



# TriMet Attitude & Awareness Survey

November 2018



# Methodology

- Telephone survey of 807 residents in TriMet service district
- Conducted November 14–26, 2018; took approximately 20 minutes to complete
- Use of quotas and weighting ensures representative sample
- Margin of error  $\pm 3.5\%$  at 95% confidence level

## Key takeaways

- Approval of TriMet remains high and similar to last year.
- Residents rate TriMet's buses and MAX trains as both safe and reliable.
- Total riders are down this year and this reflects fewer Infrequent and Occasional riders.

## Key takeaways

- Two-thirds of residents agree that TriMet should enforce fare requirements, even if doing so feels intrusive to some.
- About half (49%) agree that TriMet treats minority and non-minority riders the same when it comes to fare enforcement.
- Awareness and use of the Hop Fastpass electronic fare collection system continues to increase.
- Residents approve of TriMet's current and upcoming projects.

# Key Findings

**Traffic congestion is the top transportation concern and is becoming more of an issue for area residents.**

**Transportation—Most Important Problem**

**26% Traffic congestion**

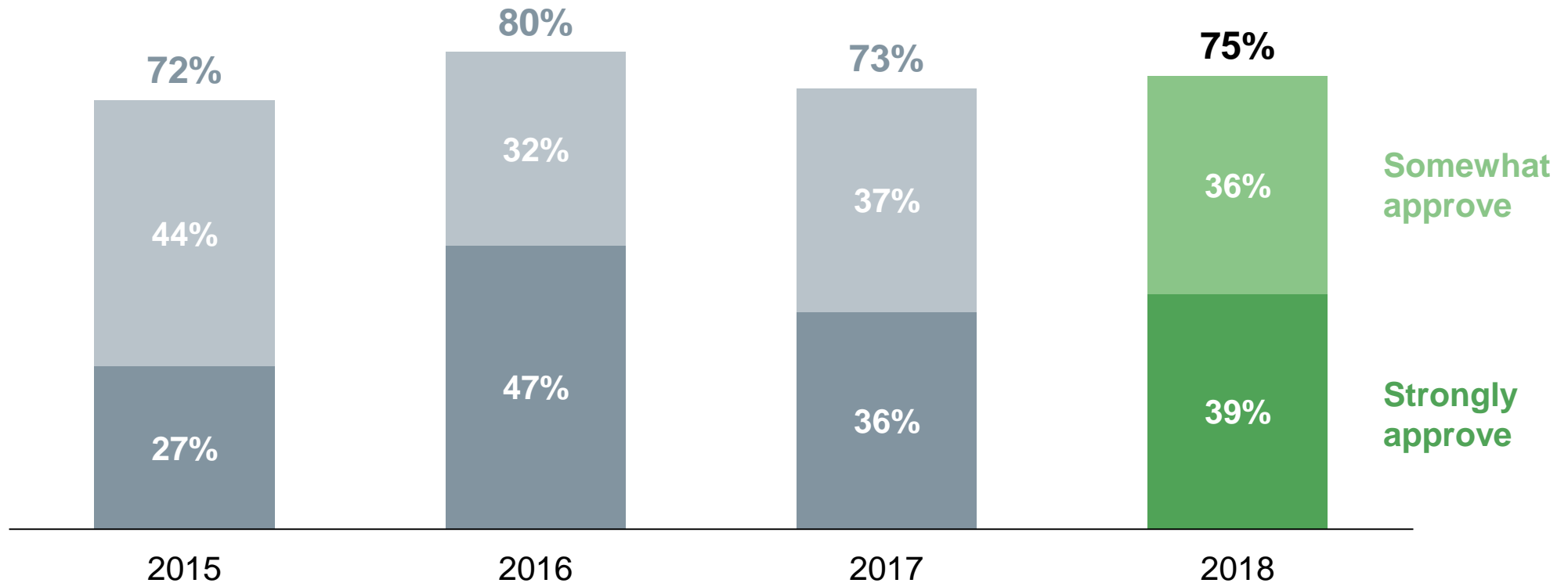
**23% Expand roads, more lanes**

**18% Road repair, maintenance**

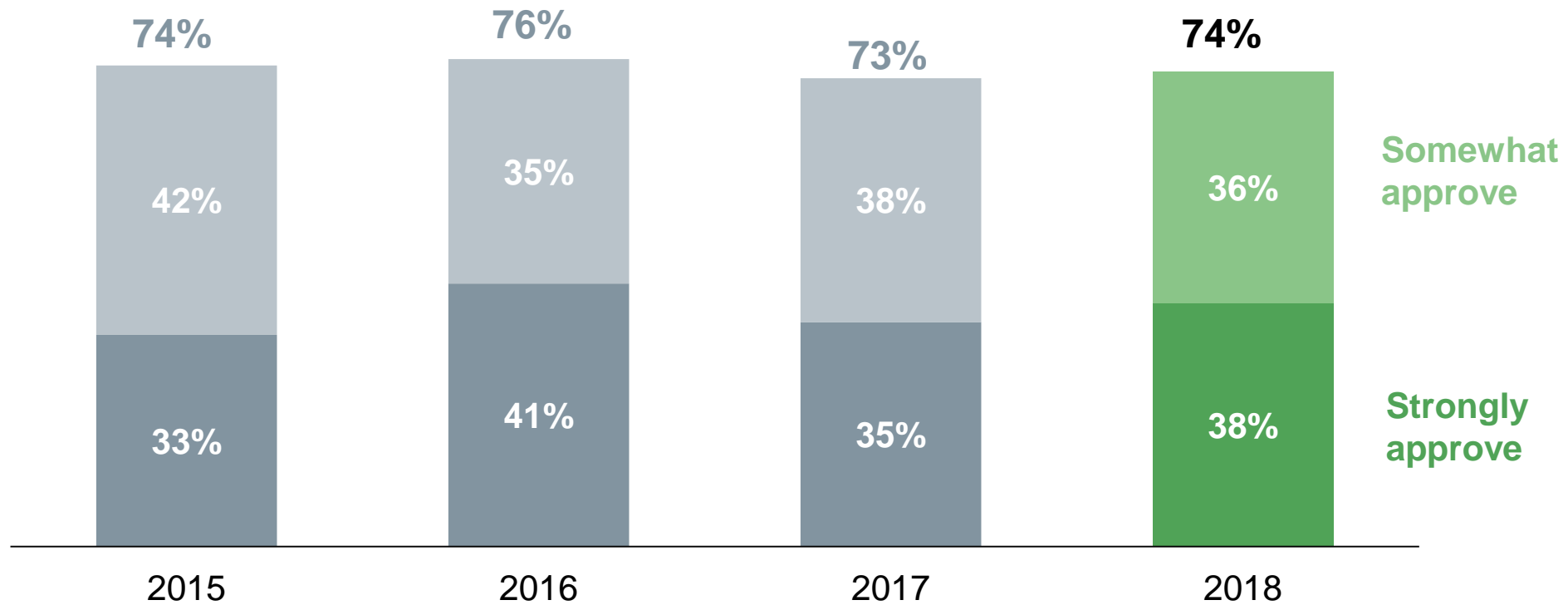
**13% Public transportation**

**6% Pedestrian and bike safety**

# Overall job approval is up two points from 2017 and the increase reflects higher strong approval.

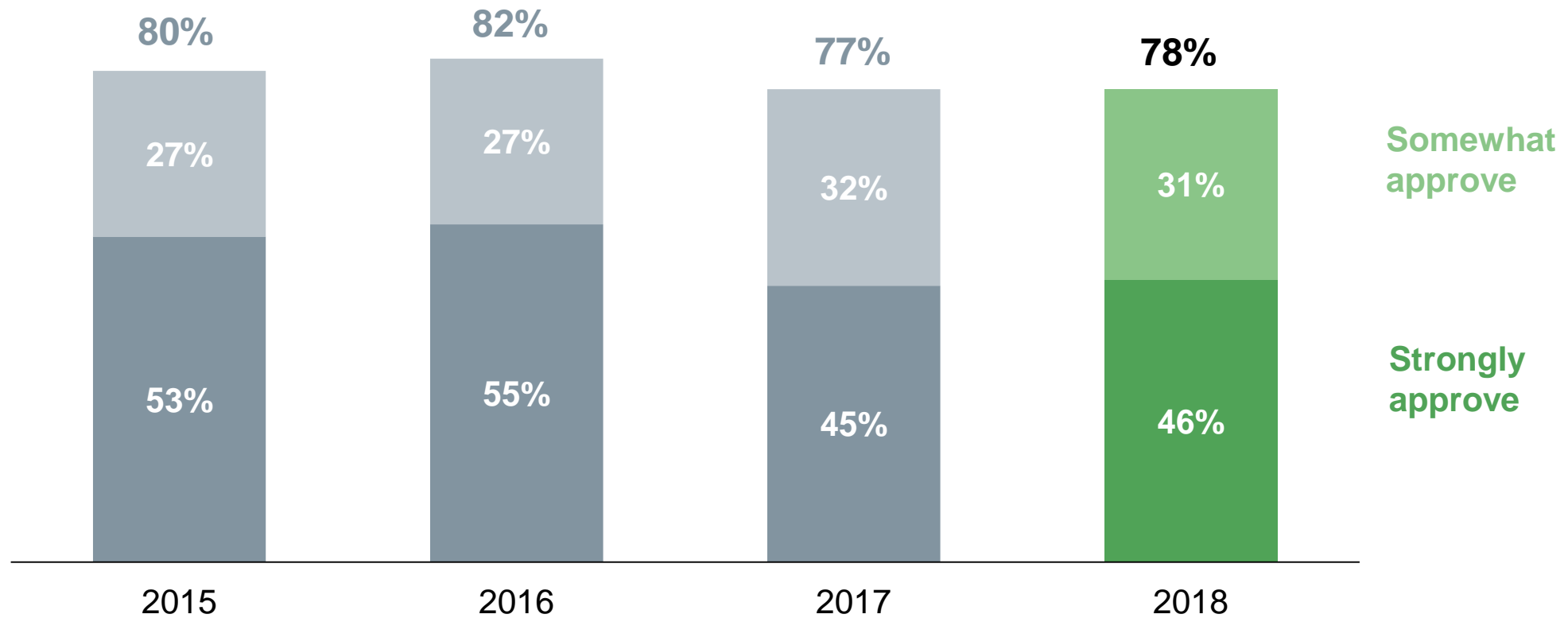


# Over 7 in 10 approve of TriMet's bus system and this is consistent with prior years.

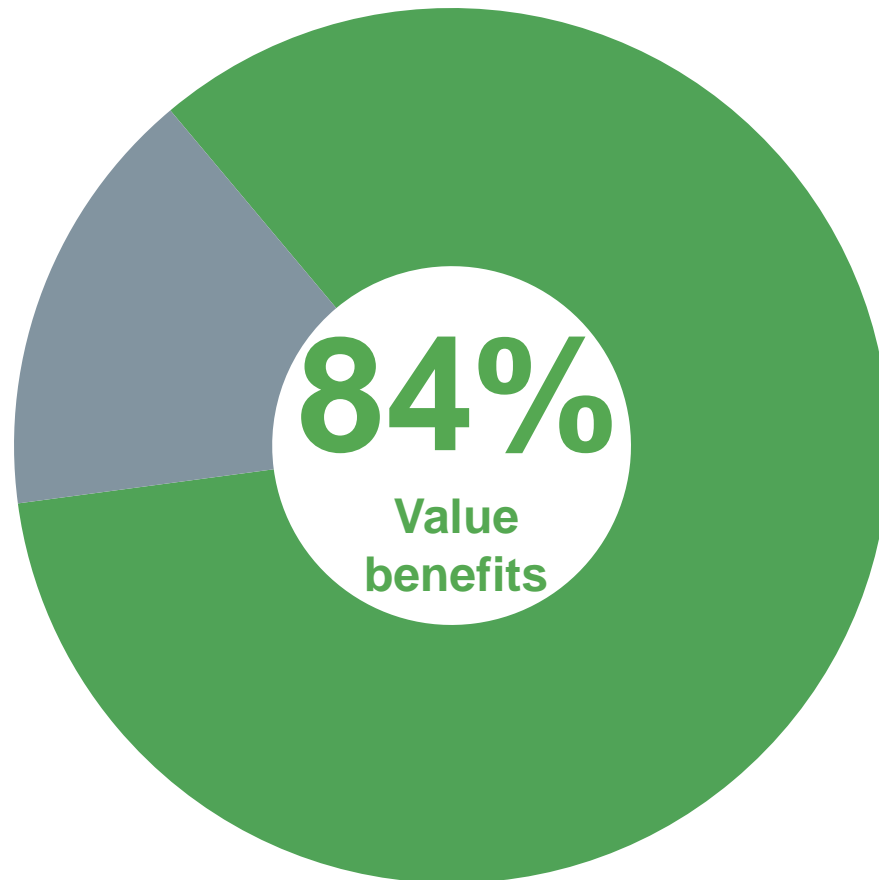




