



TriMet Attitude and Awareness Survey

November 2017

ANNOTATED QUESTIONNAIRE—Ridership



INTRODUCTION & METHODOLOGY

From November 8–14, 2017 DHM Research conducted a telephone survey of residents in TriMet's service district. The purpose of the survey was to track public mood, regional approval of the agency's performance, ridership, awareness of new projects including Hop fastpass, and rider perceptions of services.

Research Methodology: The telephone survey consisted of N=800 residents living in the TriMet service district and took approximately 20 minutes to complete. This is a sufficient sample size to assess opinions generally and to review findings by multiple subgroups, including age, gender, and county.

Respondents were contacted by a live interviewer from lists of Portland Metro area residents, which included up to 40% cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, and county to ensure a representative sample. Additionally, results were weighted to Census demographics on age, gender, race and county of residence. This report presents weighted results.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 3.5%.

DHM Research Background: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

TriMet Attitude & Awareness Survey
November 8–14, 2017
N=800 Tri-County Service District Residents 18+
20 minutes; margin of error ±3.5%
DHM Research #00641

***Denotes new questions.

INTRODUCTION

Hello, this is ___ of _____. We're talking with people in the Tri-County area today about local issues and would like to include the opinions of your household. May I speak with a (male/female) resident of the household who is at least 18 years of age?

SCREENERS

S1. **COUNTY:** First, do you live in Multnomah, Washington or Clackamas County?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Multnomah	46%	49%	37%
Washington	31%	33%	24%
Clackamas	23%	18%	39%

Cells may not add up to 100% due to rounding

S2. **ZIP CODE:** What is the zip code where you live?

S3. **AGE1:** To ensure we represent residents of all age groups, please tell me your age. IF NEEDED: This is only so we can group your answers with others just like yourself.

S4. **AGE2: [ASK IF S3=REFUSED, AUTO FILL S3 RESPONSE IF NOT REFUSED]** Instead of telling me your actual age, please stop me when I come to the category which includes your age:

Response Category	Total n=800	Rider n=611	Non-rider n=189
18–34 (Millennials and younger)	31%	34%	22%
18–24	11%	13%	5%
25–34	20%	21%	17%
35–54 (Gen X)	37%	36%	41%
35–44	19%	19%	21%
45–54	18%	17%	20%
55 or over (Boomers and older)	32%	30%	37%
55–64	16%	16%	15%
65 or over	16%	14%	22%
Estimated mean age	44.9	43.5	49.4

Cells may not add up to 100% due to rounding

S5. **GENDER** Do you describe your gender as:

Response Category	Total n=800	Rider n=611	Non-rider n=189
Male	48%	46%	54%
Female	51%	53%	46%
Non-binary or gender non-conforming	1%	1%	0%

Cells may not add up to 100% due to rounding

PUBLIC MOOD

1. Do you feel things in the Portland Metropolitan area are generally going in the right direction, or do you feel that things have gotten off on the wrong track?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Right direction	45%	49%	33%
Wrong track	42%	38%	54%
(DON'T READ) Don't know	13%	13%	13%

Cells may not add up to 100% due to rounding

2. What is the most important major problem that you think local government needs to address in the Portland Metropolitan area? [OPEN; RECORD COMMENTS]

