


# 2008 to 2015 Onboard Transit Survey Comparison

The Madison Area Transportation Planning Board, in cooperation with Metro Transit and Cambridge Systematics, conducted an onboard transit passenger survey in 2008 and again in 2015. Several differences between the two surveys make comparison difficult, but some comparisons can still be made. A major change is that the survey span was extended to 9:00 pm in the 2015 survey compared to 2:00 pm in 2008. However, in 2015 four time periods were reported so the results below only reflect the morning and mid day time periods (6:00 am to 3:00 pm) for 2015. Therefore the numbers reported below do not match the numbers in the final 2015 report.

Category	Summary
Trip Purpose	Home-based work and home-based university trips decreased from about 51% and 29% respectively to 46% and 25%. Non-home-based trips and other home-based trips went up slightly. In 2015, we included more detailed “other” categories.
Access to Transit	No significant change, about 93% of riders walked both years
Transfers	No significant change, about 20% of riders transferred both years
Fare Method	Cash fares likely dropped but only slightly from 12% in 2008 to 9% in 2015. 10-Ride cards dropped from 12% to 7%. Unlimited ride pass use increased, but in 2008 the only option was “Pass” while in 2015 we included the Unlimited Ride Pass, 31-Day Pass, and EZ Rider Youth Pass, so it’s unclear which of the pass types increased.
Frequency of Use	The number of people making their trip 5 or more days per week increased substantially but that may be because of how the options were worded: <b>2008:</b> Less than 1, 1-3, <b>4-5</b> , 5 or more; <b>2015:</b> Less than 1, 1-2, <b>3-4</b> , 5 or more
Age	Age profiles are extremely similar
Gender	No significant change, about 53% of riders were female both years. In 2015 we added a “Do not identify” option that captured less than 1% of riders.
Race	The proportion of riders identifying as white dropped slightly from 75% to 71%, but there were several changes in the options available, which could explain this small change. For instance, “Hispanic” was an option in 2008 but not in 2015 (ethnicity became a separate question), “Other/multi-racial” was added in 2015, and “Asian/Pacific Islander” was separated into two. The 2015 race options were consistent with the 2010 Census.
Time Using Metro	The profiles of how long riders have used Metro are very similar. If anything, riders were more likely to answer longer (5 or more years), but only by a few percentage points. Given the wording of the question it is likely a statistical tie.
Auto Availability	Slightly more people indicated that an auto was available to them for the trip in 2008 (49%) compared to 2015 (43%). However, this question is more complicated than it seems because riders may not have a car available even though they are “choice” riders – e.g., they could bike or purchase an additional car if Metro was not an option. Household income is perhaps a better metric.
Household Income	The profiles of household incomes are remarkably similar in the two years. Both surveys had six options with the highest option being “\$100,000 or more”, but some of the divisions were changed to be consistent with the 2010 Census. In addition, some inflation has occurred since 2008; however, the recession likely did not play a role since it started in 2008 and ended prior to 2015.

**Figure 2.1 Survey Design for Madison Metro Onboard Survey**



## METRO TRANSIT PASSENGER SURVEY

Check here if you already filled out a questionnaire on another trip and continue to complete this form.

**ABOUT YOUR BUS RIDE**

1. Where did you come from before starting this trip?
 

<input type="checkbox"/> Place of Work	<input type="checkbox"/> Medical/dental
<input type="checkbox"/> Home	<input type="checkbox"/> Store/Shopping
<input type="checkbox"/> College/University	<input type="checkbox"/> Restaurant
<input type="checkbox"/> School (K-12)	<input type="checkbox"/> Recreation

Other \_\_\_\_\_

**Where was that located?**

Place Name and exact address: \_\_\_\_\_

Or nearest Street Intersection... \_\_\_\_\_

(On Street) \_\_\_\_\_

(At Street): \_\_\_\_\_
2. What is your FINAL destination for this trip?
 

