

Attitudes & Awareness Survey

2025 Final Report



Research project goals

- **Reach a broad sample of community members** within the TriMet service area, including riders and non-riders.
- **Measure and track key performance metrics**, including approval and satisfaction with services and the agency overall.
- **Understand rider behaviors**, including current transit use, trip purposes, and motivators and barriers to transit use.

Research approach:

Online and phone survey
fielded April 28 – June 1,
2025

Nine languages:

- English
- Arabic
- Simplified Chinese
- Korean
- Russian
- Somali
- Spanish
- Ukrainian
- Vietnamese

Survey Responses: 4,632 Total

10% increase from 2024

Margin of error $\pm 1.21\%$



Mail-based: 52%

- 60,000 letters sent (no postcards)
- QR codes used instead of access codes
- *23% more mail responses than last survey*



Email campaign: 41%

- Distributed via TriMet Riders Club and City of Portland Newsletter
- Strong engagement



Social media: 7%

- Platforms: Instagram, Facebook, X, Bluesky



Community-based outreach: 1%

- Partnered with CBOs
- 60 diverse responses from the harder-to-reach community

Who we heard from

Location:

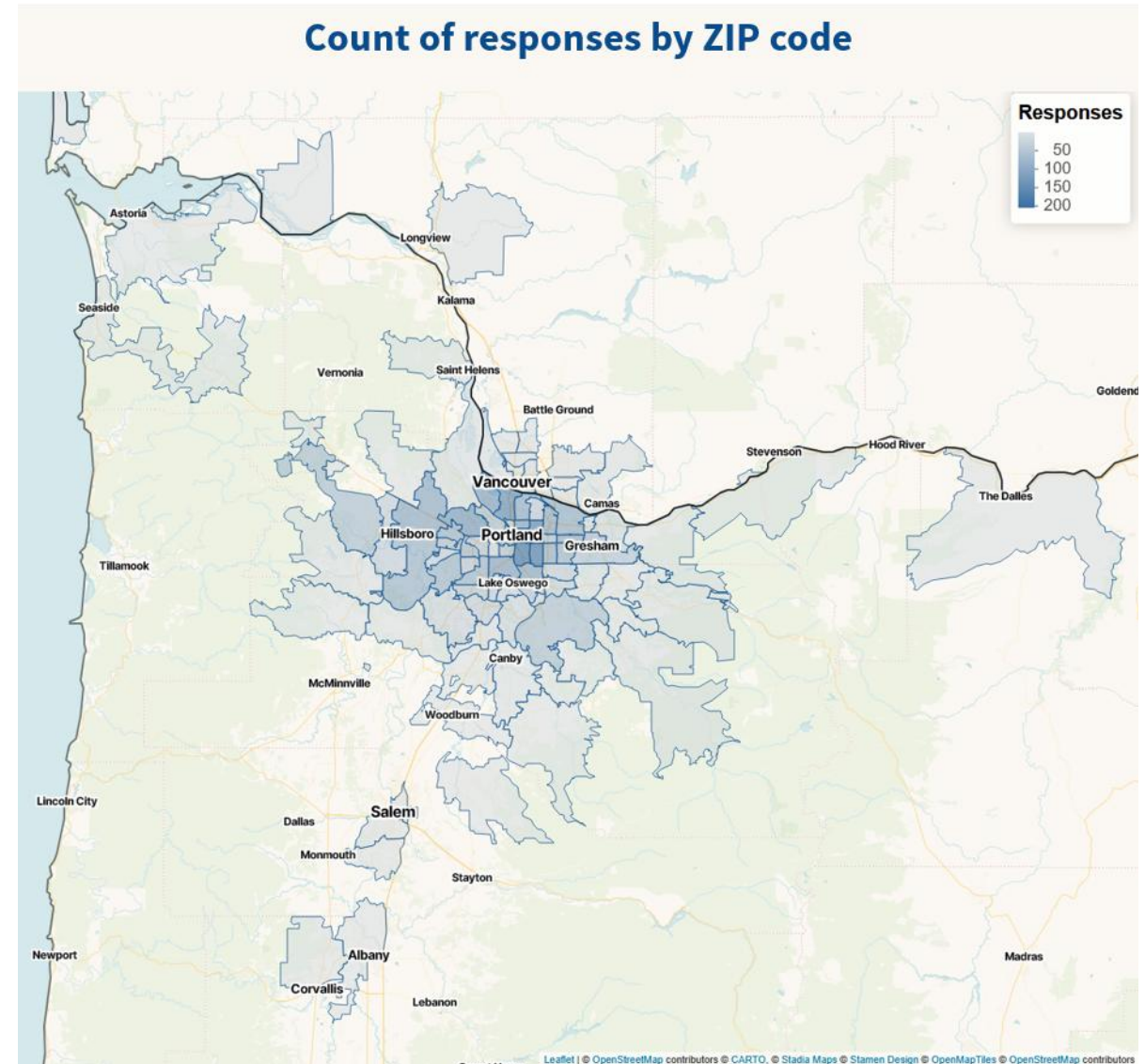
- 63% from Multnomah County
- 25% from Washington County
- 11% from Clackamas County
- <2% from Clark and other counties

Language:

- Majority completed survey in English
- 92 respondents used other languages

Representativeness:

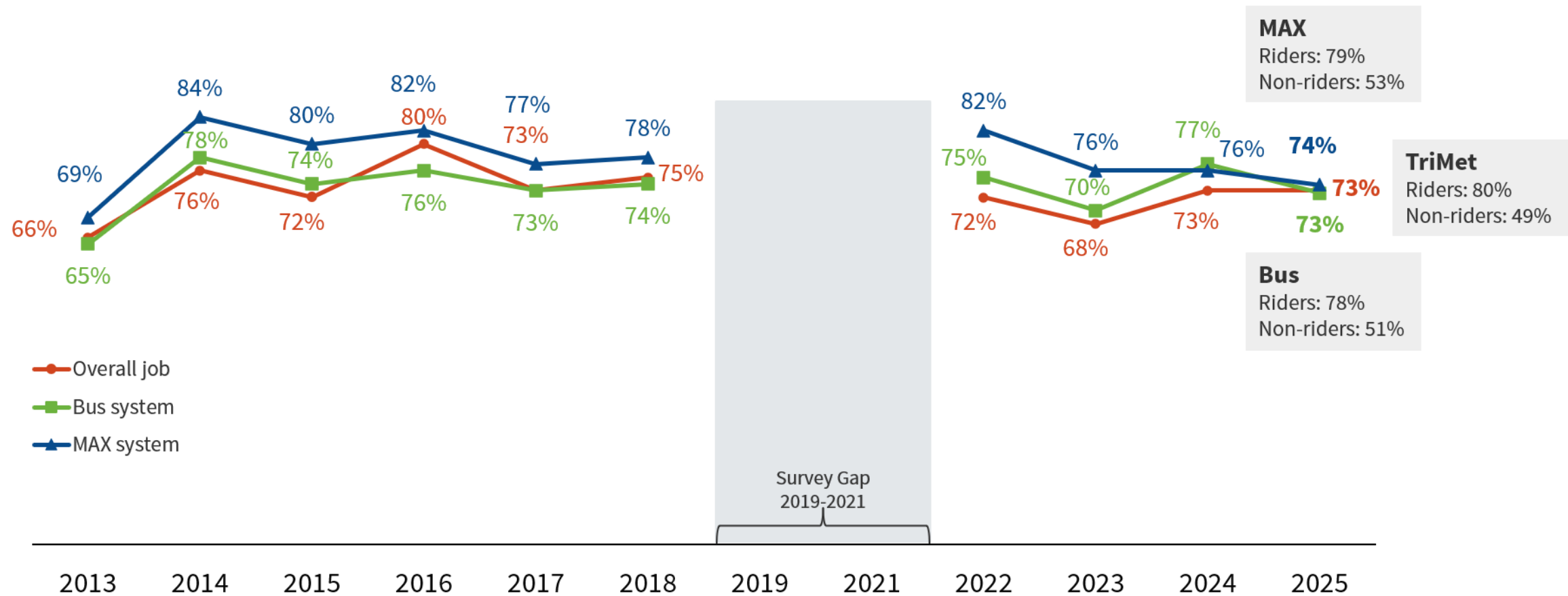
Sample matches Census data demographics with differences of no more than 11%



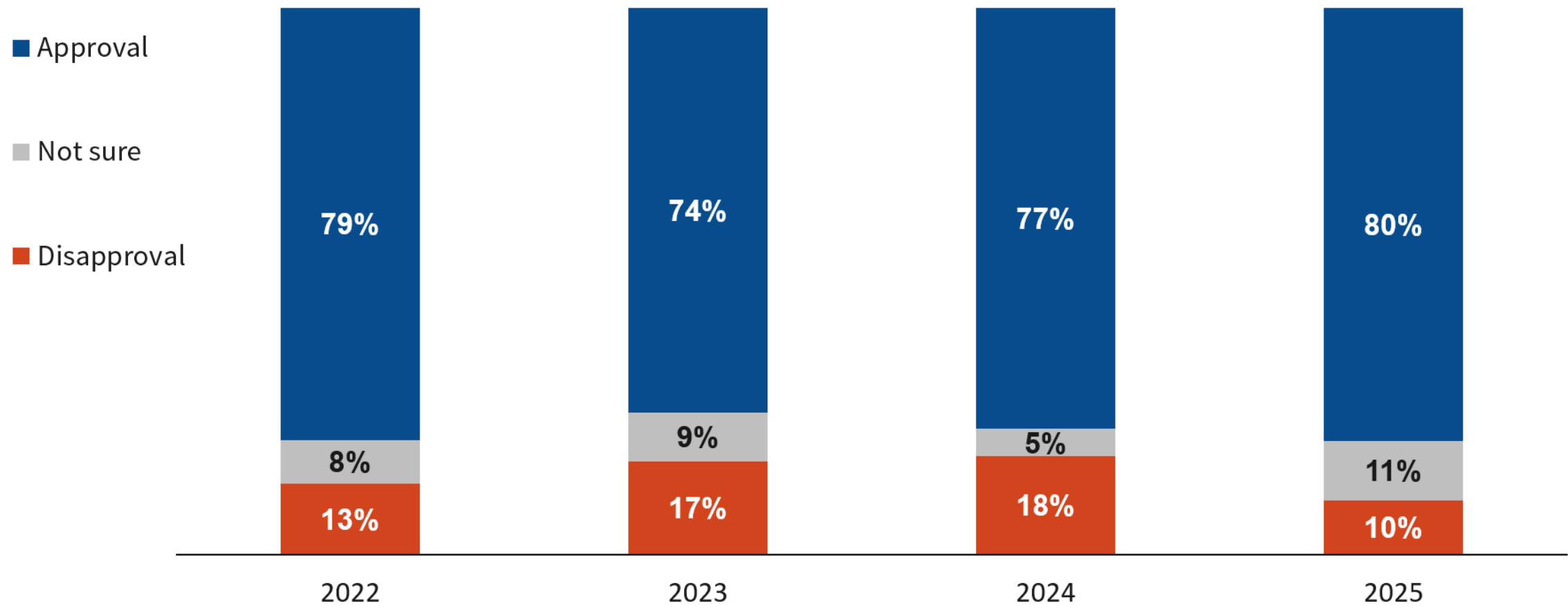
Community Perceptions

Approval of the overall job TriMet is doing stayed steady, while approval of the bus and MAX systems decreased slightly.

