

# Rider/Non-Rider Survey | King County Metro

August 2024



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Research, Evidence, and Learning



King County

**METRO**

# King County Metro's Research Program

Build on Metro's  
strong data  
foundations &  
fill data gaps



Provide resources &  
tools and support  
teams' evidence-  
building



Promote use of data:  
monitor, learn,  
improve, innovate  
and tell stories of  
impact



Build research  
partnerships



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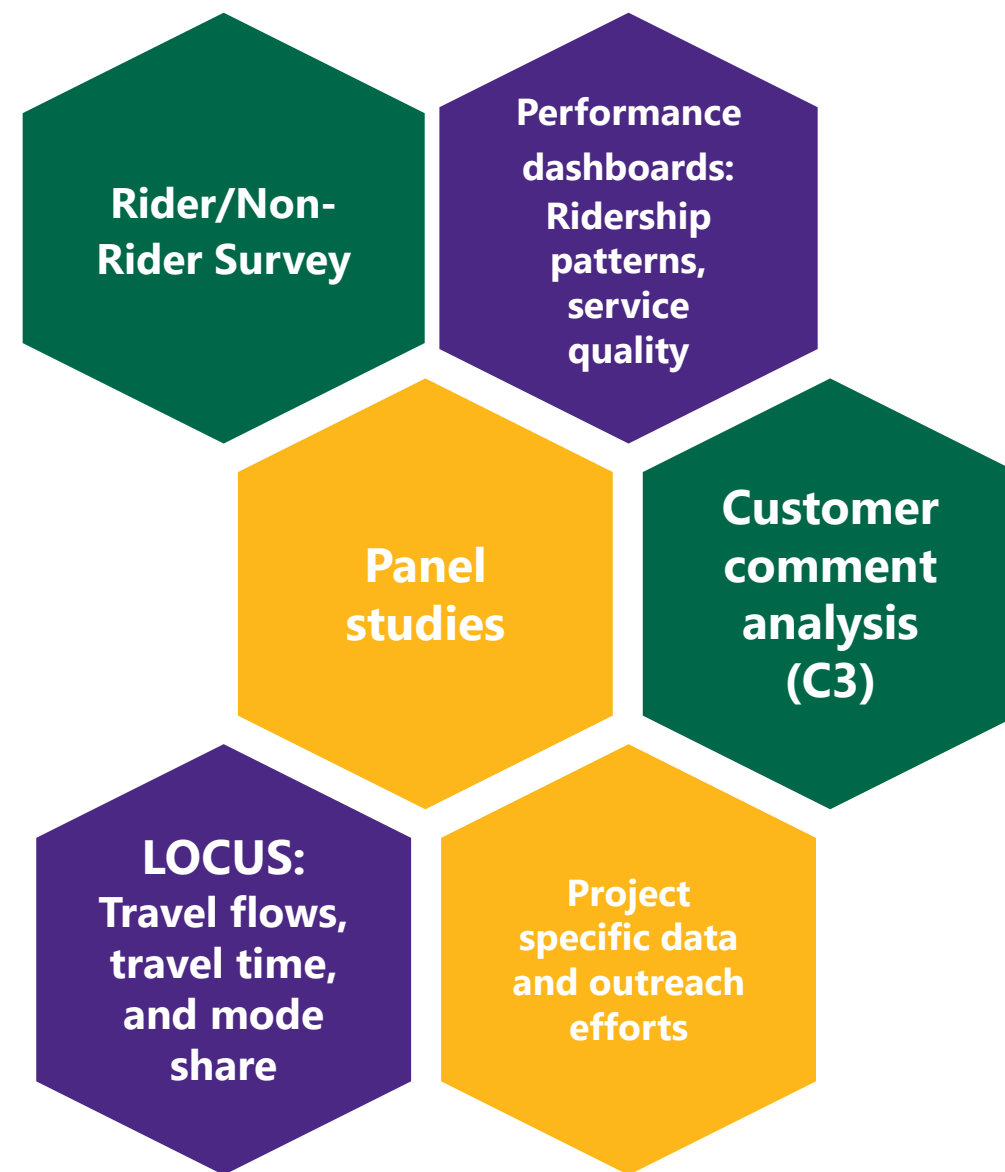


