

Attitudes & Awareness Survey 2024

September 2024



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Meet the consultant team:



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Research
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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 27 – May 31,
2024

Six languages:

- English
- Spanish
- Russian
- Vietnamese
- Korean
- Simplified Chinese

Expanded outreach and recruitment approach in 2024



An updated approach to mail-based recruitment



Email campaign



Additional community outreach

Overall, we received 4,208 valid survey responses.

Using this updated approach, we reached **2.5 times** more respondents compared to last year.

Survey data and considerations for over-time comparisons.

Margin of error
 $\pm 1.27\%$.

Due to rounding,
some totals may
exceed 100%.

This
presentation
shows
unweighted
data.

- **Since 2023, A&A reports show unweighted data.**
- **Improvements to recruitment methods and survey modes over time also impact comparisons.**
 - Using email and other community outreach, we heard from more current TriMet riders.
 - We examined any differences between recruitment mode more closely – we note where there is a significant difference between respondents across recruitment methods that is not accounted for by differences in ridership.
 - For those cases, we note data from mail-based recruitment separately, which offers a more closely matched comparison to the 2023 sample.

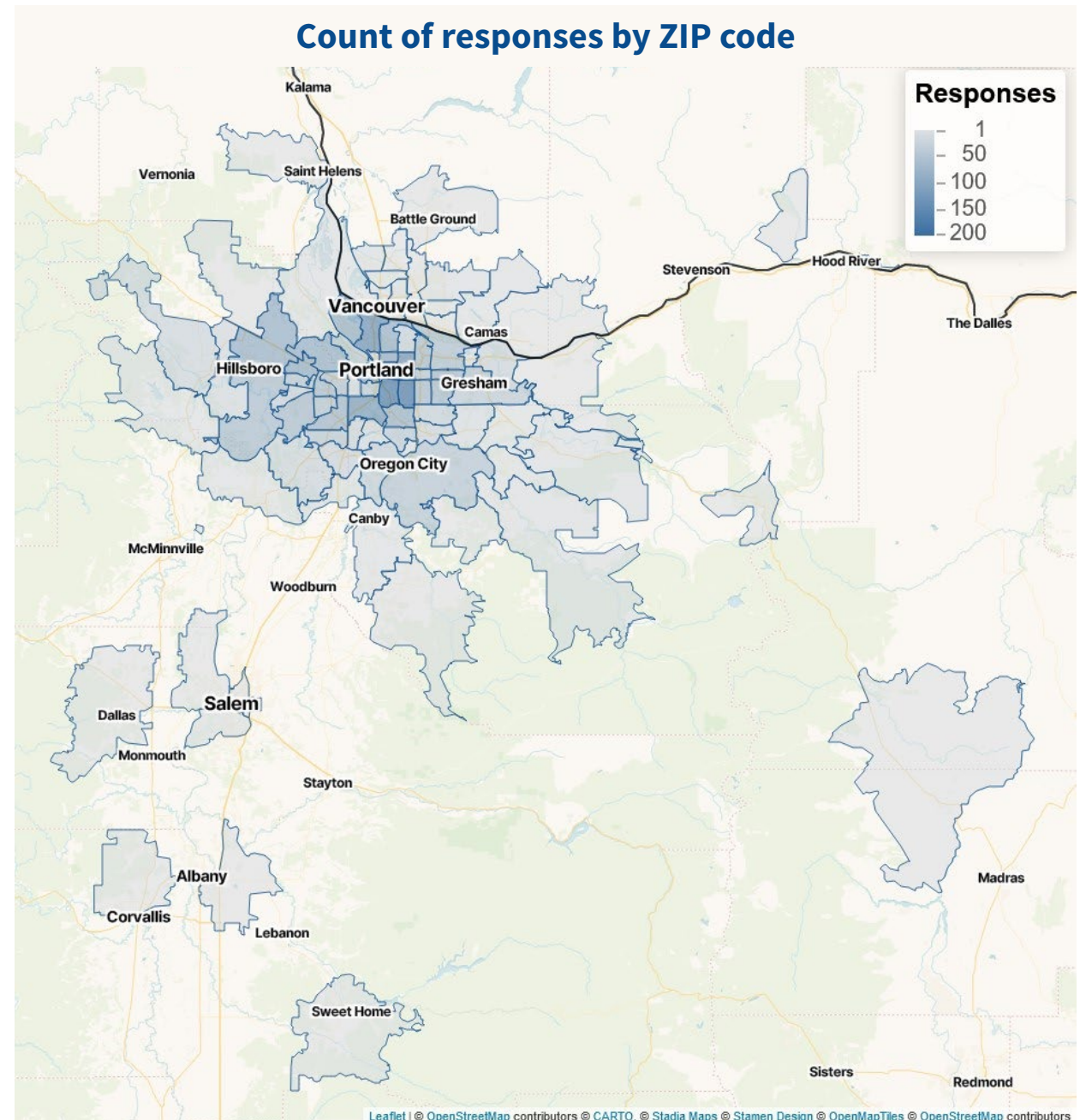
Who we heard from

Most respondents were from Multnomah County (63%).

Many were from Washington (25%) and Clackamas (11%) counties.

We also heard from respondents in Clark and other counties (<2%).

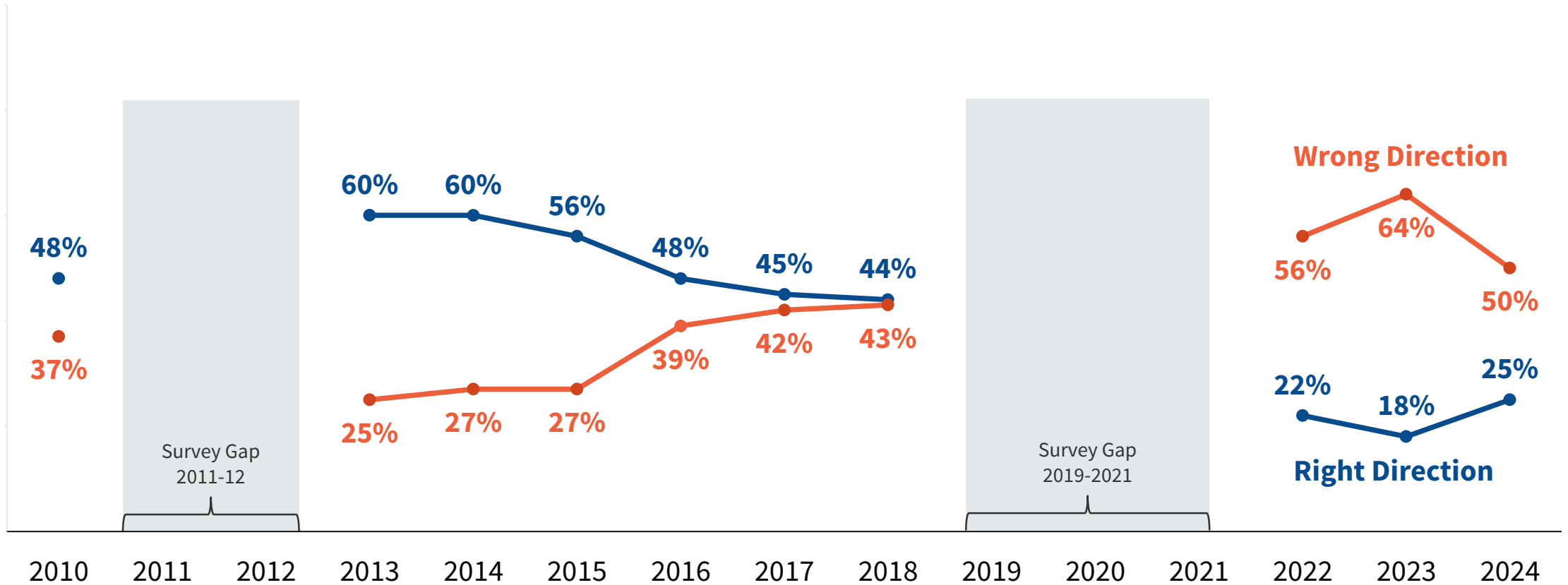
Most people completed the survey in English, with 58 people (1%) taking the survey in a language other than English.



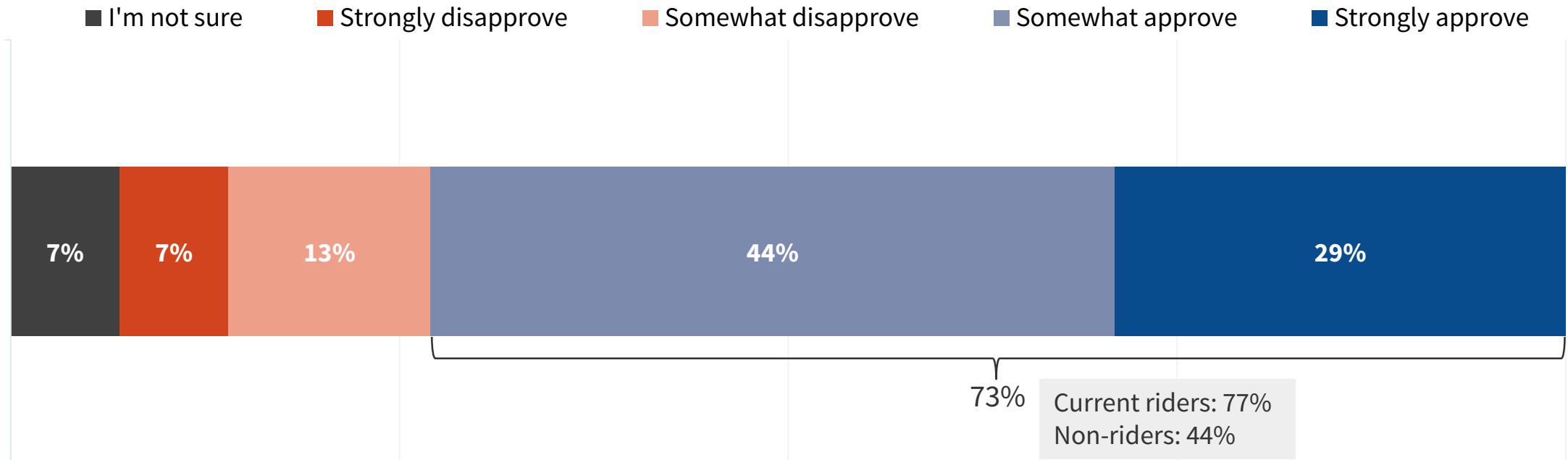
Key Findings

Perceptions & Approval

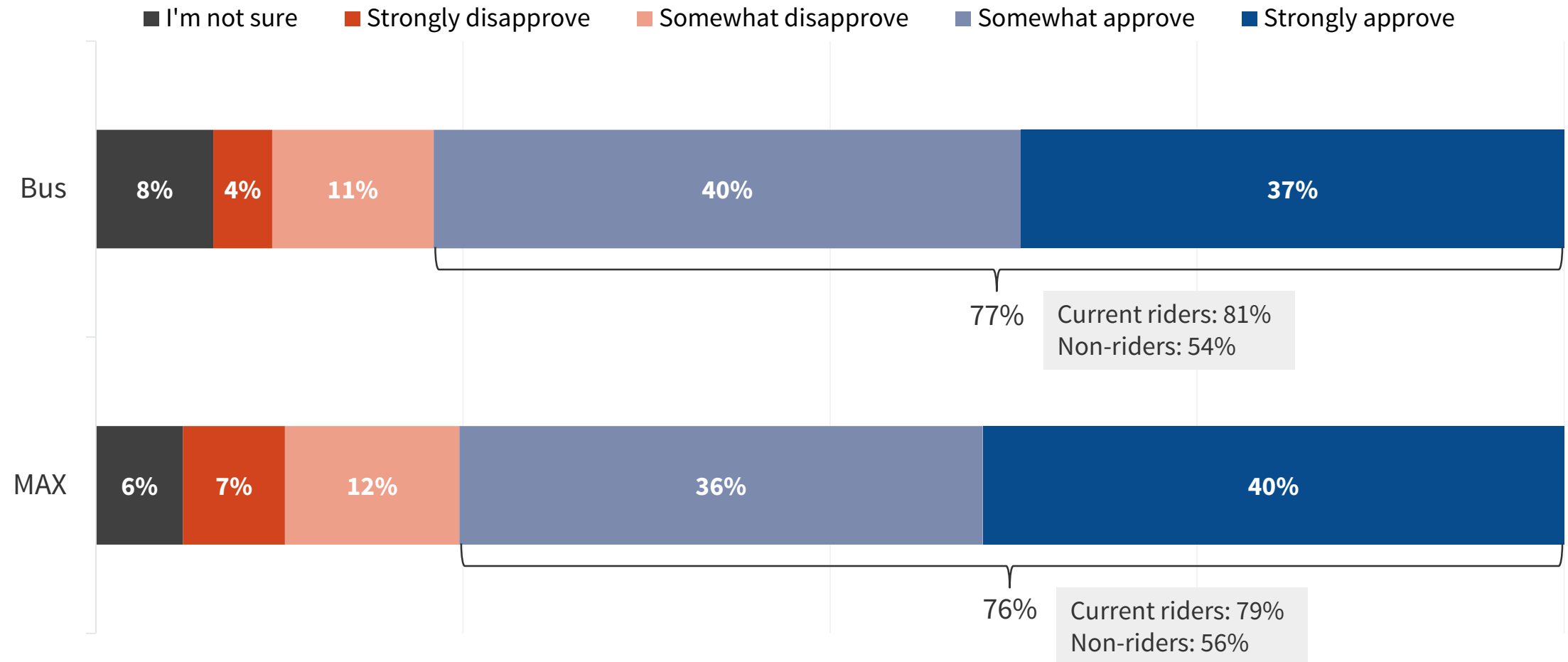
More respondents feel that things in the Portland Metro area are going in the right direction, compared to recent years.



