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ON-BOARD SURVEY
SUMMARY REPORT

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1 BACKGROUND

UTA is obligated to gather data through on-board surveys for several purposes. For instance, in the case of meeting federal Title VI regulations, UTA must conduct surveys no less than every five years. To meet federal grant requirements for major capital investments (i.e. Mid-Jordan TRAX, FrontRunner extension), UTA must conduct surveys prior to and following the construction of new lines to establish validity of the ridership projections. Finally, on-board surveys are also used in the validation and calibration of the regional travel demand model.

UTA conducted a system-wide on-board origin-destination (OD) study in March of 2011. In order to meet FTA requirements, a post-construction “after” study on the FrontRunner Commuter Rail system was completed. Additionally, an analysis of the “before” travel patterns of the Mid-Jordan corridor was performed to support the New Starts funding request.

These surveys were conducted by third party consultants and represent statistically valid snapshots of the entire transit system for the given survey period. The consultant retained to conduct the 2011 On-Board Survey was RSG Inc. (RSG), based out of White River Junction, Vermont.



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2 SURVEY METHODOLOGY

Sampling

In 2011 there were approximately 125,000 linked passenger trips on the UTA system during typical spring and fall weekdays. It was assumed that approximately fifty-five percent (55%) of the 125,000 linked trips (66,000) were “unique” riders, due to the assumption that most people typically make round trips using transit. This assumption was conservative relative to what has been observed around the US and specifically ignored transfers. It was recommended that for this survey roughly 10% of unique daily riders be surveyed, thus the goal of 6,600 completed surveys was set.

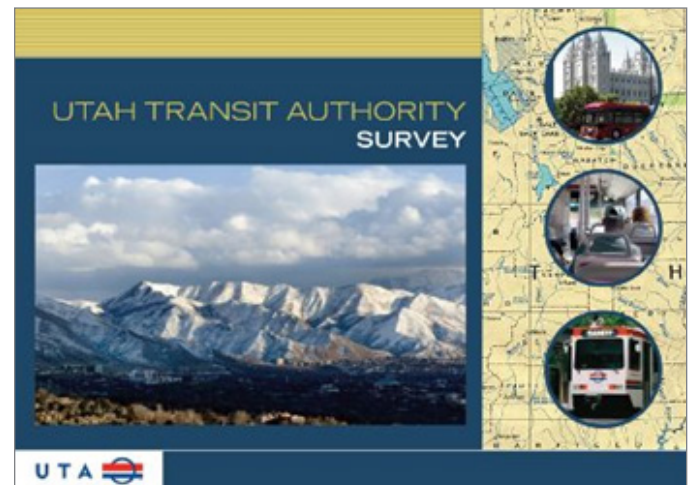
Based on the consultant’s experience, it was assumed that it would be necessary to distribute approximately 22,000 surveys to obtain the goal of 6,600 (30%) completed surveys. The surveys were distributed on 600-700 daily trips to cover approximately eighteen percent (18%) of total boardings on the system (i.e. one response for every six or seven boardings). Sampling was “run-based,” allowing a surveyor to ride on all of the trips made by one bus or one train operator’s run, reducing waiting and travel times between trips, and simplifying logistics for the surveyors and supervisory staff. In total, the consultant team gathered over 7,100 survey responses; 1,487 (20.8%) were collected electronically; 3,634 (51%) were paper surveys; and 2001 (28.2%) were postcard responses. These types of surveys will be described in greater detail below.

Survey Distribution

Three types of surveys were distributed including email postcards, paper postcards, and paper forms.

Email postcards were distributed using UTA’s email address data base of more than 40,000 frequent and infrequent customers, as well as non-riders.

Figure 1 - Sample Paper Postcard Survey Invitation



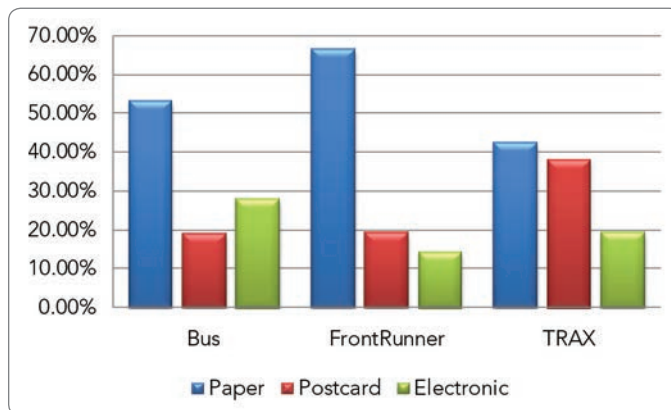
UTA staff distributed paper form surveys to each person boarding a sampled trip. The survey was a brief, paper-based self-completion survey with an option for the person to take the survey with them and complete the survey online or complete the survey online using a link

and unique printed password. Respondents also had the option to complete the paper survey and return it to the on-board surveyor, or return it via a pre-paid business reply mail option.

Both the paper form and postcard surveys were provided in English and Spanish. The following is a summary of how many surveys were collected from passengers by mode, and what percentage of those surveys were paper responses.

- 3,939 surveys received were from bus passengers, fifty-one percent (51%) of which were paper responses.
- 2,378 surveys received were from TRAX passengers, forty-two percent (42%) of which were paper responses.
- 802 surveys received were from FrontRunner passengers, sixty-seven (67%) of which were paper responses.

Figure 2 - Response Breakdown



Survey Instrument

The survey instrument was a standard origin-destination survey based on numerous previous surveys conducted by RSG and UTA. Respondents were asked to indicate their boarding/alighting locations on the survey. The consultant then used GIS to infer boarding and alighting locations based on closest stops to the origin and destination and reported transfers.

Weighting

Once the usable records were cleaned, validated, and geocoded (geographically plotted), the results were expanded (weighted) to represent system-wide ridership during a typical weekday using the on-board survey, APC, and NTD data. The data was weighted by

linked and unlinked (see figure 3 for an explanation of this distinction) daily passenger trips at the route/line level, by the time of day, and the boarding/alighting trip segment.

Figure 3 - What is a Linked Trip?

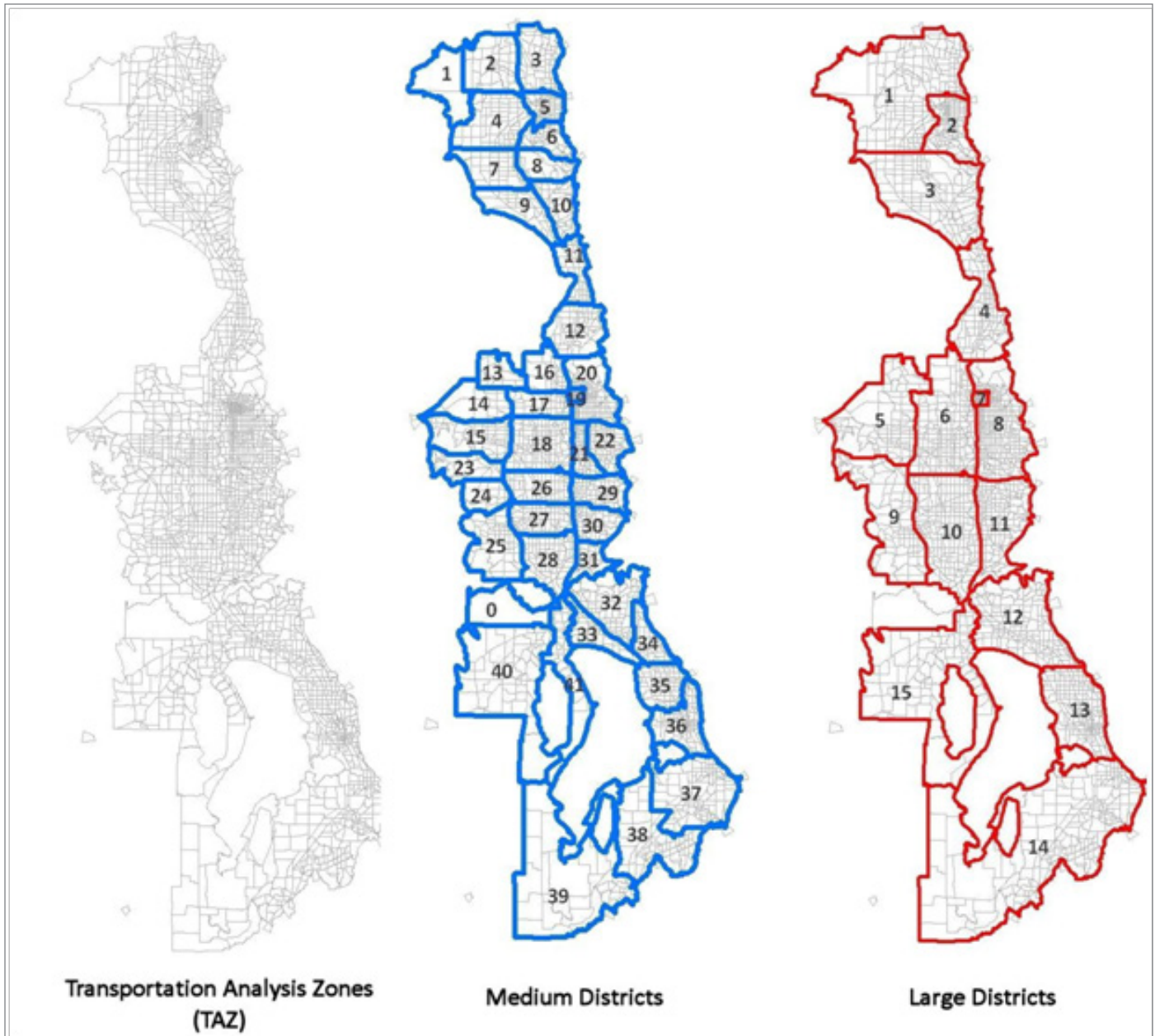


Reporting Geography

For planning studies, the tool most commonly used to generate ridership projections is the regional travel demand model. The model is a zone-based forecasting tool that models travel between Transportation Analysis Zones (TAZ). TAZs are mutually exclusive (i.e. they do not overlap) and cover the entire Wasatch Front. There are 2,230 internal and 20 external TAZs in the model. These zones extend from Weber County in the north to Utah County in the south. The model uses "external zones" to cover access to the Wasatch Front from places such as Tooele, Park City, Brigham City, etc. TAZs are often aggregated into medium and large districts for the purpose of simplified reporting. Figure 4 shows the medium and large aggregation of these districts.