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# Metro's customer-focused evidence landscape is rich

**Metro has access to a host of customer-focused data**, including:

- Data that comes directly from customers
- Data that reflects what customers experience



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# Rider/Non-Rider Survey



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# Understanding King County residents

- **Purpose:** Obtain understanding of travel behaviors, attitudes, and transit use across King County
- **Approach:** Use best survey practices to field a methodologically sound questionnaire with a representative sample
  - Random sample of King County addresses
  - Oversampling of Census Block Groups with higher concentration of priority populations
  - Oversampling of multi-family dwellings



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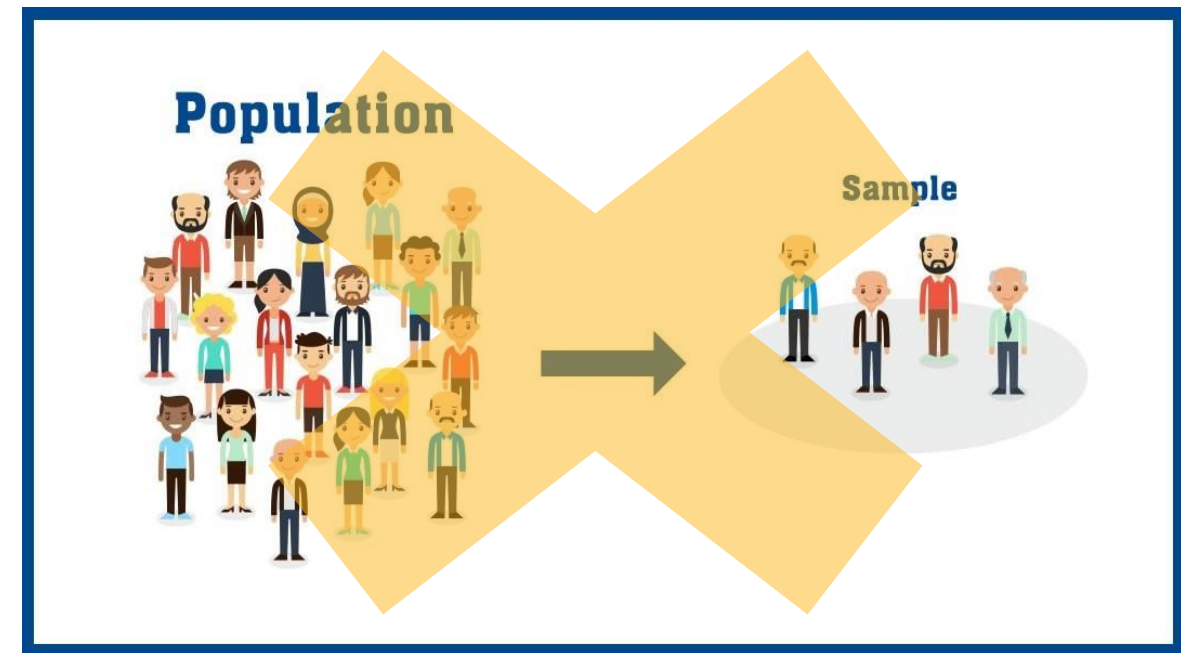
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# Random sampling improves quality of sample

- Households have an equal opportunity of being selected to participate
  - *All King County residential addresses are equally likely of being selected into the sample*
- Reduce the likelihood of bias—e.g., hearing from certain groups of people more than others
  - *Helps ensure representation in the sample; results can be generalized*