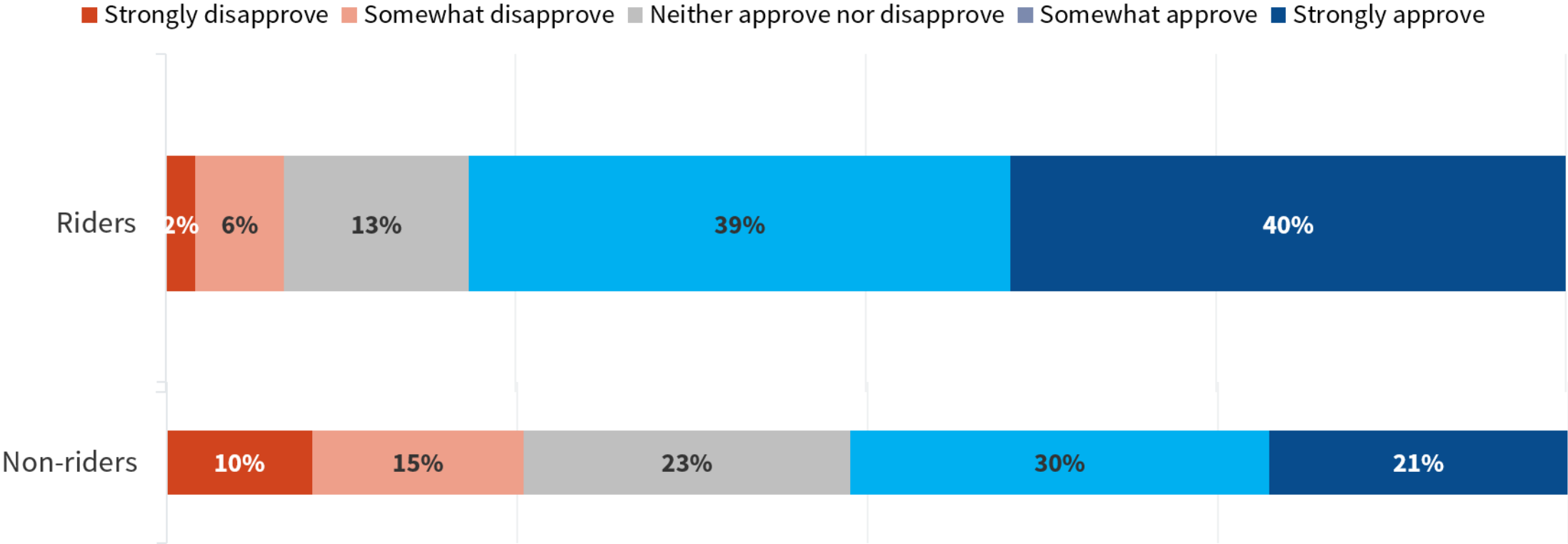
Proportion of the overall community, riders and non-riders who approve of the job TriMet is doing



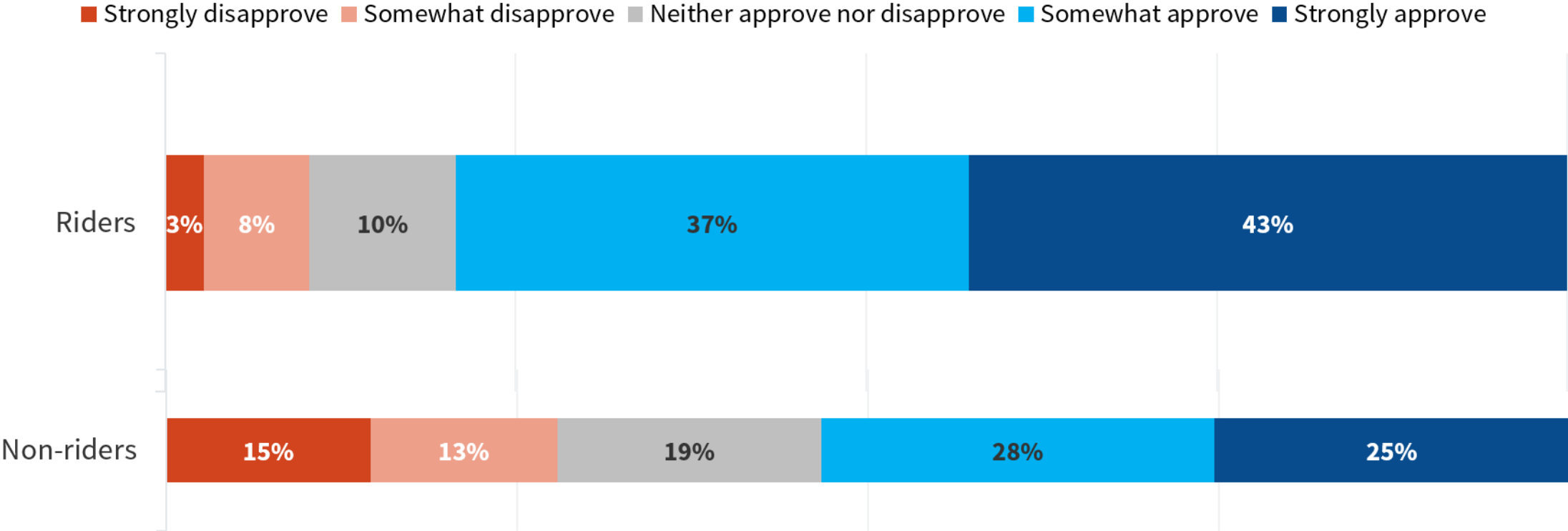
TriMet continues to earn strong rider approval, with approval peaking at 80% in 2025.



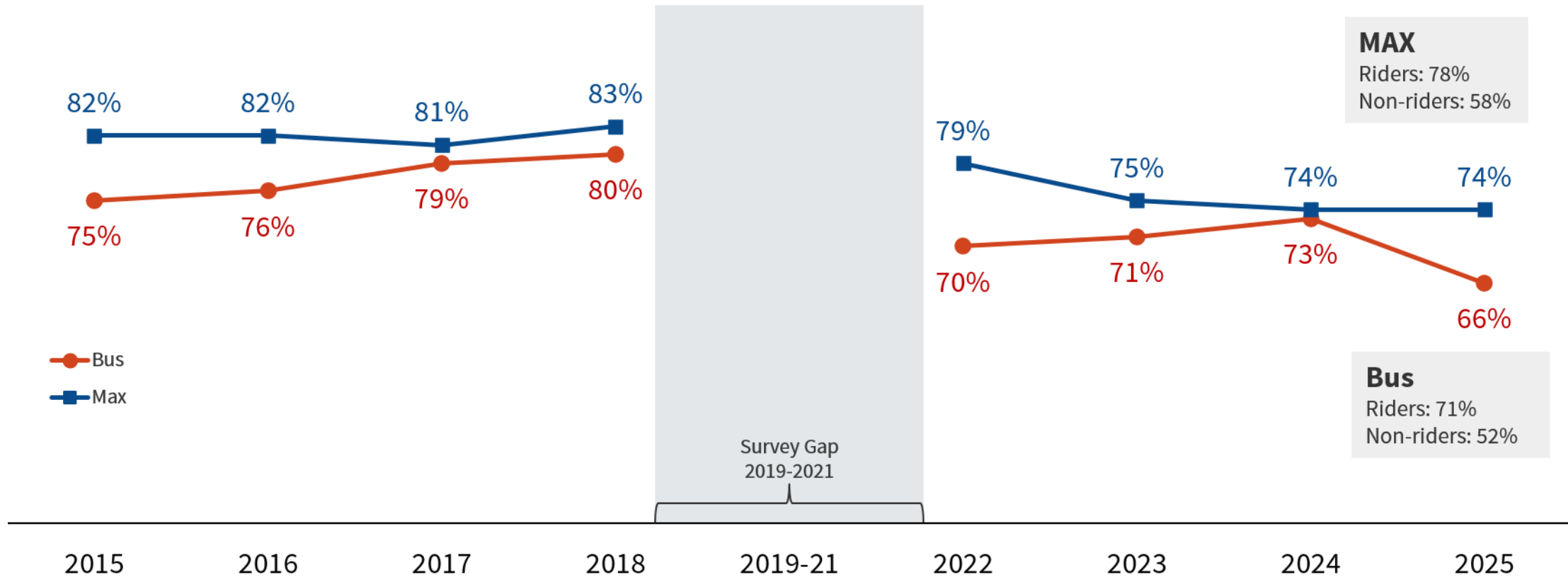
Approval of the TriMet bus system is significantly higher among riders (78%) compared to non-riders (51%).



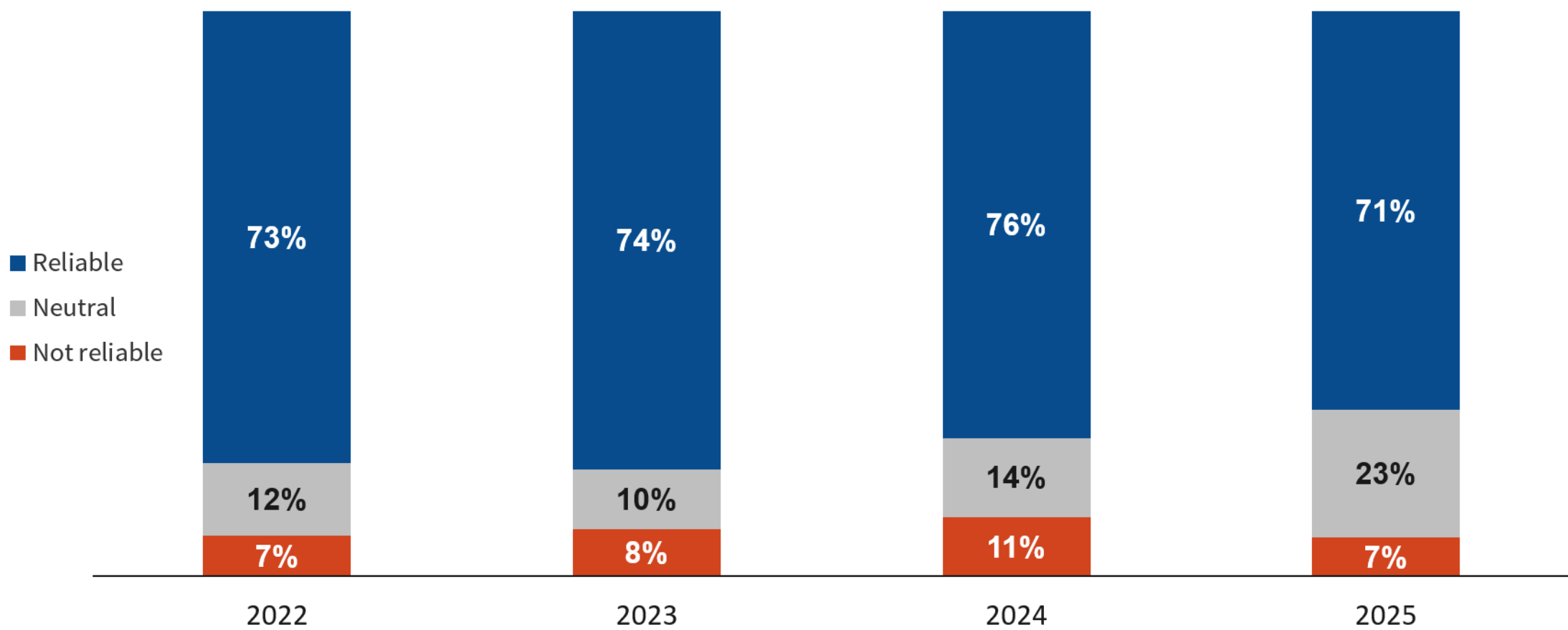
Approval of the MAX light rail system is significantly higher among riders (79%) compared to non-riders (53%).



