



TriMet Attitude and Awareness Survey

November 2016

ANNOTATED QUESTIONNAIRE



INTRODUCTION & METHODOLOGY

From November 9 – 17, 2016 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, 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 30% 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, 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 over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

TriMet Attitude & Awareness Survey
November 9 – 17, 2016
N=800 Tri-County Service District Residents 18+
20 minutes; ± 3.5%
DHM Research
Project #00469

***Starred questions are new to this survey.

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=584	Non-Rider N=216
Multnomah	46%	50%	36%
Washington	31%	32%	27%
Clackamas	23%	18%	37%

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.

S4 . (Ask if S3='Refused.' Autofill S3 responses if S3 is 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=584	Non-Rider N=216
18-34 (Millennials)	31%	34%	22%
18-24	11%	12%	7%
25-34	20%	22%	15%
35-54 (Gen X)	37%	38%	37%
35-44	19%	20%	18%
45-54	18%	18%	19%
55+ (Boomers and older)	32%	28%	42%
55-64	16%	15%	19%
65 or over	15%	13%	22%
Mean age (estimated)	45.2	43.7	49.2

Cells may not add up to 100% due to rounding

S5. GENDER (Record from sample)

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Male	49%	50%	48%
Female	51%	50%	52%

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=584	Non-Rider N=216
Right direction	48%	52%	38%
Wrong track	39%	37%	45%
Don't know	12%	11%	17%

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? (Record comments)

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Multiple responses accepted			
Social issues (Net)	43%	46%	35%
Homeless/hunger	26%	27%	25%
Housing, affordable housing	17%	19%	10%
Other social issues	3%	3%	1%
Transportation (Net)	21%	21%	20%
Roads, bridges, construction, parking	17%	16%	18%
Public transportation	2%	3%	1%
Other transportation	1%	1%	1%
School Issues	9%	10%	8%
Government funds and taxes	6%	5%	10%
Growth and overdevelopment	6%	5%	7%
Crime and safety	5%	4%	6%
Economy and jobs	4%	5%	4%
Other	8%	6%	12%
None/nothing	1%	1%	2%
Don't know/need more information	5%	5%	5%

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? **(Record comments)**

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Multiple responses accepted			
Traffic and roads (Net)	69%	67%	77%
Expand roads, more capacity, build new roads	27%	24%	34%
Traffic, congestion, overcrowding	22%	23%	22%
Road repair, maintenance, potholes	12%	12%	12%
More bike lanes	5%	5%	6%
More sidewalks, repair sidewalks	3%	4%	3%
Other traffic and roads	2%	1%	4%
Public transportation	13%	16%	5%
Safety	8%	8%	9%
All other responses	4%	5%	4%
None/nothing	4%	5%	1%
Don't know	3%	2%	6%

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=584	Non-Rider N=216
Yes	100%	100%	100%
No (Thank and terminate)	0%	0%	0%
Don't know	0%	0%	0%

Cells may not add up to 100% due to rounding

JOB APPROVALS

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

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Approve (Net)	80%	85%	64%
Strongly approve	47%	53%	31%
Somewhat approve	32%	32%	33%
Disapprove (Net)	13%	10%	20%
Somewhat disapprove	7%	6%	10%
Strongly disapprove	6%	4%	10%
Don't know	7%	4%	16%

Cells may not add up to 100% due to rounding

6. ***What is the one thing TriMet could do to increase your approval rating? (Open, record comments)

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Multiple responses accepted			
Service route issues (Net)	20%	23%	11%
More frequent service (bus or MAX)	8%	10%	2%
Overcrowding, more frequency	4%	4%	4%
Span of service	4%	5%	1%
Run on time	4%	4%	2%
Other service route issues	2%	2%	2%
Expansion (Net)	19%	22%	11%
Expand to other areas	8%	10%	3%
More light rail routes	7%	7%	6%
More bus routes	5%	6%	3%
TriMet positive (Net)	15%	15%	14%
Nothing, doing a good job, satisfied	14%	14%	13%
Other positive mentions	2%	2%	1%
Reduce fares	9%	10%	5%
Safety	7%	7%	6%
Barriers to transit	4%	4%	4%
Limit expansion, spend less	2%	1%	4%
Budget, financial, make profitable	3%	1%	6%
Fixing roads	2%	2%	2%
Improve customer service	2%	2%	0%
All other responses	1% or less	1% or less	2% or less
Don't know/Unsure	16%	11%	32%

