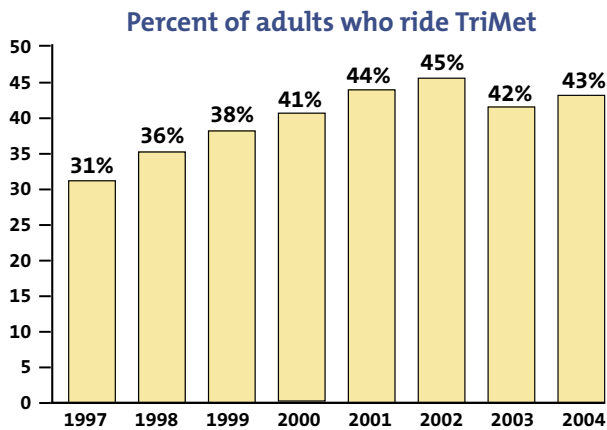


TriMet Customer Profile

Who rides TriMet

Forty-three percent of adults (age 16 and older) in the Portland region ride TriMet at least twice a month. That's up 39 percent since 1997, the year before Westside MAX opened. Since then, two new rail lines opened (the Red and Yellow lines) and Frequent Service expanded bus hours throughout the region.

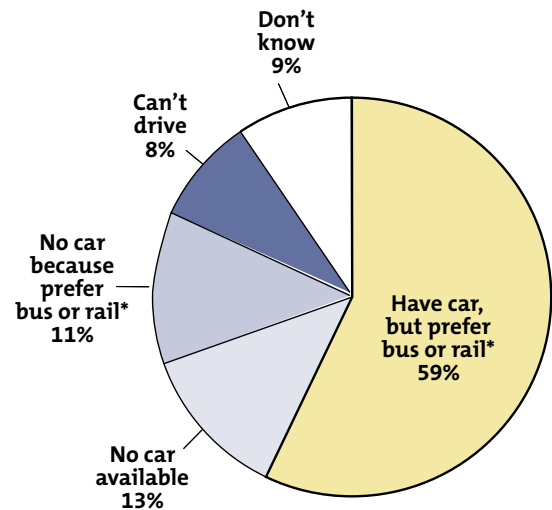


On average and compared to the region's general population, TriMet riders are younger, less likely to be married, and more likely to live in Multnomah County. TriMet riders are also significantly more likely to have Internet access than are non-riders.

Choice riders

Nearly six of every ten riders (59%) have cars but prefer to take TriMet. Another 11 percent choose not to own a car because they prefer to take transit. In all, 70 percent of riders choose TriMet over driving.

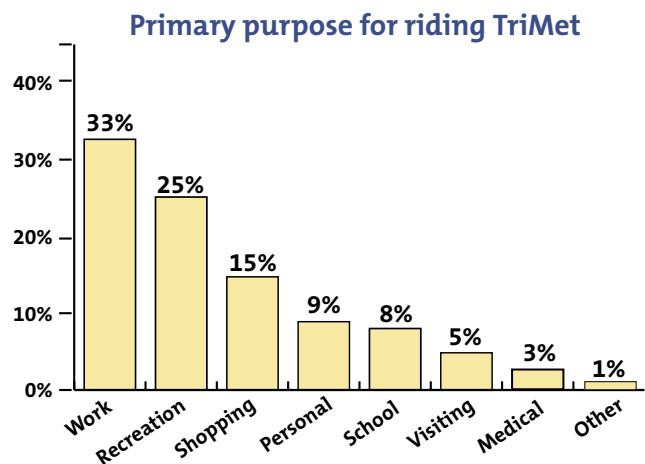
Riders choose TriMet over car



*Rail includes MAX and/or the Portland Streetcar.

Where they are going

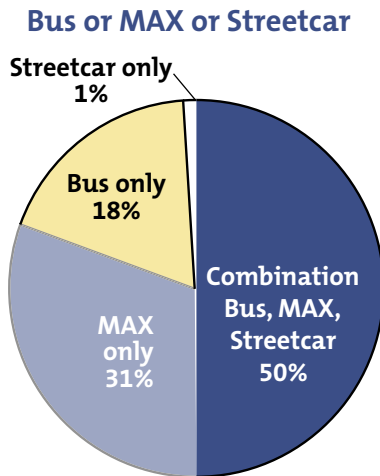
Riders use the transit system for many different purposes. Just under one-third (33%) use the bus or MAX predominantly for getting to work, followed by recreation, shopping and other personal business.