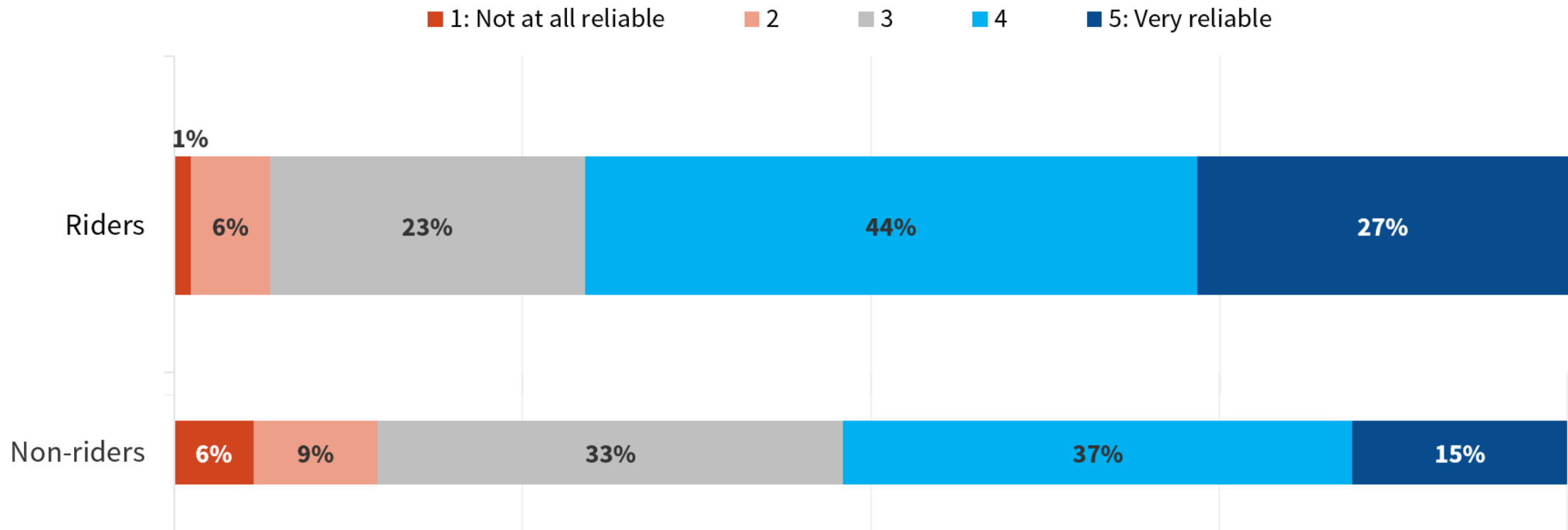
Respondents continue to view MAX as slightly more reliable than bus service. Perceptions of bus reliability appear lower this year.



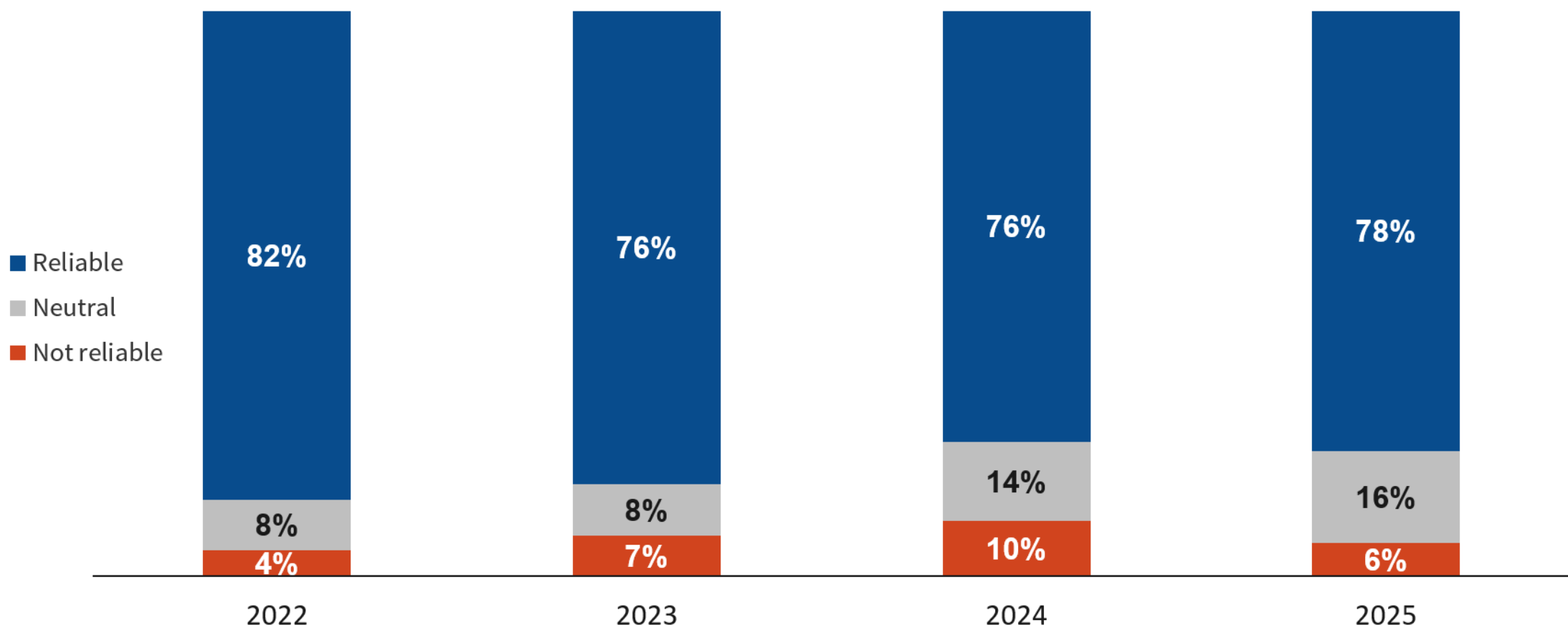
Riders consistently view TriMet buses as reliable, with reliability holding above 70%.



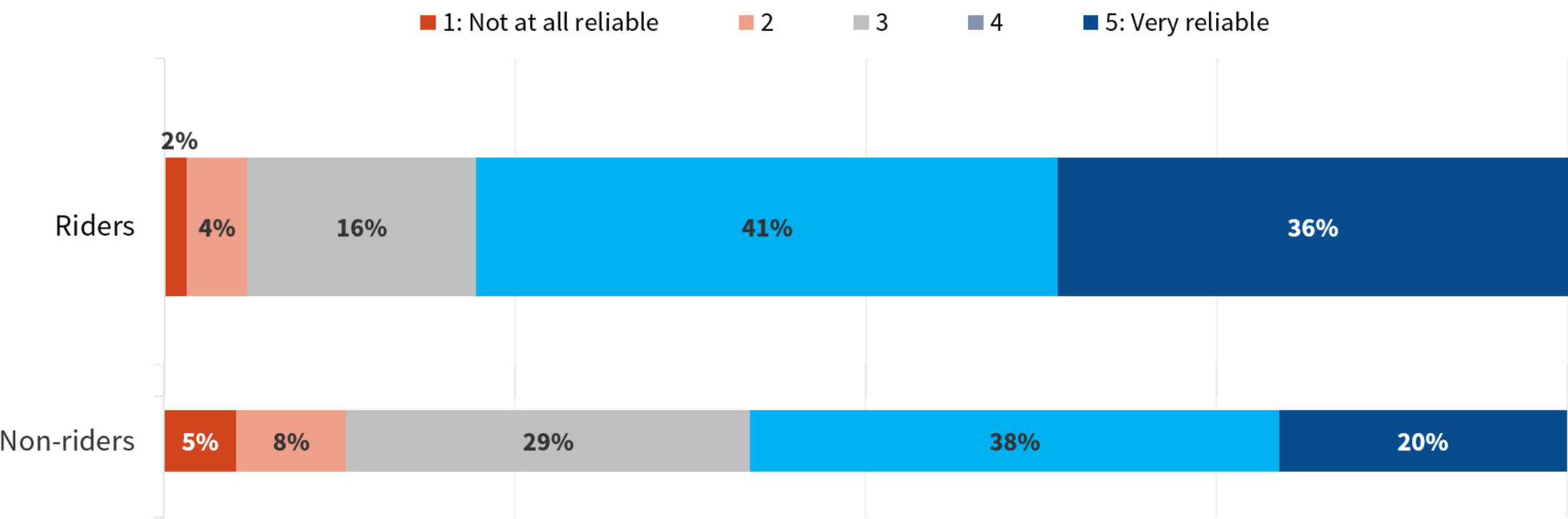
Perceived reliability of TriMet buses is significantly higher among riders (71%) compared to non-riders (52%).



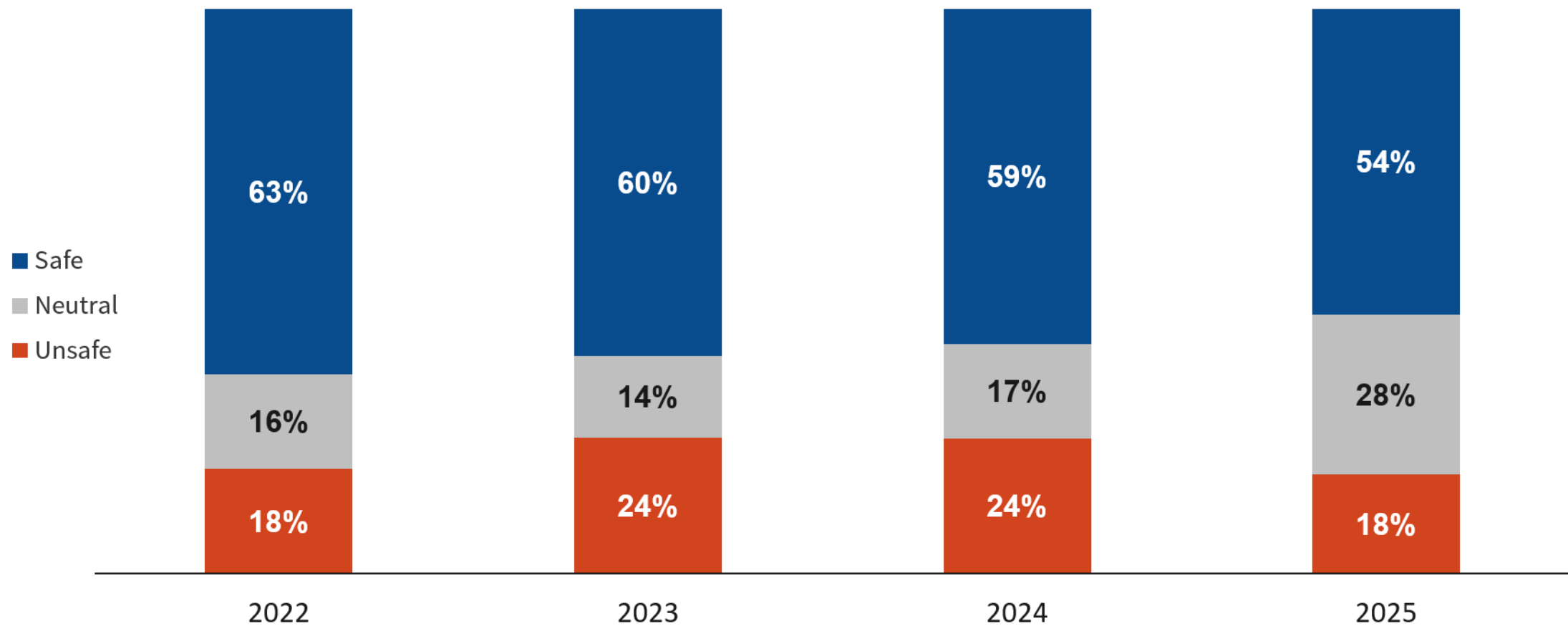
Most riders continue to view the MAX light rail as reliable.



