



SOUTHWEST TRANSIT	September 2016 Rider Survey
TOTAL # OF 2016 SURVEY PARTICIPANTS:	1419

1 What City do you live in?

ep	612	43.31%
chaska	209	14.79%
chanhassen	199	14.08%
minneapolis	54	3.82%
carver	49	3.47%
waconia	49	3.47%
victoria	48	3.40%
minnetonka	24	1.70%
bloomington	23	1.63%
shakopee	21	1.49%
excelsior	15	1.06%
jordan	13	0.92%
shorewood	8	0.57%
st. paul	8	0.57%
edina	7	0.50%
belle plaine	6	0.42%
minnetrista	6	0.42%
norwood ya	6	0.42%
cologne	5	0.35%
glencoe	4	0.28%
hopkins	4	0.28%
richfield	4	0.28%
st. bonifacius	4	0.28%
arlington	3	0.21%
fridley	3	0.21%
mayer	3	0.21%
hamburg	2	0.14%
le sueur	2	0.14%
maple grove	2	0.14%
prior lake	2	0.14%
Other	18	1.27%

Detail below

columbia heights	1	0.07%
crystal	1	0.07%

dr	1	0.07%
golden valley	1	0.07%
hector	1	0.07%
henderson	1	0.07%
madelia	1	0.07%
orono	1	0.07%
plato	1	0.07%
plymouth	1	0.07%
portland or	1	0.07%
robbinsdale	1	0.07%
rosemount	1	0.07%
roseville	1	0.07%
savage	1	0.07%
silver lake	1	0.07%
spring park	1	0.07%
st. louis park	1	0.07%
Total Other Responses	18	1.27%

2 How many Years have you been a rider?

Less than 1	302	21.34%
1-2	346	24.45%
3-5	387	27.35%
6-10	216	15.27%
11+	164	11.59%
Grand Total	1415	100.00%

3 Where do you normally BEGIN your trip on SWT?

sw station	687	48.62%
east creek	272	19.25%
sw village	208	14.72%
chan station	125	8.85%
dwtm mpls	41	2.90%
carver station	28	1.98%
southdale	19	1.34%
35W & Lake	15	1.06%
preserve p&r	4	0.28%
dntn minn	3	0.21%
u of M	2	0.14%
valley view	2	0.14%
35w&lake	1	0.07%

clover field	1	0.07%
garden lane	1	0.07%
linden dr	1	0.07%
marshall rd.	1	0.07%
stoughton ave.	1	0.07%
west st. paul	1	0.07%
Grand Total	1413	100.00%

4 How do you get to that location?

drive	1175	83.39%
drop off	86	6.10%
walk/bike	78	5.54%
bus	39	2.77%
carpool	23	1.63%
metro transit	7	0.50%
prime service	1	0.07%
Grand Total	1409	100.00%

5 How many days a week do you normally ride SWT?

1	17	1.20%
2	36	2.55%
3	112	7.93%
4	262	18.56%
5	985	69.76%
Grand Total	1412	100.00%

6 Do you transfer to or from a SWT bus on any portion of your trip?

No	1252	89.17%
Yes	152	10.83%
Grand Total	1404	100.00%

7 How did you find out about SWT?

ref	493	36.33%
swt bus	314	23.14%
p&r	267	19.68%
web	216	15.92%
saw station	16	1.18%
ad	13	0.96%
social media	11	0.81%
metro transit	11	0.81%

google maps	3	0.22%
realtor	2	0.15%
work	2	0.15%
bus stop	1	0.07%
google	1	0.07%
mn upass	2	0.15%
newspaper	1	0.07%
radio	1	0.07%
school	1	0.07%
state fair	1	0.07%
u of m	1	0.07%
Grand Total	1357	100.00%

8 Why do you typically use SWT?

all	1	0.07%
school	148	10.50%
social/rec	1	0.07%
work	1260	89.36%
Grand Total	1410	100.00%

9 Where is the first place you look for information about SWT?

call	2	0.14%
driver	86	6.10%
facebook	3	0.21%
facebook/twitter	6	0.43%
google maps	13	0.92%
google transit	1	0.07%
metro transit	159	11.28%
phone app	259	18.38%
schedules	150	10.65%
school	1	0.07%
station	2	0.14%
sw transit	727	51.60%
Grand Total	1409	100.00%

10 If bus was not available, how would you make this trip?

drive alone	1105	78.65%
wouldn't	121	8.61%
carpool	108	7.69%
taxi	22	1.57%

metro transit	21	1.49%
drop off	4	0.28%
bus	3	0.21%
train	3	0.21%
bike	2	0.14%
light rail	4	0.28%
move	2	0.14%
mvta	2	0.14%
uber	2	0.14%
diff bus	2	0.14%
live on campus	1	0.07%
red line	1	0.07%
transit link	1	0.07%
w fr home	1	0.07%
Grand Total	1405	100.00%

11 Please choose the most important reason you ride SWT.

Convenience	875	62.23%
Cost	451	32.08%
Environmental Concerns	40	2.84%
All	17	1.21%
Other	23	1.64%
Grand Total	1406	100.00%

12 Do you value SWT's "Quiet Zone" approach to cell phone usage on the bus?

No	47	3.40%
Yes	1334	96.60%
Grand Total	1381	100.00%

13A In the Past 12 months have you phoned or emailed CS?

No	781	68.15%
Yes	365	31.85%
Grand Total	1146	100.00%

13B If you phoned CS, was your call answered promptly?

