



# TriMet Attitude and Awareness Survey

November 2018

ANNOTATED QUESTIONNAIRE—Ridership



## INTRODUCTION & METHODOLOGY

From November 14 to 26, 2018 DHM Research conducted a telephone survey of residents in TriMet's service area. 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 including Hop fastpass.

**Research Methodology:** The telephone survey consisted of 807 residents and took approximately 20 minutes to complete. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups, including age, gender, and area of the county.

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

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

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

**TriMet**  
**Attitude & Awareness 2018**  
**November 14–26, 2018**  
**TriMet Service Area Residents**  
**N=807; margin of error ±3.5%**  
**20 minutes**  
**DHM Research #00802**

\*\*\*Denotes new questions/wording in questions

**INTRODUCTION**

Hello, this is \_\_\_ of \_\_\_\_\_. We're talking with people in the Tri-county area today about local issues and would like to include the opinions of your household. May I speak with a (male/female) resident of the household who is at least 18 years of age? IF NEEDED: \*This is a research study, not a political poll. \*We are not trying to sell anything. \* Depending upon your answers, this can take up to \_\_\_ minutes. Is now a good time?

IF NEEDED: \* This information is strictly confidential. \* This study is being conducted by a local public agency. \* Depending upon your answers, this will take about \_\_\_ minutes. Is now a good time or should I call back?

**SCREENERS**

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
Multnomah	46%	46%	46%
Washington	31%	35%	23%
Clackamas	23%	19%	31%

*Cells may not add up to 100% due to rounding*

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

**S3. AGE 1:** To ensure we represent residents of all age groups, please tell me your age.

IF NEEDED: This is only so we can group your answers with others just like yourself. **(OPEN) (IF REFUSED, CONTINUE TO S4)**

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>18–34 (Millennials and younger)</b>	<b>30%</b>	<b>33%</b>	<b>24%</b>
18–24	10%	11%	7%
25–34	20%	21%	17%
<b>35–54 (Gen X)</b>	<b>37%</b>	<b>39%</b>	<b>34%</b>
35–44	19%	19%	19%
45–54	18%	19%	15%
<b>55 or over (Boomers and older)</b>	<b>33%</b>	<b>29%</b>	<b>42%</b>
55–64	16%	15%	19%
65 or over	17%	14%	24%
<b>Estimated mean age</b>	<b>46.5</b>	<b>44.6</b>	<b>50.5</b>

*Cells may not add up to 100% due to rounding*

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
Male	48%	46%	53%
Female	51%	53%	46%
Non-binary or gender non-conforming	1%	1%	n=1

*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=807	Rider n=552	Non-rider n=255
Right direction	44%	49%	34%
Wrong track	43%	39%	53%
<b>(DON'T READ)</b> Don't know	12%	12%	13%

*Cells may not add up to 100% due to rounding*

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Social issues (Net)</b>	<b>59%</b>	<b>62%</b>	<b>52%</b>
Homelessness, hunger	46%	47%	43%
Housing, affordable housing	16%	18%	13%
Other social issues	3%	3%	4%
<b>Transportation (Net)</b>	<b>20%</b>	<b>18%</b>	<b>24%</b>
<i>Roads, bridges, construction, parking (Subnet)</i>	<i>16%</i>	<i>14%</i>	<i>22%</i>
Traffic congestion, too many cars	13%	11%	17%
Roads, not enough lanes, repairs	3%	2%	4%
Other roads, bridges, construction parking	<1%	<1%	1%
<i>Public transportation (Subnet)</i>	<i>4%</i>	<i>4%</i>	<i>2%</i>
Not enough mass transit	3%	3%	2%
Light rail issues, cost of fares	<1%	<1%	0%
TriMet (general mention)	<1%	<1%	0%
Other public transportation	<1%	1%	0%
Other transportation	<1%	1%	0%
<b>Crime and safety (Net)</b>	<b>8%</b>	<b>8%</b>	<b>7%</b>
Crime, gangs, violence, drugs, robbery	4%	5%	3%
Lack of police/security	1%	1%	1%
Other public safety (including protest)	3%	2%	3%
<b>Government funds or taxes (Net)</b>	<b>7%</b>	<b>6%</b>	<b>11%</b>
High taxes/property taxes	3%	2%	4%
Bad government/politicians	2%	2%	4%
Mismanage money	2%	1%	2%
Other government funds or taxes issues	1%	1%	2%
<b>School issues (Net)</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>
School issues, education	5%	4%	6%
Schools need funding/are failing	1%	1%	1%
<b>Growth, overdevelopment (Net)</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>
Overdevelopment, overbuilding	2%	2%	2%
Overpopulation, too many people	1%	1%	2%
Other overdevelopment issues	1%	1%	2%
<b>Economy, jobs (Net)</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>
Economy, cost of living	1%	2%	1%
Jobs, unemployment	1%	1%	2%
Other economy and jobs issues	1%	1%	0%
Environment, climate change	1%	1%	<1%
Illegal immigration	1%	1%	1%
Other responses	1%	1%	1%
None, nothing	2%	2%	2%
Don't know, need more information	2%	2%	4%

