

TriMet 2010 Customer Profile

TriMet Ridership

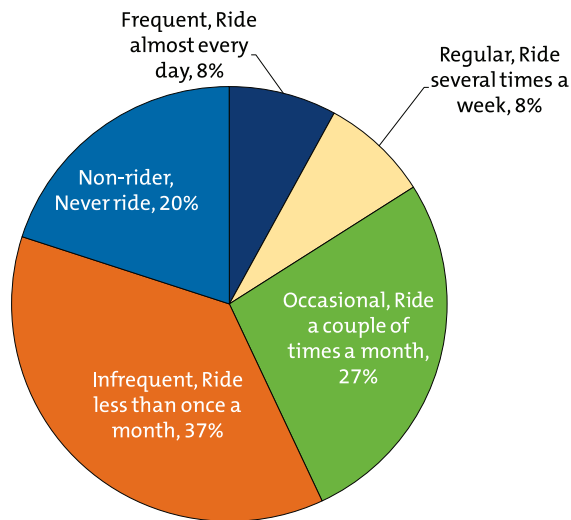
According to TriMet's 2010 Attitude and Awareness (A&A) Study*, 80% of adults (age 16 and over) in the service district ride TriMet, with 43% riding a couple of times a month or more.

Rider categories

TriMet uses customer-based descriptions of ridership frequency. Surveyors read A&A participants a series of statements and ask them to choose the one that "best describes your TriMet ridership."

- Frequent Rider: Ride almost every day
- Regular Rider: Ride several times a week
- Occasional rider: Ride a couple of times a month
- Infrequent rider: Ride less than once a month
- Non-rider: Never ride TriMet

Ridership frequency (n=1,000)



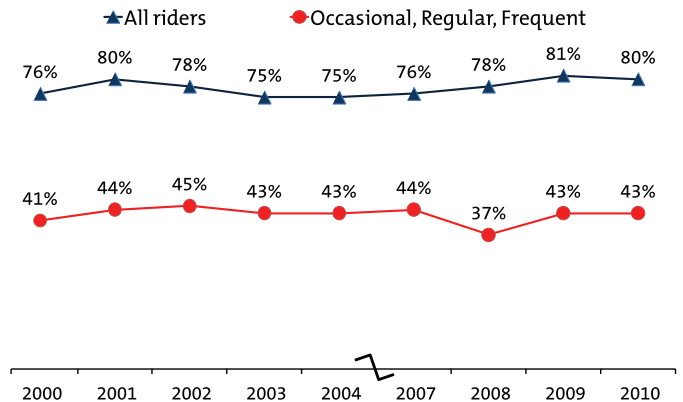
Ridership trends 2000-2010

As of 2010, 80% of adults in the service district ride TriMet to some degree. This on par with the highest level of ridership ever recorded – 81% in 2009. Meanwhile, at 43%, those riding TriMet a couple of times a month or more aligns with levels achieved in prior years.

*Source: *TriMet 2010 Attitude & Awareness Study*, is a random telephone survey conducted among a representative sample of 1,000 adults (16 years of age +), residing in the TriMet service district. The survey was conducted from Nov 2010 – Jan 2011

NOTE: Totals may not add to 100% due to rounding

Percent of adults who ride TriMet



Rider characteristics

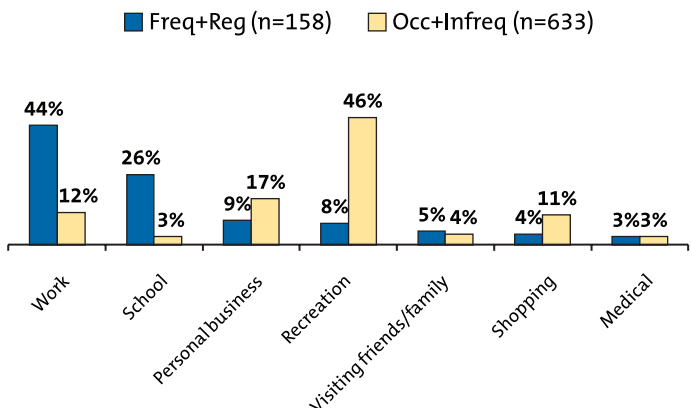
Compared to non-riders, TriMet riders have a somewhat higher proportion of:

- Younger people
- Single people
- Males
- Residents of Multnomah County

Where riders are going

Riders' primary transit trip purpose varies depending on how frequently they ride. As seen below, Frequent+Regular riders most often use transit to travel to work, while Occasional+Infrequent most often take transit for recreation.

