives

13%

Reliable/ Prompt/Runs often

9%

Clean/ Nice

2%

Fast/ Avoids traffic

1%

Friendly/ helpful operators & personnel

1%

System Positives

6%

Good coverage/ Goes to destination

2%

Convenient

2%

Comfortable/ Relaxing

1%

General/Other Positives

15%

General positives (Nice/ Fun/ No complaints)

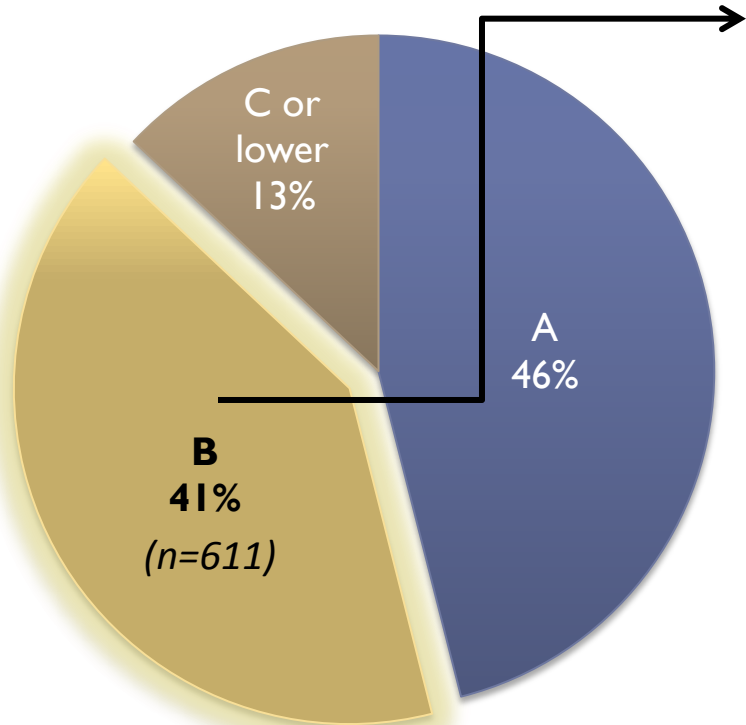
12%

Other positives

3%

Grade in Focus: B Grade

Q6. Sound Transit grade



Q7. What are your reasons for that grade?
(multiple responses; **first** response shown)

Top negative reasons for B grade

% of B
grade

Performance Negatives

14%

Late at times/ Always late

12%

Rude drivers & personnel

1%

Too early/ Doesn't wait

1%

System Negatives

21%

Improve/ Expand schedule

6%

More service/ routes/ buses

5%

Crowded/ Larger buses/trains

5%

Need more parking

2%

Slow/ Too many stops/ More express

2%

Too expensive

1%

General/Other Negatives

6%

Neutral reasons (OK/ Average)

6%

All other reasons

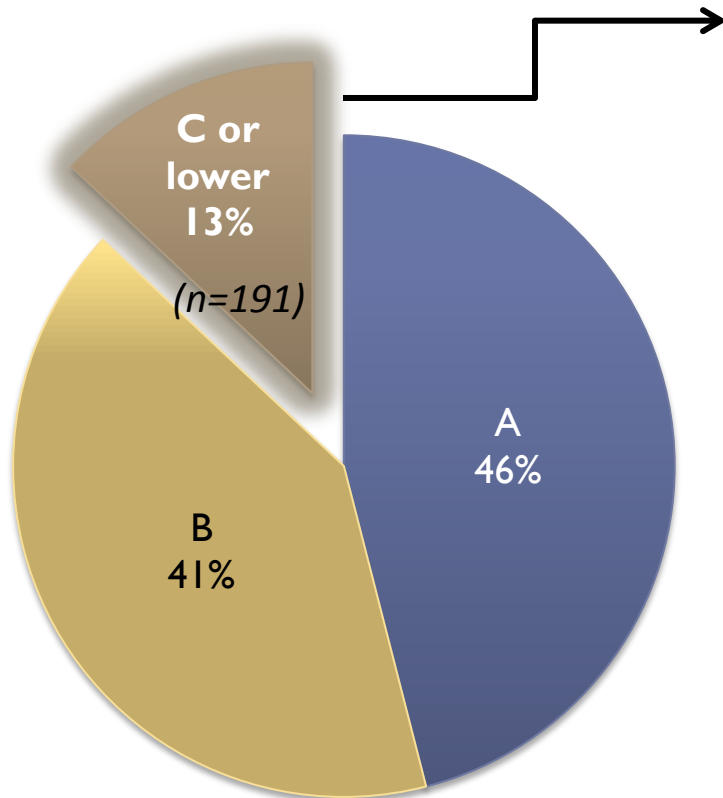
16%

None/Don't know

3%

Grade in Focus: C Grade

Q6. Sound Transit grade



Q7. What are your reasons for that grade?
(multiple responses; **first** response shown)

Top reasons for C grade or lower

% of C or lower

Performance Negatives

24%

Late at times/ Always late

18%

Rude drivers & personnel

6%

Too early/ Doesn't wait

1%

System Negatives

31%

Crowded/ Larger buses/trains

7%

Improve/ Expand schedule

6%

Too expensive

5%

Need more parking

5%

More service/ routes/ buses

4%

Slow/ Too many stops/ More express

4%

General/Other Negatives

14%

Neutral reasons (OK/ Average)

4%

All other reasons

12%

None/Don't know

4%

Improving Grade – by Rating

Q8. What could Sound Transit do to improve the grade you gave?
(multiple responses; first response shown)

Top Suggestions for improvement	Overall	A	B	C or Lower
Performance Suggestions (flexible improvements)	10%	4%	15%	19%
Be on-time/adhere to schedule/less delays	6%	2%	10%	13%
Notice/communication of problems, delays, etc.	3%	1%	4%	4%
Other performance suggestions (<2% mention)	1%	1%	1%	3%
System Suggestions (“More” investments)	43%	34%	52%	44%
Run more often/more frequent buses/trains	10%	6%	16%	9%
More routes/expand service/weekend service	7%	7%	8%	6%
Expand schedule/ Run earlier/later	4%	3%	5%	4%
Improve scheduling/coordinated schedules	4%	2%	5%	4%
More/better parking	3%	2%	4%	4%
Lower fares	2%	2%	1%	4%
Overcrowding/SRO/Larger-longer buses	2%	1%	3%	3%
Fewer stops/Direct/express routes/HOV lane	2%	2%	2%	0%
Other system suggestions (<2% mention each)	8%	7%	9%	10%
All Other suggestions	14%	12%	15%	19%
Nothing/ Don't know/ No answer	33%	50%	18%	17%

Improving Grade – by Service

Q8. What could Sound Transit do to improve the grade you gave?
(multiple responses; ***first*** response shown)

<i>Top Suggestions for improvement</i>	Exp. Bus	Souder South	Souder North	Central Link	Tacoma Link
Performance suggestions (flexible improvements)	12%	11%	8%	8%	5%
Be on-time/adhere to schedule/less delays	8%	6%	5%	4%	2%
Notice/communication of problems, delay, etc.	2%	4%	3%	3%	1%
Other performance suggestions (<2% mention)	2%	1%	0%	1%	2%
System Suggestions (“More” investments)	45%	54%	51%	35%	41%
Run more often/more frequent buses/trains	13%	18%	15%	4%	7%
More routes/expand service/weekend service	6%	6%	5%	8%	15%
Expand schedule/ Run earlier/later	3%	8%	9%	3%	7%
Improve scheduling/coordinated schedules	5%	3%	1%	2%	1%
More/better parking	2%	7%	5%	3%	1%
Lower fares	2%	0%	0%	4%	1%
Overcrowding/SRO/Larger-longer buses	3%	2%	0%	1%	2%
Fewer stops/Direct/express routes/HOV lane	2%	0%	0%	2%	2%
Other system suggestions (<2% mention each)	9%	9%	15%	7%	6%
All Other suggestions	14%	8%	19%	16%	12%
Nothing/ Don't know/ No answer	29%	27%	23%	41%	43%

Improving Grade – by Region

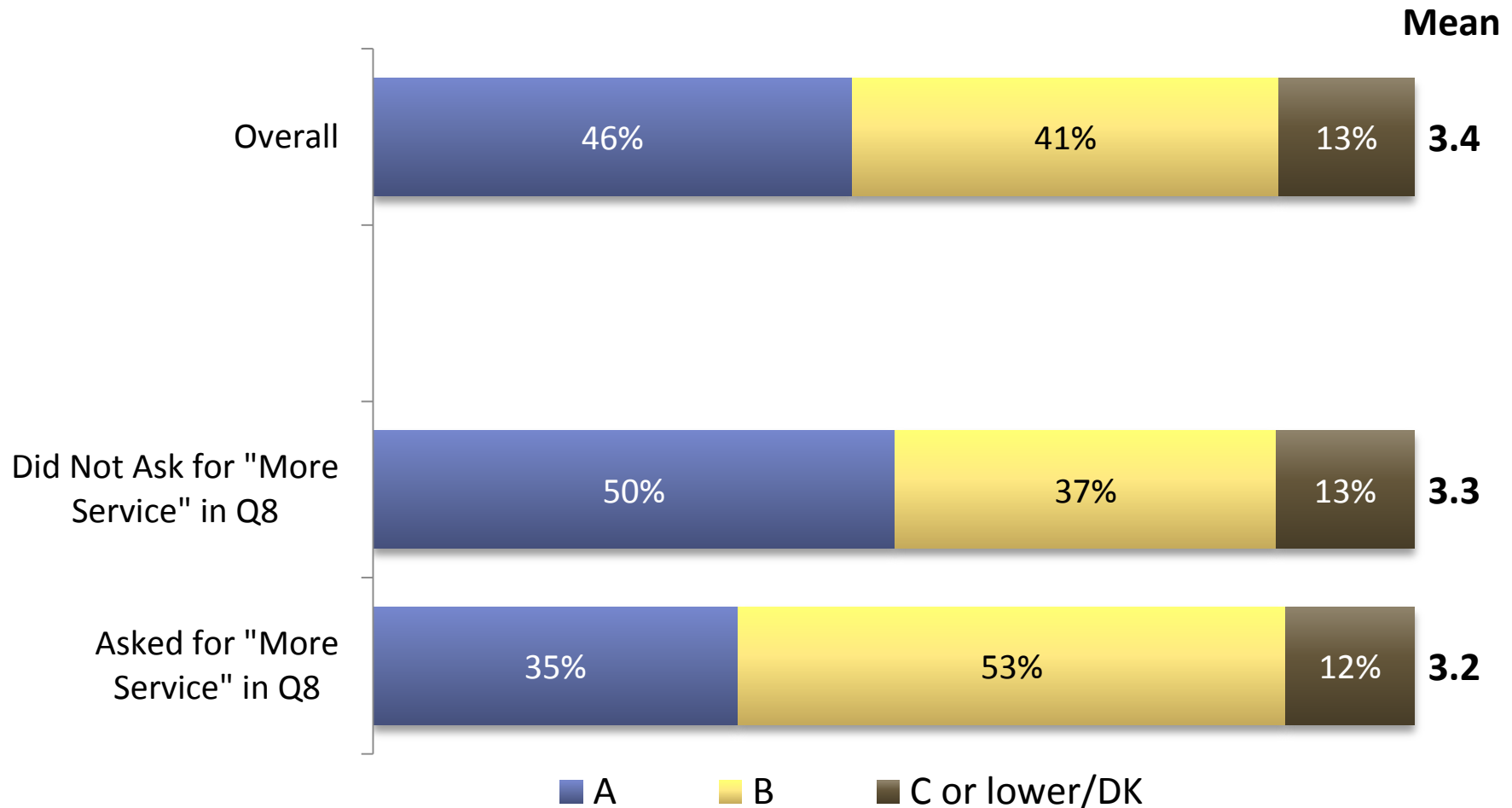


Q8. What could Sound Transit do to improve the grade you gave?
(multiple responses; ***first*** response shown)

<i>Top Suggestions for improvement</i>	Seattle	East King	Snohomish /N. King	Pierce/ S. King	Island/ Other
Performance suggestions (flexible improvements)	11%	13%	14%	9%	8%
Be on-time/adhere to schedule/less delays	7%	7%	7%	5%	7%
Notice/communication of problems, delay, etc.	3%	2%	4%	3%	1%
Other performance suggestions (<2% mention)	1%	3%	3%	1%	1%
System Suggestions (“More” investments)	41%	46%	47%	44%	37%
Run more often/more frequent buses/trains	10%	17%	13%	9%	6%
More routes/expand service/weekend service	9%	4%	10%	7%	6%
Expand schedule/ Run earlier/later	4%	2%	2%	5%	3%
Improve scheduling/coordinated schedules	3%	5%	6%	3%	1%
More/better parking	1%	4%	6%	5%	1%
Lower fares	3%	0%	2%	2%	3%
Overcrowding/SRO/Larger-longer buses	1%	2%	0%	4%	2%
Fewer stops/Direct/express routes/HOV lane	3%	2%	0%	2%	3%
Other system suggestions (<2% mention each)	7%	9%	8%	7%	10%
All Other suggestions	15%	17%	11%	10%	18%
Nothing/ Don't know/ No answer	29%	25%	27%	36%	38%

ST Grade – “More Service” Excluded

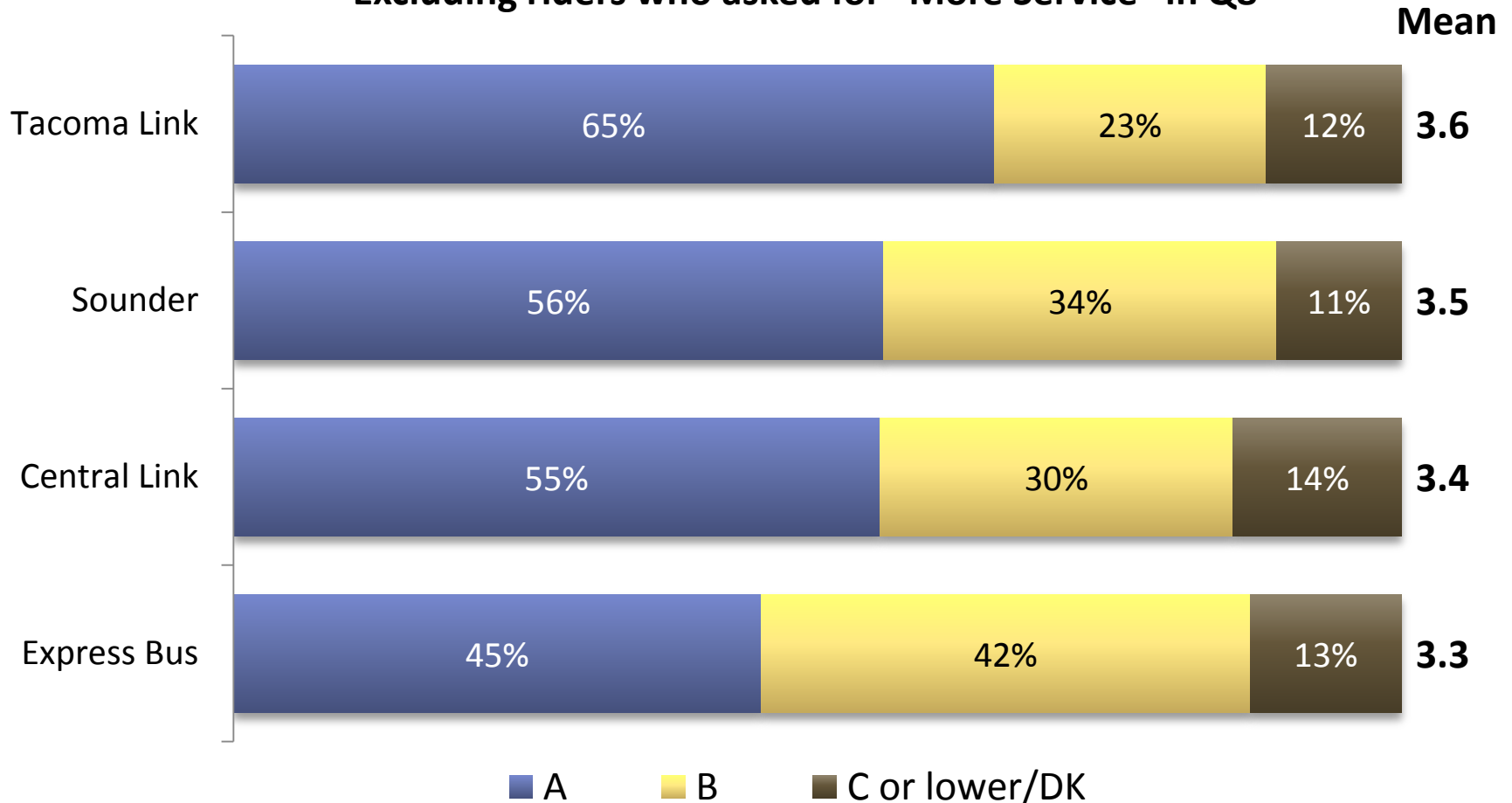
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ST Grade – “More Service” Excluded

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Excluding riders who asked for “More Service” in Q8

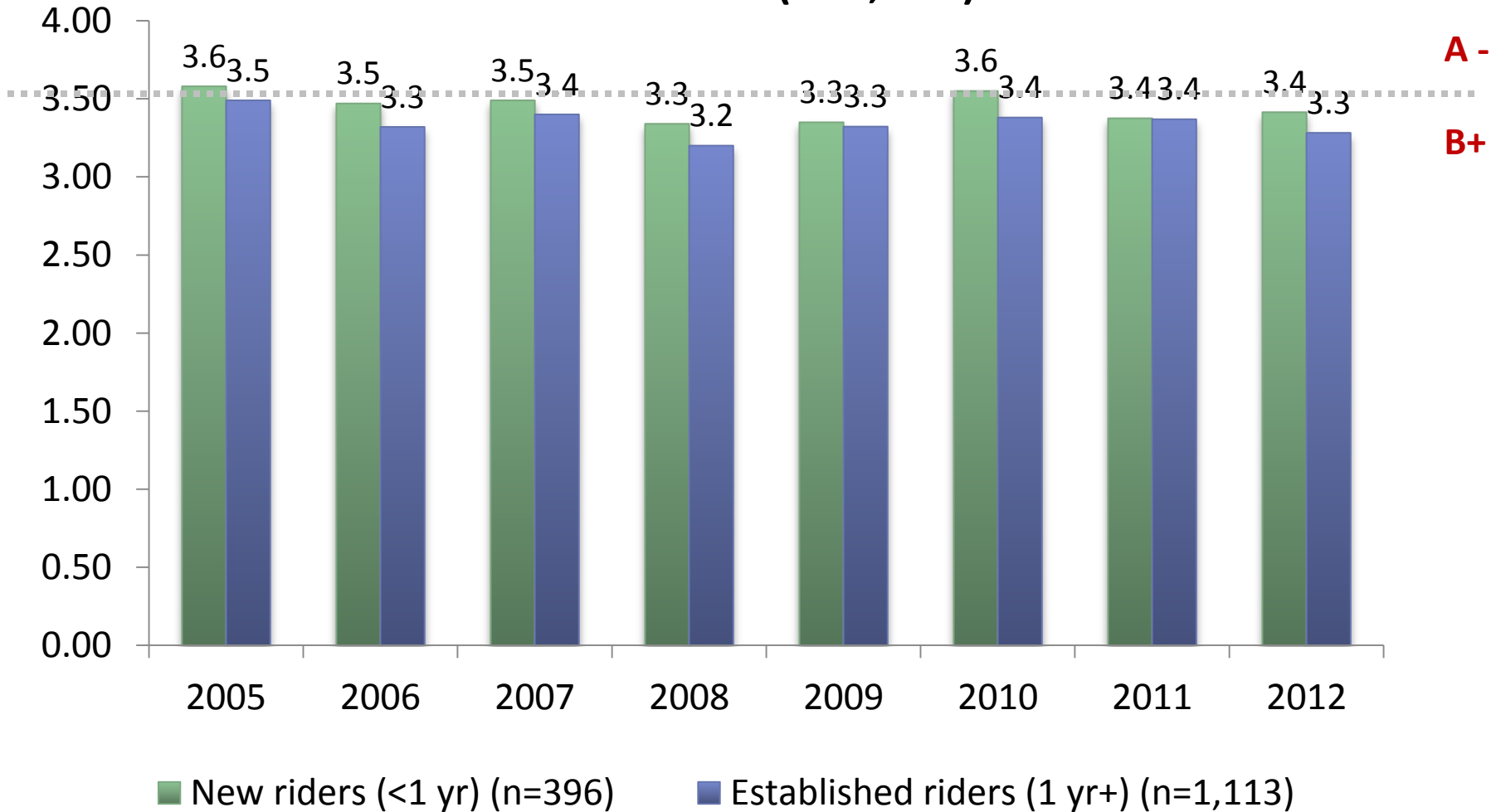


New & Established Riders



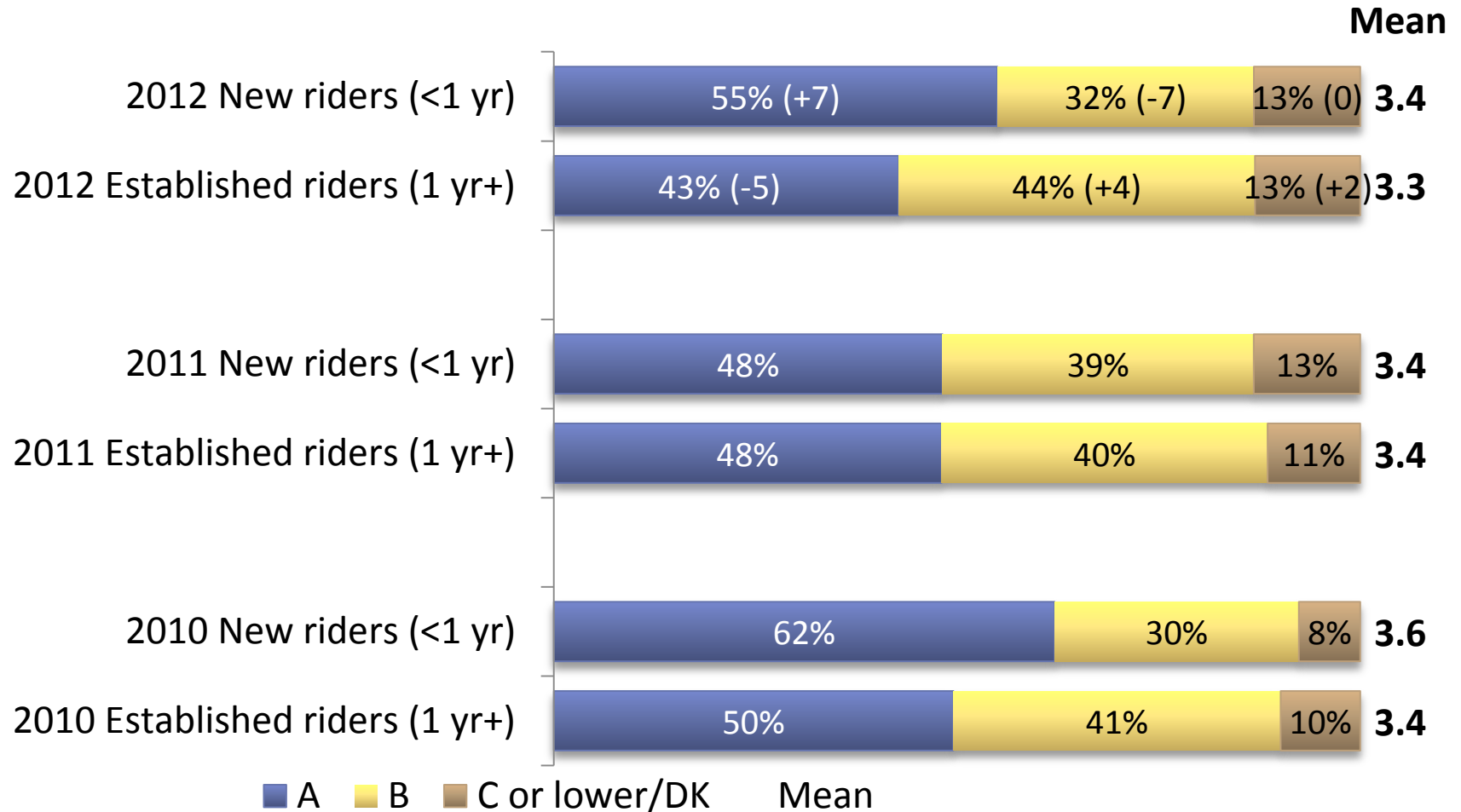
ST Grade by Length of Ridership

Mean ST Grade (A=4; F=0)



ST Grade by Length of Ridership

Q6. If you were giving Sound Transit an overall report card, where A means excellent, C means average, and F means failing, what overall grade would you give them?