Multiple responses accepted

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Traffic and roads (Net)</b>	<b>74%</b>	<b>75%</b>	<b>71%</b>
Traffic, congestion, freeway/highway traffic	26%	28%	21%
Expand roads, more lanes/capacity	23%	23%	24%
Road repair/maintenance, potholes	18%	17%	21%
More sidewalks, repair sidewalks	6%	5%	6%
More bike lanes	4%	6%	1%
Traffic lights, timing	2%	1%	2%
Parking	1%	1%	<1%
<b>Public transportation (Net)</b>	<b>13%</b>	<b>15%</b>	<b>10%</b>
Bus service—more routes, closer stops	5%	5%	4%
Bus service—more frequent	3%	3%	2%
Improve public transit, general	3%	3%	2%
Reliable, clean, safe	2%	2%	1%
Expand MAX service area	1%	1%	<1%
Other public transportation issues	1%	1%	0%
<b>Safety (Net)</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>
Pedestrians and Bikes (subnet)	6%	6%	4%
Bike and pedestrian safety	3%	4%	1%
Hold bicyclists accountable to traffic laws	1%	1%	2%
Better-marked bike lanes	1%	1%	1%
Fewer bike lanes/routes	1%	1%	1%
Prohibit scooters	<1%	<1%	<1%
Cars (subnet)	1%	1%	<1%
Other responses	5%	4%	6%
None, nothing	3%	2%	4%
Don't know	3%	1%	6%

*Multiple responses accepted*

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
Yes	100%	100%	100%
No—THANK AND TERMINATE	--	--	--
(DON'T READ) Don't know—THANK AND TERMINATE	--	--	--

## JOB APPROVALS

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>75%</b>	<b>81%</b>	<b>63%</b>
Strongly approve	39%	43%	30%
Somewhat approve	36%	37%	32%
<b>Disapprove (Net)</b>	<b>17%</b>	<b>15%</b>	<b>21%</b>
Somewhat disapprove	7%	7%	7%
Strongly disapprove	10%	8%	14%
<b>(DON'T READ) Don't know</b>	<b>8%</b>	<b>4%</b>	<b>16%</b>

*Cells may not add up to 100% due to rounding*

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>74%</b>	<b>79%</b>	<b>64%</b>
Strongly approve	38%	42%	30%
Somewhat approve	36%	37%	34%
<b>Disapprove (Net)</b>	<b>13%</b>	<b>11%</b>	<b>16%</b>
Somewhat disapprove	6%	6%	6%
Strongly disapprove	7%	5%	10%
<b>(DON'T READ) Don't know</b>	<b>13%</b>	<b>9%</b>	<b>20%</b>

*Cells may not add up to 100% due to rounding*

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>78%</b>	<b>84%</b>	<b>64%</b>
Strongly approve	46%	52%	34%
Somewhat approve	31%	32%	30%
<b>Disapprove (Net)</b>	<b>17%</b>	<b>14%</b>	<b>24%</b>
Somewhat disapprove	7%	6%	8%
Strongly disapprove	10%	8%	15%
<b>(DON'T READ) Don't know</b>	<b>5%</b>	<b>2%</b>	<b>12%</b>

*Cells may not add up to 100% due to rounding*

## SAFETY

8. \*\*\*From what you know or may have heard, how safe would you feel riding TriMet buses? Please answer using a 7-point scale where 1 is “not at all safe” and 7 is “very safe.”

