

RIDERSHIP SURVEY 2014

Conducted for the San Francisco Municipal Transportation Agency

KEY FINDINGS

Prepared by

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SURVEY DETAILS

TECHNIQUE Telephone interviewing

FIELD DATES Field work conducted in February 2014

INTERVIEWS 620 completed interviews

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

MARGIN OF ERROR +/- 3.9% for total sample (n=620)
(at 95% confidence level)

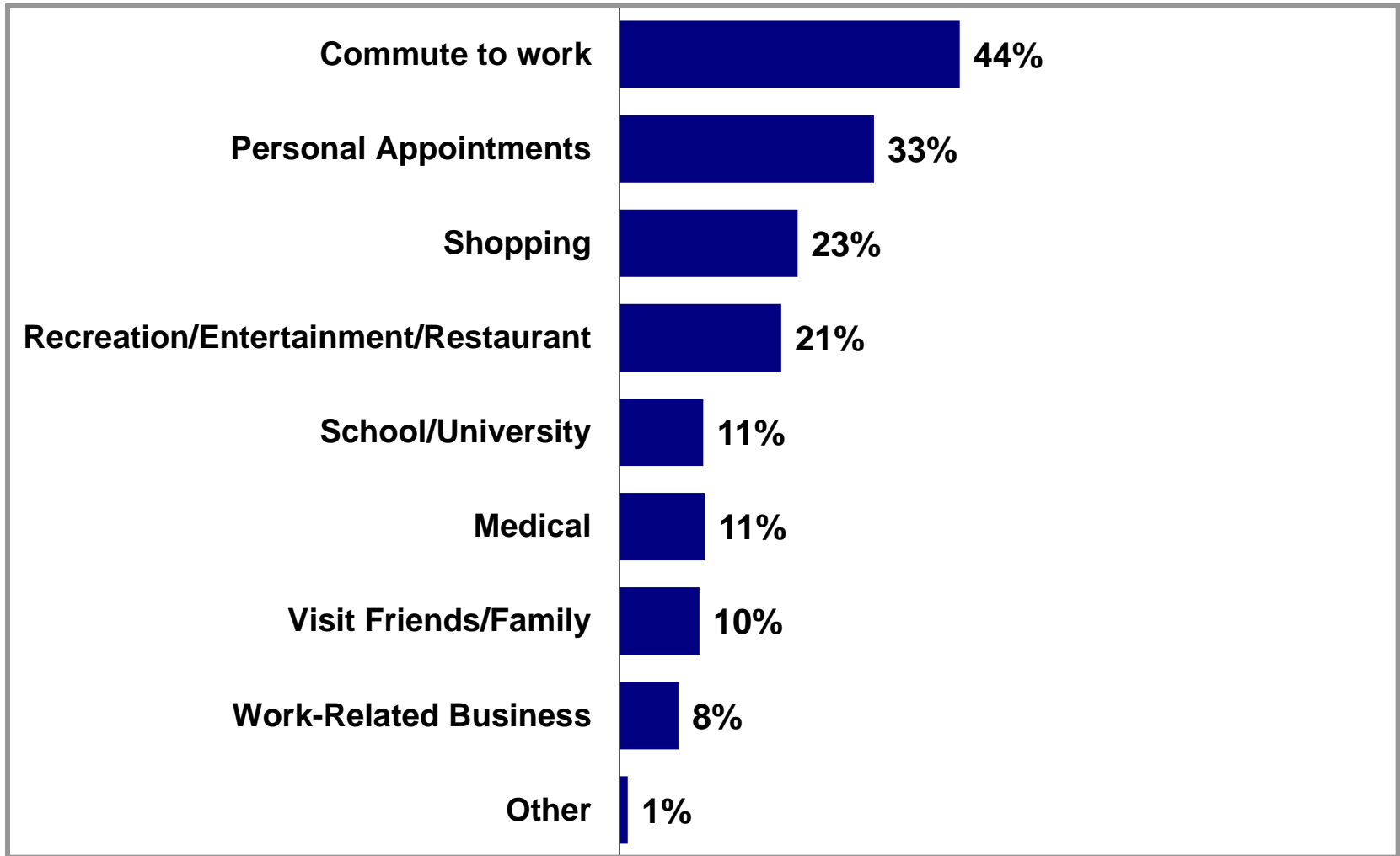
NOTES Responses are rounded to the nearest whole percentage. On some questions, the percentages may not add up 100% because of statistical rounding.