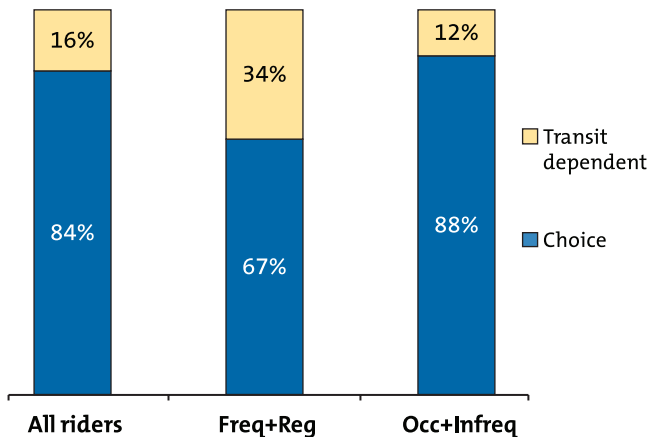
Primary purpose for riding TriMet



Choice riders

Most TriMet riders are considered “Choice” (84%) riders either because they have a car available, but prefer to ride TriMet, or they choose not to own a car because they prefer to ride TriMet. The proportion of Choice and Transit Dependent¹ rider varies based on frequency of ridership.

Riders choose TriMet over car

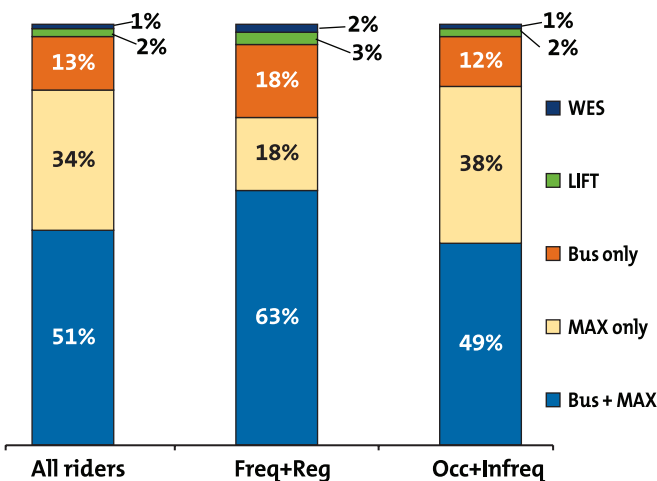


¹ “I can’t drive”, “I don’t know how to drive”, or “I don’t have a car”

TriMet vehicle choice

When riders were asked which TriMet vehicles they ride, 63% of Frequent + Regular riders said they take both bus and MAX for their transit trips, 18% say they only ride MAX, 18% only ride the bus, 3% ride LIFT, and 2% ride WES.

TriMet vehicles used

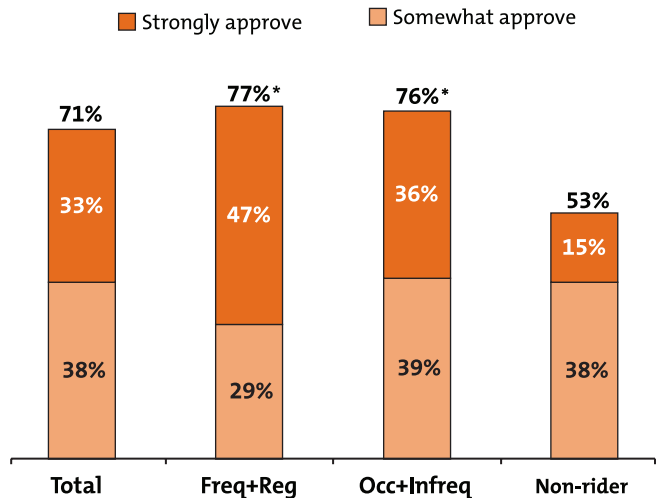


(Note: Excludes “Don’t know” and refused)

Overall job approval

TriMet receives strong marks for overall job approval with 71% of all respondents approving of the job TriMet is doing. The highest approval scores (77%) come from those who ride TriMet on Frequent + Regular basis.

TriMet approval



* Totals differ due to rounding

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