

2001 METRO RIDER / NONRIDER QUESTIONNAIRE

FINAL QUESTIONNAIRE with Post Codes



Introduction

INTRO1 Hello, I'm ___ from Northwest Research Group, a local opinion research firm. We are conducting a planning study for Metro Transit, and we would like to include the opinions of your household. For this survey I would like to speak with a member of this household who is 16 years of age or older? Would that be you? This call may be monitored for quality control purposes.

[PROBE REFUSALS "It would be really helpful if I could ask you just a couple of quick questions from the survey."]

- 1 YES, CONTINUE RIDER / NONRIDER SURVEY
- 2 YES, MINI SURVEY ONLY [SKIP TO REF2]
- 3 NO, NOT AVAILABLE NOW [CTRL-END, SCHEDULE A CALLBACK]
- 4 NO, IMMEDIATE REFUSAL [CTRL-END, IMMEDIATE REFUSAL]

MINI SURVEY

[FOR IMMEDIATE HOUSEHOLD REFUSALS WHO WILL ANSWER A FEW QUESTIONS]

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 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.

- ___ ENTER NUMBER OF RIDERS IN HOUSEHOLD [IF 0,9 SKIP TO REF1]
- 8 8 OR MORE
- 9 DK / REF

REF3. [IF REF2 GE 1] In the last 30 days, how many one-way rides have **you personally** taken?
[IF NECESSARY: Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as just one ride].

- 1 5 OR MORE RIDES – RIDER [SKIP TO REF1]
- 2 1 TO 4 RIDES - INFREQUENT RIDER [SKIP TO REF1]
- 3 0 RIDES/NEVER RIDE – NONRIDER [SKIP TO REF1]
- 9 DK / REF

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

- 1 YES, 5 OR MORE RIDES - RIDER

	2	NO, 1 TO 4 RIDES - INFREQUENT RIDER
	3	NO, 0 RIDES / NEVER RIDE - NONRIDER
	9	DK / REF [SKIP TO THANK8]

RIDESTAT

1	REGULAR RIDER
2	INFREQUENT RIDER
3	NONRIDER

REF1 Have you or anyone else in your household ridden any Metro service within the past year. This time please include the Seattle Ride Free Area and Shuttle service to ball games and special events as well as regular bus service?

	1	YES
	2	NO
	9	DK/REF

REF5. To verify, is your home zip code [RECALL ZIP CODE]?

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

REF6. **[IF REF5 = 2]** What is your correct zip code?
 _____ ENTER CORRECT ZIP CODE
 99999 DON'T KNOW **[SKIP TO THANK8]**

REF7. **[IF RIDESTAT = 1]**
 THIS RESPONDENT IS A RIDER LIVING IN _____.

	1	ZONE 1 - NORTH/SEATTLE
	2	ZONE 2 - SOUTH KING
	3	ZONE 3 - EAST KING

REF8 **[IF RIDESTAT = 1]** 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]

REF9. **[IF RIDESTAT = 2 OR 3]** [THIS HOUSEHOLD REFUSAL IS AN INFREQUENT / NONRIDER LIVING IN _____.

	1	ZONE 1 - NORTH/SEATTLE [SKIP TO THANK5]
	2	ZONE 2 - SOUTH KING [SKIP TO THANK5]
	3	ZONE 3 - EAST KING [SKIP TO THANK5]

Screener

SCR1 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] |

SCR2 Including yourself, how many people in your household, age 16 or over, have taken at least 1, one-way ride on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area.

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

[IF SCR2 = 0 or 9, SKIP TO SCR1A]

SCR3 **[IF SCR2 > 0]** Including yourself, how many people in your household, age 16 or over, have taken at least 5 one-way rides on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. Count a round trip as 2 rides, and count a trip where a person had to transfer buses as one ride.

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

SCR4 **[IF 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? A round trip counts as two one-way rides, and a trip where you had to transfer buses counts as one ride

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

SCR5 **[IF SCR4 GE 98]** Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES - RIDER **[SKIP TO SCR1A]**
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DON'T KNOW / REFUSED

[IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8]

SCR6 **[IF SCR3 GE 1 AND [(SCR4 LT 5) OR (SCR5 = 2 OR 3)]** Is the individual in your household who has taken at least 5 one-way rides on Metro in the last 30 days available at this time to complete a survey?

1 YES, AVAILABLE
2 NO, NOT AVAILABLE FOR CALLBACK, CONTINUE **[SKIP TO SCR1A]**
3 NO, NOT AVAILABLE NOW **[ARRANGE CALLBACK - CRTL-END]**

SCR7 **[IF SCR6 = 1, NEW RESPONDENT ON PHONE]**

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

Thinking about the last 30 days, how many one-way rides have you personally taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as 2 rides. Count a trip where you had to transfer buses as one ride.

_____ ENTER NUMBER OF RIDES **[SKIP TO SCR9]**
97 97 OR MORE **[SKIP TO SCR1A]**
98 DON'T KNOW
99 REFUSED

SCR8 **[IF SCR7 GE 98]** Would that be more than 4 rides?