Response Category	Total n=800	Rider n=611	Non-rider n=189
Social issues (Net)	52%	56%	38%
Homelessness, hunger	36%	38%	30%
Housing, affordable housing	14%	17%	6%
Other social issues	2%	1%	3%
Transportation (Net)	24%	21%	31%
<i>Roads, bridges, construction, parking (Subnet)</i>	<i>21%</i>	<i>18%</i>	<i>28%</i>
Traffic congestion, too many cars	12%	10%	17%
Roads, not enough lanes, repairs	7%	7%	8%
Parking	1%	1%	3%
Other roads, bridges, construction parking	<1%	<1%	<1%
<i>Public transportation (Subnet)</i>	<i>2%</i>	<i>3%</i>	<i>1%</i>
Not enough public transportation	1%	2%	0%
TriMet (general mention)	1%	1%	1%
Other public transportation	1%	<1%	2%
Other transportation	1%	1%	2%
Government funds or taxes (Net)	4%	3%	9%
High taxes/property taxes	2%	1%	5%
Mismanage money	1%	1%	2%
Bad government/politicians	1%	1%	1%
Other government funds or taxes issues	1%	<1%	1%
Crime and safety (Net)	4%	5%	3%
Crime, gangs, violence, drugs, robbery	2%	2%	2%
Other crime and safety issues	2%	3%	1%
School issues (Net)	4%	4%	4%
School issues, education	2%	2%	2%
Schools need funding/are failing	2%	2%	2%
Growth, overdevelopment (Net)	4%	4%	2%
Overdevelopment, overbuilding	2%	2%	<1%
Overpopulation, too many people	1%	1%	1%
Other overdevelopment issues	1%	<1%	1%
Economy, jobs (Net)	3%	2%	3%
Jobs, unemployment	1%	1%	2%
Other economy and jobs issues	1%	1%	1%
Illegal immigration	1%	<1%	3%
Other responses	2%	1%	3%
None, nothing	2%	1%	3%
Don't know, need more information	2%	2%	2%

Multiple responses accepted

3. Thinking about the transportation system in the Portland area including highways, roads, public transit, bicycle lanes and sidewalks, what is the one major problem that you would like to see improved? [OPEN; RECORD COMMENTS]

Response Category	Total n=800	Rider n=611	Non-rider n=189
Traffic and roads (Net)	71%	70%	74%
Traffic, congestion, freeway/highway traffic	29%	29%	29%
Road repair/maintenance, potholes	20%	19%	21%
Expand roads, more lanes/capacity	17%	15%	22%
More sidewalks, repair sidewalks	2%	3%	1%
More bike lanes	2%	2%	1%
Parking	1%	1%	0%
Traffic lights, timing	<1%	1%	0%
Public transportation (Net)	11%	13%	5%
Bus service—more routes, closer stops	5%	6%	3%
Expand MAX service area	2%	3%	<1%
Bus service—more frequent	1%	2%	0%
Reliable, clean, safe	1%	1%	1%
Other public transportation issues	1%	1%	1%
Safety (Net)	7%	8%	4%
Bike and pedestrian safety	5%	5%	2%
Fewer bike lanes/routes	2%	1%	3%
Better-marked bike lanes	1%	1%	1%
Hold bicyclists accountable to traffic laws	1%	1%	1%
Other safety issues	<1%	<1%	<1%
Other responses	4%	3%	8%
None, nothing	3%	3%	2%
Don't know	2%	2%	4%

Multiple responses accepted

4. Before today, had you heard of TriMet, the local agency that runs public transit in this region?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	100%	100%	100%
No—THANK AND TERMINATE	--	--	--
(DON'T READ) Don't know—THANK AND TERMINATE	--	--	--

JOB APPROVALS

5. From what you know or may have heard, do you approve or disapprove of the job TriMet is doing? **[ROTATE IN QUESTION TEXT] PROBE:** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Approve (Net)	73%	79%	55%
Strongly approve	36%	41%	21%
Somewhat approve	37%	38%	34%
Disapprove (Net)	19%	17%	25%
Somewhat disapprove	10%	10%	11%
Strongly disapprove	9%	8%	13%
(DON'T READ) Don't know	8%	3%	21%

Cells may not add up to 100% due to rounding

6. Thinking about the TriMet bus system, with routes in the 3-county metro area, do you approve or disapprove or of the existing TriMet bus system? **[ROTATE IN QUESTION TEXT] PROBE:** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Approve (Net)	73%	78%	58%
Strongly approve	35%	38%	24%
Somewhat approve	38%	39%	34%
Disapprove (Net)	15%	14%	18%
Somewhat disapprove	8%	8%	10%
Strongly disapprove	7%	6%	8%
(DON'T READ) Don't know	12%	8%	24%

