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2009 Oklahoma City Metro Transit Rider / Non-Rider Study

Prepared Exclusively For:

Central Oklahoma Transportation & Parking Authority

Date: 2/26/2010

KEY FINDINGS

- Overall, transportation issues are very important to citizens of Oklahoma City. The quality of public transportation and traffic issues account for two of the top three most important issues in Oklahoma City. Nearly all (93%) respondents say that METRO Transit provides a valuable service to the community. The perception of the value of METRO Transit is further supported by citizen's willingness to support a tax increase (84% of respondents say they are willing).

- Ninety-three percent (93%) of METRO Transit riders are transit dependent. This means that they either have no car available or have no alternatives. Additionally, traveling to work was ranked as the number one reason for using METRO Transit. This shows that METRO Transit provides a very important service in helping people get to their jobs.

- Thirteen percent (13%) of METRO Transit riders use the bus to get to and from school.

- Riders are significantly more likely to say that METRO is doing a good to excellent job than non-riders (67% compared to 49%, respectively. Riders also report high satisfaction ratings with METRO service. These findings suggest that the actual experience of riding METRO is much more pleasant than the perceived experience.

- Two thirds of riders feel that safety on the buses (76%) and with which the buses are driven (76%) is good or excellent. Additionally 65% of riders reported safety at stops as good or excellent; while 78% feel safety at the Transit Center is good or excellent.

- Increasing the METRO Transit's hours of operation and frequency of service would make the largest impact in terms of increasing satisfaction among riders. This includes operating on Sundays.

- A little over one third (37%) of the general population respondents report using METRO Transit at some point during the past. Out of those who have not used it, nearly one-quarter say they are willing to consider it. This means that there is a rather large potential for system and ridership growth in the area.

- Nearly two-thirds (60%) of non-riders have used public transportation outside of Oklahoma City. This indicates that non-riders are willing to use public transportation when needed or when it is convenient to them.

- Familiarity with METRO Transit's logo and branding efforts is rather low. This is especially true in the southeast and southwest portions of Oklahoma City.

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BACKGROUND AND OBJECTIVES

Background

Central Oklahoma Transportation & Parking Authority (COTPA) has been in operation for over 40 years, providing service in the Oklahoma City metropolitan area. METRO Transit serves a region that encompasses 538,559 persons. A fleet of 60 buses plus 21 paratransit vehicles, and 14 unique turn-of-the-century replica streetcars serve approximately 10,000 daily riders. METRO Transit's mission is to serve as a significant partner in meeting the transportation needs of the greater Oklahoma City area.

Objectives

This research identified the key characteristics – attitudinal and behavioral – of riders and non-riders within METRO Transit's service area. A well-designed and executed Rider and Non-Rider Survey will help COTPA and METRO Transit improve its competitive position and better serve the needs of its customers by:

- Increasing ridership (both by increasing the frequency of riding and attracting new riders).
- Increasing transit's share of mode choice in the market.
- Efficiently allocating resources to markets that represent the greatest potential for change in light of changes to the marketing mix.
- Enhancing the image and reputation of public transportation to increase support for public funding.

METHODOLOGY – ON-BOARD AND TELEPHONE INTERVIEWING

There were two distinct targets for this research: (1) current riders of the system and (2) past or non-riders. Attempting to reach a large enough sample of current riders on a system this size was economically inefficient. At the same time, more traditional survey techniques are very efficient for reaching the general population, the majority of who are non-riders. In developing the overall research approach ORC identified a common goal for both studies – developing a plan that would ensure that results of the research can be reliably projected to the entire pertinent market. In addition, our approach ensured that sample sizes were large enough to ensure cell sizes large enough within the resulting segments to allow for reliable analysis.

To achieve these objectives, ORC developed an approach that was both reliable and cost effective, that reached a representative sample of all households in METRO Transit's service area, and that achieves the overall

ORC's proposed approach is illustrated below. Our strategy was to use a mix of modes to effectively and efficiently reach the entire market and to deliver a comprehensive picture of the current and potential market for Metro Transit as well as general support for public transportation in the community and the Metro brand.

![infogroup/ORC logo]
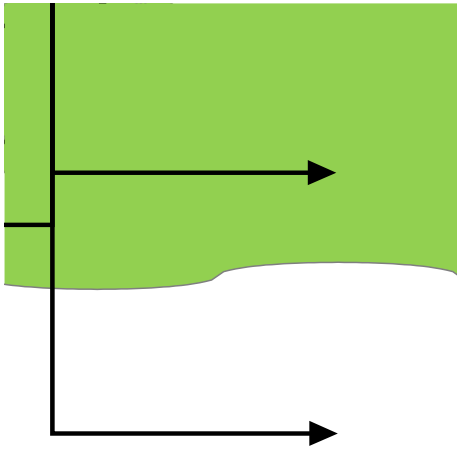
ONBOARD INTERCEPT AND FOLLOW-UP TELEPHONE SURVEY

The first survey effort was targeted to reach current customers. ORC used a two-phase approach to sampling. For the first phase, an intercept survey was conducted at the Oklahoma City Transit Center using a relatively brief questionnaire regarding travel behavior specific to the surveyed trip and some limited customer satisfaction questions. Interviewers were stationed at the transit center from Tuesday to Thursday, December 15th thru 17th, and Saturday December 19th, 2009. To capture information from the two routes that do not operate through the transit center (routes 19 and 23), interviewers surveyed riders on-board these routes on Thursday and Friday, December 17th and 18th, 2009.

As part of the survey, respondents were asked about their interest in participating in additional, more in-depth research, and to provide contact information, including name, telephone number, and e-mail address. Those riders that agreed to participate in additional research were then contacted by phone to complete a more comprehensive survey. The follow-up study used many of the same questions as the general population survey as well as a more extensive customer satisfaction component. This approach allowed for more in-depth information from current riders than would have been obtained in the on-board survey in itself. In addition, it allowed for direct comparison of key attitudes between riders and non-riders.

Survey Outcomes

A total of 408 customer surveys were collected (371 at the Transit Center and 37 on the cross town routes). Nearly two out of three (64% or 263) customers surveyed agreed to participate in additional research and provided a contact phone number. This resulted in an additional 77 completed interviews for the follow-up study. It is important to note that although 408 surveys were collected during the on-board effort, not all of the surveys were complete enough to be used for data analysis. After removing surveys with less than 70 percent complete, a total of 379 surveys were considered complete enough for data analysis.

Statistical Weighting

Due to the unknown characteristics and number of current Metro customers, weighting was not performed for this group of respondents.

GENERAL POPULATION TELEPHONE SURVEY

The second component was a telephone survey of a representative sample of residents in the geographic region served by COTPA. To satisfy the study's objectives for data from a random and scientific sample of residents, this research used a telephone survey of Oklahoma City residents. Telephone surveys continue to be the most efficient method for reaching the general population, and this method of data collection provides extremely efficient geographic sampling, supports longer questionnaires than mail surveys, and produces more complete data than other survey modes. Moreover, while response rates for surveys in general are down, response rates for telephone surveys, notably for public opinion and policy surveys, continue to be higher than for other methods. Telephone surveys using Computer-Assisted Telephone Interviewing (CATI) technology represent the best methodology for completing long and complex surveys, particularly those using a large number of rating scales where it is important to randomize the order of delivery to minimize response order bias and ensure more valid responses. Finally, professional and experienced interviewers probe for complete answers to all questions, limiting the number of unanswered questions and gaining in-depth information for open-ended questions

The survey uses a disproportionate stratified sampling plan in which an approximately equal number of respondents were surveyed within each of four geographic subregions (Northwest, Northeast, Southwest, and Southeast) as defined by zipcode below. The resulting sample size disproportionately represents the general population of the different geographic sub-regions, but ensures an adequate sample size to allow for reliable analysis within each of the regions.

Northwest			Northeast	Southwest	Southeast
73101	73137	73127	73104	73108	73115
73102	73140	73132	73105	73109	73129
73103	73142	73134	73111	73110	73130
73106	73143	73136	73117	73119	73135
73107	73144	73163	73121	73125	73145
73112	73146	73164	73131	73128	73149
73113	73147	73167	73141	73139	73150
73114	73148	73172	73151	73159	73160
73116	73152	73178	73190	73169	73165
73118	73153	73184		73170	
73120	73154	73185		73173	
73122	73155	73189		73179	
73123	73156	73194			
73124	73157	73195			
73126	73162	73196			
		73198			

A random sample was drawn by zip code and administered using strict random digit dialing (RDD) sampling procedures, reaching both listed and unlisted landline telephone numbers. In addition, this form of sampling is more effective in reaching households in new neighborhoods where telephone exchanges may not be identified through other sources. To ensure representation of cell phone only households, ORC obtained and conducted interviews over known cell phone numbers. This minimizes the potential bias resulting from a strictly landline sample due to the fact that younger citizens are more likely to not have a landline phone and are therefore less likely to be selected for the study.

For each household contacted within the survey region, a procedure was used to randomly select the member of the household over the age of 18 who was to be interviewed. We rotated between asking first for males or the youngest person in the household. The methodology is used to minimize respondent selection bias that can result from conducting the interview with the adult in the household who happens to answer the telephone or who likes to participate in surveys. The purpose for asking for males or youngest person first is to ensure these harder to reach populations were adequately represented in the sample. The survey was conducted in English only.

At the same time, new issues with household telephone surveys have arisen. Notably, there has been a significant increase in the percentage of households without landline telephones. The latest estimates from the National Health Interview Survey – the most comprehensive measure available – suggest that nearly 18 percent of households are wireless only. In Oklahoma these estimates are significantly higher – as many as 26 to 30 percent of all households. At the same time, inclusion of cell phone only households can have a significant impact on the total cost of research – interviews with cell-only respondents are estimated to cost four to six times as much as landline interviews. To address this issue a small sample of cell phone numbers was included

Telephone interviews were conducted between December 1 and December 10, 2009. ORC conducted phone interviews during the afternoon and early evening hours until 9:00 p.m. CST on weekdays and weekends.

Survey Outcomes

ORC completed a total of 401 telephone interviews among the general population of Oklahoma City. Among those interviewed, 52 were completed with respondents using cell phone sample and 349 were completed on a landline telephone.

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Statistical Weighting

Overview

To accurately represent respondents relative to their actual incidence in the general population both in the area as a whole but also within each geographic subregion, post-stratification weighting is required. In addition, a probability of selection weight is applied prior to the post-stratification weighting. The process for weighting is described in detail below.

Probability of Selection Weighting

The basic premise behind probability sampling is that each household has a known and non-zero probability of selection. In telephone surveys today, there is an increasing issue with coverage. In most RDD telephone surveys, samples are generated within the 100-series telephone banks containing at least one listed telephone number. This approach increases the efficiencies of telephone sampling and greatly reduces cost. In the past, this approach was generally not a problem as relatively few (less than 4 percent) of households were excluded from the sampling frame. Recent research, however, suggests that with population growth and the extent to which individuals are not listing their telephone numbers, the extent of coverage bias resulting from this approach may be as high as 20 percent. At the same time, an increasing number of households have forsaken landline telephones and are relying entirely on wireless phones for voice communications. The latest estimates are that 15 to 20 percent of all households are now cell-only. Moreover, an equally sizable and growing numbers of households are becoming cell-mostly, resulting in 3 out of every 10 adults in most U.S. cities receiving all or nearly all of their calls on cell phones.

To partially address these issues, a subsample of cell phone numbers were included in the 2009 general population phone survey. Respondents from the cell phone sample were screened to determine if they had a cell phone only (i.e., no landline phone) or were primarily cell phone (i.e., had a landline phone but primarily used their cell phone to make or receive calls). Those in the cell phone sample that primarily used their landline to make or receive calls were not surveyed. A total of 52 surveys or 13 percent of the total sample were completed from within this cell phone sample – 36 respondents who were cell phone only and 16 respondents who primarily used their cell phone.

The first probability of selection weight is a simple weight with individuals having a single means of access – i.e., a single landline or cell phone only – given a probability of selection weight of one (1) and those with multiple means of access – i.e., multiple landlines and/or a landline and cell phone – given a probability of selection weight of .5.

While the cell phone sample yielded 36 (or 9% of all respondents) with cell phones only, this percentage remains below what are known to be cell phone only households both nationally and in the state of Oklahoma (26.2%). As result, cell phone only individuals / households continue to be under-represented in the sample relative to their actual incidence in the general

population. Therefore, a final adjustment was made at this stage to increase the representation of cell phone only respondents. The basis for this adjustment are statistics drawn from the National Health Interview Survey, 2007 for state-level estimates of wireless-only households and National Health Interview Survey, July-December 2008 for national-level estimates of landline households without a wireless telephone.

Table 1: Proportion of Cell-Phone Only and Landline-Only Households

	% in Sample	% in Population
Cell Phone Only	9.0%	26.2%
Landline Only	21.4%	17.4%
Both	69.6%	56.4%

The final probability of selection weight is then the original weight multiplied by the adjustment to increase the representation of cell phone only respondents.

Post-Stratification Weight

Because disproportionate sampling was used to ensure optimal sample efficiency within each region, post-stratification weighting is used to adjust the sample to represent the study area's population as a whole.

Table 2: Post-Stratification Weighting for Gender / Age Distribution Within Region

As women are more likely to complete telephone surveys than men, quotas were established to ensure that an approximately equal number of males and females were interviewed. Moreover, telephone sampling often leads to age distributions that do not match known population estimates.

Population estimates projected forward from the 2000 Census were used for both males and females to adjust for varying levels of non-response within each age group and sub-region.

	Northwest			
	Male		**Female**	
	Obtained n	Weighted n	Obtained n	Weighted n
18 to 34	25	28	13	27
35 to 54	10	30	20	29
55 +	22	24	25	30
Total	57	82	58	86
	Northeast			
	Male		**Female**	

The number of interviews obtained and the number resulting from the post-stratification weighting process are shown below and in the table on the right.

Table 3: Post-Stratification Weighting for Region

	Total Sample	
	Obtained n	Weighted n
Northwest	115	168
Northeast	71	22
Southwest	97	119
Southeast	118	92
Total	401	401

	Obtained n	Weighted n	Obtained n	Weighted n
18 to 34	4	2	7	3
35 to 54	15	4	9	4
55 +	15	4	21	5
Total	34	10	37	12
Southwest				
	Male		Female	
	Obtained n	Weighted n	Obtained n	Weighted n
18 to 34	14	22	14	19
35 to 54	17	21	18	20
55 +	16	16	18	21
Total	47	60	50	59
Southeast				
	Male		Female	
	Obtained n	Weighted n	Obtained n	Weighted n
18 to 34	18	16	8	15
35 to 54	13	17	24	17
55 +	29	13	26	15
Total	60	46	58	47

Source: All population figures are estimates targeted to July 1 2009 projected forward from the Census 2000 by SCAN/US, Inc.
Note – Age was imputed for five (5) respondents who refused their age. May not add to 100% due to rounding.

STATISTICAL SIGNIFICANCE

While interpreting survey results, readers should keep in mind that all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained if the entire target population were surveyed. The size of such sampling error depends on the number of interviews completed. As the sample size increases, the sampling error decreases.

The total sample of 379 for riders and 401 for the general population resulted in a maximum margin of error of 5.0% for riders and 4.90% for the general population at the 95% confidence level. Due to the small sample size of the follow-up, a statistical margin of error is not provided. Caution should be used when projecting these results to the entire population of riders. The extent of sampling error depends on the sample size and the proportion of respondents giving a specific response. For example, if we asked a question of the entire sample (n=401 for general population) and 10 percent gave a specific response, the error associated with that 10 percent is plus or minus 2.9 percent. That is, if the survey were repeated using the same methodology and asking the same question, one could expect this same response to be somewhere from 7.1 to 12.9 percent. The following

table illustrates the error associated with different proportions at different sample sizes and can be used to determine sampling error for subgroups.

Table 4: Error Associated With Different Proportions at Different Sample Sizes

Sample Size	10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
	Error at the 95% Confidence Level				
100	5.90%	7.80%	9.00%	9.60%	9.80%
200	4.20%	5.50%	6.40%	6.80%	6.90%
400	2.90%	3.90%	4.50%	4.80%	4.90%
800	2.10%	2.80%	3.20%	3.40%	3.50%
1,200	1.70%	2.30%	2.60%	2.80%	2.80%
2,400	1.20%	1.60%	1.80%	2.00%	2.00%
	COTPA General Population Telephone Study Error at the 95% Confidence Level				
401	2.90%	3.90%	4.50%	4.80%	4.90%
	COTPA Rider Intercept / On-Board Study Error at the 95% Confidence Level				
379	3.00%	4.00%	4.60%	4.90%	5.00%

Throughout this report, differences between key groups will be reported. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is *statistically* significant. If results or numbers are different to the extent that the difference would matter from a managerial perspective, the difference is *practically* significant. To be *practically* significant, the difference must be *statistically* significant. However, a *statistically* significant difference may not be *practically* significant.

REPORT FORMAT

This report begins with a summary discussion as a result of the research, as well as the study's **key findings,** focusing on the survey results.

- Tables and charts provide supporting data.

- Information about the overall results for each topic area is presented first, followed by relevant, statistically and practically significant differences between key subgroups. The probability level for determining statistical significance is <.05 (unless

otherwise noted). When significant differences (assuming a 95 percent confidence level) are observed among important subgroups (e.g., age or gender), they are noted in the written text of the report and noted in the accompanying tables.

- In most charts and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Note that some percentages in this report may add up to more or less than 100 percent because of rounding, the permissibility of multiple responses for specific questions, or the presentation of abbreviated data.

- Weighted cell sizes are reported for the tables and charts. The base sample sizes shown for each question in this report are the total number of un-weighted cases with valid responses for that question.

- Except where noted, tables and charts provide information from respondents who offered opinions to a question. Responses of "don't know" and "prefer not to answer" are counted as missing values unless "don't know" is a valid or meaningful response for that question.

- Complete documentation of the data analysis (in the form of banners) is kept separately. These banners are useful in providing an easy-to-use, highly comprehensive, documentation of the results of all questions broken out by important subgroups within the sample. It is important to be cautious of generalizing data in small cell sizes (n=30 or less).

2007 Data

Some comparisons have been made to the results of the study done in 2007. The specific data and data analysis methods used in 2007 are not available for review. Because of this, the method and impacts that weighting may have had on the 2007 data are unknown. Differences in weighting may result in significantly different outcomes for specific questions. It is important to understand that comparisons between the 2007 and 2009 results should not be treated as statistically valid, rather they should be used primarily for identifying overall trends in attitudes, and not for statistical comparisons.

A Note on the Definition of Non-Rider

Throughout the report the term "Non-Rider" is used to refer to all respondents who completed the general population telephone study. These respondents are called non-riders because they were not captured during the on-board or the telephone follow-up study. It is important to note that even though this group is labeled as "non-rider" that over one-third (37%) of respondents to the general population telephone study report having ridden METRO in the past year.

REGIONAL MAP

The following map indicates the area divisions used for reporting on differences across regions of Oklahoma City. The red line indicates the perimeter of OKC, while the green lines separate the four measured regions (Northeast, Northwest, Southeast, an Southwest).

![infogroup/ORC logo]
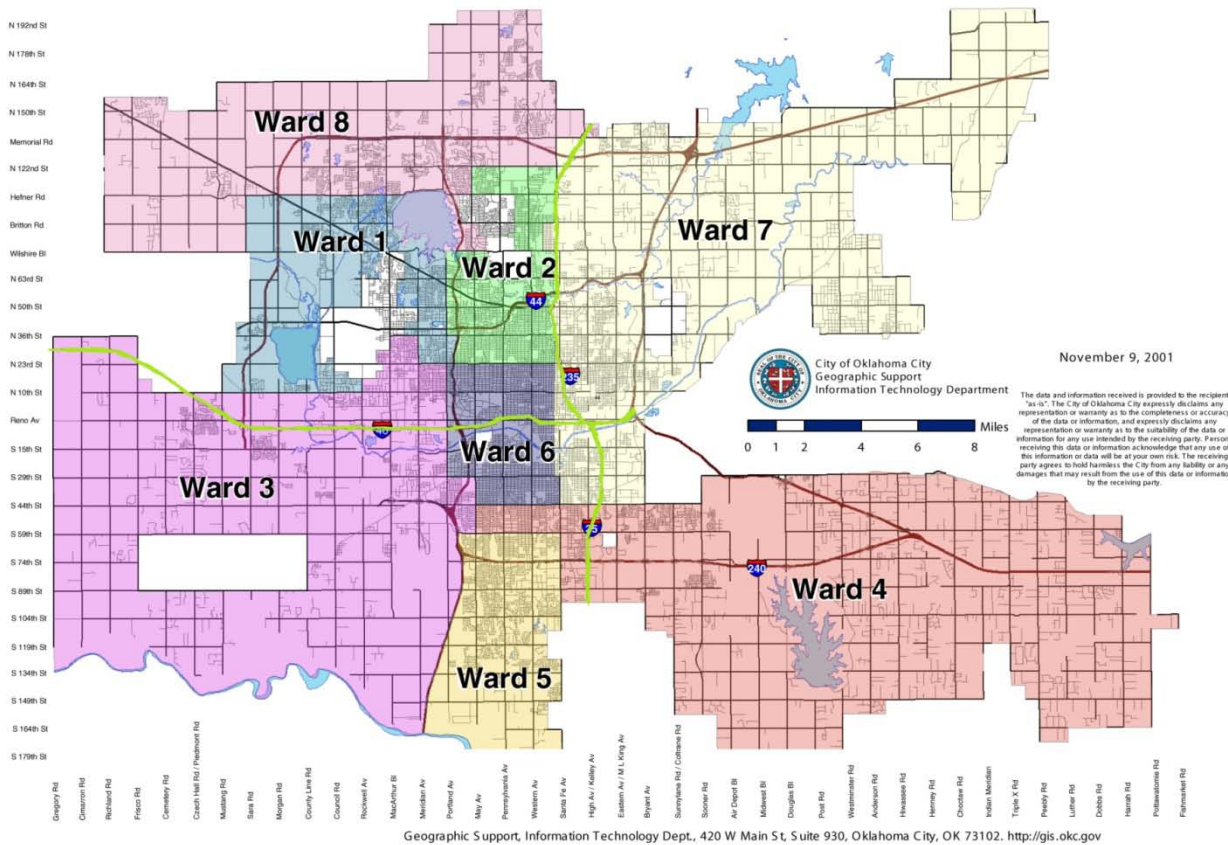
RIDER VS. NON-RIDER: DEMOGRAPHICS

Age – Rider vs. Non-Rider

Two out of five (40%) of METRO Transit's riders are between the ages of 45 and 60.

- This is a significant difference in representation of that age group when compared to the results of the non-rider study.

Similarly, there are significantly fewer METRO Transit riders over the age of 60 (7%) compared to non-riders (25%).

Figure 1. Age Distribution
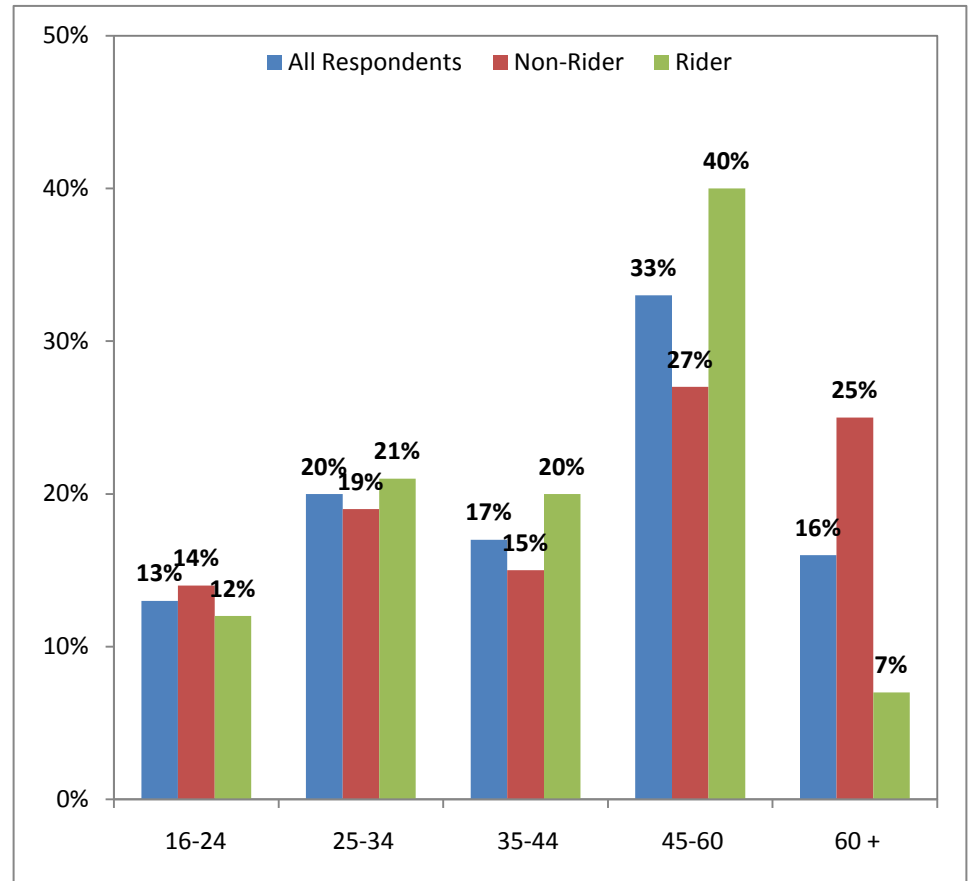
AGE_BP - Age of respondent in categories
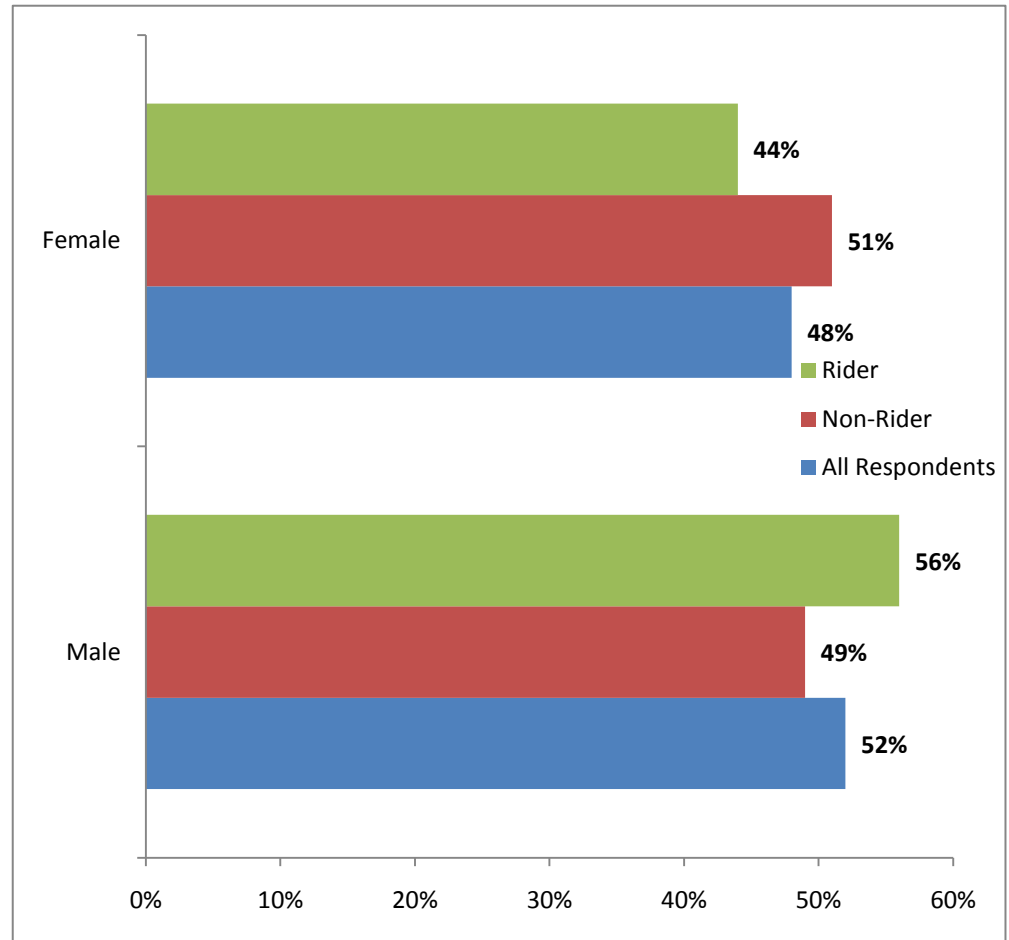**Non-Rider Study: Base=All telephone respondents (n=401)**
Rider Study: Base=All intercept respondents (n=379)

Gender – Rider vs. Non-Rider

Although not significant, males make up a majority of METRO'S ridership.

The percent of male riders has increased 10 percent from 2007 findings – 51% in 2007 compared to 56% males in 2009.

Figure 2. Gender

GENDER: - Are you...?
Non-Rider Study: Base=All respondents (n=401)
**Rider: Base=All intercept respondents (n=379)**

Income – Rider vs. Non-Rider

Riders are significantly more likely than non-riders to have household incomes below $20,000 - 65% compared to 15% respectively.

Similarly, non-riders are significantly more likely than riders to make $40,000 or more.

The median income for non-riders is $49,818 compared to $15,454 for METRO riders.