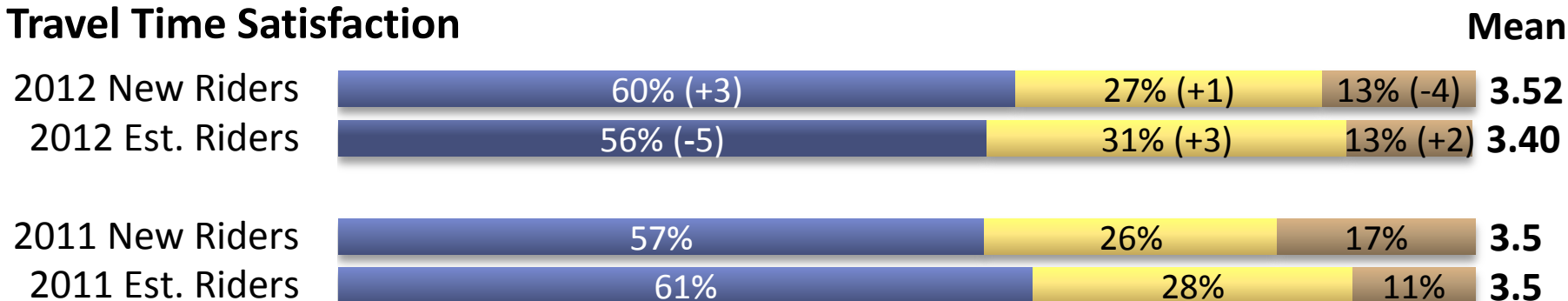
Travel Time & On-Time Satisfaction



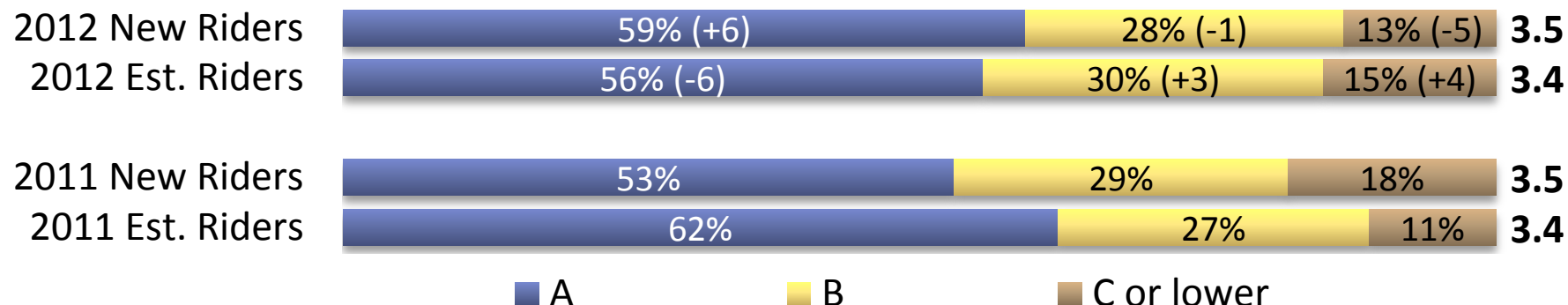
Q26. How would you grade your satisfaction with the total time it takes you to travel to your destination on this Express Bus/Sounder train/Link Light Rail?

Q27. How would you grade the on-time performance of this Express Bus/Sounder train/Link Light Rail?

Travel Time Satisfaction

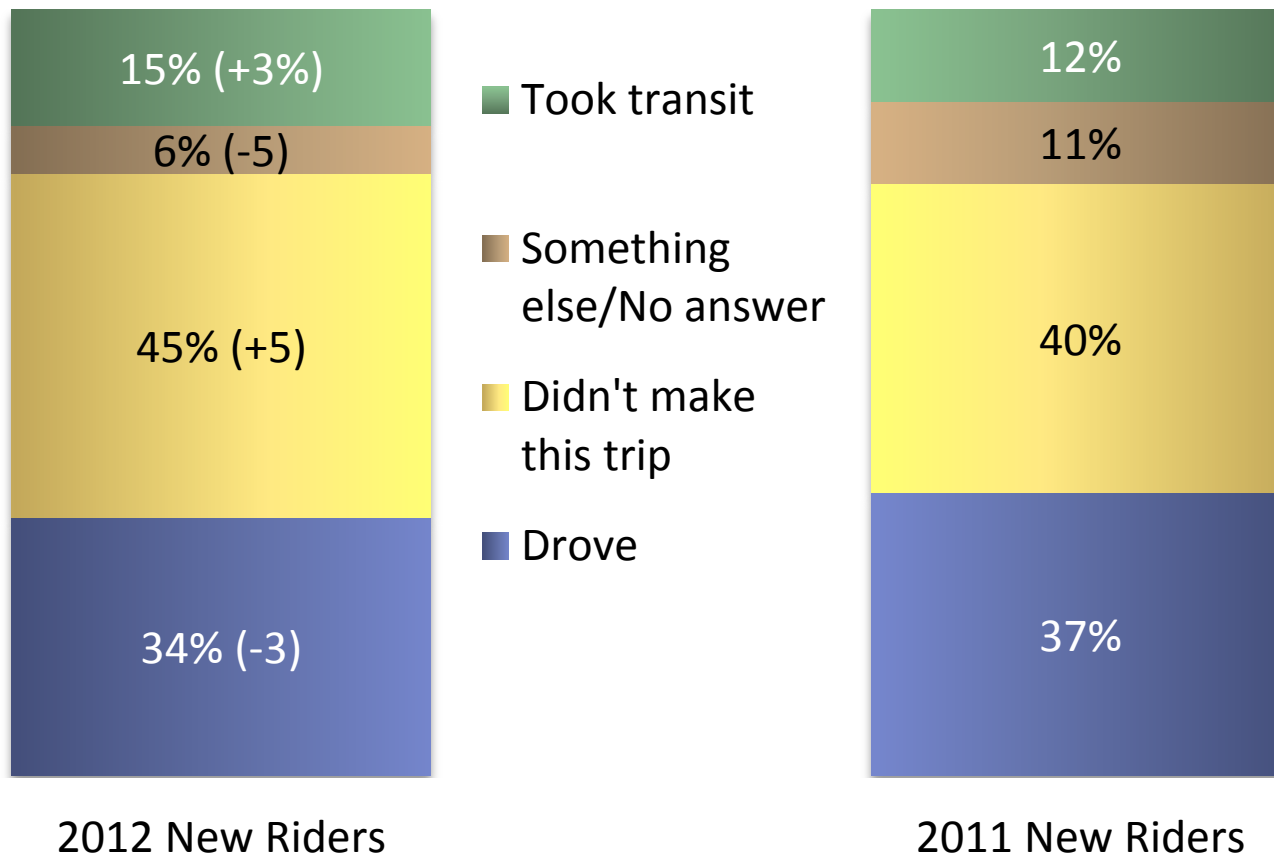


On-Time Satisfaction



Q16. Before you started riding Express Bus/ LR/ Sounder, how did you usually make this trip?
(multiple responses; first response shown)

New ST Riders (<1 year)



Reasons for Riding



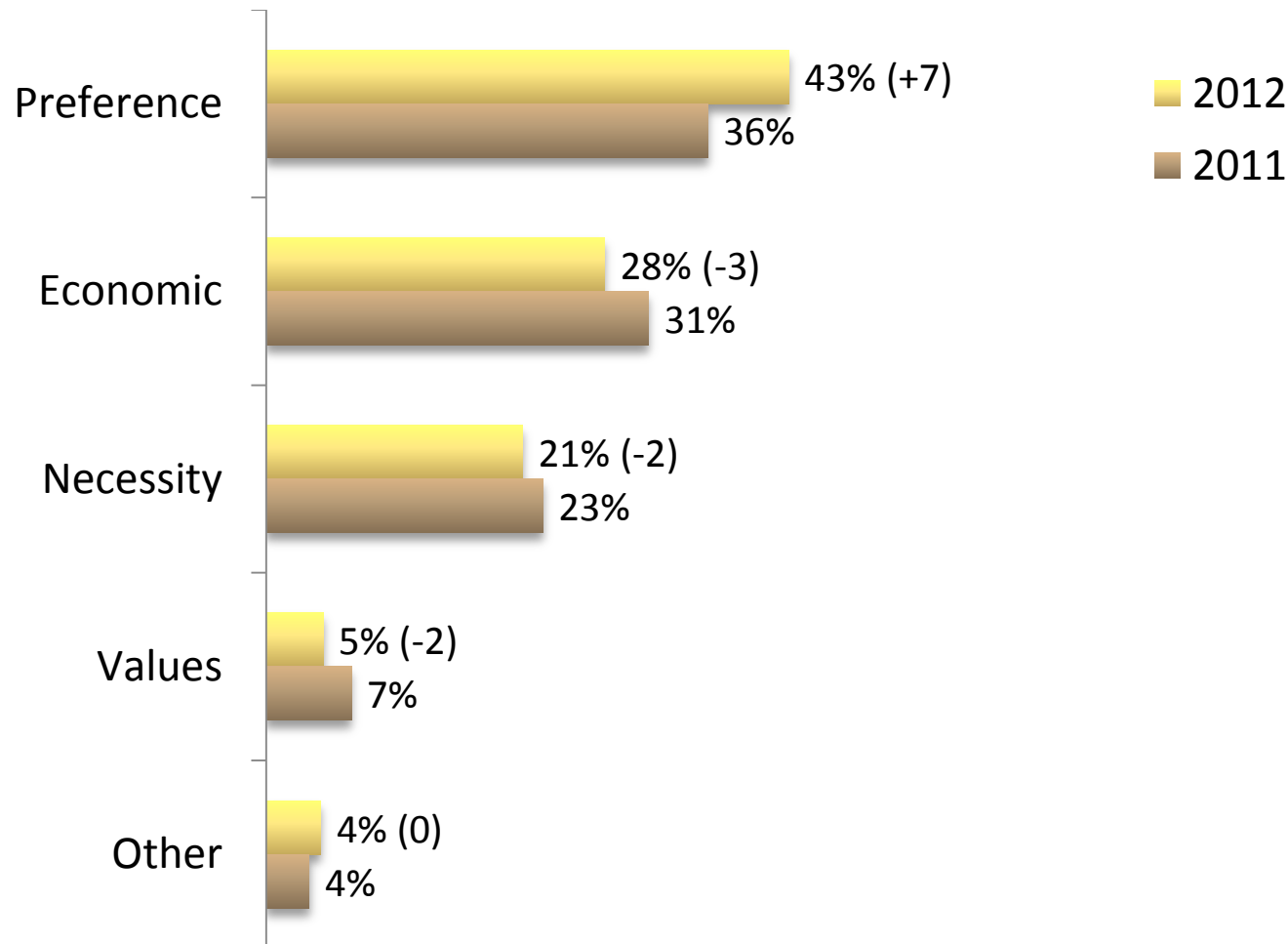
Reasons for Riding – by Service

Q14. What are the main reasons you use this Sound Transit Express Bus/Train instead of getting to your destination some other way? (multiple responses; **first** response shown)

Top Mentions	Overall	Express Bus	Souder	Central Link	Tacoma Link
Preference	43%	40%	48%	45%	39%
More convenient	20%	15%	22%	27%	22%
Faster	14%	15%	13%	14%	9%
Less stressful/More relaxing	4%	7%	11%	3%	2%
It's fun	1%	1%	0%	1%	7%
Economic	28%	28%	34%	25%	20%
Cheaper	20%	21%	22%	19%	17%
Work/school pays	4%	5%	5%	4%	2%
Gas prices	3%	3%	6%	2%	1%
Necessity	21%	23%	8%	19%	34%
No car	15%	18%	5%	13%	8%
No parking	6%	5%	3%	6%	26%
Values	5%	3%	8%	7%	2%
Helps environment	2%	2%	2%	3%	1%
Reduces traffic	2%	1%	6%	4%	2%
Other	6%	7%	4%	4%	5%

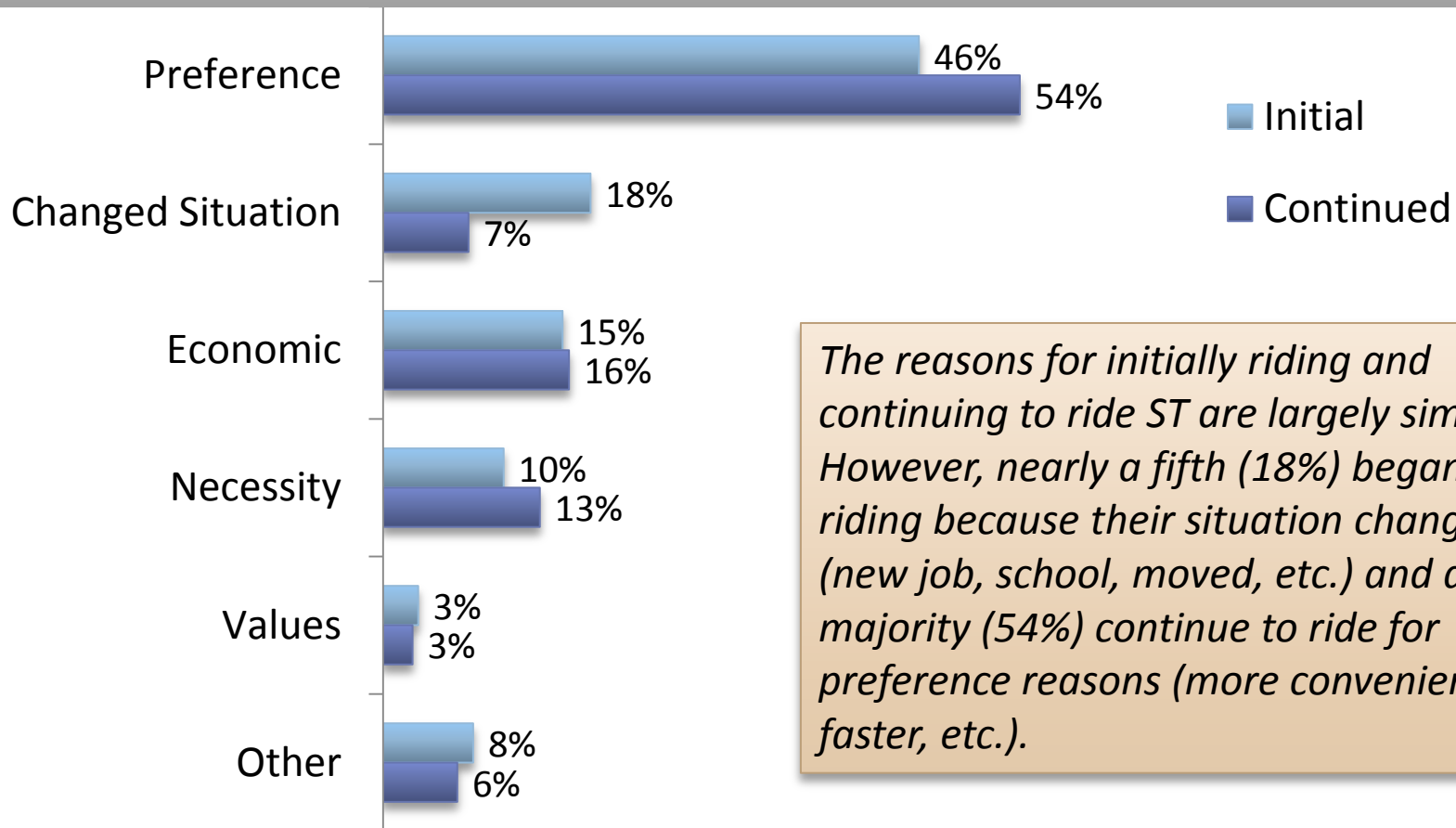
Reasons for Riding – Overall, Year by Year

Q14. What are the main reasons you use this Sound Transit Express Bus/Train instead of getting to your destination some other way? (multiple responses; **first** response shown)



Reasons for Riding – Initial vs. Continued

Q17. What are the main reasons you **started riding** Express Bus/Link/Souder?
&
Q17A. What are the main reasons you **continue to ride** Express Bus/Link/Souder?
(multiple responses; **first** response shown)



The reasons for initially riding and continuing to ride ST are largely similar. However, nearly a fifth (18%) began riding because their situation changed (new job, school, moved, etc.) and a majority (54%) continue to ride for preference reasons (more convenient, faster, etc.).

Initial Reasons for Riding

Q17. What are the main reasons you **started riding** Express Bus/Link/Sounder?
(multiple responses; **first** response shown)

Top mentions (>1%)	Overall	Express Bus	Sounder	Central Link	Tacoma Link
Preference reasons	45%	41%	42%	54%	43%
More convenient	26%	24%	20%	32%	35%
Faster	11%	11%	8%	12%	2%
Better than bus	2%	1%	4%	3%	1%
Don't want to drive	2%	2%	5%	2%	0%
More relaxing/Less stressful	2%	2%	4%	2%	1%
It's fun	2%	1%	2%	3%	4%
Changed situation (new job, school, etc.)	19%	21%	27%	13%	13%
Economic (cheaper, save on gas)	15%	16%	18%	13%	20%
No car	7%	9%	3%	5%	4%
No parking	2%	2%	2%	2%	9%
Values (Reduce traffic/Help environment)	3%	3%	4%	3%	2%
Other	7%	7%	4%	8%	9%

Continued Reasons for Riding

Q17A. What are the main reasons you **continue to ride** Express Bus/Link/Sounder?
(multiple responses; **first** response shown)

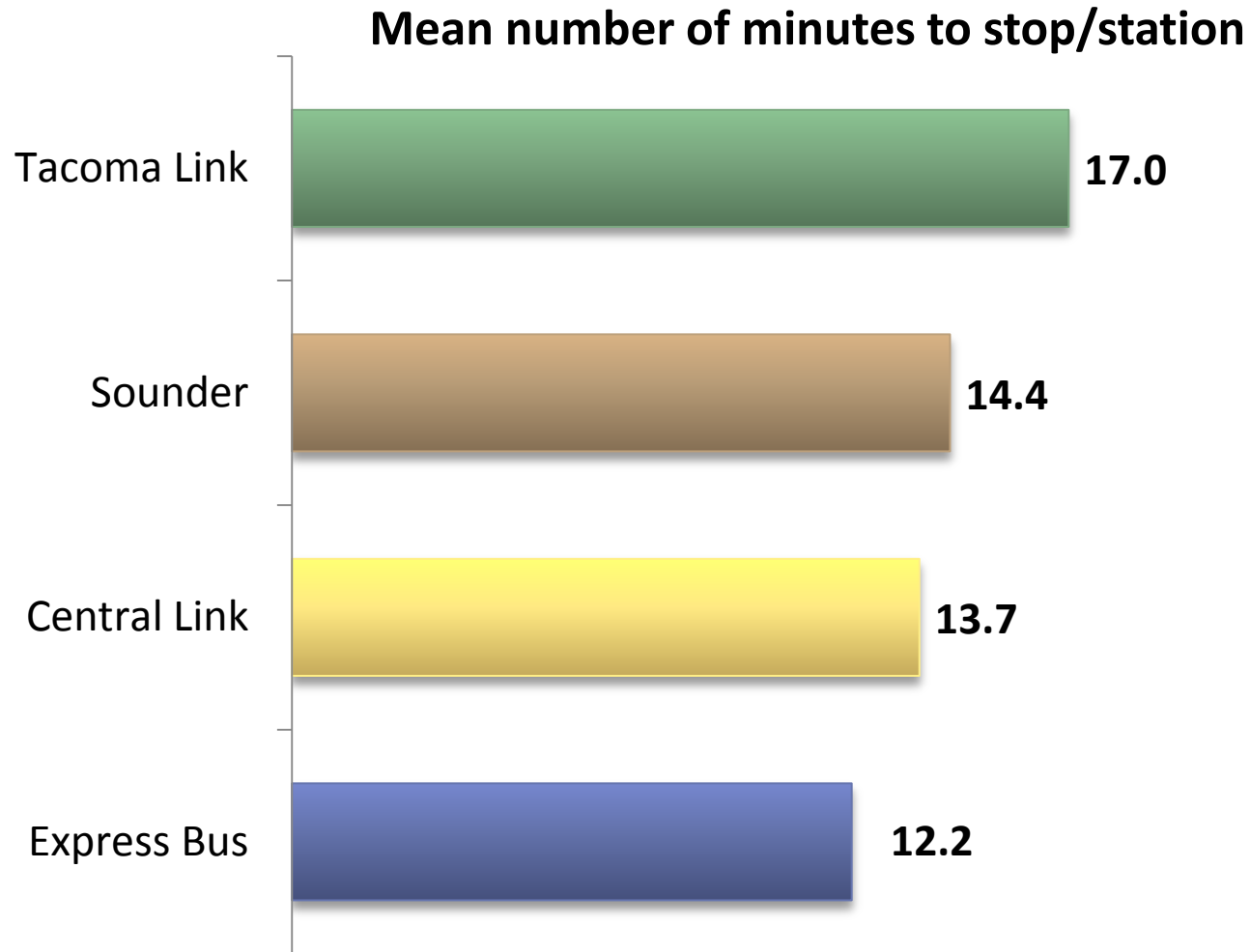
Top mentions (>1%)	Overall	Express Bus	Sounder	Central Link	Tacoma Link
Preference	54%	49%	61%	61%	44%
More convenient	35%	32%	32%	41%	34%
Faster	8%	7%	13%	10%	4%
Better than bus	1%	1%	1%	2%	1%
Don't want to drive	2%	3%	5%	2%	0%
More relaxing/Less stressful	4%	4%	6%	3%	1%
It's fun	4%	4%	4%	4%	5%
Changed situation (new job, school, etc.)	8%	9%	8%	4%	9%
Economic (cheaper, save on gas)	16%	16%	18%	14%	21%
No car	11%	15%	4%	8%	11%
No parking	2%	2%	2%	2%	6%
Values (Reduce traffic/Help environment)	3%	3%	4%	2%	1%
Other	5%	4%	3%	8%	7%

Commute Behavior



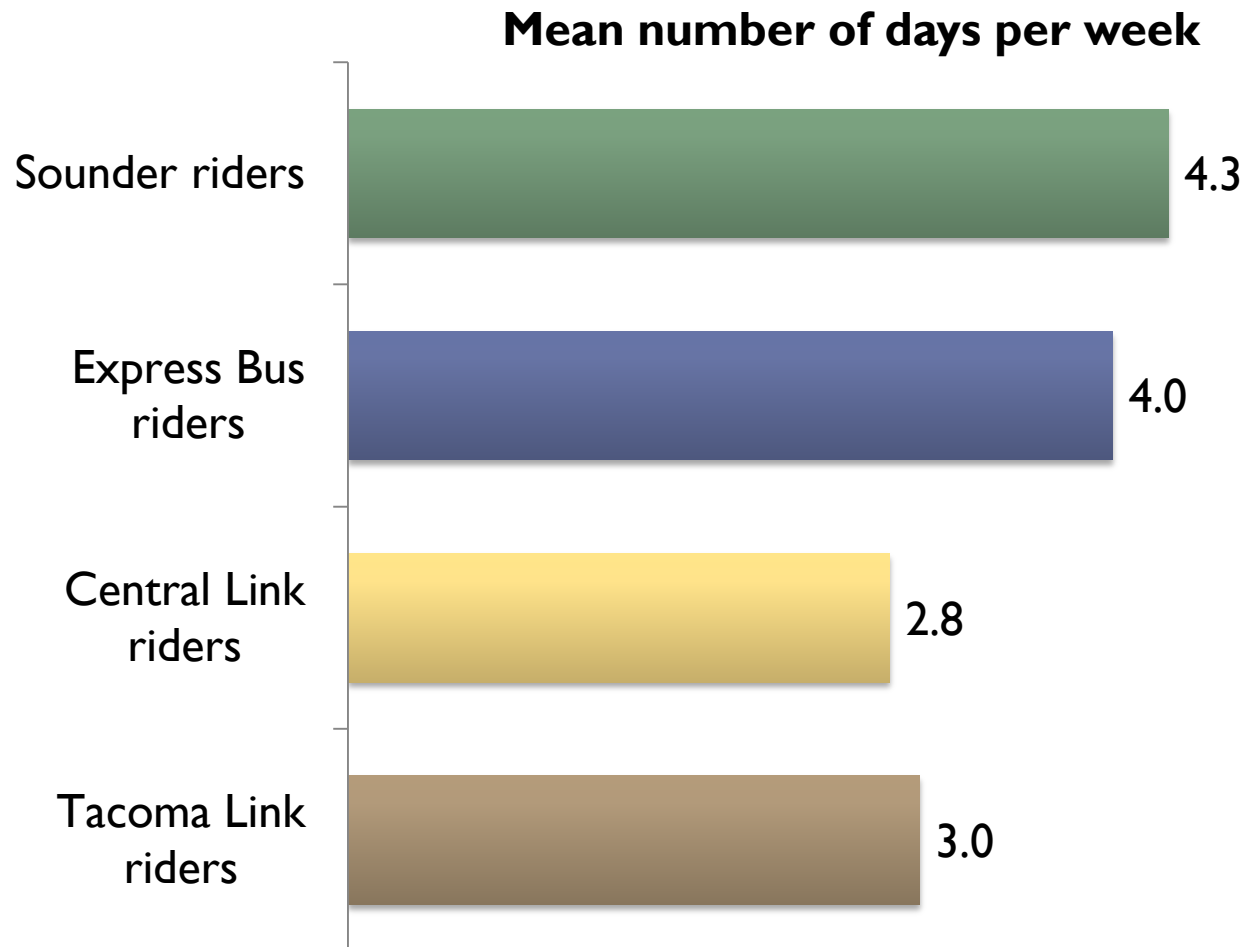
Average Time to Stop/Station

Q10. How many minutes does it typically take to get from your home to the closest stop/station?



Frequency of Trip

Q13. In an average seven day week, how many days do you take this trip, or do you ride less than once a week?

