

# Intercity Transit

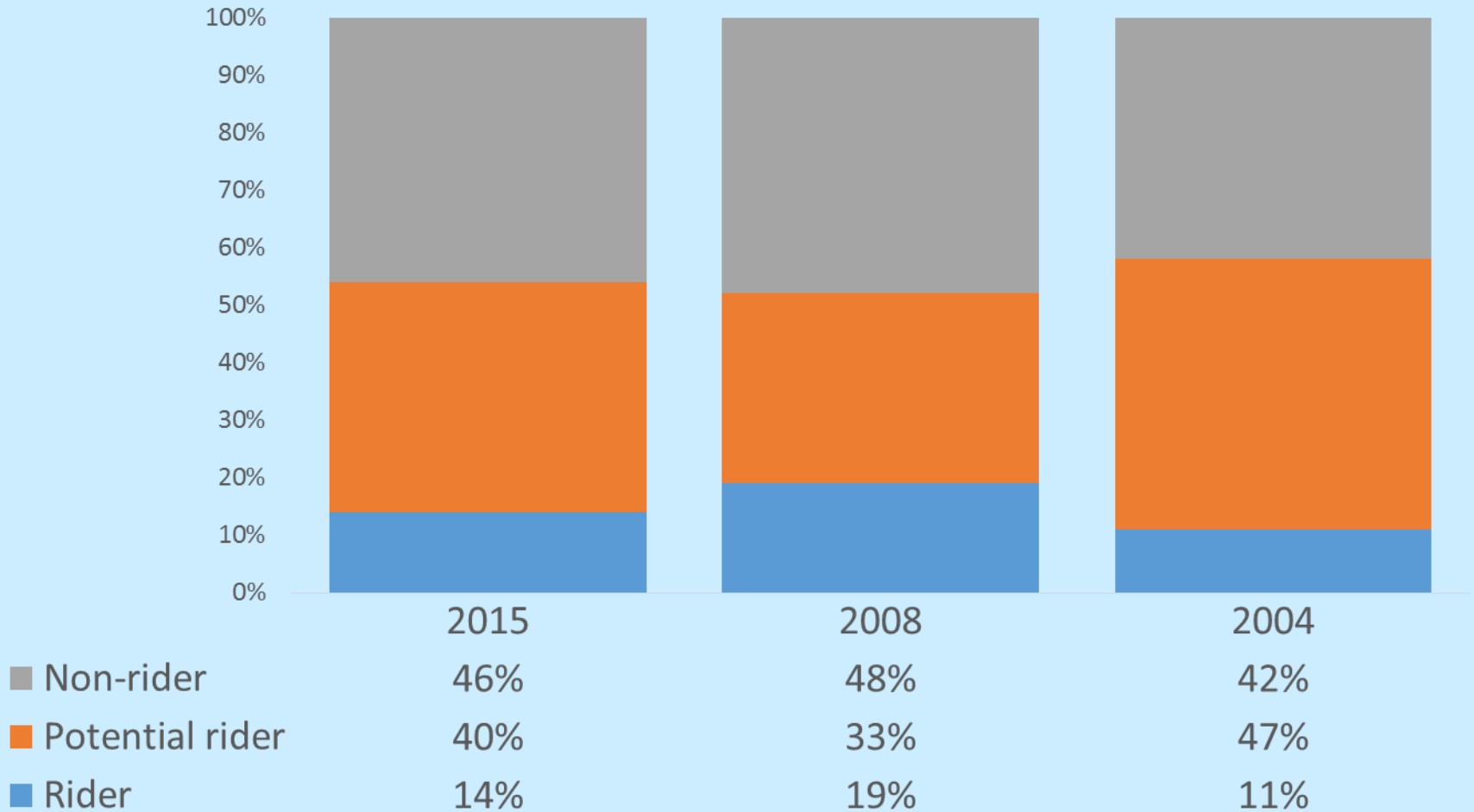
**Market Segmentation Survey  
2015**

# Market Segments

- Riders – Occasionally use Intercity Transit
- Potential Riders – Would seriously consider using Intercity Transit regularly
- Non-Riders – Will not consider using bus service

# Segments over time

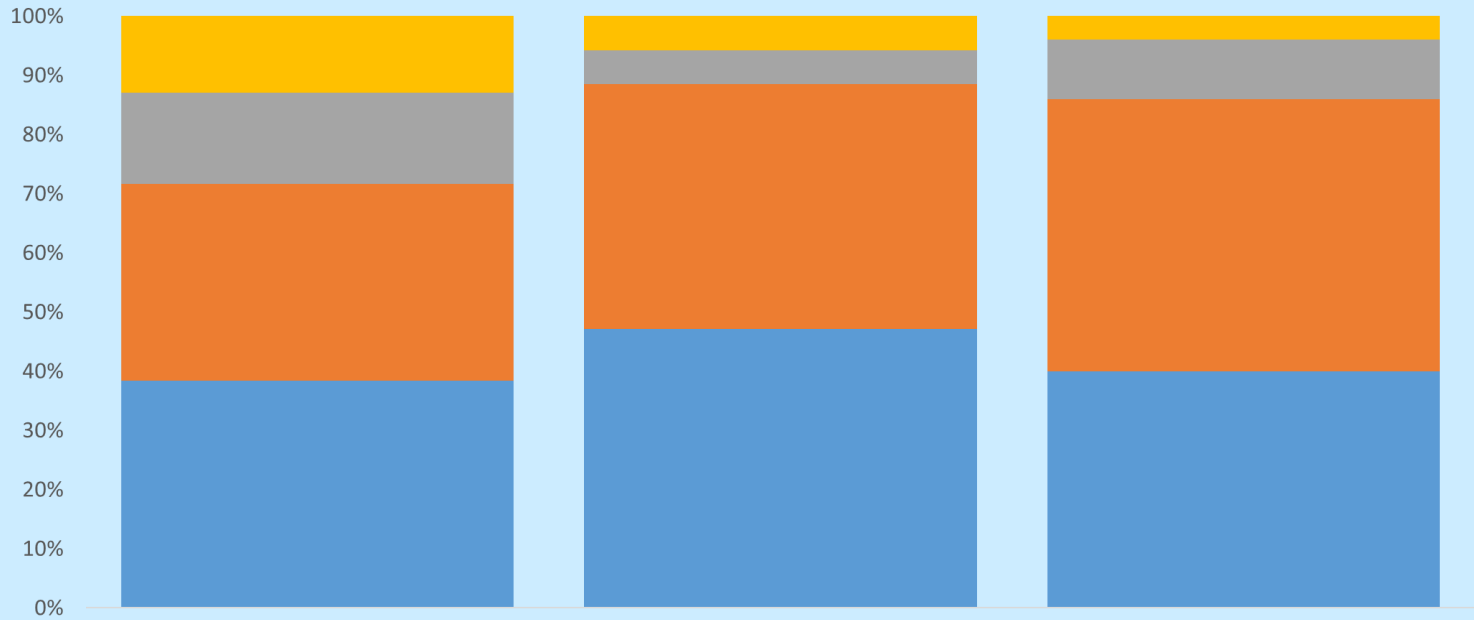
Market Segments, 2004, 2008, 2015



# Attitudes Toward Transit as a Public Service

# Importance of public transit

Q6. Importance of public transit in the community



- Not/Not very important
- Somewhat important
- Very important
- Extremely important

2015

2008

2004

13%

6%

4%

15%

6%

10%

33%

43%

46%

38%

49%

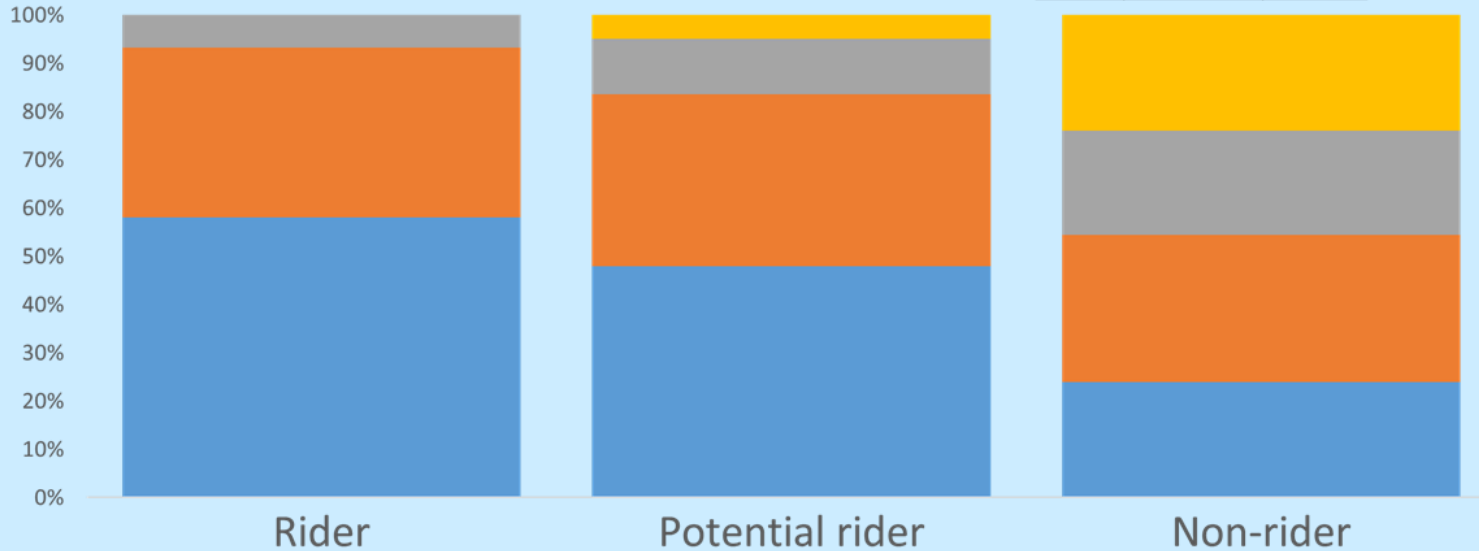
40%

# Importance of public transit

Q6. Importance of public transit in the community

Potential Rider Comparison - 2015 only

Inter-year Comparison



- Not/Not very important
- Somewhat important
- Very important
- Extremely important

