

Metropolitan Transportation Commission Transit Passenger Demographic Survey

Survey Produced by Godbe Research
Analysis Developed by MTC staff

June 2007



Presentation Overview

- **Overview of Research Objectives**
- **Methodology Overview**
- **Key Findings**

Overview and Research Objectives

- To collect statistically valid information about users of regional transit systems
 - **Demographics**: gender, age, ethnicity, household income and location of residence
 - **Regional transit use**: trip origin and destination, travel time, trip frequency, fare payment method and category, and public transit dependency

Methodology Overview

- **Data Collection** Intercept Interviewing
- **Universe** Users of 21 Public Transit Systems in the Region
- **Fielding Dates** October 24, 2006 to March 31, 2007
- **Survey Length** 17 Questions
- **Sample Size** 14,505
- **Margin of Error** $\pm 0.83\%$

Transit Systems Included In Survey

Large Operators (7)

AC Transit

BART

Caltrain

Golden Gate

MUNI

Samtrans

VTA

East Bay Small Operators (7)

LAVTA, CCCTA, Tri-Delta Transit,
WestCAT, Union City, Alameda Ferry,
ACE

Solano Operators (4)

Fairfield-Suisun Transit, Vacaville
City Coach, Vallejo Transit, Benicia
Breeze

Sonoma-Napa Operators (3)

