



| | |
|--|---------------|
| SW Prime Rider Survey Results | Oct-22 |
| TOTAL # OF 2022 SURVEY PARTICIPANTS | 186 |

1. What city do you live in?

| | | |
|--------------|------------|----------------|
| Chaska | 65 | 35% |
| Eden Prairie | 61 | 33% |
| Chanhassen | 23 | 12% |
| Carver | 8 | 4% |
| Victoria | 8 | 4.30% |
| Shakopee | 3 | 1.61% |
| Minneapolis | 3 | 1.61% |
| Bloomington | 2 | 1.08% |
| Edina | 1 | 0.54% |
| Excelsior | 1 | 0.54% |
| Jordan | 1 | 0.54% |
| Roseville | 1 | 0.54% |
| Shoreview | 1 | 0.54% |
| Prior Lake | 1 | 0.54% |
| Other | 4 | 2.15% |
| NA | 3 | 1.61% |
| Total | 186 | 100.00% |

2. Before the pandemic, how many days a week would you ride SW Prime?

| | | |
|--------------|------------|----------------|
| 0 | 48 | 25.81% |
| 1 | 30 | 16.13% |
| 2 | 16 | 8.60% |
| 3 | 23 | 12.37% |
| 4 | 13 | 6.99% |
| 5 | 44 | 23.66% |
| NA | 12 | 6.45% |
| Total | 186 | 100.00% |

3. Currently, how many days a week do you ride SW Prime?

| | | |
|--------------|------------|----------------|
| 0 | 18 | 9.68% |
| 1 | 21 | 11.29% |
| 2 | 21 | 11.29% |
| 3 | 30 | 16.13% |
| 4 | 21 | 11.29% |
| 5 | 66 | 35.48% |
| 6 | 1 | 0.54% |
| NA | 8 | 4.30% |
| Total | 186 | 100.00% |

4. What is your most common reason to ride SW Prime?

| | | |
|--------------------|------------|----------------|
| Work | 103 | 44.98% |
| School | 36 | 15.72% |
| Medical | 26 | 11.35% |
| Social/Recreation | 41 | 17.90% |
| Transit Connection | 16 | 6.99% |
| Other | 7 | 3.06% |
| Total | 229 | 100.00% |

5. If the bus were not available, how would you make this trip?

| | | |
|--------------------------|------------|----------------|
| Drive Alone | 16 | 8.12% |
| Carpool | 36 | 18.27% |
| Taxi/Uber/Lyft | 91 | 46.19% |
| Would Not Make This Trip | 49 | 24.87% |
| Other | 5 | 2.54% |
| Total | 197 | 100.00% |

6. Please choose the MOST important reason you ride Prime

| | | |
|--------------------------------|------------|----------------|
| Convenience | 84 | 45.16% |
| Cost-related | 58 | 31.18% |
| Environmental Concerns | 4 | 2.15% |
| No other transportation option | 57 | 30.65% |
| Other | 1 | 0.54% |
| Total | 204 | 109.68% |

7. What method do you use to book your ride?

| | | |
|--------------|------------|----------------|
| Mobile App | 107 | 54.04% |
| Phone Call | 88 | 44.44% |
| NA | 3 | 1.52% |
| Total | 198 | 100.00% |

8. Which SouthWest Prime Services have you used?

| | | |
|-----------------------------------|------------|----------------|
| SW Prime | 161 | 64.40% |
| PrimeMD | 17 | 6.80% |
| Prime Essential | 9 | 3.60% |
| MSP Airport | 29 | 11.60% |
| Prime Edge (Shakopee, 494, Edina) | 30 | 12.00% |
| NA | 4 | 1.60% |
| Total | 250 | 100.00% |

9. How do you typically pay for your Prime rides?

| | | |
|--------------|------------|----------------|
| Cash | 88 | 36.97% |
| Credit Card | 83 | 34.87% |
| Go-To Flash | 13 | 5.46% |
| SW Prime App | 51 | 21.43% |
| NA | 3 | 1.26% |
| Total | 238 | 100.00% |

Service Report Card

| | Very Satisfied | | Satisfied | | Dissatisfied | |
|-------------------------|----------------|---------------|-----------|---------------|--------------|--------------|
| | Count | Percentage | Count | Percentage | Count | Percentage |
| Bus Cleanliness | 154 | 85.08% | 26 | 14.36% | 1 | 0.55% |
| Driver Courtesy | 156 | 85.25% | 27 | 14.75% | 0 | 0.00% |
| Driver Safety | 158 | 87.29% | 23 | 12.71% | 0 | 0.00% |
| Service Availability | 131 | 71.98% | 47 | 25.82% | 4 | 2.20% |
| Service Reliability | 129 | 71.27% | 46 | 25.41% | 6 | 3.31% |
| On-Time Performance | 130 | 71.43% | 41 | 22.53% | 11 | 6.04% |
| Schedules & Information | 136 | 75.98% | 42 | 23.46% | 1 | 0.56% |
| Customer Service | 150 | 83.33% | 28 | 15.56% | 2 | 1.11% |
| OVERALL | 144 | 83.24% | 27 | 15.61% | 2 | 1.16% |

From 0-10 with 0 being lowest, how would you rate SWT as a transit agency?

| | | |
|---|---|-------|
| 0 | 0 | 0.00% |
| 1 | 0 | 0.00% |
| 2 | 0 | 0.00% |
| 3 | 0 | 0.00% |
| 4 | 1 | 0.68% |
| 5 | 4 | 2.70% |

6
7
8
9
10

| | |
|------------|----------------|
| 1 | 0.68% |
| 6 | 4.05% |
| 14 | 9.46% |
| 37 | 25.00% |
| 85 | 57.43% |
| 148 | 100.00% |

Total

In the past year, do you feel SW Prime has:

Improved
Stayed the Same
Declined

| | |
|------------|----------------|
| 94 | 58.02% |
| 63 | 38.89% |
| 5 | 3.09% |
| 162 | 100.00% |

Total

Which gender do you identify with?

Female
Male
Non-Binary
Prefer not to say

| | |
|------------|----------------|
| 52 | 51.49% |
| 47 | 46.53% |
| 2 | 1.98% |
| 0 | 0.00% |
| 101 | 100.00% |

Total

What is your age?

Under 18
18 - 24
25 - 30
31 - 35
36 - 40
41 - 45
46 - 50
51 - 55
56 - 60
61 - 65
Over 65

| | |
|------------|----------------|
| 5 | 4.17% |
| 22 | 18.33% |
| 14 | 11.67% |
| 11 | 9.17% |
| 4 | 3.33% |
| 9 | 7.50% |
| 12 | 10.00% |
| 13 | 10.83% |
| 3 | 2.50% |
| 12 | 10.00% |
| 15 | 12.50% |
| 120 | 100.00% |

Total

What is your approximate household income?

Under \$25,000
\$25,000 - 49,999
\$50,000 - 74,999
\$75,000 - 99,999
\$100,000 - 149,999
\$150,000 - 199,999
Over \$200,000

| | |
|-----------|----------------|
| 36 | 36.73% |
| 30 | 30.61% |
| 6 | 6.12% |
| 8 | 8.16% |
| 7 | 7.14% |
| 4 | 4.08% |
| 7 | 7.14% |
| 98 | 100.00% |

Total

What is your primary language?

English
Spanish
Somali
Nepali
Portuguese
Tamil

| | |
|------------|----------------|
| 93 | 91.18% |
| 5 | 4.90% |
| 1 | 0.98% |
| 1 | 0.98% |
| 1 | 0.98% |
| 1 | 0.98% |
| 102 | 100.00% |

Total