



SOUTHWEST TRANSIT	OCTOBER 2019 RIDER SURVEY
TOTAL # OF 2019 SURVEY PARTICIPANTS	1205

1. What city do you live in?

Eden Prairie	594	49.29%
Chaska	185	15.35%
Chanhassen	169	14.02%
Waconia	50	4.15%
Carver	47	3.90%
Victoria	44	3.65%
Shakopee	18	1.49%
Minnetonka	15	1.24%
Bloomington	14	1.16%
Jordan	10	0.83%
Edina	8	0.66%
Minneapolis	8	0.66%
Excelsior	7	0.58%
Hopkins	7	0.58%

Cologne	5	0.41%
Glencoe	4	0.33%
Belle Plaine	3	0.25%
Minnetrissa	3	0.25%
Shorewood	3	0.25%
Hamburg	2	0.17%
Prior Lake	2	0.17%
Saint Paul	2	0.17%
Golden Valley	1	0.08%
Henderson	1	0.08%
Maple Grove	1	0.08%
New Prague	1	0.08%
St. Bonifacious	1	0.08%
Grand Total	1205	100.00%

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

Less than 1	204	16.96%
1 to 2	268	22.28%
3 to 5	321	26.68%
6 to 10	227	18.87%
11 or more	183	15.21%
Grand Total	1203	100.00%

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

SW station	677	56.23%
East Creek	233	19.35%
SW Village	162	13.46%
Chanhassen Transit Station	71	5.90%
Carver Station	31	2.57%
Downtown Minneapolis	11	0.91%
Eden Prairie loop	6	0.50%
On SW prime	3	0.25%
Southdale	2	0.17%
Other	8	0.66%
Grand Total	1204	100.00%

4. How do you get to that location?

Drive Yourself	1039	86.44%
Drop Off	66	5.49%
Walk or Bike	41	3.41%
Carpool/Uber/Lyft	21	1.75%
Bus Transfer	17	1.41%
SW Prime	17	1.41%
Grand Total	1202	100.00%

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

5	787	65.53%
4	250	20.82%
3	120	9.99%
2	24	2.00%
1	20	1.67%
	1201	100.00%

5B. Has this changed in the last year?

No	980	83.26%
Yes	197	16.74%
Grand Total	1177	100.00%

5C. If Yes, do you ride MORE / LESS

less	62	29.81%
more	146	70.19%
Grand Total	208	100.00%

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

No	1101	92.21%
Yes	93	7.79%
Grand Total	1194	100.00%

7A. Does your place of business allow telecommuting?

No	476	41.54%
Yes	670	58.46%
Grand Total	1146	100.00%

7B. If Yes, how many days per week do you telecommute?

1	309	71.69%
2	86	19.95%
3	15	3.48%
4	7	1.62%
5	14	3.25%
Grand Total	431	100.00%

8. Who is your employer?

Target	68	16.55%
U.S. Bank	61	14.84%
Ameriprise	50	12.17%
Wells Fargo	47	11.44%
U of M	20	4.87%
RBC wealth management	13	3.16%
Thirvent	12	2.92%
Hennepin County	9	2.19%
Xcel	9	2.19%
Best Buy	8	1.95%
Capella U	7	1.70%
Sleep number	6	1.46%
SPS Commerce	6	1.46%
RSM US LLP	5	1.22%
Virgin Pulse	4	0.97%
CLA	3	0.73%
Optum	3	0.73%
Oracle	3	0.73%
Sure Scripts	3	0.73%
Responses with less than 2	64	15.57%
Grand Total	411	100.00%

9. How did you find out about SWT?

Referred by Family/Friend/Work	415	36.28%
SWT Bus	301	26.31%
Park & Ride	241	21.07%
Website	150	13.11%
Ad	18	1.57%
Other	12	1.05%
Social Media	7	0.61%
Grand Total	1144	100.00%

10. Why do you typically use SWT?

Work	1111	92.28%
School	88	7.31%
Other	3	0.25%
Jury Duty	1	0.08%
Social/Recreation	1	0.08%
Grand Total	1204	100.00%

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

Drive Alone	907	75.84%
Carpool	113	9.45%
Would not make the trip	108	9.03%
Taxi/Uber/Lyft	48	4.01%
Other	20	1.67%
Grand Total	1196	100.00%

12. Please choose the single MOST important reason you ride SWT

Convenience	761	63.63%
Cost-Related	355	29.68%
Environmental Concerns	70	5.85%
Other	10	0.84%
Grand Total	1196	100.00%

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

SW perks	199	32.05%
sw ride	182	29.31%
sw prime	170	27.38%
guaranteed ride home	70	11.27%
Grand Total	621	100.00%

14. Do you value SWT's customer requested "Quiet Zone" approach to cell phone usage on the bus?

Yes	1169	97.66%
No	28	2.34%
Grand Total	1197	100.00%

15. In the past 12 months have you contacted Customer Service?

No	846	70.62%
Yes	352	29.38%
Grand Total	1198	100.00%

15A. If you phoned CS, was your call answered promptly?

Yes	241	92.69%
No	19	7.31%
Grand Total	260	100.00%

15B. Do you feel that the CS rep actively engaged in your inquiry?

Yes	301	94.65%
No	17	5.35%
Grand Total	318	100.00%

15C. Was your email question answered promptly and professionally?

Yes	197	92.49%
No	16	7.51%
Grand Total	213	100.00%

16. Have you visited www.swtransit.org?

Yes	1073	90.09%
No	118	9.91%
Grand Total	1191	100.00%

16A. Did you find the information you need?

Yes	1014	96.94%
No	32	3.06%
Grand Total	1046	100.00%

16B. Do you find the website easy to navigate?

