TriMet Attitude and Awareness Survey

April 2022

ANNOTATED QUESTIONNAIRE—Ridership

May 27, 2022

To: TriMet Public Affairs Department
From: Michelle Neiss & Eddie Szamborski, DHM Research
Re: Attitude & Awareness Survey 2022, #01025

INTRODUCTION & METHODOLOGY

From April 4 to April 25, 2022 DHM Research conducted a mail-based 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, plans to return to riding public transit, awareness of new projects, and to identify key market segments for future marketing and communications outreach.

Research Methodology: The address-based mail-to-online survey consisted of 1,412 residents. Postcard invitations were mailed April 2nd, asking residents to take a survey online and offering a $10 gift card to those who completed the survey. The postcard included instructions in six languages (English, Spanish, Russian, Vietnamese, Korean, and Chinese) and the survey was available in these languages. In addition, the postcard offered a phone number to and schedule a phone interview if desired, in any of the six languages offered (six interviews were completed by phone). Online responses began to be entered on April 4th. The survey took on average 30 minutes to complete, with a median time of 16 minutes.

> **Sample:** The sample for the study was generated from a random selection of all Portland residential mailing addresses within TriMet's service area. In addition, to ensure adequate representation from groups with historically lower response rates (lower income and households of color), we included an oversample to addresses located in Census blocks with higher than average proportion of low income households or residents of color.
>
> Historically, the Attitude & Awareness Survey has sampled counties proportional to the total population at the county level. Because fewer Clackamas County residents are located within TriMet's service area, this means we also oversample in Clackamas County in order to maintain representation at the population level. See Appendix A for a detailed explanation of the random sampling to identify addresses.
>
> The target number of completed surveys was a minimum of 1,000 responses. Based on response rates from a pilot survey conducted in 2018, and based on a streamlined mailing schedule with one invitation only sent to each person, postcard invitations were mailed to 80,0000 households. A total of 1,412 valid surveys were ultimately returned, for a response rate of 2%. Sample size varies by question due to missing responses. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups, including age, gender, rider status, and area of the county.

Survey Administration: Each survey respondent was provided a unique numerical passcode. To complete the survey online, respondents were required to enter their passcode. Only one completed survey per passcode was allowed.

The online survey was hosted on an independent and secure DHM Research server and was available to respondents 24 hours a day. In gathering responses, DHM Research employed quality control measures including pre-testing and monitoring the online survey to identify potential browser issues.

Weighting: As detailed above, residents in Clackamas County or in Census blocks with higher proportion of low income residents or residents of color, had a higher likelihood of being asked to participate in the survey. Inevitably, response rates vary across demographic groups. As with most surveys of this type, older residents and White residents completed the survey at higher rates. To ensure that the results presented here are representative of entire adult population, the data has been weighted by age, gender, ethnicity and county.

Weighted and unweighted responses for age, gender, ethnicity, and county are provided in Appendix B. Responses shown in the rest of this document reflect weighted responses.

Change in methodological approach: Prior Attitude & Awareness surveys have targeted respondents by their telephone number, reaching out either by telephone or text to ask them to take the survey. Over the years, response rates to surveys in general have gone down—and it has become increasingly difficult and costly to reach a large, representative sample. Although there are several approaches one could use instead, address-based sampling is one of the only ways to maintain a probability-based, scientifically valid approach. Furthermore, because the initial mail invitations can be presented in multiple languages, this approach also reduces barrier to inclusion for people with limited English proficiency.

A trade-off in using this approach, however, is that residents know ahead of time what the survey topic is. Those at either end of the spectrum, very positive or very negative, may be somewhat more likely to participate than people who have more neutral feelings. Because TriMet riders are typically more positive about TriMet, the proportion of riders in the sample may be larger than in the general population.

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 +/- 2.6%.

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 2022
April 4–25 2022
TriMet Service Area Residents
N=1,412; margin of error ±2.6%
16 minutes
DHM Research #01025

Note: Columns labeled "Rider" are those who have ridden TriMet at all in the past 12 months; "Non-riders" are those who have not ridden TriMet in the past 12 months; "Future Riders" are a sub-set of non-riders, who believe they will ride in the next 6 months.

Thank you for sharing your opinion with TriMet! This survey is being conducted by DHM Research, an independent research firm. Your information will remain confidential and anonymous.

After you have completed all the questions, you have the option to receive a $10 gift card. You will have the option to have the gift card delivered via email, mobile phone, or mailed to your home address. Delivery through email or a link sent to your mobile phone will be the fastest way to receive the gift card.

S1. Language selection:

Response category	Total n=1412	Rider n=993	Non-rider n=419
I'd like to take the survey in English	98%	98%	99%
Me gustaría realizar la encuesta en Español (I'd like to take the survey in Spanish)	1%	1%	--
我想以中文参加调查 (I'd like to take the survey in Chinese)	n=6	n=4	n=2
저는 한국어로 설문조사에 참여하겠습니다 (I'd like to take the survey in Korean)	n=5	n=4	n=1
Tôi muốn thực hiện khảo sát bằng tiếng Việt (I'd like to take the survey in Vietnamese)	n=2	n=2	--
Мне бы хотелось принять участие в опросе на русском языке (I'd like to take the survey in Russian)	n=1	n=1	n=1

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1. Are you age 16 or older?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Yes	100%	100%	100%
No	--	--	--

Cells may not add up to 100% due to rounding

[TERM for Q1] Thank you for your interest. You must be 16 or over to take this survey.

2. 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=1412	Rider n=993	Non-rider n=419
Right direction	22%	27%	10%
Wrong track	56%	50%	69%
I'm not sure	22%	23%	21%

Cells may not add up to 100% due to rounding

3. What is the most serious problem that you think local government needs to address in the Portland metropolitan area? **[Open]**

Response category	Total n=1374	Rider n=963	Non-rider n=411
Social issues (Net)	**69%**	**69%**	**69%**
Homelessness/hunger	60%	60%	61%
Housing/affordable housing	11%	11%	10%
Healthcare/mental health/poor access to healthcare	5%	5%	6%
Drug addiction and lack of treatment	3%	3%	3%
Need more public services	1%	1%	2%
Other social issues	1%	1%	1%
Crime/Safety (Net)	**35%**	**32%**	**41%**
Crime/gangs/violence/drugs/robbery	32%	28%	40%
Lack of police/security	2%	2%	2%
Other public safety/police mentions	3%	3%	2%
Transportation (Net)	**16%**	**18%**	**12%**
Public transportation (Subnet)	*10%*	*13%*	*5%*
Public safety on TriMet	4%	5%	2%
Service related: frequency/reliability/cleanliness/other	3%	4%	<1%
Expand coverage/more routes	3%	4%	2%
TriMet negative: fares/cost to maintain/not worth it	1%	1%	1%
TriMet general mention	<1%	<1%	1%
Other public transportation	1%	1%	1%
Roads/bridges/construction/parking (Subnet)	*6%*	*5%*	*8%*
Traffic congestion/too many cars	2%	2%	3%
Roads/not enough lanes/in need of repair	2%	2%	3%
Other general road/bridges/construction	1%	1%	2%
Parking	<1%	<1%	<1%
Other transportation (Subnet)	*2%*	*2%*	*1%*

	Total	Rider	Non-rider
Bicycle issues	<1%	1%	<1%
Other transportation	1%	1%	1%
Trash/graffiti/filth	10%	10%	10%
Government funds or taxes (Net)	**4%**	**3%**	**6%**
Bad government/politicians	2%	2%	3%
Mismanage money	1%	1%	2%
High taxes/property taxes	<1%	<1%	1%
Too liberal	<1%	--	1%
Growth/Overdevelopment (Net)	**2%**	**2%**	**2%**
Land use	1%	1%	1%
Upkeep of infrastructure	1%	<1%	1%
Overdevelopment/condos/overbuilding	<1%	1%	--
Overpopulation/too many people moving in	<1%	<1%	<1%
Economy/Jobs (Net)	**2%**	**2%**	**2%**
Economy/cost of living/inflation	1%	1%	1%
Jobs/unemployment/wages	<1%	<1%	--
Other economic mentions	1%	1%	2%
Environment/Climate change/pollution	1%	1%	3%
Other mentions (positive or negative)	2%	2%	2%
None/nothing/refused	1%	1%	--
Do not know/Need more information	1%	1%	1%

