

Appendix – Questionnaire

2006 METRO RIDER / NONRIDER DRAFT QUESTIONNAIRE KCM 06-145 FINAL QUESTIONNAIRE

NOTATIONS

Everything written in questions and response categories that are in standard upper / lowercase type are read as written to the respondent.

Response categories in upper case type only are not read to the respondent.

INTRODUCTION

INTRO1 Hello, this _____ calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential. This study is being conducted for research purposes only, and this call may be monitored for quality and training purposes.

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

[PROBE ALL FINAL REFUSALS: Please, it would be really helpful if I could ask you just a couple of quick questions from the survey.”]

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

[AS NEEDED: If you want more information on this survey, you may visit our web site at www.nwrg.com.]

[AS NEEDED: This survey will last approximately 10 to 15 minutes.]

- 1 CONTINUE IN ENGLISH
- 2 CONTINUE IN SPANISH [SPANISH SPEAKER ONLY]
- 3 SPANISH LANGUAGE BARRIER [END SURVEY]
- 4 YES, MINI SURVEY ONLY [SKIP TO REF2]
- 5 NOT AVAILABLE NOW [CTRL-END, SCHEDULE A CALLBACK]
- 9 IMMEDIATE REFUSAL [END SURVEY]

INTAA **[REPEAT IF NEW PERSON:** This is _____ from Northwest Research Group, calling on behalf of King County Metro Transit.]

We are conducting a county-wide planning study for Metro Transit, and we would like to include the opinions of your household. The information will be used to help improve the region's transportation system. This study is being conducted for research purposes only, and this call may be monitored and/or recorded for quality control purposes.

[AS NEEDED: Let me assure you this is not a sales call, and all the information you give will be kept strictly confidential. If you want more information on this survey, please visit our web site at www.nwrg.com, and go to the Current Studies page.]

[AS NEEDED: This survey will last approximately 10 to 15 minutes.]

[AS NEEDED: This survey will provide important planning data for King County Metro. Your participation is important, as you will represent a number of households like yours.]

- 1 CONTINUE WITH INTERVIEW
- 2 RESPONDENT REFUSAL [SKIP TO TKREF, DISPO = 8]

[FOR MID-INTERVIEW CALLBACKS]: Hello, this is _____ from Northwest Research Group, calling on behalf of King County Metro Transit. I'm calling back to complete the survey we started.

[PRESS ANY KEY TO CONTINUE]

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

RO - CMDO RESPONSES TO ALL SCREENER 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 REF5]**
 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 on a Metro bus?
[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 REF5]**
 2 1 TO 4 RIDES - INFREQUENT RIDER **[SKIP TO REF5]**
 3 0 RIDES/NEVER RIDE – NONRIDER **[SKIP TO REF5]**
 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]**

CREATE VARIABLE = RIDESTAT

1 REGULAR RIDER
 2 INFREQUENT RIDER
 3 NONRIDER

REF5 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

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

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

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

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

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

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

REF9 Including yourself, how many are 16 and older?

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

REF10 How many telephone numbers are associated with this household?

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

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

REF11 **[IF REF10 > 1]** How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?

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

_____ ENTER NUMBER (1 OR MORE)

CREATE VARIABLE: RIDEAREA

- 1 RIDER – SEATTLE / NORTH KING
- 2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING
- 3 RIDER – SOUTH KING
- 4 INFREQUENT RIDER / NONRIDER – SOUTH KING
- 5 RIDER – EAST KING
- 6 INFREQUENT RIDER / NONRIDER – EAST KING

REF13 **[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]**

SCREENER

SCR1 First, are you a resident of King County?

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

SCR2 Including yourself, how many people in your household, age 16 years of age or older, have taken **at least 1**, one-way ride on a Metro bus in the last 30 days? Do not count rides taken entirely within the downtown Seattle Ride Free Area. A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

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

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

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

SCR3A **[IF SCR2 EQ 0 OR SCR3 EQ 0]** To obtain a representative sample of all persons in the area, I need to speak to the **[male of your household]** member of your household who is 16 years of age and older. Would that be you?

[PROGRAMMER'S NOTE] ASK FOR MALE 2 OUT OF 3 TIMES.

[IF NO MALE OF CORRECT AGE IN HH, INTERVIEW FEMALE OF CORRECT AGE.]

- 1 CONTINUE WITH CURRENT RESPONDENT
- 2 NEW RESPONDENT AVAILABLE **[SKIP TO SCR7A]**
- 3 NEW RESPONDENT NOT AVAILABLE **[SCHEDULE CALLBACK]**
- 4 NO ONE IN HOUSEHOLD IS 16 TO 64 / 16 TO 54 YEARS OLD
- 9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

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

- 1 CONTINUE WITH CURRENT RESPONDENT
- 2 NEW RESPONDENT AVAILABLE **[SKIP TO SCR7A]**
- 3 NEW RESPONDENT NOT AVAILABLE **[SCHEDULE CALLBACK]**
- 4 NO ONE IN HOUSEHOLD IS 16 OR OLDER **[SKIP TO TKAGE]**
- 9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR4 **[IF SCR2 GT 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. 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 SCR8A]**

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

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

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

SCR7A **[IF SCR6 =1 OR SCR3A = 2 OR SCR3B = 2, 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 SCR8A]
- 97 97 OR MORE [SKIP TO SCR8A]
- 98 DON'T KNOW
- 99 REFUSED

SCR7B **[IF SCR7A 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

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

CREATE VARIABLE = RIDESTAT

- 1 REGULAR RIDER – IF SCR4 GE 5 OR SCR5 EQ 1 OR SCR7A GE 5 OR SCR7B EQ 1
- 2 INFREQUENT RIDER
- 3 NONRIDER

SCR8A **[ALL RESPONDENTS]** In the past 30 days, how many one-way **rides** have you **personally** taken **on Metro service** that started and ended **within the** Seattle Ride Free Area in Downtown Seattle?