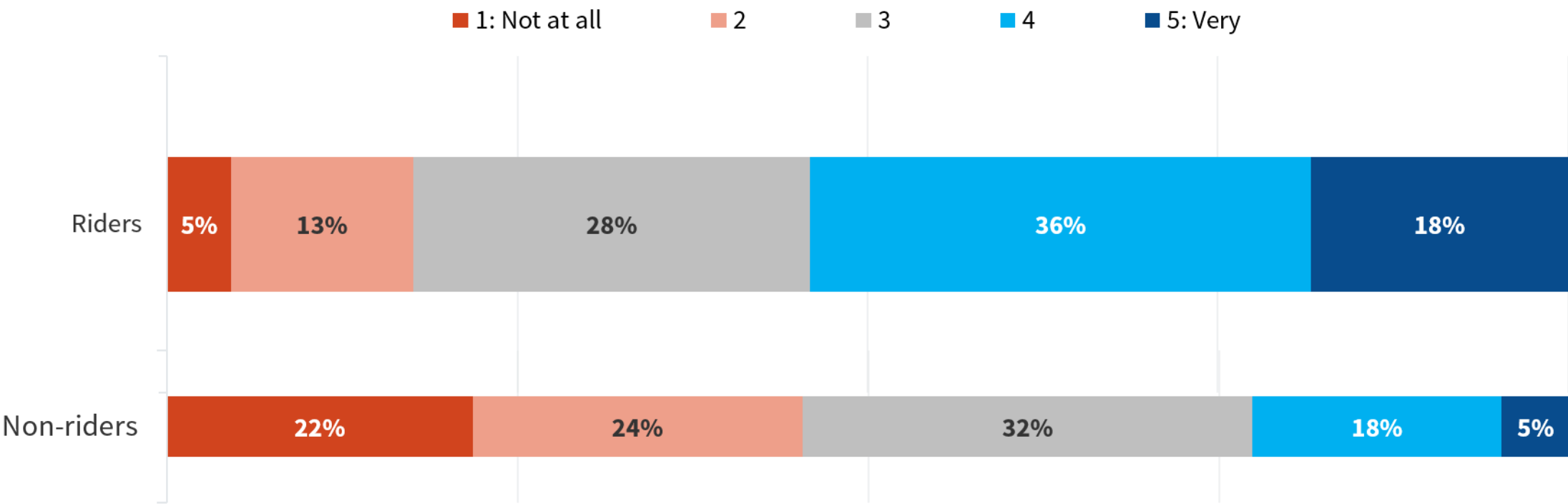
Perceived reliability of MAX trains is higher among riders (77%) compared to non-riders (58%).



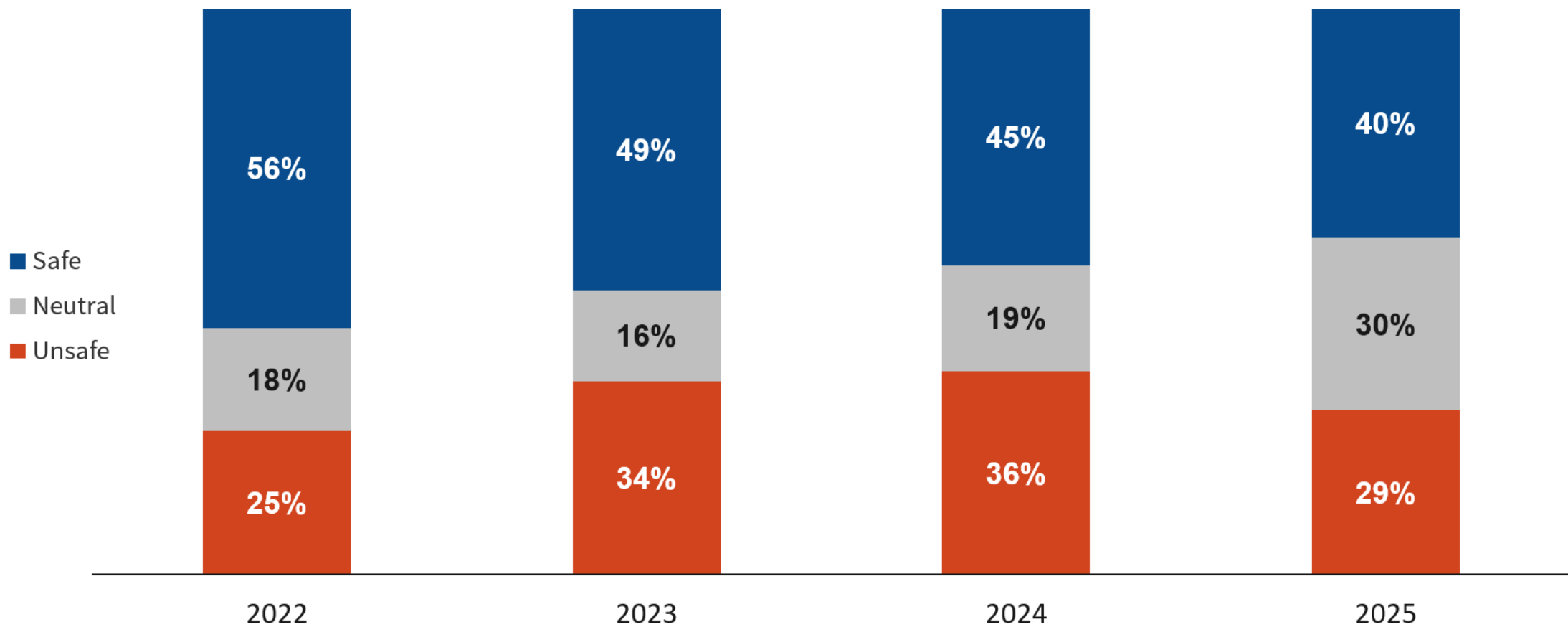
Most riders feel safe or neutral about TriMet bus service, and the proportion who feel unsafe is at its lowest since 2022.



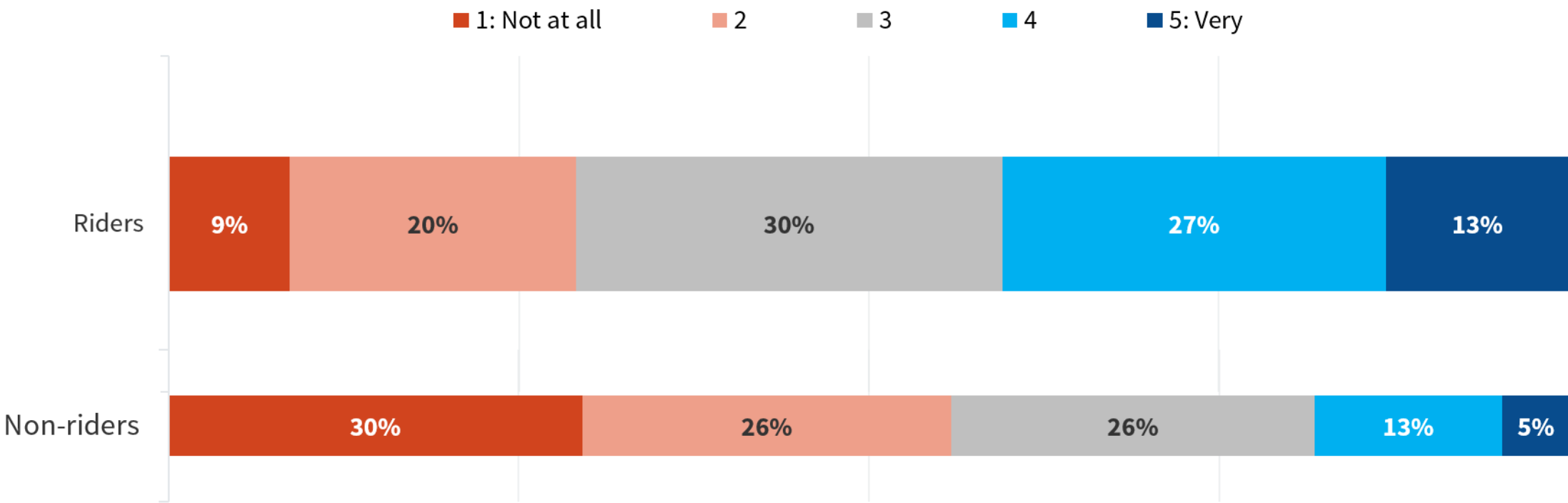
Perceived safety of TriMet buses is significantly higher among riders (54%) compared to non-riders (23%).



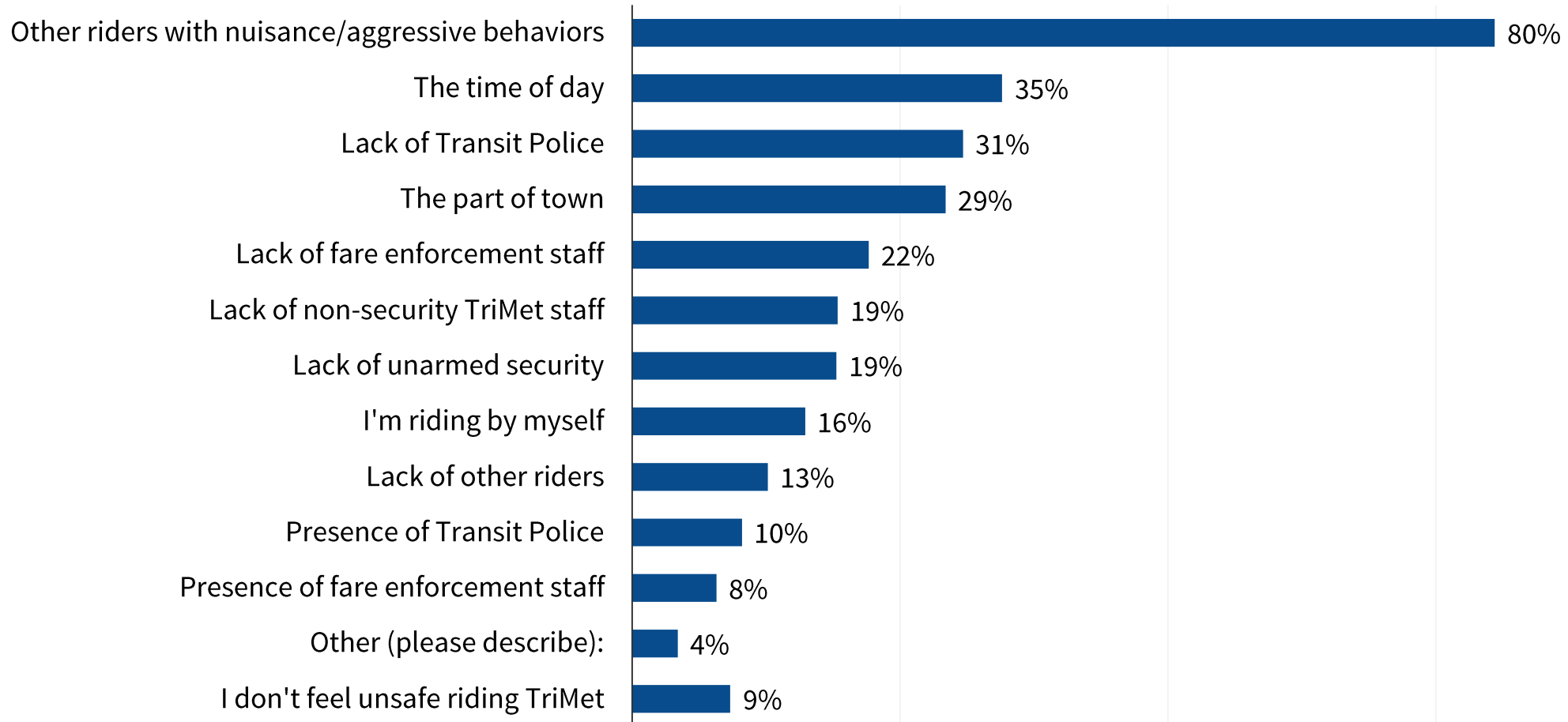
Riders' perceptions of light rail safety show increased uncertainty, with neutral sentiment nearly doubling in 2025.



Perceived safety of TriMet MAX trains is significantly higher among riders (40%) compared to non-riders (18%).



Of the 3 in 10 riders who feel unsafe, most cite others' potential for nuisance/aggressive behaviors as their top concern.





Respondents say that other rider behavior is their top safety concern when thinking about riding TriMet services. Some also have safety concerns about stations and stop areas.

"I try to avoid going out at night, which I never used to do. There have been problems on buses I was on a few times in the last couple of years that could have developed into dangerous situations if they weren't handled well, [although] the drivers did handle them well."

"Last week I saw three people using injection drugs at a bus stop...I teach blind people to travel by transit, and they are often reluctant to wait alone at transit stops where they feel vulnerable to people behaving unpredictably."