These large and medium district aggregations also work as representative geographies for various trip generators and attractors. For instance, in the large district map, zones 2, 7, and 13 represent Ogden, Salt Lake City Central Business District (CDB) and the Provo-Orem areas respectively. The medium district map breaks the larger zones down into zones that represent smaller geographies. For instance, in the medium district map, zone 6 represents Weber State University in Ogden, while zone 20 represents the University of Utah and Westminster College in Salt Lake County. Similarly, zone 36 represents BYU, as well as downtown Provo in Utah County. The summary statistics that are presented in this report will refer to these districts. These districts and zones are also the units by which all forecasted travel demand is presented in any planning document.

Figure 4 - TAZ Districts



The geographic data collected in the on-board surveys (i.e. origin and destination) is typically aggregated into this TAZ structure for purposes of consistent reporting. Maps and all geographic summary data in this paper will be reported using this TAZ structure.

RSG received 7,123 survey responses; approximately nine out of ten surveys (89%) were from bus and TRAX passengers. Figure 2 presents a break-down of the responses by mode.

Survey Responses

As stated previously in this report, surveys were distributed and collected in three different forms: email postcards, paper postcards, and paper forms. Overall,

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3 SUMMARY STATISTICS

The following sections present a basic data summary of rider and trip profiles, along with information related to origins and destinations, productions, and attractions. The results section also reveals some of the more interesting data obtained related to travel patterns, modes, and means of access.



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4 RIDER PROFILE

Demographics

The largest portion of transit riders surveyed (43%) were between the ages of 25 and 44; ninety-five percent (95%) of the surveyed riders were between the ages of 18 and 64, or working age.

Sixty percent (60%) of those surveyed were male and forty percent (40%) were female. Nearly one quarter (23%) of the riders reported household incomes over \$75,000, while approximately one-third (34%) reported household incomes of less than \$25,000.

Figures 5, 6, and 7 below show the complete breakdown of each of these statistical categories.

Figure 5 - Reported Rider Age

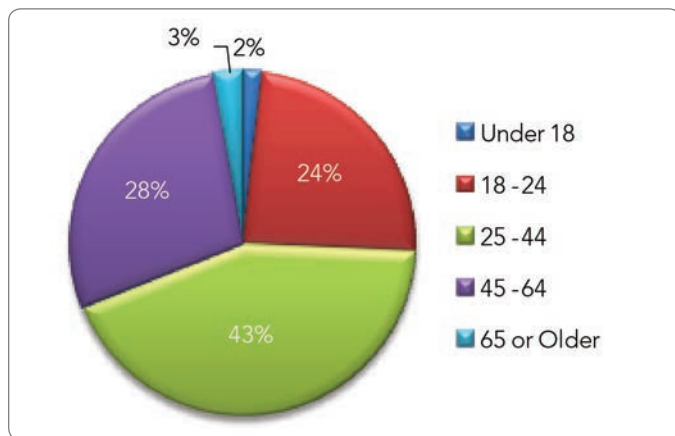


Figure 6 - Reported Rider Gender

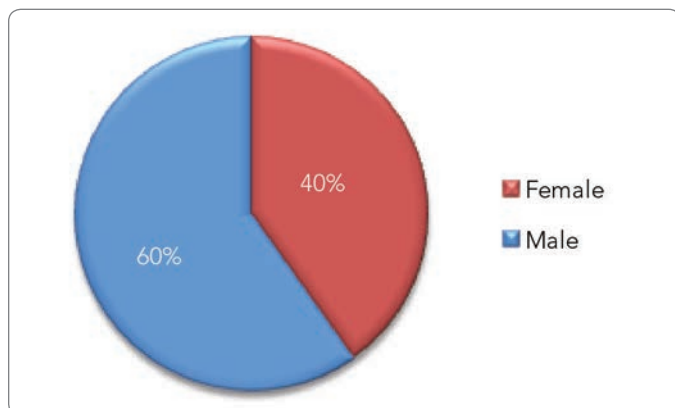
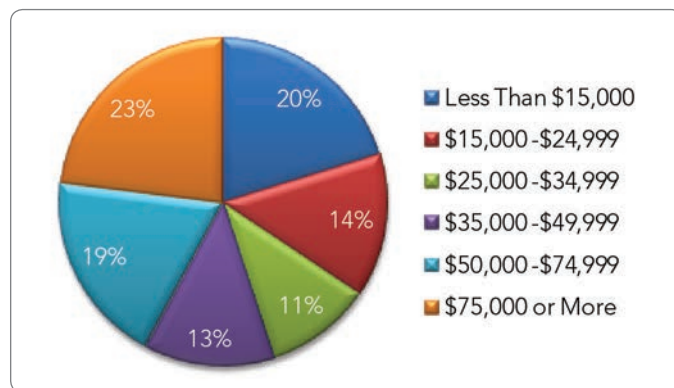
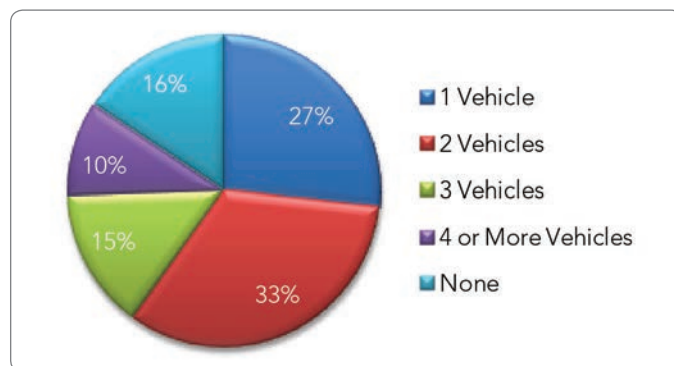


Figure 7 - Reported Rider Income



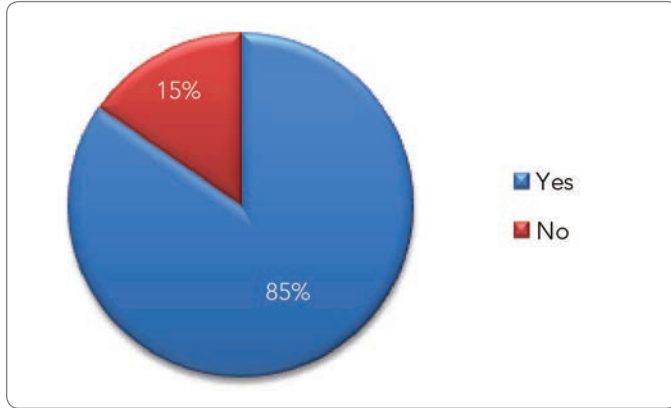
Of the riders surveyed, fifty-eight percent (58%) indicated owning at least two vehicles in their household and sixteen percent (16%) reported they did not own a vehicle (i.e. a zero-vehicle household). The average number of vehicles per household reported in the 2011 On-Board Survey was 1.75.

Figure 8 - Reported Vehicles Per Household



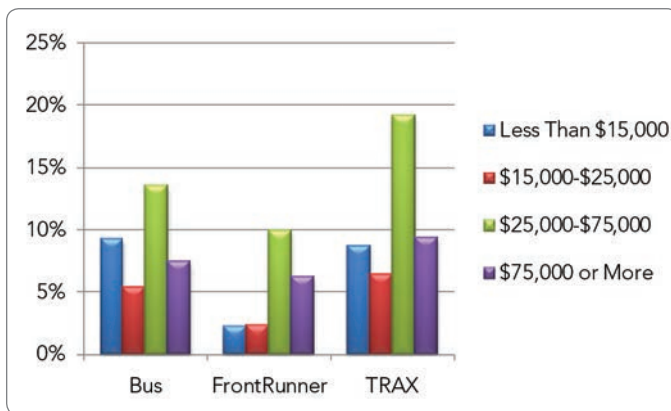
Eighty five percent (85%) of those surveyed indicated they possessed a valid driver's license. Figures 8 and 9 below show the distribution of these statistics.

Figure 9 - Reported Valid Driver's License



The primary mode¹ choice by riders, when broken down by income levels, offers an interesting comparison. Not surprisingly, few riders making less than \$15,000 use the FrontRunner system (2%), which charges a premium fare for the service. Only about seven percent (7%) of riders making less than \$35,000 chose FrontRunner as their primary mode, compared to the fifteen percent (15%) of riders making more than \$35,000. However, the primary mode choice of riders making over \$75,000 was relatively the same across bus (7%), FrontRunner (6%) and TRAX (9%). Figure 10 shows the distribution of primary mode choice by reported income.

