

# **RIDERSHIP SURVEY 2016**

*Conducted for the San Francisco Municipal Transportation Agency*

## **KEY FINDINGS**

*July to August 2016*

*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** 543 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.

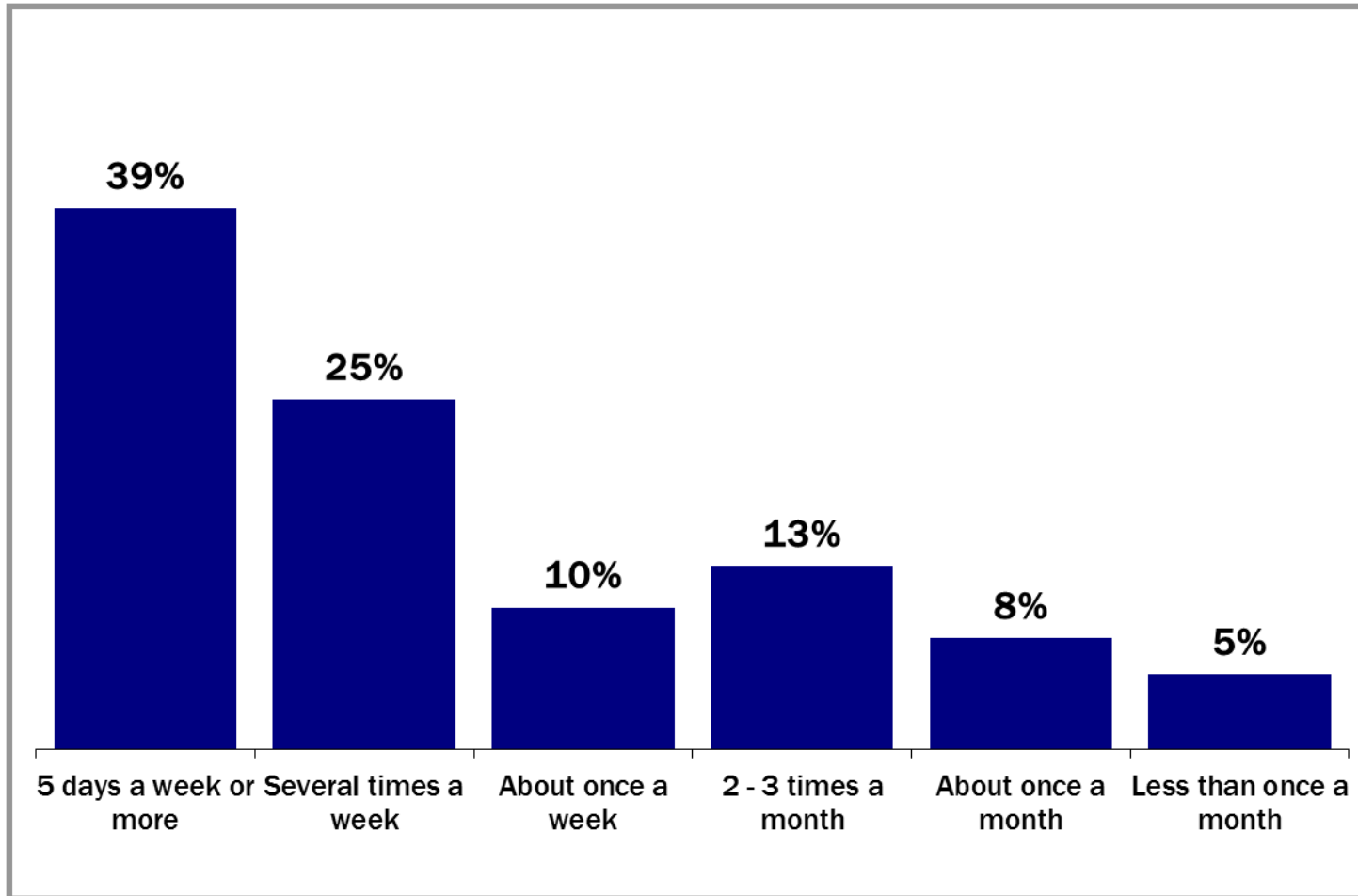
**MARGIN OF ERROR** +/- 4.2% for total sample (n=543)  
(at 95% confidence level)

