

RIDERSHIP SURVEY 2015

Conducted for the San Francisco Municipal Transportation Agency

KEY FINDINGS

June to August 2015

Prepared by

COREY, CANAPARY & GALANIS RESEARCH

San Francisco, California

SURVEY DETAILS

TECHNIQUE Telephone interviewing

FIELD DATES Field work conducted in June through August 2015

INTERVIEWS 568 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.

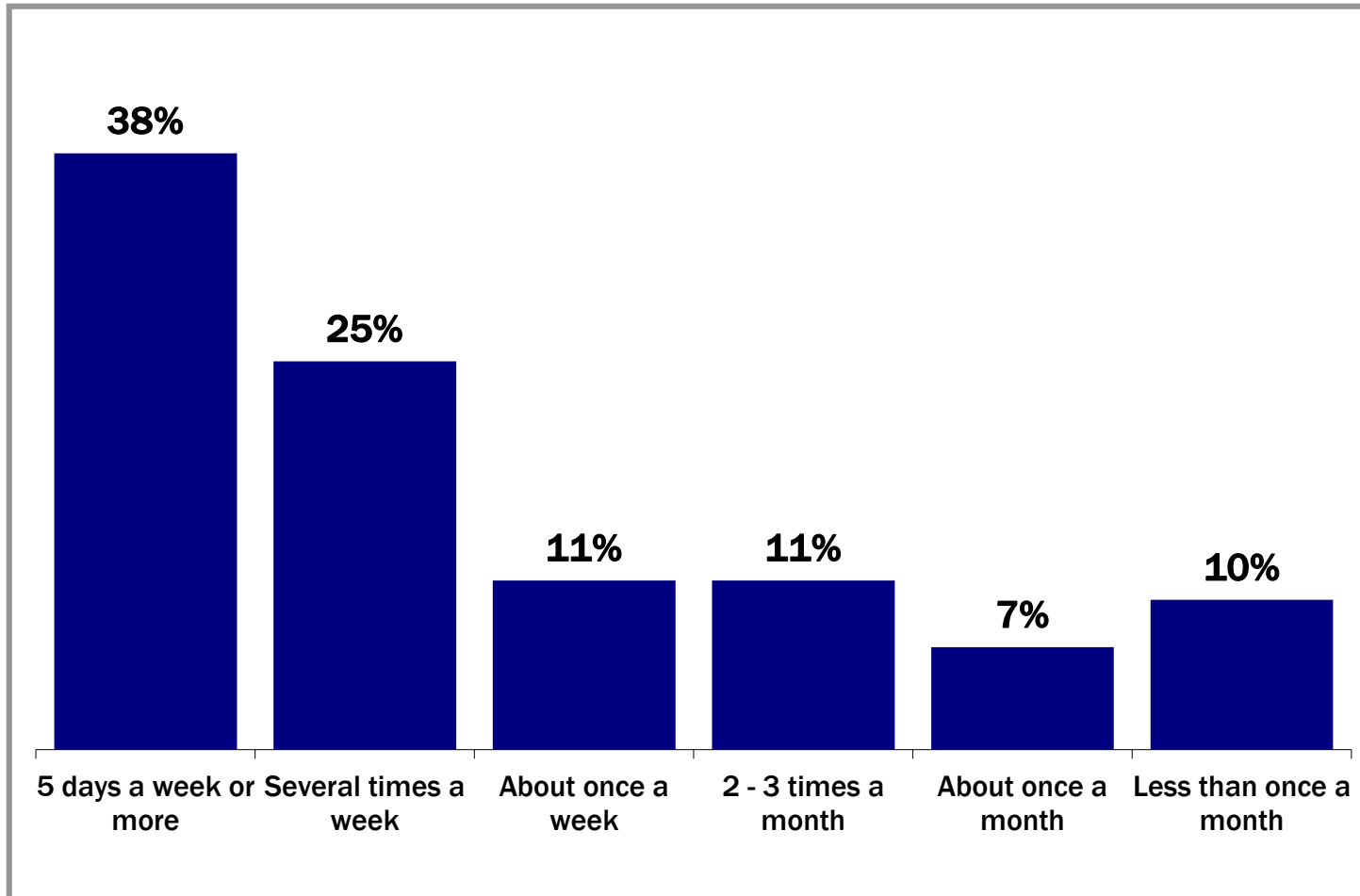
MARGIN OF ERROR +/- 4.1% for total sample (n=568)
(at 95% confidence level)

