

SF Muni – 2016 Ridership Survey Version 2

Hello, this is _____ with Corey Research. We are conducting an important survey among adult MUNI riders in San Francisco. Do you live in San Francisco?

YES 1
 NO 2 → terminate
 DON'T KNOW / REFUSED 3 → terminate

1. Have you ridden MUNI within the past six months?

YES 1
 NO 2 → ask Q1a and terminate
 DON'T KNOW 3 → ask Q1a and terminate

1a. What is the main reason you don't ride Muni more?

BASE- 373

	<u>%</u>
Muni trips take too long	15
I commute/travel out of the City.....	13
Rules (Seating, Eating, Fare payment) aren't enforced	8
Stops are too far from home/destination/hard to get to	7
Too many unruly riders, homeless, people with mental problems, drug users onboard.....	7

Note: Top Items shown, for complete list reference the crosstabulated tables.

2. Are you eighteen years of age or older?

YES 1
 NO 2 → terminate
 DON'T KNOW 3 → terminate

3. Do you or any member of your immediate family work for MUNI?

YES 1 → terminate
 NO 2
 DON'T KNOW 3 → terminate

BASE- 543

4. Which line or route do you ride most often? (Interviewer: Try for one response, if possible)

	<u>%</u>
1 California	4
1AX / 1BX California A/B Expresses.....	1
2 Clement	1
3 Jackson	<1
5 / 5R Fulton / Fulton Rapid	4
6 Haight-Parnassus.....	-
7 / 7R Haight-Noriega/H-N Rapid	3
7X Noriega Express	-
8 Bayshore	3

BASE- 543

	%
8AX / 8BX Bayshore A/B Expresses.....	-
9 / 9R San Bruno / San Bruno Rapid	2
10 Townsend.....	2
12 Folsom - Pacific.....	2
14 / 14R Mission/Mission Rapid.....	10
14X Mission Express.....	-
18 46th Avenue	1
19 Polk	2
21 Hayes	1
22 Fillmore	3
23 Monterey	1
24 Divisadero	3
25 Treasure Island	<1
27 Bryant	2
28 / 28R 19th Ave / 19th Ave Rapid.....	-
29 Sunset	4
30 Stockton	3
30X Marina Express.....	1
31 Balboa	1
31AX / 31BX Balboa A / B Expresses...	2
33 Ashbury-18th.....	-
35 Eureka	1
36 Teresita	1
37 Corbett	1
38 / 38R Geary /Geary Rapid	10
38AX / 38BX Geary A / B Expresses	3
39 Coit	<1
41 Union	1
43 Masonic	2
44 O'Shaughnessy.....	-
45 Union-Stockton.....	2
47 Van Ness.....	3
48 Quintara - 24th Street	2
49 Van Ness - Mission	4
52 Excelsior	<1
54 Felton	1
55 16 th St	-
56 Rutland	<1
57 Parkmerced.....	1
66 Quintara	1
67 Bernal Heights.....	1
76X Marin Headlands Exp	-
80X-Gateway Express	-
81X Caltrain Express	-
82X Levi Plaza Express	-
83X Mid-Market Express.....	-
88 BART Shuttle	<1
90 Owl	-
91 Owl	-
Muni Metro (J, K, L, etc.) - specify	39
NX Judah Express (Bus)	1
Cable Car - specify.....	<1
Other ()	-
Don't Know/No answer	-

Q4a

BASE- 543

E and F-Market and Wharves (older/ vintage streetcars	2
J-Church	8
K-Ingleside.....	6
L-Taraval	11
M-Ocean View	8
N-Judah	10
S-Castro Shuttle	-
T – Third Street	4
Muni Metro line (unable to specify)	3
Other (specify) :	-
Don't Know	-

Q4b

BASE- 543

Powell-Hyde Street Cable Car	-
Powell-Mason Street Cable Car....	-
California Street Cable Car	<1
Other (specify) :	-
Don't Know	-