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

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Approve (Net)	76%	82%	61%
Strongly approve	41%	44%	34%
Somewhat approve	35%	38%	28%
Disapprove (Net)	10%	8%	15%
Somewhat disapprove	6%	6%	8%
Strongly disapprove	4%	2%	7%
Don't know	14%	10%	24%

Cells may not add up to 100% due to rounding

8. Do you (**ROTATE: approve or disapprove**) of the existing MAX light rail system? **PROBE:** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Approve (Net)	82%	88%	68%
Strongly approve	55%	60%	42%
Somewhat approve	27%	28%	26%
Disapprove (Net)	11%	8%	19%
Somewhat disapprove	5%	4%	7%
Strongly disapprove	7%	5%	13%
Don't know	7%	4%	13%

Cells may not add up to 100% due to rounding

SECURITY EFFORT APPROVALS AND SAFETY CONCERN

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

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Approve (Net)	75%	79%	62%
Strongly approve	47%	52%	34%
Somewhat approve	27%	27%	28%
Disapprove (Net)	11%	11%	13%
Somewhat disapprove	8%	8%	8%
Strongly disapprove	4%	3%	6%
Don't know	14%	10%	25%

Cells may not add up to 100% due to rounding

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

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Approve (Net)	78%	82%	68%
Strongly approve	49%	54%	34%
Somewhat approve	29%	27%	33%
Disapprove (Net)	11%	11%	11%
Somewhat disapprove	6%	7%	4%
Strongly disapprove	5%	4%	8%
Don't know	11%	8%	21%

Cells may not add up to 100% due to rounding

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

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Yes	26%	24%	31%
No	73%	75%	66%
Don't know	1%	0%	3%

Cells may not add up to 100% due to rounding

RELIABILITY

12. 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=584	Non-Rider N=216
7—Very reliable	21%	20%	22%
6	29%	34%	17%
5	26%	28%	22%
4	8%	7%	11%
3	3%	3%	4%
2	0%	0%	0%
1—Not at all reliable	1%	1%	3%
Mean rating	5.5	5.6	5.4
Don't know	10%	7%	20%

Cells may not add up to 100% due to rounding

13. 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=584	Non-Rider N=216
7—Very reliable	28%	29%	26%
6	35%	40%	21%
5	19%	19%	19%
4	7%	6%	9%
3	2%	2%	3%
2	1%	1%	1%
1—Not at all reliable	2%	1%	3%
Mean rating	5.8	5.9	5.5
Don't know	7%	4%	17%

Cells may not add up to 100% due to rounding

RIDERSHIP

14. 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. Don't know is not an option.)**

Response Category	Total N=800	Rider N=584	Non-Rider N=216
NON-RIDER: you never ride TriMet	27%	--	100%
INFREQUENT RIDER: you ride less than once a month	34%	47%	--
OCCASIONAL RIDER: you ride a couple of times a month	21%	29%	--
REGULAR RIDER: you ride several times a week	10%	14%	--
FREQUENT RIDER: you ride almost every day	8%	11%	--

Cells may not add up to 100% due to rounding

15. ***Thinking back to a year ago, would you say you are now riding TriMet more, the same, or less than before?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
More	12%	16%	---
The same (Skip to Q20)	63%	61%	70%
Less	22%	22%	22%
Don't know (Skip to Q20)	3%	1%	8%

Cells may not add up to 100% due to rounding

IF RIDING MORE/LESS IN Q15:

16. **(If Q15=more)** ***Right now, you are a(n) **(restore type of rider from Q14)**. You are riding **more** than you did a year ago. A year ago, were you a:

Response Category	Riding more N=95
NON-RIDER: you never rode TriMet	24%
INFREQUENT RIDER: you rode less than once a month	30%
OCCASIONAL RIDER: you rode a couple of times a month	19%
REGULAR RIDER: you rode several times a week	18%
FREQUENT RIDER: you rode almost every day	6%
Don't know	3%

Cells may not add up to 100% due to rounding; only riders indicated they rode more last year.