# MAX approval is similar to last year and, as is typical, is stronger than bus approval.

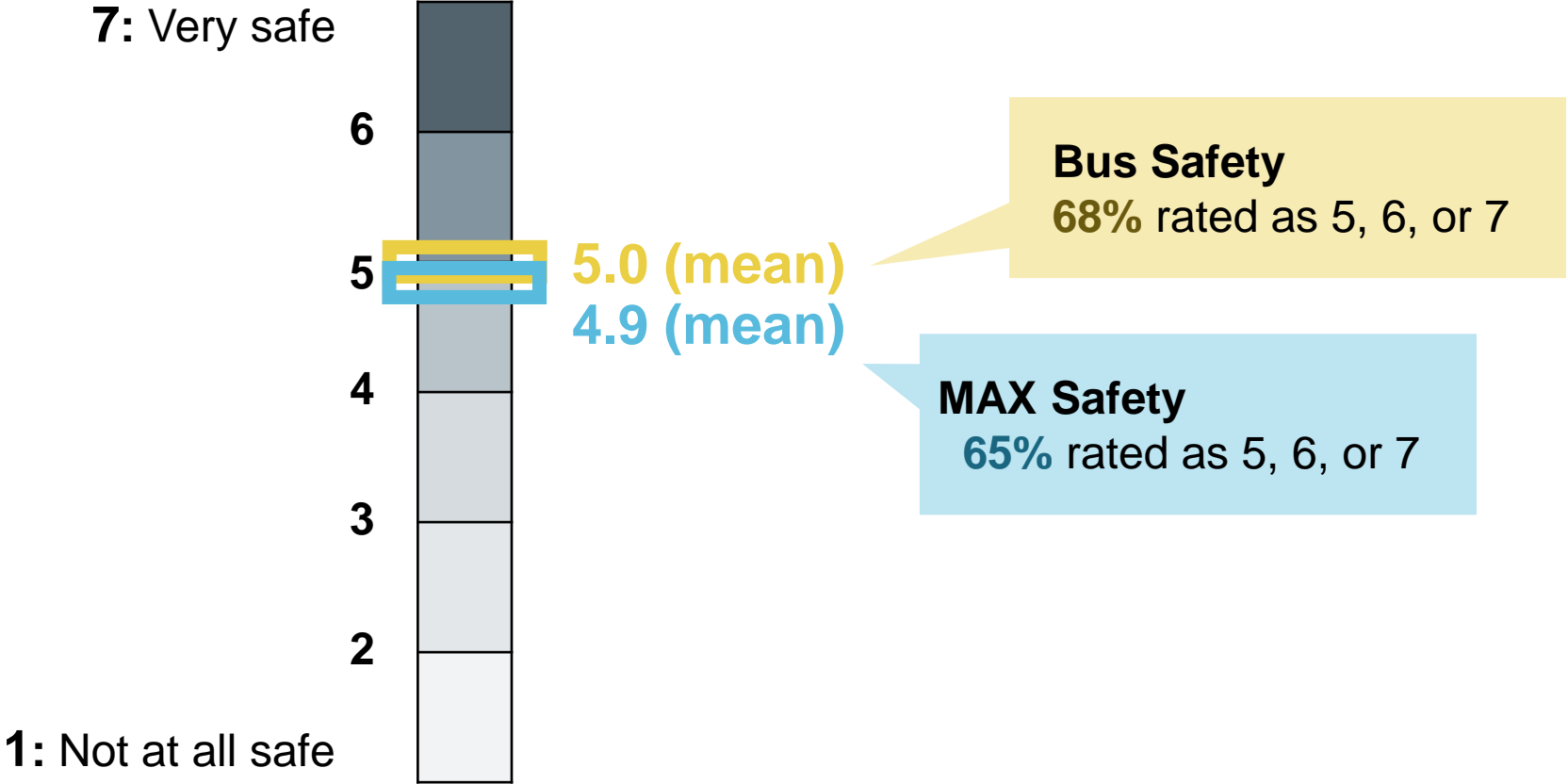


**Over eight in ten value the benefits TriMet provides to the region; 71% of non-riders value its benefits.**

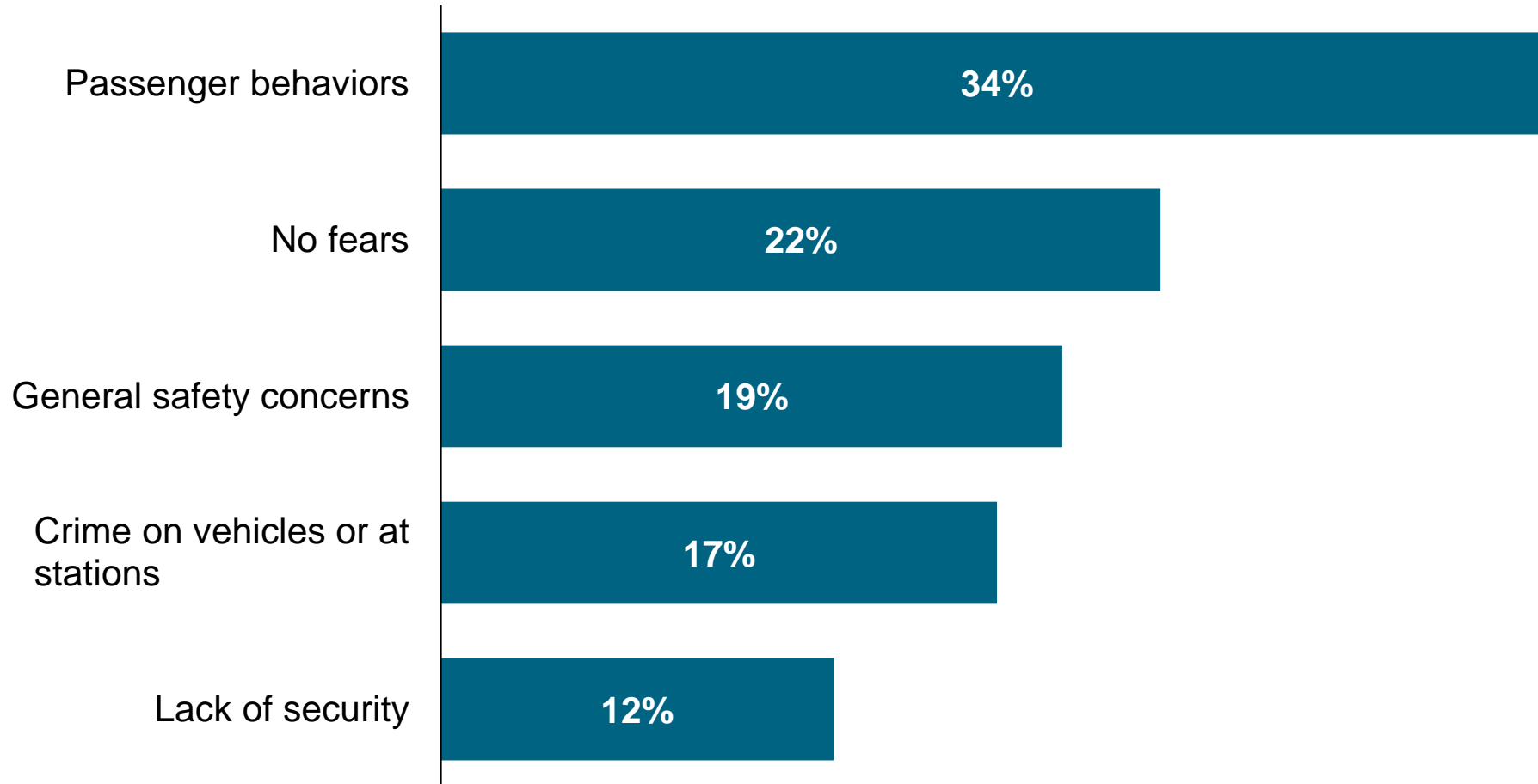


- Riders: 90%
- Non-riders: 71%

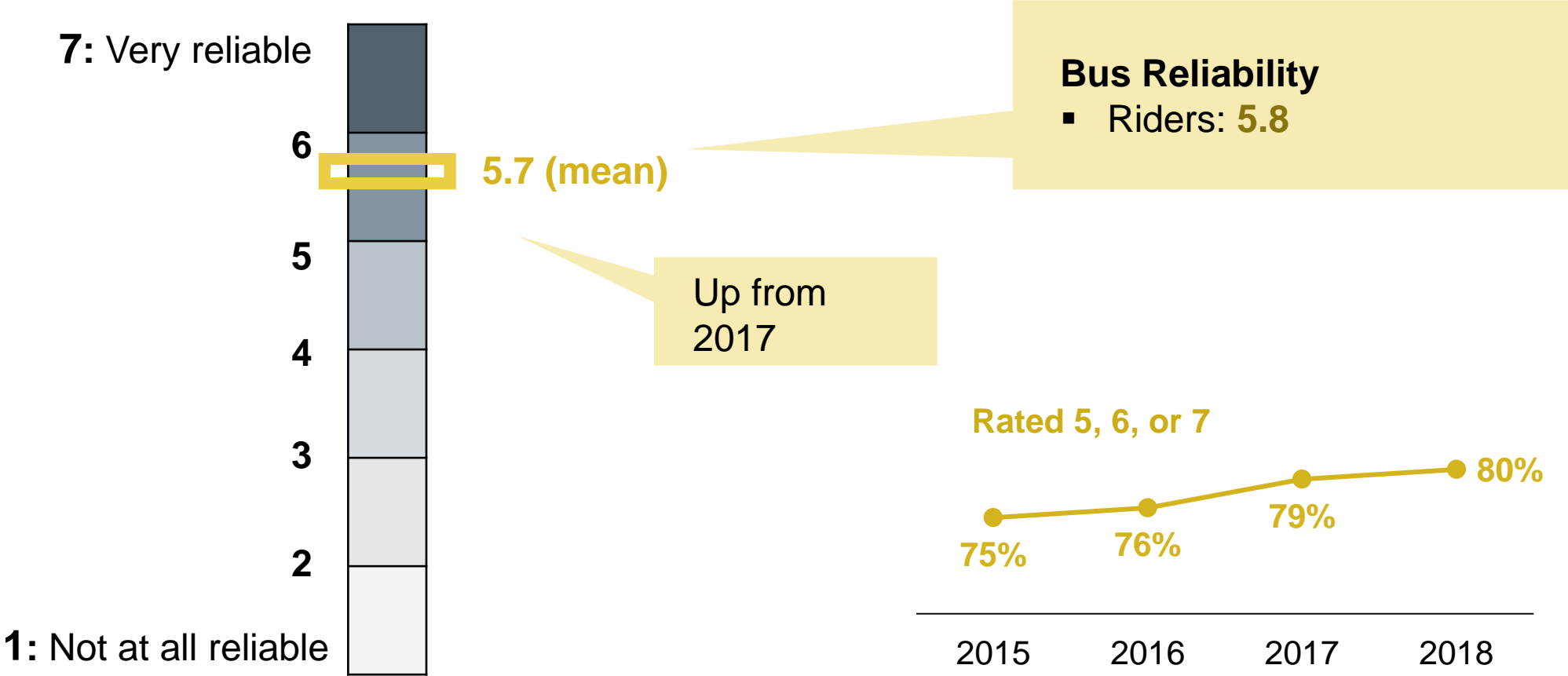
# Residents feel it is safe to ride buses and the MAX.



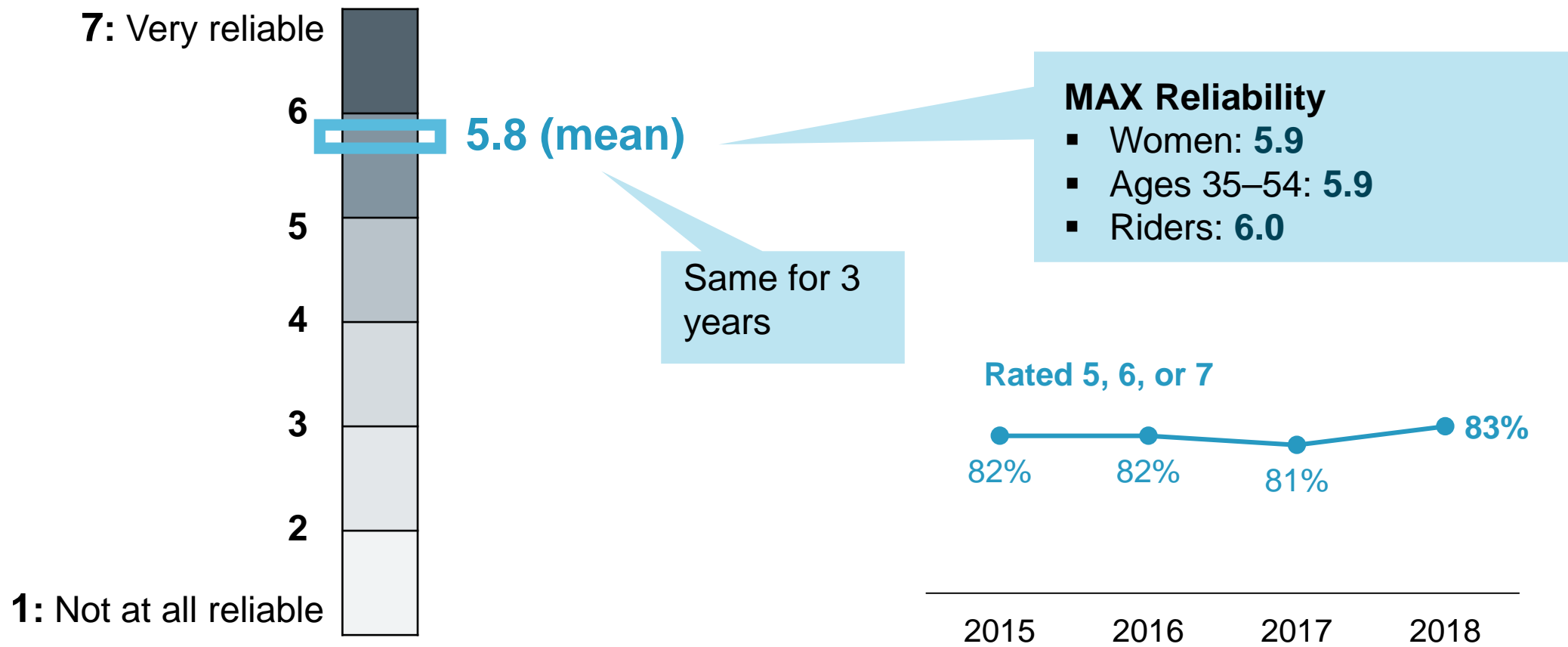
# Residents are concerned about passenger behaviors, general safety and crime when riding TriMet.