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

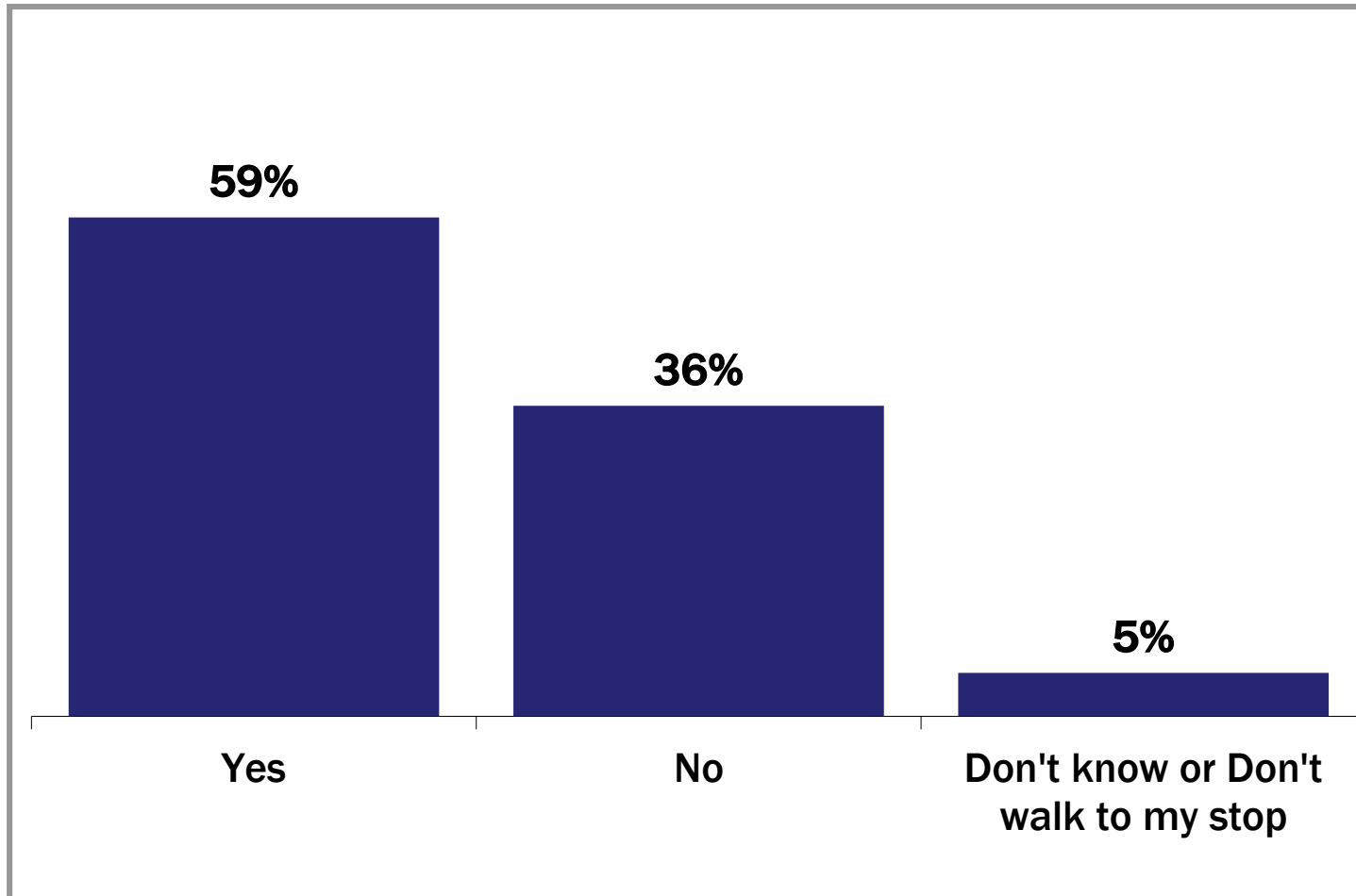
FREQUENCY OF RIDING MUNI

How often do you ride MUNI?