0%

5%

24%

7%

12%

22%

35%

36%

30%

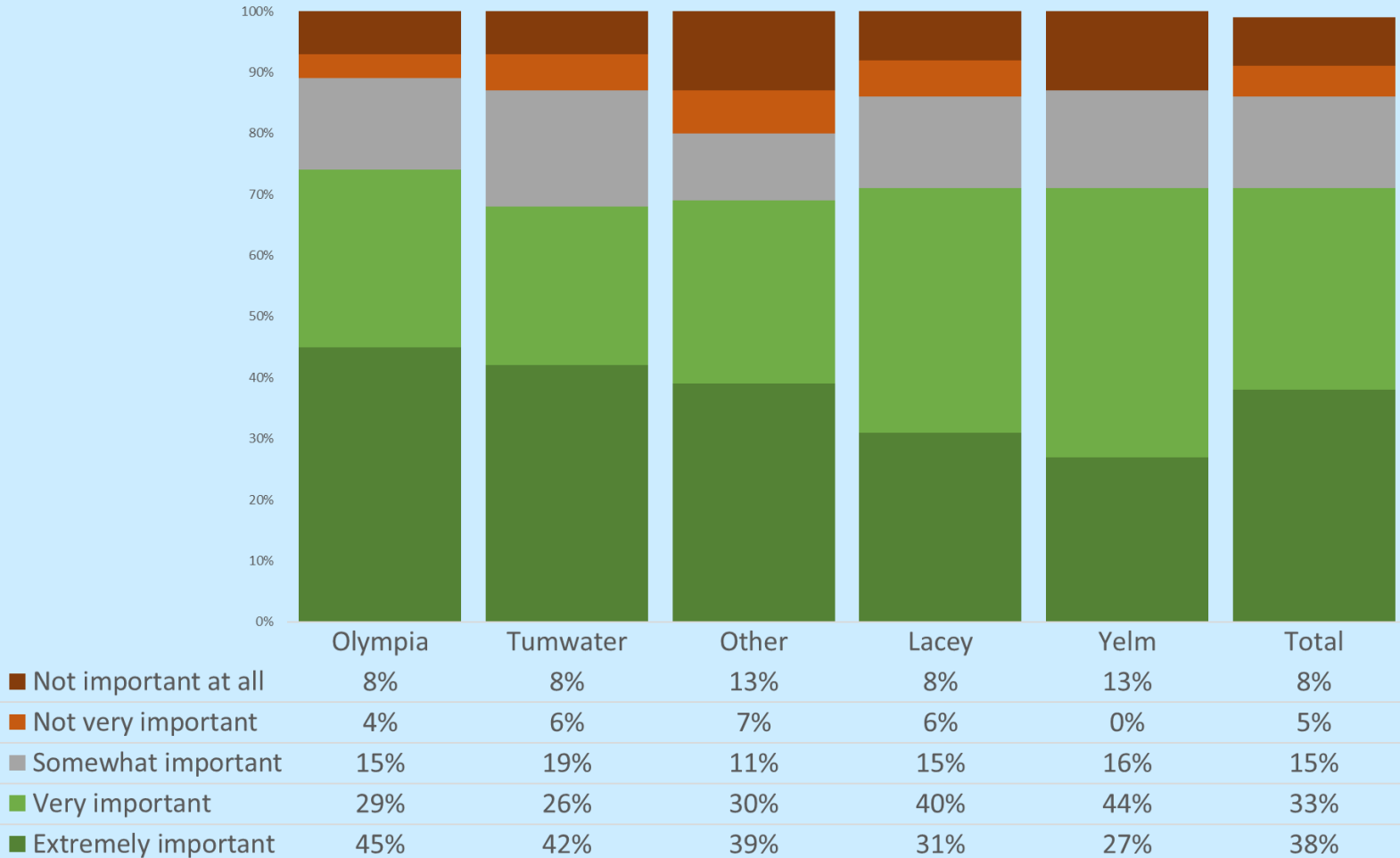
58%

48%

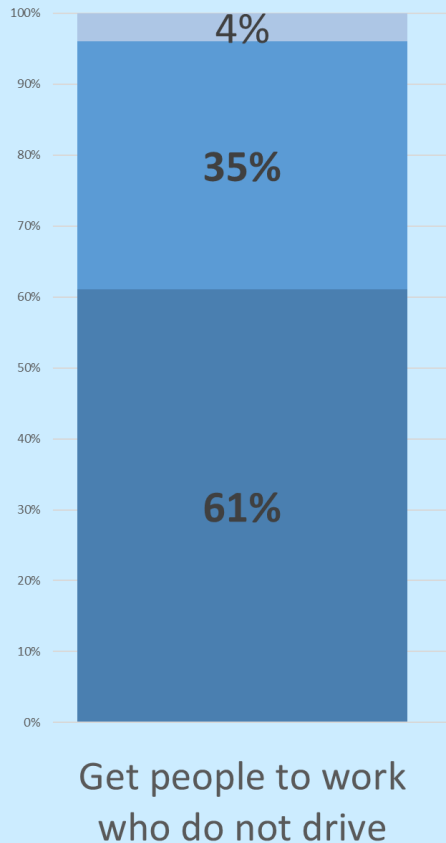
24%

# Attitudes Toward the Importance of Transit

Q6. I would like to ask you various questions about transportation in your community. First, how important is it to have public transportation available in your community?



# What Is Thought to Be Important?



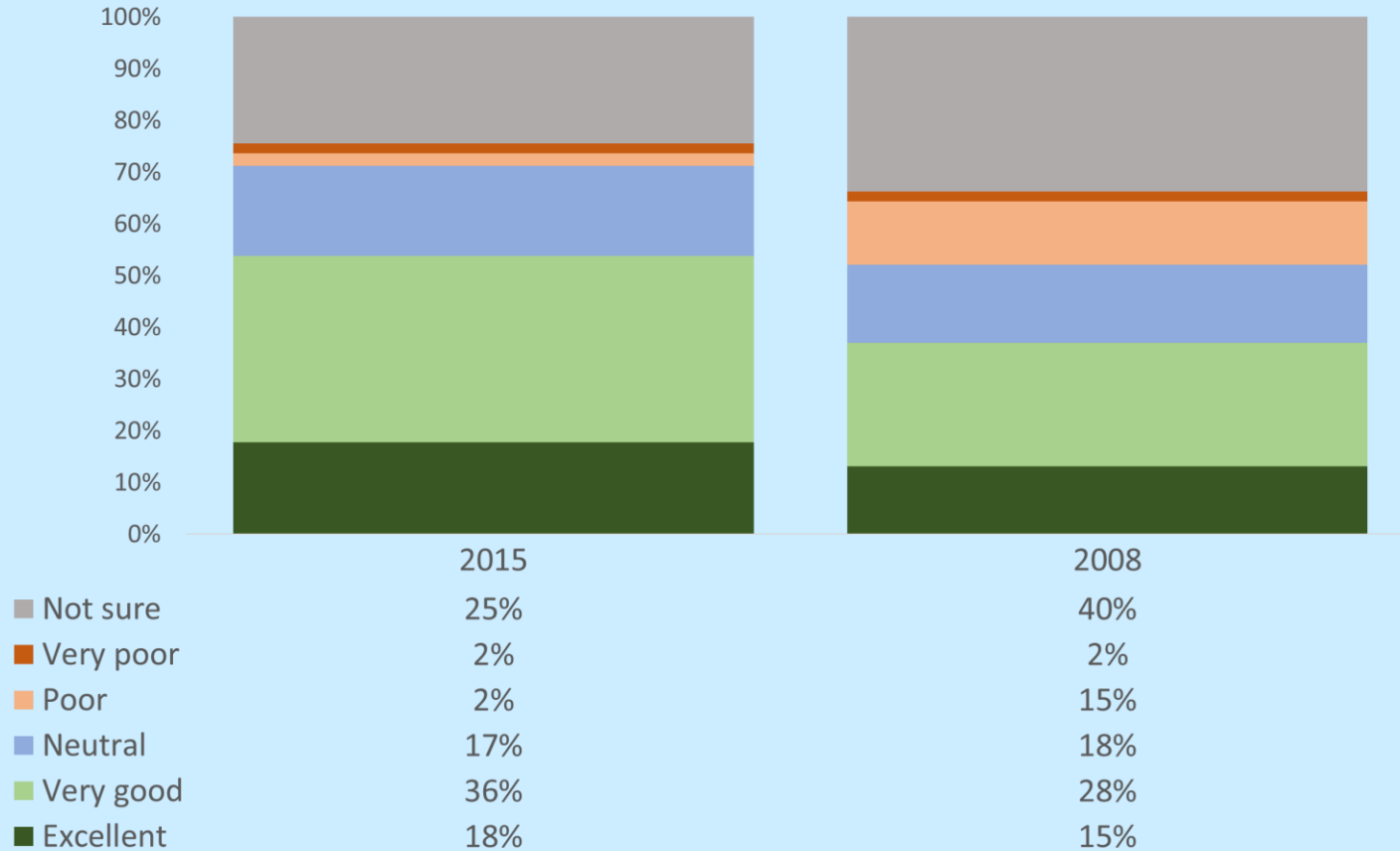
- Not important
- Very important
- Extremely important



