

# TriMet Customer Profile

## Ridership categories

TriMet is using new, customer based, descriptions of ridership frequency. These descriptors, developed over the last two years, have produced the following rider categories:

### Ride More than Once a Month (44%)

- Frequent Rider: I ride TriMet almost every day
- Regular Rider: I ride TriMet several times a week
- Occasional Rider: I ride TriMet a couple of times a month

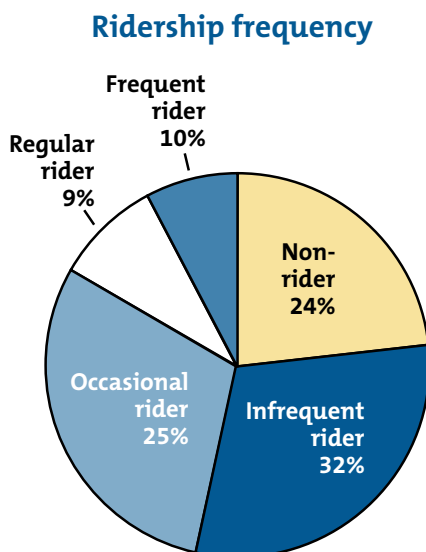
### Ride Less than Once a Month (32%)

- Infrequent Rider: I ride TriMet less than once a month

### Never Ride (24%)

- Non-rider: I never ride TriMet

Nineteen percent of TriMet riders ride *several times a week or more* and 25% ride *a couple of times a month*.

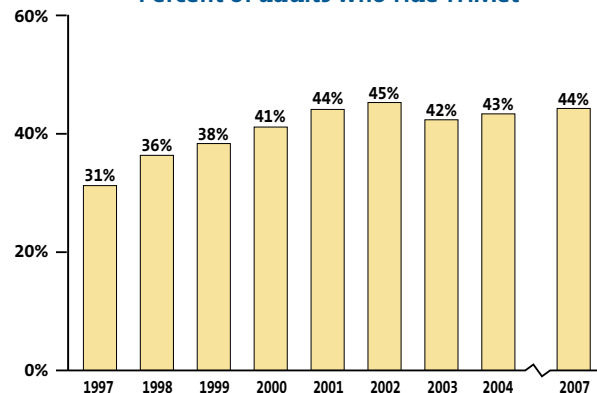


Source: *TriMet Attitude and Awareness Survey 2007*, a random telephone survey of 1001 residents in the TriMet service district, Nov-Dec 2007

## Who rides TriMet

Forty-four percent of adults (age 16 and older) in the Portland region ride TriMet “a couple of times a month” or more compared to 31% in 1997—the year before the Westside MAX opened. Since then, two new rail lines opened (the Red and Yellow lines) and the Frequent Service program extended bus hours throughout the region.

Percent of adults who ride TriMet

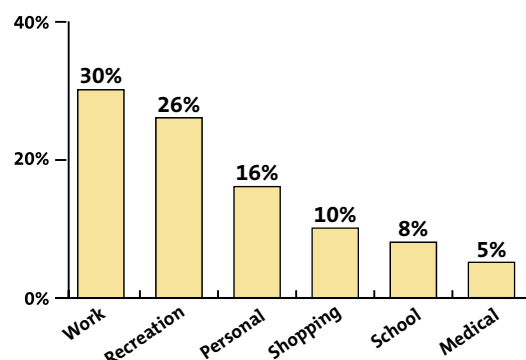


Compared to non-riders, TriMet riders tend to be younger, live in Multnomah County, are more ethnically diverse, and are single.

## Where they are going

Riders use the transit system for many different purposes. Thirty percent use the bus or MAX predominantly for getting to *work* followed by *recreation* and *personal business*.

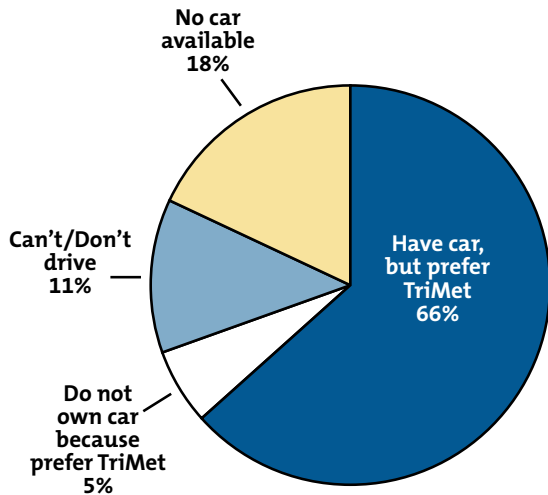
Primary purpose for riding TriMet



## Choice Riders

Sixty-six percent of riders have cars but *prefer to take TriMet* and another 5% *choose not to own a car because they prefer to take TriMet*. In all, 71% of riders choose TriMet over driving.

### Riders choose TriMet over car

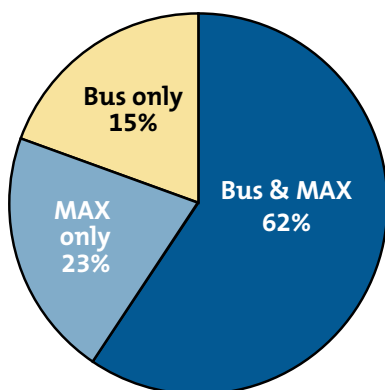


(Note: Excludes "Don't Know/Refused")

## TriMet Vehicle Choice

Sixty-two percent of TriMet riders use a combination of bus and MAX, 23% ride MAX only, and 15% ride the bus only.

### TriMet vehicles used



(Note: Excludes "Don't Know/Refused")

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

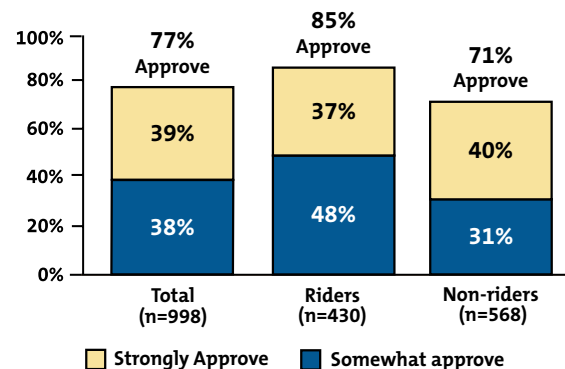
**Compared to Bus only and Bus & MAX riders, MAX only riders tend to:**

- Live in Washington or Clackamas counties
- Be older, married, and have higher incomes
- Be Occasional or Infrequent riders
- Be Choice riders
- Ride for recreational purposes

## Overall agency performance

People in the region give the agency high marks for job performance. In total, 77% *approve* of the job TriMet is doing. Riders give the agency the strongest scores overall (85% *approve*).

### Overall Job Approval



## For alternative formats

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