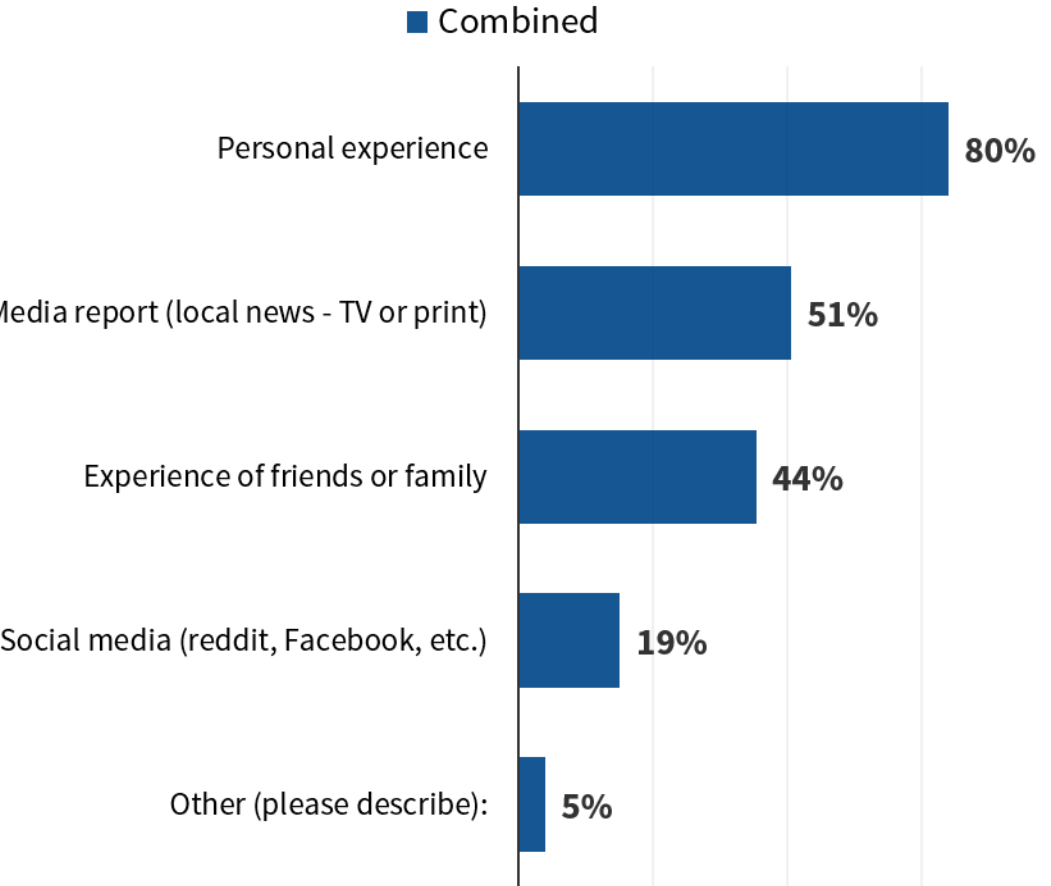
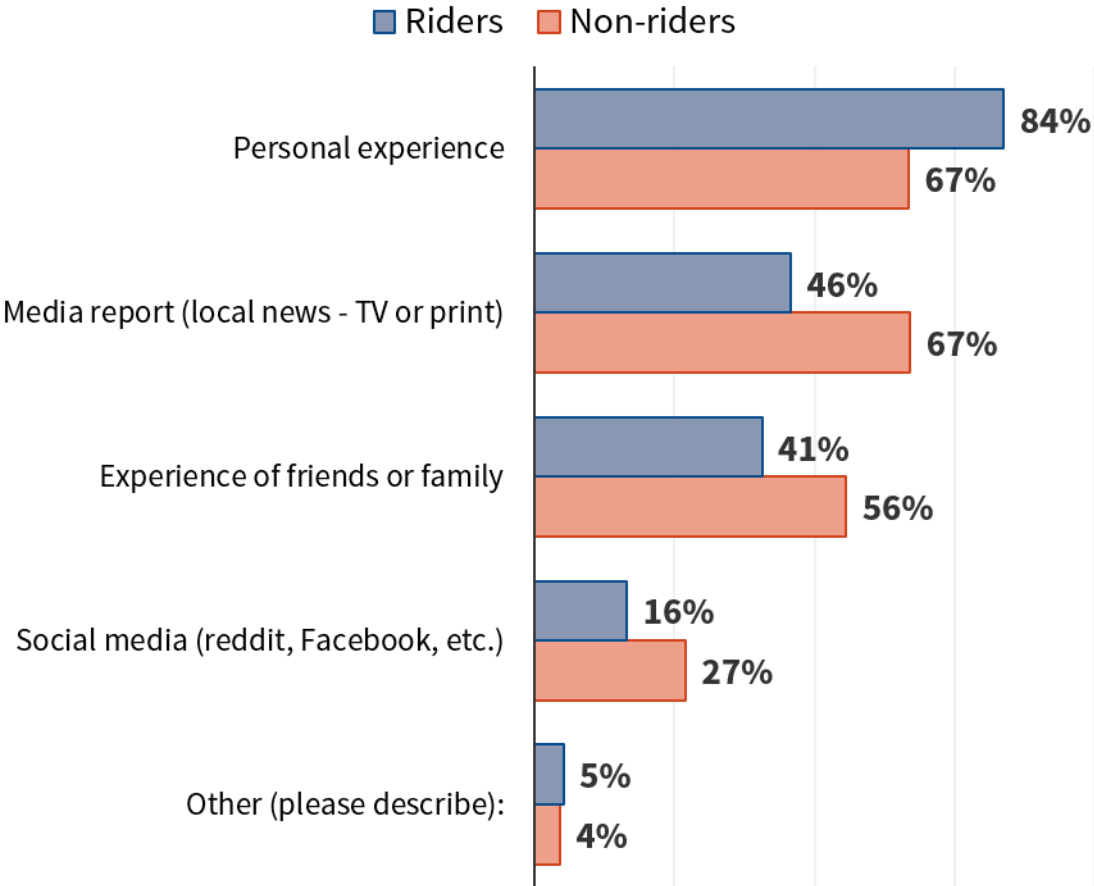
"I have had to personally shield my young adult students with disabilities from TriMet passengers who have kicked, hit or sprayed chemicals in the air while on the bus. We have also had to remain at a MAX station with all doors open when fentanyl was found on board."

"I used to ride MAX to and from work in downtown Portland. It used to be that maybe you'd encounter someone who made you feel uncomfortable. That bar has since been raised to the real threat of being seriously injured or killed."

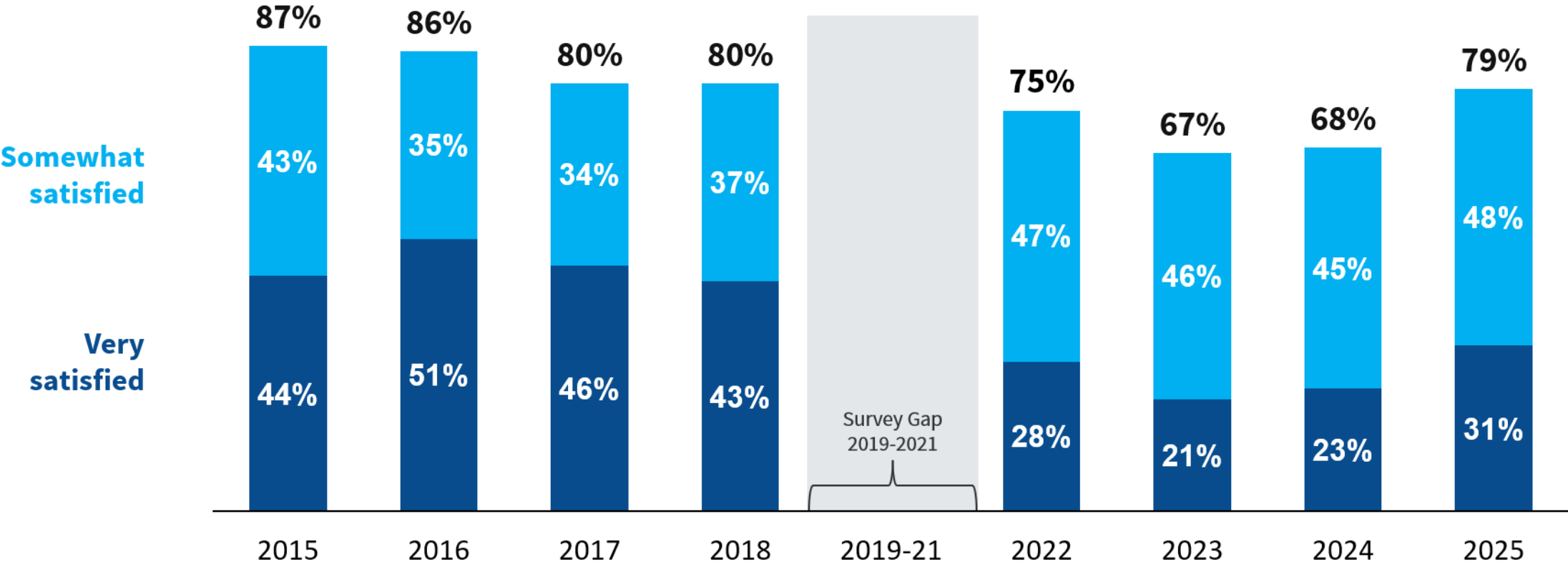
"My main concern is wait time at non-peak hours. I don't feel the safest after dark in a lot of places waiting for transit, so I am more likely to drive myself or call for a Lyft. Bus shelters/stops are not always very safe-feeling."

"I fear for my life after having more than one terrible experience riding the MAX. There are other passengers (homeless, addicts, mentally unstable persons) that ride the MAX carrying weapons (knives, rigged pipes, guns, glass bottles) and even aggressive dogs (attack dogs) to intimidate other passengers. The platforms in this city should be enclosed, not open."

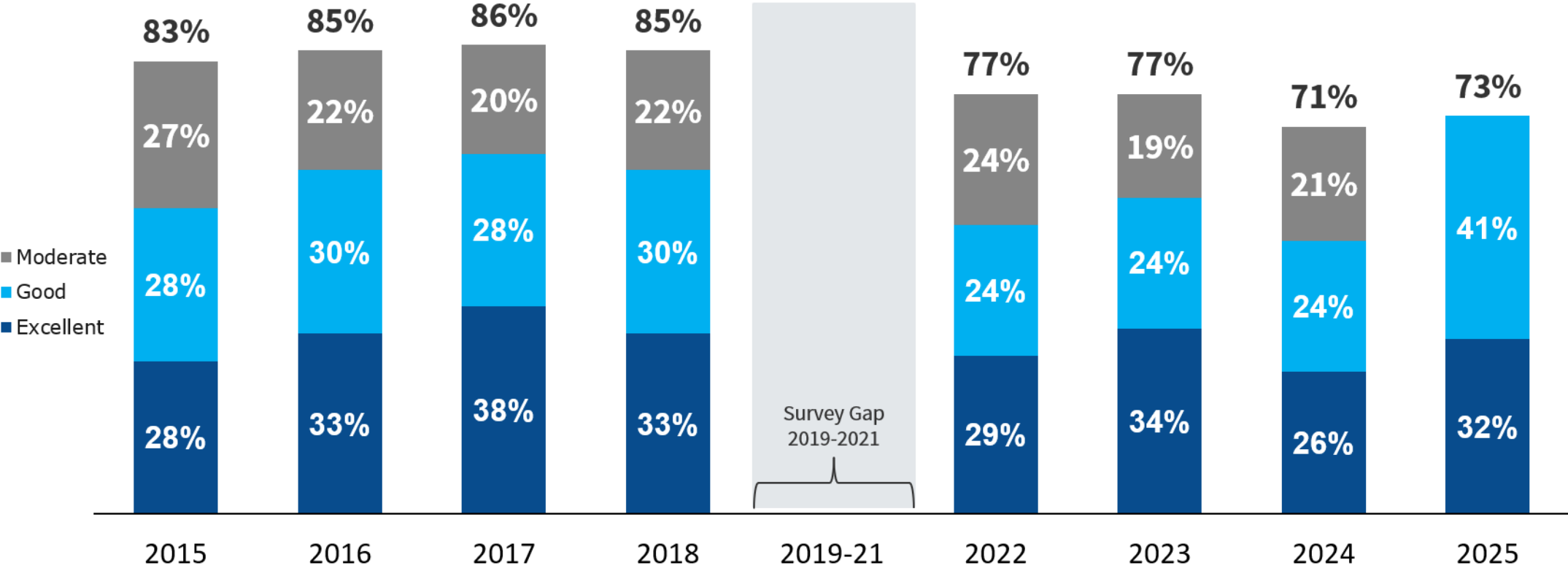
Among respondents who said personal safety concerns have prevented them from riding TriMet, 80% say that personal experiences have contributed to their feelings about safety.