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

SCR8B **[IF SCR2 EQ 0 SCR8A EQ 0]** 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

SCR9A To verify, is your home zip code **[RECALL ZIP CODE]**?

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

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

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

CREATE VARIABLE: RIDEAREA

- 1 RIDER – SEATTLE / NORTH KING
- 2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING
- 3 RIDER – SOUTH KING
- 4 INFREQUENT RIDER / NONRIDER – SOUTH KING
- 5 RIDER – EAST KING
- 6 INFREQUENT RIDER / NONRIDER – EAST KING

SCR10 ENTER GENDER OF RESPONDENT [VERIFY IF NEEDED BY ASKING: This may sound silly, but I'm required to ask. Are you . . .] And to verify, are you between 16 and 64 / 16 and 54 years of age?

[IF YES: SELECT APPROPRIATE GENDER AND CONTINUE]

[IF NO: SELECT APPROPRIATE GENDER, THANK AND TERMINATE, CALL SUPERVISOR TO DISPOSITION]

- 1 MALE
- FEMALE

GENERAL RIDERSHIP – ALL RESPONDENTS

GEN1 One year ago, were you living in King County?

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

GEN2 What is your current employment status? Are you ... **[ACCEPT MULTIPLE RESPONSES]**
[IF A STUDENT ONLY, PROBE: Do you also work?]

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

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

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

GEN2B **[IF Q2A=2]** Are you a...

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

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

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

GEN3 **[IF GEN2 EQ 1 OR GEN2C EQ 1]** Do you [work] outside the home three or more days a week?
[IF GEN2 EQ 2 OR GEN2C EQ 2] Do you [attend school] outside the home three or more days a week?

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

METRO RIDERSHIP – ALL RIDERS / INFREQUENT RIDERS **[ASK IF RIDESTAT = 1 OR 2; OTHERWISE SKIP TO NON1]**

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

- 1 (Less than 3 Months)
- 2 (3 to 6 Months)
- 3 (6 Months to 9 Months)
- 4 (9 Months to 1 Year)
- 5 (1 to 2 Years)
- 6 (3 to 5 years)

- 7 (5 Years or More)
- 8 NOT A REGULAR RIDER
- 9 DON'T KNOW / REFUSED

MET1A **[IF MET1 LE 5]** Did you start riding the bus after September of 2005?

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

MET2 **[IF MET1A EQ 1]** How did you first hear about Metro? **[MULTIPLE RESPONSE ENTER ALL THAT APPLY]**

- 1 KING COUNTY OR METRO WEBSITE
- 2 RECEIVED A MAILER AT HOME
- 3 HEARD ABOUT METRO ON THE NEWS
- 4 READ ABOUT METRO IN THE NEWSPAPER
- 5 HEARD ABOUT IT AT WORK/SCHOOL
- 6 RECOMMENDED BY FRIEND/COLLEAGUE (WORD OF MOUTH)
- 7 SAW AN ADVERTISEMENT
- 8 RECEIVED BUS PASS AT WORK
- 9 RECEIVED SAMPLE FREE RIDE TICKETS
- 10 OTHER [SPECIFY]
- 13 **SAW BUSES/BUS STOPS**
- 14 **ALREADY KNEW ABOUT IT**
- 98 DON'T KNOW
- 99 REFUSED

MET3 **[IF MET1A EQ 1 OR MET1 LE 4]** Why did you start riding the bus? **[ENTER ALL THAT APPLY]**

- 1 CHANGED JOBS/GOT A JOB/WORK
- 2 MOVED
- 3 JOBSITE/BUSINESS MOVED
- 4 STOPPED OR STARTED SCHOOL
- 5 BUS CHEAPER THAN DRIVING
- 6 SAVE MONEY ON GAS
- 7 SAVE MONEY ON PARKING
- 8 TO AVOID HAVING TO FIND PARKING
- 9 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
- 10 BUS FASTER
- 11 BUS MORE CONVENIENT
- 12 MORE CONVENIENT WHEN GOING TO SPORTING EVENT
- 13 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
- 14 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION
- 15 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
- 16 OTHER (SPECIFY):
- 17 OTHER (SPECIFY):
- 18 OTHER (SPECIFY):
- 20 **ENVIRONMENTAL (less pollution, save energy)**
- 99 DON'T KNOW/REFUSED

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

- 1 All 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

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

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

- 1 TO/FROM WORK
- 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 JURY DUTY
- 9 **DOWNTOWN**
- 10 **AIRPORT**
- 11 OTHER [SPECIFY]
- 98 DON'T KNOW / **NO SINGLE PRIMARY PURPOSE**
- 99 REFUSED

MET6 Do you typically ride Metro . . . **[READ LIST AND WAIT FOR YES/NO RESPONSE]**
[ENTER ALL THAT APPLY]

- 1 Weekday mornings between 6:00 and 9:00 a.m.

- 2 Weekdays between 9:00 a.m. and 3:00 p.m.
- 3 Weekday afternoons between 3:00 and 6:00 p.m.
- 4 Weekday evenings between 6:00 and 7:00 p.m.
- 5 Weekday evenings after 7:00 p.m.
- 6 Any time on Saturday
- 7 Any time on Sunday?
- 99 DON'T KNOW / REFUSED

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

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

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

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

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

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

MET8 What bus routes do you take **most often**? **[ACCEPT UP TO 3 ROUTES]** **[AS NEEDED: Include all routes including Metro, Sound Transit, Pierce Transit, and Community Transit.]**
[PROBE: The one(s) you use most often.]

- 1 ROUTE 1 [SPECIFY NUMBER OR NAME]
- 2 ROUTE 2 [SPECIFY NUMBER OR NAME]
- 3 ROUTE 3 [SPECIFY NUMBER OR NAME]
- 4 DON'T KNOW / REFUSED

NON-RIDERS -- [RIDE STAT EQ 3]

NON1 You said that you have not ridden the bus in the past 30 days. Have you ever ridden Metro Transit?

