

Questionnaire

2009 METRO RIDER / NONRIDER (J66064) 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.

Post-codes are in bold italics.

INTRODUCTION

DIMNET Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.

INTROBASE [BASE SAMPLE TYPE 3, 4, 5]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and 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. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

[PROGRAMMING - RANDOMLY SHOW MALE INTRO OR YOUNGEST INTRO 50/50]

[YOUNGEST INTRO] For this survey I would like to speak with the ***youngest*** member of this household who is 16 years of age and older? Would that be you?

[INTERVIEWING NOTE: IF YOUNGEST PERSON UNAVAILABLE, SCHEDULE CALL-BACK]

[MALE INTRO] For this survey I would like to speak with the ***male*** member of this household who is 16 years of age and older? Would that be you?

[INTERVIEWING NOTE: IF MALE UNAVAILABLE, SCHEDULE CALL-BACK; IF NO MALE IN THE HOUSEHOLD, ASK FOR YOUNGEST FEMALE]

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

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

- 1 RESPONDENT AVAILABLE CONTINUE
- 2 NO ONE IN HH 16 YEARS OF AGE OR OLDER – NQ AGE
- 3 IMMEDIATE/SOFT REFUSAL – CALLBACK TO REFUSAL CONVERT
- 4 FINAL REFUSAL – MINI SURVEY (REFUSAL)
- 5 DON'T KNOW – SCREENER REFUSAL

INTRO RIDER [RIDER SAMPLE TYPE 2]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and 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. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

For this survey I would like to speak with a member of this household who is 16 years of age and older and has ridden on the King County Metro Transit System 5 or more times in the last 30 days, Would that be you or someone else in your household? **[ASK TO SPEAK TO RIDER]** IF NO REGULAR RIDER, THEN SAY: I have just a couple questions for you then?

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

[INTERVIEWING NOTE: IF RIDER UNAVAILABLE, SCHEDULE CALL-BACK]

- 1 REGULAR RIDER AVAILABLE
- 2 NO REGULAR RIDER IN THE HOUSEHOLD – ASK SCR1, SCR1A, SCR1B, SCR2, SCR3, SCR4, SCR5, MET8A, SCR9A, SCR9B, SCR10, CELL1&2, LAND1-4, DEMO8 THEN NQ NON-RIDER
- 3 NO ONE 16 YEARS OF AGE OR OLDER IN HH – NQ AGE
- 4 IMMEDIATE/SOFT REFUSAL – CALLBACK TO REFUSAL CONVERT
- 5 FINAL REFUSAL – MINI SURVEY (REFUSAL)
- 6 DON'T KNOW – SCREENER REFUSAL

INTRO CELL [CELL SAMPLE TYPE 1]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and 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. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

First of all, are you currently driving? IF YES: When is a more convenient time to call you back?

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

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

- 1 CONTINUE – NOT DRIVING
- 2 NO ONE 16 YEARS OF AGE OR OLDER IN HH – NQ AGE
- 3 IMMEDIATE/SOFT REFUSAL – [CALLBACK TO REFUSAL CONVERT]
- 4 FINAL REFUSAL – MINI SURVEY [REFUSAL]
- 9 DK – SCREENER REFUSAL

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

- REF It would be really helpful if I could just ask you a couple of quick questions from the survey
- 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. Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.
- ____ ENTER NUMBER OF RIDERS IN HOUSEHOLD [IF 0, 9 SKIP TO REF5]
 8 8 OR MORE
 9 DK / REF
- REF3 [IF REF2 GE 1 AND REF2 LE 8] In the last 30 days, how many one-way rides have **you personally** taken on a Metro bus?
 [IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]
- 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]

PROGRAMMER: 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 special events as well as regular bus service. [IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]
- 1 YES
 2 NO
 9 DK/REF

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

- 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]

PROGRAMMER: CREATE VARIABLE = ZONE

<i>Seattle / North King (1)</i>	<i>South King (2)</i>	<i>East King (3)</i>
998101 98102 98103 98104 98105 98106 98107 98108 98109 98112 98115 98116	98001 98002 98003 98010 98022 98023 98025 98030 98031 98032 98035 98038	98004 98005 98006 98007 98008 98009 98011 98014 98015 98019 98024
98117 98118 98119 98121 98122 98124 98125 98126 98133 98134 98136 98144	98042 98047 98051 98054 98055 98056 98057 98058 98059 98062 98063 98064	98027 98028 98029 98033 98034 98039 98040 98041 98045 98050 98052 98053 98065
98145 98154 98155 98160 98164 98177 98181 98185 98191 98195 98199	98070 98071 98092 98093 98138 98146 98148 98158 98166 98168 98178 98188 98198 98354	98072 98074 98075 98077 98083 98224 98288

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 [IF SAMPLE =BASE, RIDER OR AGE-TARG] 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

REF 10A [IF SAMPLE=CELL-PHONE] In addition to your cell-phone, do you have a landline in your home that is used to make and receive calls?

[READ IF NECESSARY: By landline telephone we mean a “regular” telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

- 1 YES
- 2 NO
- 9 REFUSED

REF 10B [ASK IF: REF10A EQ 1] Do you primarily use your cell phone or landline?

- 1 CELL ONLY – CELL ONLY QUOTA
- 2 PRIMARILY CELL PHONE – PRIMARILY CELL
- 3 PRIMARILY LANDLINE – SKIP TO DEMO8 – NQ LANDLINE
- 4 BOTH EQUALLY – PRIMARILY CELL
- 9 DON'T KNOW / REFUSED-SCREENER REFUSAL

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)
DON'T KNOW / REFUSED

REF11A [IF SAMPLE=BASE, AGE-TARG OR RIDER] In addition to your landline, do you have a cell-phone that is used to make and receive calls?

- 1 YES
- 2 NO
- 9 REFUSED

REF12 [IF REF11A EQ 1] Do you primarily use your cell phone or landline?