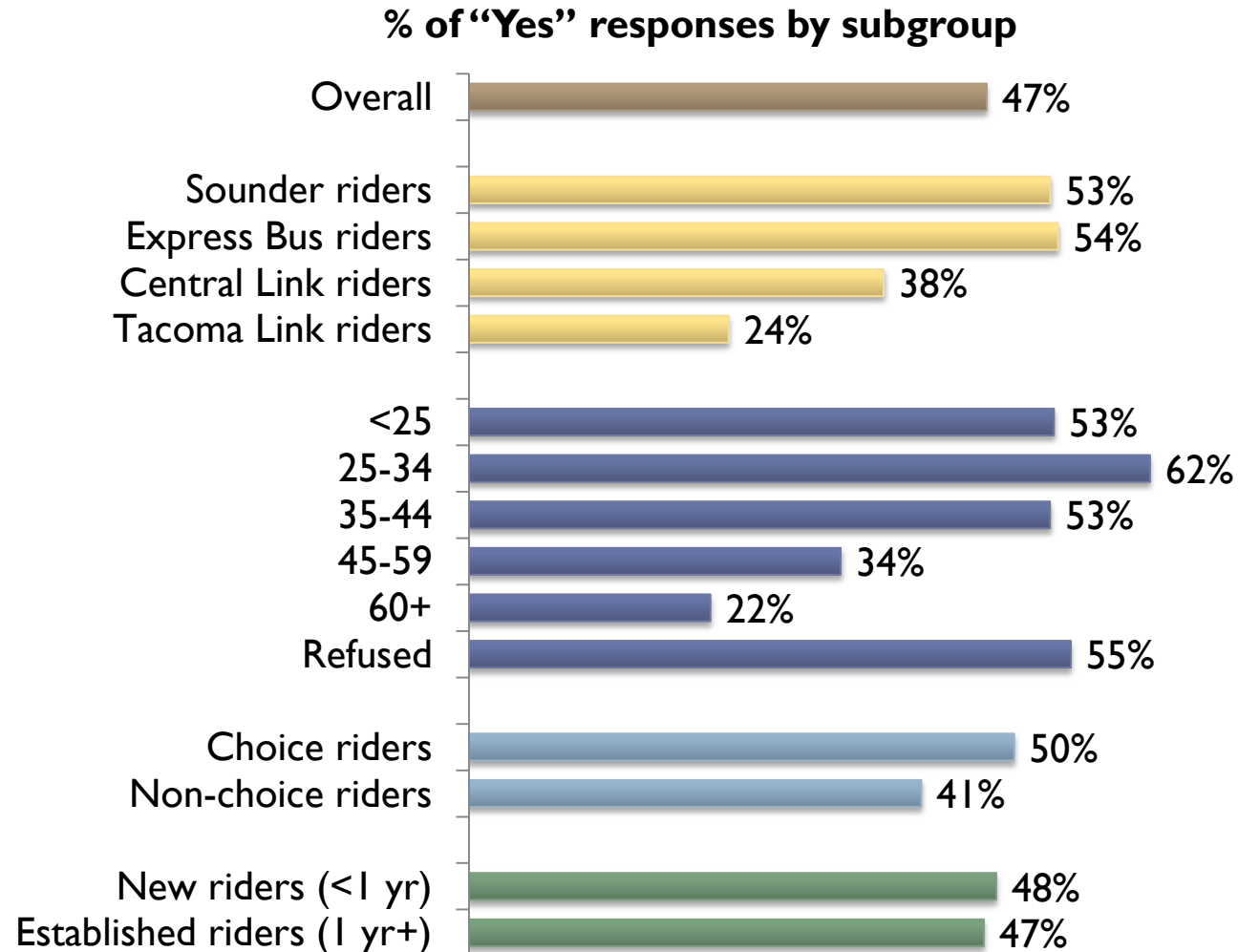


Schedule & Route Information

Q43. Where do you usually get information about schedules and routes for Sound Transit?
(multiple responses; **first** responses shown)

Top mentions	Overall		Express Bus	Souder	Central Link
Online	59%		63%	72%	50%
Printed schedule	13%		16%	12%	7%
On-board or at stop/station	12%		7%	4%	23%
Customer service phone line	2%		1%	1%	4%
Multiple sources	7%		10%	9%	3%
Don't know/No answer	6%		2%	3%	13%

Q44. Do you use your cell phone to access schedules on the web?

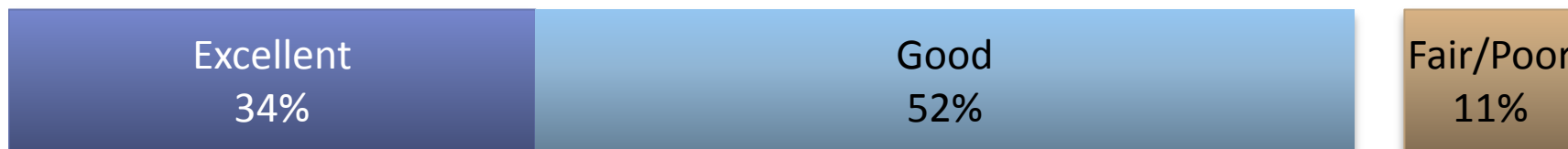


Sources for Schedules

Q45. Do you visit Sound Transit's web site for schedules on your cell phone or do you use a different source? (multiple responses) (among users accessing schedules via mobile web; n=719)

	Overall	Exp. Bus	Sounder	Central Link
Sound Transit	64%	56%	87%	73%
One Bus Away	27%	33%	6%	21%
Google/Google maps	4%	5%	1%	4%
King County Metro site	4%	5%	2%	3%
Other	10%	9%	6%	6%

*Q46. How would you rate Sound Transit's web site for schedules on your cell phone?
(ST mobile website users; n=500)*

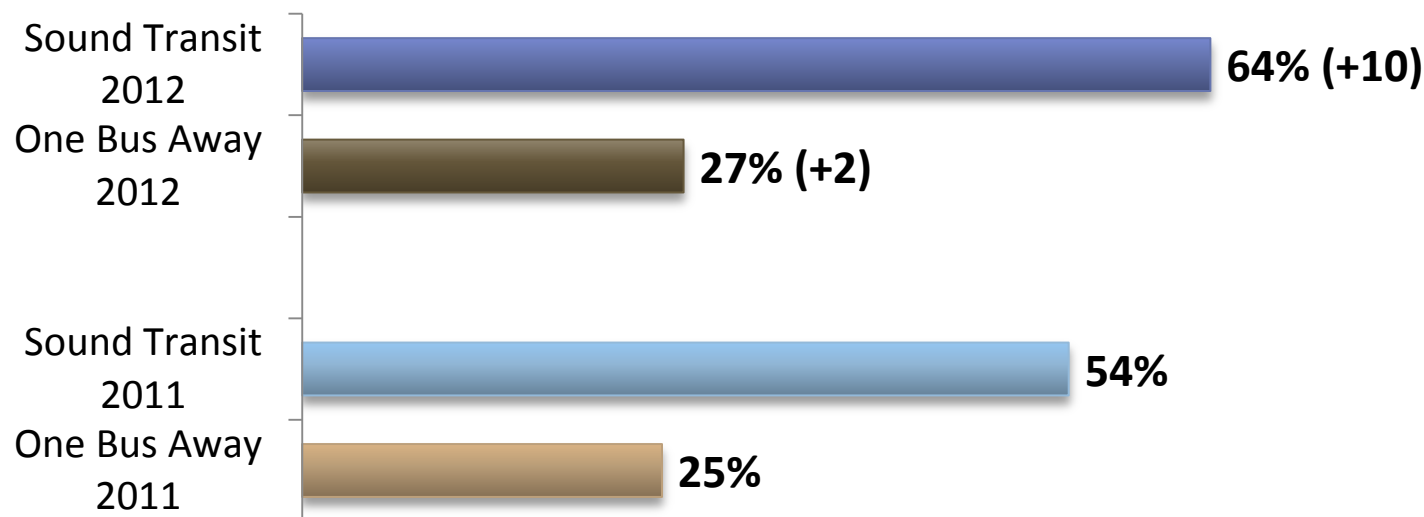


Q44. Do you use your cell phone to access schedules on the web? (% of all riders)

Year-to-Year Comparison



Q45. Do you visit Sound Transit's web site for schedules on your cell phone or do you use a different source? (multiple responses) (among users accessing schedules via mobile web; n=719)

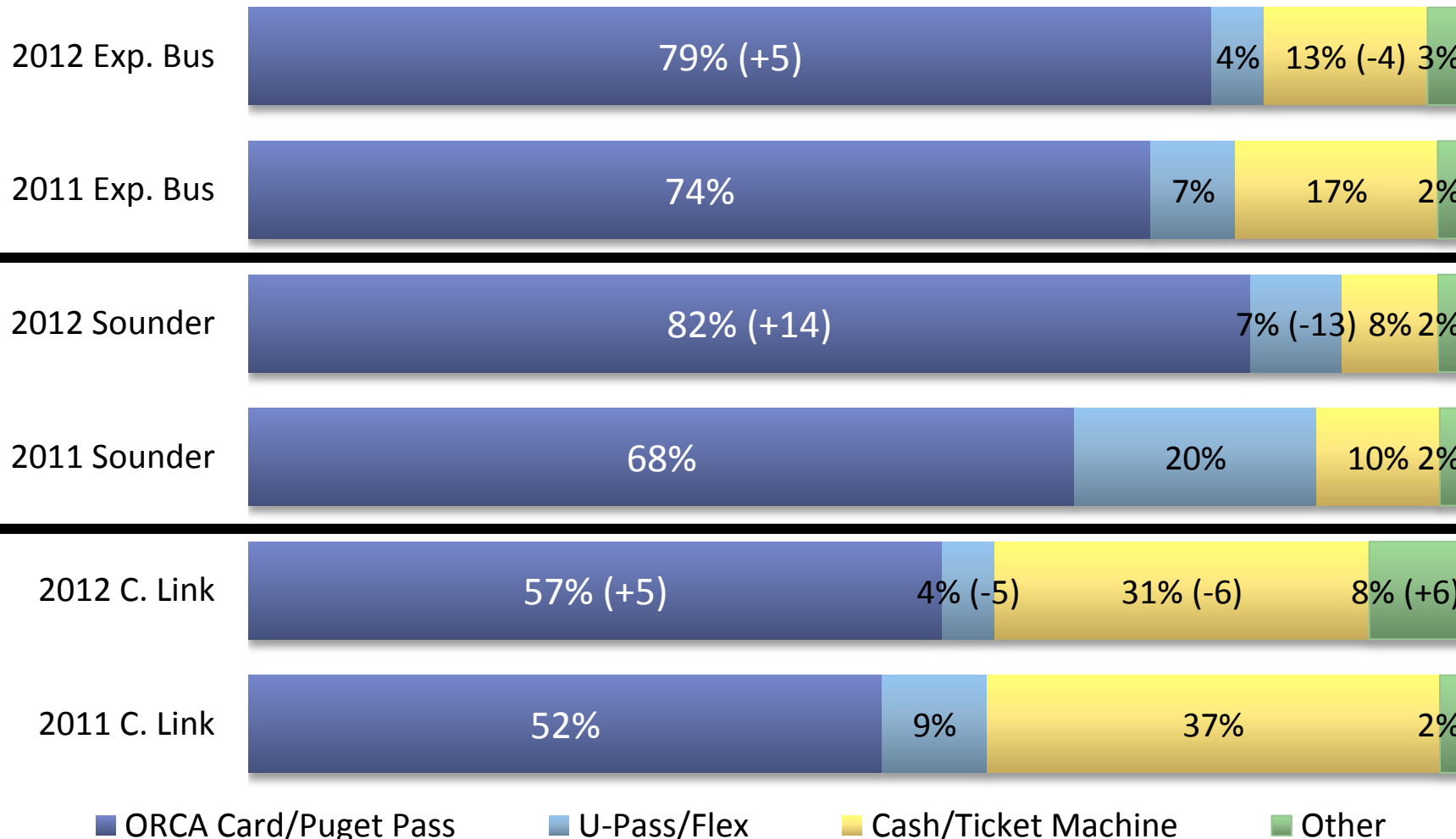


Fare Payment & ORCA



Fare Payment – by Service, by Year

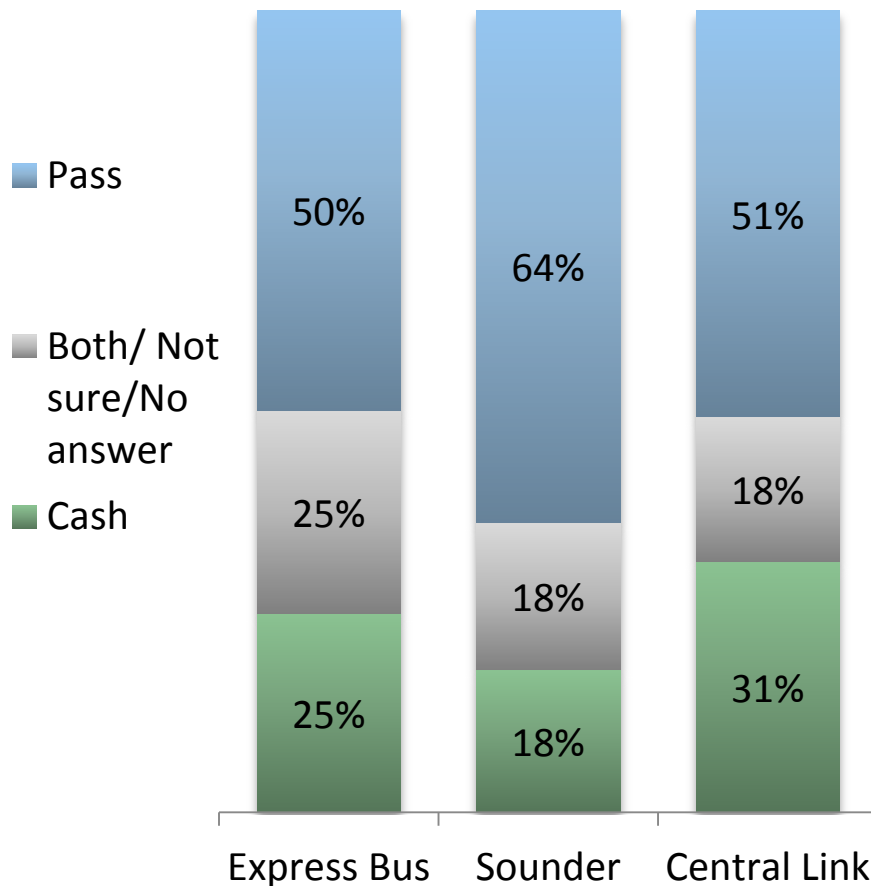
Q37. How do you normally pay for your fare on this route?



ORCA Usage Type & Accuracy

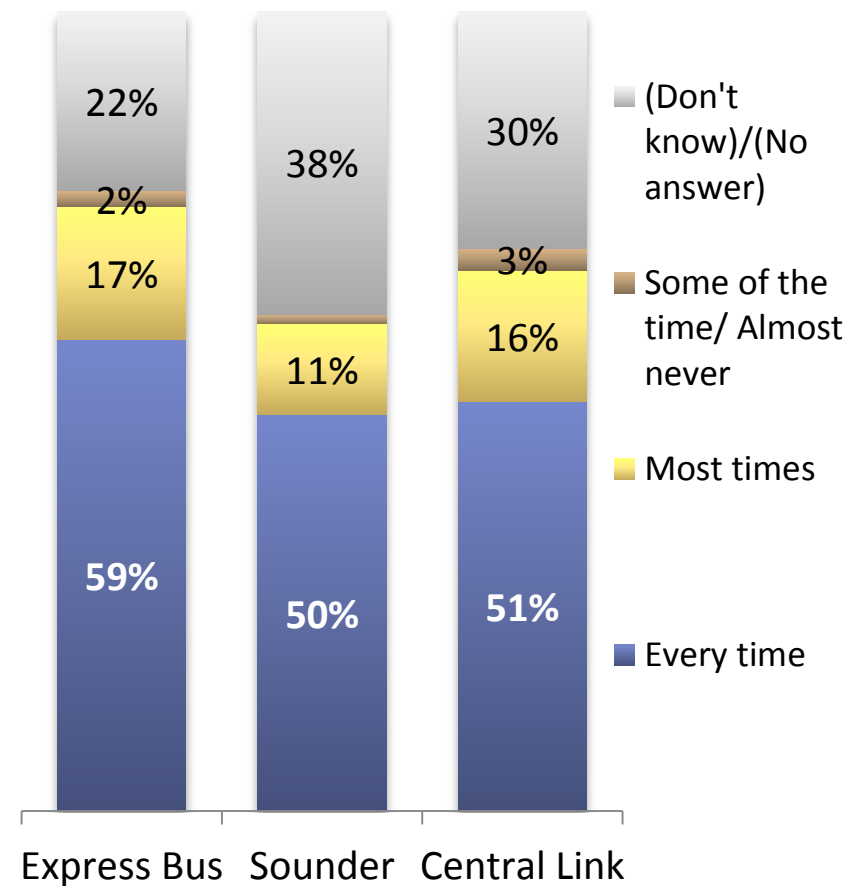
Q38. Do you load your ORCA Card with cash, use it as a monthly pass or both? (ORCA users: n=1050)

Usage type

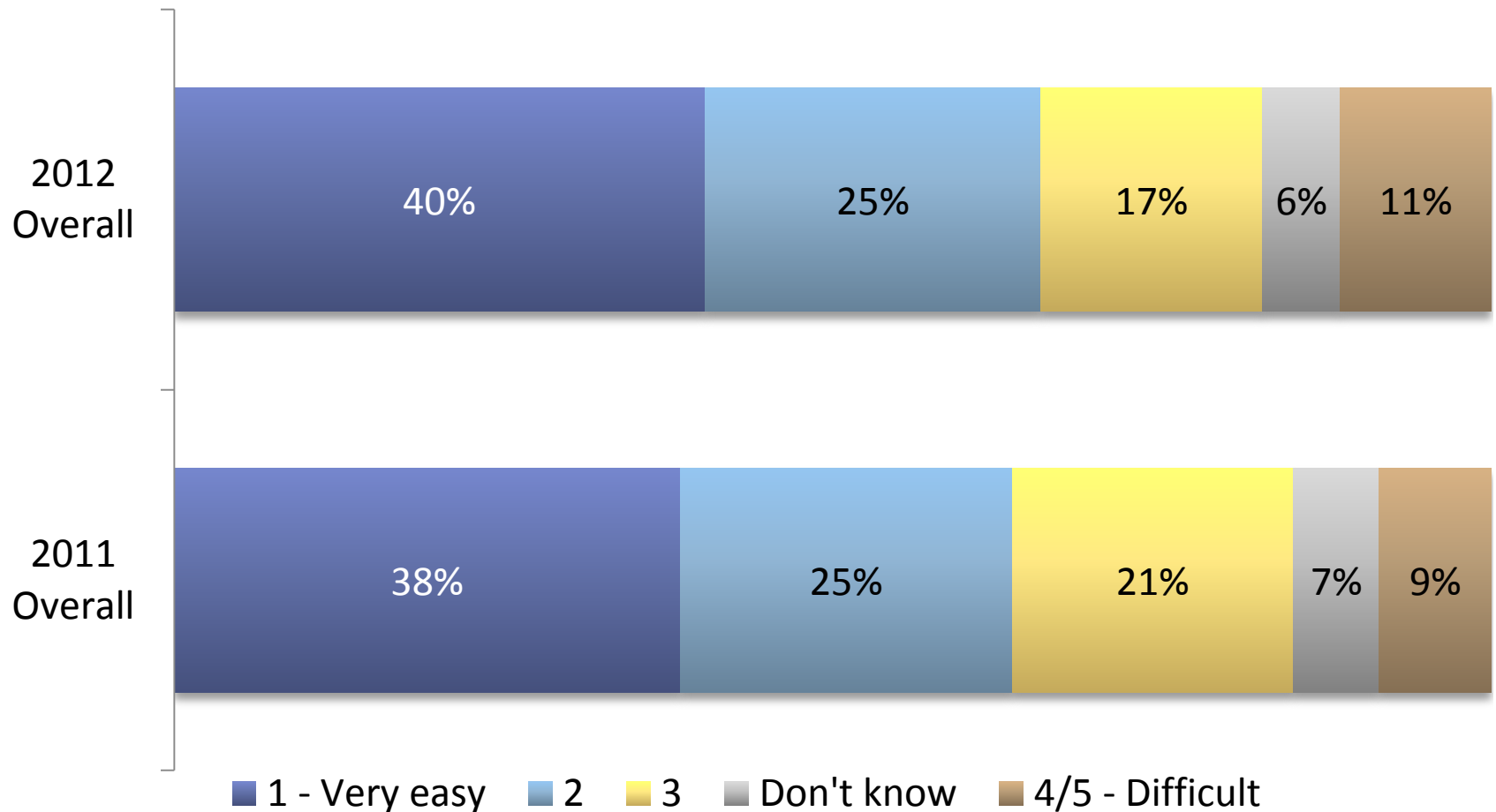


Q40. Would you say the ORCA system charges you the correct fare... (ORCA users: n=1050)

Fare accuracy



Q39. How easy do you think it is for new riders to figure out how to use the ORCA Card system? Use a scale of 1 to 5 where 1 means very easy and 5 means very difficult. (ORCA users: n=1050)

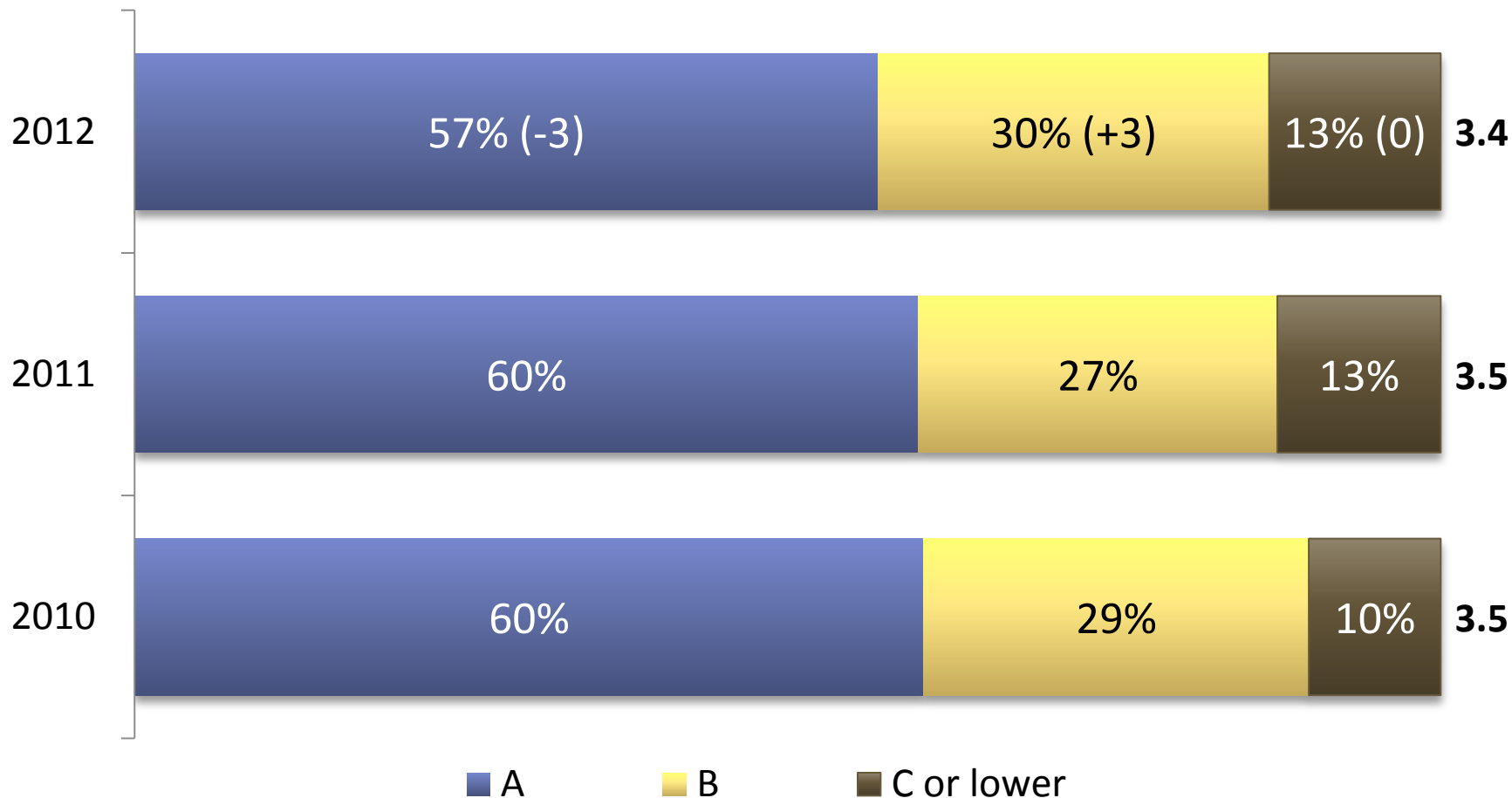


Performance Ratings & Grades



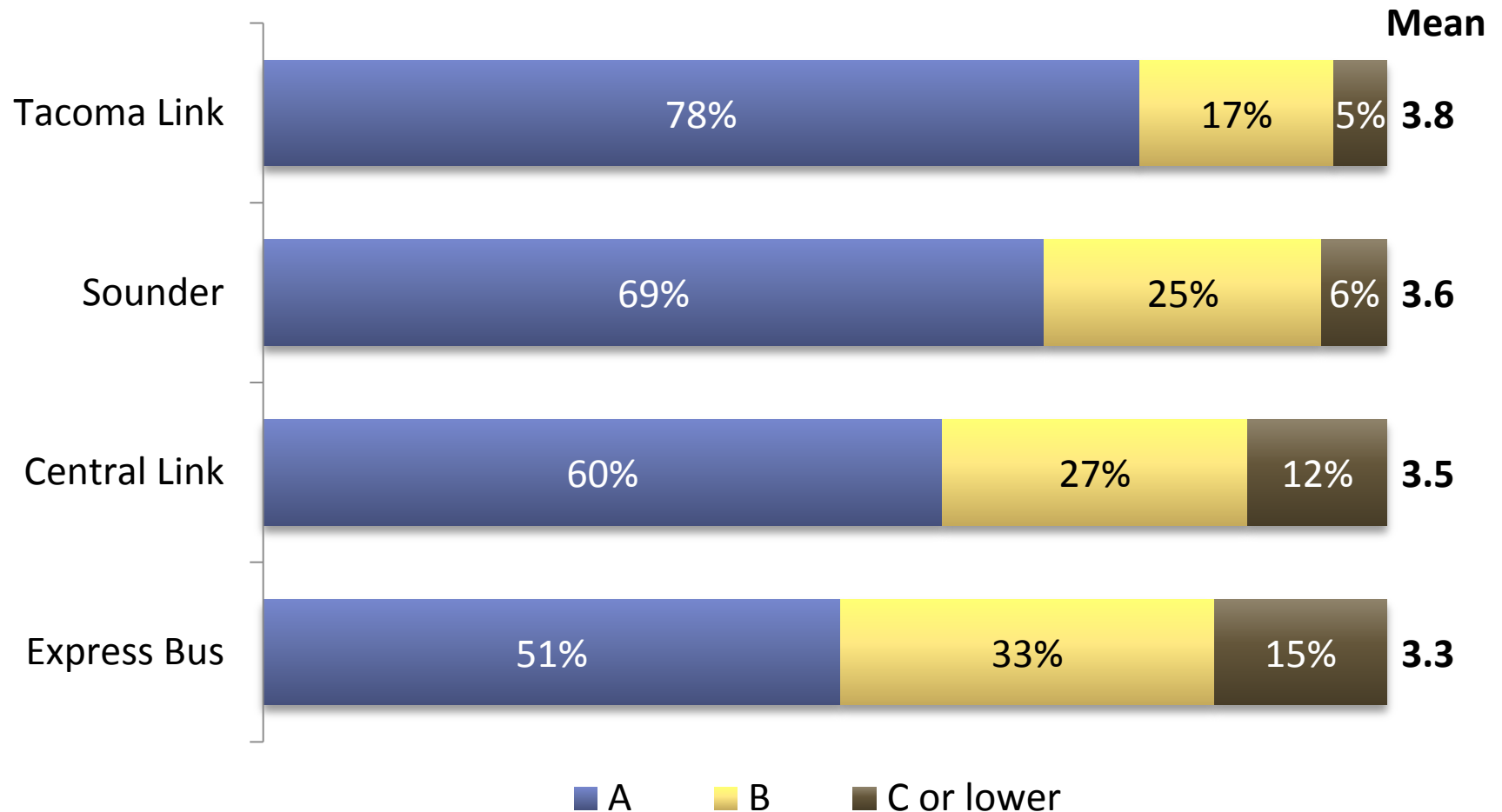
Satisfaction with Travel Time – Year-to-Year

Q26. How would you grade your satisfaction with the total time it takes you to travel to your destination on this Express Bus/Sounder train/Link Light Rail?