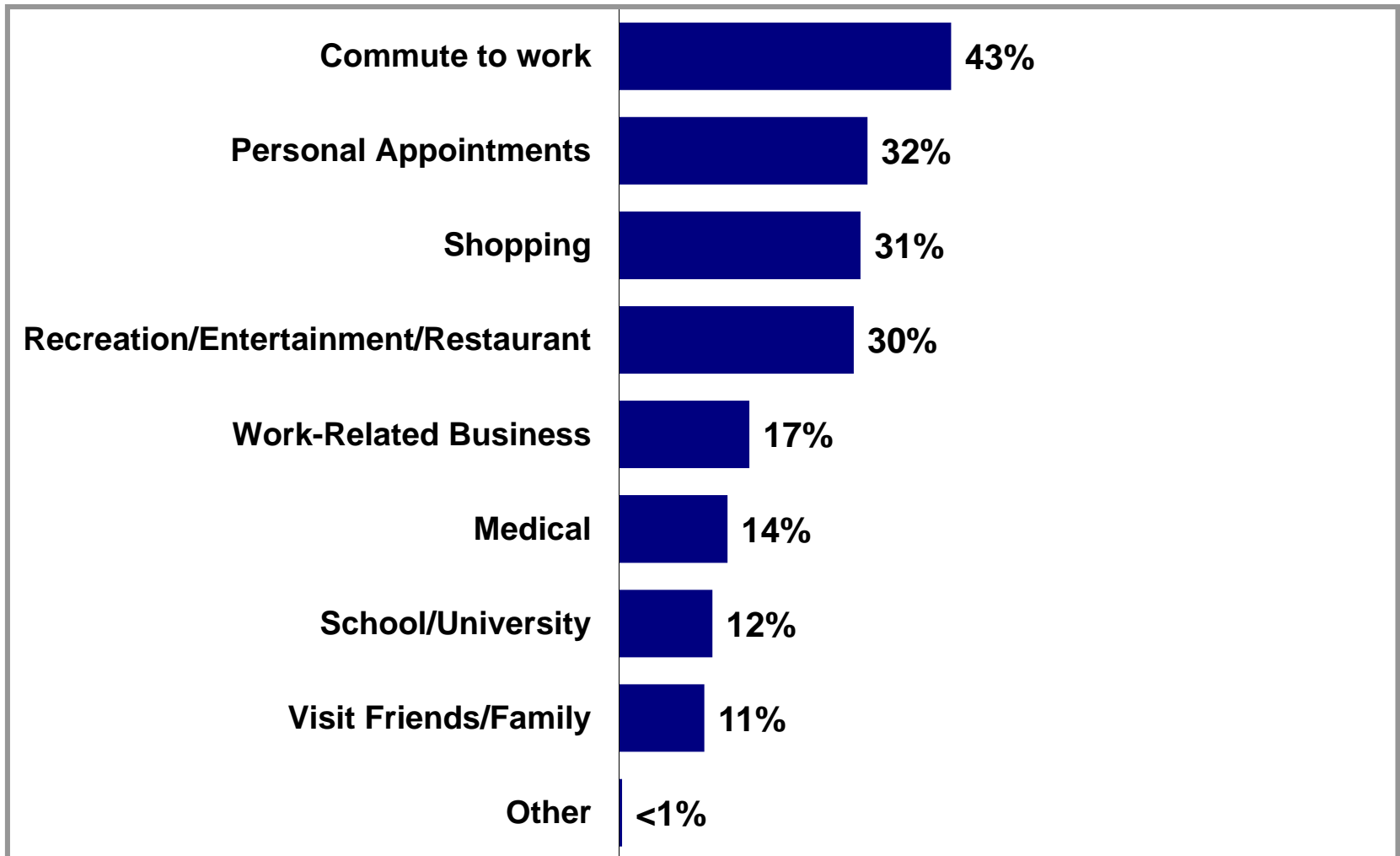
CONSIDER WALKING LONGER DISTANCE TO BUS STOP

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?



PURPOSE OF RIDING MUNI

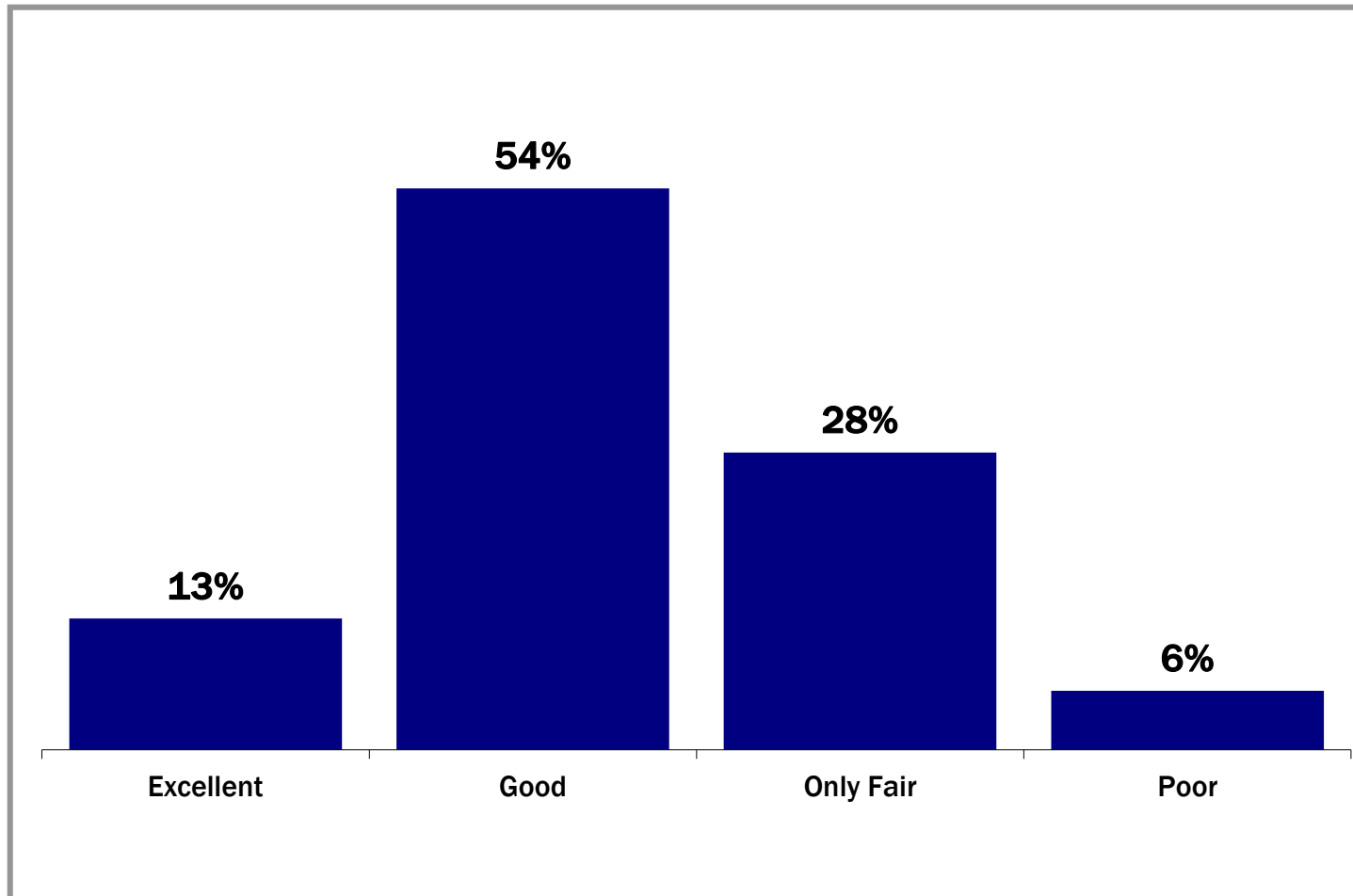
When you use MUNI, what is the main purpose of the trips you make?