- 1 PRIMARILY CELL PHONE
- 2 PRIMARILY LANDLINE
- 3 BOTH EQUALLY
- 9 DON'T KNOW / REFUSED

PROGRAMMER: CREATE VARIABLE = RIDEAREA

- 1 RIDER – SEATTLE / NORTH KING (RIDESTAT = 1 AND ZONE = 1)
- 2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING (RIDESTAT GE 2 AND ZONE = 1)
- 3 RIDER – SOUTH KING (RIDESTAT = 1 AND ZONE = 2)
- 4 INFREQUENT RIDER / NONRIDER – SOUTH KING (RIDESTAT GE 2 AND ZONE = 2)
- 5 RIDER – EAST KING (RIDESTAT = 1 AND ZONE = 3)
- 6 INFREQUENT RIDER / NONRIDER – EAST KING (RIDESTAT GE 2 AND ZONE = 3)

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]
- 8 DON'T KNOW [SKIP TO THANK8]
- 9 REFUSED [SKIP TO THANK8]

SCR1A [SKIP IF REF13=1] Including yourself, how many live in your household who are 16 years of age or older?

- _____ ENTER NUMBER OF PERSONS 16+ IN HOUSEHOLD
- 8 8 OR MORE
- 9 DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR1B [IF SCR1A=1 AND REF9=1] Just to confirm, you are the only resident in your household?

- 1 YES –SKIP TO SCR4
- 2 NO [RETURN TO SCR1A AND REASK]
- 8 DON'T KNOW [SKIP TO THANK8]
- 9 REFUSED [SKIP TO THANK8]

SCR2 [IF SCR1A GT 1 OR REF9>1] 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

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

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

[PROGRAMMING NOTE: IF "INTRO RIDER" = 2 (I.E. NONRIDER IN THE RIDER SAMPLE), THEN SKIP SCR3 AND AUTO INSERT SCR3=0 SINCE SAME QUESTION WAS ASKED IN "INTRO RIDER"]

SCR3 [IF SCR2 GT 0 AND SCR1A GT 1 SKIP IF REF13=1] 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?

[IF NECESSARY: Do not count rides taken entirely within the downtown Seattle Ride Free Area.

[IF NECESSARY: A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD

- 8 8 OR MORE
- 9 DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR3B [IF SCR3 GE 2, SKIP IF REF13=1] 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?

[INTERVIEWING NOTE: IF MALE UNAVAILABLE, SCHEDULE CALL-BACK; IF NO MALE IN THE HOUSEHOLD, ASK FOR YOUNGEST FEMALE]

- 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 SCR1 = 1, SKIP IF REF13=1 OR 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. A trip where you had to transfer buses counts as one ride. [IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

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

SCR5 [IF SCR4 GE 98 SKIP IF REF13=1] 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) SKIP IF REF13=1] 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 STUDY DURATION, 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 SKIP IF REF13=1]
 Hello, I'm _____ from Opinion Research Corporation, 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. [IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ 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 SKIP IF REF13=1] 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 – SKIP TO THANK8

SCR8A [ASK IF RIDESTAT = 1 OR 2] 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]
 9 DON'T KNOW / REFUSED

PROGRAMMER: CREATE VARIABLE = RIDESTAT

1 REGULAR RIDER – IF REF3=1 OR REF4=1 SCR4 GE 5 OR SCR5 = 1 OR SCR7A GE 5 OR SCR7B = 1
 2 INFREQUENT RIDER IF REF3=2 or REF4=2 SCR4 EQ 1-4 OR SCR5 = 2 OR SCR7A EQ 1-4 OR SCR7B = 2
 3 NONRIDER – IF REF3=3 or REF4=3 SCR2=0 OR SCR3=0 OR SCR5 = 3 OR SCR7B=3

PROGRAMMER: IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8

SCR9A [SKIP IF REF13=1] To verify, is your home zip code [RECALL ZIP CODE FROM SAMPLE]?

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]

PROGRAMMER: CREATE VARIABLE = ZONE

Seattle / North King (1)	South King (2)	East King (3)
998101 98102 98103 98104 98105 98106 98107 98108 98109 98112 98115 98116	98001 98002 98003 98010 98022 98023 98025 98030 98031 98032 98035 98038	98004 98005 98006 98007 98008 98009 98011 98014 98015 98019 98024
98117 98118 98119 98121 98122 98124 98125 98126 98133 98134 98136 98144	98042 98047 98051 98054 98055 98056 98057 98058 98059 98062 98063 98064	98027 98028 98029 98033 98034 98039 98040 98041 98045 98050 98052 98053 98065
98145 98154 98155 98160 98164 98177 98181 98185 98191 98195 98199	98070 98071 98092 98093 98138 98146 98148 98158 98166 98168 98178 98188 98198 98354	98072 98074 98075 98077 98083 98224 98288

PROGRAMMER: CREATE VARIABLE = RIDEAREA

- 1 RIDER – SEATTLE/NORTH KING (RIDESTAT = 1 AND ZONE = 1)
- 2 INFREQUENT RIDER/NONRIDER – SEATTLE / NORTH KING (RIDESTAT GE 2 AND ZONE = 1)
- 3 RIDER – SOUTH KING (RIDESTAT = 1 AND ZONE = 2)
- 4 INFREQUENT RIDER/NONRIDER – SOUTH KING (RIDESTAT GE 2 AND ZONE = 2)
- 5 RIDER – EAST KING (RIDESTAT = 1 AND ZONE = 3)
- 6 INFREQUENT RIDER/NONRIDER – EAST KING (RIDESTAT GE 2 AND ZONE = 3)

[PROGRAMMING NOTE: CHECK FOR RIDEAREA QUOTAS]

GENDER ENTER GENDER OF RESPONDENT [VERIFY IF NEEDED BY ASKING:] This may sound silly, but I'm required to ask. Are you...

- 1 MALE
- 2 FEMALE

DEMO2 To ensure this study is representative can I get your age?

- AGE [SKIP TO CELL1 If CELL SAMPLE – ALL OTHER SAMPLE SKIP TO GEN1]
- 99 REFUSED

DEMO2A [ASK IF: DEMO2 = 99] Would that be....

- 1 16-17
- 2 18-19
- 3 20-24
- 4 25-34
- 5 35-44
- 6 45-54
- 7 55-64
- 8 65 or Older
- 9 REFUSED

[PROGRAMMING NOTE: CHECK FOR AGE AND GENDER QUOTAS FOR BASE SAMPLE ONLY. FOR CELL & RIDER SAMPLE, ACCEPT ANY AGE / GENDER]

[IF OVER QUOTA FOR ANY CATEGORY, THEN ASK LAND1-4, DEMO8 THEN OQ INTO APPROPRIATE CATEGORY]

CELL1 [IF SAMPLE=CELL-PHONE SKIP IF REF13=1] In addition to your cell-phone, do you have a landline in your home that is used to make and receive calls?

