



Express Rider Survey Results	October-22
TOTAL # OF 2022 SURVEY PARTICIPANTS	216

1. What city do you live in?

- Eden Prairie
- Chaska
- Chanhassen
- Carver
- Minnetonka
- Waconia
- Edina
- Shakopee
- Bloomington
- Victoria
- Jordan
- Cologne
- Glencoe
- Henderson
- Other

114	52.78%
39	18.06%
19	8.80%
8	3.70%
8	3.70%
5	2.31%
5	2.31%
5	2.31%
4	1.85%
3	1.39%
2	0.93%
1	0.46%
1	0.46%
1	0.46%
1	0.46%
216	100.00%

Grand Total

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

- Less than 1
- 1 to 2
- 3 to 5
- 6 to 10
- 11 or more

39	18.06%
30	13.89%
50	23.15%
48	22.22%
48	22.22%
215	99.54%

Grand Total

3. Where do you normally BEGIN your trip on SWT?

- SouthWest Station
- East Creek Station
- SouthWest Village
- Other

139	64.35%
41	18.98%
35	16.20%
1	0.46%
216	100.00%

Grand Total

4. How do you get to that location?

- Drive Yourself
- Drop Off
- Walk or Bike
- Bus Transfer
- SW Prime
- Carpool/Uber/Lyft

179	82.87%
23	10.65%
6	2.78%
4	1.85%
11	5.09%
5	2.31%
228	105.56%

Grand Total

5A. Before the pandemic, how many days a week would you normally ride SWT?

- 5
- 4
- 3
- 2
- 1
- 0

100	46.30%
29	13.43%
19	8.80%
7	3.24%
20	9.26%
22	10.19%
197	91.20%

Grand Total

5B. Currently, how many days a week do you ride SWT?

- 5
- 4
- 3
- 2

52	24.07%
27	12.50%
77	35.65%
41	18.98%

Grand Total	1	17	7.87%
		214	99.07%

6A. Does your place of business allow telecommuting?

	Yes	153	70.83%
	No	55	25.46%
Grand Total		208	96.30%

6B. If yes, how many days per week do you telecommute?

	5	1	0.46%
	4	11	5.09%
	3	37	17.13%
	2	71	32.87%
	1	20	9.26%
	0	12	5.56%
Grand Total		152	70.37%

7. Who is your employer?

	RBC Wealth Management	8	4.79%
	Ameriprise	24	14.37%
	University of MN	21	12.57%
	Student	12	7.19%
	Moss & Barnett	2	1.20%
	MN Health Fairview	2	1.20%
	US Bank	9	5.39%
	Wells Fargo	15	8.98%
	Other	74	44.31%
Grand Total		167	100.00%

8. How did you find out about SWT?

	SWT Bus	63	30.29%
	Advertising	8	3.85%
	Park & Ride	38	18.27%
	Social Media	1	0.48%
	Website	32	15.38%
	Referred by Family/Friend/Work	61	29.33%
	Other	5	2.40%
Grand Total		208	100.00%

9. Why do you typically use SWT?

	Work	178	79.11%
	School	41	18.22%
	Medical	3	1.33%
	Social/Recreation	2	0.89%
	Other	1	0.44%
Grand Total		225	100.00%

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

	Drive Alone	174	76.99%
	Carpool	18	7.96%
	Taxi/Uber/Lyft	12	5.31%
	Would not make the trip	18	7.96%
	Other	4	1.77%
Grand Total		226	100.00%

11. Please choose the MOST important reason you ride SWT

	Convenience	130	57.27%
	Cost-related	74	32.60%
	Environmental Concerns	16	7.05%
	Other	7	3.08%
Grand Total		227	100.00%

12. How do you normally pay for your fare?

	Cash	6	2.79%
	Go-To Card	114	53.02%
	U-Pass	30	13.95%
	MetroPass	61	28.37%
	Mobile App	2	0.93%
	Other	2	0.93%
Grand Total		215	100.00%

13. Do you prefer having the passenger barriers on the buses?

	Yes	75	34.72%
	No	41	18.98%
	Indifferent	100	46.30%
Grand Total		216	100.00%

14a. In the past 12 months, have you contacted Customer Service?

	Yes	64	29.63%
	No	146	67.59%
	NA	6	2.78%
Grand Total		216	100.00%

14b. If you phoned CS, was your call answered promptly?

	Yes	53	24.54%
	No	3	1.39%
	NA	160	74.07%
Grand Total		216	100.00%

14c. Do you feel the CS rep actively engaged in your inquiry?

	Yes	56	25.93%
	No	5	2.31%
	NA	155	71.76%
Grand Total		216	100.00%

14d. Was your email question answered promptly and professionally?

	Yes	29	13.43%
	No	4	1.85%
	NA	183	84.72%
Grand Total		216	100.00%

15a. Have you visited www.swtransit.org?

	Yes	181	83.80%
	No	14	6.48%
	NA	21	9.72%
Grand Total		216	100.00%

15b. Do you find the information you need?

