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# Use of Market Research in Public Transit

May 1985



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# **Use of Market Research in Public Transit**

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16. Abstract  This document describes the use of market research techniques among transit agencies. In this document, the use of various survey research techniques is examined. The general process of market research is described, and use of the survey (e.g., on-board questionnaires, personal interviews, telephone interviews, etc.) as a research tool is discussed. A state-of-the-practice report on survey research techniques used by various transit agencies is made, followed by a portfolio of sample survey forms used by those transit agencies. A total of nineteen sample survey forms are included. These survey forms have been used for user and non-user profiles, user and non-user attitudes, marketing effectiveness and economic impacts. The survey forms include personal interviews, telephone interviews, on-board bus surveys and mail-out forms.					
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## INTRODUCTION

Successful transit management, like the management of any industry, is based on a solid understanding of the markets in which the systems operate and compete. Such understanding comes from accurate, reliable, and up-to-the-minute information. This information can be used for service planning and modification, to design marketing campaigns, to gain public support, and to help management perform their jobs better.

The level and sophistication of market research varies from transit agency to agency, and, despite the fact that not all transit agencies have formal market research units within their organization, virtually all transit agencies use some form of market research to gather information. In most transit agencies, however, market research does not command a large portion of the budget, and it needs to be conducted in an efficient and effective manner. Increasing levels of effectiveness and efficiency in market research activities conducted by transit agencies could be realized through a better exchange of information between agencies. For instance, the saving of valuable time and resources could be realized if the research methods from one transit agency were applicable to other agencies. The duplication of background studies and development steps (i.e. survey methods, questions, etc.), and their effectiveness, could be avoided. By being able to indirectly tap the research resources of other transit agencies, those agencies facing limited research budgets, as well as those agencies without formal research programs of their own, could benefit greatly from such an exchange. Another good reason for exchanging information among transit agencies is the impression that some studies, particularly those with positive results, can make on transit managers. Transit managers, seeing the results achieved through research studies done in other agencies, may find useful methods and techniques that can be adapted by their agencies.

The purpose of this report is to present, and facilitate the exchange of useful information among transit managers and agencies that may lead to more effective and efficient market research studies.

The objectives of this report are:

- (1) to present a summary of the basic elements of market research, essential to the successful completion of any transit market research study;
- (2) to present a "state-of-the-practice" summary of transit agency market surveys; and
- (3) to supply the reader with a portfolio of sample survey forms used by various transit agencies in gathering information.

\* NOTE: The main purpose of this report will be to facilitate information exchange and to provide an overview of the process of developing and using surveys. For further information, the following reports are suggested: "Transit Marketing Management Handbook: Market Research", "A Guide to Planning a Market Wide Strategic Study", and "A Guide to Planning a Limited Area Incentive Study", prepared by Gray Advertising, Inc. for the Urban Mass Transportation Administration. These reports are also aimed at providing the transit marketer with a better understanding of when and how to use marketing research. Cross-references to these and other publications have been made throughout this document.

## MARKET RESEARCH

### A. ELEMENTS OF MARKET RESEARCH

#### 1. Goal of Market Research

The ultimate goal of any market research study is to obtain information that will aid in making management decisions, and, to build confidence in these decisions.

#### 2. Types of Market Research

Most market research studies conducted by transit agencies fall into two categories: (1) applied research, and (2) descriptive research. The type of approach chosen for a study depends on the research study objectives. In applied research a problem has been tentatively identified, and the purpose of the study would be to gather data that would provide insight into the solution of the problem. Common examples of this type of project conducted at transit agencies might be finding causes of declining ridership on a particular route or poor morale among drivers, or evaluating various promotion alternatives.

Descriptive research differs from applied research in that the objective of the study is to gather background data which helps management better understand their service and users. Transit agencies may be interested in the characteristics of riders and non-riders; they may seek information about the behavior and attitudes of people within their service area; or they may be interested in gathering information about the trip characteristics of their riders.

Most studies conducted by transit agencies focus on the collection of data. They may include peak-load counts, on-board surveys, determination of average fares and running times, origin-destination studies, attitudinal studies, etc. Although gathering data is one of the most important aspect of any study, data collection alone is not "research." The information must be analyzed, interpreted and used as well as collected.

It should also be pointed out that market research does not always involve the collection of data and numbers. Valuable information can also be obtained through qualitative research as well. You can get good feedback from users and nonusers simply by talking to them and getting their reactions. This may be useful for such things as review of advertising copy, schedules, maps, graphics, jingles and other elements of your transit service.

### 3. Steps in the Market Research Process

A market research study should follow a set of formal procedures to design, gather, analyze, and present information to help make decisions. In following this process, the researcher must keep sight of the objectives and purpose of the study in order to use the study effectively and efficiently as a decision-making tool.

The actual number and sequence of steps involved in the research process has been given much attention in the literature, with no universal agreement. Nonetheless, there are three basic phases of the process: (1) preparation; (2) implementation; and (3) utilization of information.

The preparation phase is that part of the process that is concerned with the planning of the research study, and involves the following steps:

- (1) Definition of the problem or issues to be addressed by the research study;
- (2) statement of the objectives to be accomplished by the research study;
- (3) Identification of the information needed to accomplish the objectives;
- (4) Review of available secondary data sources; and
- (5) Development of the research plan to be used in gathering, analyzing, and interpreting the data.

Once the preparation phase has been carried out, the data can be collected. This phase involves carrying out the initial stages of the research plan, and includes the following step:

- (6) Collection of the data not found through secondary sources necessary to accomplish the objectives.

The final phase of the research study involves completing the research plan, including the following procedures:

- (7) coding, tabulating and weighting (if necessary) the collected data;
- (8) Analysis and interpretation of the collected data through statistical analysis or other means; and
- (9) Preparation of the results of the research study for written or oral presentation.
- (10) Decision making; and
- (11) Follow-up on the decisions, and review of the usefulness of the information collected.

Each of these steps will be discussed in the following pages.

## B. ESTABLISHMENT OF THE STUDY DIRECTION

### 1. Definition of the Problem

Problems or opportunities are the main focus of any transit management effort to restore, maintain, or increase system performance. A problem can be defined as anything that stands in the way of accomplishing an agency's performance objectives. An opportunity is a chance to improve on that performance.

Obviously, the problem must first be recognized before it can be addressed, but, if the problems are not easily recognized by the management, additional information may be necessary. Through descriptive research, for example, transit management can seek out information that may facilitate the recognition of problems and opportunities. A clear definition of the problem will help determine the scope and direction of the study, and, the research method to be used.

### 2. Statement of Objectives

Once the problem has been defined, it is necessary to identify specific objectives to be accomplished by the research study. The objectives of the study should be stated so that their accomplishment will provide the information necessary to deal with the problem. Failure to state the objectives in such a way can lead to disappointment and wasted effort. Information, regardless of its quality or quantity, collected for the wrong problem represents wasted time and resources, and, may lead to poor decisions. The objectives provide further direction and scope to the research study, and also provide the basis for developing the study's methodology.

### 3. Identification of Information Needs

A clear definition of a study's objectives will help identify the information that will be needed to accomplish them. But one should not rely solely on the objectives to identify the specific data requirements. For instance, assume one objective of a particular study is stated as follows: "Identify the characteristics of riders utilizing express route service to the downtown area." The word "characteristics", could have a number of different meanings, including: socioeconomic, demographic, attitudinal, or even physical. Depending on the purpose of the study, collecting data on one or more of these "characteristics" may be unnecessary, and a waste of time and money. Therefore, it is important for the researcher to clearly identify and evaluate the types of information sought, keeping in mind the study purpose and objectives.

It is also important at this stage to begin to identify the techniques that will be used to collect and analyze the data. This will help identify the form in which the specific data should be collected.

## C. REVIEW OF SECONDARY DATA SOURCES

Once the objectives of the study and the specific data/information needs have been identified, it is necessary to decide how and where to obtain that data. There is a tendency to assume that your information needs are unique, and require the collection of new data. Many of these needs could be satisfied through the use of secondary data sources.

Secondary data are data that have been collected for other purposes, and are applicable to your problem. Although not all information needs of a particular study can be satisfied by secondary data sources, some needs can be met. Therefore, until it is certain that adequate secondary information is not available, the collection of new, primary data should not occur.

Secondary data can come from two sources: (1) internal sources (e.g. previously conducted studies, etc.); and (2) external sources (e.g. planning agencies, traffic departments, census', community inputs, etc.). Some examples of secondary data are shown in Table 1.

### 1. Advantages of Secondary Data

The primary advantage of secondary data is its relatively low cost. The money spent on acquiring secondary data is usually less than that spent on collecting primary data. Secondary data also already exists. The time spent gathering secondary data is primarily "search" time, and may involve only a few hours or days of work. On the other hand, the collection of primary data can take weeks or even months.

In some cases, transit agencies cannot match the quality or size of the firms that collected the secondary data. Likewise, information coming from other areas may be the result of months or even years of research done by experts in that area.

### 2. Disadvantages of Secondary Data

Despite the advantages associated with the use of secondary data, there are also disadvantages. Secondary data are collected with other purposes in mind and the data may not fit your specific information needs. Differences in definition, for example, can render applicable data useless. For example, if you require population data broken down on an individual basis, and your secondary source has it by households, then use of the data would be misleading. Secondary data can also be dated, so much so that it can become obsolete, regardless of its applicability to your study.

Furthermore, inaccuracies may exist within the secondary data. Secondary data may, in fact, be "second-hand", being obtained from sources other than the original source of collection. Inaccuracies can arise simply through the transferring or recording of the data. Finally, because you are not familiar with the data, it could be misused or misinterpreted.

Table 1

## Examples of Secondary Information Sources

## 1. U. S. Census

Socioeconomic, demographic and housing data are available in census tracts or block groups, always aggregated, sometimes incomplete.

## Critical Information

1. Location of place of work
2. Income distribution
3. Automobile availability
4. Mode to work
5. Age distribution

Available on tape or hard copy, usually from planning agency.