<input type="checkbox"/> Place of Work	<input type="checkbox"/> Medical/dental
<input type="checkbox"/> Home	<input type="checkbox"/> Restaurant
<input type="checkbox"/> College/University	<input type="checkbox"/> Store/Shopping
<input type="checkbox"/> School (K-12)	<input type="checkbox"/> Recreation

Other \_\_\_\_\_

**Where is that located?**

Place Name and exact address: \_\_\_\_\_

Or nearest Street Intersection... \_\_\_\_\_

(On Street) \_\_\_\_\_

(At Street): \_\_\_\_\_
3. How did you GET TO the bus stop at the beginning of your trip? (✓ only one)
 

<input type="checkbox"/> Walked _____ blocks
<input type="checkbox"/> Rode bike
<input type="checkbox"/> Drove/rode in a vehicle and parked at a park-and-ride lot
<input type="checkbox"/> Drove/rode in a vehicle and parked on the street
<input type="checkbox"/> Was Dropped off
4. At what bus stop did you board the first bus on the one-way trip you are making? (Nearest Street Intersection)
 

(On Street) \_\_\_\_\_

(At Street): \_\_\_\_\_

Place Name: \_\_\_\_\_
5. Did you transfer to this bus or change routes?  
No \_\_\_\_ Yes \_\_\_\_
6. Will you have to transfer to another bus to complete your one-way trip?  
No \_\_\_\_ Yes \_\_\_\_
7. At what bus stop will you get off your last bus near your final destination? (Nearest Street Intersection)
 

(On Street) \_\_\_\_\_

(At Street): \_\_\_\_\_

Place Name: \_\_\_\_\_
8. How will you get from your last bus stop to your final destination?
 

<input type="checkbox"/> Walk _____ blocks
<input type="checkbox"/> Ride Bike
<input type="checkbox"/> Drive/ride in vehicle parked at park and ride lot
<input type="checkbox"/> Drive/ride in vehicle parked on street
<input type="checkbox"/> Be picked up

**ABOUT YOURSELF**

9. In total, how many transfers will you make on this one-way trip?  
\_\_\_\_\_ (Number of times you transfer)
10. What routes will you take on this one-way trip?  
Route # \_\_\_\_\_ Route # \_\_\_\_\_ Route # \_\_\_\_\_
11. How did you PAY for this bus trip? (✓ only one)
 

<input type="checkbox"/> Cash	<input type="checkbox"/> 10-Ride Card
<input type="checkbox"/> Pass	
12. How many times a week do you make this same ONE-WAY trip using Metro Transit?
 

<input type="checkbox"/> Less than once a week	<input type="checkbox"/> 4-5 trips a week
<input type="checkbox"/> 1-2 trips a week	<input type="checkbox"/> 5 or more trips a week

13. Are you?  
 Male  Female
14. What is your age?  
\_\_\_\_\_ (Years)
15. Including you, how many people live in your household?  
\_\_\_\_\_ (Number of people in household)
16. How many people in your household are employed?  
\_\_\_\_\_ (Number of workers in household)
17. How many people in your household are licensed to drive?  
\_\_\_\_\_ (Number of drivers in household)
18. How many cars, vans, or trucks are available to people in your household?
 

<input type="checkbox"/> None	<input type="checkbox"/> Two
<input type="checkbox"/> One	<input type="checkbox"/> Three or more
19. Were any of these vehicles available today for you to make this trip?  
 Yes  No
20. What category best describes the combined total income (before taxes) in 2000 for everyone in your household?
 

<input type="checkbox"/> Under \$9,999	<input type="checkbox"/> \$50,000 - \$74,999
<input type="checkbox"/> \$10,000 - \$24,999	<input type="checkbox"/> \$75,000 - \$99,999
<input type="checkbox"/> \$25,000 - \$49,999	<input type="checkbox"/> \$100,000 and more
21. How long have you used Madison Metro?
 