*** (If Q15=less) Right now, you are a(n) (restore type of rider from Q14). You are riding **less** than you did a year ago. A year ago, were you a:

Response Category	Riding less N=176	Rider N=128	Non-Rider N=48*
NON-RIDER: you never rode TriMet	--	--	--
INFREQUENT RIDER: you rode less than once a month	28%	10%	76%
OCCASIONAL RIDER: you rode a couple of times a month	31%	39%	9%
REGULAR RIDER: you rode several times a week	13%	17%	1%
FREQUENT RIDER: you rode almost every day	20%	24%	8%
Don't know	8%	9%	6%

Cells may not add up to 100% due to rounding

**Caution, small cell sizes*

The next questions ask about riding TriMet (**restore more/less from Q15**) than you did a year ago.

17. *** (If Q15=more) Why are you riding more? (Open, record comments)

Response Category	Riding more
Multiple responses accepted	N=95
Lifestyle changes (Net)	36%
Work changed	16%
School changed	13%
Home changed	7%
Life changed (baby, retired, divorce, etc.)	2%
Service comfort (Net)	26%
Convenience, ease of use	24%
Other service comfort	2%
TriMet positive (Net)	16%
Stop/station close by	9%
Like to get out	3%
Choose public transit, like TriMet	2%
Other TriMet positive mentions	2%
Negatives of driving (Net)	12%
Traffic congestion	9%
Driving not preferred, dislike driving, stress	4%
Cost (Net)	12%
Parking issues, parking too expensive	7%
Save money on gas	4%
Other cost issues	2%
Transit-dependent	5%
Health	4%
Service routes positive	4%
Drive less—general	2%
All other responses	1% or less
Don't know/Refused	2%

Cells may not add up to 100% due to rounding; only riders indicated they rode more last year.

*** (If Q15=less) Why are you riding less? (Open, record comments)

Response Category Multiple responses accepted	Riding less N=176	Rider N=128	Non-Rider N=48*
Use other modes instead (Net)	46%	44%	52%
Got a car/fixing a car	24%	20%	33%
Transit inconvenient, other modes easier	10%	12%	6%
Drive instead—general	9%	7%	12%
Get rides from someone/carpool	2%	2%	2%
Other comments about other modes	2%	2%	0%
Lifestyle changes (Net)	27%	33%	12%
Work changed	11%	13%	7%
Home changed	8%	10%	1%
Life changed (baby, retired, fewer appointments, etc.)	8%	10%	4%
Service route issues (Net)	13%	14%	11%
Transit too slow, too many transfers	4%	4%	5%
On-time issues, reliability	2%	2%	3%
Span of service (early/late/weekends)	2%	2%	2%
Orange Line comment	2%	2%	2%
Other service route issues	2%	3%	0%
Barriers (Net)	12%	14%	9%
Stops/stations too far away	8%	9%	6%
Doesn't go where I want	3%	4%	2%
Safety (Net)	11%	10%	14%
Safety issues	9%	8%	12%
Passenger issues	3%	3%	2%
Pedestrian issues	1%	1%	2%
Cost of transit	2%	2%	0%
Health issues	2%	2%	5%
All other responses	1% or less	1% or less	2% or less
Don't know/Refused	1%	1%	1%

* Caution, small cell sizes

18. *** (If Q15=more) What type of trips, if any, are you taking more of on TriMet? (check all that apply)

Response Category	Riding more N=95
Work	52%
Recreation	34%
School	24%
Personal Business	19%
Shopping	14%
Go to airport	12%
Medical appointments	10%
Visit friends/family	8%
Other	0%
None	1%

Cells may not add up to 100% due to rounding; only riders indicated they rode more last year.

*** (If Q15=less) What type of trips, if any, are you taking less of on TriMet? (check all that apply)

Response Category	Riding less N=176	Rider N=128	Non-Rider N=48*
Work	39%	43%	30%
Recreation	28%	34%	13%
Shopping	17%	17%	16%
Personal Business	17%	17%	16%
School	12%	14%	8%
Go to airport	12%	13%	8%
Visit friends/family	10%	10%	12%
Medical appointments	9%	9%	7%
Other	3%	2%	5%
Don't know	1%	1%	2%
None	19%	7%	49%

**Caution, small cell sizes*

19. ***If Q15=more: Now that you are riding TriMet more, what kinds of transportation has it replaced?

