

# SOUTH METRO AREA REGIONAL TRANSIT RIDER SURVEY

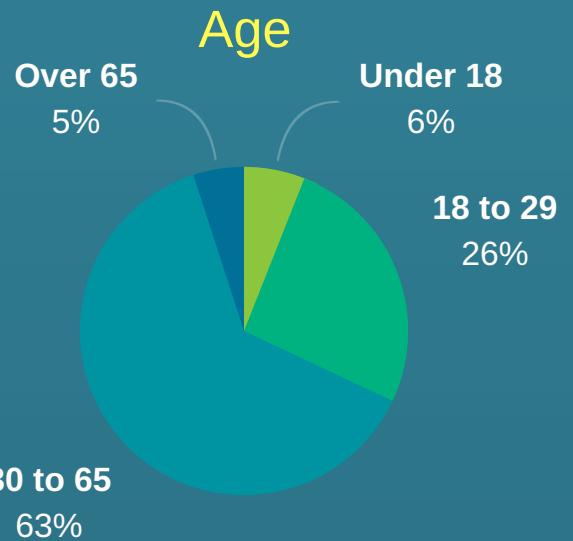
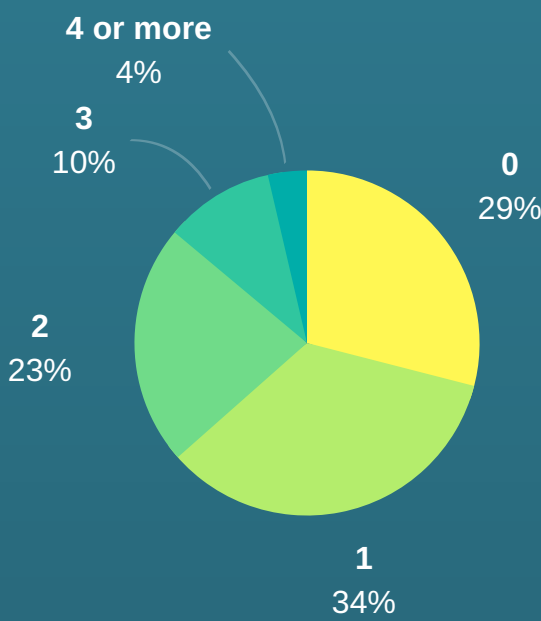
August 2017




## DEMOGRAPHICS


SMART serves people of all ages, ethnic and economic backgrounds, bringing South Metro Area residents to their desired destinations. SMART surveyed all routes over a four day period with a total of 449 surveys collected, 5% of those surveys were completed in Spanish.

### Vehicle Ownership (by household)





57% reside in Wilsonville  
30% from Portland, Beaverton, Tigard and Salem.



44% Female  
55% Male  
1% Non-binary

## TRAVEL TRENDS

People primarily ride SMART to get to work within Wilsonville, Salem, and Portland.

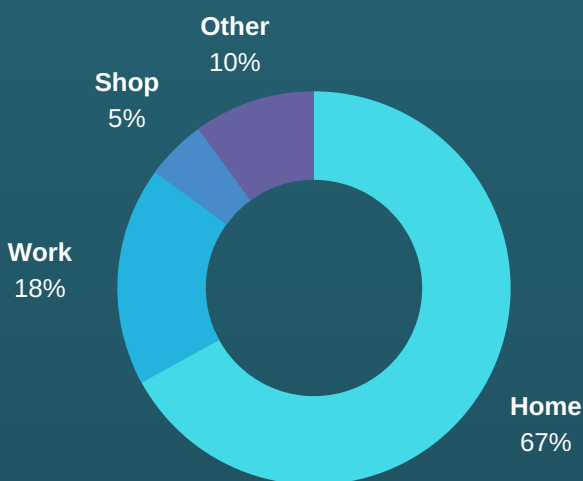
When asked how they would get to their destination if they did not have SMART, 80 respondents said they would not make it to their destination.

**55**

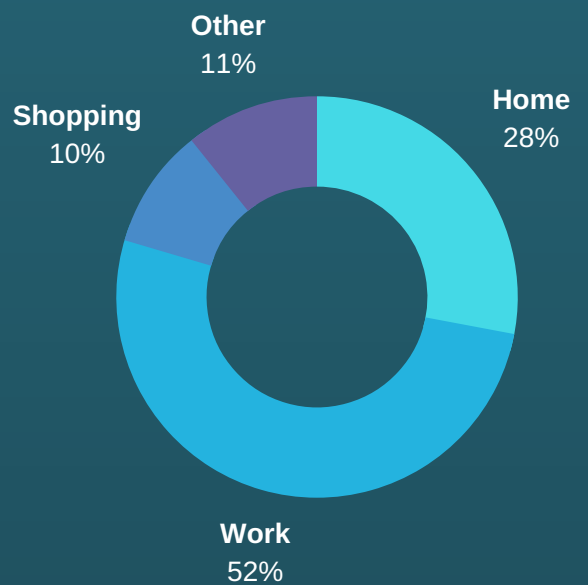
PERCENT

also utilize other public transit systems.

### Coming From:



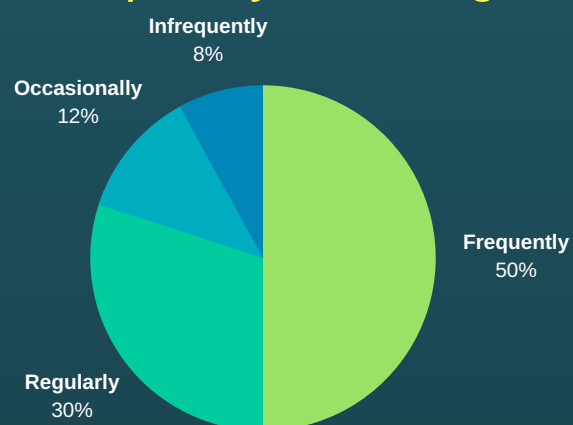
### Heading To:



### Reason for Riding



### Frequency of Riding



**77**

PERCENT

of riders are taking SMART to get to a desired location within Wilsonville.

**14**

PERCENT

of riders are taking SMART to get to Salem.

**5**

PERCENT

of riders are getting to Portland/Barbur.