Figure 10 - Primary Mode Choice - Stratified by Income

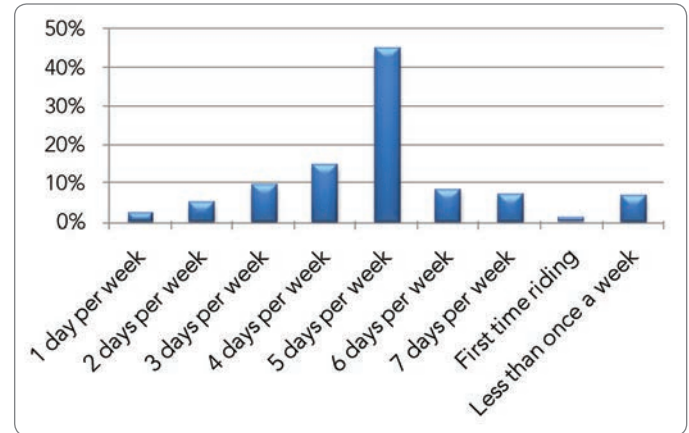


¹ "Primary mode" refers to the highest transit mode used in a trip. For instance, if a traveler used a bus to get to FrontRunner to travel to their final destination, their "primary mode" would be FrontRunner.

Transit Frequency

Of the riders surveyed, sixty percent (60%) indicated they were regular transit riders or riders who use UTA's transit system five days a week or more. Forty five percent (45%) of the riders indicated using UTA's transit system five days a week. This indicates that the heaviest use of UTA's transit system is by commuters trying to reach their places of employment or by students going to school. Fifteen percent (15%) of riders reported using transit six or more days a week, emphasizing the continued need to provide transit services throughout the week, including weekends. Figure 11 shows the distribution of frequency of transit use of the surveyed riders.

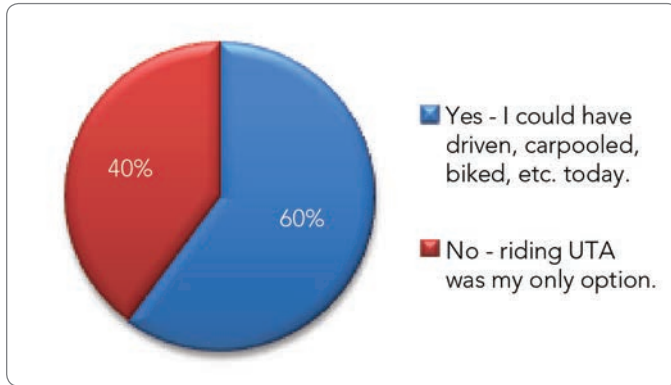
Figure 11 - Frequency of Transit Use



Choice vs. Captive Riders

The On-Board Survey asked if respondents had an alternate option to make that trip besides taking transit. As seen in figure 12, sixty percent (60%) of respondents indicated that they did have an alternate option for their trip. Riders who had an alternative to using transit for their daily trips, but still used transit, are often referred to as "choice" riders. The remaining forty percent (40%) of survey takers indicated not having an alternative to using transit for their trip; these riders are called "captive" riders.

Figure 12 - Reported Alternate Mode Available



Captive riders have no alternative to transit for various reasons, including: not possessing a valid driver's license, not owning a vehicle, or having a disability. Not surprisingly, trip purpose, primary mode, and demographics vary between choice and captive riders. For example, sixty-eight percent (68%) of captive riders from the 2011 On-Board Survey indicated owning one car or none at all, compared to just thirty-five percent (35%) of choice riders. Similarly, fifty-eight percent (58%) of captive riders reported having an annual household income of less than \$25,000, compared to just twenty-five percent (25%) of choice riders. The primary mode for choice riders was TRAX (48%), while the primary mode for captive riders was bus (55%). Figures 13, 14, 15, and 16 show the comparison between vehicle ownership, income, primary mode, and trip purpose among choice and captive riders.

Figure 13 - Vehicle Ownership (Choice vs. Captive Riders)

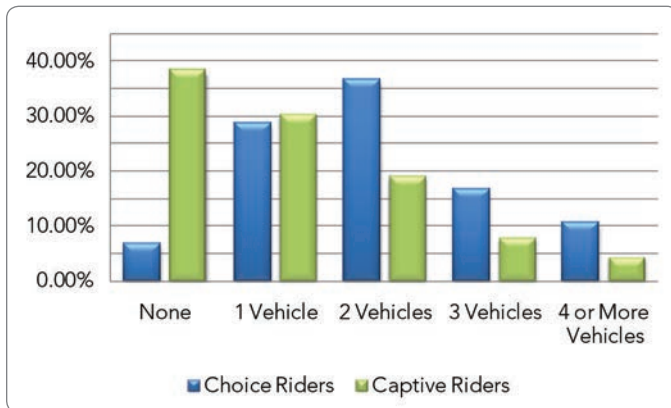


Figure 14 - Income (Choice vs. Captive Riders)

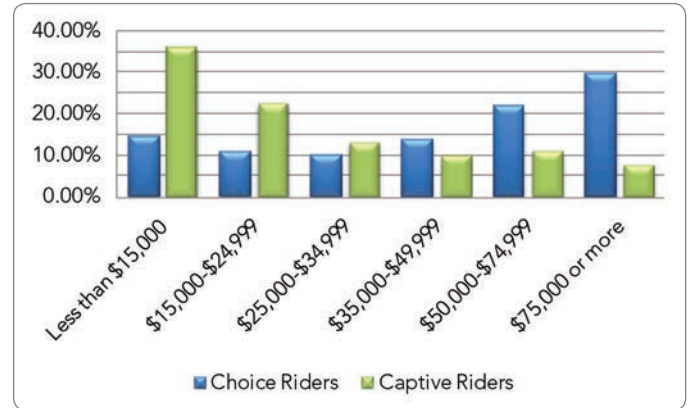


Figure 15 - Primary Mode (Choice vs. Captive Riders)

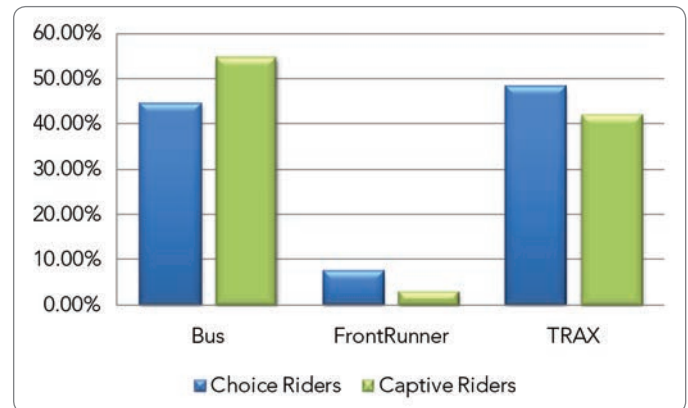
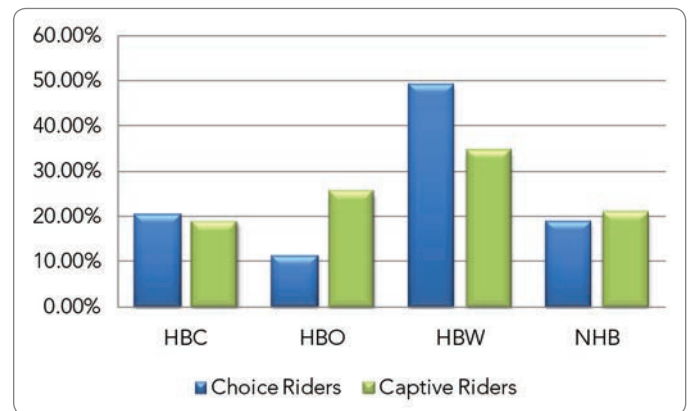


Figure 16 - Trip Purpose (Choice vs. Captive Riders)²



² Trip purposes were separated into four categories and are discussed in further detail on the following pages.

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5 TRIP PROFILE

Trip Purpose

The 2011 On-Board Survey asked riders where their linked trip started and ended (i.e. home, work, shopping, etc). After RSG received the data, trip purposes were separated into four categories: home-based-work (HBW) trips, defined as trips that start at home and end at a place of employment; home-based-college (HBC) trips, defined as trips that start at home and end at an educational facility; non-home-based (NHB) trips, defined as trips that do not start at home; and home-based-other (HBO) trips, defined as trips that start at home and are for a purpose other than work or school.

As mentioned in the previous section, the majority of transit trips (65%) were for the purpose of getting to work (HBW) or school (HBC), resulting in HBW daily trips as the larger share (44%). Trip purpose varies depending on a rider's income and/or age. Over half (52%) of all HBW trips were made by people making more than \$50,000¹, while only twenty-two (22%) of those trips were made by people making less than \$25,000. Conversely, about sixty-one percent (61%) of all HBC trips were made by riders making less than \$25,000, while only nineteen percent (19%) of those trips were made by riders making more than \$50,000. About sixty-one (61%) of HBC trips were made by riders between the ages of 18 and 24, while the primary trip purpose for riders ages 25 and older was HBW. Examining the trip purpose by primary mode shows that over fifty percent (51%) of daily FrontRunner trips were HBW trips. HBW accounted for forty-three percent (43%) of daily bus trips and daily TRAX trips. Figures 17, 18, 19, and 20 below show the breakdown of the various trip purposes and trip purposes by transit mode, income, and age.