- 1 YES
- 2 NO **[SKIP TO COMM1A]**
- 9 DON'T KNOW / REFUSED **[SKIP TO COMM1A]**

FORMER-RIDERS -- Q15 EQ1

NON2 **[IF NON1 EQ 1]** When was the last time you rode Metro Transit? Was it...

- 1 Within the past 6 months
- 2 Six months to one year ago
- 3 Between 1 and 5 years ago, or
- 4 More than 5 years ago?
- 9 DON'T KNOW/REFUSED

NON2A **[IF NON2 EQ 1]** When you rode the bus, what was the primary purpose of the trip you took most often?

- 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 JURY DUTY
- 9 **DOWNTOWN**
- 10 **AIRPORT**
- 11 OTHER [SPECIFY]
- 98 DON'T KNOW / **NO SINGLE PRIMARY PURPOSE**
- 99 REFUSED

NON2B **[IF NON2 EQ 1]** Why did you use Metro for those trips instead of driving? **[ENTER ALL THAT APPLY]**

- 1 CHANGED JOBS/GOT A JOB/WORK
- 2 MOVED
- 3 JOBSITE/BUSINESS MOVED
- 4 STOPPED OR STARTED SCHOOL
- 5 BUS CHEAPER THAN DRIVING
- 6 SAVE MONEY ON GAS
- 7 SAVE MONEY ON PARKING

- 8 TO AVOID HAVING TO FIND PARKING
- 9 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
- 10 BUS FASTER
- 11 BUS MORE CONVENIENT
- 12 MORE CONVENIENT WHEN GOING TO SPORTING EVENT
- 13 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
- 14 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION / *don't own car / car in shop*
- 15 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
- 16 PERSON WHO NORMALLY DRIVES ME NOT AVAILABLE
- 17 OTHER (SPECIFY):
- 18 OTHER (SPECIFY):
- 19 OTHER (SPECIFY):
- 99 DON'T KNOW/REFUSED

NON3 [IF NON2 EQ 1, 2, OR 3] What is the **main** reason you don't ride the bus now?

[IF SAYS: "I have a car / Car is convenient", **PROBE: SPECIFICALLY** "Why is your car more convenient?"]

[IF SAYS: "Problems with Schedule/Routing", **PROBE FOR SPECIFICS.**]

[PROBE FOR ONE RESPONSE]

- 1 CHANGED JOBS / MOVED
- 2 JOBSITE / BUSINESS MOVED
- 3 LOST JOB
- 4 CAR IS MORE CONVENIENT / LIKE DRIVING (SPECIFY) / *have a car*
- 5 NEED CAR FOR WORK / BEFORE OR AFTER WORK
- 6 WORK HOURS AREN'T REGULAR / FLEXIBLE ENOUGH
- 7 BUS TRAVEL TAKES TOO LONG
- 8 DISLIKE TRANSFERRING
- 9 PROBLEMS WITH BUS SCHEDULE / ROUTING (SPECIFY)
- 10 DON'T LEAVE MY HOME / DON'T GO FAR FROM HOME / RETIRED
- 11 SERVICE NOT CLOSE TO HOME
- 12 TOO INCONVENIENT
- 13 WORK AT HOME / CLOSE TO MY HOME
- 14 BUS STOP TOO FAR
- 15 NO ROUTES WHERE I NEED TO GO
- 16 SCHEDULE IS INCONVENIENT
- 17 OTHER (SPECIFY):
- 19 *HAVE SMALL CHILDREN (hard to travel with, car seats, etc)*
- 20 *BUS ATMOSPHERE (smell, behavior of passengers, etc incl atmosphere at bus stop)*
- 21 *NO NEED TO RIDE ANYMORE (don't go downtown, finished school, etc)*
- 99 DON'T KNOW / REFUSED

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

FARE1 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 BUS1 IF ONLY OPTION SELECTED]
- 2 Tickets or a Ticketbook, [SKIP TO BUS1]
- 3 A pass,
- 4 A reduced fare permit with a sticker, or
- 5 A reduced fare permit with cash? [SKIP TO BUS1]
- 6 OTHER [SPECIFY] *ACCEPT THIS RESPONSE ONLY AFTER READING LIST TWICE* [SKIP TO BUS1]
- 11 *ONE-MONTH*
- 12 *3-MONTH*
- 13 *12-MONTH / ANNUAL*
- 14 *FLEXPASS*
- 15 *U-PASS*
- 16 *METRO REDUCED FARE STICKER FOR SENIORS OR DISABLED PASSENGERS*
- 17 *STUDENT / YOUTH PASS*
- 18 *GO-PASS*
- 19 *ACCESS PASS*
- 20 *VANPOOL / TRANSIT PASS*
- 21 *PUGET SHIP TO SHORE PASS*
- 22 *LIFETIME PASS*
- 23 *EMPLOYER PASS*
- 24 *OTHER PASS (e.g. promotional pass)*
- 88 *DON'T KNOW* [SKIP TO BUS1]
- 99 *REFUSED* [SKIP TO BUS1]

Coding / cleanig note: [RECODE ALL PASSES AS FARE1=3 AND FARE1A AS APPROPRIATE PASS]

FARE1A [IF FARE1 EQ 3 or 4] Is your [RESTORE RESPONSE FROM FARE1] a . . . [READ LIST UNTIL RESPONDENT ANSWERS YES]

- 1 One-month

- 2 3-month
- 3 12-Month / Annual
- 4 FlexPass
- 5 U-Pass
- 6 Metro Reduced Fare Sticker for Seniors or Disabled Passengers
- 7 Student / Youth Pass
- 8 Go-Pass
- 9 Access pass
- 10 Vanpool / Transit Pass
- 11 Puget ship to shore pass
- 12 LIFETIME PASS
- 13 EMPLOYER PASS
- 14 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

FARE1B[IF FARE1A EQ 1] On a monthly basis, how much is the cost per trip? That is, what is the face value of the pass? [READ LIST IF REQUIRED] [READ LIST UNTIL RESPONDENT ANSWERS YES]