Most riders are satisfied with their overall experience, with satisfaction up 11% compared to last year.

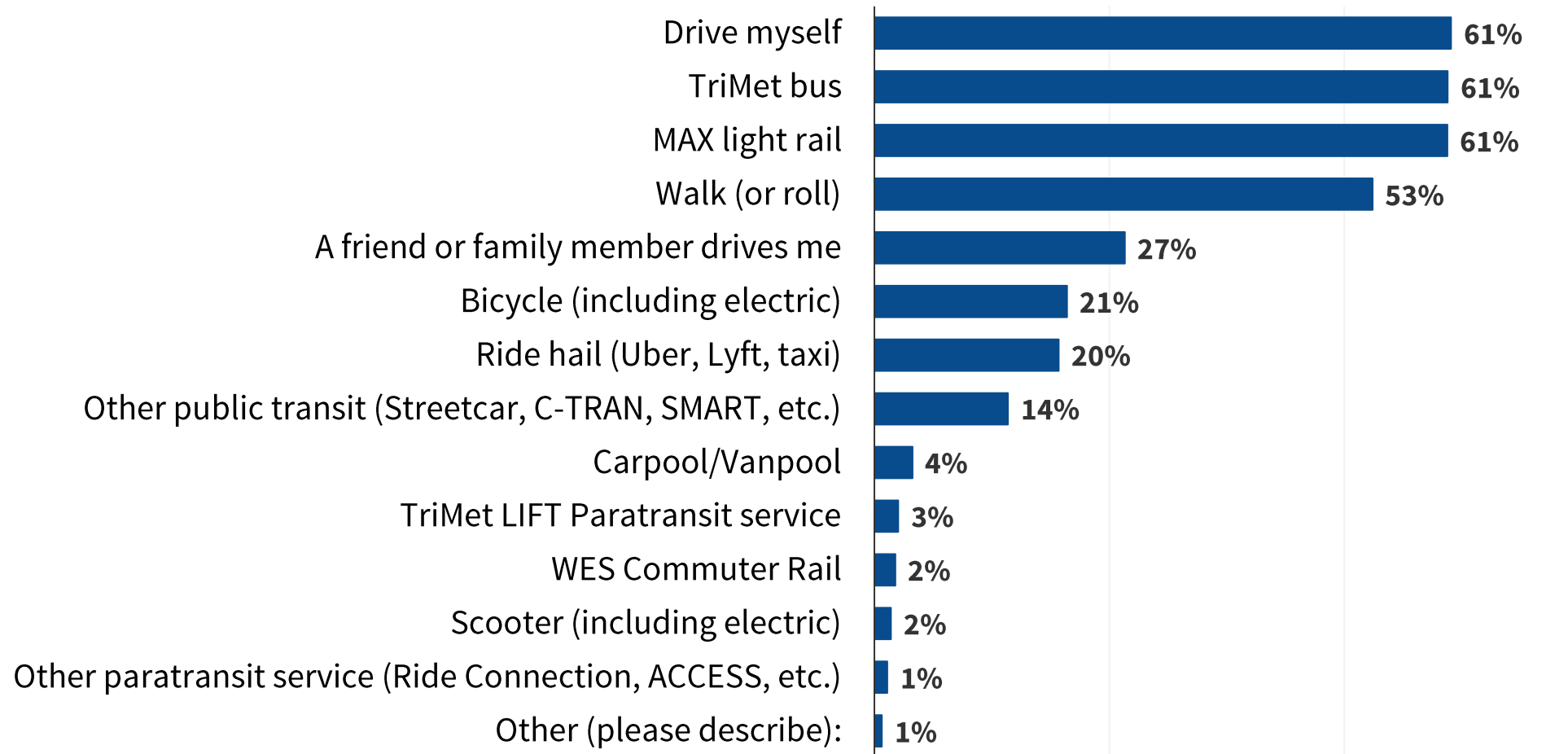


Most riders feel they get good value for their fare. More riders rated fare value as “excellent” this year compared to last year.



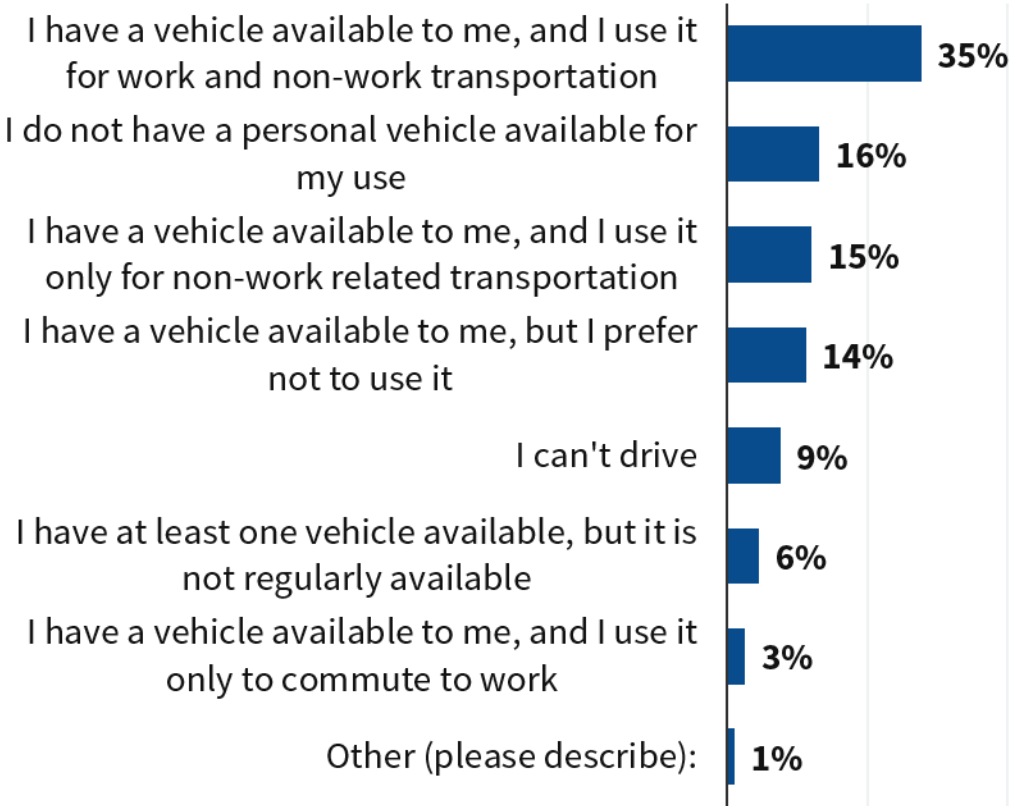
Rider Behavior & Experiences

61% say they use public transit just as often as they drive.

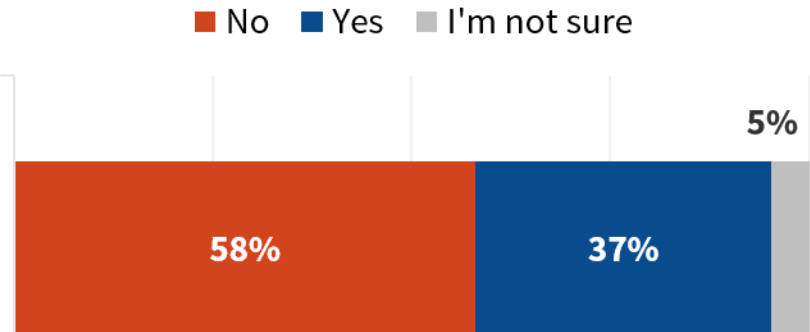


Over one-third (37%) of participants rely on TriMet for most of their transportation needs.

Which of the following best describes your current situation?



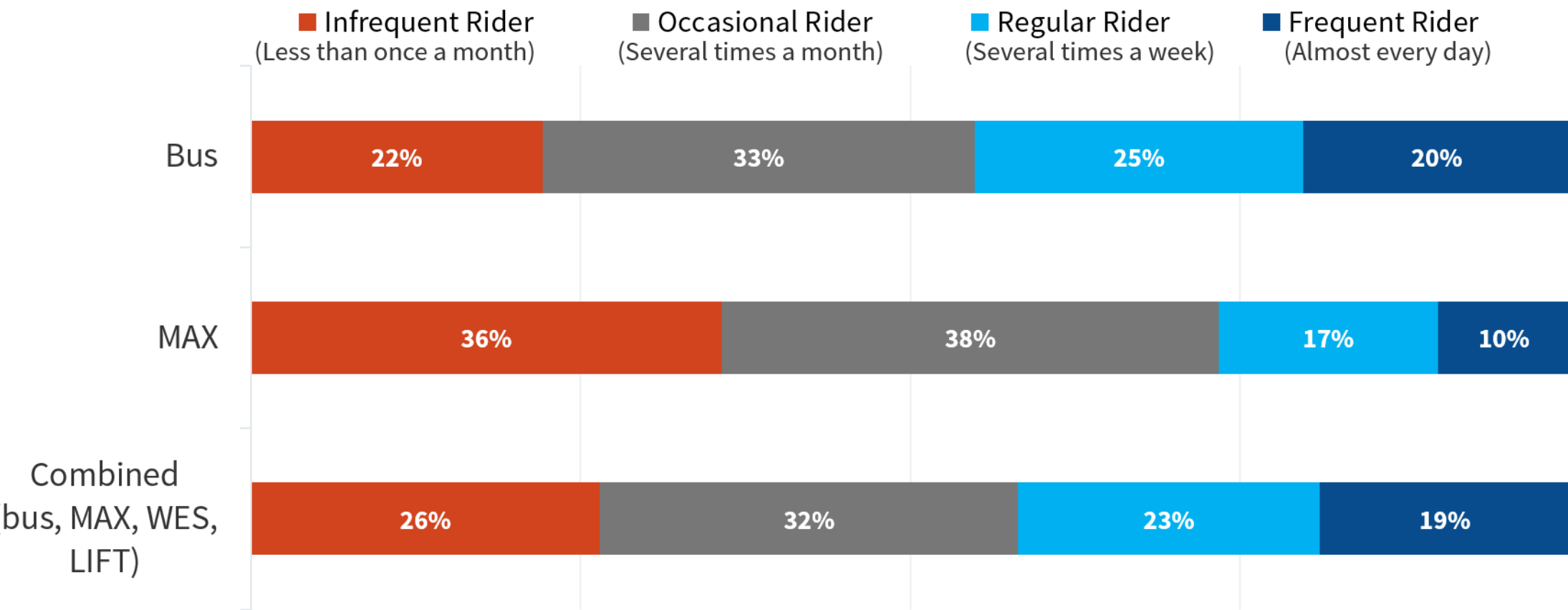
Would you consider yourself dependent on TriMet for the majority of your transportation needs?