Most approve of the job TriMet is doing, with 29% saying they strongly approve.



Most approve of the existing bus and MAX light rail systems, with 37% and 40% saying they strongly approve.



While approval of MAX light rail stayed steady, approval of the bus system and the job TriMet is doing increased slightly.

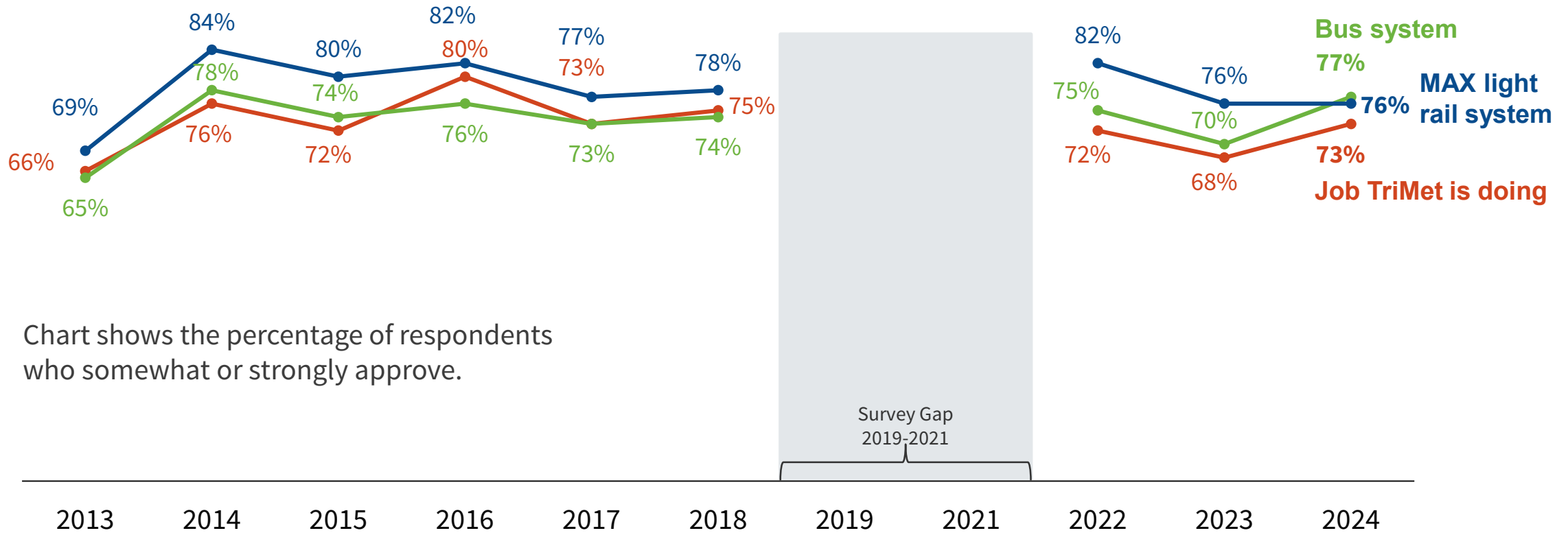
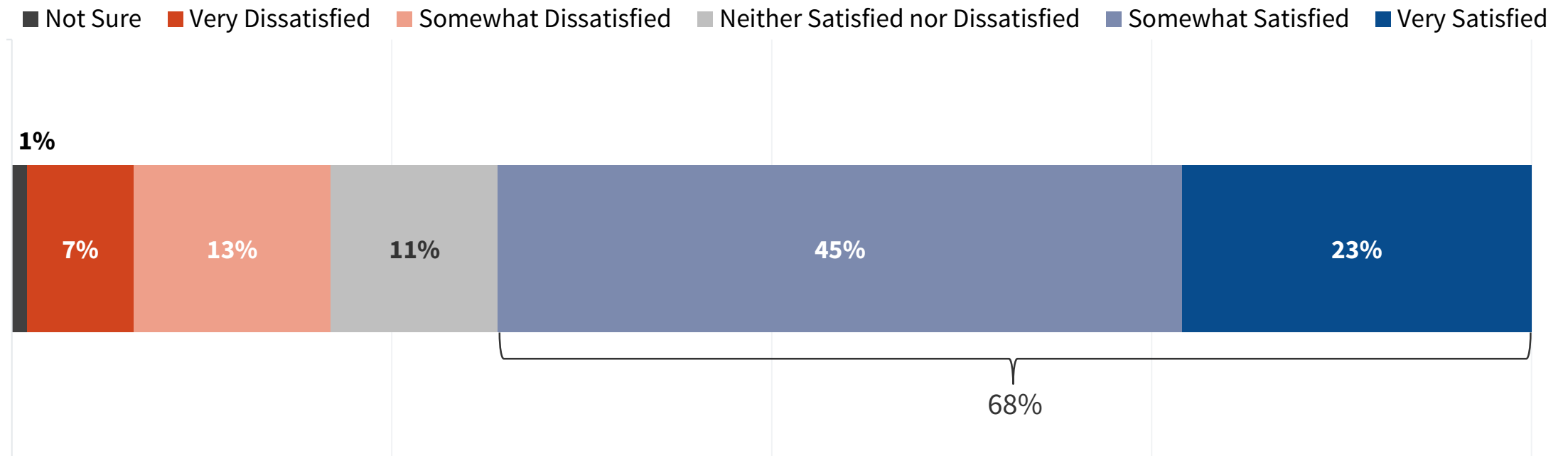
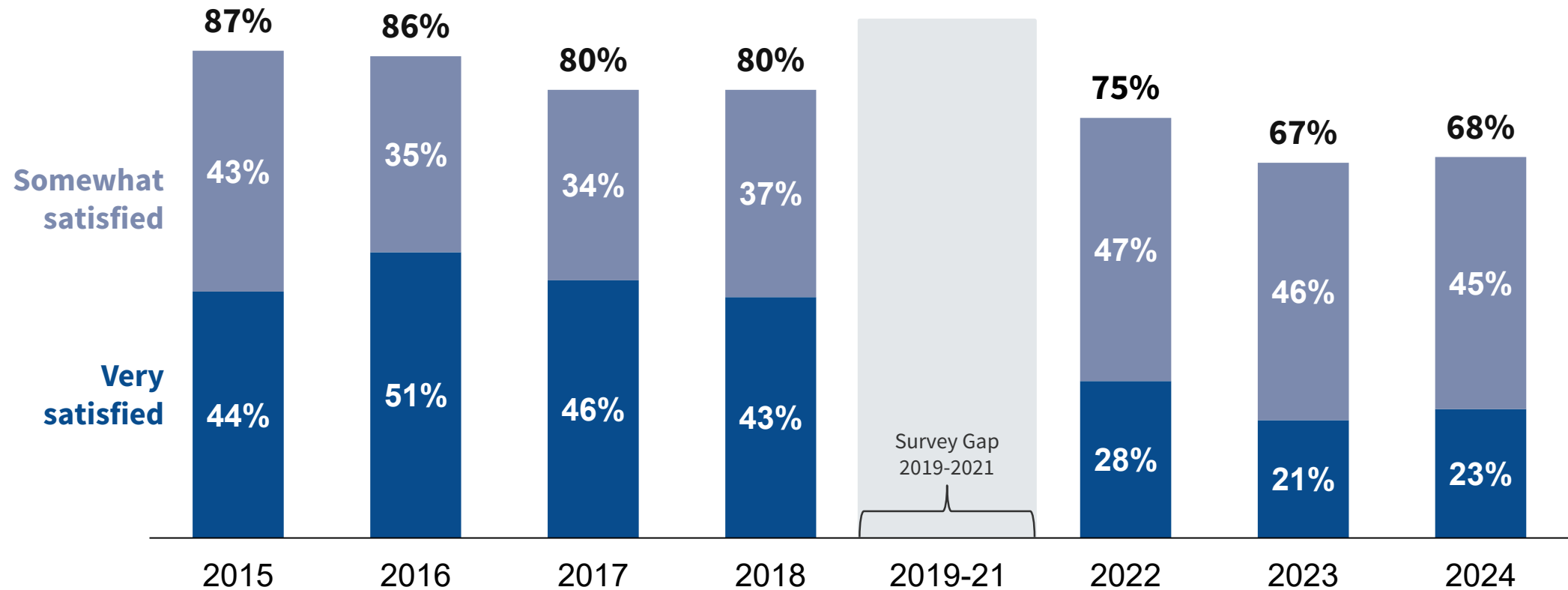


Chart shows the percentage of respondents who somewhat or strongly approve.

Among TriMet riders, 68% are satisfied with their overall experience. Almost a quarter (23%) are very satisfied.



Most riders are satisfied with their overall experience. Satisfaction has slightly increased in comparison to last year.



Almost 40% of frequent and regular riders would enthusiastically recommend TriMet to friends or family.

+4

Net Promoter Score (NPS)
among frequent and
regular riders

-1

NPS among all current riders

-13

NPS among all respondents

39%

Promoters

Rate **9 or 10**:

- Enthusiastic supporters

- 33% among all current riders
- 30% among all respondents

26%

Passives

Rate **7 or 8**:

- Satisfied but not quite promoters

- 27% among all current riders
- 25% among all respondents

35%

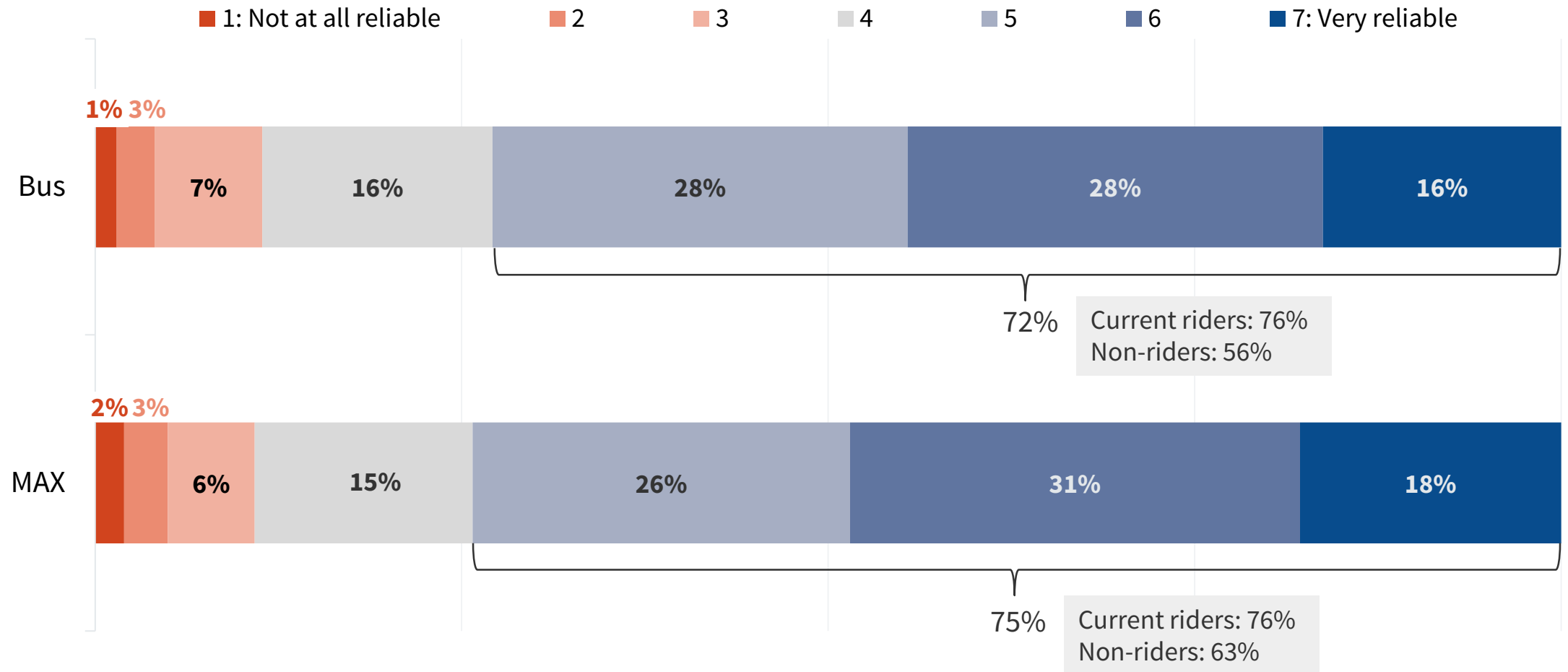
Detractors

Rate **0 to 6**:

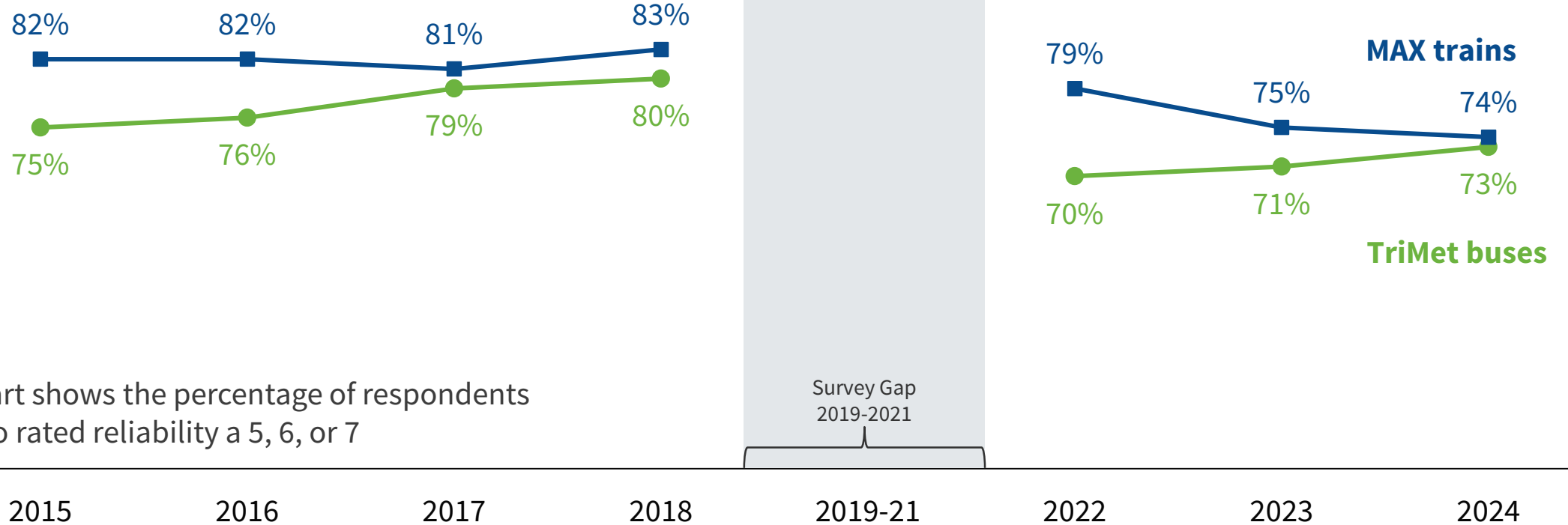
- May discourage others from riding TriMet

- 34% among all current riders
- 46% among all respondents

Most respondents say TriMet buses and MAX trains are reliable.



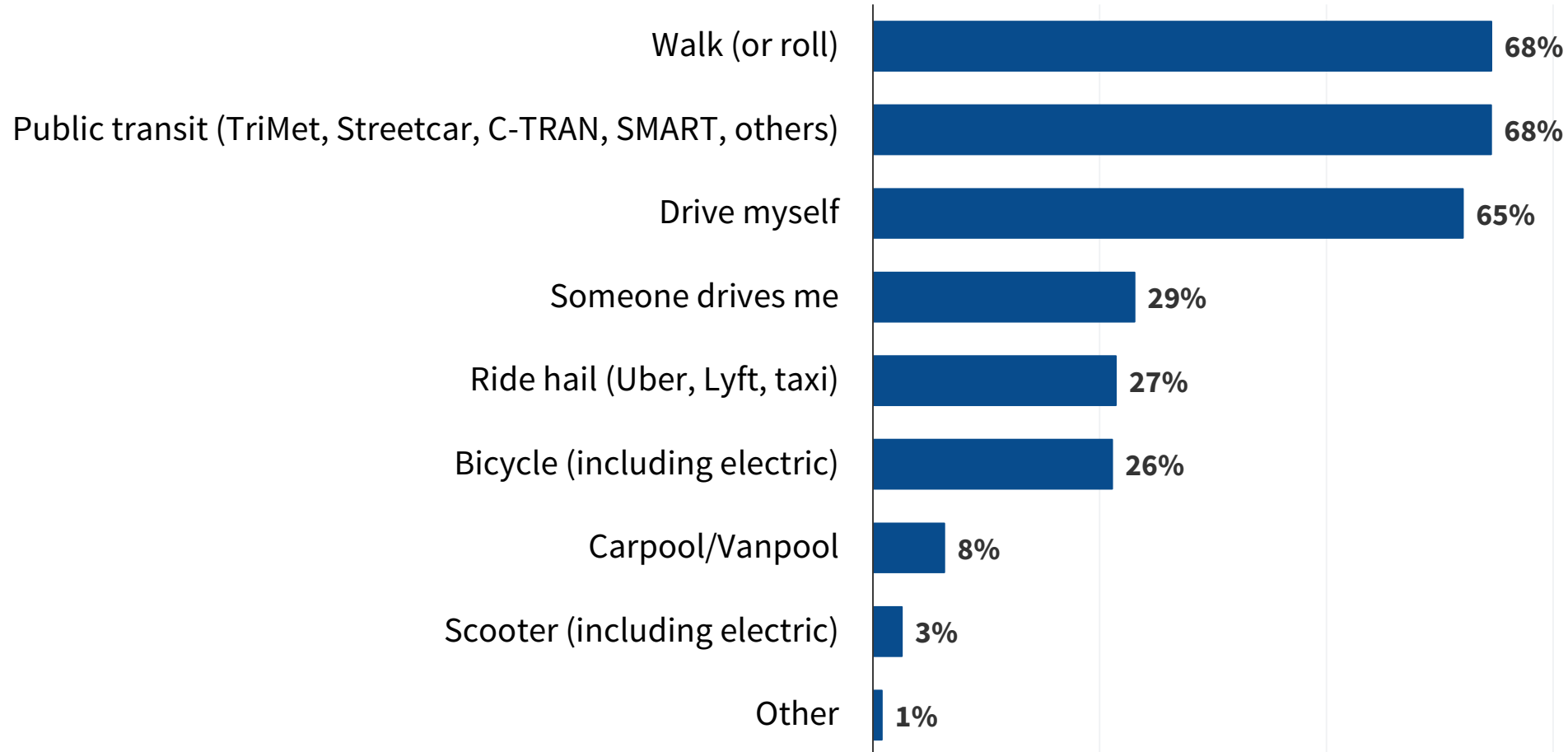
TriMet buses have come to be viewed as nearly as reliable as MAX trains.



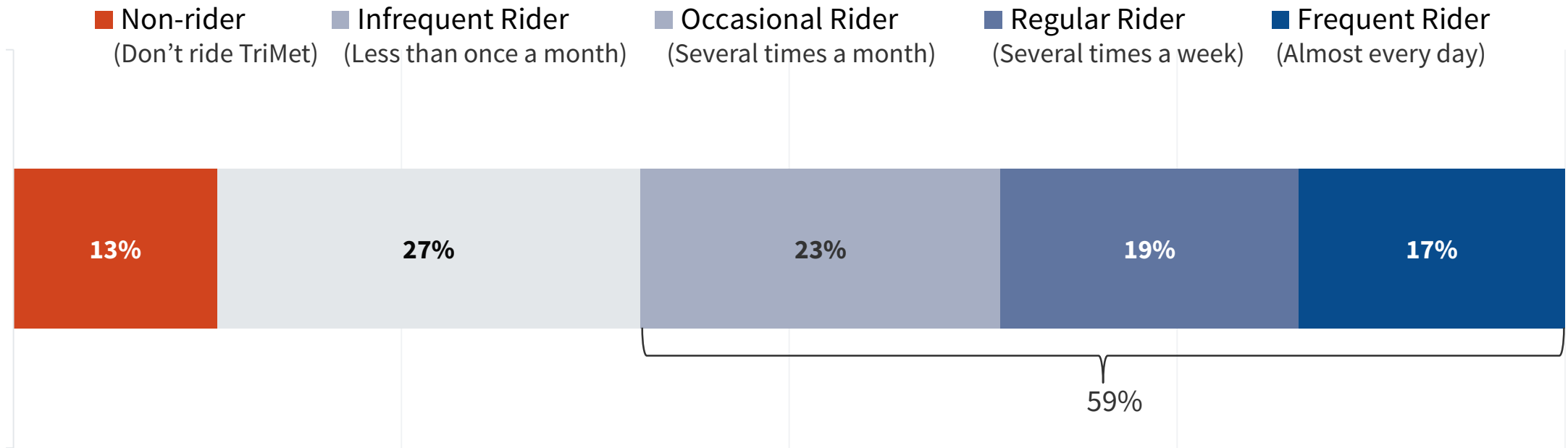
Key Findings

Rider Behavior & Experiences

68% say public transit is one of their most often used transportation modes.

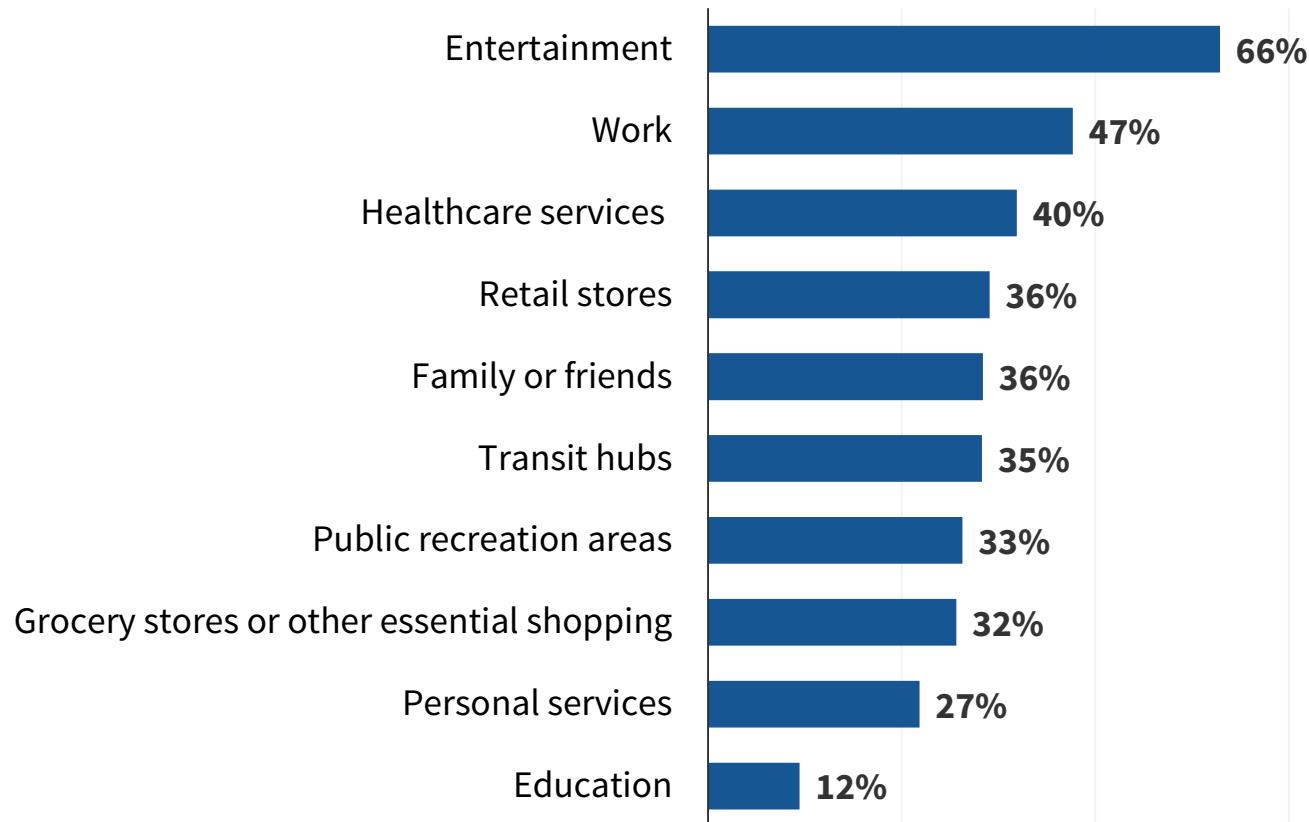


59% of all respondents said they rode TriMet services at least several times a month in the past 12 months.



Among current riders, 66% ride TriMet for entertainment and 47% for work. When asked to choose the top three, work and entertainment are essentially tied at 44% and 43%.