[READ IF NECESSARY: By landline telephone we mean a “regular” telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

- 1 YES
 - 2 NO [CELL PHONE ONLY QUOTA]
 - 9 REFUSED
- [GO TO DEMO8; ASK DEMO8 THROUGH CORRECT; THEN SCREENER REFUSE]

CELL2 [ASK IF: CELL1 EQ 1 SKIP IF REF13=1] Do you primarily use your cell phone or landline to make and receive calls?

- 2 PRIMARILY CELL PHONE – PRIMARILY CELL
- 3 PRIMARILY LANDLINE – SKIP TO DEMO8 – NQ LANDLINE
- 4 BOTH EQUALLY – PRIMARILY CELL
- 9 DON'T KNOW / REFUSED-SCREENER REFUSAL

GENERAL RIDERSHIP – ALL RESPONDENTS
--

GEN1 Were you living in King County one year ago?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DON'T KNOW / REFUSED

GEN2 Are you currently... [ACCEPT MULTIPLE RESPONSES]
[IF A STUDENT ONLY, PROBE: Do you also work?]

[IF A WORK ONLY, PROBE: Do you also attend classes?]

[INTERVIEWING NOTE: IF SELF-EMPLOYED SELECT “EMPLOYED”]

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

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 GEN2=2] Are you a...

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

GEN2BB [IF GEN2=2] Are you a...

- 1 High school or
- 2 College 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] How many days a week do you [work]?
[IF GEN2 EQ 2 OR GEN2C EQ 2] How many days a week do you [attend school]?

_____ ENTER NUMBER OF DAYS

0 [COMMUTER = 3]

- 8 DON'T KNOW
- 9 REFUSED

GEN4 [IF GEN3 > 0 AND (GEN2 EQ 1 OR GEN2C EQ 1)] How many days a week do you travel to work, that is, you work outside your home?
 [IF GEN3 > 0 AND (GEN2 EQ 2 OR GEN2C EQ 2)] How many days a week do you travel to school, that is, you attend class outside your home?

- _____ ENTER NUMBER OF DAYS
 0 TELEWORK / ALWAYS WORK FROM HOME [COMMUTER = 3]
 8 DON'T KNOW [COMMUTER =3]
 9 REFUSED [COMMUTER = 3]

PROGRAMMER: CREATE VARIABLE = COMMUTER

- 3-7 DAYS/WEEK WORK [COMMUTER = 1]
 3-7 DAYS/WEEK SCHOOL [COMMUTER = 2]
 0-2 DAYS/WEEK WORK [COMMUTER = 3]
 0-2 DAYS/WEEK SCHOOL [COMMUTER = 3]
 TELEWORK / ALWAYS WORK FROM HOME [COMMUTER = 3]
 DON'T KNOW [COMMUTER =3]
 REFUSED [COMMUTER = 3]

 1 WORK COMMUTER
 2 SCHOOL COMMUTER
 3 NON-COMMUTER

GEN5 [IF GEN4 GE 1 AND (GEN2 EQ 1 OR GEN2C EQ 1)]Of the days that you travel to work, how many days do you take a Metro bus as part of that commute?
 [IF GEN4 GE 1 AND (GEN2 EQ 2 OR GEN2C EQ 1)]Of the days that you travel to school, how many days do you take a Metro bus as part of that commute?

- _____ ENTER NUMBER OF DAYS
 8 DON'T KNOW
 9 REFUSED

METRO RIDERSHIP – ALL RIDERS / INFREQUENT RIDERS [ASK IF RIDESTAT = 1 OR 2; OTHERWISE SKIP TO MET8A]

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

- 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 2008?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DON'T KNOW / REFUSED

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

- 1 KING COUNTY OR METRO WEBSITE
- 2 RECEIVED A MAILER AT HOME
- 3 HEARD ABOUT METRO ON THE NEWS
- 4 TELEVISION ADVERTISEMENT
- 5 GOVERNMENT TELEVISION PROGRAM
- 6 READ ABOUT METRO IN THE NEWSPAPER
- 7 THROUGH SCHOOL
- 8 RECOMMENDED BY FRIEND/COLLEAGUE (WORD OF MOUTH)
- 9 SAW AN ADVERTISEMENT (Specify:_____)
- 10 RECEIVED BUS PASS AT WORK
- 11 RECEIVED SAMPLE FREE RIDE TICKETS
- 12 THROUGH EMPLOYER
- 13 BROCHURE
- 14 KING COUNTY METRO BLOG
- 15 TWITTER
- 16 SAW BUSES/BUS STOPS
- 17 ALREADY KNEW ABOUT IT
- 18 OTHER [SPECIFY]
- 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 SPECIAL 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 ENVIRONMENTAL/LESS POLLUTION/SAVES ENERGY/TRYING TO BE GREEN
- 98 DON'T KNOW
- 99 REFUSED

MET4A [ASK IF: MET1 GE 5] Would you say that you are . . .

- 1 Riding more often than you did in previous years,
- 2 Riding the same amount as you did in previous years, or
- 3 Riding less often than you did in previous years?
- 8 DON'T KNOW
- 9 REFUSED

MET4B [ASK IF: MET4A EQ 1 OR 3] Why would you say that is? Why are you riding [more/less] than you were last year?

