



**SFMTA**  
Municipal  
Transportation  
Agency

# **RIDERSHIP SURVEY 2017**

*Conducted for the San Francisco Municipal Transportation Agency*

## **KEY FINDINGS**

*June to August 2017*

*Prepared by*

**COREY, CANAPARY & GALANIS RESEARCH**

**San Francisco, California**

# **SURVEY DETAILS**

**TECHNIQUE** Telephone interviewing

**FIELD DATES** Field work conducted in June through August 2017

**INTERVIEWS** 553 completed interviews

**SAMPLE FRAME** Current adult residents of San Francisco who have used Muni in the past 6 months. A hybrid cell phone/RDD sample was utilized to contact county residents. Interviews were conducted in English, Spanish, and Chinese.

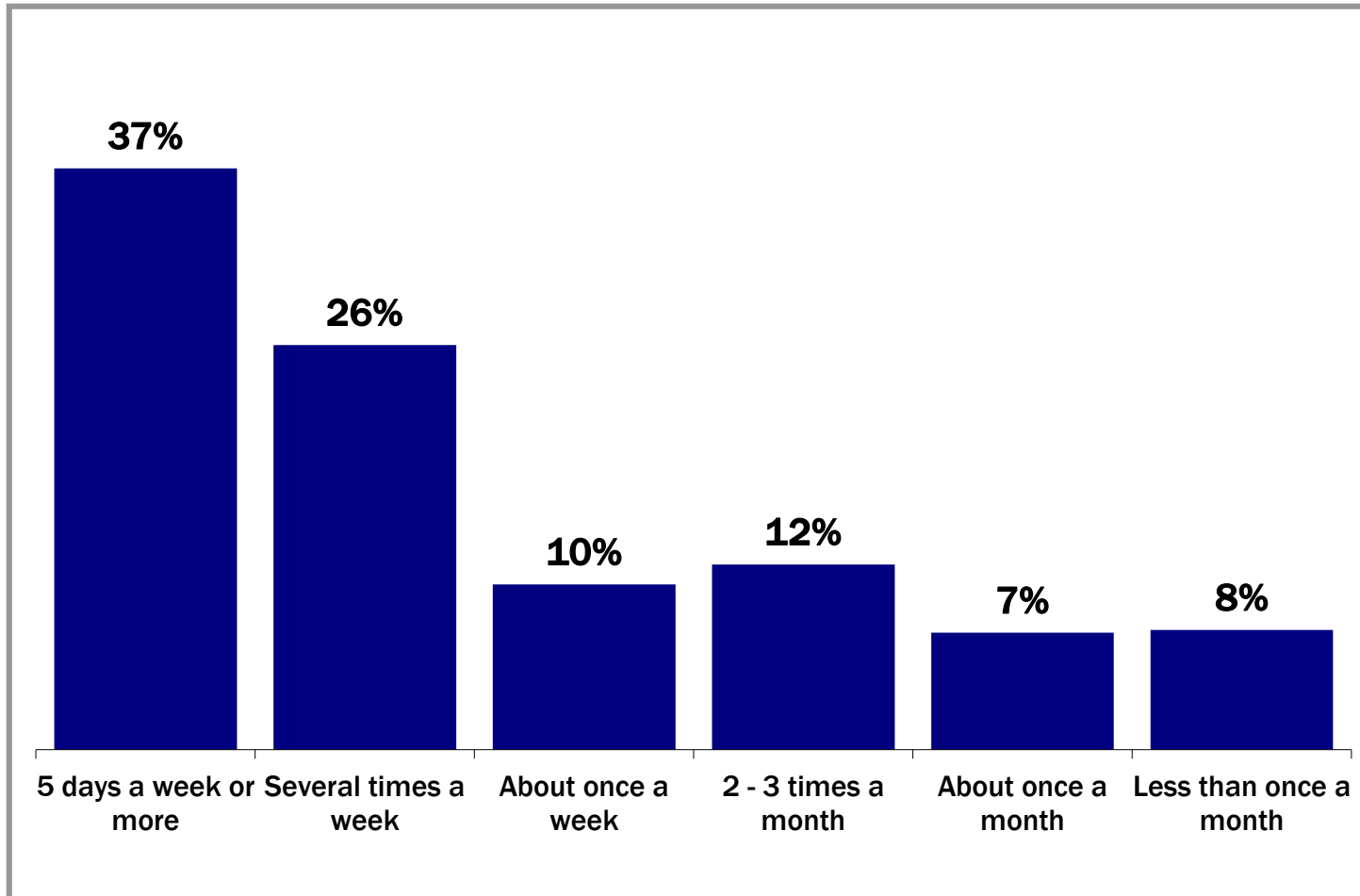
**MARGIN OF ERROR** +/- 4.1% for total sample (n=553)  
(at 95% confidence level)

**NOTES** Responses are rounded to the nearest whole percentage. On some questions, the percentages may not add up 100% because of statistical rounding.