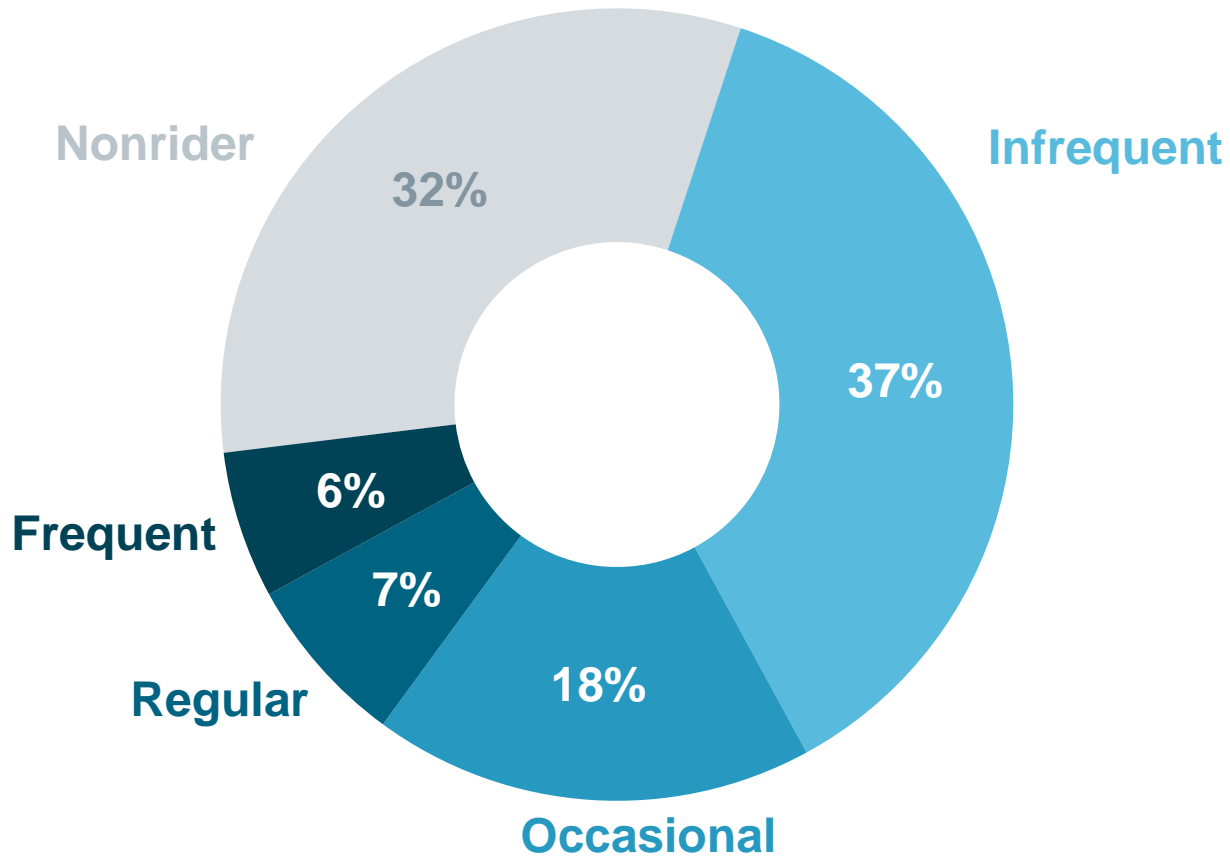
# Bus reliability ratings have risen since 2015.



# MAX reliability ratings have remained steady since 2015.



# Fewer people are riding TriMet and the drop reflects declines in Infrequent and Occasional riders.



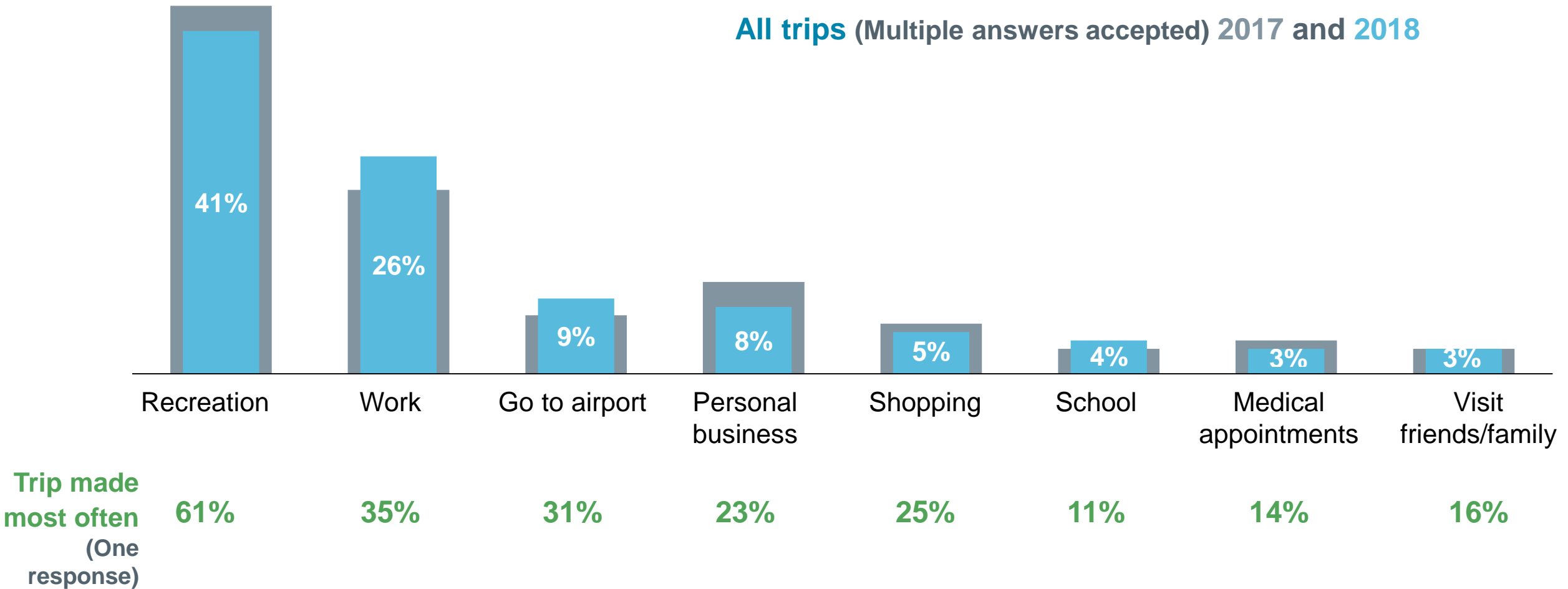
## Change from 2017

<b>Frequent</b> Rides almost every day	<b>+1 points</b>
<b>Regular</b> Several times a week	<b>-1 points</b>
<b>Occasional</b> A couple times a month	<b>-4 points</b>
<b>Infrequent</b> Less than once a month	<b>-4 points</b>
<b>Non-rider</b> Doesn't ride TriMet	<b>+6 points</b>