- 1 LOST JOB/CHANGED JOBS
- 2 JOBSITE MOVED
- 3 LIKE DRIVING/CAR IS MORE CONVENIENT
- 4 BUS TAKES TOO LONG
- 5 NEED A CAR FOR MY JOB
- 6 ROUTES DON'T GO WHERE I NEED THEM TO
- 8 BUS SCHEDULES DON'T RUN AT THE RIGHT TIMES
- 12 MOVED
- 14 STOPPED OR STARTED SCHOOL
- 15 BUS CHEAPER THAN DRIVING
- 16 SAVE MONEY ON GAS
- 17 SAVE MONEY ON PARKING
- 18 TO AVOID HAVING TO FIND PARKING
- 19 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
- 20 BUS FASTER
- 21 BUS MORE CONVENIENT
- 22 MORE CONVENIENT WHEN GOING TO SPECIAL EVENT
- 23 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
- 24 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION
- 25 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
- 26 OTHER [SPECIFY]
- 98 DON'T KNOW
- 99 REFUSED

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

- 1 All of your transportation needs,
- 2 Most of your transportation needs
- 3 Some of your transportation needs, or
- 4 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 / **DOCTOR VISITS**
 - 6 FUN / RECREATION / SOCIAL / **VISIT FRIENDS & FAMILY**
 - 7 SPECIAL EVENTS (SEAFAIR, BUMBERSHOOT SHUTTLES)
 - 8 JURY DUTY
 - 9 DOWNTOWN
 - 10 AIRPORT
 - 11 OTHER [SPECIFY]
 - 98 DON'T KNOW / NO SINGLE PRIMARY PURPOSE
 - 99 REFUSED
- MET6 During which of the following time periods do you ride Metro? Do you ride Metro... [READ LIST AND WAIT FOR YES/NO RESPONSE]
- A Weekday mornings between 6:00 and 9:00 a.m.?
 - B Weekdays between 9:00 a.m. and 3:00 p.m.?
 - C Weekday afternoons between 3:00 and 6:00 p.m.?
 - D Weekday evenings between 6:00 and 7:00 p.m.?
 - E Weekday evenings after 7:00 p.m.?
 - F Any time on Saturday?
 - G Any time on Sunday?
 - H Weekday mornings before 6am (DO NOT READ – option here if respondents says so)
- 1 YES
 - 2 NO [RECODED TO '0' IN DATA FILE]
 - 9 DON'T KNOW/REFUSED
- MET7 You said you generally ride the bus (to/for) [RESPONSE TO MET5]. How many transfers do you usually make when you use the bus (to/for) [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

MET9A [ALL RESPONDENTS] In the past 30 days, how many one-way rides have you personally taken on Metro service only within the Seattle Ride Free Area in Downtown Seattle – that is rides that started and ended in the Ride Free Area? [AS NEEDED: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

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

NON-RIDERS -- [RIDESTAT EQ 3]

NON1 You said that you have not ridden a Metro bus **outside the Ride Free Area** in the past 30 days. Have you ever ridden Metro Transit?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DON'T KNOW / REFUSED

MET9B [IF RIDESTAT EQ 3 SKIP IF REF13=1] 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 special events as well as regular bus service.

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

FORMER-RIDERS – NON1 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 / **DOCTOR VISITS**
- 6 FUN / RECREATION / SOCIAL / **VISIT FRIENDS & FAMILY**
- 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

NON3 [IF NON2 EQ 1, 2, OR 3] What is the main reason you don't ride the bus now?
 [IF: "I have a car / Car is convenient", PROBE: "Why is it more convenient?"]
 [IF: "Problems with Schedule/Routing", PROBE: "What type of problems?"]

[PROBE FOR ONE RESPONSE]

- 1 CHANGED JOBS / MOVED
- 2 JOBSITE / BUSINESS MOVED
- 3 LOST JOB / **RETIRED**
- 4 CAR IS MORE CONVENIENT / LIKE DRIVING / HAVE A CAR (SPECIFY:_____)
- 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
- 20 BUS ATMOSPHERE / SMELL / BEHAVIOR OF OTHER PASSENGERS / ATMOSPHERE AT BUS STOP
- 21 NO NEED TO RIDE ANYMORE / DON'T GO DOWNTOWN / I FINISHED SCHOOL
- 99 DON'T KNOW / REFUSED

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

FARE1A Do you currently pay your fare with an Orca card?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

FARE1B [IF FARE1A EQ 1] What product or products do you have on your Orca card?

- 1 A PASS
- 2 AN E-PURSE/MONEY ON THE CARD
- 3 BOTH A PASS AND AN E-PURSE
- 8 DON'T KNOW
- 9 REFUSED

FARE1C [IF FARE1B EQ 1 OR 3] What type of pass do you have on your Orca card?

- 1 Adult,
- 2 Youth,
- 3 A Senior or Disabled pass
- 4 A passport (Flexpass)?
- 8 DON'T KNOW
- 9 REFUSED

FARE1C2 [IF FARE1C EQ 3] Do you have a monthly pass on your Reduced Fare Permit)?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

FARE1D [IF FARE1C EQ 1 OR 3] What is the maximum fare value on your pass?

[READ LIST IF NECESSARY]

- 1 (\$.50)
- 2 (\$.75)
- 3 (\$1.00)
- 4 (\$1.25)
- 5 (\$1.50)
- 6 (\$1.75)
- 7 (\$2.00)
- 8 (\$2.25)
- 9 (\$2.50)
- 10 (\$2.75)
- 11 (\$3.00)
- 12 (\$3.75)
- 13 (\$4.00)
- 14 (\$4.75)
- 15 I HAVE A FLEXPASS/PASSPORT

FARE2A [FARE1A <> 1] How do you usually pay your bus fare? Do you use...?

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

[READ ENTIRE LIST] [SELECT ALL THAT APPLY]

[IF ANSWERS WITH A SPECIFIC PASS, E.G. U-PASS OR FLEXPASS, THEN SELECT OPTION "3"]

- 1 Cash [SKIP TO ORCA1 IF ONLY OPTION SELECTED]
- 2 Tickets or a Ticketbook, [SKIP TO ORCA1 IF ONLY OPTION SELECTED]
- 3 A pass,
- 4 A reduced fare permit with a sticker, or
- 5 A reduced fare permit with cash? [SKIP TO ORCA1 IF ONLY OPTION SELECTED]
- 6 OTHER [SPECIFY: _____] PROBE: READ LIST TWICE
- 98 DON'T KNOW [SKIP TO ORCA1]
- 99 REFUSED [SKIP TO ORCA1]

FARE2B [IF FARE2A EQ 3 OR 4] Is your [RESPONSE FROM FARE2A] a . . .

[READ LIST UNTIL RESPONDENT ANSWERS YES]

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

FARE2C [IF FARE2B EQ 1] What is the maximum fare value on your 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 (\$4.75/trip)?
- 15 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

FARE3 [IF FARE1A EQ 1 OR FARE2A EQ 3 OR 4] Does your employer or school pay for part or all of your Metro [IF FARE2A=3 or 4 SHOW "pass" IF FARE1A=1 SHOW "pass or e-purse"]? (IF YES: Would that be all Metro costs or some? Would that be your school or your employer?)