Sonoma County Transit, Santa Rosa
CityBus, VINE

Key Findings

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Summary: Demographics

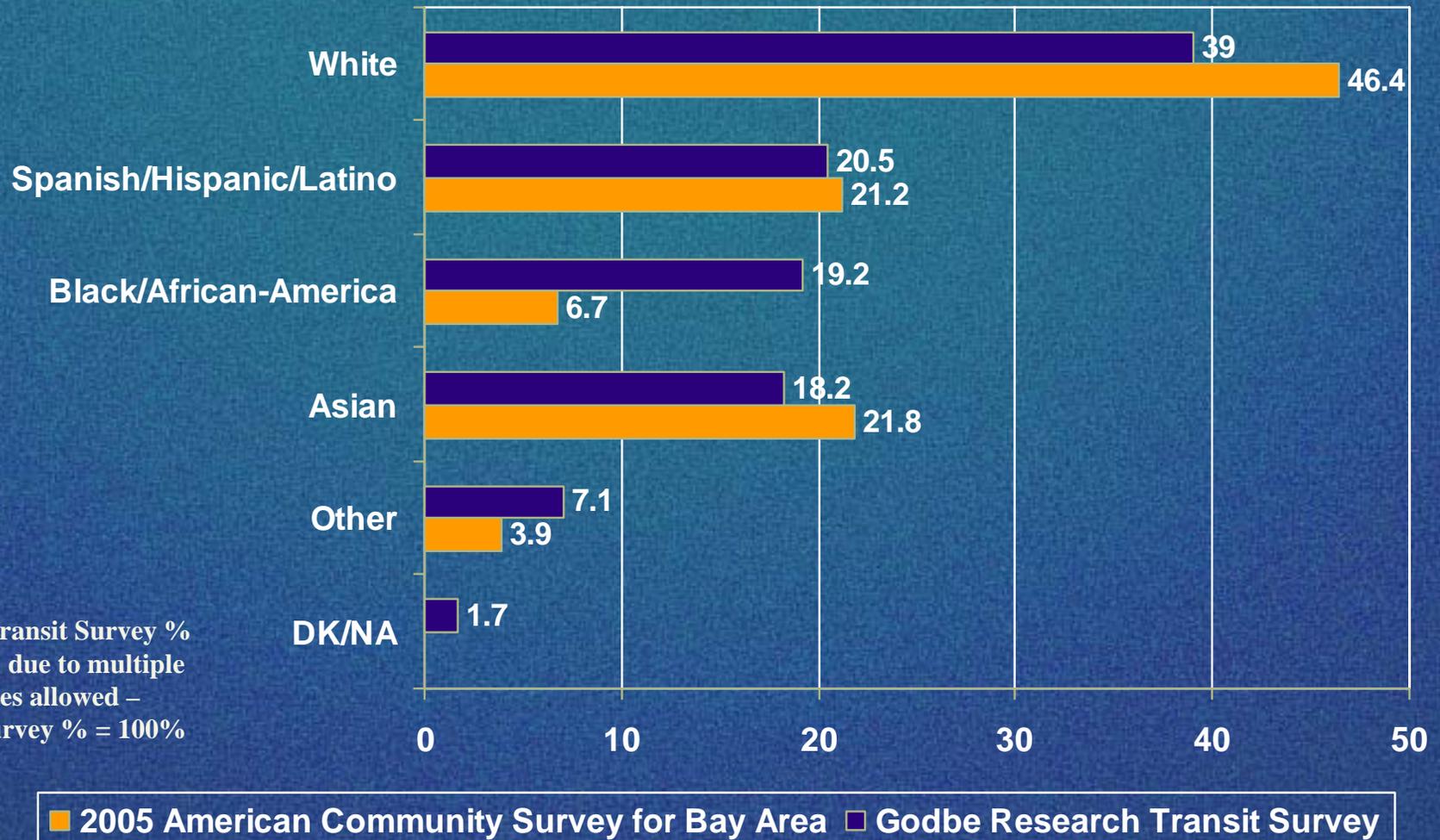
Gender

- 51 percent male and 48 percent female

Age

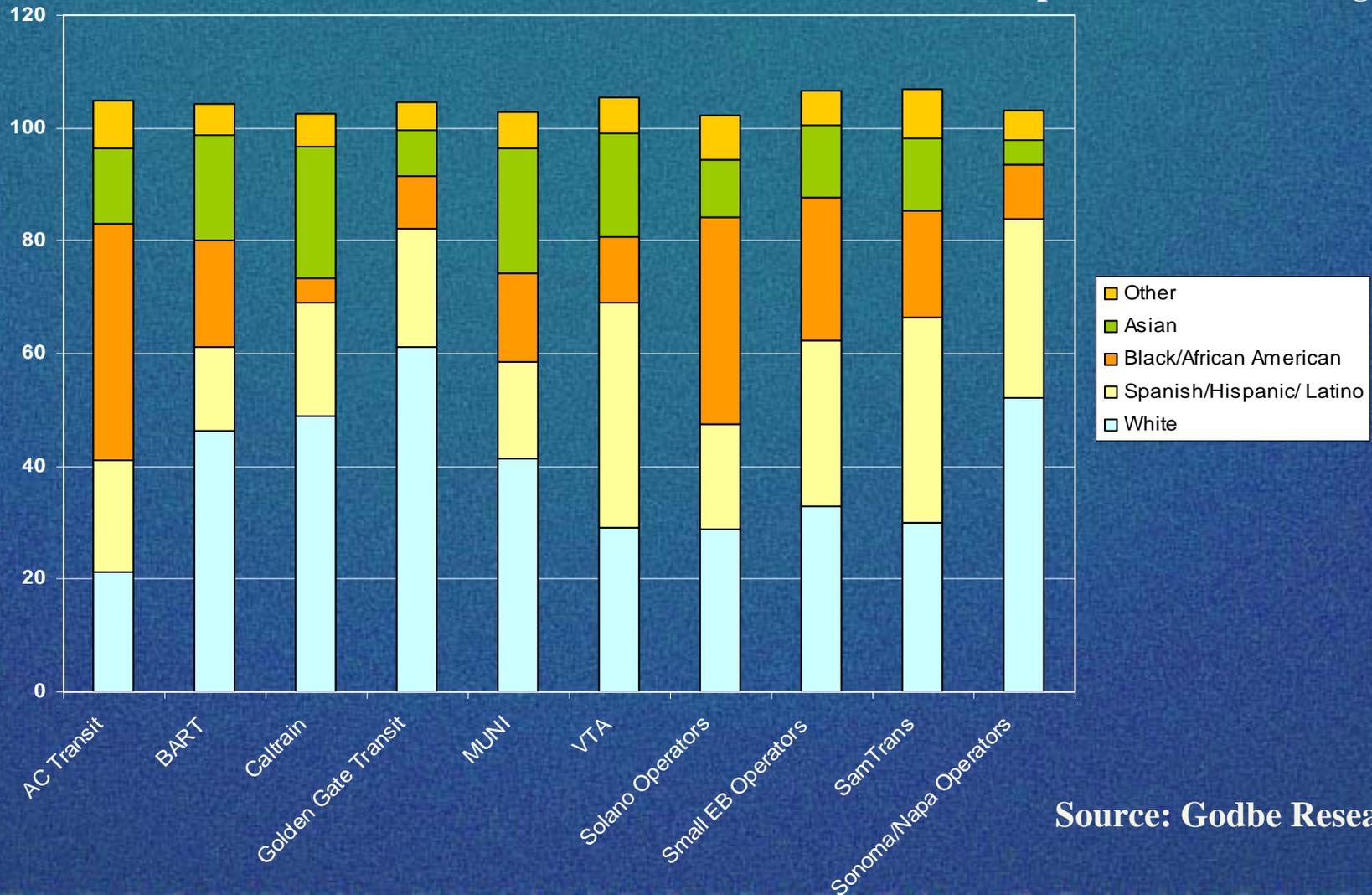
- Majority fell within the adult working ages of 18 to 64
 - 26% reported being 25 to 34 years
 - 20% each of 18 to 24 and 35 to 44
 - 9% minors and 3% seniors

