

# Attitude & Awareness Survey 2023

October 2023



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# Survey Administration

- Postcard invitations mailed to 100,000 randomly selected addresses in the TriMet service area. To incentivize participation, we conducted a drawing for a chance to win one of twenty-five \$100 gift card to those who completed the survey
- Survey invitations were limited to people who live in the TriMet service area and might therefore have knowledge or exposure to TriMet services
- Overall, we received 1,696 valid survey responses.
  - Fourteen completed the survey in a language other than English (~1%)

## **Most respondents (83%) ride TriMet, even if infrequently.**

- 9% Frequent riders (Same as 2022)
- 13% Regular riders (up 4%)
- 24% Occasional riders (up 7%)
- 37% Infrequent riders (up 2%)
- 17% Non-riders (down 13%)

# Data analysis methodology

## Survey data:

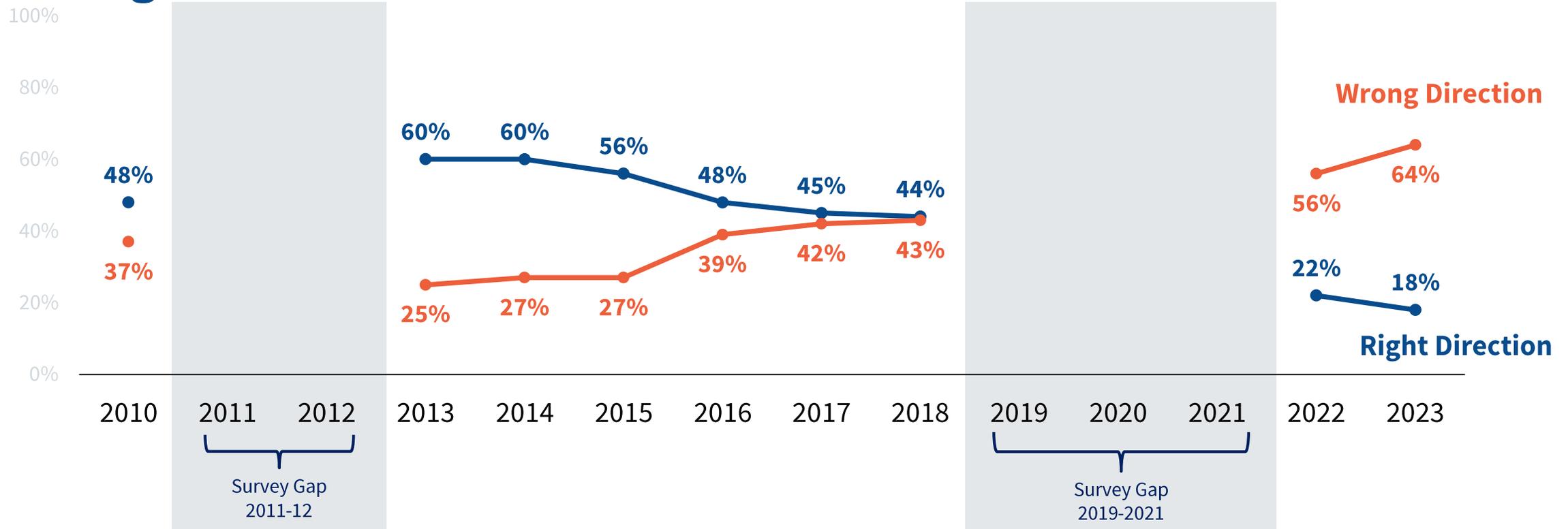
- Margin of error  $\pm 2\%$
- Due to rounding, some totals may differ by  $\pm 1\%$  from the sum of separate responses
- Because we do not have demographic information for the study population (people who live in the TriMet service area), we did not weight the data

## Over Time Comparisons:

- Previous years' reports use data weighted to match the TriMet service area population. This limits comparisons to this year's unweighted data which we believe more accurately reflects the population of eligible survey participants
- In addition, differences in recruitment and survey modes over time also impact comparisons

# Public Mood

# Belief that things in the Portland Metro area are going in the right direction continues to decrease

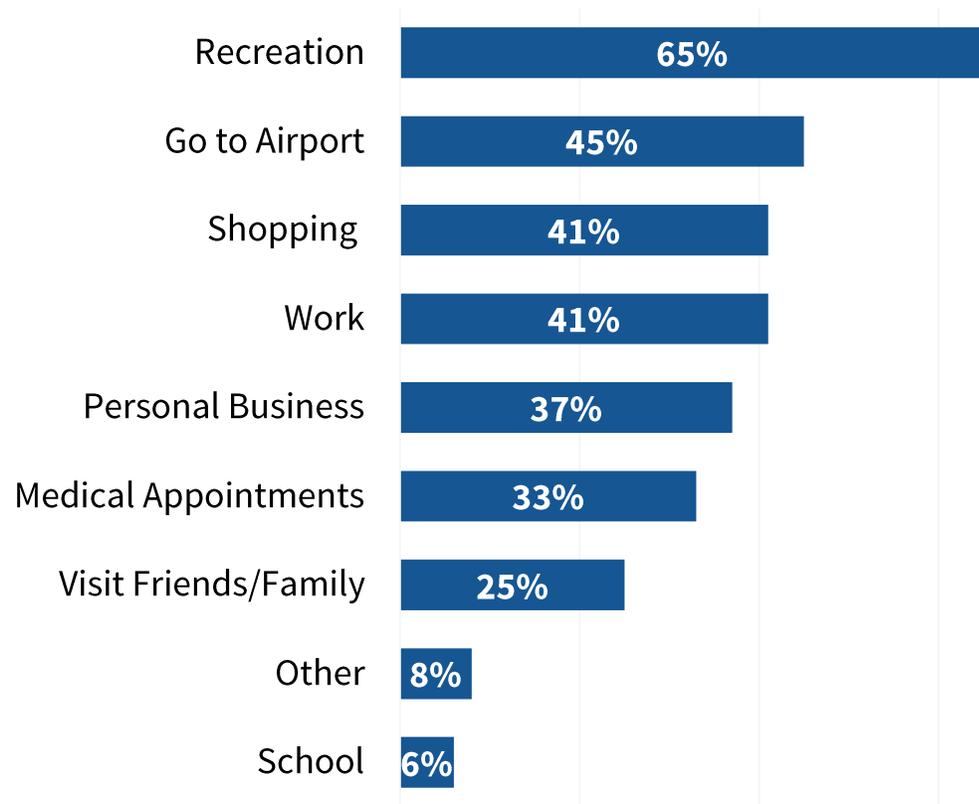


Q: Do you feel things in the Portland metropolitan area are generally going in the right direction, or do you feel things have gotten off on the wrong track? (2023 n= 1,686)

# Key Findings

## Key Findings: Ridership

# Riders use TriMet for a variety of non-commute purposes and activities

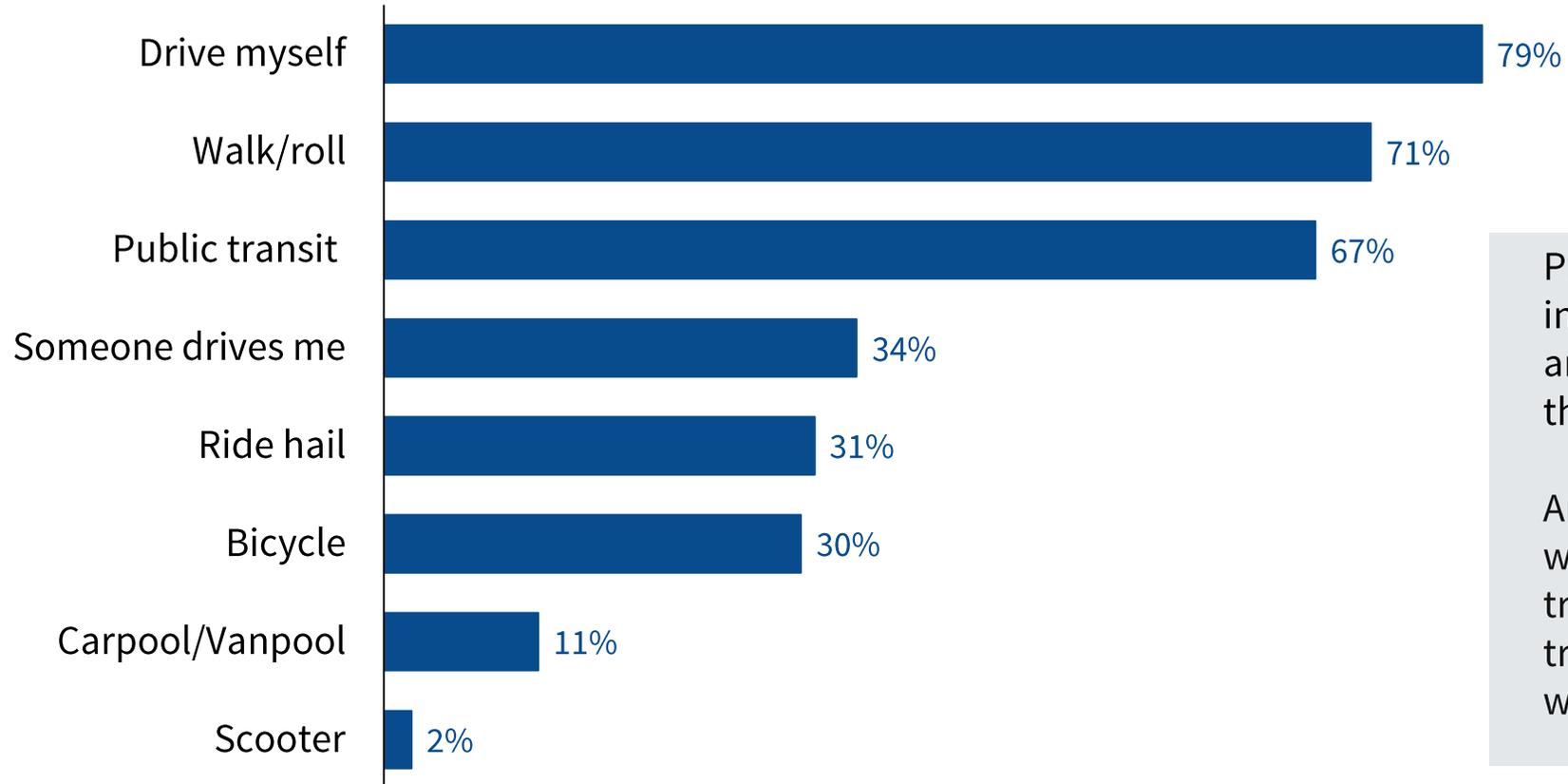


This aligns with a shift away from primarily commute-focused service towards TriMet becoming the preferred choice for a variety of travel needs.