Source: TriMet Attitude and Awareness Survey 2004, a random telephone survey of 1000 residents in the TriMet service district

Customer choices

Half (50%) of TriMet riders use any combination of bus, MAX or Streetcar; 31 percent ride only MAX; 18 percent ride buses only; and one percent ride only the Portland Streetcar.



Customers who ride only MAX differ from those who ride only the bus or a combination of bus, MAX or Streetcar—both demographically and in terms of how they use the transit system.

MAX-only riders

MAX-only riders tend to live in Washington County (49%). They are likely to be married; have children younger than 15; have the highest level of education (51% with “college plus”); have the highest median income (\$61,800); drive alone to work (61%); be “choice” riders (67%); average 8.2 transit trips per month; and ride primarily for recreation (37%).

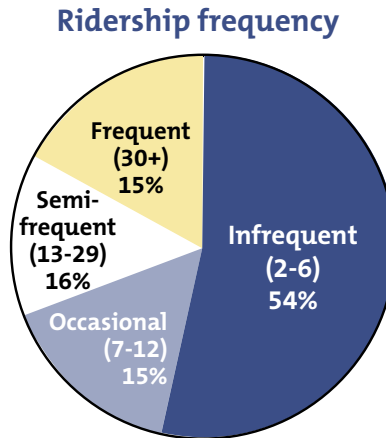
Bus-only and bus/rail* riders

Bus-only and bus/rail riders tend to take transit more often (15.4 and 17.4 trips per month) and for a wider variety of purposes than MAX-only riders. Bus-only and bus/rail riders are far more likely to live in Multnomah County. They are more likely to be transit-dependent because they “don’t have a car available” or “can’t/don’t know how to drive.”

*Rail includes MAX and/or the Portland Streetcar.

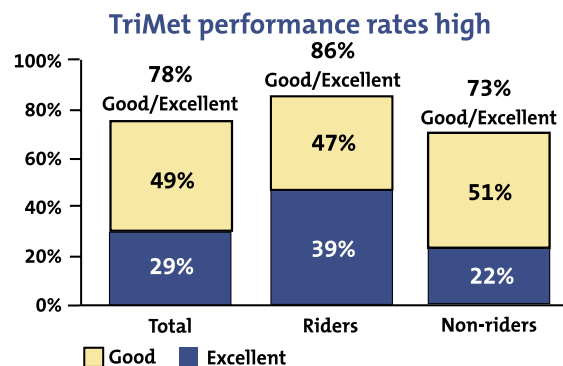
Frequency of ridership

Just over half of TriMet riders (54%) are *infrequent* riders, with the remainder spread evenly across the other rider segments.



Overall agency performance

People in the region give the agency high marks for job performance: 78 percent rated agency performance “good” or “excellent.” Riders give the agency the highest performance scores overall: 86 percent rated agency performance “good” or “excellent.”



TRIMET
See where it takes you.

503-238-RIDE • trimet.org

05/05 • 1000
Printed on recycled paper using soy-based inks.