*\*Question wording changed in 2018.*

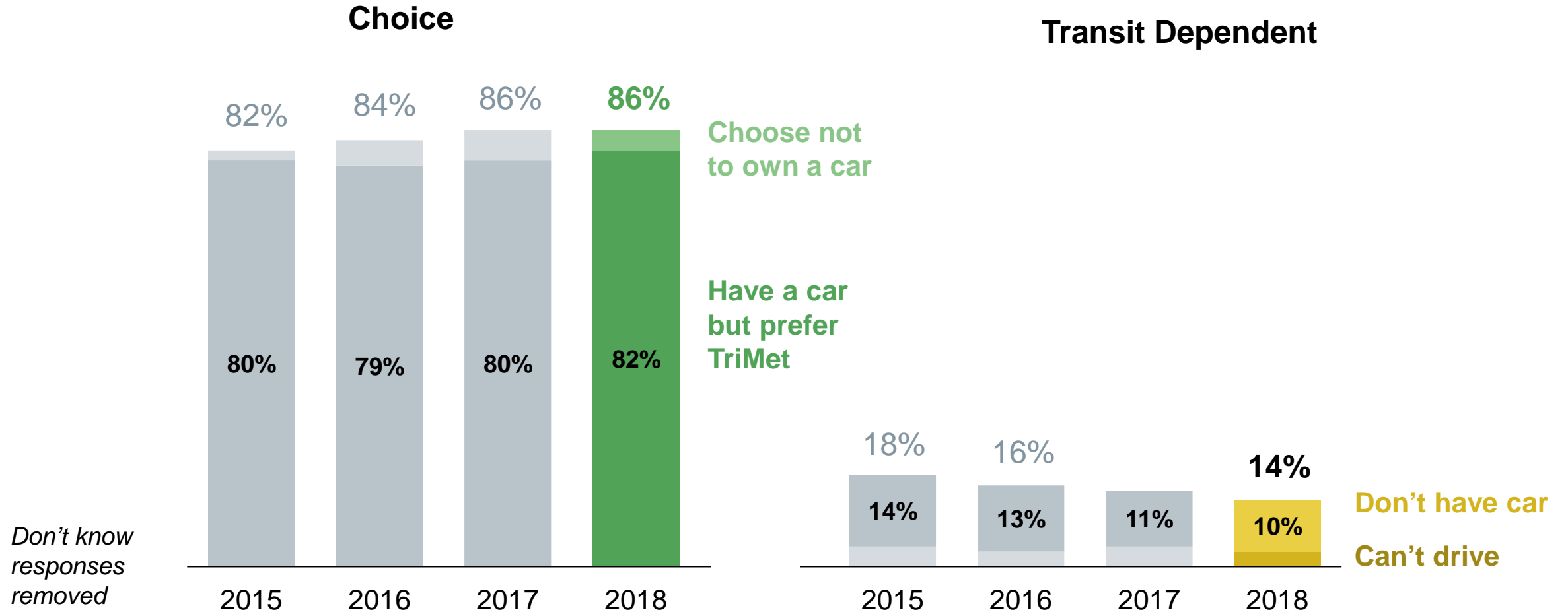
# Riders use transit most often for recreational or work trips; airport trips round out the top three types of trip.