- 1 YES, 5 OR MORE RIDES - RIDER
- 2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
- 3 NO, 0 RIDES / NEVER RIDE - NONRIDER
- 9 DON'T KNOW / REFUSED

[IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8]

SCR1A *Have you or anyone else in your household ridden any Metro service within the past year; This time please include the Seattle Ride Free Area and Shuttle service to ball games and special events as well as regular bus service?*

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

SCR9 THIS RESPONDENT IS A.... **[RECALL RIDER STATUS]**

[PRESS ANY KEY TO CONTINUE]

SCR10 To verify, is your home zip code **[ZIP CODE FROM SAMPLE]**?

- 1 YES **[SKIP TO SCR12]**
- 2 NO
- 9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR11 **[IF SCR10 = 2]** What is your correct zip code?

_____ ENTER CORRECT ZIP CODE
99999 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR12 RESPONDENT LIVES IN AREA _____

**[PRESS ANY KEY TO
CONTINUE]**

ZONE

- 1 NORTH
- 2 SOUTH
- 3 EAST

SCR13 ENTER GENDER OF RESPONDENT

- 1 MALE
- 2 FEMALE

QAL THANK4 /

QUALIFIED RESPONDENTS SKIP TO Q2 TO CONTINUE WITH SURVEY

SKIP TO THANK4 AND SAVE DATA

General Ridership – All Respondents

Q1 What is your current employment status?

[PROBE: Are you employed full time or part-time?]

[IF STUDENT: Do you also work part-time or full-time?]

[IF WORKING: Do you also attend school?]

- 1 (Employed full-time,)
- 2 (Employed part-time,)
- 3 (Self-employed,)
- 4 (A full-time student and **not** working,)
- 5 (A student and working full-time,)
- 6 (A student and working part-time,)
- 7 (Not employed outside the home / homemaker,) **[COMMUTER = 3]**
- 8 (Retired, or) **[COMMUTER = 3]**
- 9 (Currently unemployed?) **[COMMUTER = 3]**
- 10 OTHER [SPECIFY]
- 11 DON'T KNOW **[COMMUTER = 3]**
- 12 REFUSED **[COMMUTER = 3]**

Q2 **[IF Q1 1-6 OR 10]** Do you work (or attend school) **outside the home** three or more days a week?

[IF RESPONDENT SAYS BOTH WORK AND SCHOOL, PROBE: "Which do you consider to be your **primary activity?"]**

- 1 YES / WORK **[COMMUTER = 1]**
- 2 YES / SCHOOL **[COMMUTER = 2]**
- 3 NO / NEITHER **[COMMUTER = 3]**
- 8 DON'T KNOW **[COMMUTER = 3]**
- 9 REFUSED **[COMMUTER = 3]**

Metro Ridership – All Riders / Infrequent Riders

[RIDESTAT = 1 OR 2]

Q3 To what extent do you use the bus system to get around? Would you say you use the bus for...

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

Q4 When you ride the bus, what is the primary purpose of the trip you take most often?

[YOU MUST PROBE FOR PURPOSE; "DOWNTOWN" IS NOT A PURPOSE: "What is the purpose of the trip you take to Downtown? / What do you do Downtown?"]

- 1 TO/FROM WORK
- 2 TO/FROM SCHOOL
- 3 TO/FROM VOLUNTEERING
- 4 SHOPPING / ERRANDS
- 5 APPOINTMENTS
- 6 FUN / RECREATION / SOCIAL
- 7 SPECIAL EVENTS (SPORTS, SEAFAIR, BUMBERSHOOT SHUTTLES)
- 8 OTHER [SPECIFY]
- 9 DON'T KNOW
- 10 REFUSED
- 11 **JURY DUTY**

Q5 During which of the following time periods do you ride Metro? Do you ride Metro (during)...

[MIDDAY COUNTS AS BETWEEN 9 AM AND 3 PM]
[READ EACH AND SELECT IF "YES"]

- 1 Peak morning rush hour on weekdays, that is 6 to 9 a. m.?
- 2 Midday on weekdays?
- 3 Peak evening rush hour on weekdays, that is 3 to 6 p.m.?
- 4 Weeknights between 6 and 7 p.m.?
- 5 Weeknights after 7 p. m.?
- 6 Any time of the day on weekends?
- 7 NONE
- 8 DON'T KNOW
- 9 REFUSED

Q6 You said you generally ride the bus to [Response to Q5]. How many transfers do you usually make when you use the bus [Response to Q5]?

- ____ ENTER NUMBER OF TRANSFERS [IF Q7 = 0, SKIP TO Q9A]
- 8 DON'T KNOW [SKIP TO Q9A]
- 9 REFUSED [SKIP TO Q9A]

Q7A [IF Q6 =1] How many minutes do you usually wait for a bus when you transfer?

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

Q7B [IF Q6 GT 1 AND LT 8] How many minutes do you usually wait for your longest transfer?

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

Metro Service – All Respondents

Q8A/B If you needed to take the bus and had a choice of two bus routes, would you be most likely to choose...

[READ STATEMENTS 1 AND 2] [ROTATE OPTIONS 1-2]

- 1 *One that would get you to your destination faster, but you would have to transfer buses, or*
- 2 *One that took longer, but did not involve a bus transfer?*
- 3 *WOULD NOT CHOOSE EITHER*
- 8 *DON'T KNOW*
- 9 *REFUSED*

Fare Payment - All Riders/Infrequent Riders [RIDESTAT = 1 OR 2]

Q9 How do you usually pay your bus fare? Do you use...?