%

5. How often do you ride MUNI?

5 days a week or more often	39
Several times a week	25
About once a week	10
Two or three times a month.....	13
About once a month	8
Less than once a month	5
DON'T KNOW	<1

6. Overall, how would you rate MUNI's service? Would you say...(read list)

Excellent	17
Good	53
Fair	24
Poor	5
DON'T KNOW (Do Not Read)	<1
MEAN (out of 4)	2.83

7. What aspects of MUNI would you most like to see improved? (RECORD AS OPEN-END)

	<u>%</u>
More frequent service.....	20
Overcrowding	17
Better on-time performance.....	15
Vehicle/station cleanliness	13
Extend hours/routes/add/keep routes	8
Better security/safety from crime	6
Better enforcement (seating, fare evasion, etc.).....	6

Note: Top Items shown, for complete list reference the crosstabulated tables.

Now I would like to ask about the MUNI's performance in different areas. For each area I read, please tell me whether MUNI does an excellent job, a good job, a fair job, or a poor job in this area. ROTATE.

	Excel- lent	Good	Fair	Poor	Don't Know
8. Reliability / On-time performance MEAN (Out of 4) 2.59	13%	43%	32%	11%	1%
9. Feeling safe and secure from crime while <u>on a</u> Muni vehicle MEAN (Out of 4) 2.56	12%	43%	33%	11%	1%
10. Frequency of service MEAN (Out of 4) 2.65	14%	44%	32%	8%	1%
11. Vehicle cleanliness MEAN (Out of 4) 2.45	7%	43%	35%	14%	1%
12. Managing crowding on Muni vehicles MEAN (Out of 4) 2.18	6%	29%	38%	24%	3%
13. Operator (driver) helpfulness MEAN (Out of 4) 2.92	23%	48%	21%	5%	3%
14. Accessibility for persons with disabilities MEAN (Out of 4) 3.09	29%	46%	14%	3%	7%
15. Communication with riders. That includes any type of communication from Muni. MEAN (Out of 4) 2.55	9%	46%	31%	11%	3%
16. Feeling safe and secure while waiting at a Muni <u>stop or station</u> MEAN (Out of 4) 2.59	10%	48%	31%	10%	1%
17. Trips take a reasonable amount of time MEAN (Out of 4) 2.72	13%	52%	29%	6%	<1%

18. Do you agree or disagree with the following statement: "Muni is a good value for the money."...(Read list)

%

Agree Strongly..... 41
 Agree Somewhat..... 44
 Disagree Somewhat.. 10
 Disagree Strongly..... 4
 Don't know..... 1
MEAN (out of 4) 3.24

BASE- 543

19. (Next) Think about your walk to the bus stop on a typical MUNI trip. Would you consider walking a longer distance to your Muni stop if you knew it would reduce your overall travel time?

%

Yes 62

No 35

Do not walk to my stop 1

Don't know 3

20. Have you ever visited MUNI's web site – "sfmta.com"?

YES 56

NO 44

DON'T KNOW 1

BASE- 302

(if yes) 20a. Have you visited the MUNI web site in the past 6 months?

YES 58

NO 41

DON'T KNOW 1

(Ask among those who have visited site)

20b. How would you rate MUNI's website on...

	Excel- lent	Good	Fair	Poor	Don't Know
a. Your ability to find what you are searching for MEAN (Out of 4) 2.67	14%	44%	29%	8%	6%
b. Overall Rating (of MUNI website) MEAN (Out of 4) 2.73	11%	55%	23%	7%	5%

BASE- 543

21. Have you ever downloaded a Muni related app?

YES 51

NO 48

DON'T KNOW 1

(Skip if No or Don't know in Q21)

21a. Which Muni related app(s) do you primarily use?

NextBus 49

Routesy 22

Muni Mobile 5

Quicky Transit 4

Transit Tracker 4

511 3

Google Maps 3

Move It 3

Note: Top Items shown, for complete list reference the crosstabulated tables.