- The northwest study area is the most affluent area. Respondents living there are significantly more likely than respondents in the northeast and southwest to make $60,000 or more – 55% compared to 30% and 22% respectively.
- The study also revealed that respondents living in multi-family homes have significantly lower incomes than respondents in single family homes – 42% of multi-family households earn below $20,000 per year while a nearly equal amount (45%) of single-family households earn over $60,000 per year.

Figure 3. 2009 Household Income
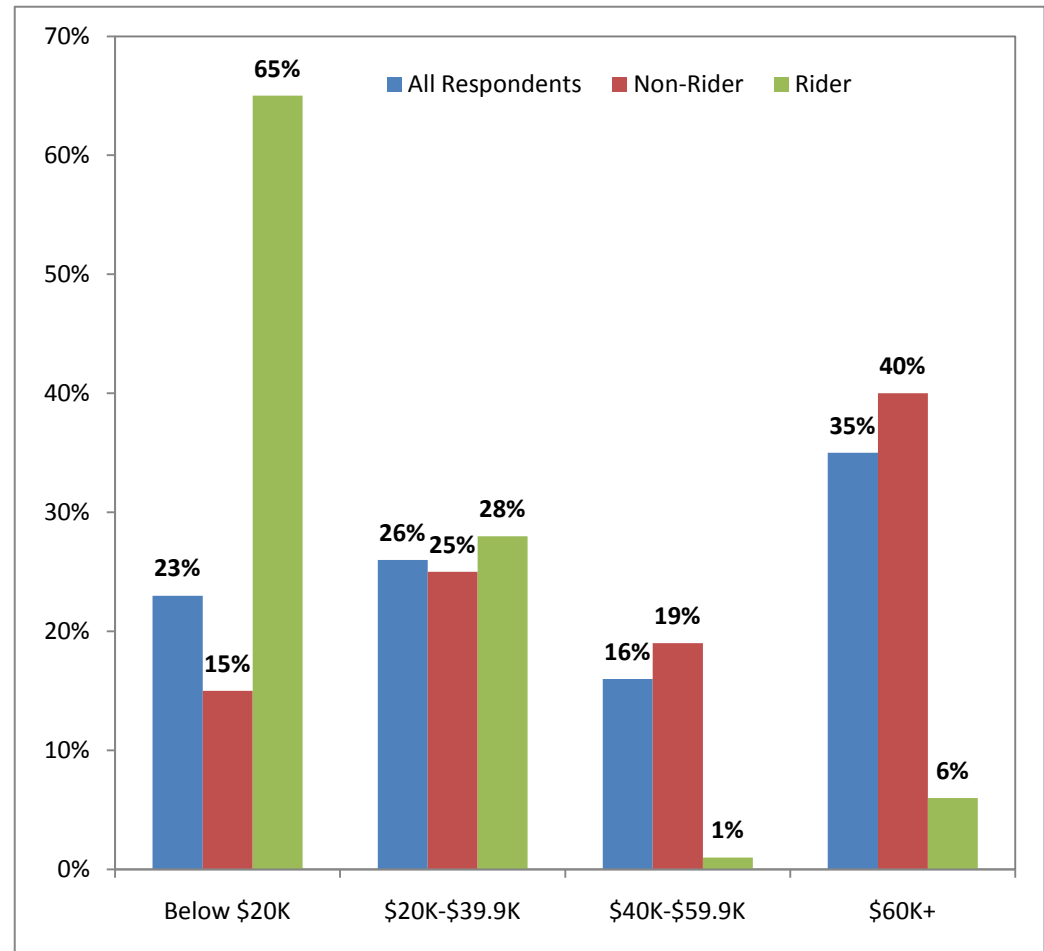
INCOME_BP - What is your annual household income for last year?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)
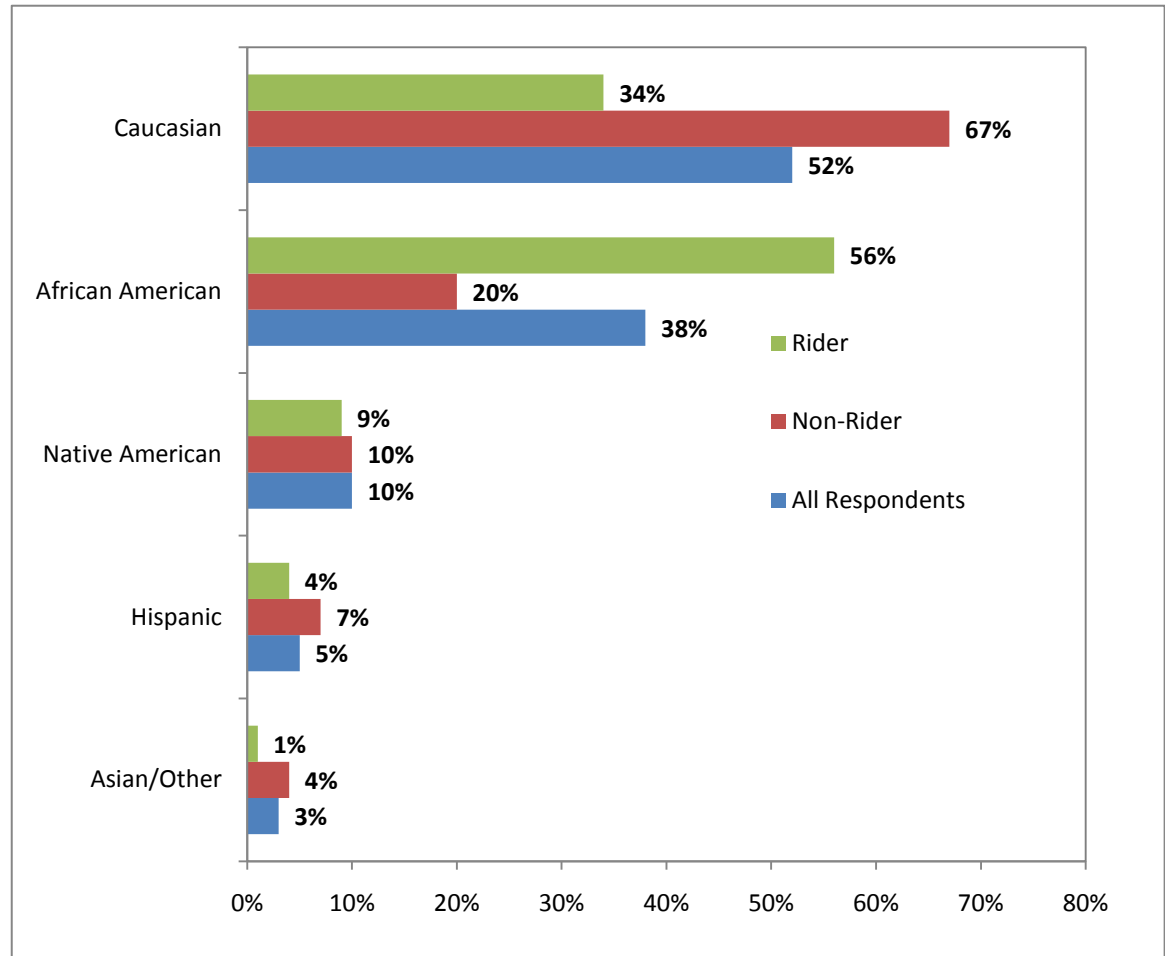
Ethnicity – Rider vs. Non-Rider

METRO ridership has become more diverse since 2007. African Americans now account for the majority (56%) of METRO riders.

- There has been a 32 percent decrease in Caucasian riders (from 45% to 34%) since 2007.
- There was also a 44 percent increase in African American riders (from 39% to 56%).

Seventy-five percent (75%) of riders between 16 and 24 are African American.

Among non-riders, African Americans are significantly more likely to live in the northeastern study area than any other area - 68% compared to 19% southwest, 17% northwest, and 16% southeast.

Figure 4. **Ethnicity**

Q28 - What is your race or ethnic identification?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All intercept respondents (n=379)
*May not sum to 100% due to the allowance of multiple responses.*

Length of Time Living in Oklahoma City – Rider vs. Non-Rider

On average, riders report living in the Oklahoma City area for less time than non-riders - an average of 21.4 years compared to 27.7 years for non-riders.

Riders are also significantly more likely to live in multi-family homes than non-riders - 55% compared to 43% respectively.

Figure 5a. Length of Residence

Figure 5. Household Type
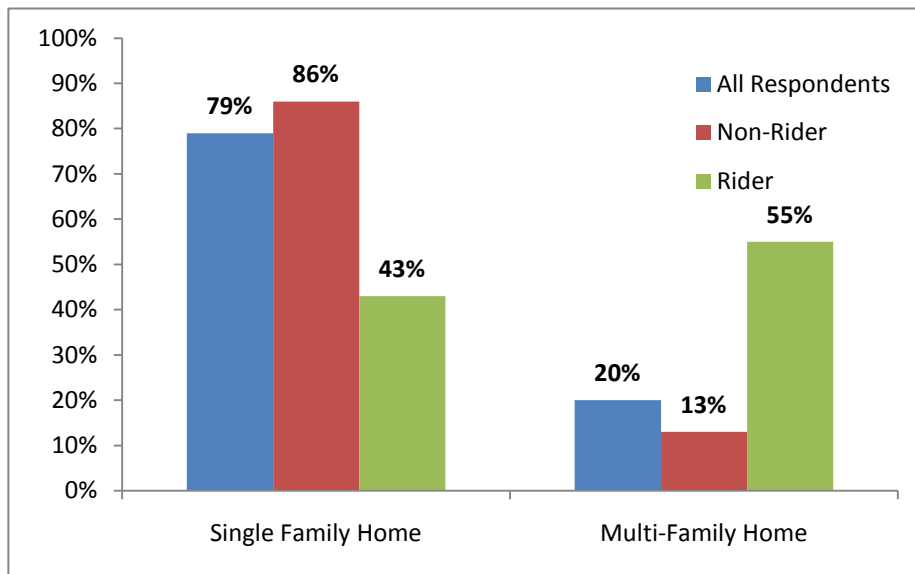
RESTYPE_BP - What type of house do you live in?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)
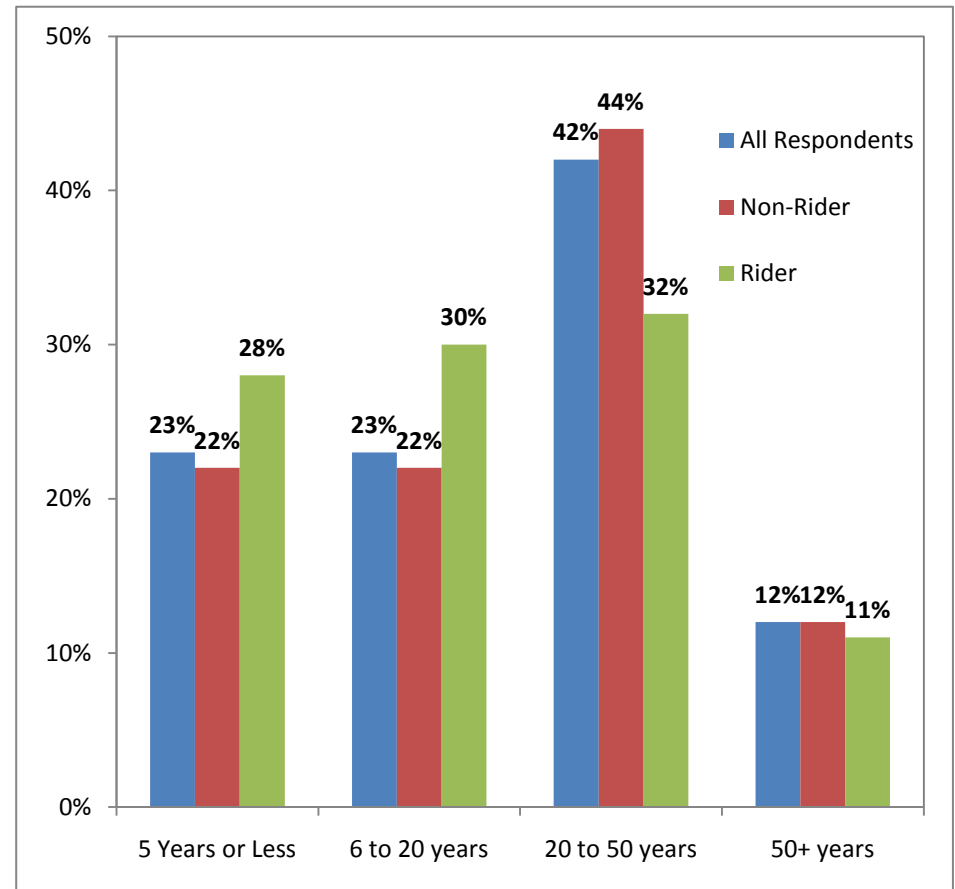
DEM4 (Non-Rider) / DEM2 (Follow-up) - For how many years have you lived in the Oklahoma City area?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

Cell Phone Availability – Rider vs. Non-Rider

Riders are significantly less likely than non-riders to report owning or using cell phones - 58% compared to 87% respectively.

Demographic groups that are least likely to own a cell phone (riders and non-riders) are:

- Household income under $20,000
- African Americans

Figure 6. Cell Phones Use
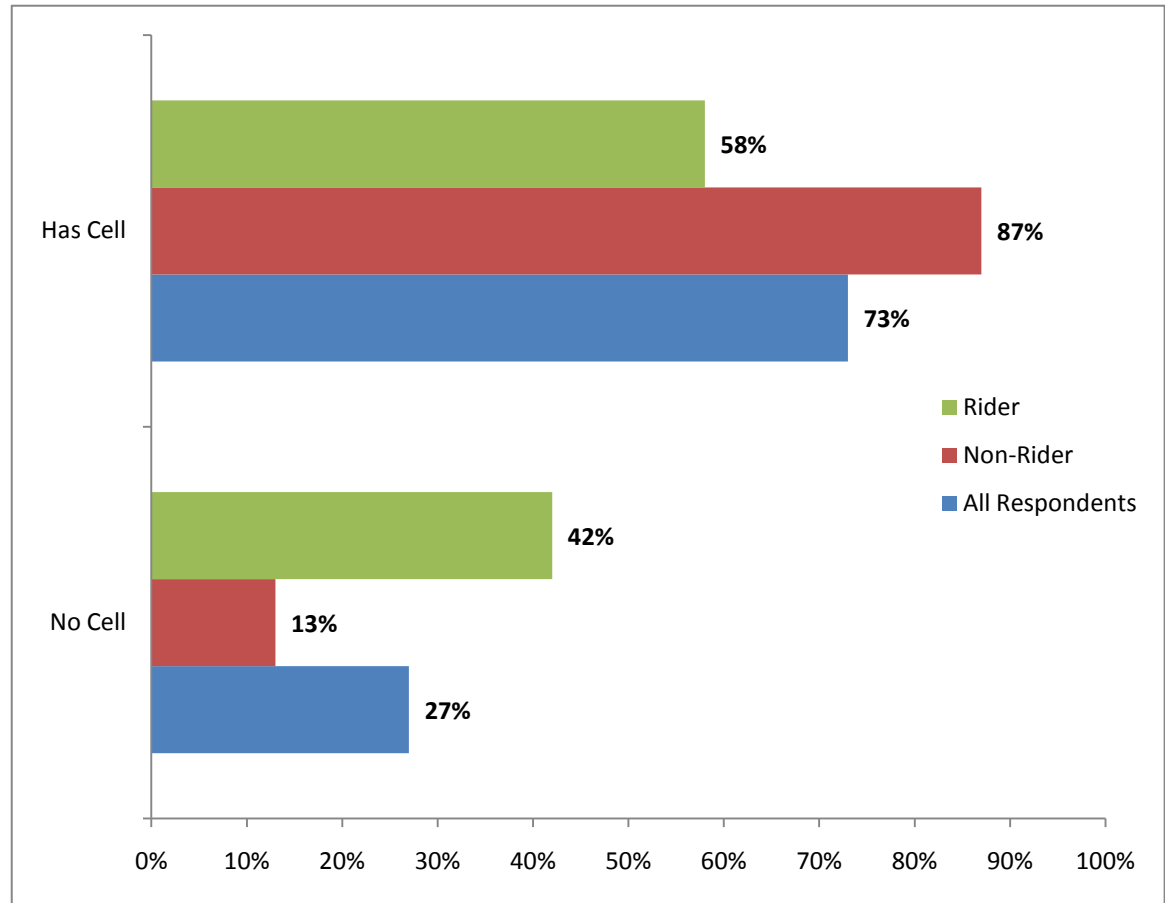
CELLPHONE (CELL PHONE SAMPLE & LAND3 Non-Rider / Q32 Onboard) - Do you have a cell phone or other handheld device that makes or receives calls?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All intercept respondents (n=379)

RIDER VS. NON-RIDER: FAMILIARITY WITH USE

Familiarity with METRO – Rider vs. Non-Rider

Low awareness / knowledge of Metro may represent a significant barrier to use of and support for Metro.

Overall, nearly half (48%) of non-riders say they are not at all familiar with METRO Transit.

Respondents living in the southeast study area are the least familiar. Sixty-three percent (63%) claim that they are not at all familiar with METRO Transit.

As would be expected riders are more familiar with METRO transit, 76% say they are very familiar.

Figure 7. Familiarity with METRO Services
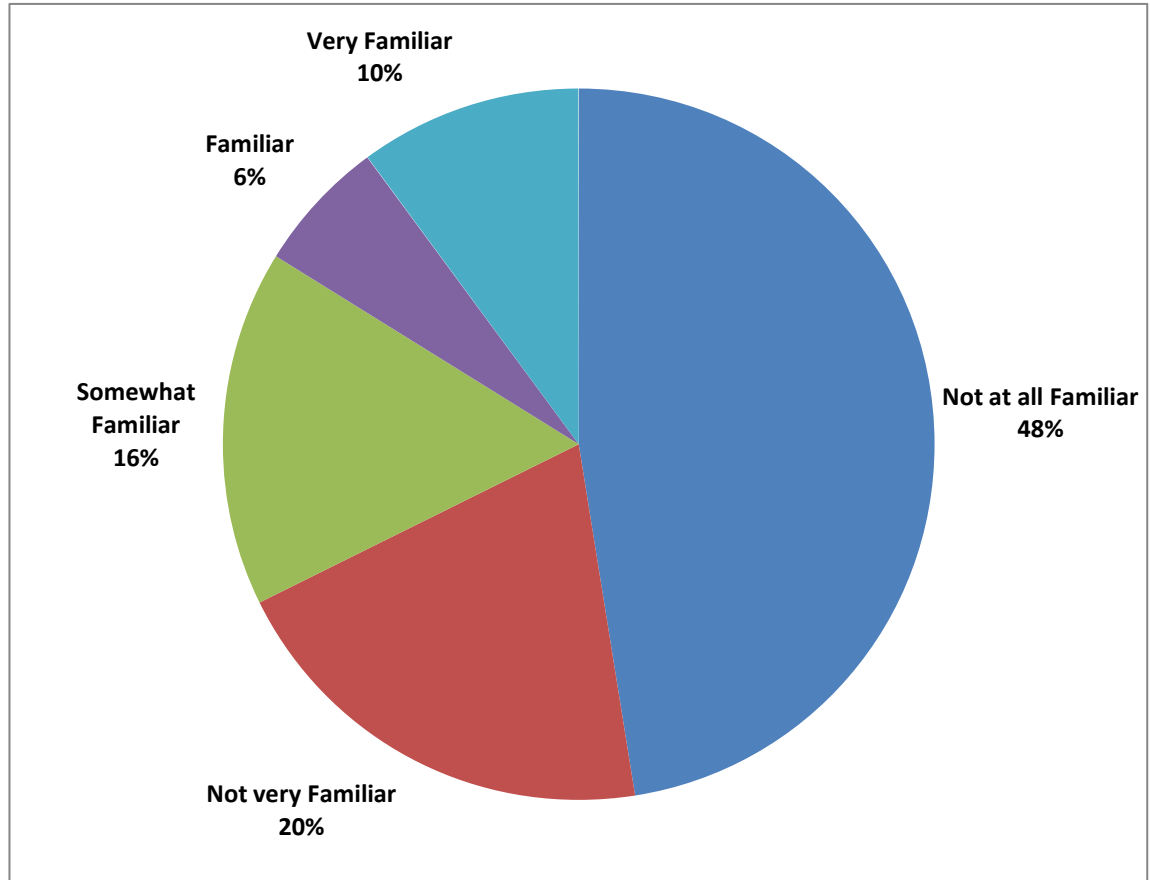
Q4B (Non-Rider) / Q1 (Follow-up) - How familiar are you with the bus system available in the Oklahoma City area?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

## Familiarity with METRO Logo – Rider vs. Non-Rider

Non-riders, as well as riders in a follow-up telephone study were asked a series of questions regarding the METRO Transit Logo.

Nearly three out of four (74%) Oklahoma City residents were able to provide a description of the Metro logo. Despite the lower awareness of Metro services, riders and non-riders are almost equally likely to be able to provide a description of the Metro logo.

- Riders are significantly more likely than non-riders to claim they know what the METRO logo looks like – 69% compared to 29%.
- Non-riders in the southeast study area are less likely to know what METRO Transit's logo looks like – 75% compared to 59% in the northwest and 57% in southeast study areas.

A follow up question was asked of those who claimed to be familiar with the logo.

Although there are no significant differences non-riders are more familiar with the colors while riders are more familiar with the shape of the logo.

Figure 8. Description of METRO Logo
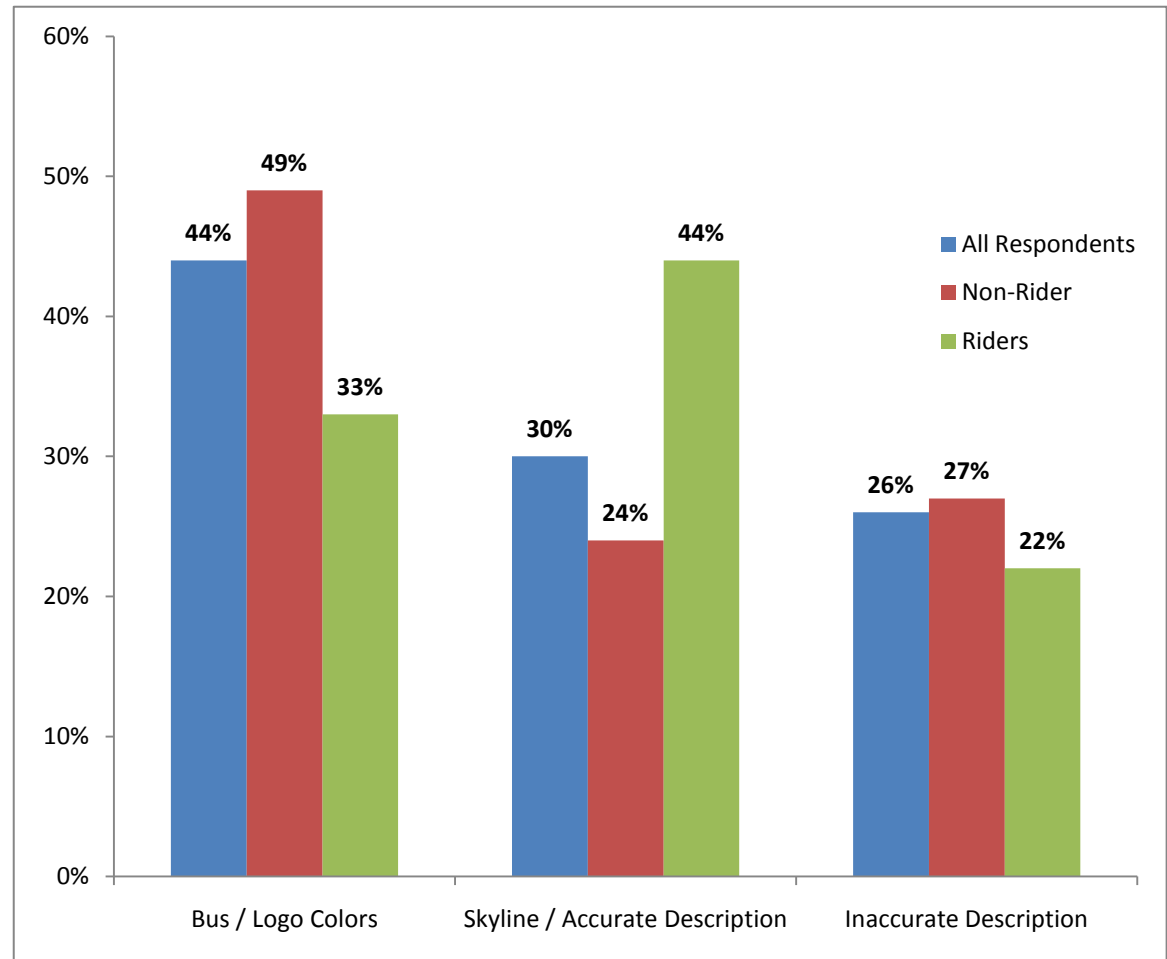
Q8B (Non-Rider) / Q6A (Follow-up) - Please describe METRO Transit's logo?
Non-Rider Study: Base= Respondents who know what METRO Transit's logo looks like (n=119)
Rider: Base=Follow-up respondents who know what METRO Transit's logo looks like (n=53)

Value of METRO Transit – Rider vs. Non-Rider

The vast majority of respondents (93%) feel that METRO provides a valuable service to the community.

Note that there is no statistical difference between riders and non-riders.

Figure 9. Value of METRO Service

% Yes

- All Respondents: 93%
- Non-Rider: 92%
- Rider: 95%
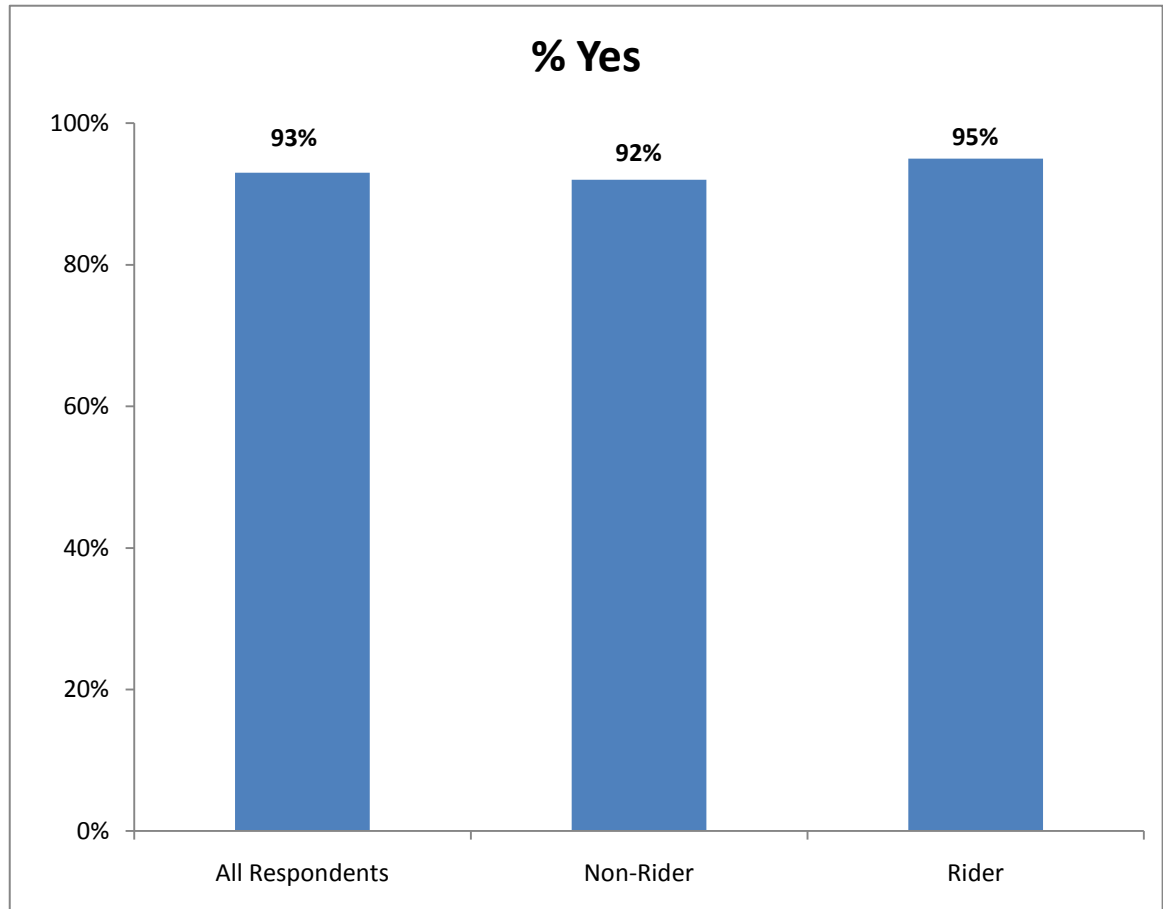
Q9 (Non-Rider) / Q3 (Follow-up) - Do you feel METRO Transit provides a valuable service to the community?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

Familiarity with Area Programs – Rider vs. Non-Rider

Non-riders and riders in the follow-up study were asked to rate their familiarity with a series of transportation related programs.

Riders are more familiar than non-riders with all of the programs.

- Riders are significantly more likely to be familiar with the Guaranteed Ride Home and Bike 'n' Ride programs.

