

# FINAL RESULTS: SAN FRANCISCO MUNI RIDERSHIP SURVEY

Sample size: 400, Margin of Error: 4.9%

Interview dates: June 27-30, 2004

---

*Respondents: 400 San Francisco residents who have working telephones.*

Hello. This is \_\_\_\_\_ from EMH, an independent public opinion research firm. May I please speak with (NAME ON SAMPLE SHEET)? We are conducting a study of MUNI riders and would like to ask you some questions that will take only 4-6 minutes. We are only interested in your opinions and are definitely not selling anything.

---

1. Do you or any member of your immediate family work for MUNI?

No	100
----	-----

---

2. Are you a resident of the City of San Francisco eighteen years of age or older?

Yes	100
-----	-----

---

3. Have you ridden MUNI within the past six months?

Yes	100
-----	-----

---

4. Which line or route do you ride most often?

1 California	6
1ABX California Express	1
2 Clement	1
3 Jackson	<1
4 Sutter	<1
5 Fulton	3
6 Parnassus	1
7 Haight	1
9 San Bruno	3
9X San Bruno Express	1
12 Folsom-Pacific	1
14 Mission	5
14L / 14X Mission Limited/Express	2
15 Third Street	3
16X Noriega Express	<1
17 Park Merced	1
18 46 <sup>th</sup> Avenue	1
19 Polk	1
21 Hayes	2
22 Fillmore	3
23 Monterrey	1
24 Divisadero	3
26 Valencia	1

27 Bryant	1
28 19 <sup>th</sup> Avenue	1
29 Sunset	1
30 Stockton	2
30X Stockton Express	1
31 Balboa	1
31ABX Balboa Express	1
33 Stanyan	1
35 Eureka	1
36 Teresita	2
37 Corbett	1
38 / 38L Geary and Geary Limited	7
38ABX Geary Express	3
39 Coit	0
41 Union	2
42 Downtown Loop	0
43 Masonic	1
44 O'Shaughnessy	2
45 Union-Stockton	1
47-49 Van Ness / Mission	4
48 24 <sup>th</sup> Street	2
52 Excelsior	1
53 Southern Heights	<1
54 Felton	1
56 Rutland	0
66 Quintara	<1
67 Bernal Heights	<1
71 / 71L Haight-Noriega	3
76 Fort Cronkhite	1
80X-81X Caltrain Expresses	0
82X Presidio and Wharves Express	0
88 Mission / Bart Shuttle	0
89 Laguna Honda	0
108 Treasure Island	0
J-Church	4
K-Ingleside	2
L-Taraval	3
M-Ocean View	2
N-Judah	8
E-Embarcadero	<1
S-Castro Shuttle	<1
Any K-L-M underground line	5
Powell-Hyde Street Cable Car	0
Powell-Mason Street Cable Car	0
California Street Cable Car	0
Other (_____)	3
Don't Know / No Answer	1

---

5. How often do you ride MUNI?

Once a day or more	36	→63%
Several times a week	27	
About once a week	11	→37%
A couple of times a month	16	
About once a month	6	
Less than once a month	4	
[do not read] Don't Know / No Answer	<1	

---

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

Excellent	10	→64%
Good	54	
Fair	31	→35%
Poor	4	
DON'T KNOW	1	

---

7. How would you rate the condition of MUNI's vehicles, such as buses and streetcars?

Excellent	8	→64%
Good	56	
Fair	31	→36%
Poor	5	
DON'T KNOW	<1	

---

8. What aspects of MUNI would you most like to see improved? (OPEN-END. DO NOT READ CHOICES) (ACCEPT UP TO THREE RESPONSES)

More frequent service	35
Vehicle cleanliness	15
More convenient routes	10
More accurate schedules	30
Employee helpfulness	15
Service reliability	13
Better response time to complaints	4
Better operator safety	8
Better safety from crime	7
More disabled-accessible lines	2
OTHER (_____)	9
DON'T KNOW/NO ANSWER	9

---

9. Over the last six months, do you think MUNI service has improved, worsened or stayed about the same? (IF IMPROVED/WORSENER, FOLLOW-UP: Is that much or just a little?)

IMPROVED, MUCH	4	→16%
IMPROVED, A LITTLE	12	
STAYED ABOUT THE SAME	69	
WORSENER, A LITTLE	5	→7%
WORSENER, MUCH	2	
DON'T KNOW	8	

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. ROTATE.

		Excel- lent	Good	Fair	Poor	Don't Know	EXC/ GOOD	FAIR/ POOR
10.	Safe operation of vehicles	10	57	26	5	2	<b>67</b>	<b>31</b>
11.	Feeling safe and secure from crime while on a MUNI vehicle	10	49	29	9	3	<b>59</b>	<b>38</b>
12.	Service frequency	7	39	40	13	1	<b>46</b>	<b>53</b>
13.	Vehicle cleanliness	4	45	38	12	1	<b>49</b>	<b>50</b>
14.	Service reliability	6	48	35	10	1	<b>54</b>	<b>45</b>
15.	Vehicle comfort	6	51	36	7	0	<b>57</b>	<b>43</b>
16.	Operator helpfulness	12	42	35	8	3	<b>54</b>	<b>43</b>
17.	Accessibility for persons with disabilities	22	47	14	4	13	<b>69</b>	<b>18</b>
18.	Communication with riders	5	35	36	16	8	<b>40</b>	<b>52</b>

Now I'm going to read you a list of ways that MUNI can inform riders of changes in MUNI's service and schedule. For each area I read, please tell me how useful the method of communication would be for you personally. Is it an extremely useful method of communication, is it moderately useful, is it slightly useful, or is it not at all useful as a method of communication. If you haven't heard of the method, just say so. ROTATE.