- 1 (\$.50/trip)
- 2 (\$.75/trip)
- 3 (\$1.00/trip)
- 4 (\$1.25/trip)
- 5 (\$1.50/trip)
- 6 (\$1.75/trip)
- 7 (\$2.00/trip)
- 8 (\$2.25/trip)
- 9 (\$2.50/trip)
- 10 (\$2.75/trip)
- 11 (\$3.00/trip)
- 12 (\$3.75/trip)
- 13 (\$4.00/trip)?
- 14 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

FARE1C[IF FARE1A EQ 11] Is your ship-to-shore pass a . . .
[READ LIST UNTIL RESPONDENT ANSWERS YES]

- 1 Central Sound pass
- 2 Central Sound Kitsap Transit pass
- 3 Passenger Only Central Sound pass
- 4 Vashon Island \$1.50 per trip pass
- 5 Vashon Island \$2.00 per trip pass
- 6 Fauntleroy/Southworth pass
- 7 Mukilteo/Clinton pass
- 14 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

FARE2 [IF COMMUTER = 1 OR 2 AND FARE1=3 OR 4] 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]

BUS1 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

BUS2 How do you usually get to your bus stop?

[PROBE FOR ONE RESPONSE]

- 1 WALK / COMES TO MY DOOR
- 2 DRIVE TO A PARK AND RIDE / TRANSIT CENTER
- 3 DRIVE AND PARK NEAR A BUS STOP
- 4 BIKE
- 5 DROPPED OFF
- 6 OTHER [SPECIFY]
- 7 FERRY
- 8 TRAIN
- 88 DON'T KNOW
- 99 REFUSED

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

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

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

- | | |
|---|---|
| <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 PARK1] 99 DK / REF [SKIP TO PARK1] |
|---|---|

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

- 1 Downtown Seattle Core;
- 2 Denny Regrade / Belltown;
- 3 Pioneer Square;
- 4 International District;
- 5 Duwamish
- 6 Sodo or
- 7 Somewhere Else? [SPECIFY] **Note: recode any Non-Downtown Seattle responses in the appropriate code in Q31A plus 10 –**
Capitol Hill code as 12.
- 10 **Queen Anne**
- 11 **Capitol Hill**
- 12 **First Hill**
- 88 DON'T KNOW
- 99 REFUSED

COMM2 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 OR SCHOOL BUS?]

[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?]

[READ LIST ONLY IF NECESSARY]

- 1 (Drive Alone In Your Vehicle,) / **company vehicle if drive alone**
- 2 (Carpool With Other Family Members)
- 3 (Carpool with Non-Family Members)
- 4 (Vanpool, that is 7 or more people,)
- 5 (Ride a Metro bus,)
- 6 (Ride a Sound Transit Bus,)
- 7 (Ride a Community Transit Bus,)
- 8 (Ride a Pierce Transit Bus,)
- 9 (Ride the Sounder Train,)
- 10 (Ride a Sounder Train and Bus equally,)
- 11 (Ride a school bus,)
- 12 (Ride an ACCESS van,)
- 13 (Motorcycle,)
- 14 (Bicycle, or)
- 15 (Walk?)
- 16 WORK FROM HOME / TELECOMMUTE
- 17 COMBINATION OF TRANSPORTATION [SPECIFY]
- 18 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

COMM2A **[IF COMM2 =10]** 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]
- 8 DON'T KNOW
- 9 REFUSED

COMM3 How many miles do you travel from home to (work / school) one-way?

[PROBE: "Using your best estimate."] [IF LESS THAN 1, ENTER 1]

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

COMM3A About how long does that usually take you?

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

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

- 1 MINUTES
- 2 HOURS

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

[ENTER BOTH HOURS AND MINUTES]

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

_____	TIME WORK / SCHOOL BEGINS
7777	CHANGES / VARIES FROM DAY TO DAY [SKIP TO COMM5]
8888	DON'T KNOW [SKIP TO COMM5]
9999	REFUSED [SKIP TO COMM5]

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

1	AM
2	PM

COMM5 And what time do you finish (work / school)?

[ENTER BOTH HOURS AND MINUTES]

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

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

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

1	AM
2	PM

COMM6 [COMPUTE NUMBER OF HOURS WORK] To verify do you typically work [RESTORE COMPUTATION] per day?

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

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

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

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

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

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

[PROBE: "Is that free or reduced fee?"]

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

PARK2 [IF (PARK1 = 2 OR 3) AND (COMM2=1,2,3,4 or 13)] How much do you personally pay for parking?

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

_____	RECORD PARKING COST
77777	OTHER [SPECIFY]
88888	DON'T KNOW
99999	REFUSED
33333	NOTHING/DON'T PAY [RECODE BACK INTO PARK1=5]
44444	DESIGNATED EMPLOYEE LOT [RECODE BACK INTO PARK1=4]

PARK2A[IF PARK2 NE 77777 OR 88888 OR 99999] SELECT

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

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

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

PARK3 **[IF RIDESTAT EQ 2 OR 3 OR COMM2 NE 5, 6, 7, 8, 9, 10, 11, OR 12]** Overall, how appealing to you personally is the idea of using the bus instead of driving to [work / school]? Would you say . . .

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

Other Travel - All Respondents

PERT1 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, 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?]

[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?]

[READ LIST ONLY IF NECESSARY]

1	(Drive Alone In Your Vehicle,)
2	(Carpool With Other Family Members)
3	(Carpool with Non-Family Members)
4	(Vanpool, that is 7 or more people,)
5	(Ride a Metro bus,)
6	(Ride a Sound Transit Bus,)
7	(Ride a Community Transit Bus,)
8	(Ride a Pierce Transit Bus,)
9	(Ride the Sounder Train,)
10	(Ride a Sounder Train and Bus equally,)
11	(Ride a school bus,)
12	(Ride an ACCESS van,)
13	(Motorcycle,)
14	(Bicycle, or)
15	(Walk?)
16	WORK FROM HOME / TELECOMMUTE
17	COMBINATION OF TRANSPORTATION [SPECIFY]
18	OTHER [SPECIFY]
21	<i>Taxi/cab</i>
88	DON'T KNOW
99	REFUSED

PERT2 **[IF RIDESTAT EQ 2 OR 3 OR PERT1 NE 5, 6, 7, 8, 9, 10, 11, OR 12]** Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel? Would you say...