USAGE OF MUNI



PURPOSE OF RIDING MUNI

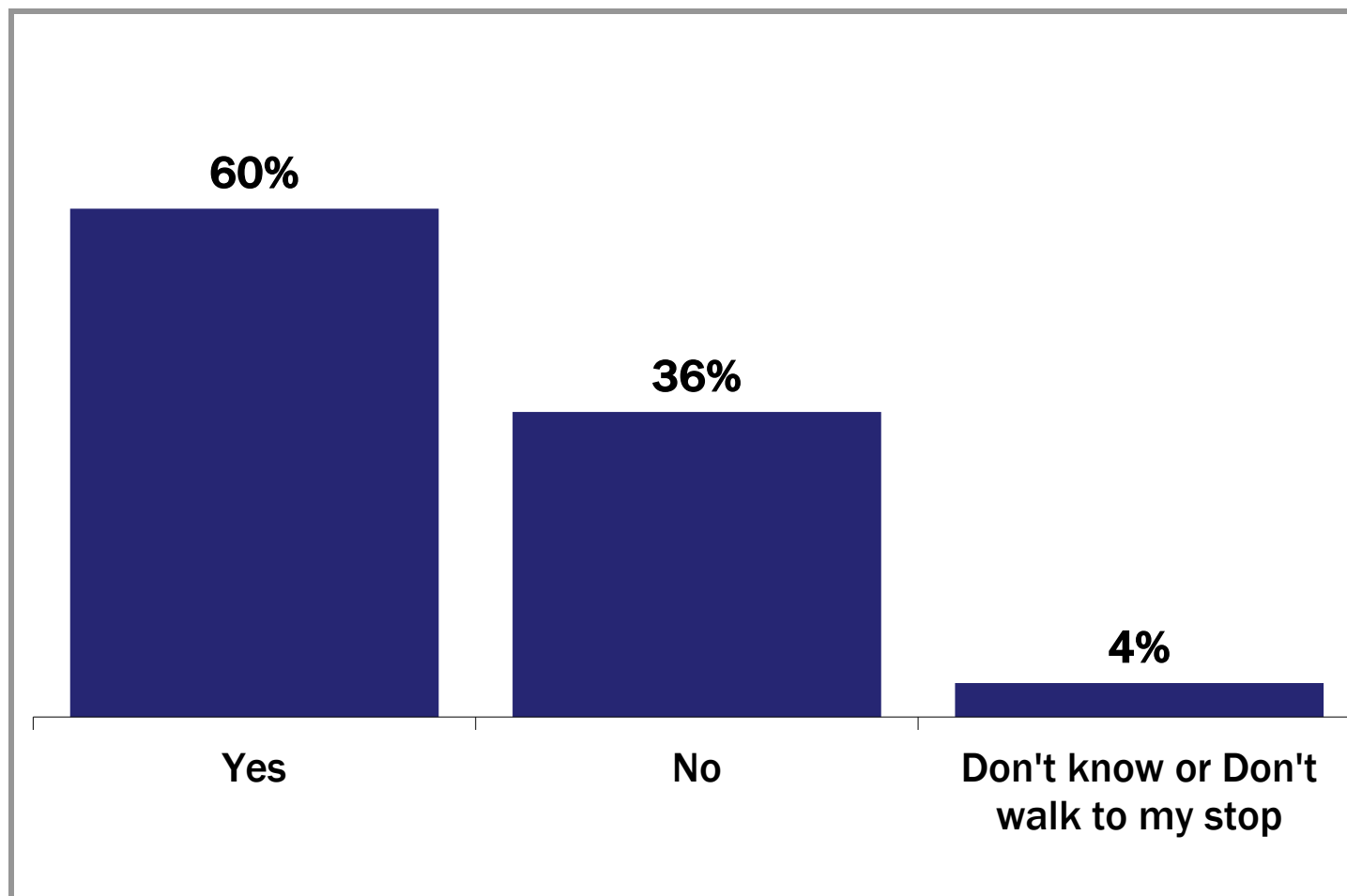
When you use MUNI, what is the main purpose of the trips you make?