# USAGE OF MUNI

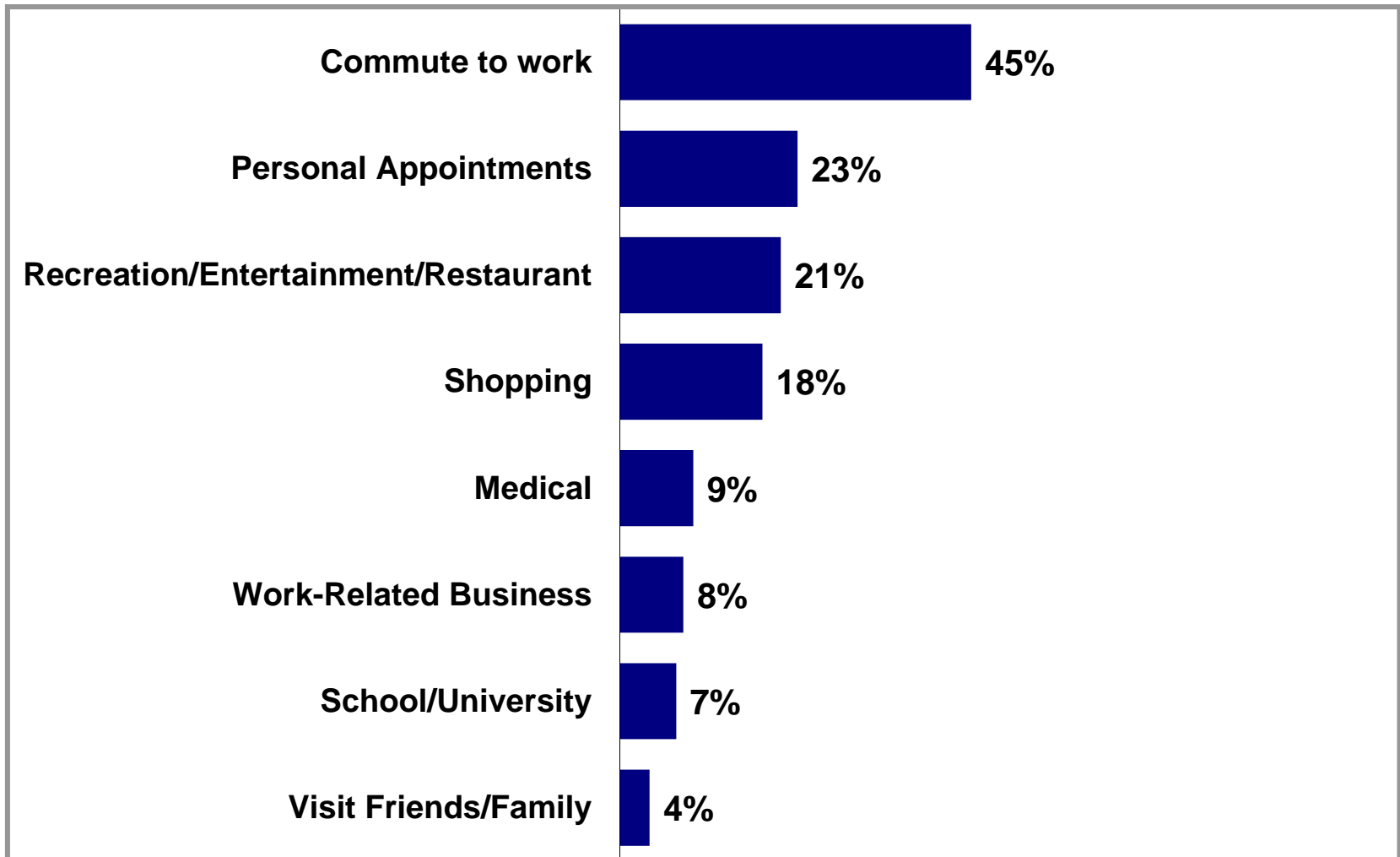
# FREQUENCY OF RIDING MUNI

How often do you ride MUNI?



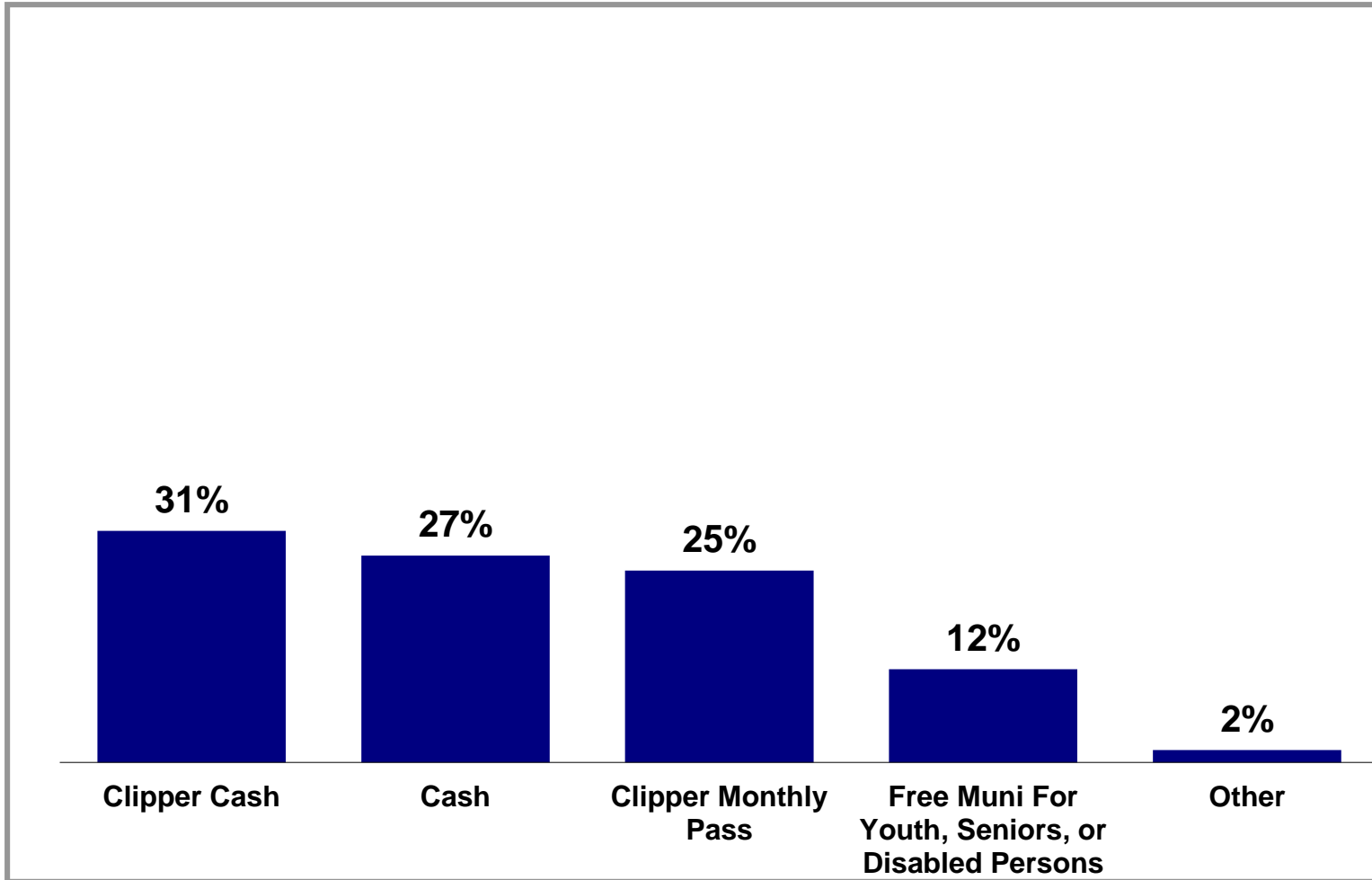
# PURPOSE OF RIDING MUNI

When you use MUNI, what is the main purpose of the trips you make?