SATISFACTION RATINGS

OVERALL RATING OF MUNI SERVICE

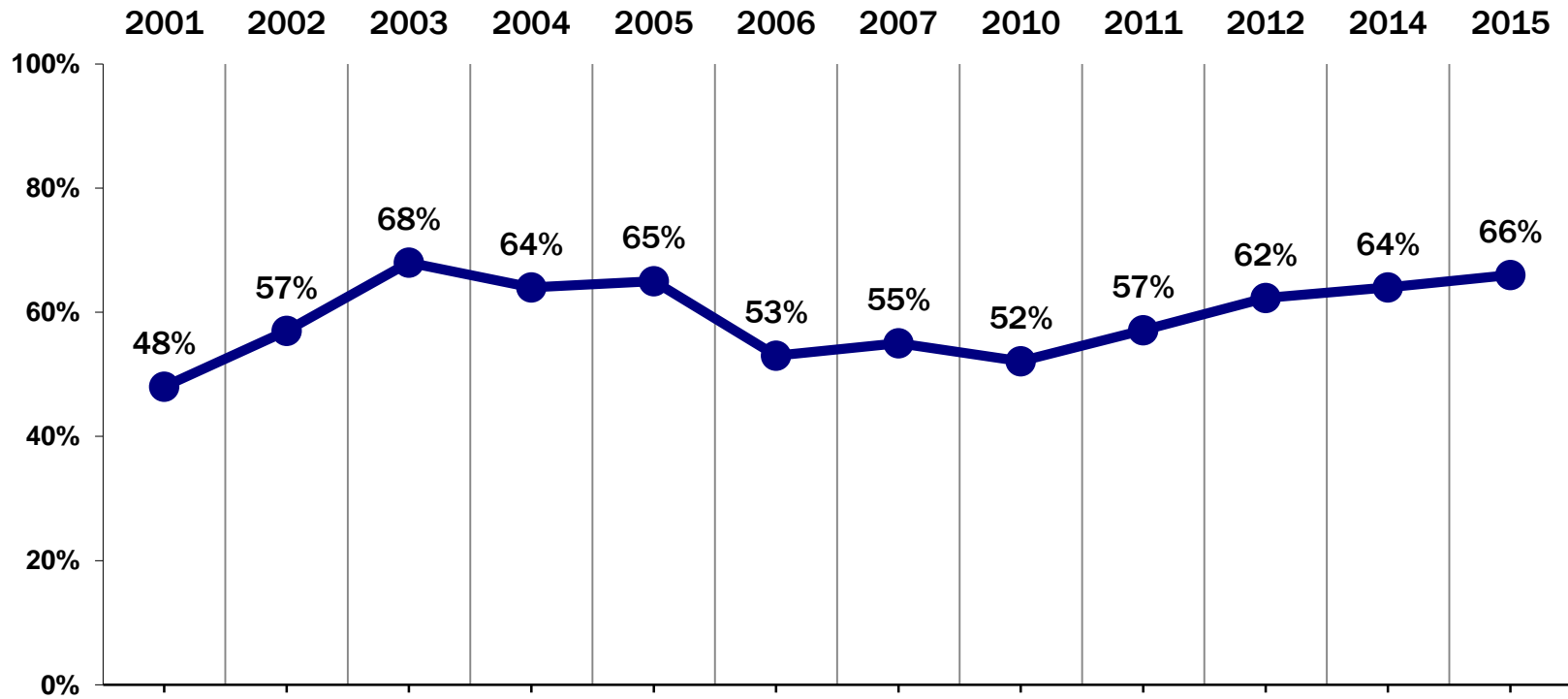
Overall, how would you rate MUNI's service? Would you say...