Open-end, multiple responses accepted

4. To the best of your knowledge, which of the following, if any, does TriMet operate? *Select all that apply.*

Response category	Total n=1412	Rider n=993	Non-rider n=419
MAX	99%	99%	98%
Bus	98%	97%	99%
Streetcar	68%	67%	69%
WES (Commuter Rail)	58%	58%	59%
LIFT (Paratransit)	52%	52%	53%
I'm not sure	--	--	--

Multiple responses accepted

5. Are you now, or have you ever been, a TriMet employee?

Response category	Total n=1412	Rider n=993	Non-rider n=419
No	100%	100%	100%
Yes	--	--	--

Cells may not add up to 100% due to rounding

[TERM for Q4 or Q5] Thank you for your time; we don't have further questions for you. Click the "next" button to enter your information for the gift card. **[Skip to Q70]**

Job Approvals

6. From what you know or may have heard, do you **[rotate text]** approve or disapprove of the job TriMet is doing?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Approve (Net)	**72%**	**78%**	**58%**
Strongly approve	31%	36%	18%
Somewhat approve	41%	42%	40%
Disapprove (Net)	**15%**	**12%**	**23%**
Somewhat disapprove	10%	9%	14%
Strongly disapprove	5%	4%	8%
I'm not sure	12%	10%	19%

Cells may not add up to 100% due to rounding

7. Thinking about the TriMet bus system, with routes in the three-county metro area, do you **[rotate text]** approve or disapprove of the existing TriMet bus system?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Approve (Net)	**75%**	**81%**	**61%**
Strongly approve	32%	38%	19%
Somewhat approve	43%	43%	42%
Disapprove (Net)	**13%**	**11%**	**20%**
Somewhat disapprove	10%	8%	13%
Strongly disapprove	4%	3%	6%
I'm not sure	11%	8%	19%

Cells may not add up to 100% due to rounding

8. Do you **[rotate text]** approve or disapprove of the existing MAX light rail system?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Approve (Net)	**82%**	**86%**	**73%**
Strongly approve	46%	50%	35%
Somewhat approve	36%	36%	38%
Disapprove (Net)	**14%**	**11%**	**21%**
Somewhat disapprove	10%	8%	13%
Strongly disapprove	4%	3%	8%
I'm not sure	4%	3%	6%

Cells may not add up to 100% due to rounding

Safety

9. From what you know or may have heard, how safe would you feel riding TriMet buses?

Response category	Total n=1412	Rider n=993	Non-rider n=419
1: Not at all safe	8%	4%	17%
2	6%	3%	11%
3	11%	10%	13%
4	18%	18%	19%
5	24%	25%	21%
6	18%	22%	9%
7: Very safe	11%	14%	4%
Mean rating	*4.5*	*4.8*	*3.7*
I'm not sure	3%	3%	5%

Cells may not add up to 100% due to rounding

10. From what you know or may have heard, how safe would you feel riding MAX trains?

Response category	Total n=1412	Rider n=993	Non-rider n=419
1: Not at all safe	10%	6%	20%
2	9%	8%	12%
3	13%	11%	16%
4	18%	20%	14%
5	23%	24%	20%
6	15%	18%	10%
7: Very safe	10%	12%	5%
Mean rating	*4.2*	*4.5*	*3.5*
I'm not sure	2%	1%	3%

Cells may not add up to 100% due to rounding

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

Response category	Total n=1412	Rider n=993	Non-rider n=419
Yes	44%	40%	54%
No	53%	57%	43%
I'm not sure	3%	4%	3%

Cells may not add up to 100% due to rounding

12. What safety concerns, if any, do you have when riding, or thinking about riding TriMet? **[Open]**

Response category	Total n=1267	Rider n=888	Non-rider n=378
Passenger behaviors (Net)	**49%**	**52%**	**40%**
Passengers with mental health issues	14%	15%	11%
Homeless passengers	13%	15%	9%
Passengers under influence of/using drugs or alcohol	12%	14%	8%
Passengers are dangerous/sketchy	9%	9%	10%
Harassment (approached by others)	8%	8%	7%
Rowdy or disrespectful passengers (observed)	4%	5%	3%
Gang members	1%	1%	2%
Other passenger mentions	4%	4%	4%
Crime on vehicles or at stations (Net)	**30%**	**25%**	**41%**
Violence (unspecified)	10%	7%	15%
Physical assault	7%	6%	8%
Gun or knife violence/visible weapons	6%	5%	7%
Theft/mugging/crime	5%	4%	8%
Killing onboard	3%	2%	5%
Crime (unspecified)	3%	2%	4%
Racism/harassment	2%	2%	1%
Sexual assault/harassment	1%	1%	<1%
General safety concerns (Net)	**20%**	**19%**	**22%**
Routes/transit centers/bus stops are unsafe	12%	11%	12%
Unsafe at night	8%	8%	7%
Feel unsafe	4%	3%	6%
Feel unsafe around other people	1%	1%	1%
Not safe for Senior citizens	<1%	<1%	<1%
Lack of staff (Net)	**14%**	**14%**	**13%**
Lack of security presence	7%	7%	5%
Lack of TriMet staff on trains/stations	5%	5%	4%
Lack of fare enforcement	4%	3%	5%
Exposure to COVID-19/contagious diseases	8%	9%	7%
Unclean vehicles	4%	4%	5%
Driver/TriMet staff behavior	1%	1%	<1%
TriMet doing okay, good with safety	1%	1%	<1%
Overcrowded vehicles	1%	1%	1%
Other safety concerns	4%	4%	2%
Do not ride TriMet	1%	<1%	2%
None	8%	8%	6%

Open-end, multiple responses accepted

13. How, if at all, has the COVID-19 pandemic affected how willing you are to use public transit?

Response category	Total n=1412	Rider n=993	Non-rider n=419
I am more willing to ride transit now	4%	5%	2%
No change	54%	61%	37%
I am less willing to ride transit now	39%	32%	57%
I'm not sure	2%	2%	4%

Cells may not add up to 100% due to rounding

Reliability

14. From what you know or may have heard, how reliable is service on <u>TriMet buses</u>?

Response category	Total n=1412	Rider n=993	Non-rider n=419
1: Not at all reliable	1%	1%	2%
2	2%	2%	2%
3	5%	4%	6%
4	12%	12%	11%
5	23%	24%	21%
6	26%	26%	25%
7: Very reliable	21%	24%	15%
Mean rating	***5.4***	***5.5***	***5.2***
I'm not sure	10%	7%	18%

Cells may not add up to 100% due to rounding

15. From what you know or may have heard, how reliable is service on <u>MAX trains</u>?

Response category	Total n=1412	Rider n=993	Non-rider n=419
1: Not at all reliable	1%	1%	1%
2	1%	1%	2%
3	4%	3%	8%
4	9%	9%	9%
5	21%	21%	22%
6	29%	30%	26%
7: Very reliable	29%	31%	23%
Mean rating	***5.7***	***5.8***	***5.4***
I'm not sure	6%	5%	10%

Cells may not add up to 100% due to rounding

Mode Use

16. What types of transportation do you use? Please select up to 5 types of transportation that you use most often. **[Allow up to 5 of 8 choices]**

Response category	Total n=1412	Rider n=993	Non-rider n=419
Drive myself	77%	69%	98%
Walk (or roll)	72%	76%	61%
Public transit (TriMet, Streetcar, C-TRAN, SMART, others)	65%	82%	22%
Someone drives me	42%	42%	40%
Ride hail (Uber, Lyft, taxi)	30%	33%	23%
Bicycle	27%	30%	21%
Carpool/vanpool	11%	11%	11%
Scooter	4%	4%	1%