Race/Ethnicity: Comparison of Transit Riders and Bay Area Population



Race/Ethnicity by Transit System

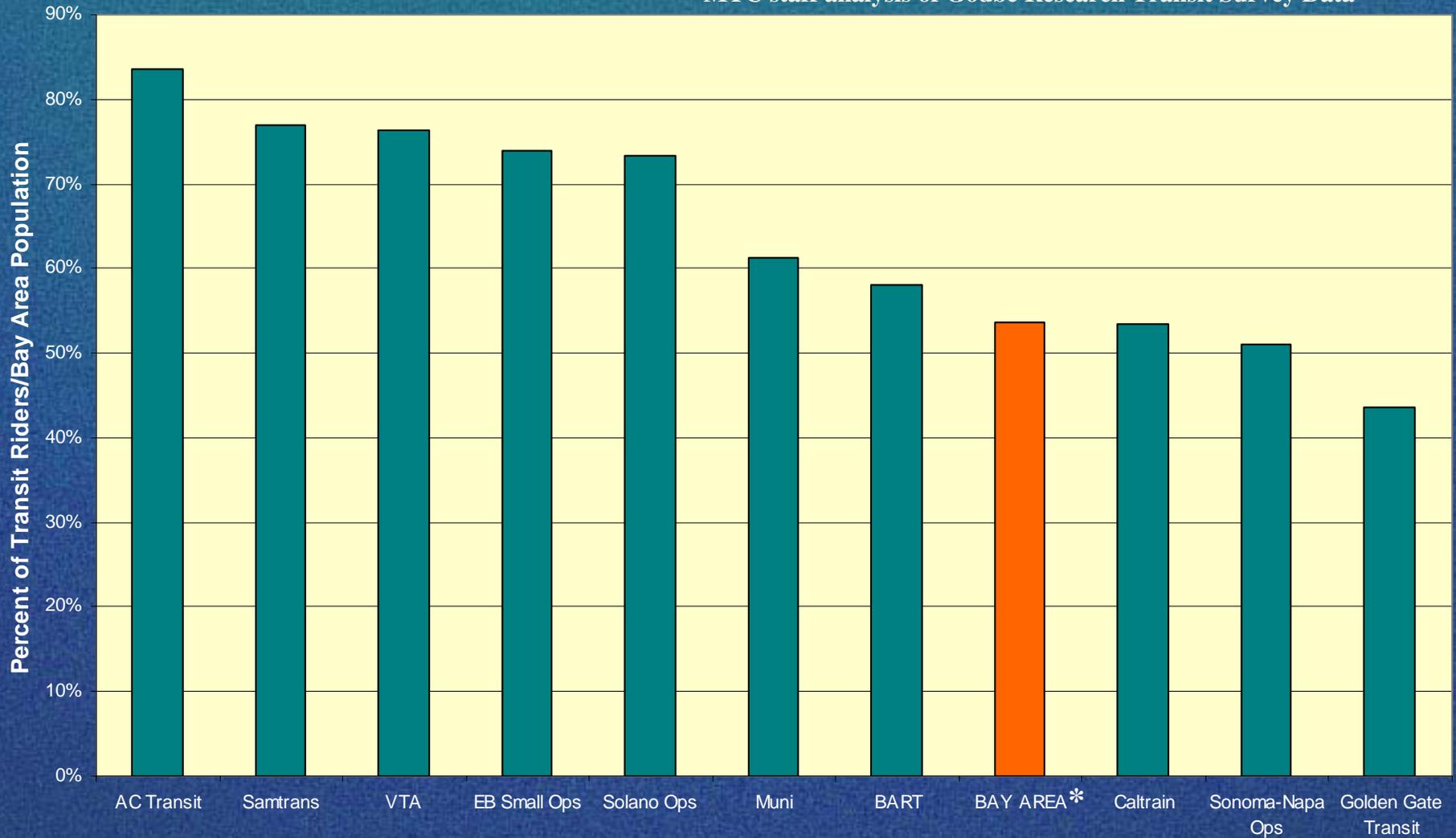
Note: totals add to more than 100% due to allowance for multiple racial/ethnic categories



