

## Shorewood Hills and Monona Ridership Data – MPO

From Mike Cechvala:

Below is information from American Factfinder from the 2010 ACS and 2000 census long form.

### **Shorewood Hills:**

[ACS 2010](#): 309 of 7,624 by transit

[Census 2000](#): 399 of 7,101 by transit

### **Monona** (it doesn't ask whether they used Monona Lift/Express or Metro):

[ACS 2010](#): 158 of 4,299 by transit

[Census 2000](#): 98 of 4,374 by transit

We also have the data from the 2008 on-board survey where 22 people listed an origin address within Shorewood Hills and 15 from Monona.

From Bill Schaefer:

Two things to keep in mind:

(1) the ACS and Census 2000 data were compiled differently with different sample sizes and shouldn't really be directly compared. The margin of error is much greater with the 2010 data (it is actually data from 2006-2010).

(2) The on-board survey data is just a sample of persons riding in the AM peak and midday – there were weights assigned to increase the survey totals to get the numbers up to the total daily ridership, but I don't think that would be appropriate for calculating the # of persons by residence location. So the # of persons residing in those communities using Metro is definitely higher, but how much we don't know.