Multiple responses accepted

[For Q17a–17h, ask if mode was selected in Q16]

17a. How often do you use the following type of transportation: Drive myself?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	23%	31%	2%
Less than once a month	2%	3%	2%
Monthly	2%	2%	2%
Weekly	32%	30%	37%
Daily	41%	34%	56%

Cells may not add up to 100% due to rounding

17b. How often do you use the following type of transportation: Someone drives me?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	58%	58%	60%
Less than once a month	6%	7%	5%
Monthly	9%	10%	8%
Weekly	22%	21%	25%
Daily	4%	5%	2%

Cells may not add up to 100% due to rounding

17c. How often do you use the following type of transportation: Carpool/vanpool?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	89%	89%	89%
Less than once a month	2%	2%	2%
Monthly	4%	4%	4%
Weekly	4%	4%	5%
Daily	1%	1%	--

Cells may not add up to 100% due to rounding

17d. How often do you use the following type of transportation: Public transit (TriMet, Streetcar, C-TRAN, SMART, others)?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	35%	18%	78%
Less than once a month	19%	20%	17%
Monthly	18%	24%	3%
Weekly	15%	21%	2%
Daily	12%	17%	<1%

Cells may not add up to 100% due to rounding

17e. How often do you use the following type of transportation: Bicycle?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	73%	70%	79%
Less than once a month	5%	4%	5%
Monthly	7%	7%	7%
Weekly	10%	12%	7%
Daily	5%	6%	2%

Cells may not add up to 100% due to rounding

17f. How often do you use the following type of transportation: Walk (or roll)?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	28%	24%	39%
Less than once a month	4%	3%	5%
Monthly	6%	6%	3%
Weekly	24%	23%	26%
Daily	39%	44%	26%

Cells may not add up to 100% due to rounding

17g. How often do you use the following type of transportation: Ride hail (Uber, Lyft, taxi)?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	70%	67%	77%
Less than once a month	17%	17%	18%
Monthly	10%	12%	5%
Weekly	3%	4%	1%
Daily	<1%	<1%	--

Cells may not add up to 100% due to rounding

17h. How often do you use the following type of transportation: Scooter?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Never	96%	96%	99%
Less than once a month	2%	2%	1%
Monthly	<1%	<1%	1%
Weekly	1%	1%	<1%
Daily	<1%	<1%	--

Cells may not add up to 100% due to rounding

Ridership

22. Below is a list of TriMet rider categories. Please select the category that best indicates how often you rode TriMet before the COVID-19 pandemic? This includes trips on bus, MAX, WES and LIFT paratransit. If you are not sure, please provide your best estimate.

Response category	Total n=1412	Rider n=993	Non-rider n=419
Non-rider (I didn't ride TriMet)	12%	4%	30%
Rider (Net)	**88%**	**96%**	**70%**
Infrequent rider (I rode less than once a month)	32%	28%	42%
Occasional rider (I rode a couple times a month)	24%	29%	13%
Regular rider (I rode several times a week)	18%	21%	11%
Frequent rider (I rode almost every day)	14%	18%	5%

Cells may not add up to 100% due to rounding

23. Please select the category that best indicates how often you have been riding TriMet in the past 12 months. This includes trips on bus, MAX, WES, and LIFT paratransit services. If you are not sure, please provide your best estimate.

Response category	Total n=1412	Rider n=993	Non-rider n=419
Non-rider (I don't ride TriMet)	30%	--	100%
Rider (Net)	**70%**	**100%**	**--**
Infrequent rider (I ride less than once a month)	35%	50%	--
Occasional rider (I ride several times a month)	17%	25%	--
Regular rider (I ride several times a week)	9%	13%	--
Frequent rider (I ride almost every day)	9%	12%	--

Cells may not add up to 100% due to rounding

24. In the next six months do you expect to ride TriMet:

Response category	Total n=1412	Rider n=993	Non-rider n=419
More than now	22%	23%	18%
[If said ride at least some in Q23] About the same as now	44%	62%	--
[If said ride at least some in Q23] Less than now	5%	7%	--
I won't ride TriMet at all	13%	3%	38%
I'm not sure	17%	6%	44%

Cells may not add up to 100% due to rounding

[Autocode based on Q22–24 questions; group into Current/Future combined Rider categories]

Response category	Total n=1412	Rider n=993	Non-rider n=419
Current rider (Net) [If said ride at least some in past 12 months]	**70%**	**100%**	**--**
Future rider (Net)	**5%**	**--**	**18%**
Future rider: New rider after COVID **[If non-rider pre-COVID, non-rider now, and will ride more in future]**	1%	--	3%
Future rider: Lapsed Rider before, coming back after COVID **[If rider pre-COVID, non-rider now, and will ride more in future]**	5%	--	16%
Non-rider (Net)	**24%**	**--**	**82%**
Non-rider: Lapsed Rider before, not coming back after COVID **[If rider pre-COVID, non-rider now, and will not ride in future]**	6%	--	21%
Non-rider: Never rode TriMet and won't ride in future **[If non-rider pre-COVID, non-rider now, and will not ride in future]**	5%	--	16%
Non-rider now, not sure about future	13%	--	44%

Cells may not add up to 100% due to rounding

25. **[If expect to ride less, not at all, or don't know]** Why [**Match to Q24 response: will you ride less / will you not ride at all / are you unsure]**? From the list of reasons below, rank the top three reasons that most explain why you **[will ride less / will not ride / are uncertain how much you will ride]**. Place a "1" next to the reason that is most important in your decision, 2 is second most important, 3 is third most important.

Response category	Total n=493	Rider n=150	Non-rider n=342
Use other modes instead (car, bike, walk, get rides from others, Uber/Lyft/taxi, etc.)	69%	62%	73%
Safety concerns on-board and/or at stops/stations	60%	56%	62%
Service concerns (not frequent enough, doesn't run where/when I need it; not as reliable as I need, crowded, requires too many transfers, too slow, etc.)	37%	30%	40%
COVID-19 concerns	25%	23%	26%
Cleanliness concerns	22%	26%	20%
Work from home	22%	17%	24%
Making fewer trips in general (shopping, restaurants, recreation, etc.)	20%	21%	19%
Life changes (not working, retired, new baby, health issues, etc.)	17%	21%	15%

Response category	Total n=493	Rider n=150	Non-rider n=342
Cost of fares	7%	11%	6%
Work location changed	4%	6%	3%
Home location changed	4%	7%	3%
School changed	1%	2%	--
Other **[Specify]**	6%	6%	6%
I'm not sure **[Exclusive]**	1%	2%	<1%

Multiple responses accepted

26. From the list of actions below, which three things could TriMet do to get you to ride more often? Rank your top 3, where 1 is the action most likely to get you to ride more, 2 is second most likely, 3 is third most likely.