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

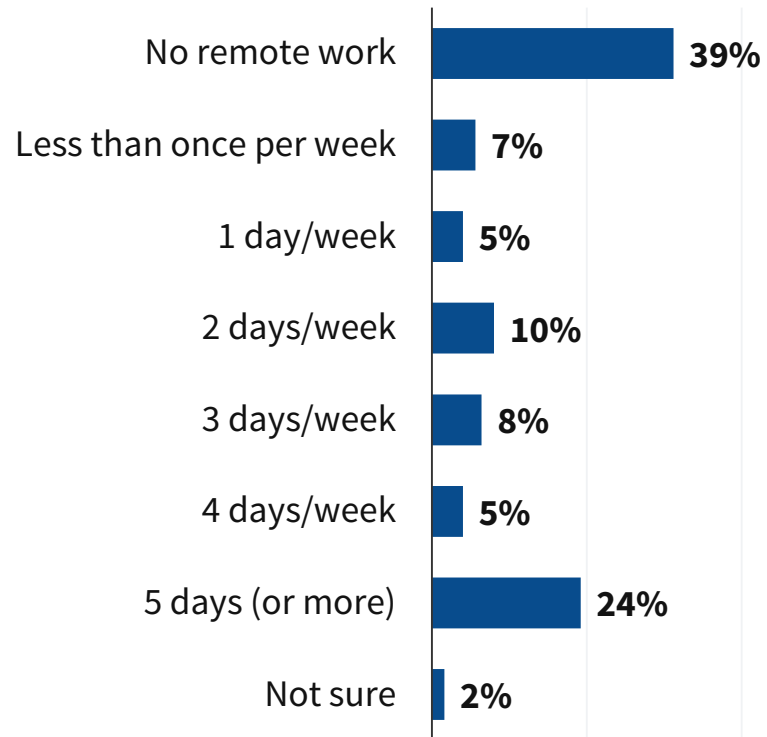


Top three most often:

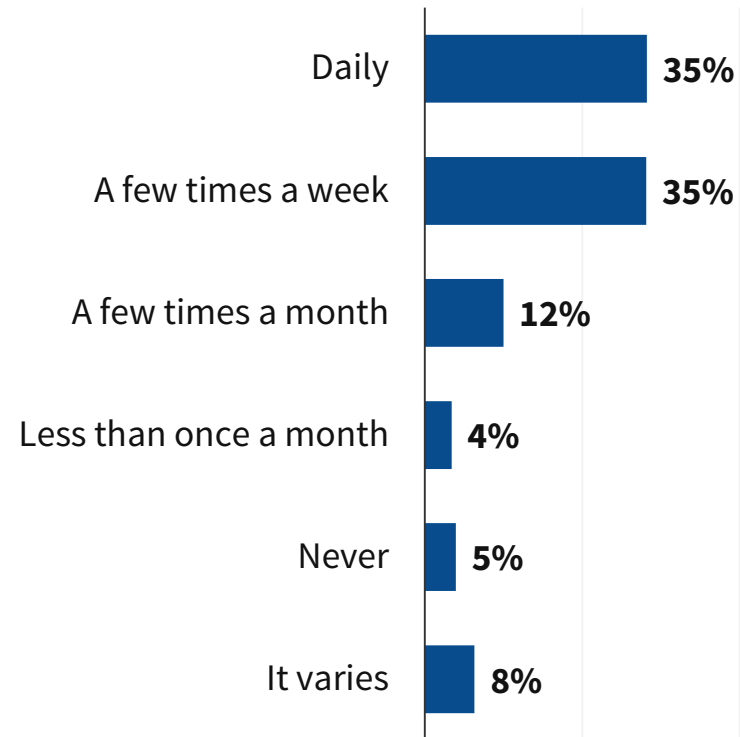
1. Work (44%)
2. Entertainment (43%)
3. Grocery stores (38%)
4. Healthcare services (32%)
5. Family or friends (27%)
6. Retail stores (18%)
7. Transit hubs (16%)
8. Public recreation areas (16%)
9. Personal services (14%)

Among employed respondents, nearly 40% do not have the option to work from home. Among those who do, 70% work from home at least a few times a week.

Work from home options

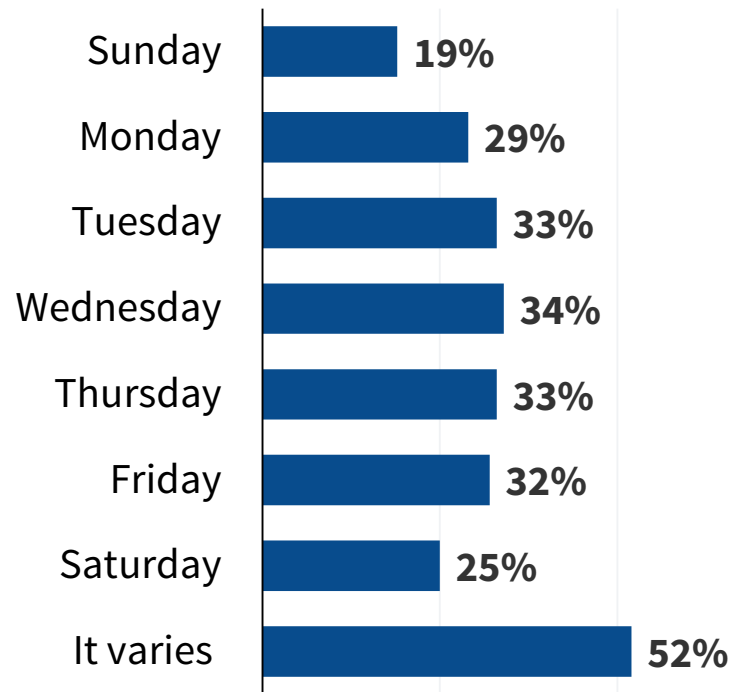


Work from home frequency

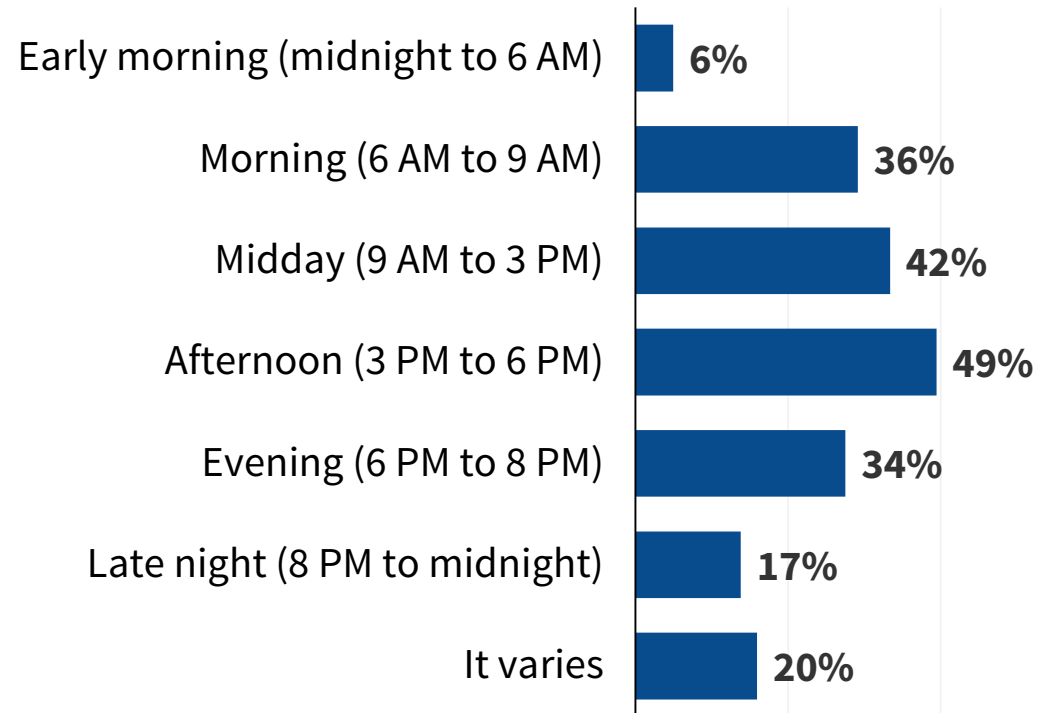


While more than half of current riders say the days of the week they typically ride vary, ridership is generally higher Tuesday-Friday and during the day, especially in the afternoon (3pm-6pm).

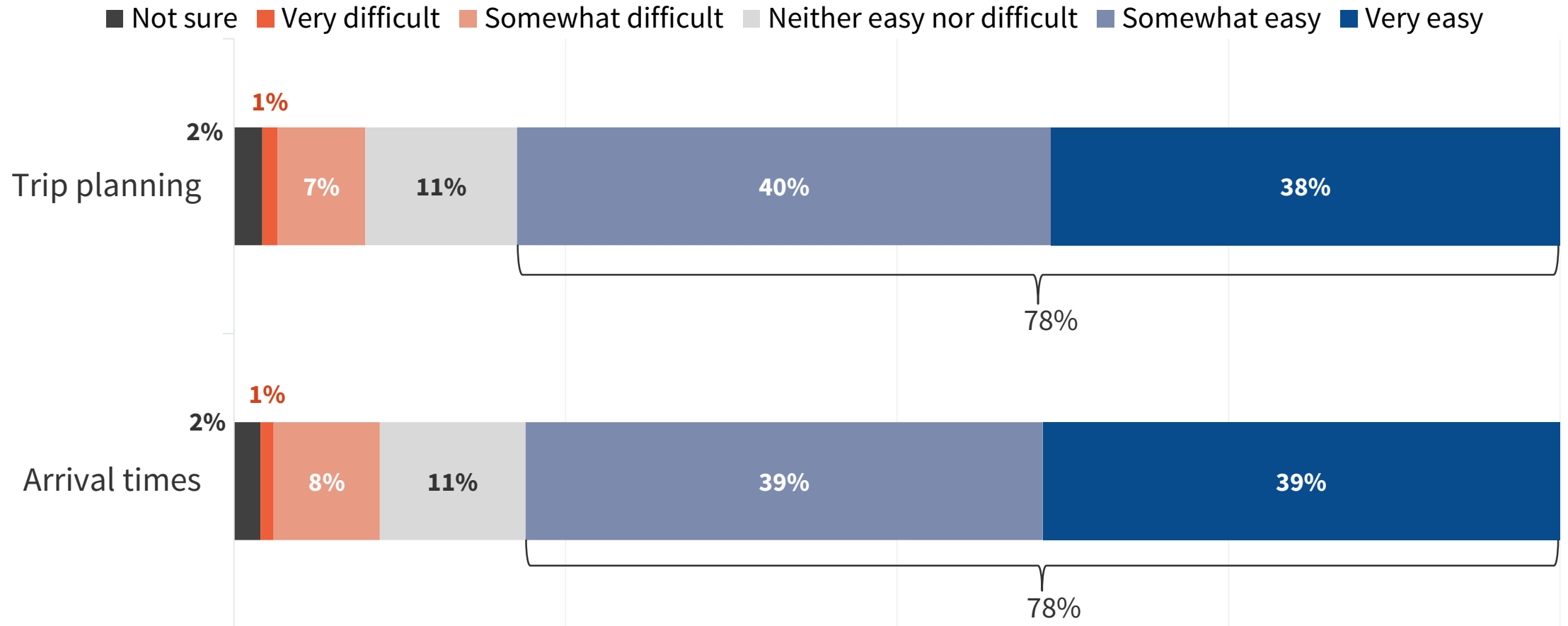
Day of week



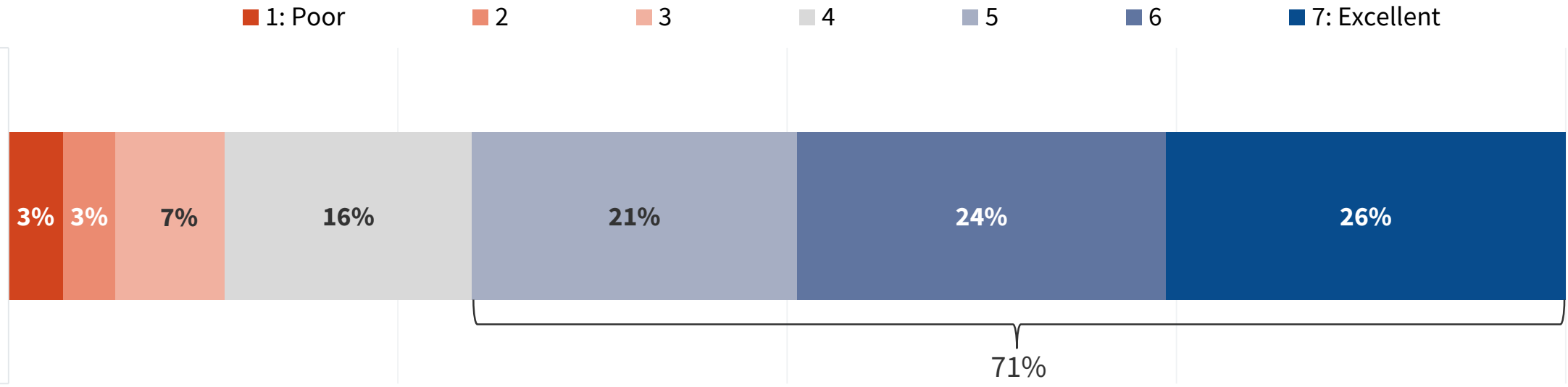
Time of day



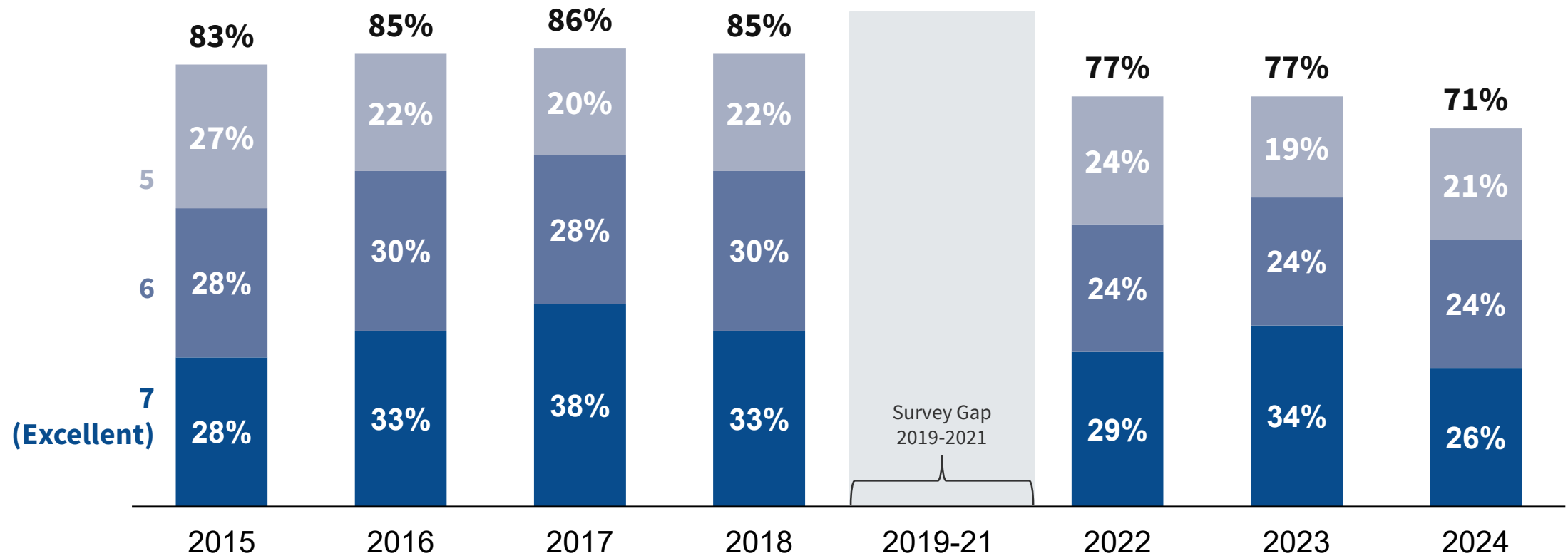
78% of current riders find it easy to plan their trips and to find when their vehicle will arrive.