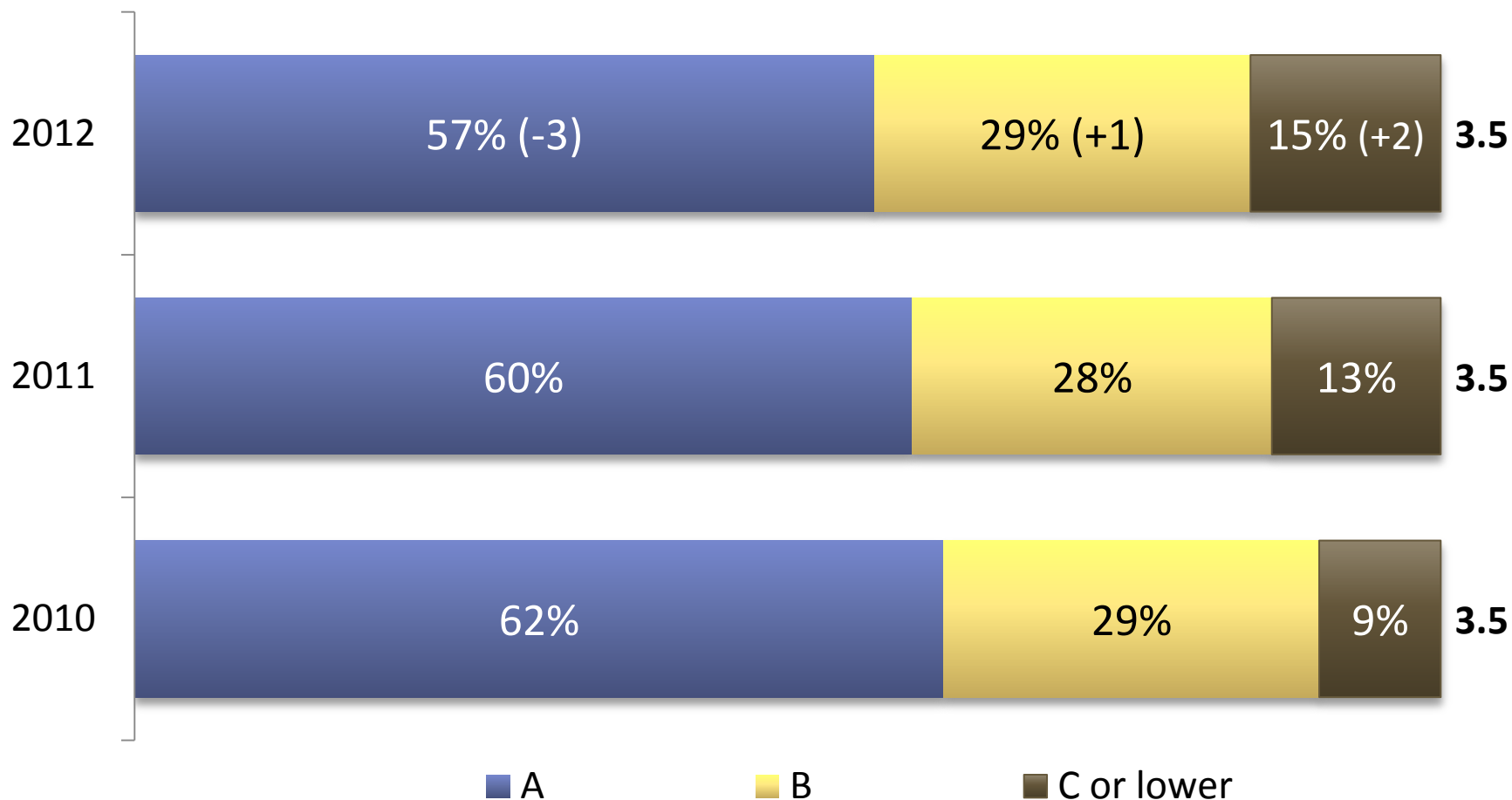
Satisfaction with Travel Time – by Service

Q26. How would you grade your satisfaction with the total time it takes you to travel to your destination on this Express Bus/Sounder train/Link Light Rail?



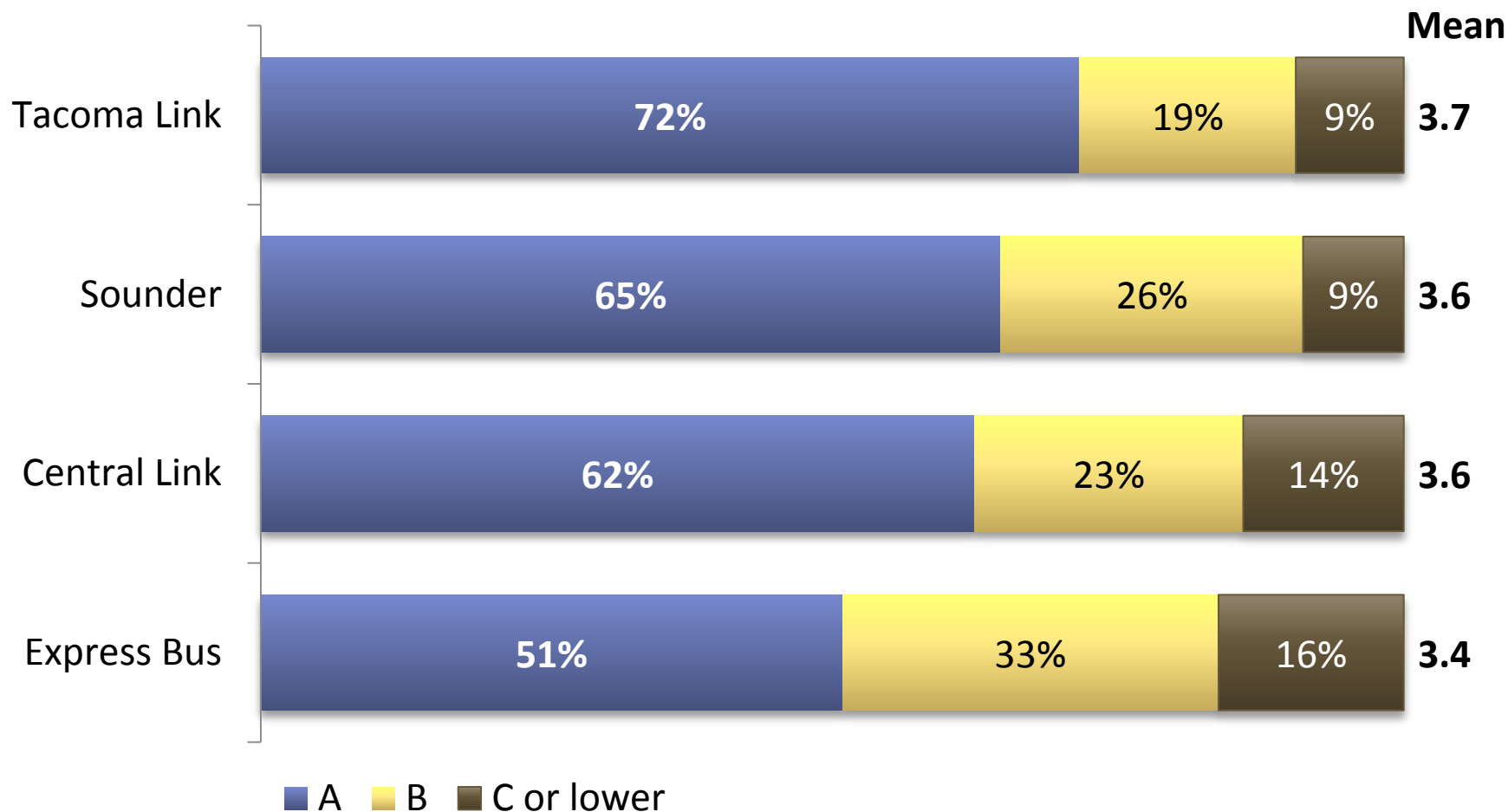
On-time Performance Year-to-Year

Q27. How would you grade the on-time performance of this Express Bus/Sounder train/Link Light Rail?



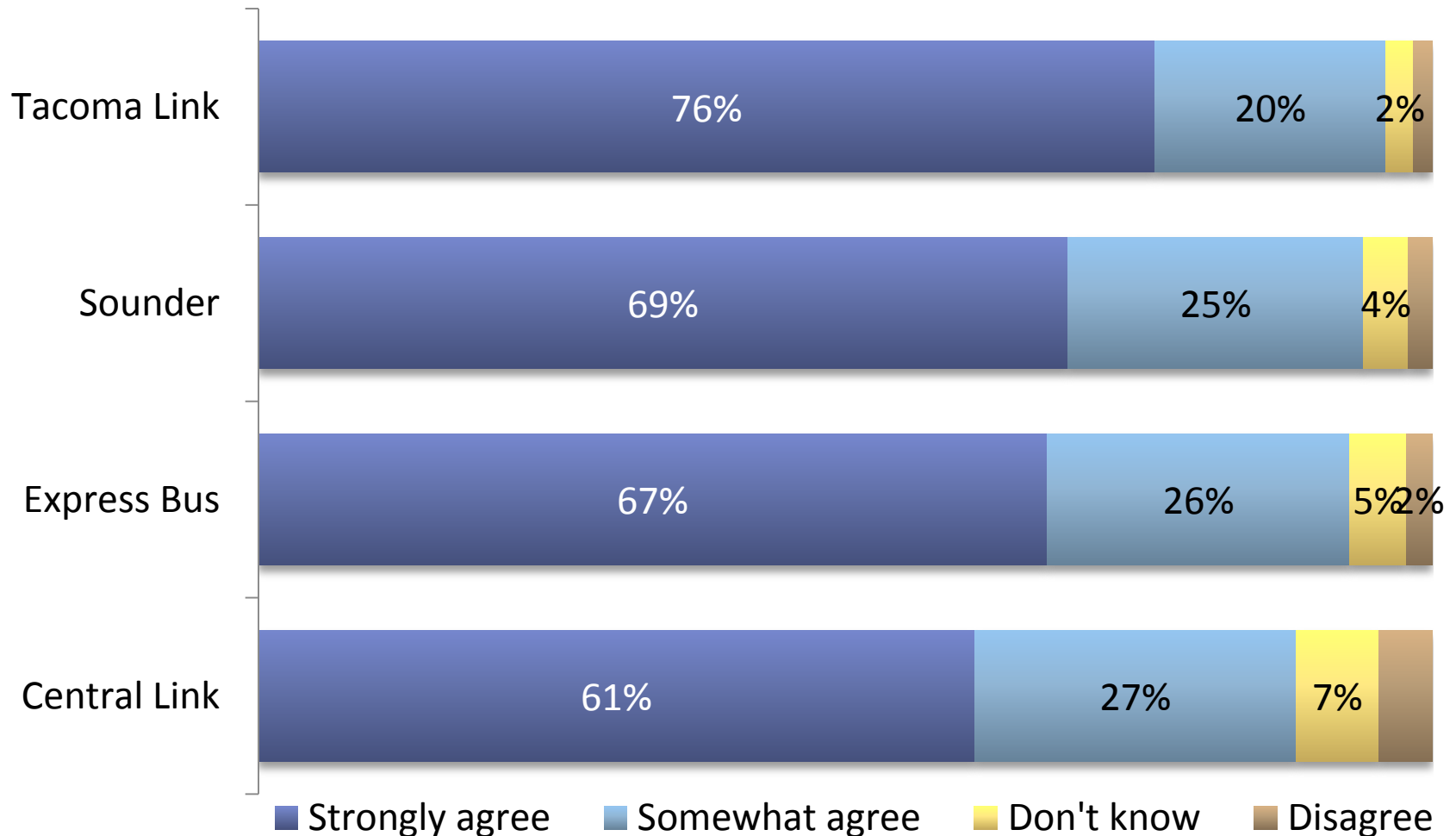
Satisfaction with On-time Performance

Q27. How would you grade the on-time performance of this Express Bus/Sounder train/Link Light Rail?



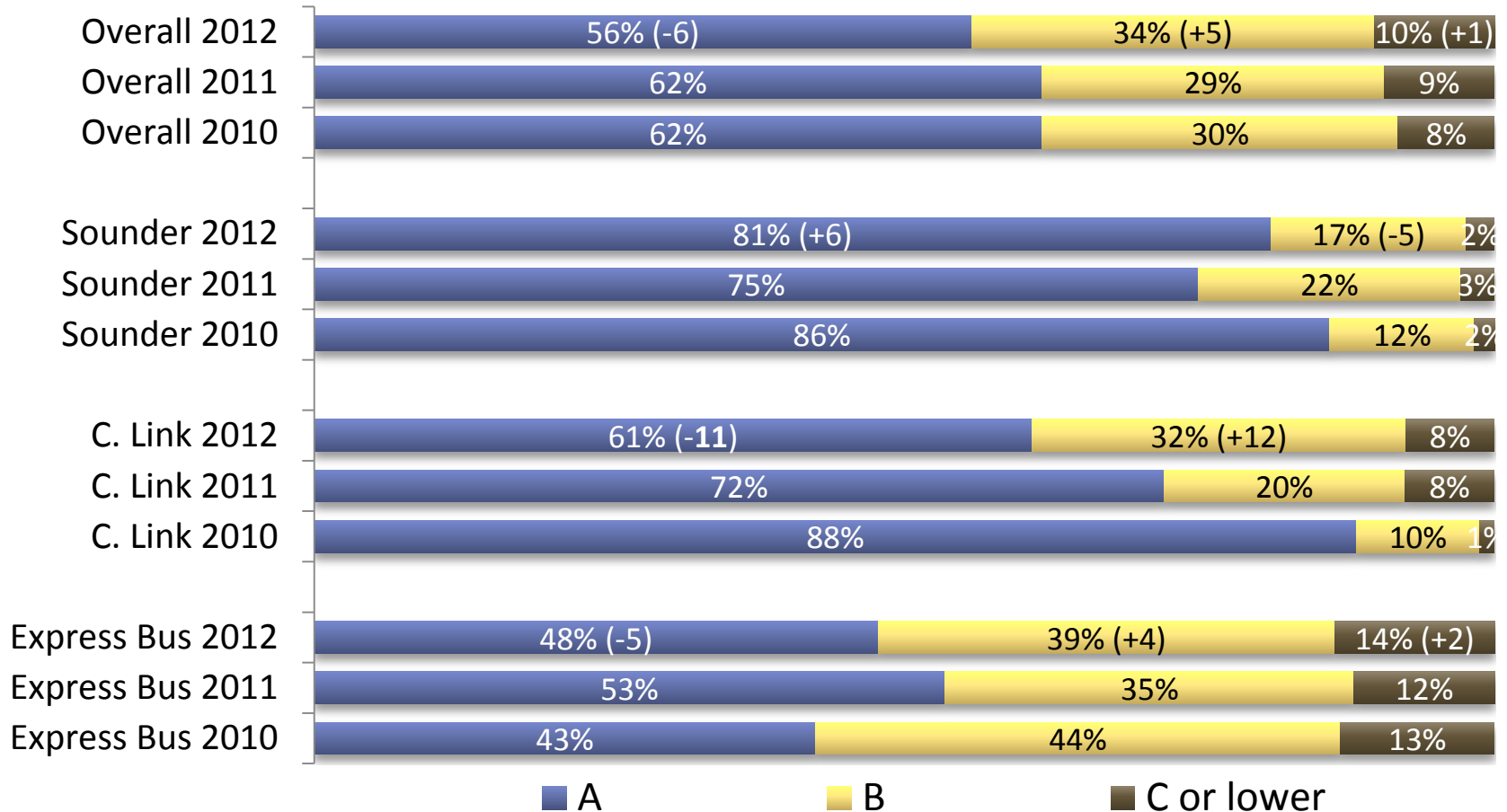
Environmental Benefits

Q18. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: riding this bus/train is a great way for me to help the environment.



Cleanliness Rating

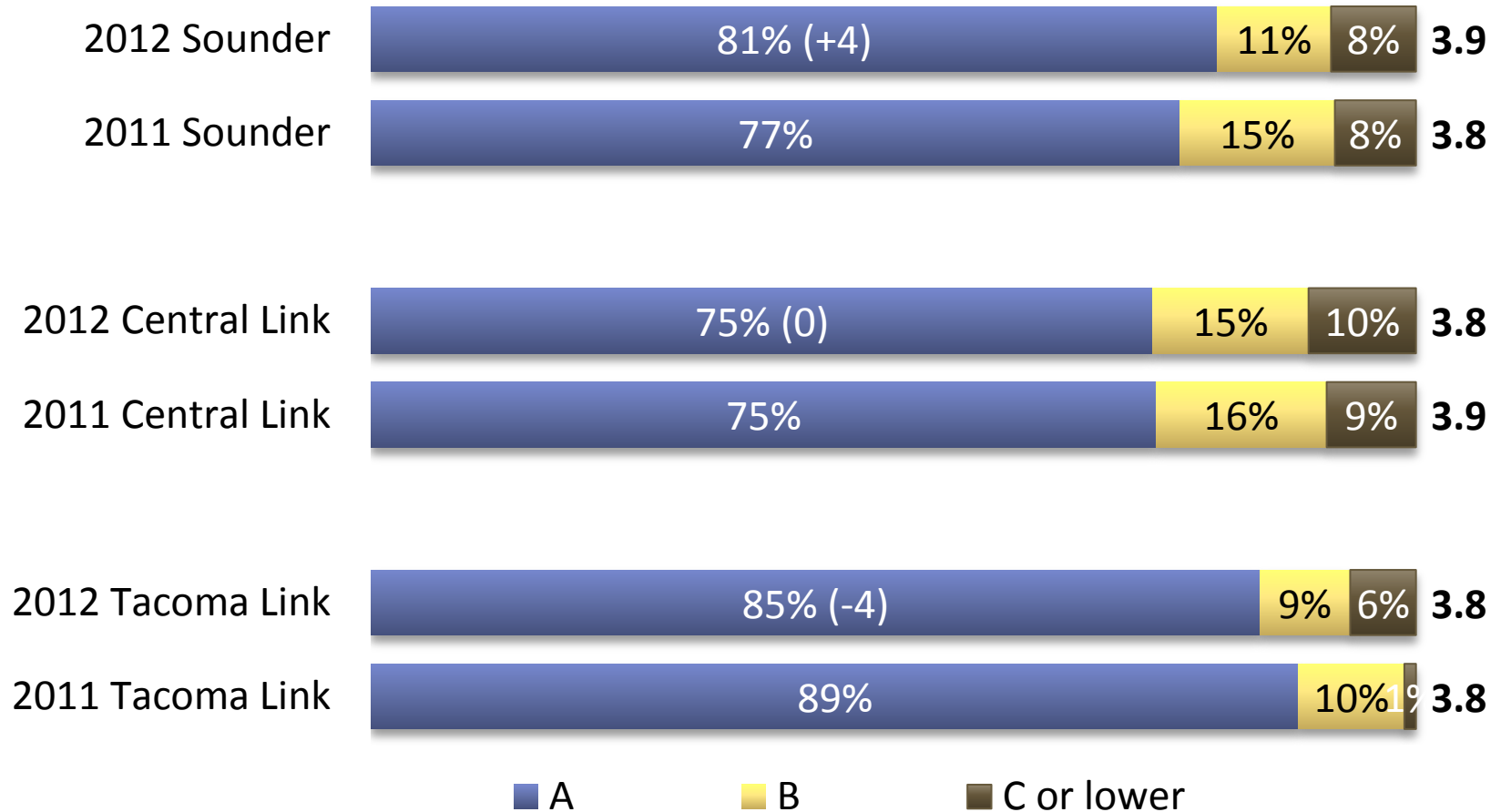
Q19. Using the scale of A through F where A means excellent, C average, and F means failing, what grade would you give to the average cleanliness of the bus/train cabin?



Train Conductor Rating

Q23. Using the same scale, how would you grade the overall job the train conductor is doing?

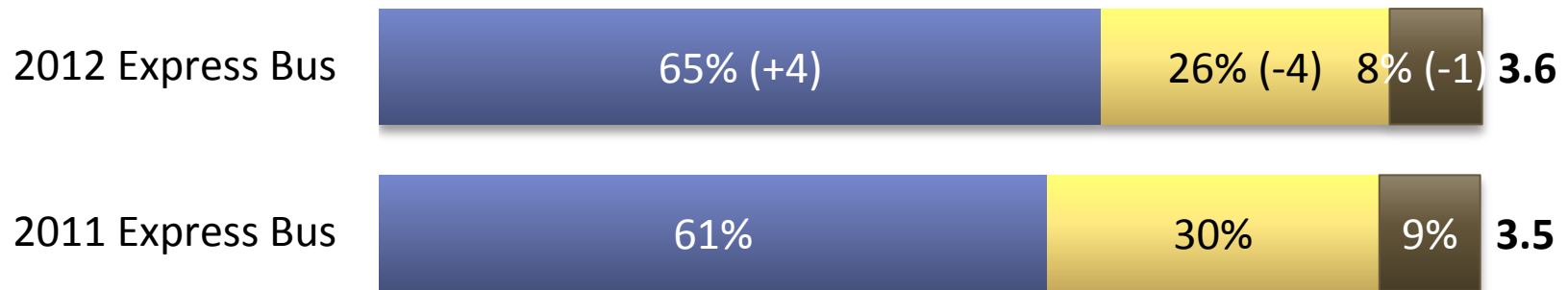
Mean



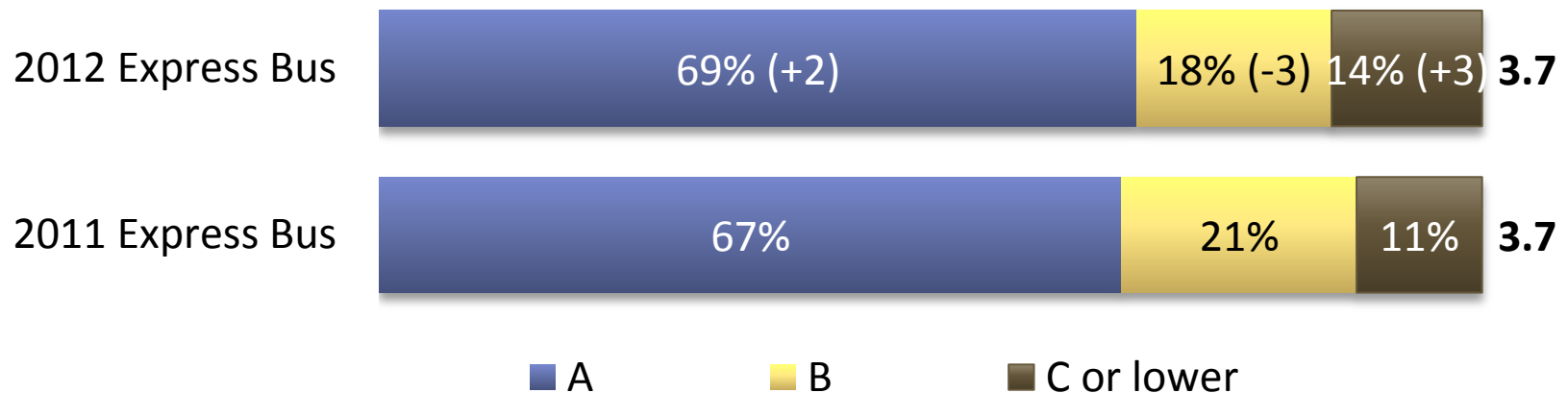
Bus Driver Ratings

Q20. Using the same scale, what grade would you give to the **courtesy** of the bus driver?