## 2. Planning Agencies

Current Land Use Plan

Current Zoning

Raw Data

1. Employment locations
2. Centers of Commercial Activity sales tax data

Locations of Special Trip Generators

1. Elderly Housing
2. Medical Facilities
3. Schools
4. Employment
5. Shopping

## 3. Traffic Department

Traffic Volumes/Capacity

Intersection Geometry/Control

Parking and Other Regulations

Construction Plans

## 4. In-House Data Collection

Running Time Information

Time Between Check Points

Schedule Adherence

Running Time on Alternative Routes

Passenger Comments/Complaints

Driver Comments/Complaints

Table 1 (continued)

- Ridership Counts
  - Rate Revenue
  - Off-On Counts
  - # of Transfers Issued/Accepted
5. Community Sources
- Political Leaders
  - Other Community Leaders/Knowledgeable Persons
    - Informal Contacts
    - Task Forces
  - Public Hearings
6. Private Sources
- Utility Records and Surveys
  - Newspaper Surveys and Market Information
  - Chamber of Commerce Surveys, Local Area Promotional Information

## D. PRIMARY DATA COLLECTION

If after all secondary data sources have been reviewed, and the necessary information needed to accomplish the objectives is still lacking, primary data must be collected. The most commonly used approach to gather primary data is through the use of a survey. There are three basic survey methods used by transit agencies, they are: (1) personal interviews; (2) telephone interviews; and (3) self-administered questionnaires. Each of these survey methods has advantages and disadvantages, and, is best suited for different objectives.

### 1. Personal Interviews

A personal interview is a face-to-face meeting between the interviewer and a respondent which is used when the survey questionnaire may be too complicated to conduct over the phone, or when there is material to be shown to the respondent. The main advantage to the personal interview is that it allows the interviewer the opportunity to "probe" for further clarification of a response. Likewise, the interviewee can get further clarification of unclear questions from the interviewer. Also, direct observation and probing allow the interviewer to "validate" the answers given by the respondent. Personal interviews are more accurate, and tend to have smaller refusal rates, relative to the other survey methods. In a personal interview (as well as in a telephone interview) the success of that interview is directly related to the skill of the interviewer. If the interviewer is well trained, has good communication skills, and can develop rapport with respondents, the interview will be a success.

The major disadvantage of the personal interview is its cost. This method results in the highest cost per response, when compared to telephone interviews and self-administered questionnaires. The major expense involves the cost of the interviewers time, which depends on the length of the interview and location of respondents. Generally, it is difficult to conduct more than one or two interviews in an hour. The low level of anonymity may cause the interviewee to try to impress the interviewer, and give socially acceptable responses rather than honest and accurate responses. Personal interviews allow personal interests and attitudes on the part of the interviewer to bias the responses and the whole interview. Personal interviews (for example, stopping people on the street or at malls) allow interviewers the opportunity to select those respondents they feel most comfortable with.

Two types of personal interviews are possible. These are a survey interview and a "structured discussion." In a survey interview the purpose of the interview is to collect data according to a prescribed survey form for eventual quantitative analysis. A second kind of interview is a structured discussion where the purpose is to solicit qualitative judgments and opinions. This information is not easily put into numeric form, but nonetheless is useful. It provides the transit system with a feeling for what its customers are thinking and how they view the service provided. A structured discussion would follow a series of open-ended questions or topics and general responses would be noted.

## 2. Telephone Interviews

Telephone interviews are used when face-to-face contact isn't necessary, when data is needed in a relatively short time, when the questionnaire is relatively short in length, when eligible respondents are difficult to locate requiring many contacts to obtain useful responses, or when the study design calls for randomness in the sample.

An advantage of telephone interviewing is that the survey can be done very quickly and at a lower cost than an in-person interview. There is no time spent traveling to interviews and no waiting time for the survey questionnaire to be returned. Similarly, if it is necessary for an interviewer to re-contact the respondent, the telephone method is fast and easy. Telephone surveys can provide for better control over the interviewer by their supervisors. This allows for better monitoring of the prescribed procedures and techniques.

More importantly, because telephone surveys experience a high level of anonymity, responses to controversial topics or questions may be more accurate than with a personal interview.

A disadvantage to the telephone survey method is that some of the potential respondents may not have an opportunity to be selected which may result in a biased sample. Because not everyone owns a telephone, those people will not be selected. Depending on the sampling technique used in a study, people with unlisted telephone numbers might also be excluded as potential respondents. Also, because there are inaccuracies in telephone directories, even those people with telephones and listed numbers may be excluded as potential respondents. One way of addressing these problems is through the use of a random-digit dialing sampling technique.

Another disadvantage to telephone interviews is that visual aids cannot be used. Likewise, interviewers cannot validate responses through direct observation and probing. It is also difficult to use "scaling" questions that require the interviewee to select their position from predetermined responses.

## 3. Self-administered Questionnaires

Self-administered questionnaires, for purposes here, include direct mail surveys (mailed to the potential respondent) and questionnaires handed out on-board the service vehicle. On-board questionnaires are similar to telephone and personal interviews in that data recovery times are fast, response rates are relatively high, and, to some extent, interviewers are available for further clarification of questions.

An advantage the self-administered questionnaire has over the other survey methods, is their complete sense of anonymity. Sensitive questions or topics can be addressed honestly and accurately. Similarly, respondents can complete the questionnaire at their leisure, and may give more thought to their responses.

The possibility of a wide distribution area (especially in the case of a direct mail questionnaire) can prevent against over-representation from a given geographical area.

On-board questionnaires experience high response rates, whereas direct mail questionnaires do not. With a direct mail questionnaire, the respondent may treat the survey as "junk" mail and simply throw it away. Usually response rates for mailed questionnaires are approximately 20 percent or less.

Another disadvantage associated with the use of self-administered questionnaires is that there is no (or very limited) personal contact between interviewer and respondent. Because of this, verification by observation and probing is not possible. Because there is no interviewer available for questions the interviewee might have concerning the survey, the questionnaire must be simple, short, and easily understood. The use of open-ended (opinion) questions is difficult without the opportunity to probe the respondent for further clarification, and easy tabulation.

Other disadvantages are that any attempt at sequencing questions is lost, and, the researcher never really knows who completed the questionnaire.

The following table is a comparative assessment of the advantages and disadvantages of the three survey methods.

\* FOR FURTHER DISCUSSION ON THE STRENGTHS AND WEAKNESSES OF THE VARIOUS SURVEY METHODS, SEE: U.S. Department of Transportation, Transit Marketing Management Handbook: Market Research. 1979.

Table 2. COMPARATIVE ASSESSMENT OF ALTERNATIVE SURVEY METHODS

CRITERIA METHOD	AVERAGE COSTS	RESPONSE RATE	DATA RECOVERY TIME	RAPPORT	CALL BACK/ FOLLOW-UP	NORMAL LENGTH
TELEPHONE	moderate	highest	immediate	moderate	easy low cost, quick	10 to 30 minutes
PERSONAL INTERVIEW	highest	highest	moderate/ immediate	highest	difficult, costly, slow	15 to 45 minutes
ON-BOARD	lowest	lowest	moderate/ immediate	lowest	easy, moderate, cost very slow	10 to 20 minutes
ADVANTAGE	ON-BOARD	PERSONAL INTERVIEW	TELEPHONE	PERSONAL INTERVIEW	TELEPHONE/ ON-BOARD	ON-BOARD

## E. THE DATA-GATHERING INSTRUMENT

### 1. Developing the Questionnaire

Regardless of the type of survey method chosen for use in a study, a data-gathering instrument (i.e. questionnaire, interview guide, etc.) is required. The quality of the information is directly related to the quality of the questionnaire designed to collect the data.

As mentioned previously, it is important to clearly define the total information needs of the study so that the questionnaire can be designed to collect the information necessary to accomplish the study objectives. The information must be collected in a form appropriate for the analysis techniques that are to be applied. The questionnaire holds the research study together, and so it must be well written and constructed for maximum effectiveness and efficiency.

To aid in the development of the questionnaire, the researcher should observe the following:

-- restrain the impulse to write specific questions until the research study objectives have been defined;

-- keep in mind the study objectives and information needs when developing the questionnaire; don't include questions just because "it might be interesting to know";

-- whenever a question is written or proposed, answer the following questions:

1. Is this question necessary? Why do I want to know this?

2. Is this question too broad? Should it be broken into more than one question?

3. Does the respondent have the necessary information to accurately answer this question?

4. What would be done if the answers to this question were already available?

While creativity innovation are desirable, the researcher should not hesitate to borrow procedures and questionnaire items developed by others. One of the objectives of this report is to encourage the exchange of such information. The portfolio found at the end of this report contains a sampling of survey questionnaires used by various transit agencies to collect information.

## 2. Types of Questions

There are four different types of questions available for inclusion in a questionnaire, they are: (1) fact questions; (2) opinion and attitude questions; (3) information questions; and (4) behavior or self-perception questions.

Fact questions ask respondents to provide factual information; for example, their socioeconomic characteristics. Some of the factual items most frequently obtained in transit related surveys include: age, sex, education, marital status, automobile availability, and income. These data are used to develop rider profiles, and to compare rider/non-rider characteristics.

Opinion and attitude questions deal with the respondents feelings, beliefs, ideas, and predispositions. Questions about opinions try to learn what a respondent thinks or feels about a given situation at a given time. Questions about attitudes try to uncover a respondents basic personality orientation. Both types of questions are closely related to each other, but the difference between the two is that opinion questions are more focused. Examples of each type look like this:

### ATTITUDE:

How do you feel about mass transit being supported by state and local taxes?

### OPINION:

Do you favor or oppose a fare reduction for the elderly?

Information questions are asked to find out what respondents know, where they're going, where they're coming from, etc. In transit studies, questions of this kind are frequently asked to determine origin-destination information. Examples of this type of question might include:

- At what stop did you board this vehicle?
- How did you get to the transit stop?
- How many days in a week do you normally ride the bus?

Self-perception questions ask respondents to describe their own behavior in relation to others. An example of such a question found in a transit survey might be:

- How many recreational transit trips do you make in one week?

## 3. Question Forms

There are two basic classifications or forms questions can take: (1) structured or "closed-ended" questions; and (2) unstructured or "open-ended" questions. Structured questions give the respondent a choice of specific answer categories already printed on the questionnaire. Unstructured questions invite respondents to compose their own responses. Whether a survey question is structured or unstructured is determined by the kind of information being sought.