Response Category	Total n=807	Rider n=552	Non-rider n=255
Not at all safe (1)	5%	3%	9%
2	4%	3%	6%
3	7%	6%	8%
4	12%	11%	15%
5	28%	29%	25%
6	22%	26%	14%
Very safe (7)	18%	20%	15%
<b>Mean rating</b>	<b>5.0</b>	<b>5.2</b>	<b>4.5</b>
<b>(DON'T READ)</b> Don't know	4%	3%	7%

*Cells may not add up to 100% due to rounding*

9. \*\*\*From what you know or may have heard, how safe would you feel riding MAX trains? Please answer using a 7-point scale where 1 is “not at all safe” and 7 is “very safe”.

Response Category	Total n=807	Rider n=552	Non-rider n=255
Not at all safe (1)	7%	5%	11%
2	5%	3%	8%
3	7%	7%	9%
4	14%	13%	16%
5	24%	25%	20%
6	24%	28%	14%
Very safe (7)	18%	19%	15%
<b>Mean rating</b>	<b>4.9</b>	<b>5.1</b>	<b>4.4</b>
<b>(DON'T READ)</b> Don't know	3%	1%	6%

*Cells may not add up to 100% due to rounding*



10. \*\*\*What safety concerns, if any, do you have when riding, or thinking about riding, TriMet? (Open)

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Passenger behaviors (Net)</b>	<b>34%</b>	<b>37%</b>	<b>30%</b>
Homeless passengers	12%	13%	11%
Passengers with mental health issues	8%	10%	3%
Rowdy or disrespectful passengers	7%	9%	4%
Passengers under the influence of drugs/alcohol	5%	5%	7%
Harassment	3%	4%	2%
Gang members	3%	2%	6%
Passengers are dangerous	2%	3%	2%
Other passengers mentions	3%	3%	5%
<b>General safety concerns (Net)</b>	<b>19%</b>	<b>19%</b>	<b>19%</b>
Unsafe at night	8%	9%	7%
Feel unsafe	6%	5%	8%
Routes, transit centers, stops are unsafe	3%	3%	2%
Feel unsafe around other people, general	3%	3%	3%
Not safe for senior citizens	1%	1%	<1%
<b>Crime on vehicles or at stations (Net)</b>	<b>17%</b>	<b>15%</b>	<b>19%</b>
Theft, mugging, crime	8%	6%	11%
Physical assault	5%	6%	3%
Killing onboard MAX	2%	2%	3%
Violence, unspecified	2%	2%	1%
Gun violence	1%	1%	2%
Racism, harassment	1%	<1%	1%
Sexual assault, harassment	1%	1%	1%
Lack of security presence	12%	14%	9%
Lack of fare enforcement	2%	2%	2%
Driver, staff behavior	1%	2%	<1%
Overcrowded vehicles	1%	1%	<1%
TriMet doing okay, good with safety	1%	1%	0%
Unclean vehicles	1%	<1%	1%
Other safety concerns	1%	1%	1%
Don't ride TriMet	2%	<1%	5%
No fears, same as anywhere	22%	23%	21%
Don't know	2%	1%	4%

*Multiple responses accepted*

## RELIABILITY

11. 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=807	Rider n=552	Non-rider n=255
Not at all reliable (1)	2%	1%	3%
2	1%	1%	1%
3	2%	2%	3%
4	7%	6%	9%
5	22%	22%	20%
6	35%	37%	29%
Very reliable (7)	24%	26%	21%
<b>Mean rating</b>	<b>5.7</b>	<b>5.8</b>	<b>5.4</b>
<b>(DON'T READ)</b> Don't know	8%	4%	14%

*Cells may not add up to 100% due to rounding*

12. 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=807	Rider n=552	Non-rider n=255
Not at all reliable (1)	1%	<1%	3%
2	1%	1%	3%
3	2%	2%	2%
4	6%	5%	8%
5	18%	16%	21%
6	35%	40%	23%
Very reliable (7)	31%	33%	26%
<b>Mean rating</b>	<b>5.8</b>	<b>6.0</b>	<b>5.5</b>
<b>(DON'T READ)</b> Don't know	6%	3%	14%