OVERALL RATING OF MUNI SERVICE - TRENDING

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

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 – SUB-GROUP RATINGS

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

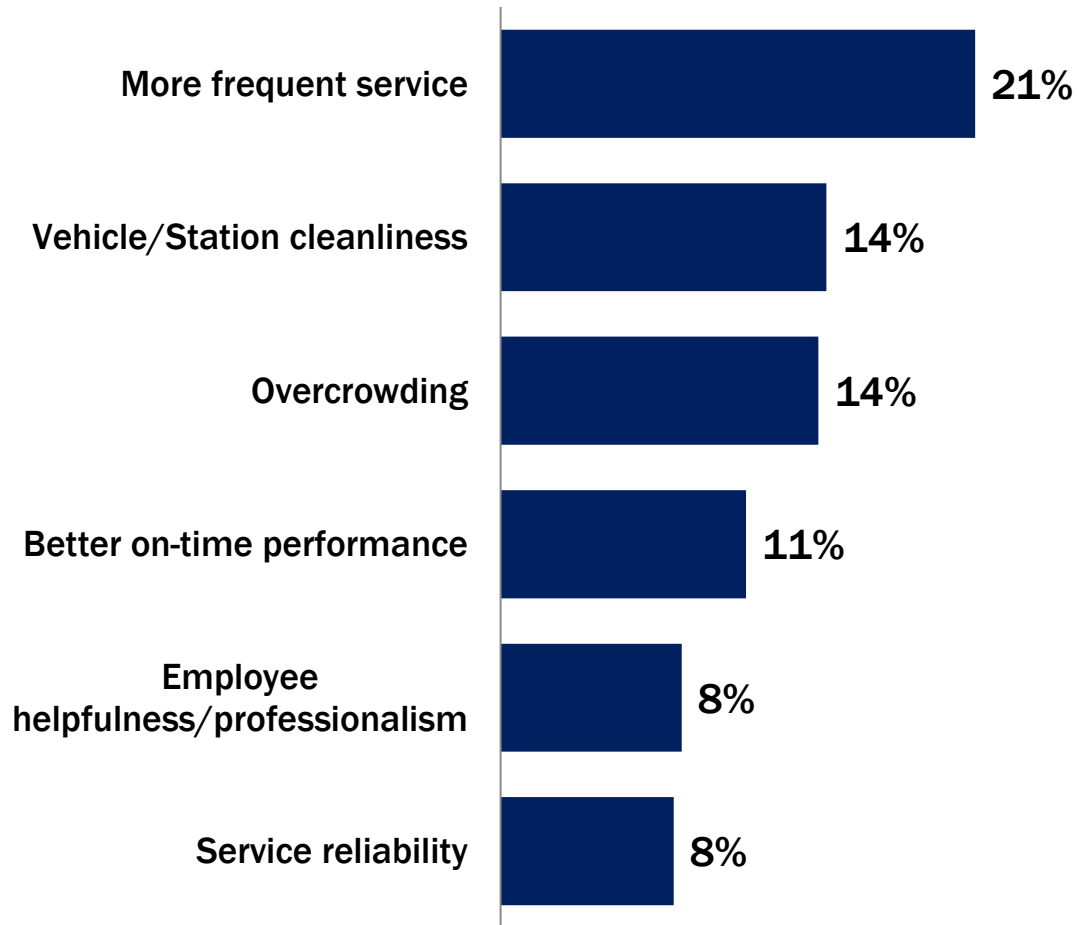
Note: Read % across ▶

Satisfaction Rating by...	-----2015-----		
	Excellent / Good	Fair	Poor
Total (all respondents) (n = 568)	66%	28%	6%
<u>Usage of Muni</u>			
5 or more days/week (n = 215)	63%	31%	6%
Several times a week (n = 140)	69%	24%	8%
Once a week (n = 61)	71%	28%	2%
Three times a month or less often (n = 152)	66%	29%	5%
<u>Gender</u>			
Male (n = 266)	66%	29%	5%
Female (n = 301)	66%	27%	7%