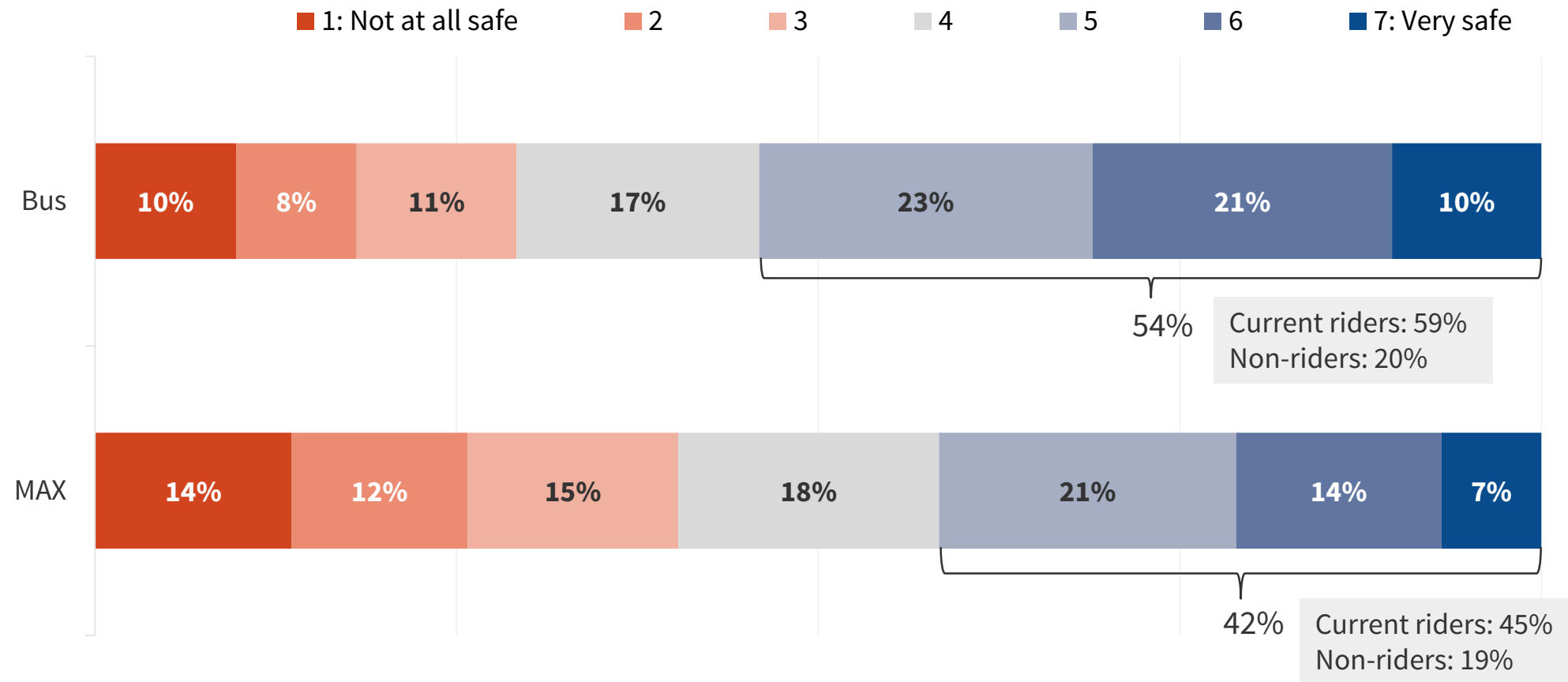
Among TriMet riders, 26% say they receive excellent value for the fare paid. 71% rate value as 5 or better.



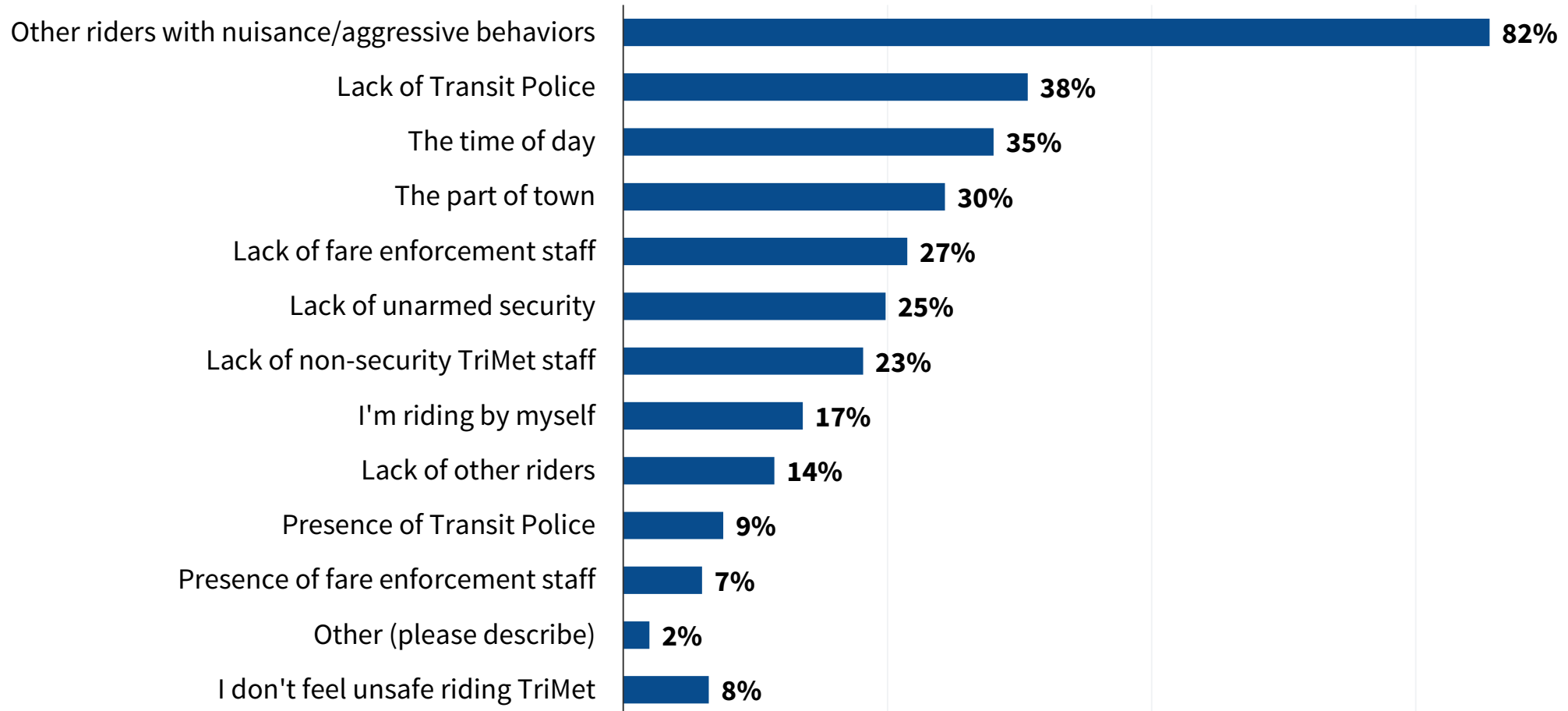
Most riders say they get good value for their fare. Fewer say they get excellent value for their fare compared to last year.



About half of all respondents say they would feel safe using TriMet services, with 54% and 42% rating safety as 5+ on TriMet buses and MAX trains respectively.



82% of riders cite other riders' behavior as a reason they feel unsafe while riding TriMet.





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

“After dark when I'm alone I don't feel safe at certain stops especially in close-in Portland. Mostly waiting, but sometimes on the train. I also recently had an uncomfortable interaction where I talked someone down from using a shiv on the red line.”

“I am concerned of a violent attack since there have been several on the MAX.”

“I appreciate that TriMet has more security and outreach employees but there is still a lot of homeless people and fentanyl users that are on the max and make it really difficult to feel safe.”

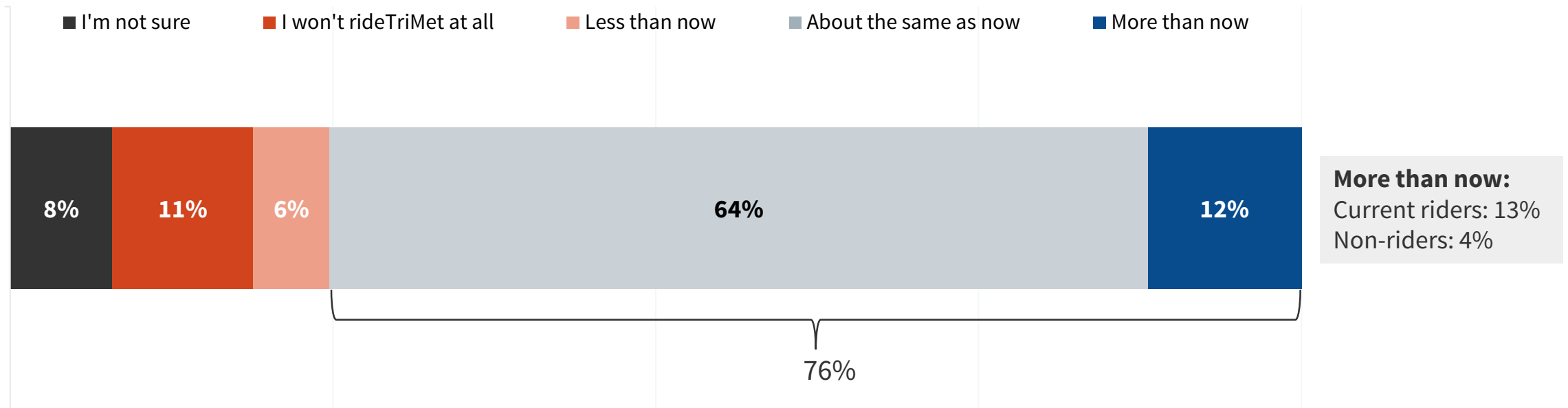
“Drug use in the trains; lack of security or need to have a ticket; too many stories of scary situations involving mental health crises.”

“About half the time I ride, I am aware of the proximity of an individual whose mental health causes erratic behaviors. More than once I have seen other passengers targeted.”

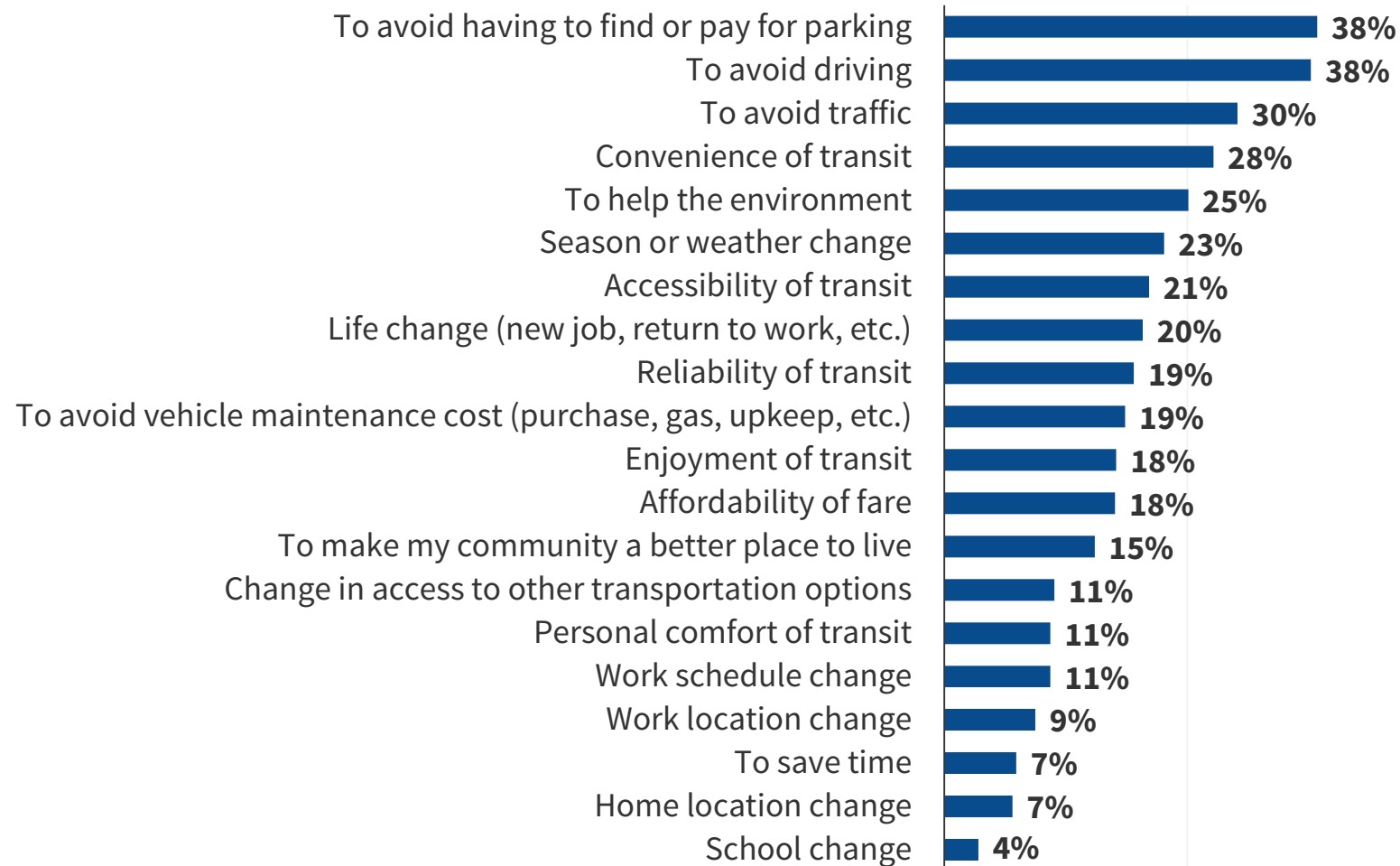
“For the MAX not knowing if there will be anyone around to help if needed.”