Figure 17 - Transit Trip Purpose

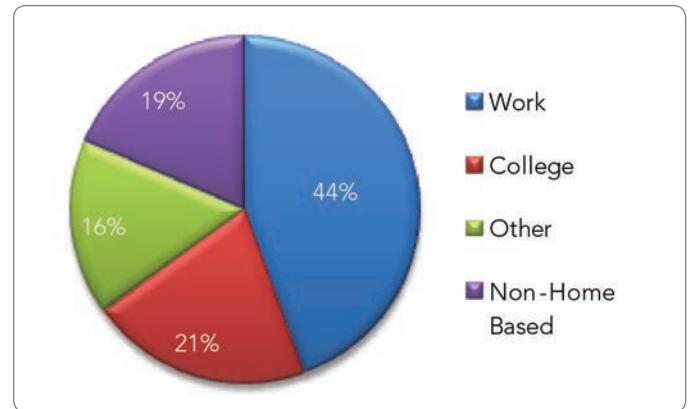


Figure 18 - Trip Purpose by Mode

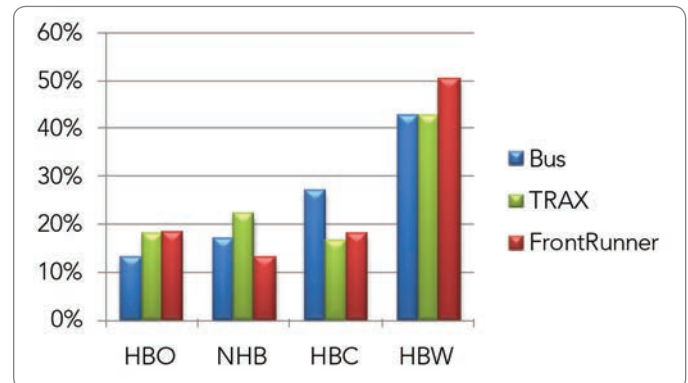
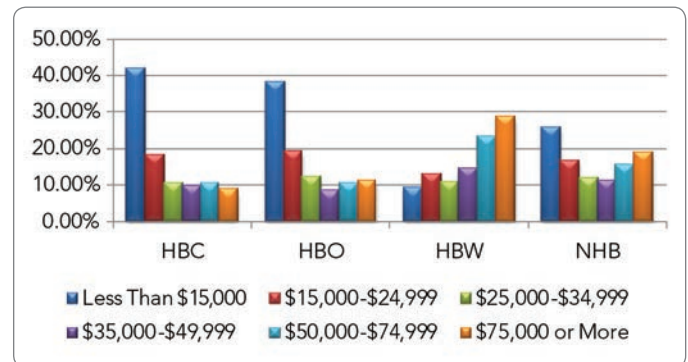
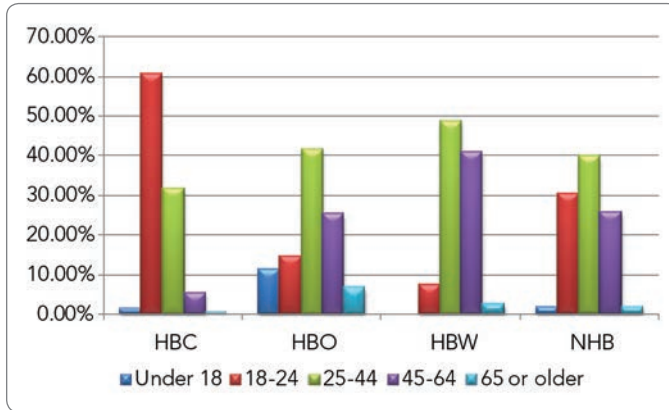


Figure 19 - Trip Purpose by Income



¹ All income noted in the 2011 On-Board Survey Summary Report refers to household income.

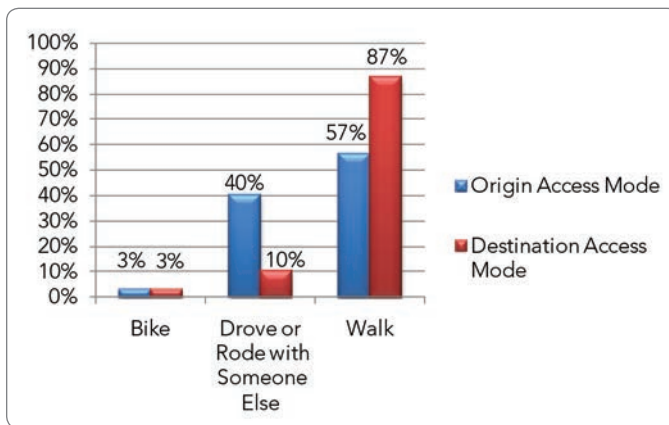
Figure 20 - Trip Purpose by Age



Mode of Access

The rider's mode of access to and from the transit system is a critical component to the success of each mode. For example, if a rail station and/or bus stop has poor or limited access, potential walkers or bicycle riders are more likely to drive to their destination, rather than use public transit. Figure 21 below shows the primary method surveyed riders used to access the transit system from their origin and how they traveled to their ultimate destination after their transit trip.

Figure 21 - Mode of Access to the Transit System



A more telling story about the way riders accessed the transit system, is the mode or transit system they accessed. It is traditionally expected that the means of accessing the bus system is walking; bus stops are ubiquitous and usually located within a comfortable walking distance from a rider's home. The rail system conversely has traditionally been designed to accommodate for a large number of people driving to access the system. The rail stations have anywhere from

100 to 1,000 parking stalls available, depending on the location of the station and the availability of land around the station.

When analyzing figure 22 below, although nearly seventy-five percent (75%) of daily FrontRunner riders accessed the system by driving, twenty-one percent (21%) of the riders walked to the train station. Similarly, TRAX access data shows that more than half (58%) of the riders walked to catch the train. This data would support an effort to make station areas around UTA rail stations more pedestrian friendly. Improvements could include but are not limited to: safer street crossings, way-finding signs, and additional lighting around the perimeter of parking lots and sidewalks. Figures 22 and 23 show the mode of access for origins and destinations by primary mode.

Figure 22 - Mode of Access by Transit Mode (Origin)

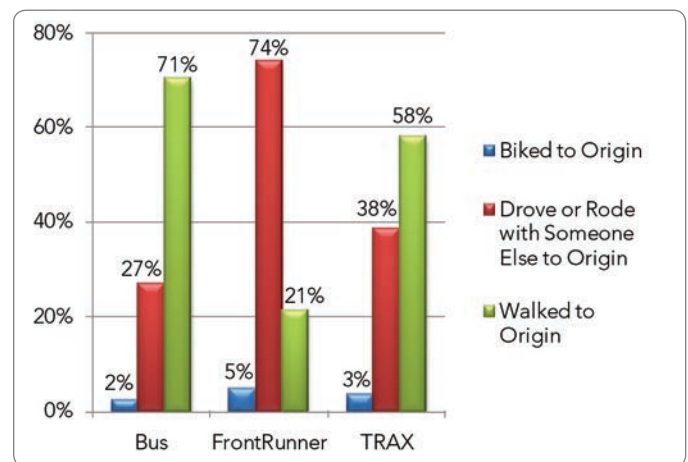
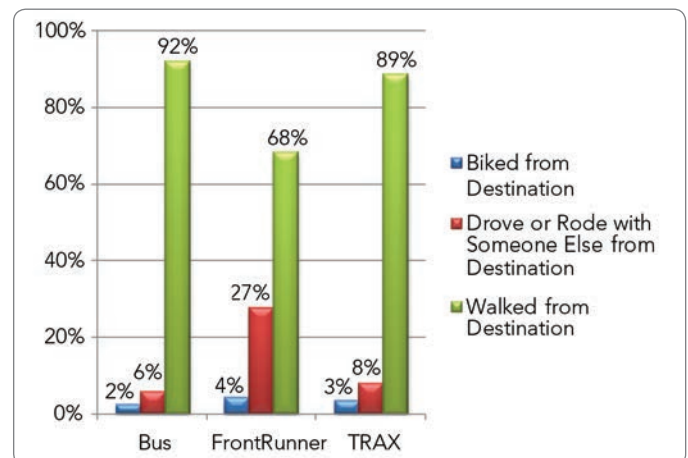


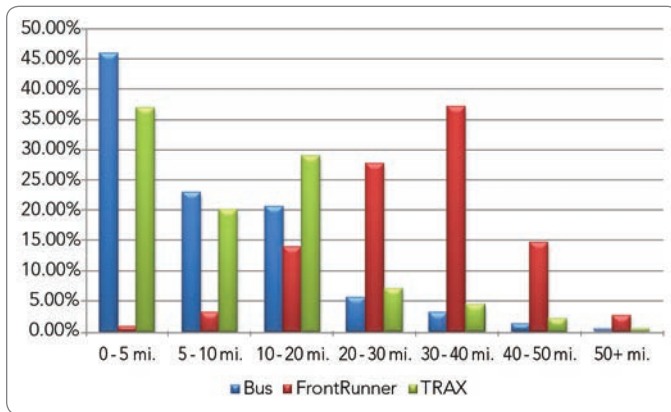
Figure 23 - Mode of Access by Transit Mode (Destination)



Trip Distances

It is no surprise that trip distances² vary by primary mode. For example, it is expected that riders who use FrontRunner as their primary mode are traveling longer distances compared to bus and TRAX riders. As seen in the figure below, trip distances from the 2011 On-Board Survey confirmed these expectations. Ninety percent (90%) of bus riders and eighty-six percent (86%) of TRAX riders, used the system to travel less than 20 miles. In contrast, more than three quarters (82%) of FrontRunner riders used the system to travel more than 20 miles.

Figure 24 - Trip Distances by Mode



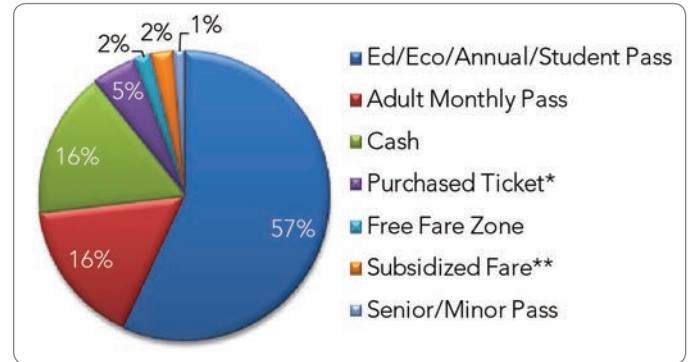
Fares and Transfers

Nearly three quarters (74%) of the riders on the system used some form of a monthly pass as their form of payment, and the next largest group of riders (16%) paid their fare with cash. Figure 25 below shows the breakdown of the types of fare payment used by the riders surveyed.