Figure 10. Transportation Program Familiarity
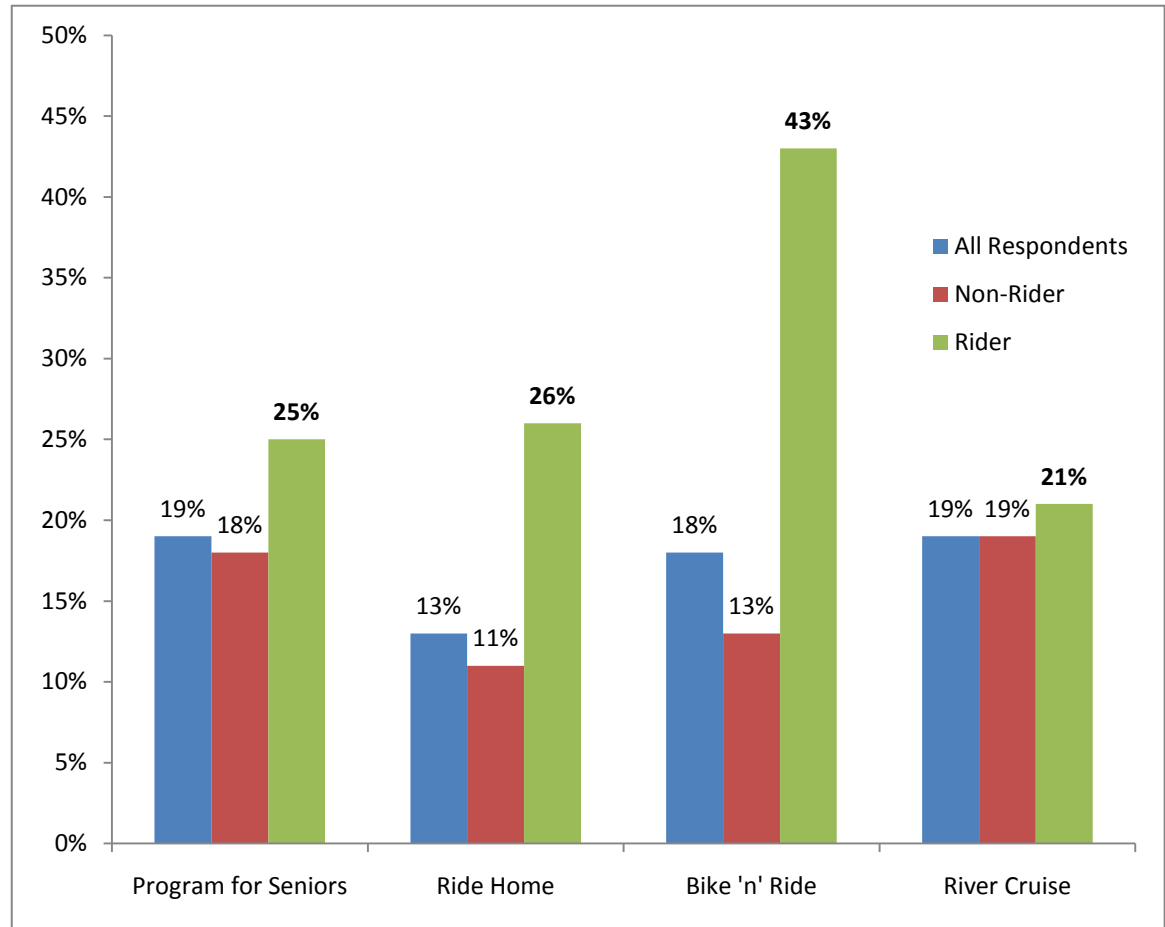
Respondents with a response of familiar (4) or very familiar (5)
Q7 (Non-Rider) / Q5 (Follow-up) - Please rate your level of familiarity with the following programs or service provided by METRO Transit . . .
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

Use of the Downtown Trolley – Rider vs. Non-Rider

One out of three (32%) Oklahoma City residents have used the downtown trolley.

Current METRO Transit riders are nearly twice as likely as non-riders to claim that they have used the downtown trolley in Oklahoma City – 53% compared to 28% for non-riders.

Among non-riders, there has been no change in trolley use from 2007 to the present.

Figure 11. Downtown Trolley Use

% Yes

Category	Value
All Respondents	32%
Non-Rider	28%
Rider	53%
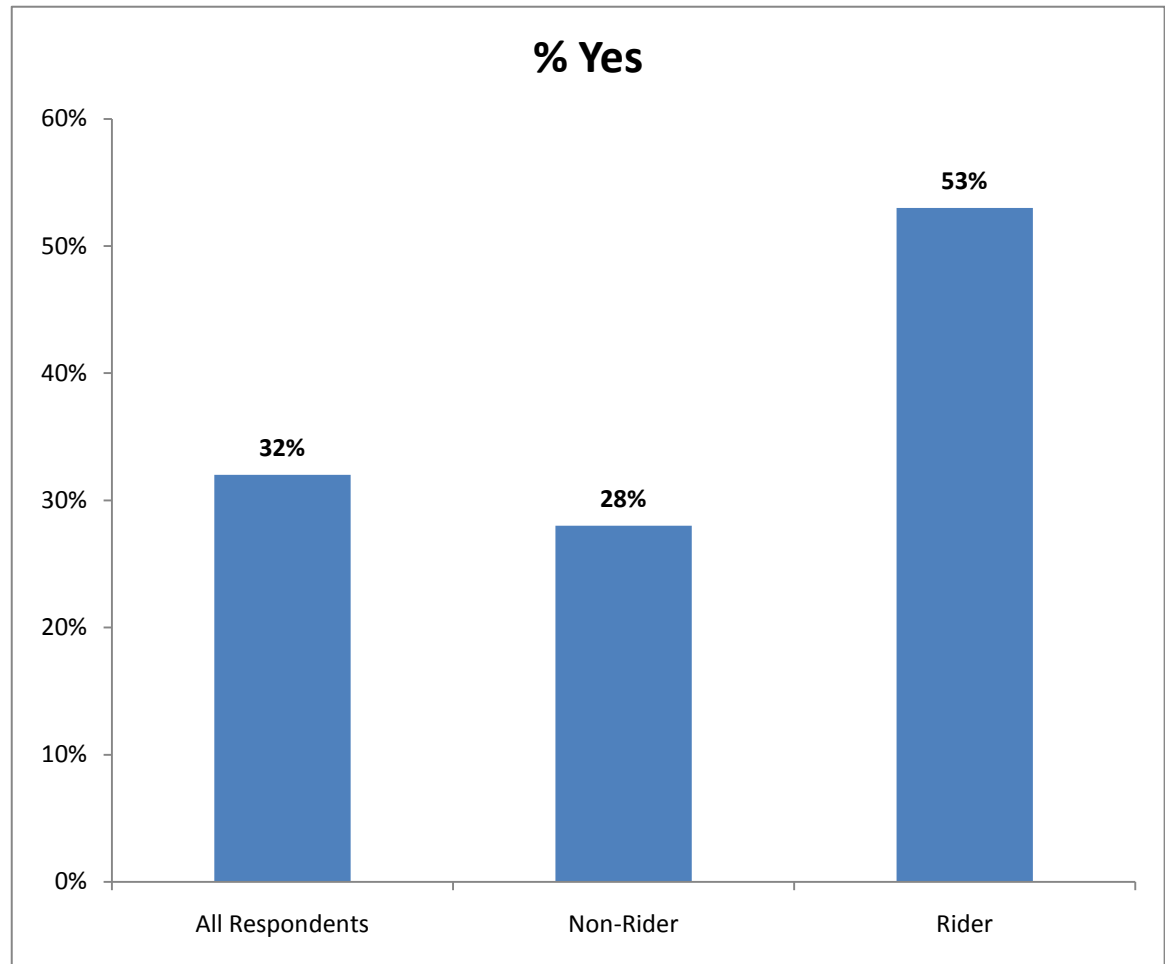
Q4D (Non-Rider) / Q2 (Follow-up) - Have you ever used the Trolley in Downtown Oklahoma City?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

Use of Other Transportation Agencies – Rider vs. Non-Rider

Telephone respondents (non-rider and riders in the follow-up study) were asked if they have ever used public transportation outside of Oklahoma City.

Both riders and non-riders have some familiarity with public transportation in other communities, suggesting at least some willingness to use transit when available. Three out of five (59%) Oklahoma City residents have used a public transit system outside of Oklahoma City.

Among riders, those whose income is $20,000 or above are significantly more likely than riders whose income is below $20,000 to say they have used public transportation outside of Oklahoma City – 71% compared to 45% respectively.

In the non-rider study, respondents with incomes $40,000 or above are significantly more likely to say they have used public transportation outside of Oklahoma City.

The significant findings by income could be due to the fact that those with greater incomes are generally more likely to travel to other cities.

Figure 12. Use of Other Transit Agency

% Yes

- All Respondents: 59%
- Non-Rider: 60%
- Rider: 57%
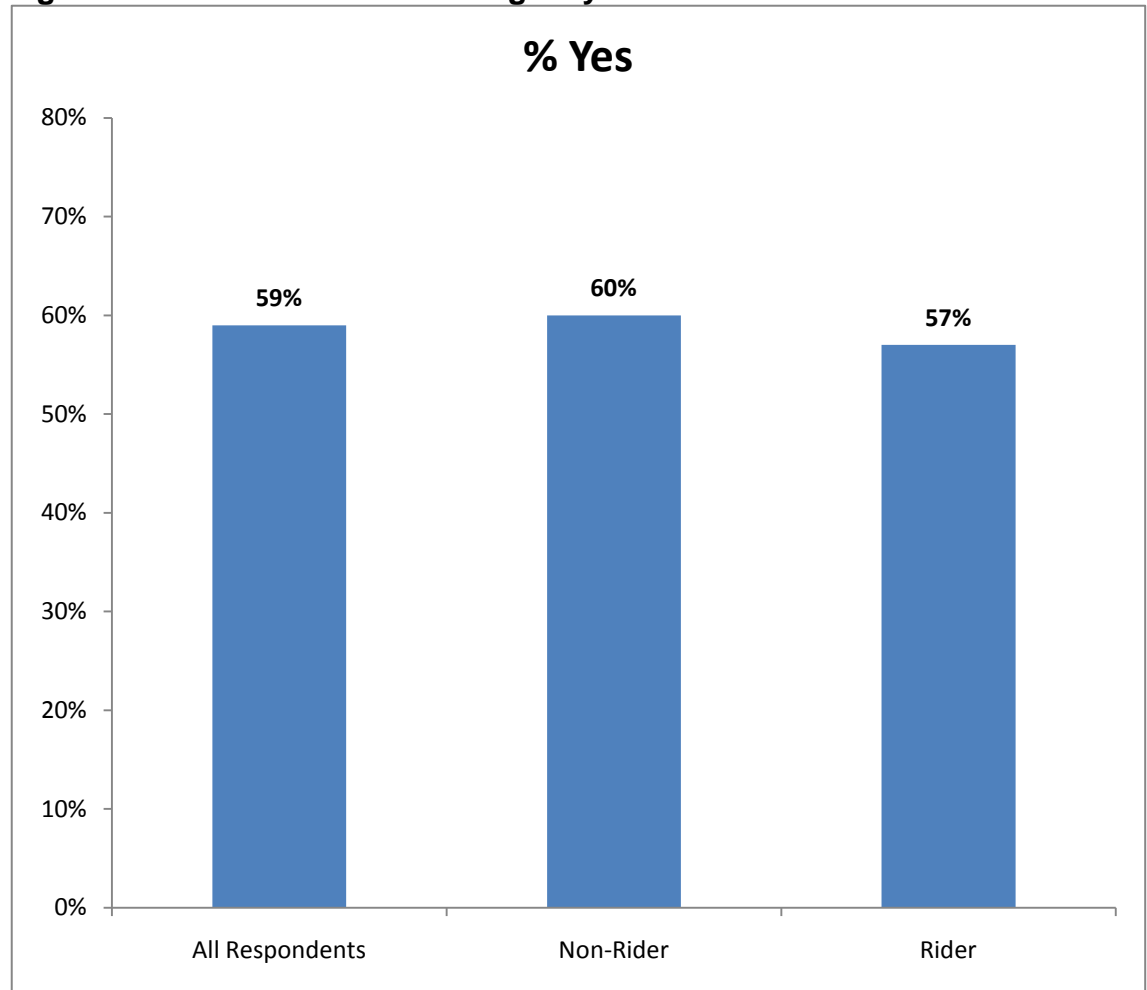
Q5 (Non-Rider) / Q7 (Follow-up) - Have you ever used any public transit outside of Oklahoma City?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

RIDER VS. NON-RIDER: ATTITUDES TOWARD PUBLIC TRANSPORTATION

Most Important Issue Facing Oklahoma City – Rider vs. Non-Rider

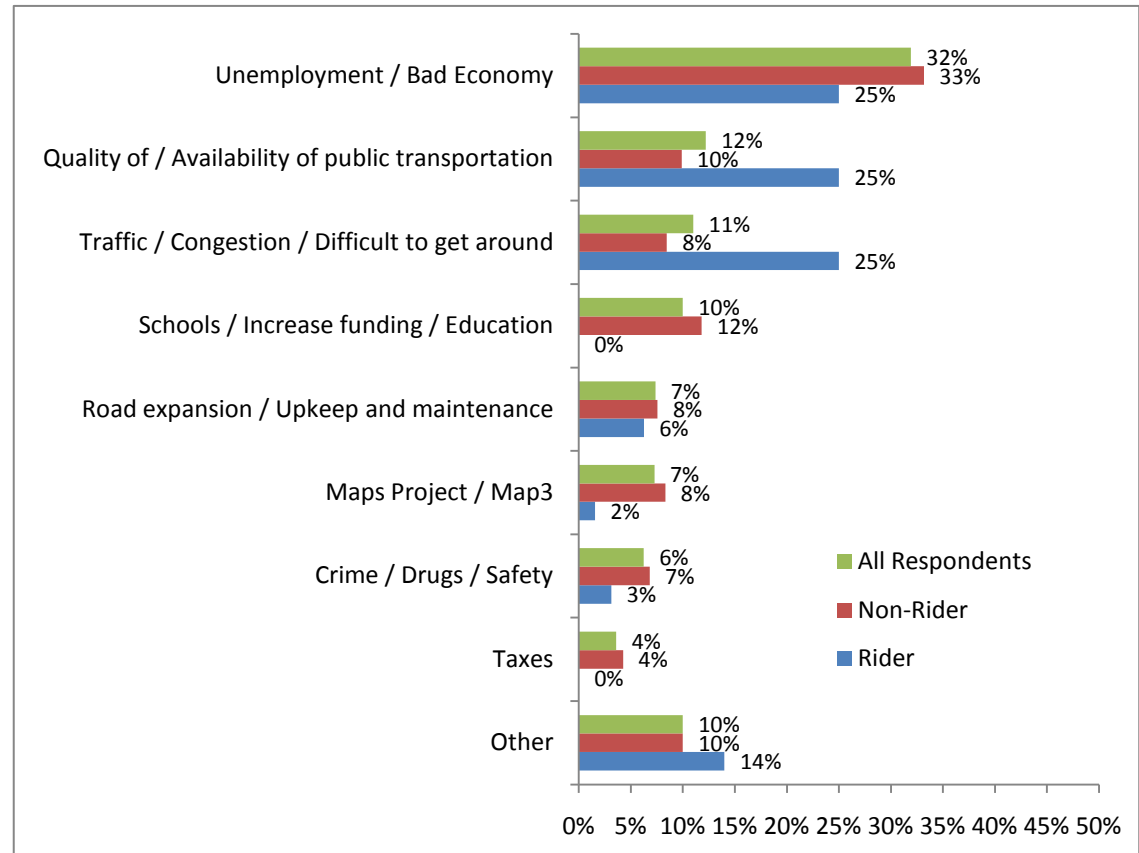Overall, unemployment and the economy is the most important issue facing Oklahoma City.

- Non-riders are more likely to give this answer than any other.

The next two issues are the quality / availability of public transportation and general traffic / congestion issues.

- Although less important for non-riders, these two responses are each considered just as important as the economy to riders. This shows just how important METRO Transit is to those who use it.

There are no differences between the attitudes of voters and non-voters on this topic.

Figure 13. Most Important Issue

Issue	All Respondents	Non-Rider	Rider
Unemployment / Bad Economy	32%	33%	25%
Quality of / Availability of public transportation	12%	10%	25%
Traffic / Congestion / Difficult to get around	11%	8%	25%
Schools / Increase funding / Education	10%	12%	0%
Road expansion / Upkeep and maintenance	7%	8%	6%
Maps Project / Map3	7%	8%	2%
Crime / Drugs / Safety	6%	7%	3%
Taxes	4%	4%	0%
Other	10%	10%	14%

Q1 (Non-Rider Study) / Q8 (Follow-up) - What is the most important issue facing Oklahoma City and surrounding region today?
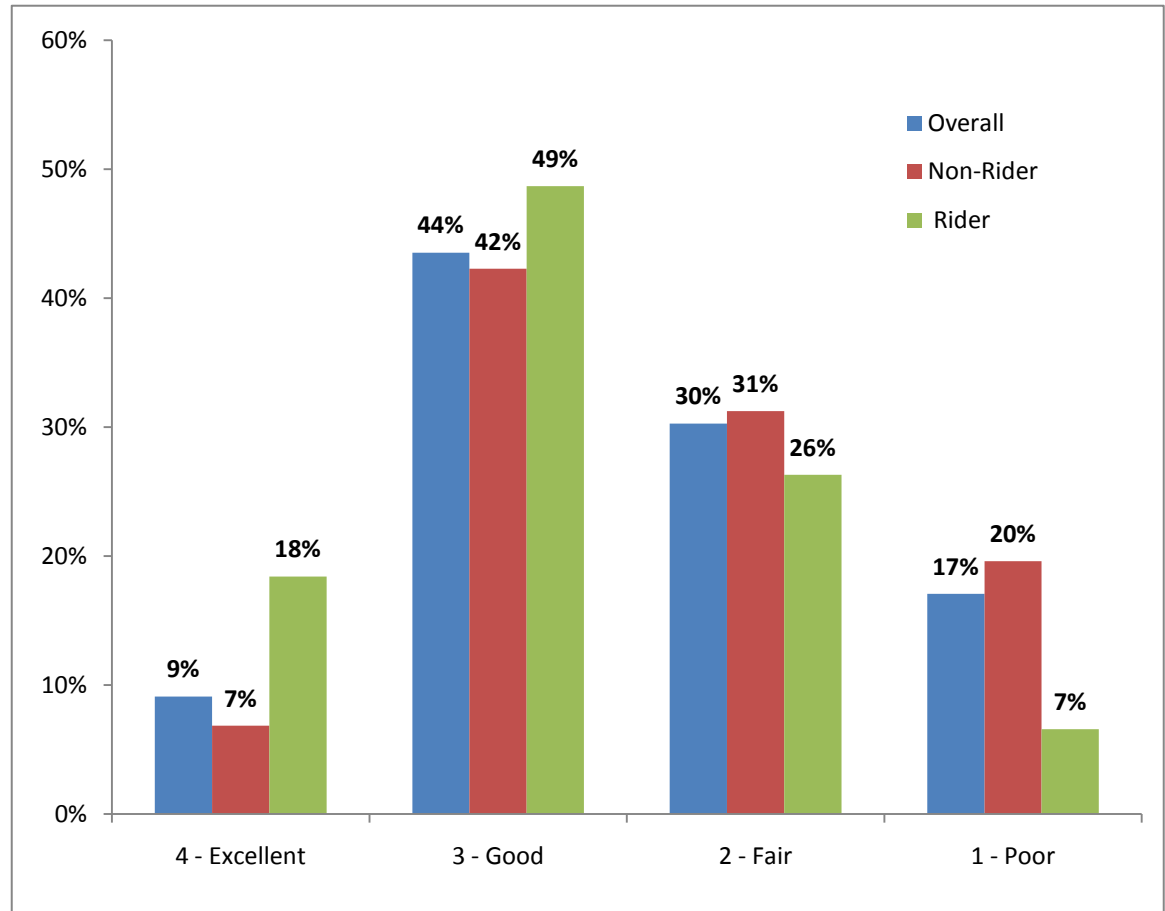**Non-Rider Study: Base=All respondents (n=401)**
Rider: Base=All follow-up respondents (n=77)

![infogroup/ORC]

Quality of Service Provided by METRO – Rider vs. Non-Rider

Overall, respondents report that METRO Transit is doing a good job.

- Riders are significantly more likely to say that METRO is doing a good to excellent job than non-riders (67% compared to 49%, respectively).

- Conversely, non-riders are nearly three times as likely as riders to say METRO is doing a poor job (20% compared to 7%, respectively).

Figure 14. Quality of Service Provided by METRO

Q3 (Non-Rider) / Q4 (Follow-up) - Based on what you know or may have heard, do you think METRO Transit is doing an excellent, good, fair, or poor job?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

## Importance of METRO to the Future – Rider vs. Non-Rider

Overall, respondents feel that investments in METRO Transit are important for Oklahoma City's long-term future.

Half (50%) of the riders interviewed believe that investments in METRO transit are extremely important.

Nearly half (48%) of respondents who claim that transportation issues (quality / availability of public transit, and traffic / congestion) are the most important issues facing Oklahoma City say that investment METRO Transit is extremely important (score of 10).

One-third (33%) of the remaining respondents claim that investment in METRO Transit is very important to Oklahoma City's long term future (score of 8-10).

Figure 15. Importance of Investments
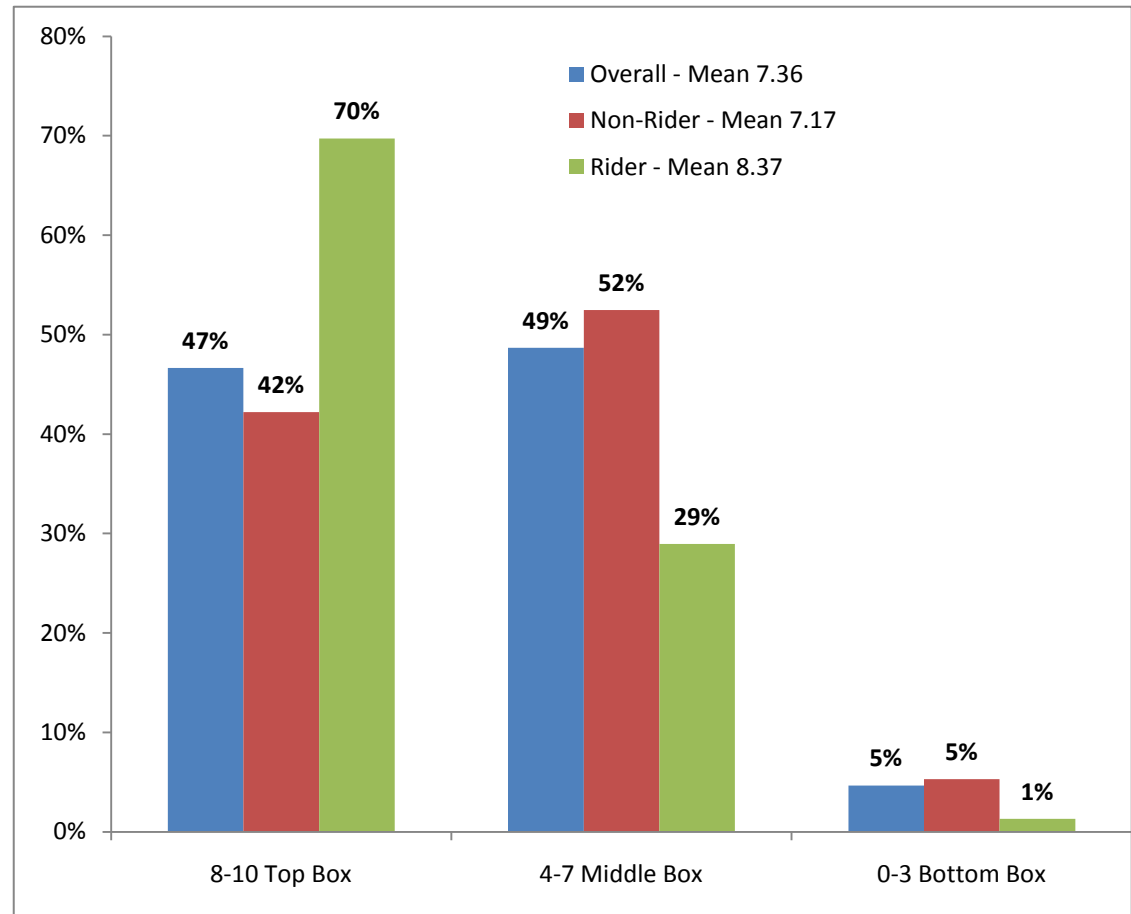
Q11A (Non-Rider) / Q10A (Follow-up) - How important do you feel investments in METRO Transit is for Oklahoma City's long-term future?
On a scale of 0 to 10, where "0" means "not at all important" and "10" means "extremely important."
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

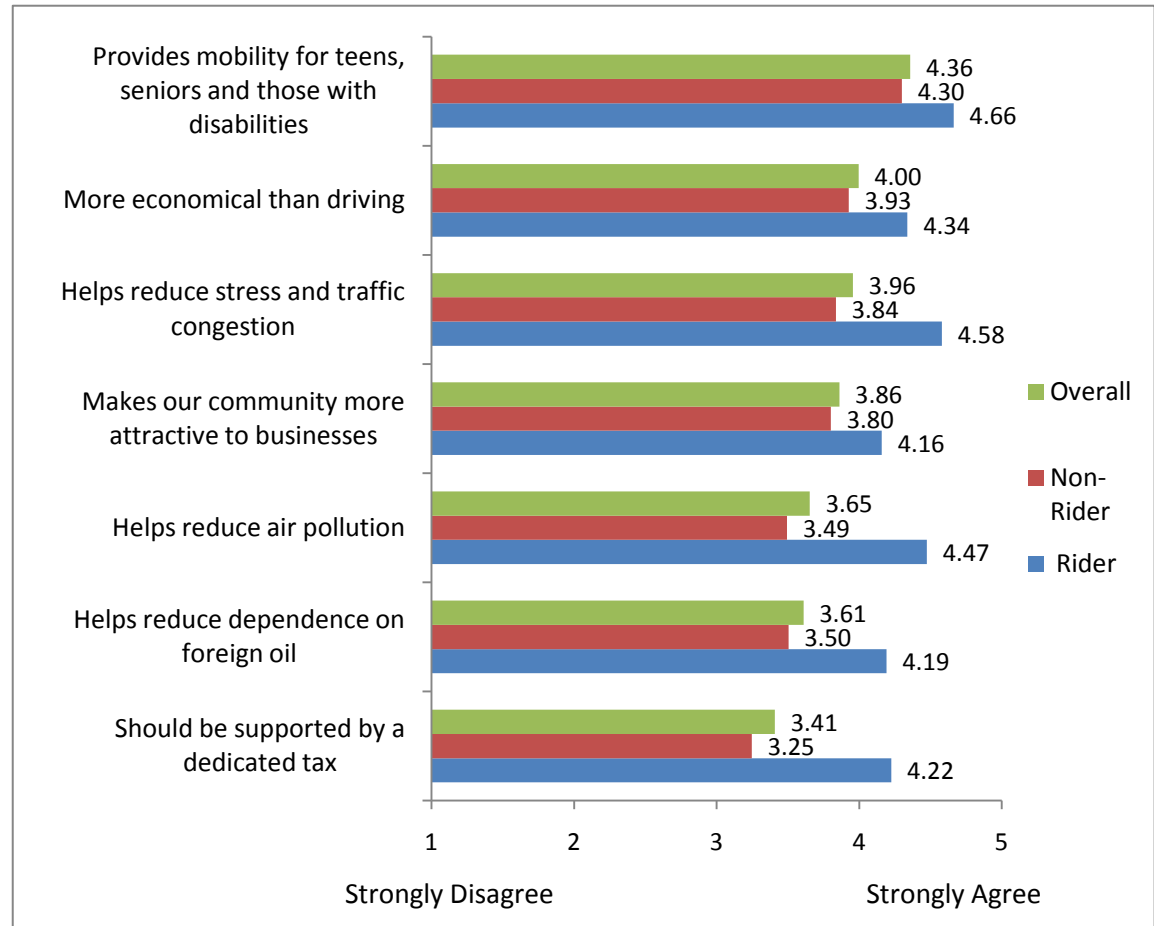## AttitudesToward Public Transportation – Rider vs. Non-Rider

When asked about their feelings regarding various aspects of public transportation, all respondents generally agreed that it provides mobility for teens, seniors, and those with disabilities.

On all points, riders are significantly more likely to strongly agree than non riders.

- However, non-riders are significantly more likely to say that they somewhat agree instead of strongly agree with the statements.

Oklahoma City residents have generally neutral opinions as to whether public transportation in the area should be supported by a dedicated tax.

Figure 16. Attitudes Toward Public Transportation

Provides mobility for teens, seniors and those with disabilities — Overall 4.36, Non-Rider 4.30, Rider 4.66

More economical than driving — Overall 4.00, Non-Rider 3.93, Rider 4.34

Helps reduce stress and traffic congestion — Overall 3.96, Non-Rider 3.84, Rider 4.58

Makes our community more attractive to businesses — Overall 3.86, Non-Rider 3.80, Rider 4.16

Helps reduce air pollution — Overall 3.65, Non-Rider 3.49, Rider 4.47

Helps reduce dependence on foreign oil — Overall 3.61, Non-Rider 3.50, Rider 4.19

Should be supported by a dedicated tax — Overall 3.41, Non-Rider 3.25, Rider 4.22

Legend: Overall, Non-Rider, Rider

Scale: 1 Strongly Disagree — 5 Strongly Agree

Q10A-G (Non-Rider) / Q9A-G (Follow-up) - Please tell me whether you agree or disagree with the following statement about public? (Would that be strongly or somewhat?)
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)
On a scale from 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree

![infogroup/ORC logo]

Places to Get Info About METRO – Rider vs. Non-Rider

It is clear that area residents seek information about METRO from a variety of sources.