[IF THEY SAY "Transfer" – PROBE: "How do you pay for your transfer?]

[READ ENTIRE LIST] [SELECT ALL THAT APPLY]

- 1 Cash, [SKIP TO Q13INT IF ONLY OPTION SELECTED]
- 2 Tickets, [SKIP TO Q13INT]
- 3 A pass,
- 4 A reduced fare permit **with** a sticker, or
- 5 A reduced fare permit **with** cash?
- 6 DON'T KNOW [SKIP TO Q13INT]
- 7 REFUSED [SKIP TO Q13INT]

Q10A [IF Q9 = 3,4] What kind of pass do you have?

[IF NEEDED: What is the face value of the pass? / Is it a peak or off-peak pass?]

- 1 ONE ZONE PEAK PASS (\$1.50/\$54 PugetPass)
- 2 OFF-PEAK PASS (\$1.25/\$45 PugetPass)
- 3 TWO ZONE PEAK PASS (\$2.00/\$72 PugetPass)
- 4 U-PASS
- 5 GO PASS
- 6 FLEXPASS
- 7 STUDENT/YOUTH PASS \$0.50/\$18
- 8 SENIOR/DISABLED STICKER [REDUCED FARE PERMIT]
- 9 ACCESS PASS
- 10 OTHER [SPECIFY]
- 11 DON'T KNOW
- 12 REFUSED
- 13 **MONTHLY PASS**
- 14 **3 MONTH PASS**
- 15 **ANNUAL PASS**
- 16 **LIFETIME PASS**
- 17 **EMPLOYER PASS**

Q11 **[IF COMMUTER = 1 OR 2]** Does your employer or school pay for part or all of your pass?

[PROBE: Is that for all or part of the pass?] [PROBE: Is that your employer or school?]

- 1 YES, EMPLOYER PAYS PART OF PASS
- 2 YES, EMPLOYER PAYS ALL OF PASS
- 3 YES, SCHOOL PAYS PART OF PASS
- 4 YES, SCHOOL PAYS ALL OF PASS
- 5 NO, NONE OF THE PASS
- 8 DON'T KNOW / UNSURE
- 9 REFUSED

Usual Bus Travel - All Riders / Infrequent Riders
[RIDESTAT = 1 OR 2]

Q12 Do your bus trips usually cross the Seattle City limits, that is, are they two-zone trips?

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

Q13 How do you usually get to your bus stop?

- 1 WALK
- 2 DRIVE TO A PARK AND RIDE
- 3 DRIVE AND PARK NEAR A BUS STOP
- 4 BIKE
- 5 DROPPED OFF
- 6 OTHER [SPECIFY]
- 7 DON'T KNOW
- 8 REFUSED

MARKETING GOALS QUESTIONS – All Respondents

Q14INT. I'm going to read some statements that have been made about Metro Transit. Please tell me whether you think each statement is almost certainly not true, probably not true, probably true or almost certainly true. The first one is...

[ROTATE Q14A-Q14E]

Q14A *Metro Transit plays an important part in improving the quality of life here in King County.*

Q14B *Metro Transit provides excellent public transportation service.*

Q14C *Metro Transit is working with other transit agencies around Puget Sound to improve regional transportation.*

Q14D *Metro Transit provides a wide variety of services that help improve people's transportation choices.*

Q14E *Metro Transit is a good place to work.*

Q14F *Metro Transit is part of Sound Transit.*

[IF NECESSARY: Please tell me whether you think this statement is almost certainly not true, probably not true, probably true or almost certainly true.]

- 1 ALMOST CERTAINLY NOT TRUE

- 2 PROBABLY NOT TRUE
- 3 PROBABLY TRUE
- 4 ALMOST CERTAINLY TRUE
- 8 DON'T KNOW
- 9 REFUSED

Q15 Based on what you know or may have heard about Metro Transit, how well do you feel the following words describe the agency. Please use a scale from 1 to 7, where "1" means that it "does not describe Metro Transit at all," and "7" means it "describes Metro Transit very well." You may also use any number in between. The first one is...

[ROTATE Q15A-Q15F]

[READ ENTIRE SCALE EVERY THIRD QUESTION]

Q15A *A problem solver*

[IF NEEDED: How well do you feel those words describe Metro Transit? Please use a scale from 1 to 7, where "1" means that it "does not describe Metro Transit at all," and "7" means it "describes Metro Transit very well." You may also use any number in between.]

- 1 DOES NOT DESCRIBE METRO AT ALL
- 2
- 3
- 4
- 5
- 6
- 7 DESCRIBES METRO VERY WELL
- 8 DON'T KNOW
- 9 REFUSED

Q15B *Efficient*

Q15C *Well-managed*

Q15D *Environmentally-conscious*

Q15E *Customer-oriented*

Q15F *Innovative*

Q16 Which of the following transit agencies is in charge of planning and building the proposed light rail system in King County?

