



# Market Segmentation Study

Community Relations Committee  
August 1, 2018



- **Understand attitudes, behaviors and barriers to riding SamTrans**
  - Riders (ridden SamTrans within last 6 months)
  - Former riders (ridden but not within last 6 months)
  - Non-riders (never ridden SamTrans)
- **Increase ridership**
- **Improve customer experience**

- **Focus groups and telephone surveys**
  - Four focus groups (3 English, 1 Spanish)
  - 664 completed surveys (625 English, 39 Spanish)
- **San Mateo County residents**
- **Conducted by Corey, Canapary and Galanis**



- **Topics:**
  - Amenities
  - Communications
  - Service
  - Fare Payment



# Telephone Interview Results



# Demographics

	4+ years living in San Mateo County	Gender (Male)	Household Income	Ethnicity	Average age
Riders	92%	54%	\$96,192	White (44%) Hispanic (23%) Asian (17%)	46
Former Riders	96%	49%	\$112,428	White (58%) Hispanic (23%) Asian (12%)	48
Non-Riders	81%	46%	\$143,525	White (59%) Hispanic (13%) Asian (12%)	50

# Primary Trip

	Primary Destination (Work)	Travel time less than 30 minutes	Primary mode of transit (Car)	Access to a car
Riders	64%	56%	48%	86%
Former Riders	70%	66%	80%	99%
Non-Riders	67%	64%	71%	98%