The largest segment (35%) goes directly to METRO (either by phone (20%) or the agency website (15%).

- Riders are significantly more likely to call METRO Transit – 45% vs. 15% respectively.

- Non-riders are significantly more likely to do an internet search – 34% vs. 7% respectively.

Figure 17. Where to Get Information
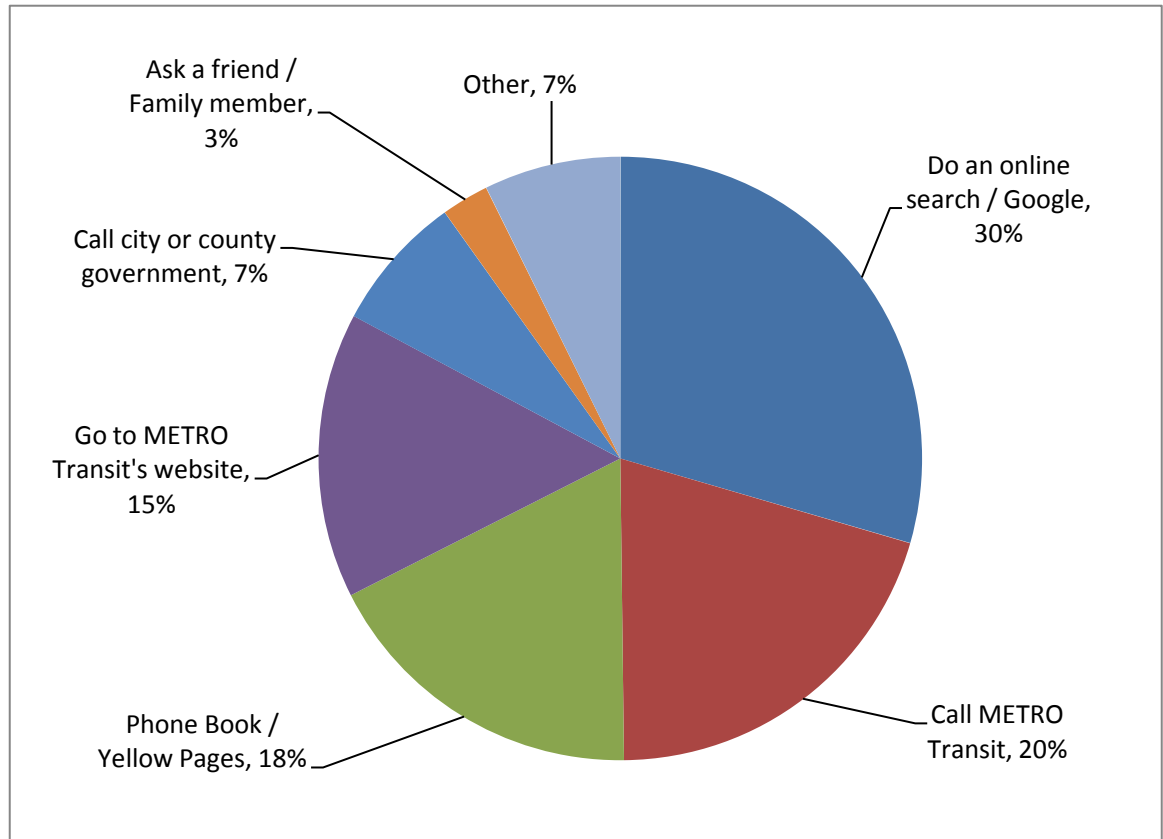
Q14 (Non-Rider) / Q20 (Follow-up) - If you needed information about public services in the Oklahoma City area, where would you go for information first?
Non-Rider Study: Base=All respondents (n=401)
Rider: Base=All follow-up respondents (n=77)

![infogroup/ORC logo]

NON-RIDER ATTRIBUTES

### Familiarity with METRO – Non-Riders

At the beginning of the non-rider survey, respondents were asked to name the local transportation agency.

Slightly more than two out of five (43%) respondents were able to identify the transit agency as METRO Transit or Central Oklahoma Parking and Transportation Authority.

- Over half (54%) of respondents between 35 and 54 said METRO Transit.

- Respondents living in the southeast and southwest study areas were the most likely to claim that they did not know the name of the local transit agency – 64% and 52% respectively.

A small portion of respondents interviewed (37%) claim to have ridden METRO Transit at some point. An examination of this group shows that they are significantly more likely than those who report never using METRO at correctly identifying METRO Transit – 57% and 28% respectively.

Figure 18. METRO Brand Awareness
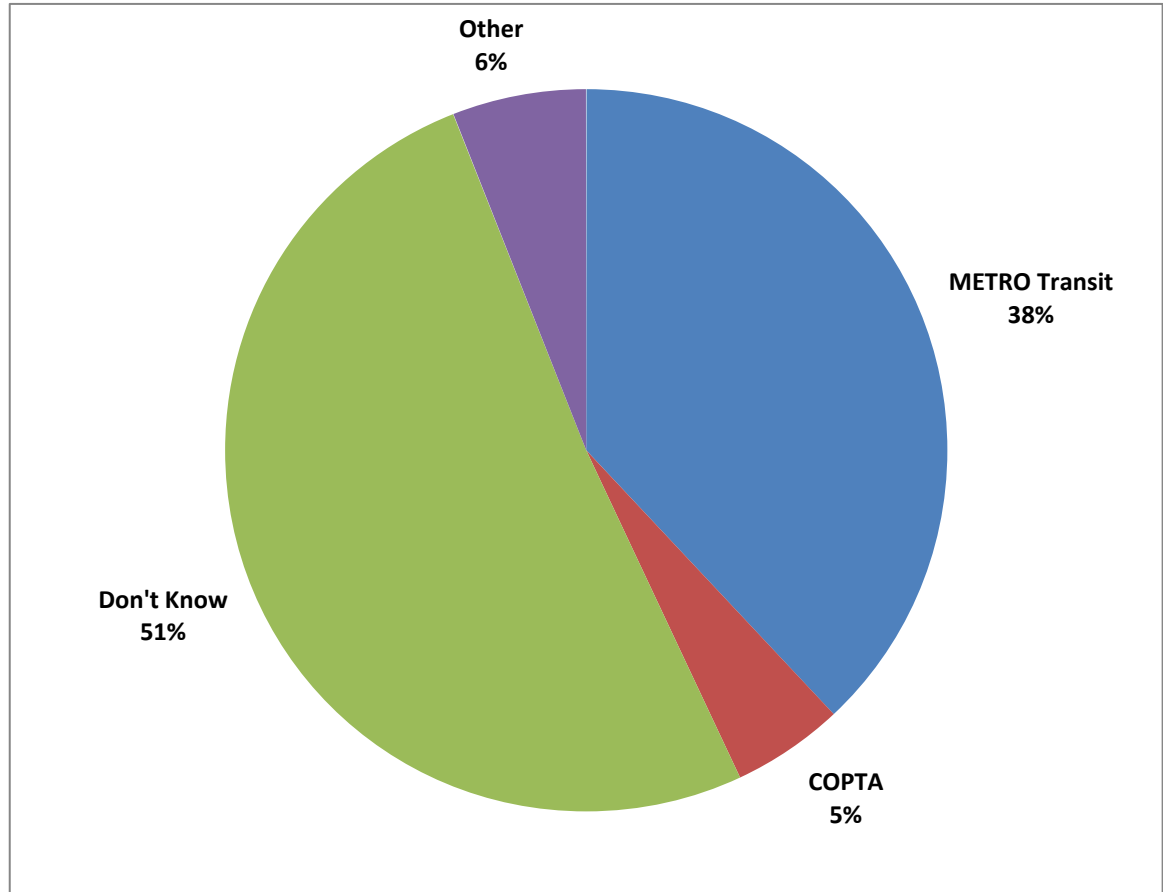
Q2 (Non-Rider) - What is the name of the agency providing local bus service?
Non-Rider Study: Base=All respondents (n=401)

Use of METRO Transit Within the General Population – Non-Riders

Respondents in the non-rider telephone study were asked if they have used METRO Transit. Those who said no were then asked a follow-up question asking if they have ever considered using METRO Transit.

Over one third (37%) of respondents claim they have used METRO Transit

- Respondents with household incomes under $20,000 are significantly more likely than those with incomes above $40,000 to say they have used METRO Transit.

Out of those who have not used METRO, only 22 percent say that they have considered using it.

- This is similar to the results in 2007 where 35 percent said that they have considered using METRO transit. However, it is unknown if all respondents received this question or only those who have never ridden METRO Transit. For this reason direct comparisons cannot be made.

Figure 19. General Population: Use of METRO Transit
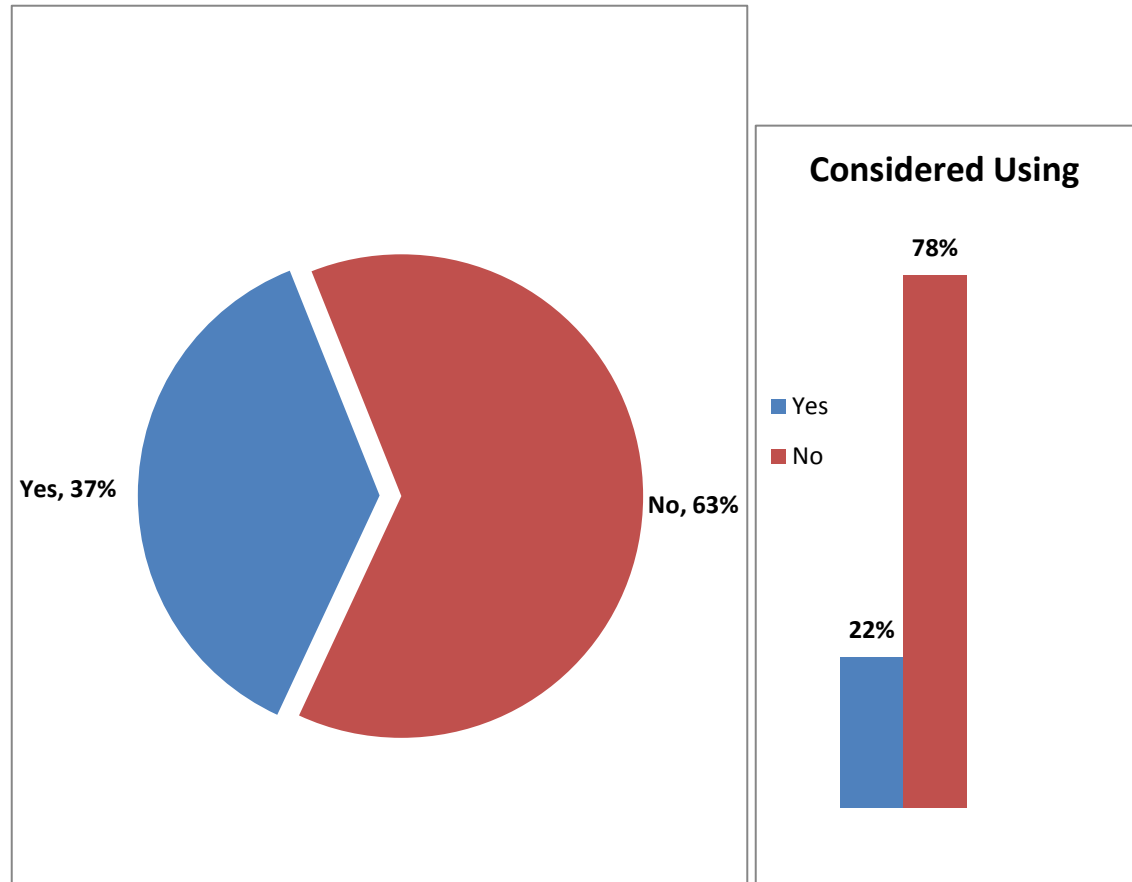
Q4A - Have you ever used METRO Transit?
Non-Rider Study: Base=All respondents (n=401)
Q4C - Have you ever considered using METRO Transit as a mode of transportation around the Oklahoma City area?
Non-Rider Study: Base=Riders who have NOT used METRO Transit (n=243)

![infogroup/ORC logo]

Communicate with METRO – Non-Riders

Most non-riders say that they would prefer to communicate with METRO via the METRO Transit website or email.

- However, respondents 55 years of age and older are more likely than the younger age groups to rate these as the two worst methods of communication.

- Respondents 55 and over are more likely than the younger age groups to say that the best method of communication is by mail or in a letter.

Figure 20. Communicate with METRO
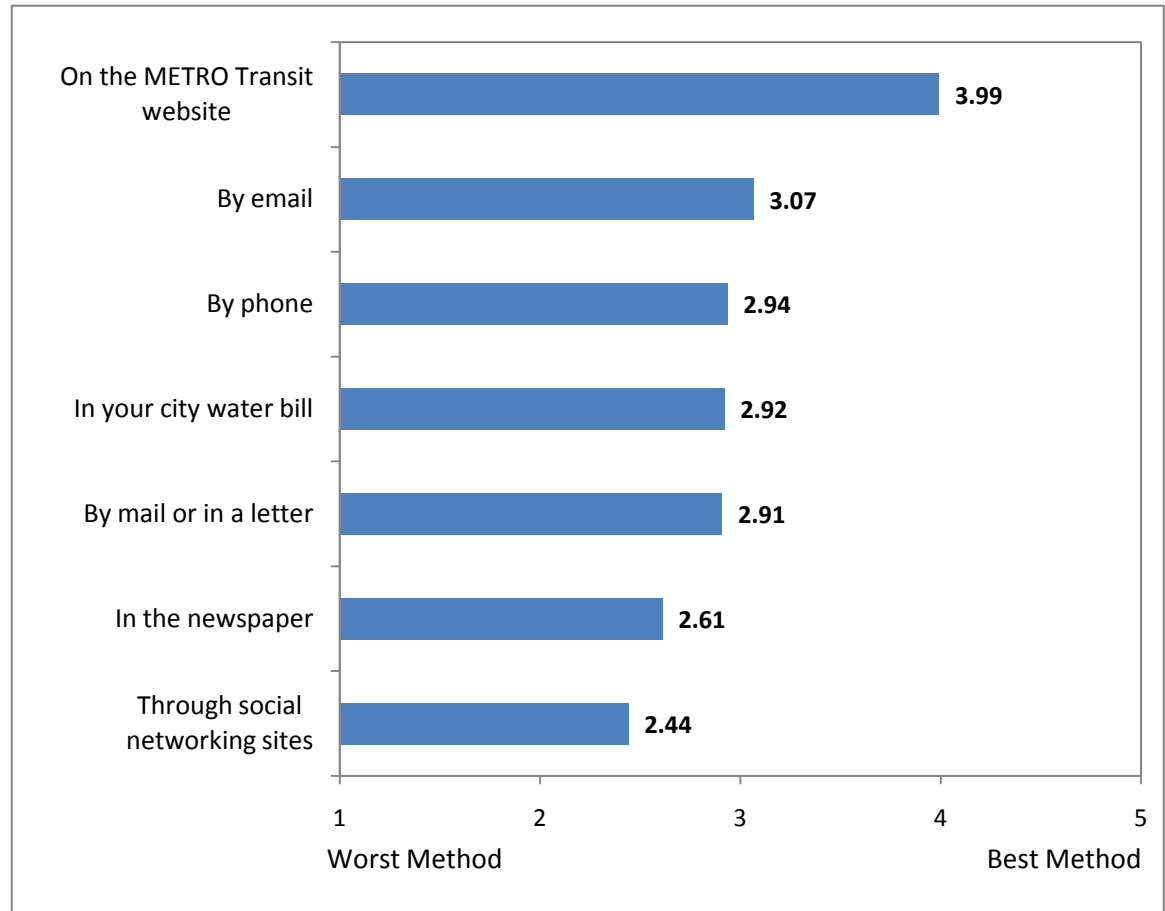
Q22A-G (Non-Rider) - Please rate your preference as a way to communicate with METRO Transit.
Non-Rider Study: Base=All respondents (n=401)
On a scale from 1 to 5 where 1 means Least Effective/Worst Method and 5 means Most Effective/Best Method

METRO RIDER: MEDIA AND COMMUNICATION

Television – Riders

Just over two in five (41%) riders have cable, making this the most popular form of television access in Oklahoma City.

Nearly the same number (37%) only have basic, antenna based, access to television.

More riders say that they do not have or watch TV than report having satellite services – 12% and 9% respectively.
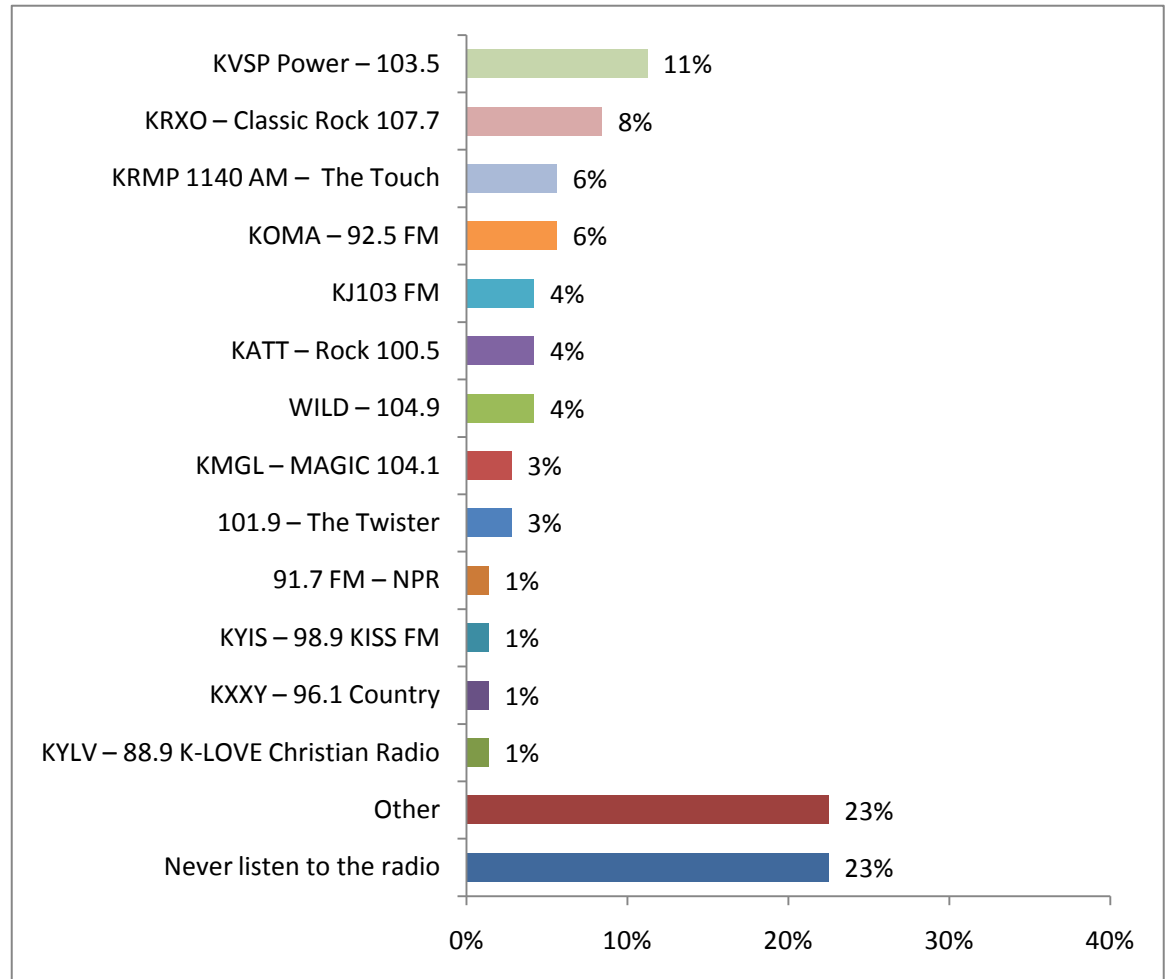
Figure 21. TV Stations
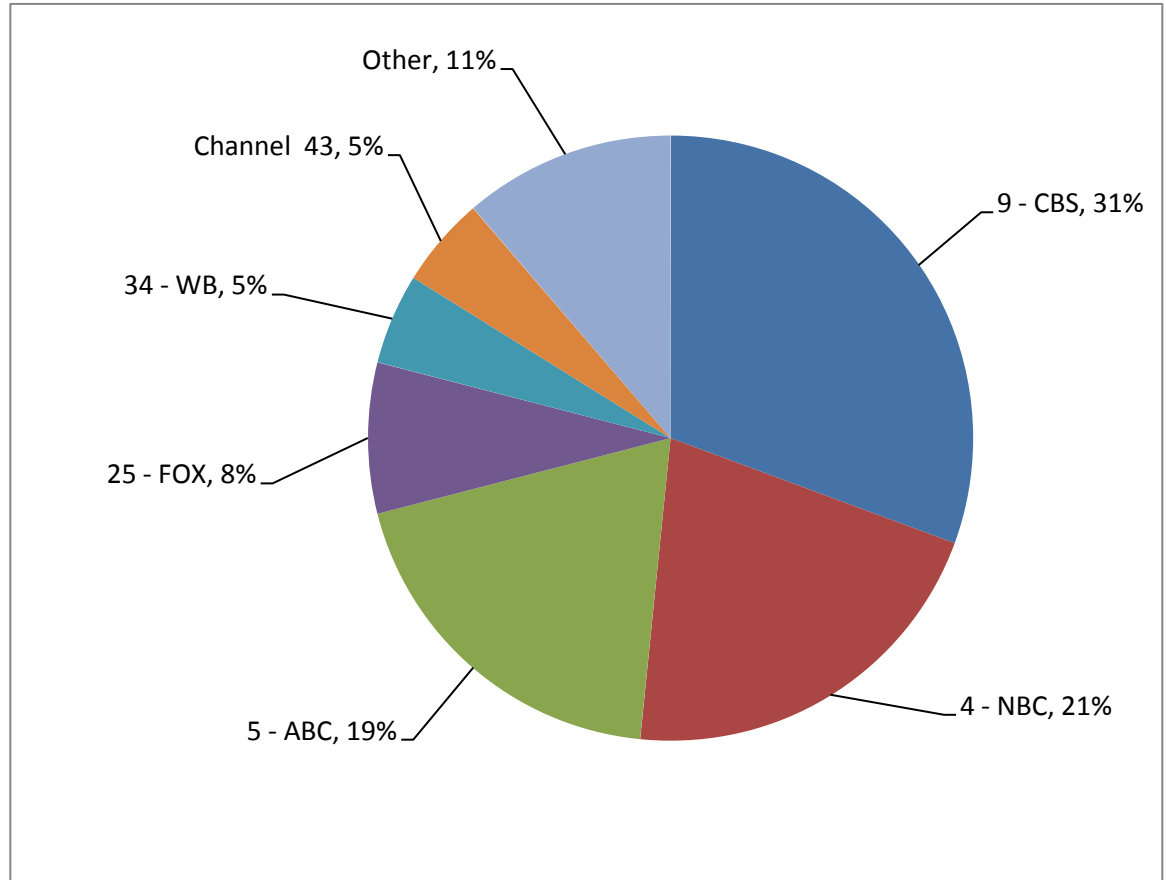
Q26A (Follow-up) - Which local television station do you watch most frequently?
Rider: Base = All follow-up respondents who have a television (n=66)

Radio Station – Riders

Over half (56%) of riders claim that they never listen to the radio (23%), or listen to some other station or radio service such as XM or internet radio (23%).

Figure 22. Radio Station

Station	%
KVSP Power – 103.5	11%
KRXO – Classic Rock 107.7	8%
KRMP 1140 AM – The Touch	6%
KOMA – 92.5 FM	6%
KJ103 FM	4%
KATT – Rock 100.5	4%
WILD – 104.9	4%
KMGL – MAGIC 104.1	3%
101.9 – The Twister	3%
91.7 FM – NPR	1%
KYIS – 98.9 KISS FM	1%
KXXY – 96.1 Country	1%
KYLV – 88.9 K-LOVE Christian Radio	1%
Other	23%
Never listen to the radio	23%

Q25 (Follow-up) - Which radio station do you listen to most frequently?
Rider: Base=All follow-up respondents (n=77)

![infogroup/ORC logo]

Newspaper – Riders

The Daily Oklahoman is the most popular newspaper with two thirds (66%) reading it.

Interestingly, nearly one quarter (22%) of riders do not read any newspaper.

Figure 23. Newspaper
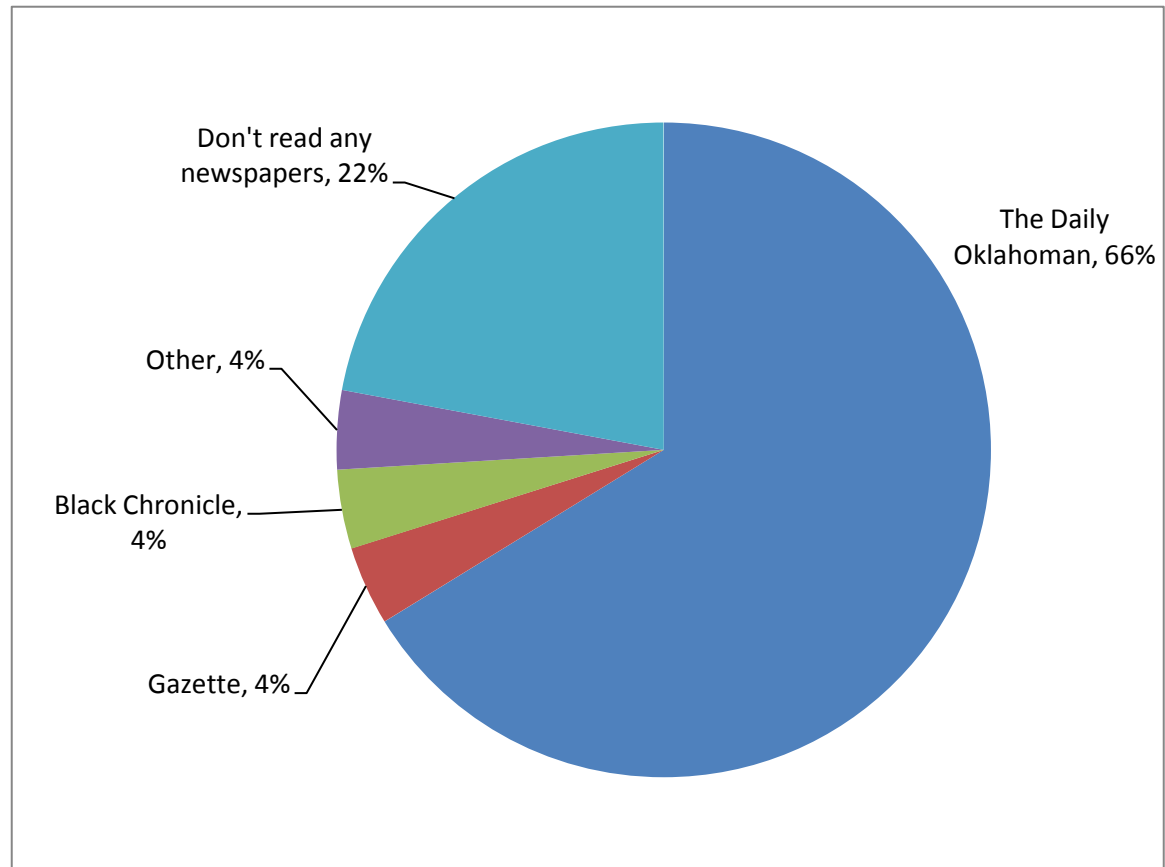
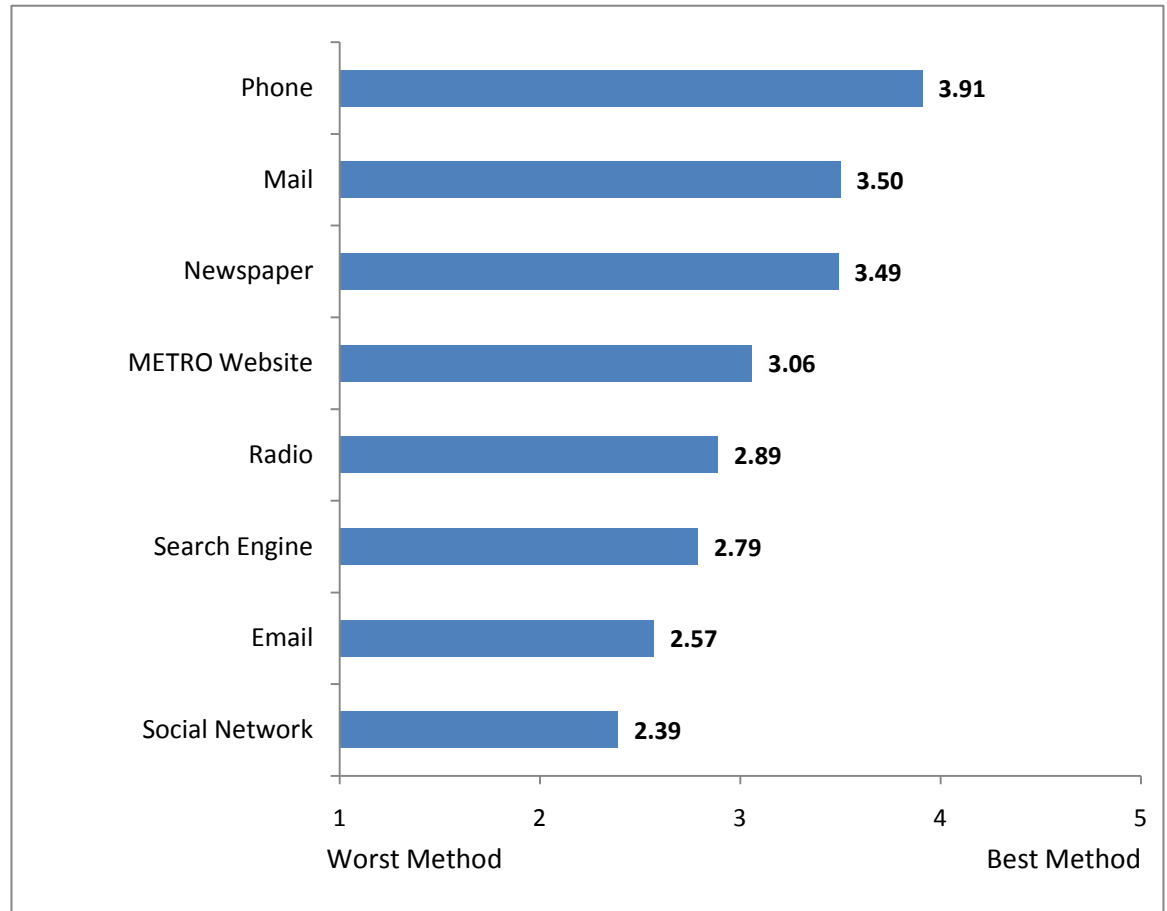**Q27 (Follow-up) - What newspaper do you read most frequently?**

Rider: Base=All follow-up respondents (n=77)

Receive Information <u>from</u> METRO – Riders

Most riders say that they would prefer to receive information from METRO Transit through the telephone or in the mail through a newsletter.

