



MARKET
& OPINION
RESEARCH
SERVICES

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2013 Sound Transit Customer Satisfaction Intercept Survey
Overall n=1,503, Margin of Error (MoE) = ±2.5 points
November 15 – December 19, 2013
EMC #13-5018

Express Bus	Sounder North	Sounder South	Tacoma Link	Central Link
n=600 MOE=4.0%	n=115 MOE=9.1%	n=329 MOE=5.4%	n=103 MOE=9.7%	n=356 MOE=5.2%

*All numbers are reported as percentages unless otherwise noted.
Some questions may add up to more/less than 100% due to rounding*

Hi, my name is _____, and I am conducting a survey to evaluate and improve Sound Transit services. This survey should take about five minutes to complete, and your responses will be kept confidential.

1. Have you been interviewed for a Sound Transit survey in the last two weeks? IF YES ==> TERMINATE

2. SERVICE

	2007	2008	2009	2010	2011	2012	2013
Express Bus	78%	78%	63%	56%	57%	55%	55%
Sounder Rail	15%	16%	11%	12%	11%	10%	10%
Tacoma Link Light Rail	7%	6%	4%	4%	4%	4%	3%
Central Link Light Rail	--	--	22%	28%	29%	31%	32%

3. RECORD ROUTE _____

510/512	6%	566/567	4%
511	7%	574	5%
522	9%	577/578	6%
532	3%	586	1%
535	3%	590-595	11%
540	1%	596	1%
542	2%		
545	15%	Sounder N - Sea-Tac	2%
550	16%	Sounder N - Sea-Eve	8%
554	6%	Sounder S - Sea-Tac	90%
555/556	2%	Sounder S - Sea-Eve	0%
560	3%		

	Overall	Express Bus	Souder South	Souder North	Central Link	Tacoma Link
47. And for statistical purposes, could you please tell me your age?						
<18	2%	2%	1%	0%	3%	0%
18-24	17%	18%	9%	9%	17%	19%
25-29	16%	15%	10%	5%	19%	15%
30-34	14%	15%	11%	17%	13%	11%
35-39	10%	10%	14%	9%	9%	9%
40-44	10%	10%	14%	14%	9%	7%
45-49	8%	8%	10%	8%	7%	5%
50-54	8%	7%	14%	10%	8%	13%
55-59	7%	7%	8%	18%	5%	12%
60-64	4%	4%	7%	5%	5%	5%
65+	3%	3%	2%	4%	4%	5%
(Refused)	2%	1%	2%	0%	2%	1%
48. What race would you classify yourself as?						
White/Caucasian	62%	62%	69%	83%	59%	74%
Black/ Afr. American	12%	11%	10%	3%	14%	4%
Asian	11%	13%	6%	2%	8%	7%
Native Hawaiian/ Pacific Islander	1%	1%	1%	2%	1%	2%
American Indian/ Alaska Native	1%	1%	1%	0%	2%	1%
Hispanic/ Latino	4%	3%	3%	2%	5%	4%
Multiple races	4%	4%	5%	1%	3%	1%
Other	2%	2%	1%	1%	1%	4%
(Refused)	4%	4%	5%	7%	5%	4%
48A. Is your total annual household income from all sources less than \$30,000, \$30,000 to less than \$50,000, \$50,000 to less than \$75,000, or more than \$75,000?						
Less than \$30,000	18%	17%	4%	8%	21%	33%
\$30,000 to \$49,999	14%	14%	10%	13%	13%	23%
\$50,000 to \$74,999	21%	20%	30%	18%	19%	14%
More than \$75,000	23%	23%	39%	48%	18%	13%
(Refused)	25%	25%	17%	14%	28%	17%
50A. Are you a member of Sound Transit's SoundWaves online panel?						
Yes (SKIP TO Q52)	3%	2%	8%	3%	2%	0%
No (ASK Q51)	93%	95%	91%	96%	95%	45%
No answer/None	5%	3%	1%	1%	3%	55%
52. Gender [RECORD GENDER FOR EVERYONE, FROM OBSERVATION]						
Male	56%	57%	51%	64%	55%	56%
Female	44%	43%	49%	36%	44%	44%
(Unknown/Other)	0%	0%	0%	0%	1%	0%