

TriMet 2008 Customer Profile

Ridership categories

TriMet uses customer based descriptions of ridership frequency. People are read a series of rider descriptions and then asked to choose the one that “best describes your TriMet ridership.” Using this method has produced the following rider categories:

Ride more than once a month (37%)

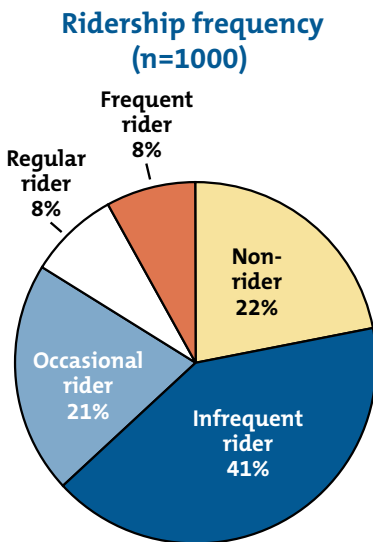
- Frequent Rider: I ride TriMet almost every day
- Regular Rider: I ride TriMet several times a week
- Occasional Rider: I ride TriMet a couple of times a month

Ride less than once a month (41%)

- Infrequent Rider: I ride TriMet less than once a month

Never ride (22%)

- Non-rider: I never ride TriMet

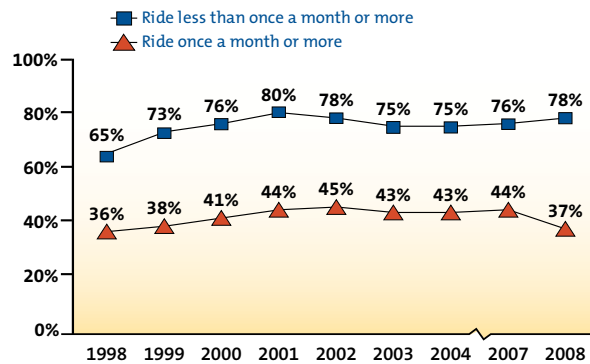


Source: TriMet Attitude and Awareness Survey 2008, a random telephone survey of 1000 residents in the TriMet service district, Nov-Dec 2008.

Who rides TriMet

Seventy-eight percent of adults (age 16 and older) in the Portland region ride TriMet to some degree. As of 2008, thirty-seven percent said they ride TriMet “a couple of times a month or more.”

Percent of adults who ride TriMet



General demographics of Riders and Non-riders

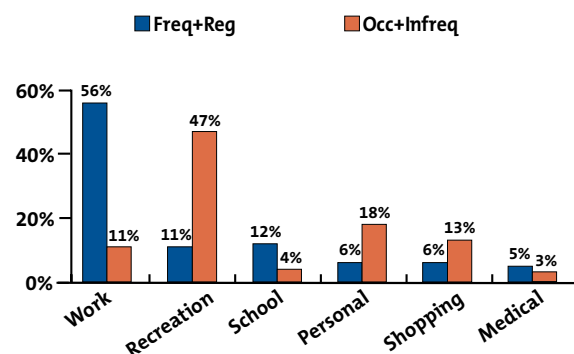
Compared to non-riders, TriMet riders tend to be younger, live in Multnomah County, are more ethnically diverse and are single.

Demographic Characteristics	All Riders	Non-riders
Gender: Female	54%	56%
Annual household income: \$60,000+	41%	47%
Estimated Average age (Years)	42.6	50.3
Marital Status: Married/Domestic partnership	63%	70%
Race Ethnicity: Non Minority	80%	86%
Education: College graduate +	52%	47%
Lived in Portland area more than 5 years	86%	88%
Live in Multnomah County	50%	35%
	n=785	n=216

Where Riders are going

Riders use the transit system for many different purposes. The uses vary depending on the frequency they ride. For example, Frequent + Regular (Freq+Reg) Riders are most likely to ride for work, while Occasional + Infrequent (Occ+Infreq) Riders are more likely to ride for recreation.