Unstructured or open-ended questions are those which the respondents may answer freely and at length if they choose. For example: "How do you think we could improve the bus service in your neighborhood?" This type of question is useful when the researcher has no idea about the kinds of responses he will get, or, does not want to force the respondents into predetermined answers. It is also useful when you are looking for suggestions, such as in the above question. In such a case you may not be concerned with counting the number of responses of a certain type, but rather looking for some useful ideas which you can implement. Open-ended questions are also good to use when the researcher is interested in what the respondent will offer in the absence of multiple choice answers.

The use of open-ended questions has some drawbacks which may explain why survey questions tend to be more structured. These types of questions require more time to answer and consequently limit the number of questions being asked, hamper the ability of the interviewer to keep up, and may kill the respondent's mood to be interviewed. In addition, if the respondent is not offered the choice of a range of answers, there may be an embarrassing exposure of ignorance. In the case where a question may be socially sensitive, the respondent may invent a socially acceptable answer rather than give his true feelings.

Another difficulty with open-ended questions occurs when the researcher attempts to analyze the responses. It requires a rather elaborate system and many of the generalizations the researcher would like to find are lost in the process. One possible way to deal with answers to open-ended questions would be to cluster them on the basis of some logical relationship. Each cluster should include enough responses to make the analysis significant (Backstrom 1963).

A structured question, on the other hand, is worded in order to induce the respondent to answer only in terms of multiple choice. The main advantages are that structured questions are easy to administer and the responses are simple to tabulate. However, one of the costs of this simplicity is the loss of depth and understanding of the responses. One method of dealing with this problem is to provide for scaled responses. By using rating and ranking scales, the researcher can add more precision to his analysis.

#### 4. Question Sequence

The sequence of questions within the survey form is very important. Not only can it affect how certain questions are answered, but it can determine whether or not the survey is successfully completed. A typical transit survey questionnaire consists of questions placed into four ordered parts of the questionnaire:

1. The Introduction
2. Warm-up Questions
3. Main study questions
4. Demographic questions

The purpose of the introduction is to identify the sponsor and overall nature of the survey being conducted. The introduction should be brief and realistically worded. It should be non-threatening, neutral and firm (especially in a telephone or personal interview). Although interviewers must not disregard laws concerning informed consent, (respondents have the right to know what the information will be used for, what the survey purpose is, and that they have the right to refuse) they should show confidence, and assume the respondent's cooperation.

The introduction might also contain some eligibility questions. In many instances transit managers are only interested in responses obtained from people who live in a certain geographic area, or from people above a certain age.

-- Are you a resident of Oyster County?

-- Are you 16 years of age or older?

Eligibility question such as these would be placed within the introduction to identify potential "valid" respondents, in an effort to save time and resources.

Warm-up questions are usually non-controversial or "safe" questions to ask of respondents, intended to build rapport with the respondent. Warm-up questions should not be nonsense questions. They take time and space, and therefore, should contribute to the research study.

The body or main study questions are those questions that the researcher is most interested in to supply the necessary information to accomplish the study objectives.

The most difficult questions to ask are those pertaining to personal characteristics such as age, sex, race, income, religion, etc. That is why the demographic questions should come at the end of the questionnaire after the interviewer has had the chance to establish rapport with the respondent. Placed earlier in the questionnaire such personal questions could scare the respondent off or create tension that would affect responses. You need to carefully ask yourself if the information is really needed. For example, income data by itself is not very useful, it may be more meaningful to determine automobile ownership which relates more directly to transit use and also can be used as an indicator of income.

While demographic questions are sometimes difficult to pose, they are by no means off limits. If properly worded, staged, and if the interviewer has established a good rapport, answers to potentially sensitive questions will come more easily and naturally.

## 5. Questionnaire Layout

Designing a good questionnaire is not hard so long as the designer keeps a few basic principles in mind:

1. The questionnaire should contain the four parts discussed in the previous section.
2. There should be a reasonable number of questions.
3. Items should follow a logical sequence.
4. There should be adequate spacing.
5. The layout should be sensible and consistent.

You should consider the needs of interviewers, coders, and computer programmers when formatting the survey. Avoid crowded pages which could cause the interviewer to miss questions. The designer should also be consistent and avoid illogical changes in format and style.

It is a good idea to put all instructions inside a box and in capital letters.

## 6. Questionnaire Improvement

A good survey form will require several drafts of the questionnaire before it can be used. There can be many problems with unfamiliar terms, ambiguity, or confusing wordings that have to be worked out before a survey can be administered. A survey should never be taken in the field unless it has been tested on a small group or convenience sample to determine errors or weaknesses. Usually a convenience sample of thirty people will be adequate to turn up faults in the questionnaire. Confusing or unproductive questions should be reworded or deleted before taking it into the field. It is a good idea to tabulate the responses to the pretest to see if there are any problems there, as well.

\* FOR FURTHER DETAILS, SEE: U.S. Department of Transportation, Transit Marketing Management Handbook: Market Research. 1979.

## F. SAMPLING

### 1. Sample Design

In an ideal situation, the researcher would have unlimited time and resources to go out and interview every single person in the market area in order to acquire needed data. Uncertainty would be eliminated and management could be confident in the reliability of the information on which it bases decisions. Unfortunately, time, money, and other resources are limited and the researcher is forced to settle for a sample of the population of interest.

By sampling, the researcher attempts to make inferences about a larger group of people even though he may communicate with only a few persons within the targeted population. A good sample should, at a specific cost, produce the needed information with the least possible sampling error. At the same time, a good sample should be understandable, workable, and easy to describe. In order to avoid building biases into the research project, the researcher must carefully select people to be included in the sample. When the sample is finally drawn, the people included should together represent the larger population of interest. The sample should also be large enough to ensure at least a reasonable level of confidence in the information obtained from it.

In designing the sample, the researcher must determine who is to be studied. This is referred to as the "target population" or the "population of interest."

The next step is to decide what kind of sample best suits the target population. The researcher may wish to use a simple random sample where everyone in the population has an equal chance of being selected. On the other hand, a simple random sample survey conducted in a market which is divided into a number of different ethnic, educational, or age subgroups could conceivably miss one or several of these groups entirely. In such a case, it would be appropriate to employ a stratified sample where the target population is broken down into homogeneous subgroups. Then, a random sample is taken within each subgroup.

Another method would entail breaking up the market area into small geographic segments and employing random sampling within each geographic area.

### 2. Sample Size

"How big should a sample be?" is an easy question to ask. The problem is that there is no easy answer.

Sample size depends on a number of factors such as the purpose of the research, the nature of the sample design, and the degree of diversity within the target population. The size of the sample also depends upon the degree of desired precision and confidence in the results of the study. Available time, money, and personnel are also key considerations in determining sample size.

There are a few general rules to keep in mind:

1. The larger the sample size the less is the probability of error.
2. The sample should be large enough to ensure an acceptable level of precision.
3. The more diverse the analysis of the population is in terms of sex, age, education, and race, etc., the larger the sample need be assuming you want to draw conclusions appropriate to such subgroups--i.e., more elderly women bus passengers feel X--; otherwise it's not so.
4. Conversely, the greater the similarities within the study population, the smaller the sample can be.

The researcher can never be 100% sure that the data is dependable. However, you should strive to obtain the maximum level of confidence within the bounds established by available resources so that the information obtained is a good basis for decision-making. The research becomes involved in a juggling act by trading off between various costs and time constraints against the sample size and level of detail in the analysis. If the amounts of time and money are too severely limited, the whole idea of gathering primary data should be reconsidered; perhaps only secondary data should be used.

For further details on determining sample size, see the appendix. This appendix contains materials excerpted from the Department of Transportation, Transit Marketing Management Handbook: Market Research, 1979.

## G. FIELD WORK

Field work involves the actual collection of data. This may be done by the transit agency itself or by an agency with expertise in data collection and analysis. These latter agencies could include the regional planning agency of the area, universities or private firms. Useful advice on data collection and interviewing as well as firms available to do such work can be found in handbooks prepared by the American Marketing Association and by the Market Research Association.

### 1. Interviewer

Inexperienced interviewers must be trained in attitudes, dress, behavior, and speech. Prior to going into the field, interviewers should be briefed and allowed to examine the questionnaire. However, they should not be told what kinds of answers to expect. Doing so could cause a self-fulfilling prophecy. Only difficult questions should be discussed.

### 2. Coordination

Interviewing for a single study should take place over a relatively short period of time. This prevents intervening events from contaminating the results. A week is perhaps a normal duration but a shorter period is preferable. Consistency and uniformity are the key.

### 3. Verification

Any interview method should allow ample time for supervisor verification to make sure the interviews were conducted properly or at all. Verification can be carried out by telephone if possible; otherwise a return postcard will do the job.

## H. PROCESSING THE DATA

### 1. Data Preparation

Once the data has been collected, it must undergo some processing prior to its analysis. This processing involves three activities: (1) editing; (2) coding; and (3) tabulating.

Editing includes inspecting, correcting, and modifying the collected data. Editing is especially important for self-administered questionnaires, because they have not gone through any previous processing like that that can be done during personal and telephone interviewing.

Coding is used in assigning numbers or symbols to the responses, in order to prepare them for tabulation. This is especially necessary when computers are to be used for tabulating and analyzing the data. Coding can be greatly simplified if the questionnaire is precoded.

## EXAMPLE:

HOW USEFUL DO YOU FIND THE TELEPHONE INFORMATION NUMBER WHEN YOU CALL IT?

- 1  very useful
- 2  somewhat useful
- 3  not very useful
- 4  totally useless            45
- 5  don't know

In this example, the first possible answer is coded "1" for question number "45". The second possible answer is coded "2", etc.

Tabulation is combining and totaling the collected data into a format that will make the analysis possible. If data are coded for computer analysis, the tabulation of results can easily be done using standard computer packages for statistical analysis (e.g., SPSS).

## 2. Data Analysis and Interpretation

The purpose of data analysis is to reduce the processed data into an intelligible and interpretable form, so that relationships among variables relating to the study objectives can be identified, studied, and tested. Useful data becomes useful information only when it is converted into a meaningful form. Once the data has been analyzed, these new pieces of information are then related to one another, or to preexisting information. This process of interpreting the data involves drawing conclusions from the gathered data that are pertinent or relevant to the research study.