For which of the following activities do you ride TriMet? (n = 1,318)

## Key Findings: Ridership

**While 67% of respondents report using public transit, driving is the most common transportation type used**



Public Transit includes TriMet or any other agency for this question

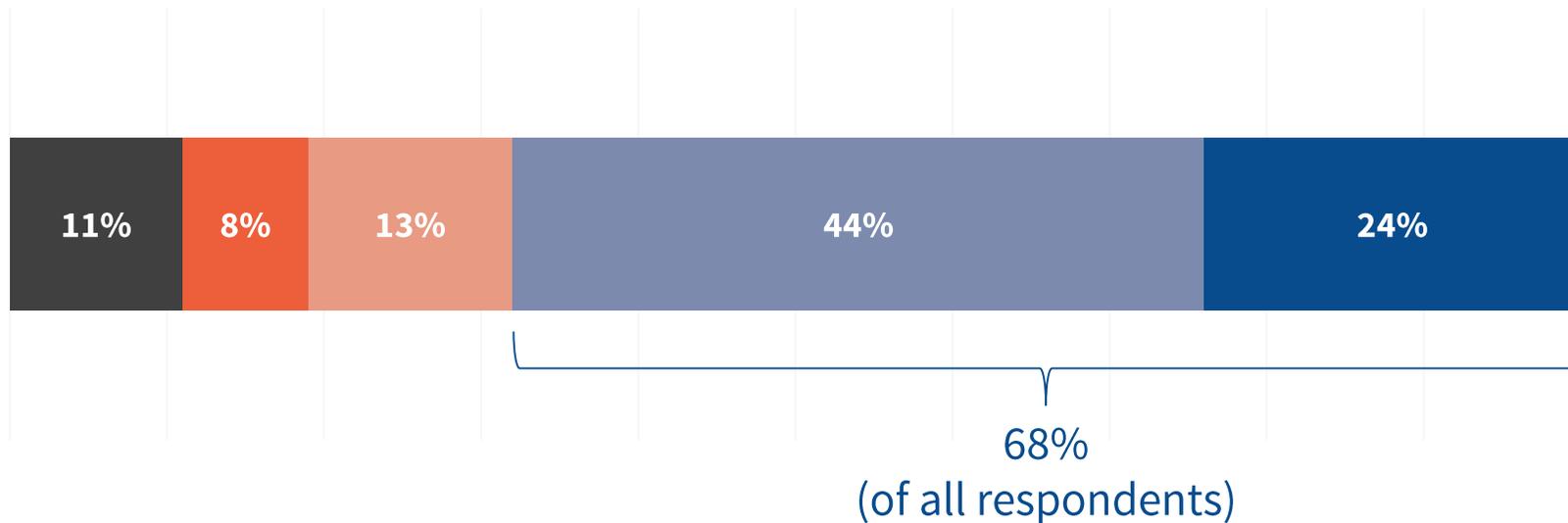
Among respondents who use public transit, 50% use transit at least weekly

Q: What types of transportation do you use? (n = 1,595)

## Key Findings: Approvals & Satisfaction

# Among current riders, 74% approve of the job TriMet is doing

■ Don't know ■ Strongly disapprove ■ Somewhat disapprove ■ Somewhat approve ■ Strongly approve



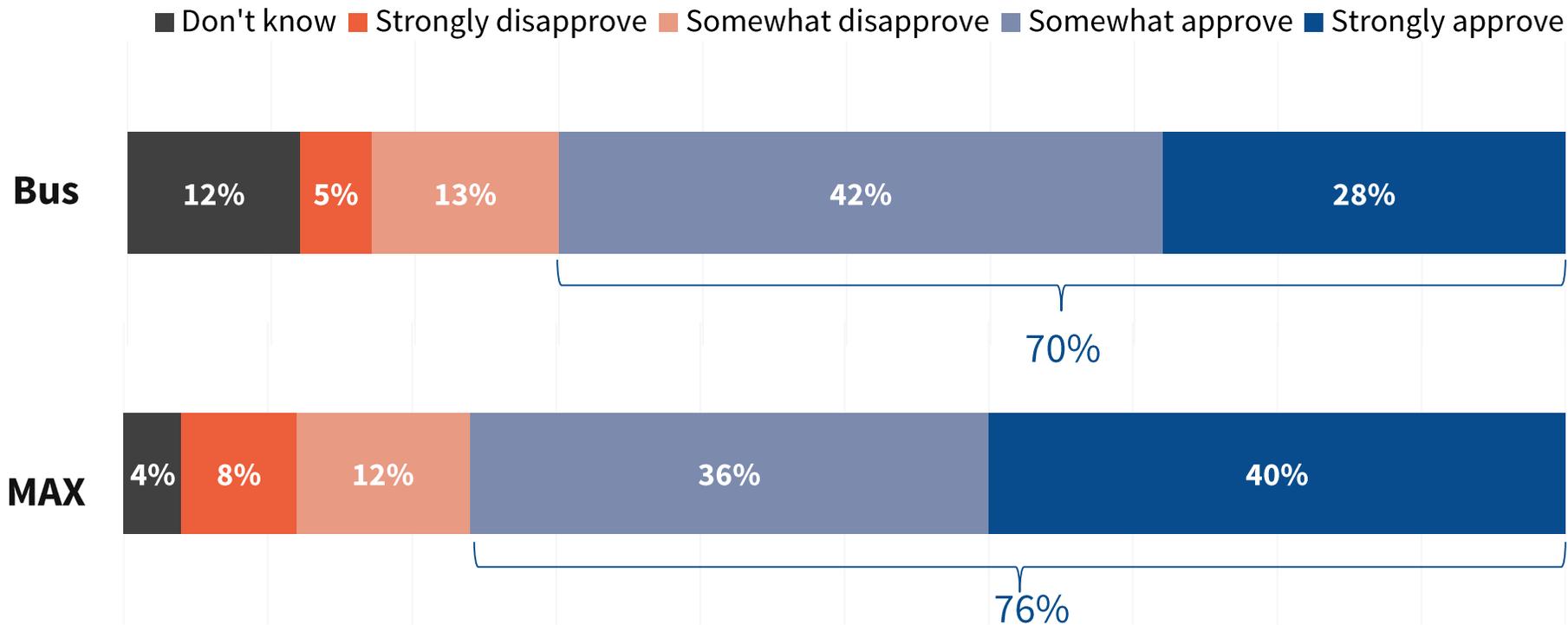
**However, approval is lower among non-riders:**

|                |            |
|----------------|------------|
| Current riders | <b>74%</b> |
| Non-riders     | <b>38%</b> |

Q: From what you know or may have heard, do you approve or disapprove of the job TriMet is doing?  
(n=1,595)

## Key Findings: Approvals & Satisfaction

# Among current riders, 74% approve of bus and 81% approve of MAX



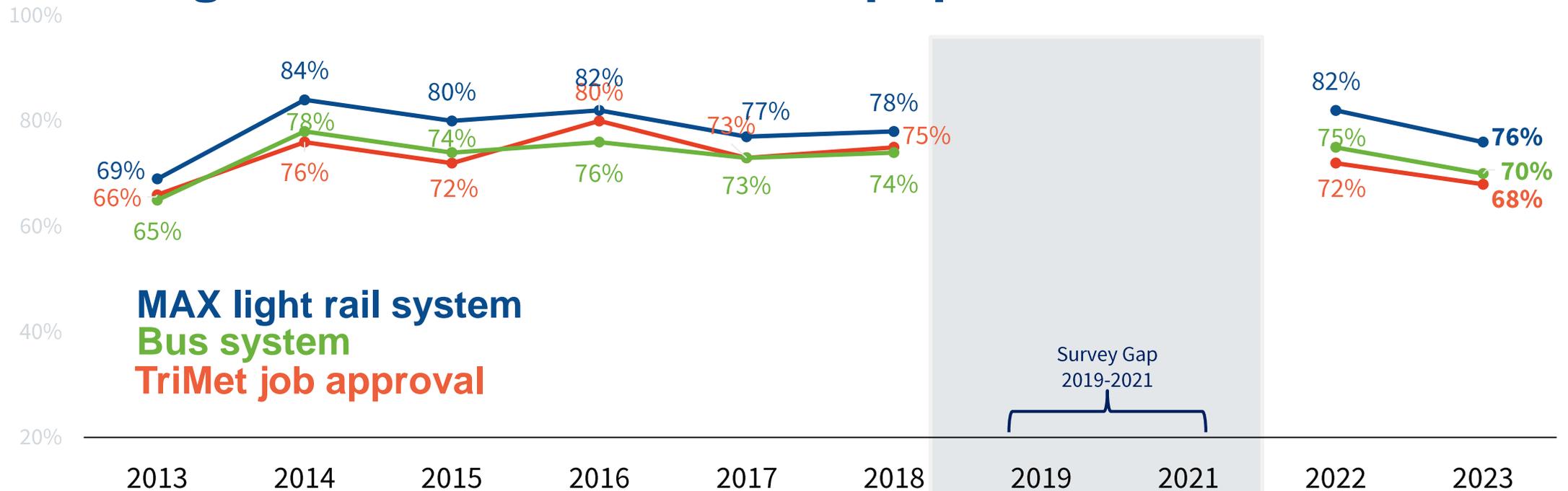
**However, approval is lower among non-riders:**

| System     | Current riders | Non-riders |
|------------|----------------|------------|
| <b>Bus</b> | 74%            | 47%        |
| <b>MAX</b> | 81%            | 53%        |

Q: 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? (n = 1,595)  
 Q: Do you approve or disapprove of the existing MAX light rail system? (n = 1,595)

## Key Findings: Approvals & Satisfaction

**Consistent with prior years, most respondents approve of the transit systems and the job TriMet is doing**  
**MAX light rail remains the most popular TriMet service**



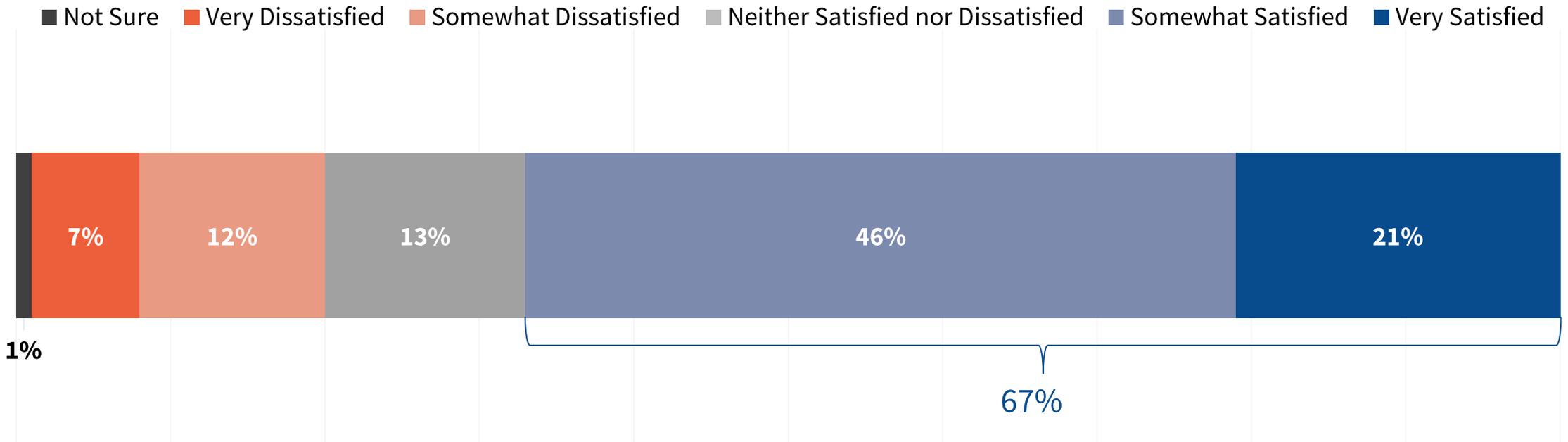
Q: Do you approve or disapprove of the existing MAX light rail system?

Q: 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?

Q: From what you know or may have heard, do you approve or disapprove of the job TriMet is doing?

## Key Findings: Approvals & Satisfaction

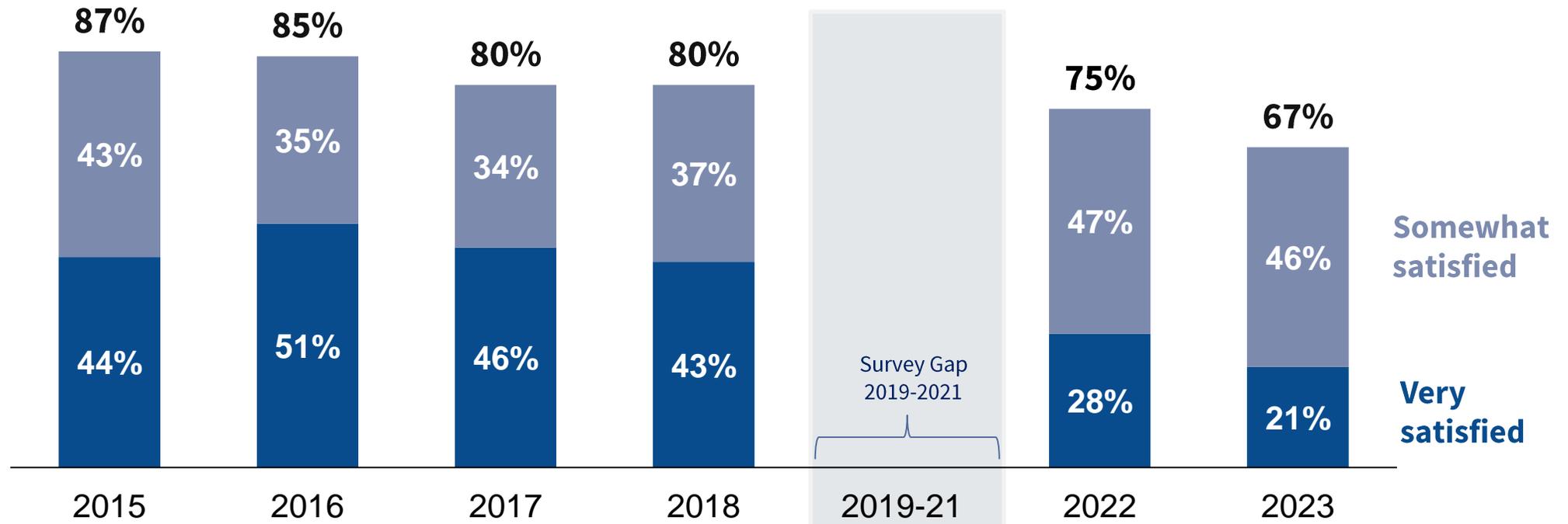
# 67% of riders are satisfied with their experience on TriMet