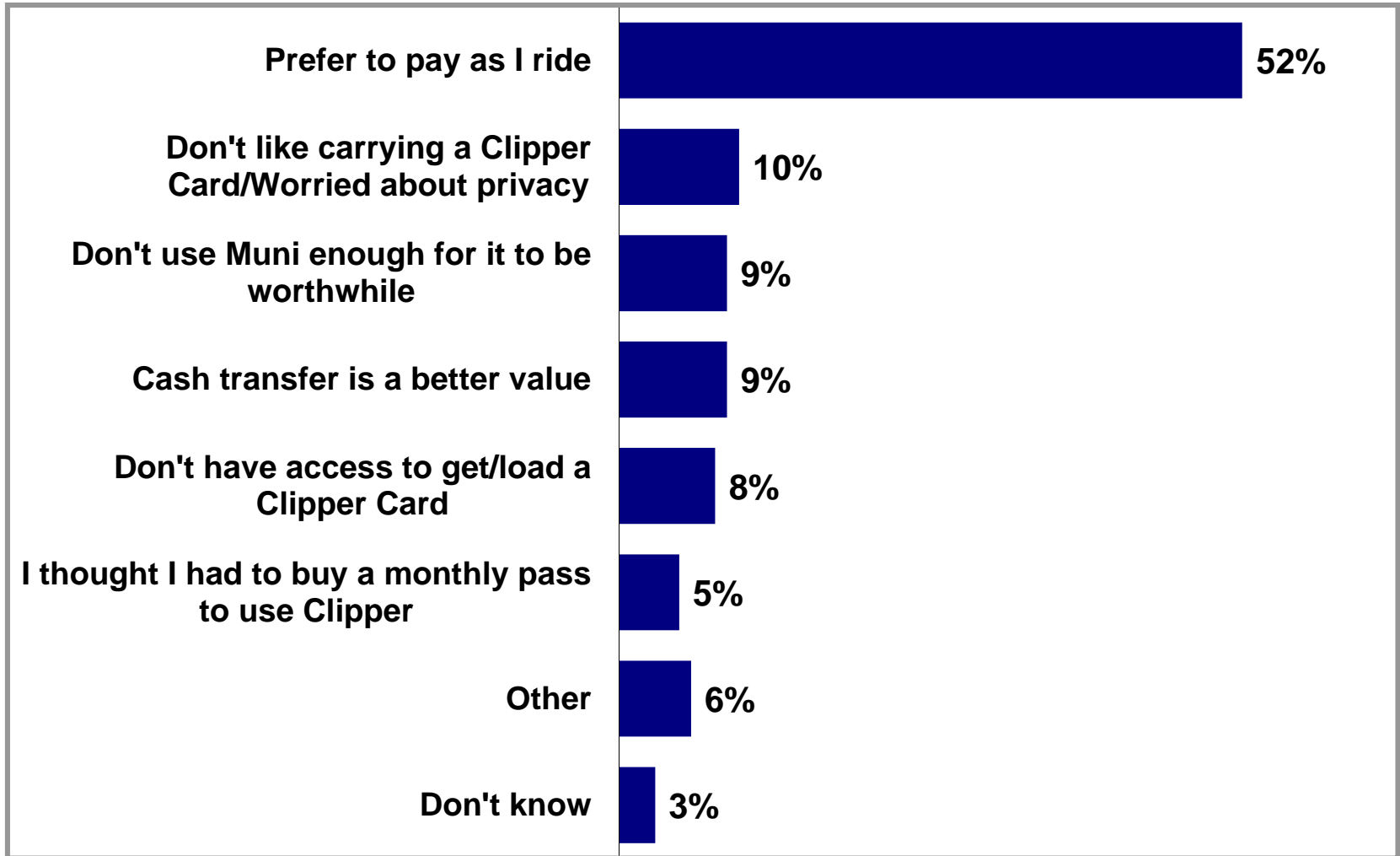
# FARE PAYMENT

How do you usually pay your MUNI fare?



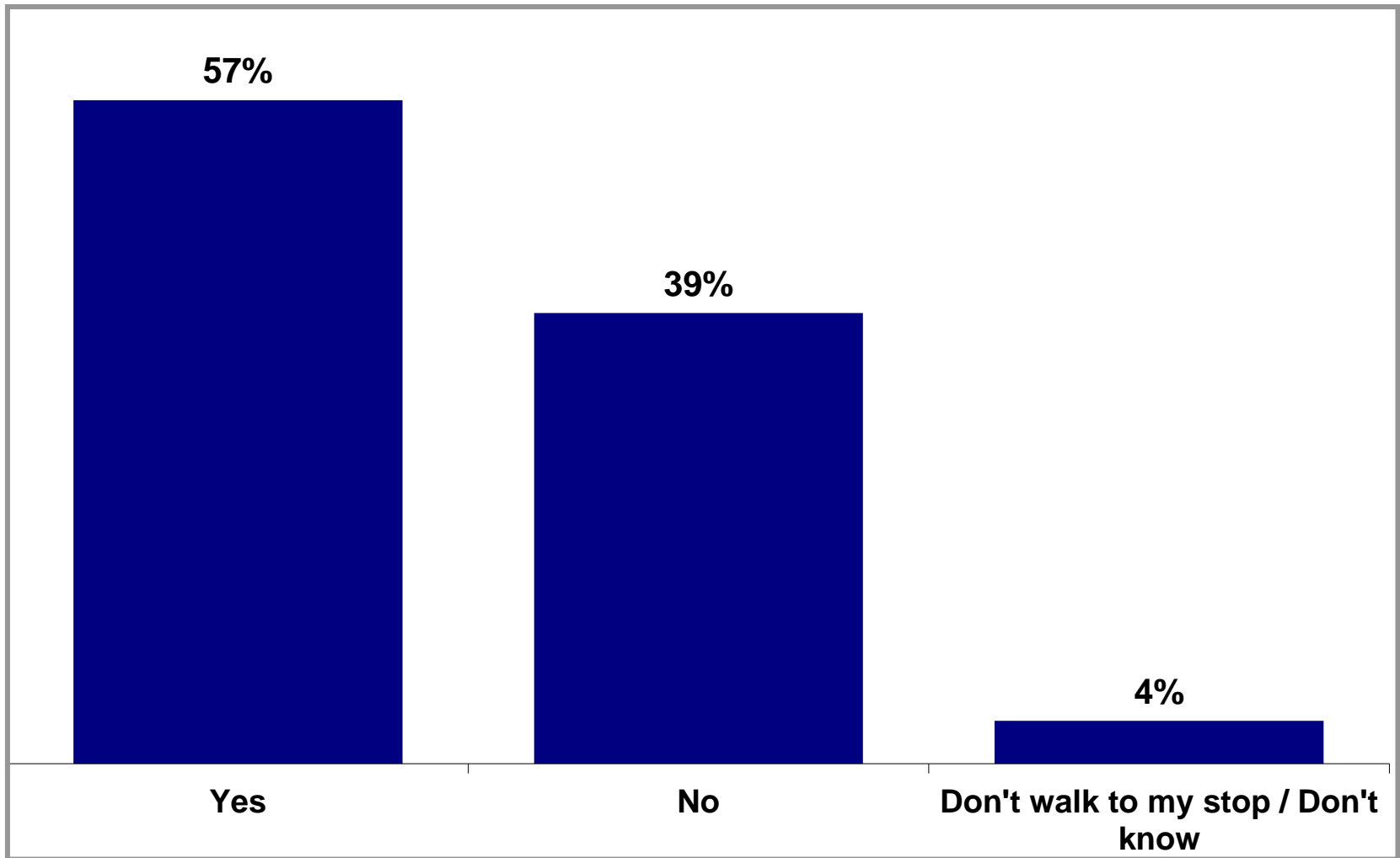
# WHY CASH

What is the primary reason that you use cash?