Cells may not add up to 100% due to rounding

7. Do you approve or disapprove of the existing MAX light rail system? **[ROTATE IN QUESTION TEXT] PROBE:** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Approve (Net)	77%	83%	58%
Strongly approve	45%	52%	25%
Somewhat approve	32%	32%	34%
Disapprove (Net)	16%	12%	28%
Somewhat disapprove	6%	5%	8%
Strongly disapprove	10%	7%	20%
(DON'T READ) Don't know	7%	4%	14%

Cells may not add up to 100% due to rounding

SECURITY EFFORT APPROVALS AND SAFETY CONCERN

8. From what you know or may have heard, do you approve or disapprove of the job TriMet is doing to ensure the safe operation of buses? **[ROTATE IN QUESTION TEXT] PROBE:** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Approve (Net)	76%	81%	60%
Strongly approve	38%	42%	24%
Somewhat approve	38%	39%	36%
Disapprove (Net)	11%	9%	18%
Somewhat disapprove	6%	5%	9%
Strongly disapprove	5%	4%	9%
(DON'T READ) Don't know	13%	10%	23%

Cells may not add up to 100% due to rounding

9. From what you know or may have heard, do you approve or disapprove of the job TriMet is doing to ensure the safe operation of MAX trains? **[ROTATE IN QUESTION TEXT] PROBE:** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Approve (Net)	73%	78%	57%
Strongly approve	38%	44%	20%
Somewhat approve	35%	35%	36%
Disapprove (Net)	18%	16%	24%
Somewhat disapprove	11%	11%	10%
Strongly disapprove	7%	5%	14%
(DON'T READ) Don't know	8%	5%	19%

Cells may not add up to 100% due to rounding

10. Have personal safety concerns ever prevented you from taking TriMet MAX trains?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	26%	24%	34%
No	71%	74%	63%
(DON'T READ) Don't know	2%	2%	4%

Cells may not add up to 100% due to rounding

11. ***When deciding whether to ride TriMet, how much does bothersome or disruptive behavior by passengers matter? Would you say it's important or unimportant to you? **PROBE:** Is that very or somewhat?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Important (Net)	75%	73%	81%
Very important	47%	44%	58%
Somewhat important	28%	29%	23%
Unimportant (Net)	23%	26%	14%
Somewhat unimportant	13%	16%	6%
Very unimportant	10%	11%	7%
(DON'T READ) Don't know	2%	1%	5%

Cells may not add up to 100% due to rounding

12. ***[Ask if Q11=Very or Somewhat important] Have you reduced the number of trips you make on TriMet due to bothersome or disruptive passengers?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	24%	22%	30%
No	49%	51%	44%
(DON'T READ) Don't know	2%	<1%	7%
(QUESTION SKIP) No response	25%	27%	19%

Cells may not add up to 100% due to rounding

Table includes those who skipped the question as "No response"

13. ***Overall on the TriMet system, do you feel the presence of security personnel is...

Response Category	Total n=800	Rider n=611	Non-rider n=189
Not enough	50%	53%	41%
The right amount	28%	32%	14%
Too much	2%	3%	1%
(DON'T READ) Don't know	19%	12%	44%

Cells may not add up to 100% due to rounding

FARE PROGRAM

14. ***TriMet will begin a low-income fare program in July 2018. For people at or below 200 percent of the federal poverty level, the regular Adult fare will be half of the current fare. If your income qualified you, would you be interested in applying for this program?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	39%	45%	17%
Maybe	7%	7%	7%
No	21%	14%	46%
My income doesn't qualify	28%	30%	23%
I don't use regular Adult fare	3%	3%	4%
(DON'T READ) Don't know	2%	2%	3%

Cells may not add up to 100% due to rounding

RELIABILITY

15. From what you know or may have heard, how reliable is service on TriMet buses? Please answer using a 7-point scale where 1 is “not at all reliable” and 7 is “very reliable.”