Q: Thinking of your travel on TriMet, how satisfied are you with your overall experience? (n = 1,318)

## Key Findings: Approvals & Satisfaction

**Even though satisfaction with TriMet experience has decreased somewhat over time, about 2 of 3 riders say they are satisfied with their overall experience**



Q: Thinking of your travel on TriMet, how satisfied are you with your overall experience? (n = 1,318)

## Key Findings: Approvals & Satisfaction

**40% of respondents who ride at least several times a week would enthusiastically recommend TriMet to a friend or family member**

**10**

Frequent/Regular  
Riders Net Promoter  
Score

**-13**

NPS among all  
Current Riders

**40%**

**Promoters**

- Rate 9 or 10
- Enthusiastic supporters
- 29% among Current riders

**30%**

**Passives**

- Rate 7 or 8
- Satisfied but not quite promoters
- 28% among Current riders

**30%**

**Detractors**

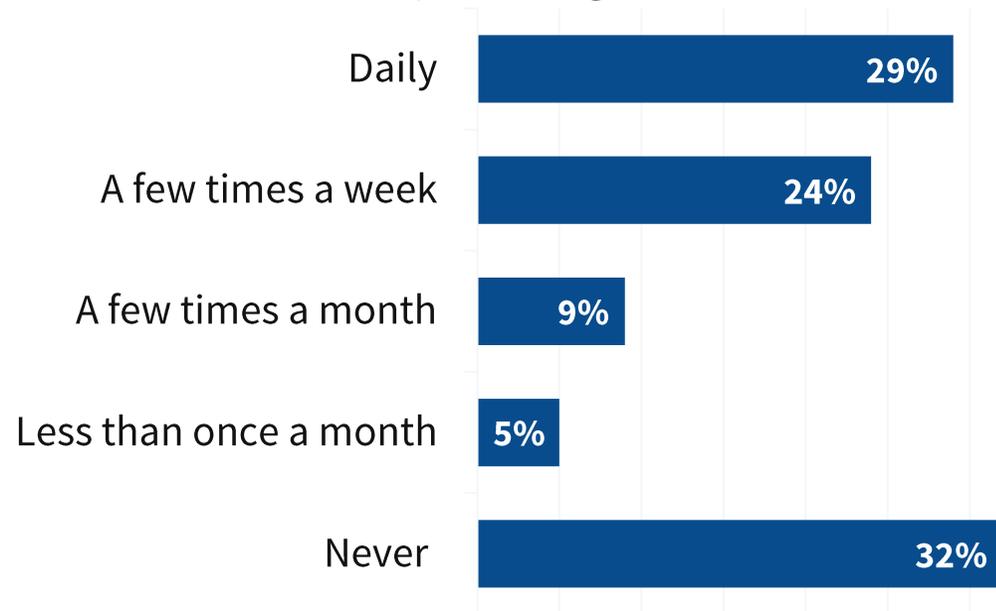
- Rate 0 to 6
- May discourage others from riding TriMet
- 42% among Current riders

Q: How likely are you to recommend TriMet to friends or family members? (n = 1,594)

## Key Findings: Travel Behavior

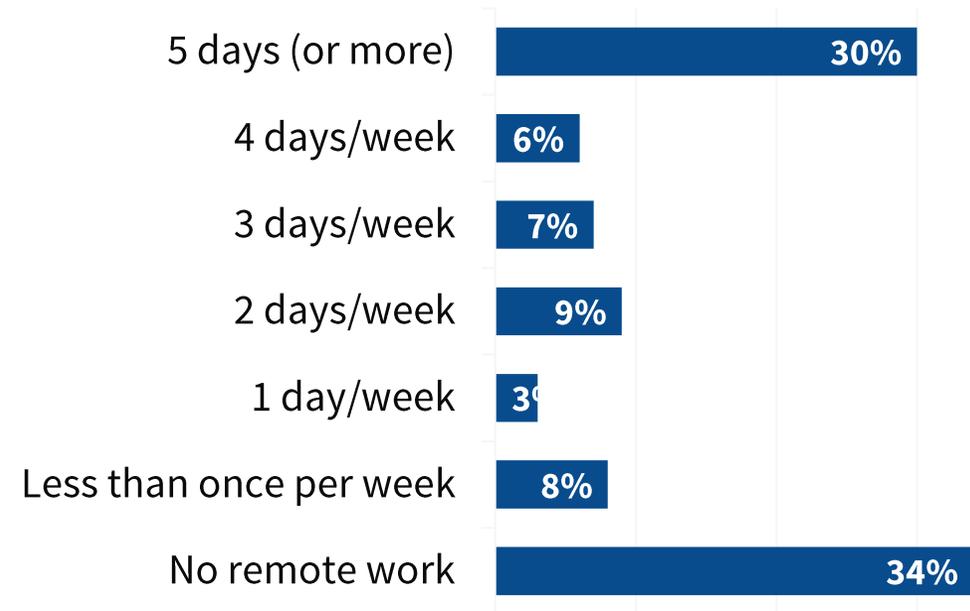
**Among employed respondents, about a third work from home every day, a third commute every day, and another third do a mix of remote and in-person work**

Currently working from home



Q: Currently, how often do you work from home? (n = 975)

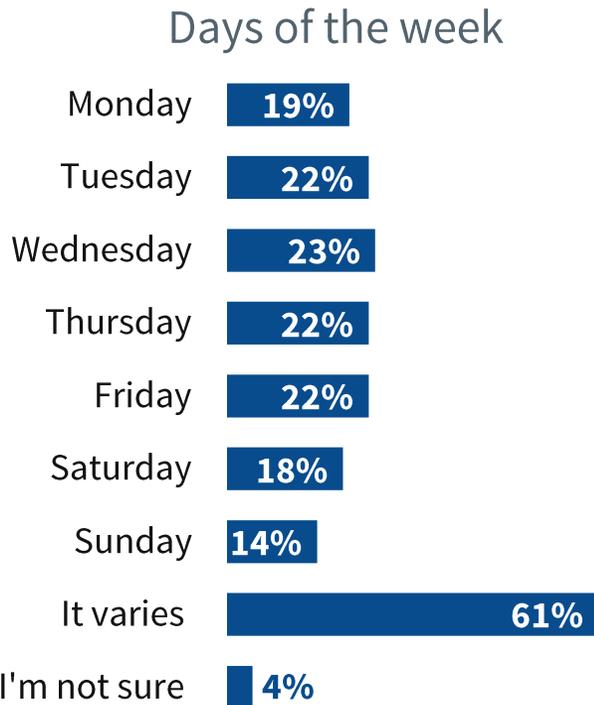
Option to work from home



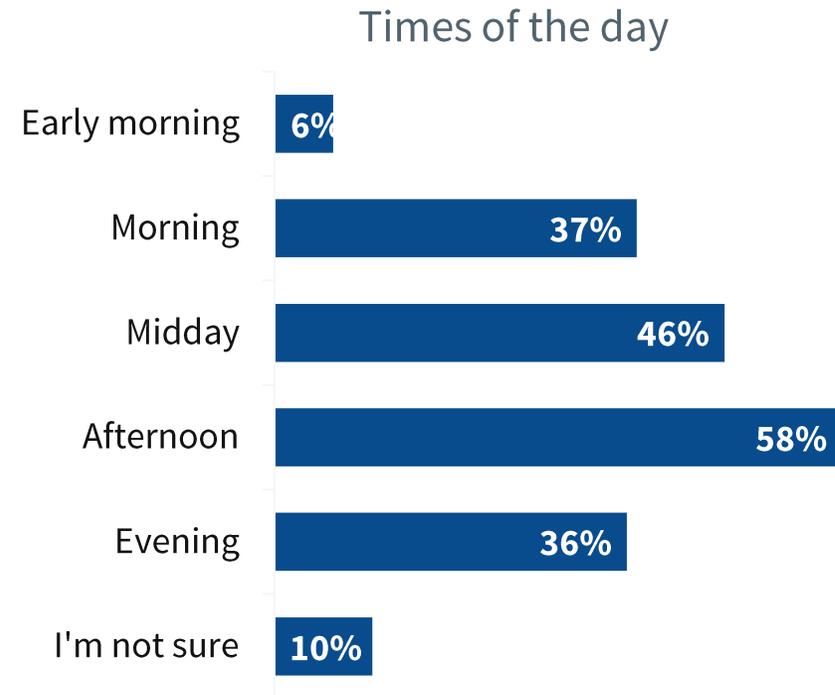
Q: Which of the following work options has your employer offered? (n = 975)

## Key Findings: Travel Behavior

**While most riders say the days of the week they ride vary, ridership is generally higher Tuesday-Friday and in the afternoon (3pm-6pm)**



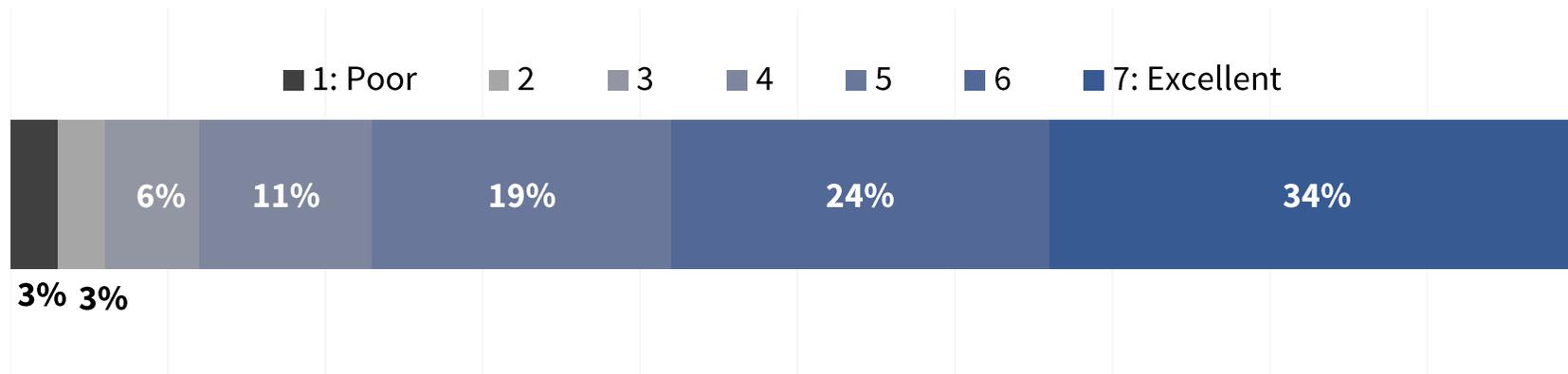
Q: What days of the week do you ride? (n = 1,318)



Q: What times of day do you ride? (n = 1,318)