Source: Godbe Research

% Minority Riders by Transit System and Compared to Bay Area

MTC staff analysis of Godbe Research Transit Survey Data

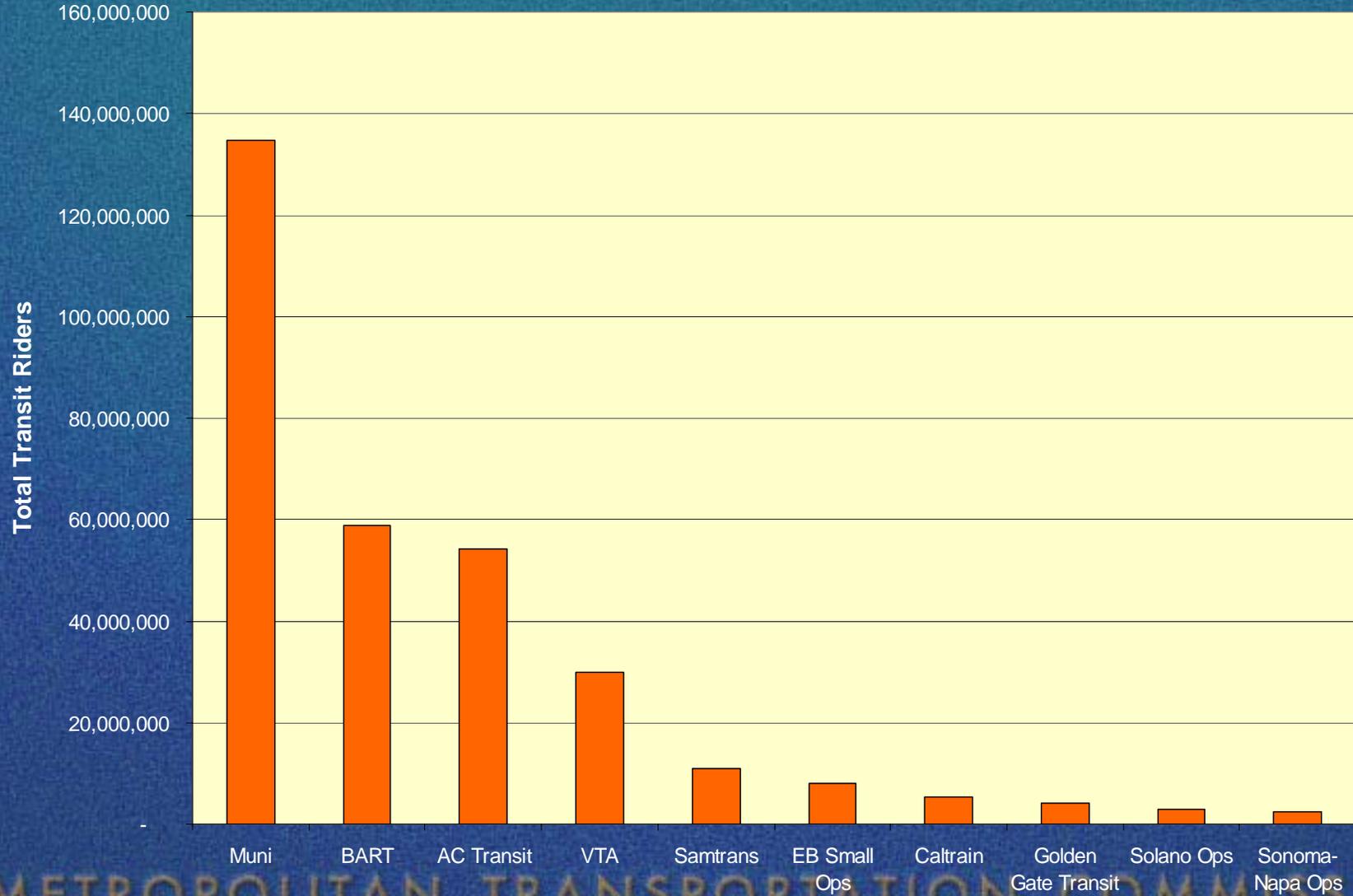


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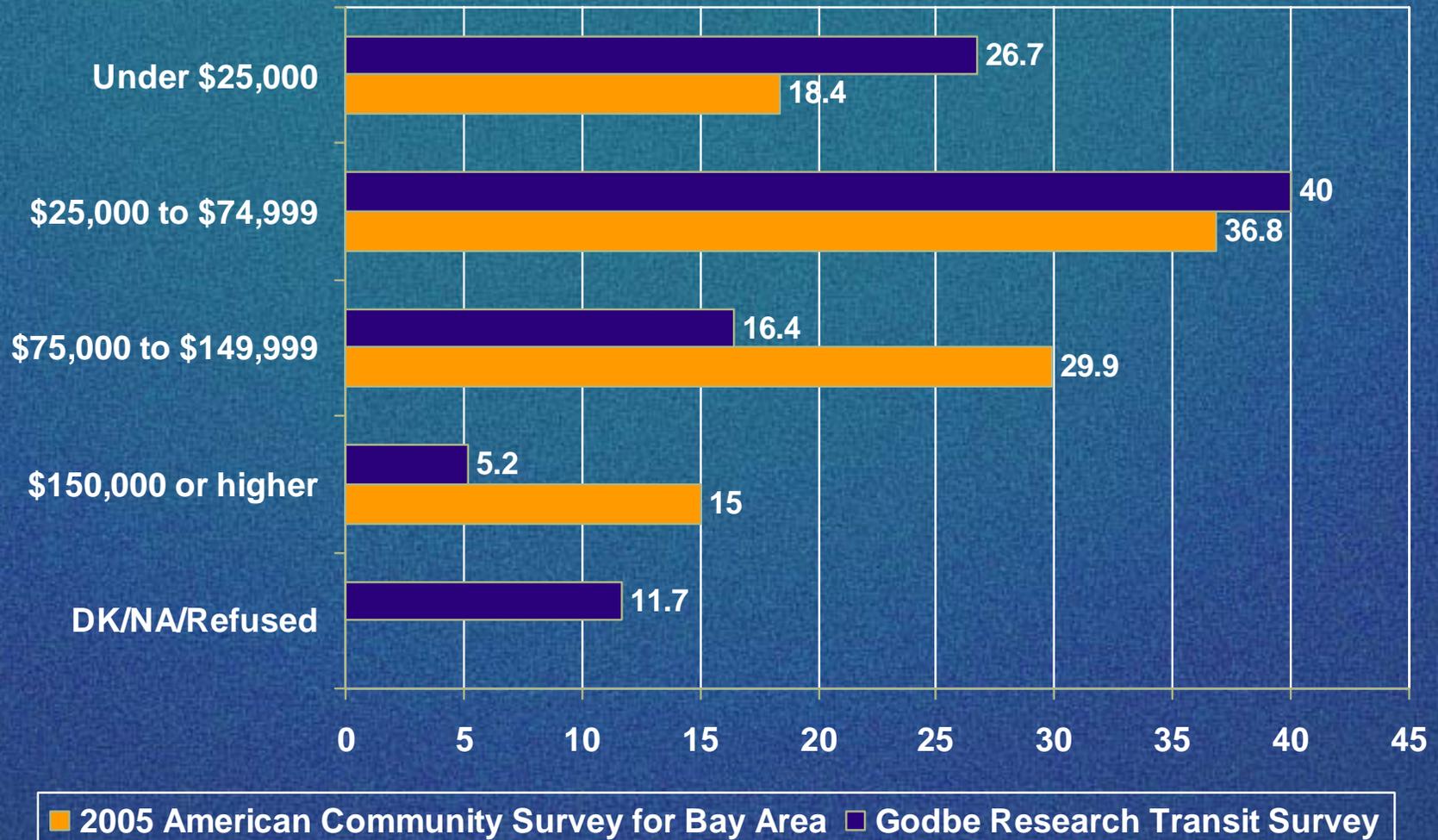
* source: 2005 American Community Survey: estimate of minority residents as percent of total Bay Area population

Total Minority Riders by Transit System

MTC staff analysis of Godbe Research Transit Survey Data (2005-06 Ridership Data from Statistical Summary)