BASE- 543

22. The SFMTA (San Francisco Municipal Transportation Agency) is a City agency which oversees Muni, bike and pedestrian programs, taxis, as well as parking and traffic in the City. In general, how familiar are you with the SFMTA and its responsibilities....(read list)

	<u>%</u>
Very Familiar	15
Somewhat Familiar	36
Not Too Familiar	29
Not at all Familiar	19
Don't know (do not read)	2

23. Have you submitted a complaint or suggestion to Muni within the past couple of years?

Yes	16
No	83
Don't know	1

* this includes a question or any other type of feedback submitted to Muni.

24. If you were to submit a complaint or suggestion to Muni, how would you prefer to submit it...Would you say...(Read list)

	<u>%</u>
Through a website on your phone or computer	43
Calling a phone number	29
Using an app (application) on your phone	15
Through social media such as Twitter or Facebook	6
Email	5
In person to an operator/at a station/central office	3
US Mail	2
311	1
(or) some other way (specify: _____)	-
Don't know	4

25. How would you prefer to hear back from Muni about a complaint or suggestion submitted? (Read list)

Email	65
Over the phone	20
By US Mail	9
Through social media such as Twitter or Facebook	6
Text	2
Using an app (application) on your phone	1
In person	1
(or) some other way (specify: _____)	-
Don't know	4

BASE- 543

26. When you use MUNI, what is the main purpose of the trips you make? (read list if necessary. multiple responses OK)

	<u>%</u>
Commute to work	50
Recreation/Entertainment/Rest. ...	20
Personal business	20
Shopping	19
Medical	10
School / University	9
Visit friends or family	9
Work-related business	8
Other (specify) _____	-
Don't know (do not read)	1

27. How do you usually pay your Muni fare? (read list)

Clipper	62
Cash	29
Free Muni for youth, senior, disabilities	7
Lifeline	2
Pass issued by University	<1
Other type of pass (specify) _____	-
Don't know	<1

(If yes for cash) 27a. What is the primary reason that you use cash?

BASE- 157

Prefer to pay as I ride	54
Cash transfer is a better value.....	13
Don't like carrying a Clipper Card/ Worried about privacy.....	6
Don't know how to use/Get Clipper	3
Don't use Muni enough for it to be worthwhile.....	3
Lost/Haven't replace Clipper Card..	2
Other (Unspecified)	21

28. Think about your last Muni trip. If Muni was not available for that trip, how would you have gotten where you needed to go? (Read list; single response)