**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

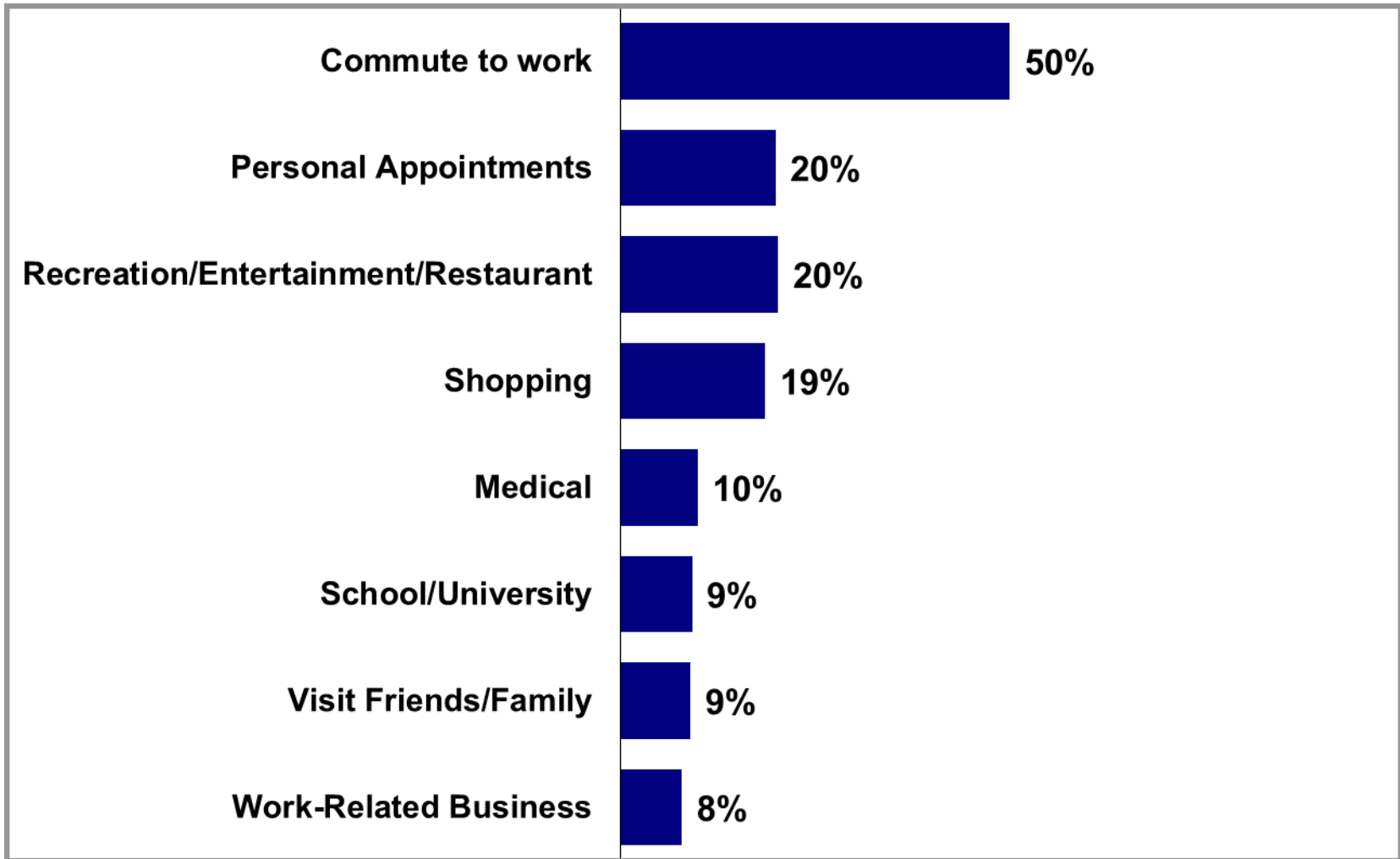
# FREQUENCY OF RIDING MUNI

How often do you ride MUNI?



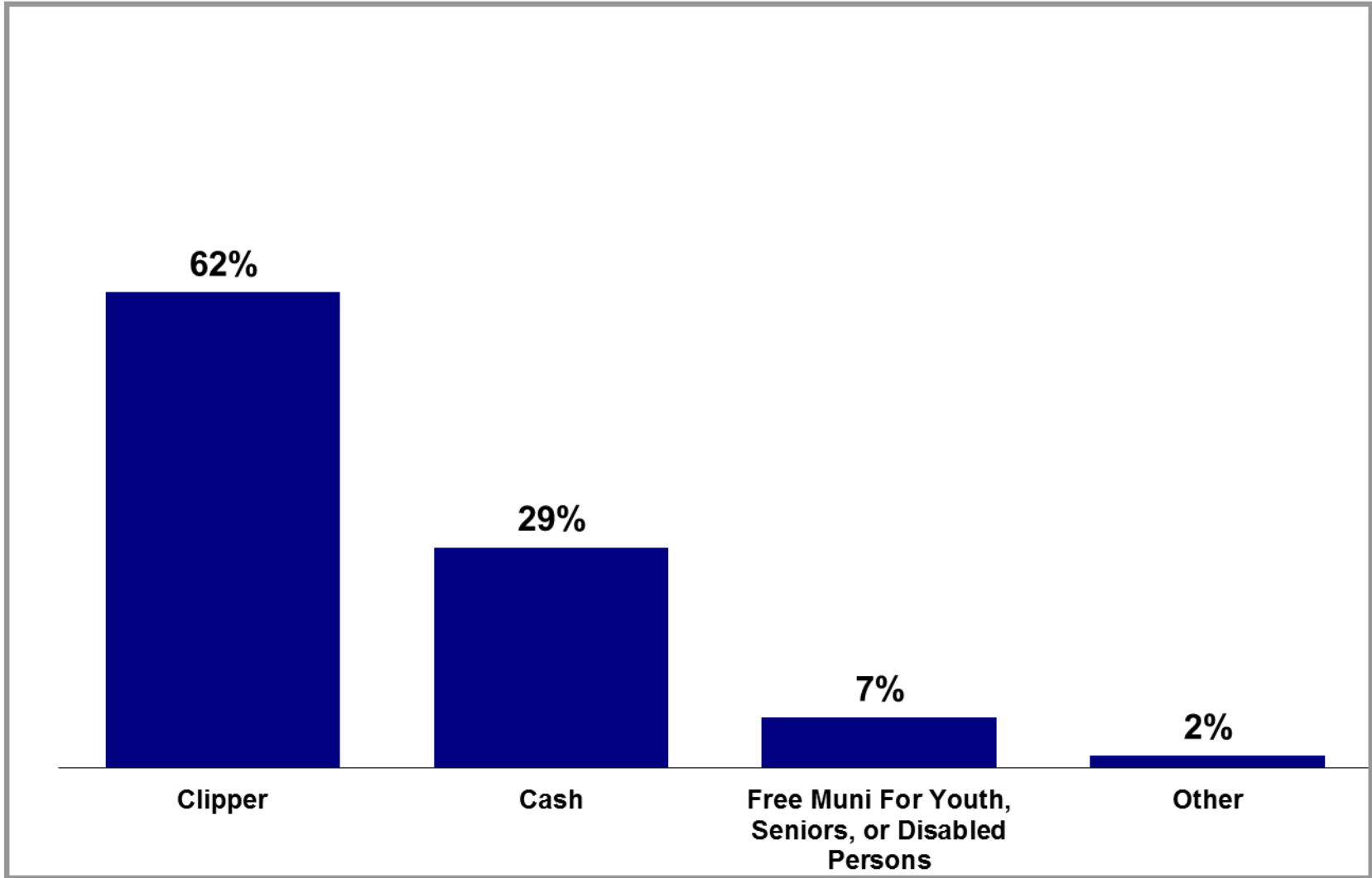
# PURPOSE OF RIDING MUNI

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



# FARE PAYMENT

How do you usually pay your MUNI fare?