Mean

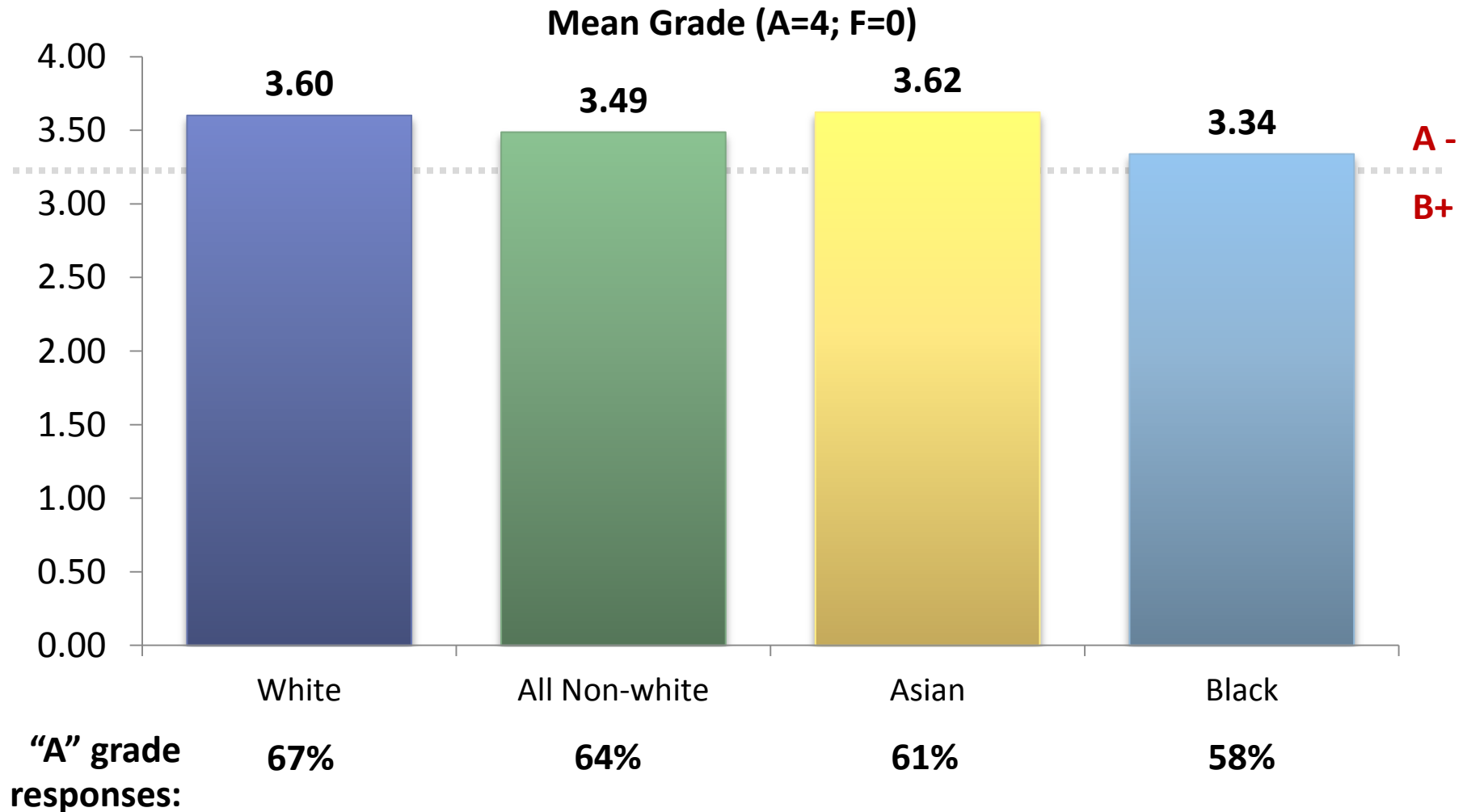


Q21. What about the **appearance** of the bus driver?



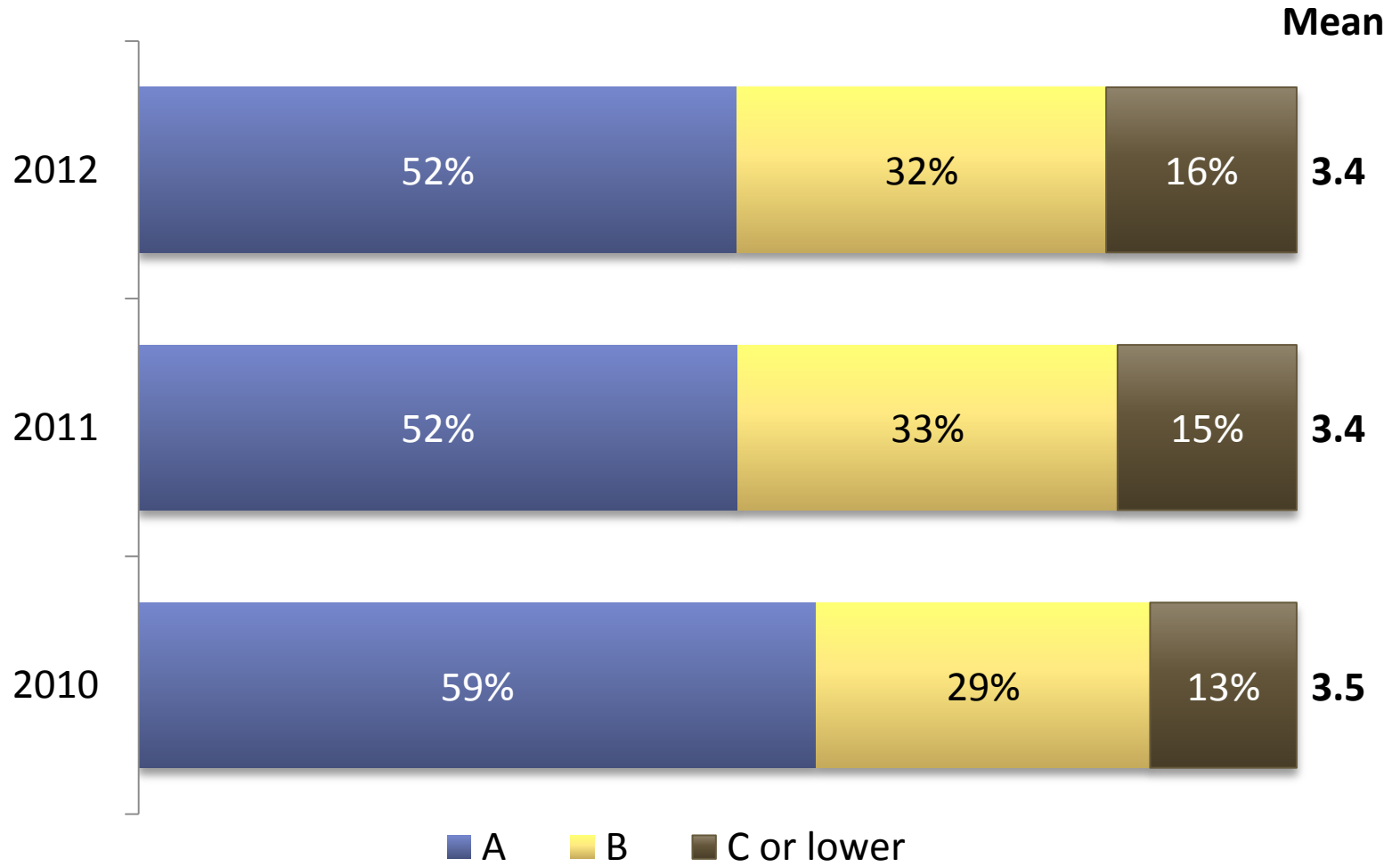
Bus Driver Courtesy by Rider Ethnicity

Q20. Using the same scale, what grade would you give to the courtesy of the bus driver?



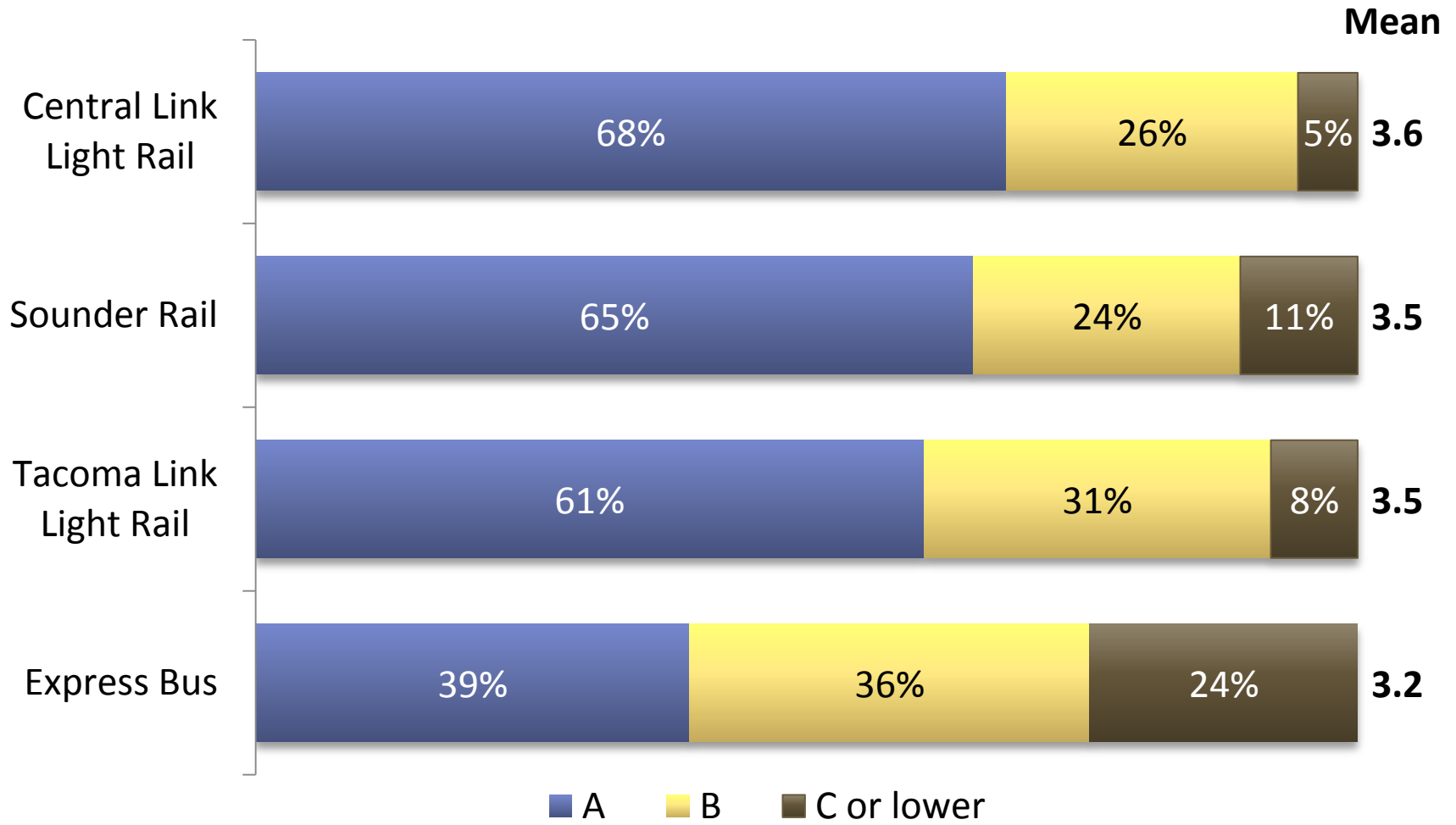
Stop/Station Condition – Year by Year

Q24. How would you grade the physical condition of the bus/Sounder/Link stops?

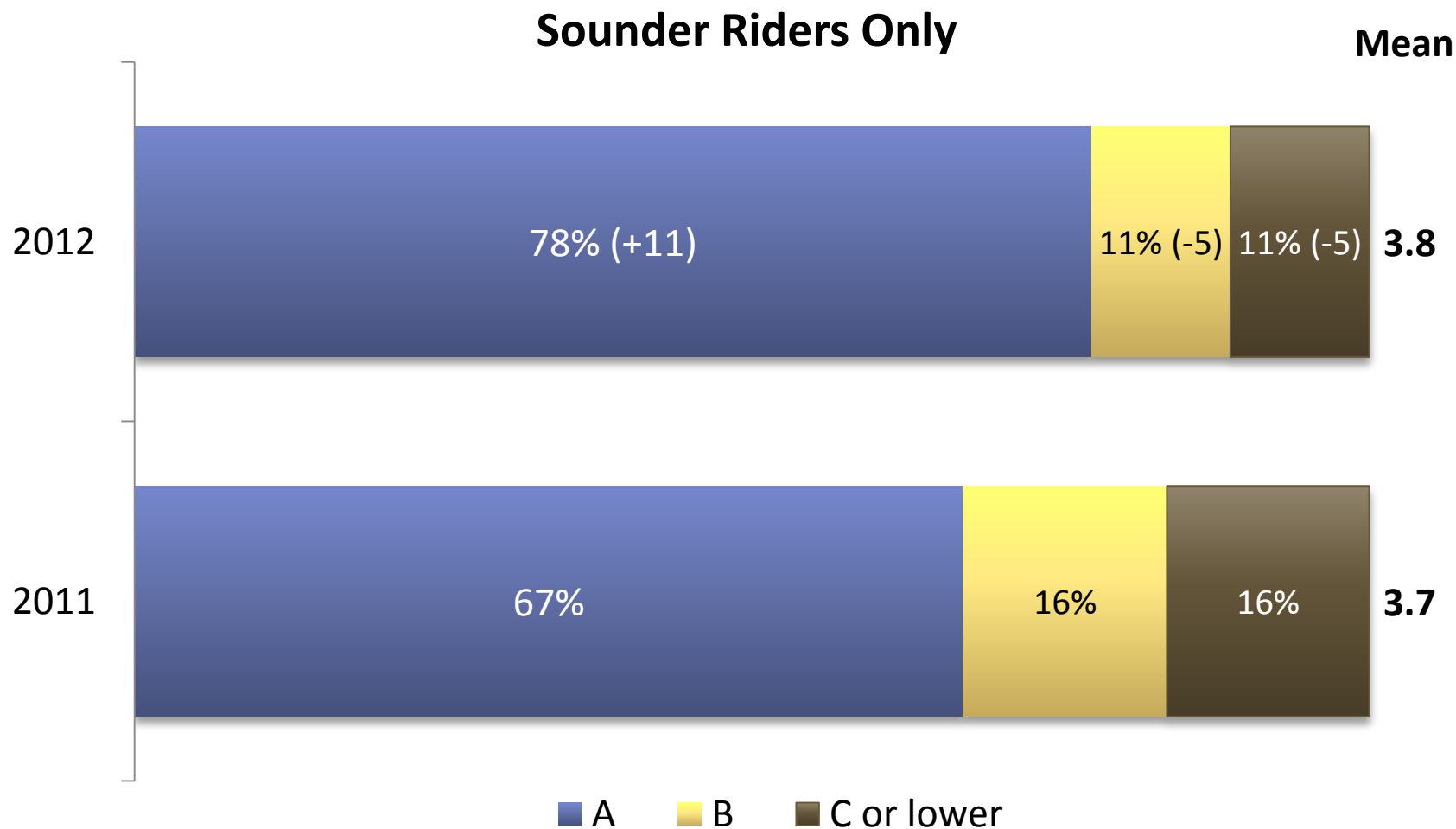


Stop/Station Condition – by Service

Q24. How would you grade the physical condition of the bus/Sounder/Link stops?

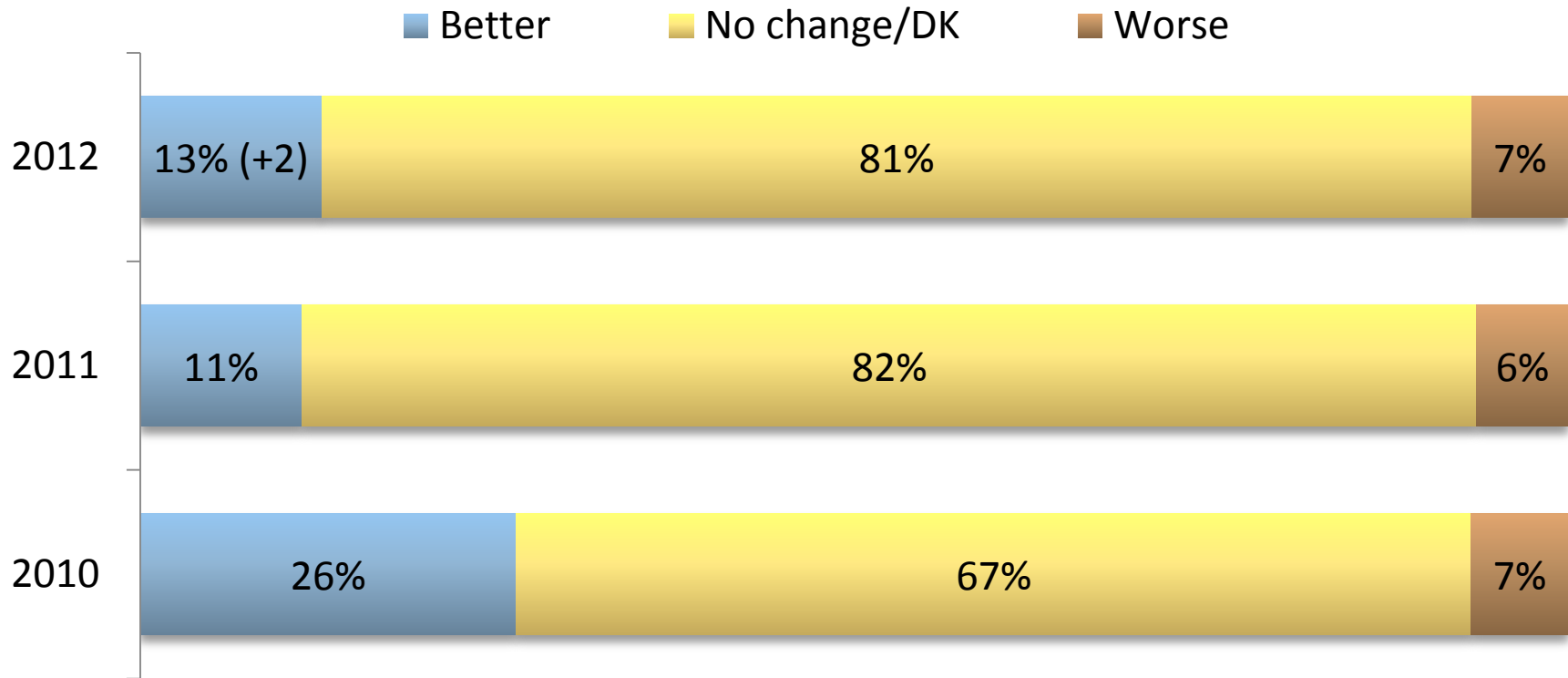


Q25. How would you grade the job the Station Agents are doing? (Sounder only)



Change in On-time Performance by Year

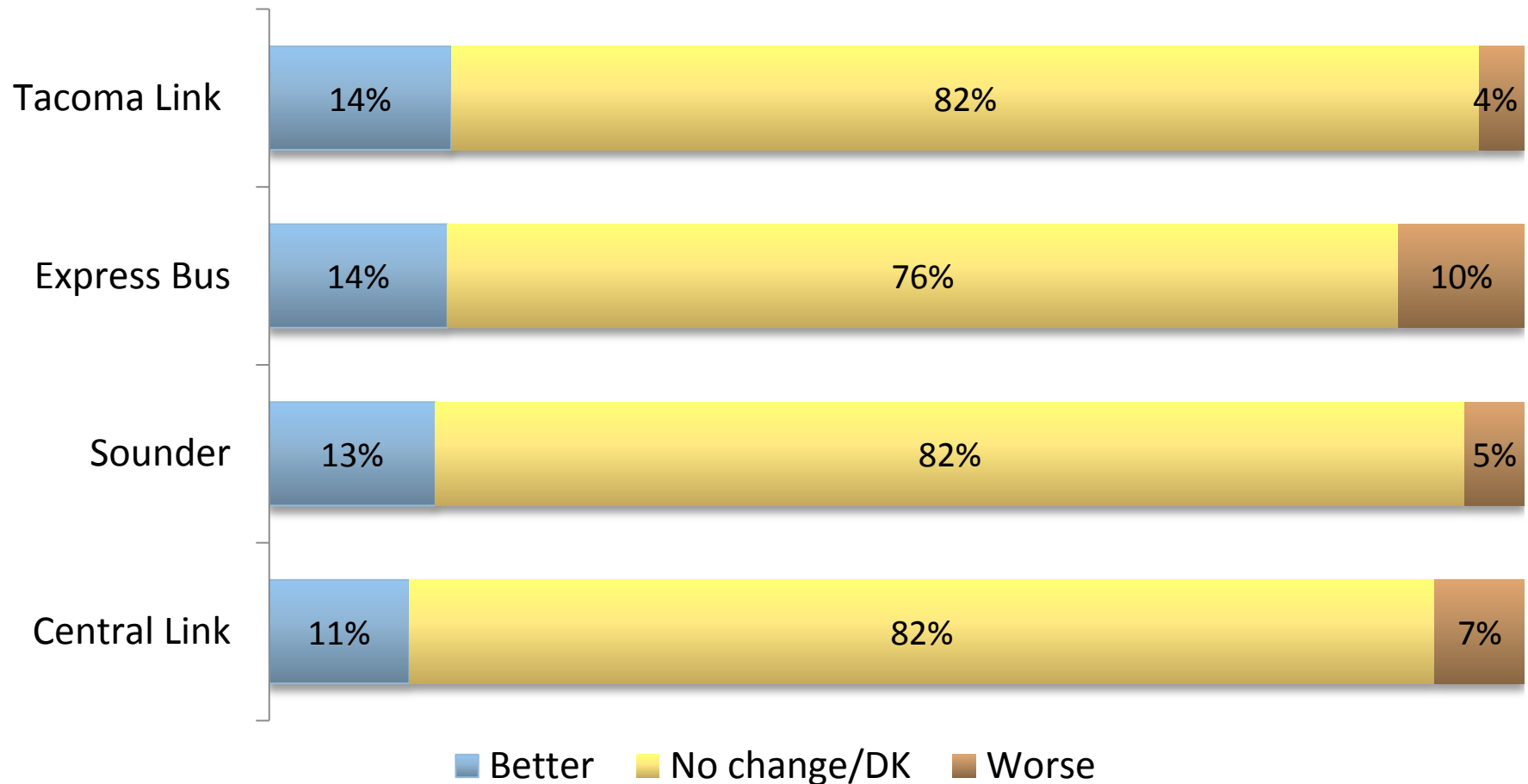
Q28. In the last year, has the on-time performance gotten better, gotten worse, or have you not noticed a change?