## Key Findings: Fares

# Most current riders say they get good value for their fare, 1 in 3 say they get excellent value

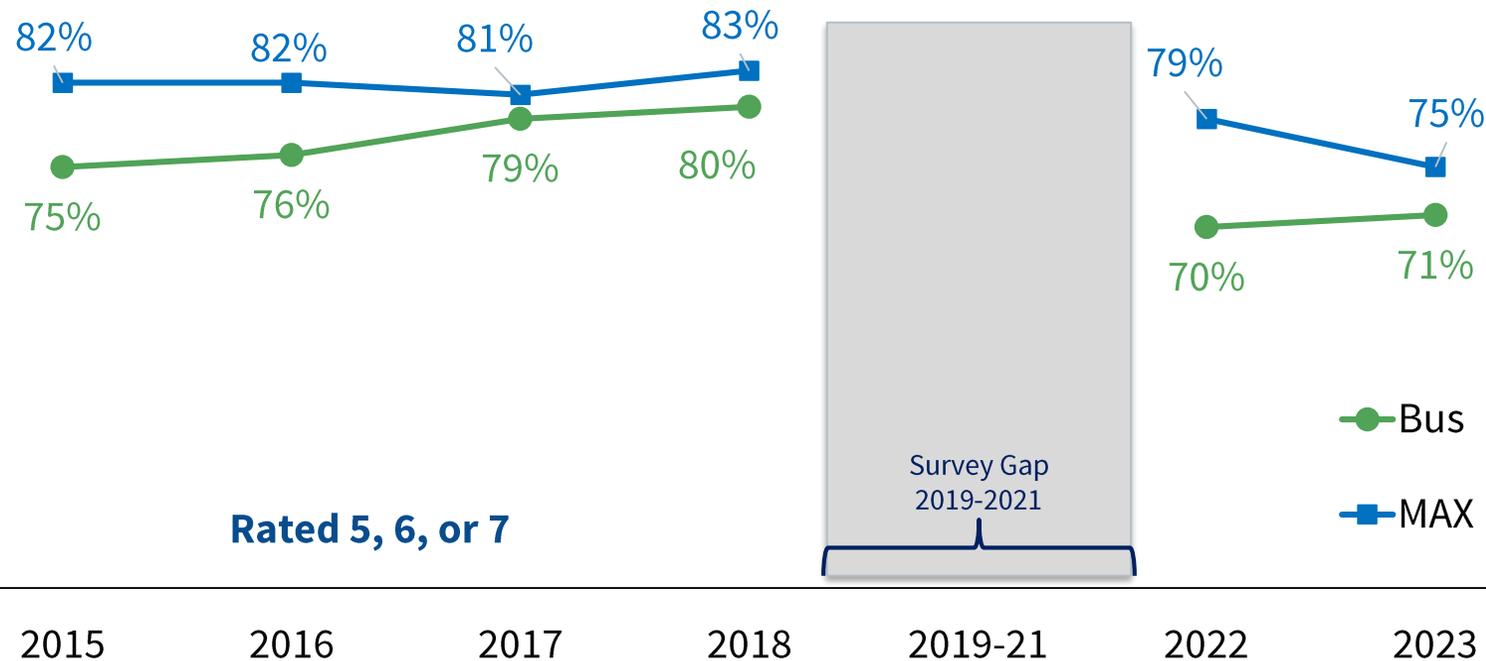


- **Further, 83% say paying fares is somewhat or very easy**

Q: In general, how would you rate the value of the transit service you receive for the fare paid? (n = 1,317)  
Q: How easy or difficult is it to pay your fare? (n = 1,317)

## Key Findings: Reliability and Trip Planning

# Riders continue to view MAX as being slightly more reliable than bus service



Rated 5, 6, or 7

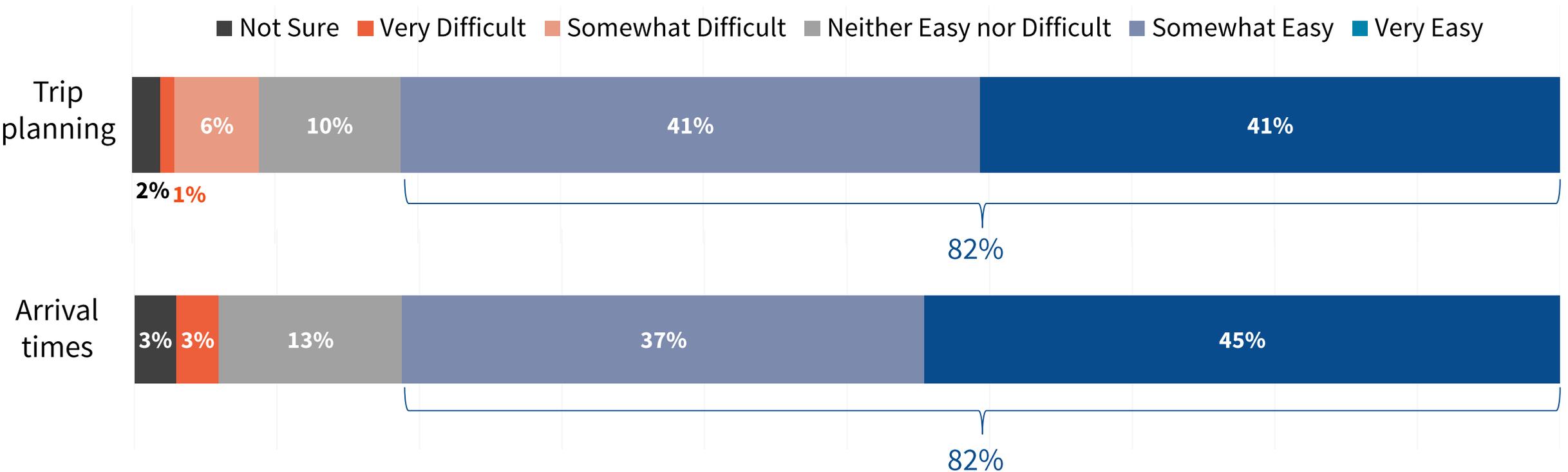
**However, non-riders rate reliability less favorably:**

| Bus            |            |
|----------------|------------|
| Current riders | <b>74%</b> |
| Non-riders     | <b>48%</b> |
| MAX            |            |
| Current riders | <b>80%</b> |
| Non-riders     | <b>54%</b> |

Q: From what you know or may have heard, how reliable is service on MAX/TriMet buses? (n = 1,595)

## Key Findings: Reliability and Trip Planning

# Riders find it easy to plan trips and track vehicle arrival times

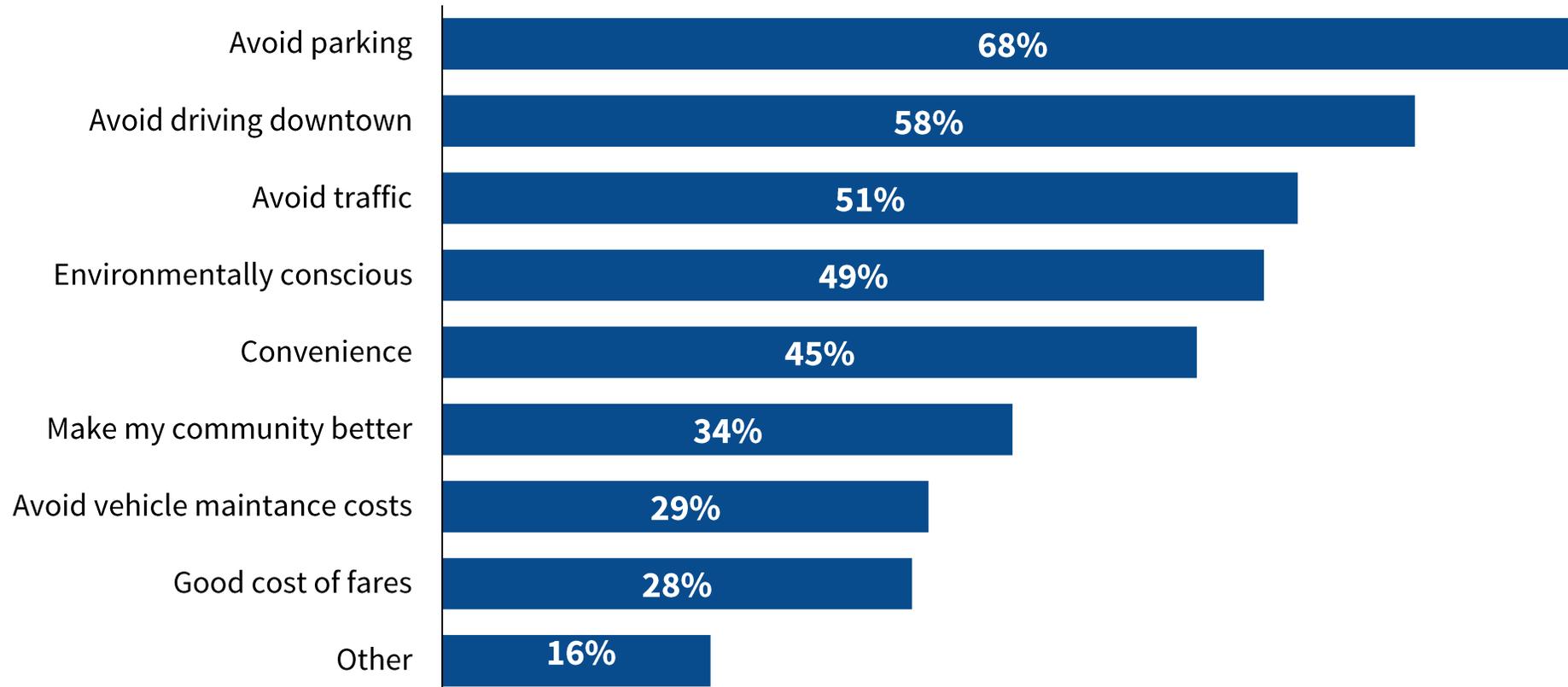


Q: How easy or difficult is it to plan transit trips? (n = 1,317)  
Q: How easy or difficult is it to find out when your bus or MAX will arrive? (n = 1,317)  
Q: When taking trips on TriMet, how do you plan your trips and find out when your bus, MAX or WES will arrive? (n = 1,317)

▪ **TriMet Trip Planner (60%) and Google Maps (45%) are the most used to plan trips**

## Key Findings: Motivators

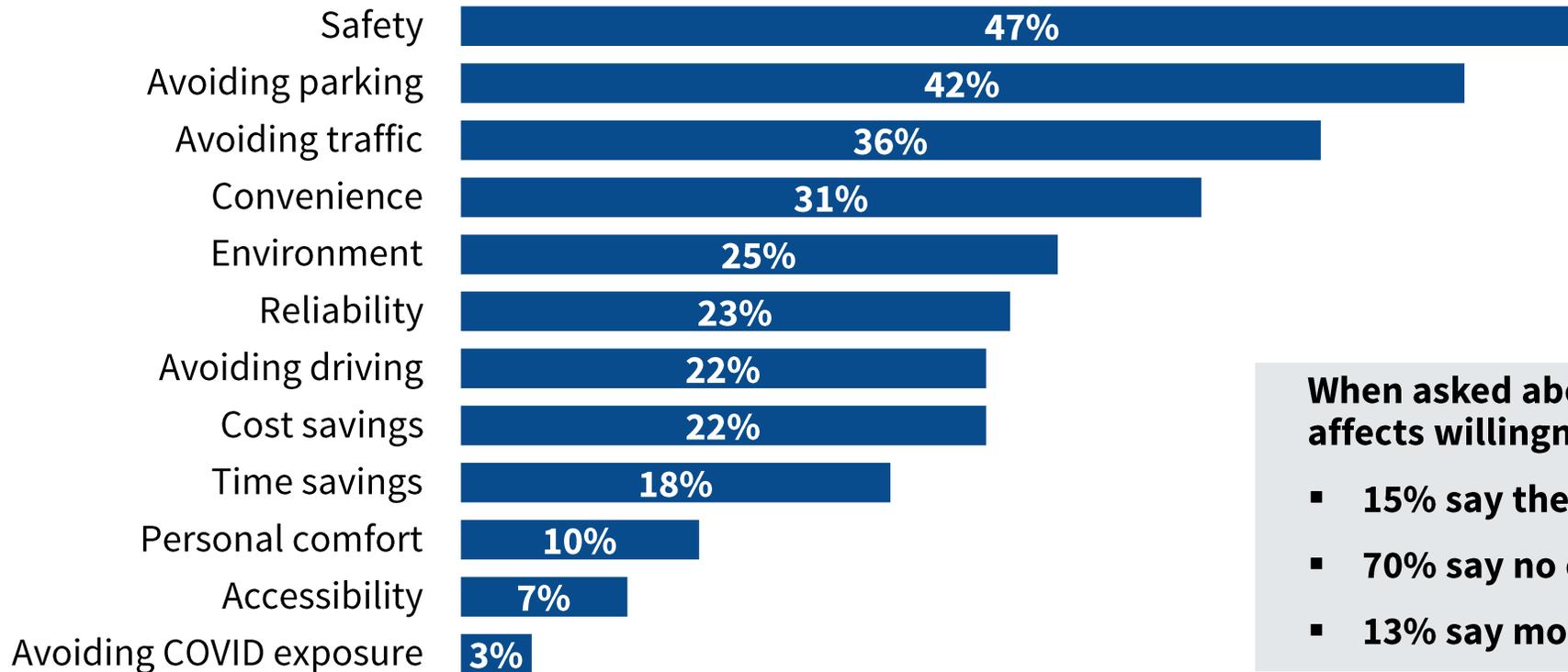
# Most current riders say they ride TriMet to avoid parking, downtown driving, and traffic, followed by environment reasons and convenience