*Cells may not add up to 100% due to rounding*

13. \*\*\*If TriMet bus and MAX service were more reliable, how likely would you be to ride more often?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Likely (Net)</b>	<b>47%</b>	<b>59%</b>	<b>21%</b>
Very likely	18%	24%	5%
Somewhat likely	29%	35%	16%
<b>Unlikely (Net)</b>	<b>43%</b>	<b>32%</b>	<b>69%</b>
Somewhat unlikely	16%	14%	19%
Very unlikely	28%	17%	50%
<b>(DON'T READ)</b> Don't know	10%	10%	10%

*Cells may not add up to 100% due to rounding*

**RIDERSHIP (Ask everyone)**

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 in the past 12 months. **[RE-READ LIST IF NECESSARY → There should be no “don’t know” answers for this question.]** If needed: What is your best estimate?

Response Category	Total n=807	Rider n=552	Non-rider n=255
NON-RIDER, you never ride TriMet	32%	--	100%
INFREQUENT RIDER, you ride less than once a month	37%	54%	--
OCCASIONAL RIDER, you ride a couple times a month	18%	26%	--
REGULAR RIDER, you ride several times a week	7%	11%	--
FREQUENT RIDER, you ride almost every day	6%	9%	--

*Cells may not add up to 100% due to rounding*

*\*\*\*We added clarifying language “in past 12 months,” which makes assessment more consistent with American Public Transportation Association’s annual ridership tracking.*

15. \*\*\*Do you value the benefits TriMet provides to the region? **[Do not read list]**

Response Category	Total n=807	Rider n=552	Non-rider n=255
Yes	84%	90%	71%
No	6%	4%	10%
Maybe	6%	4%	9%
<b>(DON'T READ)</b> Don't know	4%	2%	9%

*Cells may not add up to 100% due to rounding*

16. \*\*\* Why do you say that? **Open-End**

Base response: Yes

Response Category	Total n=678	Rider n=497	Non-rider n=181
<b>Positive (Net)</b>	<b>95%</b>	<b>96%</b>	<b>93%</b>
Provides transportation for those who can't/prefer not to drive	37%	33%	46%
Reduces traffic congestion, gets cars off the road	19%	21%	14%
Gets you where you need to go	19%	20%	19%
Believe in it, necessary	14%	12%	19%
Accessible, reliable, convenient, easy	9%	10%	6%
Helps lower income, disabled, elderly people	7%	6%	9%
Affordable, inexpensive	5%	6%	3%
Cost savings, parking	5%	6%	4%
TriMet managed well, does a good job	5%	5%	3%
Public service	4%	3%	6%
Environmental benefits	4%	5%	2%
Faster than driving, avoid traffic	3%	4%	1%
Safe	1%	1%	0%
<b>Neutral (Net)</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
No benefits, none	1%	<1%	1%
All other responses	2%	2%	1%
<b>Negative (Net)</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>
Not safe	1%	1%	1%
All other negative responses	1%	1%	1%
I don't ride, use	2%	1%	5%
Don't know	1%	1%	2%

Base response: No

Response Category	Total n=51	Rider n=24	Non-rider n=27
<b>Negative (Net)</b>	<b>72%</b>	<b>82%</b>	<b>64%</b>
Not safe	30%	24%	36%
<i>Cost (subnet)</i>	<b>30%</b>	<b>36%</b>	<b>25%</b>
Transit costs too much	21%	28%	15%
Taxes	9%	7%	10%
Transit takes too long, services is poor	9%	15%	4%
Inefficient, poorly managed	9%	15%	3%
Transit not useful	5%	8%	3%
<b>Neutral (Net)</b>	<b>13%</b>	<b>7%</b>	<b>19%</b>
No benefits, none	10%	7%	13%
All other responses	3%	0%	6%
<b>Positive (Net)</b>	<b>9%</b>	<b>12%</b>	<b>7%</b>
Reduces traffic congestion, gets cars off the road	6%	7%	4%
Cost savings, parking	2%	4%	0%
Accessible, reliable, convenient, easy	2%	0%	3%
I don't ride, use	10%	0%	18%

Don't know	2%	0%	4%
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Caution small cell size