No	49	13.32%
Yes	319	86.68%
Grand Total	368	100.00%

13C Did the CS service rep listen carefully and respond satisfactorily?

No	39	10.77%
Yes	323	89.23%
Grand Total	362	100.00%

13D Was your email question answered promptly and professionally?

No	39	14.55%
Yes	229	85.45%
Grand Total	268	100.00%

14A Do you find the information you need?

No	53	4.06%
Yes	1251	95.94%
Grand Total	1304	100.00%

14B Do you find the website easy to navigate?

No	205	16.39%
Yes	1046	83.61%
Grand Total	1251	100.00%

15 How do you prefer to receive information (check all that apply) :

Rider Alerts on bus	915
Newsletter	109
On the Website	643
Phone app push notification	562
Facebook	117
Twitter	53
Email Alerts	498

16 Please indicate which SWT program you currently utilize:

Rider Email Alerts	171
Social Media	108
SouthWest Prime	106
Guranteed Ride Home	87
SW Rider Rewards	132
Phone App	498
Bike Program	19

17 Have you used the following services?

Yes % of total survey responses

State Fair	790	55.67%
Twins	297	20.93%
Vikings/Gophers	120	8.46%
Summer Adventures Program	32	2.26%

18 Which of these types of SWT advertising or promotions have you seen or heard?

	Yes	% of total survey responses
Billboards	503	35.45%
Bathroom Ads	447	31.50%
Newspaper Ads	269	18.96%
Direct Mailing	152	10.71%
Radio Spots	131	9.23%
Website	791	55.74%
Social Media	313	22.06%
Zagster Bike Stations	73	5.14%

19 SERVICE REPORT CARD

	Very Satisfied	Satisfied	Dissatisfied	Total Response	VS	S	D
Bus Cleanliness	1243	126	2	1371	90.66%	9.19%	0.15%
Facility Cleaniness	1234	121	4	1359	90.80%	8.90%	0.29%
Driver Courtesy	1148	222	3	1373	83.61%	16.17%	0.22%
Driver Safety	1099	265	7	1371	80.16%	19.33%	0.51%
Service Reliability	1045	311	11	1367	76.44%	22.75%	0.80%
On-time Performance	891	440	37	1368	65.13%	32.16%	2.70%
Schedules and other information	908	419	39	1366	66.47%	30.67%	2.86%
Customer Service	1021	302	9	1332	76.65%	22.67%	0.68%
OVERALL	980	221	1	1202	81.53%	18.39%	0.08%

OVERALL satisfied vs. dissatisfied	Satisfied	99.92%	Dissatisfied	0.08%
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20 From 0-10 with 0 being lowest, how would you rate SWT as a transit agency?

10	556	45.28%	95.85%
9	403	32.82%	
8	218	17.75%	
7	35	2.85%	
6	7	0.57%	
5	5	0.41%	
4	3	0.24%	

3	1	0.08%
Total Responses	1228	100.00%

21 In the past year, do you feel SWT service has: (choose only one)

Improved	396	31.38%
Declined	36	2.85%
Stayed the same	830	65.77%
Total Responses	1262	100.00%

22 Do you own a smartphone?

No	61	4.62%
Yes	1260	95.38%
Total Responses	1321	100.00%

23 Have you heard of our SW Prime Service

No	347	26.05%
Yes	985	73.95%
Total Responses	1332	100.00%

24 Have you used our SW Prime Service

No	1163	88.11%
Yes	157	11.89%
Total Responses	1320	100.00%

25 Have you heard of our bike sharing program, SouthWest Ride?

No	643	48.46%
Yes	684	51.54%
Total Responses	1327	100.00%

26 Have you used our bike sharing program, SouthWest Ride?

No	1256	95.44%
Yes	60	4.56%
Total Responses	1316	100.00%

27 Light Rail Question, Which would you prefer to ride?

Light Rail	123	9.65%
Bus	1152	90.35%
Total Responses	1275	100.00%

28 Demographics - Gender

Male	588	47.30%
Female	655	52.70%
Total Responses	1243	100.00%

Demographics - Age

Under 18	16	1.26%
18-24	142	11.15%
25-30	151	11.86%
31-35	202	15.87%
36-40	164	12.88%
41-45	126	9.90%
46-50	129	10.13%
51-55	144	11.31%
56-60	124	9.74%
61-65	59	4.63%
Over 65	16	1.26%
Total Responses	1273	100.00%

Demographics - Household Income

Under 25K	56	5.03%
25-49.9K	124	11.13%
50-74.9K	158	14.18%
75-99.9K	170	15.26%
100-150K	343	30.79%
Over 150K	263	23.61%
Total Responses	1114	100.00%

Demographics - Primary Language

English	1173	93.39%
Hindi	29	2.31%
Spanish	16	1.27%
Tamil	7	0.56%
Somali	3	0.24%
Other	28	2.23%
Total Responses	1256	100.00%

see table below for detail

Other Languages Reported

Other	5	0.40%
Chinese	2	0.16%

Nepali	2	0.16%
Russian	2	0.16%
Telugu	2	0.16%
Amhanic	1	0.08%
Arabic	1	0.08%
American Sign Language	1	0.08%
Bangla	1	0.08%
Bengali	1	0.08%
Cantonese	1	0.08%
Filipino	1	0.08%
Hmong	1	0.08%
Konnada	1	0.08%
Korean	1	0.08%
Malagasy	1	0.08%
Mandarin	1	0.08%
Punjabi	1	0.08%
Romanian	1	0.08%
Swedish	1	0.08%
Total Other Responses	28	2.23%