# Use of Tax Dollars

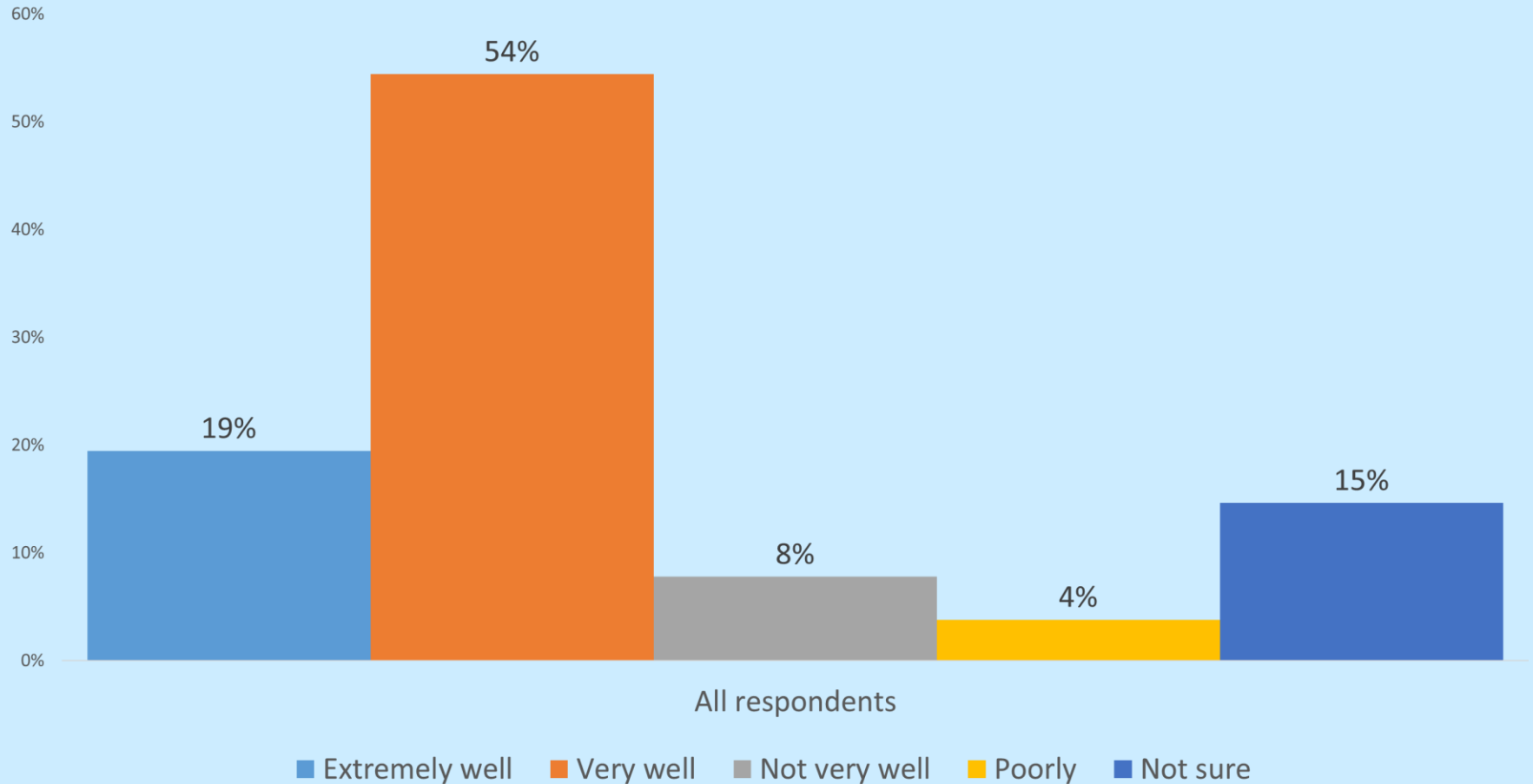
Q30. How good a job do you believe Intercity Transit does with using its tax money?

Inter-year Comparison



# Quality of services

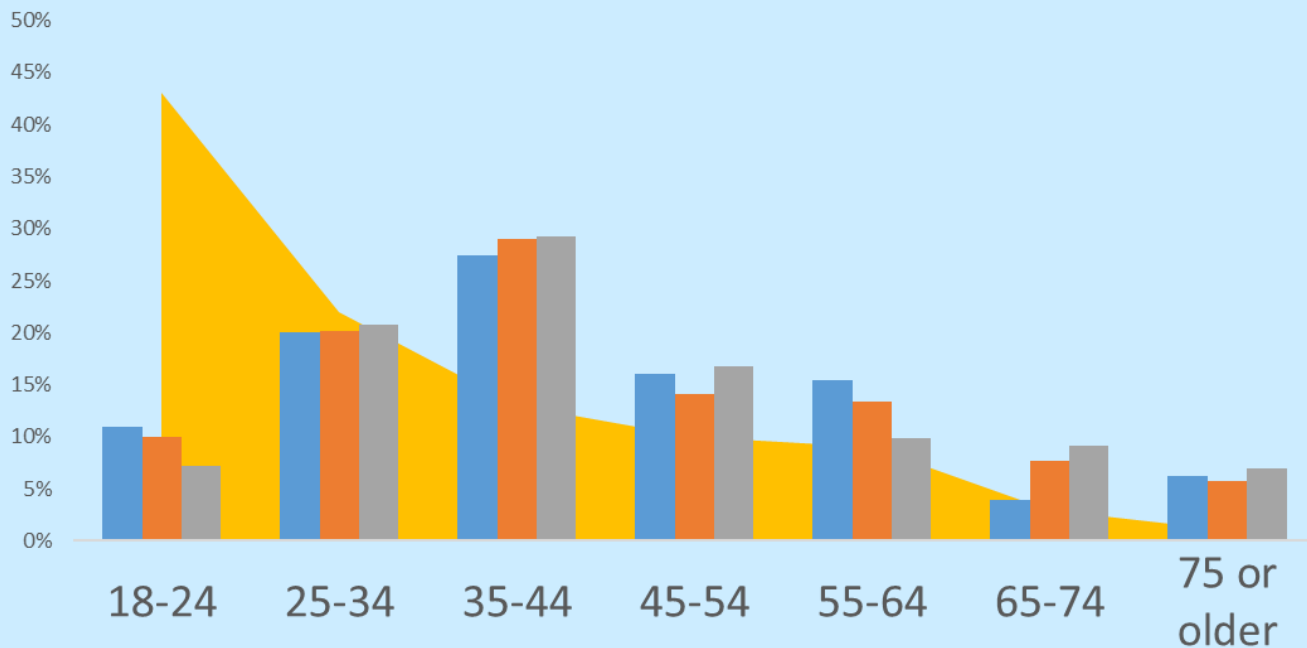
Q32. Overall, how well would you say Intercity Transit is doing in providing these kinds of services?