Base response: Maybe

Response Category	Total n=45	Rider n=22	Non-rider n=24
<b>Positive (Net)</b>	<b>45%</b>	<b>48%</b>	<b>43%</b>
Provides transportation for those who can't/prefer not to drive	20%	14%	26%
Believe in it, necessary	12%	21%	4%
Gets you where you need to go	8%	8%	8%
Affordable, inexpensive	5%	5%	5%
Public Service	2%	4%	0%
<b>Negative (Net)</b>	<b>21%</b>	<b>24%</b>	<b>19%</b>
Inefficient, poorly managed	10%	12%	8%
<i>Cost (subnet)</i>	<b>9%</b>	<b>12%</b>	<b>7%</b>
Transit costs too much	5%	8%	4%
Taxes	4%	5%	4%
Not safe	6%	8%	4%
Transit takes too long, service is poor	4%	4%	4%
<b>Neutral (Net)</b>	<b>18%</b>	<b>16%</b>	<b>20%</b>
No benefits	5%	4%	5%
All other responses	13%	12%	15%
I don't ride, use	22%	12%	33%
Don't know	2%	5%	0%

Caution small cell size

## RIDERSHIP

(Q17–21ask if riders: Q14>=2)

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

Response Category	Rider n=546
Bus and Max	35%
Bus	17%
MAX	46%
WES [If needed: Commuter rail]	5%
LIFT [If needed: Door-to-door paratransit]	4%
<b>(DON'T READ)</b> Don't know	0%

Multiple responses accepted

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

Response Category	Rider n=552
Recreation	61%
Work	35%
Go to airport	31%
Shopping	25%
Personal business	23%
Visit friends/family	16%
Medical appointments	14%
School	11%
Other <b>(SPECIFY)</b>	1%
<b>(DON'T READ)</b> Don't know	1%

*Multiple responses accepted*

19. **[If more than one response in Q18 reasons]** For which ONE activity do you ride TriMet most often?

Response Category	Rider n=552
Recreation	41%
Work	26%
Go to airport	9%
Personal business	8%
Shopping	5%
School	4%
Medical appointments	3%
Visit friends/family	3%
Other <b>(SPECIFY)</b>	1%
<b>(DON'T READ)</b> Don't know	1%

*Cells may not add up to 100% due to rounding*

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

Response Category	Rider n=505
<b>Choice (Net)</b>	<b>86%</b>
I have a car available for my use, but I prefer to take TriMet	82%
I choose not to own a car because I prefer to take TriMet	4%
<b>Transit-dependent (Net)</b>	<b>14%</b>
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	10%
<b>(DON'T READ)</b> Don't know	0%

*Cells may not add up to 100% due to rounding*

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

Response Category	Rider n=552
<b>Satisfied (Net)</b>	<b>80%</b>
Very satisfied	43%
Somewhat satisfied	37%
<b>Neither satisfied nor dissatisfied</b>	<b>11%</b>
<b>Dissatisfied (Net)</b>	<b>8%</b>
Somewhat dissatisfied	5%
Very dissatisfied	4%
<b>(DON'T READ) Don't know</b>	<1%

*Cells may not add up to 100% due to rounding*

### CHURN

**(Ask everyone)**

22. Thinking back to a year ago, would you say you are now riding TriMet more, the same, or less than before? **(If non-rider now, more is not an available response)**

Response Category	Total n=807	Rider n=552	Non-rider n=255
More	7%	11%	<1%
The same	67%	68%	66%
Less	24%	22%	29%
<b>(DON'T READ) Don't know</b>	2%	<1%	5%

*Cells may not add up to 100% due to rounding*

### RIDE HAILING **(Ask everyone)**

23. How often do you use ride hailing services such as Lyft, Uber or taxis?

Response Category	Total n=807	Rider n=552	Non-rider n=255
Never	51%	44%	66%
Less than once a month	32%	36%	24%
Several times a month	14%	17%	8%
A few times a week	2%	2%	1%
Daily	1%	<1%	1%
<b>(DON'T READ) Don't know</b>	1%	1%	1%

*Cells may not add up to 100% due to rounding*

## FARES

24. **[Ask everyone]** Last year TriMet launched a new electronic fare system called Hop Fastpass. Hop allows you to pay your fare by tapping your Hop card on a reader when you board the bus or train. Before today, were you aware of Hop Fastpass?