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

POTENTIAL TO INCREASE RIDERSHIP
IF RIDESTAT EQ 2 OR 3 OR COMM2 EQ 1 AND PARK3 OR PERT2 LE 3 OR EQ 5

BARRINT 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 ORDER IN BLOCKS BARR1 THROUGH BARR14 AND BARR15 THROUGH BARR19 AND READ ENTIRE SCALE EVERY THIRD QUESTION]

[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.]

[IF NEEDED: A barrier means anything that keeps you from riding the bus.]

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

- BARR1 Time it takes to travel by bus
- BARR2 Crowded buses / no place to sit
- BARR3 Concerns about personal safety while riding the bus
- BARR4 Concerns about personal safety while waiting for the bus
- BARR5 Have to transfer **[AS NEEDED:** Have to take more than one bus]
- BARR6 Having to plan around bus schedules
- BARR7 Not knowing how to use the bus system
- BARR8A No access to a park-and-ride lot
- BARR8B Lack of parking at park and ride lots
- BARR9 The behavior of others on the bus
- BARR10 No bus stop near your home
- BARR11 Bus routes don't go where you want to go
- BARR12 **[IF COMMUTER EQ 1 OR 2]** Frequency of bus service after 6 p.m.
- BARR13 **[IF COMMUTER EQ 1 OR 2]** [EMPLEADOR / ESCUELA] provides free or inexpensive parking
- BARR14 **[IF COMMUTER EQ 1 OR 2]** Need a car in case of an emergency at home
- BARR15 **[IF COMMUTER EQ 1]** No bus stop near work
[IF COMMUTER EQ 2] No bus stop near school
- BARR16 **[IF COMMUTER EQ 1]** Need a car during the work day for work-related business
- BARR17 **[IF COMMUTER EQ 1]** Need a car during the day for personal errands
[IF COMMUTER EQ 2] Need a car during the day for personal errands
- BARR18 **[IF COMMUTER EQ 1]** Often have to work late
[IF COMMUTER EQ 2] Often have to be at school late
- BARR19 **[IF COMMUTER EQ 1]** Work hours are irregular
[IF COMMUTER EQ 2] School hours are irregular

BARR20 If these barriers did not exist, would you ride the bus [ride the bus more often]? Would you say you would...

[SHOW COMMAND IF RIDESTAT = 1 OR 2 for "ride the bus more often".]

- 1 Definitely ride,
- 2 Probably ride,
- 3 Might ride, or
- 4 Not ride?
- 8 DON'T KNOW

MARKETING GOALS QUESTIONS – All Respondents

MKT1INT In addition to regular bus service, are you aware that Metro provides the following services?

READ LIST AND ACCEPT YES / NO RESPONSE FOR EACH ITEM.

[ROTATE Q41NEWA THROUGH Q41NEWH]

MKT1A Vanpool **[AS NEEDED: A program that provides a van and everything needed for successful ridesharing to groups of 5 or more commuters.]**

MKT1B Vanshare **[AS NEEDED: A program that provides a van to groups of 3 or more commuters, allowing them to connect to and from buses, trains or ferries.]**

MKT1C Rideshareonline.com **[AS NEEDED: A program that provides you an easy way to find others who are interested in sharing their commute in a carpool or vanpool in Washington State.]**

MKT1D Access (accessible) service **[AS NEEDED: transportation service such as, vans or small buses for customers with special needs due to age or disabilities.]**

MKT1E Water taxi **[AS NEEDED: Provides water transportation between downtown Seattle and West Seattle usually running from May 1st to September 30th.]**

MKT1F Bus Service to Special Events such as Music Festivals, Seafair events, Seahawks or Huskies games

MKT1G Park and Ride lots **[AS NEEDED: Parking lots located in areas throughout king county where commuters can park their car and catch a bus to their destination.]**

MKT1H Flexcar **[AS NEEDED: Shared access to Flexcar vehicles parked in various areas throughout the city. The car is reserved online or by phone for one hourly rate that covers gas, premium insurance and unlimited miles.]**

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

MKT2INT 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 MKTG9 THROUGH MKTG]

[READ ENTIRE SCALE EVERY THIRD QUESTION]

[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

MKT2A A problem solver

MKT2B Efficient

MKT2C Well-managed

MKT2D Environmentally conscious and working to reduce global warming

MKT2E Customer-oriented

MKT2F Innovative

MKT2G Courteous

MKT2H1 Reliable

MKT2H2[IF Q42H LT 4] Why do you feel Metro Transit is not reliable?
[PROGRAMMING NOTE: ASK IMMEDIATELY AFTER Q42H]

- 1 BUSES RUN LATE
- 2 BUSES DO NOT SHOW UP
- 3 OTHER [SPECIFY]
- 6 **GENERAL UNRELIABILITY**
- 7 **PERSONAL BAD EXPERIENCE/WORD OF MOUTH**
- 10 **SCHEDULING (doesn't run when I need it)**
- 11 **ROUTING ISSUES (doesn't run where I need to go)**
- 88 DON'T KNOW
- 99 REFUSED

MKT2I Responsive

MKT2J Professional

MKT2K Friendly

MKT2L Helpful

MKT2M Provides a wide variety of services that help improve transportation choices

VANPOOL / RIDEMATCH [COMMUTER EQ 1 AND (COMM2 NE 2, 3, 4)]

VAN1 Have you ever tried to find other people to carpool or vanpool with to commute to work?