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 4% 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>)				
	2015	2014	2012	2011	2010
Accessibility for persons with disabilities.....	78%	79%	80%	81%	74%
Operator (driver) helpfulness.....	66%	67%	63%	60%	54%
Trips take a reasonable amount of time.....	66%	- - - - - Not asked - - - - -			
Feeling safe & secure waiting at a Muni stop.....	59%	61%	62%	60%	57%
Frequency of service^.....	57%	55%	50%	45%	39%
Feeling safe & secure from crime on a Muni vehicle....	54%	60%	57%	55%	51%
Reliability / On-time performance.....	52%	50%	- - - - - Not asked - - - - -		
Communication with riders.....	48%	49%	50%	46%	48%
Vehicle cleanliness.....	43%	49%	43%	42%	36%
Managing crowding on Muni vehicles.....	32%	31%	- - - - - Not asked - - - - -		

^ wording changed slightly, previously “Service frequency”

RATING OF MUNI SERVICE DURING THE DAY

How satisfied are you with Muni service:

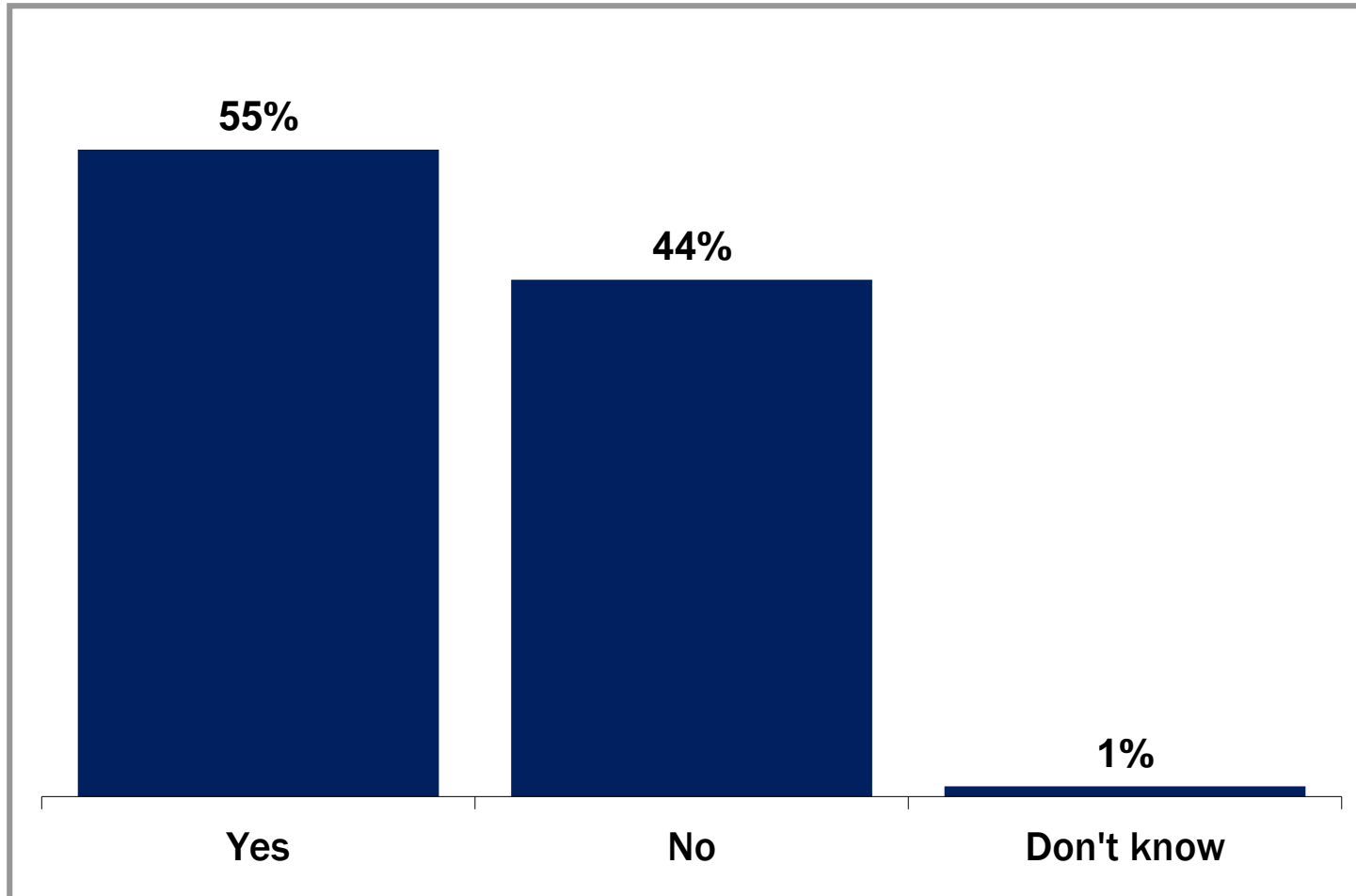
Note: Read % across ▶

	----- 2015 -----		
	Excellent /Good	Fair	Poor
Before 7 AM (n = 82).....	72%	21%	7%
After 7 PM (n = 247).....	56%	32%	11%
On Weekends (n = 355).....	63%	27%	10%

MUNI'S WEB SITE – SFMTA.COM

VISITED MUNI'S WEBSITE

Have you ever visited Muni's web site – "sfmta.com"?