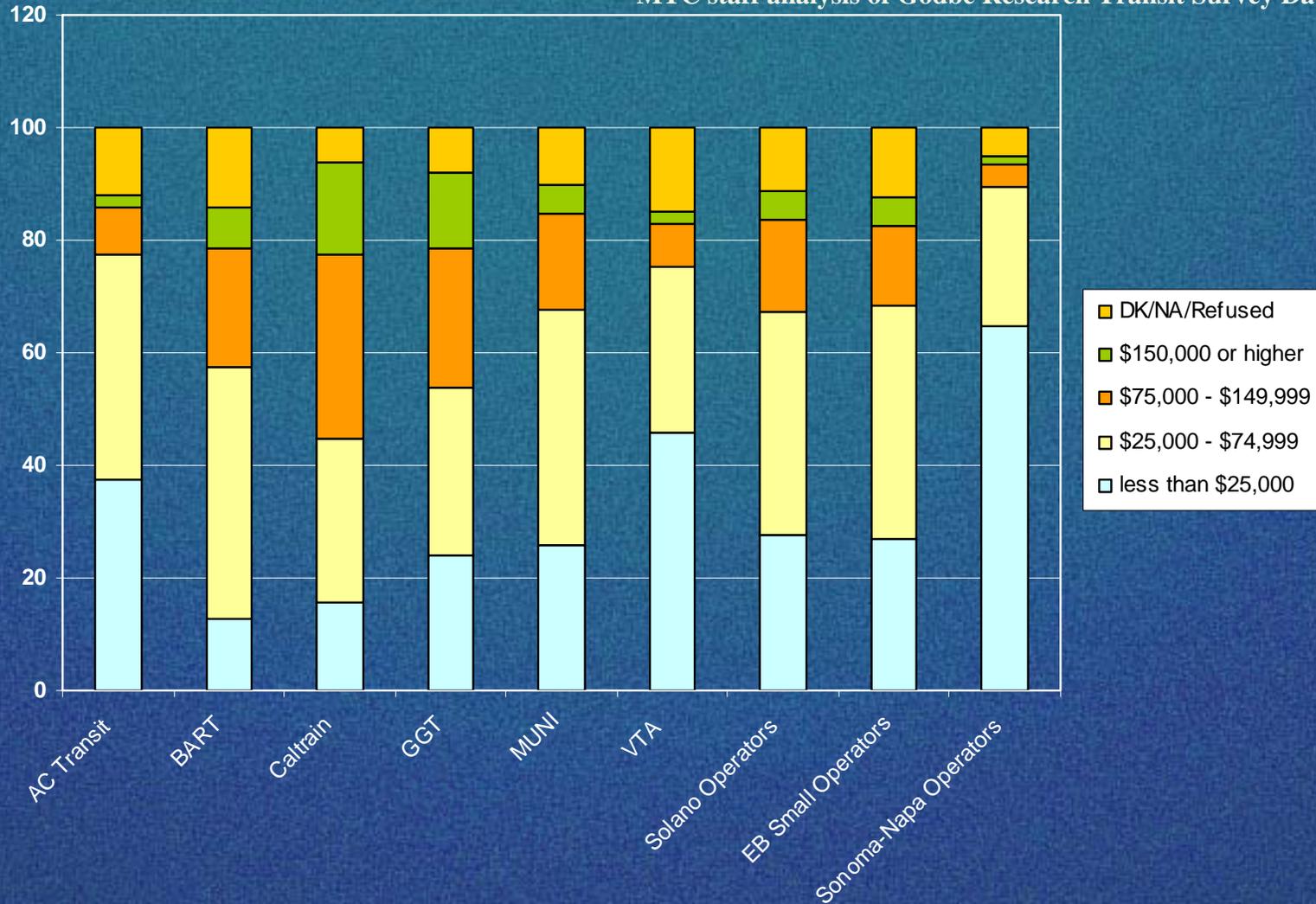


Annual Household Income: Comparison of Transit Riders and Bay Area Population



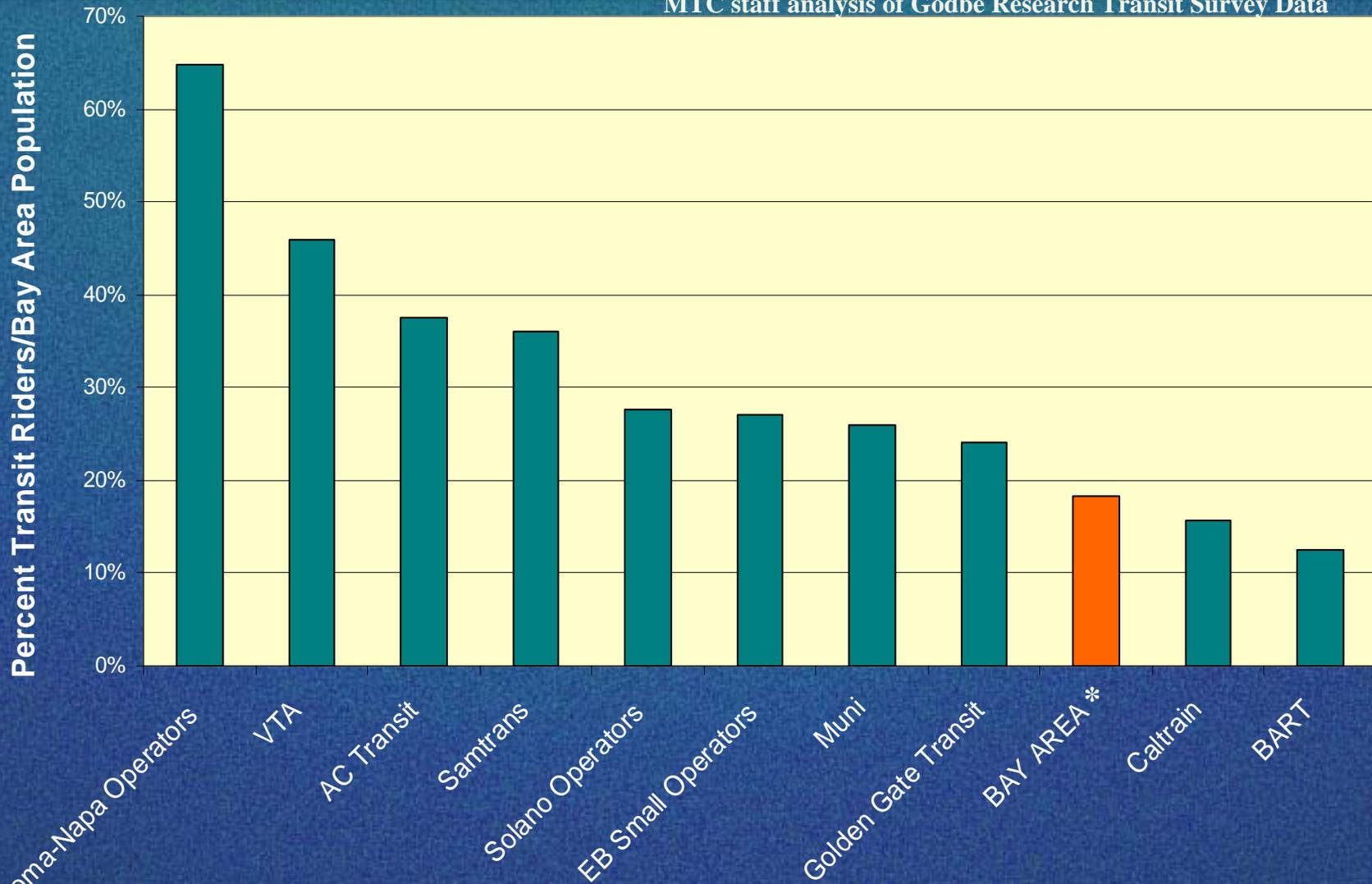
Household Income by Transit System

MTC staff analysis of Godbe Research Transit Survey Data

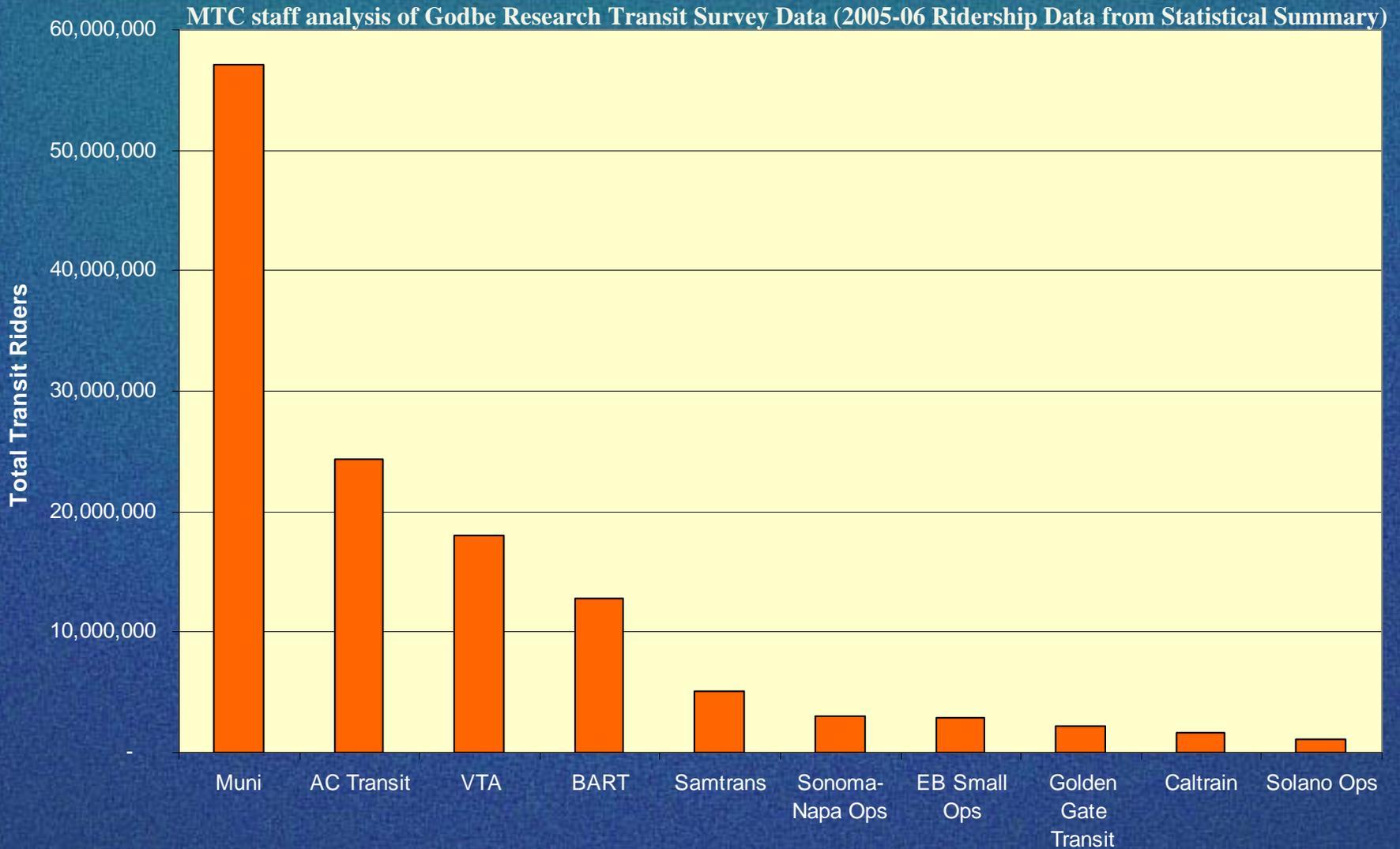