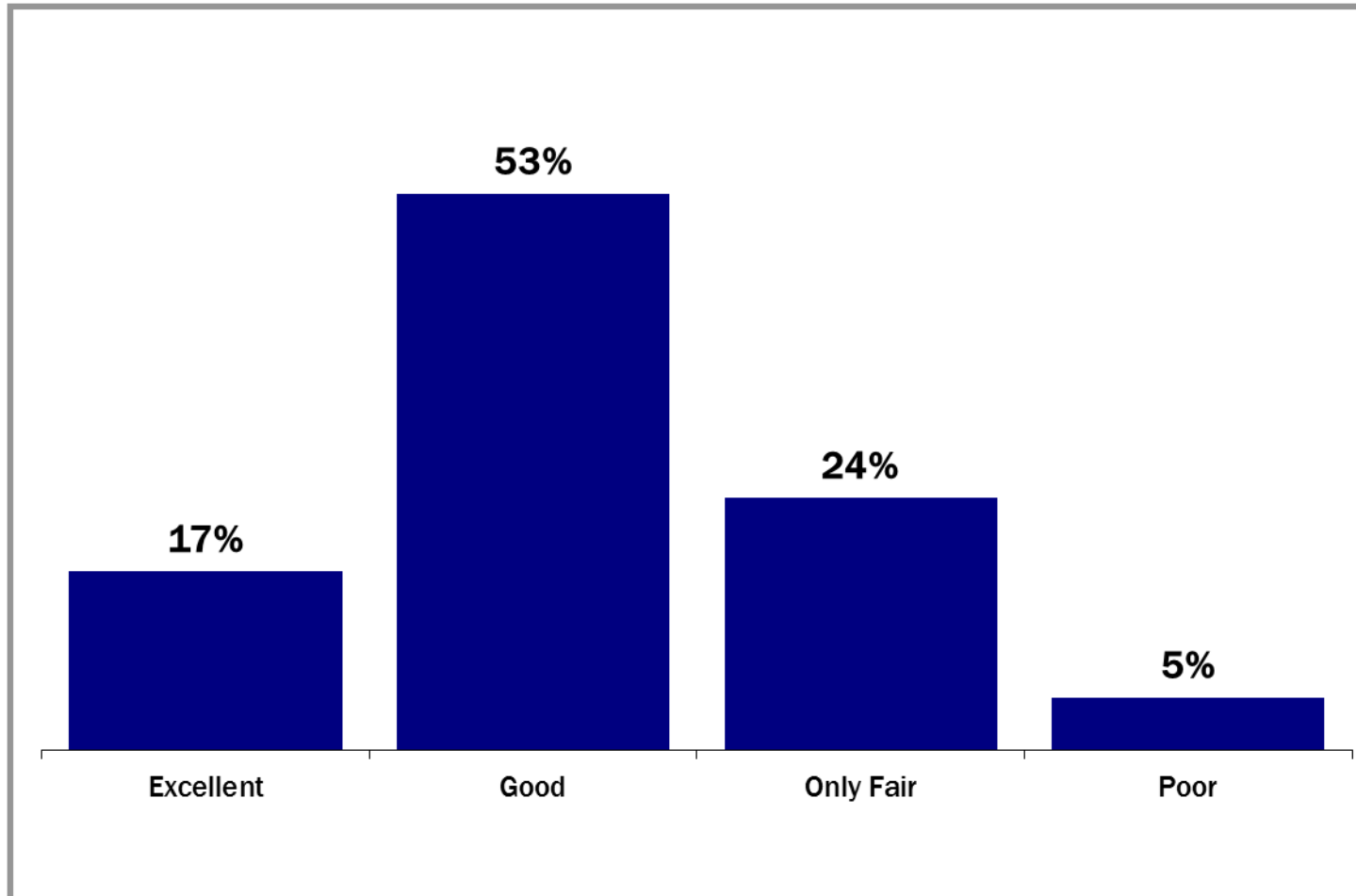


Base: 2016 Total (n=543)

# **SATISFACTION RATINGS**

# OVERALL RATING OF MUNI SERVICE (2016)

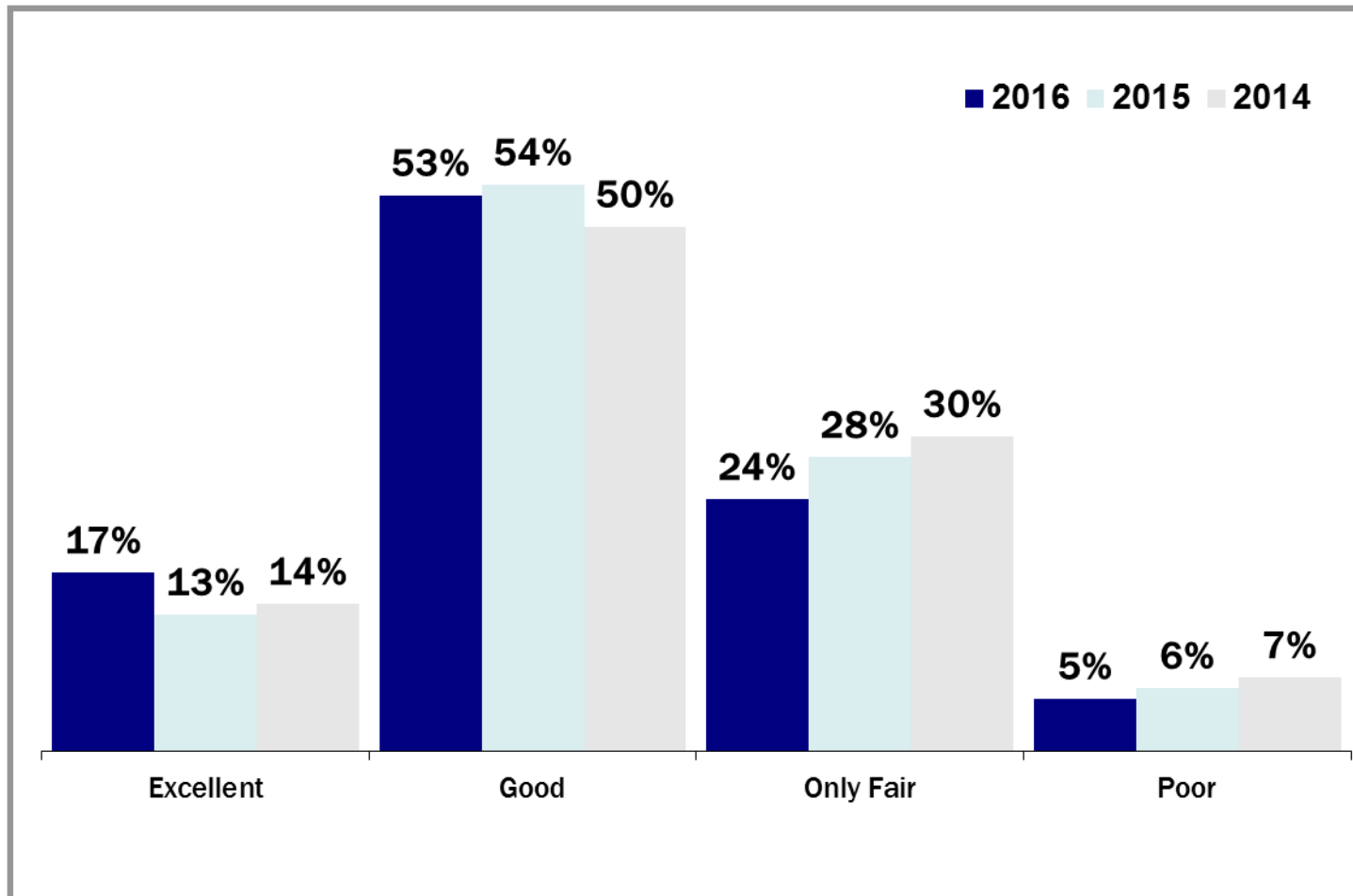
Overall, how would you rate MUNI's service? Would you say...





