

# FREE FARE FEBRUARY

Free Fare February was a collaborative effort intended to improve air quality and honor the Salt Lake Olympics. UTA worked with sponsors and partners to fund the effort and collected data from a variety of sources, including a rider survey.

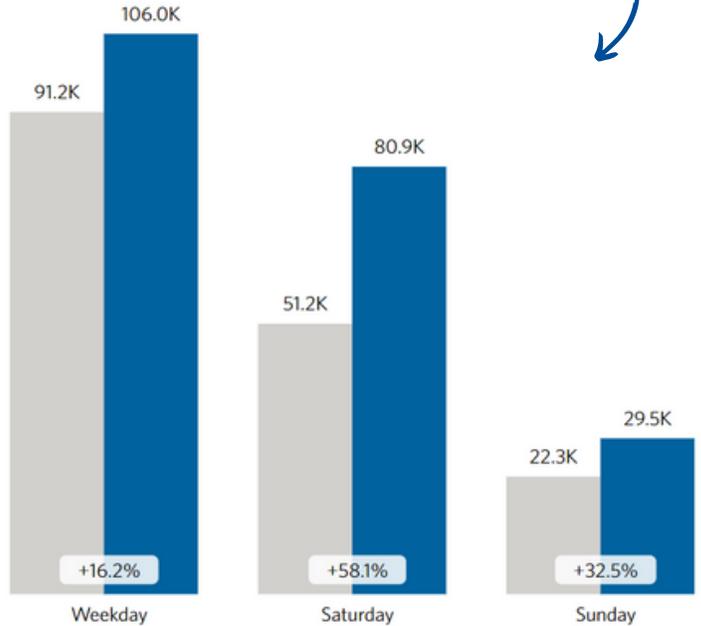
## RIDERSHIP

Ridership increased in February!