		USEFUL		LESS USEFUL		NO OPINION		SUMMARY	
		Extrem- ely	Moder- ately	Slight- ly	Not At All	Have Not Heard	Don't Know	Useful	Less Useful
19.	MUNI Web site	22	19	12	30	7	10	41	42
20.	511.org	10	11	10	25	30	14	21	35
21.	Newspaper	19	33	18	23	3	4	52	41
22.	TV	28	28	17	22	2	3	56	39
23.	On-board printed signs and brochures	45	33	10	9	1	2	78	19
24.	Radio	17	32	19	26	2	4	49	45

Now I'm going to read you a list of potential features for MUNI's web site, sfmuni.com. For each feature that I read, please tell me how important it is to you personally that it be featured on the Web site. Is it extremely important, moderately important, slightly important, or not at all important? ROTATE.

		IMPORTANT		LESS IMPORTANT		Don't Know	SUMMARY	
		Ex-tremely	Moder-ately	Slightly	Not At All		Impor-tant	Less Im-portant
25.	Information about MUNI administration including reports and awards	8	21	20	39	12	<b>29</b>	<b>59</b>
26.	Information about MUNI construction projects	19	34	17	19	11	<b>53</b>	<b>36</b>
27.	MUNI press releases	9	28	21	30	12	<b>37</b>	<b>51</b>
28.	Information about MUNI vehicles	12	30	21	26	11	<b>42</b>	<b>47</b>
29.	Maps of individual bus routes	61	16	4	12	7	<b>77</b>	<b>16</b>
30.	Maps of the entire MUNI system	54	18	6	14	8	<b>72</b>	<b>20</b>
31.	General fare and rider information	44	29	6	13	8	<b>73</b>	<b>19</b>
32.	On-line feedback	26	31	11	19	13	<b>57</b>	<b>30</b>
33.	Trip-planner	34	21	8	20	17	<b>55</b>	<b>28</b>
34.	Site search	24	28	9	22	17	<b>52</b>	<b>31</b>
35.	Service change announcements	49	21	7	14	9	<b>70</b>	<b>21</b>
36.	Bus schedules	59	16	5	13	7	<b>75</b>	<b>18</b>
37.	Route selection guide to indicate suggested routes	45	24	7	14	10	<b>69</b>	<b>21</b>
38.	Vehicle arrival predictions to indicate when a particular vehicle is coming	49	18	7	18	8	<b>67</b>	<b>25</b>

39. How frequently do you check MUNI's Web site just before riding MUNI? Do you check it frequently, occasionally, rarely, or never?

FREQUENTLY	8	→ GO TO Q40
OCCASIONALLY	17	→ GO TO Q40
RARELY	15	→ GO TO Q40
NEVER	59	→ SKIP TO Q41
DON'T KNOW	1	→ SKIP TO Q41

---

IF FREQUENTLY, OCCASIONALLY, OR RARELY TO Q39, ASK:

40. What areas of the MUNI Web site do you check just before you ride? (OPEN-ENDED. ACCEPT MULTIPLE RESPONSES.)

Maps of individual routes	34
Maps of the MUNI system	10
MUNI home page	3
Schedules	42
Service change announcements	4
Trip planner	28
Vehicle arrival predictions	9
DON'T KNOW	10

---

ASK EVERYONE

41. If you have visited MUNI's web site, what is the one thing you would most like to change about the MUNI Web site? (OPEN-ENDED. CODE 99 FOR NEVER VISITED.)

Nothing	11
Easier/Better Navigation Through Site	3
Make Route Maps Easier To Read / More Route Info	3
More Accurate Trip Planners	4
Make It Easier To Understand In General	3
Make Schedules More Accurate	4
Change Appearance of the Website/Font/Color	2
Provide Breaking News/ Changes To Service	2
Improve Feedback/ Reply To User Feedback	2
REFUSE/NO ANSWER	2
OTHER	1
DON'T KNOW	8
NEVER USED	55

---

42. For statistical purposes only, what is your zip code?

Richmond/Laurel Heights (-18,-21,-29)	9
Pacific Hts/Marina/West Addit (-15,-23)	6
No Beach/Russ/Tele/Nob Hill(-09,-33)	10
Downt/SOMA/Potrero (-02,-03,-04,-05,-07, -08,-11,-30)	12
Haight (-17)	9
Castro/Noe Valley/Twin Peaks (-14,-31)	12
West Portal/Lake Merced (-27,-32)	5
Mission (-10)	7
Excelsior/Vis Valley/Bayview (-12,-24,-34)	15
Sunset/Parkside (-16,-22)	13
REFUSED	3

---

That's all the questions I have. Thank you for your time. Good-bye.

43. RECORD SEX:

FEMALE	51
MALE	49

---

LANGUAGE:

ENGLISH	88
SPANISH	3
CANTONESE	9

---