# Demographics

# Age

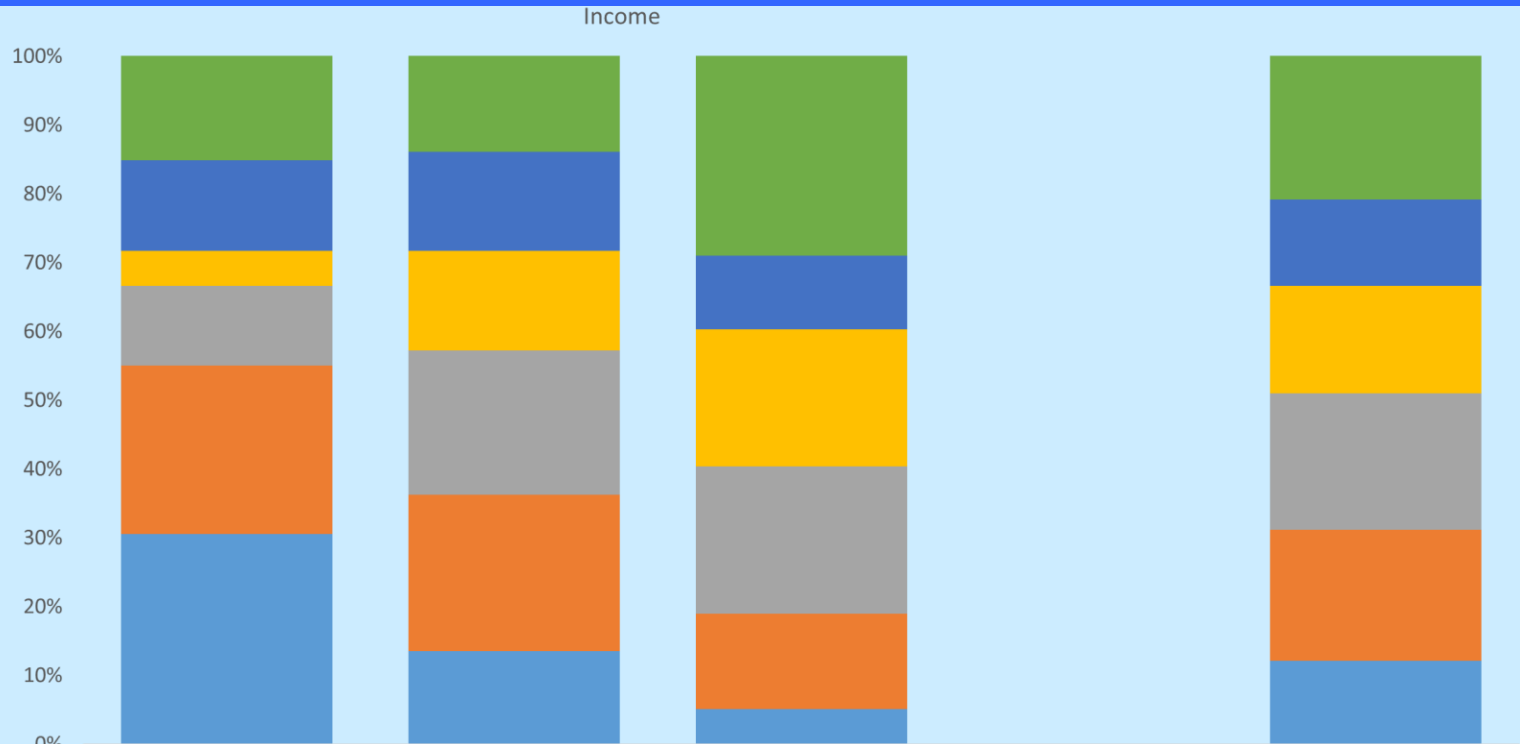
Comparison of ages of market segments to current ridership



- Fixed route riders
- Riders in the adult population
- Potential riders
- Non-riders

	43%	22%	13%	10%	9%	3%	1%
	11%	20%	27%	16%	15%	4%	6%
	10%	20%	29%	14%	13%	8%	6%
	7%	21%	29%	17%	10%	9%	7%

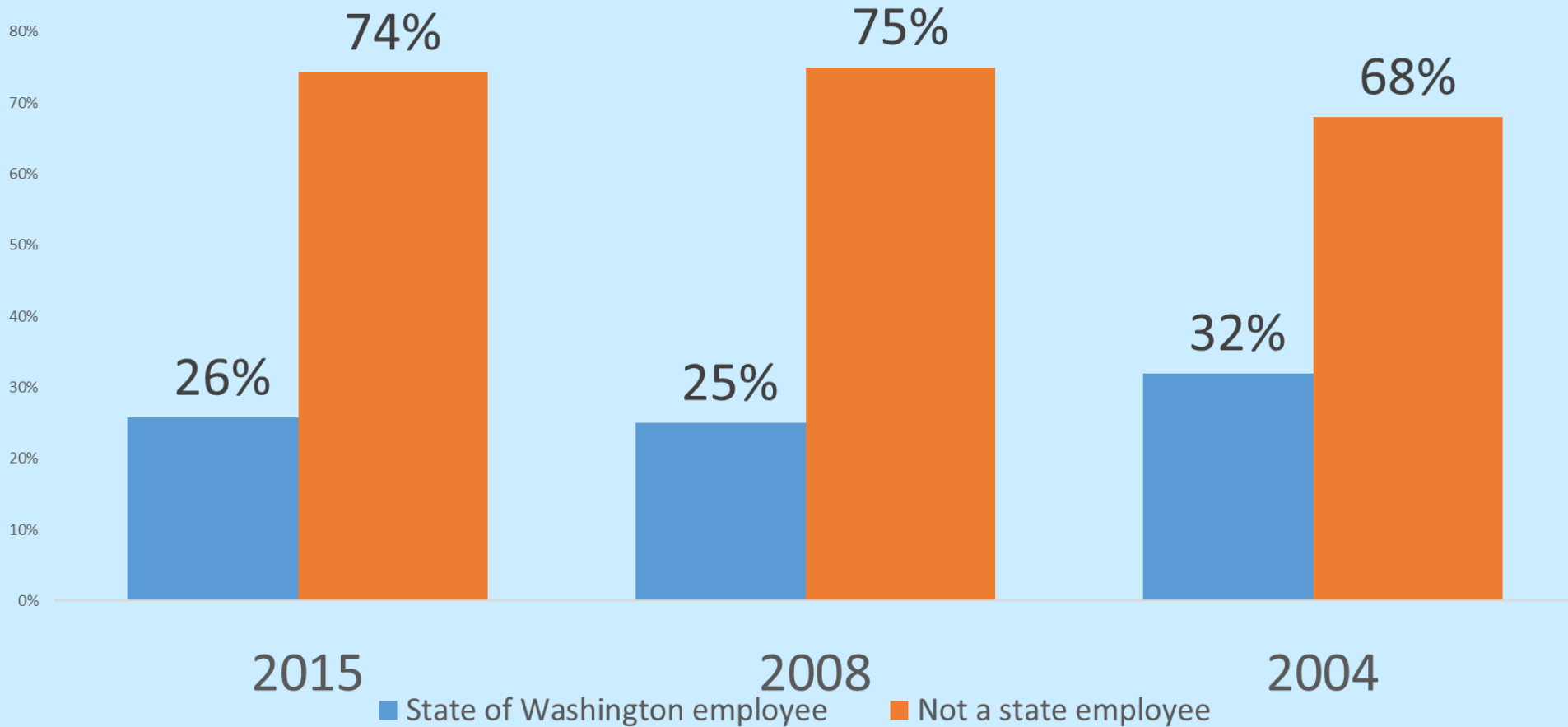
# Income



	Rider	Potential rider	Non-rider	2015
\$100,000 or more	15%	14%	29%	21%
\$80,000 to \$99,999	13%	14%	11%	13%
\$60,000 to \$79,999	5%	15%	20%	16%
\$40,000 to \$59,999	12%	21%	21%	20%
\$20,000 to \$39,999	24%	23%	14%	19%
Less than \$20,000	31%	13%	5%	12%

# State employment

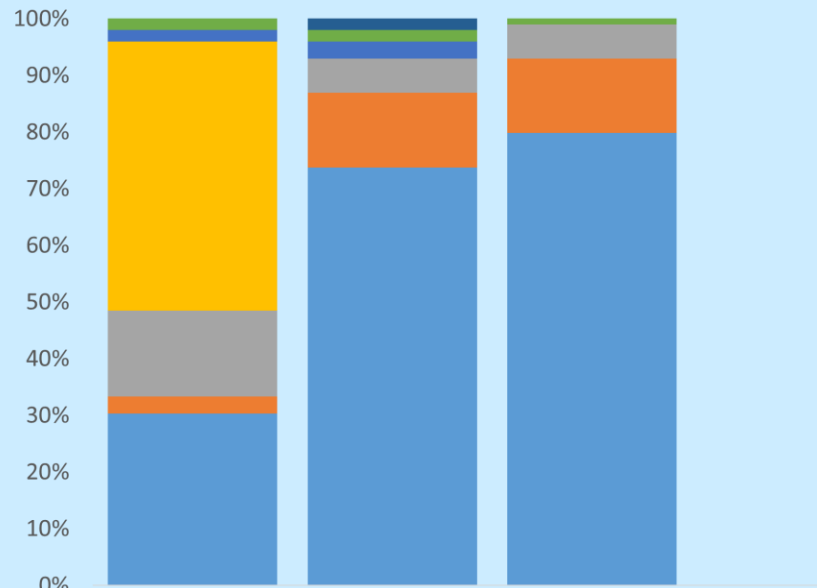
Q43. Are you employed by the state of Washington?