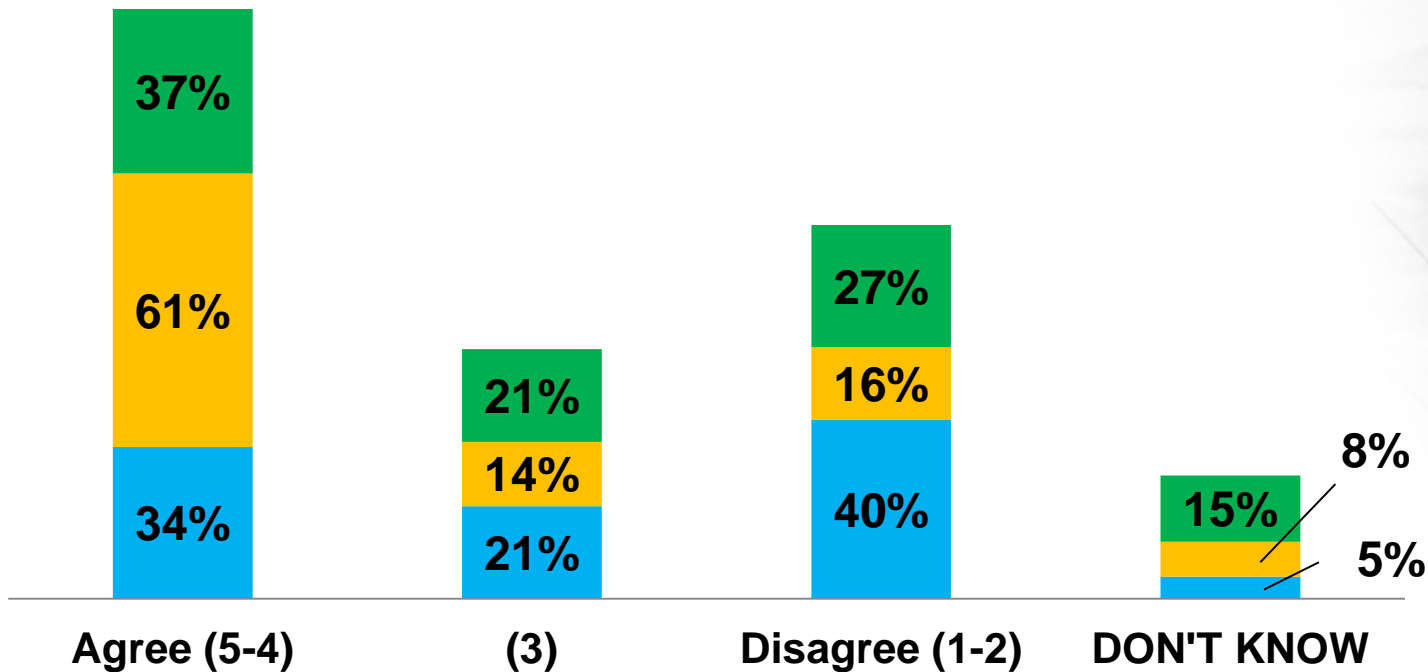
# Attitudes Towards SamTrans



- All Segments

Rate the following statements

■ Trip planning is confusing ■ Takes too long ■ Less expensive



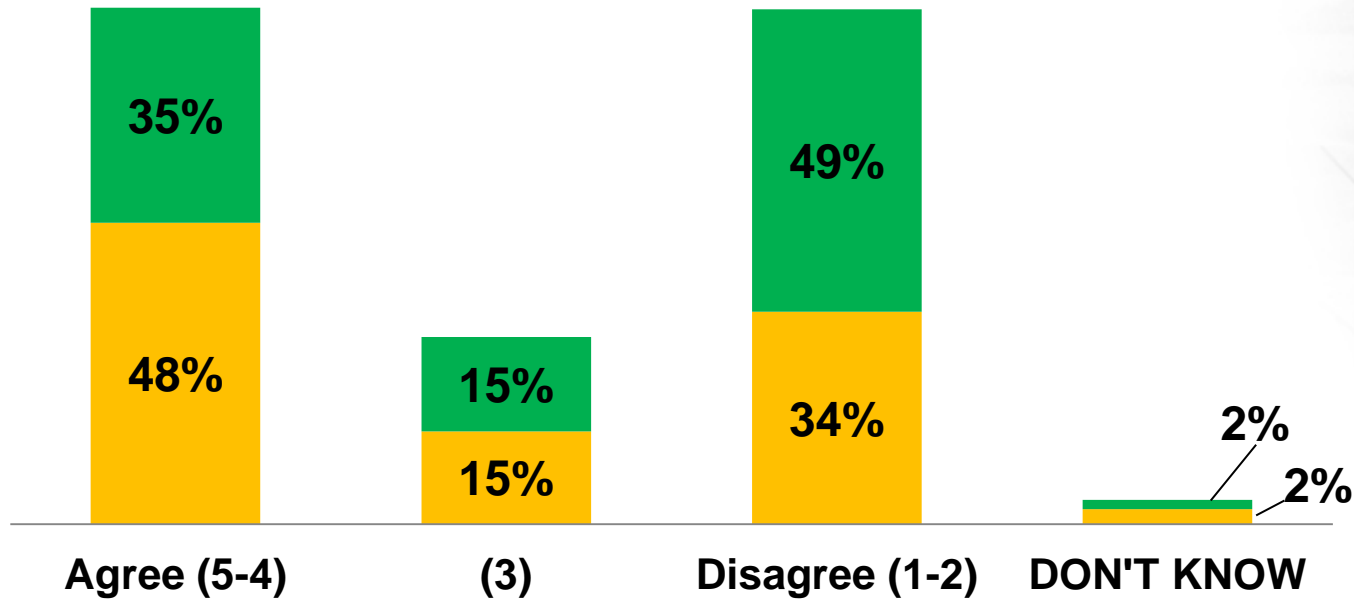
N=664



- All Segments

Would ride more if SamTrans added...