Response Category	Total n=807	Rider n=552	Non-rider n=255
Yes	56%	69%	28%
No <b>(Skip to Q26)</b>	43%	31%	69%
<b>(DON'T READ)</b> Don't know <b>(Skip to Q27)</b>	1%	<1%	2%

*Cells may not add up to 100% due to rounding*

25. **[Ask if rider (any type) and aware of Hop, Q24=yes]** Do you usually use Hop to pay your fare?

Response Category	Rider n=552
Yes	22%
No	78%
<b>(DON'T READ)</b> Don't know	1%

*Cells may not add up to 100% due to rounding*

26. **\*\*\*[Ask if do not use Hop fare, Q25=no]** Why don't you usually use Hop to pay your fare? **[OPEN, RECORD]**

Response Category	Rider n=429
Not aware, don't use HOP	40%
Infrequent rider, don't need it	28%
Prefer some other way	22%
Don't know how to use it	6%
<b>Cash, debit or credit card (Net)</b>	<b>6%</b>
Buy tickets, day or month pass	7%
Mobile tickets app	5%
Employer, school, annual pass	5%
Don't want, need Hop	5%
Have not signed up for it, looked at it	2%
Using up tickets	1%
No cell phone	1%
Plan on getting it	1%
Other	<1%
Nothing, no comment, don't know	1%

*Multiple responses accepted*



27. **\*\*\*[Ask all riders]** Is your TriMet fare: Adult, Honored Citizen, Youth, or LIFT? If Honored Citizen, probe: is your Honored Citizen fare for riders with disabilities, seniors age 65 or older and Medicare beneficiaries, or low-income riders? **[Choose all that apply]**

Response Category	Rider n=552
Adult	81%
<b>Honored Citizen (Net)</b>	<b>15%</b>
Honored Citizen—Age 65+/Medicare	12%
Honored Citizen—Disability	2%
Honored Citizen—Low-Income	1%
Youth	1%
LIFT	1%
<b>(DON'T READ)</b> Don't know	2%

*Cells may not add up to 100% due to rounding*

28. **\*\*\*[Ask if Hop fare Q25=no, don't know; OR riders (any type) and NOT aware of HOP]** 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	n=431
<b>Cash, tickets (Net)</b>	<b>48%</b>
Single ride 2 ½ hour ticket	44%
Book of 10 2 ½ hour tickets	3%
<b>Day pass (Net)</b>	<b>40%</b>
Day pass	39%
Book of 5 day passes	1%
<b>Pass (Net)</b>	<b>10%</b>
Annual pass (includes employer or school pass)	5%
Monthly or 30-day pass	4%
Other <b>(SPECIFY)</b>	1%
<b>(DON'T READ)</b> Don't know	1%

*Cells may not add up to 100% due to rounding*

29. **[Ask all riders]** 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	n=552
Poor (1)	2%
2	1%
3	2%
4	9%
5	22%
6	30%
Excellent (7)	33%
<b>Mean rating</b>	<b>5.7</b>
<b>(DON'T READ)</b> Don't know	<1%

*Cells may not add up to 100% due to rounding*

**Ask everyone**

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Agree (Net)</b>	<b>49%</b>	<b>51%</b>	<b>43%</b>
Strongly agree	30%	32%	25%
Somewhat agree	19%	19%	19%
<b>Neither agree nor disagree</b>	<b>27%</b>	<b>25%</b>	<b>32%</b>
<b>Disagree (Net)</b>	<b>13%</b>	<b>14%</b>	<b>11%</b>
Somewhat disagree	8%	10%	4%
Strongly disagree	5%	5%	7%
<b>(DON'T READ) Don't know</b>	<b>11%</b>	<b>10%</b>	<b>14%</b>

*Cells may not add up to 100% due to rounding*

31. \*\*\*Do you agree or disagree **[rotate]** that TriMet should enforce fare requirements, even if doing so sometimes feels intrusive or intimidating to some customers? If you neither agree nor disagree just let me know. **PROBE for agree/disagree:** Is that strongly or somewhat?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Agree (Net)</b>	<b>66%</b>	<b>66%</b>	<b>64%</b>
Strongly agree	44%	42%	49%
Somewhat agree	22%	24%	15%
<b>Neither agree nor disagree</b>	<b>17%</b>	<b>15%</b>	<b>21%</b>
<b>Disagree (Net)</b>	<b>12%</b>	<b>13%</b>	<b>8%</b>
Somewhat disagree	5%	7%	3%
Strongly disagree	6%	7%	5%
<b>(DON'T READ) Don't know</b>	<b>6%</b>	<b>5%</b>	<b>7%</b>

*Cells may not add up to 100% due to rounding*

## PROJECT AWARENESS (Ask everyone)

Next I'm going to ask you about a few TriMet projects and ask whether you approve or disapprove.