## WALK LONGER DISTANCE TO STOP

Would you consider walking a longer distance to your Muni stop if you knew it would reduce your overall travel time?

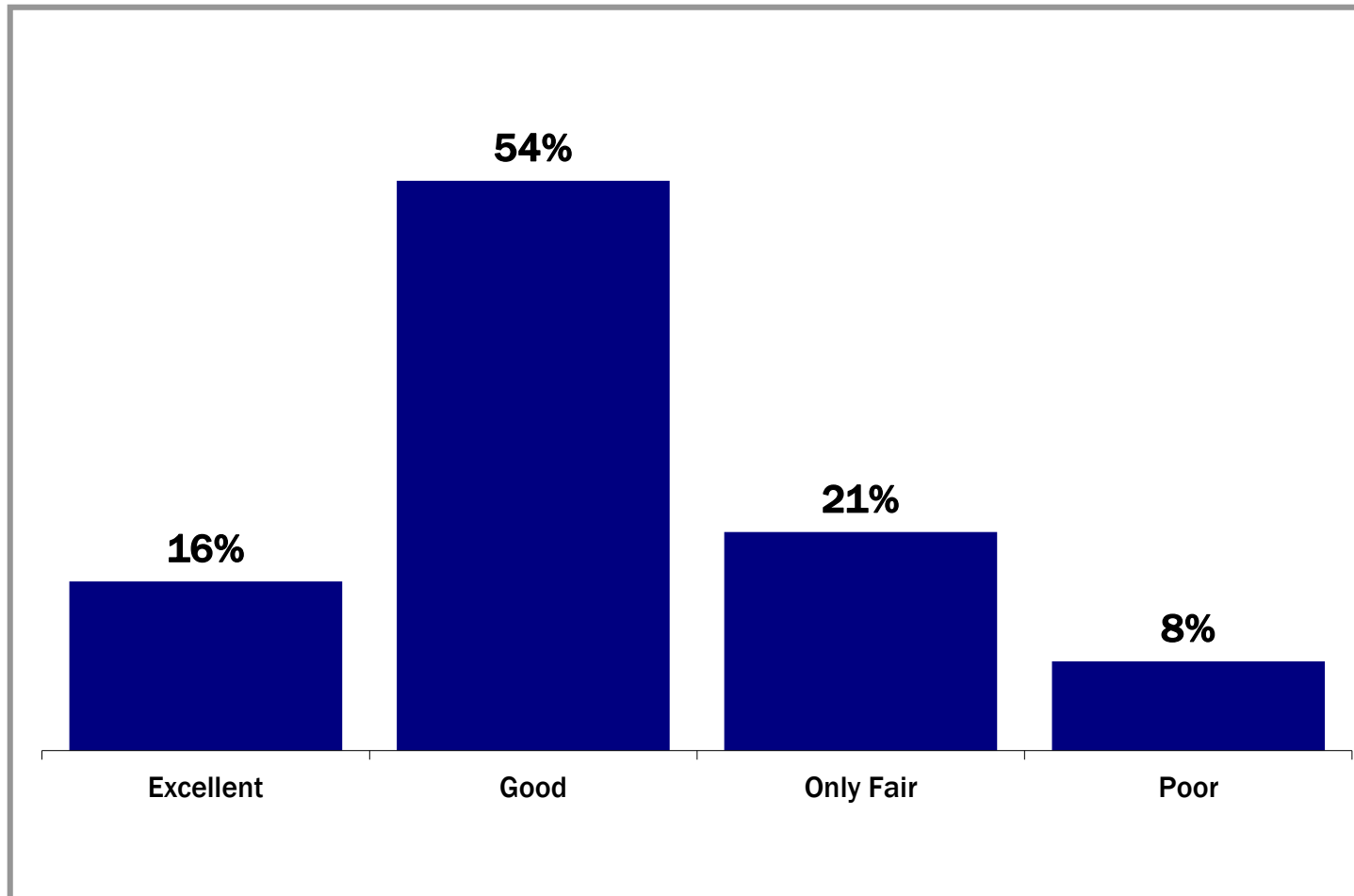




# **SATISFACTION RATINGS**

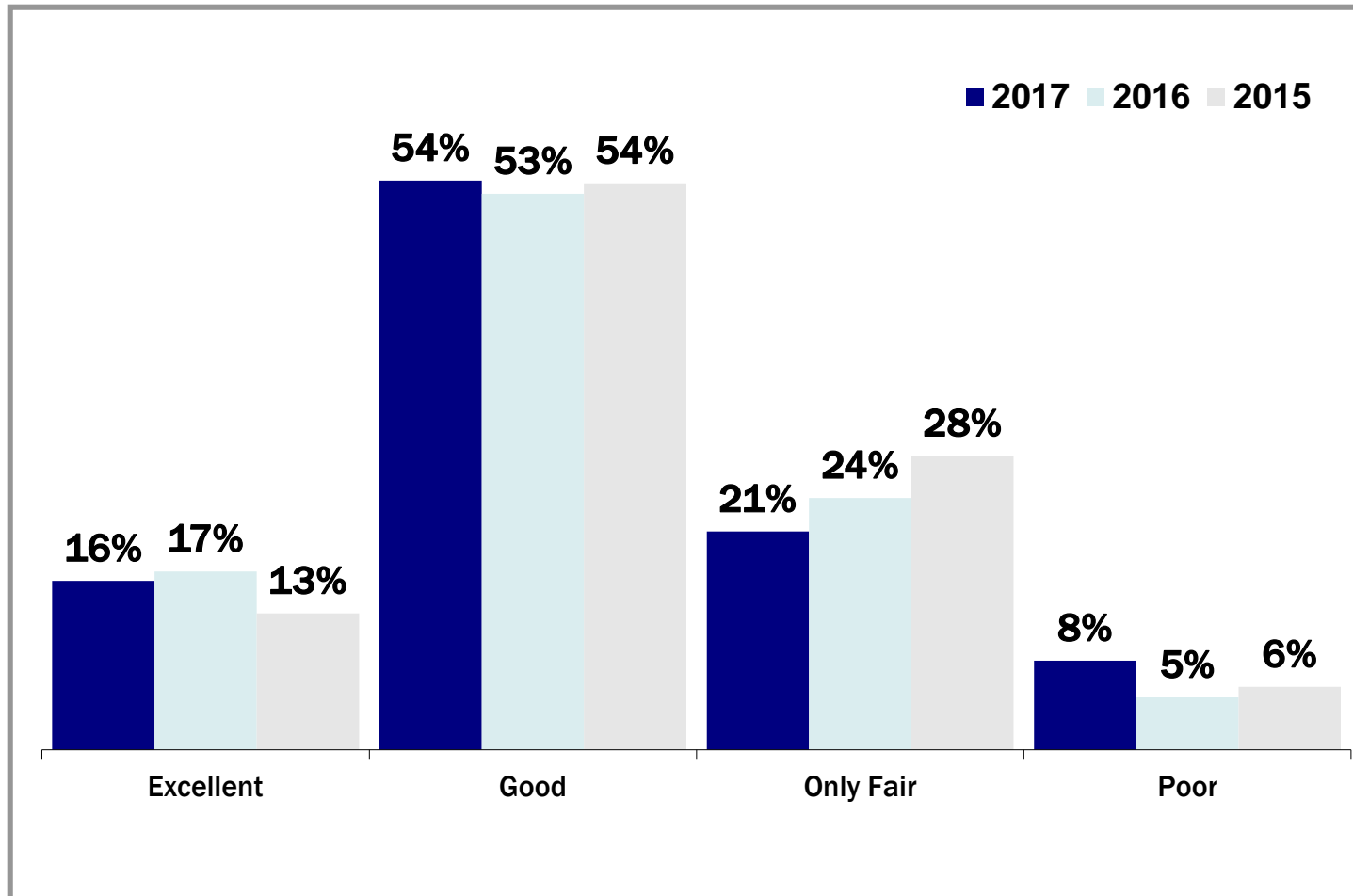
# OVERALL RATING OF MUNI SERVICE (2017)

Overall, how would you rate MUNI's service? Would you say...



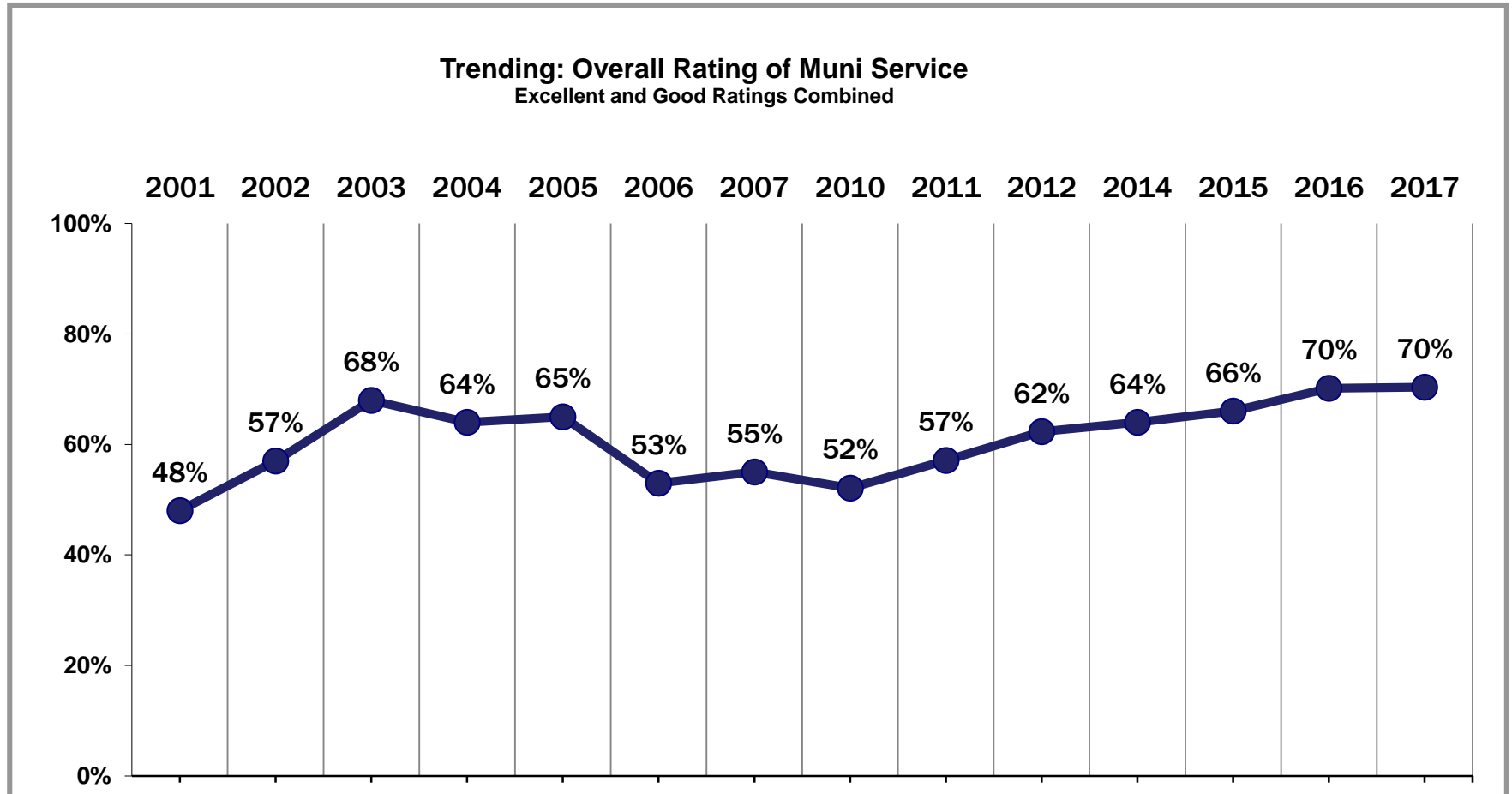
# OVERALL RATING OF MUNI SERVICE – THREE YEAR COMPARISON

Overall, how would you rate MUNI's service? Would you say...



# OVERALL RATING OF MUNI SERVICE - TRENDING

Overall, how would you rate MUNI's service? Would you say...



**Important Note:** Between 2001-2004, a 5 point scale was used: excellent, good, fair, poor and very poor. Since 2005, a four point scale has been used: excellent, good, fair, and poor.