[READ ENTIRE LIST] [SELECT ALL THAT APPLY]

- 1 Community Transit,
- 2 Metro Transit, or
- 3 Sound Transit?
- 4 OTHER [SPECIFY]
- 5 NOT SURE / DON'T KNOW
- 6 REFUSED

Q16A **[IF MORE THAN ONE OPTION SELECTED IN Q16]** Which agency has the main responsibility?

- 1 COMMUNITY TRANSIT
- 2 METRO TRANSIT

- 3 SOUND TRANSIT
- 4 **[SHOW Q14 OTHER]**
- 5 NOT SURE / DON'T KNOW
- 6 REFUSED

Q16B **[IF Q16 = 3 ONLY]** You say that Sound Transit is in charge. Would you say that Metro Transit has...

- 1 Had a major responsibility for light rail,
- 2 Had a minor responsibility for light rail, or
- 3 Had no responsibility for light rail?
- 4 SOME RESPONSIBILITY, BUT DON'T KNOW HOW MUCH
- 5 NOT SURE / DON'T KNOW
- 6 REFUSED

Q17 Overall, do you feel that taxpayers get their money's worth from Metro Transit, or do you feel that taxpayers do not get their money's worth from Metro Transit?

- 1 Get their money's worth
- 2 Do not get their money's worth
- 8 DON'T KNOW
- 9 REFUSED

ALL RESPONDENTS

Q18 Next, please tell me the extent to which you agree or disagree with the following statements. As I read each statement, please tell me whether you "Strongly Agree," "Somewhat Agree," "Somewhat Disagree," "Strongly Disagree" or have "no opinion" about this statement.

[CODE DON'T KNOW, AS NO OPINION]
[ROTATE Q18A-K]

Q18A *The best way out of our traffic mess is to build more roads.*

[IF NEEDED: Would you agree or disagree that [READ STATEMENT]? Would that be strongly agree/disagree or somewhat agree/disagree?]

- 1 STRONGLY DISAGREE
- 2 SOMEWHAT DISAGREE
- 3 NO OPINION / DON'T KNOW
- 4 SOMEWHAT AGREE
- 5 STRONGLY AGREE
- 9 REFUSED

Q18B *Taking the bus is good for the environment.*

Q18C *I'd rather just live with the traffic than try the bus.*

Q18D *Metro Transit is an absolutely essential King County service.*

Q18E *I enjoy driving, even in rush hour traffic.*

Q18F *I feel a little guilty when I drive alone to work.*

- Q18G *I consider myself a committed environmentalist.*
- Q18H *I would not want anyone to think I had to take the bus.*
- Q18I *For the good of the region, everyone should ride the bus whenever possible.*
- Q18J *Public transportation helps our economy.*
- Q18K *My time is worth too much to take the bus.*

Commute Travel - All Work and Student Commuters
[COMMUTER = 1 OR 2]

Q19A In what geographic area do you...(work / attend school)?

[IF DOWNTOWN SEATTLE OR BELLEVUE, PROBE: Would that be downtown or a surrounding area?]

- 1 DOWNTOWN SEATTLE
- 2 SURROUNDING DT SEATTLE
(QUEEN ANNE, CAPITOL HILL, FIRST HILL)
- 3 UNIVERSITY DISTRICT
- 4 WEST SEATTLE
- 5 SOUTH SEATTLE
- 6 NORTH SEATTLE
- 7 OTHER SEATTLE [SPECIFY]
- 8 SHORELINE
- 9 KENMORE
- 10 OTHER NORTH KING COUNTY
[SPECIFY]
- 11 DOWNTOWN BELLEVUE
- 12 OVERLAKE
- 13 OTHER BELLEVUE [SPECIFY]
- 14 KIRKLAND
- 15 REDMOND
- 16 ISSAQUAH
- 17 BOTHELL
- 18 WOODINVILLE
- 19 OTHER EASTSIDE [SPECIFY]
- 20 AUBURN
- 21 FEDERAL WAY
- 22 KENT
- 23 RENTON
- 24 TUKWILA/SOUTHCENTER
- 25 OTHER SOUTH KING COUNTY
[SPECIFY]
- 26 EVERETT/SNOHOMISH
COUNTY
- 27 TACOMA/PIERCE COUNTY
- 28 SEATAC
- 29 OTHER [SPECIFY]
- 30 VARIES **[SKIP TO Q26]**
- 99 DK / REF **[SKIP TO Q26]**

Q19B **[IF Q19A = 1]** Would that be . . .

[READ ENTIRE LIST]

- 1 Downtown Seattle Core;
- 2 Denny Regrade / Belltown;
- 3 Pioneer Square;
- 4 International District; or
- 5 Somewhere Else? [SPECIFY]
- 6 DON'T KNOW
- 7 REFUSED

RECODE NON-DOWNTOWN LOCATIONS TO CORRECT CODES IN Q19A.

Q20 How do you usually get to and from [work / school]?

[PROBE FOR WHAT THEY USE MOST
OFTEN]

[IF DRIVE, PROBE – Would that be alone, with at least 2 people
in the car, in a vanpool with 7 or more people, or a motorcycle?]

[IF BUS, PROBE – Is that a Metro, Sound Transit, Community
Transit, or Pierce Transit bus?]