32. \*\*\*TriMet began a low-income fare program last summer. For people with incomes at or below 200 percent of the federal poverty level, the regular Adult fare is half of the fare paid by riders with higher incomes. Do you approve or disapprove of this new program? Is that strongly or somewhat?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>80%</b>	<b>83%</b>	<b>75%</b>
Strongly approve	54%	59%	45%
Somewhat approve	26%	24%	29%
<b>Disapprove (Net)</b>	<b>17%</b>	<b>14%</b>	<b>22%</b>
Somewhat disapprove	5%	4%	6%
Strongly disapprove	12%	10%	16%
<b>(DON'T READ) Don't know</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>

*Cells may not add up to 100% due to rounding*

33. \*\*\*Over the next five years, TriMet will add 80 zero-emission electric buses to the fleet. Do you approve or disapprove of this purchase? Is that strongly or somewhat?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>80%</b>	<b>82%</b>	<b>77%</b>
Strongly approve	60%	63%	55%
Somewhat approve	20%	19%	23%
<b>Disapprove (Net)</b>	<b>13%</b>	<b>12%</b>	<b>15%</b>
Somewhat disapprove	4%	4%	5%
Strongly disapprove	9%	8%	10%
<b>(DON'T READ) Don't know</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>

*Cells may not add up to 100% due to rounding*

34. \*\*\*A 15-mile project along Southeast Division will improve bus service by providing longer buses, multiple-door boarding, and expanded stations with amenities. Do you approve or disapprove of the Division Transit Project? Is that strongly or somewhat?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>72%</b>	<b>76%</b>	<b>64%</b>
Strongly approve	42%	44%	36%
Somewhat approve	31%	32%	28%
<b>Disapprove (Net)</b>	<b>17%</b>	<b>15%</b>	<b>21%</b>
Somewhat disapprove	6%	5%	8%
Strongly disapprove	11%	9%	13%
<b>(DON'T READ) Don't know</b>	<b>11%</b>	<b>9%</b>	<b>15%</b>

*Cells may not add up to 100% due to rounding*

35. \*\*\*To improve the quality of bus service, TriMet is working with cities and counties in the region to speed up bus travel in congested areas. These efforts involve using technology to communicate with traffic signals or creating bus-only lanes. These efforts may require the removal of some parking or allowing buses to jump ahead of car traffic. Do you approve or disapprove of these efforts? Is that strongly or somewhat?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>64%</b>	<b>69%</b>	<b>54%</b>
Strongly approve	34%	37%	30%
Somewhat approve	30%	33%	24%
<b>Disapprove (Net)</b>	<b>28%</b>	<b>25%</b>	<b>35%</b>
Somewhat disapprove	12%	13%	11%
Strongly disapprove	16%	13%	24%
<b>(DON'T READ) Don't know</b>	<b>7%</b>	<b>5%</b>	<b>11%</b>

*Cells may not add up to 100% due to rounding*

36. \*\*\*TriMet is considering closing four closely spaced MAX stations to move trains faster in downtown Portland. Do you approve or disapprove of these closures? Is that strongly or somewhat?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>54%</b>	<b>55%</b>	<b>53%</b>
Strongly approve	30%	30%	31%
Somewhat approve	24%	25%	22%
<b>Disapprove (Net)</b>	<b>30%</b>	<b>32%</b>	<b>27%</b>
Somewhat disapprove	17%	17%	16%
Strongly disapprove	14%	15%	11%
<b>(DON'T READ) Don't know</b>	<b>15%</b>	<b>13%</b>	<b>21%</b>

*Cells may not add up to 100% due to rounding*

37. A light rail line is proposed between Portland and Tigard and Tualatin along Southwest Barbur Boulevard? Do you approve or disapprove of light rail along Barbur Boulevard? Is that strongly or somewhat?