Central Link 2012	Central Link 2011	Central Link 2010
Better: 12% (-1)	13%	42%

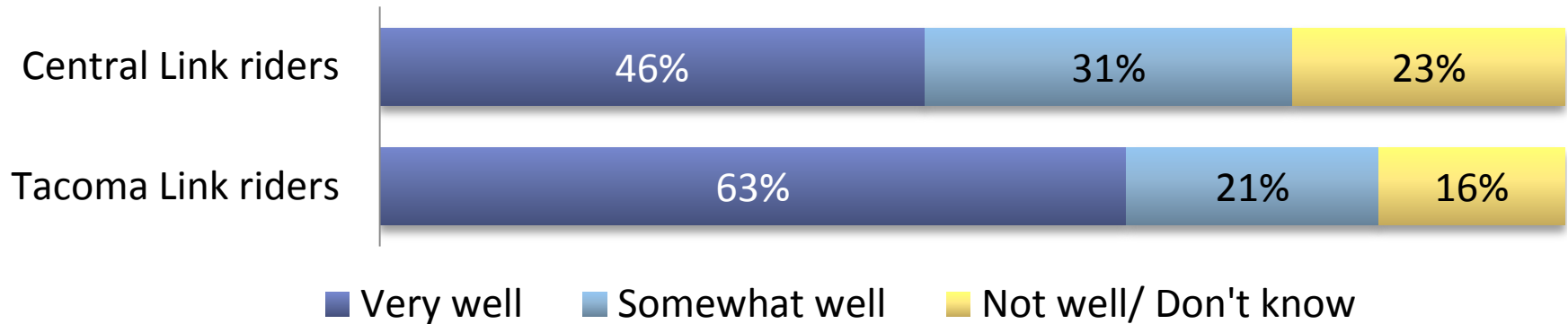
Change in On-time Performance by Service

Q28. In the last year, has the on-time performance gotten better, gotten worse, or have you not noticed a change? (<6 mo. Riders excluded; n=1,292)

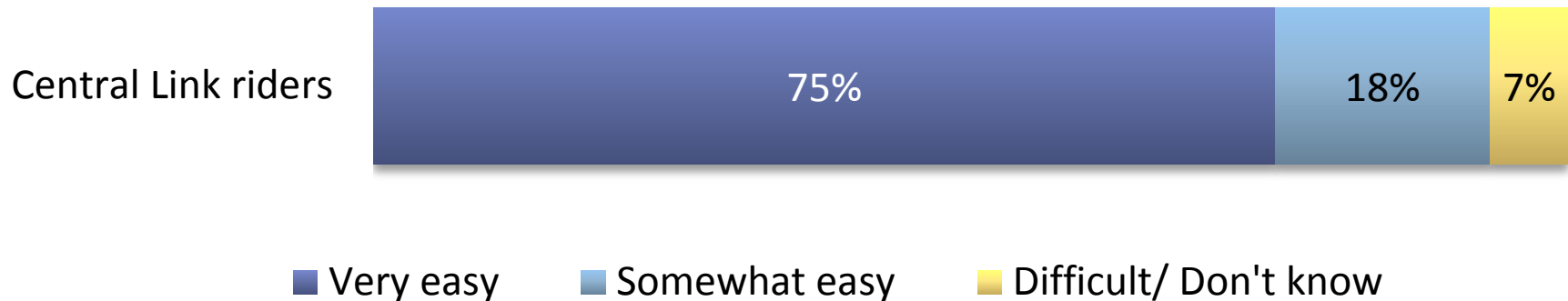


Light Rail Schedule & Fare

Q29. How well do you understand the Light Rail schedule?

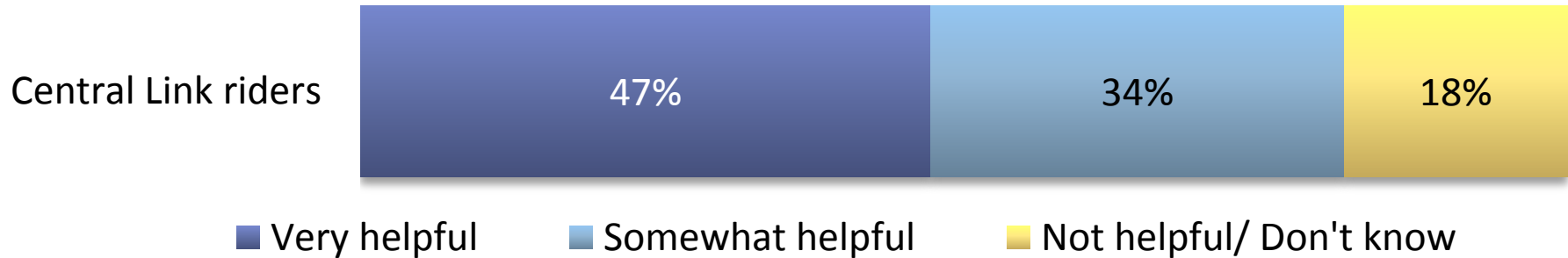


Q30. And is it very easy, somewhat easy, somewhat difficult or very difficult to pay your fare on Light Rail?

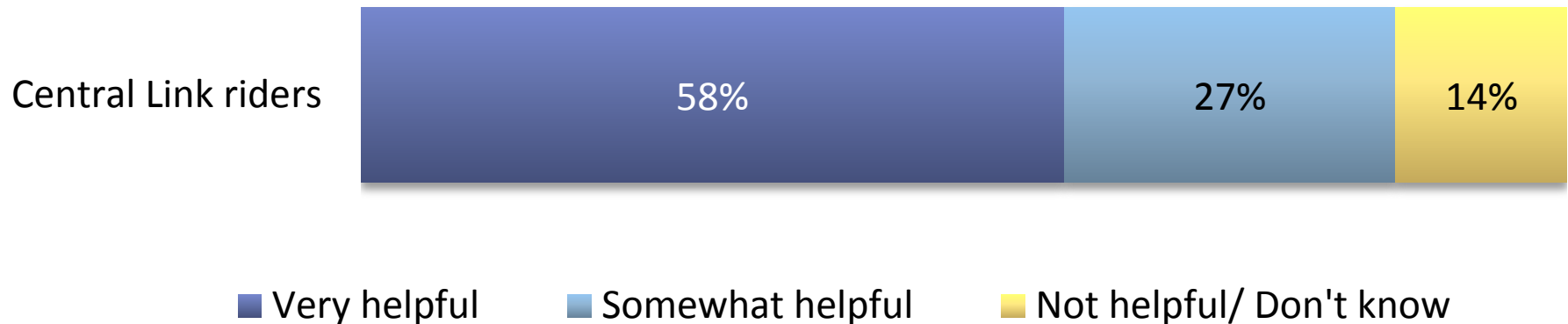


Station PAs & Message Boards

Q31. Would you say public announcements in the station are...

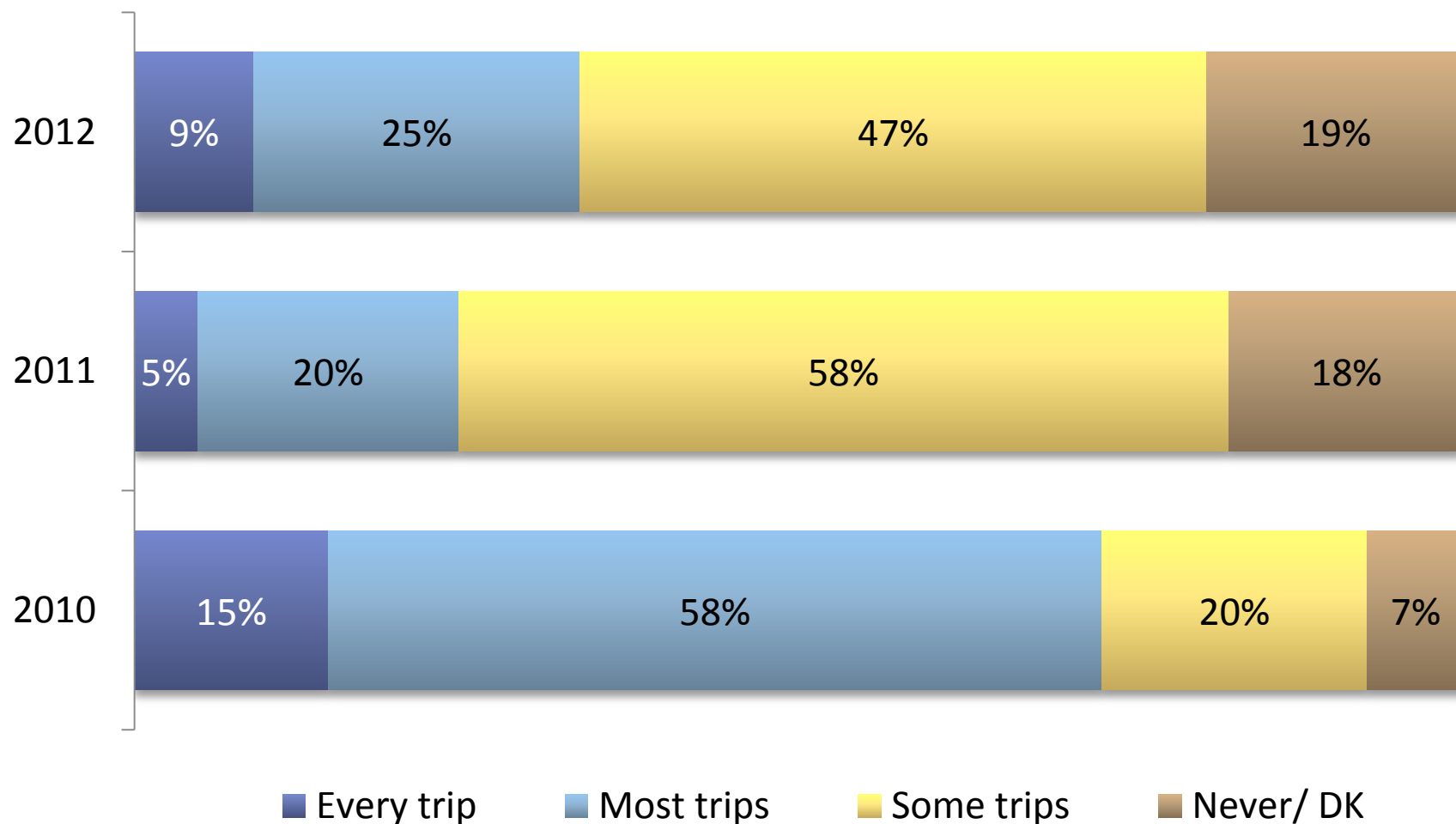


Q32. Would you say the electronic message boards mounted in the station are...



Light Rail Fare Inspectors

Q33. How often do you see a fare inspector while riding Light Rail? Is it...

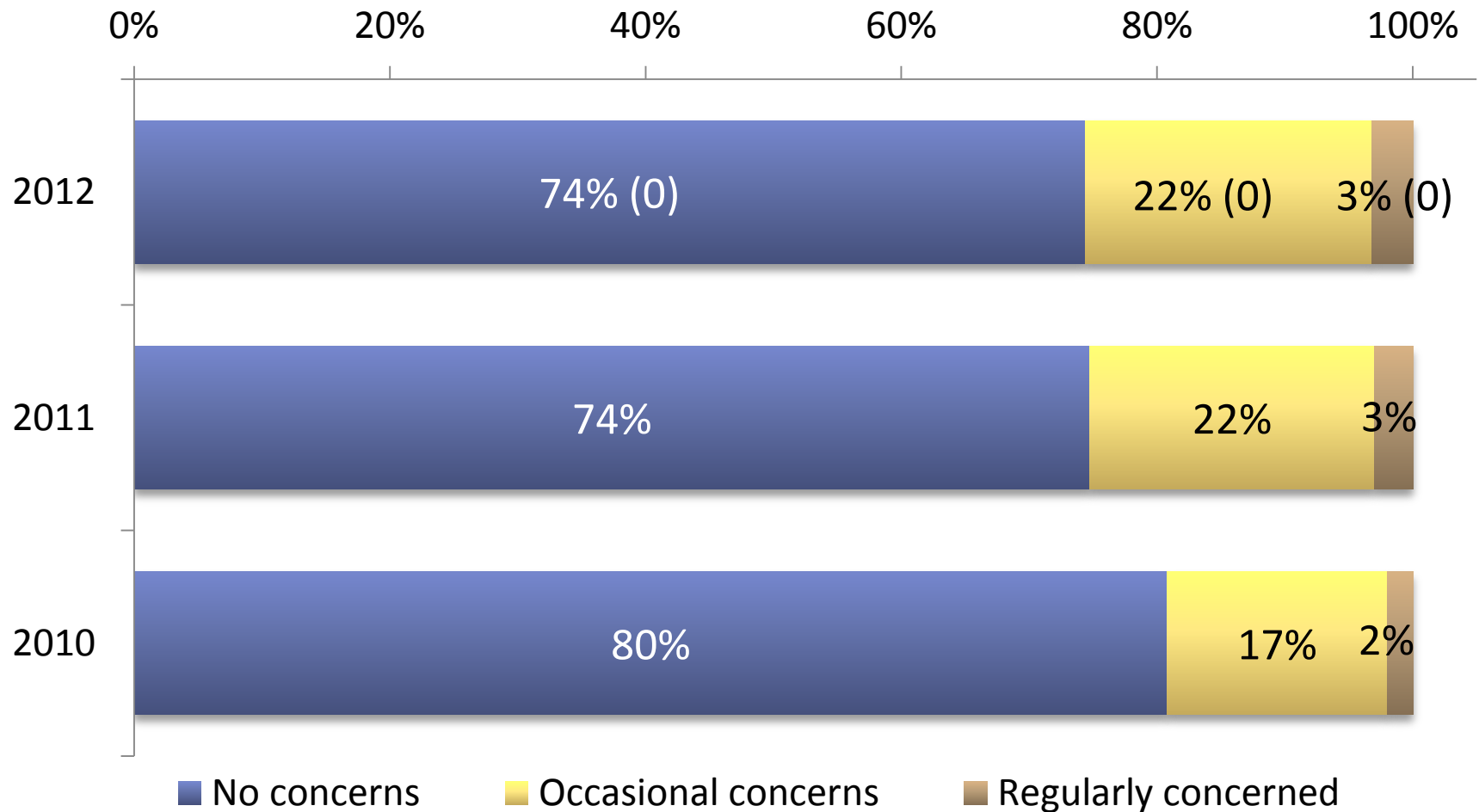


Safety

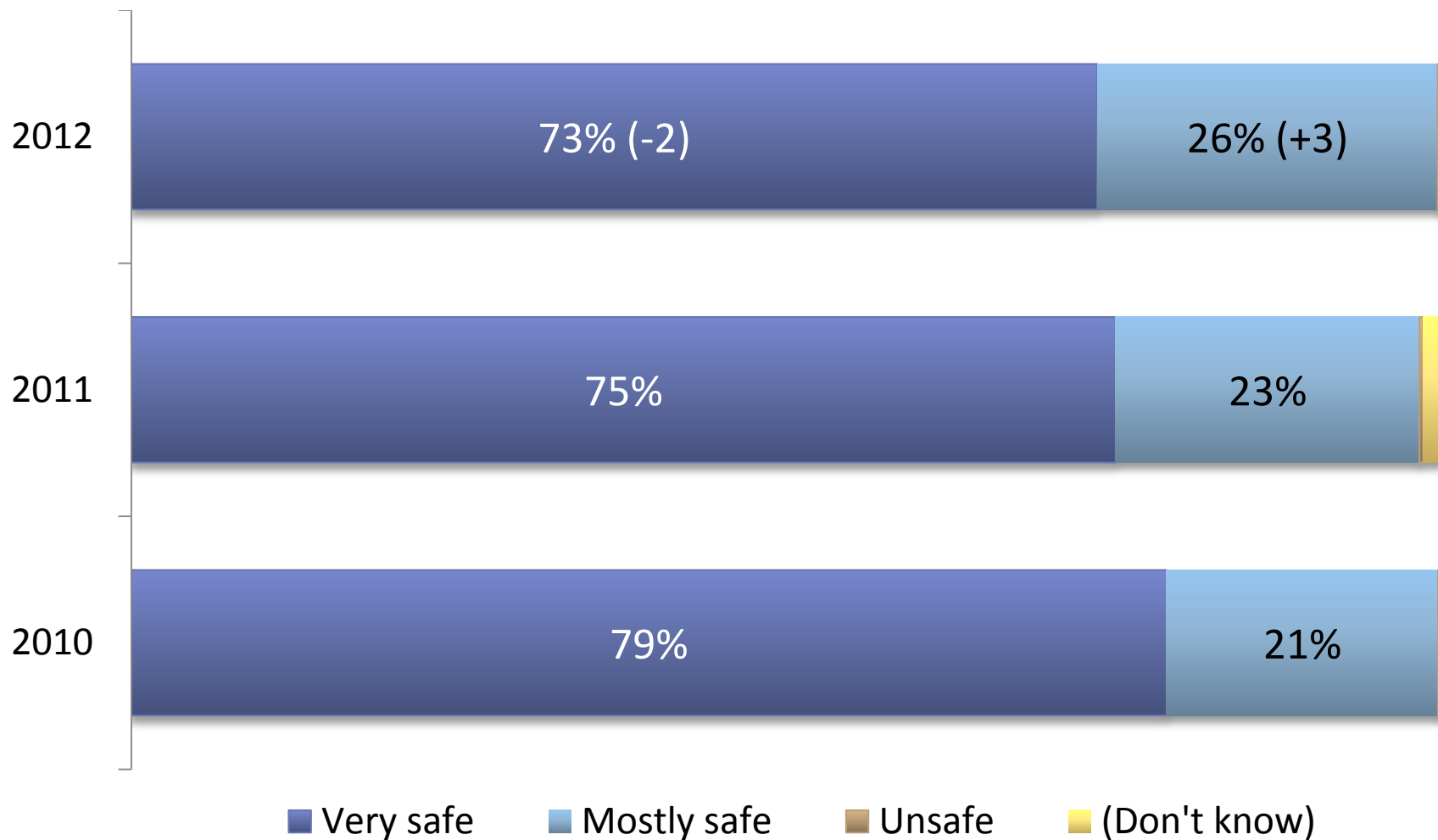


Safety at Stop/Station

Q34. How would you rate your safety while waiting at the [stop/station] for [your bus/Light Rail/Sounder]?

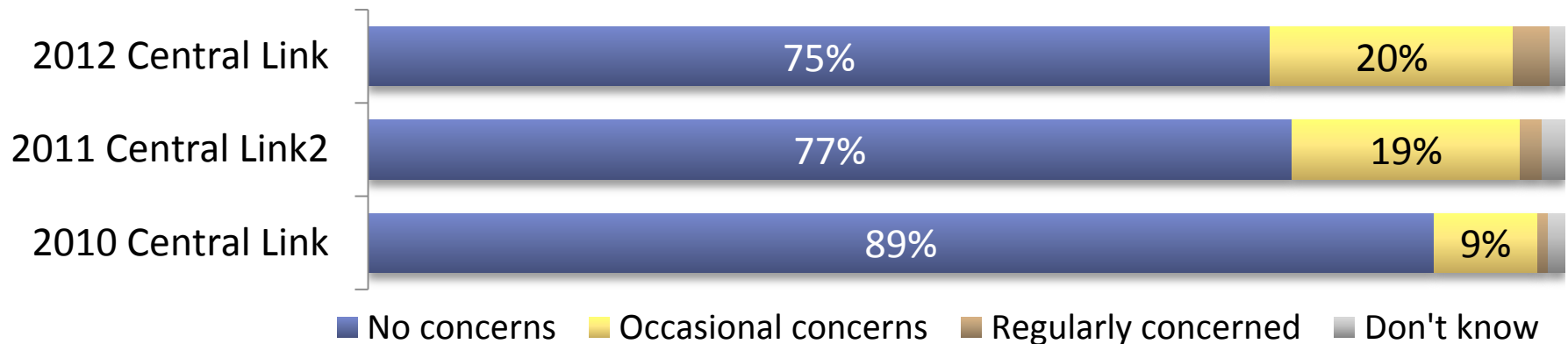


Q35. And how would you rate the safety of the ride on the bus/Sounder/Light Rail?

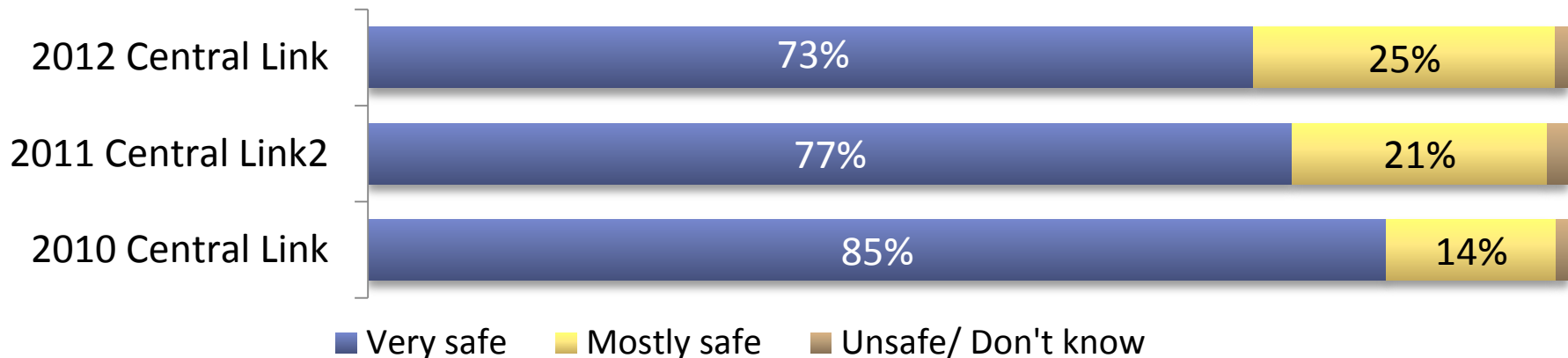


Safety at Station/Onboard – Central Link

Q34. How would you rate your safety while waiting at the [stop/station] for [your bus/Light Rail/Sounder]?

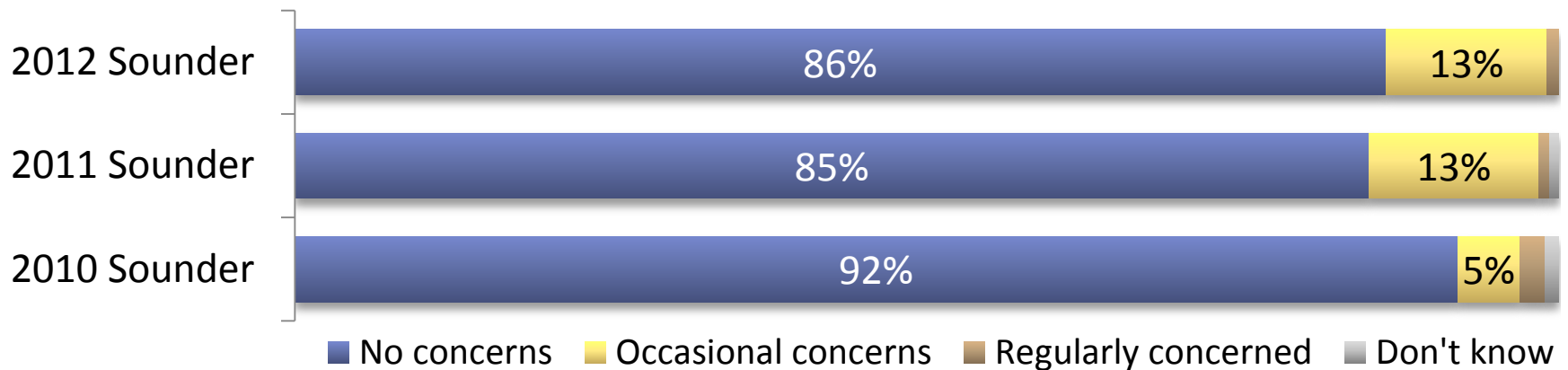


Q35. And how would you rate the safety of the ride on Express Bus/ LR/ Sounder?

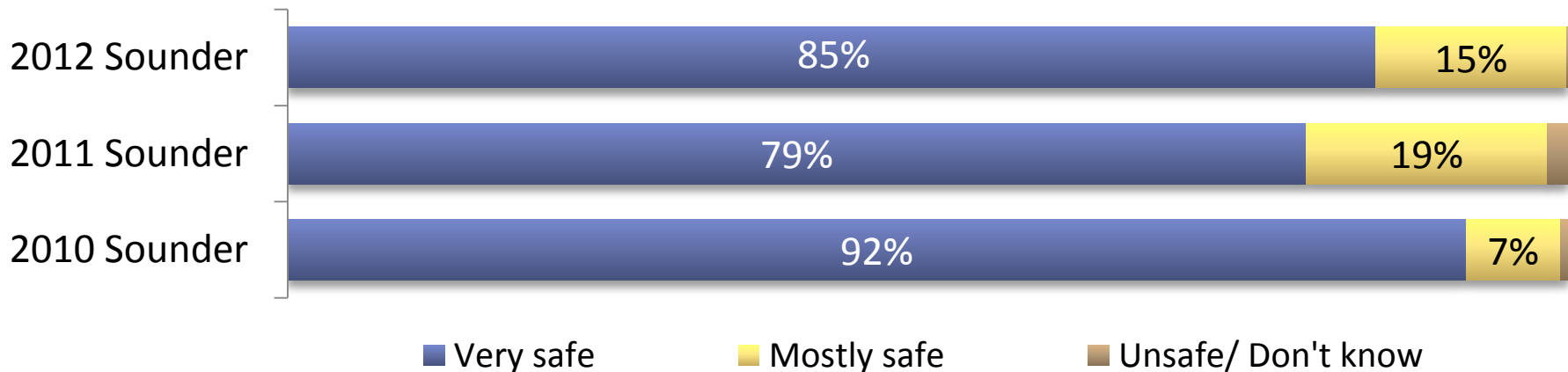


Safety at Station/Onboard - Sounder

Q34. How would you rate your safety while waiting at the [stop/station] for [your bus/Light Rail/Sounder]?