[READ LIST ONLY IF NECESSARY]

- 1 (Drive Alone In Your Car,)
- 2 (Carpool With At Least 2 People In The Car)
- 3 (Vanpool, that is 7 or more people,)
- 4 (Ride a Metro bus,)
- 5 (Ride a Sound Transit *Bus*,)
- 6 (*Ride the Sounder Train*,)
- 7 (*Ride a Sounder Train and Bus equally*,)
- 8 (Ride a school bus,)
- 9 (Ride an ACCESS van,)
- 10 (Motorcycle,)
- 11 (Bicycle, or)
- 12 (Walk?)
- 13 WORK FROM HOME / TELECOMMUTE
- 14 COMBINATION OF TRANSPORTATION [SPECIFY]
- 15 OTHER [SPECIFY]
- 16 DON'T KNOW
- 17 REFUSED

Q20A **[IF Q20 = 7]** Is that a Metro, 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]
- 7 DON'T KNOW
- 8 REFUSED

Q21 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

Q22 About how long does that usually take you?

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

Q22A TIME REFERENCE **[SKIP IF Q22=777, 888 OR 999]**

1 MINUTES
2 HOURS

Q23 What is your usual schedule at (work / school)? First, what time do you begin?

[ENTER BOTH HOURS AND MINUTES – USE 4 DIGITS]
[CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

____ TIME WORK / SCHOOL BEGINS
7777 CHANGES / VARIES FROM DAY TO DAY **[SKIP TO Q25]**
8888 DON'T KNOW **[SKIP TO Q25]**
9999 REFUSED **[SKIP TO Q25]**

Q23A VERIFY TIME REFERENCE

1 AM
2 PM

Q24 And what time do you finish (work / school)?

[ENTER BOTH HOURS AND MINUTES – USE 4 DIGITS]
[CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

____ TIME WORK / SCHOOL ENDS
7777 CHANGES / VARIES FROM DAY TO DAY **[SKIP TO Q25]**
8888 DON'T KNOW **[SKIP TO Q25]**
9999 REFUSED **[SKIP TO Q25]**

Q24A VERIFY TIME REFERENCE

1 AM
2 PM

Q25 About how many employees work for your employer at your place of employment?

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

Parking - All Work and Student Commuters
[COMMUTER = 1 OR 2]

Q26 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 Q28]**
- 2 YES - REDUCED FEE
- 3 NO
- 4 FREE, BUT NOT PROVIDED BY EMPLOYER / SCHOOL **[SKIP TO Q28]**
- 5 FREE, BUT DON'T KNOW WHO PAYS **[SKIP TO Q28]**
- 8 DON'T KNOW **[SKIP TO Q28]**
- 9 REFUSED **[SKIP TO Q28]**

Q27 **[IF (Q26 = 2 OR 3) AND (Q20=1,2,3 or 10)]** How much do you personally pay for parking?

[ENTER DOLLARS AND CENTS. YOU MUST ENTER A DECIMAL POINT TO INDICATE CENTS.]

- _____ RECORD PARKING COST
- 88888 DON'T KNOW
- 99999 REFUSED
- [IF Q27 = 0, 88888, 99999 – SKIPTO Q28]**

Q27A SELECT

- 1 PER DAY
- 2 PER MONTH

Q27B How many days a month do you park at work?

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

Q28(RC) **[IF (Q20=1)]** Overall, how appealing to you personally is the idea of using the bus instead of driving to [work / school]? Would you say...

- 1(5) Very appealing,
- 2(4) Somewhat appealing,
- 3(2) Not very appealing, or
- 4(1) Not at all appealing?
- 5(3) NEITHER APPEALING NOR UNAPPEALING
- 8 DON'T KNOW
- 9 REFUSED

Other Travel - All Respondents

Q29 What method of transportation do you usually use to get around for most of your personal, that is non-work, travel?

[PROBE FOR WHAT THEY USE MOST OFTEN]

[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, or a motorcycle?]

[IF BUS, PROBE – Which transit agency operates the bus?]

- 1 (Drive Alone In Your Car,)
- 2 (Carpool That Is With At Least 2 People,)
- 3 (Ride a Metro Bus,)
- 4 (Ride a Sound Transit bus,)
- 5 (Ride the Sounder Train,)
- 6 (Ride an ACCESS van,)
- 7 (Motorcycle,)
- 8 (Bicycle, or)

- 9 (Walk?)
- 10 OTHER [SPECIFY]
- 11 DON'T KNOW
- 12 REFUSED

Q30(RC) **[IF RIDE STAT = 3]** Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel? Would you say...

- 1(5) Very appealing,
- 2(4) Somewhat appealing,
- 3(2) Not very appealing, or
- 4(1) Not at all appealing?
- 5(3) NEITHER APPEALING NOR UNAPPEALING
- 8 DON'T KNOW
- 9 REFUSED

Potential To Increase Ridership -

Q31INT On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often.

