TriMet Attitude & Awareness Survey

November 2018
Methodology

- Telephone survey of 807 residents in TriMet service district
- Conducted November 14–26, 2018; took approximately 20 minutes to complete
- Use of quotas and weighting ensures representative sample
- Margin of error ±3.5% at 95% confidence level
Key takeaways

- Approval of TriMet remains high and similar to last year.
- Residents rate TriMet’s buses and MAX trains as both safe and reliable.
- Total riders are down this year and this reflects fewer Infrequent and Occasional riders.
Key takeaways

- Two-thirds of residents agree that TriMet should enforce fare requirements, even if doing so feels intrusive to some.

- About half (49%) agree that TriMet treats minority and non-minority riders the same when it comes to fare enforcement.

- Awareness and use of the Hop Fastpass electronic fare collection system continues to increase.

- Residents approve of TriMet’s current and upcoming projects.
Key Findings
Traffic congestion is the top transportation concern and is becoming more of an issue for area residents.

Transportation—Most Important Problem

26% Traffic congestion

23% Expand roads, more lanes

18% Road repair, maintenance

13% Public transportation

6% Pedestrian and bike safety
Overall job approval is up two points from 2017 and the increase reflects higher strong approval.
Over 7 in 10 approve of TriMet’s bus system and this is consistent with prior years.
MAX approval is similar to last year and, as is typical, is stronger than bus approval.
Over eight in ten value the benefits TriMet provides to the region; 71% of non-riders value its benefits.
Residents feel it is safe to ride buses and the MAX.

- **Bus Safety:** 68% rated as 5, 6, or 7
- **MAX Safety:** 65% rated as 5, 6, or 7
Residents are concerned about passenger behaviors, general safety and crime when riding TriMet.

- Passenger behaviors: 34%
- No fears: 22%
- General safety concerns: 19%
- Crime on vehicles or at stations: 17%
- Lack of security: 12%
Bus reliability ratings have risen since 2015.

- **7**: Very reliable
- **6**: Mean (5.7)
- **5**: Not at all reliable

**Bus Reliability**
- **Riders**: 5.8

Up from 2017:
- Rated 5, 6, or 7
  - 2015: 75%
  - 2016: 76%
  - 2017: 79%
  - 2018: 80%
MAX reliability ratings have remained steady since 2015.

- 7: Very reliable
- 6: 5.8 (mean)
- 5
- 4
- 3
- 2
- 1: Not at all reliable

MAX Reliability
- Women: 5.9
- Ages 35–54: 5.9
- Riders: 6.0

Same for 3 years

Rated 5, 6, or 7
- 2015: 82%
- 2016: 82%
- 2017: 81%
- 2018: 83%
Fewer people are riding TriMet and the drop reflects declines in Infrequent and Occasional riders.

- **Infrequent** (Rides almost every day): +1 points
- **Regular** (Several times a week): -1 points
- **Occasional** (A couple times a month): -4 points
- **Infrequent** (Less than once a month): -4 points
- **Non-rider** (Doesn't ride TriMet): +6 points

*Question wording changed in 2018.*
Riders use transit most often for recreational or work trips; airport trips round out the top three types of trip.
Most describe themselves as choice riders.

- 82% choose not to own a car
- 86% have a car but prefer TriMet
- 79% don’t have a car
- 79% can’t drive
- 14% don’t know
48% of residents use ride hailing services to some degree.

How often do you use ride hailing or car sharing services?

- Never: 51%
- Daily: 1%
- A few times/week: 2%
- Several times/month: 14%
- Less than once/month: 32%
Since 2017, use of Hop has more than tripled, resulting in lower use of other fare instruments.
66% agree that TriMet should enforce fare requirements, even if doing so sometimes feels intrusive or intimidating to some customers.
49% of residents believe TriMet treats minority and non-minority populations similarly; more people of color agree.

“When it comes to applying rules and fare enforcement, TriMet treats minority and non-minority populations the same.”

63% of people of color agree
Residents approve of TriMet’s current projects; 80% approve of the low-income fare project and adding electric buses