# Some Obstacles to Attracting New Riders

# Usual Mode for Local Transportation

Usual local travel mode, whether for commuting or other local travel

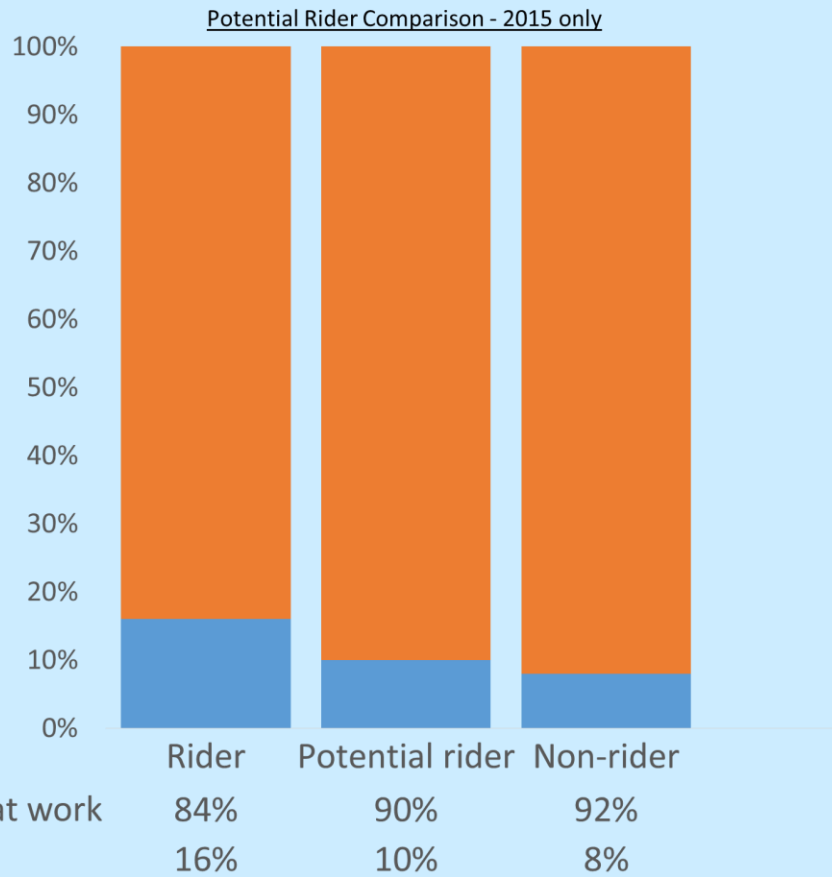


	Rider	Potential rider	Non-rider
Vanpool	0%	2%	0%
Walk / skateboard	2%	2%	1%
Bicycle	2%	3%	0%
Bus	47%	0%	0%
Get a ride with others / carpool	15%	6%	6%
Drive, taking other adults along	3%	13%	13%
Drive alone	30%	73%	79%



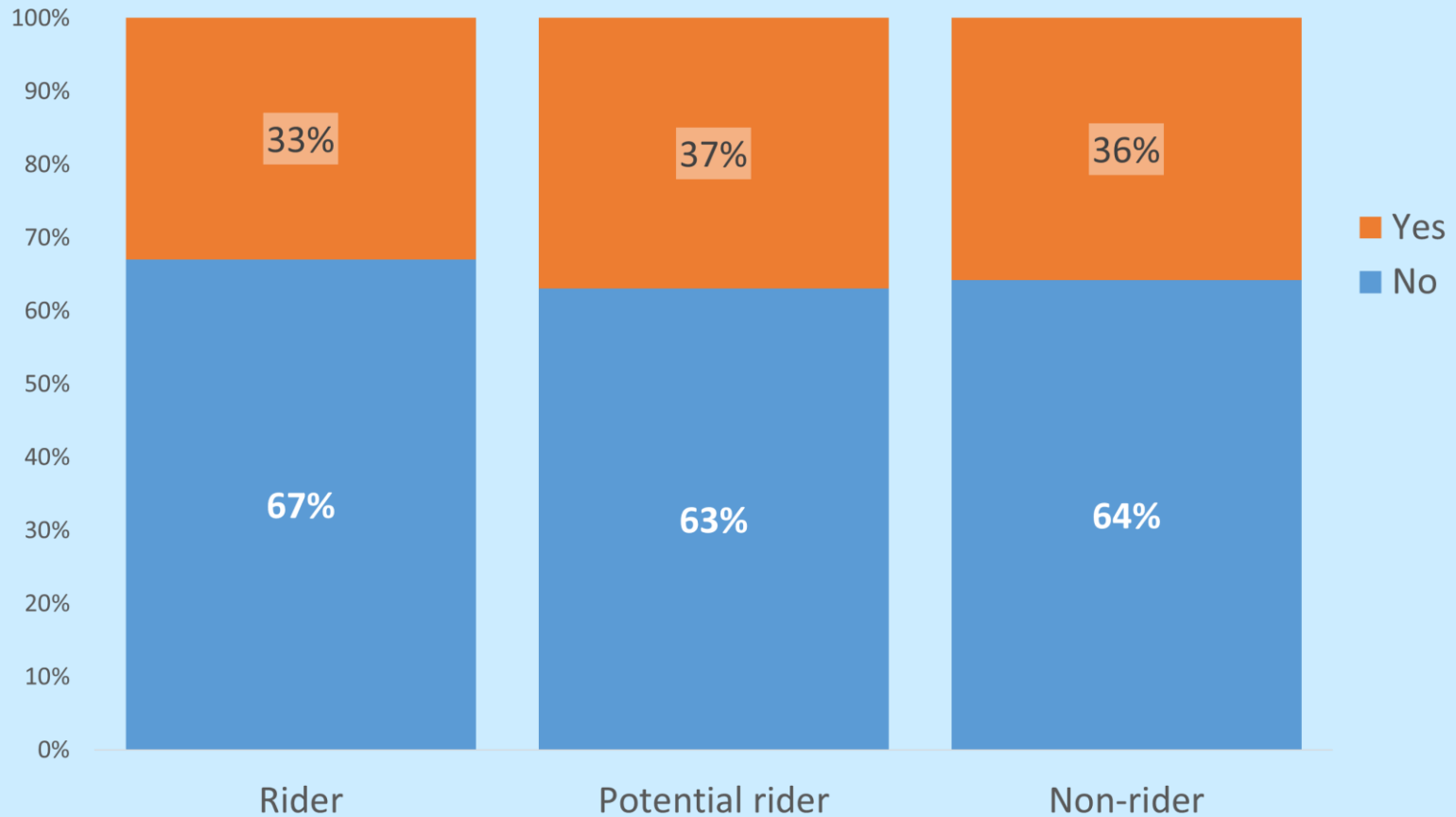
# Paid parking

Q14. When and if you drive to work, do you have to pay for parking?



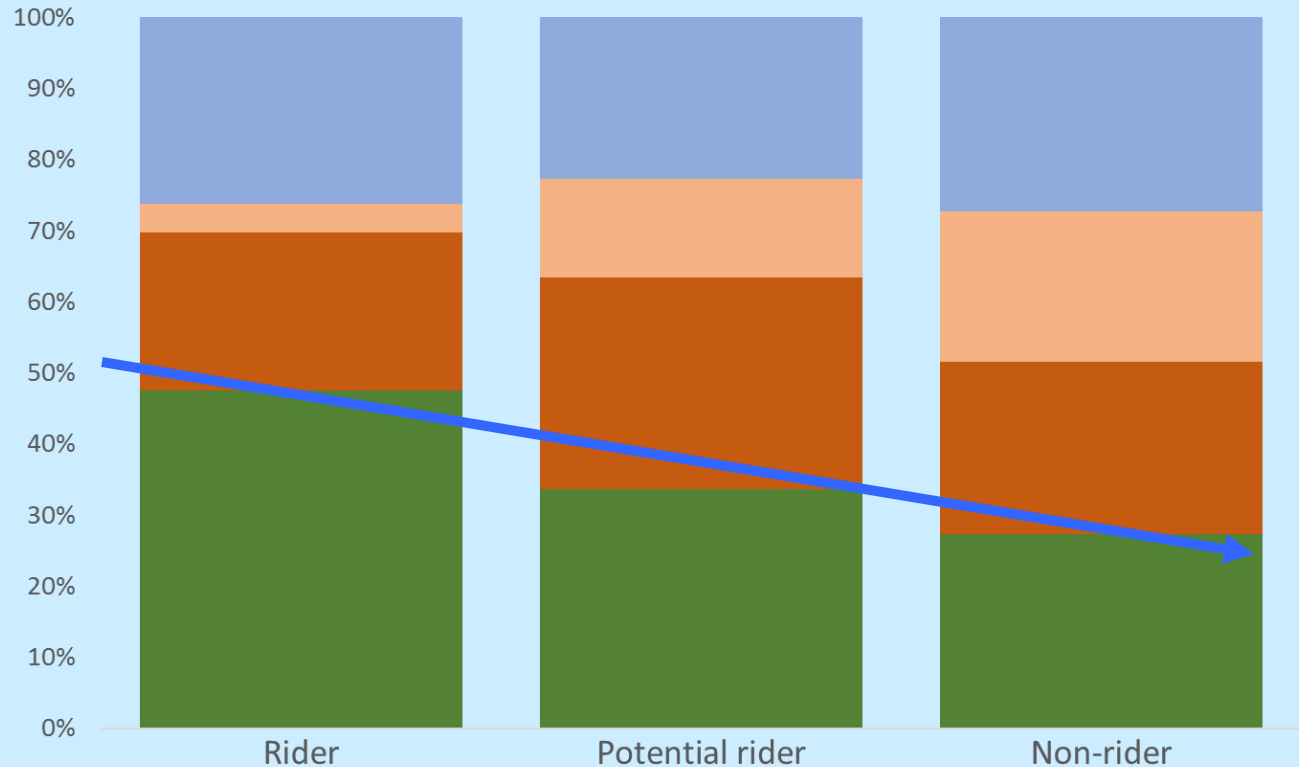
# Weekend Work

Q46. Are you required to work regularly on one or both days of the weekend, not at home, but at your job-site?