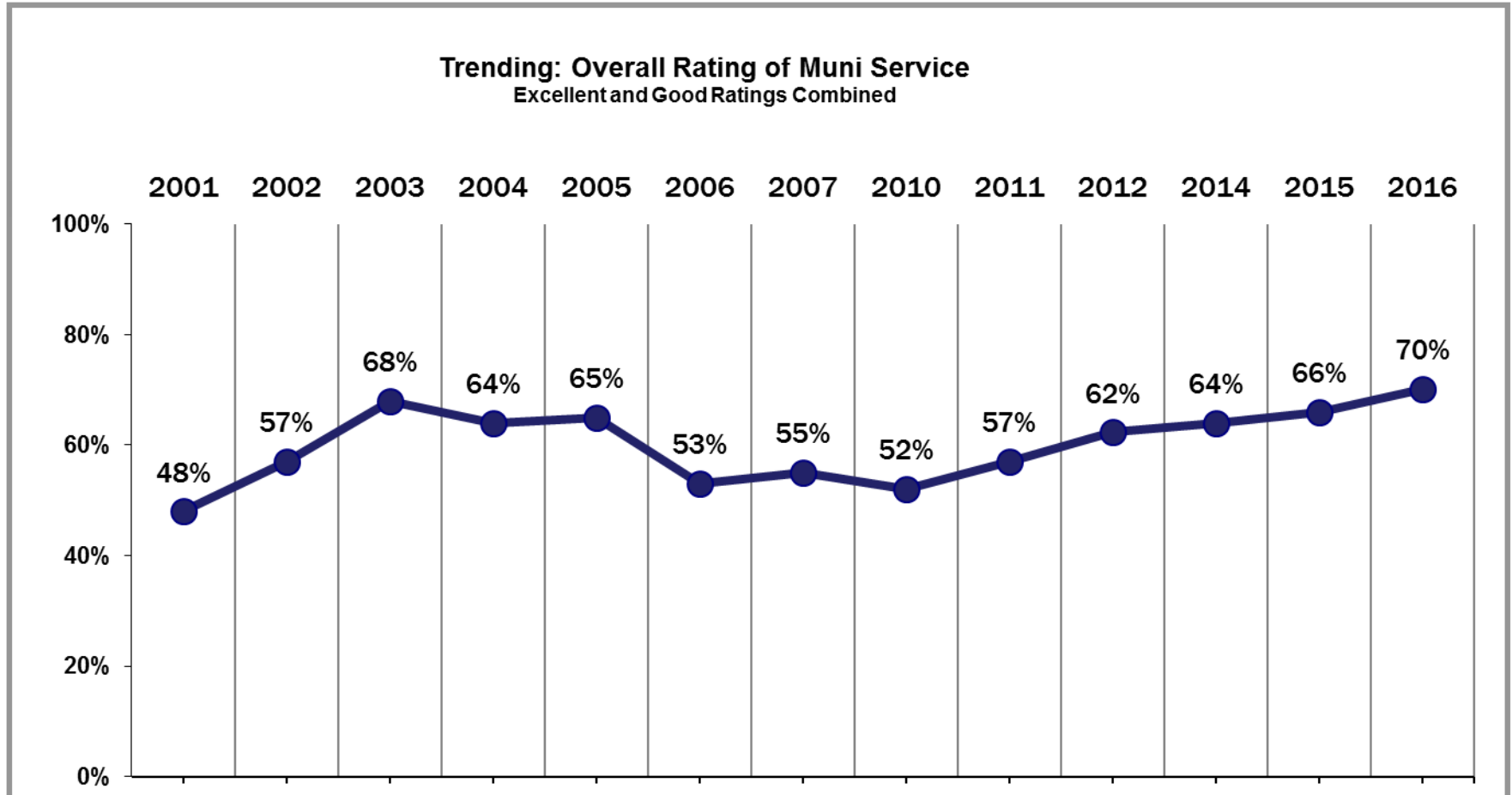
# OVERALL RATING OF MUNI SERVICE – THREE YEAR COMPARISON

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...