*Risk of convenience sampling: biased sample*



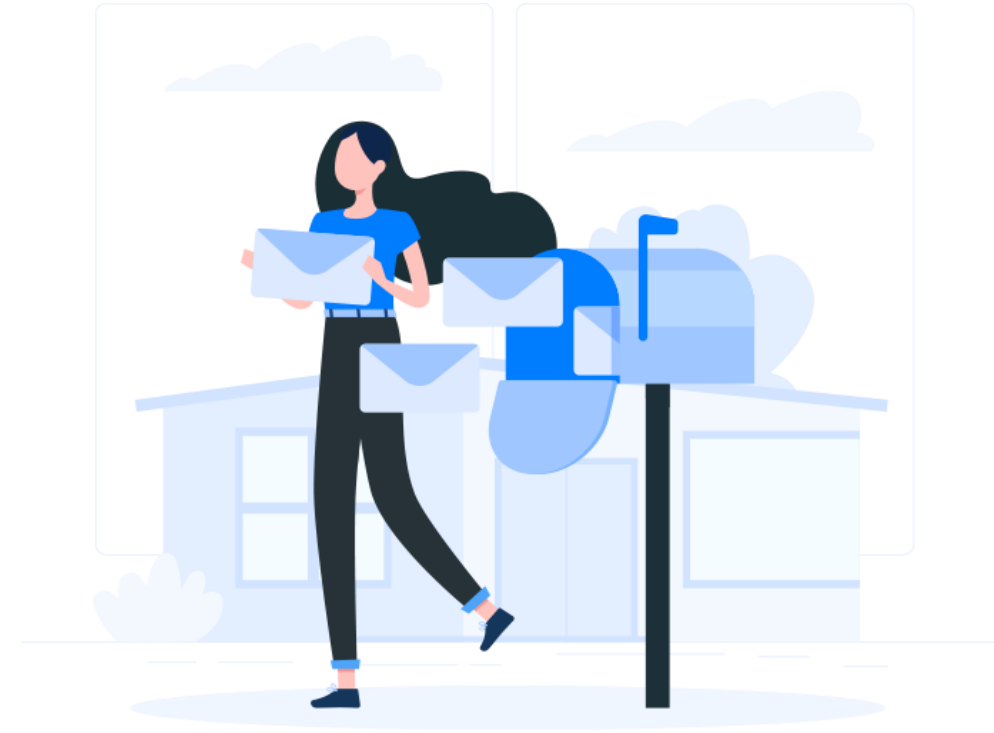
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# Address-based sample is imperfect, but offers most rigor

- Sample design necessarily requires a residential address
  - *Does not include PO Boxes*
  - *Excludes people without an address*
- In terms of **opportunity to participate**, however, ABS is viewed as the gold standard for representative sampling of residents



# From sample to response collection

- Data collection takes 3-4 weeks
  - *Up to 12 weeks of planning and coordination prior to fielding*
- Participation takes place primarily online
  - *Option to participate over the phone*
- Invitations via postcard
  - *Response rate: ~5% of sample*
  - *Upwards of 30,000 postcard invitations are sent each wave*





# Who responds to surveys?

While ABS sample invites 97%+ of population, responses can be affected by:

- *Cultural differences that may affect familiarity with and/or trust in survey methods*
- *Different levels of investment and perceptions of efficacy across groups*
- *Language access limitations*



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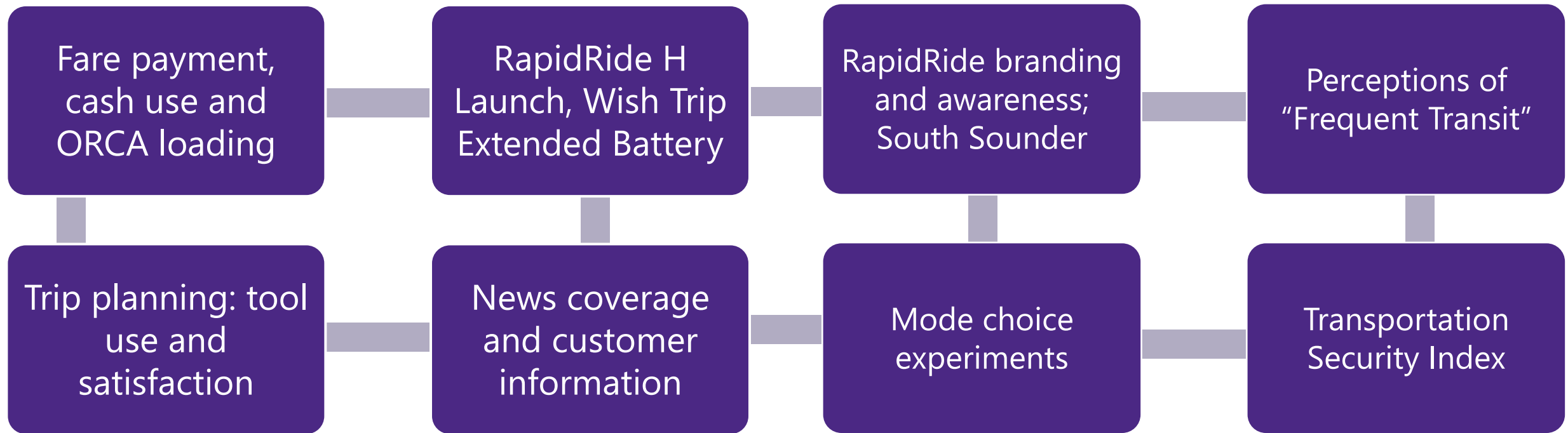