<input type="checkbox"/> Less than 6 mo.	<input type="checkbox"/> 3 years to 5 years
<input type="checkbox"/> 6 mo. to 2 years	<input type="checkbox"/> More than 5 years
22. What racial/ethnic group do you consider yourself a member of? Check all that apply
 

<input type="checkbox"/> African/American	<input type="checkbox"/> Hispanic
<input type="checkbox"/> Native American	<input type="checkbox"/> Asian/Pacific Islander
<input type="checkbox"/> White	



# METRO TRANSIT PASSENGER SURVEY

## 2015 Survey

Dear Metro Rider:

Thank you for taking time to answer questions about you, your bus service, and how you use it. The information you provide is very important and will be used to guide improvements to bus service in the future.

If possible, please complete this survey on the bus and return it to the surveyors. If you are unable to do so, please complete the survey as soon as possible, and fold it so the mailing label is visible and drop it into any mailbox.

You may also scan the QR code at the end of survey or go to the following website to complete the survey:  
[www.surveygizmo.com/s3/1957304/madison](http://www.surveygizmo.com/s3/1957304/madison)

Check here if you already filled out a survey on another trip. Please continue to complete this form.

### ABOUT YOUR BUS RIDE

#### 1. What is the ROUTE NUMBER?

Route: \_\_\_\_\_

#### 2. What time did you get on THIS ROUTE?

Time: \_\_\_\_\_  AM  PM

#### 3. Where did you BEGIN this one-way trip? (✓ only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Home/Residence     | <input type="checkbox"/> Medical/Dental     |
| <input type="checkbox"/> Place of Work      | <input type="checkbox"/> Store/Shopping     |
| <input type="checkbox"/> College/University | <input type="checkbox"/> Restaurant/Eat Out |
| <input type="checkbox"/> School (K-12)      | <input type="checkbox"/> Social/Recreation  |
| Other _____                                 |   |

#### Where was that located?

Place name and exact address: \_\_\_\_\_

Or nearest street intersection:

On street: \_\_\_\_\_

At street: \_\_\_\_\_

#### 4. How did you arrive at the FIRST bus stop at the BEGINNING of this trip? (✓ only one)

- Walked \_\_\_\_\_ blocks
- Rode bike
- Was dropped off at bus stop
- Drove/rode in a vehicle and parked on the street
- Drove/rode in a vehicle and parked at park-and-ride or other lot
- Used wheelchair/scooter

#### 5. Did you TRANSFER or CHANGE to THIS ROUTE? (✓ only one)

No  Yes

#### 6. At what bus stop did you get ON THIS ROUTE?

Nearest street intersection:

On street: \_\_\_\_\_

At street: \_\_\_\_\_

Place Name: \_\_\_\_\_

#### 7. At what bus stop will you get OFF THIS ROUTE?

Nearest street intersection:

On street: \_\_\_\_\_

At street: \_\_\_\_\_

Place Name: \_\_\_\_\_

#### 8. Will you TRANSFER or CHANGE ROUTES to complete your trip? (✓ only one)

No  Yes

#### 9. How will you get from your LAST bus stop to your FINAL destination for this trip? (✓ only one)

- Walk \_\_\_\_\_ blocks
- Ride bike
- Will be picked up at bus stop
- Drive/ride in a vehicle parked on the street
- Drive/ride in a vehicle parked at park-and-ride lot or other lot
- Will use wheelchair/scooter

#### 10. What is your FINAL destination for this one-way trip? (✓ only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Home/Residence     | <input type="checkbox"/> Medical/Dental     |
| <input type="checkbox"/> Place of Work      | <input type="checkbox"/> Store/Shopping     |
| <input type="checkbox"/> College/University | <input type="checkbox"/> Restaurant/Eat Out |
| <input type="checkbox"/> School (K-12)      | <input type="checkbox"/> Social/Recreation  |
| Other _____                                 |   |

#### Where is that located?

Place name and exact address: \_\_\_\_\_

Or nearest street intersection:

On street: \_\_\_\_\_

At street: \_\_\_\_\_

#### 11. How many TRANSFERS or ROUTE CHANGES will you make in total on this trip?

Number of transfers \_\_\_\_\_

#### 12. What ROUTES (in order) will you take on this trip?

Route# \_\_\_\_\_ Route# \_\_\_\_\_ Route# \_\_\_\_\_

#### 13. How did you PAY for this trip? (✓ only one)

- Cash
- Unlimited Ride Pass (student/employee)
- 10-Ride Card
- 31-Day Pass
- 31-Day Pass (low income)
- EZ Rider Youth Pass
- Other

#### 14. Did you use a Senior/Disabled or Youth Fare? (✓ only one)

Senior/Disabled  Youth  Neither

#### 15. How many times per week do you make this same trip using Metro Transit? (✓ only one)

- Less than once a week
- 1-2 trips a week
- 3-4 trips a week
- 5 or more trips a week

### ABOUT YOURSELF

#### 16. What is YOUR age? \_\_\_\_\_ Years

#### 17. What is YOUR gender? (✓ only one)

Male  Female  Do not identify as either

#### 18. Are YOU employed? (✓ only one)

No  Yes

#### 19. Do YOU have a valid driver's license? (✓ only one)

No  Yes

continued 

**20. Are YOU a college/university student?** (✓ only one)

- No  Yes

**21. Are YOU of Hispanic, Latino, or Spanish origin?** (✓ only one)

- No  Yes

**22. Of what racial group(s) do YOU consider yourself a member?** (✓ all that apply)

- Black/African-American
- American Indian/Alaska Native
- Asian
- Hawaiian Native/Pacific Islander
- White
- Two or more races
- Other

**23. Do YOU speak English well?** (✓ only one)

- No  Yes

**24. Which language(s) do YOU speak at home?** (✓ all that apply)

- English  Cantonese/Mandarin
- Spanish  Korean
- Hmong/Miao  Other

**25. How long have YOU used Metro Transit?** (✓ only one)

- Less than 6 mos.  3 years to 5 years
- 6 mos. to 2 years  More than 5 years

### ABOUT YOUR HOUSEHOLD

*Note: If you are a college student living away from home, do NOT include your parents' household information. If you are currently staying with room-mates, PLEASE include information about your room-mates when describing your household.*

**26. Including yourself, how many people live in YOUR household?**

\_\_\_\_\_ Number of people in household

**27. Including yourself, how many people in YOUR household are employed?**

\_\_\_\_\_ Number of workers in household

**28. How many motor vehicles (cars, vans, motorbikes, or trucks) are available to people in YOUR household?** (✓ only one)

- 0  2
- 1  3 or more

**29. Were any of these vehicles available today for YOU to make this trip?** (✓ only one)

- No  Yes

**30. What category best describes the combined total income (before taxes) in 2014 for everyone in YOUR household?** (✓ only one)

- Under \$15,000  \$50,000-\$74,999
- \$15,000-\$34,999  \$75,000-\$99,999
- \$35,000-\$49,999  \$100,000 and more

### WHAT DO YOU THINK?

Circle HOW YOU RATE Metro service overall.

	N/A	Poor	Fair	Good	Very Good
a. Cleanliness of buses	N/A	1	2	3	4
b. Personal safety while riding	N/A	1	2	3	4
c. Personal safety at bus stops	N/A	1	2	3	4
d. Personal safety at transfer points	N/A	1	2	3	4
e. Convenience of routes	N/A	1	2	3	4
f. Driver courtesy	N/A	1	2	3	4
g. Time waiting for buses	N/A	1	2	3	4
h. Travel time on buses	N/A	1	2	3	4
i. Crowding on buses	N/A	1	2	3	4
j. Maps and schedules	N/A	1	2	3	4
k. On-line trip planning	N/A	1	2	3	4
l. Bus tracking	N/A	1	2	3	4
m. Overall satisfaction	N/A	1	2	3	4

**Comments on Metro service:**

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**Please provide your e-mail information if you would like to participate in future Metro Transit research studies. Your e-mail information will be strictly confidential.**

Email contact: \_\_\_\_\_

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