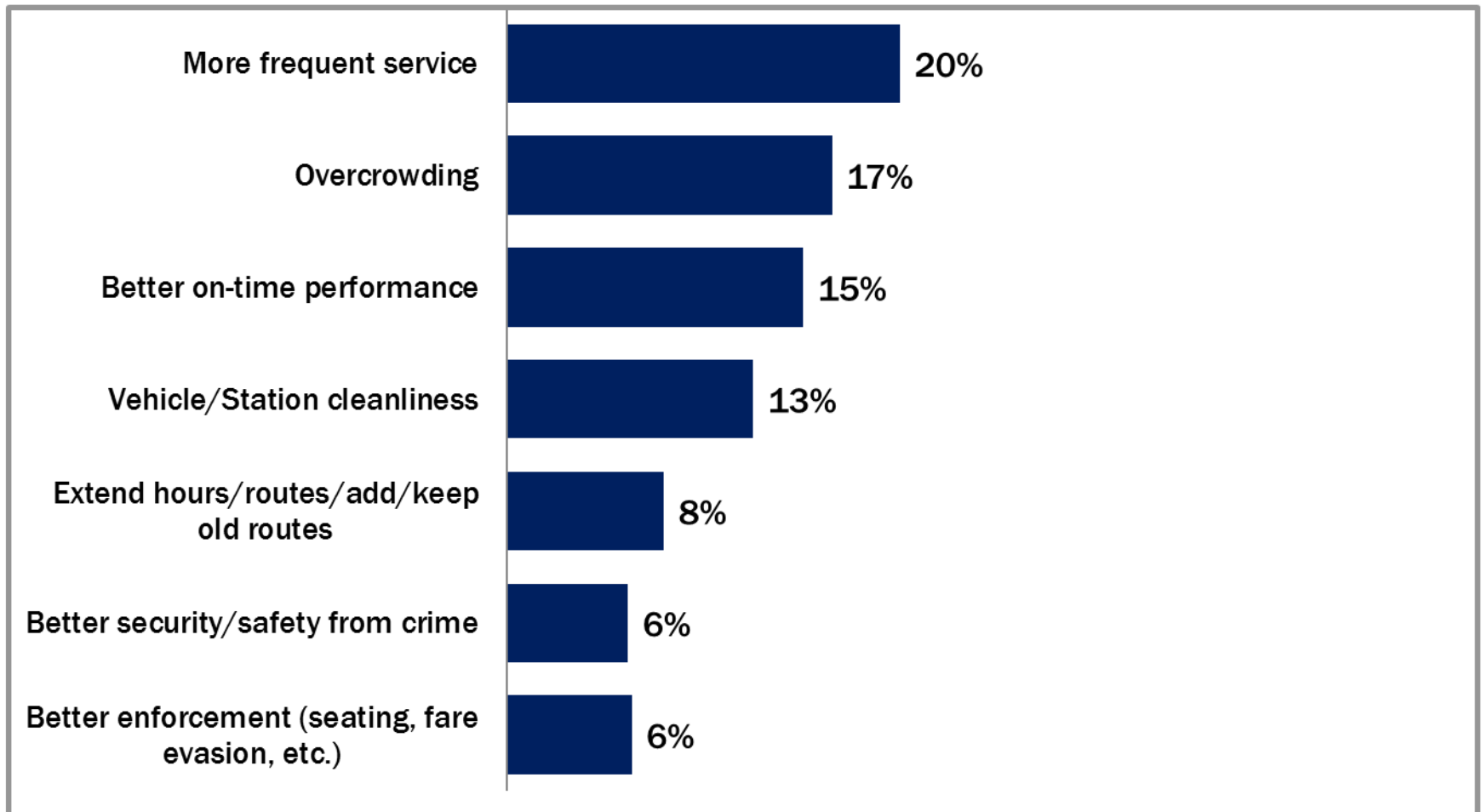
Note: Read % across ▶

Satisfaction Rating by...	-----2016-----		
	Excellent /Good	Fair	Poor
Total (all respondents) (n = 543) .....	70%	24%	5%
<b><u>Usage of Muni</u></b>			
5 or more days/week (n = 210).....	66%	26%	7%
Several times a week (n = 133).....	73%	23%	5%
Once a week (n = 55).....	67%	31%	2%
Three times a month or less often (n = 143).....	75%	21%	3%
<b><u>By Service Line Type</u></b>			
Regular (n = 282).....	71%	25%	4%
Rapid Bus Lines (n = 152).....	76%	21%	3%
Rapid Rail Lines (n = 214).....	68%	24%	7%
<b><u>Disability</u></b>			
Disability or condition impacting travel (n = 68).....	75%	21%	4%

# 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 excellent or good)

	2016	2015	
Accessibility for persons with disabilities.....	75%	78%	
	79%		
Operator (driver) helpfulness.....	71%	66%	
	67%		
Trips take a reasonable amount of time.....	65%	66%	Not
asked			
Feeling safe & secure waiting at a Muni stop.....	59%	59%	
	61%		
Frequency of service^.....	58%	57%	
	55%		
Reliability / On-time performance.....	56%	52%	
	50%		

Feeling safe & secure from crime on a Muni vehicle....

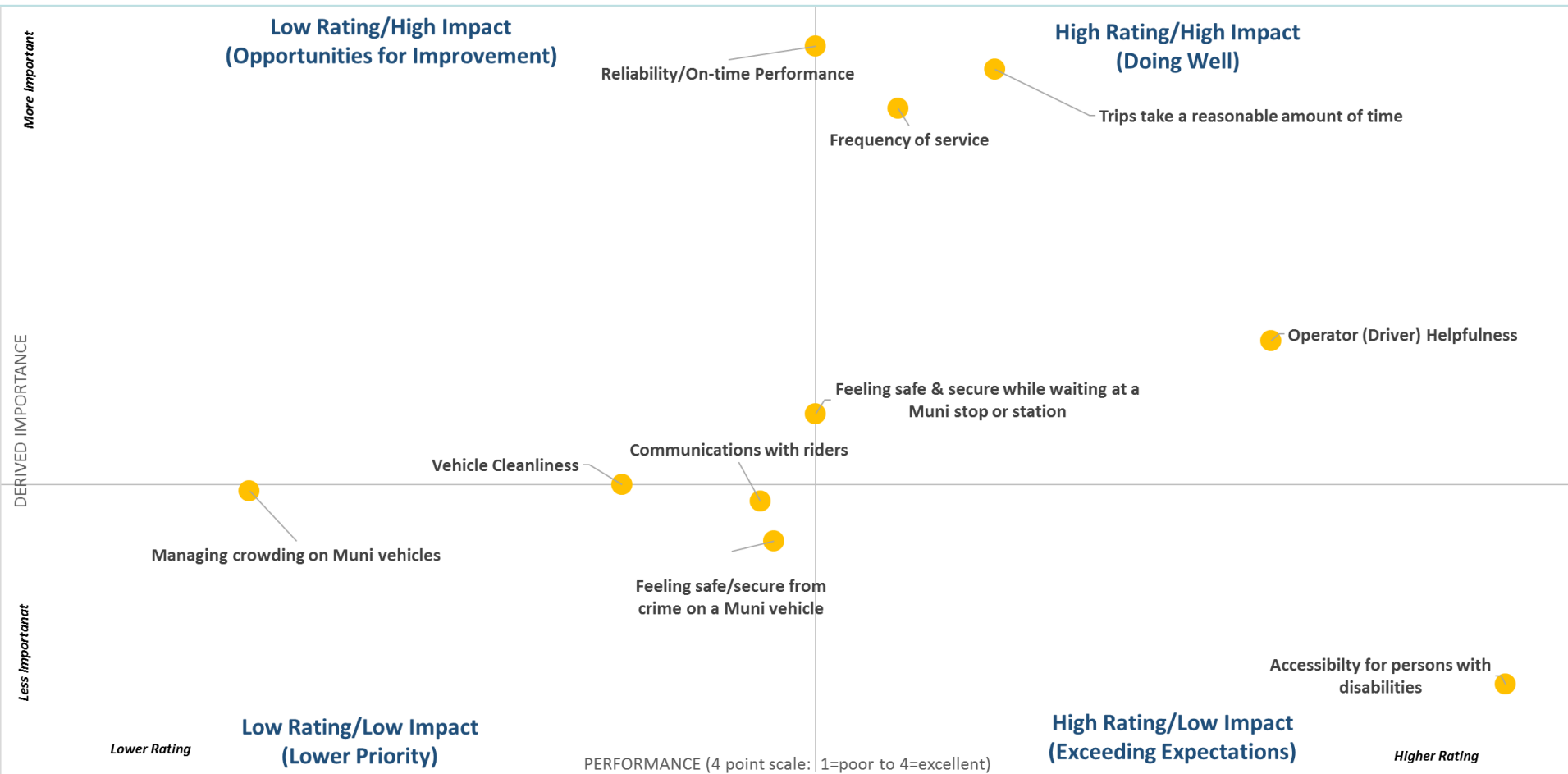
55%  
60%

^ wording changed slightly, previous to 2015 this was worded "Service frequency"