- Internet options such as a search engine, email, and social networking are the lowest ranked options. This is most likely due to low broadband internet penetration among METRO riders.
- Riders without cell phones are significantly more likely to say that the telephone is the best method to receive information from METRO Transit.

Figure 24. Communicate with METRO

Q23A-H (Follow-up) - Please rate your preference as a way receive information from METRO Transit.
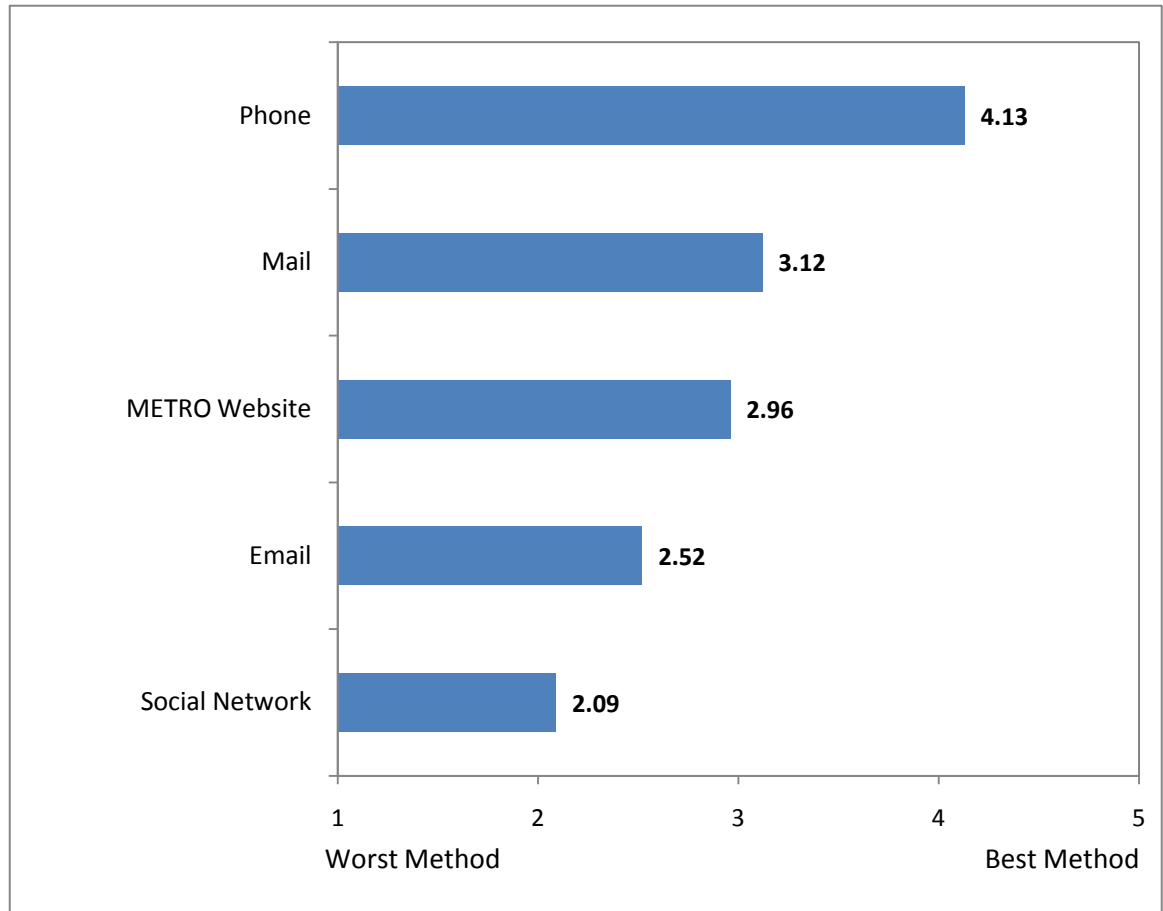**Rider Study: Base=All follow-up respondents (n=77)**
On a scale from 1 to 5 where 1 means Least Effective/Worst Method and 5 means Most Effective/Best Method

![infogroup/ORC]

Communicate <u>with</u> METRO – Riders

Similar to receiving information from METRO Transit, most riders say that they would prefer to communicate with METRO via telephone.

- Respondents 60 and over are more likely than the younger age groups to say that the best method of communication is by telephone.

Figure 25. Communicate with METRO

Q24A-D (Follow-up) - Please rate your preference as a way to communicate with METRO Transit.
Rider Study: Base=All follow-up respondents (n=77)
On a scale from 1 to 5 where 1 means Least Effective/Worst Method and 5 means Most Effective/Best Method

METRO RIDER: RIDERSHIP HABITS

Popular Routes – Riders

Riders were asked for which route they rode most often. This question was designed as a single response question but the majority of respondents listed several routes. As a result this question now reflects what routes respondents ride on a regular basis.
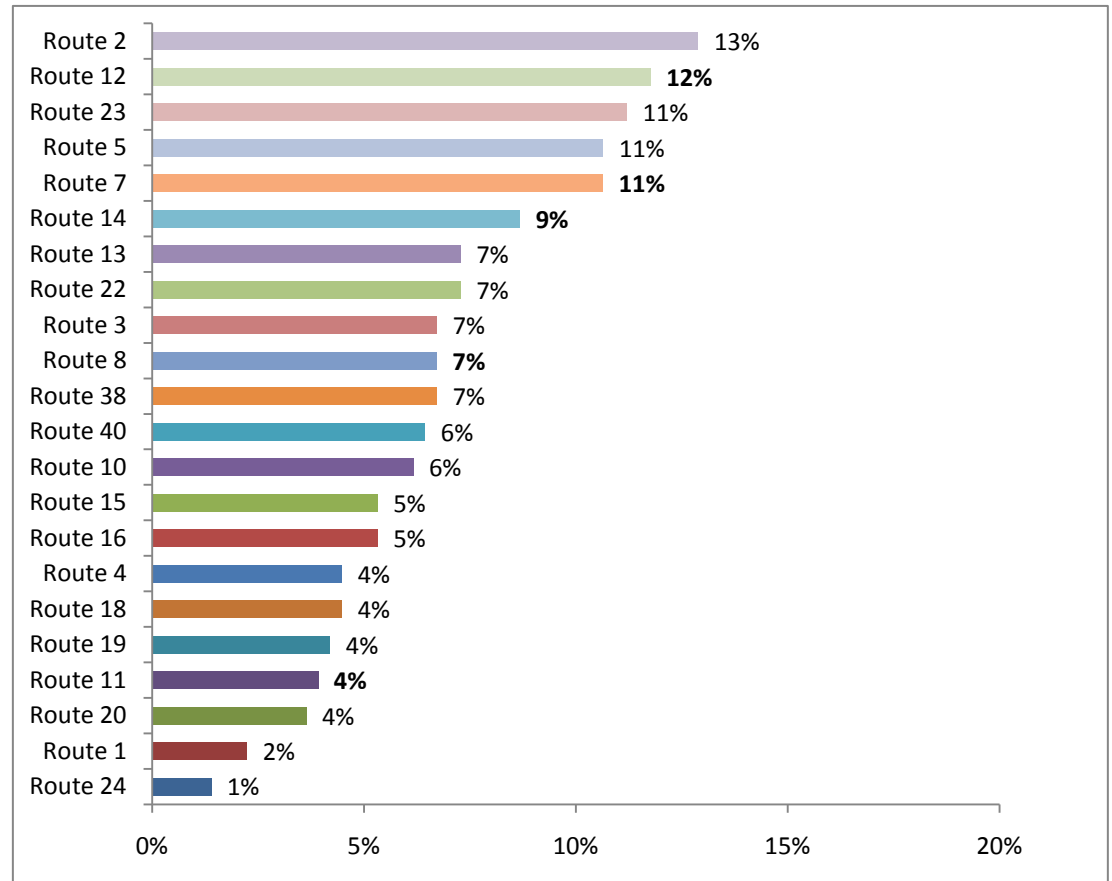
The most popular routes for Northwest Oklahoma City are: Route 5 (23%), Route 7 (17%), and Route 23 (15%).

The most popular routes for the Northeast region are: Route 2 (24%), Route 3 (22%), and Route 22 (21%).

The most popular routes for the Southwest region are: Route 12 (23%), Route 11 (13%), and Route 15 (13%)

The most popular routes for the Southeast region are: Route 14 (62%), Route 20 (24%), Route 15 (10%), and Route 40 (10%).

Figure 26. List of Routes by Popularity

Route	%
Route 2	13%
Route 12	**12%**
Route 23	11%
Route 5	11%
Route 7	**11%**
Route 14	**9%**
Route 13	7%
Route 22	7%
Route 3	7%
Route 8	**7%**
Route 38	7%
Route 40	6%
Route 10	6%
Route 15	5%
Route 16	5%
Route 4	4%
Route 18	4%
Route 19	4%
Route 11	**4%**
Route 20	4%
Route 1	2%
Route 24	1%

**Q1 (Onboard) - Which route do you ride most often? (Multiple responses permitted)**
Rider: Base=All intercept respondents (n=379)

Frequency of Riding METRO – Riders

The majority (56%) of riders are regular riders – riding 5 to 6 times per week. This may in part reflect the nature of an on-board survey which is most likely to reach those who ride the bus more often.

At the same time, this is down from 70 percent in 2007. Ridership is down nationwide from the peak in 2007, in part reflecting the economy and employment statistics but also a decrease in the price of gasoline.

Figure 27. Ride Frequency
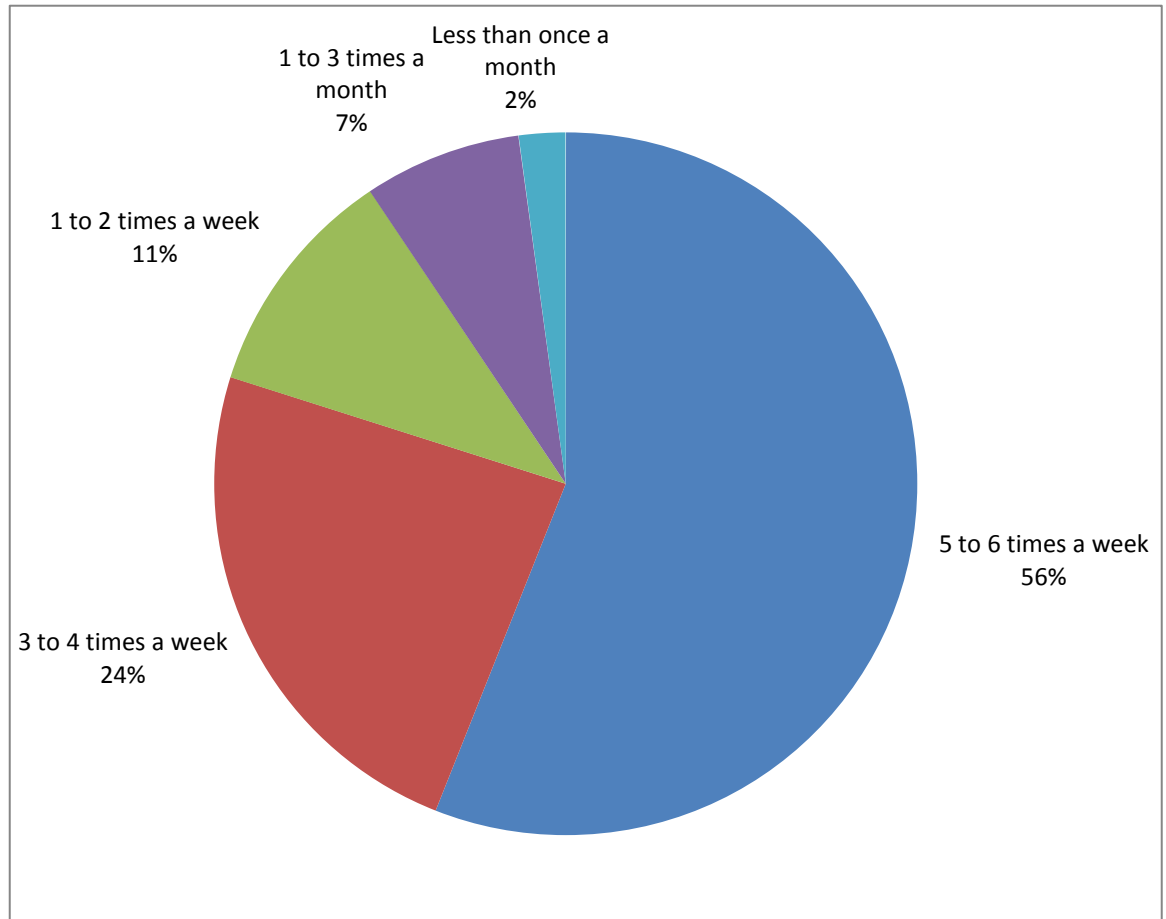
Q4 (Onboard) - How often do you currently ride METRO Transit?
Rider: Base=All intercept respondents (n=379)

![infogroup/ORC]

Reasons for Riding METRO – Riders

Ninety-three percent (93%) of riders are transportation dependent riders. That means that they either have no car (52%) and/or no other alternatives (41%).

Since 2007, the number claiming that transportation is their only alternative has decreased from 53 to 41 percent.

The same trend is seen with saving money which accounted for 28 percent of riders in 2007.

Figure 28. Why Ride
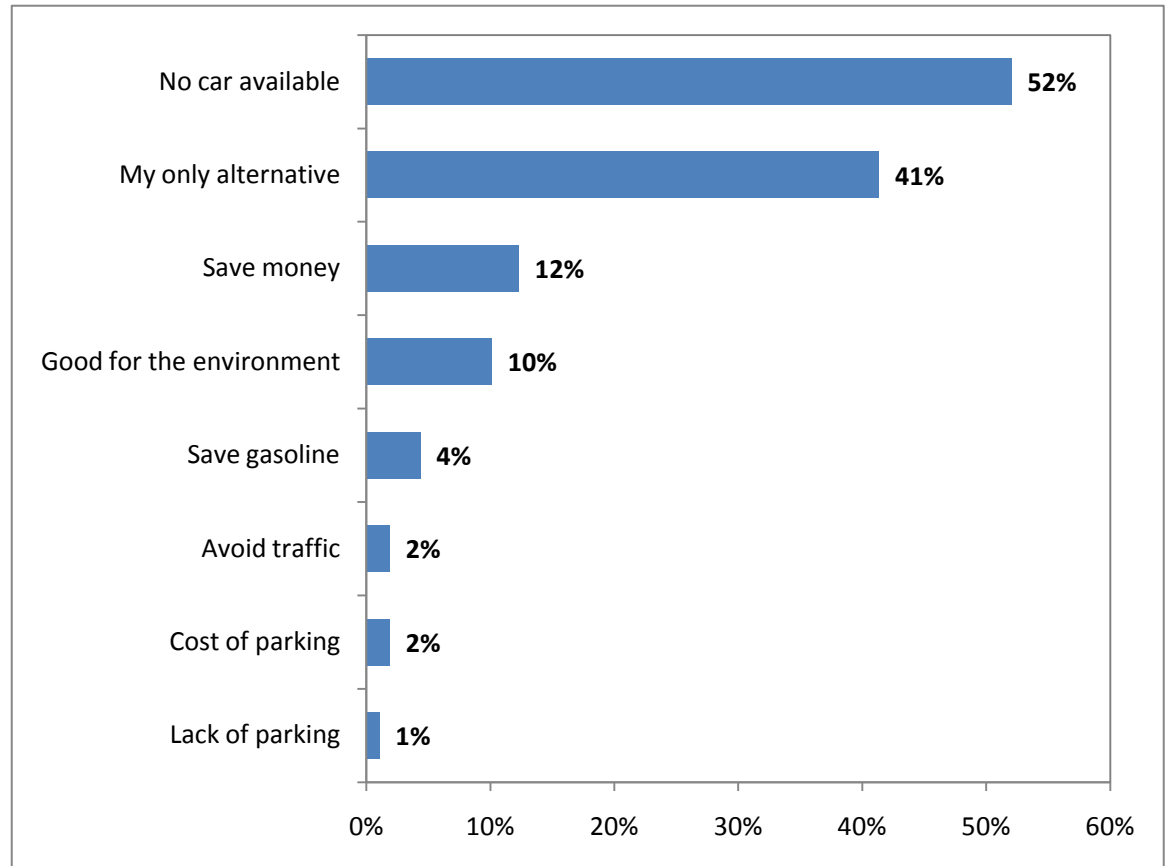
Q5 (Onboard) - Why do you use Metro Transit? (Multiple responses permitted)
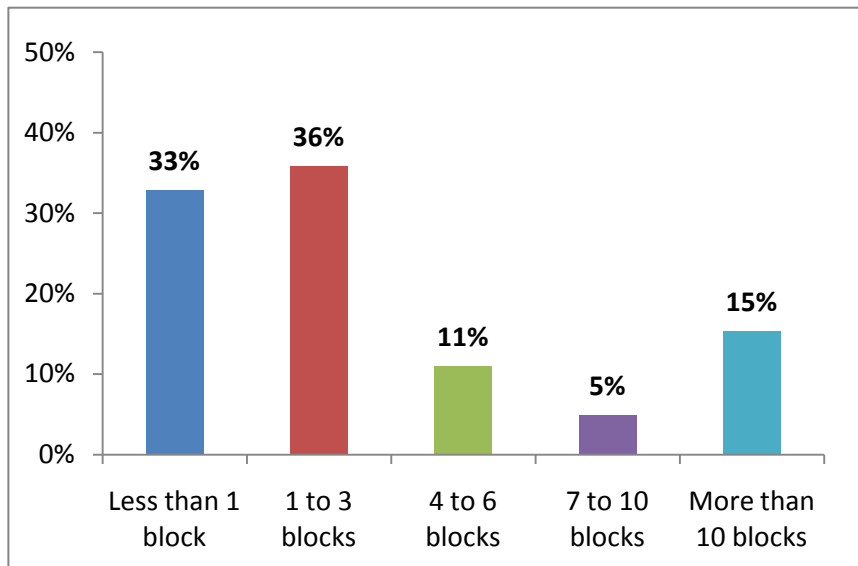**Rider: Base=All intercept respondents (n=379)**

Distance to Stop – Riders

On-board respondents were asked how far the nearest bus stop was to their home. Over two-thirds (69%) of respondents reported living within three blocks.

During the follow-up the respondents were asked if they would prefer stops to be further apart to make transit times faster. Nearly three out of five (62%) riders opposed this idea.

This suggests that riders are happy with the current stop distance configuration.
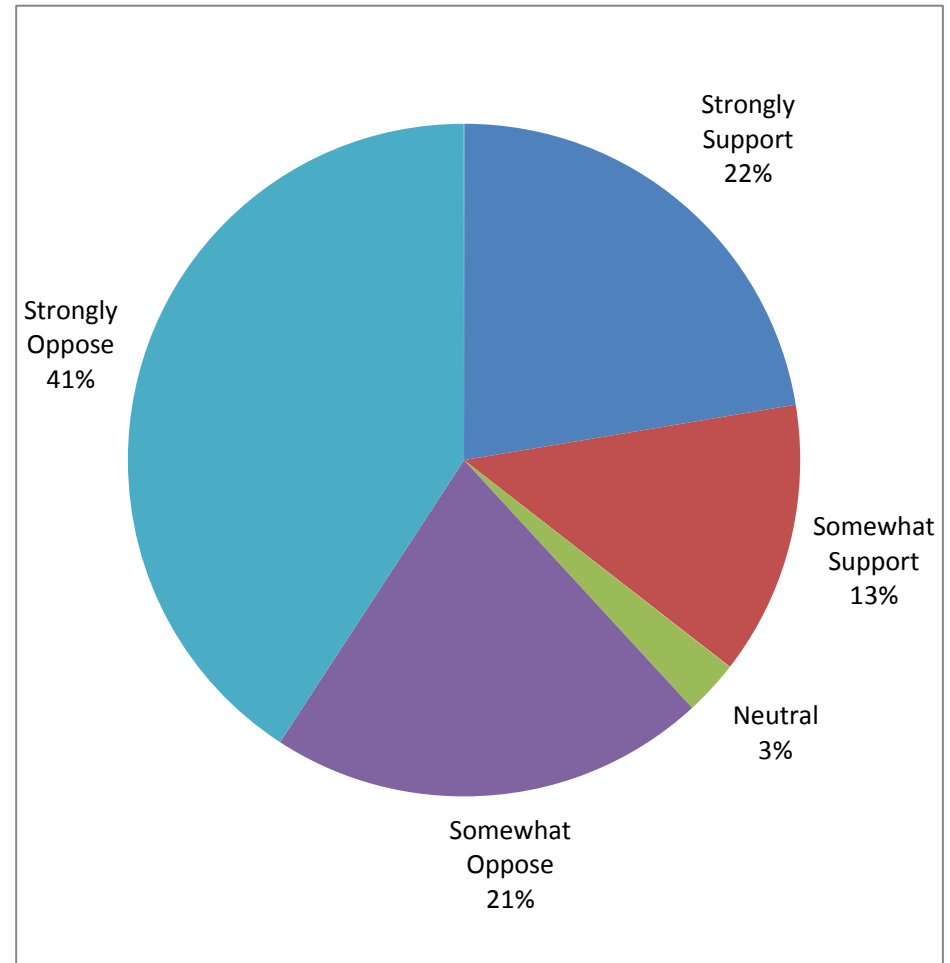
Figure 29. Distance to Nearest Bus Stop

Q3 (Onboard) - How far is it from your home to the nearest bus stop?
Rider: Base=All intercept respondents (n=379)

Figure 29a. Extent of Support for Stop Distance Option

Q19 (Follow-up) - METRO Transit is looking for ways to speed up bus trips. One approach that METRO Transit could take is to remove some stops and space them farther apart. Would you support or oppose this option?
**Rider: Base=All follow-up respondents (n=77)**

Transfers – Riders

As would be expected given METRO's system moving nearly all routes through the Transit Center, all but 15 percent of METRO riders make one or more transfers. Most (48%) make a single transfer.

Riders in Southeast Oklahoma City are the least likely to transfer. Just over three-quarters (78%) report transferring one or more times for a typical one-way trip.

Riders in Northeast Oklahoma City are the most likely to transfer. Nearly all (94%) report transferring one or more times for a typical one-way trip.

Figure 30. Number of Transfers
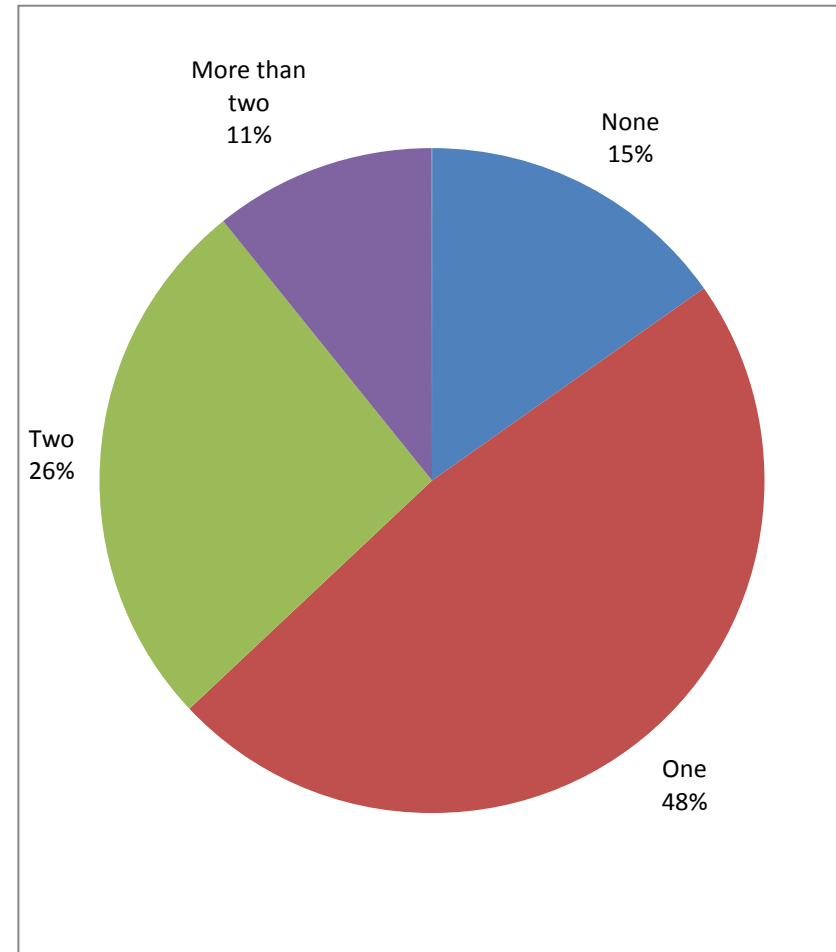
Q8 (Onboard) - How many transfers are needed for your typical ONE-WAY trip on a METRO bus?
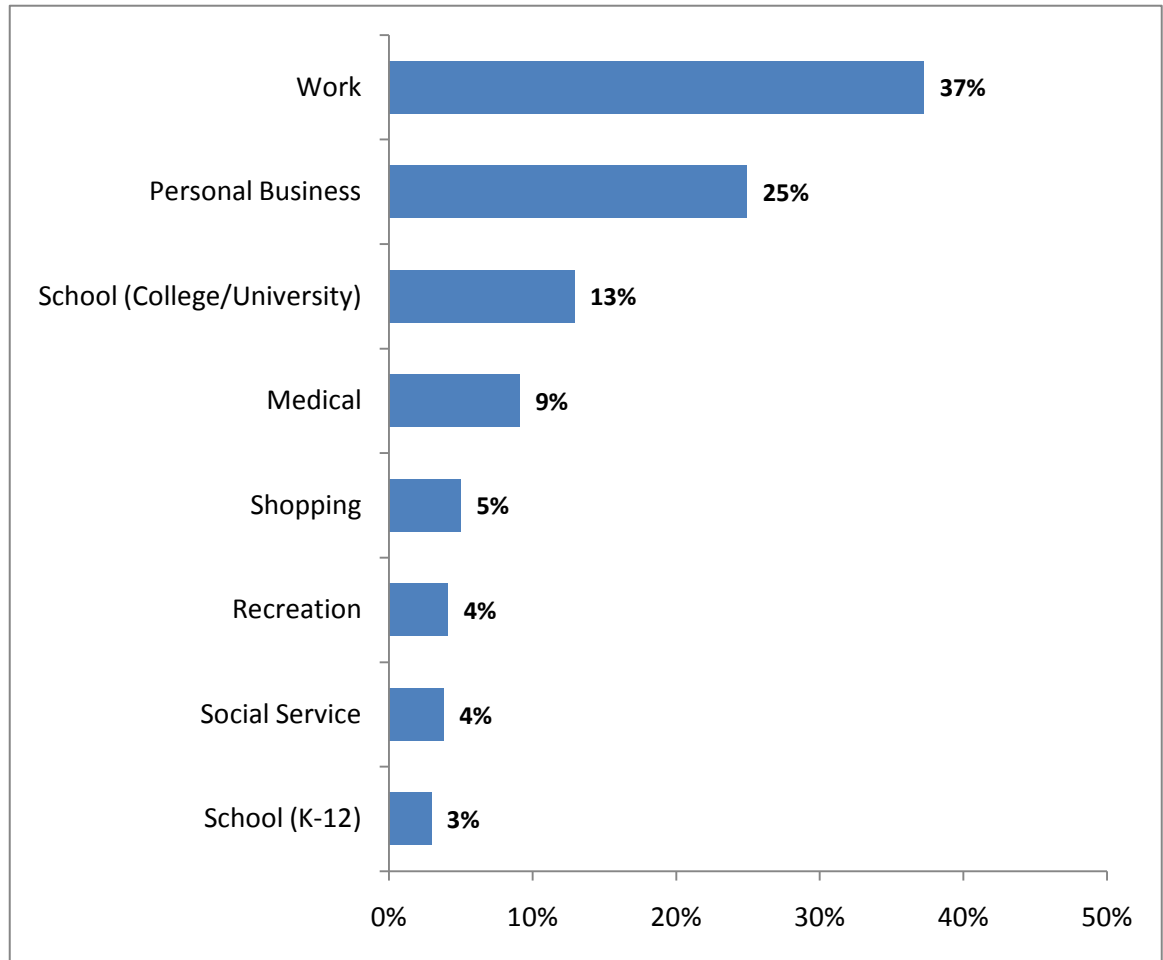**Rider: Base=All intercept respondents (n=379)**

Trip Purpose – Riders

Nearly two out of five (37%) of trips are work related trips. This is down from 52 percent in 2007. As noted with frequency of riding, this downward trend may be a reflection of the current economy and employment levels.