Demographic characteristics of riders and non-riders

		Total (1000)	Non-riders (575)	All riders (425)	Bus only (75)	Bus, MAX, Streetcar (210)	MAX only (128)
County of residence	Multnomah	50%	42%	60%	71%	66%	44%
	Washington	32	34	29	17	22	49
	Clackamas	18	24	11	12	12	7
Age	16-18	5%	4%	7%	13%	5%	7%
	19-24	11	7	15	12	19	10
	25-34	21	21	21	17	23	21
	35-44	21	20	22	24	20	27
	45-54	19	20	18	20	15	21
	55-64	10	12	7	9	7	7
	65 or older	13	16	10	5	11	7
	Average age (years)	42.8	45.3	39.4	37.0	39.0	40.1
Income (household)	Under \$50,000	42%	40%	45%	59%	49%	34%
	\$50,000 or more	40	41	39	30	36	48
	Don't know/refused	18	19	16	11	15	18
	Estimated median income (\$K/year)	55.3	56.1	53.3	47.2	50.5	61.8
Gender	Male	49%	47%	53%	50%	53%	54%
	Female	51	53	47	50	47	46
Employment status							
	Employed outside the home	52%	49%	55%	48%	57%	59%
	Both work and school	9	6	11	16	12	7
	Work at home (Employer and self)	4	4	4	4	3	5
	Homemaker	6	7	3	4	4	2
	Student	5	5	6	12	6	3
	Unemployed	5	5	6	5	5	8
	Retired	16	20	12	10	12	10
	Refused	3	4	3	1	1	6
Children under 15	None	67%	66%	69%	68%	71%	63%
	One	12	12	11	12	10	15
	Two	13	13	11	13	10	14
	Three or more	6	7	5	4	4	7
	Refused	2	2	4	3	5	1
Education	Less than high school	7%	6%	8%	12%	6%	10%
	High school graduate/GED	19	22	15	19	13	15
	Some college/trade school	27	26	29	22	34	22
	College degree	31	30	31	25	35	31
	Post-graduate work or more	14	14	14	19	9	20
	Refused	2	2	3	3	3	2
Marital status	Married	52%	59%	42%	32%	34%	60%
	Not married	46	39	55	62	63	38
	Refused	2	2	3	6	3	2
Race/ethnicity	Non-minority	87%	90%	82%	80%	83%	82%
	Minority	10	6	15	19	14	14
	Other/don't know/refused	3	4	3	1	3	4
Usual commute mode							
	(Respondents who commute)	(654)	(345)	(308)	(57)	(156)	(89)
	Drive alone	67%	81%	52%	37%	50%	61%
	TriMet bus, MAX or Portland Streetcar	19	7	32	46	35	21
	Carpool	6	5	7	5	5	13
	Bike	3	3	4	3	6	2
	Walk	2	2	3	4	2	3
	Other	3	2	2	5	2	0

Transit-use characteristics

		Total (1000)	Non-riders (575)	All riders (425)	Bus only (75)	Bus, MAX, Streetcar (210)	MAX only (128)
Agency approval rating	Total Good/ Excellent	78%	73%	86%	83%	87%	86%
	Excellent	29%	22%	39%	41%	43%	33%
	Good	49	51	47	42	44	53
	Fair	13	14	12	12	12	12
	Poor	3	4	1	3	1	1
	Don't know/not sure	6	9	1	2	0	1
Satisfaction with overall transit experience	Total satisfied	NA	NA	94%	86%	93%	98%
	Very	NA	NA	65	60	65	66
	Somewhat	NA	NA	29	27	28	32
Will recommend TriMet to friends/family	Total will recommend	NA	NA	92%	87%	93%	94%
	Definitely	NA	NA	71	60	74	72
	Probably	NA	NA	22	27	19	22
Transit dependence							
I have a car available, but prefer to take the bus or MAX		59%	NA	59%	59%	58%	67%
I ride because I don't have a car available		13	NA	13	15	15	7
I don't have a car available because I prefer to take the bus or MAX		11	NA	11	7	13	10
I ride because I can't drive or don't know how		8	NA	8	11	8	4
Don't know/not sure/refused		9	NA	9	8	6	12
All transit trip purposes (multiple responses)							
Shopping		42%	NA	42%	27%	52%	39%
Recreation		41	NA	41	19	46	51
Work		40	NA	40	49	48	22
Other personal business		21	NA	21	12	27	16
Visiting friends or relatives		18	NA	18	7	28	10
Medical appointments		13	NA	13	8	20	4
School		10	NA	10	16	12	5
Other		1	NA	1	1	2	2
Don't know/refused		5	NA	5	6	3	5
Primary transit trip purpose only							
Work		33%	NA	33%	50%	34%	22%
Recreation		25	NA	25	13	22	37
Shopping		15	NA	15	7	14	22
Other personal business		9	NA	9	5	9	10
School		8	NA	8	14	9	3
Visiting friends or relatives		5	NA	5	5	6	3
Medical appointments		3	NA	3	5	3	1
Other		1	NA	1	0	1	1
Don't know		1	NA	1	1	2	1
Transit trips per month							
Infrequent (2-6)		NA	NA	54%	45%	46%	70%
Occasional (7-12)		NA	NA	15	16	15	13
Semi-frequent (13-29)		NA	NA	16	25	17	9
Frequent (30 or more)		NA	NA	15	14	22	8
Average trips per month		NA	NA	13.9	15.4	17.4	8.2
Internet access—personal computer							
		80%	77%	85%	87%	85%	85%
Internet access—wireless							
		33%	34%	33%	34%	28%	38%
Cell phone		20	20	20	17	19	21
Palm device		4	4	4	0	6	2
Laptop computer		19	18	20	19	20	22