A wide variety of analysis techniques exist. These range from a simple tabulation of questionnaire responses to cross tabulation to complete statistical and quantitative techniques. The latter techniques include magnitude estimation, conjoint analysis, cluster analysis, perceptual mapping, logit analysis and others. These analysis techniques can provide considerable insight into the meaning of the data and a useful basis for interpretation of the significance of the results. Some transit agencies have developed an in-house expertise for these analyses while others rely on market research firms or universities to assist in data analysis.

## 3. Report Writing

The research study is not complete until usable information has been given to those who need the results. The research study was predicated on the need for information to aid in the decision-making process. Now that the information has been collected, analyzed, and interpreted, it is necessary to communicate the results, conclusions, and recommendations of the research study. It is important that the report focus on the initial purpose of the study, i.e., the decisions will be made based on the data. Reports should be concise and straightforward, and focus on results rather than a detailed analysis of information.

### a. Types of Reports

There are two basic types of research reports: (1) technical reports; and (2) popular "reports".

The technical report is prepared for those specialists who have an interest in, and an understanding of the technical aspects covered in the research study. A report of this nature is usually written in technical language, and provides an in-depth handling of the research matter. If this type of report is prepared, it should present a detailed account of each step in the study, including copies of the questionnaire. This would be useful if the study is part of a series of studies (a tracking study), so the methodology can be duplicated in subsequent studies. Technical reports, however, should be written in a simple and concise manner in order to effectively communicate the information from the survey.

The popular report is prepared for those with only a limited interest in the technical aspects of the research methodology and findings. The major interests of these readers are in the findings and the application of those findings to the decisions to be affected.

### b. Contents of the Report

Although there is no single format which all reports should follow, there are some basic elements usually included in any written report, they are as follows.

#### 1. Initial Information

Initial information, including: title page, letter of transmittal, and table of contents, is used to acquaint the reader with the general nature of the research study.

#### 2. Summary

A brief summary of the project (3 pages or less) should always be provided. The summary should state the objectives and the results of the study. These are the key findings, conclusions, and recommendations. This may be all that most people read, so it should be clear and concise. Major emphasis should be on the results of the study.

#### 3. Introduction

This is the beginning of the actual written report, and should refer the reader to the basic purpose and objectives of the study.

#### 4. Statement of Objectives

Once the conditions necessitating the research have been described, the specific goals and objectives of the study should be described.

#### 5. Description of Methodology

The statement of the objectives tells the reader what the study was intended to accomplish, and the methodology section describes how it was done. A description of the secondary data sources may be included in this

section, but is usually saved for the appendix. The primary purpose of the methodology section is to describe the method(s) used to obtain the primary data. The methodology should not only be described, but the use of it should be defended.

If the study involved taking a sample, then the methodology used to draw the sample should be briefly described, including a description of how the population, technique, and sample size were determined. The development of the questionnaire should also be described, including a description of how the questionnaire was administered.

Finally, the methodology section should include a brief description of the tools used to compile, tabulate, and analyze the collected data.

#### 6. Presentation of Findings

This section should present a detailed description of the information collected in the study, but, only of the information collected that is pertinent to the study and related to the study objectives. The findings should be presented in a factual manner. Extended discussion as to the reasons for a particular result should be avoided. All tables and figures should be explained and their results summarized in the text. Tables and figures should not stand alone. In addition to presenting the collected information, an in-depth description of the analytic tools used in the analysis should be included.

#### 7. Conclusions and Recommendations

This section of the report is usually of most interest to the reader since it pulls all the information of the study together, and relates it to the study objectives. This may be the only section that some people will read. For that reason, this section should act as a summary of all the key information presented in the entire report. It is perfectly acceptable to include the conclusions and recommendations at both the end and the beginning of the report in the summary.

#### 8. Appendix

Appendices can be used to present data, methodologies, etc. that are applicable to the study, but if placed within other sections of the report would disrupt the flow of the presentation. Such items might include: an in-depth description of the sample design, sample size determination, and tools used in the analysis; a detailed description of secondary sources of data; or copies of the questionnaire.

## I. DECISION MAKING

The ultimate goal of any market research study is to obtain information that will aid in making decisions. Collecting information and not using it makes the whole exercise useless. Because those actually carrying out the research study are seldom the people making the final decisions, those doing the research must make certain that the survey findings are relayed to those making the decisions, and that those findings are perceived correctly.

Full use of the survey findings might not be limited to the original client alone. They might only want to use the "highlights" of all the information available. Therefore, survey findings should be made available to others; i.e., the media, academicians, etc. The widest possible use of survey data can be realized through publication. Others may benefit from the data in ways other than those for which it was originally intended. Only after the survey findings have been used in some way, whether it be to affect major policy decisions, or, as a model for future studies, will the research exercise realize its full value.

## J. FOLLOW-UP

After completion of the research study, a general debriefing is in order. An important and useful part of conducting any research effort is to look back and examine past efforts. This is useful in that it can prepare both the researcher and the research methods and techniques for the next study, in terms of what to do, what to look for, what to look out for, and what to use to carry out the most effective research effort possible.

## II. TRANSIT SURVEYS: STATE OF THE PRACTICE

The objective of this section is to address the state of the practice regarding the use of surveys as a market research tool by transit agencies. The basis for this state of the practice summary will be the results of a "survey of surveys" conducted by the Center for Urban Transportation Studies at the University of Wisconsin-Milwaukee.

### A. THE SURVEY OF SURVEYS

In May of 1983, the Center for Urban Transportation Studies conducted a survey of transit agencies to examine their use of surveys as a market research tool. This survey consisted of a questionnaire mailed out to a preselected sampling of transit agencies. The transit agencies to be chosen as potential respondents were identified in PASSENGER TRANSPORT as having conducted a market research study during 1983 and 1984. Forty of the 60 transit agencies selected for the survey responded.

The questionnaire solicited information from each transit agency concerning the purpose of the survey, the method by which the survey was administered, usefulness of the information collected by the survey, and what, if anything, would have been or will be changed if the survey was/is conducted again. Each respondent was asked to include a sample of the survey form when returning the questionnaire. Forty-seven sample surveys were received from the 40 transit agencies responding; some agencies including more than one survey, and others completing only the questionnaire.

From reviewing the responses to the questionnaire, some general observations on the use of the surveys by the various transit agencies can be made.

1. The purposes of the surveys received as described in the responses to the questionnaire can be summarized into the following categories:

#### USER/NON-USER AND TRIP PROFILE

- to obtain information on the characteristics of user and non-user (i.e., demographic, socioeconomic, etc.);
- to obtain origin-destination and other trip characteristic information (i.e., frequency of ridership, method of payment, etc.);

#### USER/NON-USER ATTITUDES

- to obtain information necessary to assess user and non-user attitudes toward and perceptions of the transit agency, transit service, etc.;
- to identify inhibitors and potential incentives to using the transit service;

## MARKETING EFFECTIVENESS

- to measure ridership awareness of advertising campaigns, and to evaluate marketing campaigns;
- to obtain information necessary to develop a strategy to increase ridership;
- to determine the effect of various marketing techniques on the usage of the transit system;

## ECONOMIC IMPACTS

- to determine the economic impacts of the transit system on the surrounding community;

2. Almost all of the sample surveys received had more than one stated purpose or objective. The practice of "piggybacking" or combining questions onto one survey to serve more than one purpose is a common element found in all the sample surveys received.

3. The most common method of conducting a survey, as seen observed in the "survey of surveys" is the use of an on-board survey. Approximately 49 percent (23 surveys) of the surveys received were on-board surveys. Telephone interviews made up 38 percent (18 surveys) of those received. Personal interviews (on-board interviews, mall-intercept, in-home) comprised 10 percent (5 surveys) of the total received, with mail-out surveys comprising 2 percent (1 survey) of the total received.

4. Seventy-five to 80 percent of the sample surveys received having "user/non-user profiles" and "user/non-user attitudes" as their primary purpose were conducted with an on-board survey. The remaining 20 to 25 percent were conducted with a telephone interview.

Eighty percent of the sample surveys received having "marketing effectiveness" as their primary purpose were conducted with a personal interview. The remaining 20 percent were conducted with an on-board survey.

The one economic impact survey received was conducted through an on-board, personal interview.

5. Some of the general comments made concerning changes that might have been or will be made to the survey itself include:

- include questions seeking information necessary to conduct a "follow-up" (i.e., name, phone number);
- include more questions concerning the attitudes, perceptions, and opinions of both users and non-users;
- develop or improve coding of questions to aid in tabulation.

### III. PORTFOLIO

The purpose of this section is to provide the reader with a portfolio of sample survey forms as received by the various transit agencies responding to the "survey of surveys". Although none of the 47 sample surveys received were identical, many were very similar in many ways; i.e., purpose, question content, layout, etc. In addition, the variation between surveys of a similar type with a similar purpose (e.g., an on-board survey collecting origin-destination data) was minimal. For these reasons, 19 sample surveys, found to be good representations of all the surveys received, are presented in this portfolio.

These surveys are presented, for the most part, by their primary purpose. Although many of the surveys may fall under more than one of the following purpose categories:

- [1] USER/NON-USER PROFILES
- [2] USER/NON-USER ATTITUDES
- [3] MARKETING EFFECTIVENESS
- [4] ECONOMIC IMPACT

Each of the survey forms under these categories will be briefly described in the following pages, followed by copies of the actual survey forms.



## USER/NON-USER PROFILES

TRANSIT AGENCY: Valley Transit  
Appleton, Wisconsin

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect information about rider demographics and attitudinal characteristics, and to collect origin/destination information.

COMMENTS: The survey sample is a reduced copy of an 8 1/2" x 11" original printed on white 40 lb. card-stock.

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TRANSIT AGENCY: PATransit  
Port Authority of Allegheny County  
Pittsburgh, Pennsylvania

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect information about the travel patterns and characteristics of transit riders.