At the same time, the number of trips for personal business has increased from 17 percent in 2007.

Figure 31. Trip Purpose

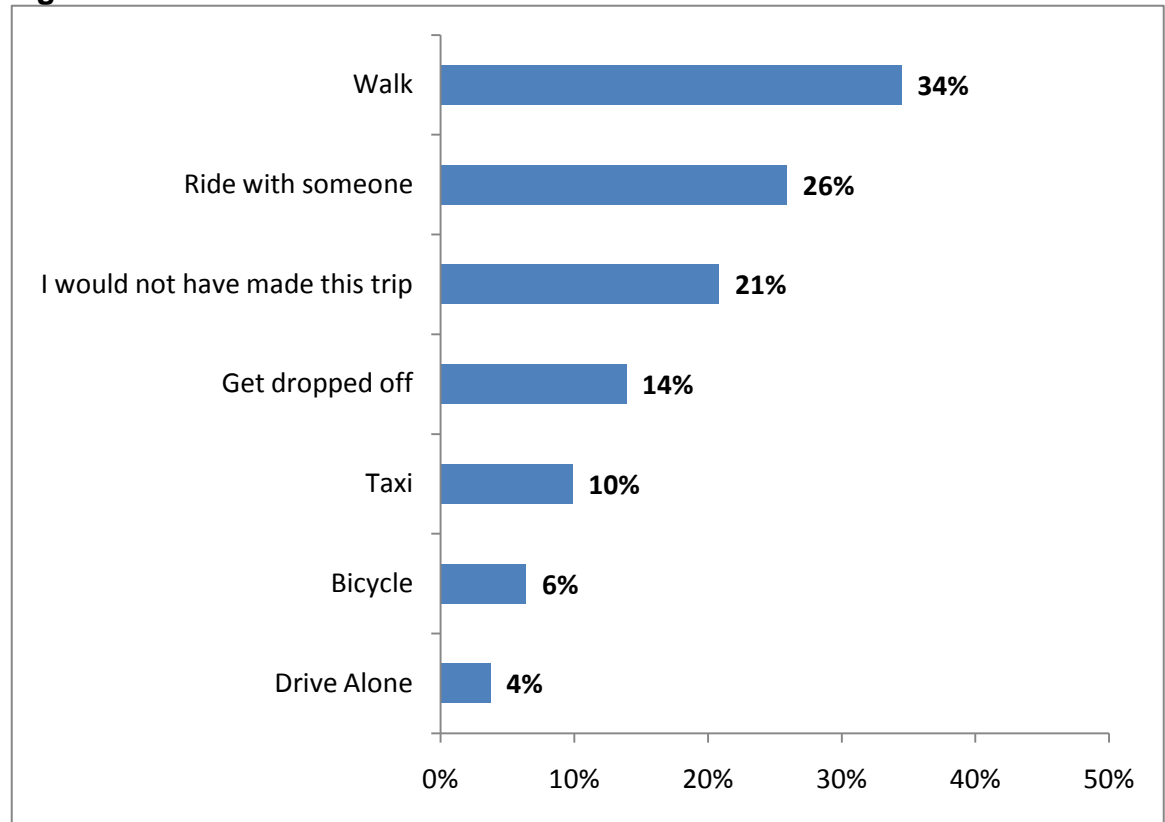**Q10 (Onboard) - What is the primary purpose of this trip?**
Rider: Base=All intercept respondents (n=379)

![infogroup/ORC]

Alternatives – Riders

One third (34%) of riders would walk if METRO service was not available and a quarter (26%) would ride with someone else.

What is surprising is that one in five (21%) riders simply would not have made the trip.

Figure 32. Alternative Mode Choice

Walk — 34%
Ride with someone — 26%
I would not have made this trip — 21%
Get dropped off — 14%
Taxi — 10%
Bicycle — 6%
Drive Alone — 4%

Q11 (Onboard) - If public transportation did not exist, how would you make this trip?
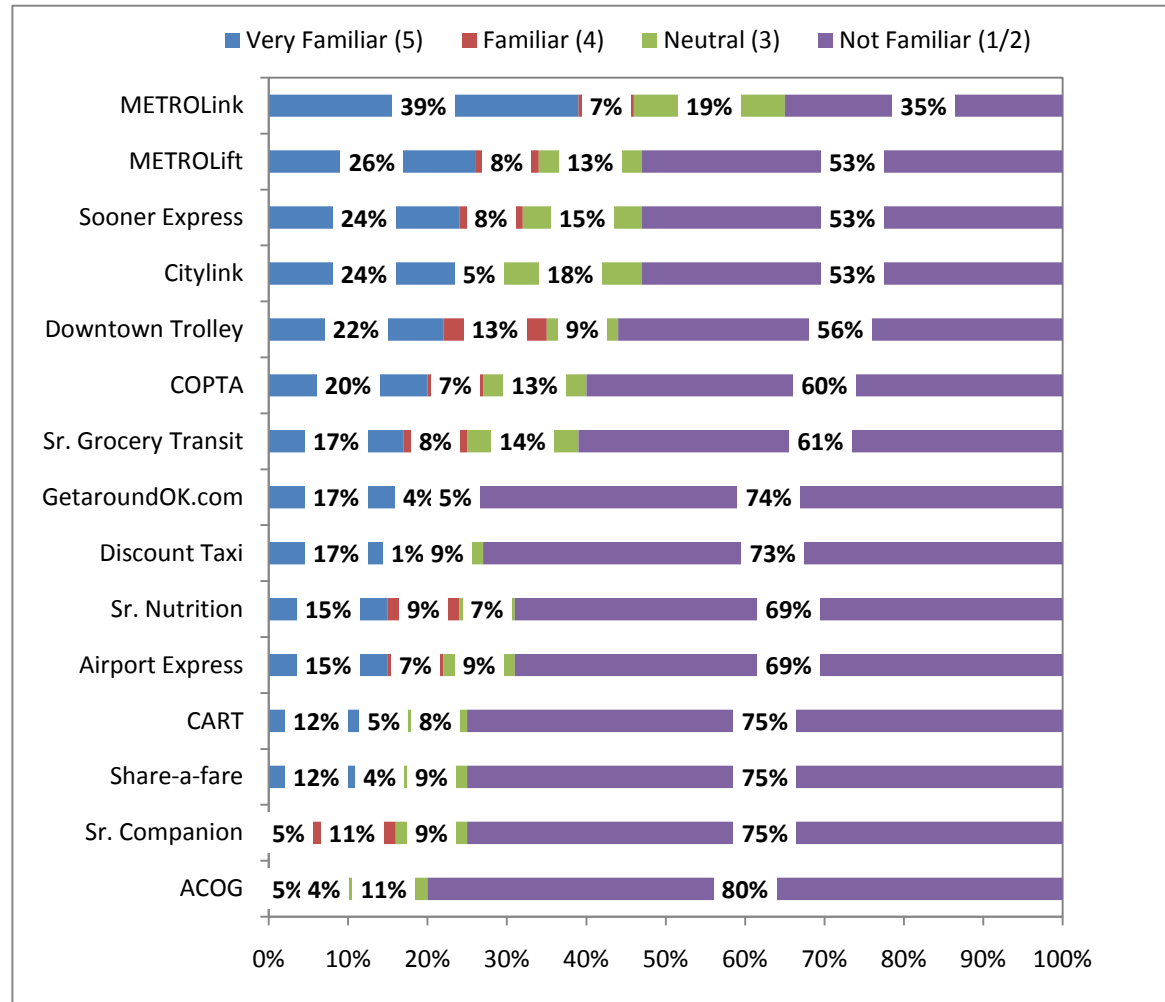**Rider: Base=All intercept respondents (n=379)**

Rider Familiarity with Additional Area Programs – Riders

In the follow-up telephone study, Riders were asked familiarity with additional programs that were not asked of the general population.

Riders were most familiar with METRO Link, METRO Lift, the Sooner Express, Citylink, and the Downtown Trolley.

Riders were least familiar with the Association of Oklahoma Governments, the Sr. Companion Program, Share-a-Fare.

Figure 33. Transportation Program Familiarity: Rider Only

Legend: ■ Very Familiar (5) ■ Familiar (4) ■ Neutral (3) ■ Not Familiar (1/2)

Program	Very Familiar (5)	Familiar (4)	Neutral (3)	Not Familiar (1/2)
METROLink	39%	7%	19%	35%
METROLift	26%	8%	13%	53%
Sooner Express	24%	8%	15%	53%
Citylink	24%	5%	18%	53%
Downtown Trolley	22%	13%	9%	56%
COPTA	20%	7%	13%	60%
Sr. Grocery Transit	17%	8%	14%	61%
GetaroundOK.com	17%	4%	5%	74%
Discount Taxi	17%	1%	9%	73%
Sr. Nutrition	15%	9%	7%	69%
Airport Express	15%	7%	9%	69%
CART	12%	5%	8%	75%
Share-a-fare	12%	4%	9%	75%
Sr. Companion	5%	11%	9%	75%
ACOG	5%	4%	11%	80%

Q5 (Follow-up) - Please rate your level of familiarity with the following programs or service provided by METRO Transit . . .

Rider: Base=All follow-up respondents (n=77)

![infogroup/ORC]

RIDER SURVEY CHARACTERISTICS: QUALITY OF SERVICE

Comparison of METRO to Other Transit Agencies – Riders

In the follow-up survey, riders who have used public transportation elsewhere were then asked to compare METRO Transit's service to the service provided by other agencies they have used.

It is clear that METRO riders have clear and divided opinions as to the quality of Oklahoma City's system as compare to other systems.

- Over half (55%) claim that METRO Transit's service is a little worse or much worse.

- Nearly one-quarter (23%) claim that METRO Transit's service is a little better or much better.

Figure 34. Comparing METRO to Other Agencies: Riders Only
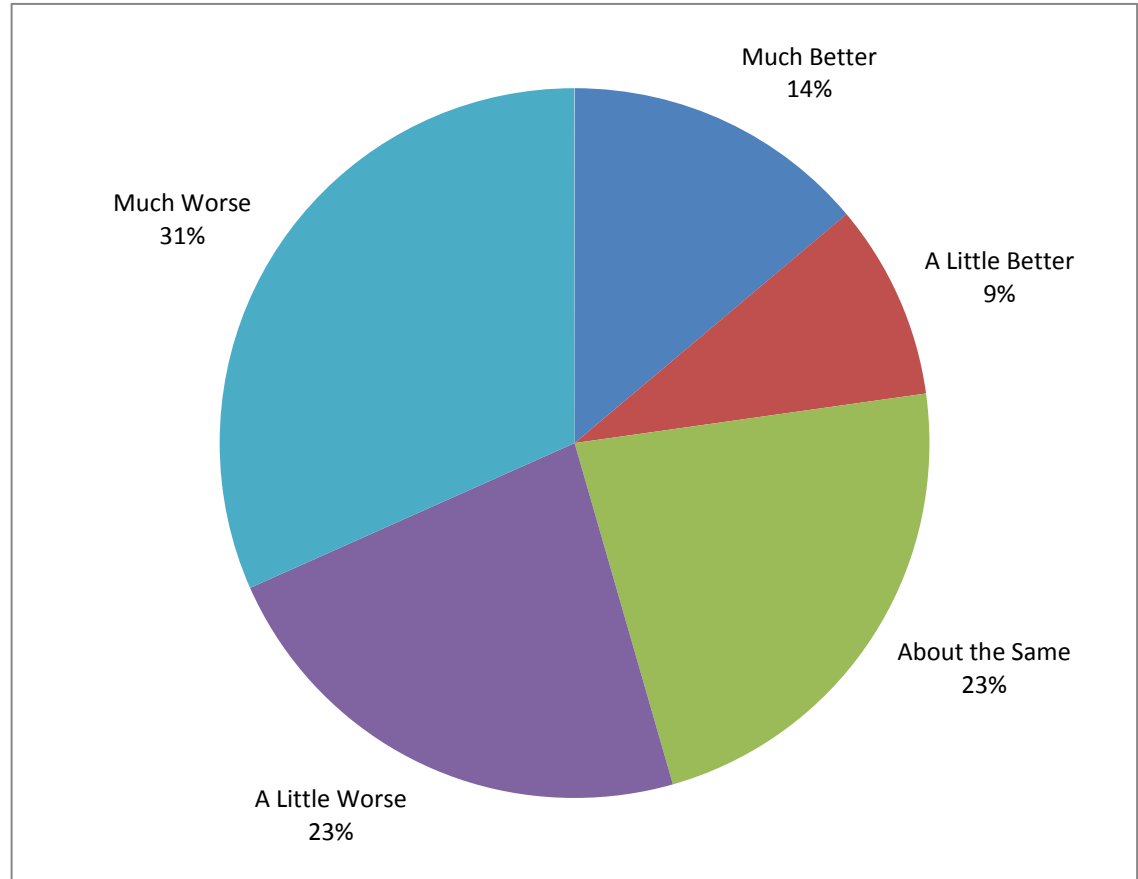
Q7B (Follow-up) - How does METRO Transit's service compare to similar bus services you have ridden elsewhere?
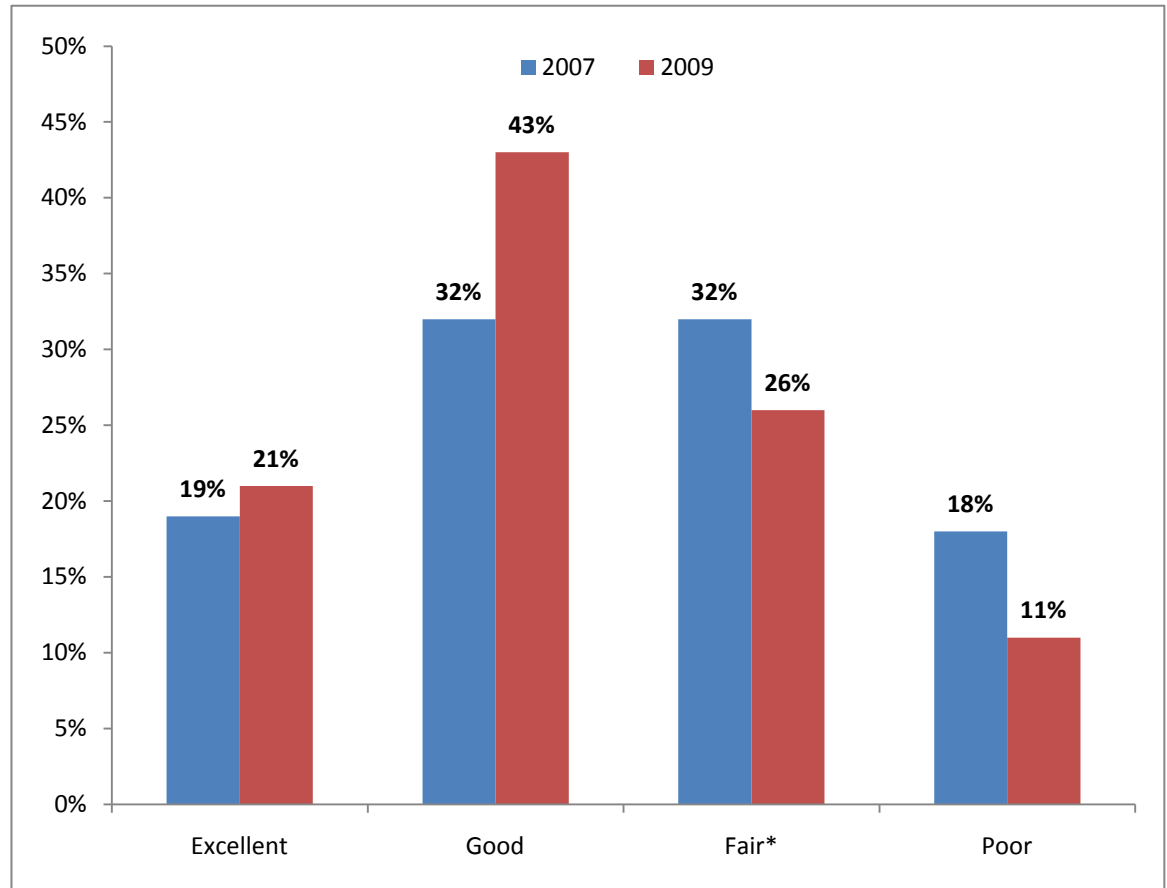**Rider: Base=Follow up respondents who have ridden on other transit systems (n=44)**

![infogroup/ORC logo]

Overall Rating – Riders

The overall rating of METRO Transit service has increased since 2007.

- There has been a 25 percent increase in riders who say METRO is doing an "Excellent" or "Good" job.

Figure 35. Overall Rating 2007 to 2009

Q12 (Onboard) - Overall, how would you rate METRO Transit service?

Rider: Base=All intercept respondents (n=379)

*In 2007, the label for this rating was called "Average."

![infogroup/ORC]

Six Month Score – Riders

Reflecting the increased satisfaction scores from 2007, half (50%) of all riders feel that METRO Transit's service has improved over the last six months.

Those who feel that METRO is doing an excellent job are significantly more likely than other respondents to claim that METRO has improved a lot over the past six months.

Over one third (34%) of respondents age 25-34 also claim that METRO has improved a lot over the past six months.

Figure 36. Six-Month Score
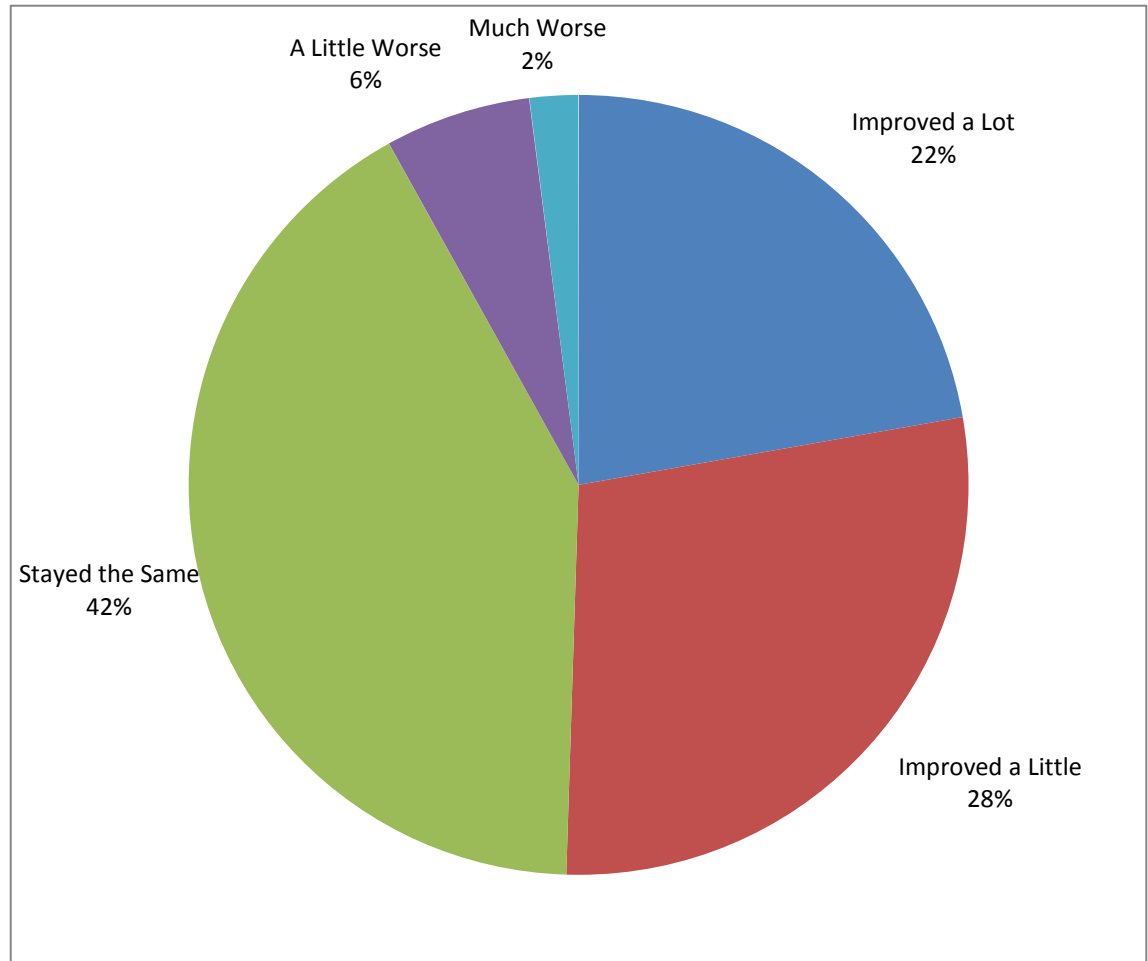
Q13 (Onboard) - Over the last six months METRO service has . . .
Rider: Base=All intercept respondents (n=379)

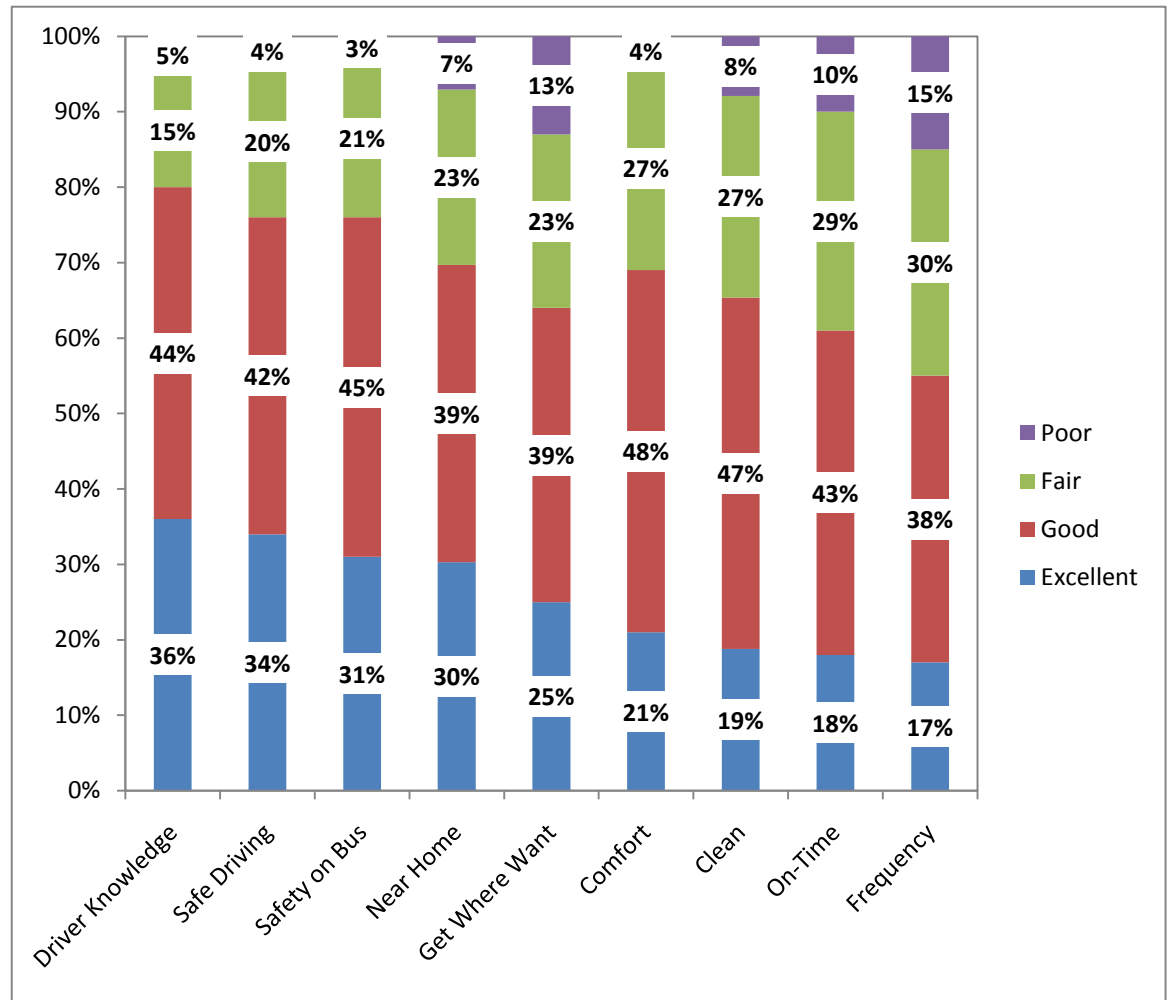## Individual Performance Measures: Bus Service – Riders

The highest rated measurement for bus service is the driver's knowledge of the routes and schedules.

- Four out of five (80%) riders rate this as good or excellent.

Overall, riders feel very safe on METRO Transit buses. Safe driving and a general feeling of safety on the bus rank second and third respectively.

Frequency of service and, to a somewhat lesser extent, reliability score the lowest.

Figure 37. Quality of Bus Service

Q14 (Onboard) - How would you rate the quality of METRO Transit service for each of the following?
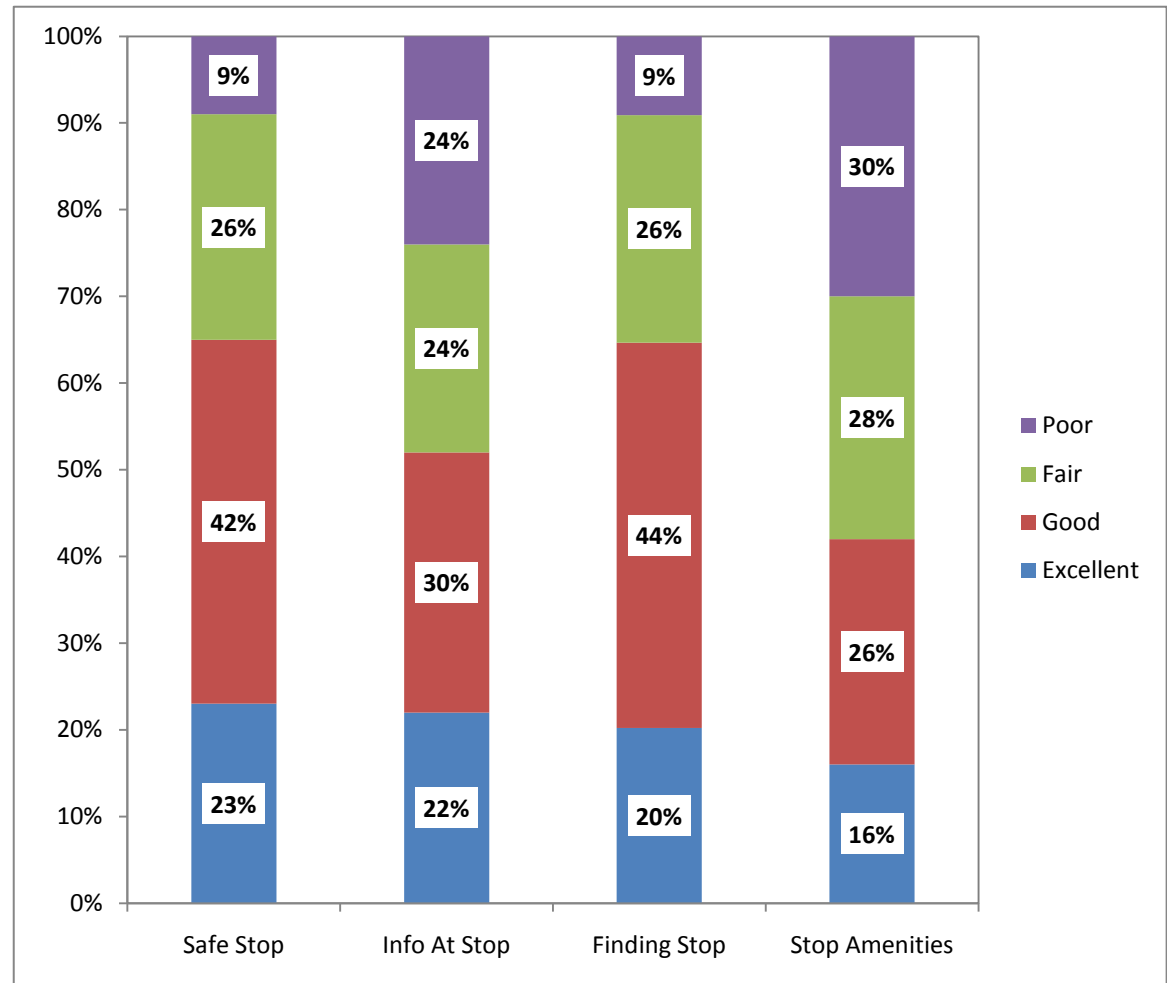Rider: Base=All intercept respondents (n=379)

Individual Performance Measures: Bus Stops – Riders

Safety is the highest ranked attribute for bus stops.