[ROTATE Q31A – Q31L]

[SOV COMMUTERS WHO FIND BUS APPEALING (Q20=1 & Q28RC=4-5)]

[SOV PERSONAL WHO FIND BUS APPEALING (Q29=1 & Q30RC=4-5)]

[READ ENTIRE SCALE EVERY THIRD QUESTION]

Q31A *The time it takes by bus*

Q31B *Crowded buses*

Q31D *Concerns about your personal safety while riding or waiting for buses*

Q31E *Having to transfer buses*

Q31F *Having to plan around bus schedules*

Q31H *Not knowing how to use the bus system*

Q31I *Lack of parking at park and ride lots*

Q31J *The behavior of others on the bus*

Q31K *There is no bus stop near your home*

Q31L *The bus routes near your home don't go where you want to go*

[ROTATE Q31C – Q31U]

[SOV COMMUTERS WHO FIND BUS APPEALING (Q20=1 & Q28=1,2)]

Q31C *The level of bus service after 6 p.m.*

Q31O *Needing a car during the work day for work-related business*

Q31Q *Needing a car during the day for personal errands while at work*

Q31R *Often having to work late*

Q31S *Having irregular work hours*

Q31T *Having free or inexpensive parking*

Q31U *Needing a car in case of an emergency at home*

[IF NEEDED: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often or for other trips.]

- | | |
|---|--------------------------|
| 1 | NOT A BARRIER AT ALL |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | VERY SIGNIFICANT BARRIER |
| 8 | DON'T KNOW |
| 9 | REFUSED |

Q31Z(Recoded) [SOV GROUP] If these barriers did not exist, would you try commuting by bus or would you still not be interested? Would you say you would..

- | | |
|------|--------------------------|
| 1(4) | Definitely try it, |
| 2(3) | Probably try it, |
| 3(2) | Might try it, or |
| 4(1) | Still not be interested? |
| 8 | DON'T KNOW |
| 9 | REFUSED |

Rider Importance – All Riders/Infrequent Riders

Q32 I'm going to name several aspects of bus service and ask about the importance of each to you in deciding to ride the bus. As I read each item, please tell if it is very important, somewhat important, not very important, or not at all important to you in deciding whether or not to ride the bus.

[ROTATE Q32A-Q32I]

[READ ENTIRE SCALE EVERY THIRD QUESTION]

Q32A *(How important is...)*

Personal safety waiting for the bus in the daytime

(when deciding to ride the bus?)

[Please tell me if this aspect is very important, somewhat important, not very important, or not at all important to you in deciding whether or not to ride the bus.]

- | | |
|---|----------------------|
| 1 | NOT AT ALL IMPORTANT |
| 2 | NOT VERY IMPORTANT |
| 3 | NO OPINION |
| 4 | SOMEWHAT IMPORTANT |

5	VERY IMPORTANT
8	DON'T KNOW
9	REFUSED

Q32B *Availability of seating on the bus*

Q32C *On-time performance of buses*

Q32D *Travel time by bus*

Q32E *The ability to get a parking space in park and ride lots*

Q32F *Time between buses*

Q32G *Personal safety waiting for the bus after dark*

Q32H *The number of stops the bus makes on your trip*

Q32I *The number of transfers you have to make to get where you are going*

Rider Satisfaction - All Riders / Infrequent Riders [RIDESTAT = 1 OR 2]

Q33INT (Q33 SERIES RECODED)

Next I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you have been "very satisfied," "somewhat satisfied," "somewhat dissatisfied," "very dissatisfied," or "have no opinion."

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

1(5)	VERY SATISFIED
2(4)	SOMEWHAT SATISFIED
3(3)	NO OPINION
4(2)	SOMEWHAT DISSATISFIED
5(1)	VERY DISSATISFIED
8	DON'T KNOW
9	REFUSED

[RANDOMIZE Q33A to Q33T]

[SPLIT SAMPLE: GROUP 1 AND GROUP 2]

Q33A **[ALL]** *On-time performance of buses*

Q33B **[GROUP 1]** *Cleanliness of bus shelters*

Q33C **[ALL]** *Inside cleanliness of buses*

Q33D **[ALL]** *Availability of seating on the bus*

Q33E **[ALL]** *Where the bus routes go*

Q33F **[ALL]** *Time between buses*

Q33G **[ALL]** *Driver Appearance*

- Q33H **[ALL]** *The ability to get a parking space at park and ride lots*
- Q33I **[ALL]** *The number of stops the bus makes on your trip*
- Q33J **[ALL]** *The number of transfers you have to make to get where you are going*
- Q33K **[ALL TRANSFERS]** *The wait time when transferring buses*
- Q33L **[ALL]** *Travel time by bus*
- Q33M **[GROUP 1]** *Ability to get information by phone*
- Q33N **[ALL]** *Personal safety on the bus related to the conduct of others during the daytime*
- Q33O **[ALL]** *Personal safety on the bus related to the conduct of others after dark*
- Q33P **[GROUP 2]** *Personal safety on the bus related to the operation of the bus*
- Q33Q **[ALL]** *Personal safety waiting for the bus in the daytime*
- Q33R **[ALL]** *Personal safety waiting for the bus after dark*
- Q33S **[ALL]** *Personal safety at the park-and-ride lot*
- Q33T **[ALL]** *Security of your automobile at the park-and-ride lot*
- Q33Z **[ALL]** *Overall, how satisfied are you with Metro Transit?*

Bus Rapid Transit

Q34 When you think of a bus coming very frequently, how often would that be?