Response Category	Total n=800	Rider n=611	Non-rider n=189
Not at all reliable (1)	2%	1%	3%
2	1%	1%	1%
3	3%	2%	5%
4	6%	6%	8%
5	29%	30%	27%
6	30%	32%	23%
Very reliable (7)	20%	22%	14%
Mean rating	5.5	5.6	5.2
(DON'T READ) Don't know	9%	6%	18%

Cells may not add up to 100% due to rounding

16. From what you know or may have heard, how reliable is service on MAX? Please answer using a 7-point scale where 1 is “not at all reliable” and 7 is “very reliable.”

Response Category	Total n=800	Rider n=611	Non-rider n=189
Not at all reliable (1)	2%	1%	5%
2	1%	1%	1%
3	2%	2%	2%
4	6%	6%	5%
5	17%	17%	18%
6	38%	40%	30%
Very reliable (7)	27%	30%	17%
Mean rating	5.8	5.9	5.4
(DON'T READ) Don't know	8%	3%	22%

Cells may not add up to 100% due to rounding

RIDERSHIP (ask everyone)

17. Next I am going to read a list of TriMet rider categories and I would like you to tell me which category best describes your TriMet ridership. This would include trips you make on the bus, MAX, WES, or LIFT paratransit services. **[RE-READ LIST IF NECESSARY → There should be no don't knows for this question.]** If needed: What is your best estimate?

Response Category	Total n=800	Rider n=611	Non-rider n=189
NON-RIDER, you never ride TriMet	24%	--	100%
INFREQUENT RIDER, you ride less than once a month	41%	54%	--
OCCASIONAL RIDER, you ride a couple times a month	22%	29%	--
REGULAR RIDER, you ride several times a week	8%	10%	--
FREQUENT RIDER, you ride almost every day	5%	7%	--

Cells may not add up to 100% due to rounding

RIDERSHIP (ask riders)

18. When you ride TriMet, which of the following vehicle or vehicles do you ride? **[MULTIPLE RESPONSE]**

Response Category	Rider n=611
Bus and MAX	33%
Bus only	18%
MAX only	47%
WES [If needed: Commuter rail]	4%
LIFT [If needed: Door to door paratransit]	3%

19. Please tell me, for which of the following activities you ride TriMet. You can have more than one answer. **[MULTIPLE RESPONSE]**

Response Category	Rider n=611
Recreation	64%
Work	34%
Go to the airport	30%
Personal business	25%
Shopping	25%
Visiting friends and family	17%
Medical appointments	13%
School	9%
Other (SPECIFY)	<1%
(DON'T READ) Don't know	0%

Multiple responses accepted

20. **[If more than one response in Q19 reasons]** For which ONE activity do you ride TriMet most often?
(Restoring Q19 answer for those who only chose one reason)

Response Category	Rider n=611
Recreation	44%
Work	22%
Personal business	11%
Go to the airport	7%
Shopping	6%
Medical appointments	4%
Visiting friends and family	3%
School	3%
Other (SPECIFY)	0%
(DON'T READ) Don't know	<1%

Cells may not add up to 100% due to rounding

21. Which statement best describes the reason you ride transit when you do?

Response Category	Rider n=553
Choice (Net)	86%
I have a car available for my use, but I prefer to take TriMet	80%
I choose not to own a car because I prefer to take TriMet	6%
Transit-dependent (Net)	14%
I ride TriMet because I can't drive or don't know how to drive	4%
I ride because I don't have a car available for my use	11%
(DON'T READ) Don't know	0%

Cells may not add up to 100% due to rounding. Don't know removed from calculations.