COMMENTS: The survey sample is a reduced copy of a 6" x 11 1/2" original printed on 35 lb. card-stock. Three different colors were used in the survey to easily differentiate between weekday, Saturday and Sunday surveys.

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TRANSIT AGENCY: SCRTD  
Southern California Rapid Transit District  
Pasadena, California

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect information about rider trip and demographic characteristics.

COMMENTS: The survey sample is a reduced copy of an 11" x 12" original printed on gray 30 lb. card-stock.

---

TRANSIT AGENCY: BI-State Development Agency  
St. Louis, Missouri

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To determine travel patterns of bus riders and selected characteristics by demographic area.

COMMENTS: The survey sample is a reduced copy of an 11" x 12" original printed on white 35 lb. card-stock.

---

TRANSIT AGENCY: PATransit  
Port Authority of Allegheny County  
Pittsburgh, Pennsylvania

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect demographic information about transit riders and their knowledge and use of schedule information.

COMMENTS: The survey sample is a reduced copy of a 17" x 11" original printed on white 40 lb. card-stock. The 17" x 11" card was folded in half to form an 8 1/2" x 11" four page booklet.

---

TRANSIT AGENCY: SEPTA  
Southeastern Pennsylvania Transportation Authority  
Philadelphia, Pennsylvania

SURVEY METHOD: Self-administered questionnaire, distributed by personnel managers to employees of companies located in the downtown area.

PURPOSE OF SURVEY: To collect information on journey to work patterns.

COMMENTS: The survey is a reduced copy of an 8 1/2" x 21" foldout original printed on white 20 lb. paper-stock.

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TRANSIT AGENCY: SEPTA  
Southeastern Pennsylvania  
Transportation Authority  
Philadelphia, Pennsylvania

SURVEY METHOD: Telephone Interview

PURPOSE OF SURVEY: To collect information on journey to work  
patterns, and non-work trip usage of the rail  
system.

COMMENTS: The survey sample is a reduced copy of a draft  
survey form printed on 8 1/2" x 11" paper.

---



# On-Board Survey - 1984



Please fill out this survey and return it to the surveyor as you get off the bus.

Your answers will assist Valley Transit in evaluating current services in order to plan future services.

1. Number of the bus route you are now riding: \_\_\_\_\_
2. The approximate time now: AM  5-6  6-7  7-8  8-9  9-10  10-11  11-12  
 PM  12-1  1-2  2-3  3-4  4-5  5-6  6-7
3. When you get off the bus you are now riding, will you transfer to another bus?  Yes  No  
 If "Yes," write in the number of the route to which you will transfer. \_\_\_\_\_
4. How far did you walk to catch this bus?  
 1 block or less  2 blocks  3 blocks  4 blocks  5 blocks or more
5. How far will you have to walk after leaving this bus?  
 1 block or less  2 blocks  3 blocks  4 blocks  5 blocks or more
6. How did you pay your fare on this bus?  
 Cash  Flash Pass  25-Ride Ticket  Transfer  Other  
 If you paid with a Flash Pass or 25-Ride Ticket, what is its fare category?  
 Adult  Adult Zone  Youth  Youth Zone  Youth Tripper
7. What is the purpose of your trip on this bus?  
 Going to or from  School  Work  Medical/Dental  Shopping  
 Personal business  Recreation/Social  Other
8. Is this trip one segment of a round-trip made by bus (that is, did you go or do you expect to return by bus)?  
 Yes  No
9. Why did you choose to make this trip by bus?  
 Economy  Convenience  No other transportation available  Other  
 If "other," please explain \_\_\_\_\_
10. Have you filled out a copy of this survey earlier today?  Yes  No  
 If "yes," do not fill out the rest of the survey again.

11. Sex:  Male  Female
12. Age group:  10 or under  11-18  19-29  30-45  46-64  65 or over
13. Occupation:  Student  Homemaker  Sales  Clerical  Industrial  Service  
 Laborer/Tradesman  Managerial/Administrative  Professional/Technical  Retired  
 Not currently employed
14. Education:  Did not/have not yet finished high school  High school graduate  
 Some post-secondary (college/technical school)  College graduate advanced degree
15. Number of people in your household age 19 & over: \_\_\_\_\_ Number age 18 & under \_\_\_\_\_
16. Household income:  Under \$10,000  \$10,000-19,999  \$20,000-29,999  \$30,000 or more  Don't know
17. Automobiles owned by household:  None  One  Two  Three or more
18. Automobile driving status:  Licensed and able to drive  Licensed but presently unable to drive  
 Not licensed to drive

Please complete the reverse side.

19. How often do you ride the bus (*One-way trips*)  Less than one a week  1-2 a week  3-4 a week  
 5-6 a week  7-8 a week  9-10 a week  11 or more a week

20. Which of the following best describes your use of the buses? I ride the bus  more than a year ago.  
 less than a year ago  about the same  I am a new rider and *did not ride* the bus a year ago.

21. From what sources do you get bus information?  
 RIDER'S GUIDE  RIDER'S DIGEST  Valley Transit Telephone Information  Notices in the buses  
 Bus driver  Newspaper  Radio  Word of mouth

Have you ever used the pre-recorded **Service Update** message, by calling 738-9999, to find out if your bus was on its regular route or would be on time?  Yes  No

22. Have you seen or heard Valley Transit advertising in the past year?  Yes  No

If "Yes," check *all* the places where you saw or heard it.

Newspapers:  POST-CRESCENT  NORTHWESTERN  BULLETIN  KAUKAUNA TIMES

Radio stations:  WHBY  WKAU  WNAM  WYNE

Other:  TV  billboard  grocery/department store/shopping center  leaflet handout

23. Which of the following best expresses your feeling about Valley Transit bus service?  
 It is *improving*.  It is getting worse.  It is staying about the same.

24. Which of the following most closely reflects your feeling about the current frequency of service?  
 It should be  more frequent  less frequent  kept as it is.

Which of the following most closely reflects your feeling about the area covered by the routes?  
 It should be  expanded  reduced  kept as it is.

25. If Valley Transit transfers included a "half-hour" shopper's privilege," would you use the bus more often for your small errands? NOTE: This privilege would not allow you to round-trip on a transfer.  Yes  No

26. Would you favor the construction of an off-street Transit Center to facilitate transfers in downtown Appleton? (Such a Transit Center would be paid for with an 80% federal grant and 20% from local taxes.)  Yes  No

27. How do you rate the following aspects of the current bus service?

	1 Very Good	2 Good	3 Fair	4 Poor	5 Very Poor	6 Don't Know
1. Frequency of buses .....	<input type="checkbox"/>					
2. Convenience of transfers .....	<input type="checkbox"/>					
3. Schedule reliability .....	<input type="checkbox"/>					
4. Condition of buses .....	<input type="checkbox"/>					
5. Driver competence .....	<input type="checkbox"/>					
6. Driver courtesy .....	<input type="checkbox"/>					
7. Level of fares .....	<input type="checkbox"/>					
8. Methods of paying fares .....	<input type="checkbox"/>					
9. Time it takes to reach your destination ...	<input type="checkbox"/>					
10. Walking distance to and from bus stops ...	<input type="checkbox"/>					
11. RIDER'S GUIDE/passenger information...	<input type="checkbox"/>					
12. Notice of service changes .....	<input type="checkbox"/>					

28. Of the twelve aspects of Valley Transit bus service, which you have just rated, which *three* are the most important to you? (Place a "1" by the most important, a "2" by the second, and a "3" by the third.)

- |                                |   |
|--------------------------------|---|
| _____ Frequency of buses       | _____ Level of fares                          |
| _____ Convenience of transfers | _____ Methods of paying fares                 |
| _____ Schedule reliability     | _____ Time it takes to reach your destination |
| _____ Condition of buses       | _____ Walking distance to and from bus stops  |
| _____ Driver competence        | _____ RIDER'S GUIDE/passenger information     |
| _____ Driver courtesy          | _____ Notice of service changes               |

29. Other comments: \_\_\_\_\_

Thank you. Your time and effort in filling out this survey are greatly appreciated.



### TRANSIT INFORMATION SURVEY

Dear Rider:

This Survey is to help us to plan for providing improved transit information for riders. Please answer the following questions. After completing the Survey return it to the PAT representative or drop it in the mail; no postage required. All information will be kept confidential.

Thank you — PAT Management

1. Where are you coming from?

- 1  Home
- 2  Work
- 3  School
- 4  Shopping
- 5  Personal Business
- 6  Social/Recreational
- 7  Religious Service
- 8  Other

2. How did you get to this bus?

- 1  Walk (# blocks \_\_\_\_\_)
- 2  Transfer from another bus or trolley (Route \_\_\_\_\_)
- 3  Drove
- 4  Auto Passenger
- 5  Other \_\_\_\_\_

3. At what bus stop or street location did you board this bus?

23

4. After arriving at this location, how long did you WAIT for this bus?

- 1  Less than 1 minute
- 2  1-2 minutes
- 3  3-4 minutes
- 4  5-6 minutes
- 5  7-8 minutes
- 6  9-10 minutes
- 7  11-15 minutes
- 8  16-20 minutes
- 9  Other \_\_\_\_\_

5. In taking this bus . . . (answer a, b, and c below)

- a) Did you know when the bus was scheduled to come?
  - 1  Yes
  - 2  No
- b) Did you know how often the buses run along this route at this time of day?
  - 1  Yes
  - 2  No
- c) Did you plan your arrival at the bus stop to be on time for a particular bus?
  - 1  Yes
  - 2  No

Please continue on next page

(Please fold here before mailing)



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

#### BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 11291 PITTSBURGH, PA

POSTAGE WILL BE PAID BY ADDRESSEE



PORT AUTHORITY OF ALLEGHENY COUNTY  
PLANNING, DEVELOPMENT AND PUBLIC SERVICES DIVISION  
Beaver and Island Avenues  
Pittsburgh, Pa 15233



6. If you knew when this bus was supposed to come, how many minutes before that did you arrive at the bus stop?

- 1 □ \_\_\_\_\_ minutes
2 □ Didn't plan my arrival time
3 □ Didn't know when bus would come (SKIP TO QUESTION 8)
4 □ I missed the bus I was trying to catch

30 □ □ □ □

7. How did you know when the bus was supposed to come?

- 1 □ PAT Bus Route Schedule
2 □ Experience in riding this bus
3 □ I called PAT's information number
4 □ A friend or relative
5 □ I had little or no information on when the bus would arrive
6 □ Other \_\_\_\_\_

31 □ □ □ □

8. Do you have a printed schedule for this route?

- 1 □ Yes
2 □ No

32 □ □ □ □

9. Have you ever called PAT's telephone information number?

- 1 □ Yes
2 □ No
9a. Did you know PAT had a telephone information number? □ Yes □ No (SKIP TO QUESTION 10)

33 □ □ □ □

9b. How often?