# Core questionnaire hits big picture items and common themes

- Current Travel Behaviors
  - *Transit use, commute behaviors, youth transit use in household*
- Transit Use
  - *Transit services used, frequency of use, trip purpose, barriers to transit use*
- Transit Experience
  - *Satisfaction with elements of service*
- Attitudes and Norms
  - *Perceptions of friends' and family transit use, what people hear in the news, interest in riding more*



# Supplemental and special topics allow for versatility



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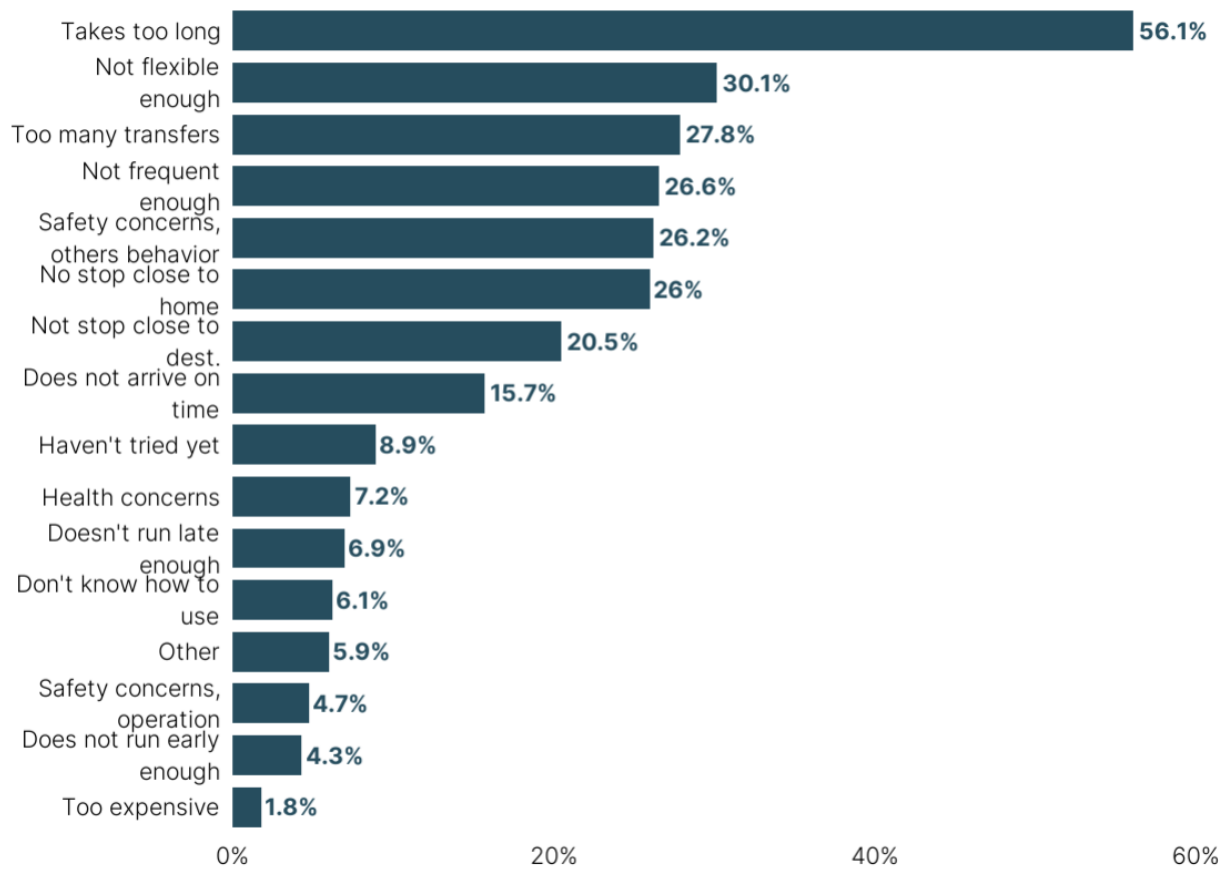


