



SOUTHWEST TRANSIT	SEPTEMBER 2017 RIDER SURVEY
TOTAL # OF 2017 SURVEY PARTICIPANTS	1313

1. What city do you live in?

Eden Prairie	573	43.74%	Richfield	3	0.23%
Chaska	218	16.64%	St. Bonifacius	3	0.23%
Chanhassen	197	15.04%	Arlington	2	0.15%
Carver	48	3.66%	Brooklyn Park	2	0.15%
Waconia	46	3.51%	Mankato	2	0.15%
Victoria	39	2.98%	New Prague	2	0.15%
Minnnetonka	29	2.21%	St. Louis Park	2	0.15%
Minneapolis	25	1.91%	Albertville	1	0.08%
Shakopee	15	1.15%	Coon Rapids	1	0.08%
Bloomington	12	0.92%	Deephaven	1	0.08%
Jordan	12	0.92%	Gaylord	1	0.08%
Cologne	10	0.76%	Green Lake	1	0.08%
St. Paul	9	0.69%	Hector	1	0.08%
Norwood YA	7	0.53%	Henderson	1	0.08%
Belle Plaine	6	0.46%	Hutchinson	1	0.08%
Edina	6	0.46%	Le Sueur	1	0.08%
Excelsior	6	0.46%	Lester Prairie	1	0.08%
Glencoe	4	0.31%	Mound	1	0.08%
Mayer	4	0.31%	New Germany	1	0.08%
Shorewood	4	0.31%	New Hope	1	0.08%
Hamburg	3	0.23%	Plymouth	1	0.08%
Hopkins	3	0.23%	Savage	1	0.08%
Minnetrissa	3	0.23%	Grand Total	1310	100.00%

2. How many years have you been a rider on SWT?

<1	272	20.76%
1-2	293	22.37%
3-5	339	25.88%
6-10	215	16.41%
11+	191	14.58%
Grand Total	1310	100.00%

3. Where do you BEGIN your trip on SWT?

SW Station	614	47.09%	690 E Loop	4	0.31%
East Creek	275	21.09%	Bavaria Road	1	0.08%
SW Village	220	16.87%	Chestnut Dr.	1	0.08%
Chan Station	89	6.83%	Magnolia Trail	1	0.08%
Dwtn Minn.	34	2.61%	Preserve P&R	2	0.15%
Carver Station	31	2.38%	St. Paul	1	0.08%
Southdale	9	0.69%	Stoughton Ave.	1	0.08%
35W & Lake	6	0.46%	Walnut P&R	1	0.08%
Hennepin Village	6	0.46%	Grand Total	1304	100.00%
SW Prime	3	0.23%			
Valley View	3	0.23%			
Anderson Lakes	2	0.15%			

4. How do you get to that location?

Drive Self	1084	82.94%
Walk/Bike	77	5.89%
Drop Off	67	5.13%
Bus Transfer	48	3.67%
Carpool	15	1.15%
SW Prime	13	0.99%
Light Rail	1	0.08%
Redflex	1	0.08%
690 E	1	0.08%
Grand Total	1307	100.00%

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

One	17	1.30%
Two	33	2.52%
Three	122	9.33%
Four	216	16.53%
Five	919	70.31%
Grand Total	1307	100.00%

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

NO	1167	89.49%
YES	137	10.51%
Grand Total	1304	100.00%

7. How did you find out about SWT?

Referred	457	36.44%
SWT Bus	290	23.13%
Park & Ride	299	23.84%
Website	161	12.84%
Ad	14	1.12%
Social Media	11	0.88%
Google Maps	9	0.72%
Metro Transit	5	0.40%
School	3	0.24%
Newspaper	2	0.16%
State Fair	1	0.08%
U of M	1	0.08%
Work	1	0.08%
Grand Total	1254	100.00%

8. Why do you typically use SWT?

Work	1162	88.70%
School	130	9.92%
Other	9	0.69%
Social/Rec	8	0.61%
Medical	1	0.08%
Grand Total	1310	100.00%

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

swtransit.org	712	54.52%
Phone App	246	18.84%
Schedules	117	8.96%
Metro Transit	108	8.27%
Driver	80	6.13%
Customer Service	19	1.45%
Facebook/Twitter	14	1.07%
Google Maps	7	0.54%
SW Station	2	0.15%
Work	1	0.08%
Grand Total	1306	100.00%

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

Drive Alone	976	74.85%
Wouldn't	130	9.97%
Carpool	120	9.20%
Taxi	49	3.76%
Different P&R	10	0.77%
Metro Transit	10	0.77%
Bike	3	0.23%
Train	2	0.15%
Drop Off	1	0.08%
New Job	1	0.08%
No Idea	1	0.08%
Retire	1	0.08%
Grand Total	1304	100.00%

11. Please choose the single MOST important reason you ride SWT?

Convenience	842	64.47%
Cost-Related	407	31.16%
Environmental	57	4.36%
Grand Total	1306	100.00%

12. Do you value Quiet Zone and no cell phones?

YES	1249	96.37%
NO	47	3.63%
Grand Total	1296	100.00%

13a. In past 12 months phoned or emailed CS?

NO	919	70.37%
YES	387	29.63%
Grand Total	1306	100.00%

13b. If phoned, was the call answered promptly?

YES	330	79.14%
NO	87	20.86%
Grand Total	417	100.00%

13c. Did CS rep listen carefully and respond satisfactorily?

YES	321	83.38%
NO	64	16.62%
Grand Total	385	100.00%

13d. Was your email answered promptly and professionally?

YES	252	75.90%
NO	80	24.10%
Grand Total	332	100.00%

14a. Website - Did you find information you need?

YES	1177	96.40%
NO	44	3.60%
Grand Total	1221	100.00%

14b. Website - was it easy to navigate?