Why do you ride TriMet? (n = 1,317)

## Key Findings: Safety

# When choosing how to travel around town, respondents' top three priorities are safety followed by avoiding parking and traffic



### When asked about how COVID-19 affects willingness to ride:

- 15% say they are less willing to ride
- 70% say no change
- 13% say more willing to ride

Q: Here are some priorities people have when choosing how to travel around town. Select your top 3 choices that are most important to you. (n = 1,594)

Q: Currently, does COVID-19 affect your willingness to ride TriMet? (n = 1595)

# Key Findings: Safety

## Overall, respondents feel safer on buses than on MAX



**Riders rate safety higher compared to non-riders**

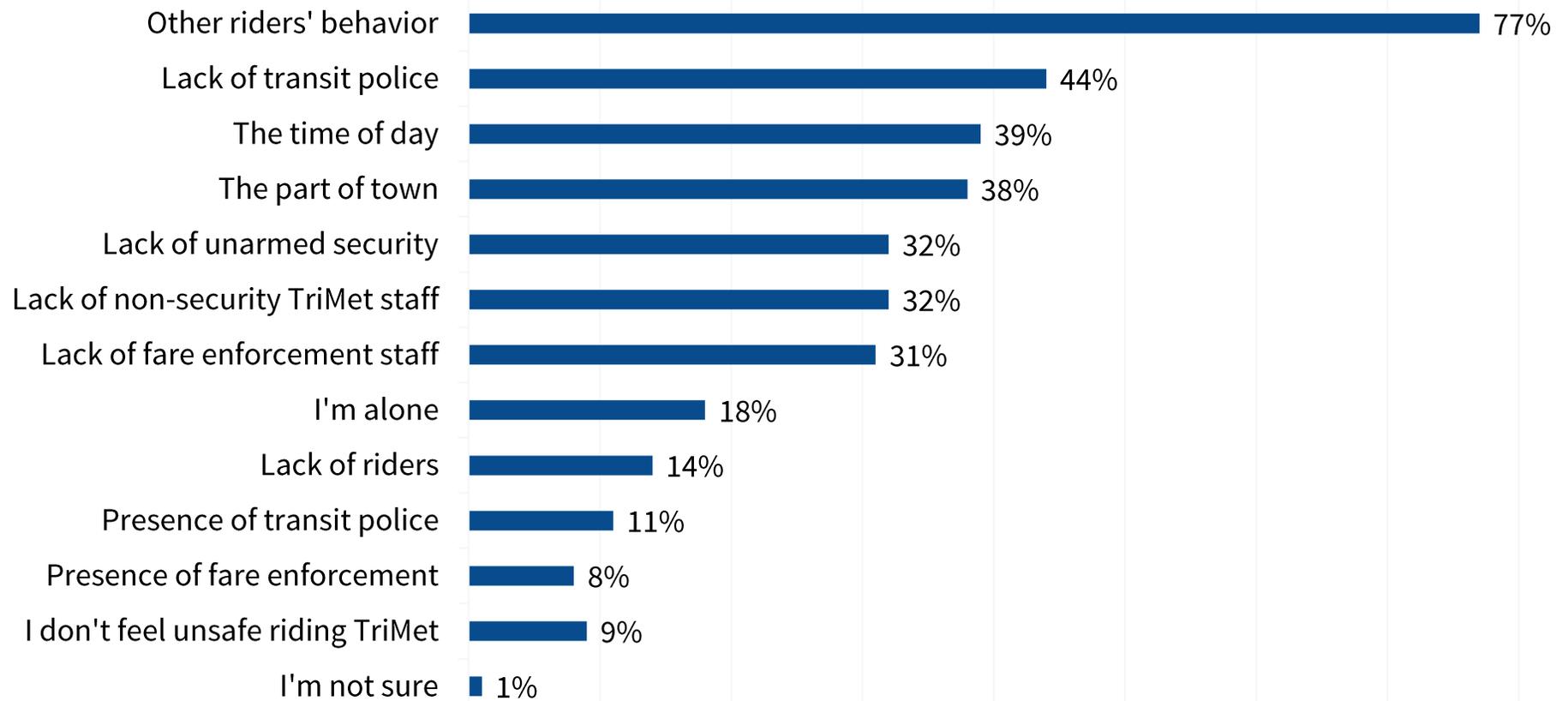
| Mode  | Current riders | Non-riders |
|-------|----------------|------------|
| MAX   | 49%            | 18%        |
| Buses | 60%            | 18%        |

**48% of all respondents said safety concerns have prevented them from taking MAX trains**

Q: From what you know or may have heard, how safe would you feel riding TriMet buses/MAX Trains? (n= 1,595)

## Key Findings: Safety

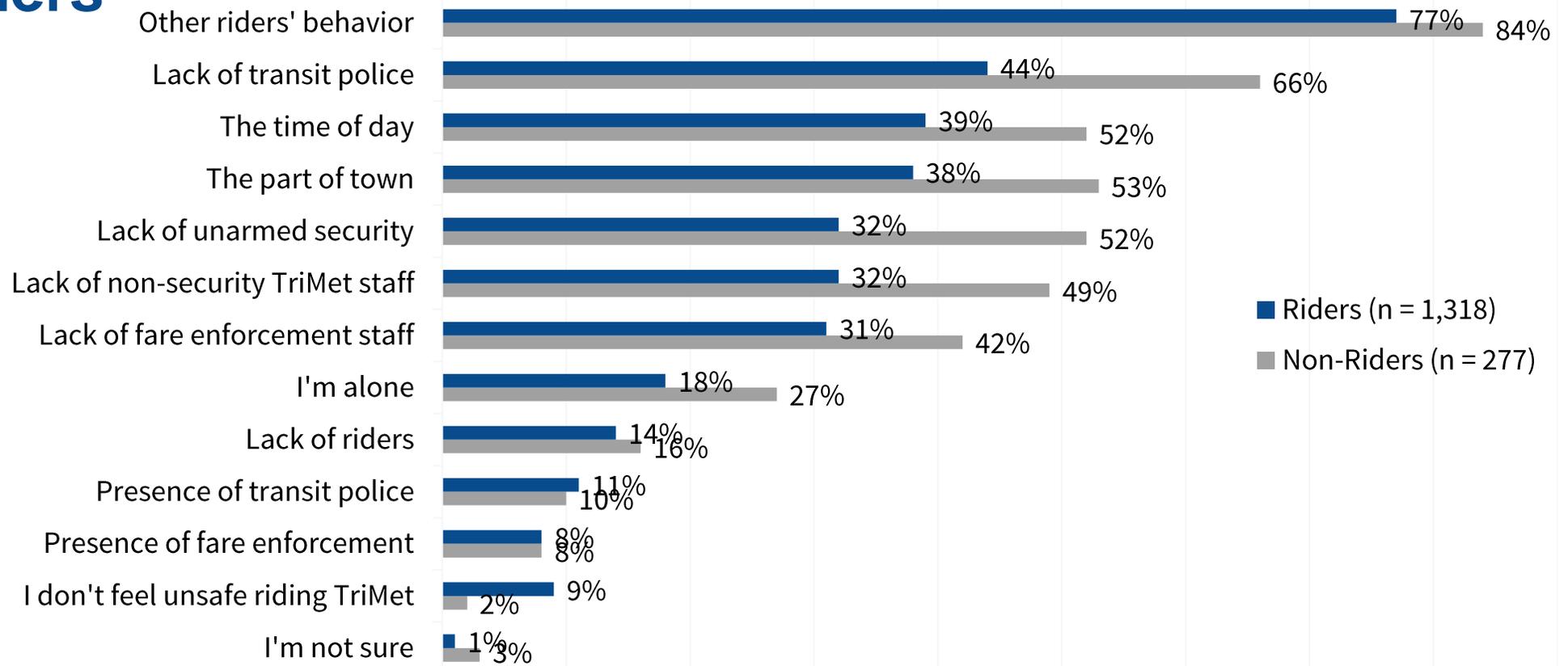
# Nearly 8 in 10 riders cite other riders' behavior as the reason they feel unsafe while riding TriMet



Q: Which of the following, if any, make you feel unsafe while riding TriMet? (n = 1,595)

## Key Findings: Safety

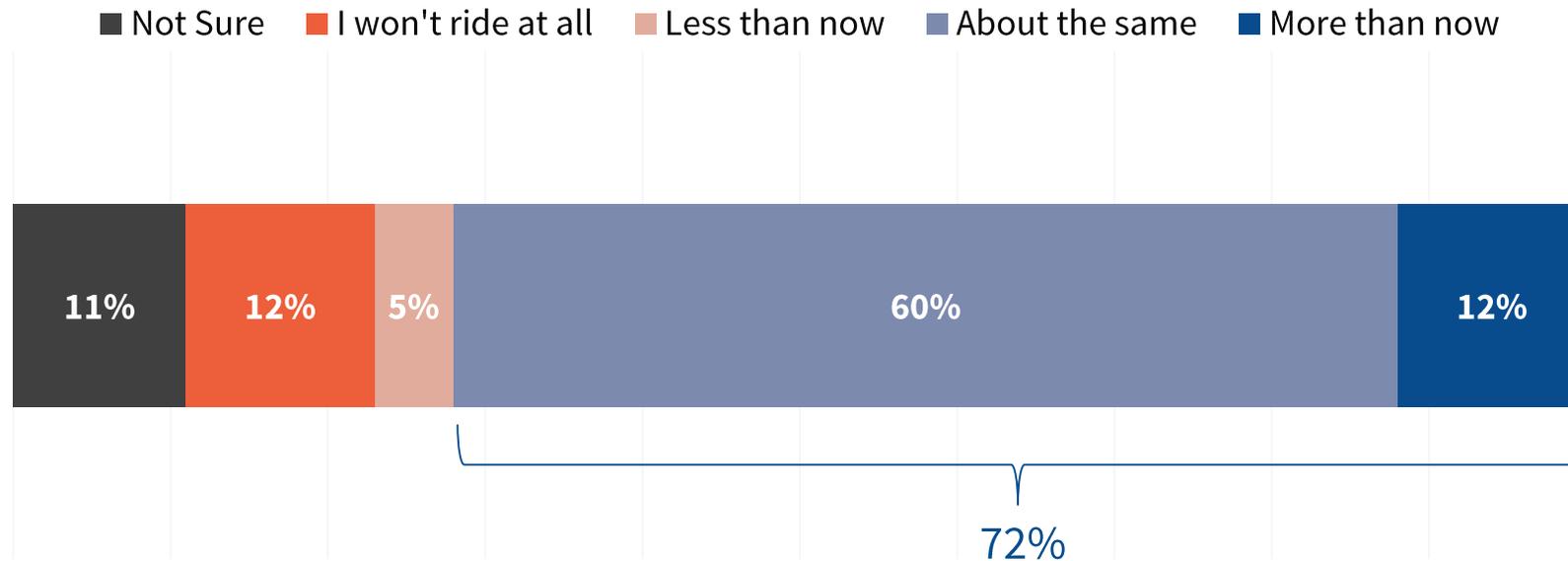
# While safety remains a significant concern for all respondents, current riders rate safety more highly than non-riders



Q: Which of the following, if any, (would) make you feel unsafe while riding TriMet? (n = 1,595)