# OVERALL RATING OF MUNI SERVICE – SUB-GROUP RATINGS

Overall, how would you rate MUNI’s service? Would you say...

Satisfaction Rating by...		----- 2017 -----		
		Note: Read % across ▶		
		Excellent /Good	Fair	Poor
Total (all respondents) (n = 543) .....		70%	21%	8%
<u>Usage of Muni</u>				
5 or more days/week (n = 204).....		67%	23%	10%
Several times a week (n = 142).....		73%	20%	7%
Once a week (n = 58).....		78%	16%	5%
Three times a month or less often (n = 148).....		70%	20%	9%
<u>By Service Line Type</u>				
Regular Bus Line (n = 291).....		76%	17%	6%
Rapid Bus Lines (n = 169).....		76%	19%	5%
Rapid Rail Lines (n = 202).....		60%	27%	13%
<u>Disability</u>				
Disability or condition impacting travel (n = 82).....		73%	17%	10%

# OVERALL RATING OF MUNI SERVICE – SUB-GROUP RATINGS (Continued)

Overall, how would you rate MUNI’s service? Would you say...

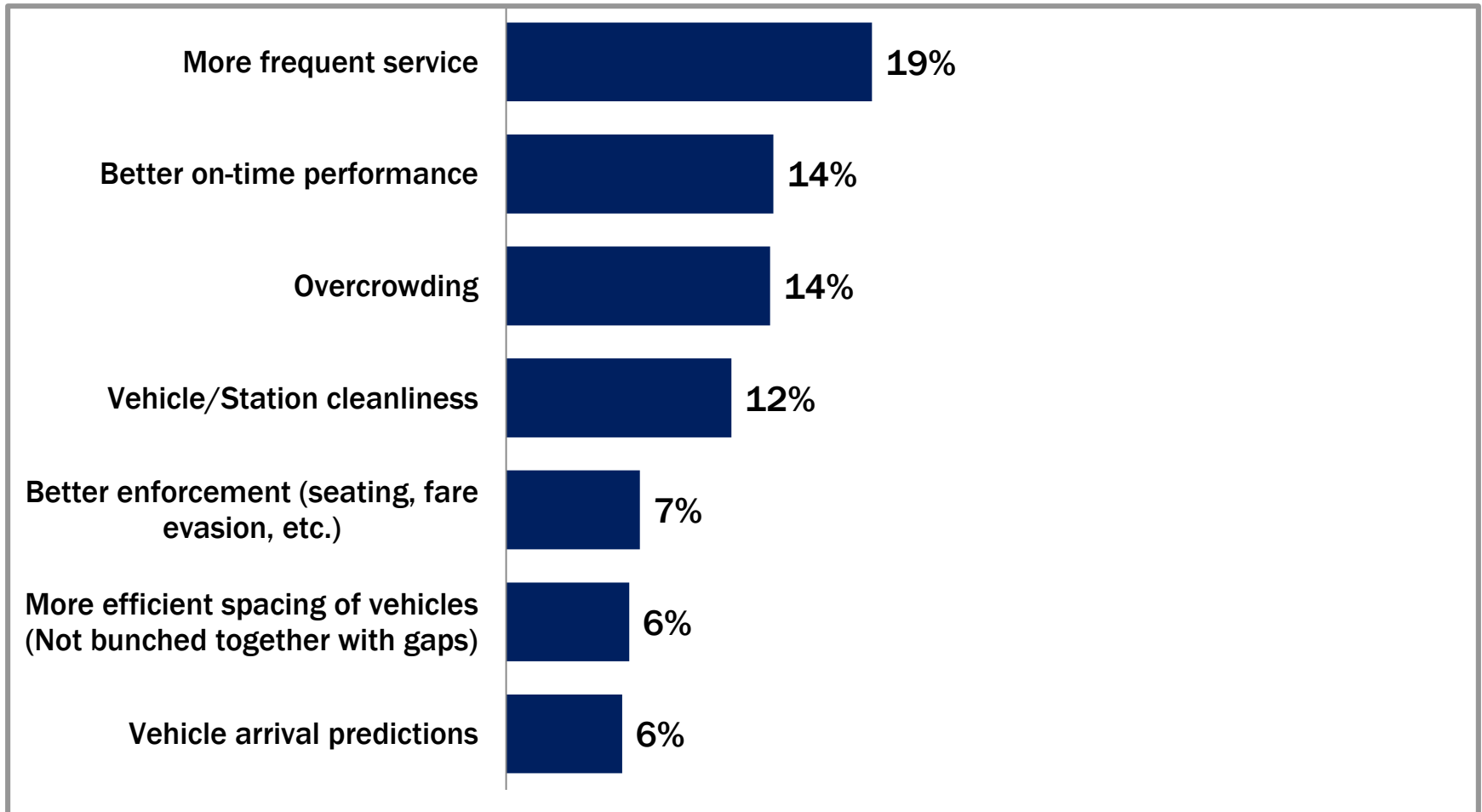
Satisfaction Rating by...	----- 2017 -----		
	Excellent / Good	Fair	Poor
Total (all respondents) (n = 543) .....	70%	21%	8%
<b>Income</b>			
Less than \$25,000 (n = 93).....	84%	13%	3%
\$25,000 - \$49,999 (n = 92).....	75%	17%	8%
\$50,000 - \$74,999 (n = 58).....	76%	19%	5%
\$75,000 - \$99,999 (n = 44).....	68%	25%	7%
\$100,000 or more (n = 266).....	63%	24%	12%

Note: Read % across ▶

# ASPECTS OF MUNI WOULD MOST LIKE TO SEE IMPROVED

What aspects of MUNI would you most like to see improved?

(Open-Ended. Multiple Responses Accepted)



Note: Top items shown above. For complete list, reference the crosstabulated tables. To note: on this question 3% of respondents indicated they were satisfied with Muni service or made a similar positive comment.