² Trip distances in the 2011 On-Board Survey were calculated after inputting the rider's origin and destination location/address into the travel demand model trip table.

Figure 25 - Fare Types



* Includes all-day and group passes, discounted one-way fares, and round trip tickets.
 ** Includes Medicaid passes, reduced fare stickers and low-income Horizon Passes.

The number of transfers a rider makes is a large determining factor of whether choice riders will continue to use transit. Most riders (63%) made their trip with no transfers, while twenty-nine percent (29%) transferred once. Transfer rates varied by primary mode. For example, seventy-five percent (75%) of daily bus riders arrived at their destination without transferring, compared to only seventeen percent (17%) of FrontRunner riders. Figures 26 and 27 below show the breakdown of the transfer frequency of daily riders and transfer rate by primary mode.

Figure 26 - Transfer Frequency

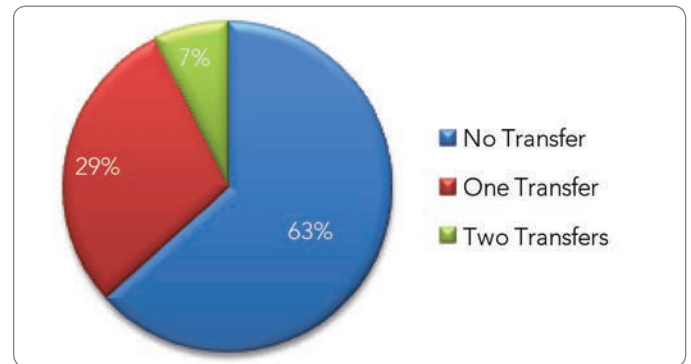
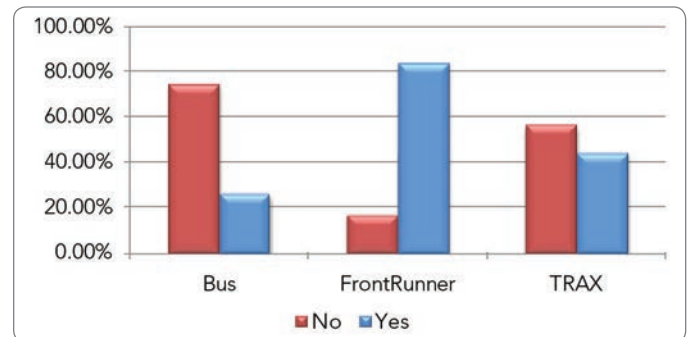


Figure 27 - Transfer Rate by Primary Mode



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6 ORIGIN-DESTINATION ANALYSIS

Trip Locations

Figure 28 below identifies where surveyed riders indicated they began their trip before accessing the transit system. The largest share of survey respondents reported that their trip began at home (51%), followed by place of employment (22%).

Figure 28 - Starting Trip Location

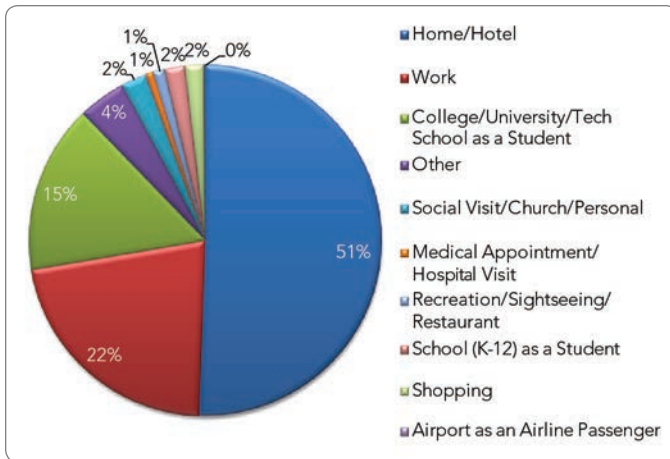
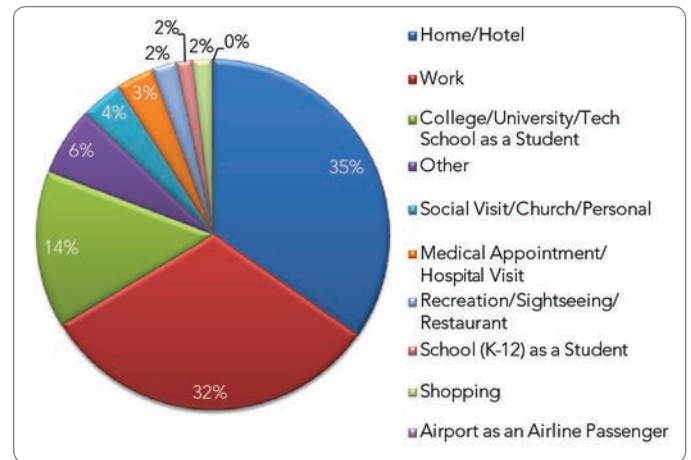


Figure 29 identifies the locations where surveyed riders ended their trip. The majority of trips ended at the rider's place of employment (35%) or the rider's home (32%).

Figure 29 - Ending Trip Locations



As discussed in the methodology section of this report, TAZs are aggregated into medium and large districts for the purpose of data management and simplified reporting. For this portion of the 2011 On-Board Survey, medium districts were used to display the data.



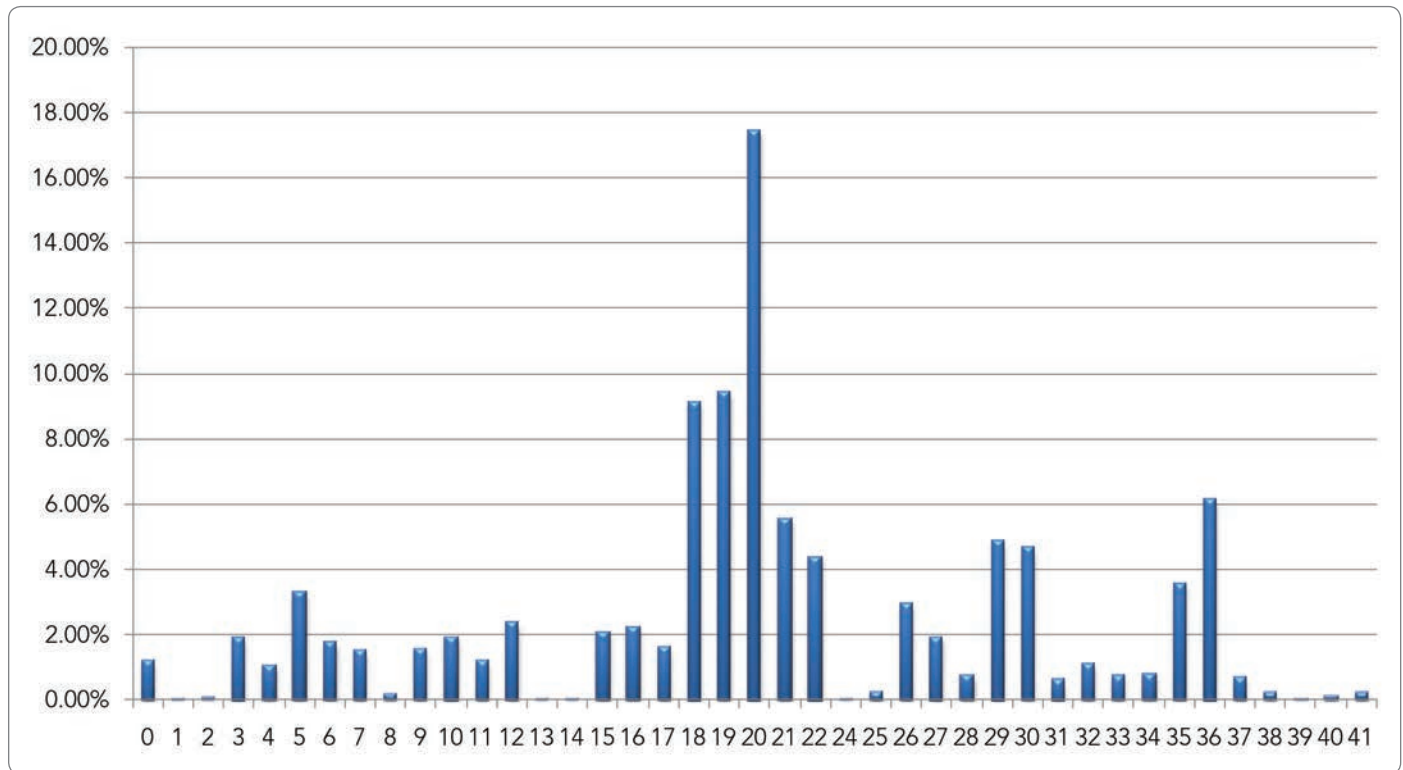
Image courtesy of Vxla via Flickr.