## Key findings: Future Ridership

**In the next six months 72% of respondents say they intend to ride as much or more than they currently do**

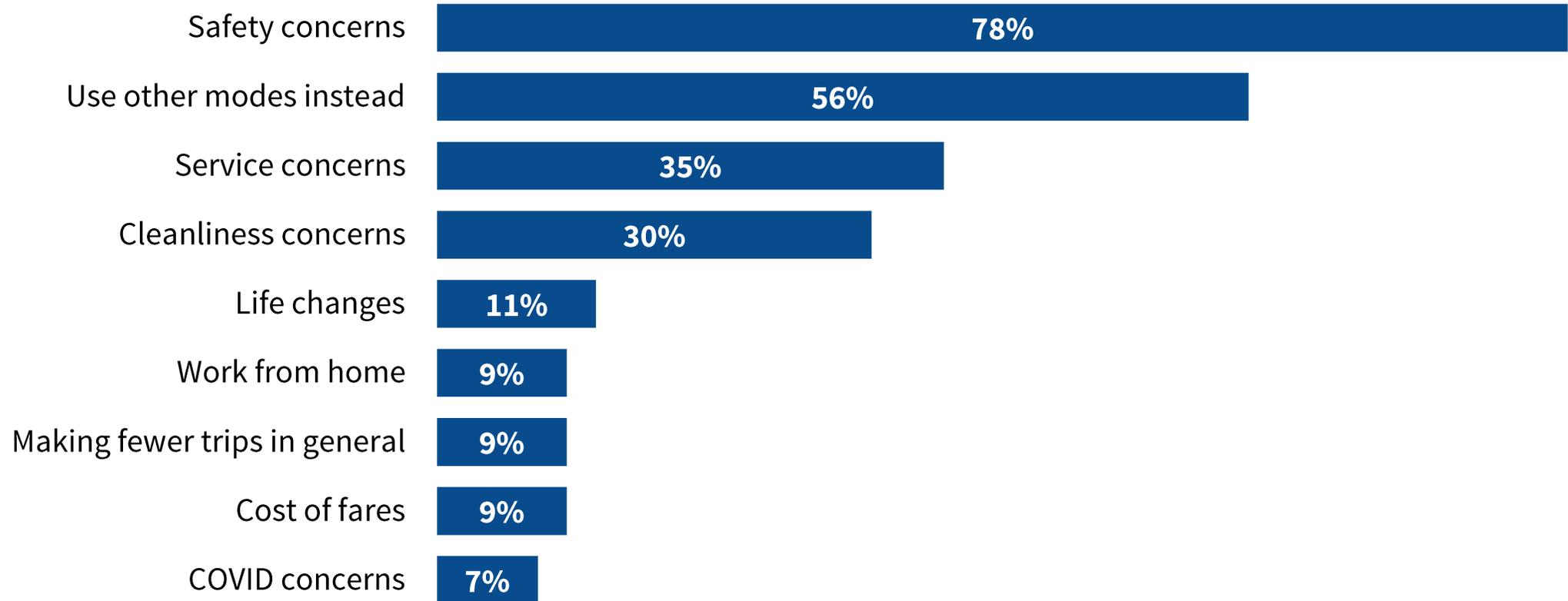


Q: In the next six months, do you expect to ride TriMet? (n = 1,595)

## Key Findings: Future Ridership

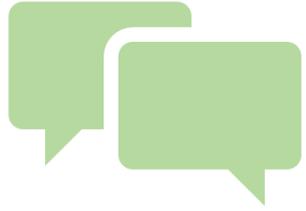
# Among people planning to ride less or not ride at all, more than 3 in 4 cite safety concerns as a reason why

Top three reasons for riding less or not at all in the future:



Q: Which of the following reasons, if any, describe why you may ride TriMet less or not at all? (n = 276)

## Key Findings: Future Ridership



# When asked what TriMet could do to get them to ride more often, safety and service was top of mind

### **About 22% say general safety improvements would get them to ride more**

Comments on safety generally revolved around:

- Staffing on vehicles
- Removing problem riders
- Fare enforcement

Respondents also mentioned:

- Increased service frequency (12%)
- Shorter rides or direct routes (9%)
- Lower or no fares (7%)
- Wider service area (6%)
- Cleaner vehicles or stops (5%)

**An additional 6% shared that they ride frequently and are satisfied with services.**

Q: What could TriMet do to get you to ride more often? (n = 1,690)

**Thank you!**

**Questions?**

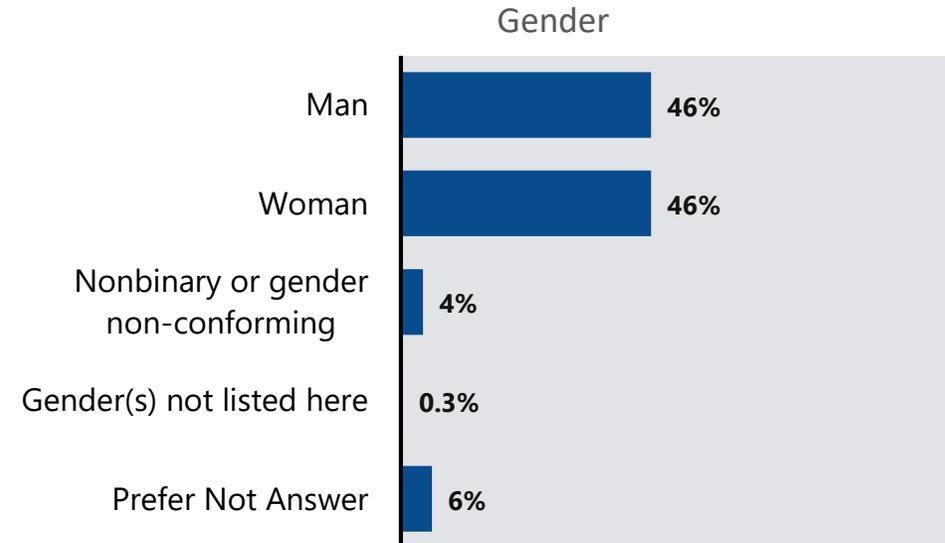
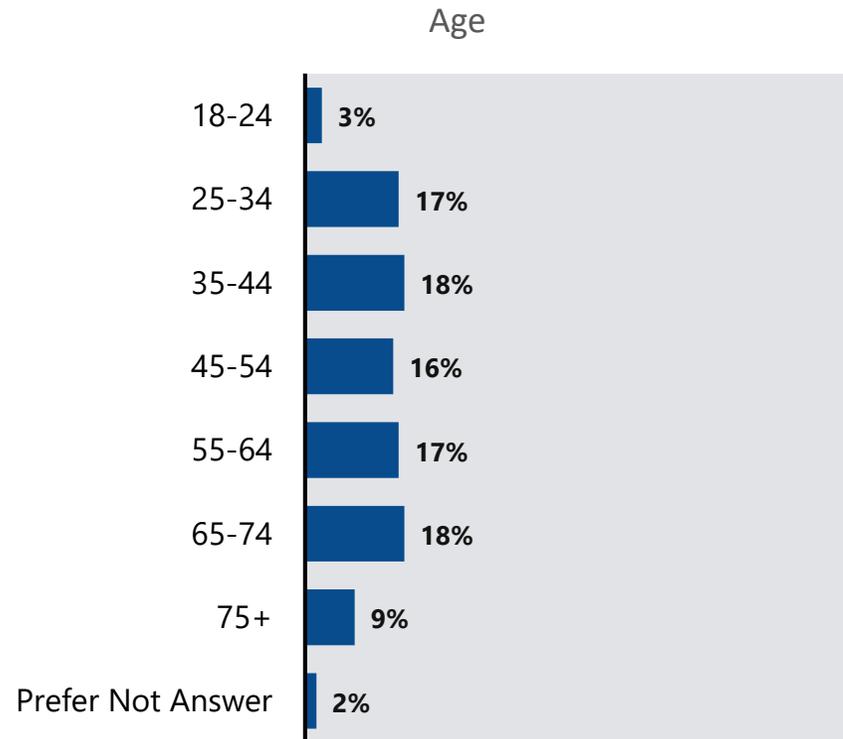


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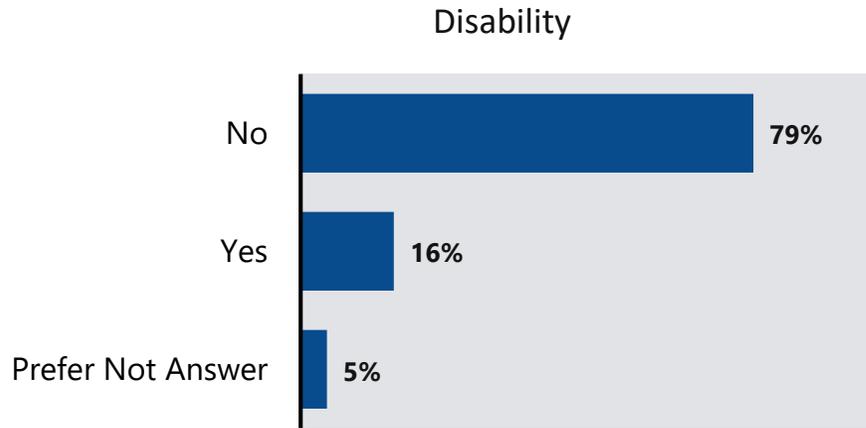
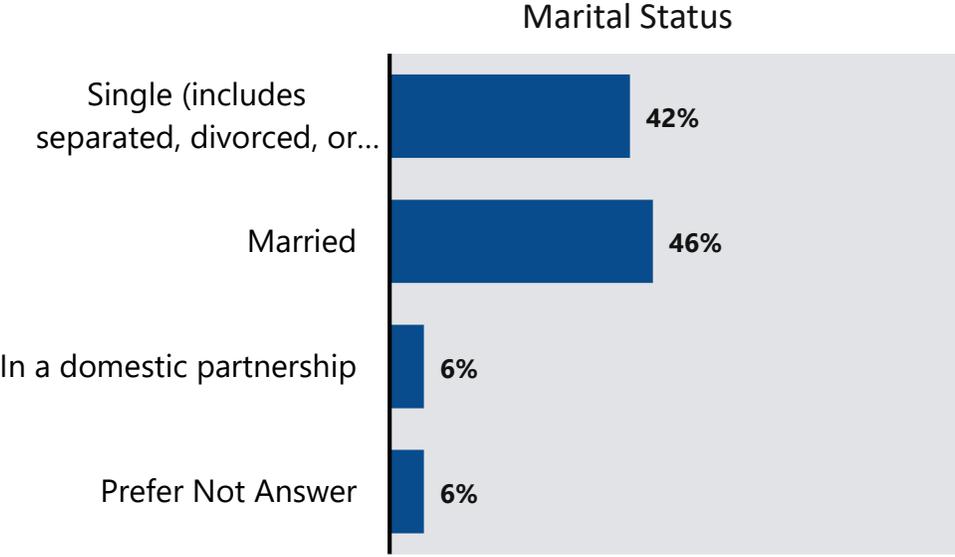
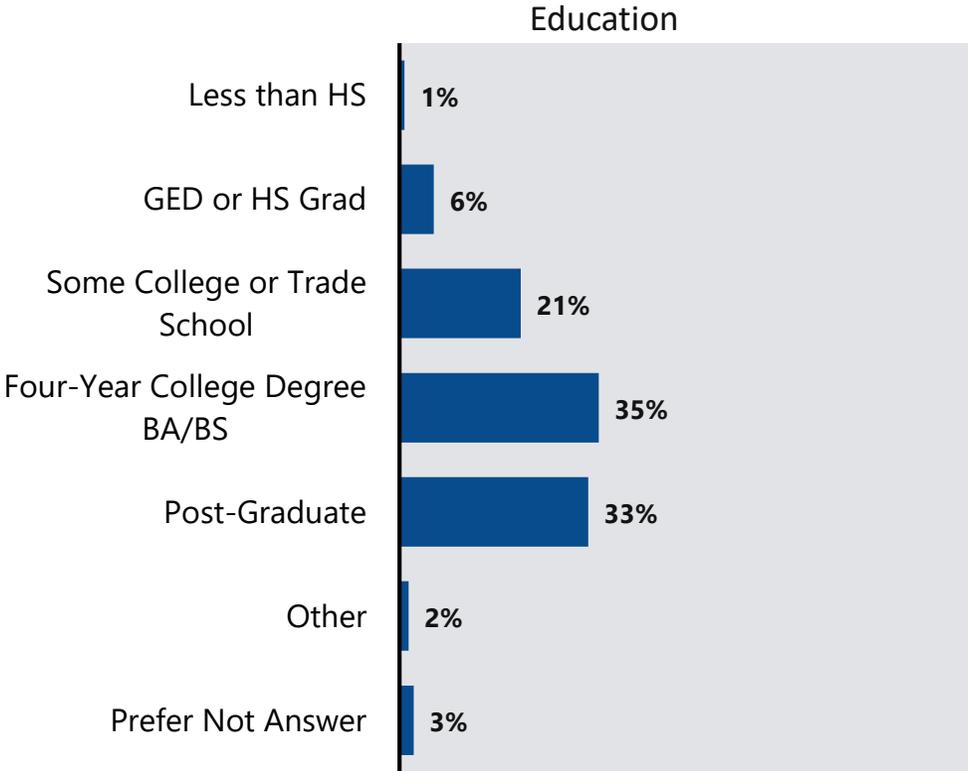
# Demographic Characteristics