Response category	Total n=1412	Rider n=993	Non-rider n=419
Improved security	48%	47%	49%
Service to more areas	34%	36%	30%
Greater frequency or run more often	34%	39%	23%
Improved cleanliness	27%	27%	28%
More early/late/weekend service	25%	31%	11%
Faster trips	24%	25%	22%
Fares cost less	16%	17%	13%
Less transfers	14%	14%	15%
Less crowding/being passed up due to crowding	11%	11%	12%
Improved reliability	11%	13%	7%
More/better customer information	5%	4%	7%
Other **[Specify]**	6%	6%	6%
Nothing, TriMet is fine as it is **[Exclusive]**	7%	7%	6%
Nothing, I won't ride TriMet because of COVID-19 **[Exclusive]**	2%	1%	4%
Nothing, I won't ride TriMet because of other reasons **[Exclusive]**	5%	1%	13%
I'm not sure **[Exclusive]**	2%	1%	3%

Multiple responses accepted

27. Which of the following, if any, **[if current rider: makes you feel][if current nonrider: would make you feel]** unsafe while riding TriMet? *Select all that apply.*

Response category	Total n=1412	Rider n=993	Non-rider n=419
Other riders with nuisance/aggressive behaviors	71%	67%	79%
The part of town	36%	33%	43%
Lack of Transit Police	36%	30%	48%
The time of day	33%	29%	42%
Lack of non-security TriMet staff	29%	27%	34%
Lack of unarmed security	29%	25%	38%

Response category	Total n=1412	Rider n=993	Non-rider n=419
Lack of fare enforcement staff	23%	20%	30%
I'm alone	21%	18%	28%
Presence of Transit Police	11%	12%	8%
Lack of riders	8%	8%	9%
Presence of fare enforcement staff	8%	9%	5%
I don't feel unsafe riding TriMet **[Exclusive]**	8%	10%	4%
Other **[specify]:** _____	5%	6%	2%
I'm not sure **[Exclusive]**	2%	2%	2%

Multiple responses accepted

28. When it comes to planning bus service, increasing <u>ridership</u> means putting service where it is needed most, while increasing <u>geographic coverage</u> means ensuring everyone has at least some service nearby. How much do you think TriMet should focus on <u>ridership</u> versus <u>geographic coverage</u>?

Response category	Total n=1412	Rider n=993	Non-rider n=419
100% Ridership, 0% Geographic Coverage	3%	3%	5%
75% Ridership, 25% Geographic Coverage	27%	26%	29%
50% Ridership, 50% Geographic Coverage	39%	42%	33%
25% Ridership, 75% Geographic Coverage	9%	9%	9%
0% Ridership, 100% Geographic Coverage	2%	2%	3%
I don't have a preference	8%	7%	10%
I'm not sure	11%	11%	10%

Cells may not add up to 100% due to rounding

[Ask Q29–36 if "Current rider" or "Future rider" from the combined current/future Rider variable]

29. **[Current rider:** When you ride TriMet**] [Future rider:** If you were to ride TriMet in the future**]**, which of the following vehicles are you most likely to ride? *Select all that apply.* **[Select all that apply]**

Response category	Total n=1070	Rider n=993	Future Rider n=77
MAX	80%	80%	84%
Bus	63%	63%	61%
WES	4%	4%	11%
LIFT (paratransit)	2%	2%	3%

Multiple responses accepted

30. **[If ride bus]:** What bus route **[Current rider:** do you]**[Future rider:** will you]** ride most often? **[Drop down list + I'm not sure]**

Response category	Total n=672	Rider n=626	Future Rider n=46
20-Burnside/Stark	8%	8%	3%
2-Division	7%	7%	6%
33-McLoughlin/King Rd	6%	6%	9%
14-Hawthorne	4%	4%	4%
35-Macadam/Greeley	4%	4%	7%
12-Barbur/Sandy Blvd	4%	4%	2%
19-Woodstock/Glisan	4%	4%	1%
75-Cesar Chavez/Lombard	3%	3%	4%
9-Powell Blvd	3%	3%	1%
4-Fessenden	3%	3%	4%
57-TV Hwy/Forest Grove	3%	3%	2%
15-Belmont/NW 23rd	3%	3%	--
17-Holgate/Broadway	3%	2%	4%
6-Martin Luther King Jr Blvd	2%	3%	--
54-Beaverton-Hillsdale Hwy	2%	2%	2%
72-Killingsworth/82nd Ave	2%	3%	--
77-Broadway/Halsey	2%	2%	4%
44-Capitol Hwy/Mocks Crest	2%	2%	3%
48-Cornell	2%	2%	5%
8-Jackson Park/NE 15	2%	2%	--
52-Farmington/185th	2%	2%	--
70-12th/NE 33rd Ave	2%	2%	1%
71-60th Ave	1%	1%	2%
30-Estacada	1%	2%	--
76-Hall/Greenburg	1%	1%	--
94-Pacific Hwy/Sherwood	1%	1%	2%
10-Harold St	1%	1%	--
47-Main/Evergreen	1%	1%	5%
88-Hart/198th	1%	1%	--
79-Clackamas/Oregon City	1%	1%	--
50-Cedar Mill	1%	1%	2%
31-Webster Rd	1%	1%	--
96-Tualatin/I-5	1%	1%	--
62-Murray Blvd	1%	1%	--
78-Denney/Kerr Pkwy	1%	1%	--
38-Boones Ferry Rd	1%	<1%	3%
22-Parkrose	1%	1%	--
156-Mather Rd	1%	1%	--
93-Tigard/Sherwood	<1%	1%	--
67-Bethany/158th	<1%	<1%	--
73-122nd Ave	<1%	<1%	--
24-Fremont/NW 18th	<1%	<1%	--
45-Garden Home	<1%	<1%	--

Response category	Total n=672	Rider n=626	Future Rider n=46
58-Canyon Rd	<1%	<1%	--
46-North Hillsboro	<1%	<1%	2%
97-Tualatin-Sherwood	<1%	<1%	3%
43-Taylors Ferry Rd	<1%	<1%	4%
32-Oatfield	<1%	<1%	3%
155-Sunnyside	<1%	<1%	--
92-South Beaverton Express	<1%	<1%	--
99-Macadam/McLoughlin	<1%	<1%	--
74-162nd	<1%	<1%	--
1-Vermont	<1%	<1%	--
56-Scholls Ferry Rd	<1%	<1%	--
81-Kane/257th	<1%	<1%	--
87-Airport Way/181st	<1%	<1%	--
66-Marquam Hill/Hollywood	<1%	<1%	--
80-Kane/Troutdale Rd	<1%	<1%	--
63-Washington Park/Arlington	<1%	<1%	--
11-Rivergate/Marine Dr	<1%	<1%	--
29-Lake/Webster Rd	<1%	<1%	--
85-Swan Island	<1%	<1%	--
65-Marquam Hill/Barbur Blvd	<1%	--	2%
39-Lewis & Clark	<1%	<1%	--
36-South Shore	<1%	<1%	--
68-Marquam Hill/Collins Circle	<1%	--	2%
64-Marquam Hill/Tigard	<1%	<1%	--
291-Orange Night Bus	<1%	<1%	--
84-Powell Valley/Orient Dr	<1%	<1%	--
21-Sandy Blvd/223rd	<1%	<1%	--
16-Front Ave/St. Helens Rd	<1%	<1%	--
I'm not sure	5%	4%	8%

Cells may not add up to 100% due to rounding

31. What times of day **[Current rider:** do you**][Future rider:** will you**]** ride? *Select all that apply.*

Response category	Total n=1070	Rider n=993	Future Rider n=77
Early morning (before 6 AM)	10%	10%	3%
Morning (6 AM to 9 AM)	40%	40%	42%
Midday (9 AM to 3 PM)	50%	50%	45%
Afternoon (3 PM to 6 PM)	56%	56%	51%
Evening (after 6 PM)	40%	41%	29%
I'm not sure	8%	7%	11%

Multiple responses accepted

32. What days of the week **[Current rider:** do you**][Future rider:** will you**]** ride? *Select all that apply.*

Response category	Total n=1070	Rider n=993	Future Rider n=77
Monday	25%	25%	25%
Tuesday	28%	28%	28%
Wednesday	27%	27%	32%
Thursday	27%	27%	24%
Friday	30%	30%	20%
Saturday	20%	21%	16%
Sunday	17%	17%	11%
It varies **[Exclusive]**	55%	56%	46%
I'm not sure **[Exclusive]**	3%	3%	6%

Multiple responses accepted

33. How **[If current Rider2=1:** do you**][If future Rider2=2 or Rider2=3:** will you**]** get to your stop or stations when riding TriMet? *Select all that apply.*