CONSIDER WALKING LONGER DISTANCE TO BUS STOP

Think about your walk to the bus stop on a typical Muni trip. Would you consider walking a longer distance to your Muni stop if you knew it would reduce your overall travel time?

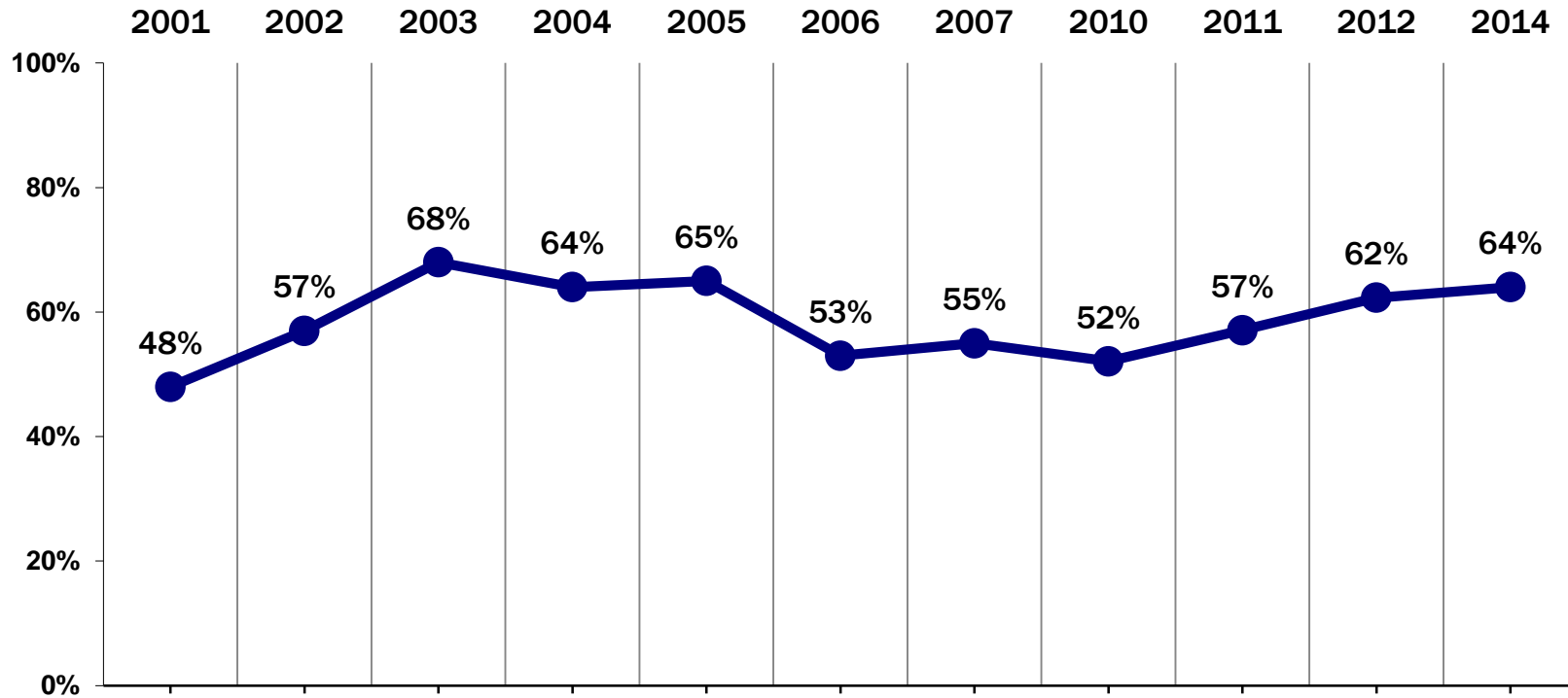


SATISFACTION RATINGS

OVERALL RATING OF MUNI SERVICE - TRENDING