- 1 (Yes, All paid for by school)
- 2 (Yes, All paid for by employer)
- 3 (Yes, Some paid for by school)
- 4 (Yes, Some paid for by employer)
- 5 (No, None paid for by school/employer)
- 8 DON'T KNOW
- 9 REFUSED

ORCA1 [ASK IF: FARE1A <> 1] How familiar are you with the new Orca card?

- | | | |
|---|---------------------|-------------------------------|
| 1 | Very familiar | [RECODED TO '4' IN DATA FILE] |
| 2 | Somewhat familiar | [RECODED TO '3' IN DATA FILE] |
| 3 | Not familiar | [RECODED TO '2' IN DATA FILE] |
| 4 | Not at all familiar | [RECODED TO '1' IN DATA FILE] |
| 8 | DON'T KNOW | |
| 9 | REFUSED | |

ORCA2 [ASK IF: ORCA1 = 1, 2 OR 3] Are you likely or unlikely to purchase an Orca card in the next three months? Would that be very or somewhat [LIKELY / UNLIKELY]?

- | | |
|---|----------------------------|
| 1 | VERY UNLIKELY |
| 2 | SOMWHAT UNLIKLEY |
| 3 | NEITHER LIKELY OR UNLIKELY |
| 4 | SOMEWHAT LIKELY |
| 5 | VERY LIKELEY |
| 8 | DON'T KNOW |
| 9 | REFUSED |

ORCA3 [ASK IF: ORCA1 = 1, 2 OR 3 OR FARE1A = 1] From what you have seen, read, heard, or experienced, overall, are you satisfied or dissatisfied with the Orca program? Would that be very or somewhat [satisfied / dissatisfied]?

- | | |
|---|-----------------------------------|
| 1 | VERY DISSATISFIED |
| 2 | SOMEWHAT DISSATISFIED |
| 3 | NEITHER SATISFIED OR DISSATISFIED |
| 4 | SOMEWHAT SATSIFIED |
| 5 | VERY SATISFIED |
| 8 | DON'T KNOW |
| 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 [RECODED TO '0' IN DATA FILE] |
| 8 | DON'T KNOW |
| 9 | REFUSED |

BUS2 How do you usually get from your home to your bus stop?

[PROBE FOR ONE RESPONSE]

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

BUS3A [ASK IF: BUS2 EQ 1] How many minutes does it take you to walk from your home to the bus stop?

- _____ ENTER NUMBER OF MINUTES
- 98 DON'T KNOW
- 99 REFUSED

BUS4A [ASK IF: BUS2 EQ 1] How many minutes do you feel is reasonable to walk from your home to a bus stop?

- _____ ENTER NUMBER OF MINUTES
- 97 WILL NEVER WALK TO BUS STOP
- 98 DON'T KNOW
- 99 REFUSED

BUS4B [ASK IF BUS 2 EQ 1 AND BUS4A <> 97] How many minutes do you feel is a long walk from your home to a bus stop, but you would still walk that far to the stop and ride the bus?

- _____ ENTER NUMBER OF MINUTES
- 98 DON'T KNOW
- 99 REFUSED

BUS4C [ASK IF BUS 2 EQ 1 AND BUS4A <> 97] How many minutes do you feel is so long a walk from your home to a bus stop that you would not walk to the bus stop and use an alternative mode of transportation instead?

- _____ ENTER NUMBER OF MINUTES
- 98 DON'T KNOW
- 99 REFUSED

[PROGRAMMER NOTE: CHECK – BUS4A < BUS4B < BUS4C]

BUS5 Metro is looking for ways to speed up bus trips. One approach that Metro could take is to remove some stops; spacing them about a quarter of a mile apart (about 2-3 city blocks) along bus routes.

[ROTATE OPTION1 AND OPTION2]

[OPTION1] This could speed up your bus trip by allowing the bus to travel along its route without making so many stops. However, this may result in a longer walk to or from your bus stop.

[OPTION2] This may result in a longer walk to or from your bus stop, but could speed up your bus trip by allowing the bus to travel along its route without making as many stops.

Would you support or oppose this option? [Would that be strongly or somewhat?]

- 1 STRONGLY OPPOSE
- 2 SOMEWHAT OPPOSE
- 3 NEUTRAL
- 4 SOMEWHAT SUPPORT
- 5 STRONGLY SUPPORT
- 8 DON'T KNOW
- 9 REFUSED

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

COMM1 In what geographic area do you... (work / attend school)? [READ LIST IN ENTIRETY BEFORE ACCEPTING RESPONSE]

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

- 1 Downtown Seattle Core,
- 2 Surrounding Downtown Seattle
- 3 University District,
- 4 Other areas in North King County,
- 5 Downtown Bellevue,
- 6 Other areas in East King County,
- 7 South King County
- 8 Tacoma or other areas in Pierce County
- 9 Everett or other areas in Snohomish County
- 10 Somewhere Else? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

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

- 1 Downtown Seattle Core,
- 2 Denny Regrade
- 3 Belltown,
- 4 Pioneer Square,
- 5 International District,
- 6 Duwamish,
- 7 Sodo,
- 8 Queen Anne,
- 9 South Lake Union,
- 10 Capitol Hill,
- 11 First Hill, or
- 12 Somewhere Else Surrounding downtown Seattle? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM1B [ASK IF COMM1 EQ 3 OR 4] Would that be . . . [READ ENTIRE LIST]

- 1 University District,
- 2 University Village,
- 3 Fremont,
- 4 Ballard,
- 5 Northgate
- 6 Kenmore,
- 7 Shoreline,
- 8 North Seattle, or
- 9 Somewhere Else in North King County? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM1C [ASK IF COMM1 EQ 5 OR 6] Would that be . . . [READ ENTIRE LIST]

- 1 Bellevue,
- 2 Kirkland,
- 3 Redmond,
- 4 Overlake
- 5 Eastgate
- 6 Issaquah,
- 7 Bothell,
- 8 Woodinville,
- 9 Somewhere Else in East King County? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM1D [ASK IF COMM1 EQ 7] Would that be . . . [READ ENTIRE LIST]

- 1 Auburn,
- 2 Federal Way,
- 3 Kent,
- 4 Renton,
- 5 Tukwila,
- 6 Southcenter,
- 7 SeaTac,
- 9 Somewhere Else in South King County? [SPECIFY:_____]
- 77 VARIES
- 88 DON'T KNOW
- 99 REFUSED

COMM2 How do you usually get to and from [work / school]?