22. Thinking of your travel on TriMet, how satisfied are you with your overall experience on TriMet?
Would you say you are: **[ROTATE]**

Response Category	Rider n=611
Satisfied (Net)	80%
Very satisfied	46%
Somewhat satisfied	34%
Neither satisfied nor dissatisfied	11%
Dissatisfied (Net)	9%
Somewhat dissatisfied	5%
Very dissatisfied	3%
(DON'T READ) Don't know	<1%

Cells may not add up to 100% due to rounding

CHURN (ask everyone)

23. You let us know you were a **[restore Q17 response]**. Thinking back to a year ago, would you say you are now riding TriMet more, the same, or less than before?
(Try to get an answer to this question. If they are currently a non-rider and say they didn't ride last year either, the answer would be "the same." If Q17=1, more is not an available response)

Response Category	Total n=800	Rider n=611	Non-rider n=189
More	8%	11%	0%
The same (Skip to Q27)	64%	63%	69%
Less	26%	25%	27%
(DON'T READ) Don't know (Skip to Q27)	1%	1%	4%

Cells may not add up to 100% due to rounding

24. [IF Q23 = riding more] Why are you riding **more** than a year ago? (Open)

Q24 and Q26 responses combined

Response Category	Rider n=68
Service comfort (Net)	42%
Convenience, ease of use	37%
Less stress	4%
TriMet positive (Net)	38%
Stop/station close by	28%
Safe, safer	6%
Choose public transit/like TriMet	4%
Lifestyle changes (Net)	27%
Get out more/more trips	13%
School changed	6%
Home changed	4%
Work changed	1%
Telecommuting less	1%
Life change (baby, retirement, divorce, etc.)	1%
Transit Dependent (Net)	25%
No car now/fewer cars	17%
Transit dependent/don't drive	9%
Cost (Net)	18%
Parking issues, parking too expensive	10%
Cheaper, save money	5%
Employer/school pays for fare	2%
Save money on gas	1%
Negatives of driving (Net)	13%
Avoid traffic congestion	9%
Dislike driving, driving stress	4%
Service routes positive (Net)	12%
Frequent	3%
Fast/faster	3%
Orange Line comment	2%
Reliable	2%
Service good/better	1%
Health reasons, disabled, aging	3%
Other responses	1%
Don't know	1%

Multiple responses accepted; there are no non-riders in this category

25. [IF Q23 = riding less] Why are you riding **less** than you were a year ago? (Open)

Q25 and Q26 responses combined

Response Category	Total n=206	Rider n=155	Non-Rider n=51
Use other modes instead (Net)	31%	30%	36%
Got/fixd a car	15%	12%	23%
Transit inconvenient, other modes easier	14%	15%	11%
Drive instead	3%	2%	4%
Bicycle instead	2%	2%	0%
Get rides from someone, carpool	1%	2%	0%
Walk instead	1%	1%	2%
Exercise: bike/walk	1%	1%	0%
Gas prices low	<1%	1%	0%
Lifestyle changes (Net)	25%	27%	18%
Fewer trips/not needed	15%	15%	12%
Retired/not working as much	8%	10%	4%
Telecommute more	3%	3%	2%
Work changed	<1%	1%	0%
Safety (Net)	23%	23%	24%
Safety issues (on-board, at stops)	19%	18%	22%
Passenger issues (smelly, rude, loud)	11%	11%	12%
Barriers (Net)	15%	14%	17%
Stops/stations too far away	11%	10%	15%
Doesn't go where I want	3%	4%	2%
Park & Ride is full	<1%	1%	0%
Service route issues (Net)	15%	17%	10%
Transit too slow, too many transfers	9%	10%	5%
Span of service (early, late, weekend)	2%	3%	0%
Frequency	2%	3%	0%
Less service, service was reduced	1%	1%	0%
Service bad (non-specific)	1%	0%	3%
On-time issues/reliability	1%	1%	2%
Crowding issues/want a seat	1%	1%	0%
Cost of transit (Net)	3%	2%	3%
Fares too high, no employer subsidy	2%	2%	2%
Driving/biking/walking is cheaper	1%	1%	2%
Service comfort	1%	1%	0%
Health issues, disabled	3%	4%	0%
Other responses	2%	2%	4%
Don't know	2%	1%	5%

Multiple responses accepted

26. [Restore answer from Q24/Q25 and choose a follow-up question]

- **General all-purpose:** Can you tell me more about how this affects your decision to ride TriMet?
- **If transit-related service complaint like stop too far away or buses too infrequent:** What is one thing TriMet could do to encourage you to ride more?
- **If lifestyle change (moved/new job/new school):** Why did this change how often you ride TriMet?
- **If said it was more/less convenient:** What does convenience mean for you when it comes to riding TriMet?
- **If they say they are driving/walking/biking more now:** Why are you [driving/biking/walking] more now?
- **If they mention general safety/security but don't explain at all:** What kind of safety concerns do you have?