## RATING OF SPECIFIC MUNI ATTRIBUTES

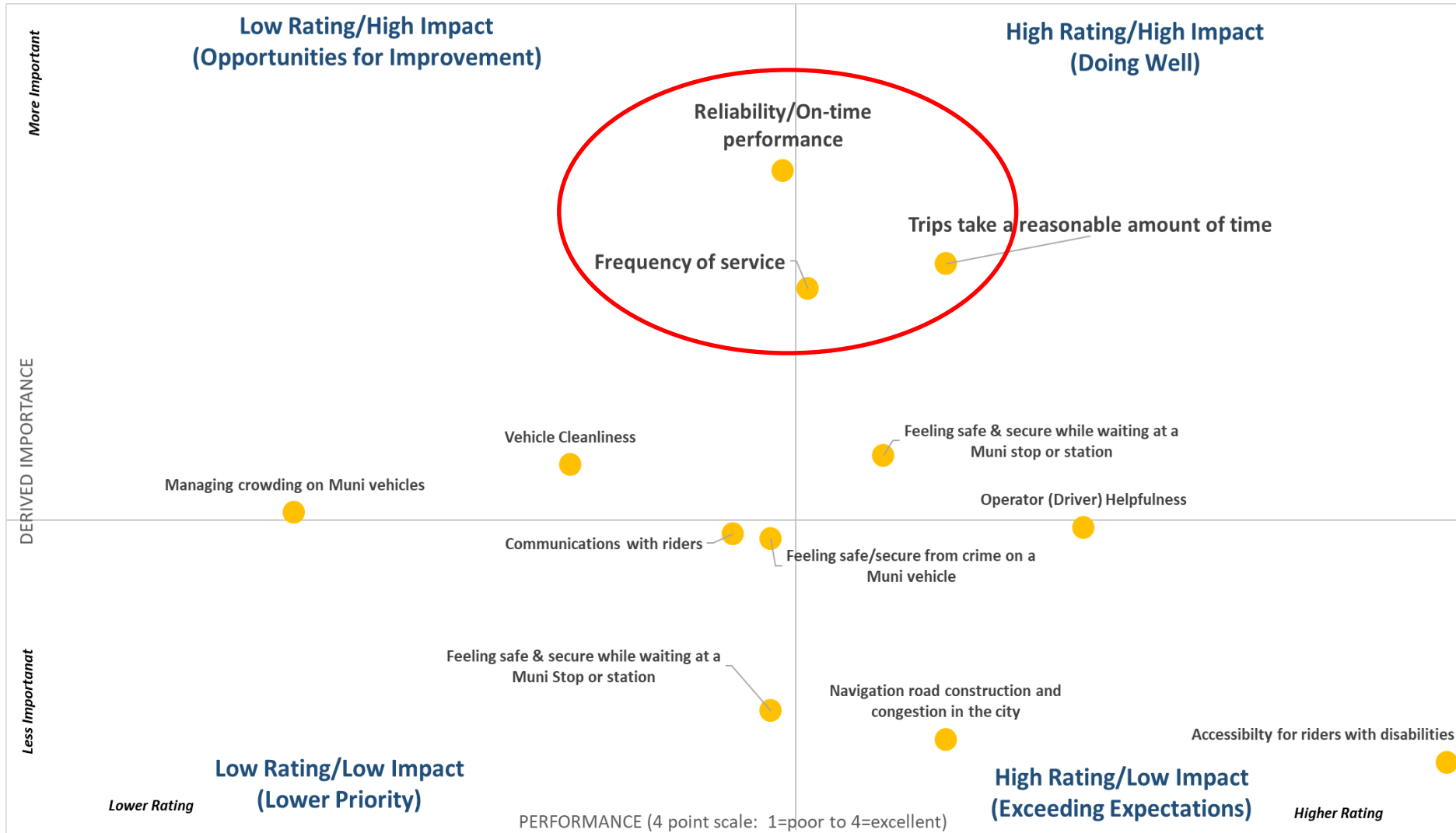
Now I would like to ask about the MUNI's performance in different areas. For each area I read, please tell me whether MUNI does an excellent job, a good job, a fair job, or a poor job in this area.

	(% saying <u>excellent</u> or <u>good</u> )		
	2017	2016	2015
Accessibility for persons with disabilities.....	78%	75%	78%
Operator (driver) helpfulness.....	71%	71%	66%
Trips take a reasonable amount of time.....	66%	65%	66%
Navigating road construction / congestion.....	65%	Not Asked	Not Asked
Accurate arrival predictions .....	62%	Not Asked	Not Asked
Frequency of service.....	60%	58%	57%
Feeling safe & secure from crime on a Muni vehicle....	60%	55%	54%
Feeling safe & secure waiting at a Muni stop.....	59%	59%	59%
Reliability / On-time performance.....	58%	56%	52%
Communication with riders.....	54%	55%	48%
Vehicle cleanliness.....	51%	51%	43%
Managing crowding on Muni vehicles.....	39%	35%	32%



