



# 2024 Rider Demographic and Travel Trends Survey

March 17, 2025



THINK SMART OPTIONS

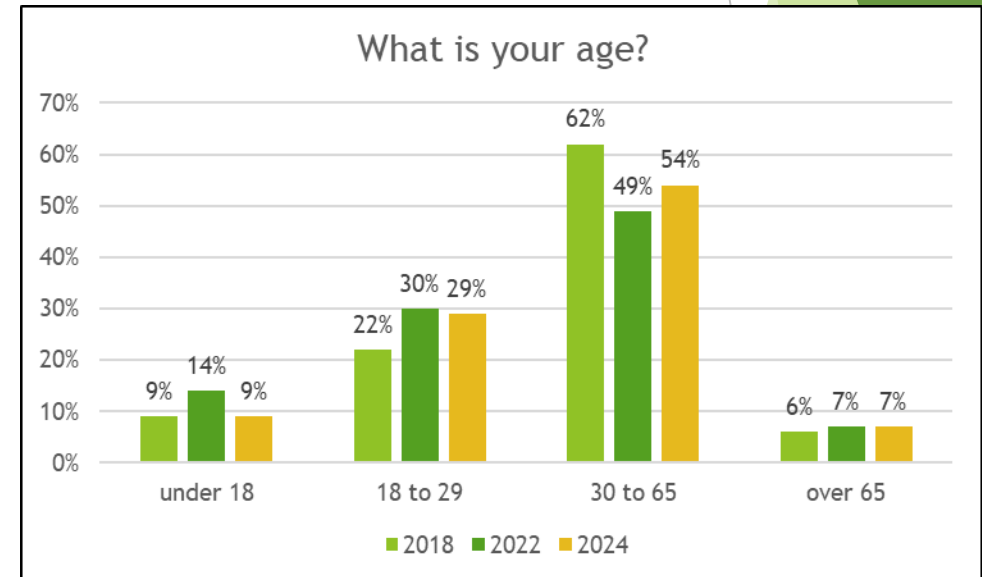
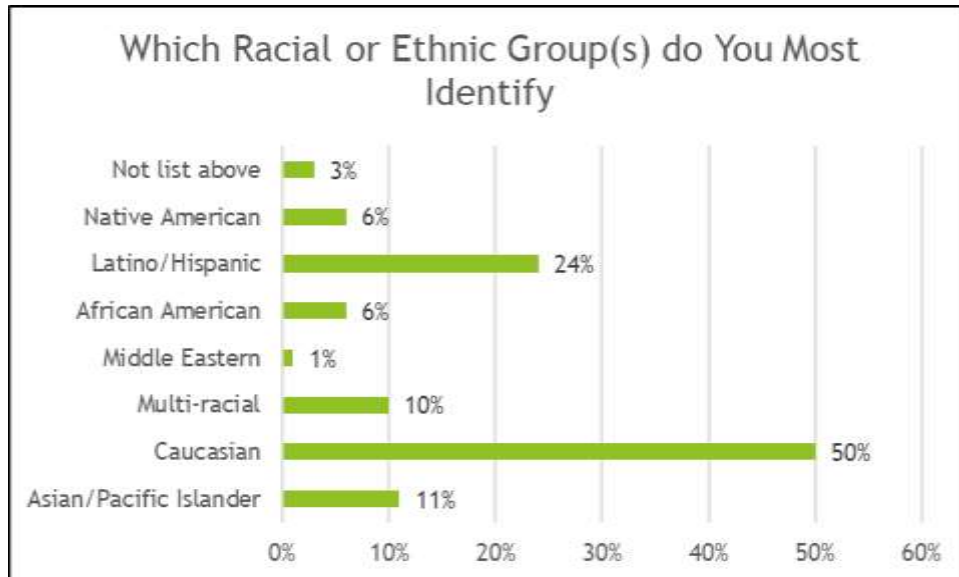
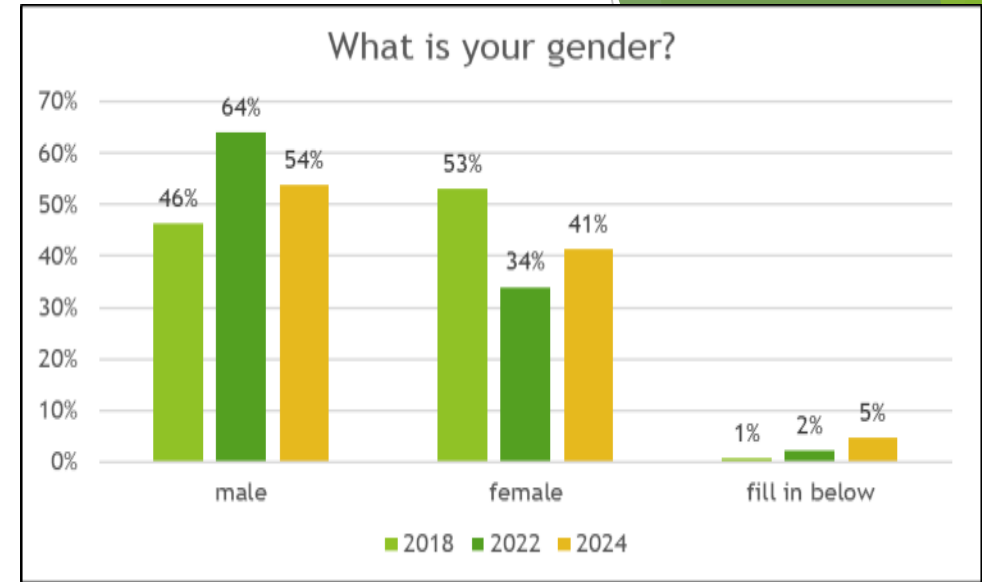