[PROBE FOR **ONE RESPONSE**]

[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)
- 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) **LOGIC CHECK: THESE SHOULD NOT BE RIDESTAT=3**
- 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 the Link Light Rail)
- 12 (Ride the Link Light Rail and bus equally)
- 13 (Ride the South Lake Union Streetcar)
- 14 (Ride ferry and bus equally)
- 15 (Ride passenger ferry and bus equally)
- 16 (Ride the South Lake Union Streetcar and bus equally)
- 17 (Ride a school bus)
- 18 (Ride an ACCESS van)
- 19 (Motorcycle)
- 20 (Bicycle or)
- 21 (Walk?)
- 22 (Work from Home / telecommute)
- 23 (Combination of transportation) [SPECIFY:_____]
- 24 OTHER [SPECIFY:_____]
- 88 DON'T KNOW
- 99 REFUSED

COMM2A [IF COMM2 =10, 12, 14, 15, or 16] 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 COMM7]
- 8888 DON'T KNOW [SKIP TO COMM7]
- 9999 REFUSED [SKIP TO COMM7]

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

- 1 AM
- 2 PM

COMM5 [ASK IF: COMM4 <> 777, 888, OR 999] 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
- 8888 DON'T KNOW
- 9999 REFUSED

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

- 1 AM
- 2 PM

COMM6 [ASK IF: COMM4 <> 777, 888, OR 999] [COMPUTE NUMBER OF HOURS WORK] To verify do you typically work [SHOW 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 18)] How much do you personally pay for parking? [ENTER DOLLARS AND CENTS. YOU MUST ENTER A DECIMAL POINT TO INDICATE CENTS.]

- _____ RECORD PARKING COST
- 66666** **Nothing / Don't pay** (RECODE BACK INTO PARK1=5)
- 77777 OTHER [SPECIFY:_____]
- 88888 DON'T KNOW
- 99999 REFUSED

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 3 OR COMM2 NE 5 – 18] 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,	[RECODED TO '5' IN DATA FILE]
2	Somewhat appealing,	[RECODED TO '4' IN DATA FILE]
3	Not very appealing, or	[RECODED TO '2' IN DATA FILE]
4	Not at all appealing?	[RECODED TO '1' IN DATA FILE]
5	NEITHER APPEALING NOR UNAPPEALING	[RECODED TO '3' IN DATA FILE]
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)
15	(Walk)
17	COMBINATION OF TRANSPORTATION [SPECIFY:_____]
18	OTHER [SPECIFY:_____]
88	DON'T KNOW
99	REFUSED

PERT2 [IF RIDESTAT EQ 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, | [RECODED TO '5' IN DATA FILE] |
| 2 | Somewhat appealing, | [RECODED TO '4' IN DATA FILE] |
| 3 | Not very appealing, or | [RECODED TO '2' IN DATA FILE] |
| 4 | Not at all appealing? | [RECODED TO '1' IN DATA FILE] |
| 5 | NEITHER APPEALING NOR UNAPPEALING | [RECODED TO '3' IN DATA FILE] |
| 8 | DON'T KNOW | |
| 9 | REFUSED | |

POTENTIAL TO INCREASE RIDERSHIP IF (RIDESTAT EQ 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.

[ROTATE ORDER IN BLOCKS BARR1 - BARR14 AND BARR15 - BARR19]

[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.

[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 | Overcrowded buses |
| BARR3 | Concerns about personal safety while riding the bus |
| BARR4 | Concerns about personal safety while waiting for the bus |
| BARR5 | Having to transfer [IF NEEDED: Having 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 stops near your home |
| BARR11 | Bus routes don't go where you want to go |
| BARR12 | [IF COMMUTER = 1 OR 2] Frequency of bus service after 6 p.m. |
| BARR13 | [IF COMMUTER = 1 OR 2] Employer provides free or inexpensive parking |

- BARR14 [IF COMMUTER = 1 OR 2] Need a car in case of an emergency at home
 BARR15 [IF COMMUTER = 1] No bus stop near work
 [IF COMMUTER = 2] No bus stop near school
 BARR16 [IF COMMUTER = 1] Need a car during the work day for work-related business
 BARR17 [IF COMMUTER = 1] Need a car during the day for personal errands
 [IF COMMUTER = 2] Need a car during the day for personal errands
 BARR18 [IF COMMUTER = 1] Often have to work late
 [IF COMMUTER = 2] Often have to be at school late
 BARR19 [IF COMMUTER = 1] Work hours are irregular
 [IF COMMUTER = 2] School hours are irregular
 BARR20 No place to sit
 BARR21 The behavior of others at the bus stops
 BARR22 Overall frequency of service

BARR23 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, [RECODED TO '4' IN DATA FILE]
 2 Probably ride, [RECODED TO '3' IN DATA FILE]
 3 Might ride, or [RECODED TO '2' IN DATA FILE]
 4 Not ride? [RECODED TO '1' IN DATA FILE]
 9 DON'T KNOW/REFUSED

PARK AND RIDE

PAR1 [ALL RESPONDENTS] Have you used a Metro park and ride lot within the last year?

- 1 YES
 2 NO [RECODED TO '0' IN DATA FILE]
 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, or
 7 For 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]
- 7 CARPOOL**
- 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]? [RANDOMIZE SAT1A to SAT1U]

SAT1A [ALL] On-time performance of buses

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

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

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 EQ 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] Ability to get current printed timetables for bus routes

SAT1P [ALL] Personal safety on the bus related to the conduct of others during the daytime

SAT1Q [ALL] Personal safety on the bus related to the conduct of others after dark
SAT1R [ALL] Driver operates the bus in a safe and competent manner
SAT1S [ALL] Personal safety waiting for the bus in the daytime
SAT1T [ALL] Personal safety waiting for the bus after dark
SAT1U [ALL] Overcrowding on the bus
SAT1V [P&R LOT USERS – PAR1 EQ 1] Personal safety at the park-and-ride lot
SAT1W [P&R LOT USERS – PAR1 EQ 1] Security of your automobile at the park-and-ride lot

SAT1X [ALL] Overall, how satisfied are you with Metro Transit?