# RATING OF SPECIFIC MUNI ATTRIBUTES

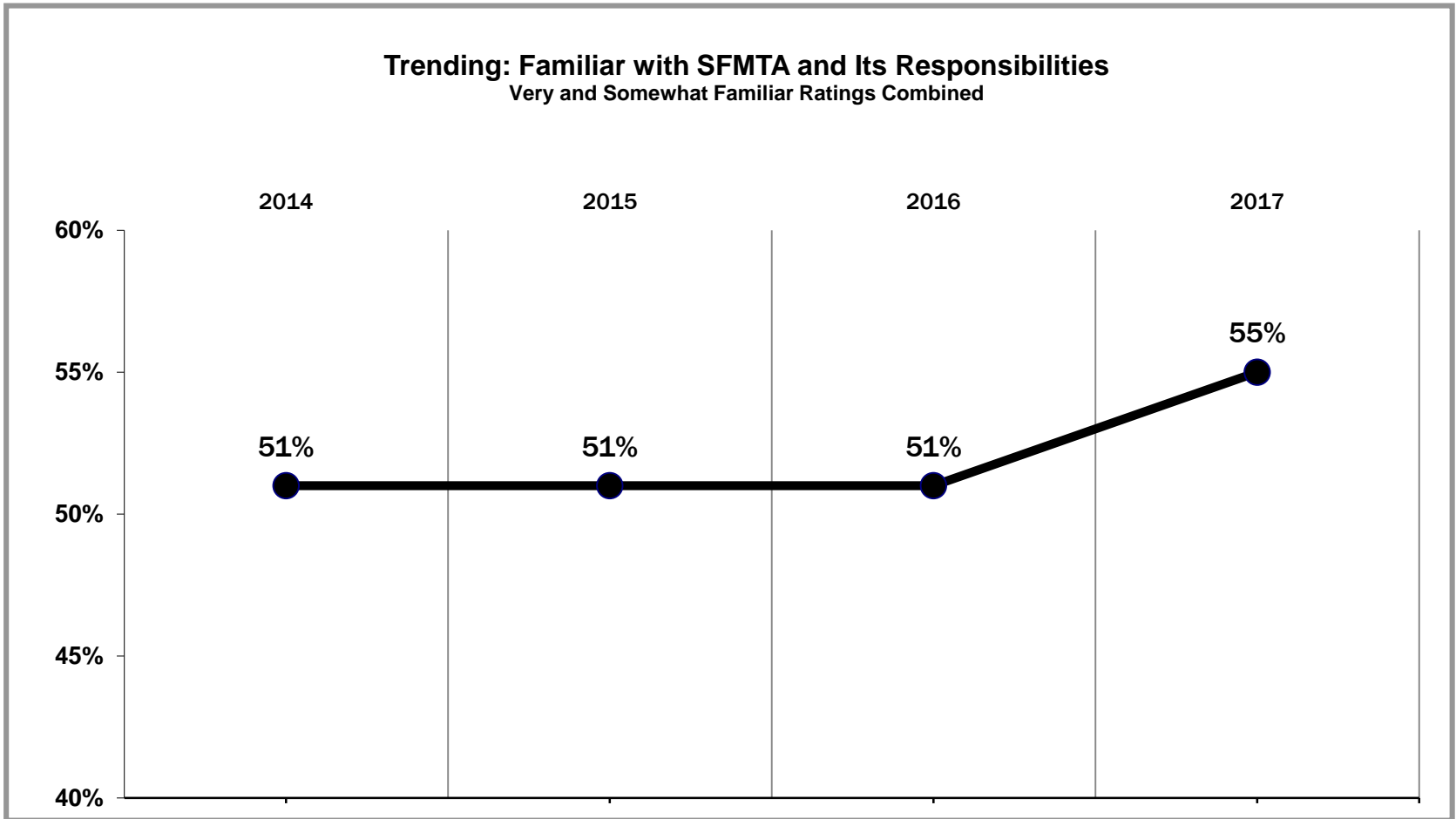
## QUADRANT CHART



# **SFMTA RESPONSIBILITIES**

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In general, how familiar are you with the SFMTA and its responsibilities?



^ SFMTA responsibilities described as: a City agency which oversees Muni, bike and pedestrian programs, taxis as well as parking and traffic in the City

# ALTERNATIVES TO MUNI

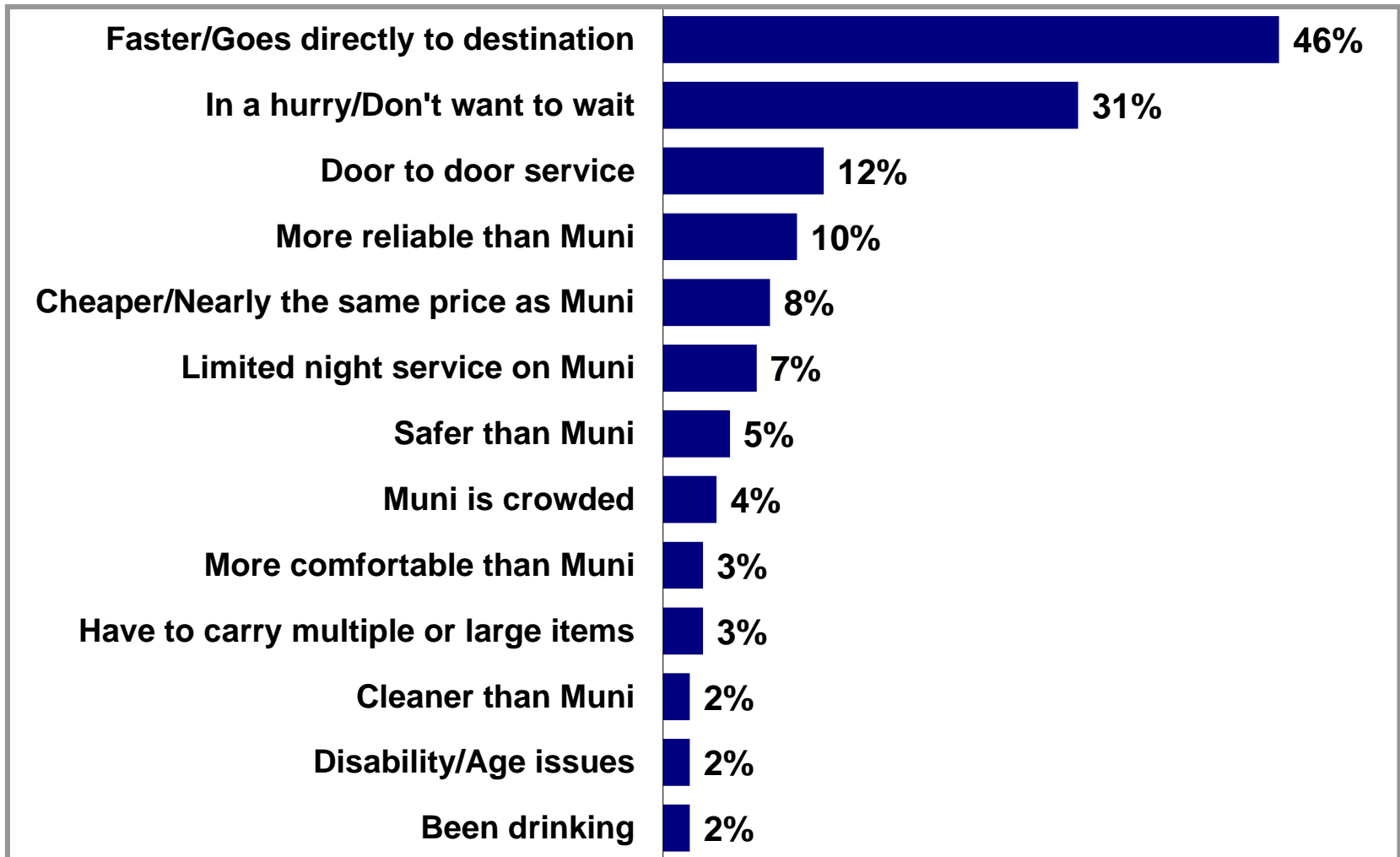
## ALTERNATIVES IF MUNI NOT AVAILABLE – 2017 vs. 2016

Think about your last Muni trip. If Muni was not available for that trip, how would you have gotten where you needed to go?

	2017	2016	Change
<b><u>Modes Increasing</u></b>			
Use ride hailing services.....	34%	29%	+5%
Drive (myself).....	17%	14%	+3%
Get a ride.....	8%	6%	+2%
Would not have made trip.....	7%	5%	+2%
Use a taxi.....	9%	9%	+0%
<b><u>Modes Decreasing</u></b>			
Use other transit such as BART.....	5%	12%	-7%
Walk.....	17%	21%	-4%
Ride a bicycle.....	3%	4%	-1%

## WHY RIDE HAIL INSTEAD OF MUNI

What is the main reason you choose a ride hailing service like Uber or Lyft rather than Muni in these situations?



# **BARRIERS TO MUNI USE**

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What is the main reason you don't ride Muni more?