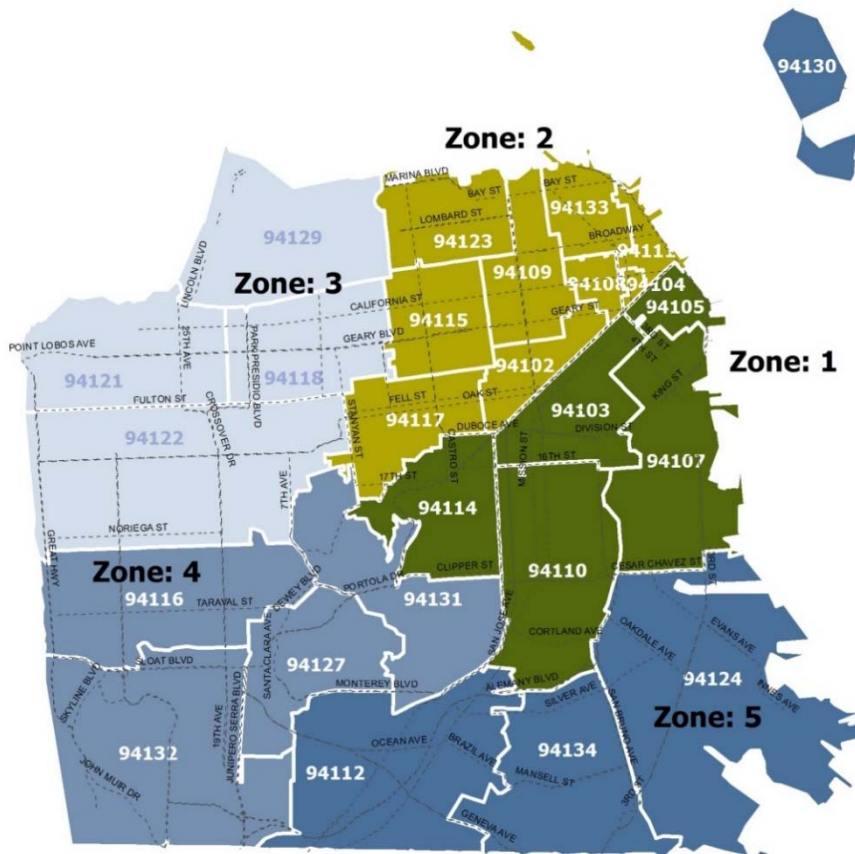
BASE- 543

Use a ridesharing service	29
Walk	21
Drive (myself).....	14
Use other transit such as BART.....	12
Use a taxi	9
Get a ride	6
Would not have made trip	5
Ride a bicycle.....	4
Some other way (specify)_____	-

BASE- 543

29. For statistical purposes only, what is your home zip code?

	%
Zone 1	22
Zone 2	30
Zone 3	15
Zone 4	14
Zone 5	18
Don't Know/Refused	1



30. Do you primarily work in San Francisco or outside the City?

	%
Work in San Francisco	71
Work outside of San Francisco	11
Do not work	18

31. Have you voted in a SF election in the past two years?

Yes	66
No	34
Don't know	<1

BASE- 543**32. RACE/ETHNICITY:**

What ethnic group or groups do you consider yourself a member of? (IF HESITATES):
Are you white, African American, Hispanic/Latino, Asian, or of some other ethnic or racial
background? [allow multiple responses]

	<u>%</u>
White.....	49
Asian	25
Hispanic/Latino.....	14
African American	9
Pacific Islander	1
American Indian/Alaska Native	1
East Indian/Pakistani	<1
Mixed (Unspecified).....	<1
Other (Unspecified)	-
Refused	5

33. LANGUAGE:

What is the primary language spoken in your household? (single response)

English.....	77
Cantonese	9
Spanish	6
Mandarin	2
Tagalog	2
Chinese (Unspecified)	1
French	1
Russian	1
Portuguese	1
Other	2
Don't know/Refused	1

34. HOUSEHOLD INCOME LEVELS:

What is your approximate annual household income (before taxes)?
(read responses, check one only)

Under \$7,500.....	4
\$7,500 - \$15,000	5
\$15,001 - \$22,000	5
\$22,001 - \$29,000	4
\$29,001 - \$36,500	3
\$36,501 - \$44,000	5
\$44,001 - \$51,500	5
\$51,501 - \$59,000	1
\$59,001 - \$66,500	4
\$66,501 - \$75,000	5
\$75,001 - \$100,000	10
\$100,001 - \$150,000	12
\$150,001 - \$200,000	5
\$200,001 or higher	11
Refuse (Do not read).....	22

BASE- 543

35. HOUSEHOLD SIZE:

a. In total, how many people live in your household?

	%
1 person	25
2 people.....	30
3 people.....	17
4 or more people	25
Don't Know/Refused.....	3
MEAN (# of people)	2.62

(ask unless only one person in household)

b. And how many are under the age of 18?

BASE- 389

	%
None	63
1 child	20
2 children.....	12
3 children.....	4
4 or more children	2
MEAN (# of children)	1.7

36. DISABLED:

Do you have a disability or health condition that affects the travel choices you make for trips within San Francisco?

Yes	13
No	86
Don't Know	1
Refused	1

37. RECORD GENDER

MALE	49
FEMALE	51
TRANSGENDER OR TRANSEXUAL	<1

And for validation purposes, may I have your first name? _____

Those are all the questions I have. Thank you very much for taking the time to complete the survey. Good-bye.