Ask everyone:

27. ***How often do you use ride hailing services such as Lyft, Uber or taxis or car sharing services such as Car 2 Go? (Note: car sharing is not the same as car pool)

Response Category	Total n=800	Rider n=611	Non-rider n=189
Never	59%	55%	72%
Less than once a month	29%	32%	22%
Several times a month	9%	11%	4%
A few times a week	2%	3%	1%
Daily	<1%	<1%	0%
(DON'T READ) Don't know	<1%	<1%	<1%

Cells may not add up to 100% due to rounding

28. ***[Ask if Q17=Rider and if Q27=Use to some degree (2, 3, 4, 5)] How often do you use ride hailing or car sharing to get to or from transit?

Response Category	Rider n=611
Never	36%
Less than once a month	7%
Several times a month	2%
A few times a week	<1%
Daily	0%
(DON'T READ) Don't know	<1%
(QUESTION SKIP) Do not use ride hailing services	55%

Cells may not add up to 100% due to rounding

Table includes those who skipped the question in "Do not use ride hailing services" row

29. ***[Ask if Q17=Rider and if Q27=Use to some degree (2, 3, 4, 5)] How often do you use ride hailing or car sharing **instead** of using transit?

Response Category	Rider n=611
Never	19%
Less than once a month	16%
Several times a month	7%
A few times a week	3%
Daily	<1%
(DON'T READ) Don't know	<1%
(QUESTION SKIP) Do not use ride hailing services	55%

Cells may not add up to 100% due to rounding

Table includes those who skipped the question in "Do not use ride hailing services" row

FARES (Ask everyone)

30. ***Recently TriMet launched a new electronic fare system called Hop Fastpass. Hop allows you to pay your fare by tapping your Hop card on a reader when you board the bus or train. Before today, were you aware of Hop Fastpass?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	45%	51%	23%
No (Skip to Q34)	54%	48%	75%
(DON'T READ) Don't know (Skip to Q34)	1%	1%	3%

Cells may not add up to 100% due to rounding

31. ***[Ask if Q30=yes] With Hop, everyone gets the savings of a pass, but without the upfront cost. That means you'll never pay more than the price of a day pass in one day, or the price of a month pass in one month. Before today, were you aware of this feature?

Response Category	Total n=357	Rider n=315	Non-rider n=43
Yes	46%	47%	37%
No	53%	53%	58%
(DON'T READ) Don't know	1%	<1%	5%

Cells may not add up to 100% due to rounding

32. ***[Ask if Q30=yes] Have you used Hop to pay your fare?

Response Category	Total n=357	Rider n=315	Non-rider n=43
Yes	10%	12%	0%
No	90%	88%	100%
(DON'T READ) Don't know	0%	0%	0%

Cells may not add up to 100% due to rounding

33. *****[Ask if Q30=yes]** Do you have any comments about Hop? **[OPEN, RECORD]**

Response Category	Total n=180	Rider n=163	Non-rider n=17
Positive (Net)	57%	58%	41%
Sounds good, general positive	49%	49%	41%
Used it, like it	8%	9%	0%
Never used it	22%	21%	32%
Plan on getting it	7%	8%	0%
Have heard about it before	4%	2%	24%
More reliable readers/systems	2%	3%	0%
More benefits for infrequent riders	2%	2%	0%
Don't have it/don't want it	2%	2%	0%
Other responses	9%	8%	18%

Multiple responses accepted; excludes no comment/don't know responses. Caution small cell sizes.