# Needing Personal Vehicle During Workday

Needing one's vehicle during the workday  
(Includes employed persons with vehicle available only)



- Needs car for work and errands
- Needs car for work
- Needs car for errands
- Does not need car at work

Rider

Potential rider

Non-rider

26%

23%

27%

4%

14%

21%

22%

30%

24%

47%

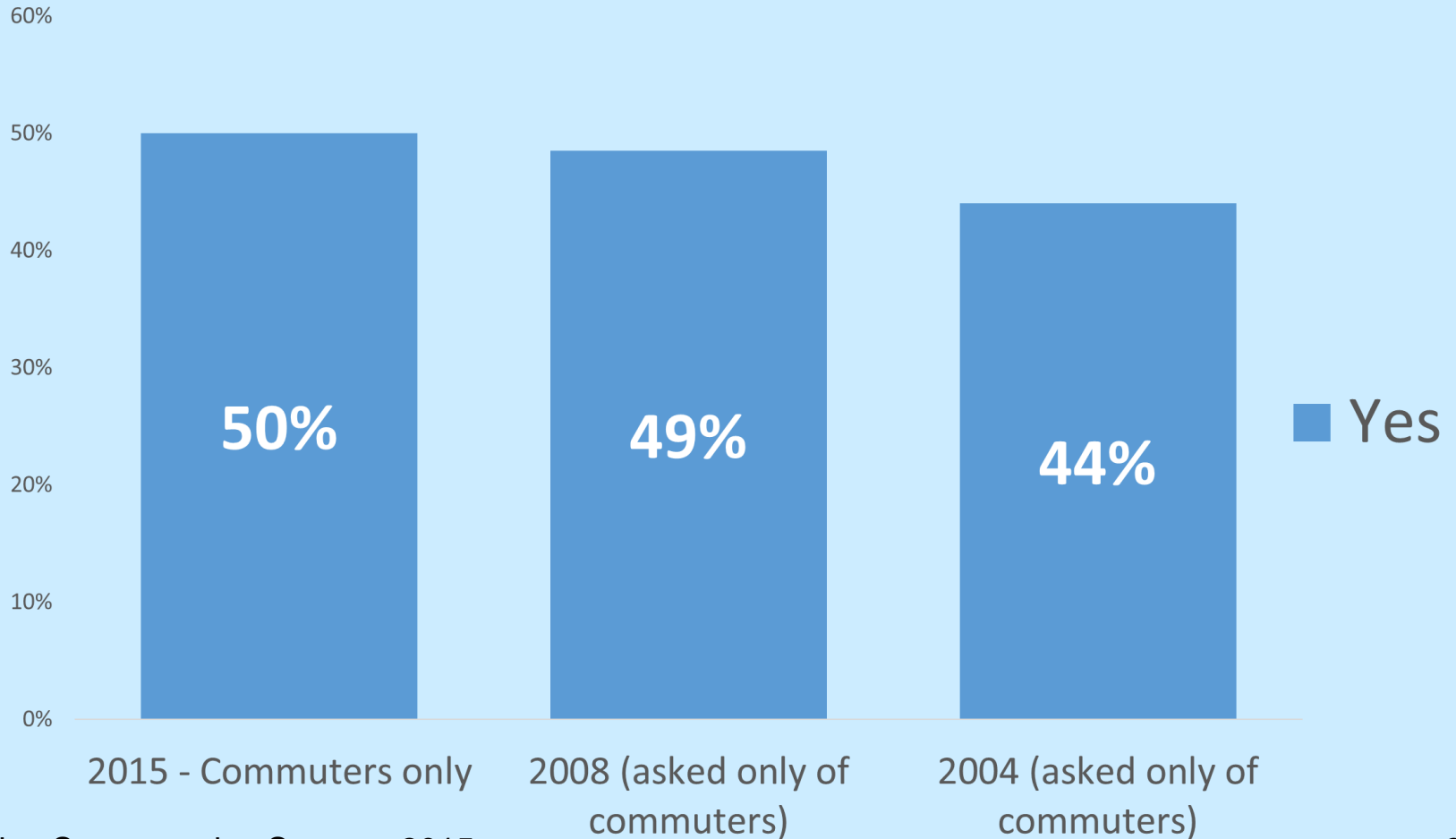
34%

27%

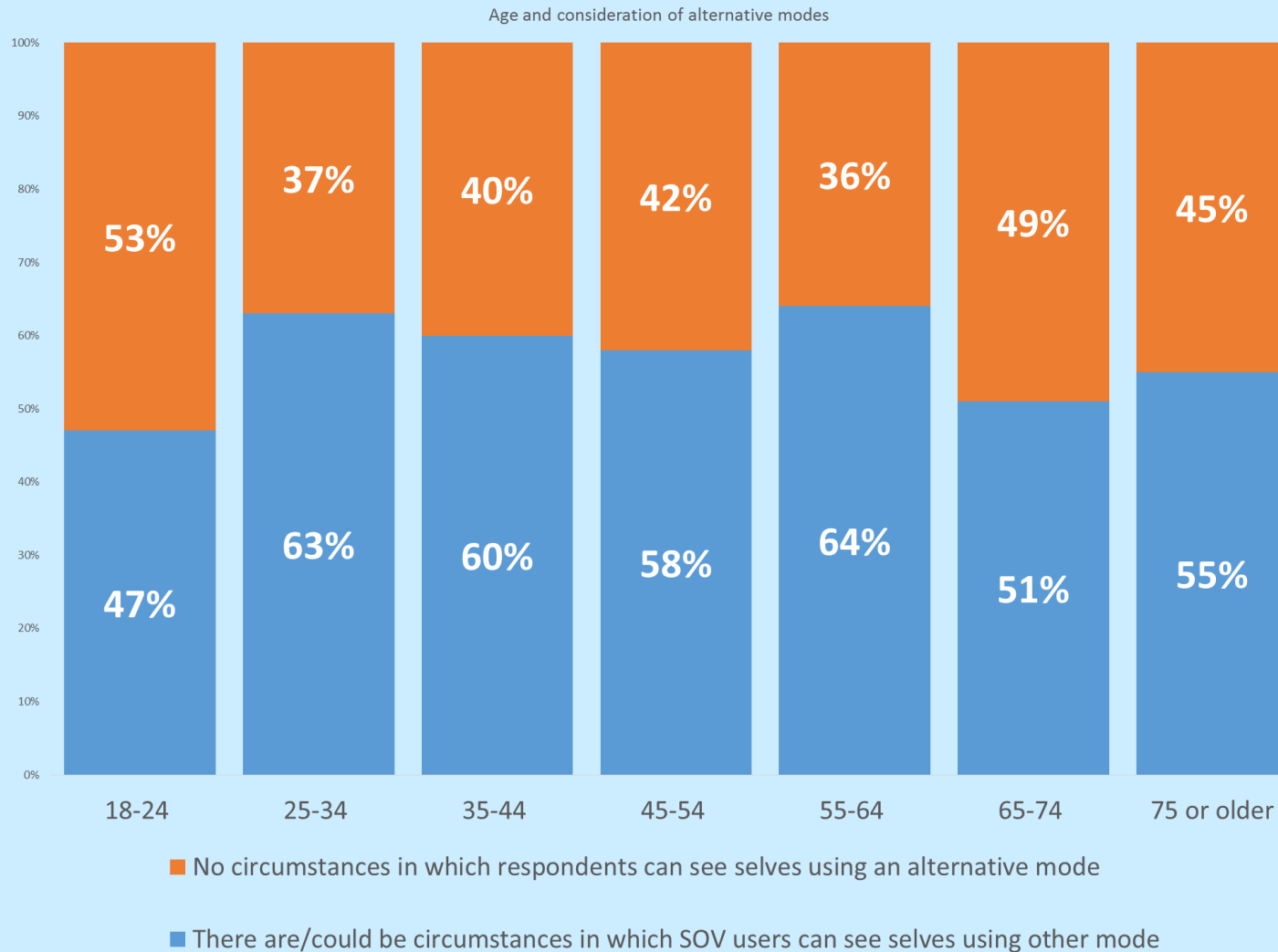
# Interest in Alternative Modes

# Are There Circumstances Under Which Respondent Might Use a Mode Other than SOV?

Q18. Are there circumstances in which you could see yourself using another way of getting around instead of driving alone?