Response category	Total n=1070	Rider n=993	Future Rider n=77
Walk (or roll)	78%	79%	72%
Drive myself	27%	26%	40%
Someone drives me	15%	15%	11%
Bicycle	8%	8%	10%
Ride hail (Uber, Lyft, taxi)	3%	3%	1%
Carpool/vanpool	2%	2%	--
Scooter	1%	1%	--

Multiple responses accepted

34. For which of the following activities **[Current rider:** do you**][Future rider:** will you**]** ride TriMet? *Select all that apply.*

Response category	Total n=1070	Rider n=993	Future Rider n=77
Recreation	65%	65%	65%
Work	45%	45%	47%
Shopping	43%	44%	35%
Personal business	37%	38%	23%
Go to airport	37%	36%	43%
Medical appointments	30%	31%	19%
Visit friends/family	28%	30%	12%
School	11%	11%	4%
Other **[Specify]**	2%	2%	--
None	<1%	<1%	--

Multiple responses accepted

35. For which <u>one</u> activity **[Current rider:** do you**][Future rider:** will you**]** ride TriMet most often? **[Ask if chose more than on activity in Q34—restore answers to Q34]**

Response category	Total n=1070	Rider n=993	Future Rider n=77
Work	29%	29%	33%
Recreation	28%	27%	34%
Personal business	11%	11%	4%
Shopping	7%	7%	8%
Go to airport	7%	7%	7%
Visit friends/family	6%	6%	3%
Medical appointments	6%	5%	7%
School	4%	4%	4%
Other **[specify]**	2%	2%	1%

Cells may not add up to 100% due to rounding

36. **[If current or future rider]** Which statement best describes the reason **[Current rider:** you ride transit when you do**] [Future rider:** you will ride transit in the future**]**?

Response category	Total n=1070	Rider n=993	Future Rider n=77
Net choice	**69%**	**67%**	**91%**
I have a car available for my use, but I prefer to take TriMet	63%	61%	91%
I choose not to own a car because I prefer to take TriMet	6%	6%	--
Transit dependent	**31%**	**33%**	**9%**
I ride TriMet because I can't drive or I'm not sure how to drive	14%	15%	2%
I ride TriMet because I don't have a car available for my use	17%	18%	7%

Cells may not add up to 100% due to rounding

37. **[If current rider]** Thinking of your travel on TriMet, how satisfied are you with your overall experience?

Response category	Rider n=993
Total satisfied	**75%**
Very satisfied	28%
Somewhat satisfied	47%
Neither satisfied or dissatisfied	13%
Total dissatisfied	**11%**
Somewhat dissatisfied	8%
Very dissatisfied	3%
I'm not sure	1%

Cells may not add up to 100% due to rounding

Fares

38. **[If current or future rider]** What type of TriMet fare **[Current rider:** do you]**[Future rider:** will you] use? **[One response]**

Response category	Total n=1070	Rider n=993	Future Rider n=77
Adult	69%	68%	77%
Honored Citizen (Net)	**27%**	**27%**	**23%**
Honored Citizen - Age 65+ or Medicare	15%	15%	19%
Honored Citizen - Disability	6%	6%	3%
Honored Citizen - Based on qualifying income level	6%	6%	2%
Youth	3%	4%	--
LIFT	1%	1%	--

Cells may not add up to 100% due to rounding

39. **[If current or future rider]** How **[Current rider:** do you]**[Future rider:** will you] pay your fare? **[One response]**

Response category	Total n=1070	Rider n=993	Future Rider n=77
Hop plastic card	30%	31%	21%
Hop virtual card	22%	21%	30%
Apple Pay, Samsung Pay, Android Pay or contactless bank card	14%	14%	16%
Cash on-board bus	12%	13%	6%
Hop paper ticket	11%	12%	10%
Employer Pass	6%	6%	2%
High School ID	1%	1%	--
College ID	<1%	<1%	2%
Other **[specify]**	<1%	<1%	--
I'm not sure	3%	2%	11%

Cells may not add up to 100% due to rounding

40. **[If current rider]** How easy or difficult is it to pay your fare?

Response category	Rider n=993
Total easy	**81%**
Very easy	59%
Somewhat easy	21%
Neither easy nor difficult	9%
Total difficult	**8%**
Somewhat difficult	6%
Very difficult	1%
I'm not sure	3%

Cells may not add up to 100% due to rounding

41. **[If current rider]** In general, how would you rate the value of the transit service you receive for the fare paid?

Response category	Rider n=993
1: Poor	2%
2	2%
3	5%
4	12%
5	24%
6	24%
7: Excellent	29%
Mean rating	*5.5*
I'm not sure	3%

Cells may not add up to 100% due to rounding

Trip planning

42. **[If current rider]** When taking trips on TriMet, how do you plan your trips and find out when your bus, MAX or WES will arrive? *Select all that apply.* **[Select all that apply]**

Response category	Rider n=993
Trip planner on trimet.org	56%
Google Maps	45%
Transit App	18%
PDX Bus	9%
Apple Maps	9%
503-238-RIDE	6%
Other apps	3%
TriMet Customer Support Center at Pioneer Courthouse Square	1%
Other **[Specify]**	4%

Multiple responses accepted

43. **[If current rider]** How easy or difficult is it to plan transit trips?

Response category	Rider n=993
Total easy	**78%**
Very easy	42%
Somewhat easy	37%
Neither easy nor difficult	11%
Total difficult	**9%**
Somewhat difficult	8%
Very difficult	1%
I'm not sure	2%

Cells may not add up to 100% due to rounding

44. **[If current rider]** How easy or difficult is it to find out when your bus or MAX will arrive?

Response category	Rider n=993
Total easy	**80%**
Very easy	41%
Somewhat easy	39%
Neither easy nor difficult	10%
Total difficult	**8%**
Somewhat difficult	7%
Very difficult	1%
I'm not sure	2%

Cells may not add up to 100% due to rounding

Rider Profiles

45. **[If current or future rider]** Why **[Current rider:** do you**][Future rider:** will you**]** ride TriMet? *Select all that apply.*

Response category	Total n=1070	Rider n=993	Future Rider n=77
To avoid having to find or pay for parking	62%	60%	78%
To avoid driving in downtown	56%	55%	62%
It's environmentally conscious to do so	45%	45%	53%
To avoid traffic	45%	43%	59%
It's convenient	43%	43%	41%
To avoid the cost of maintaining a vehicle (purchase, gas, upkeep, etc.)	30%	30%	25%
To make my community a better place to live	28%	28%	24%
Cost of fares is good	24%	25%	12%
Other **[Specify]**	12%	12%	4%
None of these **[exclusive]**	4%	4%	2%
I'm not sure **[exclusive]**	1%	1%	1%

Multiple responses accepted

46. **[Ask all]** Here are some priorities people have when choosing how to travel around town. Rank your top 3, where 1 is most important, 2 is second most important, 3 is third most important.

Response category	Total n=1412	Rider n=993	Future Rider n=77	Non-Rider n=419
Avoiding parking	41%	44%	56%	32%
Safety	39%	32%	37%	55%
Convenience	37%	36%	28%	40%
Avoiding traffic	36%	38%	42%	33%
Environmental sustainability	26%	29%	33%	19%
Cost-savings	22%	26%	22%	14%
Avoiding driving	22%	26%	20%	12%
Time-savings	20%	17%	18%	28%

Response category	Total n=1412	Rider n=993	Future Rider n=77	Non-Rider n=419
Reliability	19%	20%	13%	18%
Personal comfort	12%	9%	8%	18%
Accessibility	9%	9%	9%	7%
Avoiding COVID exposure	9%	5%	13%	16%
Other **[Specify]**	1%	1%	--	<1%
None of these **[exclusive]**	1%	1%	--	1%
I'm not sure **[exclusive]**	1%	1%	--	1%

Multiple responses accepted

Project Awareness

[Show all] TriMet plans to purchase more electric buses in the coming years and have a zero-emissions bus fleet by 2040. Until then, TriMet buses are fueled by renewable diesel, which reduces the greenhouse gas emissions from its bus fleet by more than half.