34. **[Ask if Q17=RIDER AND (Q30=No/Don't know OR Q32=No/Don't know)]** Do you usually pay your fare by: **[SINGLE RESPONSE] READ LIST. Stop reading list if respondent answers early. If respondent says more than one ask: Which one do you use most often? (Base: TriMet Riders)**

Response Category	Rider n=611
Cash/Tickets (Net)	44%
Single ride 2 ½ hour ticket	41%
Book of 10 2 ½ hour tickets	3%
Day Pass (Net)	36%
Day pass	35%
Book of 5 Day passes	1%
Pass (Net)	13%
Annual pass (includes employer/school pass)	7%
Monthly or 30-day pass	5%
7-day pass	1%
14-day pass	<1%
Hop	6%
Other (SPECIFY)	<1%
(DON'T READ) Don't know	1%

Cells may not add up to 100% due to rounding

35. **[Ask if Q17=rider]** Is your fare Adult, Honored Citizen, Youth or LIFT?

Response Category	Rider n=611
Adult	83%
Honored Citizen	13%
Youth	<1%
LIFT	1%
(DON'T READ) Don't know	3%

Cells may not add up to 100% due to rounding

36. [Ask if Q17=RIDER AND (Q30=No/Don't know OR Q32=No/Don't know)] Where do you usually buy your fare? [SINGLE RESPONSE]

Response Category	Rider n=574
Ticket vending machine	47%
On board the bus	24%
Mobile ticketing app	9%
Employer/school	8%
Retail store	6%
TriMet ticket office	4%
Social service agency	1%
Pass by mail	<1%
Other (SPECIFY)	<1%
(DON'T READ) Don't know	1%

Cells may not add up to 100% due to rounding

37. ***[Ask if Q32=Yes] How do you add fare to your Hop card? [Multiple response] (Don't read list)

Response Category	Rider n=36
Website (my hopcard.com)	40%
By phone (1-844-MYHOPCARD or 238-RIDE)	13%
Provided by my employer or college	13%
Mobile app	8%
Retail store	7%
TriMet ticket office	8%
Provided by a social service agency	0%
Other (SPECIFY)	0%
(DON'T READ) Don't know	13%

Multiple responses accepted

38. [Ask if Q17=Rider] In general, how would you rate the value of the transit service you receive for the fare paid? Please answer using a 7-point scale where 7 is excellent and 1 is poor.

Response Category	Rider n=611
Poor (1)	1%
2	1%
3	3%
4	8%
5	20%
6	28%
Excellent (7)	38%
Mean rating	5.8
(DON'T READ) Don't know	1%

Cells may not add up to 100% due to rounding

Ask everyone (Rider and non-rider)

39. ***Tell me if you agree or disagree with the following statement: When it comes to applying rules and fare enforcement, TriMet treats minority and non-minority populations the same. If you neither agree nor disagree, just let me know. **PROBE for agree/disagree:** Is that strongly or somewhat?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Agree (Net)	51%	56%	36%
Strongly agree	36%	40%	23%
Somewhat agree	15%	15%	14%
Neither agree nor disagree	21%	20%	24%
Disagree (Net)	10%	11%	8%
Somewhat disagree	4%	5%	2%
Strongly disagree	6%	6%	6%
(DON'T READ) Don't know	18%	13%	32%

Cells may not add up to 100% due to rounding

PROJECT AWARENESS (Ask everyone)

Next I'm going to ask you about a new TriMet project.

40. In the last year there has been discussion of a possible light rail project between Portland and Tigard and Tualatin along Southwest Barbur Boulevard? Before today were you aware of a proposed light rail along Barbur Boulevard?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	46%	47%	42%
No	53%	51%	57%
(DON'T READ) Don't know	1%	1%	1%

Cells may not add up to 100% due to rounding

41. Do you approve of the proposed light rail along Barbur Boulevard?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	69%	73%	58%
No	18%	15%	27%
(DON'T READ) Don't know	13%	12%	16%

Cells may not add up to 100% due to rounding

TELEPHONE USAGE

42. Do you have or are you planning to upgrade to a smart phone that can connect to the internet such as an iPhone or Android?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Already have a smart phone	85%	87%	78%
Planning to get a smart phone within the next year	2%	1%	3%
Not planning to get a smart phone within the next year	12%	10%	17%
(DON'T READ) Don't know	1%	1%	2%

Cells may not add up to 100% due to rounding

DEMOGRAPHICS

These last few questions are only to group your responses with others. Please remember your answers are strictly confidential.