Response Category	Riding more N=95
Car	79%
Walk	9%
Someone drives me	8%
Bike	7%
Uber/Lyft/taxi	5%
Carpool	3%
Streetcar	2%
Other	2%
None	5%

Cells may not add up to 100% due to rounding; only riders indicated they rode more last year.

***If Q15=less: Now that you are riding TriMet less, what kinds of transportation are you using instead?

Response Category	Riding less N=176	Rider N=128	Non-Rider N=48*
Car	85%	85%	85%
Someone drives me	10%	9%	12%
Uber/Lyft/taxi	6%	7%	2%
Walk	5%	7%	2%
Bike	2%	2%	2%
Telecommute (work at home)	1%	1%	0%
Carpool	1%	1%	0%
Other	0%	0%	0%
None	4%	2%	10%

*Caution, small cell sizes

ASK ALL:

The remaining questions ask about your current transportation choices.

20. ***Currently, how important is the price of gasoline in your decision to ride or not ride TriMet? Would you say (ROTATE: important or unimportant)?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Important (Net)	23%	25%	18%
Very important	12%	13%	11%
Somewhat important	11%	13%	7%
Unimportant (Net)	75%	74%	78%
Somewhat unimportant	20%	24%	10%
Very unimportant	55%	50%	68%
Don't know	2%	1%	4%

Cells may not add up to 100% due to rounding

21. ***How often do you use Lyft, Uber or taxi service?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Never	56%	50%	71%
Rarely	26%	29%	18%
Occasionally	14%	16%	9%
Frequently	4%	4%	1%
Don't know	0%	0%	0%

Cells may not add up to 100% due to rounding

22. ***How often do you ride a bicycle for transportation, other than for leisure?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Never ride a bicycle	69%	62%	86%
Only ride a bicycle for leisure	11%	12%	7%
Rarely	9%	11%	5%
Occasionally	6%	8%	1%
Frequently	5%	6%	0%
Don't know	0%	0%	0%

Cells may not add up to 100% due to rounding

23. ***If you work outside the home, about how many days per week do you work at home rather than going into work?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Don't work outside the home	27%	26%	31%
0	37%	37%	36%
1	7%	7%	6%
2	6%	6%	6%
3	3%	4%	3%
4	3%	3%	2%
5	7%	7%	4%
6	6%	6%	5%
7	0%	0%	0%
Mean days	1.6	1.6	1.4
Don't know	5%	5%	7%

Cells may not add up to 100% due to rounding

RIDERS ONLY:

24. When you ride TriMet, which of the following vehicle or vehicles do you ride? **(Accept multiple responses)**

Response Category	Rider N=570
Bus and MAX	26%
Bus only	24%
MAX only	48%
WES (If needed: Commuter Rail)	4%
LIFT (If needed: Door to door paratransit)	3%

25. Please tell me for which of the following activities you ride TriMet. You can have more than one answer.

Response Category	Rider N=584
Recreation	57%
Work	36%
Shopping	25%
Personal business	23%
Go to the airport	22%
Medical appointments	13%
Visit friends/family	11%
School	11%
Other (SPECIFY)	1%
Don't know	2%

26. For which ONE activity do you ride TriMet most often?

Response Category	Rider N=584
Recreation	39%
Work	27%
Personal business	10%
Shopping	6%
School	6%
Go to the airport	5%
Medical appointments	2%
Visit friends/family	1%
Other (SPECIFY)	0%
Don't know	3%

Cells may not add up to 100% due to rounding

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

Response Category	Rider N=584
Choice (Net)	77%
I have a car available for my use, but I prefer to take TriMet	72%
I choose not to own a car because I prefer to take TriMet	5%
Transit-dependent (Net)	15%
I ride TriMet because I can't drive or don't know how to drive	3%
I ride because I don't have a car available for my use	12%
Don't know	9%

Cells may not add up to 100% due to rounding

28. Thinking of your travel on TriMet, how satisfied are you with your overall experience on TriMet?
Would you say you are:

Response Category	Rider N=584
Satisfied (Net)	85%
Very satisfied	51%
Somewhat satisfied	35%
Neither satisfied nor dissatisfied	8%
Dissatisfied (Net)	5%
Somewhat dissatisfied	4%
Very dissatisfied	1%
Don't know	2%

Cells may not add up to 100% due to rounding

29. (If 'Bus' to Q24) ***What is your experience? Do you believe TriMet's bus service is on time about...(read list until they stop you)?