Households Earning < \$25K Annually: Percent by Bay Area Operators

MTC staff analysis of Godbe Research Transit Survey Data



Total Riders with Households Earning < \$25K Annually: By Transit System

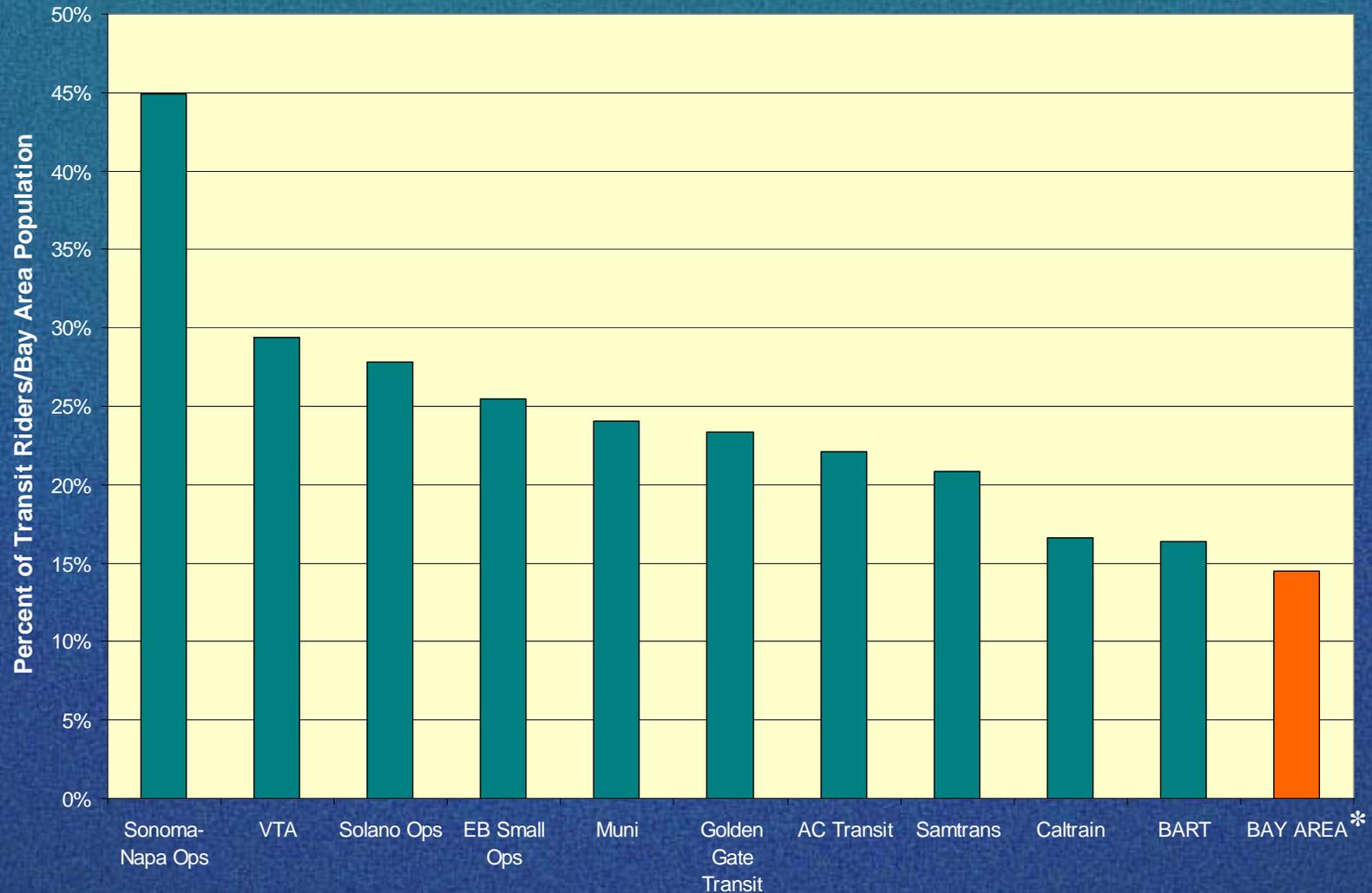


Transit Dependency

- 23% of the passengers were transit-dependent
 - 34% took public transit on the survey day because they did *not* have an automobile available to them
 - Within this group, 67% normally do *not* have an automobile available to them to take the trip in question
- 85% did *not* have any public transit-dependent children living at home