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

VAN1A [IF VAN1 EQ 2] Why not? [DO NOT READ LIST]

- 1 WOULDNT SAVE ENOUGH FOR IT TO BE WORTH THE HASSLE
- 2 DONT LIKE TO RIDE / DRIVE WITH PEOPLE DONT KNOW WELL
- 3 DONT HAVE ANYONE TO CARPOOL WITH
- 4 DONT WANT TO HAVE TO RELY ON OTHER PEOPLE
- 5 CONCERNS ABOUT INSURANCE
- 5 WORK SCHEDULE VARIES / HAVE TO WORK LATE
- 6 HAVE TO MAKE STOPS ON WAY TO / FROM WORK
- 7 CANT GET HOME IN CASE OF AN EMERGENCY
- 8 INFLEXIBLE / INCONVENIENT
- 9 DONT WANT TO BE TIED TO A SCHEDULE
- 10 DONT LIKE TO GO OUT MY WAY
- 11 CONCERNS ABOUT PERSONAL SAFETY
- 12 OTHER [SPECIFY]
- 16 **BUS MEETS MY NEEDS/ PREFER BUS**
- 17 **LIVE CLOSE TO WORK/ TRIP TOO SHORT**
- 18 **NEED A CAR FOR WORK**
- 19 **USE BIKE/ WALK**
- 20 **DONT HAVE A CAR/ DONT DRIVE**
- 21 **DONT NEED TO/HAVE CAR**
- 98 DON'T KNOW
- 99 REFUSED

VAN1B [IF VAN1 EQ 1] How did you try to find your carpool or vanpool partners or members? [MULTIPLE RESPONSE. ENTER ALL THAT APPLY]

- 1 USED RIDESHAREONLINE.COM
- 2 ASKED FAMILY MEMBERS
- 3 USED SPECIAL PROMOTIONAL INCENTIVES TO ATTRACT RIDERS
- 4 PUT UP SIGNS AT WORK AND ELSEWHERE
- 5 ASKED A FRIEND OR SOMEONE I WORKED WITH
- 6 ASKED SOMEONE WHO WORKED ON MY ROUTE TO WORK
- 7 WORKED WITH MY EMPLOYER OR EMPLOYER TRANSPORTATION COORDINATOR
- 8 ASKED METRO FOR HELP
- 9 OTHER [SPECIFY]
- 99 DON'T KNOW/REFUSED

VAN1C **[IF VAN1B NE 1]** Why didn't you use RideshareOnline.com to for your carpool or vanpool? **[MULTIPLE RESPONSE. ENTER ALL THAT APPLY]**

- 1 ALREADY HAD RIDERS
- 2 DIDN'T KNOW ABOUT IT
- 3 ***DIDN'T / DON'T HAVE INTERNET / DON'T HAVE COMPUTER***
- 4 COULDN'T FIND IT
- 5 TRIED IT BUT COULDN'T MAKE IT WORK
- 6 DON'T WANT TO RIDE WITH PEOPLE I DON'T KNOW
- 7 NOT CONFIDENTIAL
- 8 OTHER [SPECIFY]
- 10 ***IRREGULAR SCHEDULE***
- 11 ***DIDN'T END UP FITTING MY NEEDS (i.e. Doesn't go very far from work, distance was too great, too long, etc)***
- 99 DON'T KNOW/REFUSED

PARK AND RIDE IF MKT1G EQ 1 – THAT IS AWARE OF PARK-AND-RIDE LOTS
--

PAR1 Have you used a Metro park and ride lot within the last year?

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

PAR2 **[IF PAR1=1]** How many times have you used Metro's park and ride lots in the last 30 days?

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

PAR2A **[IF PAR1 EQ 1]** Do you usually use the park and ride to...
[READ LIST AND ACCEPT ONE RESPONSE]

- 1 Catch a bus / ***train***
- 2 ***Transfer from another bus/ train***
- 3 ***Meet vanpool partners***
- 4 ***Meet carpool partners***
- 5 ***Just use as a parking lot***
- 6 ***Pickup/Drop-off someone***
- 7 Some Other Reason [SPECIFY]?
- 9 DON'T KNOW / REFUSED

PAR3 **[IF PAR1 EQ 1]** How do you usually get from home to the park and ride lot?

- 1 DRIVE YOURSELF
- 2 GET DROPPED OFF
- 3 WALK
- 4 BICYCLE
- 5 BUS
- 6 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

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

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

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

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

[RANDOMIZE SAT1A to SAT1U]

REREAD SCALE EVERY 3 TO 4 QUESTIONS

SAT1A **[ALL]** On-time performance of buses

SAT1B **[ALL]** Cleanliness of bus shelters

SAT1C **[ALL]** Inside cleanliness of buses

SAT1D **[ALL]** Availability of seating on the bus

SAT1E **[ALL]** Where the bus routes go

SAT1F **[ALL]** Frequency of service

SAT1G **[ALL]** Driver courtesy

SAT1H **[ALL]** Driver Helpfulness with route/stop information

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

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

SAT1K **[ALL]** The number of transfers you have to make to get where you are going

SAT1L **[ALL TRANSFERS – MET7=1-8]** The wait time when transferring buses

SAT1M **[ALL]** Amount of time it takes to travel by bus

SAT1N **[ALL]** Ability to get information about Metro's Routes and Schedules

SAT1O **[ALL]** Personal safety on the bus related to the conduct of others during the daytime

SAT1P **[ALL]** Personal safety on the bus related to the conduct of others after dark

SAT1Q **[ALL]** Driver operates the bus in a safe and competent manner

SAT1R **[ALL]** Personal safety waiting for the bus in the daytime

SAT1S **[ALL]** Personal safety waiting for the bus after dark

SAT1T **[P&R LOT USERS – PAR1=1]** Personal safety at the park-and-ride lot

SAT1U **[P&R LOT USERS –PAR1=1]** Security of your automobile at the park-and-ride lot

SAT1V **[ALL]** Overall, how satisfied are you with Metro Transit?

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

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

SAT2INT Next, I am going to read you the same list of items. As I read each one, please tell me whether or not you have experienced a problem with Metro on that aspect of service in the past three (3) months. **[IF YES: PROBE:** Was that within the past month?]