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

Trending: MUNI Overall Service Rating
Excellent and Good Ratings Combined

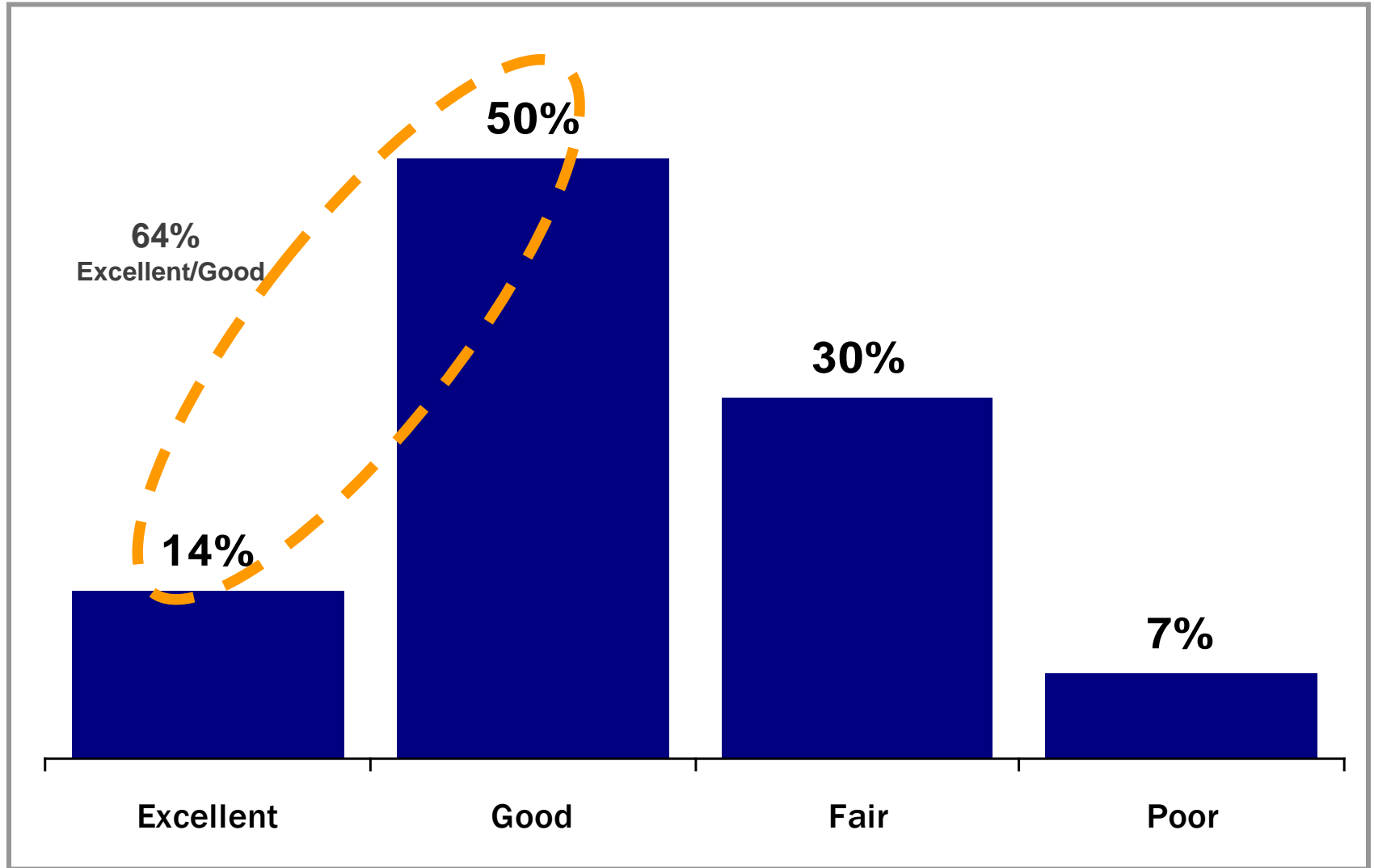


Important Note: Between 2001-2004, a 5 point scale was used: excellent, good, fair, poor and very poor. Since 2005, a four point scale has been used: excellent, good, fair, and poor.