47. **[Ask all]** Before today, were you aware of TriMet's zero-emissions efforts?

Response category	Total n=1412	Rider n=993	Future Rider n=77	Non-Rider n=419
Yes	56%	54%	51%	59%
No	38%	39%	48%	36%
I'm not sure	6%	7%	1%	5%

Cells may not add up to 100% due to rounding

48. Do you approve of this initiative?

Response category	Total n=1412	Rider n=993	Future Rider n=77	Non-Rider n=419
Yes	83%	85%	100%	79%
No	7%	5%	--	11%
I'm not sure	10%	10%	--	10%

Cells may not add up to 100% due to rounding

49. Have you seen or heard advertising about safety measures TriMet has taken in response to the COVID-19 pandemic?

Response category	Total n=1412	Rider n=993	Future Rider n=77	Non-Rider n=419
Yes	55%	62%	48%	39%
No	33%	25%	44%	52%
I'm not sure	12%	13%	8%	10%

Cells may not add up to 100% due to rounding

50. How likely are you to recommend TriMet to friends or family members?

Response category	Total n=1412	Rider n=993	Future Rider n=77	Non-Rider n=419
0: Not at all likely	7%	3%	1%	17%
1	2%	1%	--	6%
2	3%	2%	--	5%
3	4%	3%	4%	6%
4	5%	3%	3%	8%
5	13%	11%	16%	18%
6	8%	8%	8%	9%
7	15%	16%	24%	13%
8	13%	15%	22%	8%
9	7%	9%	11%	3%
10: Very likely	22%	29%	12%	7%
Mean rating	*6.5*	*7.3*	*7.1*	*4.6*
Promoters (9 or 10)	*29%*	*37%*	*23%*	*10%*
NPS score	*-14*	*5*	*-9*	*-59*

Cells may not add up to 100% due to rounding

Commute Behaviors

51. Which of the following best describes your current employment situation? **[Check one]**

Response category	Total n=1412	Rider n=993	Future Rider n=77
Employed (Net)	**67%**	**67%**	**71%**
Employed: full-time, part-time, self employed	63%	62%	66%
Student and employed	4%	5%	5%
Not employed (Net)	**33%**	**33%**	**29%**
Student: full-time, part-time	4%	5%	4%
Homemaker	3%	3%	2%
Unemployed, actively looking for work	3%	3%	5%
Unemployed, not actively looking for work	2%	2%	1%
Retired	18%	15%	15%
Don't work due to disability	4%	5%	2%
Other **[specify]**	<1%	<1%	--

Cells may not add up to 100% due to rounding

52. **[If a student]** Currently, how often do you commute to campus or school?

Response category	Total n=100	Rider n=86	Future Rider n=6
Never	**29%**	**25%**	**25%**
Occasionally	**13%**	**11%**	**58%**
Less than once a month	7%	6%	29%
A few times a month	6%	5%	29%
Regularly	**58%**	**64%**	**18%**
A few times a week	36%	39%	18%
Daily	22%	25%	--
I'm not sure	--	--	--

Cells may not add up to 100% due to rounding

53. [**If employed**] Currently, how often do you work from home?

Response category	Total n=937	Rider n=658	Future Rider n=54
Never	**34%**	**38%**	**24%**
Occasionally	**13%**	**13%**	**8%**
Less than once a month	5%	5%	2%
A few times a month	8%	8%	6%
Regularly	**52%**	**48%**	**68%**
A few times a week	18%	17%	21%
Daily	34%	31%	47%
I'm not sure	1%	1%	--

Cells may not add up to 100% due to rounding

54. **[If employed and current or future rider]** In the next 6 months, what days of the week will you ride TriMet to commute to work? *Select all that apply.*

Response category	Total n=713	Rider n=658	Future Rider n=54
Monday	16%	16%	9%
Tuesday	20%	20%	22%
Wednesday	19%	19%	25%
Thursday	20%	20%	17%
Friday	18%	19%	10%
Saturday	7%	8%	--
Sunday	6%	6%	--
It varies **[Exclusive]**	23%	23%	14%
I won't commute to work using TriMet **[Exclusive]**	42%	41%	51%
I'm not sure **[Exclusive]**	9%	9%	3%

Multiple responses accepted

55. **[If student and current or future rider]** In the next 6 months, what days of the week will you ride TriMet to commute to school? *Select all that apply.*

Response category	Total n=92	Rider n=86	Future Rider n=6
Monday	18%	15%	46%
Tuesday	18%	16%	42%
Wednesday	16%	17%	--
Thursday	17%	16%	25%
Friday	7%	7%	--
Saturday	7%	8%	--
Sunday	2%	2%	--
It varies **[Exclusive]**	36%	37%	29%
I won't commute to work using TriMet **[Exclusive]**	25%	26%	--
I'm not sure **[Exclusive]**	11%	12%	--

Multiple responses accepted

56. **[If employed]** Which of the following work from home options has your employer offered?

Response category	Total n=937	Rider n=658	Non-rider n=279
Remote work 5 days per week (or more)	32%	29%	38%
Remote work 4 days per week	4%	4%	5%
Remote work 3 days per week	6%	5%	8%
Remote work 2 days per week	8%	8%	8%
Remote work 1 day per week	2%	2%	3%
Remote work occasionally, but less than once a week	7%	7%	8%
No remote work options are offered	36%	40%	27%
I'm not sure	4%	5%	4%

Cells may not add up to 100% due to rounding

57. **[If employed]** Are you an essential worker, such as a healthcare provider, a grocery store clerk, a first responder, etc.?

Response category	Total n=891	Rider n=623	Non-rider n=268
Yes	34%	35%	33%
No	66%	65%	67%
I'm not sure	--	--	--

Cells may not add up to 100% due to rounding

[Ask all for Q58–70]

58. 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=1412	Rider n=993	Non-rider n=419
Already have a smartphone	91%	91%	93%
Planning to get a smartphone within the next year	2%	2%	1%
Not planning to get a smartphone within the next year	4%	4%	5%
I'm not sure	2%	3%	1%

Cells may not add up to 100% due to rounding

59. What source or sources do you use to get news and information? *Select all that apply.*

Response category	Total n=1412	Rider n=993	Non-rider n=419
Internet	86%	86%	85%
Social media	44%	46%	38%
Network TV	41%	37%	50%
Radio	37%	33%	46%
Newspapers	33%	30%	39%
Word of mouth	32%	33%	30%
Other **[Specify]**	3%	3%	4%

Multiple responses accepted

Demographics

The following questions help us ensure that all voices are represented in our research. Answers you provide are anonymous.

60. What is your age?

Response category	Total n=1369	Rider n=967	Non-rider n=402
16-24 (Gen Z)	**12%**	**16%**	**4%**
16–17	3%	4%	--
18–24	10%	12%	4%
25-44 (Millennial)	**39%**	**40%**	**37%**
25–34	20%	21%	18%
35–44	19%	19%	18%
45–54 (Gen X)	**16%**	**15%**	**20%**
55+ (Boomer)	**33%**	**30%**	**40%**
55–64	15%	14%	16%
65 or more	18%	15%	24%
Mean	*44.2*	*42.5*	*48.2*

Cells may not add up to 100% due to rounding; Generations are approximate; Refusals removed from calculations

61. What is your gender identity? *Select all that apply.*

Response category	Total n=1343	Rider n=942	Non-rider n=401
Male	48%	50%	42%
Female	49%	46%	58%
Non-binary or gender non-conforming	3%	4%	n=1
Transgender or trans	1%	2%	n=1
Self-identify **[open/specify]**	n=6	1%	--

Multiple responses accepted; Refusals removed from calculations

62. What is the last grade of school you completed?

Response category	Total n=1363	Rider n=960	Non-rider n=403
Less than high school	4%	5%	1%
GED or high school graduate	11%	14%	4%
Some college or trade school	23%	24%	21%
Four-year college degree BA/BS	31%	28%	38%
Post-graduate work	31%	29%	37%
Other **[Specify]**	<1%	<1%	--

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

63. What is your current marital status?

Response category	Total n=1323	Rider n=931	Non-rider n=392
Single (includes separated, divorced, or widowed)	45%	51%	32%
Married	45%	39%	60%
In a domestic partnership	9%	10%	8%

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

64. **[Ask if survey in English]** Is English your first language?