# Demographic Characteristics:



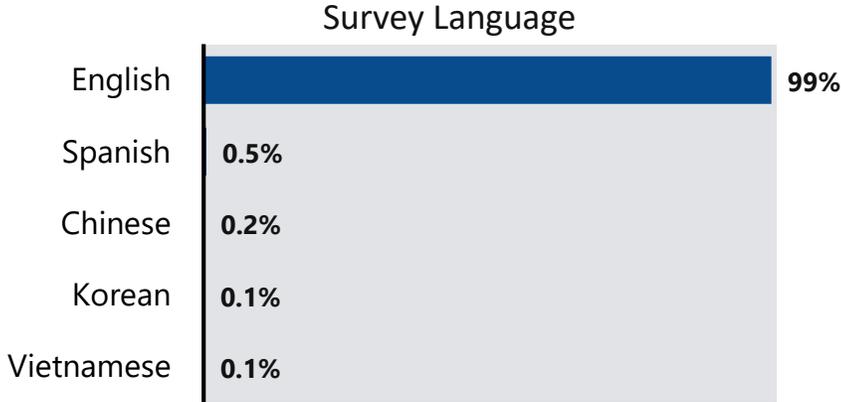
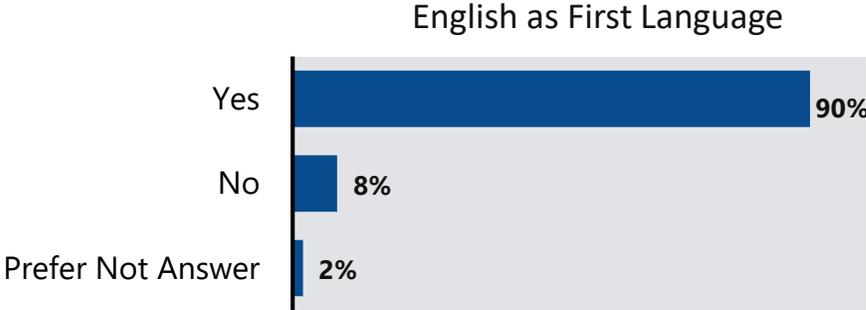
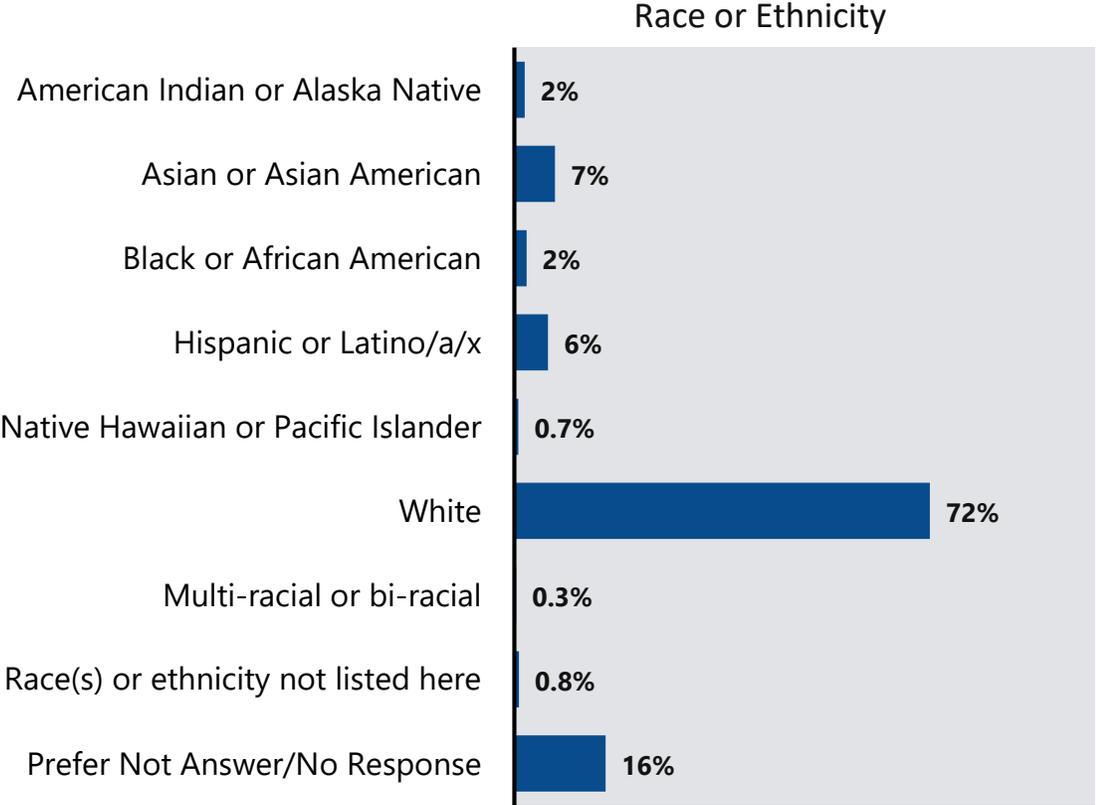
Q: How old are you? (n = 1,594)  
Q: What is your gender identity? (n = 1,594)

# Demographics Characteristics:



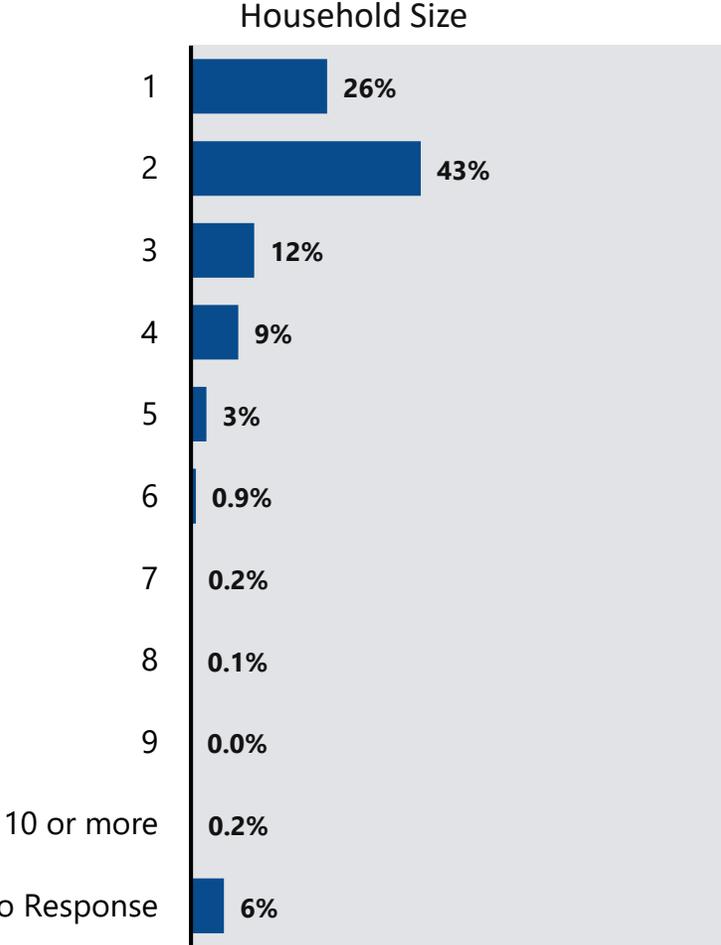
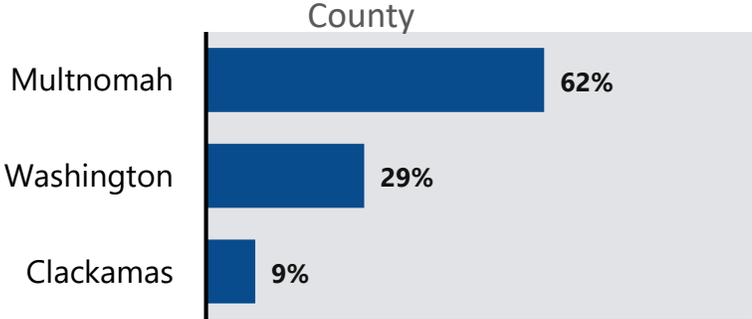
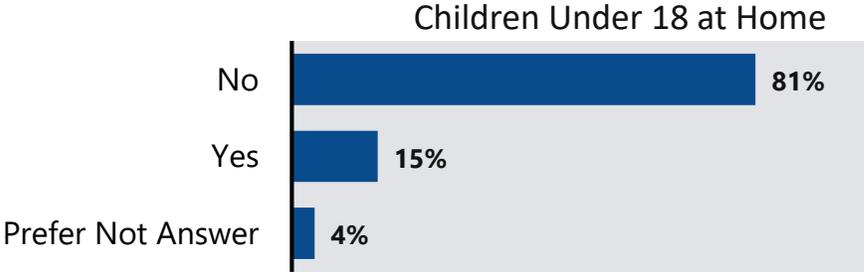
Q: What is the last grade of school you completed?  
Q: What is your current marital status?  
Q: Do you live with a disability?  
(n = 1,594)

# Demographic Characteristics:



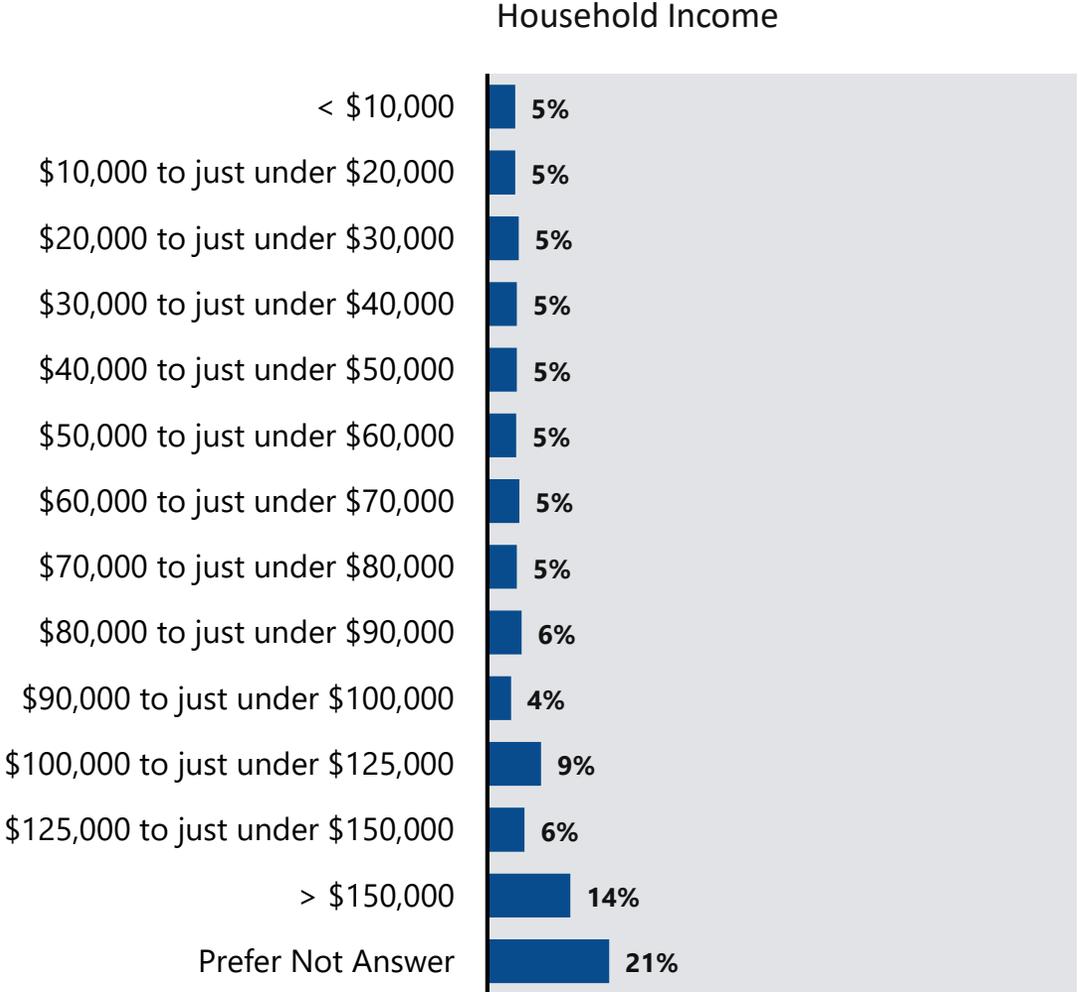
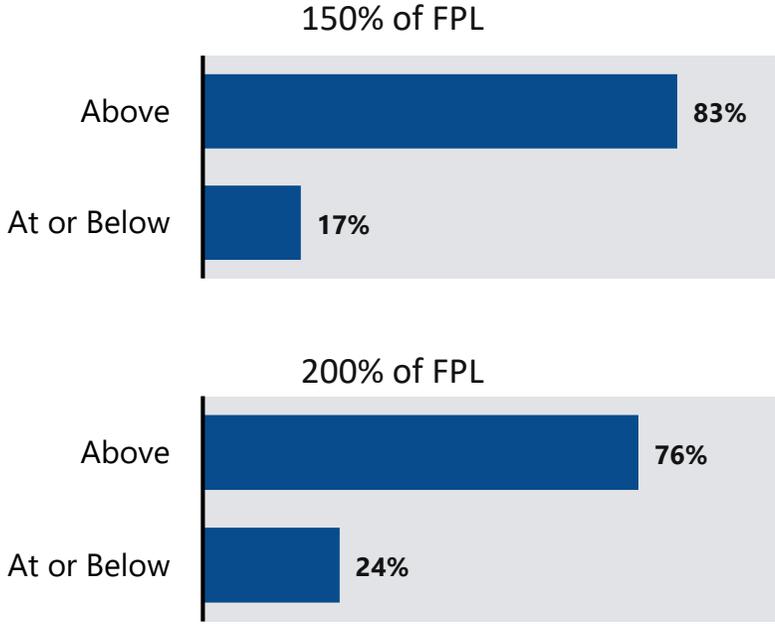
Q: What is your race or Ethnicity? Is English your first Language? (n = 1,594)  
 Language of Survey Attempt (n = 1,690)