- Combined with the safe feeling that riders have while on the bus this shows that METRO Transit operates a very safe system.

Stop amenities such as benches and shelters from the elements have the lowest ranking in this category.

Figure 38. Quality of Bus Stops

Q14 (Onboard) - How would you rate the quality of METRO Transit service for each of the following?
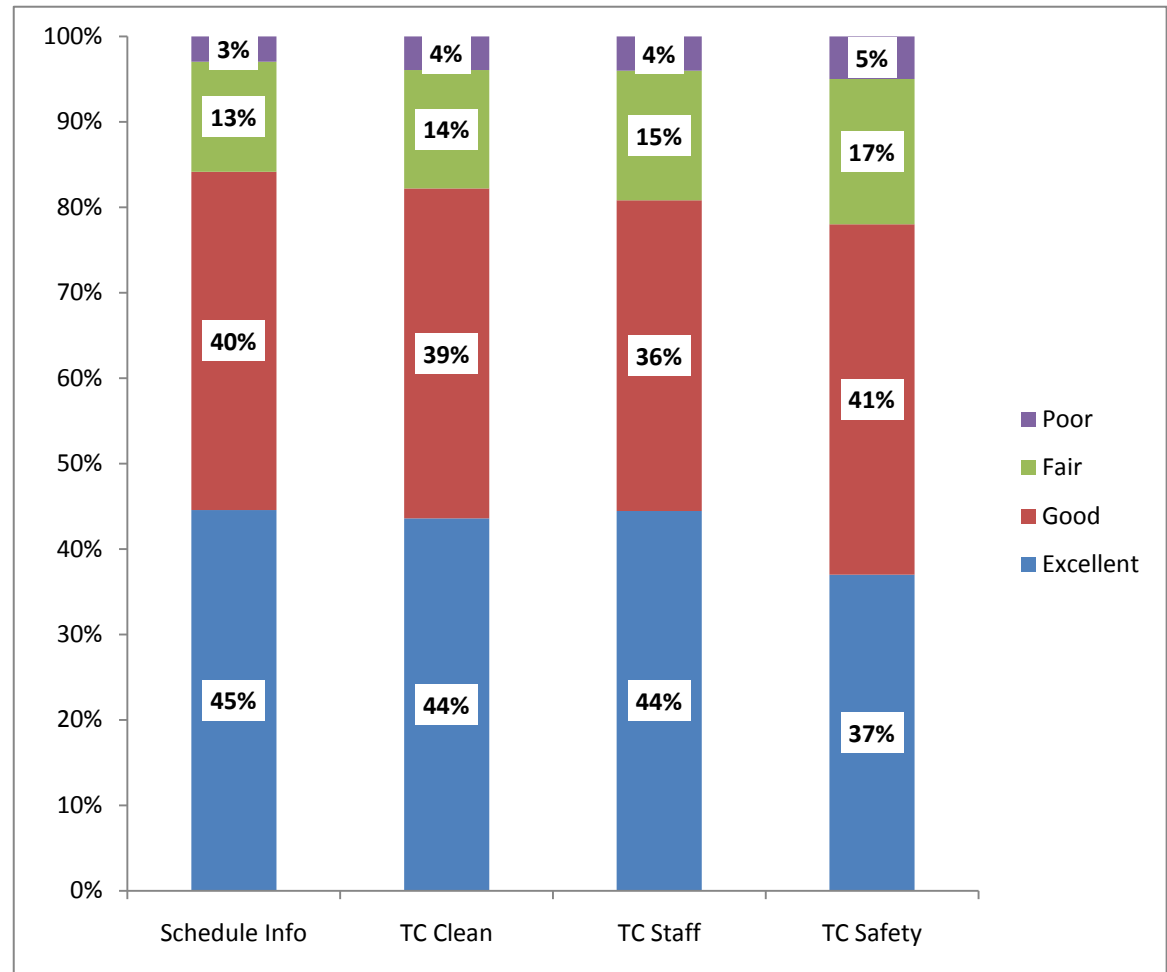**Rider: Base=All intercept respondents (n=379)**

Individual Performance Measures: Transit Center – Riders

Overall, the downtown transit center receives high scores for all four attributes measured.

Schedule and route information is the highest ranking attribute at the transit center.

Although safety is the lowest ranking attribute of these four, it is notable that safety at the transit center has a higher rating than safety in all other areas measured. This further shows the great lengths that METRO Transit goes to in order to maintain a safe system.

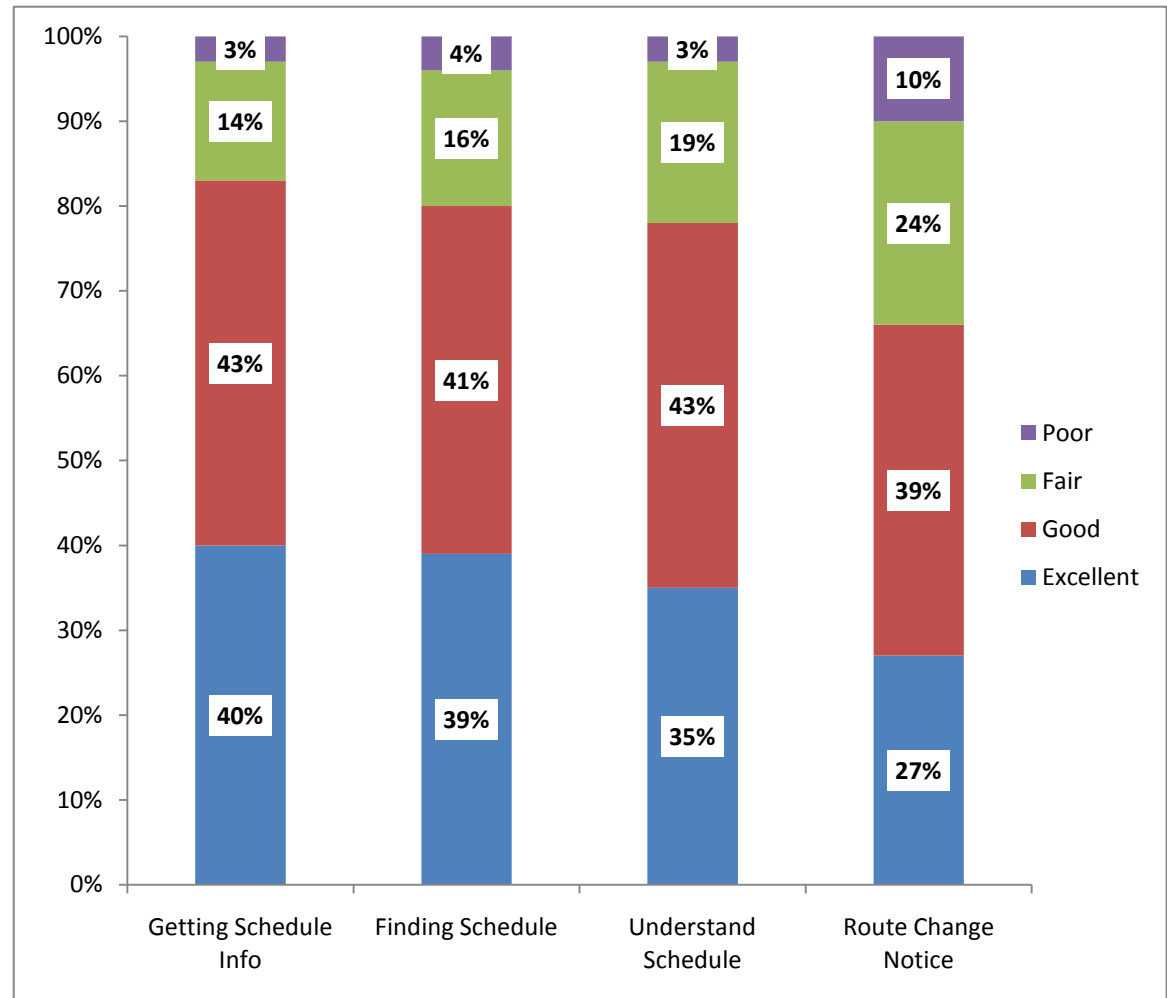**Figure 39. Quality of Downtown Transit Center**

Q14 (Onboard) - How would you rate the quality of METRO Transit service for each of the following?
Rider: Base=All intercept respondents (n=379)

Individual Performance Measures: Information – Riders

Riders feel that schedule information is quite easy to obtain and understand.

The lowest ranked attribute in this category is notification given for route changes. Note that this is still rated quite high with two thirds (66%) of respondents rating this as good or excellent.

Figure 40. Quality of Information

Q14 (Onboard) - How would you rate the quality of METRO Transit service for each of the following?
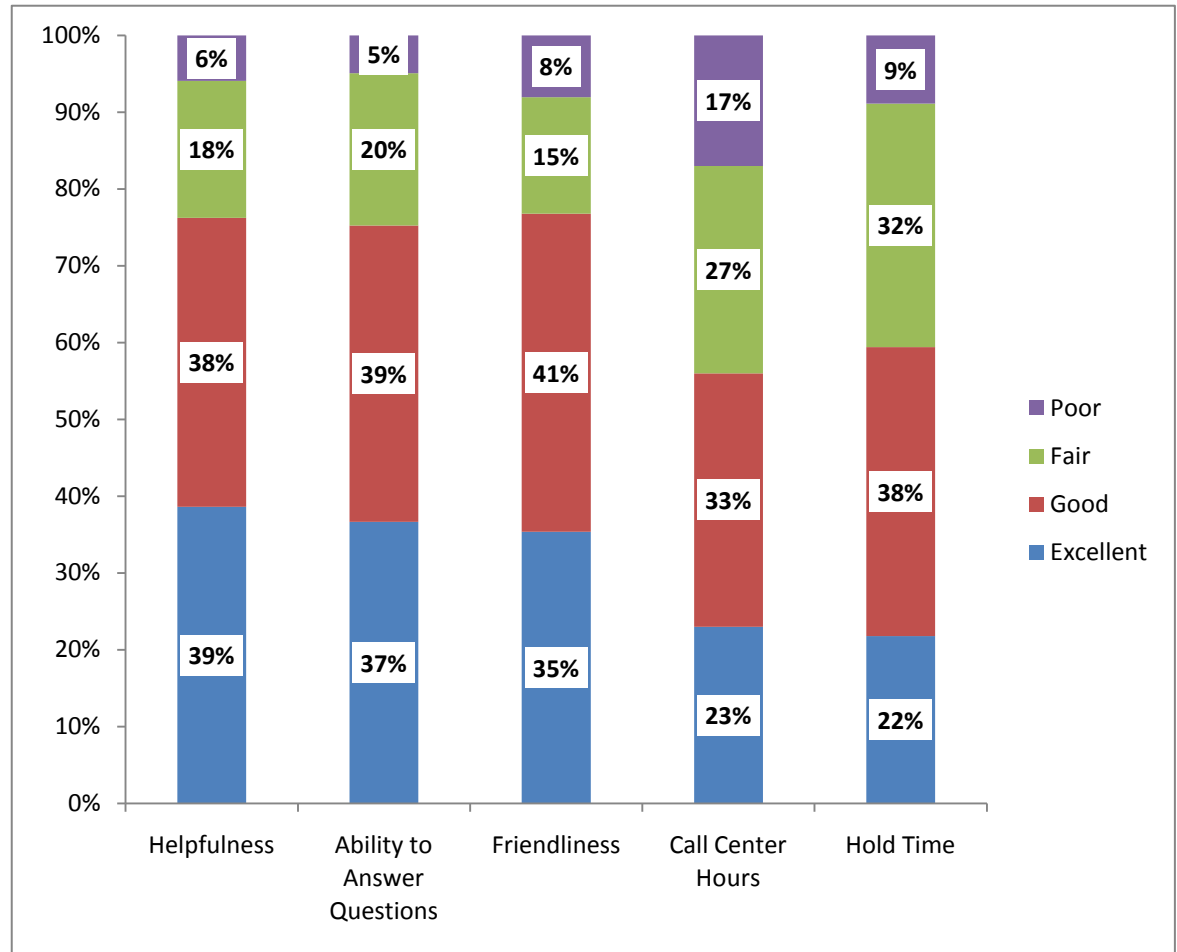Rider: Base=All intercept respondents (n=379)

METRO Customer Service – Riders

Over three quarters (77%) of METRO riders have contacted customer service in the past six months.

Overall, satisfaction with customer service is quite high with at least 75 percent of riders rating friendliness, helpfulness, and staff's ability to answer questions as good or excellent.

Places for improvement are the call center hours and hold time while waiting for an agent.

Figure 41. Satisfaction With Customer Service

Q15 (Onboard) - How would you rate the following . . .

Rider: Base=Intercept respondents who have contacted customer service (n=290)

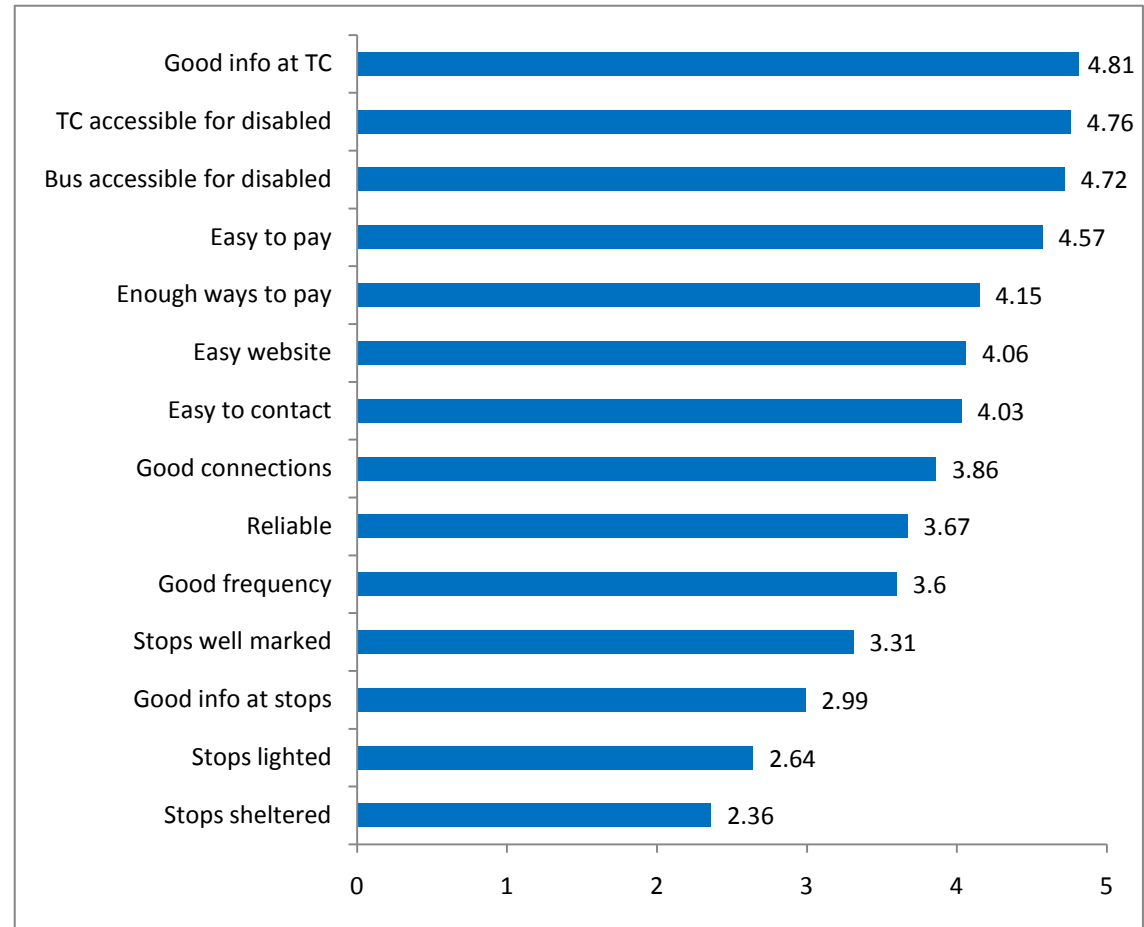![infogroup/ORC]

METRO Attribute Ratings – Riders

Riders overwhelmingly agree that METRO provides good information at the Transit Center and that METRO is a good service for the disabled.

- Ninety-nine percent (99%) somewhat or strongly agree that METRO buses are accessible for persons with disabilities
- Ninety-six percent (96%) of riders somewhat or strongly agree that the Transit Center provides good information and is accessible for persons with disabilities.

Bus stops were given the lowest marks.

- Only about a third (34%) somewhat or strongly agree that the bus stops provide adequate protection from the environment, and
- Only one-in-five (42%) somewhat or strongly agree that the bus stops are well lighted.

Figure 42. METRO Attribute Ratings

Attribute	Rating
Good info at TC	4.81
TC accessible for disabled	4.76
Bus accessible for disabled	4.72
Easy to pay	4.57
Enough ways to pay	4.15
Easy website	4.06
Easy to contact	4.03
Good connections	3.86
Reliable	3.67
Good frequency	3.6
Stops well marked	3.31
Good info at stops	2.99
Stops lighted	2.64
Stops sheltered	2.36

Q12 (Follow-up) - Please tell me whether you agree or disagree with the following statement about public transportation:

Rider: Base=All follow-up respondents (n=77)

On a scale from 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree

![infogroup/ORC]

Best Way to Improve Service – Riders

Riders were asked in the on-board and the follow-up for the best way for METRO to improve service.
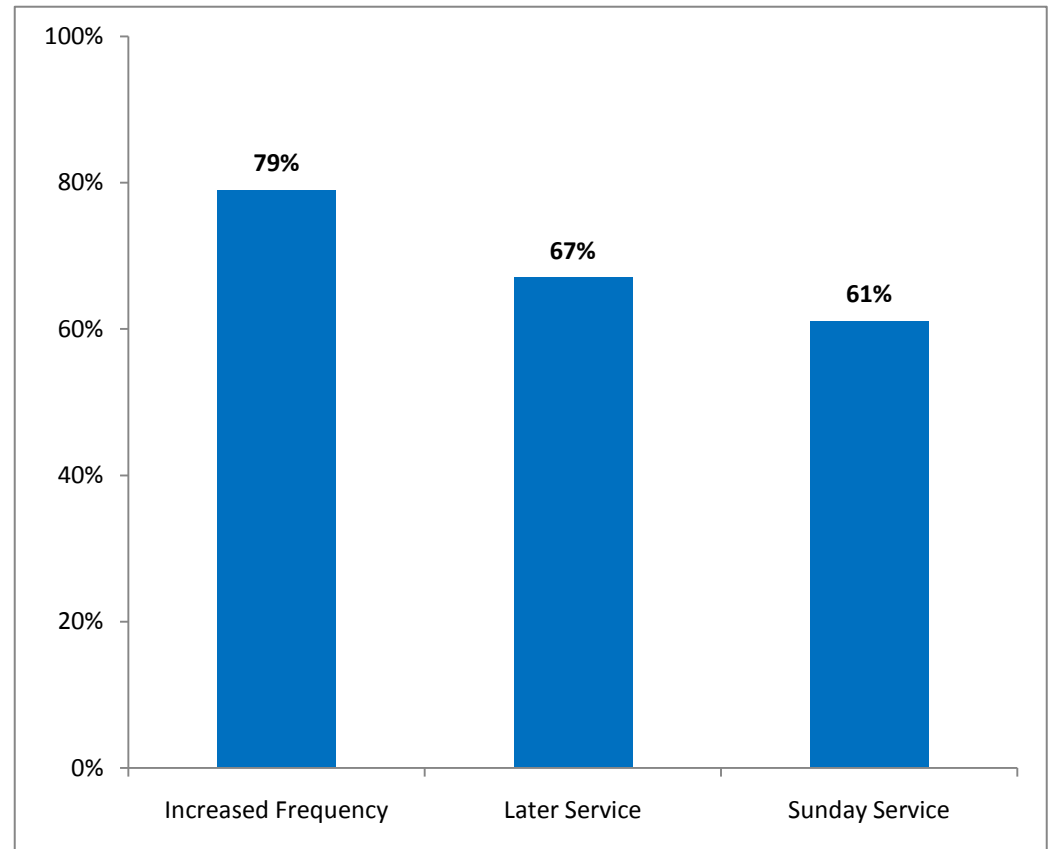
Increasing the frequency is the number one method overall.

- Although it was a fairly low priority for the on-board (only 8%) it topped the list for the follow-up.

Just over half (51%) of the on-board survey respondents said that Sunday service would be the best way to improve service.

Later service hours was second on both lists.

Figure 43. Best Way To Improve Service

Q21_1 (Onboard) - If you could make one recommendation to METRO to improve services, what would that be?
Q15A (Follow-up) - What is the primary thing METRO Transit can do to improve service?
Q15B (Follow-up) - What is the second thing METRO Transit can do to improve service?
Q15C (Follow-up) - Is there anything else METRO Transi can do to improve service?
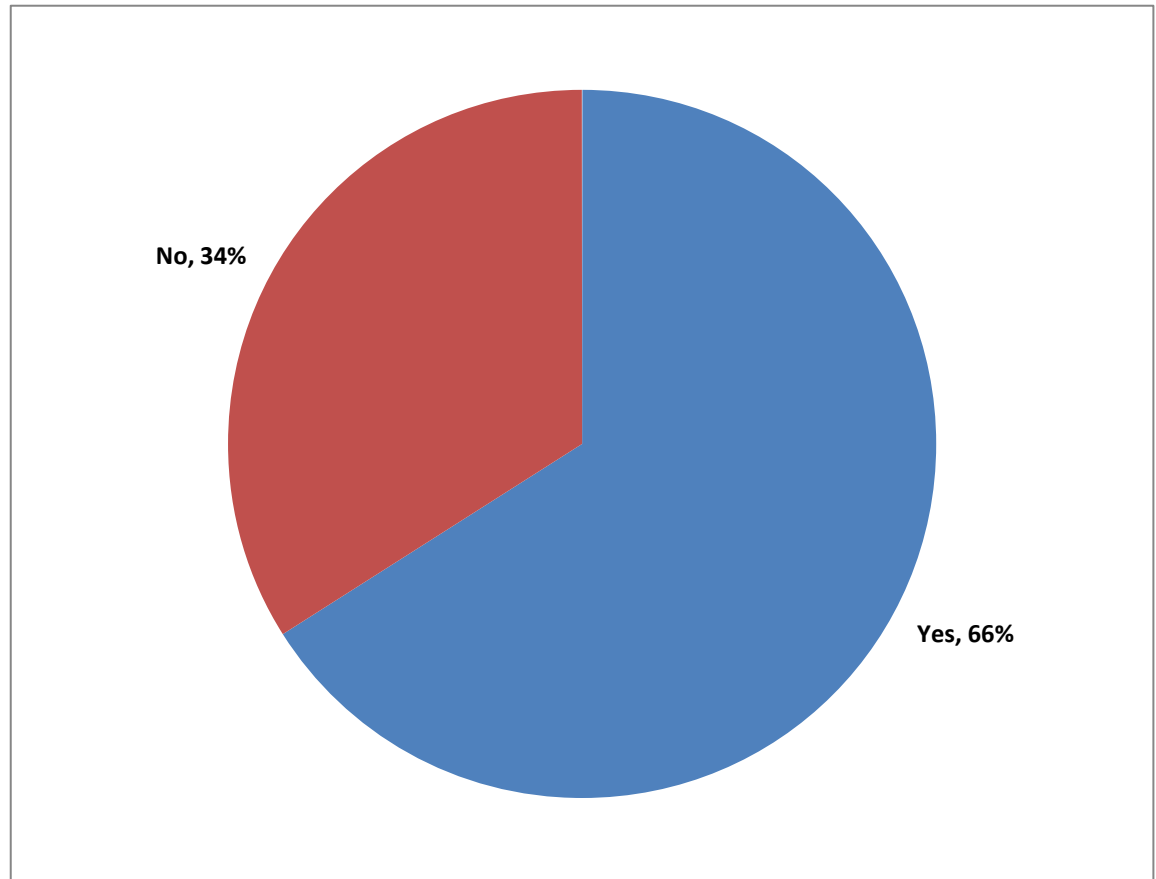**Rider: Base=All intercept respondents (n=379) & All Follow-up respondents (n=77)**
Figure shows combined sum from the intercept and follow up questions.

Voters – Riders

Two-thirds of on-board respondents (66%) are registered voters.

- Those with incomes above $20,000 are significantly more likely to be registered voters.

- African American respondents are significantly more likely than other races to be registered voters.

Figure 44. Registered Voter

No, 34%

Yes, 66%

Q31 (Onboard) - Are you a registered voter?
Rider: Base=All intercept respondents (n=379)

![infogroup/ORC logo]

Support Tax Increase – Riders

Just over four-in-five (84%) riders would be willing to support a tax increase to fund public transportation.

- Those with incomes over $20,000 are significantly more willing to support an increase.

Nearly half (47%) of riders would be willing to pay a one cent increase.

- Nearly a quarter (23%) would only be willing to pay a ¼ cent increase.

Figure 45. Support Tax Increase
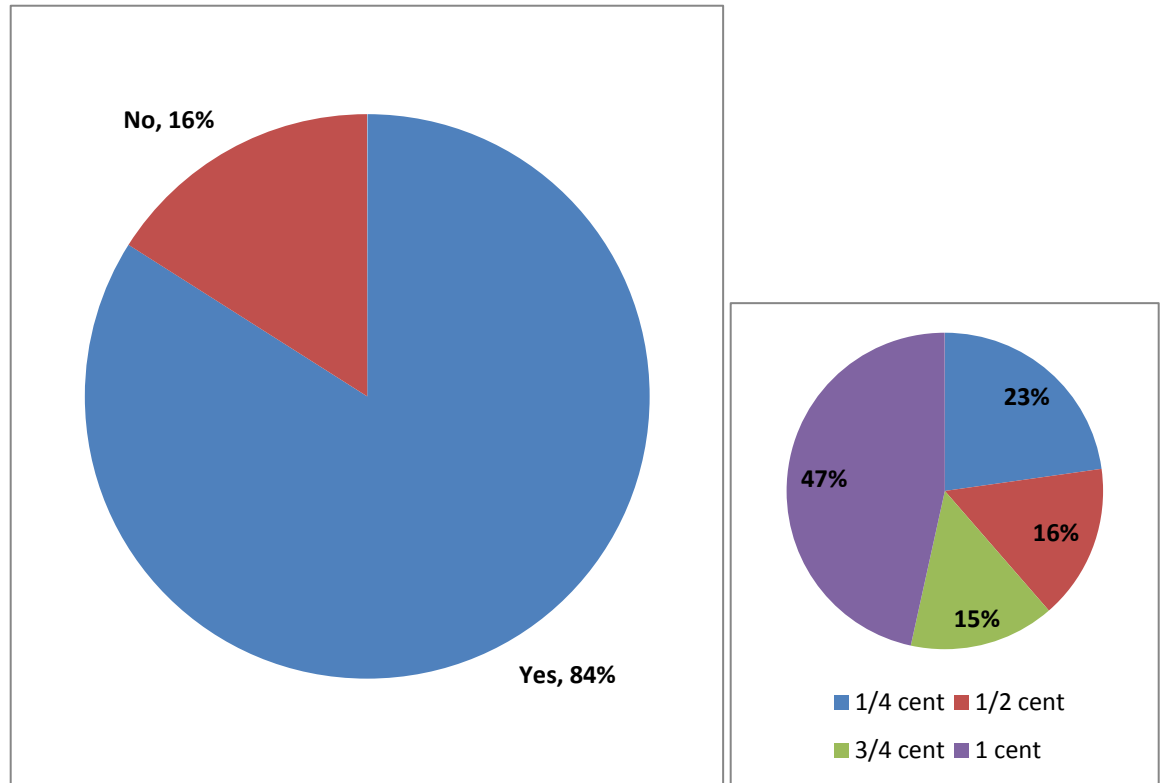
Q11A (Follow-up) - Would you be willing to support an increase in sales tax to improve the transportation system?
Rider: Base=All follow-up respondents (n=77)

Q11B (Follow-up) - Which of the following increases would you support most?
Rider: Base=Follow-up respondents who are willing to support an increase (n=62)

![infogroup/ORC]

## Interest in Pass types – Riders

Interest in new pass types is quite high.

- A weekly pass has the highest interest with 95 percent of riders saying they are somewhat or very interested.
- The reloadable pass is second highest. Ninety-two percent (92%) of riders are somewhat or very interested in this type of pass.

When asked about pricing for a day pass, 65 percent said that they would still be interested if the cost were equal to two one-way trips. It drops slightly, to 62 percent when the price would be equal to that of three one-way trips.

- A significant drop, down to 55 percent, is seen when the price of a day pass is equal to the cost of four one-way trips.