	Yes	180	83.33%
	No	3	1.39%
	NA	33	15.28%
Grand Total		216	100.00%

15c. Do you find the website easy to navigate?

	Yes	150	69.44%
	No	27	12.50%
	NA	39	18.06%
Grand Total		216	100.00%

16a. Do you use the SWT mobile app?

	Yes	123	56.94%
	No	87	40.28%
	NA	6	2.78%
Grand Total		216	100.00%

16b. Do you find the information you need?

Yes	119	55.09%
No	8	3.70%
NA	89	41.20%
Grand Total	216	100.00%

16c. Do you find the app easy to navigate?

Yes	109	50.46%
No	13	6.02%
NA	94	43.52%
Grand Total	216	100.00%

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

SWTransit.org	104	42.80%
Driver/on bus	5	2.06%
Schedules	33	13.58%
SWT Mobile App	67	27.57%
Metro Transit (website)	17	7.00%
Social Media	1	0.41%
Customer Service Desk	10	4.12%
Other	2	0.82%
NA	4	1.65%
Grand Total	243	100.00%

18. How do you prefer to receive information? (select all that apply)

Rider alerts on the bus	101	28.21%
Social Media	14	3.91%
Newsletter	11	3.07%
SWTransit.org	86	24.02%
Mobile App push notification	73	20.39%
Email Alerts	59	16.48%
NA	14	3.91%
Grand Total	358	100.00%

19. Have you used the following Special Event Services?

State Fair	129	47.60%
Twins	41	15.13%
Vikings/Gophers	16	5.90%
Summer Adventures	9	3.32%
NA	76	28.04%
Grand Total	271	100.00%

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

Community Fairs/Events	79	12.95%
Website	130	21.31%
Bathroom Ads	58	9.51%
Social Media	48	7.87%
Newspaper Ads	43	7.05%
SW Perks	66	10.82%
Magazine Ads	19	3.11%
Direct Mailing	18	2.95%
Station Advertising	127	20.82%
NA	22	3.61%
Grand Total	610	100.00%

Report Card

	Very Satisfied	Satisfied	Dissatisfied	NA	Total
Bus Cleanliness	183	15	2	16	216
Facility Cleanliness	182	17	1	16	216
Driver Courtesy	174	25	1	16	216
Driver Safety	178	21	1	16	216
Service Availability	119	59	23	15	216
Service Reliability	162	33	5	16	216
On-time Performance	161	35	4	16	216

Schedules & Information Distribution
 Customer Service
 Overall

139	52	9	16	216
165	30	2	19	216
161	25	2	28	216

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

4	1	0.46%
5	1	0.46%
6	3	1.39%
7	7	3.24%
8	22	10.19%
9	55	25.46%
10	109	50.46%
NA	18	8.33%
Grand Total	216	100.00%

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

Improved	38	20.32%
Stayed the Same	135	72.19%
Declined	14	7.49%
NA		0.00%
Grand Total	187	100.00%

23. Which SouthWest Prime services have you heard of?

SW Prime	157	45.24%
PrimeMD	31	8.93%
Prime Essential	10	2.88%
MSP Airport	74	21.33%
Prime Edge (Shakopee, 494, Edina)	20	5.76%
NA	55	15.85%
Grand Total	347	100.00%

24. Which SouthWest Prime services have you used?

SW Prime	56	24.89%
PrimeMD	1	0.44%
Prime Essential	0	0.00%
MSP Airport	13	5.78%
Prime Edge (Shakopee, 494, Edina)	0	0.00%
I have not used SW Prime	108	48.00%
NA	47	20.89%
Grand Total	225	100.00%

25. Are you a SW Perks member?

Yes	53	24.54%
No	123	56.94%
NA	40	18.52%
Grand Total	216	100.00%

Optional - Demographic Information

Which gender do you identify with?

Female	81	37.50%
Male	60	27.78%
Non-binary	0	0.00%
Prefer not to say	1	0.46%
NA	74	34.26%
Grand Total	216	100.00%

What is your age?

Under 18	3	1.39%
18 - 24	26	12.04%
25 - 30	8	3.70%
31 - 35	12	5.56%
36 - 40	14	6.48%

41 - 45
 46 -50
 51 - 55
 56 - 60
 61 - 65
 Over 65
 NA

22	10.19%
22	10.19%
24	11.11%
27	12.50%
20	9.26%
6	2.78%
32	14.81%
216	100.00%

Grand 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
 NA

7	3.24%
16	7.41%
11	5.09%
24	11.11%
34	15.74%
28	12.96%
32	14.81%
64	29.63%
216	100.00%

Grand Total

What is your primary language?

English
 Afrikaans
 Bengali
 Japanese
 Kannada
 Nepali
 Vietnamese
 Yoruba
 NA

137	63.43%
1	0.46%
1	0.46%
1	0.46%
1	0.46%
1	0.46%
1	0.46%
1	0.46%
72	33.33%
216	100.00%

Grand Total