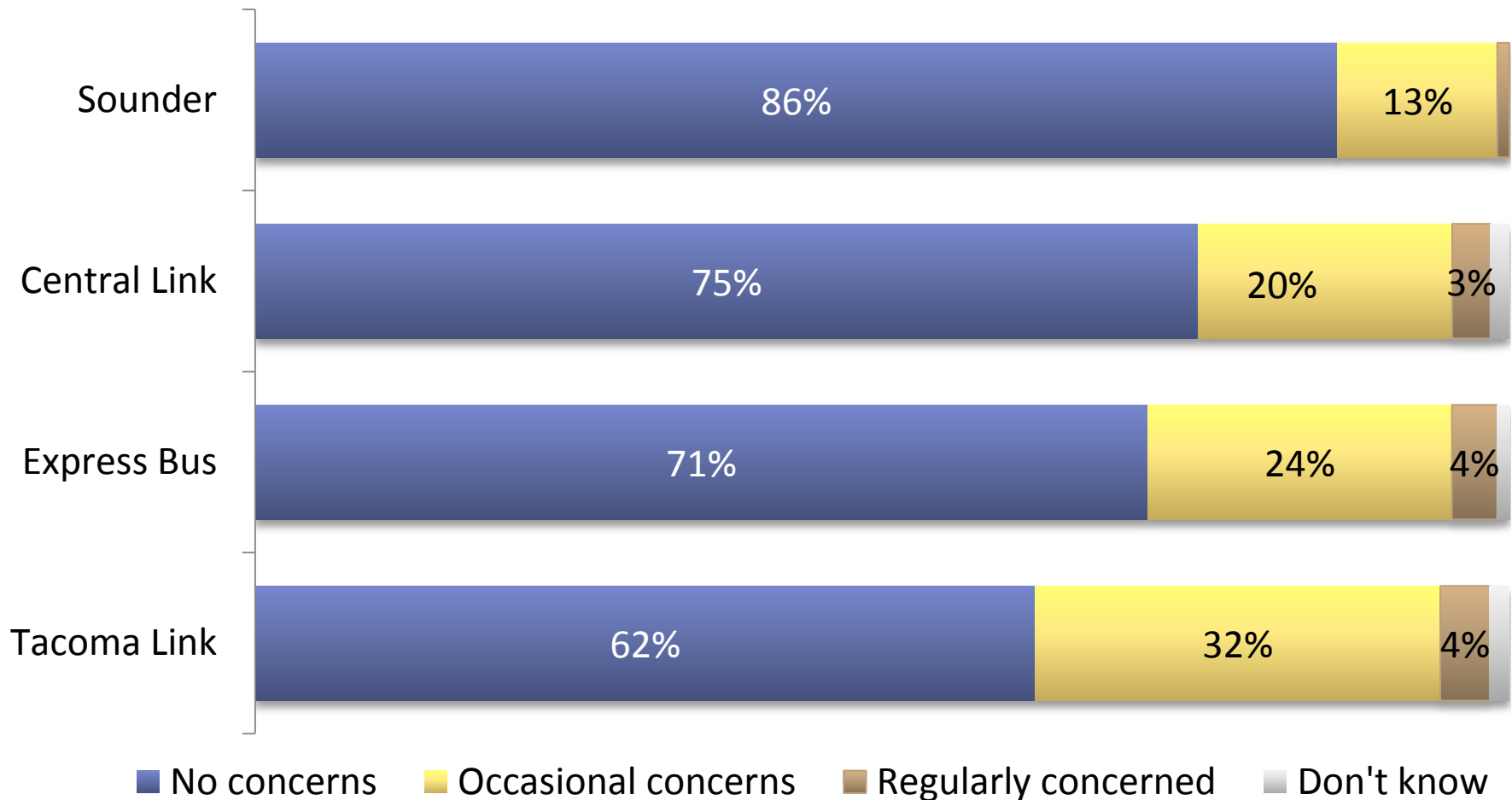


Q35. And how would you rate the safety of the ride on Express Bus/ LR/ Sounder?

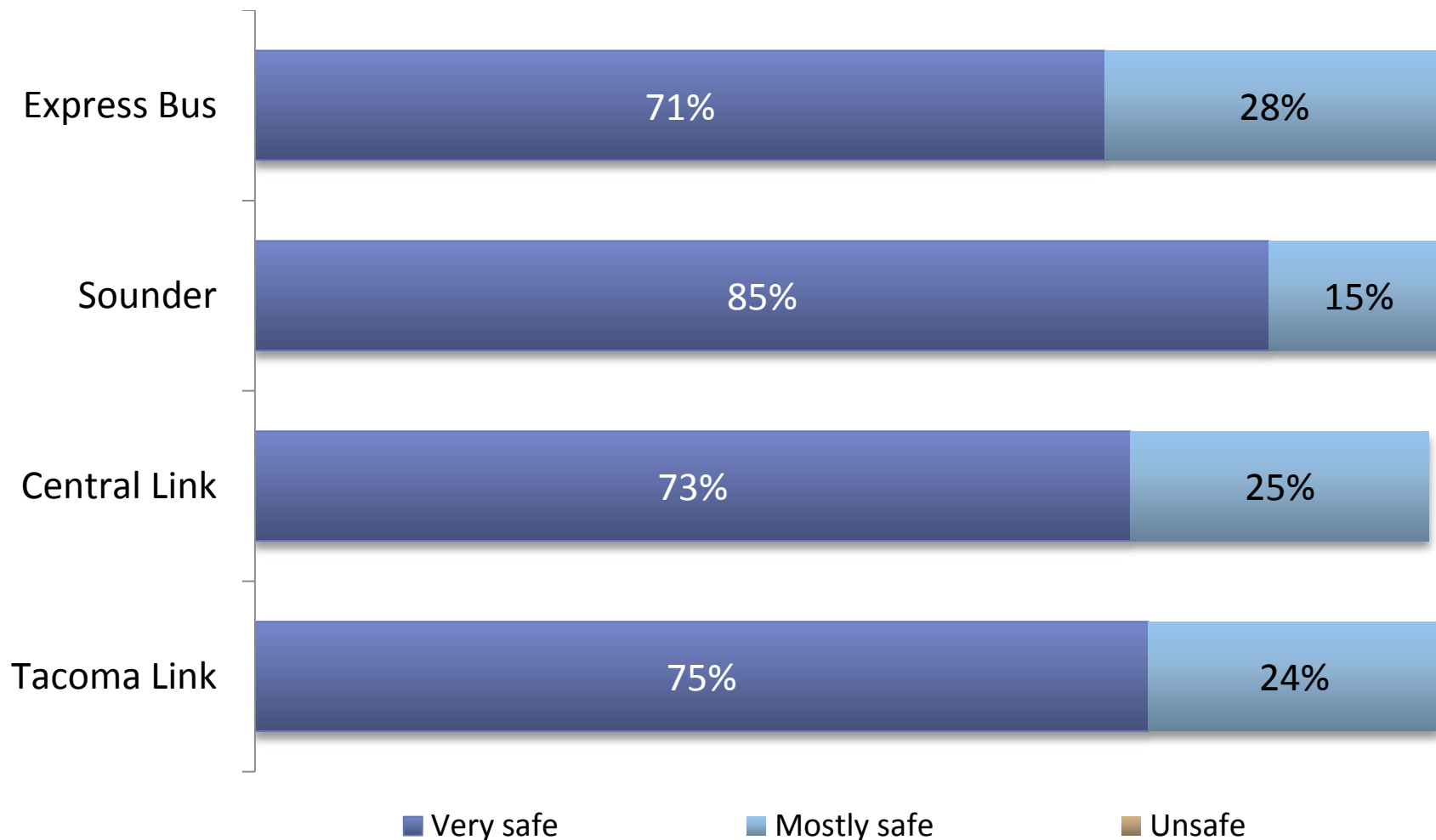


Safety at Stop/Station

Q34. How would you rate your safety while waiting at the [stop/station] for [your bus/Light Rail/Sounder]?



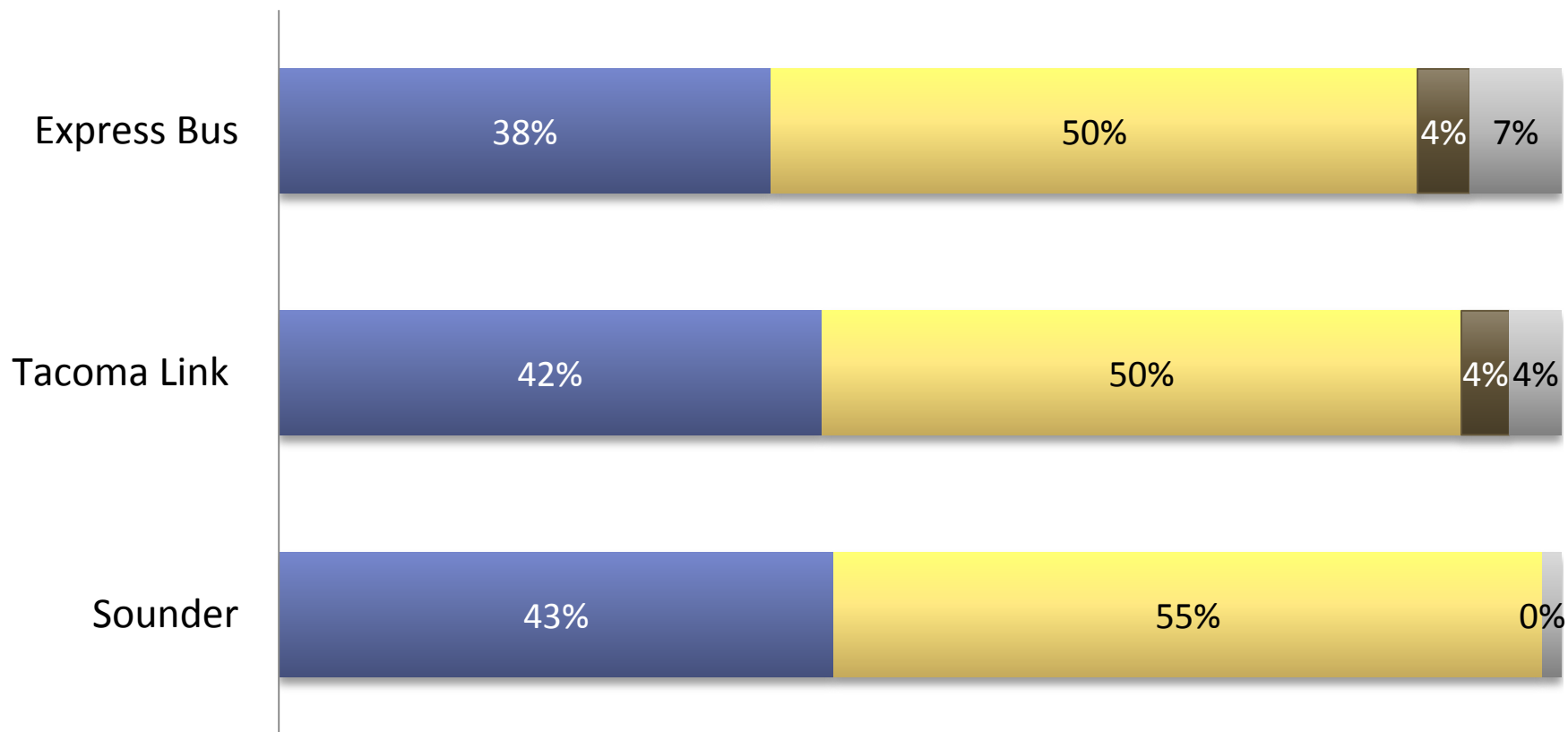
Q35. And how would you rate the safety of the ride on the bus/Sounder/Light Rail?



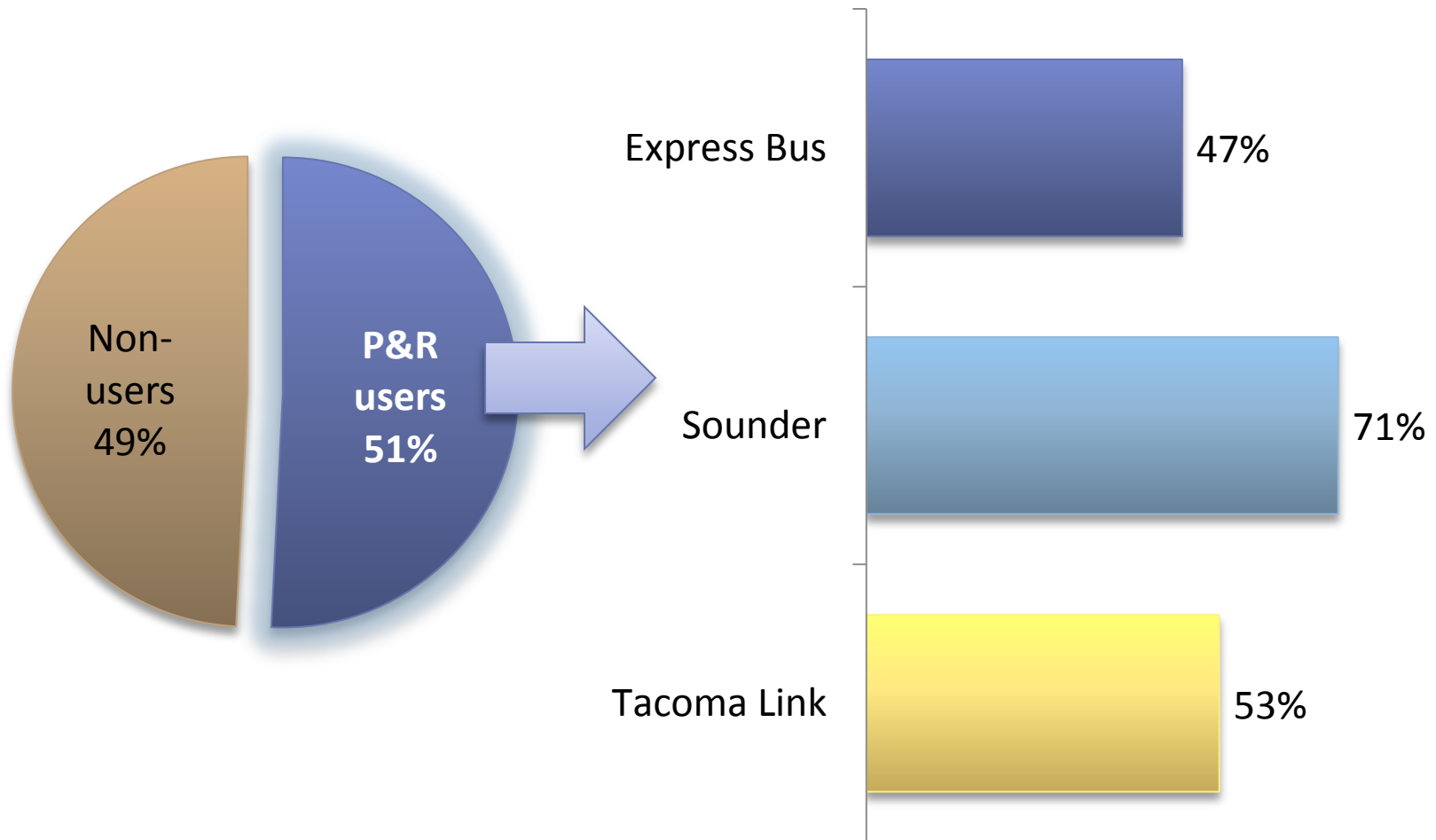
Vehicle Security at Park & Ride

Q36. How secure do you feel your vehicle is when left at the Park and Ride?
(among Park & Ride users; n=645)

■ Very secure ■ Somewhat secure ■ Not secure at all



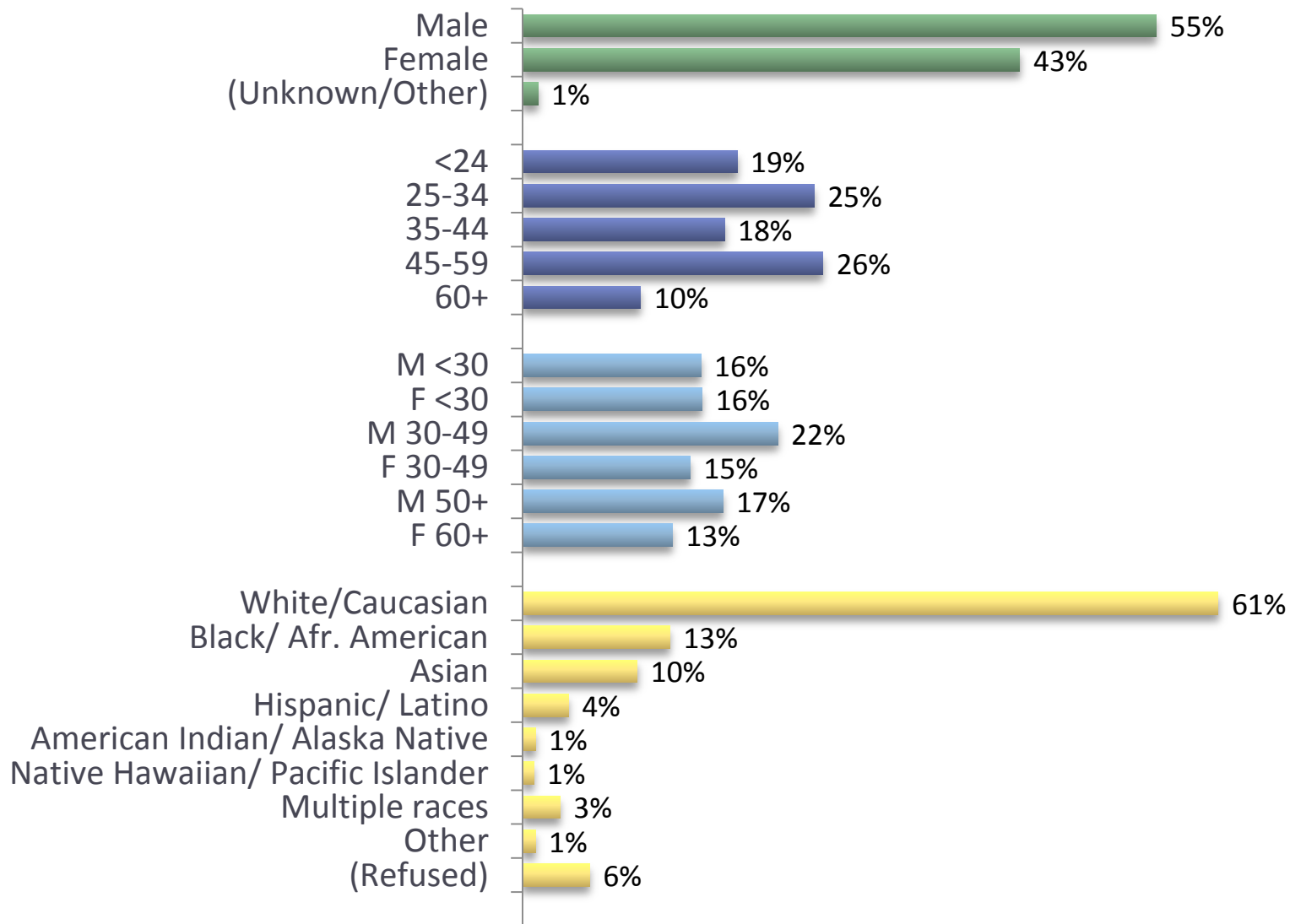
% of P&R Users by Service



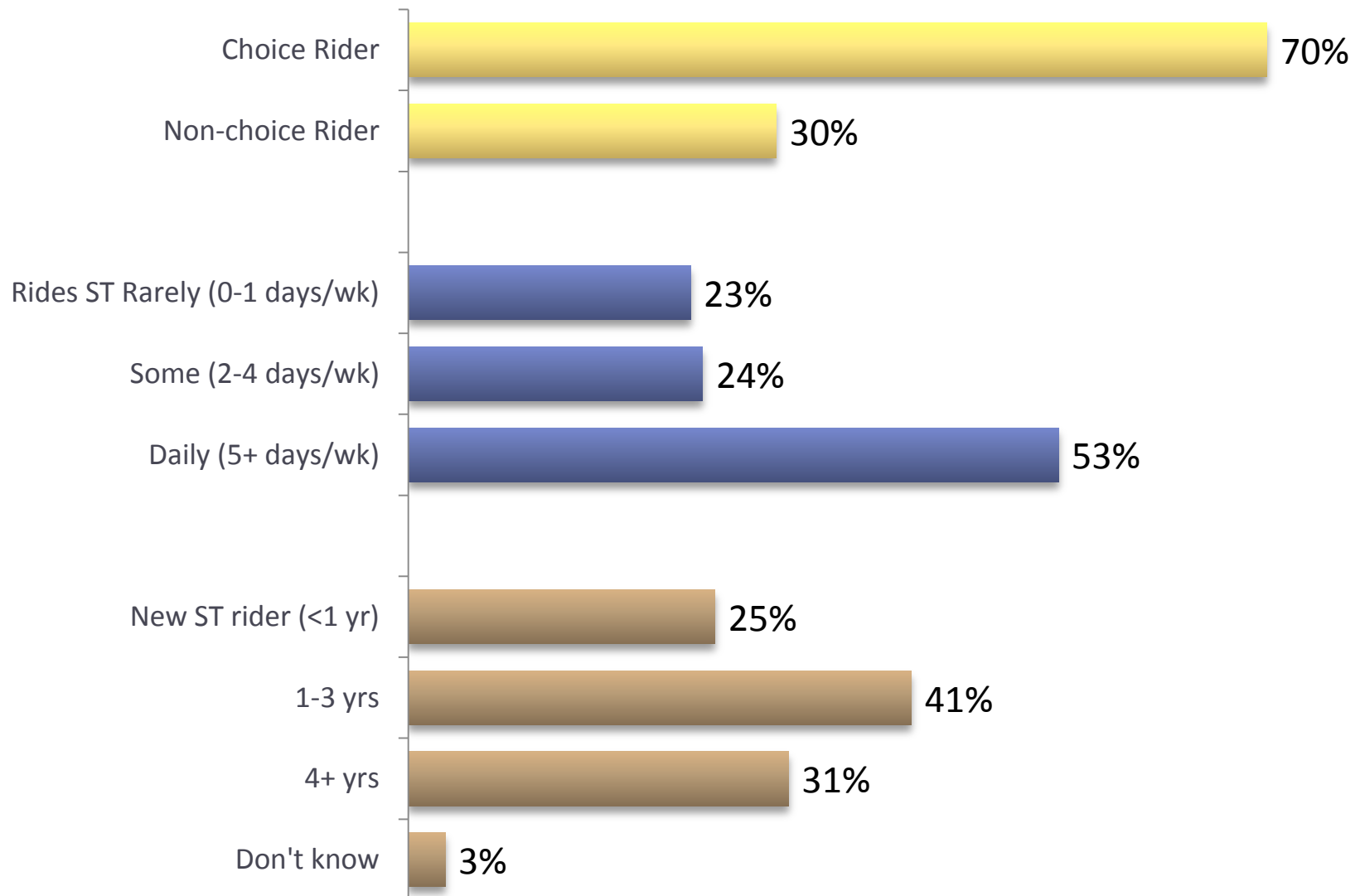
Respondent Profile



Rider Demographic Profile



Commute Behavior Profile



Choice Riders



Choice Rider Definition & Methodology

- ▶ The Choice Rider survey was conducted in tandem with the Customer Satisfaction intercept survey.
- ▶ A total of 416 interviews were conducted between November 28th and December 19nd 2012.
- ▶ *To ensure all respondents are part of this Choice Rider subgroup, they were screened based on the following criteria...*

Did you have a car available that you could have used for this trip?

Yes

Choice Rider

No

Have you sold a car or chosen not to buy a car because you prefer public transit?

Yes

Choice Rider

No

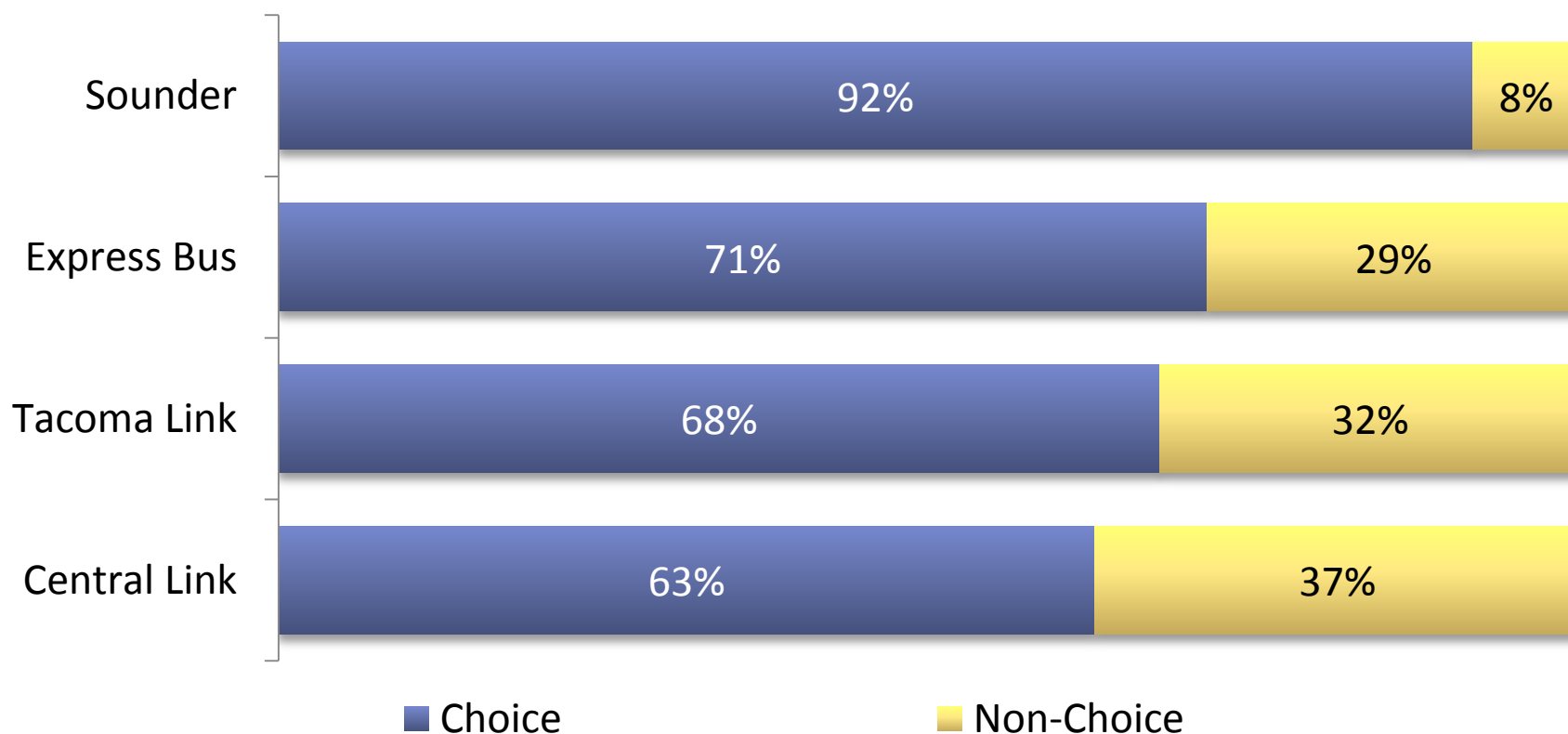
Non-Choice
(Terminated out of Survey)

Choice Riders by Service (Customer Survey)

Q4. Did you have a car available that you could have used for this trip?