SAT1OPROBE: [ASK IF: SAT10 LE 2] You indicated you were dissatisfied with your ability to get current printed timetables for bus routes. Where did you try to get a timetable? [SELECT ALL THAT APPLY]

- 1 ON THE BUS
- 2 AT A LIBRARY
- 3 IN A MAJOR DOWNTOWN BUILDING
- 4 AT A TRANSIT CENTER
- 5 AT A PASS SALES OFFICE
- 6 AT A HEALTH CARE FACILITY
- 7 AT A SHOPPING MALL
- 8 AT A BUSINESS SITE / A STORE OR SMALL BUSINESS
- 9 OTHER [SPECIFY:_____]
- 10 METRO WEBSITE / ONLINE**
- 99 DON'T KNOW / REFUSED

METRO INFORMATION SERVICES

TECH1 Which sources do you use to get information about Metro? **[READ LIST. RECORD ALL THAT APPLY]**

- 1 Printed timetables
- 2 Metro Transit website @ www.metro.kingcounty.gov
- 3 Rider Information telephone line [READ IF NECESSARY: (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 WORD OF MOUTH / FRIENDS / CO-WORKERS**
- 9 INTERNET / GOOGLE**
- 77 NONE OF THE ABOVE
- 88 DON'T KNOW
- 99 REFUSED

TECH3 [IF TECH1 NE 2] Have you visited Metro Transit's website at metro.kingcounty.gov?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 9 DK/REFUSED

TECH2 [ASK IF: TECH1 = 2 OR TECH 3 EQ 1] The last time you visited Metro Transit's website, what information were you looking for?

- 1 TIMETABLE/BUS SCHEDULE OR TIMES
- 2 FARES
- 3 ROUTE MAP
- 4 SYSTEM MAP
- 5 TRIP PLANNER/TO PLAN A TRIP
- 6 GENERAL INFORMATION (park & ride locations, jobs, comments, complaints)
- 7 NEXT BUS / HOW LONG UNTIL THE NEXT BUS ARRIVES
- 8 SERVICE STATUS, ROUTE CHANGES
- 9 SERVICE/ROUTE CHANGES DUE TO ADVERSE WEATHER CONDITIONS / EMERGENCY INFORMATION
- 10 OTHER (SPECIFY: _____)
- 88 DON'T KNOW
- 99 REFUSED

TECH4A [IF TECH1 = 2 OR TECH3 EQ 1] Overall, are you satisfied or dissatisfied with your ability to get information from Metro Transit's website at metro.kingcounty.gov? (Would that be very or somewhat [satisfied / dissatisfied?]

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

TECH4B [ASKIF TECH 4A EQ 1 OR 2] Why are you dissatisfied? [MULTIPLE RESPONSE]

- 1 WEBSITE WAS TOO SLOW IN LOADING
- 2 HARD TO FIND WHAT I WAS LOOKING FOR
- 3 SYSTEM IS ALWAYS DOWN
- 4 DIDN'T HAVE WHAT I WAS LOOKING FOR
- 5 HARD TO NAVIGATE
- 6 OTHER [SPECIFY: _____]
- 7 **WEBSITE ERRORS / TECHNICAL DIFFICULTIES**
- 88 DON'T KNOW

ADVERS1 [ASK IF: TECH2 <> 9] Did you try to get information about Metro's service during last year's snowstorm?

[IF NEEDED: Information like adverse, weather, route changes, route delays, etc.]

- 1 Yes
- 2 No [RECODED TO '0' IN DATA FILE]
- 9 DK/REFUSED

ADVERS3 [IF TECH2 = 9 OR ADVERS1 = 1] Were you satisfied or dissatisfied with your ability to get the information you were looking for? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

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

ADVERSE4 [IF ADVERSE3 EQ 1 OR 2] Why were you dissatisfied? [MULTIPLE RESPONSE]

- 1 WEBSITE WAS TOO SLOW IN LOADING
- 2 HARD TO FIND WHAT I WAS LOOKING FOR
- 3 SYSTEM IS ALWAYS DOWN
- 4 DIDN'T HAVE WHAT I WAS LOOKING FOR
- 5 HARD TO NAVIGATE
- 6 INFORMATION WAS NOT ACCURATE
- 7 OTHER [SPECIFY:_____]
- 8 DON'T KNOW
- 9 REFUSED

CELL_INT King County Metro is looking for better ways to use technology to get information on bus arrival times to our customers through wireless devices.

LAND3 [IF SAMPLE=BASE, AGE-TARG OR RIDER AND REF13<>1] In addition to your landline, do you have a cell-phone or other hand-held device that is used to make and receive calls? [IF YES: Probe for type] ACCEPT MULTIPLE RESPONSES

- 1 YES – CELL PHONE
- 2 YES – OTHER HANDHELD DEVICE
- 3 NO
- 9 REFUSED

LAND4 [IF LAND3 EQ 1] Do you primarily use your [RESTORE RESPONSE FROM LAND3] or landline phone to make or receive calls?

- 1 PRIMARILY CELL PHONE
- 2 PRIMARILY LANDLINE
- 3 BOTH EQUALLY
- 9 DON'T KNOW / REFUSED

CELUSE1AA [IF LAND3 LE2 OR REF11A=1 OR SAMPTYPE=1] Does your [INSERT LAND3 RESPONSE] [READ LIST BELOW AND ENTER YES / NO RESPONSE FOR EACH ITEM]

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

CELUSE1AA_1 Have the capability to access the Internet?

CELUSE1AA_2 Have the capabilities to send and receive text messages?

CELUSE1AB. Do you have any other hand-held device capable of accessing the internet?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

CELUSE1AC. [ASK IF: CELUSE1AA_1 = 1 OR CELUSE1AB = 1] Does the device you use to access the internet have a camera?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

CELUSE1B [[IF CELUSE=1AA_1 OR CELUSE1AB = 1]] Do you personally use your [RESTORE RESPONSE FROM LAND3] to access the Internet?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

CELUSE2A [ASK IF CELUSE1B = 1] Have you personally used your RESTORE RESPONSE FROM LAND3] to get information about King County Metro transit from the internet?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

CELUSE2B [ASK IF CELUSE2A = 1] What Metro transit information have you looked for on your [INSERT LAND3 RESPONSE]? [SELECT ALL THAT APPLY].