All trips (Multiple answers accepted) 2017 and 2018



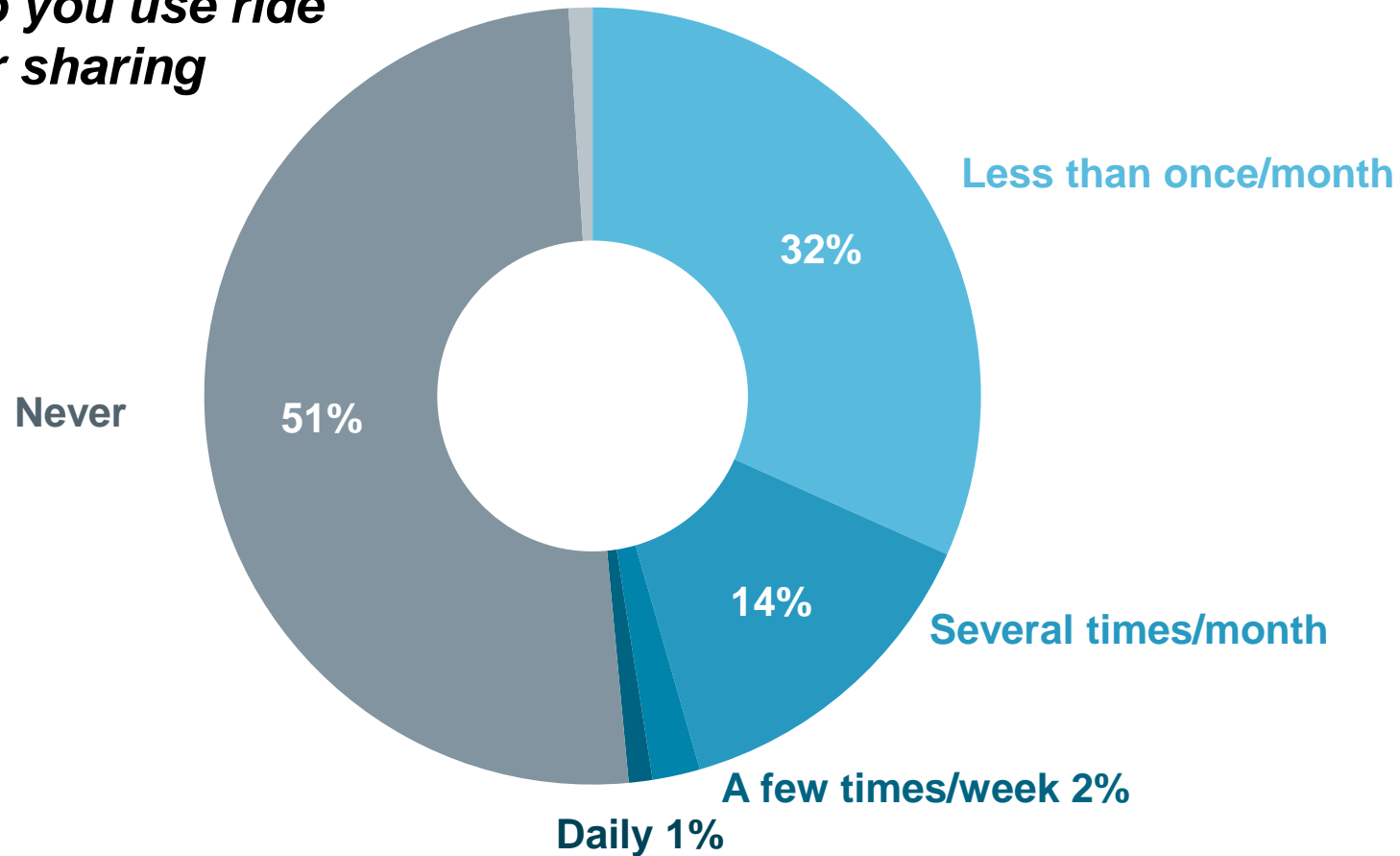


# Most describe themselves as choice riders.

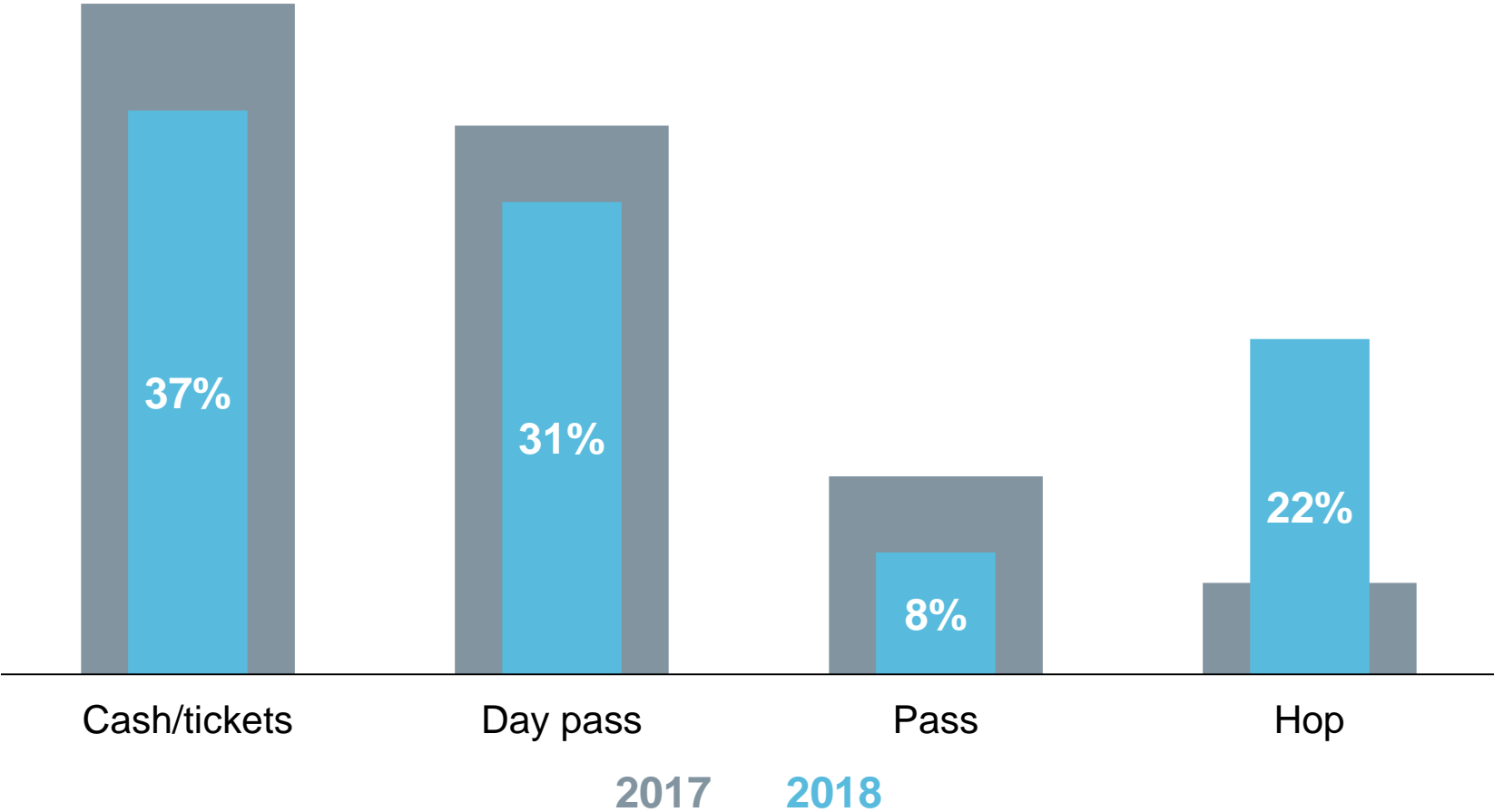


# 48% of residents use ride hailing services to some degree.

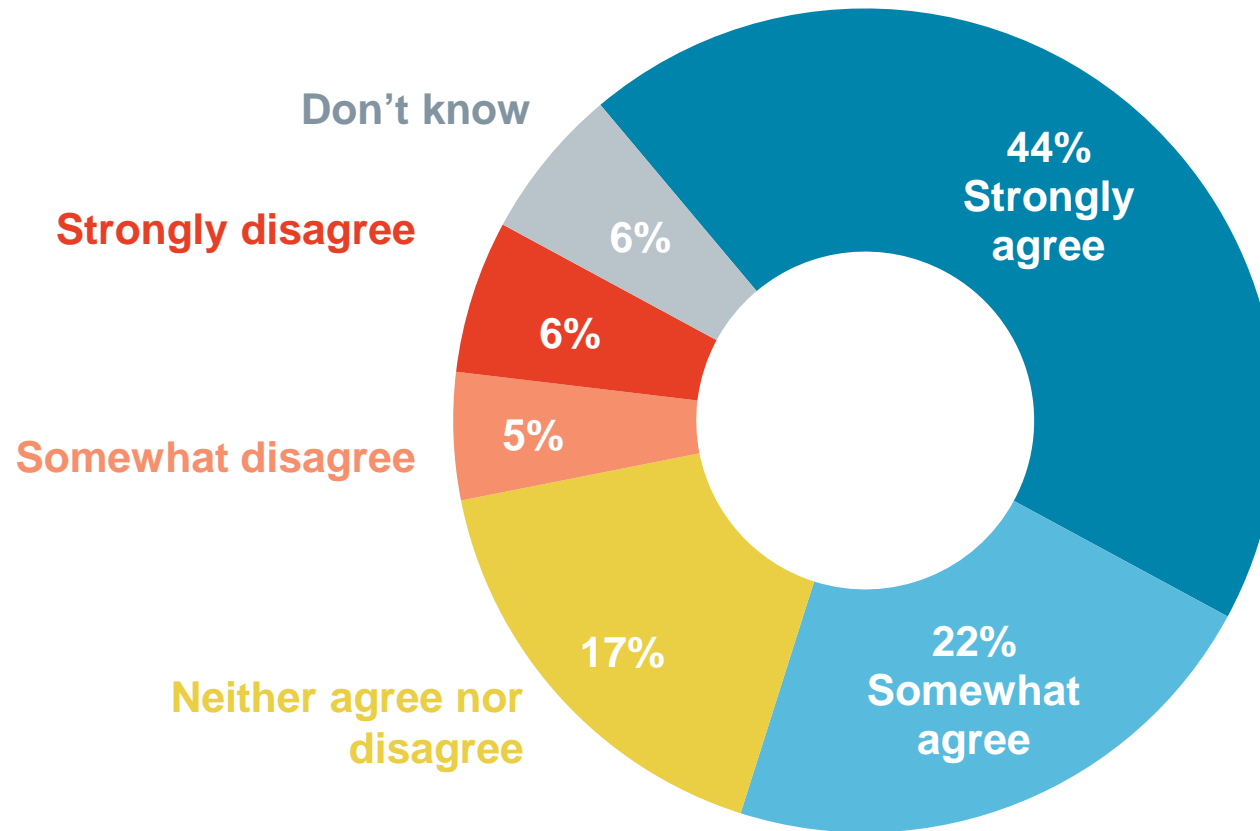
*How often do you use ride hailing or car sharing services?*