54%

# RATING OF SPECIFIC MUNI ATTRIBUTES

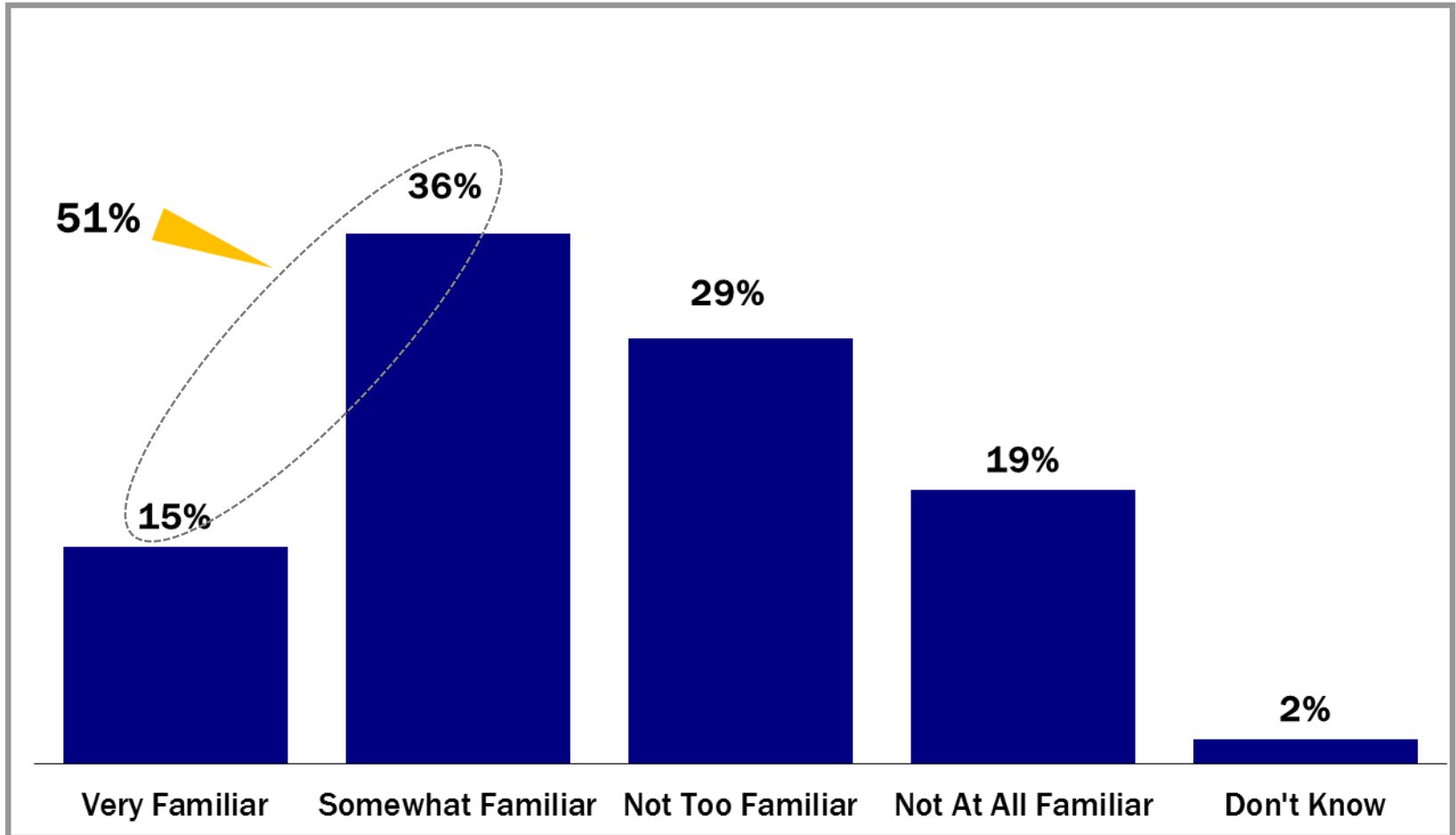
## QUADRANT CHART



# SFMTA RESPONSIBILITIES

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



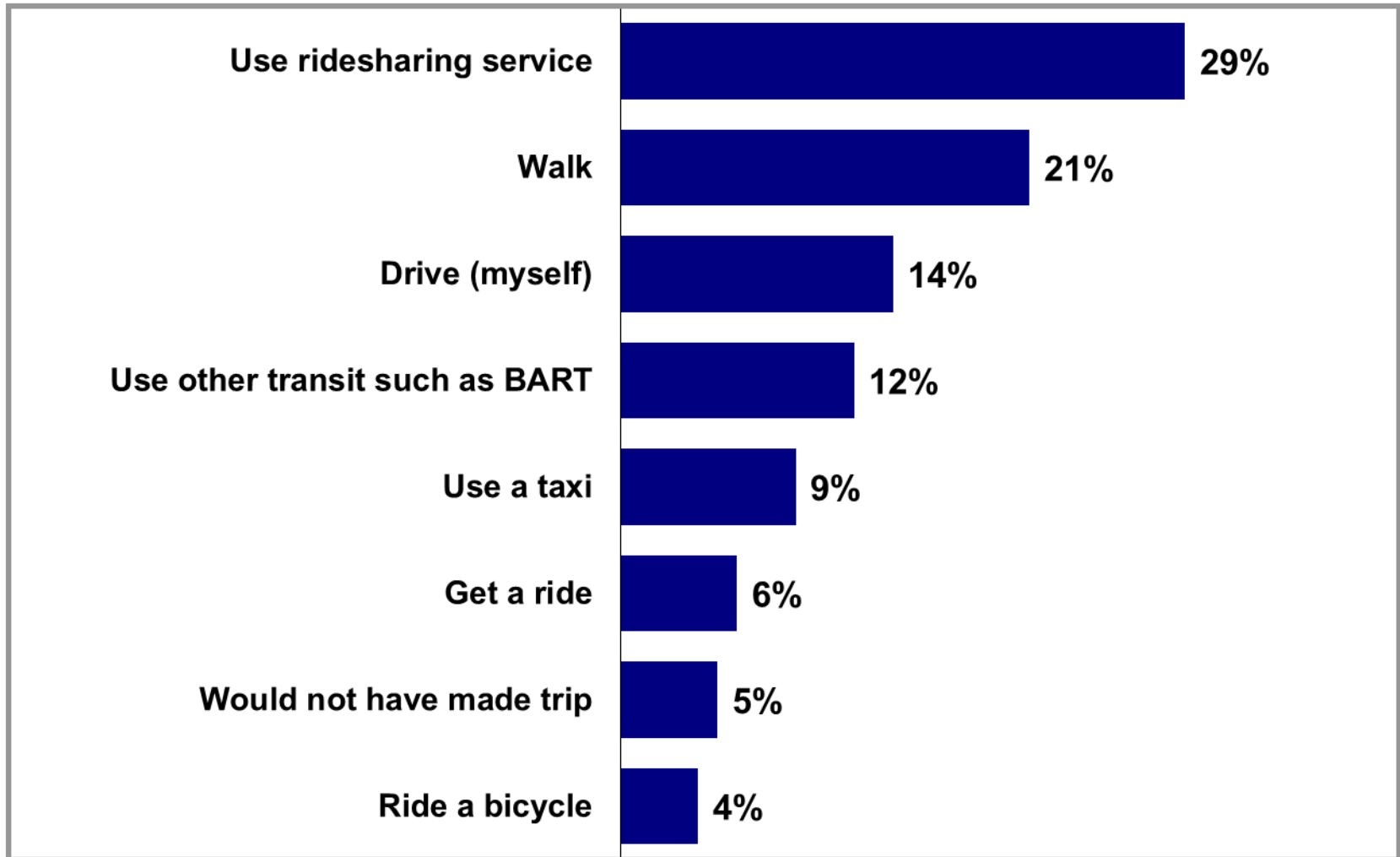
^ SFMTA responsibilities described as: a City agency which oversees Muni, bike and pedestrian programs, taxis as well as parking and traffic in the City