- 1 WEATHER ALERTS / IMPACT OF ADVERSE WEATHER ON BUS SERVICE
- 2 TRAFFIC REPORTS
- 3 UPDATE ON WHEN THE NEXT BUS WILL ARRIVE
- 4 BUS SCHEDULES / TIMETABLES
- 5 SERVICE CHANGES
- 6 OTHER (Specify:_____)
- 7 TRIP PLANNER**
- 88 DON'T KNOW
- 99 REFUSED

CELUSE3 [ASK IF CELUSE2A = 1] Were you satisfied or dissatisfied with your ability to get the information about Metro transit with your [INSERT LAND3 RESPONSE]? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

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

CELUSE3A [IF CELUSE3 = 1 OR 2] Why were you dissatisfied? [MULTIPLE RESPONSE]

- 1 WEBSITE WAS TOO SLOW IN LOADING
- 2 HARD TO FIND WHAT I WAS LOOKING FOR
- 3 TOO SMALL / COULDN'T READ THE WEBSITE
- 4 SYSTEM IS ALWAYS DOWN
- 5 DIDN'T HAVE WHAT I WAS LOOKING FOR
- 6 HARD TO NAVIGATE ON A SMALL SCREEN
- 7 BAD FORMATT/COULDN'T READ
- 8 OTHER [SPECIFY:_____]
- 88 DON'T KNOW
- 99 REFUSED

CELUSE6 [ASK IF CELUSE2A EQ 2] Would you be likely or unlikely to use your [INSERT CELUSE1A RESPONSE] to access Metro transit information from the internet in the future? Would that be very or somewhat [LIKELY/VERY UNLIKELY]?

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

CELUSE7 [ASK IF CELUSE1AA_2 EQ 1] If the option were available, would you be interested or not interested in receiving information about Metro transit service via text messages on your cell phone? [READ LIST IF NEEDED] Would that be very or somewhat [Interested / uninterested]?

[IF NEEDED: This would be information like adverse weather reports, traffic updates, route changes, service delays, etc.]

- 1 VERY UNINTERESTED
- 2 SOMEWHAT UNINTERESTED
- 3 NEITHER INTERESTED OR UNINTERESTED
- 3 SOMEWHAT INTERESTED
- 4 VERY INTERESTED
- 8 DON'T KNOW
- 9 REFUSED

SOCIAL1A Do you personally use social networking sites like Twitter, Facebook, or LinkedIn?

- 1 YES
- 2 NO [RECODED TO '0' IN DATA FILE]
- 88 DON'T KNOW
- 99 REFUSED

SOCIAL1B [ASK IF SOCIAL1A = 1] Which of the following do you use?

ROTATE 1 – 4 [CHECK ALL THAT APPLY] [READ LIST]

- 1 Twitter
- 2 Facebook
- 3 Linked-In
- 4 MySpace
- 5 Other [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

SOCIAL1C [SOCIAL1A = 1] If the option were available, would you be interested or not interested in receiving information about Metro transit service via a social networking site, such as Twitter or Facebook? Would that be very or somewhat [Interested / uninterested]?

[IF NEEDED: This would be information like adverse weather reports, traffic updates, route changes, service delays, etc.]

- 1 VERY UNINTERESTED
- 2 SOMEWHAT UNINTERESTED
- 3 NEITHER INTERESTED OR UNINTERESTED
- 3 SOMEWHAT INTERESTED
- 4 VERY INTERESTED
- 8 DON'T KNOW
- 9 REFUSED

MAP1 [IF RIDESTAT = 1 OR 2] Would you be interested or not interested in seeing route, system or area maps posted at the bus stops? Would that be very or somewhat [Interested / uninterested]?

- 1 VERY UNINTERESTED
- 2 SOMEWHAT UNINTERESTED
- 3 NEITHER INTERESTED OR UNINTERESTED
- 3 SOMEWHAT INTERESTED
- 4 VERY INTERESTED
- 8 DON'T KNOW
- 9 REFUSED

MAP2 [IF MAP1 EQ 4 OR 5] If you could only choose one, would you prefer route maps, system maps or area maps posted at the bus stops?

[AS NEEDED: Route maps are specific to one route and show all information regarding that route. A system map shows Metro's entire system of routes. Area maps show routes that serve that particular area]

- 1 PREFER ROUTE MAPS
- 2 PREFER SYSTEM MAPS
- 3 PREFER AREA MAPS
- 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 [RECODED TO '0' IN DATA FILE]
- 8 DON'T KNOW
- 9 REFUSED

DEMO1A [ASK IF DEMO1 = 1] How many vehicles in working condition do you have available for your use?

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

DEMO4 Do you consider yourself? [READ LIST AND SELECT ALL THAT APPLY]

- 1 American Indian / Alaska Native,
- 2 Asian – American / Pacific-Islander,
- 3 African - American,
- 4 Hispanic (MEXICAN, MEXICAN AMERICAN, CHICANO, OR LATINO)
- 5 White / Caucasian - American, 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

LAND1 [ASK IF SAMPLE IS BASE, RIDER , AGE-TARG or CELL1 = 1] AND REF13<>1 How many landline telephone numbers are associated with this household?

Do not include cellular telephone service.

[READ IF NECESSARY: By landline telephone we mean a "regular" telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

_____ ENTER NUMBER [VALID RANGE: 1-98; LAND1 CANNOT = 0]
99 DON'T KNOW / REFUSED

LAND2 [ASK IF: (LAND1 > 1 IF BASE OR RIDER) OR LAND1 GE 1 IF CELL PHONE AND REF13<>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 [VALID RANGE: 0-98]
99 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 [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW / REFUSED

PROGRAMMING NOTE: COMPLETE SURVEY

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.

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.

THANK3 Thank you very much for answering those questions. We appreciate your cooperation.

THANK4 That completes our survey. Thank you for your time. We appreciate your cooperation in agreeing to complete this survey.

THANK5 Thank you very much for answering those questions. This data is really important for our survey.

THANK6 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents 16 years of age or older.

THANK8 Thank you for your time, but we are unable to continue without that information.