Response category	Total n=1361	Rider n=953	Non-rider n=408
Yes	91%	91%	91%
No	9%	9%	9%

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

65. Do you live with a disability?

Response category	Total n=1324	Rider n=937	Non-rider n=387
Yes	16%	18%	11%
No	84%	82%	89%

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

66. What is your race or ethnicity? *Select all that apply.*

Multiple response, Response category	Total n=1271	Rider n=900	Non-rider n=371
Caucasian/White	**75%**	**73%**	**80%**
People of Color	**30%**	**32%**	**24%**
Hispanic/Latino	11%	12%	9%
Asian/Asian American	10%	10%	10%
Multi-racial or bi-racial	5%	6%	4%
African American/Black	3%	4%	2%
American Indian or Alaskan Native	2%	2%	1%
Pacific Islander	1%	1%	<1%
Something else **[Specify]**	1%	1%	<1%

Multiple responses accepted; Refusals removed from calculations

Single response, Response category	Total n=1271	Rider n=900	Non-rider n=371
Caucasian/White only	**70%**	**68%**	**76%**
People of Color	**30%**	**32%**	**24%**
Asian/Asian American	9%	9%	10%
Multi-racial/Bi-racial	9%	10%	6%
Hispanic/Latino	9%	9%	6%
African American/Black	2%	3%	1%
American Indian or Alaskan Native	n=5	1%	--
Pacific Islander	n=3	n=2	n=1
Something else	n=6	n=4	n=2

Responses coded into single categories; Refusals removed from calculations

67. Do you have children under the age of 18 living at home?

Response category	Total n=1324	Rider n=932	Non-rider n=393
Yes	23%	21%	27%
No	77%	79%	73%

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

68. Including yourself, how many people live in your household?

Response category	Total n=1298	Rider n=907	Non-rider n=391
1	21%	23%	16%
2	42%	40%	46%
3	17%	16%	18%
4	13%	13%	14%
5	4%	4%	5%
6	1%	1%	1%
7	1%	1%	--
8	<1%	<1%	--
9	<1%	1%	--
10 or more	<1%	<1%	--
Mean	*2.5*	*2.5*	*2.5*

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

69. What was your total household income before taxes in 2021?

Response category	Total n=1091	Rider n=773	Non-rider n=318
Less than $10,000	6%	7%	2%
$10,000 to just under $20,000	6%	7%	4%
$20,000 to just under $30,000	8%	9%	6%
$30,000 to just under $40,000	9%	9%	8%
$40,000 to just under $50,000	9%	10%	6%
$50,000 to just under $60,000	6%	7%	5%
$60,000 to just under $70,000	6%	6%	6%
$70,000 to just under $80,000	6%	6%	5%
$80,000 to just under $90,000	4%	3%	6%
$90,000 to just under $100,000	6%	6%	8%
$100,000 to just under $125,000	10%	9%	11%
$125,000 to just under $150,000	8%	9%	5%
Over $150,000	16%	12%	26%
Less than $30,000	20%	24%	13%
$30,000 to just under $50,000	17%	19%	14%
$50,000 to just under $70,000	12%	13%	11%
$70,000 to just under $100,000	16%	15%	19%
$100,000 or more	34%	30%	43%
$60,000 to just under $100,000	22%	20%	25%
$100,000 or more	34%	30%	43%
Mean	*77.8*	*72.6*	*90.4*
Median	*65*	*65*	*95*

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

150% Federal Poverty Level

Response category	Total n=1082	Rider n=765	Non-rider n=316
Above	79%	76%	88%
At or below	21%	24%	12%

Cells may not add up to 100% due to rounding

70. Thank you for your time and answering our questions! Would you like to receive $10 as a thank-you for taking the survey?

Response category	Total n=1412	Rider n=993	Non-rider n=419
Yes	90%	92%	87%
No	10%	8%	13%

Cells may not add up to 100% due to rounding

[Ask Q71–75 If Q70=1]

71. Please enter your contact information below so we can send you a $10 gift card. Your contact information will not be associated with your responses.

72. Please select your preferred method of gift card delivery. Delivery through email or a link sent to your mobile phone will be the fastest way to receive the gift card. We are unable to issue replacement cards if invalid or incorrect information is entered.

73. Please enter your **[restore: email address/phone number/mailing address**] for delivery of the gift card.

74. Please re-enter your **[restore: email address/phone number/mailing address]** to ensure accuracy. We are unable to issue replacement cards for invalid or incorrect entries.

75. **[If selected mailed giftcard]** Please select which type of gift card you would like mailed to you.

76. **[Ask all]** Would you like to be included in future research projects for TriMet?

77. **[If yes to research]** Please enter your email address to be added to our list for future research projects for TriMet: **(open)**

78. **[Punch from sample]** County

Response category	Total n=1412	Rider n=993	Non-rider n=419
Multnomah	45%	49%	35%
Washington	32%	32%	32%
Clackamas	23%	19%	33%

Cells may not add up to 100% due to rounding

79. **[Punch from sample]** Zip

80. **[Punch from sample]** SEP_Zone

Response category	Total n=1412	Rider n=993	Non-rider n=419
Eastside SEP	11%	11%	12%
North-Central SEP	21%	25%	12%
Southeast SEP	26%	25%	28%
Southwest SEP	14%	10%	22%
Westside SEP	27%	28%	26%

Cells may not add up to 100% due to rounding

81. **[Punch from sample]** Identification of whether census block is above average for households at or below poverty line, above average for households including People of Color, both, or neither.

Response category	Total n=1412	Rider n=993	Non-rider n=419
Poverty	22%	23%	18%
People of Color	21%	20%	24%
Both	29%	32%	22%
Neither	29%	25%	36%

Cells may not add up to 100% due to rounding

82. **[Punch from sample]** Identification if address from original full sample or oversample

Response category	Total n=1412	Rider n=993	Non-rider n=419
Full	61%	61%	61%
Oversample	39%	39%	39%

Cells may not add up to 100% due to rounding

Census Designation of type of community

Response category	Total n=1412	Rider n=993	Non-rider n=419
Urban	69%	74%	59%
Suburban	30%	26%	40%
Rural	<1%	<1%	1%

TRI◉MET

Methods for 2022 Attitude & Awareness Survey Address Random Sampling
February 2022

Summary

This document describes the methods used to obtain the 83,000 addresses used for the Winter 2022 Attitude & Awareness Survey mailer.

Methods

- The original intent was to mail to 80,000 households, but because of the high rate of invalid addresses in the Metro RLIS data (~3%), we chose to select a sample of 83,000 to be sure at least 80,000 would be usable. (We only know when addresses are invalid after sending them to the mailing house or we'd screen out the bad ones first.)
- The RLIS Master Address File point file was clipped to the TriMet Transit District shapefile, then deduped based on the full address column.
- 49,800 (60% of total) random addresses were drawn (with removal) from the clipped addresses, with stratification by county based on the relative share of the TriMet district total population in the most recent American Community Survey data.
- 33,200 (40% of total) random addresses were them randomly drawn from within Census Block Groups (BGs) that were above average for percent minority, percent low income, or both. These areas were oversampled because low income and BIPOC populations tend to respond to surveys at lower rates. These were also stratified by county. Sample sizes are shown here:

	Full County	BGs of Interest	Total
Multnomah	22,166	14,778	**36,944**
Washington	16,302	10,868	**27,170**
Clackamas	11,332	7,554	**18,886**
Total	**49,800**	**33,200**	**83,000**

- A random unique 7-digit alphanumeric code was generated for each record.
- County and Service Enhancement Plan (SEP) zone were calculated for each record.
- A map of the oversampled block groups and the 83K addresses is shown below.