—	ENTER NUMBER OF MINUTES
88	DON'T KNOW
99	REFUSED

Q35INT These next questions apply to service along major arterials, for example Pacific Highway South, Aurora Avenue North, or Northeast 8th Street between Crossroads and downtown Bellevue. If you needed to go somewhere along a major arterial...

[SPLIT SAMPLE]

Q35A **[IF GROUP2 = 1]** Would you try bus service if Metro ran buses every 8 minutes, nearly 24 hrs a day along the arterial?

Q35B **[IF GROUP2 = 2]** Would you try bus service if Metro ran buses every 15 minutes, nearly 24 hrs a day along the arterial?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

1	DEFINITELY <u>NOT</u> TRY IT
2	PROBABLY <u>NOT</u> TRY IT
3	PROBABLY TRY IT
4	DEFINITELY TRY IT

- 8 DON'T KNOW
- 9 REFUSED

[ROTATE Q35C – Q35E]

Q35C. Would you try bus service if the bus ran on a separate bus-only lane so it could bypass congestion along the arterial?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

[SPLIT SAMPLE] This needs to be set up in a way that is independent of the SAMPLE A/B SPLIT.

Q35D1. **[IF GROUP3 = 2]** Would you try bus service if the bus made few stops, for instance every mile along the arterial?

Q35D2. **[IF GROUP3 = 1]** Would you try bus service if the bus made few stops, for instance every half mile along the arterial?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

Q35E. Would you try bus service if all of these buses had security cameras on board?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

[SPLIT SAMPLE]

Q35F. [IF GROUP4 = 1] Would you try bus service on arterials that combined all of these features - very frequent service nearly 24 hours a day, **a bus-only lane, fewer stops, and security cameras**, if the bus fare were **the same as regular bus fare**?

Q35G. **[IF GROUP4 = 2]** Would you try bus service on arterials that combined all of these features - very frequent service nearly 24 hours a day, **a bus-only lane, fewer stops, and security cameras**, if the bus fare were **one and a half times the cost of regular bus fare**?

Q35H. **[IF GROUP4 = 3]** Would you try bus service on arterials that combined all of these features - very frequent service nearly 24 hours a day, **a bus-only lane, fewer stops, and security cameras**, if the bus fare were **twice the cost of regular bus fare**?

Would you definitely not try it, probably not try it, probably try it, or definitely try it?

- 1 DEFINITELY NOT TRY IT
- 2 PROBABLY NOT TRY IT
- 3 PROBABLY TRY IT
- 4 DEFINITELY TRY IT
- 8 DON'T KNOW
- 9 REFUSED

Miscellaneous Questions – All Respondents

Q36D [RIDE_{STAT}=1,2] How useful would it be, to you, if you could get information showing when the bus will actually arrive electronically displayed at major bus stops? Would you say not at all useful, somewhat useful, or very useful?

- | | |
|---|-------------------|
| 1 | NOT AT ALL USEFUL |
| 2 | SOMEWHAT USEFUL |
| 3 | VERY USEFUL |
| 8 | DON'T KNOW |
| 9 | REFUSED |

[ROTATE Q36A – Q36C]

Q36A How useful would it be, to you, if you could get information showing when the bus will actually arrive by using a personal computer that can access the web?

Q36B How useful would it be, to you, if you could get information showing when the bus will actually arrive by using a cell phone that can access the web?

Q36C How useful would it be, to you, if you could get information showing when the bus will actually arrive by using a wireless PDA, such as a Palm Pilot?

Q37A From what you may have read, seen or heard, how would you rate the emissions from Metro's diesel buses? Please use a scale of 1 to 7, where 1 is "not at all dirty" and 7 is "very dirty."

- | | |
|---|------------------|
| 1 | NOT AT ALL DIRTY |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | VERY DIRTY |
| 8 | DON'T KNOW |
| 9 | REFUSED |

Q37B How much do you think the emissions from Metro's buses contribute to air pollution? Please use a scale of 1 to 7, where 1 is "not at all" and 7 is "a great deal".

- | | |
|---|--------------|
| 1 | NOT AT ALL |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | A GREAT DEAL |
| 8 | DON'T KNOW |
| 9 | REFUSED |

Q38 Metro is upgrading its buses so that by 2004 the entire bus fleet will be able to use ultra-clean diesel fuel, which will reduce current bus emissions by 90%. Metro could speed this up by one year to 2003 at a cost of \$1 million that year. This would cost about the same as running bus service every 30 minutes on a 9-mile route seven days a week during that year. Do you think Metro should...?

[ROTATE OPTIONS 1 OR 2]

- 1 Spend the (that) money necessary to upgrade to ultra-clean diesel by 2003, or
- 2 Spend that (the) money on bus service in 2003?
- 3 THEY SHOULD BE ABLE TO FIND THE MONEY TO DO BOTH
- 4 DON'T SPEND ANY MONEY
- 8 DON'T KNOW
- 9 REFUSED

Demographic Questions

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

DEMO1 How many automobiles in working condition do you have available for your use?

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

DEMO2 What is your age?