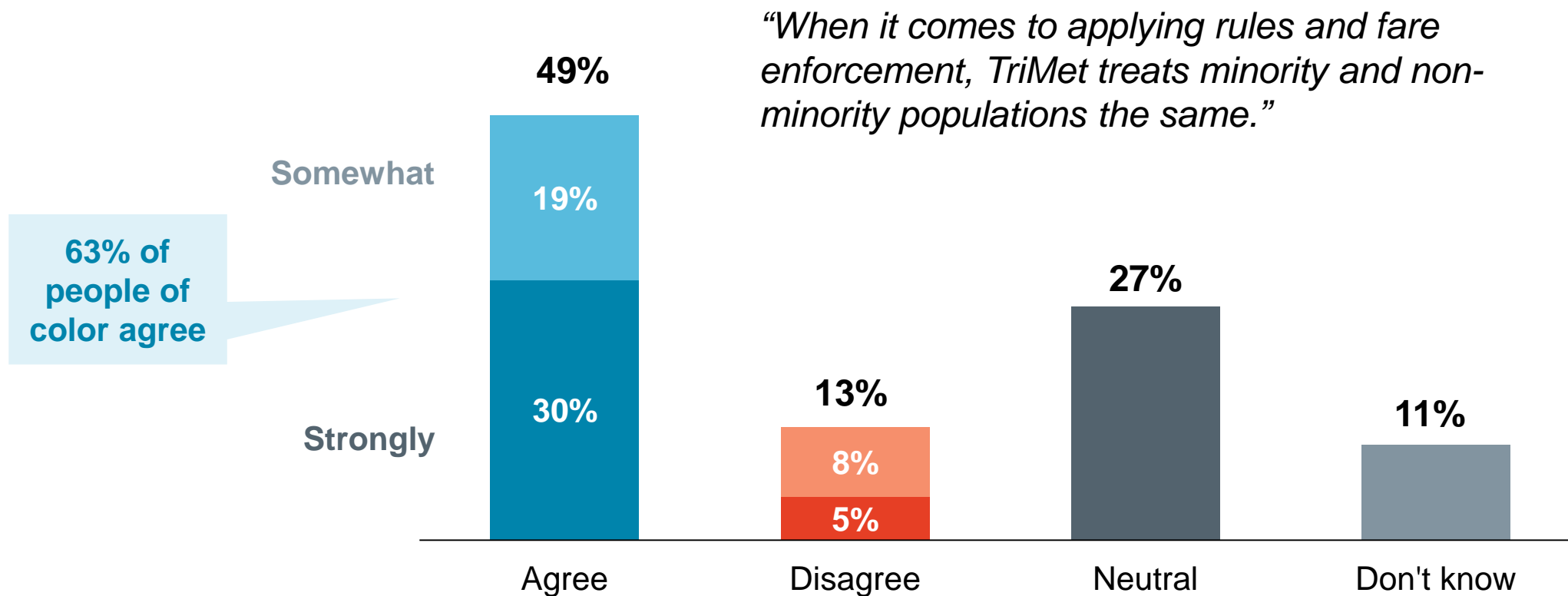
Since 2017, use of Hop has more than tripled, resulting in lower use of other fare instruments.



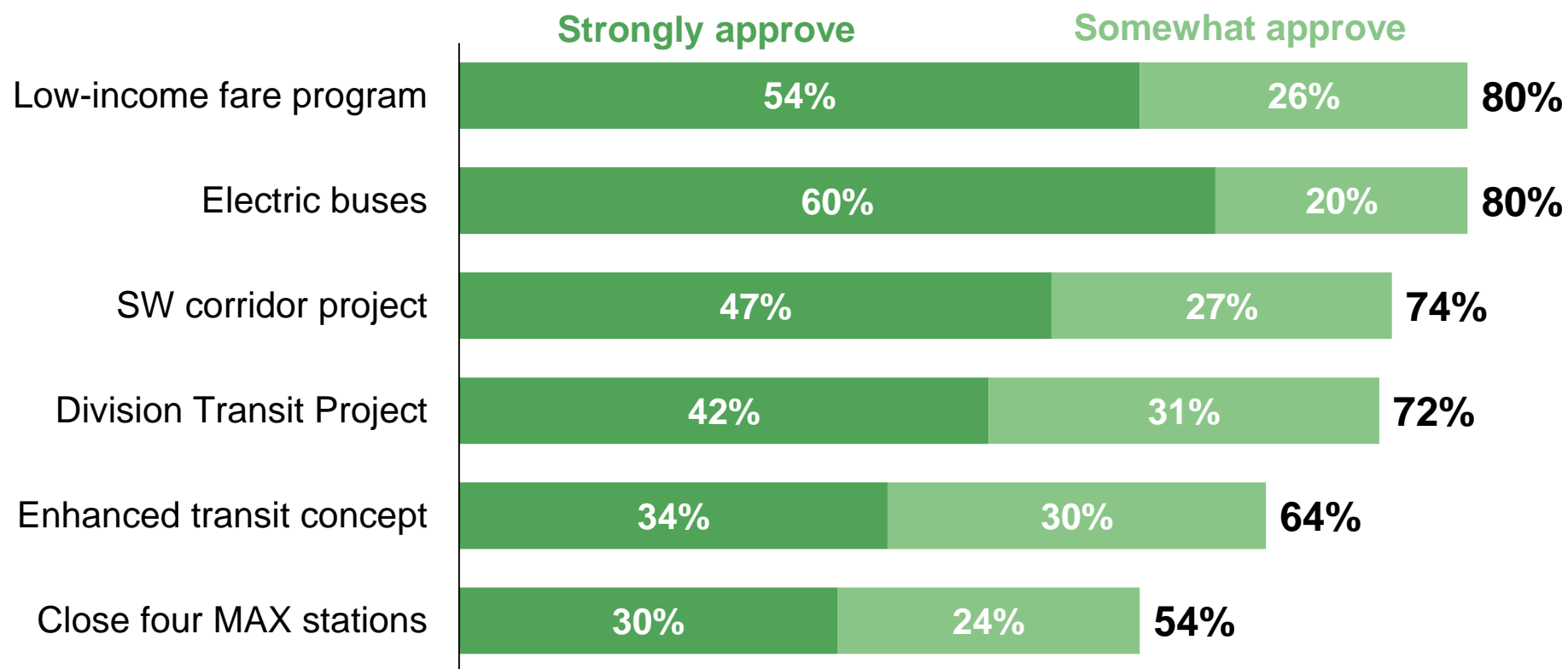
# 66% agree that TriMet should enforce fare requirements, even if doing so sometimes feels intrusive or intimidating to some customers



## 49% of residents believe TriMet treats minority and non-minority populations similarly; more people of color agree.



## Residents approve of TriMet's current projects; 80% approve of the low-income fare project and adding electric buses





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