Have you had a problem in the past 3 months with...

- | | |
|---|----------------------------|
| 1 | YES – WITHIN PAST MONTH |
| 2 | YES – WITHIN PAST 3 MONTHS |
| 3 | NO |
| 7 | NEVER USED |
| 8 | DON'T KNOW |
| 9 | REFUSED |

[RANDOMIZE QUESTIONS SAT2A THROUGH SAT2U]

SAT2A **[ALL]** On-time performance of buses
 SAT2B **[ALL]** Cleanliness of bus shelters
 SAT2C **[ALL]** Inside cleanliness of buses
 SAT2D **[ALL]** Availability of seating on the bus
 SAT2E **[ALL]** Where the bus routes go
 SAT2F **[ALL]** Frequency of service
 SAT2G **[ALL]** Driver courtesy
 SAT2H **[ALL]** Driver Helpfulness with route/stop information
 SAT2I **[P&R LOT USERS – PAR1 EQ 1]** The ability to get a parking space at park and ride lots
 SAT2J **[ALL]** The number of stops the bus makes on your trip
 SAT2K **[ALL]** The number of transfers you have to make to get where you are going
 SAT2L **[ALL TRANSFERS – MET7=1-8]** The wait time when transferring buses
 SAT2M **[ALL]** Amount of time it takes to travel by bus
 SAT2N **[ALL]** Ability to get information about Metro's Routes and Schedules
 SAT2O **[ALL]** Personal safety on the bus related to the conduct of others during the daytime
 SAT2P **[ALL]** Personal safety on the bus related to the conduct of others after dark
 SAT2Q **[ALL]** Driver operates the bus in a safe and competent manner
 SAT2R **[ALL]** Personal safety waiting for the bus in the daytime
 SAT2S **[ALL]** Personal safety waiting for the bus after dark
 SAT2T **[P&R LOT USERS – PAR1=1]** Personal safety at the park-and-ride lot
 SAT2U **[P&R LOT USERS – PAR1=1]** Security of your automobile at the park-and-ride lot

SPECIAL TOPICS – ALL RESPONDENTS

TECH1 At which, if any, of these places do you use a computer? **[READ LIST AND ACCEPT ALL THAT APPLY]**
[Programming: IF NOT EMPLOYED (GEN2 NE 1), DON'T READ "WORK"]

- 1 Home
- 2 Work
- 3 Library
- 4 Or another location such as school, community center, or café?
- 5 NONE
- 9 DON'T KNOW/REFUSED

TECH2 Do you use the Internet at... **[READ LIST AND ACCEPT ALL THAT APPLY]**
[Programming: IF NOT EMPLOYED (GEN2 NE 1), DON'T READ "WORK"]

- 1 Home
- 2 Work
- 3 Library
- 4 Or another location such as school, community center, or café?
- 5 NONE
- 9 DON'T KNOW/REFUSED

TECH3 Do you have a **laptop computer** that is equipped for wireless access? **[PROBE IF SAY OTHER THAN LAPTOP (e.g. cell phone, PDA, etc): "Please include only laptop computers."]**

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

TECH3A **[IF TECH3 NE 1]** Does anyone else in your household have a **laptop computer** that is equipped for wireless access?
[PROBE IF SAY OTHER THAN LAPTOP (e.g. cell phone, PDA, etc): "Please include only laptop computers."]

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

TECH4 **[IF TECH3=1]** Where do you use your **laptop**? **[MULTIPLE RESPONSE. ENTER ALL THAT APPLY]**

- 1 HOME
- 2 WORK
- 3 SCHOOL
- 4 BUS
- 5 COFFEE SHOP, CAFÉ
- 6 LIBRARY
- 7 OTHER [SPECIFY]
- 10 **WHEN TRAVELING (airplane, airport, business trip, hotels, on the road, vacation, etc.)**
- 11 **EVERYWHERE / ANYWHERE I CAN**
- 99 DON'T KNOW / REFUSED

TECH4A **[IF TECH3 EQ 1 AND TECH3B NE 4 AND RIDESTAT= 1 OR 2]** If wireless Internet access was available on the bus, would you use your wireless laptop during your bus trip?

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

TECH4B**[IF TECH3=1 AND RIDESTAT EQ 2 OR 3]** [NONRIDERS] Would you be likely or unlikely to ride the bus if wireless Internet access was available on the bus?
[INFREQUENT RIDERS] Would you be likely or unlikely to ride the bus more often if wireless Internet access was available on the bus?

Would that be very or somewhat [LIKELY / UNLIKELY]?

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

TECH5 Which sources do you use to get information about Metro? **[OPEN ENDED. RECORD ALL THAT APPLY]**

- 1 PRINTED TIMETABLES / pick up printed schedule at library
- 2 KING COUNTY OR METRO WEBSITE @ WWW.TRANSIT.METROKC.GOV
- 3 RIDER INFORMATION TELEPHONE LINE (206)-553-3000
- 4 INFORMATION POSTED AT BUS STOPS
- 5 INFORMATION POSTED AT TRANSIT CENTERS OR AT PARK AND RIDE LOTS
- 6 "BUS TIME", METRO'S AUTOMATED INFORMATION LINE YOU CAN ACCESS BY PHONE
- 7 OR SOME OTHER SOURCE? (SPECIFY):
- 8 NONE OF THE ABOVE
- 11 **WORD OF MOUTH (friends, family, people in line, etc)**
- 12 **NEWS/NEWSPAPER/TV**
- 13 **BUS DRIVERS**
- 14 **INTERNET (general, not King County or Metro web sites)**
- 15 **BROCHURES / FLYERS / PAMPHLETS (not specified)**
- 16 **LIBRARY / POST OFFICE (not timetables)**
- 88 DON'T KNOW
- 99 REFUSED

TECH6A**[IF TECH5 EQ 3]** Are you satisfied or dissatisfied with your ability to get information from the Rider Information Telephone Line during weekdays (Monday – Friday)? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