Trip Productions

Transit trip productions are associated with residential land, and the amount of transit service available within a TAZ or transit district. Transit producing districts are shown in figure 30 as a percent of total trips produced. Similarly, figure 31 shows production density or number of transit trips produced by that district. From the 2011 On-board Survey, we found that the top five daily transit trip producing districts, which account for forty-eight percent (48%) of total trips, were as follows:

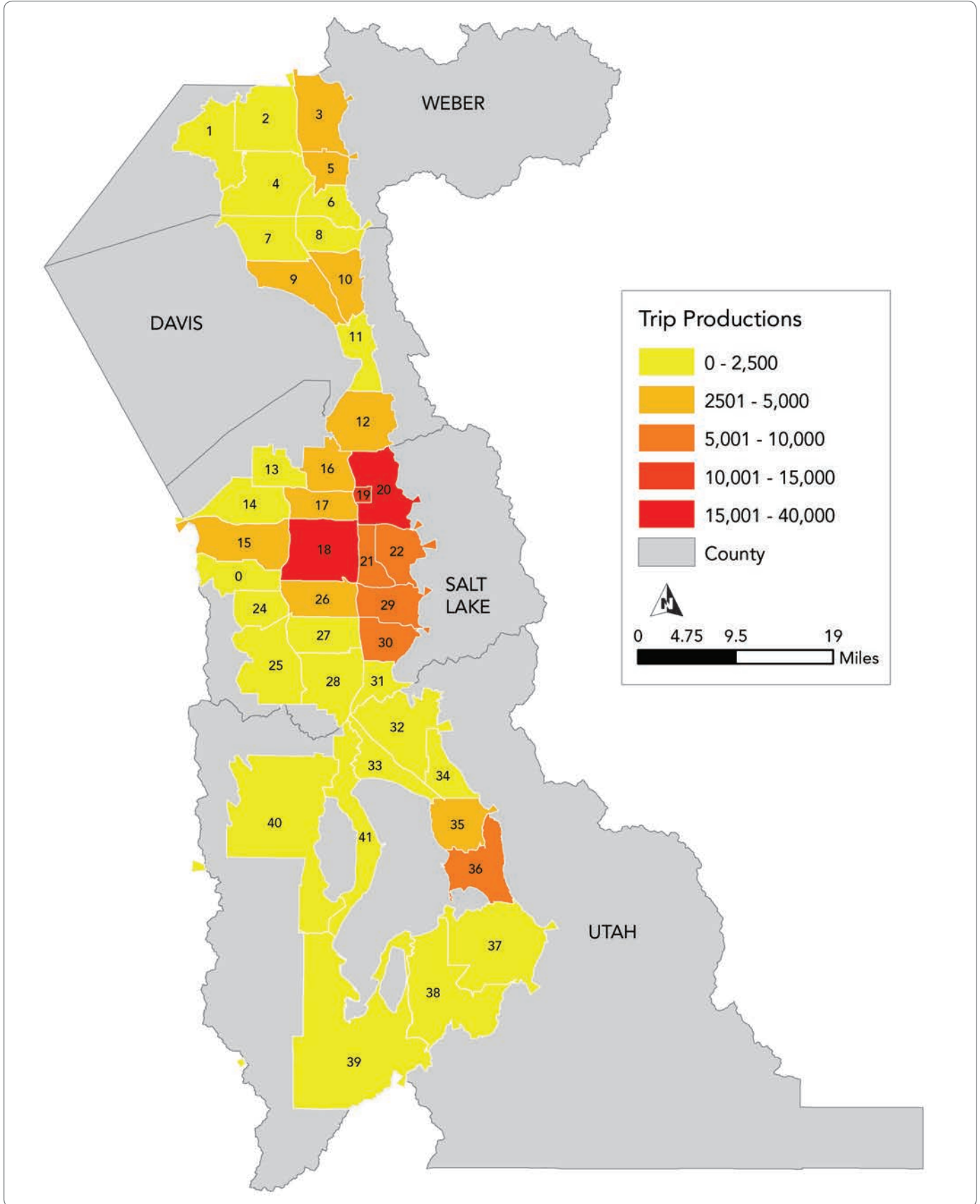
1. District 20, encompassing the University of Utah and Westminster College, accounted for 17.42% of the total daily trips.
2. District 19, encompassing Salt Lake City’s CBD, accounted for 9.42% of the total daily trips.
3. District 18, encompassing West Valley City and Salt Lake Community College, accounted for 9.13% of the total daily trips.
4. District 36, encompassing Provo’s CBD and Brigham Young University, accounted for 6.17% of the total daily trips.
5. District 21, encompassing State Street Corridor and Intermountain Health Center (Murray), accounted for 5.57% of the total daily trips.

Figure 30 - Percent of Total Productions by Medium District



See the map on the following page for TAZ zones and their boundaries.

Figure 31 - Daily Transit Trip Production by Medium District



As expected, a more in-depth look at the top five transit trip producing districts reveals that the primary mode and trip purpose varies between each district. As stated previously, variation in the primary mode is in part due to the transit service available in these districts. For example, transit riders in districts outside of Salt Lake County do not have access to TRAX. Figure 32 shows the distribution of the primary mode for the top five transit

trip producing districts. The primary mode in District 20 is TRAX (55%); District 19 is TRAX (69%); District 18 is bus (53%); District 36 is bus (97%); and District 21 is TRAX (58%). Figure 33 shows the distribution of the trip purpose for the top five transit trip producing districts. The trip purpose for District 20 is HBW (36%); District 19 is NHB (48%); District 18 is HBW (47%); District 36 is HBC (60%); and District 21 is HBW (52%).

Figure 32 - Primary Mode: Top Five Producing Districts

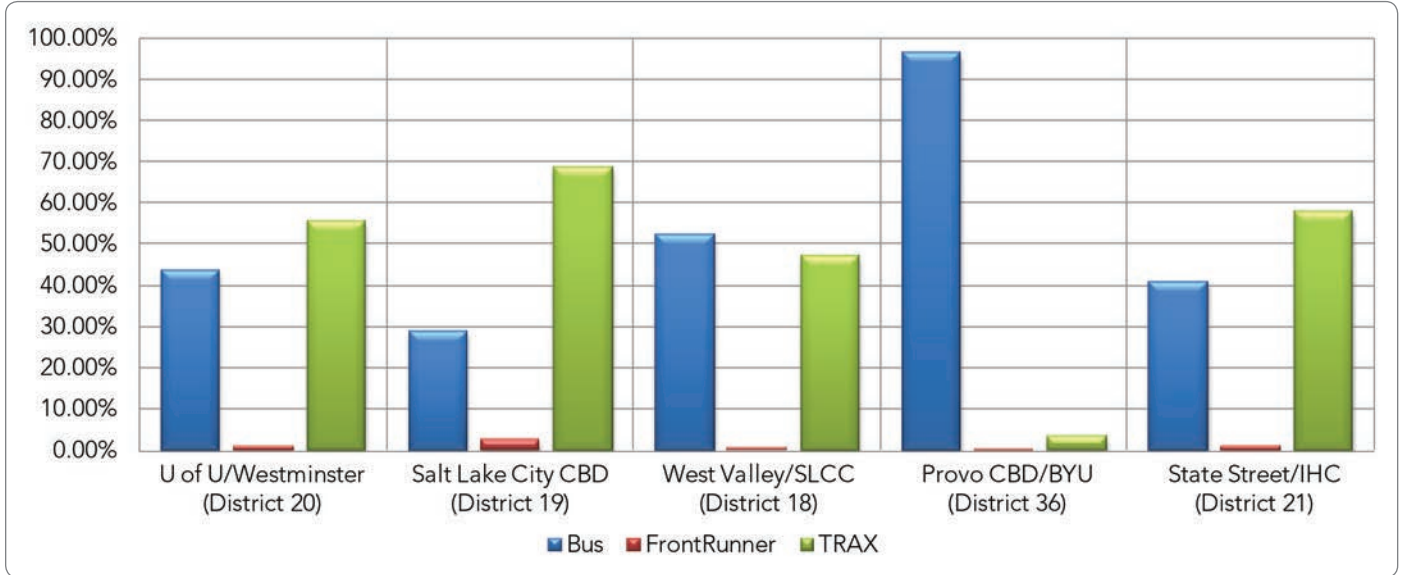
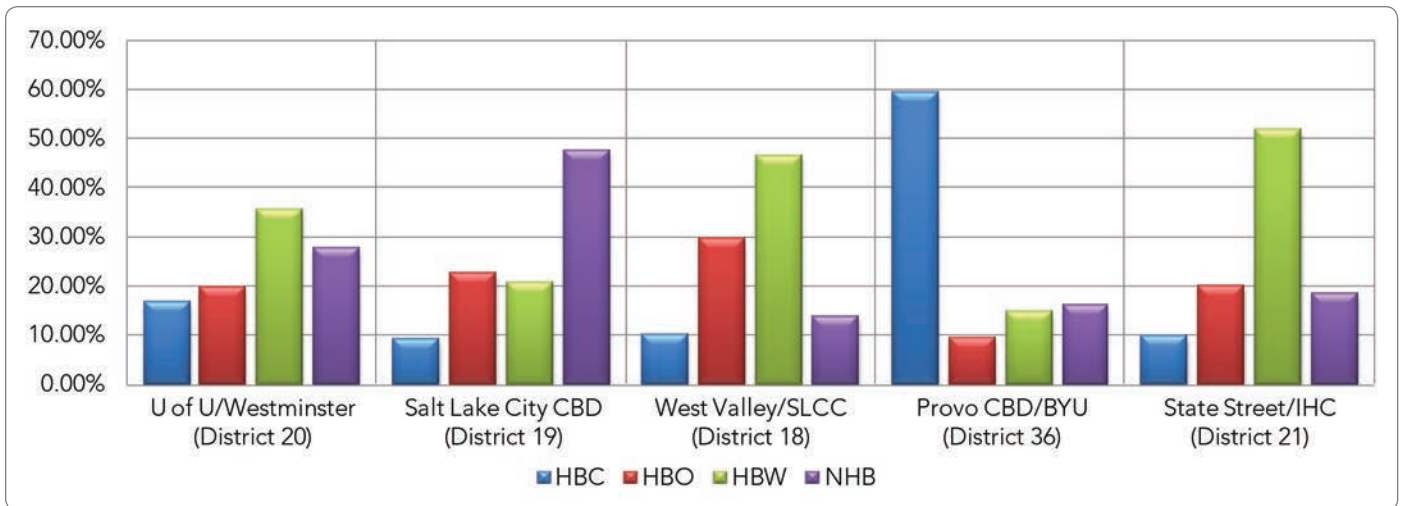