- AGE **[SKIP TO DEMO4A]**
- 99 REFUSED

DEMO3 **[IF DEMO2 = 99]** Would that be....

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

DEMO4A How many people, including yourself, live in your household?

- NUMBER OF HOUSEHOLD MEMBERS
- 8 8 OR MORE
- 9 REFUSED

DEMO5 Do you consider yourself?

[SELECT ALL THAT APPLY]

- 1 White / Caucasian - American,
- 2 Hispanic (Mexican, Mexican American, Chicano, or Latino)
- 3 African - American,
- 4 Asian – American / Pacific-Islander,
- 5 American Indian / Alaska Native, or
- 6 Another race? **[SPECIFY]**
- 7 DON'T KNOW
- 8 REFUSED

DEMO6A Do you have access to a computer at any of the following places...?

[SELECT ALL THAT APPLY]

[PAUSE AFTER EACH RESPONSE, WAIT FOR ANSWER]

- 1 At home?
- 2 At school?
- 3 At a place of employment outside of your home?
- 4 At the library?
- 5 At some other location? [SPECIFY]
- 6 NONE / NO ACCESS
- 7 DON'T KNOW
- 8 REFUSED

DEMO7 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 DEMO9]**
- 8 DK - PROBE FOR BEST ESTIMATE **[SKIP TO DEMO10]**
- 9 REFUSED **[SKIP TO DEMO10]**

DEMO8 **[IF DEMO7 = 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

DEMO9 **[IF DEMO7 = 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 \$140,000, or
- 5 \$140,000 and up?
- 8 DON'T KNOW
- 9 REFUSED

DEMO10 For our records, I need to verify your telephone number. Is it...**[SHOW PHONE]**?

- 1 YES
- 2 NO
- 9 REFUSED

DEMO11 **[IF DEMO10 = 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

DEMO12 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]**

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

[OPEN
END]

THANK

- THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us.
- INTNUM [RECORD INTERVIEWER NUMBER]
_____ ENTER YOUR NUMBER
DISPOS = 40
- 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.
DISPOS = 23
- THANK3 Thank you very much for answering those questions. We appreciate your cooperation.
[RECORD THE RECORD NUMBER, TELEPHONE NUMBER, AND CALL-BACK TIME.
REPORT THIS INFORMATION TO YOUR SUPERVISOR.]
DISPOS = 11
- THANK4 That completes our survey. Thank you for your time. We appreciate your cooperation in agreeing to complete this survey.
IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 24
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 26
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 28
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 25
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 27
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 29
- THANK5 Thank you very much for answering those questions. This data is really important for our survey.
IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 12
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 14
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 16
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 13
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 15
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 17
- THANK8 Thank you for your time, but we are unable to continue without that information.
DISPOS = 8

Appendix C: Weight Calculations

Data for establishing Rider / Nonrider weights were derived from records of all households contacted during the interviewing period. Rider / Nonrider weights were computed based on information from those who completed the entire survey, those who refused to complete but supplied ridership data, and respondents who were dispositioned as quota full (i.e., infrequent and nonriders).

- Within each subarea, the Rider / Nonrider proportions obtained were:

Table 39: Rider / Nonrider Proportion Within Subareas -- 2001 Rider / Nonrider Survey

	Total King County	North King	South King	East King
Regular Rider (5+ times / mo.)	18%	29%	12%	10%
Infrequent Rider (1-4 times/mo.)	13	16	10	12
Nonrider	69	54	78	78

An area weight was calculated for each of the six ridership proportions. While 2000 Census data is available for all King County, detailed breakouts by zip codes are not yet available. Therefore, updated census data from the 1990 census were used as the source for household and population data. The data used reflected the latest update from the U.S. Census and therefore reflects current population statistics.

Table 40: Subarea Household Population -- 2001 Rider / Nonrider Survey

	Actual	Proportion
North King	287,292	40%
South King	252,451	35%
East King	172,041	24%
Total	711,784	

The following equation was used to develop the individual area weights:

$$\frac{\text{Subarea Population}}{\text{Number of Subarea Rider or Nonrider Interviews}} \times \frac{\text{Total Number of Interviews}}{\text{Total County Population}}$$

Area weights were then multiplied by the incidence of riders and nonriders in the respective areas, with the following results:

Table 41: Rider / Nonrider Area Weight -- 2001 Rider / Nonrider Survey

	Riders	Nonriders
North King	0.70368	1.71982
South King	0.24747	1.89115
East King	0.14433	1.31949

All results in this report are based on the weighted sample data. Both actual and weighted cell sizes (n's) are shown. Actual cell sizes were used when inferring statistical reliability.

The number of interviews obtained, and the number resulting from the weighting process for riders and nonriders, in each of the three major geographic areas, is shown in the following table.

**Table 42: Final Sample Size – 2001 Rider / Nonrider Survey
(Unweighted And Weighted By Rider And Area)**

AREA	TOTAL		RIDERS		NONRIDERS	
	OBTAINED	WEIGHTED	OBTAINED	WEIGHTED	OBTAINED	WEIGHTED
North King	813	982	408	287	405	695
East King	814	863	413	102	401	761
South King	807	588	405	58	402	530
TOTAL	2,434	2,434	1,266	447	1,208	1,986