- 1 □ Nearly every time I ride the bus
2 □ About half the times I ride the bus
3 □ About one fourth of the times I ride the bus
4 □ Rarely

34 □ □ □ □

9c. In what situations do you call PAT's information number?

- 1. When the weather is bad: □ Yes □ No
2. At night: □ Yes □ No
3. When taking an unfamiliar trip: □ Yes □ No
4. When traveling at a different time than usual: □ Yes □ No
5. Before leaving home: □ Yes □ No
6. Before leaving to return home: □ Yes □ No
7. Other: \_\_\_\_\_ □ Yes □ No

35 □ □ □ □

9d. How useful do you find the PAT telephone information number when you do call it?

- 1 □ Very useful
2 □ Somewhat useful
3 □ Not very useful
4 □ Totally useless

36 □ □ □ □

10. Do you find that the buses on this route run on schedule ...

- 1 □ All the time
2 □ Most of the time
3 □ About half the time
4 □ Some of the time
5 □ Rarely
6 □ I'm not sure
7 □ I don't know the schedule
8 □ Other \_\_\_\_\_

37 □ □ □ □

11. Where are you going?

- 1 □ Home
2 □ Work
3 □ School
4 □ Shopping
5 □ Personal Business
6 □ Social/Recreational
7 □ Religious Service
8 □ Other \_\_\_\_\_

38 □ □ □ □

12. How long have you been riding PAT?

\_\_\_\_\_ years and \_\_\_\_\_ months

39 □ □ □ □

13. We would like to know how many ONE-WAY transit trips you made last week, including Saturday and Sunday. A round trip counts as 2 separate one-way trips. A trip with a transfer counts as 1 trip.

- a. To or from work or school during peak hours (6:30-9:00 AM or 3:30-6:30 PM)? \_\_\_\_\_ (# of one-way trips)
b. To or from work or school during OFF-PEAK hours (9:00 AM - 3:30 PM or after 6:30 PM)? \_\_\_\_\_ (# of one-way trips)
c. OTHER THAN to or from work or school during PEAK hours? \_\_\_\_\_ (# of one-way trips)
d. Other than to or from work or school during OFF-PEAK hours? \_\_\_\_\_ (# of one-way trips)

40 □ □ □ □

14. How many registered autos, vans, or pickups are owned and operated by you and members of your household?

# vehicles \_\_\_\_\_

41 □ □ □ □

15. Do you have a valid driver's license?

- 1 □ Yes
2 □ No

42 □ □ □ □

16. Does your household have a telephone?

- 1 □ Yes
2 □ No

43 □ □ □ □

17. Are you:

- 1 □ Male
2 □ Female

44 □ □ □ □

18. What is your age?

- 1 □ Under 16
2 □ 16-19
3 □ 20-24
4 □ 25-34
5 □ 35-44
6 □ 45-54
7 □ 55-64
8 □ 65 or older

45 □ □ □ □

19. What is your combined annual family income from all sources before taxes? (optional)

- 1 □ Less than \$5,000
2 □ \$5,000-9,999
3 □ \$10,000-14,999
4 □ \$15,000-19,999
5 □ \$20,000-24,999
6 □ \$25,000-29,999
7 □ \$30,000-34,999
8 □ \$35,000 or more
9 □ Don't know

46 □ □ □ □

20. Comments or Suggestions:

\_\_\_\_\_

47 □ □ □ □

THANK YOU FOR YOUR HELP IN COMPLETING THIS SURVEY. PLEASE RETURN THE COMPLETED FORM TO THE SURVEY TAKER BEFORE YOU LEAVE THE BUS.



SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT  
Post Office Box 93193  
Pasadena, CA 91109-9990

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL  
FIRST CLASS PERMIT NO. 4229 PASADENA CA



T 1414



Dear Bus Rider:  
This survey offers you, the bus rider, the opportunity for us to take your travel patterns into account when we make recommendations for improving RTD's services. Please help us in this survey, whether you are a regular bus rider, an occasional bus rider, or even if this is the first time you have used RTD's buses. We can only reach a small number of our bus riders, and you are one of those we have selected. That is why your help in completing this survey is so very important to us!

Please follow the instructions as closely as possible, and do not leave any of the questions blank. When you are finished, please put this form in the return boxes located at both the front and rear doors of the bus. *Should you need any help in filling out the form, or if you have any questions about it, please ask the person on the bus who gave you the survey.*

*Of course, all of your answers in these forms will be kept completely confidential, and will be used only to study possible improvements in RTD's bus service.*

Thank you for your help.

Sincerely,  
  
John A. Dyer  
General Manager

- P.S. As you understand it, Metro Rail will be which of the following
- 1  A train between Los Angeles and Las Vegas
  - 2  A train between Los Angeles and San Diego
  - 3  A subway line between downtown Los Angeles and the San Fernando Valley
  - 4  A light rail line between Los Angeles and Long Beach
  - 5  I don't know



Estimado Pasajero:  
Este cuestionario le ofrece a usted, el pasajero, la oportunidad de darnos información sobre sus viajes para que podamos hacer recomendaciones al mejorar el servicio RTD. Por favor ayúdenos con este cuestionario, si sea Ud. patron regular de autobuses, pasajero ocasional, o aunque este usando este autobús por primera vez.

Solo podemos preguntarle a un numero limitado de nuestros clientes, y Ud. es una de las personas elegidas. Por eso es importante que Ud. llene el cuestionario completo.

Por favor siga las instrucciones y trate de responder a toda pregunta. Al terminar, por favor ponga el cuestionario en una de las cajas cerca de las puertas del autobus. *Si necesita ayuda al llenarlo, o si tiene alguna pregunta, por favor hablele a la persona que le dio el cuestionario.*

*Por supuesto, todas sus respuestas se tratan confidencialmente, y se usan para estudiar posibles cambios que mejoren el servicio.*

Gracias por su ayuda.

Sinceramente,  
  
John A. Dyer  
Gerente General

- Por favor, como usted lo entiende, Metro Rail sera cual de las siguientes
- 1  Un tren entre Los Angeles y Las Vegas
  - 2  Un tren entre Los Angeles y San Diego
  - 3  Un subterráneo entre el centro de Los Angeles y el Valle de San Fernando
  - 4  Un tranvia entre el centro de Los Angeles y Long Beach
  - 5  Yo no se

OPEN PLEASE



ABRÉ POR FAVOR



THANK YOU FOR YOUR HELP.  
OPEN PLEASE

Michael H. Setzer  
General Manager of Transit

- Please fill out this short survey during this bus ride today.
- All information will be kept in strictest confidence.
- If you have any questions, or need help, the Survey Person on your bus will help you.
- Please place this survey in the Return Box on the bus, or mail it to us. No postage is needed to mail the survey.

Dear Bus Rider:



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

FIRST CLASS PERMIT No. 2136, ST. LOUIS, MO.

POSTAGE WILL BE PAID BY ADDRESSEE

BI-STATE DEVELOPMENT AGENCY

1984 Bus Survey  
707 NORTH FIRST STREET  
ST. LOUIS, MO. 63102

1. If you have ALREADY COMPLETED ONE of these forms, please CHECK HERE  CONTINUE FILLING OUT this questionnaire. Thank you.

2. Where did you COME FROM before you got on this bus?  
(Check one only)

- 1  Home  
2  Work  
3  Shopping/Errands  
4  School  
5  Doctor/Dentist  
6  Visiting/Recreation  
7  Other

3. What is the ADDRESS of that place?

Number \_\_\_\_\_ Street (if address is not known, intersection or place name) \_\_\_\_\_ City \_\_\_\_\_ Zip Code \_\_\_\_\_

4. WHERE did you get ON THIS BUS?

Corner of \_\_\_\_\_ and \_\_\_\_\_  
(First Street Name) (Second Street Name)

WHICH IS IN: \_\_\_\_\_  
(City or Place Name)

5. How did you get to THIS BUS: (Check one only)

- 1  Transferring from the \_\_\_\_\_ bus  
and also \_\_\_\_\_  
(Route Name or Number)  
Transferring from the \_\_\_\_\_ bus  
(Route Name or Number)  
2  Walking  
3  Driving by myself  
4  Having someone drive me  
5  Other \_\_\_\_\_  
(Specify)

6. WHERE will you get OFF THIS BUS?

Corner of \_\_\_\_\_ and \_\_\_\_\_  
(First Street Name) (Second Street Name)

WHICH IS IN: \_\_\_\_\_  
(City or Place Name)

7. Where are you GOING TO now? (Check one only)

- 1  Home  
2  Work  
3  Shopping/Errands  
4  School  
5  Doctor/Dentist  
6  Visiting/Recreation  
7  Other

8. What is the ADDRESS of that place?

Number \_\_\_\_\_ Street (if address is not known, intersection or place name) \_\_\_\_\_ City \_\_\_\_\_ Zip Code \_\_\_\_\_

9. I will get FROM THIS BUS TO THE PLACE THAT I AM GOING BY:  
(Check ALL that apply)

- 1  Transferring from the \_\_\_\_\_ bus  
(Route Name or Number)  
and also \_\_\_\_\_  
Transferring from the \_\_\_\_\_ bus  
(Route Name or Number)  
And then by:  
2  Walking  
3  Driving by myself  
4  Having someone drive me  
5  Other \_\_\_\_\_  
(Specify)

10. I USUALLY RIDE the bus \_\_\_\_\_ days a week.

- (Check one only)  
1  One Day  
2  Two Days  
3  Three Days  
4  Four Days  
5  Five Days  
6  Six Days  
7  Seven Days  
8  This is my first time