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

TECH6B**[IF TECH5 EQ 3]** Are you satisfied or dissatisfied with your ability to get information from the Rider Information Telephone Line during the Weekend (Saturday and Sunday)? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

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

TECH7 **[IF TECH5 EQ 2]** The last time you visited the website, what information were you looking for? **[DO NOT READ; ENTER ALL THAT APPLY]**

- 1 TIMETABLE/BUS SCHEDULE OR TIMES
- 2 FARES
- 3 ROUTE MAP
- 4 SYSTEM MAP
- 5 TO PLAN A TRIP (TRIP PLANNER)
- 6 **GENERAL INFORMATION** (*park & ride locations, contest winners, jobs, comments, complaints*)
- 7 OTHER (SPECIFY):
- 88 DON'T KNOW
- 99 REFUSED

TECH7A **[IF TECH7 NE 4]** Have you ever used a Metro System Map to get information about bus routes and destinations? **[IF NECESSARY: "This is a map showing Metro's entire system."]**

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

TECH7B **[IF TECH7 EQ 4 OR TECH7A EQ 1]** Are you satisfied or dissatisfied with the **system map**? Would that be very or somewhat [SATISFIED / DISSATISFIED]? **[IF NECESSARY: "This is a map showing Metro's entire system."]**

- 1 VERY SATISFIED
- 2 SOMEWHAT SATISFIED
- 3 NO OPINION
- 4 SOMEWHAT DISSATISFIED
- 5 VERY DISSATISFIED
- 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 Do you have a valid driver's license?

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

DEMO1A How many vehicles 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 DEMO3]
- 99 REFUSED

DEMO2A **[IF DEMO2 = 99]** Would that be....

- 1 16-17
- 2 18 -- 29
- 3 20-24
- 4 25-34
- 5 35-44
- 6 45-54
- 7 55-64
- 8 65 or Older
- 9 REFUSED

DEMO3 Including yourself, how many people live in your household?

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

DEMO3A Including yourself, how many are 16 and older?

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

DEMO4 Do you consider yourself? [READ LIST AND 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]
- 8 DON'T KNOW
- 9 REFUSED

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

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

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

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

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

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

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

- 1 YES
- 2 NO
- 9 REFUSED

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

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

ENTER PHONE NUMBER
(999) 999-9999 REFUSED

DEMO7 How many telephone numbers are associated with this household?

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

ENTER NUMBER (1 OR MORE) **[DEMO7 CANNOT = 0]**
99 DON'T KNOW / REFUSED

DEMO7A **[IF DEMO7 > 1]** How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?

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

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

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

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

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

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

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

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

[OPEN END]

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

THANK2Thank 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

THANK3Thank 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

THANK4That 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 = 28
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 29
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 30
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 31
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 32
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 33

THANK5Thank you very much for answering those questions. This data is really important for our survey.

IF (RIDESTAT = 1 AND AREA = 1) DISPOS = 34
IF (RIDESTAT = 1 AND AREA = 2) DISPOS = 35
IF (RIDESTAT = 1 AND AREA = 3) DISPOS = 36
IF (RIDESTAT > 1 AND AREA = 1) DISPOS = 37
IF (RIDESTAT > 1 AND AREA = 2) DISPOS = 38
IF (RIDESTAT > 1 AND AREA = 3) DISPOS = 39

THANK8Thank you for your time, but we are unable to continue without that information. DISPOS = 8

DISPOSITION CODES

Disp#	Disposition	Display Type	Property	Incidence
		P/S/I/H	A/B/C/N/R/F	D/B/I
1	No Answer	P	A	D
2	Busy	P	B	D
3	Answering Machine	P	A	D
4	Verified Disconnected / Nonworking	P	F	D
5	Initial Refusal	S	R	D
6	Final Refusal	S	F	D
7	Never Call - SUPERVISOR	S	N	D
8	Screener Refusal	H	F	D
9	Communication Barrier	S	F	D
10	Language Barrier (OTHER / UNKNOWN)	S	F	D
11	Callback Introduction	S	C	D
12	Privacy Manager	P	R	D
13	Possible Disconnect	P	C	D
14	Business Number	P	F	D
15	Targeted Respondent Not Available	S	F	D
16	Language Barrier SPANISH -- RECONTACT	S	C	D
17	Language Barrier ASIAN	S	F	D
18	OQ -- Age (55/65 and older)		F	B
19	Rider HH Callback	I	C	I
20	Interview In Progress	I	C	I
21	Mid-Terminate - SUPERVISOR	I	R	I
22	No One 16 Or Over In HH (Kid's Line)	H	F	B
23	Out Of Area -- NO TO SCR1	H	F	B
24	No Call List Mention	S	F	D
25	Message Left	H	A	B
26	OQ - Male	H	F	B
27	OQ - Female	H	F	B
28	OQ -- North Rider	H	F	B
29	OQ -- North Infrequent / Non-riders	H	F	B
30	OQ -- South Rider	H	F	B

31	OQ – South Infrequent / Non-riders	H	F	B
32	OQ – East Rider	H	F	B
33	OQ – East Infrequent / Non-riders	H	F	B
34	Refused – North Rider	H	F	B
35	Refused – North Infrequent / Non-riders	H	F	B
36	Refused – South Rider	H	F	B
37	Refused – South Infrequent / Non-riders	H	F	B
38	Refused – East Rider	H	F	B
39	Refused – East Infrequent / Non-riders	H	F	B
40	Complete	H	F	I

Display Type:

P = Pre-Screener – First Screen With Contact Info
(Prior To Contact With Respondent)

S = Screener – After First Screen, Before QAL (After
Contact With Respondent)

I = Interview – Between QAL and CPL

H = Hidden – Not Available To Interviewer

Property:

A = Answering Machine / No Answer

B = Busy

C = Callback

N = Never Call

R = Refusal

F = Final

Incidence:

D = Don't include

B = Base only

I = Include