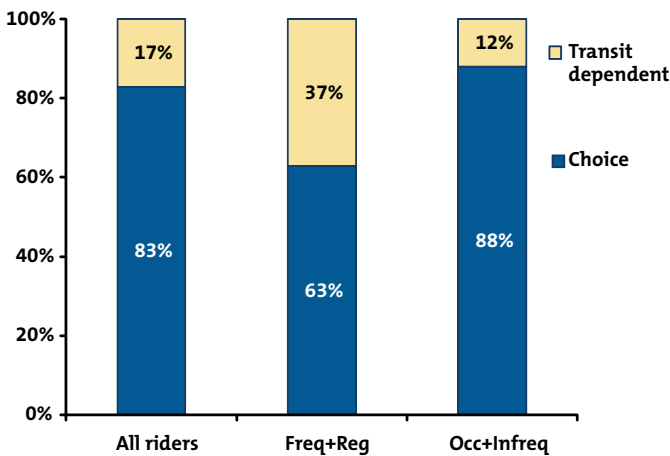
Primary purpose for riding TriMet



Choice Riders

Eighty-three percent of ALL riders identified themselves as Choice Riders because they had a car available to use but “prefer” TriMet, or, they chose not to own a car because they prefer TriMet. The proportion of Choice and Transit Dependent¹ ridership changes based on frequency of ridership.

Riders choose TriMet over car

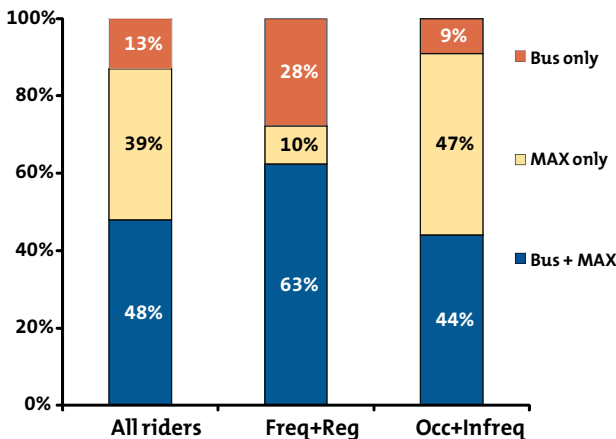


(Note: Excludes “Don’t Know/Refused”)

TriMet vehicle choice

Nearly half (48%) of ALL riders use a combination of bus and MAX, 39% ride MAX only, and 13% ride the bus only. The TriMet vehicle used most often varies depending on the ridership category examined.

TriMet vehicles used



(Note: Excludes “Don’t Know/Refused”)

Customers who ride *MAX only* differ from those who ride the *Bus only* or a combination of *Bus and MAX*— both demographically and in terms of how they use the transit system.

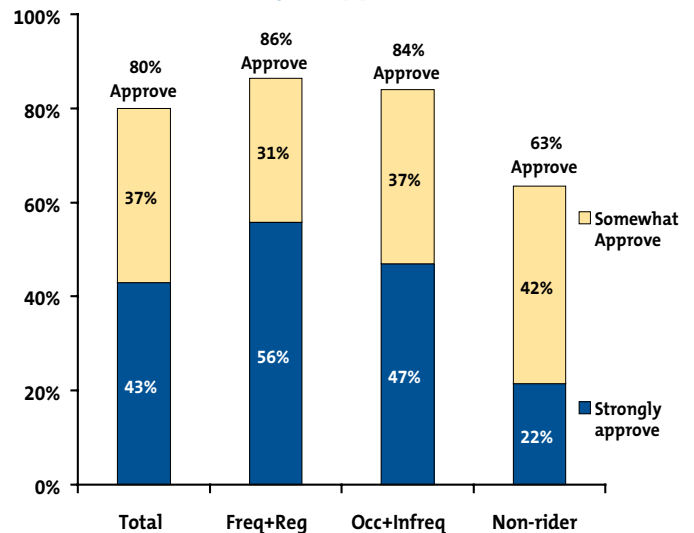
Compared to Bus only and Bus & MAX riders, MAX only riders tend to be:

- Residents of Washington or Clackamas county
- Older, married, and in higher income brackets
- Occasional or Infrequent Riders
- Choice Riders
- Riding for recreational purposes

Overall agency performance

People in the region give the agency high marks for job performance. In total, 80% approve of the job TriMet is doing. Riders in all categories give the agency higher scores than do non-riders.

Overall job approval



(Note: Totals may differ due to rounding)

Available in other formats

trimet.org

503-238-7433

TTY 503-238-5811

¹Transit Dependent: I can’t /don’t know how to drive/don’t have a car