11. What is the most important REASON you ride the bus?

- (Check one only)  
1  Family does not have a car  
2  I don't drive  
3  Bus is economical  
4  Someone else uses the car  
5  Traffic is too bad  
6  Bus is convenient  
7  Other \_\_\_\_\_

12. I am: 1  Male 2  Female

13. My AGE is:  
(Check one only)

- 1  13 years or younger  
2  14-17 years  
3  18-21 years  
4  22-34 years  
5  35-44 years  
6  45-54 years  
7  55-64 years  
8  65 years or older

14. I consider myself to be: 1  Black 2  White 3  Oriental 4  Other

15. The following number of MOTOR VEHICLES (cars, trucks, vans) are in running condition at my home: (Check one only)

- 0  0 (None)  
1  One  
2  Two  
3  Three or more

16. The combined TOTAL ANNUAL INCOME of all members of my household is:

- 1  Less than \$5,000 per year  
2  \$5,000 - \$12,500 per year  
3  \$12,500 - \$20,000 per year  
4  \$20,000 - \$25,000 per year  
5  \$25,000 - \$35,000 per year  
6  More than \$35,000 per year

PLEASE PLACE IN RETURN BOXES ON BUS



# BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 11291 PITTSBURGH, PA.

POSTAGE WILL BE PAID BY ADDRESSEE



PORT AUTHORITY OF ALLEGHENY COUNTY  
**PLANNING, DEVELOPMENT AND PUBLIC SERVICES DIVISION**  
Beaver and Island Avenues  
Pittsburgh, Pa. 15233

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



DEAR RIDER: PLEASE HELP US TO PLAN FOR BETTER TRANSIT SERVICE BY ANSWERING ALL OF THE FOLLOWING QUESTIONS.

AFTER COMPLETING THE SURVEY, RETURN IT TO THE OPERATOR OR JUST DROP IT IN THE MAIL; NO POSTAGE REQUIRED. ALL INFORMATION WILL BE KEPT CONFIDENTIAL.

(Please print)

THANK YOU, PAT MANAGEMENT

- 1. WHAT IS YOUR HOME ADDRESS? \_\_\_\_\_  
 (Street Address) (City) (Zip Code)
- 2a. AT WHAT STOP DID YOU BOARD THIS VEHICLE? \_\_\_\_\_  
 (Name Intersecting Streets, Building, etc.)
- 2b. WHICH TRANSIT ROUTE? \_\_\_\_\_ 2c. AT WHAT TIME? \_\_\_\_\_ : \_\_\_\_\_ AM  
 PM
- HOW DID YOU GET TO THE TRANSIT STOP? (Check One)  
 Walk/Bike  Auto-Parked  Auto-Drop Off  Another Bus/Trolley (Route No.? \_\_\_\_\_)
- 4a. WHERE DID YOU COME FROM? (Check One)  
 Home  College  Medical  Personal Business  Shopping  
 Work  Other School  Social  Church  Other \_\_\_\_\_
- 4b. WHERE IS IT LOCATED? \_\_\_\_\_  
 (If Other Than Home, Give Street Address or Company Name, Building, School, etc.)
- 5a. WHERE ARE YOU GOING TO? (Check One)  
 Home  College  Medical  Personal Business  Shopping  
 Work  Other School  Social  Church  Other \_\_\_\_\_
- 5b. WHERE IS IT LOCATED? \_\_\_\_\_  
 (If Other Than Home, Give Street Address or Company Name, Building, School, etc.)
- 6. AT WHAT STOP WILL YOU GET OFF THIS VEHICLE? \_\_\_\_\_  
 (Name Intersecting Streets, Building, etc.)
- 7. WHEN YOU GET OFF THIS VEHICLE, HOW WILL YOU GET TO THE PLACE CHECKED IN QUESTION 5a?  
 Walk/Bike  Auto-Parked  Auto-Pick Up  Another Bus/Trolley (Route No.? \_\_\_\_\_)
- 8. HOW MANY BUSES/TROLLEYS DO YOU TAKE TO GO FROM THE PLACE IN QUESTION 4a. TO THE PLACE IN QUESTION 5a?  
 1  2  3  Other (Please Specify) \_\_\_\_\_
- 9. HOW MANY DAYS A WEEK DO YOU NORMALLY MAKE THIS TRIP? (Check One)  
 1  2  3  4  5  6  7  Infrequently
- 10. HOW DID YOU PAY FOR THIS TRIP? (Check One)  
 Full Cash  Trip Ticket  Weekly Permit  Annual Pass  Handicapped Pass  
 Transfer  U-Ticket  Monthly Pass  Senior Citizen Pass  
 Weekend Fare Receipt  Other (Please Specify) \_\_\_\_\_
- 11. WILL YOU RETURN TODAY TO THE PLACE IN QUESTION 4a. BY BUS/TROLLEY? (Check One)  
 Yes ► Then on which bus/trolley route? \_\_\_\_\_ At what time? \_\_\_\_\_ : \_\_\_\_\_ AM  
 No ► Then how? (Check One)  
 Walk/Bike  Auto-Passenger  Auto-Drive  No Return Trip Today  
 Other (Please Specify) \_\_\_\_\_
- 12. HOW MANY PEOPLE (Including Yourself) LIVE IN YOUR HOUSEHOLD? \_\_\_\_\_
- 13. HOW MANY USABLE CARS, VANS or TRUCKS DOES YOUR HOUSEHOLD HAVE? \_\_\_\_\_
- 14. WAS ONE OF YOUR HOUSEHOLD'S VEHICLES AVAILABLE TO MAKE THIS TRIP TODAY?  
 Yes  No
- 15. AGE: (Check One)  
 Under 15 yrs.  15 to 24 yrs.  25 to 34 yrs.  35 to 49 yrs.  50 to 64 yrs.  65 or Over
- 16. WHAT IS THE TOTAL ANNUAL INCOME OF YOUR ENTIRE HOUSEHOLD? (Optional)  
 Under \$10,000  \$10,000 to \$20,000  \$20,001 to \$30,000  
 \$30,001 to \$40,000  \$40,001 to \$50,000  Over \$50,000
- 17. COMMENTS OR SUGGESTIONS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# TRANSIT SURVEY

This survey is being conducted by National Analysis, a survey research company in Philadelphia. We are gathering information on travel patterns to and from Center City from residents of selected parts of the five county area.

- Locate your place of residence on the map below.
- If you live in the shaded area (i.e., close to or in Center City, South Philadelphia or New Jersey), please return the unused questionnaire to your company representative.
- If you live outside the shaded area (i.e., either on the map or beyond), please complete the questionnaire and then return it to your company representative.



22. Which of these categories comes closest to describing the usual work you do?

(CHECK ONE BOX)<sup>45</sup>

- PROFESSIONAL AND TECHNICAL (such as accountants; computer programmers; engineers; lawyers; teachers)  1
- MANAGERS, OFFICERS AND PROPRIETORS (such as department heads; sales managers; buyers; business owners; administrators)  2
- CLERICAL OR SALES WORKERS (such as bank tellers; dispatchers; mail carriers; secretaries; insurance agents)  3
- CRAFTSMEN AND FOREMEN (such as carpenters, electricians, mechanics and repairmen)  4
- OPERATIVES (such as apprentices; bus, taxi and truck drivers; food graders)  5
- GENERAL SERVICE WORKERS (such as police, firemen, guards; restaurant workers, porters, household workers)  6

23. Are you: <sup>46</sup> Male  1 Female  2

24. What is your age? <sup>47</sup>

1 Under 25     2 25 to 34     3 35 to 44     4 45 to 54     5 55 or over

25. What is the zip code of the area in which you live?

48 - 52

FOR OFFICE USE

54 - 63

26. Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Zip Code \_\_\_\_\_

Company Phone # \_\_\_\_\_

Date \_\_\_\_\_

END CO 01

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE.  
PLEASE RETURN IT TO YOUR COMPANY REPRESENTATIVE.

PAGES ARE NUMBERED 1 TO 8. PLEASE OPEN BOOKLET AND BE SURE TO COMPLETE EACH PAGE.

Please answer all questions in this survey with respect to your trips to and from Center City only. For the purposes of this study, Center City is considered to be bounded by Spring Garden Street on the north, Bainbridge Street on the south, the Delaware River on the east and 34th Street on the west. Please follow the instructions carefully.

1. How often do you travel to Center City on nonwork trips, such as shopping, entertainment, doctor visits, etc.?

- (CHECK ONE BOX)<sup>11</sup>
- Twice a month or less  1
  - Three to five times per month  2
  - Six to nine times per month  3
  - Ten times per month or more  4

2. How often do you travel to Center City on trips to and from work?

- (CHECK ONE BOX)<sup>12</sup>
- Two days per week or less  1
  - Three days per week  2
  - Four days per week  3
  - Five days per week  4
  - Six or seven days per week  5

3. What time do you normally:

- a. Leave your home to work? (CHECK ONE BOX)<sup>13</sup>
- 12:01 am to 6:00 am  1
  - 6:01 am to 9:00 am  2
  - 9:01 am to 12:00 (Noon)  3
  - 12:01 pm to 3:30 pm  4
  - 3:31 pm to 6:30 pm  5
  - 6:31 pm to 9:00 pm  6
  - 9:01 pm to 12:00 (Midnight)  7
- b. Begin your trip home from work? (CHECK ONE BOX)<sup>14</sup>
- 12:01 am to 6:00 am  1
  - 6:01 am to 9:00 am  2
  - 9:01 am to 12:00 (Noon)  3
  - 12:01 pm to 3:30 pm  4
  - 3:31 pm to 6:30 pm  5
  - 6:31 pm to 9:00 pm  6
  - 9:01 pm to 12:00 (Midnight)  7

4. What is the average length of time it takes you door-to-door to travel from:

- a. Home to work? (CHECK ONE BOX)<sup>15</sup>
- Up to 15 minutes  1
  - 16 to 30 minutes  2
  - 31 to 45 minutes  3
  - 46 to 60 minutes  4
  - 61 to 75 minutes  5
  - 76 to 90 minutes  6
  - More than 90 minutes  7
- b. Work to home? (CHECK ONE BOX)<sup>16</sup>
- Up to 15 minutes  1
  - 16 to 30 minutes  2
  - 31 to 45 minutes  3
  - 46 to 60 minutes  4
  - 61 to 75 minutes  5
  - 76 to 90 minutes  6
  - More than 90 minutes  7

Think now about how you travel TO work and the forms of transportation you usually use. These forms of transportation might include a car, van pool, bus or subway, rail line or walking, or any combination of these. For example, the commuter rail system may be your main form of transportation. You may use your car to get to the train station, and you may walk to your workplace once you get off the train.