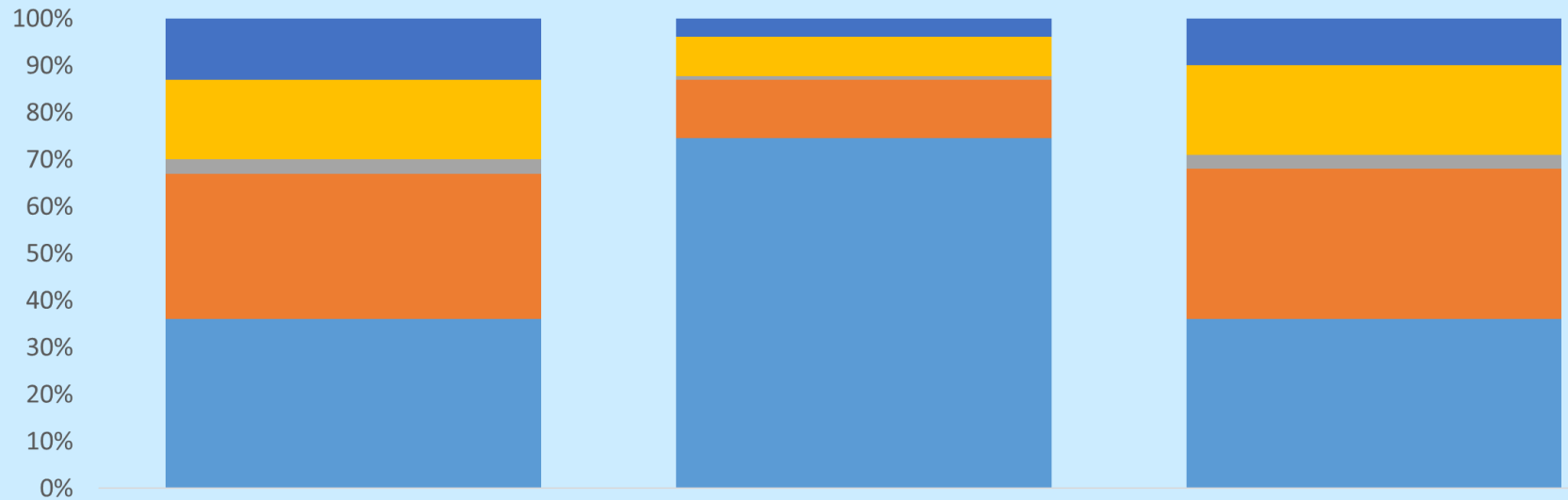


# Age and Interest in Alternative Modes



# Mode Most Likely to Use if Changing

Q19. Which of the following means of transportation would you most likely use?



2015 - Commuters only

2008 (Asked of commuters only)

2004 (Asked of commuters only)

■ Walk

13%

4%

10%

■ Bike

17%

8%

19%

■ Vanpool

3%

1%

3%

■ Carpool

31%

12%

32%

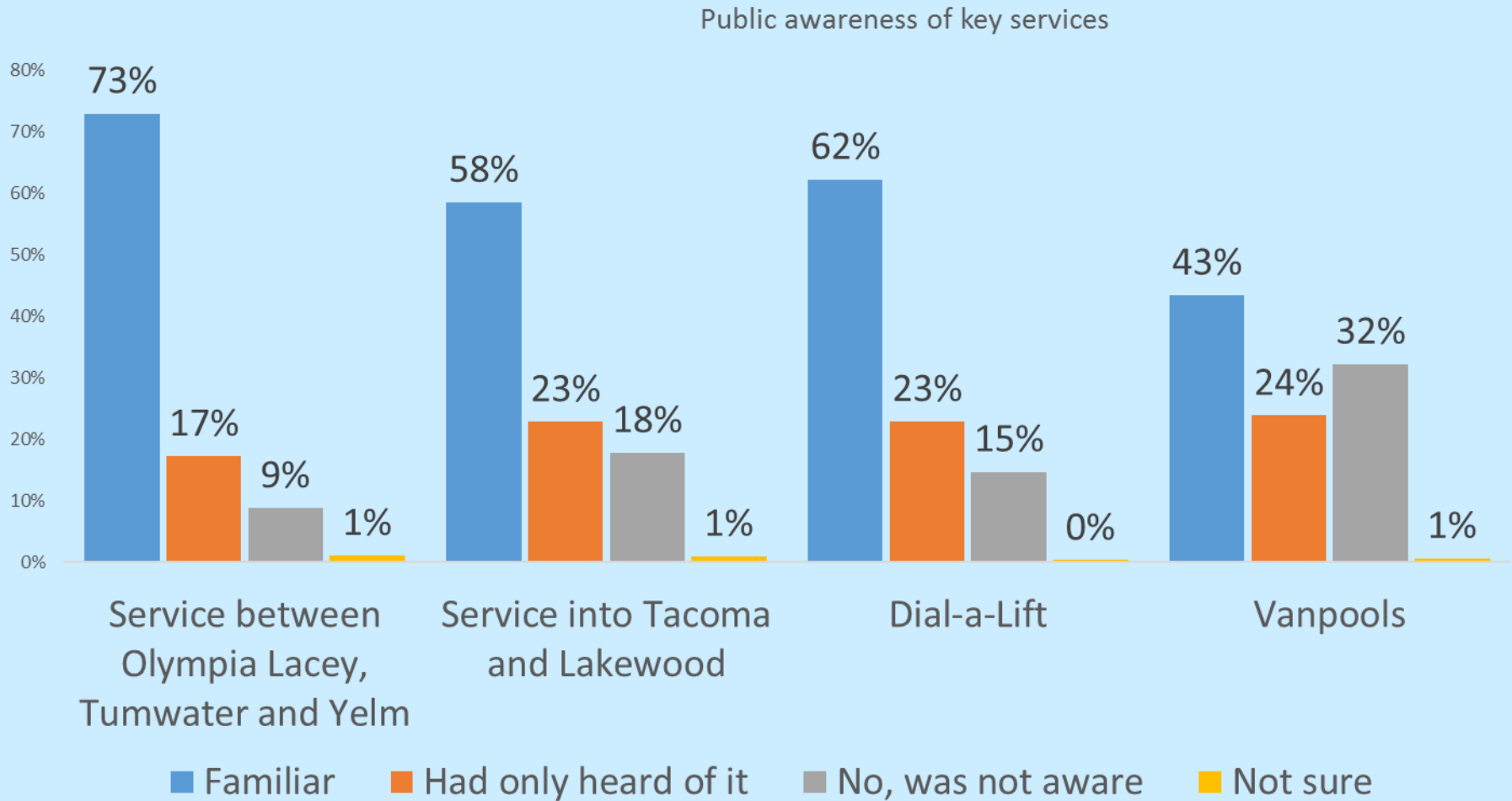
■ The bus

36%

75%

36%

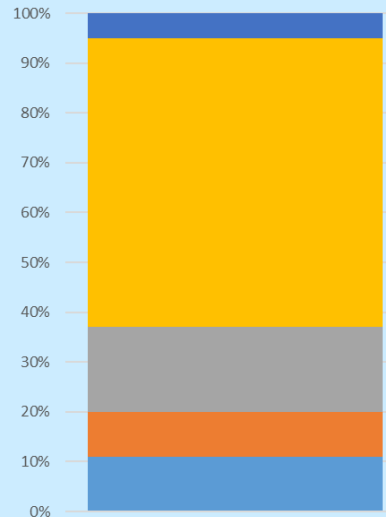
# Familiarity with services





# Service Span, Frequency & Coverage

Market for expanded service. Chart includes riders and potential riders only - i.e., the potential



Q33. Local Service that begins before 5 in the morning on weekdays.

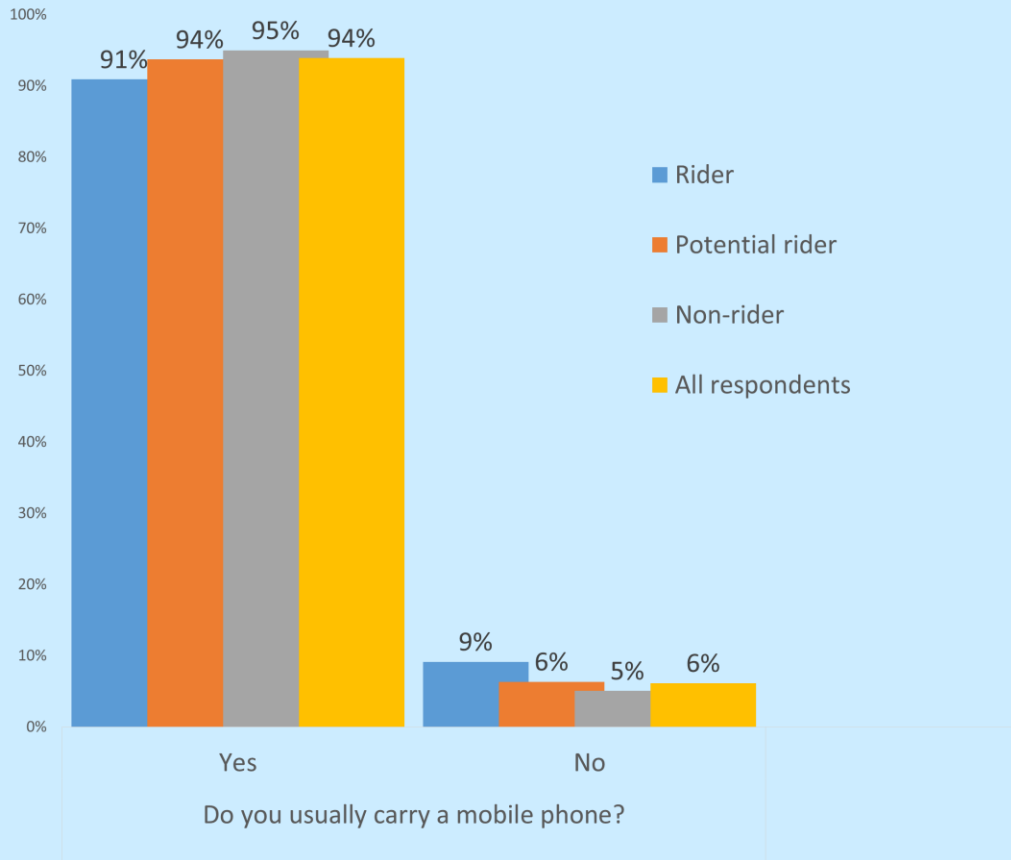
How likely would you be to use ...