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# Barriers to transit use

- King County residents' and customers' travel choices are influenced by transit's lack of time competitiveness
- Per RNR, the number one barrier to using transit for a trip one would like to take on transit is the time it takes to travel

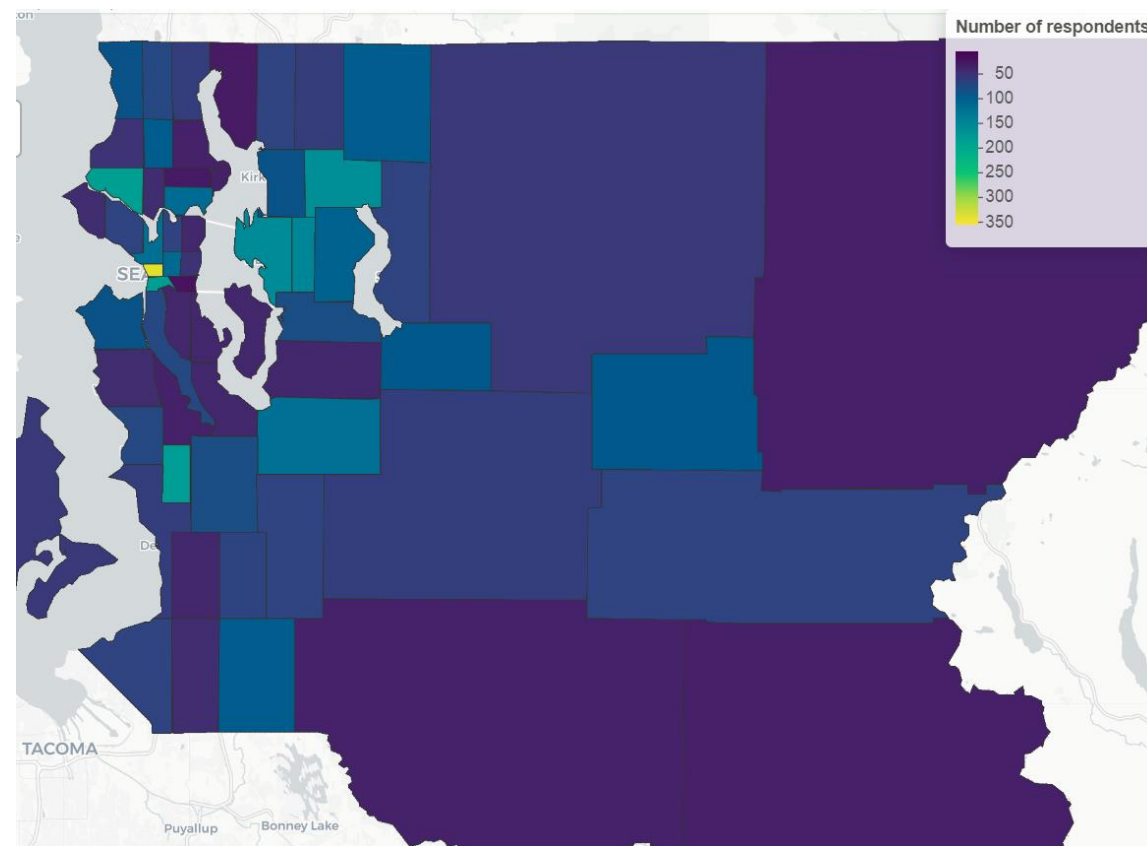
Barriers to Wish Trip



Rider/Non-Rider, Q1 and Q2 2023

# People have interest in riding transit to varied destinations

- Downtown Seattle continues to be a strong area of interest, but NOT THE ONLY area of interest
- People want to be able to travel around their neighborhoods and communities but cannot\* currently make that trip
- The ability to make the trip may technically exist but it does not work for them in a meaningful way