Response Category	Total n=807	Rider n=552	Non-rider n=255
<b>Approve (Net)</b>	<b>74%</b>	<b>79%</b>	<b>63%</b>
Strongly approve	47%	50%	40%
Somewhat approve	27%	29%	23%
<b>Disapprove (Net)</b>	<b>18%</b>	<b>15%</b>	<b>24%</b>
Somewhat disapprove	5%	5%	5%
Strongly disapprove	12%	10%	19%
<b>(DON'T READ) Don't know</b>	<b>8%</b>	<b>6%</b>	<b>13%</b>

*Cells may not add up to 100% due to rounding*

## TELEPHONE USAGE

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
Already have a smartphone	84%	87%	78%
Planning to get a smartphone within the next year	2%	2%	1%
Not planning to get a smartphone within the next year	12%	9%	19%
<b>(DON'T READ)</b> Don't know	2%	2%	2%

*Cells may not add up to 100% due to rounding*

## DEMOGRAPHICS

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

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
1	11%	11%	11%
2	31%	31%	30%
3	23%	22%	24%
4	19%	20%	17%
5 or more	15%	15%	16%
Refused	2%	1%	3%

*Cells may not add up to 100% due to rounding*

40. \*\*\*Which of the following best describes your racial or ethnic background? **(Allow multiple responses)**

Response Category	Total n=772	Rider n=528	Non-rider n=244
<b>Caucasian/White</b>	<b>81%</b>	<b>78%</b>	<b>86%</b>
<b>People of color (Net)</b>	<b>20%</b>	<b>23%</b>	<b>14%</b>
Hispanic/Latino	6%	7%	2%
Black/African American	4%	5%	3%
Multi-racial/Bi-racial	4%	4%	4%
Asian/Asian American	4%	4%	3%
American Indian or Alaskan Native	1%	1%	1%
Middle Eastern/North African	<1%	1%	0%
Pacific Islander	<1%	<1%	<1%
Something else <b>(SPECIFY)</b>	<1%	<1%	<1%

*Multiple responses accepted. Refusals removed from calculations.*

41. \*\*\*[If survey conducted in English] Is English your first language?

Response Category	Total n=807	Rider n=552	Non-rider n=255
Yes	91%	92%	91%
No	8%	7%	9%
<b>(DON'T READ)</b> Refused/don't know	1%	1%	0%

*Cells may not add up to 100% due to rounding*

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

Response Category	Total n=618	Rider n=422	Non-rider n=196
Less than \$10,000	2%	2%	3%
\$10,000 to just under \$20,000	5%	5%	6%
\$20,000 to just under \$30,000	6%	6%	6%
\$30,000 to just under \$40,000	9%	9%	9%
\$40,000 to just under \$50,000	8%	8%	6%
\$50,000 to just under \$60,000	9%	11%	6%
\$60,000 to just under \$70,000	8%	8%	8%
\$70,000 to just under \$80,000	11%	11%	10%
\$80,000 to just under \$90,000	6%	5%	8%
\$90,000 to just under \$100,000	8%	7%	9%
\$100,000 to just under \$125,000	10%	10%	11%
\$125,000 to just under \$150,000	6%	6%	6%
Over \$150,000	12%	11%	13%
Less than \$30,000	14%	13%	14%
\$30,000 to just under \$50,000	17%	18%	15%
\$50,000 to just under \$70,000	18%	19%	14%
\$70,000 to just under \$100,000	24%	23%	27%
\$100,000 or more	28%	27%	30%
\$60,000 to just under 100,000	32%	31%	35%
\$100,000 or more	28%	27%	30%

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

FPL

Response Category	Total n=618	Rider n=422	Non-rider n=196
Not low	80%	79%	82%
At or below 150% FPL	20%	21%	18%

*Cells may not add up to 100% due to rounding*

43. 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=807	Rider n=552	Non-rider n=255
Yes	63%	66%	57%
No	35%	33%	42%
<b>(DON'T READ)</b> Refused/don't know	1%	1%	2%

*Cells may not add up to 100% due to rounding*

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
English	100%	99%	100%
Spanish	<1%	1%	0%

*Cells may not add up to 100% due to rounding*

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

Response Category	Total n=807	Rider n=552	Non-rider n=255
Land line	45%	45%	44%
Cell phone	55%	55%	56%

*Cells may not add up to 100% due to rounding*