VISITED MUNI'S WEBSITE – BY SUB-GROUPS

Have you ever visited MUNI's web site – sfmta.com?

Note: Read % across ▶

	--- 2015 ---	
	Yes ▼	No/ Don't Know ▼
Total (all respondents) (n = 568)	55%	45%
<u>Usage of Muni</u>		
5 or more days/week (n = 215)	55%	45%
Several times a week (n = 140)	53%	47%
Once a week (n = 61)	66%	34%
Three times a month or less often (n= 227)	53%	47%
<u>Gender</u>		
Male (n = 266)	61%	39%
Female (n = 301)	50%	50%

OVERALL RATING OF MUNI WEBSITE – SUB-GROUP RATINGS

What is your overall rating of Muni’s website?

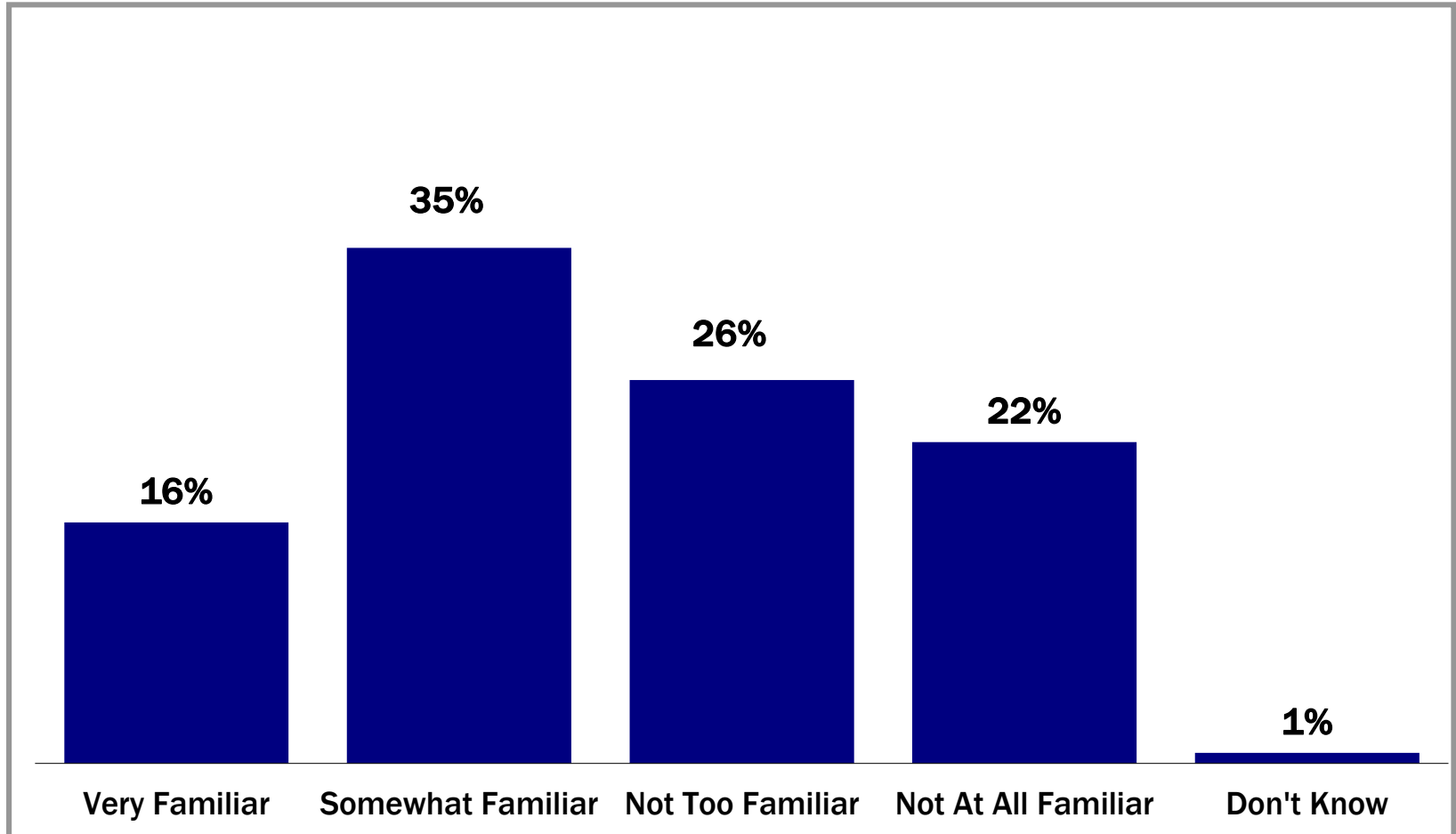
Note: Read % across ▶

Satisfaction Rating by...	-----2015-----			
	Excellent /Good	Fair	Poor	Don't Know
Total (all respondents) (n = 313)	53%	32%	8%	7%
<u>Usage of Muni</u>				
5 or more days/week (n = 119)	52%	34%	9%	5%
Several times a week (n = 74)	45%	41%	11%	4%
Once a week (n = 40)	75%	13%	5%	8%
Three times a month or less often (n = 80).....	51%	31%	4%	14%
<u>Gender</u>				
Male (n = 162).....	59%	27%	9%	5%
Female (n = 150).....	47%	37%	6%	10