OVERALL RATING OF MUNI SERVICE

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





OVERALL RATING OF MUNI SERVICE – SUB-GROUP RATINGS

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

Note: Read % across ▶

Satisfaction Rating by...	-----2014-----		
	Excellent / Good	Fair	Poor
Total (all respondents) (n = 620)	64%	30%	7%
<u>Usage of Muni</u>			
5 or more days/week (n = 243)	60%	32%	9%
Several times a week (n = 150)	67%	25%	7%
Once a week or less often (n = 227)	65%	31%	4%
<u>Trip Purpose</u>			
Work / School (n = 338)	59%	32%	8%
Personal Business (n = 203).....	65%	32%	4%
Other Purpose (n = 257).....	66%	27%	7%
<u>Payment Type</u>			
Clipper (n = 346)	63%	30%	8%
Cash / Other (n = 274).....	65%	30%	5%



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.

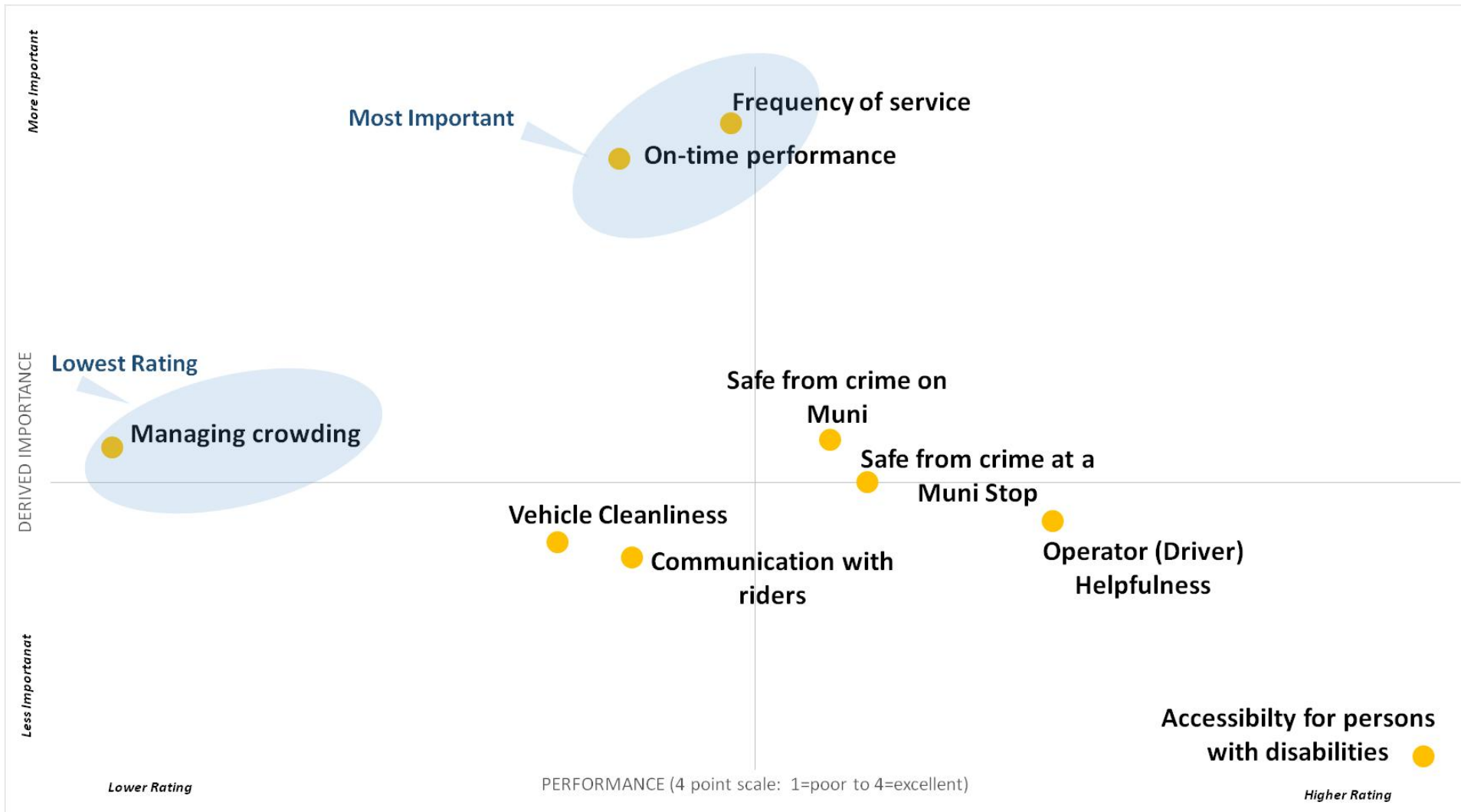
(% saying excellent or good)

