Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and I am taking a brief survey for Sound Transit and I’d like to see if you qualify.

1. Have you been interviewed for a Sound Transit survey in the last two weeks? **IF YES ==> TERMINATE**
2. Did you have a car available that you could have used for this trip? 1. Yes **(SKIP TO Q4)** 2. No **(ASK Q3)**
3. Have you sold a car or chosen not to buy a car because you prefer public transit? 1. Yes **(ASK Q4)** 2. **No ==> TERMINATE**
4. In an average seven day week, how many days do you ride transit for this trip, that is how many days do you ride transit to

get where you are going today? Days a week:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Less than once a week===>TERMINATE**

1. SERVICE 1. ST Express Bus 2. Sounder Commuter Rail 3. Central Link Light Rail
2. RECORD ROUTE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ RECORD TIME IN 24 HR (1PM = 1300, 5PM = 1700):\_\_\_\_\_\_\_\_\_\_\_\_\_
3. In an average seven day week, how many days do you drive a car to get where you are going today, or do you drive less

than once a week? Days a week:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 0. Less than 1 9. (Never)

1. How long have you been a public transit rider? (RECORD YEARS)\_\_\_\_\_\_\_\_\_\_(RECORD MONTHS)\_\_\_\_\_\_\_\_\_\_\_\_
2. What are the advantages of taking transit for this trip?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. And what do you like least about taking transit for this trip?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Now I’m going to list some reasons people have given for riding public transit. For each one, please tell me how important that reason is to you personally. Use a scale of 1 to 5 where 1 means that reason is not at all important to you and 5 means that reason is extremely important to you. **(UNTIL UNDERSTOOD:** How important is this to you, where 1 is not at all important and 5 is extremely important?**)**

SCALE: 1 2 3 4 5 | 6

Not at all important Extremely important | (Don’t know)

**(RANDOMIZE)**

1. \_\_\_\_\_\_Saving money on parking, gas and car maintenance and wear and tear.
2. \_\_\_\_\_\_Being able to work while you travel
3. \_\_\_\_\_\_Being able to read and do other things while you travel
4. \_\_\_\_\_\_Reducing your impact on the environment
5. \_\_\_\_\_\_Having the opportunity to meet and talk to new people
6. \_\_\_\_\_\_Eliminating the stress of driving and being able to relax before starting work or getting home
7. \_\_\_\_\_\_Not having to worry about parking when you get to your destination
8. \_\_\_\_\_\_Reducing our dependence on foreign oil
9. \_\_\_\_\_\_Having time to yourself
10. \_\_\_\_\_\_Not having to drive in traffic
11. Moving on, think back to the first time you rode transit. Why did you start thinking about riding transit?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What made you actually start riding transit? (PROBE FOR UP TO THREE REASONS)

First Reason:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Second Reason:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Third Reason:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Did Sound Transit advertising on television, radio, or anywhere else play a major role, a minor role, or no role in your decision to start riding?

1. Major Role 2. Minor Role 3. No Role 4. (Not sure/Don't know/Refused)

1. What Sound Transit advertising have you seen or heard recently? **(MARK ANY THAT APPLY)**

1. None 2. Television 3. Radio 4. Newspaper 5. On Board Buses/Trains 6. (Don't know/Refused)

1. Please describe the topics, message, or characters in the advertising you saw or heard.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. In general, do you think advertising can help influence someone’s choices a lot, a little bit, or not at all?

1. A Lot 2. A Little Bit 3. Not Much At All 4. (Not sure/Don't know/Refused)

1. 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?

1. Major Role 2. Minor Role 3. No Role 4. (Not sure/Don't know/Refused)

1. Which of the following do you think would be the best improvement that could be made to Sound Transit services…(READ)

1. Concession, newspaper, or food stands at stations

2. More park and ride spaces

3. More signal priority for transit to make the ride faster

4. More frequent service

5. Better coordination between routes and transfers

6. Or something else \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. In general, how likely are you to continue to use public transit in the future, even if you have other options available? Would you say you will definitely, probably, probably not, definitely not continue to use public transit?

1. Definitely 2. Probably 3. Probably not 4. Definitely not 5. (Don't know/Refused)

1. And what about this specific mode of transit, how likely are you to continue to use (ST Express/Sounder/Light Rail) in the future? Would you say you will definitely, probably, probably not, definitely not continue to use it?

1. Definitely 2. Probably 3. Probably not 4. Definitely not 5. (Don't know/Refused)

1. How likely would you be to recommend (ST Express/Sounder/Light Rail) to a family member, friend, or co-worker? Would you say you definitely, probably, probably not, or definitely not recommend (ST Express/Sounder/Light Rail)?

1. Definitely recommend 2. Probably recommend

3. Probably not recommend 4. Definitely not recommend 5. (Don't know/Refused)

1. What is it about (ST Express/Sounder/Light Rail) that makes it better than other ways to get where you are going?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

And now some questions just for statistical purposes.

1. Do have cable or satellite TV? 1. Cable 2. Satellite 3. Neither
2. Including yourself, how many adults live in your household? (RECORD NUMBER OF PEOPLE)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. What is your age?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ***(if refused read)*** Are you between…[WRITE IN AGE AND CIRCLE CATEGORY]

1. 18 and 24 2. 25 and 34 3. 35 and 44 4. 45 and 54 5. 55 and 64 6. 65 and over

1. What is the last grade you completed in school?

1. Some grade school 2. Some high school 3. Graduated High School 4. Technical/Vocational

5. Some College 6. Graduated College 7. Graduate/Professional 8. (Refused)

1. What is your employment status? Are you…

1. Employed 30 or more hours a week 2. Employed less than 30 hours a week 3. Self-employed

4. Retired 5. Homemaker (not employed outside home) 6. Student 7. Unemployed 8. Other

1. What race would you classify yourself as?

01. White/Caucasian 02. Black/Afr. American 03. Asian

04. Native Hawaiian/Pacific Islander 05. American Indian/Alaska Native 06. Hispanic/Latino

07. Multiple Races 08. Other 99. (Refused)

1. 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.

1. Less than $30,000 2. $30,000 to $49,999 3. $50,000 to $74,999 4. More than $75,000 5. (Refused)

1. What is your home zip code? \_\_\_\_\_\_\_\_\_\_\_
2. As a current Sound Transit rider, your opinions are very important in helping us improve service. Would it be okay if we contacted you for participation in future research projects? This information will be used for research purposes only.

NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CITY:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ZIP:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PHONE OR EMAIL:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Gender **(RECORD FROM OBSERVATION)** 1. Male 2. Female