Vehicle access among TriMet dependents

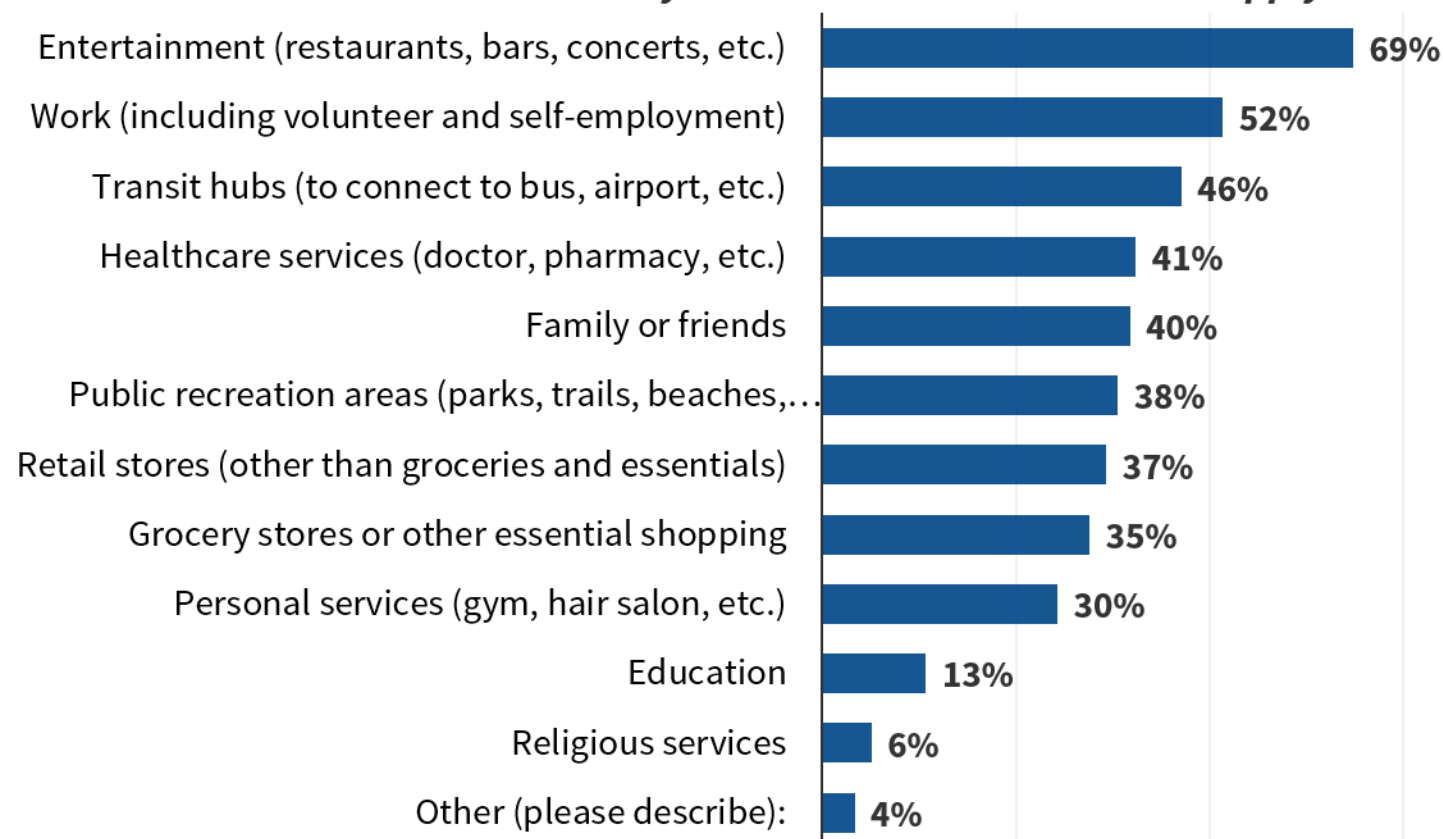
- I do not have a personal vehicle available for my use (43%)
- I can't drive (25%)
- I have at least one vehicle available, but I prefer not to use it (12%)

Nearly three quarters (74%) of riders used TriMet at least a few times a month in the past year.



Among current riders, 69% ride TriMet for entertainment and 52% for work. When asked to choose the top three, work and entertainment are tied for the top slot at 45%.

For which activities do you ride TriMet? Select all that apply.

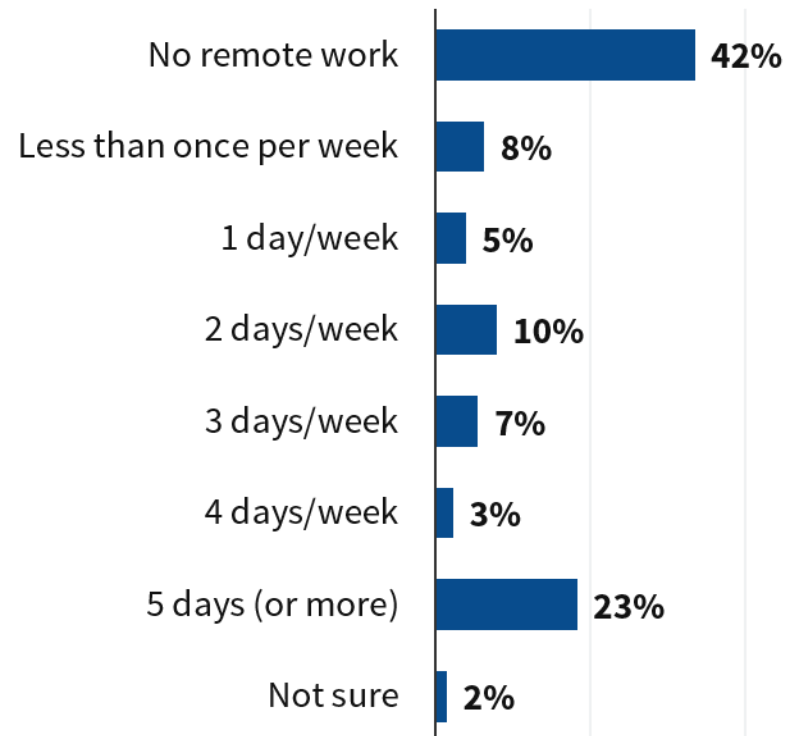


Top three most often:

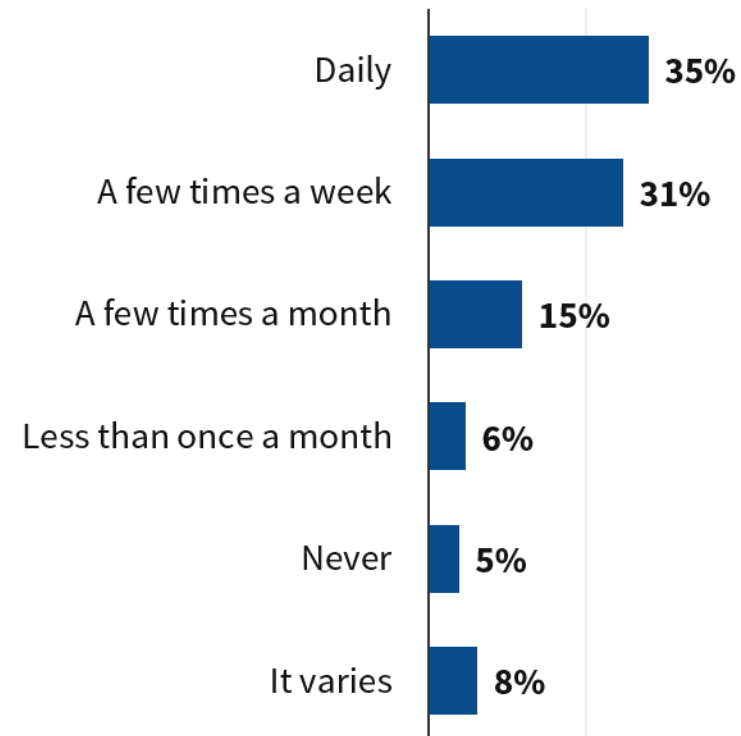
1. Entertainment (45%)
2. Work (45%)
3. Grocery shopping (33%)
4. Healthcare services (30%)
5. Family or friends (28%)
6. Transit hubs (21%)
7. Public recreation areas (20%)
8. Retail stores (19%)
9. Personal services (14%)
10. Education (8%)
11. Religious services (5%)

More than 40% of employed respondents do not have the option to work from home. Among those who do, two-thirds (66%) work from home at least a few times per week.

Work from home options



Work from home frequency

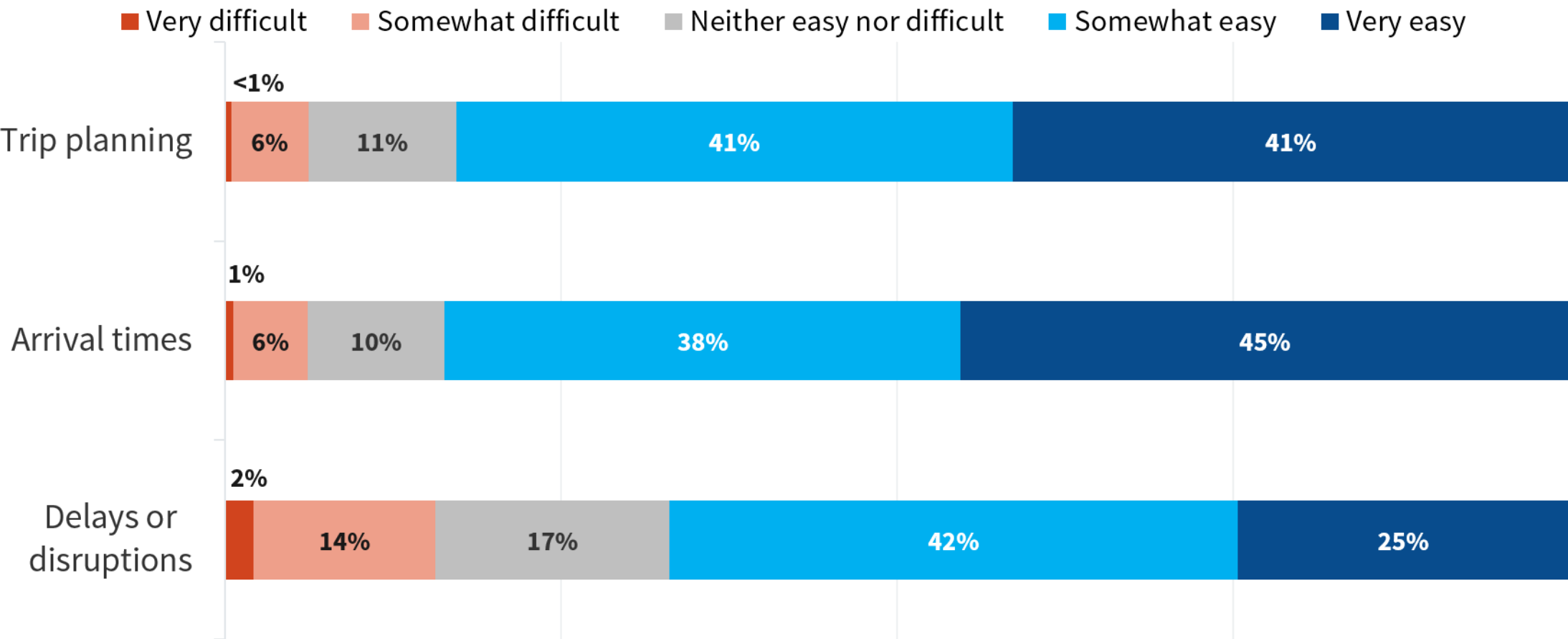


While many riders typically ride at different times, most trips happen on weekdays during midday and evening hours.

What times of day do you typically ride? Please select all that apply.