YES	997	84.85%
NO	178	15.15%
Grand Total	1175	100.00%

14c. Comments/changes to website?

Better maps	690 loop info
Better navigation	More updates
Better schedules	Real time locations
Detours	Show bus
Hard to navigate	Web is confusing
Holiday schedules	Web updates
Link to phone app	Weekends

15. How do you prefer to receive information?

Rider alerts on the bus	884	67.33%
Newsletter	119	9.06%
On the Website	631	48.06%
Phone notification	439	33.43%
Facebook	109	8.30%
Twitter	49	3.73%
Email Alerts	357	27.19%
Text Alerts	399	30.39%
Total Responses	1313	100.00%

16. Please indicate which SWT program(s) you currently utilize

Website notifications	262	19.95%
Social Media	102	7.77%
SouthWest Prime	117	8.91%
Guaranteed Ride Home	63	4.80%
SW Perks	208	15.84%
SW phone app	511	38.92%
SW Ride/Zagster	13	0.99%
Total Responses	1313	100.00%

17. Have you used the following services?

	Yes	% Yes	No	% No	TOTAL
State Fair	767	61.66%	477	38.34%	1244
Twins	291	27.71%	759	72.29%	1050
Vikings/Gophers	147	14.71%	852	85.29%	999
Summer Adventures	45	4.69%	915	95.31%	960

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

	Yes	% Yes	No	% No	TOTAL
Community Fairs / Events	558	56.65%	427	43.35%	985
Bathroom Ads	409	44.85%	503	55.15%	912
Newspaper Ads	265	30.92%	592	69.08%	857
Direct Mailing	130	15.89%	688	84.11%	818
Website	729	72.04%	283	27.96%	1012
Social Media	332	37.86%	545	62.14%	877
Zagster Bike Stations	198	23.97%	628	76.03%	826

19. 2017 SERVICE REPORT CARD

	Very Satisfied	Satisfied	Dissatisfied	Total Response
Bus Cleanliness	1164	102	1	1267
Facility Cleaniness	1136	124	0	1260
Driver Courtesy	1075	181	9	1265
Driver Safety	1049	207	4	1260
Service Reliability	1042	212	7	1261
On-time Performance	893	348	24	1265
Schedules and other information	853	368	37	1258
Customer Service	988	226	9	1223
OVERALL	995	183	0	1178

	Very Satisfied	Satisfied	Dissatisfied
Bus Cleanliness	91.87%	8.05%	0.08%
Facility Cleaniness	90.16%	9.84%	0.00%
Driver Courtesy	84.98%	14.31%	0.71%
Driver Safety	83.25%	16.43%	0.32%
Service Reliability	82.63%	16.81%	0.56%
On-time Performance	70.59%	27.51%	1.90%
Schedules and other information	67.81%	29.25%	2.94%
Customer Service	80.78%	18.48%	0.74%
OVERALL	84.47%	15.53%	0.00%

OVERALL satisfied vs. dissatisfied	Satisfied	100.00%	Dissatisfied	0.00%
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From 0-10 with 0 being lowest, how would you rate SWT as a transit agency?

10	602	49.38%
9	394	32.32%
8	179	14.68%
7	31	2.54%
6	8	0.66%
5	2	0.16%
4	1	0.08%
3	1	0.08%
2	0	0.00%
1	1	0.08%
Total Responses	1219	100.00%

In the past year, do you feel SWT service has:

Improved	389	32.69%
Declined	40	3.36%
Stayed the same	761	63.95%
Total Responses	1190	100.00%

20a. Have you heard of our SouthWest Prime Service?

YES	YES %	NO	NO %	TOTAL
1002	81.33%	230	18.67%	1232

20b. Have you used SouthWest our Prime Services?

YES	YES %	NO	NO %	TOTAL
182	14.87%	1042	85.13%	1224

20c. Have you heard of our bike sharing program, SouthWest Ride?

YES	YES %	NO	NO %	TOTAL
761	62.12%	464	37.88%	1225

20d. Have you used SouthWest Ride?

YES	YES %	NO	NO %	TOTAL
51	4.22%	1158	95.78%	1209

21. Special Recommendations/Events

Better Wifi	25
Weekend Service	18
gps bus loc.	3
#'s on back	1
More buses in am	1
More college service	1
Airport service	1
Coffee day	1
Donuts	1
Earlier bus service	1
Footrests	1
MOA	1
Overnite service	1

22. What is your gender?

Female	573	54.26%
Male	483	45.74%
Grand Total	1056	100.00%

23. What is your age?

<18	12	1.03%
18-24	119	10.25%
25-30	130	11.20%
31-35	185	15.93%
36-40	149	12.83%
41-45	98	8.44%
46-50	131	11.28%
51-55	139	11.97%
56-60	114	9.82%
61-65	66	5.68%
65+	18	1.55%
Grand Total	1161	100.00%

24. What is your approximate household income?

Under \$25,000	53	5.24%
\$25,000 – 49,999	99	9.79%
\$50,000 – 74,999	165	16.32%
\$75,000 – 99,999	156	15.43%
\$100,000 – 150,000	307	30.37%
Over \$150,000	231	22.85%
Grand Total	1011	100.00%

25. What is your primary language?

English	1077	93.98%
Hindi	21	1.83%
Spanish	12	1.05%
Tamil	7	0.61%
Somali	6	0.52%
Telugu	5	0.44%
Other	3	0.26%
Urdu	3	0.26%
French	2	0.17%
Vietnamese	2	0.17%
Arabic	1	0.09%
ASL	1	0.09%
Bengali	1	0.09%
Chinese	1	0.09%
Kannada	1	0.09%
Kannado	1	0.09%
Malayalam	1	0.09%
Marathi	1	0.09%
Grand Total	1146	100.00%