Key Findings Future Ridership & Motivations

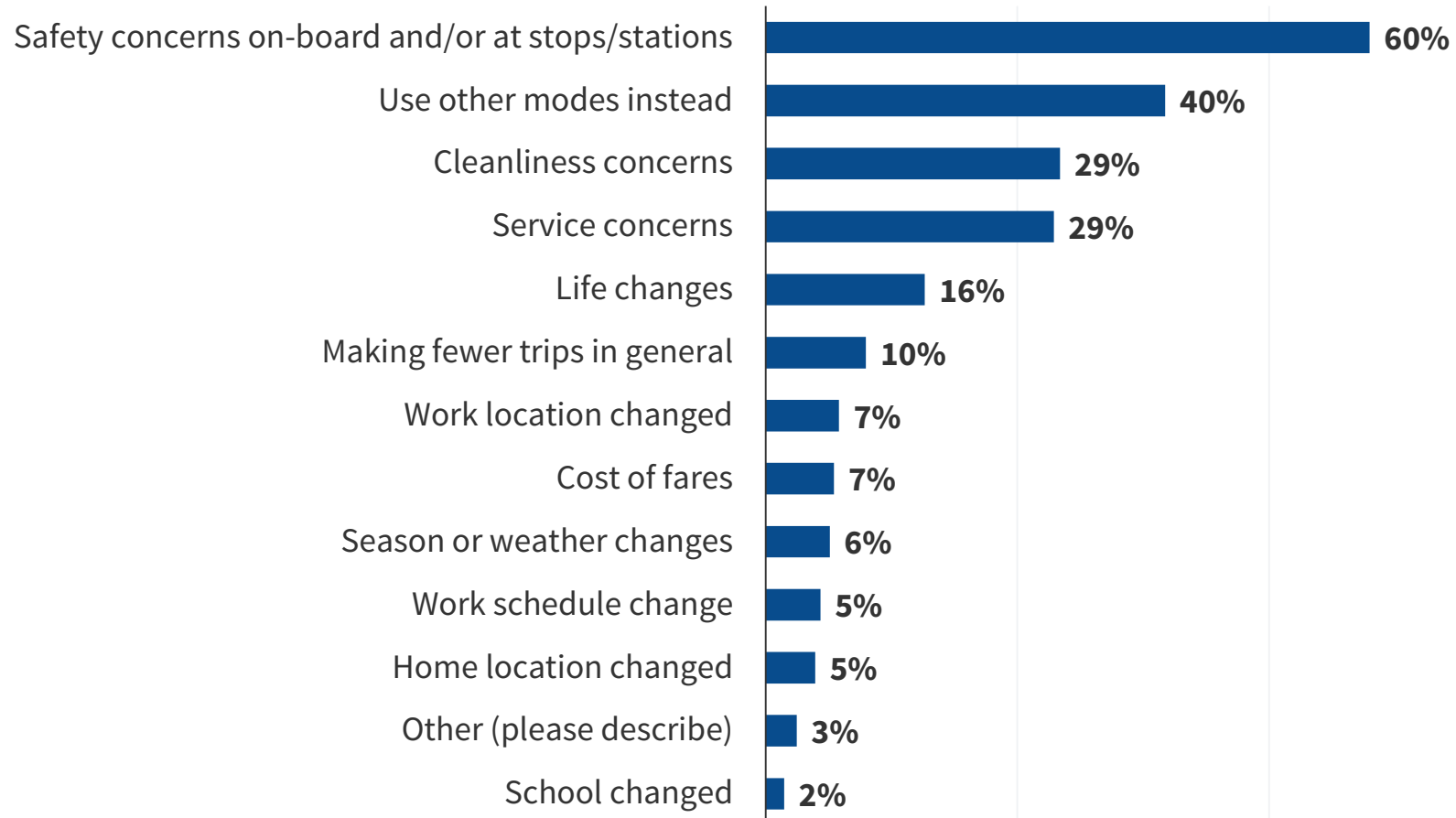
76% of respondents intend to ride TriMet as much or more in the next six months as they currently do.



Avoiding parking, driving, and traffic are the top reasons motivating those who plan to ride TriMet more in the future.



60% of respondents planning to ride TriMet less or not at all cite safety concerns as one of the top 3 reasons why.





Respondents say that increasing safety, greater service frequency, and closer stops or service would encourage them to ride more.

▪ **Respondents' top requests:**

- General safety improvements (34%)
 - Onboard security (9%)
- Increased frequency (14%)
- New routes, closer service or stops (14%)
- Lower or no fares (9%)
- Speed improvements (such as direct routes, express service, and fewer stops) (9%)
- Reliability (7%)
- Cleanliness improvements (7%)
- Fare enforcement (6%)

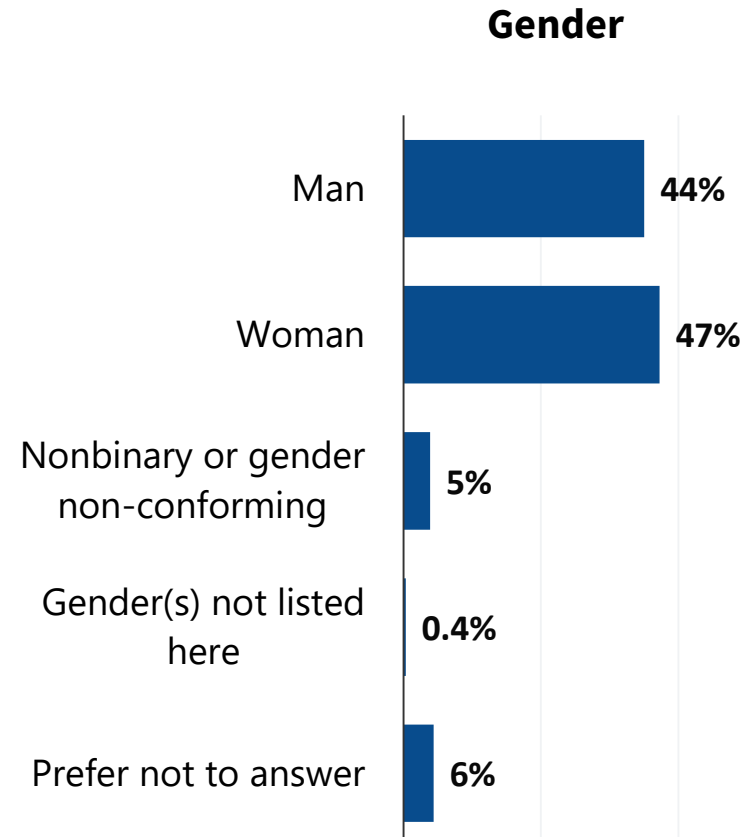
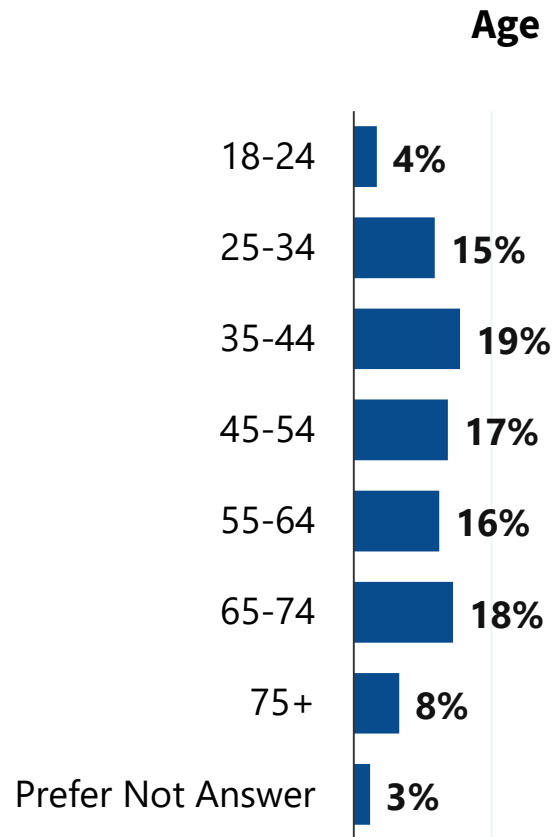
▪ **Other comments included:**

- Earlier, later, and weekend service
- Better vehicle tracking and travel info
- Increasing amenities (including bus shelters, park and rides, seating, bike racks, etc.)
- **7% shared that they ride frequently and are satisfied with services**

Thank you!

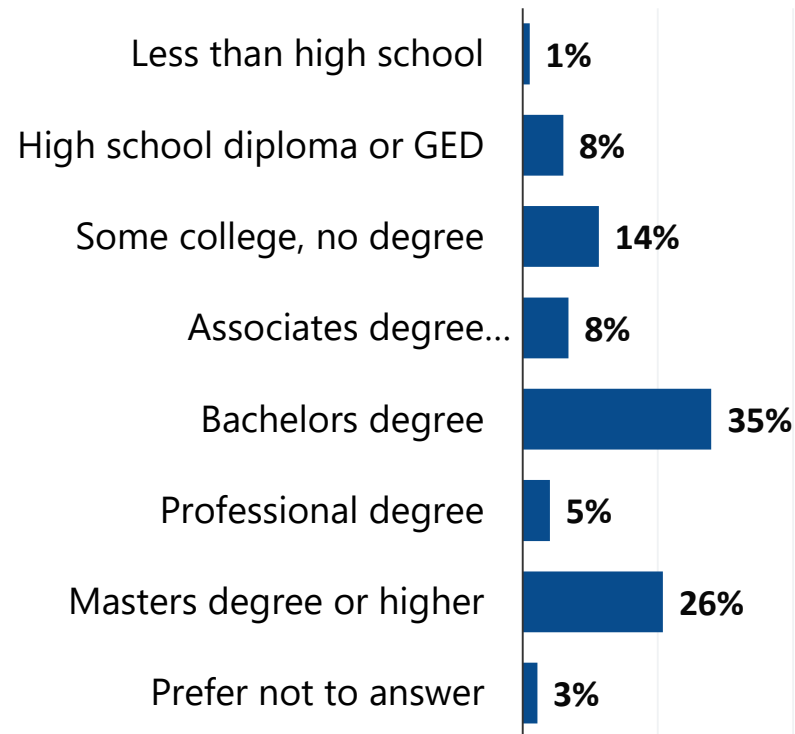
Supplemental material:
Sample Demographic Characteristics