Figure 33 - Trip Purpose: Top Five Producing Districts

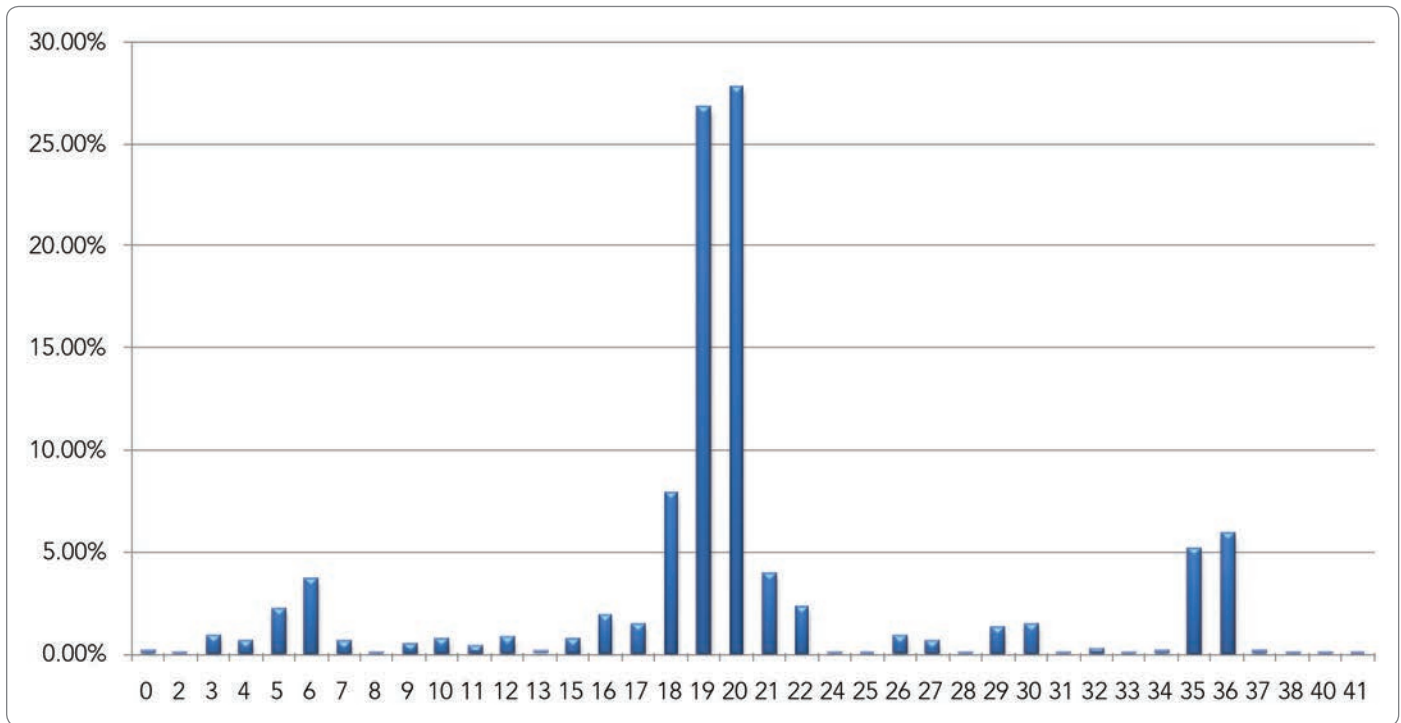


Trip Attractions

Transit trip attractions are associated with residential and non-residential land use, as well as the amount of transit service provided by UTA within a given TAZ or district. Transit attraction districts are shown in figure 34 as a percent of total trips produced. Similarly, figure 35 shows the attraction density or the number of transit trips attracted by that district. From the 2011 On-board Survey, the top five daily transit trip attracting districts, which accounted for seventy-four percent (74%) of total trips, were as follows:

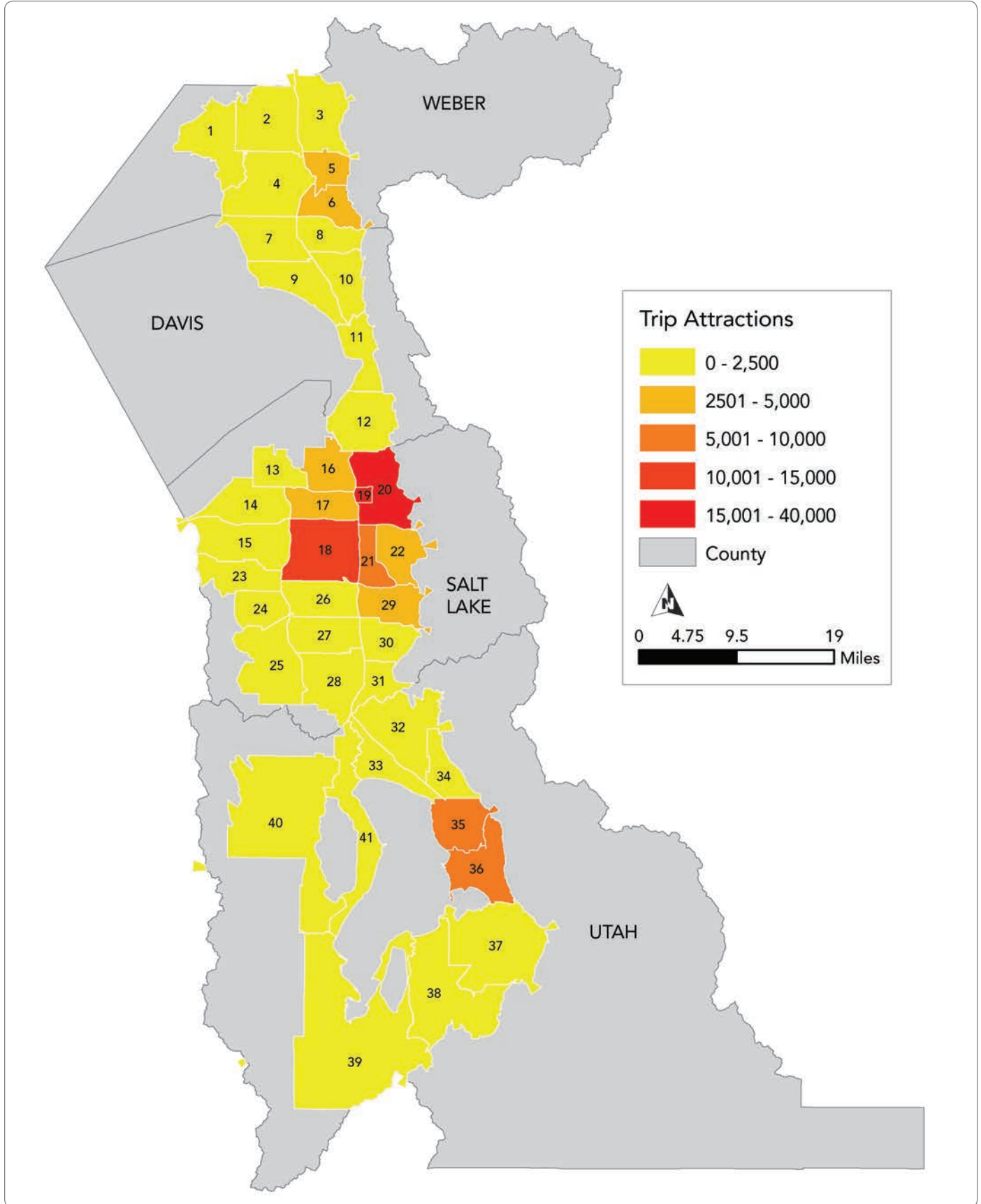
1. District 20, encompassing the University of Utah and Westminster College, accounted for 27.77% of the total daily trips.
2. District 19, encompassing Salt Lake City’s Central Business District, accounted for 26.82 of the total daily trips.
3. District 18, encompassing West Valley City and Salt Lake Community College, accounted for 7.9% of the total daily trips.
4. District 36, encompassing Provo’s Central Business District and Brigham Young University, accounted for 5.88% of the total daily trips.
5. District 35, encompassing Orem and Utah Valley University, accounted for 5.18% of the total daily trips.

Figure 34 - Percent of Total Attractions by Medium District



See the map on the following page for TAZ zones and their boundaries.

Figure 35 - Daily Transit Trip Attraction by Medium District



As previously stated, a more in-depth look at the top five transit trip producing districts reveals that primary mode and trip purpose varies between each of the five districts. Again, variation in primary mode is due in part to the transit service available for these districts. For example, transit riders in districts outside of Salt Lake County do not have access to TRAX. Figure 36 shows the distribution of the primary mode for the top

five attracting districts. The primary mode for the daily attraction trips in District 20 is TRAX (58%); District 19 is TRAX (61%); District 18 is bus (66%); District 36 is bus (96%); and District 35 is bus (95%). The trip purpose for District 20 is HBW (41%); District 19 is HBW (60%); District 18 is HBW (38%); District 36 is HBC (52%); and District 35 is HBC (63%).