■ Not sure	5%
■ Would make no difference	58%
■ A little more likely to use	17%
■ Very likely to use	9%
■ Definitely would use	11%

# Communicating

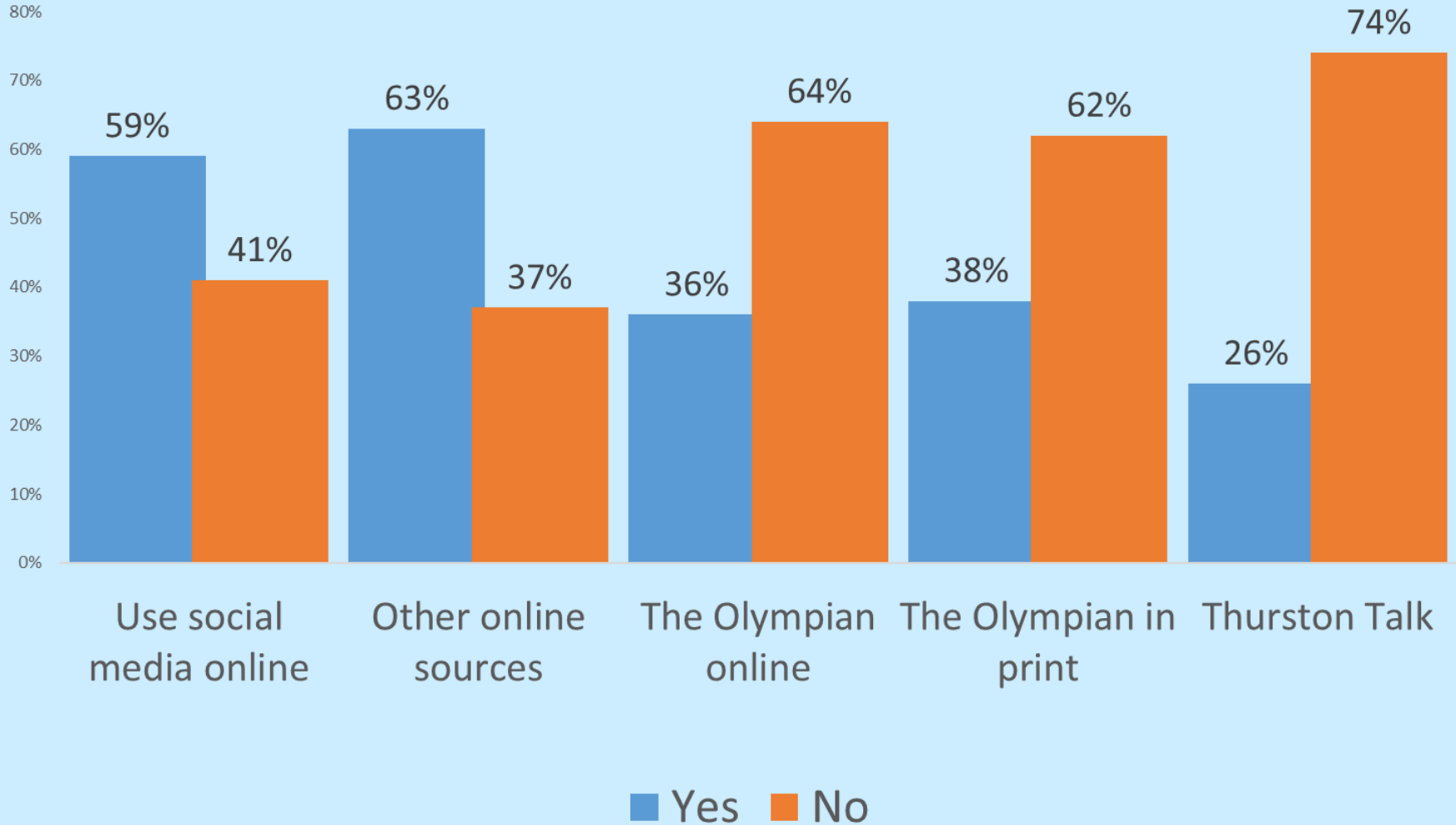
# Mobile phone

Q37(a). Mobile phone usage



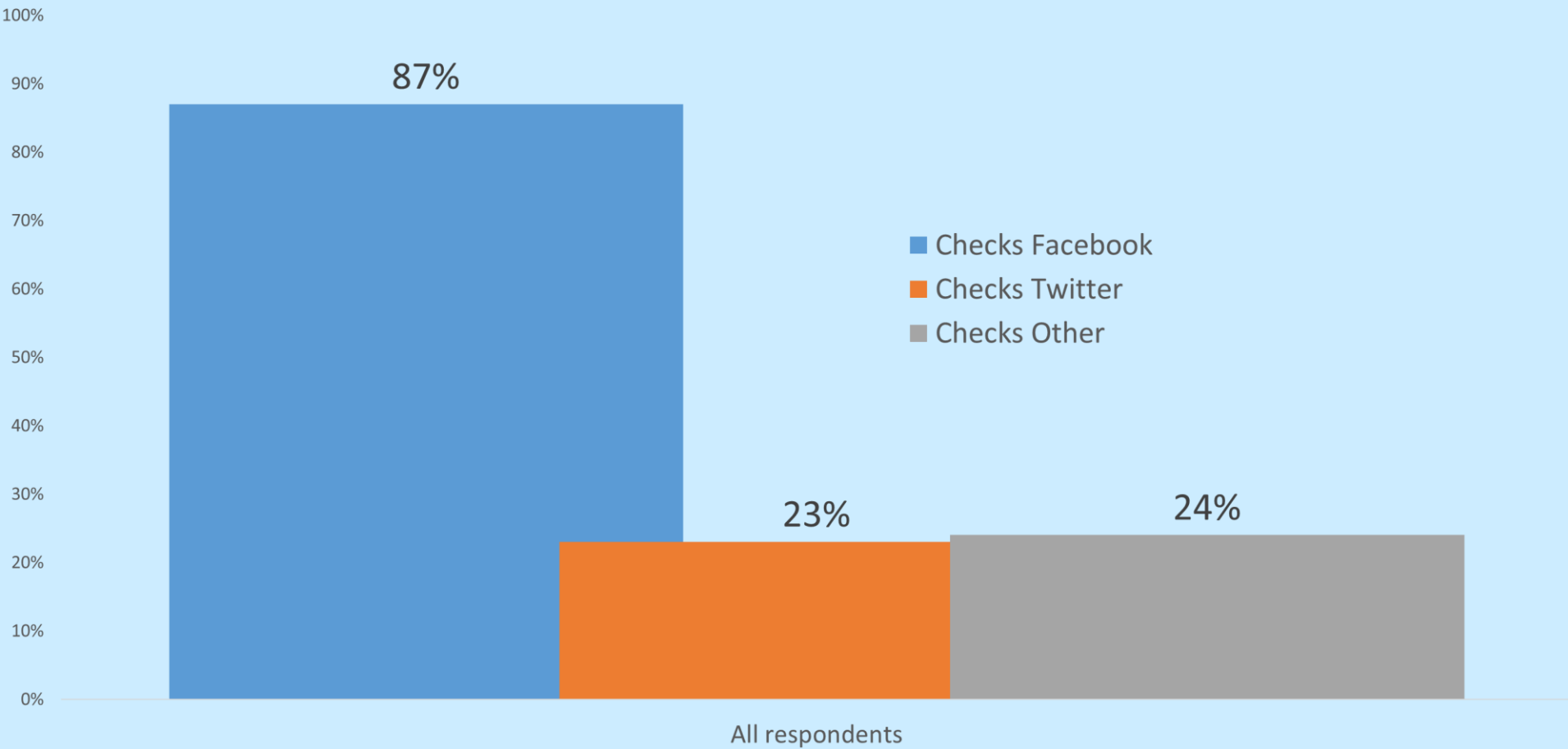
# Local News Sources

Media sources - Riders and potential riders only



# Social media use

Q39. Which social media do you use to check posts on local events and issues?



# Facebook Page and Website

Visiting the Intercity Transit Facebook Page and / or the website