	2014
Accessibility for persons with disabilities.....	79%
Operator (driver) helpfulness.....	67%
Feeling safe & secure waiting at a Muni stop.....	61%
Feeling safe & secure from crime on a Muni vehicle....	60%
Frequency of service.....	55%
Reliability / On-time performance.....	50%
Communication with riders.....	49%
Vehicle cleanliness.....	49%
Managing crowding on Muni vehicles.....	31%



MUNI SERVICE ATTRIBUTES

Overall satisfaction correlation with specific service characteristics

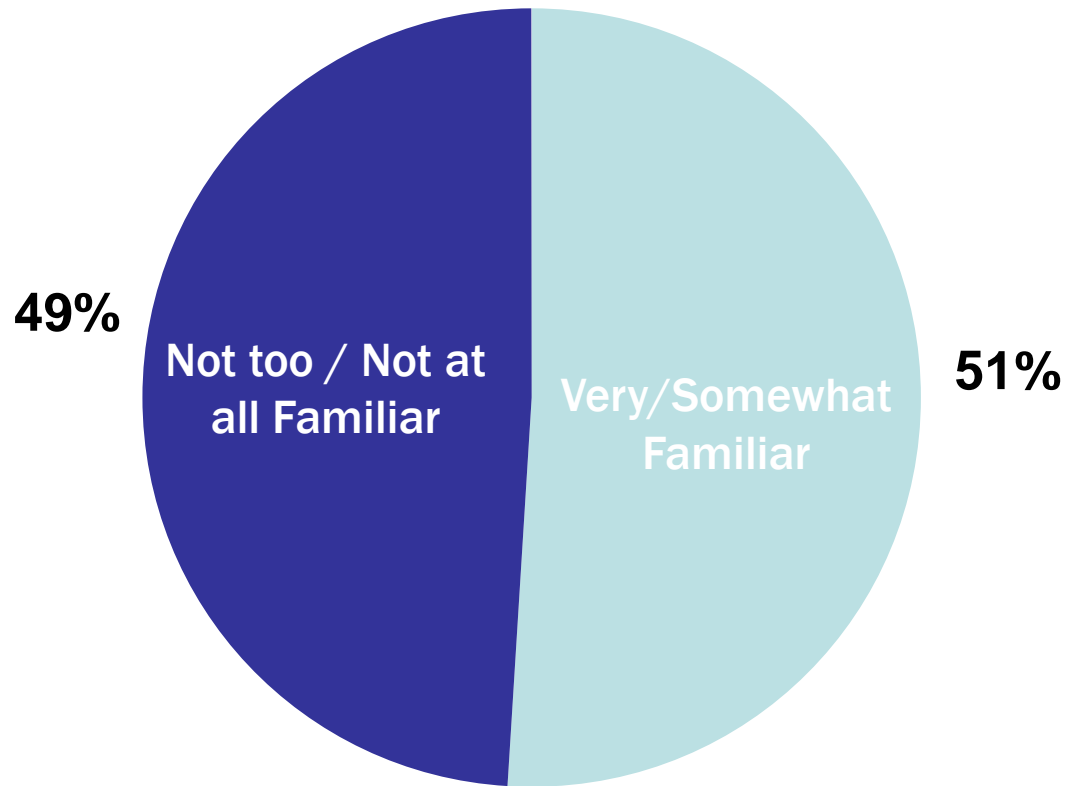