Figure 36 - Primary Mode: Top Five Attracting Districts

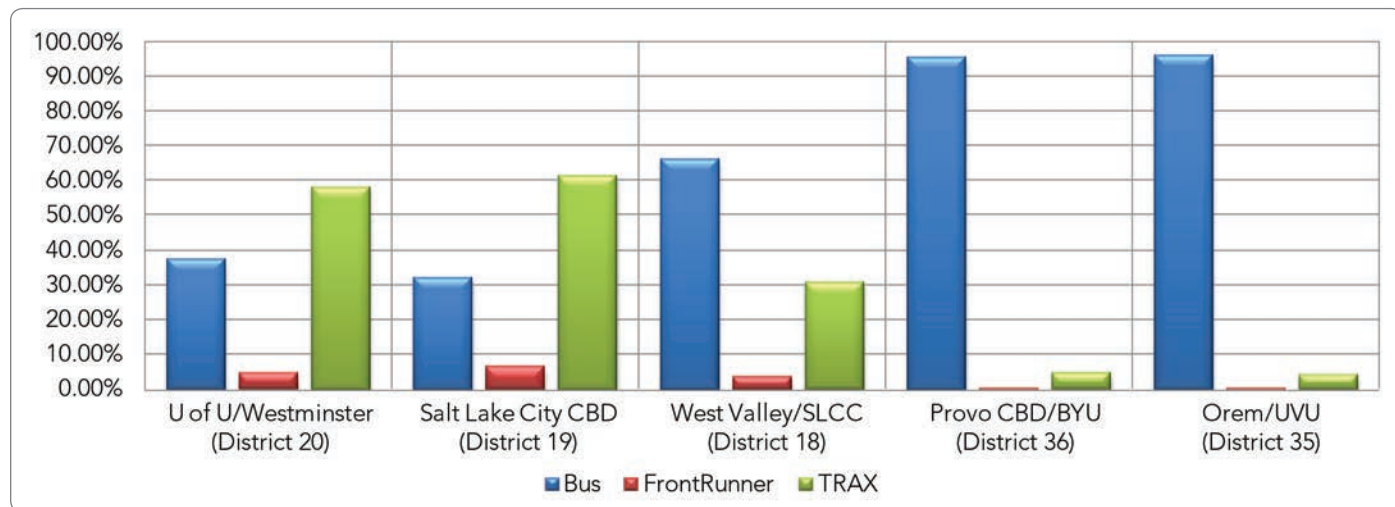
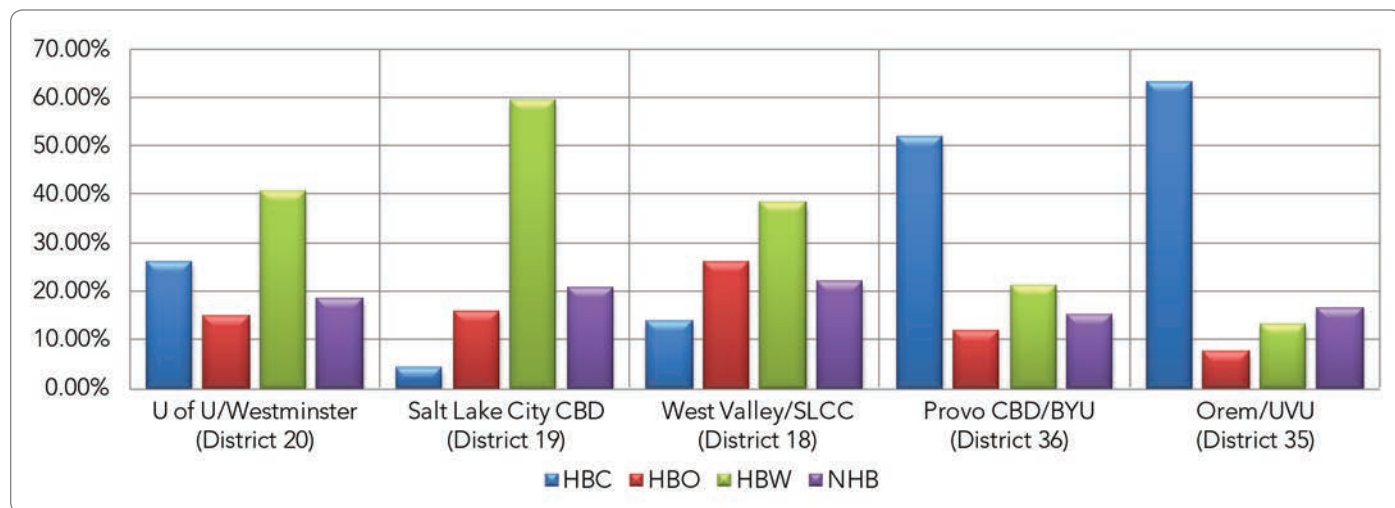


Figure 37 - Trip Purpose: Top Five Attracting Districts



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APPENDIX: 2011 On-Board Survey Questions

Trip Questions

Please tell us about the trip you were making today when you received this survey.

Please only tell us about the ONE-WAY portion of your trip (e.g., if this was one-half a round-trip only describe the half of the trip you were making when you received this survey).

PLEASE ANSWER ALL APPLICABLE QUESTIONS.

Where did you START your trip?

- Work
- College/University/Tech School as a student
- School (K-12) as student
- Home/Hotel
- Shopping
- Social Visit/Church/Personal
- Recreation/Sightseeing/Restaurant
- Airport as an airline passenger
- Medical Appointment/Hospital Visit
- Other

What is the location of the STARTING place listed above?

Business name (if applicable): _____

Address/nearest cross streets: _____

City/town: _____

ZIP Code (if known): _____

How did you get from your STARTING place to the very FIRST bus or train you used for this trip?

- Walk/wheelchair (How many blocks to the station/stop? _____)
- Bike (How many blocks to the station/stop? _____)
- Drove or rode with someone else (How many miles to the station/stop? _____)

If you took a bus or 35M MAX as the FIRST type of transit on this trip, where did you board the first bus?

(Please provide this address even if it is very close to the starting place you wrote in earlier.)

Address/nearest cross streets: _____

City/town: _____

ZIP Code (if known): _____

If you took TRAX or FrontRunner as the FIRST type of transit on this trip, at what station did you board the FIRST train?

Station name: _____

Please tell us about all the types of transit you used or will use for your ONE-WAY trip today.

Please list the types of transit in order of use.

First I took (select one)...

- Bus -----> Which bus route? _____
- FrontRunner
- 35M MAX
- SLC/Sandy TRAX
- University TRAX
- Sandy/University TRAX

Then I transferred to (select one if applicable)...

- Bus -----> Which bus route? _____
- FrontRunner
- 35M MAX
- SLC/Sandy TRAX
- University TRAX
- Sandy/University TRAX

Then I transferred to (select one if applicable)...

- Bus -----> Which bus route? _____
- FrontRunner
- 35M MAX
- SLC/Sandy TRAX
- University TRAX
- Sandy/University TRAX

What is the ENDING place for this trip?

- Work
- College/University/Tech School as a student
- School (K-12) as a student
- Home/Hotel
- Shopping
- Social Visit/Church/Personal
- Recreation/Sightseeing/Restaurant
- Airport as an airline passenger
- Medical appointment/Hospital Visit
- Other

What is the location of the ENDING place listed above?

(This should NOT be the same as your answer to Q2. Please tell about a ONE-WAY trip.)

Business name (if applicable): _____

Address/nearest cross streets: _____

City/town: _____

ZIP Code (if known): _____

If you are taking a bus or 35M MAX as the LAST type of transit on this trip where will you get off the LAST bus?

(Please provide this address even if it is very close to the ending place you wrote in earlier.)

Address/nearest cross streets: _____

City/town: _____

ZIP Code (if known): _____

If you are taking a TRAX or FrontRunner as the LAST type of transit on this trip, at what station will you off the LAST train?

Station Name: _____

How will you get from the very LAST bus or train you're using for this trip to your ENDING place?

- Walk/wheelchair (How many blocks from the station/stop? _____)
- Bike (How many blocks from the station/stop? _____)
- Drive or ride with someone else (How many miles from the station/stop did you travel? _____)

How did you pay your fare on this trip?

- Cash
- Ed/Eco/Annual Pass
- Adult Monthly Pass
- Senior/Minor Pass
- Reduced Fare Sticker/Low Income Horizon Pass
- Day/Group Pass
- One-Way Fare/Round Trip Ticket
- Medicaid Pass
- Discounted One-Way Fare/Round Trip Ticket
- Student Pass
- Free Fare Zone

Did you have another option to make this trip today?

- Yes - I could have driven, carpoled, biked, etc. today
- No - Riding UTA was my only option

Thinking about your trip today, were you making this same trip via transit 2 years ago?

- Yes
- No

How often do you ride UTA?

- 7 days per week
- 6 days per week
- 5 day per week
- 3 days per week
- 2 days per week
- 1 day per week
- First time riding

How likely would you be to recommend the following UTA services?

Please circle a response. If you don't use of don't know a service, please circle 'N/A', Not Applicable).

	Extremely Unlikely		Neutral					Extremely Likely		
FrontRunner	1	2	3	4	5	6	7	8	9	10
TRAX	1	2	3	4	5	6	7	8	9	10
Regular Bus	1	2	3	4	5	6	7	8	9	10
Express Bus	1	2	3	4	5	6	7	8	9	10
35 M (MAX)	1	2	3	4	5	6	7	8	9	10
Flex Route	1	2	3	4	5	6	7	8	9	10

Demographics

Tell Us about yourself! Now, we would like to find out some information about you. Your answers will only be used to make sure we have heard from a cross-section of the full population. All personal information is confidential and will not be shared or sold.

What is your home zip code? _____

How many cars, trucks, motorcycles does your household have?

- None
- 1 vehicle
- 2 vehicles
- 3 vehicles
- 4 vehicles or more

Do you have a valid driver's license?

- Yes
- No

How many licensed drivers are there in your household?

- None
- 1 licensed drivers
- 2 licensed drivers
- 3 licensed drivers
- 4 licensed drivers or more

How old are you? _____ years old

What is your gender?

- Male
- Female

Do you have access to the internet?

- Yes
- No

What is your annual household income?

NOTE: This information is only used to make sure that we have received a representative sample of the Salt Lake City region.

- Less than \$15,000
- \$15,000–\$24,999
- \$25,000–\$34,999
- \$35,000–\$49,999
- \$50,000–\$74,999
- \$75,000 or more
- Prefer not to answer

If you would like to register to win one of 5 iPads, please provide your name and email or phone number below:

Name: _____

Email address: _____

Phone number: _____

May we contact you for future travel studies that we may conduct along the Salt Lake City area?

- Yes
- No

If you have additional comments, please feel free to write them below:



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