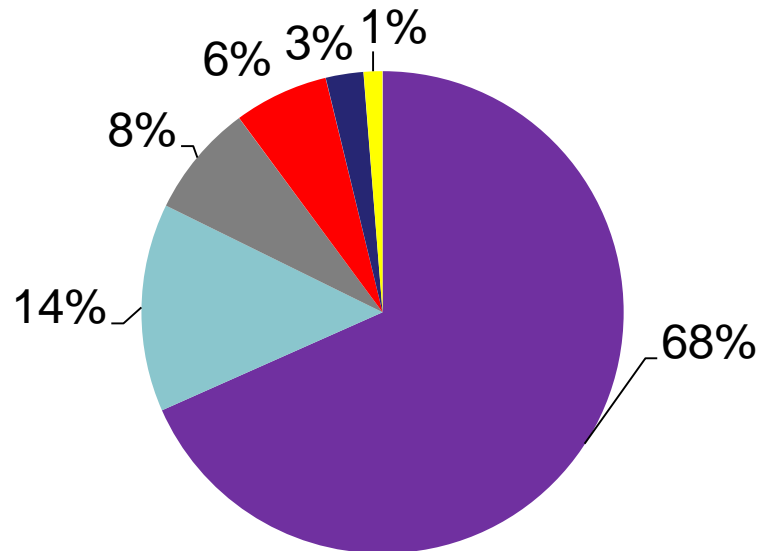
Express routes Free Wi-Fi



- Rider Segment**

## Preference for accessing real-time SamTrans bus information

- Mobile App
- Calling a Phone Number
- Text Message Sent to You
- Website
- Email Sent to You
- Don't Know



N=79



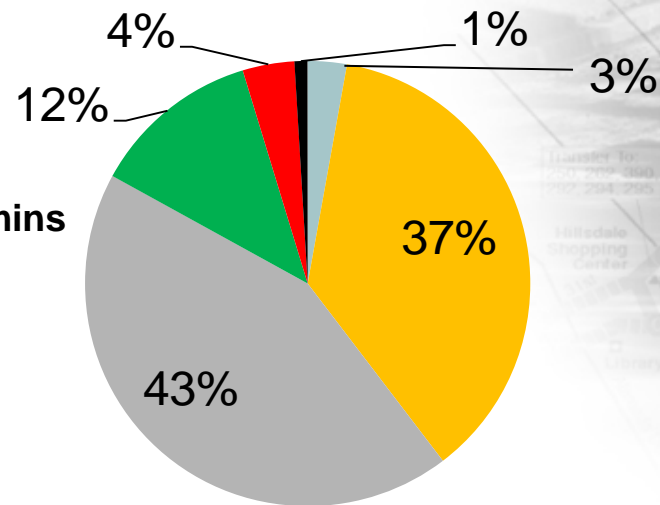
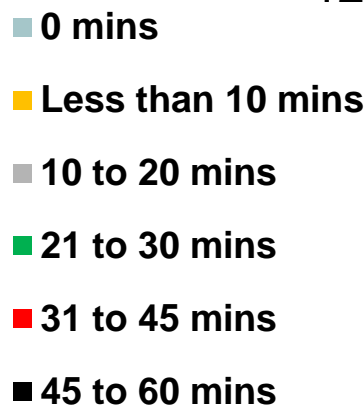
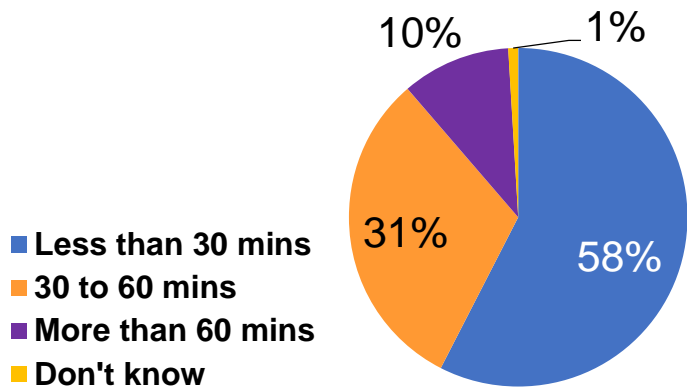
# Willingness to Ride SamTrans



- Former and non-rider segments
  - 28% would consider riding SamTrans
  - 70% of the above would ride even if trip duration increased

Willing to ride SamTrans if trip duration increased by...

Current trip duration



N=106

- Report available:  
[www.samtrans.com/surveys](http://www.samtrans.com/surveys)
- US-101 Express Bus Feasibility Study
- Mobile app
- Wi-Fi on buses



# Questions?

**samTrans**

**Thank you!**

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