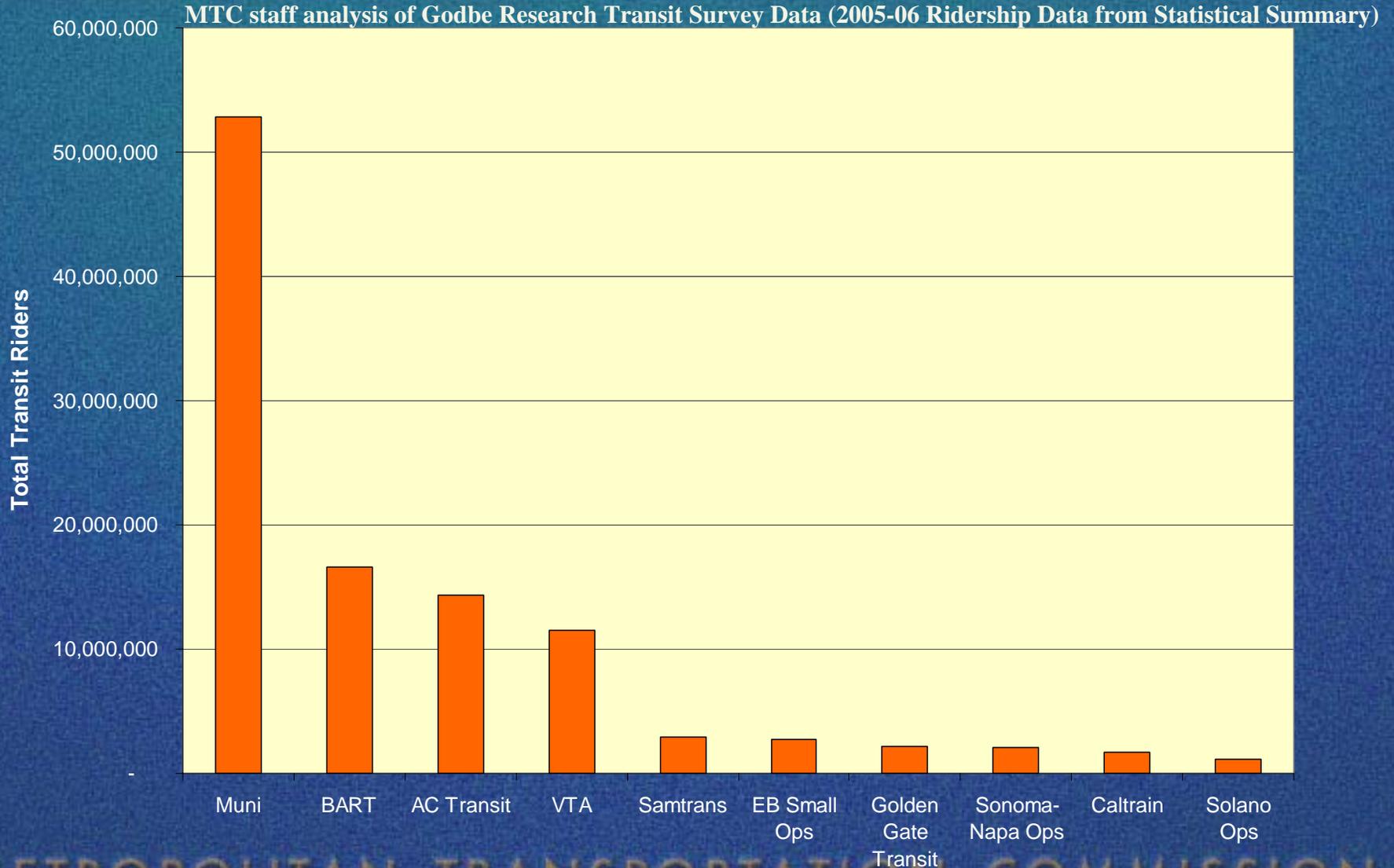
% Transit Dependent Riders by Transit System

MTC staff analysis of Godbe Research Transit Survey Data



* MTC staff estimate based on 2000 Bay Area Travel Survey

Total Transit Dependent Riders by Transit System



Trip Characteristics

Trip Origin and Destination

- Most trips were taken between home and work
 - 47% came from home and 21% from work
 - 34% percent going home, while 29% going to work

Trip Length and Frequency of Travel

- Two-thirds of the trip lengths fell within 10 to 49 minutes
- 42% 4 to 5 days a week; 17 percent 6 to 7 days a week

Fare Category

- 53% Cash; 31% “Daily, weekly, monthly, or multiple ride ticket or pass”
- 80% “Adult” fare and 13% “Youth or Student” fare

Trip Frequency Differences by Transit System

	AC Transit	BART	Caltrain	Golden Gate Transit	MUNI
6 to 7 days a week	24.3%	9.0%	6.0%	12.1%	17.5%
4 to 5 days a week	45.6%	41.2%	50.0%	57.9%	40.5%

	VTA	Solano Operators	East Bay Operators	SamTrans	Sonoma-Napa Operators
6 to 7 days a week	26.0%	16.0%	14.8%	28.3%	18.7%
4 to 5 days a week	37.7%	44.0%	54.4%	37.5%	43.0%

Fare Category Differences by Transit System

	AC Transit	BART	Caltrain	Golden Gate Transit	MUNI
Adult	65.9%	92.4%	82.4%	81.5%	79.6%
Youth or student	24.4%	3.4%	7.4%	9.8%	12.9%

	VTA	Solano Operators	East Bay Operators	SamTrans	Sonoma-Napa Operators
Adult	71.4%	75.8%	75.9%	67.0%	60.7%
Youth or student	16.8%	15.0%	15.5%	22.3%	20.0%