Response Category	Bus Rider N=284
100% of the time	9%
90% of the time	37%
80% of the time	21%
70% of the time	9%
60% of the time	3%
50% of the time or less	15%
Don't know	6%

Cells may not add up to 100% due to rounding

30. (If 'MAX' to Q24) ***What is your experience? Do you believe MAX service is on time about...(read list until they stop you)?

Response Category	MAX Rider N=420
100% of the time	15%
90% of the time	37%
80% of the time	13%
70% of the time	3%
60% of the time	1%
50% of the time or less	24%
Don't know	6%

Cells may not add up to 100% due to rounding

FARES

RIDERS ONLY:

31. 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?

Response Category	Rider N=584
Cash/tickets (Net)	46%
Single ride 2 ½-hour ticket	41%
Book of 10 2 ½-hour tickets	5%
Day Pass (Net)	33%
Day pass	31%
Book of 5 Day passes	1%
Pass (Net)	19%
Annual pass (includes employer/school pass)	9%
Monthly or 30-day pass	8%
14-day pass	1%
7-day pass	1%
Other	1%
Don't know	2%

Cells may not add up to 100% due to rounding

32. Is your fare Adult, Honored Citizen or Youth?

Response Category	Rider N=584
Adult	81%
Honored Citizen	17%
Youth	1%
Don't know	1%

Cells may not add up to 100% due to rounding

33. Where do you usually buy or get your fare? **(SINGLE RESPONSE)**

Response Category	Rider N=584
Ticket Vending Machine	38%
On board the bus	25%
Employer/School	13%
Mobile Ticketing App	10%
TriMet Ticket Office	6%
Retail store	6%
Pass by Mail	1%
Social Service Agency	0%
Other	0%
Don't know	1%

Cells may not add up to 100% due to rounding

34. 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=584
7—Excellent	33%
6	30%
5	22%
4	8%
3	4%
2	1%
1—Poor	2%
Mean rating	5.7
Don't know	2%

Cells may not add up to 100% due to rounding

PROJECT AWARENESS

ASK ALL:

Next I'm going to ask you about a couple of new TriMet projects and ask if you are aware of them.

35. TriMet is developing a new electronic fare collection system called Hop Fastpass where you tap a pre-paid card, similar to a gift card, to a reader to pay for your ride.

Before today, were you aware of this new system?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Yes	28%	32%	16%
No	70%	67%	80%
Don't know	2%	1%	4%

Cells may not add up to 100% due to rounding

Bus Rapid Transit, or BRT, provides a quicker trip for bus riders. It typically uses larger buses with frequent service and fewer stops. In addition, traffic signals and intersection improvement get buses through traffic faster.

36. Before today were you aware of a proposed BRT route along Southeast Division Street?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Yes	19%	21%	13%
No	79%	78%	83%
Don't know	2%	2%	4%

Cells may not add up to 100% due to rounding

37. ***Do you approve of a proposed BRT route along Division?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Yes	67%	70%	58%
No	12%	10%	17%
Don't know	21%	20%	25%

Cells may not add up to 100% due to rounding

In the last year, there has been discussion of a possible light rail project between Portland and Tigard and Tualatin along Southwest Barbur Boulevard.

38. Before today were you aware of a proposed light rail on Barbur Boulevard?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Yes	50%	50%	50%
No	47%	48%	45%
Don't know	3%	2%	4%

Cells may not add up to 100% due to rounding

39. ***Do you approve of the proposed light rail on Barbur Boulevard?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Yes	72%	77%	58%
No	16%	11%	29%
Don't know	12%	11%	13%

Cells may not add up to 100% due to rounding

40. ***A part of TriMet's mission is safety first. We support this through two annual seasonal campaigns, Be Seen Be Safe and Pause Your Play, or distracted walking.