FAMILIARITY WITH SFMTA



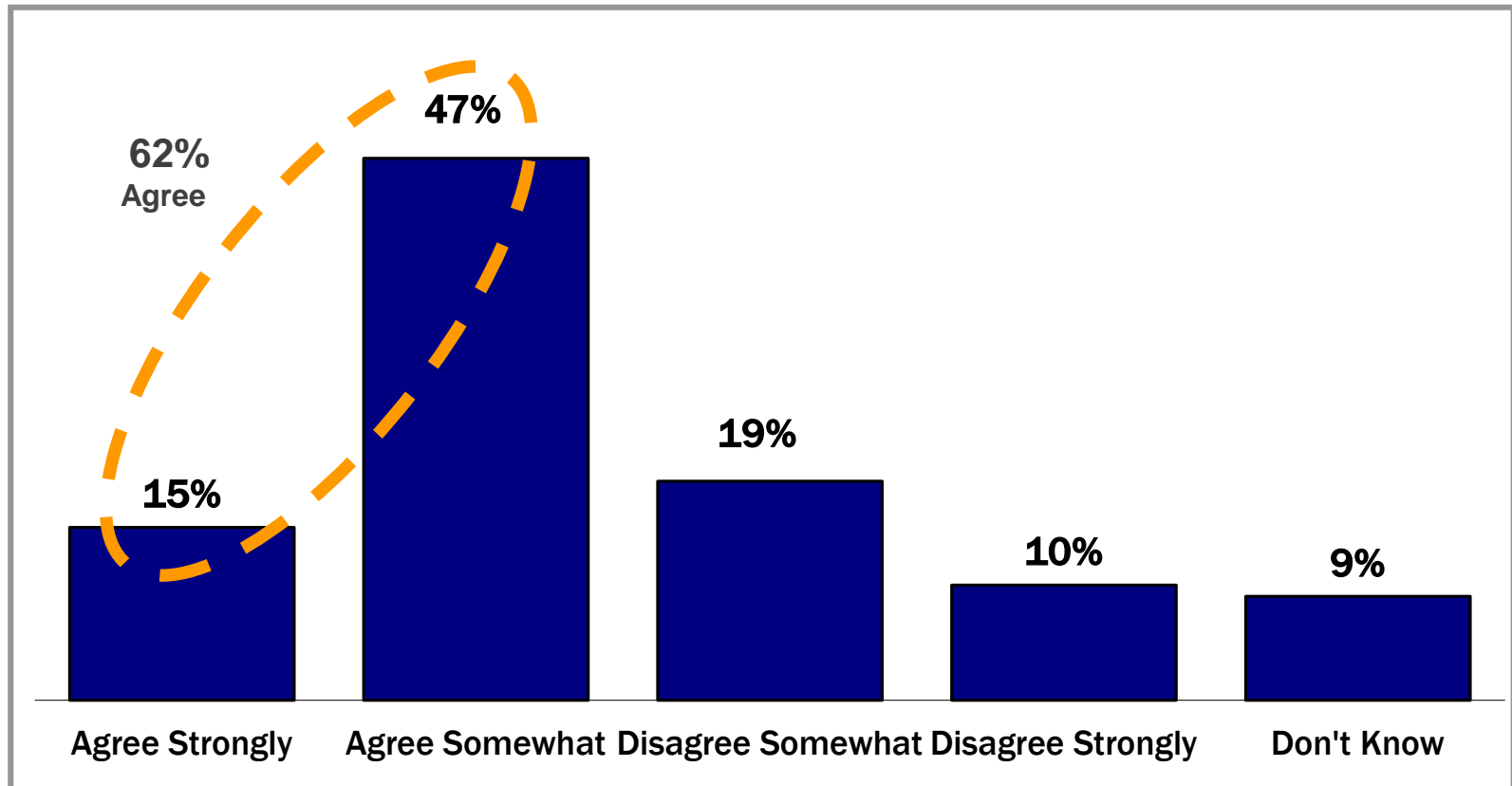
FAMILIAR WITH SFMTA RESPONSIBILITIES

The SFMTA (San Francisco Municipal Transportation Agency) is a City agency which oversees Muni, bike and pedestrian programs, taxis , as well as parking and traffic in the City. In general, how familiar are you with the SFMTA and its responsibilities...(read list)



SFMTA EFFECTIVE MANAGEMENT

Do you agree or disagree with the following statement: “The SFMTA effectively manages the city’s transportation program”



THANK YOU!