# **ALTERNATIVES TO MUNI**

## ALTERNATIVES IF MUNI NOT AVAILABLE

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



## ALTERNATIVES IF MUNI NOT AVAILABLE – 2016 vs. 2015

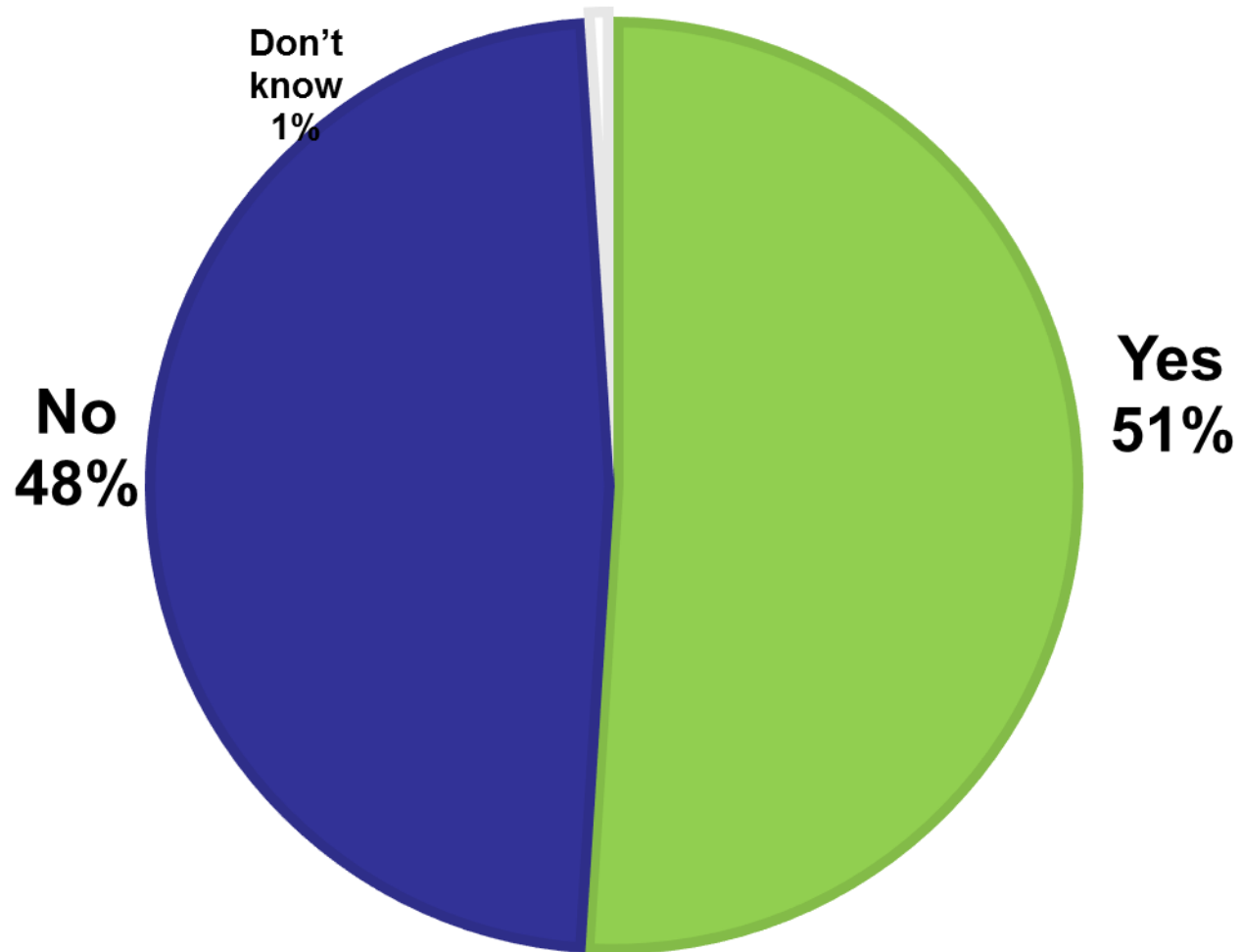
Think about your last Muni trip. If Muni was not available for that trip, how would you have gotten where you needed to go?

Satisfaction Rating by...	2016	2015	Change
<b><u>Modes Increasing</u></b>			
Use ridesharing services.....	29%	18%	<b>+11%</b>
Use other transit such as BART.....	12%	9%	<b>+2%</b>
Walk.....	21%	20%	<b>+1%</b>
Ride a bicycle.....	4%	3%	<b>+1%</b>
<b><u>Modes Decreasing</u></b>			
Drive (myself).....	14%	21%	<b>-7%</b>
Get a ride.....	6%	9%	<b>-3%</b>
Would not have made trip.....	5%	8%	<b>-3%</b>
Use a taxi.....	9%	12%	<b>-2%</b>