Data Sources

- **Metro RLIS Master Address File** - Comprehensive address point file for the region. This normalized address data set is a composite of imported data from regional counties and cities. Addresses are represented as individual points and are positioned inside or adjacent to taxlot parcels or on buildings within a parcel. This dataset was last updated on November 1st, 2021. Metadata is available here: https://gis.oregonmetro.gov/rlis-metadata/#/details/656

- **2015 - 2019 American Community Survey Census 5-year Estimate** - Census data were used at the BG level to identify areas that were above average for the percent minority, percent low income, or both.
  - The district average for percent low income was 17.85% – addresses in block groups above this threshold were flagged for oversampling.
    - Poverty was defined as at or below 150% of the Federal Poverty Level
  - The district average for percent minority was 30.17% – addresses in block groups above this threshold were also flagged for oversampling.
    - Minority was defined as belonging to the following groups: Black (non-Hispanic), Hispanic, Asian (non-Hispanic), Native American (non-Hispanic), Hawaiian Native and Pacific Islander (non-Hispanic), Other (Including Mixed Race, non-Hispanic).
  - Addresses in block groups that were above average for **both** minority and low income populations were **not** given any extra weight relative to block groups that were above average for just one variable.

- **TriMet Transit District Boundary Shapefile** – This polygon is maintained by TriMet, and is publicly available at https://developer.trimet.org/gis/.

- **Metro RLIS County Lines (Poly) Shapefile** – This file is maintained by Metro, and is publicly available at https://rlisdiscovery.oregonmetro.gov/datasets/county-lines-poly-1/explore?location=45.528901%2C-122.642413%2C7.98.

- **Service Enhancement Plan Zone Shapefile** – This is an internal TriMet GIS file of the zones used for the 2018 Service Enhancement Plan. It can be made available upon request.

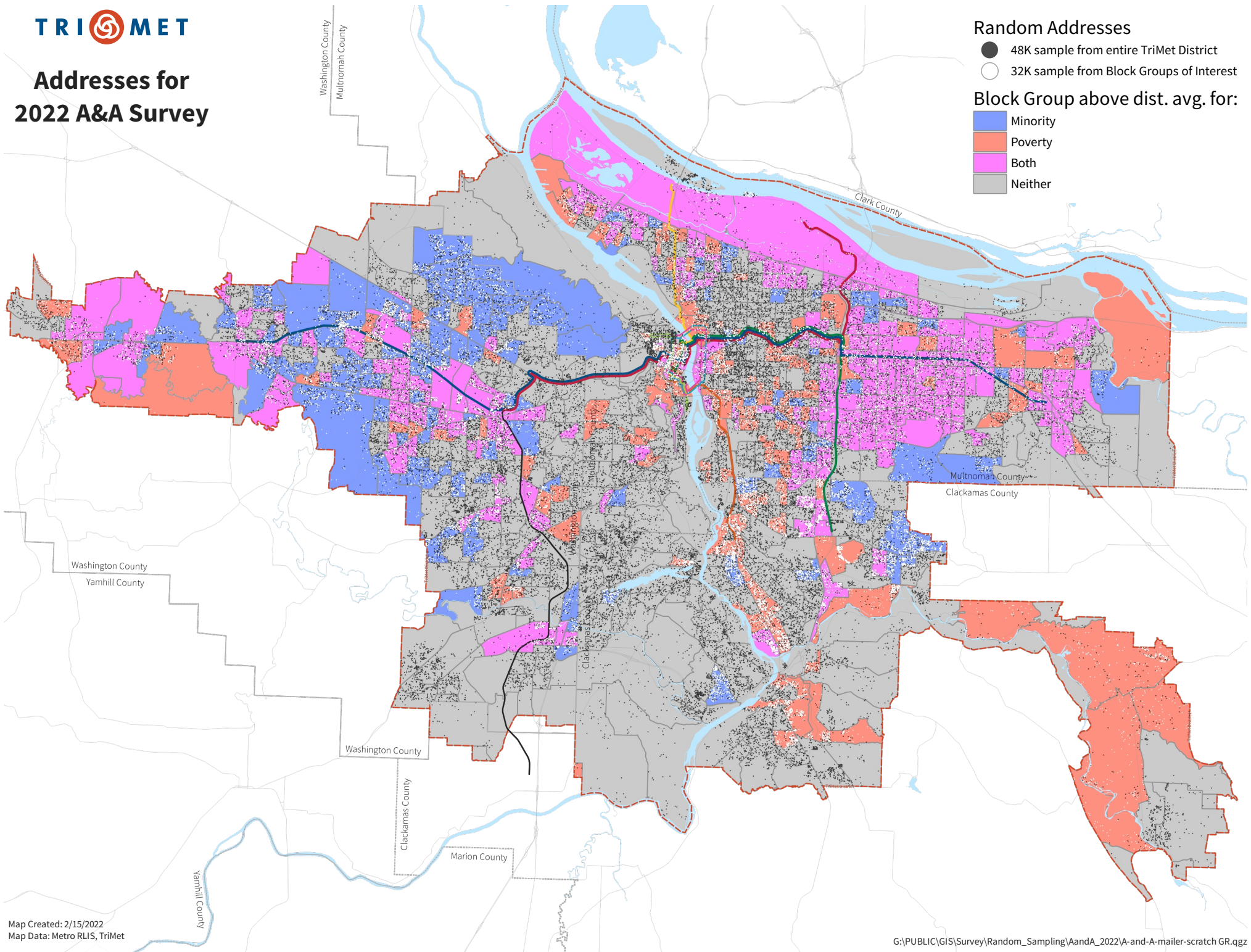Please contact Madeline Steele (steelem@trimet.org) with any questions.

TRIMET

Addresses for 2022 A&A Survey

Random Addresses

- ● 48K sample from entire TriMet District
- ○ 32K sample from Block Groups of Interest

Block Group above dist. avg. for:

- Minority
- Poverty
- Both
- Neither

Map Created: 2/15/2022
Map Data: Metro RLIS, TriMet

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Appendix B
Weighted and Non-weighted Demographics

Age (Question 60)

Response category	Weighted n=1369	Unweighted n=1369
16-24 (Gen Z)	**12%**	**5%**
16–17	3%	1%
18–24	10%	5%
25-44 (Millennials)	**39%**	**37%**
25–34	20%	16%
35–44	19%	21%
45–54 (Gen X)	**16%**	**17%**
55+	**33%**	**41%**
55–64	15%	16%
65 or more	18%	24%
Mean	44.2	48.1

Cells may not add up to 100% due to rounding; Generations are approximate; Refusals removed from calculations

Gender (Question 61)

Response category	Weighted n=1343	Unweighted n=1337
Male	48%	50%
Female	49%	47%
Non-binary or gender non-conforming	3%	2%
Transgender or trans	1%	1%
Self-identify **[open/specify]**	n=6	n=6

Multiple responses accepted; Refusals removed from calculations

Race/ethnicity (Question 66)

Response category	Weighted n=1271	Unweighted n=1271
Caucasian/White	**75%**	**81%**
People of Color	**30%**	**22%**
Hispanic/Latino	11%	7%
Asian/Asian American	10%	8%
Multi-racial or bi-racial	5%	4%
African American/Black	3%	2%
American Indian or Alaskan Native	2%	1%
Pacific Islander	1%	1%
Something else **[Specify]**	1%	1%

Multiple responses accepted; Refusals removed from calculations

County (Question 78)

Response Category	Weighted n=1412	Unweighted n=1412
Multnomah	45%	51%
Washington	32%	31%
Clackamas	23%	18%

Cells may not add up to 100% due to rounding