SFMTA RESPONSIBILITIES

SFMTA RESPONSIBILITIES

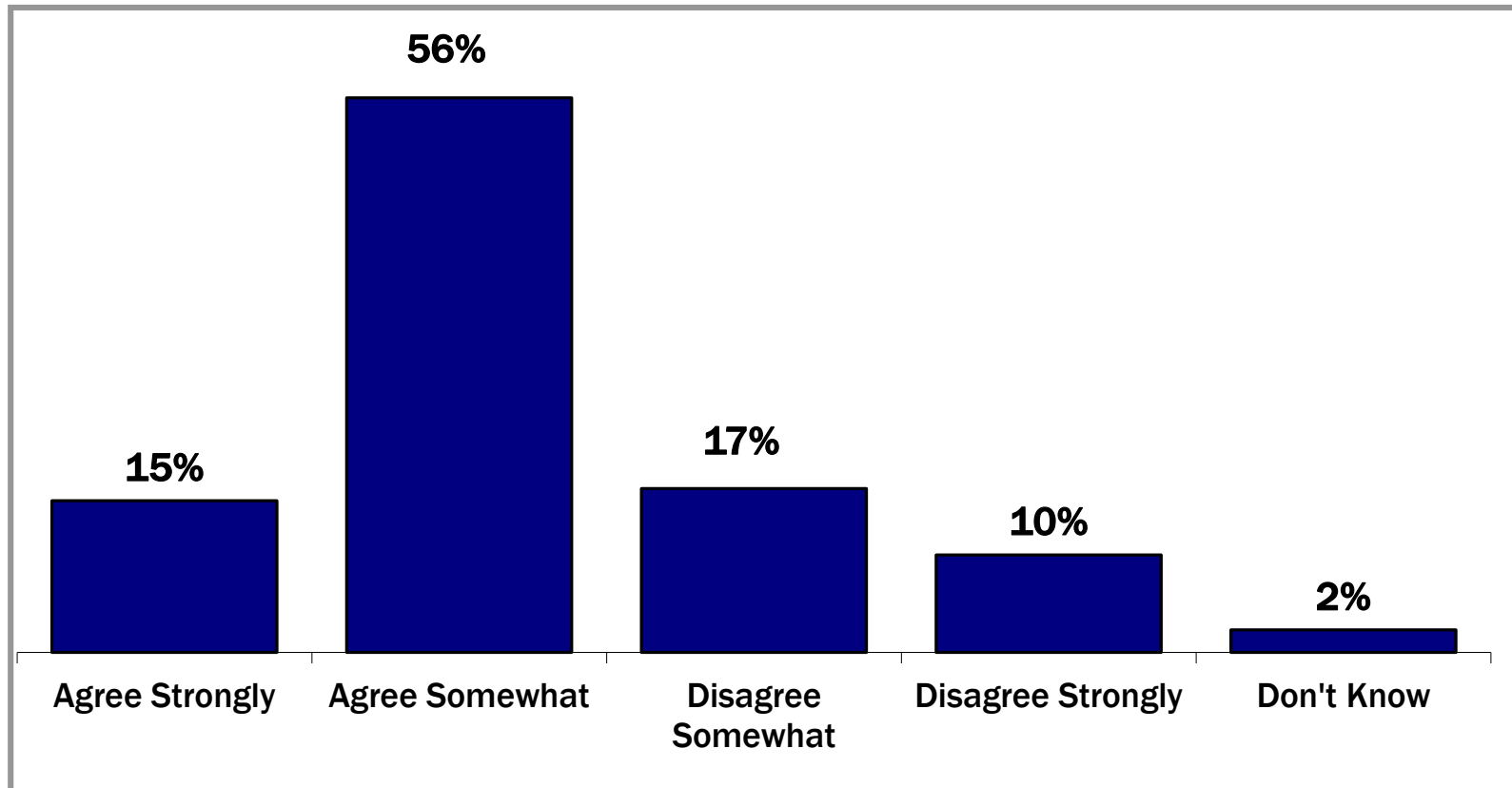
In general, how familiar are you with the SFMTA and its responsibilities?



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

PASSENGER BEHAVIOR

Do you agree or disagree with the following statement: "Most Muni passengers are considerate of one another?"



SFMTA PRIORITIES

Next, I will read you a list of issues which can occur on Muni. Please rate each issue on a five point scale where 5 is a major issue that should be addressed by Muni and 1 is not an issue.