Before today, which of these campaigns were you aware of: (check all that apply)

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Be Seen Be Safe	50%	56%	33%
Pause Your Play or distracted walking	28%	32%	20%
(DON'T READ) Neither	39%	33%	56%
Don't know	3%	3%	5%

TELEPHONE AND INTERNET USAGE

41. Which of the following best describes your telephone usage?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Always/usually cell (Net)	66%	68%	58%
Cell phone only	42%	45%	34%
Cell phone mainly, but have a landline	23%	23%	24%
Use both cell and landline equally	18%	17%	20%
Always/usually landline (Net)	16%	14%	22%
Landline only	6%	4%	10%
Landline mainly, but have a cell phone	10%	10%	12%
Don't know	1%	1%	0%

Cells may not add up to 100% due to rounding

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=584	Non-Rider N=216
Already have a smart phone	81%	85%	71%
Planning to get a smart phone within the next year	2%	2%	4%
Not planning to get a smart phone within the next year	14%	11%	22%
Don't know	2%	2%	3%

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. How would you describe your political views?

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Conservative	21%	17%	33%
Moderate	29%	27%	33%
Liberal	41%	46%	26%
Refused	6%	5%	6%
Don't know	4%	5%	2%

Cells may not add up to 100% due to rounding

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

Response Category	Total N=800	Rider N=584	Non-Rider N=216
1	11%	11%	11%
2	31%	32%	30%
3	20%	19%	25%
4	20%	21%	18%
5 or more	13%	13%	11%
Refused	4%	4%	5%

Cells may not add up to 100% due to rounding

45. Which of the following best describes your racial or ethnic background?

Response Category	Total N=759	Rider N=553	Non-Rider N=206
Caucasian/White	83%	83%	84%
Non-white (Net)	17%	17%	16%
Hispanic or Latino	4%	4%	3%
Asian/Asian American	3%	3%	5%
Bi-racial/Multi-racial	3%	4%	2%
Black/African American	3%	3%	3%
Native American	1%	1%	1%
Pacific Islander	1%	1%	0%
Middle Eastern or North African	1%	1%	2%
Something else	1 person	--	1 person

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

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

Response Category	Total N=800	Rider N=584	Non-Rider N=216
No	90%	90%	90%
Yes (Specify)	8%	8%	8%
Don't know/Refused	2%	2%	2%

Cells may not add up to 100% due to rounding

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

Response Category	Total N=585	Rider N=426	Non-Rider N=159
Less than \$10,000	2%	2%	3%
\$10,000 to just under \$20,000	6%	5%	8%
\$20,000 to just under \$30,000	7%	7%	5%
\$30,000 to just under \$40,000	9%	10%	9%
\$40,000 to just under \$50,000	11%	11%	10%
\$50,000 to just under \$60,000	10%	10%	9%
\$60,000 to just under \$70,000	10%	9%	13%
\$70,000 to just under \$80,000	8%	8%	6%
\$80,000 to just under \$90,000	6%	7%	6%
\$90,000 to just under \$100,000	8%	6%	11%
\$100,000 to just under \$125,000	9%	10%	8%
\$125,000 to just under \$150,000	6%	5%	6%
Over \$150,000	9%	10%	7%

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

Federal poverty level (FPL):

Response Category	Total N=585	Rider N=426	Non-Rider N=159
Above 150% FPL	86%	87%	83%
At or below 150% FPL	14%	13%	17%

Cells may not add up to 100% due to rounding

48. 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=584	Non-Rider N=216
Yes	67%	68%	63%
No	31%	30%	34%
Don't know	2%	2%	3%

Cells may not add up to 100% due to rounding

49. Language

Response Category	Total N=800	Rider N=584	Non-Rider N=216
English	99%	99%	100%
Spanish	1%	1%	N=1

Cells may not add up to 100% due to rounding

50. Phone type (**Record from sample**):

Response Category	Total N=800	Rider N=584	Non-Rider N=216
Land line	56%	53%	62%
Cell phone	44%	47%	38%

Cells may not add up to 100% due to rounding