Sample demographic characteristics: Age and gender

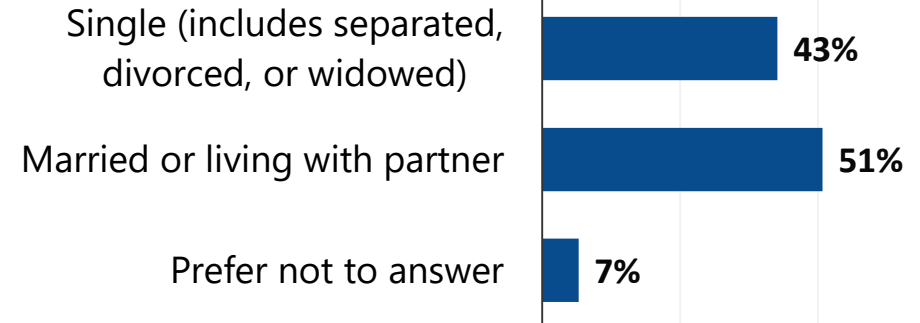


Sample demographic characteristics: Education, marital, and disability status

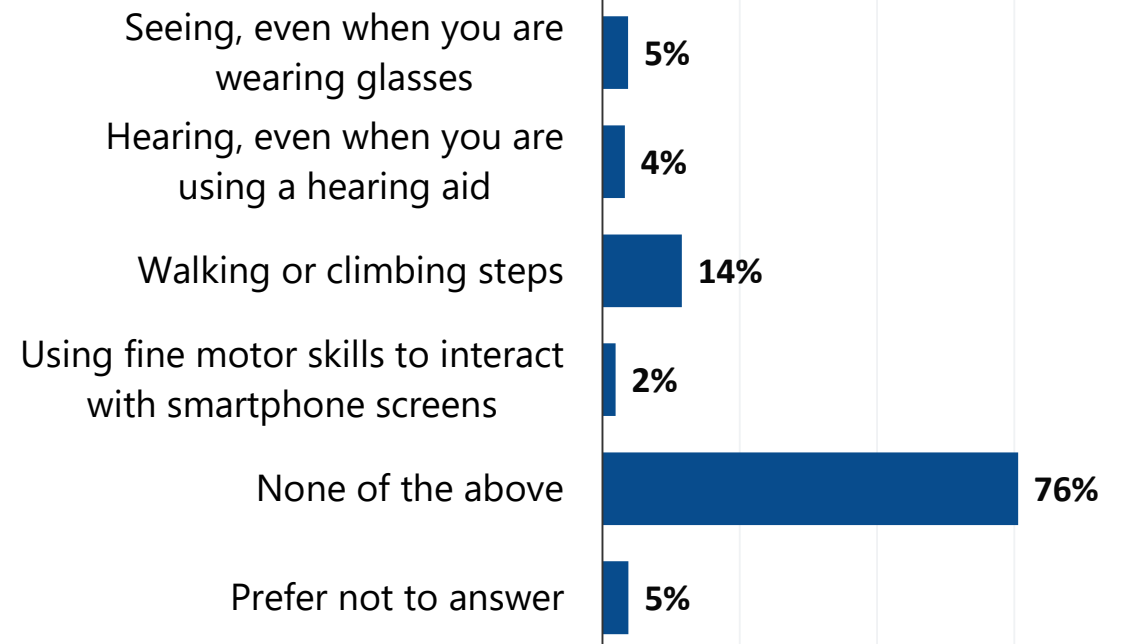
Education



Marital Status

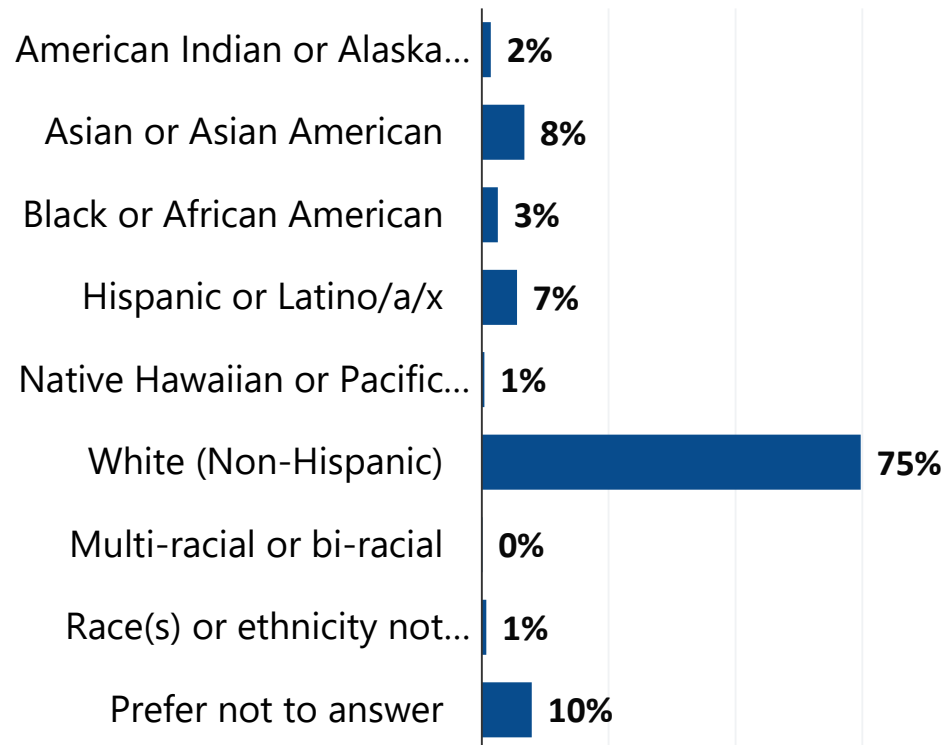


Disability

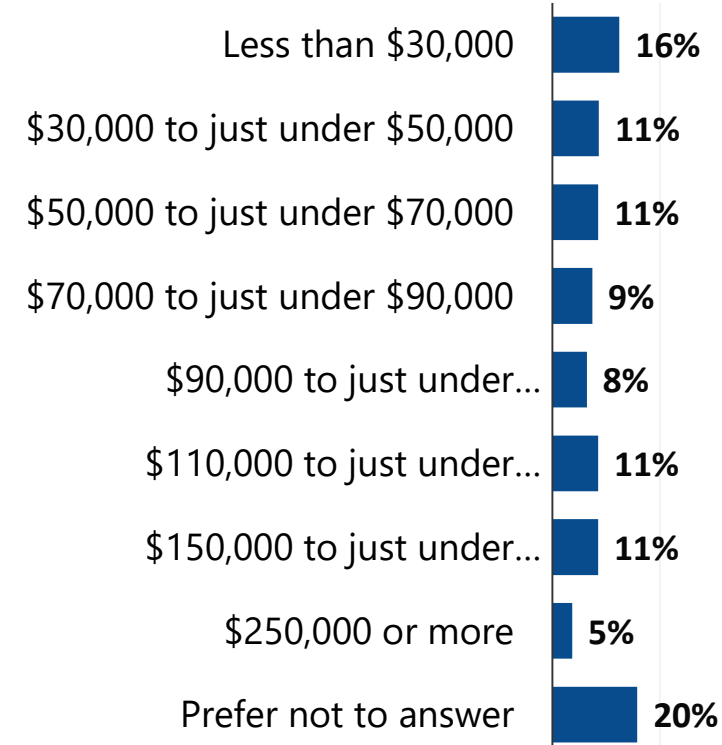


Sample demographic characteristics: Race, ethnicity, and income

Race or Ethnicity

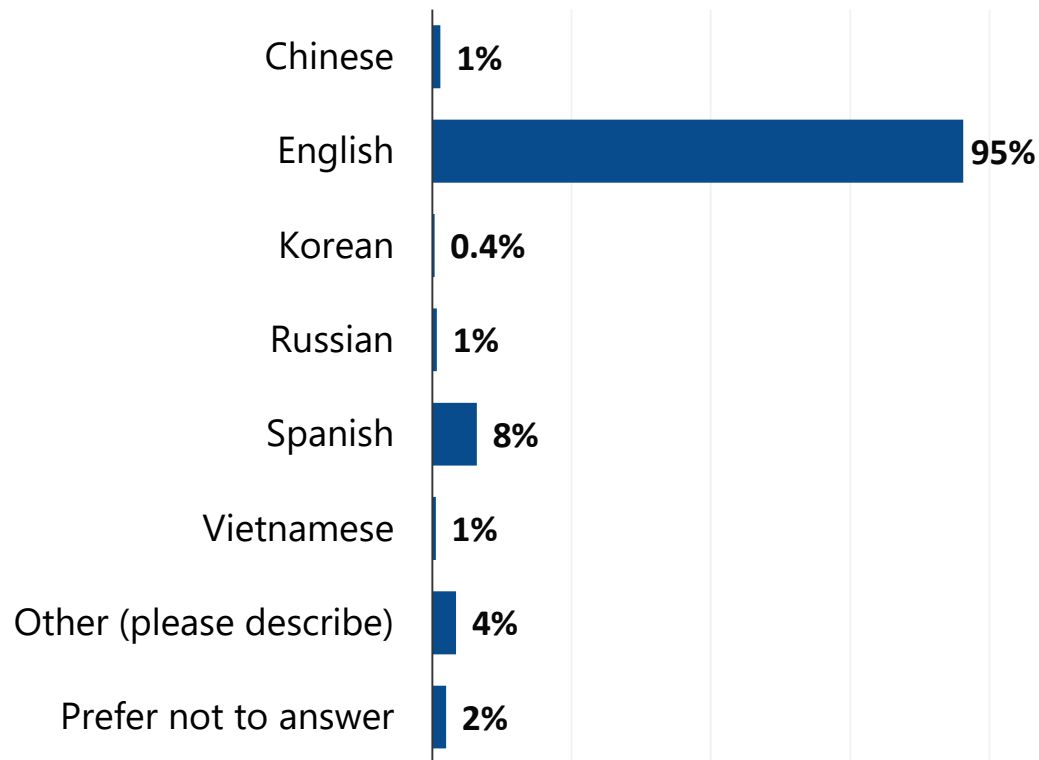


Household Income

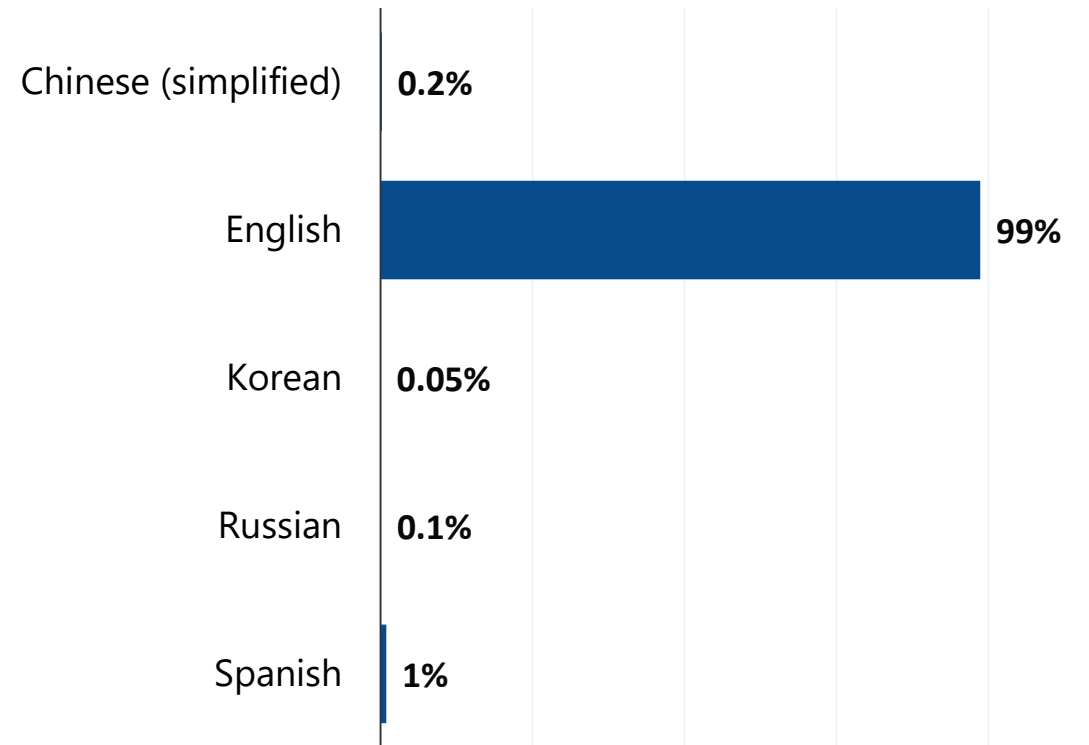


Sample demographic characteristics: Languages

Primary Languages Spoken

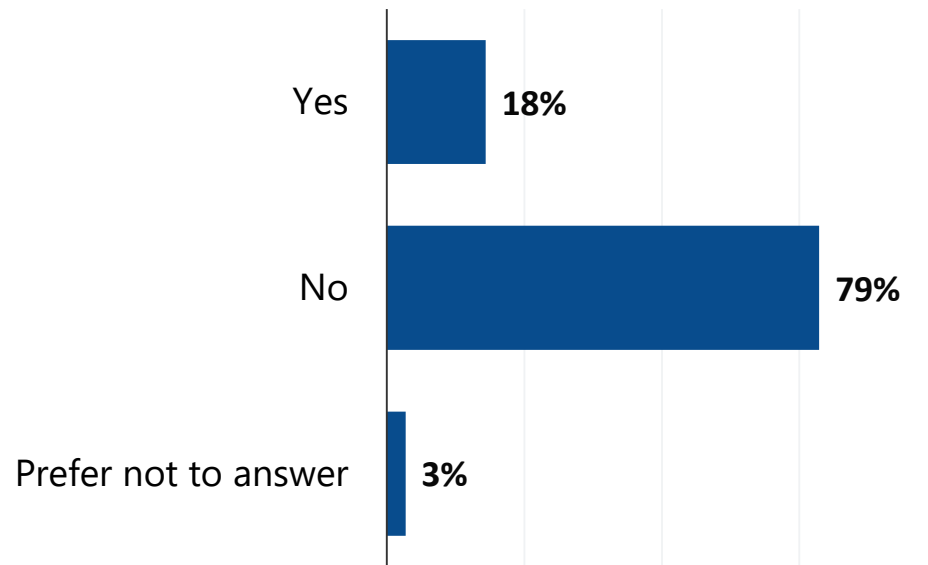


Survey Language

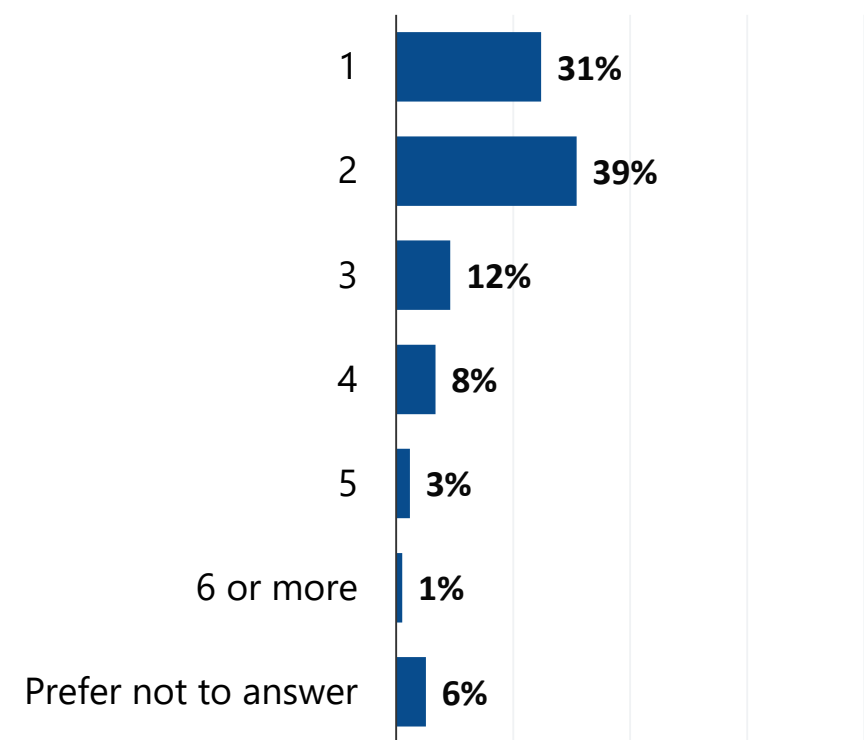


Sample demographic characteristics: Household composition

Children Under 18 at Home



Household Size



Supplemental material:
Recruitment materials

Supplemental material: Recruitment materials – Invitation letter

TRIMET | 101 SW Main St, Ste. 700
Portland, OR 97204

Dear Neighbor,
TriMet wants to hear from you! TriMet provides bus, light rail, and commuter rail service in the Portland, Oregon, region. Whether you ride TriMet or not, we want to know about your experiences using transportation in the Portland Metro area.

We value your feedback!
Please take this 15-minute survey by April 30, 2024, to help shape your community and **enter for a chance to win 1 of 25 \$100 gift cards.**

To take the survey:



Scan this QR code OR visit bit.ly/trimet2024survey-m
Prefer to respond by phone?
Please call 888-530-8474.

For questions or comments, please contact research@prrbiz.com

Thank you for sharing your opinion with TriMet!

Estimado vecino:
TriMet quiere conocer su opinión. TriMet presta servicios de autobús, tren ligero y otros tipos de trenes que recorren el área de Portland, Oregon. Independientemente de que utilice el servicio de TriMet o no, queremos que nos comparta su experiencia con el transporte público en el área metropolitana de Portland.

¡Valoramos sus comentarios!
Realice esta encuesta de 15 minutos antes del 30 de abril de 2024 para ayudar a dar forma a su comunidad y **participe en el sorteo de una de 25 tarjetas regalo de \$100.**

Realice la encuesta aquí:



Escanee este código QR O visite: bit.ly/trimet2024survey-m
¿Prefiere responder por teléfono?
Lláme al: 833-773-3329.

Si tiene alguna pregunta o comentario, comuníquese con research@prrbiz.com

¡Gracias por compartir su opinión con TriMet!

English | Spanish | Korean | Vietnamese | Simplified Chinese

Flip for other languages | Переключитесь для просмотра данных информации на другом языке | De la vuelta para ver otros idiomas | 請翻轉背面閱讀其他語言

친애하는 주민 여러분
TriMet에서 귀하의 소중한 의견을 기다리고 있습니다! TriMet은 오리건주 포틀랜드 지역에서 버스, 경전철, 통근열차를 운영하는 기관입니다. TriMet을 이용해 보지 않았더라도 괜찮습니다. 포틀랜드 메트로 지역에서 대중교통을 이용해 보셨다면, 그 경험을 나누어 주시기를 바랍니다.

귀하의 의견은 소중합니다!
2024년 4월 30일까지 설문조사(예상 소요시간: 15분)에 참여하여 귀하의 지역 커뮤니티의 발전에 도움을 주고 \$100 상당의 기프트카드 25장 중 1장에 당첨될 수 있는 기회를 놓치지 마세요.

설문조사 참여:



QR코드 스캔 또는 bit.ly/trimet2024survey-m 를 방문하세요
전화로 설문조사에 응하고 싶으신가요?
971-358-8608번으로 전화주세요.

질문이나 의견이 있으시면 research@prrbiz.com (으)로 문의해 주세요.
TriMet에 귀하의 소중한 의견을 공유해 주셔서 감사합니다!

Уважаемый сосед,
TriMet хочет узнать ваше мнение! Транспортное управление TriMet предоставляет услуги автобусного, легкорельсового и пригородного сообщения в районе г. Портленд (Portland), штат Орегон (Oregon). Независимо от того, пользуетесь ли вы услугами транспортного управления TriMet или нет, мы хотим узнать о вашем опыте использования общественного транспорта на территории агломерации г. Портленд (Portland).

Мы ценим ваши отзывы!
Пожалуйста, пройдите этот 15-минутный опрос до 30 апреля 2024 года, чтобы способствовать развитию вашего округа и получить шанс выиграть одну из двадцати пяти подарочных карт на сумму \$100.

Чтобы принять участие в опросе:



Отсканируйте этот QR-код ИЛИ Посетите веб-сайт: bit.ly/trimet2024survey-m
Предпочитаете пройти опрос по телефону? Пожалуйста, позвоните по номеру: 971-377-1673

С вопросами и комментариями обращайтесь к: research@prrbiz.com
Спасибо, что поделились своим мнением с транспортным управлением TriMet!

Xin chào những người hàng xóm,
TriMet mong muốn lắng nghe ý kiến của Quý vị! TriMet mang đến dịch vụ xe buýt, tàu điện và tàu commuter cho hành khách đi lại tại khu vực Portland, Oregon. Dù có sử dụng TriMet hay không, chúng tôi cũng muốn tìm hiểu trải nghiệm của Quý vị khi sử dụng phương tiện giao thông tại khu vực đô thị Portland.

Chúng tôi đánh giá cao phản hồi của Quý vị!
Vui lòng thực hiện bài khảo sát này (không quá 15 phút) trước ngày 30 tháng 4 năm 2024 để giúp định hình cộng đồng của Quý vị và tham gia để có cơ hội nhận được 1 trong 25 thẻ quà tặng trị giá 100 USD.

Để thực hiện khảo sát:



Quét mã QR này HOẶC truy cập: bit.ly/trimet2024survey-m
Quý vị muốn trả lời khảo sát qua điện thoại? Vui lòng gọi: 971-353-5726.