Yes	855	84.24%
No	160	15.76%
Grand Total	1015	100.00%

17. Do you use the SWT phone app?

Yes	642	53.86%
No	550	46.14%
Grand Total	1192	100.00%

17A. Do you find the information you need?

Yes	582	91.80%
No	52	8.20%
Grand Total	634	100.00%

17B. Do you find the app easy to navigate?

Yes	508	81.28%
No	117	18.72%
Grand Total	625	100.00%

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

swtransit.org	533	44.68%
SWT phone app	343	28.75%
Schedules	128	10.73%
Driver/ on bus	53	4.44%
metro transit	86	7.21%
google maps	22	1.84%
customer service desk	14	1.17%
social media	9	0.75%
Other	5	0.42%
Grand Total	1193	100.00%

19. How do you prefer to receive information (check all that apply)

Rider Alerts on bus	681
Phone app push notification	466
swtransit.org	404
Email Alerts	391
Social Media	113
Newsletter	42

20. Have you used the following services?

	Yes	% Yes	No	% No	TOTAL
State Fair	743	62.75%	441	37.25%	1184
Twins	296	24.96%	890	75.04%	1186
Vikings/Gophers	117	9.87%	1069	90.13%	1186
Concert Series	43	3.63%	1142	96.37%	1185
Summer Adventures	37	3.12%	1148	96.88%	1185

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

	Yes	% Yes	No	% No	TOTAL
Community Fairs / Events	542	50.23%	537	49.77%	1079
Bathroom Ads	392	36.26%	689	63.74%	1081
Newspaper Ads	213	19.70%	868	80.30%	1081
Magazine Ads	110	10.18%	971	89.82%	1081
Station Advertising	793	73.36%	288	26.64%	1081
Website	634	58.65%	447	41.35%	1081
Social Media	275	25.44%	806	74.56%	1081
SW Perks	425	39.35%	655	60.65%	1080
Direct Mailing	100	9.25%	981	90.75%	1081

22. 2018 SERVICE REPORT CARD

	Very Satisfied	Satisfied	Dissatisfied	Total Response
Bus Cleanliness	1068	93	2	1163
Facility Cleaniness	1040	112	5	1157
Driver Courtesy	1005	152	3	1160
Driver Safety	989	171	1	1161
Service Availability	746	350	62	1158
Service Reliability	892	254	11	1157
On-time Performance	799	337	24	1160
Schedules and other information	783	335	35	1153
Customer Service	907	213	12	1132
OVERALL	858	187	4	1050

	Very Satisfied	Satisfied	Dissatisfied
Bus Cleanliness	91.83%	8.00%	0.17%
Facility Cleaniness	89.89%	9.68%	0.43%
Driver Courtesy	86.64%	13.10%	0.26%
Driver Safety	85.19%	14.73%	0.09%
Service Availability	64.42%	30.22%	5.35%
Service Reliability	77.10%	21.95%	0.95%
On-time Performance	68.88%	29.05%	2.07%
Schedules and other information	67.91%	29.05%	3.04%
Customer Service	80.12%	18.82%	1.06%
OVERALL	81.71%	17.81%	0.38%

OVERALL satisfied vs. dissatisfied	Satisfied	99.52%	Dissatisfied	0.38%
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From 0-10 with 0 being lowest, how would you rate SWT as a transit agency?

10	525	47.43%
9	336	30.35%
8	186	16.80%
7	39	3.52%
6	16	1.45%
5	3	0.27%
4	0	0.00%
3	0	0.00%
2	2	0.18%
1	0	0.00%
Total Responses	1107	100.00%

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

Improved	274	25.32%
Declined	100	9.24%
Stayed the same	708	65.43%
Total Responses	1082	100.00%

23. Have you heard of our SouthWest Prime Service?

YES	YES %	NO	NO %	TOTAL
960	86.10%	155	13.90%	1115

24. Have you used SouthWest our Prime Services?

YES	YES %	NO	NO %	TOTAL
285	25.65%	826	74.35%	1111

25. Have you heard of our SW Perks program?

YES	YES %	NO	NO %	TOTAL
816	73.51%	294	26.49%	1110

25. Are a SW Perks member?

YES	YES %	NO	NO %	TOTAL
315	28.66%	784	71.34%	1099

27. What is your gender?

Female	518	54.24%
Male	436	45.65%
Neither	1	0.10%
Grand Total	955	100.00%

28. What is your age?

<18	8	0.79%
18-24	84	8.33%
25-30	136	13.49%
31-35	136	13.49%
36-40	171	16.96%
41-45	101	10.02%
46-50	97	9.62%
51-55	100	9.92%
56-60	95	9.42%
61-65	62	6.15%
65+	18	1.79%
Grand Total	1008	100.00%

29. What is your approximate household income?

Under \$25,000	20	2.32%
\$25,000 – 49,999	57	6.62%
\$50,000 – 74,999	127	14.75%
\$75,000 – 99,999	126	14.63%
\$100,000 – 150,000	238	27.64%
\$151,000 – 199,000	143	16.61%
Over \$200,000	150	17.42%
Grand Total	861	100.00%

30. What is your primary language?

English	829	95.84%
Telugu	12	1.39%
Hindi	4	0.46%
Tamil	4	0.46%
Spanish	3	0.35%
Portuguese	2	0.23%
Tagalog	2	0.23%
Bengali	1	0.12%
French	1	0.12%
Gujarati	1	0.12%
Malayalaw	1	0.12%
Marathi	1	0.12%
Nepali	1	0.12%
Persian	1	0.12%
Somali	1	0.12%
Tagarog	1	0.12%
Yoruba	1	0.12%
Grand Total	865	100.00%