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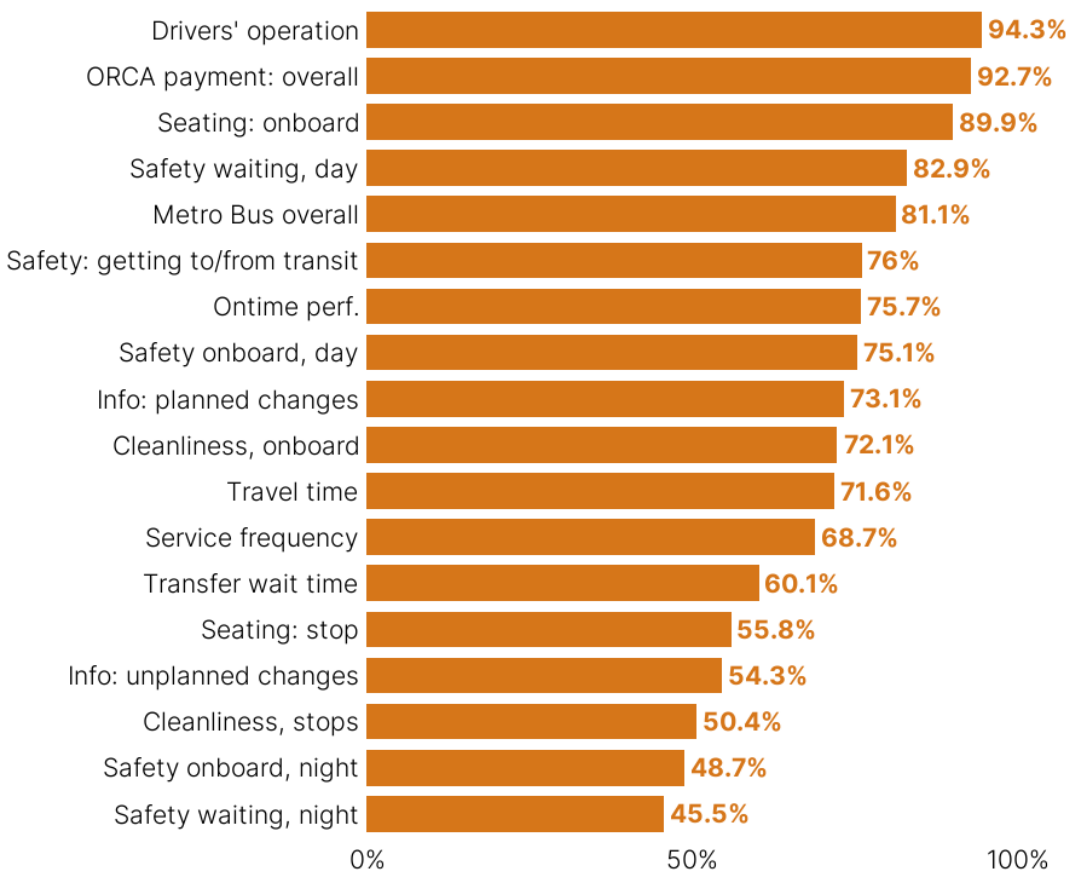
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# Satisfaction with public transit and Metro

Satisfaction varies across service element

- Satisfaction with service around operators, payment, and seating the highest
- Satisfaction with safety at night and cleanliness area for most improvement
  - *\*Note preliminary 2024 data suggest improvements in all areas*

Satisfaction with Service Elements



Rider/Non-Rider, 2023