# **APPS / COMMUNICATION WITH MUNI**

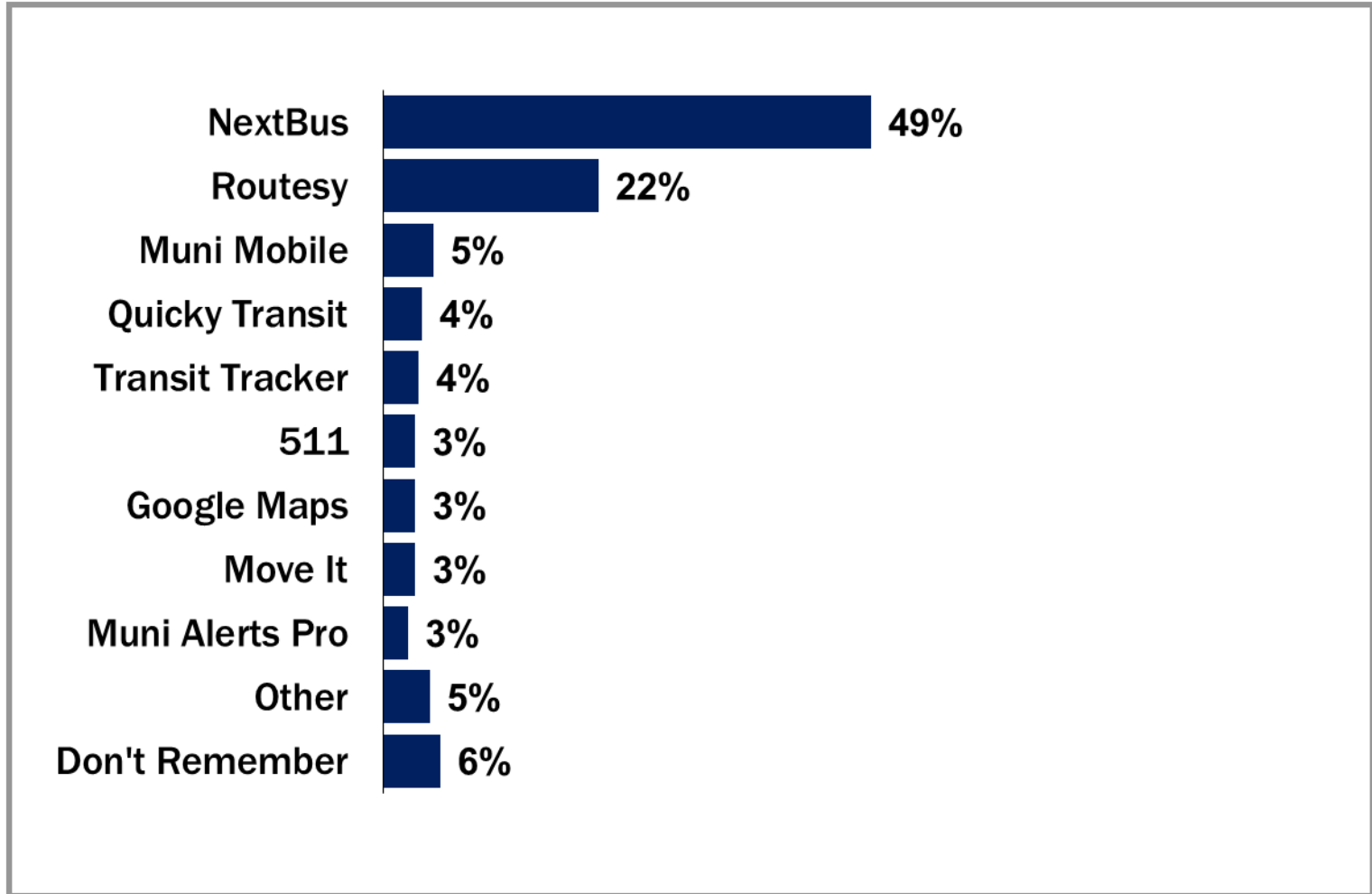
## DOWNLOADED APP

Have you ever downloaded a Muni related app?



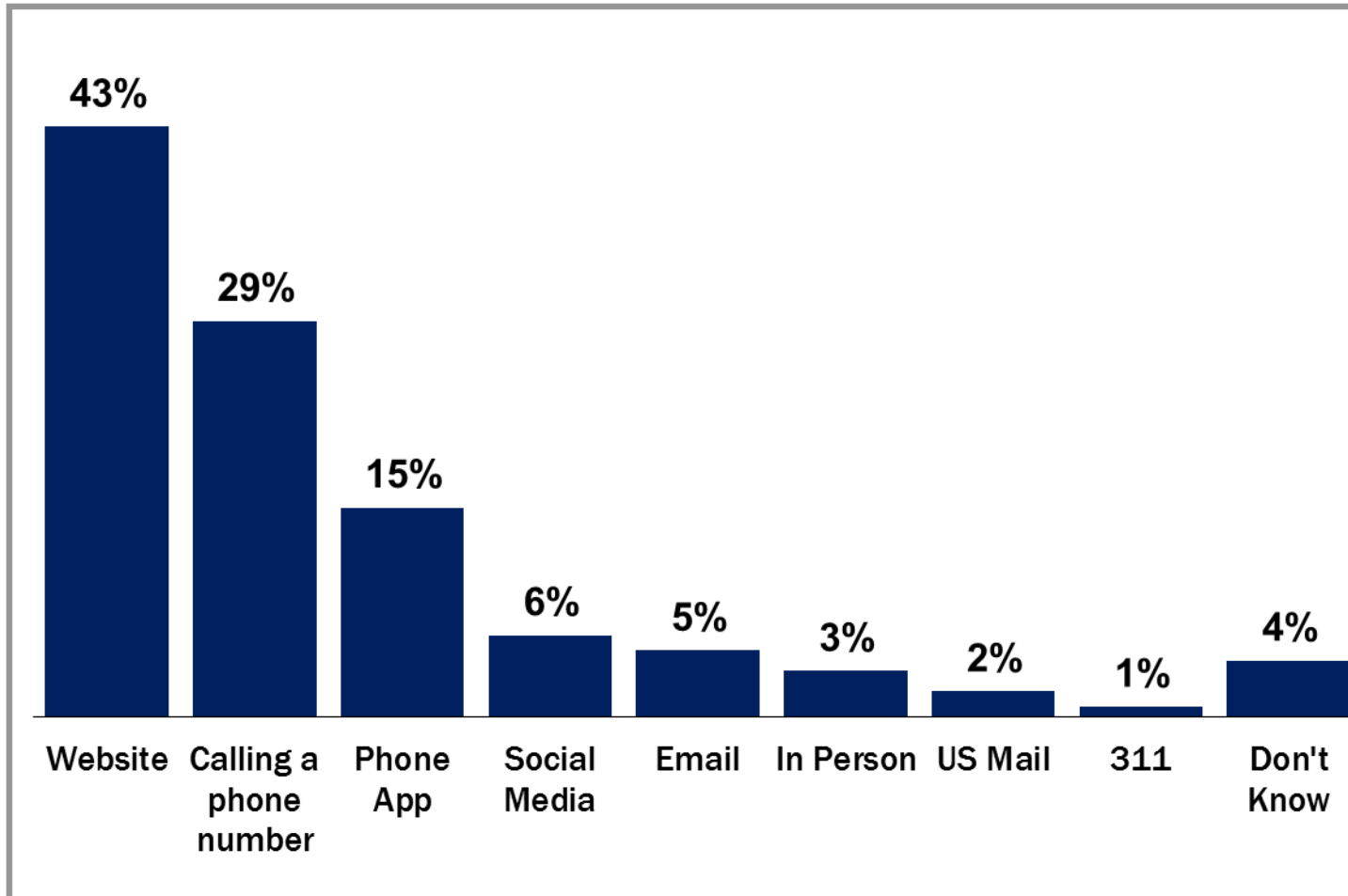
# MUNI RELATED APP

Which MUNI related app do you use?



# SUBMITTING A COMPLAINT/SUGGESTION

If you were to submit a complaint or suggestion, how would you prefer to submit it?



# COMPLAINT/SUGGESTION RESPONSE

How would you prefer to hear back from MUNI about a complaint or suggestion you submitted?