Mọi thắc mắc hoặc góp ý xin liên lạc: research@prrbiz.com
Cảm ơn Quý vị đã chia sẻ ý kiến với TriMet!

亲爱的邻居:
TriMet希望听到您的意见! TriMet在俄勒冈州波特兰地区提供公交车、轻轨和通勤轨道交通服务。无论您是否乘坐TriMet,我们都想了解您在波特兰大都会地区使用交通工具的体验。

您的反馈对我们至关重要!
请在2024年4月30日之前完成这份时长15分钟的问卷调查,以帮助塑造您的社区,并有机会赢取1张100美元的礼品卡(总共二十五张)。

想要参加问卷调查:



请扫描二维码 或者 请访问: bit.ly/trimet2024survey-m
更喜欢通过电话回答? 请致电: 971-353-5745.

如有疑问或意见,请联系: research@prrbiz.com
感谢您与TriMet分享您的意见!

Supplemental material: Recruitment materials – Reminder postcard



101 SW Main St, Ste. 700
Portland, OR 97204



TriMet Wants to Hear From You

Last week TriMet invited you or someone in your household to take a survey about experiences using transportation in the Portland metro area. If you have already completed the survey, thank you!

If not, please take this 15-minute survey by April 30. 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:



Scan this QR code OR visit bit.ly/trimet2024survey-p
Prefer to respond by phone? Please call 888-530-8474.

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.

Flip for other languages

Переверните для просмотра данной информации на других языках

De la vuelta para ver otros idiomas

다른 언어로 보시려면 뒤집으세요

请翻看背面浏览其他语言

Lật sang trang sau để xem ngôn ngữ khác



Korean | 한국어

TriMet에서 귀하의 의견을 기다리고 있습니다!

지난주에 TriMet은 귀하 또는 귀하의 가족 구성원께 포틀랜드 메트로 지역의 대중교통을 이용해 보신 경험에 대한 설문조사에 응하실 것을 요청드렸습니다. 이미 설문조사를 완료하셨다면 감사드립니다!

아직 참여하지 않으셨다면 4월 30일까지

설문조사(예상 소요시간: 15분)에 응해 주세요. 귀하의 의견을 나누어 귀하의 커뮤니티를 발전시키는 데 도움을 주고 \$100 상당의 기프트카드 25 장 중 1장에 당첨될 수 있는 기회를 놓치지 마세요.



설문조사 참여:

QR코드 스캔 또는 bit.ly/trimet2024survey-p 을/를 방문하세요

전화로 설문조사에 응하고 싶으신가요? 971-358-8608 번으로 전화주세요.

참가자는 만 18세 이상이어야 합니다. TriMet은 이 설문조사를 수행하기 위해 제3자 회사인 PRR을 고용했습니다. 질문이나 우려 사항이 있는 경우 research@prrbiz.com 으로 문의하시기 바랍니다.

Russian | Русский

TriMet хочет узнать ваше мнение

На прошлой неделе транспортное управление TriMet пригласило вас или кого-то из ваших домашних принять участие в опросе об опыте использования общественного транспорта на территории агломерации г. Портленд (Portland). Если вы уже прошли опрос, благодарим вас!

Если нет, пожалуйста, пройдите этот 15-минутный опрос до 30 апреля. Поделитесь своими отзывами, вы поспособствуете развитию вашего округа и получаете шанс выиграть одну из двадцати пяти подарочных карт на сумму \$100.



Чтобы принять участие в опросе:

Отсканируйте этот QR-код ИЛИ Посетите веб-сайт bit.ly/trimet2024survey-p

Предпочитаете пройти опрос по телефону? Пожалуйста, позвоните по номеру: 971-377-1673

Участники должны быть старше 18 лет. Для проведения данного опроса TriMet наняло независимую фирму PRR. Спросили нас вопросы, пожалуйста, обращайтесь по адресу: research@prrbiz.com.

Simplified Chinese | 简体中文

TriMet希望听到您的意见 上周TriMet邀请了您或您的家人参与一项有关波特兰大都会地区交通工具使用体验的问卷调查。如果您已经完成了这项问卷调查, 谢谢您!

如果没有, 请在4月30日之前完成这份时长15分钟的问卷调查。通过分享反馈, 您可以帮助塑造您的社区, 并有机会赢取1张100美元的礼品卡(总共二十五张)。



想要参加问卷调查:

请扫描二维码 或者 请访问: bit.ly/trimet2024survey-p
更喜欢通过电话回答? 请致电: 971-353-5745

参与者必须年满18岁。TriMet聘请了独立公司PRR来进行这项研究。如果您有任何疑问, 请联系 research@prrbiz.com。

Spanish | Español

TriMet necesita su opinión La semana pasada TriMet le invitó a usted o a alguien de su hogar a realizar una encuesta sobre su experiencia en el uso del transporte público en el área metropolitana de Portland. Si ya respondió a la encuesta, ¡gracias!

Si todavía no, le pedimos que realice esta encuesta de 15 minutos antes del 30 de abril. Al compartir sus comentarios, puede ayudar a dar forma a su comunidad y participar en un sorteo de una de 25 tarjetas regalo de \$100.



Realice la encuesta aquí:

Escanee este código QR o visite: bit.ly/trimet2024survey-p
¿Prefiere responder por teléfono? Llame al: 833-771-3329.

Los participantes deben ser mayores de 18 años. TriMet contrató a PRR, una agencia independiente, para llevar a cabo este estudio. Si tiene alguna pregunta o duda, envíenos un correo electrónico a research@prrbiz.com.

Vietnamese | Tiếng Việt

TriMet mong muốn lắng nghe ý kiến của Quý vị!

Tuần trước, TriMet có mời Quý vị hoặc thành viên trong gia đình tham gia khảo sát về trải nghiệm khi sử dụng phương tiện giao thông tại khu vực đô thị Portland. Nếu Quý vị đã hoàn thành khảo sát, xin cảm ơn!

Nếu chưa, vui lòng thực hiện bài khảo sát này (không quá 15 phút) trước ngày 30 tháng 4. Bằng cách chia sẻ phản hồi, Quý vị có thể giúp định hình cộng đồng và tham gia để có cơ hội nhận được 1 trong 25 thẻ quà tặng trị giá 100 USD.



Để thực hiện khảo sát:

Quét mã QR này HOẶC truy cập: bit.ly/trimet2024survey-p
Quý vị muốn trả lời khảo sát qua điện thoại? Vui lòng gọi: 971-353-5726

Người tham gia phải từ 18 tuổi trở lên. TriMet đã thuê PRR, một công ty độc lập, để thực hiện nghiên cứu này. Nếu Quý vị có bất kỳ câu hỏi hoặc thắc mắc nào, vui lòng liên lạc: research@prrbiz.com.

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