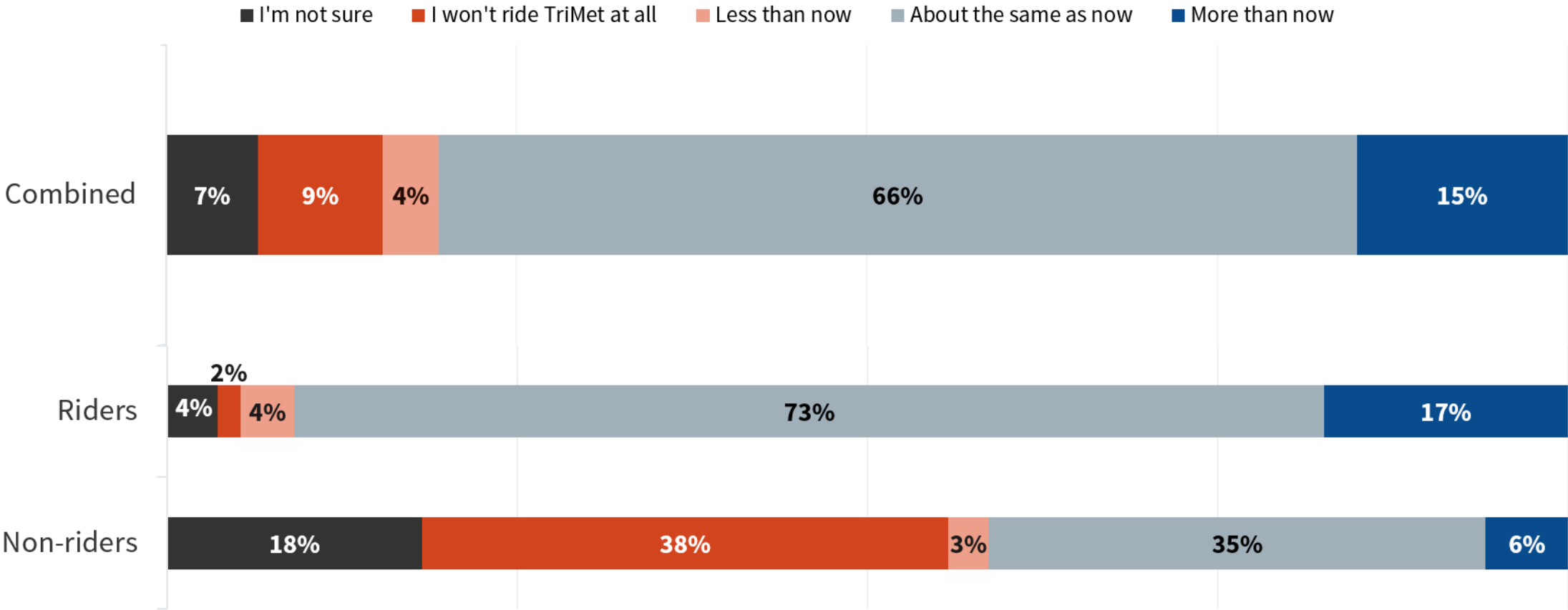
		Time of day						
		Early morning (1am-7am)	Morning (7am-9am)	Midday (9am-3pm)	Afternoon (3pm-5pm)	Evening (5pm-9pm)	Late night (9pm-1am)	It varies
Day of the week	Mon	11%	24%	32%	26%	32%	10%	28%
	Tue	11%	25%	30%	24%	32%	8%	31%
	Wed	11%	24%	28%	24%	30%	8%	32%
	Thu	11%	24%	27%	23%	31%	9%	33%
	Fri	11%	21%	27%	23%	31%	13%	33%
	Sat	5%	8%	29%	18%	22%	12%	42%
	Sun	3%	7%	25%	16%	17%	8%	45%

Information about trips and delays is generally easy to access, with most riders finding it easy to plan, track, and stay informed about the delays.

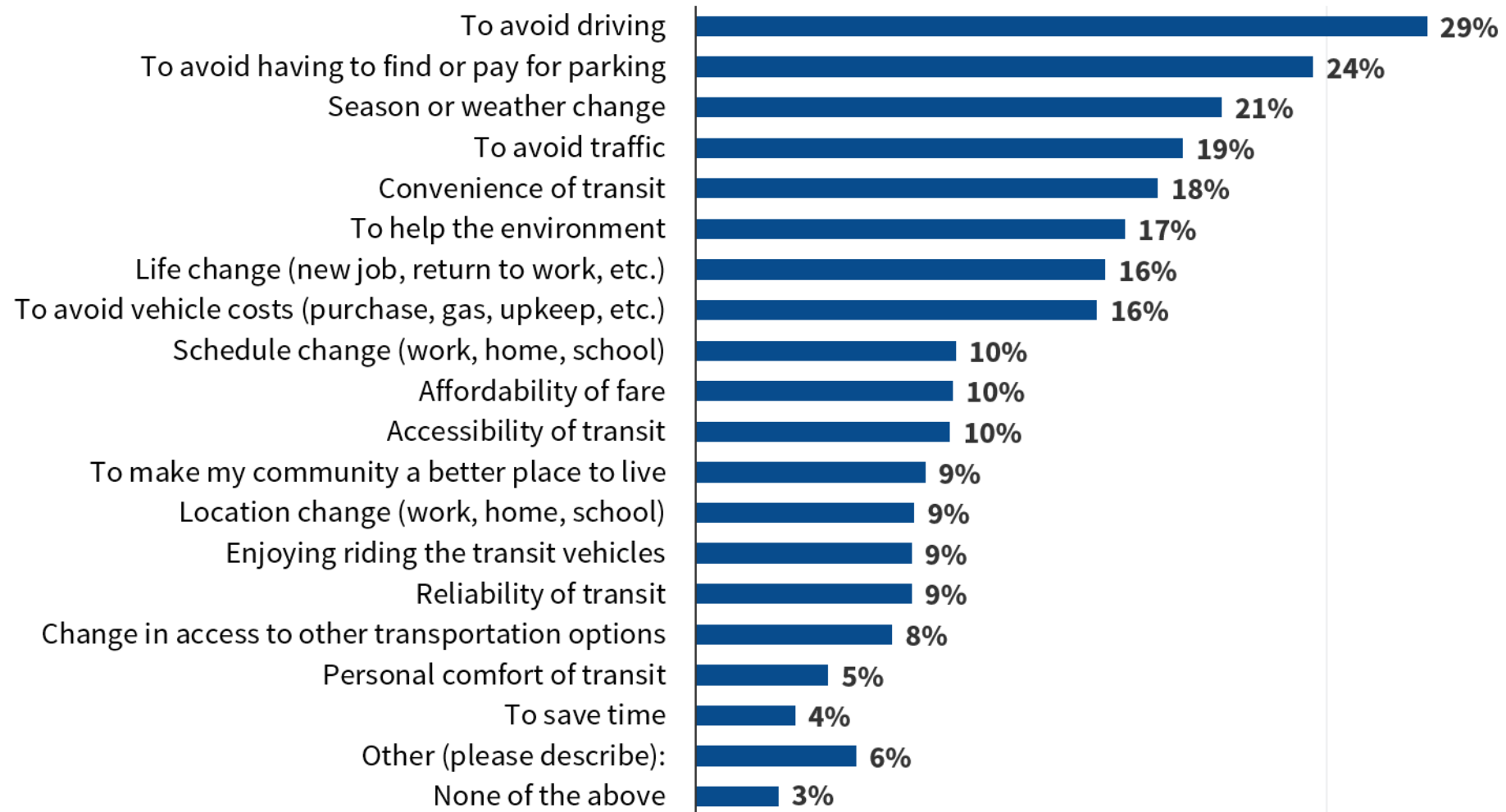


Future Ridership & Motivations

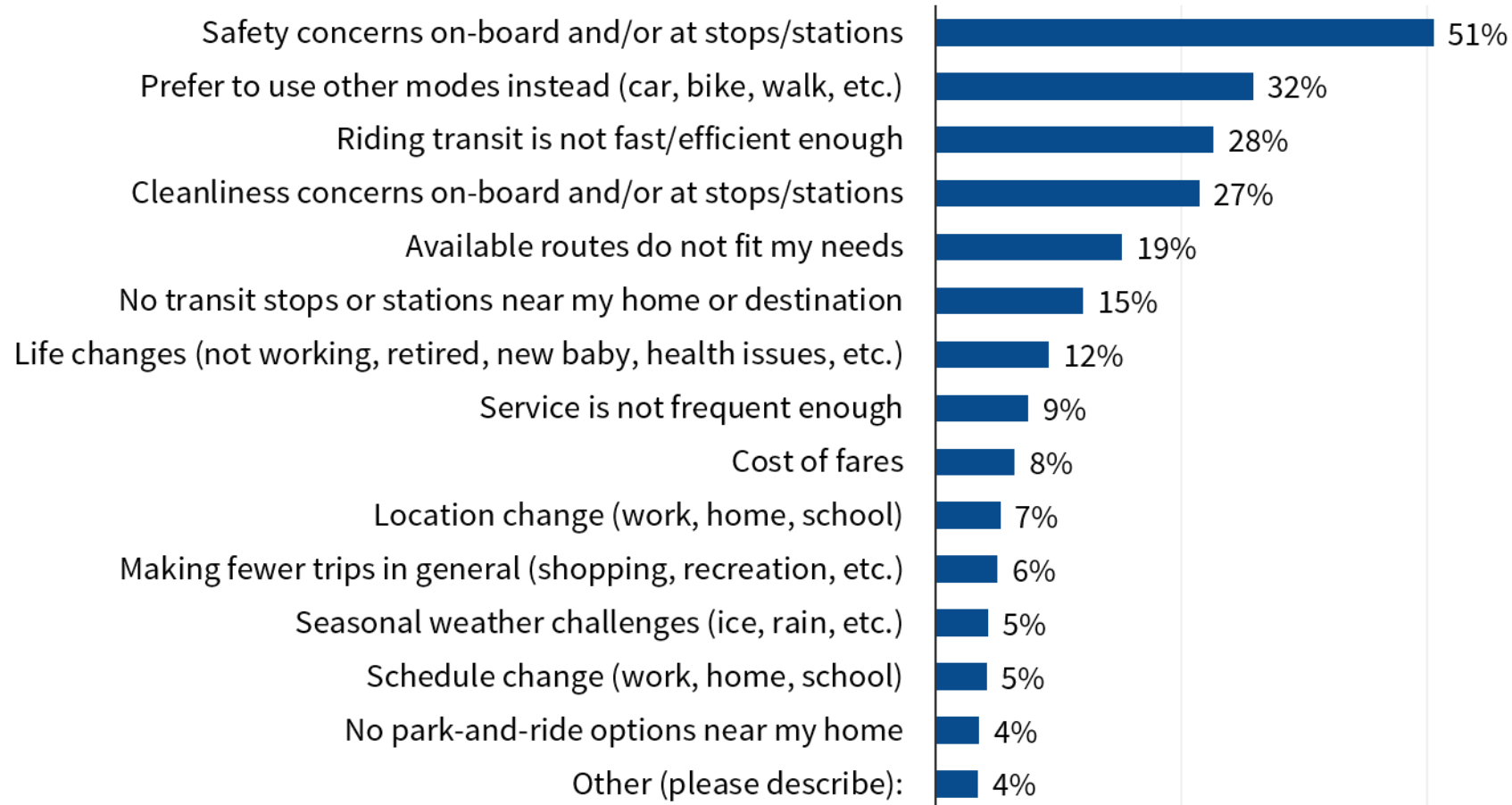
Most respondents (81%) plan to maintain or increase their TriMet ridership. 38% of non-riders say they won't ride at all.



Avoiding driving, parking, and traffic as well as seasonal weather changes are among the top three reasons motivating respondents to ride TriMet more in the future.



51% of respondents planning to ride TriMet less or not at all cite safety concerns as one of the top 3 reasons why.





Respondents say they would ride more with continued safety improvements, increased service frequency, and more coverage or closer stops.

Respondents commented that the following improvements would get them to ride more:

- Safety (26%)
 - General safety or onboard (24%)
 - At stops, stations, or parking (3%)
 - Increased frequency (16%)
 - More coverage/routes, or closer stops (15%)
 - Faster trips - more direct routes, express service, transit priority, etc. (11%)
 - Lower costs or free (7%)
 - Onboard cleanliness (7%)
 - Increased hours – nights/ weekends (5%)
 - Consistent fare enforcement (5%)
 - Improved reliability (5%)
 - Onboard and station amenities – bus shelters, seating, bike racks, etc. (2%)
 - Information – schedules, fare info, etc. (2%)
 - Improved connections (1%)
 - Parking (1%)
- 17% of respondents say nothing could get them to ride more, either because they already ride frequently, can't or don't care to ride, or aren't sure.*

Thank you!

Questions? Contact research@trimet.org