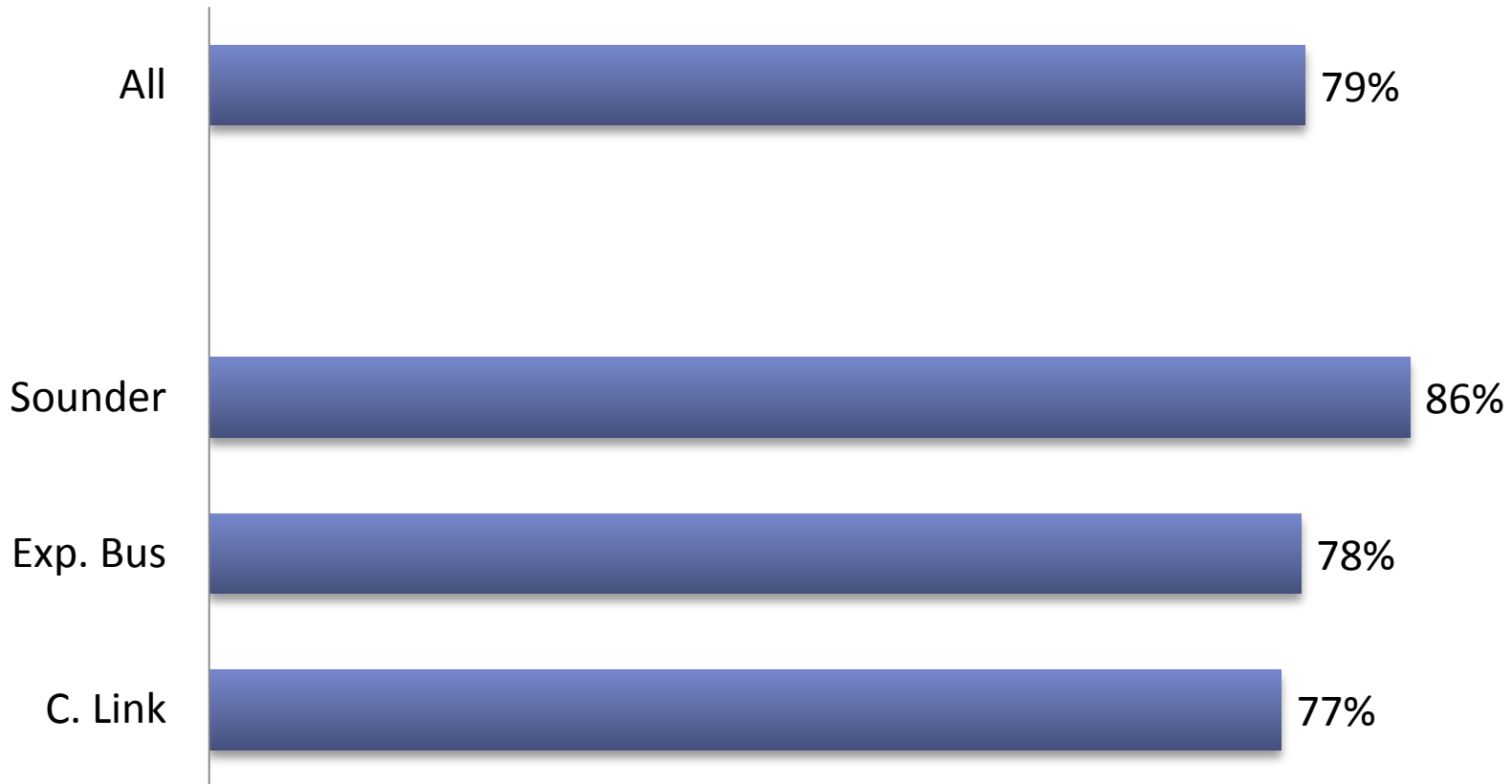
Q5. [IF Q4 is 'NO'] Have you sold a car or chosen not to buy a car because you prefer public transit?

Choice rider if 'YES' to either Q4 or Q5; Non-choice if 'NO' to both



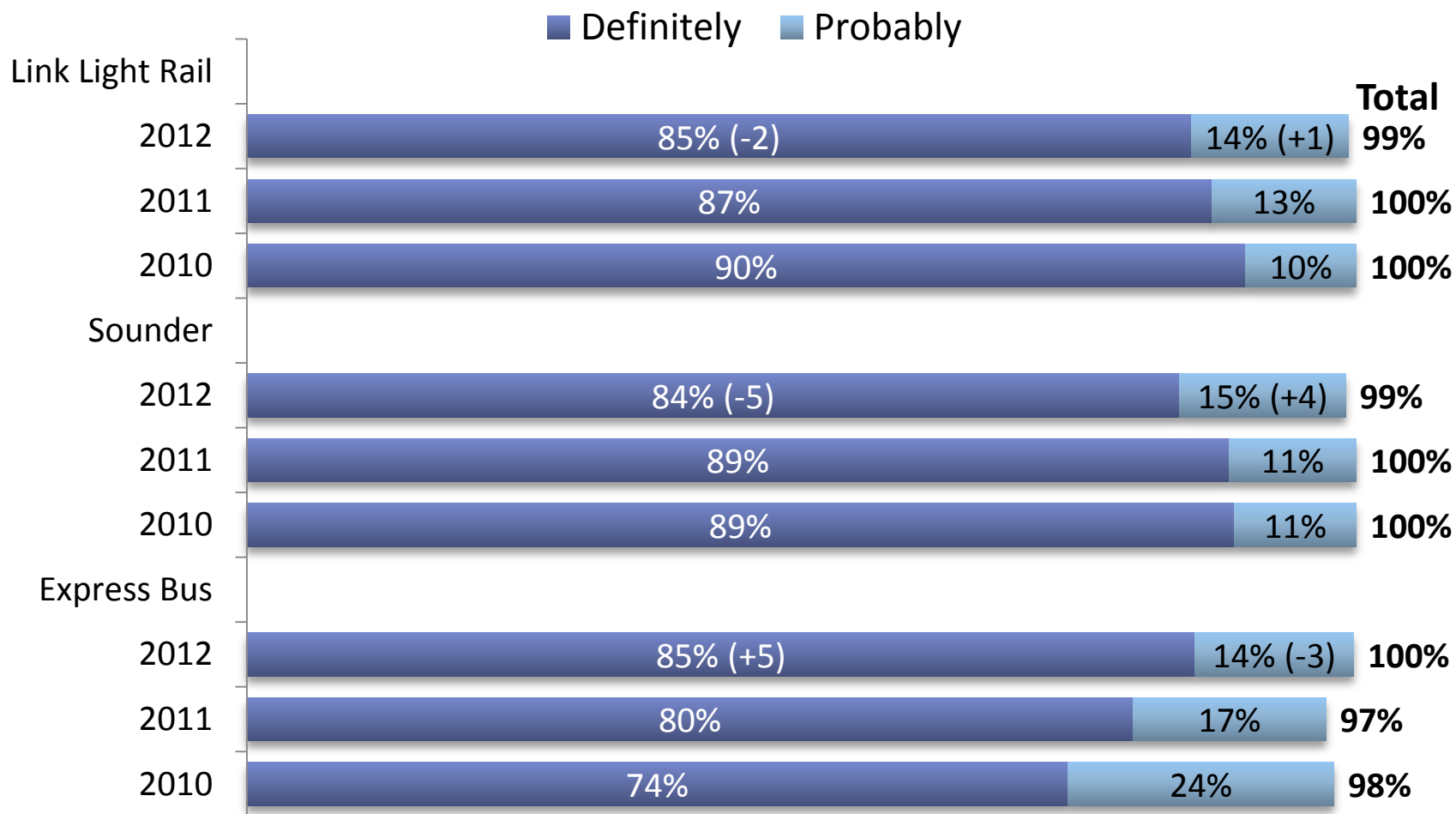
Q4. Did you have a car available that you could have used for this trip?

'Yes' % Overall and by Service



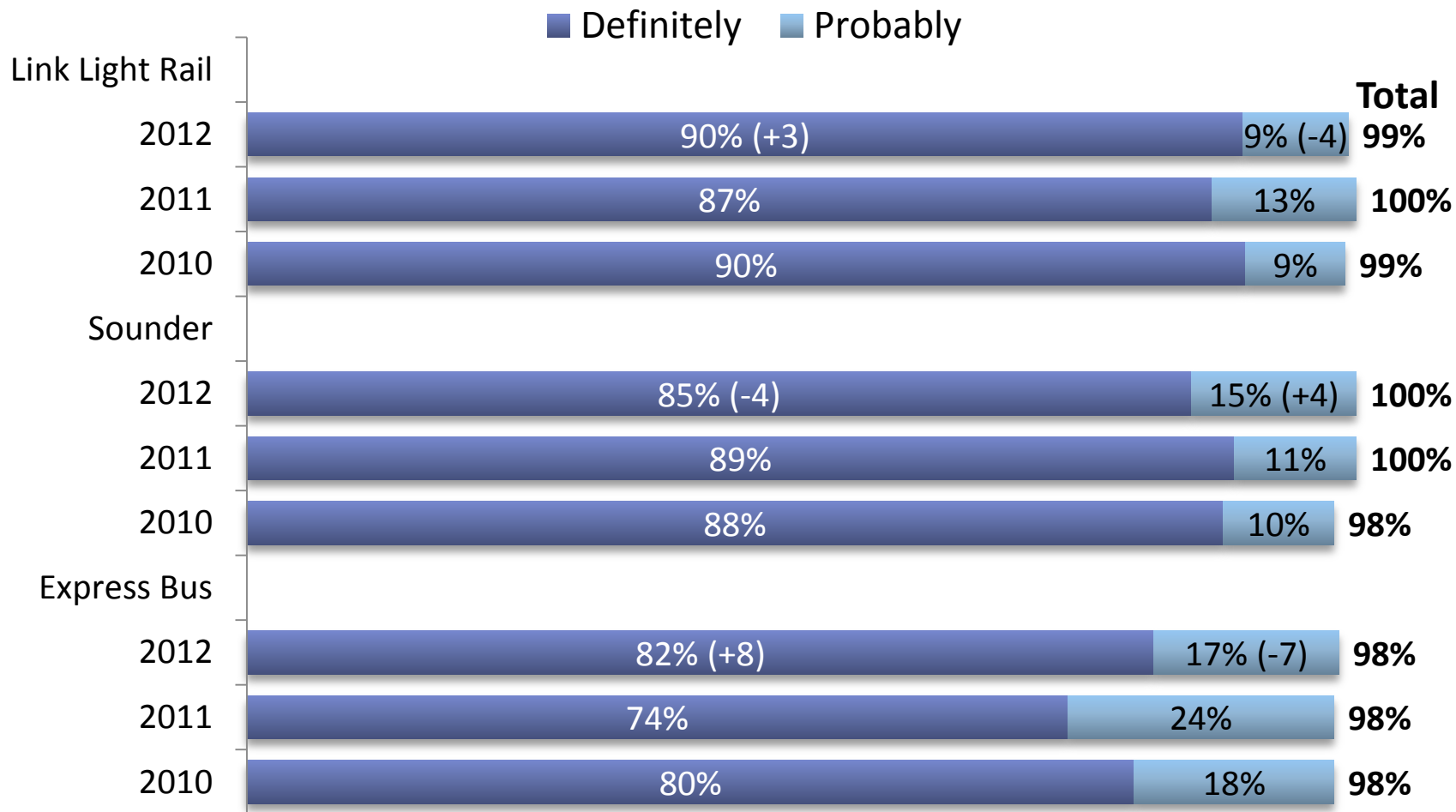
Continue Using Sound Transit

Q30. How likely are you to **continue** to use (this service) in the future?



Recommend Using Sound Transit

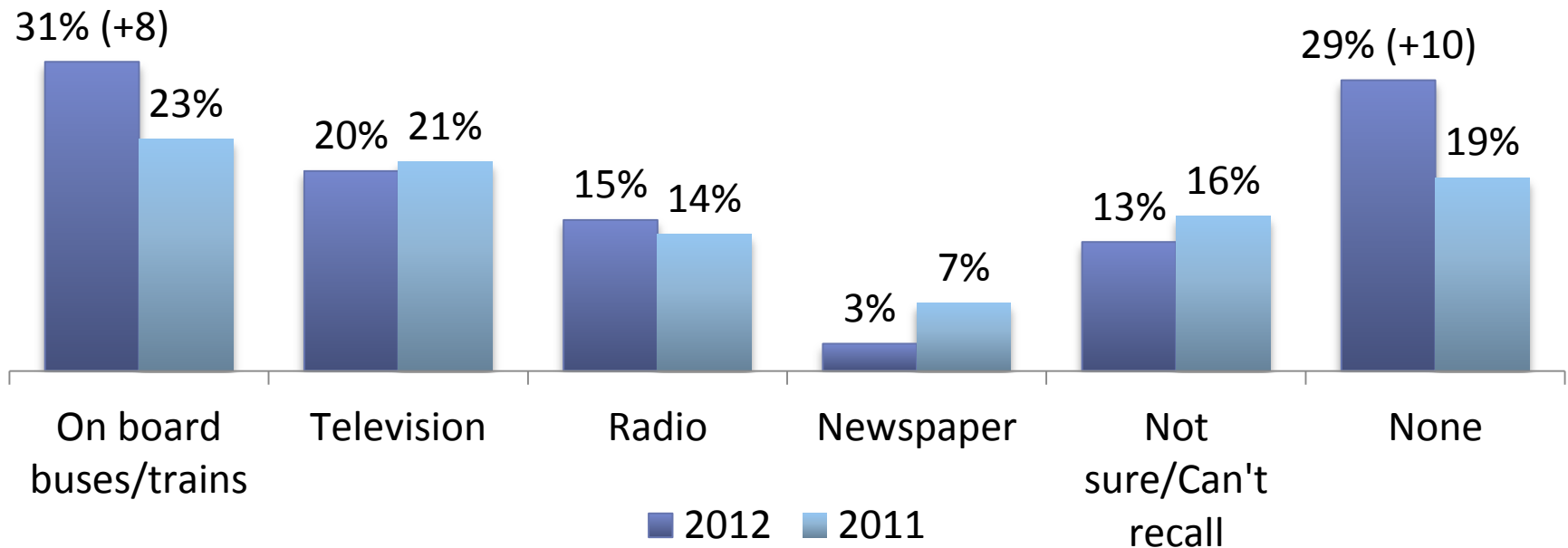
Q31. How likely would you be to **recommend** (this service) to a family member, friend or co-worker?



ST Advertising Source Recall – Year by Year

Q24. What Sound Transit advertising have you seen or heard recently?
(multiple responses; all responses shown)

% of Riders Mentioning Each



ST Advertising Content Recall – Year by Year

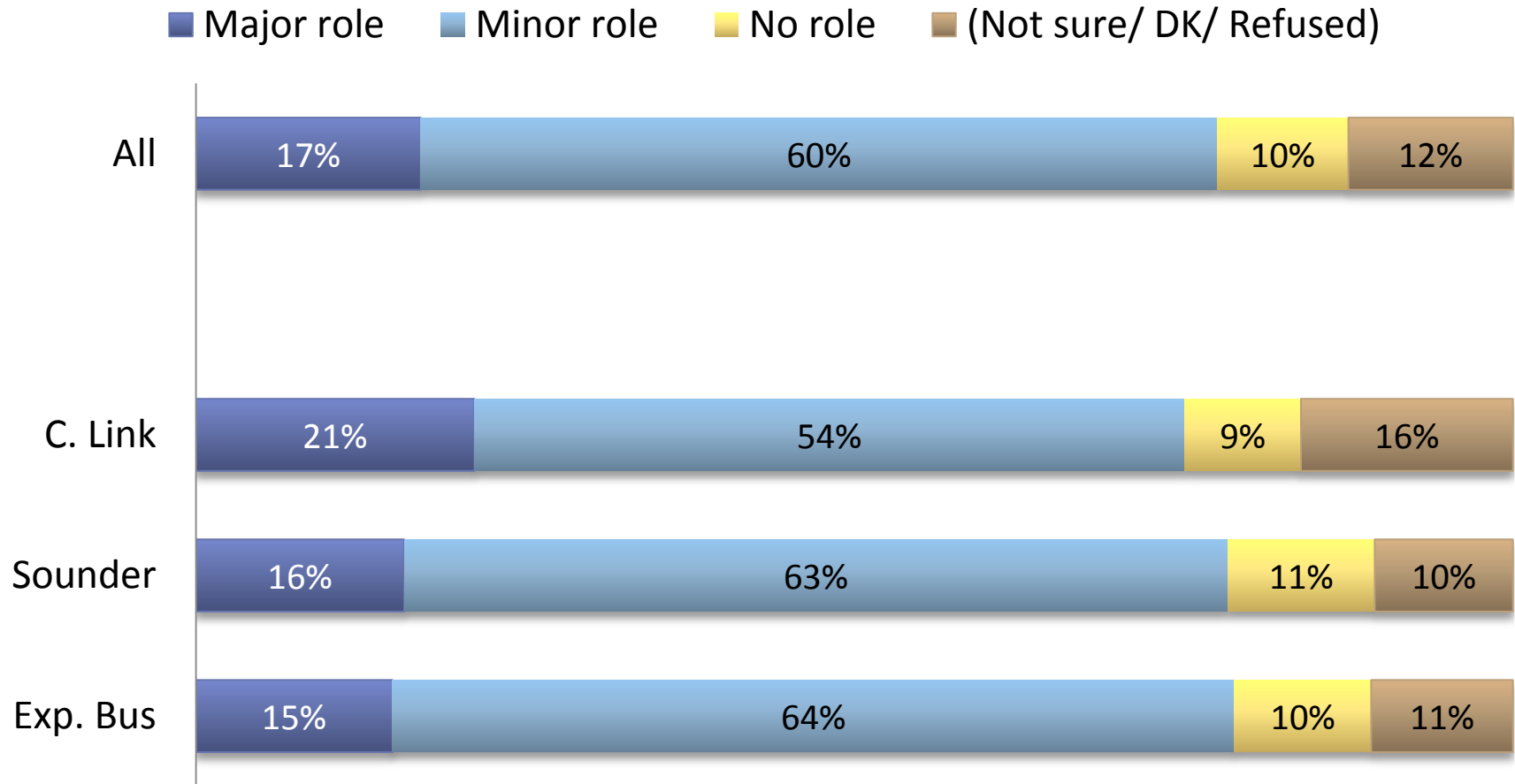


*Q25. Please describe the topics, message, or characters in the advertising you saw or heard.
(multiple responses; **all** responses shown)*

Top Mentions	Overall 2012	Overall 2011
Voice of reason/old lady	21%	23%
“Ride the wave”	7%	8%
Stress free/relax (no traffic)	5%	3%
Sound Transit ad/logo	5%	7%
Save gas	3%	2%
Can do other things, read	3%	1%
Convenient/easy	2%	3%
Environment message	1%	3%
Faster/saves time	1%	1%
Save money/Cheaper	1%	1%
Sporting Event/Get to Game	1%	0%
“We'll get you there”	0%	1%

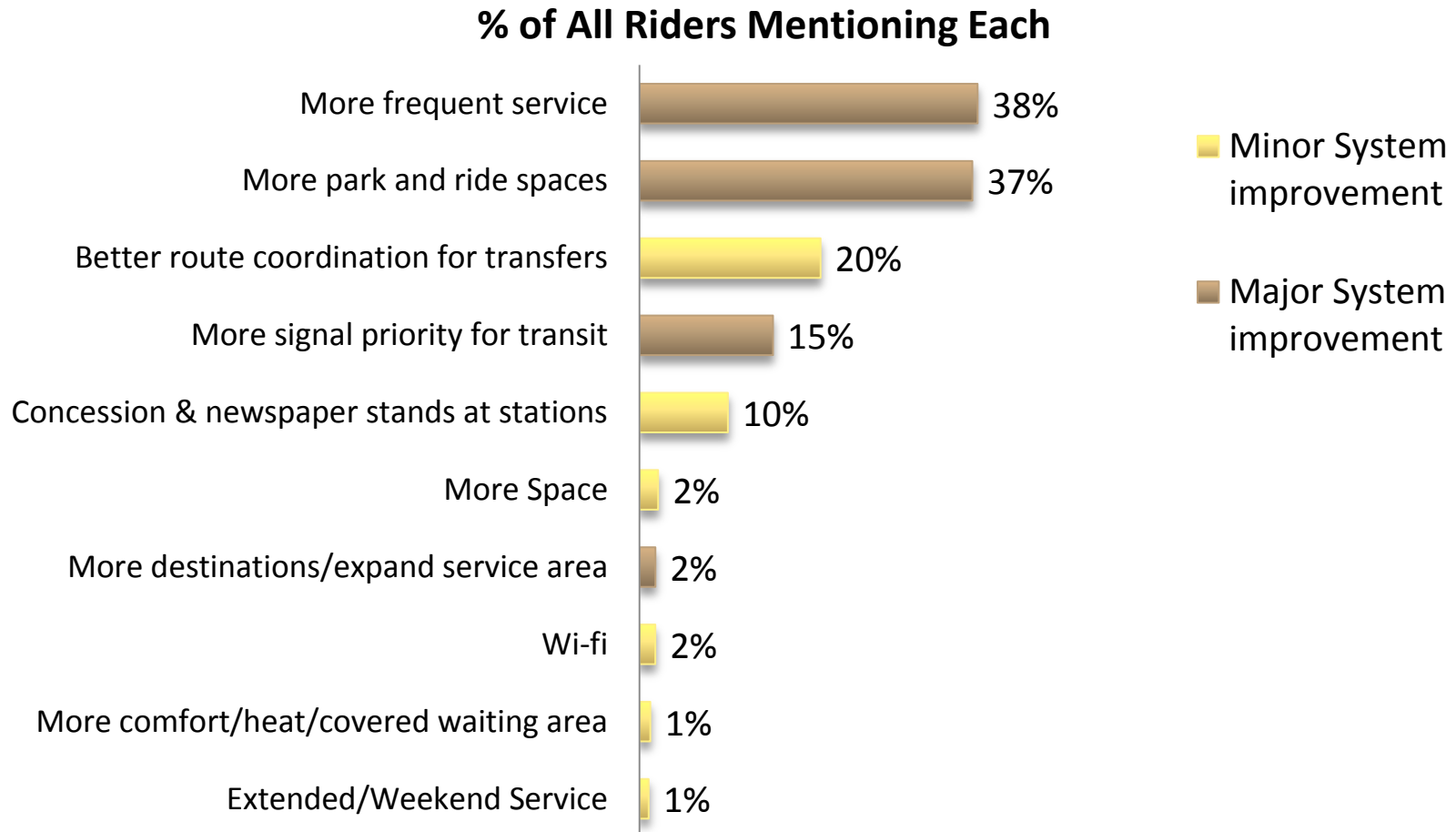
Perceived ST Advertising Impact

Q27. And do you think Sound Transit's advertising plays a major role, a minor role, or no role in someone else's decision to start riding transit?



Best Improvement Forced Choice

Q28. Which of the following do you think would be the best improvement that could be made to Sound Transit services? (multiple responses; all responses shown)



Best Improvement Forced Choice – by Service



Q28. Which of the following do you think would be the best improvement that could be made to Sound Transit services? (multiple responses; all responses shown)

Top Mentions	Overall		Exp. Bus	Souder	C. Link
More frequent service	38%		44%	55%	22%
More park and ride spaces	37%		33%	38%	45%
Better coordination between routes and transfers	20%		23%	21%	15%
More signal priority for transit to make the ride faster	15%		15%	16%	14%
Something else	13%		12%	17%	13%
Concession, newspaper, or food stands at stations	10%		8%	17%	12%
More Space	2%		2%	1%	2%
Wi-Fi	2%		2%	1%	1%
Extended/Weekend Service	1%		1%	2%	0%
More comfort/heat/covered waiting area	1%		1%	3%	1%