



2014 Attitude & Awareness Survey shows strong increase in TriMet's performance ratings

Highlights

	2014	2013	2010
Approval of the job TriMet is doing	76%	66%	71%
Approval of Bus system	78%	65%	74%
Approval of MAX	84%	69%	79%
Perception that buses are safe	76%	67%	65%
Perception that MAX is safe	79%	68%	71%
TriMet riders' satisfaction with their overall experience	87%	81%	83%
Adults in the region who rode TriMet at least once last year	80%	74%	80%

DHM Research | TriMet AA Report | Nov. 2014

Survey methodology

DHM Research conducted the telephone survey in mid-November, which tracks the agency's performance, services, new projects and ridership.

The telephone survey of 1,000 residents, ages 16+, throughout the tri-county area was conducted in mid-November, with a margin of error +/- 3.1 percent at the 95 percent confidence level. Quotas for age and gender in each county were used for a representative sample.