43. Including yourself, how many people live in your household? **(RECORD NUMBER)**

Response Category	Total n=800	Rider n=611	Non-rider n=189
1	11%	11%	13%
2	32%	32%	29%
3	22%	22%	22%
4	19%	18%	22%
5 or more	15%	15%	12%
Refused	1%	1%	1%

Cells may not add up to 100% due to rounding

44. Which of the following best describes your racial or ethnic background? **(Allow multiple response)**

Response Category	Total n=773	Rider n=591	Non-rider n=181
Caucasian/White	82%	81%	84%
People of color (Net)	18%	19%	16%
Hispanic/Latino	5%	6%	4%
Asian/Asian American	3%	4%	2%
Black/African American	3%	3%	5%
American Indian or Alaskan Native	2%	2%	2%
Pacific Islander	1%	1%	1%
Middle Eastern/North African	1%	1%	1%
Bi-racial/multi-racial	2%	2%	2%
Something else (SPECIFY)	1%	1%	0%

Multiple responses accepted—coded as Bi-racial/multi-racial. Refusals removed from calculations.

45. Do you speak a language other than English at home?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	14%	15%	11%
No	85%	84%	88%
(DON'T READ) Refused/don't know	1%	<1%	1%

Cells may not add up to 100% due to rounding

46. Please stop me when I reach the category that includes your total annual household income from all sources.

Response Category	Total n=610	Rider n=472	Non-rider n=137
Less than \$10,000	4%	4%	1%
\$10,000 to just under \$20,000	4%	4%	3%
\$20,000 to just under \$30,000	9%	10%	4%
\$30,000 to just under \$40,000	8%	8%	7%
\$40,000 to just under \$50,000	8%	7%	10%
\$50,000 to just under \$60,000	9%	9%	10%
\$60,000 to just under \$70,000	9%	9%	9%
\$70,000 to just under \$80,000	8%	7%	11%
\$80,000 to just under \$90,000	8%	8%	4%
\$90,000 to just under \$100,000	6%	4%	12%
\$100,000 to just under \$125,000	11%	11%	12%
\$125,000 to just under \$150,000	8%	7%	8%
\$150,000 or more	10%	10%	8%
Less than \$30,000	16%	18%	9%
\$30,000 to just under \$50,000	16%	16%	17%
\$50,000 to just under \$70,000	18%	18%	19%
\$70,000 to just under \$100,000	21%	19%	27%
\$100,000 or more	28%	29%	28%

Cells may not add up to 100% due to rounding. Refusals removed from calculations.

FPL

Response Category	Total n=610	Rider n=472	Non-rider n=137
Not low	86%	84%	92%
At or below 150% FPL	14%	16%	8%

Cells may not add up to 100% due to rounding

47. Those are all the questions I have for tonight. If we do further research on this topic, may we call you again?

Response Category	Total n=800	Rider n=611	Non-rider n=189
Yes	68%	72%	54%
No	32%	28%	44%
(DON'T READ) Refused/don't know	<1%	<1%	1%

Cells may not add up to 100% due to rounding

48. [Punch from record, do not ask] Language

Response Category	Total n=800	Rider n=611	Non-rider n=189
English	99%	99%	98%
Spanish	1%	1%	2%

Cells may not add up to 100% due to rounding

49. [Punch from record, do not ask] Phone type

Response Category	Total n=800	Rider n=611	Non-rider n=189
Land line	57%	55%	60%
Cell phone	43%	45%	40%

Cells may not add up to 100% due to rounding