Figure 46. Interest in Passes
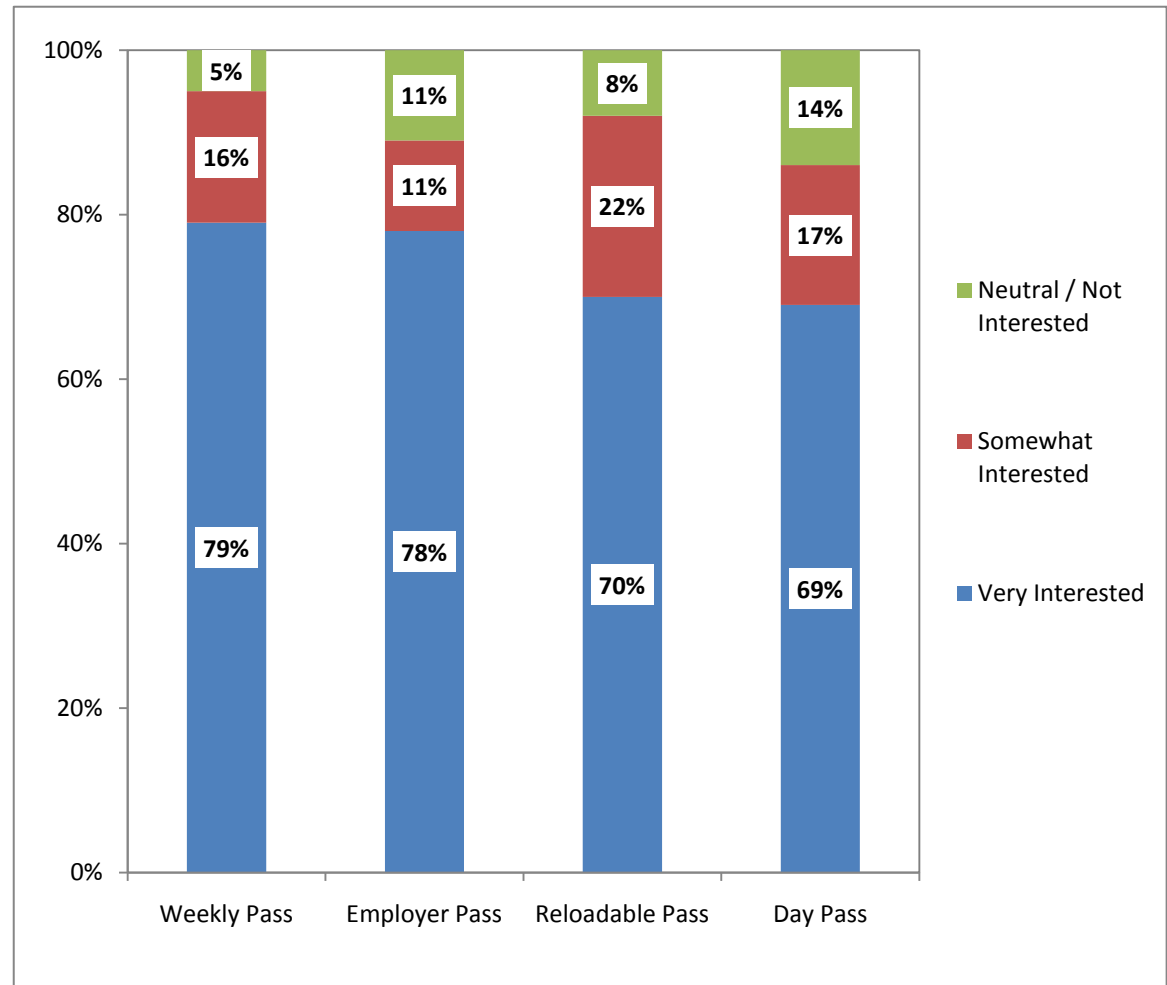
Q16A-D (Follow-up) - Please tell me how interested you are in the following ideas:
Rider: Base=All follow-up respondents (n=77)

RIDER SURVEY CHARACTERISTICS: TECHNOLOGY

Internet Access – Riders

16 to 24 year olds are significantly more likely to have internet access than any other age group (91% compared to 74% or less).
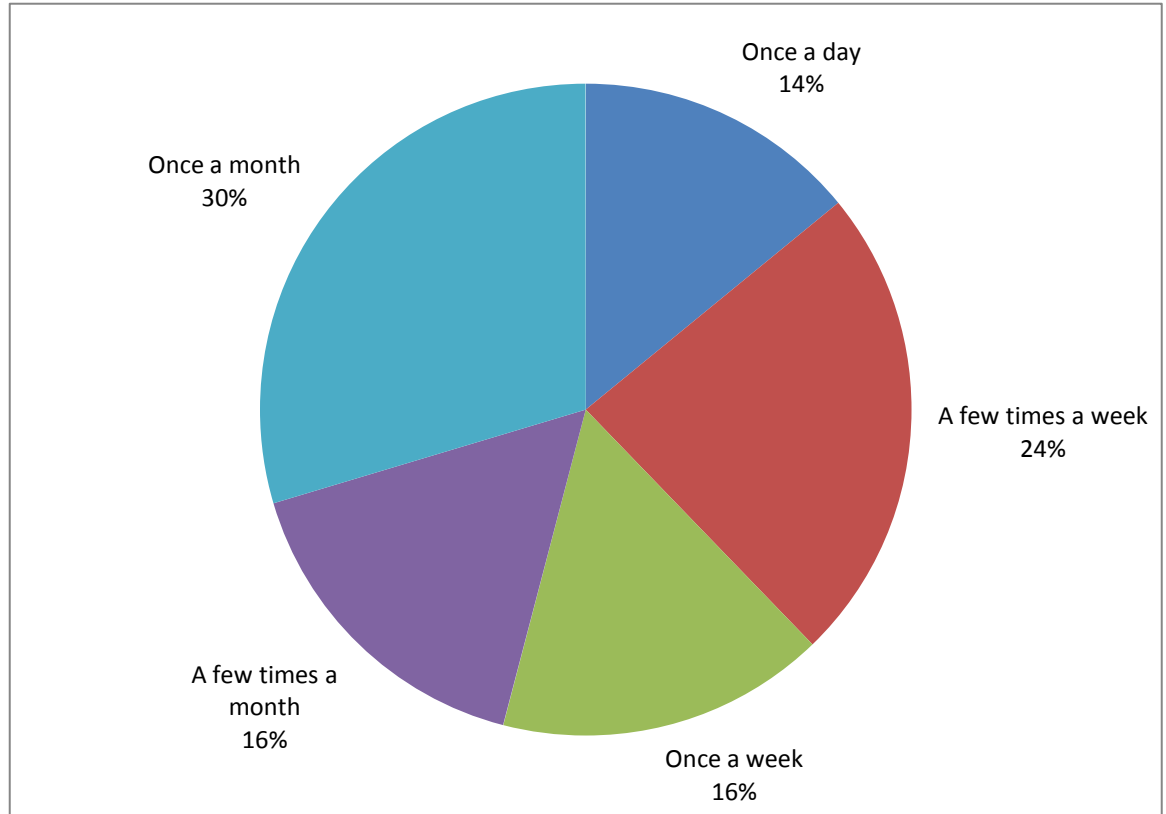
Figure 47. Internet Access

No
38%

Yes
62%
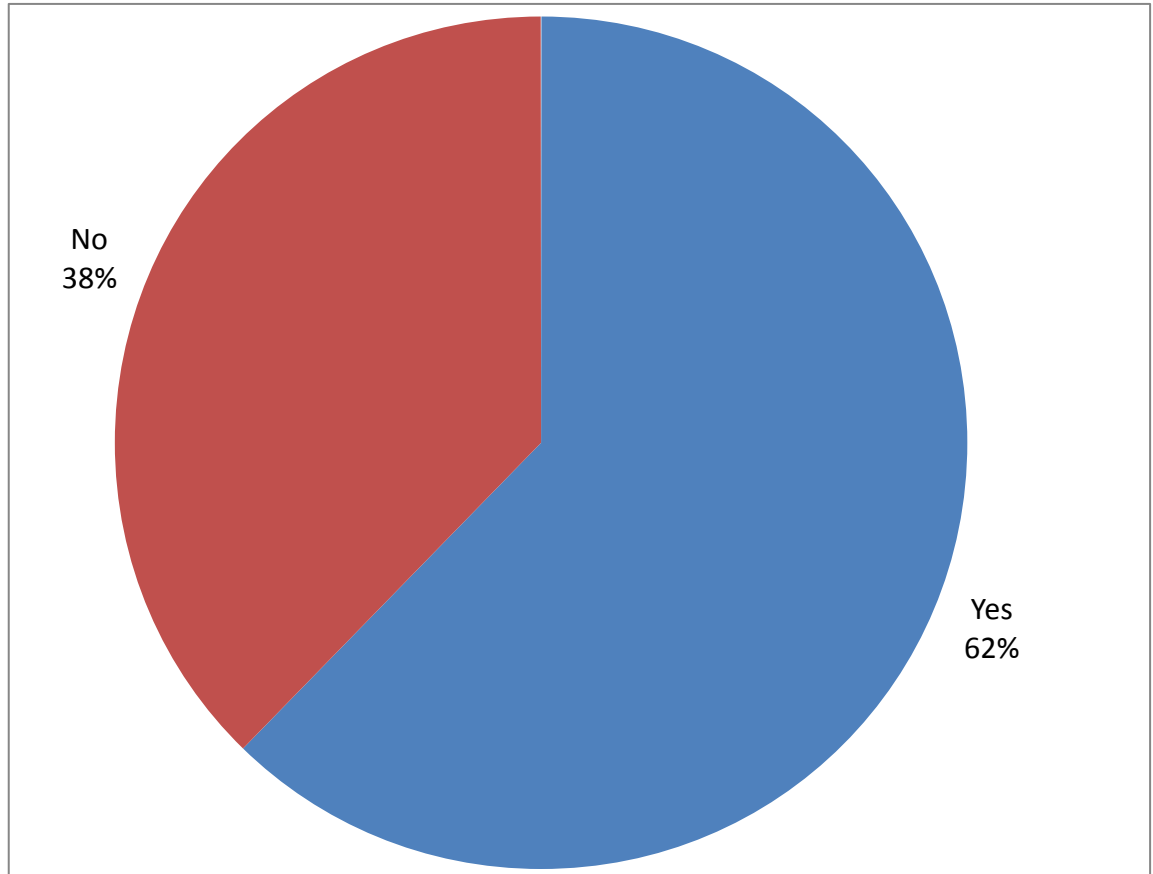
Q26 (Onboard) - Do you have access to the internet?
Rider: Base=All intercept respondents (n=379)

![infogroup/ORC logo]

METRO Website: Frequency of Use – Riders

Among riders who have the internet, 30 percent visit METRO Transit's website once per month.

One quarter (24%) of riders visit a few times a week.

Figure 48. Website Use

Q16 (Onboard) - How often do you visit METRO Transit's website?
Rider: Base= Riders who have internet (n=135)

METRO Website: Use and Satisfaction – Riders

Sixty-two percent (62%) of follow-up respondents have visited METRO Transit's website in the last month.

- Satisfaction with METRO's website is high -- 61 percent of visitors are very satisfied, the other 39 percent are somewhat satisfied. No one gave a response of lower than somewhat satisfied.

The majority (77%) that visited the website were looking for timetables or bus schedules.

Figure 49. Website Use
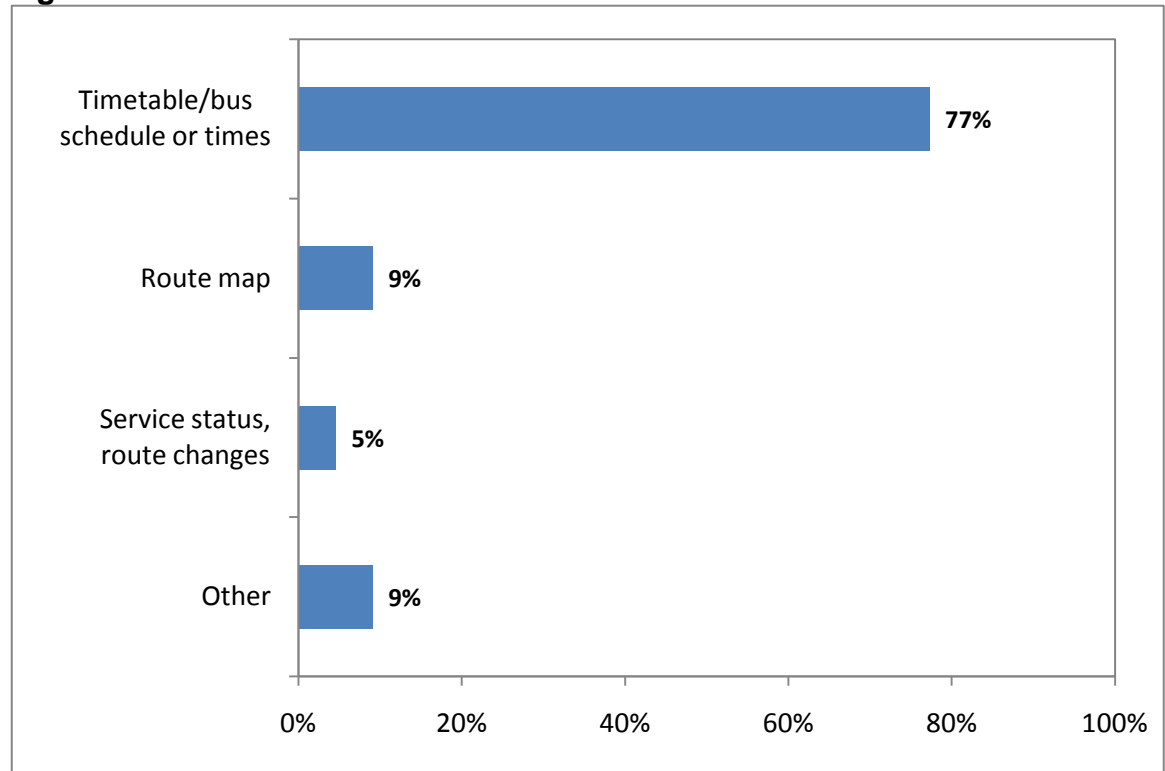
Q22A (Follow-up) - The last time you visited METRO Transit's website (gometro.org), what information were you looking for?

Rider: Base=All follow-up respondents who have visited METRO Transit's website in the past month (n=24)

Driver's License – Riders

Nearly three-quarters (64%) of METRO riders do not have a drivers license.

Seventy-one percent (71%) of riders who are transit dependent (those who claim that they have no car available or no other alternative) do not have valid driver's license.

However, over half (58%) of riders who are not transit dependent also do not have a driver's license.

Figure 50. Driver's License

Yes, 36%

No, 64%
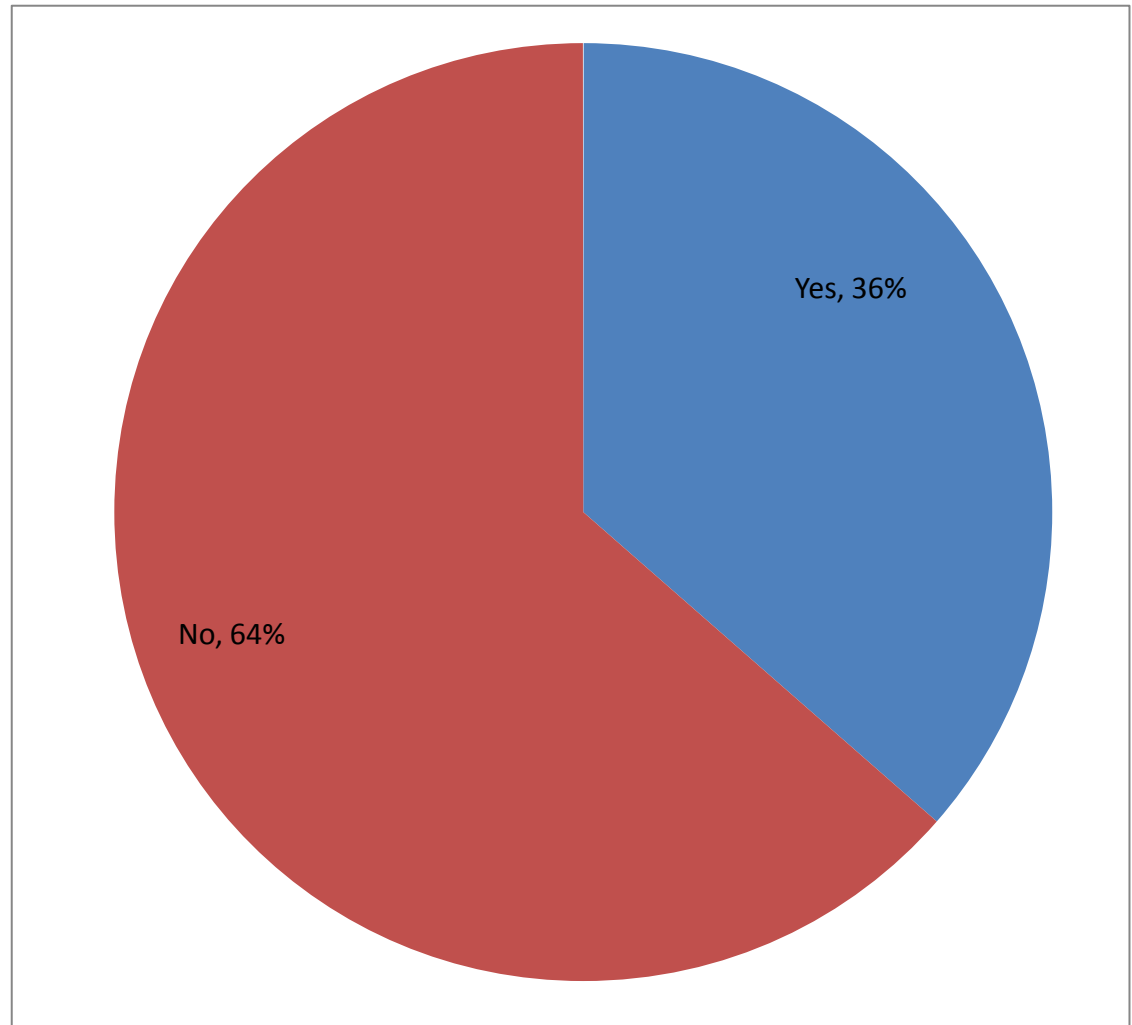
Q22 (Onboard) - Do you have a current driver's license?
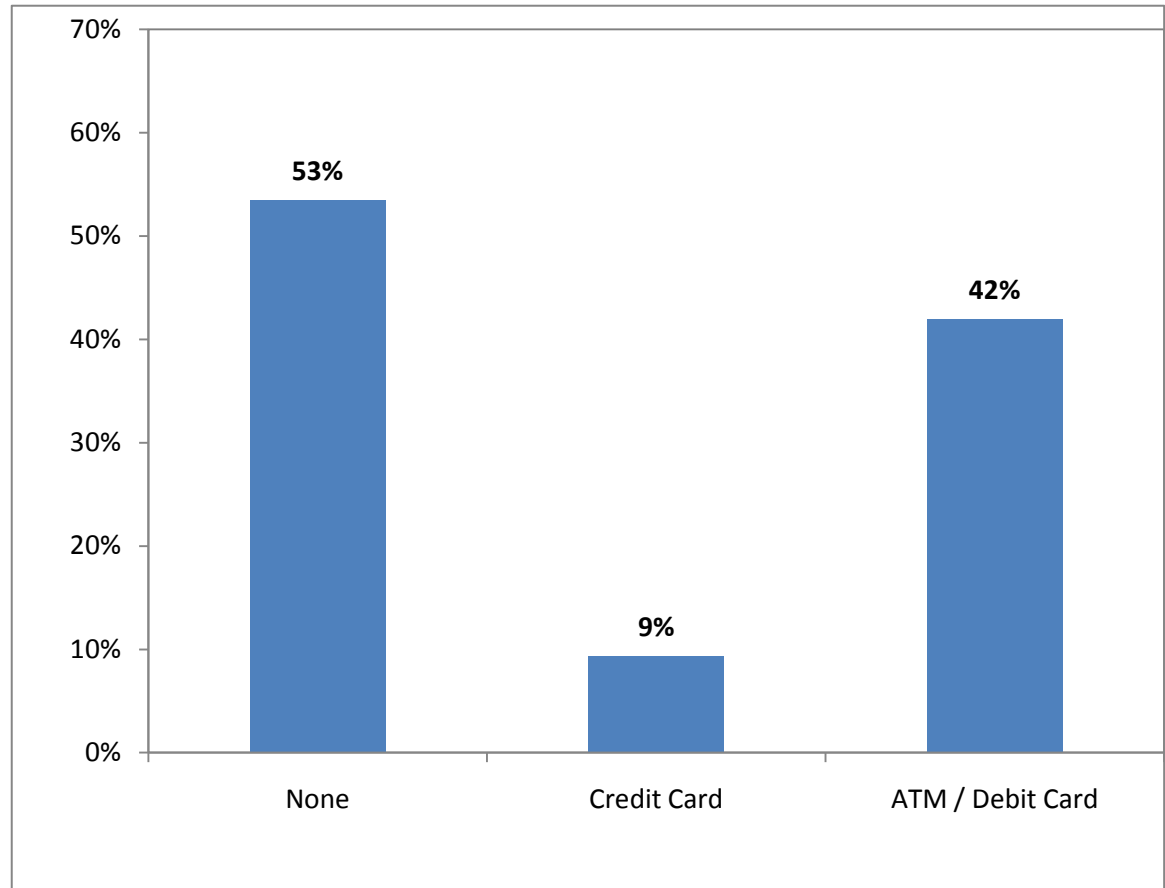**Rider: Base=All intercept respondents (n=379)**

Credit and Debit Card Access – Riders

The majority (53%) of METRO riders do not have a credit or debit card.

Riders with incomes over $20,000 are significantly more likely to have credit cards than riders whose income is under $20,000 – 31% vs. 5% respectively.

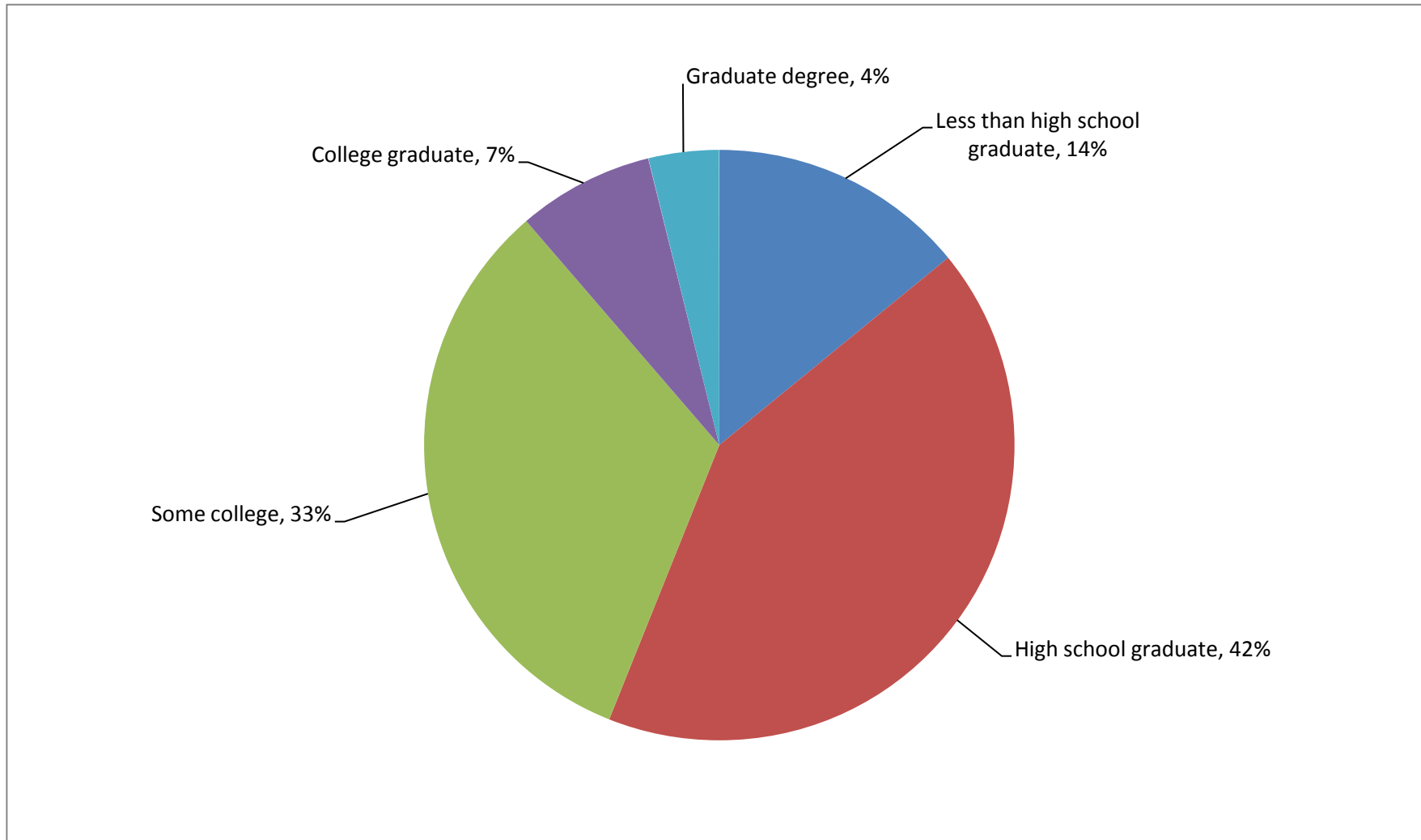Males are significantly more likely than females to have a credit card (12% vs. 6%).

Figure 51. Credit / Debit Cards

Q27_1 (Onboard) - Do you currently have any of the following (Credit / Debit Card)? (Multiple responses permitted)
Rider: Base=All intercept respondents (n=379)

Rider Education – Riders
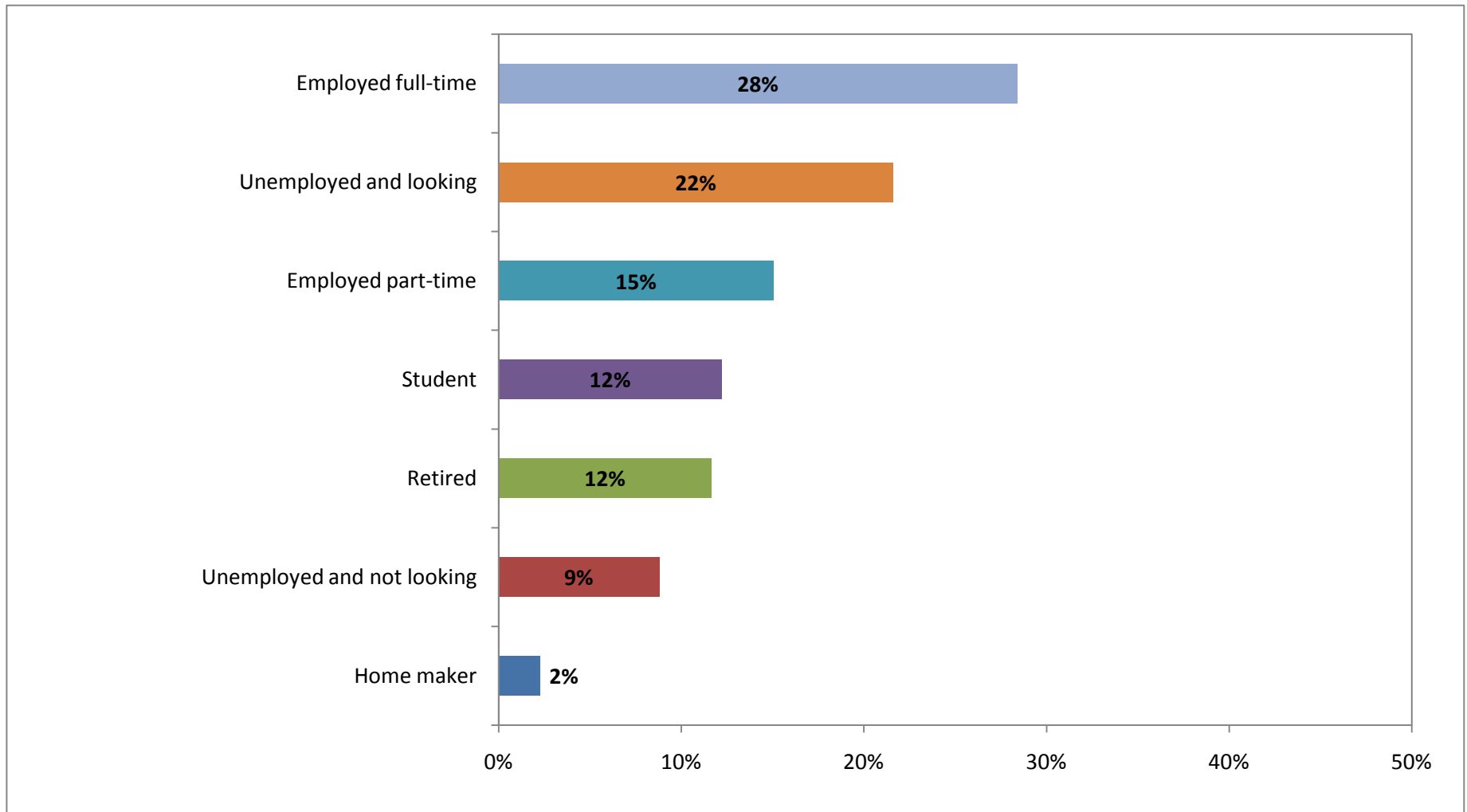
Figure 52. Rider Education

Q30 (Onboard) - What is the highest level of education that you have completed?
Rider: Base=All intercept respondents (n=379)

Employment – Riders

Figure 53. Employment

Employed full-time: 28%
Unemployed and looking: 22%
Employed part-time: 15%
Student: 12%
Retired: 12%
Unemployed and not looking: 9%
Home maker: 2%

Q29 (Onboard) - What best describes your employment status?
Rider: Base=All intercept respondents (n=379)