# Demographic characteristics:



Do you have children under the age of 18 living at home? (n = 1,594)  
 Including yourself, how many people live in your household? (n = 1,594)  
 County information obtained from invitations (n = 1,594)

# Demographics Characteristics:



Q: What was your total household income before taxes in 2022? (n =1,594)  
 Income at or above 150% of Federal Poverty Line / 200% of Federal Poverty Line  
 (n = 1,248)

**Appendix:**

# **Recruitment materials**

# Appendix: Recruitment materials



## TriMet wants to hear from you!

We want to hear about your experience using transportation in the Portland metro area. By sharing your feedback, you can help shape your community and **enter for a chance to win 1 of 25 \$100 gift cards.**

### To take the survey:

- 1 Visit [trimet.org/survey](https://trimet.org/survey)
- 2 Enter the password below

**AB123**

PASSWORD / 비밀번호 / 密码 / MẬT KHẨU / ПАРОЛЬ / CONTRASEÑA

**Prefer to respond by phone?** Please call (888) 530-8474. Please only one entry per household. Participants must be 18 or older.

*TriMet has hired PRR, an independent firm, to conduct this research. If you have any questions or concerns, please contact [research@prrbiz.com](mailto:research@prrbiz.com).*



FIRST CLASS  
POSTAGE

Korean | 한국어

### TriMet은 여러분의 의견을 듣고 싶습니다!

포틀랜드 메트로 지역에서 교통수단을 이용해 보셨던 분들의 경험을 듣고 싶습니다. 피드백을 공유하시면 귀하의 커뮤니티를 조성해 나가는 데 도움을 줄 수도 있고 \$100달러 상당의 기프트 카드 25개 중 1개를 받을 수 있는 기회도 주어집니다.

#### 설문조사 참여 방법:

- [trimet.org/survey](https://trimet.org/survey)를 방문하셔서
- 반대쪽에 비밀번호를 입력합니다.

전화로 답변하시길 원하세요? (971) 377-2035로 전화 주세요.

한 가구당 한 명만 참여하십시오. 참가자는 18세 이상이어야 합니다.

TriMet은 이 조사를 시행하기 위하여 독립적인 회사인 PRR을 고용했습니다. 질문이나 애로사항이 있을 경우에는 [research@prrbiz.com](mailto:research@prrbiz.com)으로 문의해 주시기 바랍니다.

Russian | Русский

### TriMet хочет узнать ваше мнение!

Мы хотим узнать ваш опыт использования общественного транспорта на территории агломерации г. Портленд. Поделившись своими отзывами, вы поспособствуете развитию вашего округа и получаете шанс выиграть 1 из 25 подарочных карт на сумму \$100.

#### Для участия в опросе:

- Зайдите на сайт: [trimet.org/survey](https://trimet.org/survey)
- Введите пароль на противоположной стороне

Предпочитаете пройти опрос по телефону? Пожалуйста, позвоните по номеру: (971) 377-2118

Пожалуйста, только один участник на семью. Участники должны быть старше 18 лет. Для проведения данного опроса TriMet наняло независимую фирму PRR. С вопросами и жалобами, пожалуйста, обращайтесь по адресу: [research@prrbiz.com](mailto:research@prrbiz.com).

Simplified Chinese | 简体中文

### TriMet 希望听到您的意见!

我们想听听您在波特兰都会区使用交通工具的体验。您可以通过分享反馈来帮助塑造1您的社区并有机会赢取张\$100礼品卡 (共有25张)。

#### 想要参加问卷调查:

- 请访问 [trimet.org/survey](https://trimet.org/survey)
- 输入密码 (密码在背面)

想要通过电话回答问卷?请拨打 (971) 377-2164

每户家庭仅能填写一份问卷调查。参与者必须年满18岁。

TriMet 已聘请独立公司 PRR 进行这项研究。如有问题或疑虑, 请联系 [research@prrbiz.com](mailto:research@prrbiz.com)

Spanish | Español

### ¡TriMet desea conocer su opinión!

Nos gustaría saber de su experiencia al usar el transporte público en el área metropolitana de Portland. Al compartir su opinión, puede ayudar a su comunidad y tener la oportunidad de ganar 1 de las 25 tarjetas regalo de \$100.

#### Realice la encuesta:

- Visite [trimet.org/survey](https://trimet.org/survey)
- Ingrese la contraseña en el reverso

¿Prefiere responder a la encuesta por teléfono? Llame al (833) 771-3329

Una encuesta por hogar. Los participantes deben tener como mínimo 18 años.

TriMet ha contratado a PRR, una compañía independiente, para llevar a cabo este estudio. Si tiene preguntas, envíe un correo electrónico a [research@prrbiz.com](mailto:research@prrbiz.com).

Vietnamese | Tiếng Việt

### TriMet mong được lắng nghe Quý vị!

Chúng tôi muốn tìm hiểu trải nghiệm của Quý vị khi sử dụng phương tiện giao thông tại khu vực đô thị Portland. Bằng cách chia sẻ ý kiến, Quý vị có thể giúp định hình cộng đồng, và có cơ hội giành 1 trong 25 thẻ quà tặng trị giá \$100.

#### Để thực hiện khảo sát:

- Truy cập: [trimet.org/survey](https://trimet.org/survey)
- Nhập mật khẩu in tại mặt bên kia

Để thực hiện qua điện thoại? Vui lòng gọi (971) 377-1985

Mỗi hộ gia đình tham gia một lần. Người thực hiện khảo sát phải từ 18 tuổi trở lên.

TriMet đã thuê PRR, một công ty độc lập, để tiến hành nghiên cứu này. Nếu có câu hỏi hoặc thắc mắc, xin vui lòng liên lạc: [research@prrbiz.com](mailto:research@prrbiz.com).

[trimet.org/survey](https://trimet.org/survey)



# Appendix: Recruitment materials, cont.

1501 Fourth Ave, Ste. 550  
Seattle, WA 98101



## TriMet wants to hear from you!

We regularly ask riders and non-riders about their experiences using transportation services in the Portland metro area. By sharing your feedback, you can help shape your community and **enter for a chance to win 1 of 25 \$100 gift cards.**

### To take the survey:

- 1 Visit [trimet.org/survey](https://trimet.org/survey)
- 2 Enter the password below

**AB123**

PASSWORD / 비밀번호 / 密碼 / MẬT KHẨU / ПАРОЛЬ / CONTRASEÑA

**Prefer to respond by phone?** Please call (888) 530-8474. Please only one entry per household. Participants must be 18 or older.

*TriMet has hired PRR, an independent firm, to conduct this research. If you have any questions or concerns, please contact [research@prrbiz.com](mailto:research@prrbiz.com).*

Korean | 한국어

### TriMet은 여러분의 의견을 듣고 싶습니다!

포틀랜드 메트로 지역에서 교통수단을 이용해 보셨던 분들의 경험을 듣고 싶습니다. 피드백을 공유하시면 귀하의 커뮤니티를 조성해 나가는 데 도움을 줄 수도 있고 \$100달러 상당의 기프트 카드 25개 중 1개를 받을 수 있는 기회도 주어집니다.

#### 설문조사 참여 방법:

- [trimet.org/survey](https://trimet.org/survey)를 방문하셔서
- 반대쪽에 비밀번호를 입력합니다.

전화로 답변하시길 원하세요? (971) 377-2035로 전화 주세요.

한 가구당 한 명만 참여하십시오. 참가자는 18세 이상이어야 합니다.

TriMet은 이 조사를 시행하기 위하여 독립적인 회사인 PRR을 고용했습니다. 질문이나 애로사항이 있을 경우에는 [research@prrbiz.com](mailto:research@prrbiz.com)으로 문의해 주시기 바랍니다.

Russian | Русский

### TriMet хочет узнать ваше мнение!

Мы хотим узнать ваш опыт использования общественного транспорта на территории агломерации г. Портленд. Поделитесь своими отзывами, вы поспособствуете развитию вашего округа и получаете шанс выиграть 1 из 25 подарочных карт на сумму \$100.

#### Для участия в опросе:

- Зайдите на сайт: [trimet.org/survey](https://trimet.org/survey)
- Введите пароль на противоположной стороне

Предпочитаете пройти опрос по телефону? Пожалуйста, позвоните по номеру: (971) 377-2118

Пожалуйста, только один участник на семью. Участники должны быть старше 18 лет.

Для проведения данного опроса TriMet наняло независимую фирму PRR. С вопросами и жалобами, пожалуйста, обращайтесь по адресу: [research@prrbiz.com](mailto:research@prrbiz.com).

Simplified Chinese | 简体中文

### TriMet 希望听到您的意见!

我们想听听您在波特兰都会区使用交通工具的体验。您可以通过分享反馈来帮助塑造1您的社区并有机会赢取张\$100礼品卡 (共有25张)。

#### 想要参加问卷调查:

- 请访问 [trimet.org/survey](https://trimet.org/survey)
- 输入密码 (密码在背面)

想要通过电话回答问卷?请拨打 (971) 377-2164

每户家庭仅能填写一份问卷调查。参与者必须年满18岁。

TriMet 已聘请独立公司 PRR 进行这项研究。如有问题或疑虑, 请联系 [research@prrbiz.com](mailto:research@prrbiz.com)

Spanish | Español

### ¡TriMet desea conocer su opinión!

Nos gustaría saber de su experiencia al usar el transporte público en el área metropolitana de Portland. Al compartir su opinión, puede ayudar a su comunidad y tener la oportunidad de ganar 1 de las 25 tarjetas regalo de \$100.

#### Realice la encuesta:

- Visite [trimet.org/survey](https://trimet.org/survey)
- Ingrese la contraseña en el reverso

¿Prefiere responder a la encuesta por teléfono? Llame al (833) 771-3329

Una encuesta por hogar. Los participantes deben tener como mínimo 18 años.

TriMet ha contratado a PRR, una compañía independiente, para llevar a cabo este estudio. Si tiene preguntas, envíe un correo electrónico a [research@prrbiz.com](mailto:research@prrbiz.com).

Vietnamese | Tiếng Việt

### TriMet mong được lắng nghe Quý vị!

Chúng tôi muốn tìm hiểu trải nghiệm của Quý vị khi sử dụng phương tiện giao thông tại khu vực đô thị Portland. Bằng cách chia sẻ ý kiến, Quý vị có thể giúp định hình cộng đồng, và có cơ hội giành 1 trong 25 thẻ quà tặng trị giá \$100.

#### Để thực hiện khảo sát:

- Truy cập: [trimet.org/survey](https://trimet.org/survey)
- Nhập mật khẩu in tại mặt bên kia

Để thực hiện qua điện thoại? Vui lòng gọi (971) 377-1985

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