16.2% Weekdays  
58.1% Saturdays  
32.5% Sundays

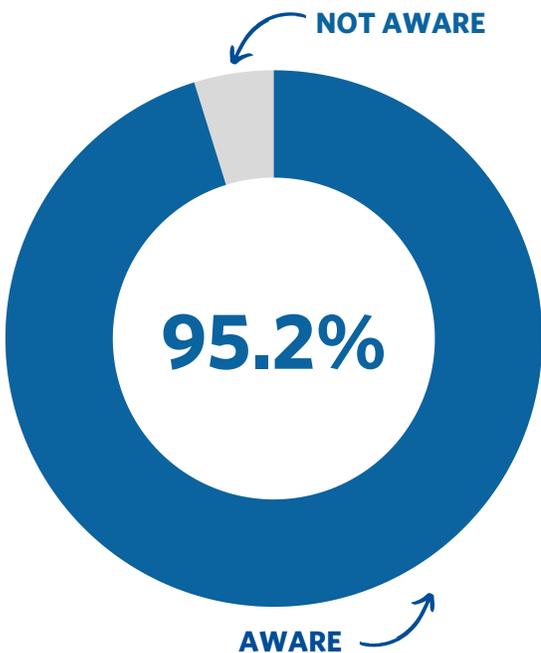
### AVERAGE DAILY RIDERSHIP ALL MODES

Month ● Jan 2022 ● Feb 2022



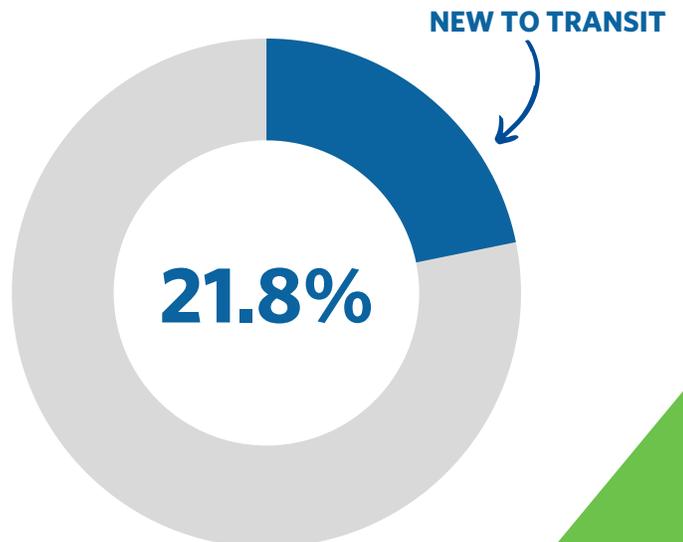
## AWARENESS

Most people were aware that all UTA services were free in February



## NEW RIDERS

Over 1/5 of survey participants were new to riding transit

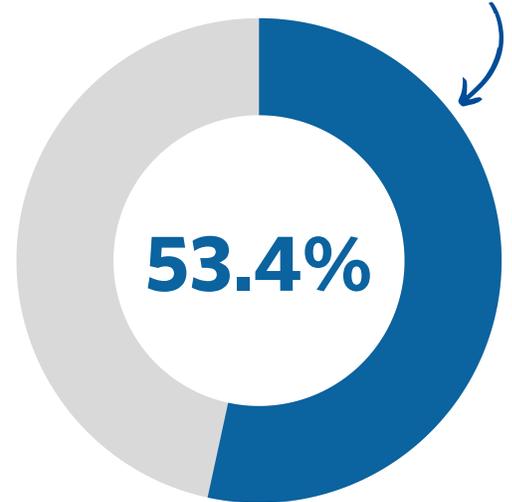


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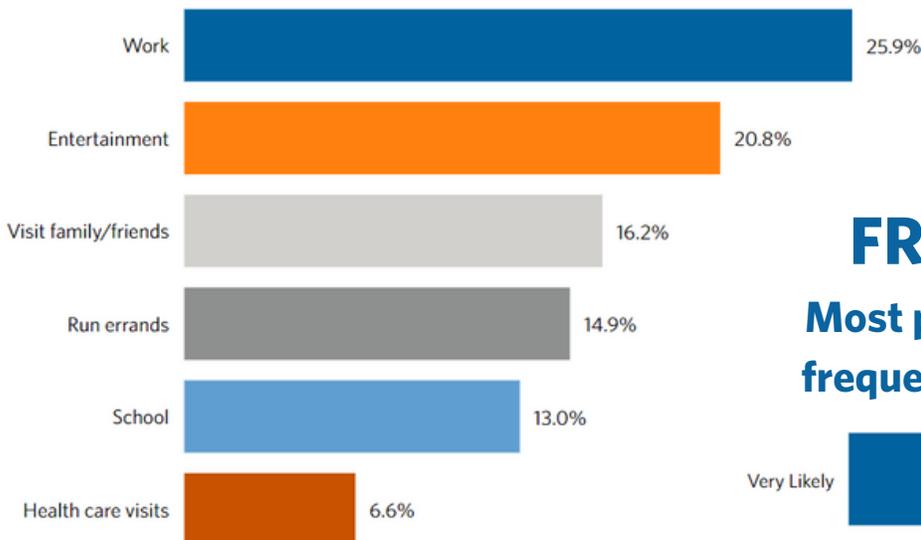
## REASONS FOR RIDING

Over half of survey participants rode during February because it was free

RIDING BECAUSE IT'S FREE

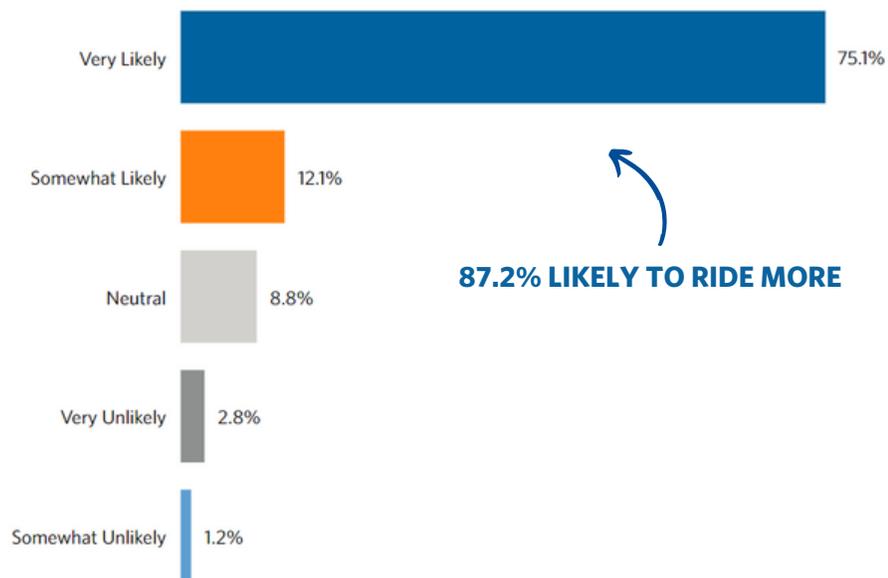


Many people rode for work & entertainment purposes



## FREE FARE INTEREST

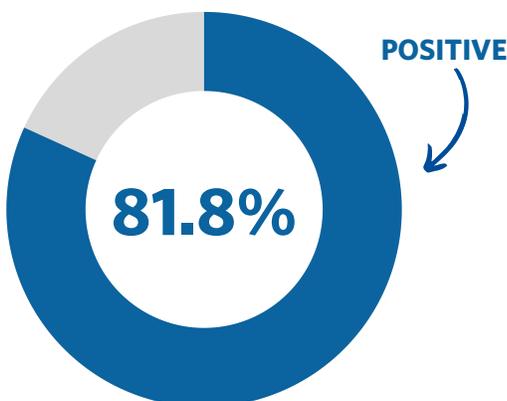
Most people said they would ride more frequently if all UTA services were free



87.2% LIKELY TO RIDE MORE

## POSITIVE RESPONSE

In open-ended response, 81.8% of comments were positive



Visit [rideuta.com/freefare](https://rideuta.com/freefare) to access the full report!