# September 2024 On-board Rider Survey

- ▶ In 2024, conducted rider demographic and travel trends survey
- ▶ Collected 198 surveys during the third week of September
- ▶ Surveyed on an additional Saturday (for a total of two Saturdays) to increase response rate for Saturday service
- ▶ No significant changes to survey questions from 2022 to 2024
- ▶ In 2024, added on-line surveys
- ▶ Participation rate slightly lower compared to 2022 and 2018
- ▶ In 2025, SMART is scheduled to conduct a rider satisfaction survey

# Who is riding SMART

- ▶ In 2024, slightly greater percentage of respondents were male
  - ▶ In 2022, the percentage of male respondents was significantly greater than female (64% male compared to almost 34% female)
- ▶ Almost half of respondents were between 30 to 65 years old
- ▶ Over half of respondents identified as “Caucasian” followed by 22 percent “Latino/Hispanic”
- ▶ 35 percent of respondents do not have a working vehicle in their household

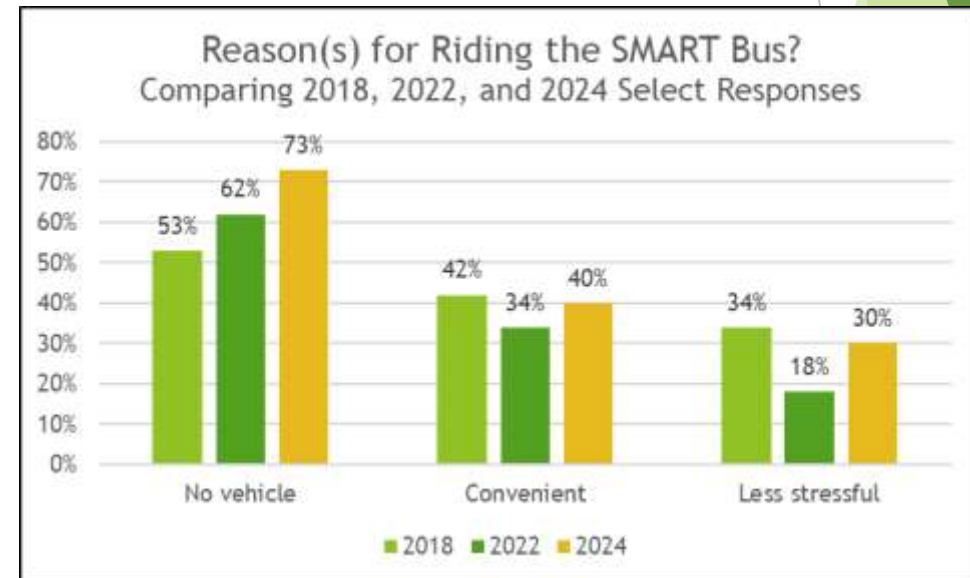
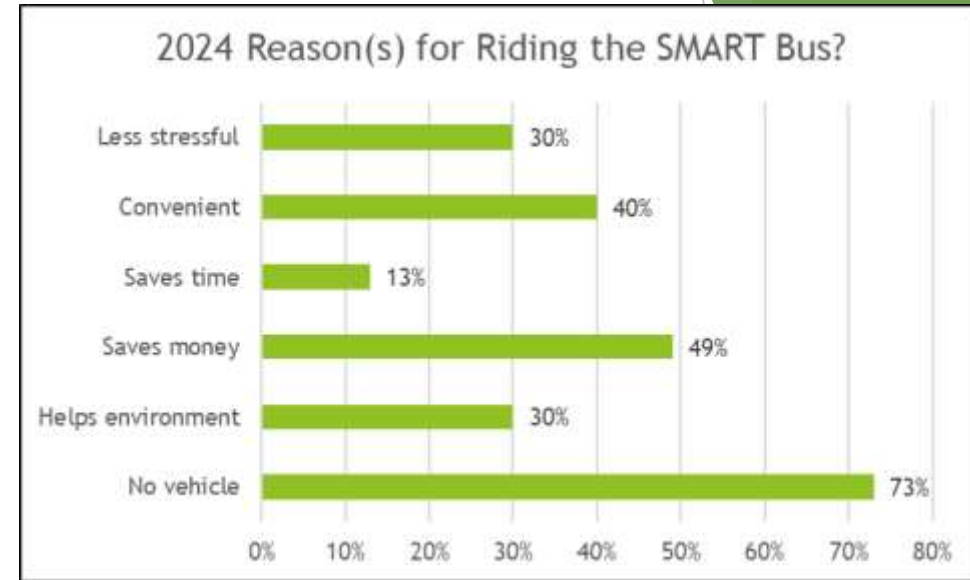


# Rider Characteristics

- ▶ Over 83 percent use SMART several times a week or almost every day
- ▶ Over 72 percent answered that they walk to get to the bus stop where they boarded a SMART bus
- ▶ 73 percent indicated they would walk to reach their destination from where they got off the SMART bus
- ▶ Almost 65 percent responded that they were coming from home and almost 20 percent were traveling from work
- ▶ About equal percentages said they were going to home (32%) or going to work (almost 34%)
- ▶ When asked how they would get to their destination if they didn't have public transit, "Driving alone" response has dropped from almost 29% in 2018, to 15% in 2022, and finally 12% in 2024

# Other Findings

- ▶ When asked why they ride SMART, almost 73 percent said they don't own a vehicle
- ▶ After not owning a vehicle, the next most popular answer was "Saves money" (49%) followed by "Convenient" (almost 40%)
- ▶ "Less stressful" has increased from 18% in 2022 to 30% in 2024



# Questions?