5. What is the one main form of transportation which you usually use to travel to work?

6. What form of transportation, if any, do you usually use to travel between your home and the place where you pick up your main form of transportation (i.e., transportation checked in Question 5)?

7. What form of transportation, if any, do you usually use to get to your workplace from your main form of transportation's drop-off point?

- |   |                              |                                      |                                      |
|---|------------------------------|--------------------------------------|--------------------------------------|
|   | 0.5                          | 0.6                                  | 0.7                                  |
|   | From Main Form <sup>17</sup> | From Home to Main Form <sup>16</sup> | From Main Form to Work <sup>18</sup> |
| Bus or trolley  | <input type="checkbox"/> 1   | <input type="checkbox"/> 1           | <input type="checkbox"/> 1           |
| Car, truck, van you drive alone   | <input type="checkbox"/> 2   | <input type="checkbox"/> 2           | <input type="checkbox"/> 2           |
| Van pool, car pool, drive or ride with others   | <input type="checkbox"/> 3   | <input type="checkbox"/> 3           | <input type="checkbox"/> 3           |
| Subway or elevated (Broad St. / Market-Frankford Lines)   | <input type="checkbox"/> 4   | <input type="checkbox"/> 4           | <input type="checkbox"/> 4           |
| Commuter Rail/Regional High Speed Line (30th St. Station, Penn Center or Reading Terminal Trains) | <input type="checkbox"/> 5   | <input type="checkbox"/> 5           | <input type="checkbox"/> 5           |
| Other (EXPLAIN)   | <input type="checkbox"/> 6   | <input type="checkbox"/> 6           | <input type="checkbox"/> 6           |
| Walk  | <input type="checkbox"/> 7   | <input type="checkbox"/> 7           | <input type="checkbox"/> 7           |
| None  | <input type="checkbox"/> 8   | <input type="checkbox"/> 8           | <input type="checkbox"/> 8           |

IF YOUR MAIN FORM OF TRANSPORTATION IN QUESTION 5 IS:

• **COMMUTER RAIL:** ANSWER QUESTIONS 8 AND 9

• **VAN POOL/CAR POOL/DRIVE OR RIDE WITH OTHERS:**

ANSWER QUESTIONS 10, 11, 12

• **ALL OTHERS:** GO DIRECTLY TO QUESTIONS 13a and 13b

EVERYONE

13a. What changes in the commuter rail system would be likely to make you use the system for travel to work or use the system more often?  
 13b. If you checked more than one change, what is the most important change?

	<b>0.13a</b>	<b>0.13b</b>
	All Changes (CHECK ALL THAT APPLY) <sup>27</sup>	Most Important Change CHECK ONE BOX) <sup>30</sup>
More reliable service (on-time departures and arrivals)	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>1</sup>
More frequent service between: 12:01 am and 6:00 am	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>2</sup>
6:01 am and 9:00 am	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>3</sup>
9:01 am and 3:30 pm	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>4</sup>
3:31 pm and 6:30 pm	<input type="checkbox"/> <sup>5</sup>	<input type="checkbox"/> <sup>5</sup>
6:31 pm and 9:00 pm	<input type="checkbox"/> <sup>6</sup>	<input type="checkbox"/> <sup>6</sup>
9:01 pm and 12:00 Midnight	<input type="checkbox"/> <sup>7</sup>	<input type="checkbox"/> <sup>7</sup>
Better communication on breakdowns	<input type="checkbox"/> <sup>8</sup>	<input type="checkbox"/> <sup>8</sup>
Lower fares	<input type="checkbox"/> <sup>9</sup>	<input type="checkbox"/> <sup>9</sup>
Special fare packages combining rail fare with passes for other forms of transportation or other benefits	<input type="checkbox"/> <sup>0</sup> <sup>28</sup>	<input type="checkbox"/> <sup>0</sup> <sup>31</sup>
Improved cleanliness of cars, including windows	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/> <sup>1</sup>
Better, more reliable bus connections	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/> <sup>2</sup>
Station improvements (such as better lighting)	<input type="checkbox"/> <sup>3</sup>	<input type="checkbox"/> <sup>3</sup>
Parking improvements (such as more parking, permit parking, more secure parking)	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/> <sup>4</sup>
Improved comfort (such as better, larger seats, heating, air conditioning)	<input type="checkbox"/> <sup>5</sup>	<input type="checkbox"/> <sup>5</sup>
Opening of Center City Commuter Connection with through train service for all commuter rail users	<input type="checkbox"/> <sup>6</sup>	<input type="checkbox"/> <sup>6</sup>
Other (EXPLAIN) _____	<input type="checkbox"/> <sup>7</sup>	<input type="checkbox"/> <sup>7</sup>
	<input type="checkbox"/> <sup>0</sup> <sup>29</sup>	<input type="checkbox"/> <sup>0</sup> <sup>32</sup>

**COMMUTER RAIL USERS ONLY**

8. What type of commuter rail tickets:  
 a. Do you ever use? (CHECK ALL THAT APPLY)<sup>20</sup>  
 Monthly TrailPass <sup>1</sup>  
 Ten Trip <sup>2</sup>  
 Off-peak Bargain Fare <sup>3</sup>  
 Single Trip Ticket <sup>4</sup>  
 Cash on Train <sup>5</sup>  
 Free Senior Citizen Ticket <sup>6</sup>

b. Do you use most often? (CHECK ONE BOX)<sup>21</sup>  
<sup>1</sup>  
<sup>2</sup>  
<sup>3</sup>  
<sup>4</sup>  
<sup>5</sup>  
<sup>6</sup>

9. If you never use a Monthly TrailPass, what are your reasons for not using it? (CHECK ALL THAT APPLY)<sup>22</sup>  
<sup>1</sup> I do not ride the train frequently enough  
<sup>2</sup> It limits my options to use other forms of transportation  
<sup>3</sup> I frequently travel at nonpeak times, when bargain fares apply  
<sup>4</sup> I cannot afford to buy a month's fare at one time  
<sup>5</sup> It is difficult to buy the ticket before the month starts  
<sup>6</sup> Having unlimited usage of in-city transit is not important to me  
<sup>7</sup> Other (EXPLAIN) \_\_\_\_\_

**VAN POOLERS, CAR POOLERS, DRIVERS OR RIDERS WITH OTHERS ONLY**

10. How many people, including the driver, are typically in the vehicle?<sup>24</sup>  
 Two <sup>1</sup> Three to Five <sup>2</sup> Six or More <sup>3</sup>

11. Do the members of the car pool, van pool, or those that drive/ride together usually meet at one central location?<sup>25</sup>  
 Yes <sup>1</sup> No <sup>2</sup>  
 (GO TO QUESTION 13a) top of pg. 5

12. What is your usual meeting place?  
 (CHECK ONE BOX)<sup>26</sup>  
 Train Station <sup>1</sup>  
 Shopping Center <sup>2</sup>  
 Church <sup>3</sup>  
 My home/someone else's home <sup>4</sup>  
<sup>5</sup> Other (EXPLAIN) \_\_\_\_\_

14. How long have you been using your main form of transportation, that is, the one mentioned in Question 5?<sup>33</sup>

- <sup>1</sup> Less than One Year  
<sup>2</sup> One to Three Years  
<sup>3</sup> Three to Five Years  
<sup>4</sup> More than Five Years

GO TO QUESTION 17, top of pg. 7

15. What was your main form of transportation to get to work prior to the one you use now?

- (CHECK ONE BOX)<sup>34</sup>
- <sup>1</sup> Bus or trolley  
<sup>2</sup> Car, truck, van you drive alone  
<sup>3</sup> Van pool, car pool, drive or ride with others  
<sup>4</sup> Subway or elevated  
<sup>5</sup> Commuter Rail  
<sup>6</sup> Other  
<sup>0</sup> Did not work before (GO TO QUESTION 17)

16a. What were the reasons why you changed your main form of transportation to work?<sup>35</sup>

16b. If you gave more than one reason, what was the most important reason for the change?

- |  |   |
|--|---|
| <p>0.16a</p> <p>All Reasons (CHECK ALL THAT APPLY)<sup>36</sup></p> <p>Unreliability of service <input type="checkbox"/><sup>1</sup></p> <p>Reduced frequency of service <input type="checkbox"/><sup>2</sup></p> <p>Attitude of transit employees <input type="checkbox"/><sup>3</sup></p> <p>Increased fares <input type="checkbox"/><sup>4</sup></p> <p>Attractive van pool/car pool options <input type="checkbox"/><sup>5</sup></p> <p>Changed place of residence <input type="checkbox"/><sup>6</sup></p> <p>Changed employment patterns or family needs <input type="checkbox"/><sup>7</sup></p> <p>Got company car and/or parking space <input type="checkbox"/><sup>8</sup></p> <p>Other (EXPLAIN) <input type="checkbox"/><sup>9</sup> <input type="checkbox"/><sup>37</sup></p> | <p>0.16b</p> <p>Most Important Reason CHECK ONE BOX)<sup>38</sup></p> <p><input type="checkbox"/><sup>1</sup></p> <p><input type="checkbox"/><sup>2</sup></p> <p><input type="checkbox"/><sup>3</sup></p> <p><input type="checkbox"/><sup>4</sup></p> <p><input type="checkbox"/><sup>5</sup></p> <p><input type="checkbox"/><sup>6</sup></p> <p><input type="checkbox"/><sup>7</sup></p> <p><input type="checkbox"/><sup>8</sup></p> <p><input type="checkbox"/><sup>9</sup> <input type="checkbox"/><sup>39</sup></p> |
|--|---|

17. In the next year or two, major highway construction projects will take place, which will affect sections of the Schuylkill Expressway, the Roosevelt Expressway and Vine Street.

How likely is it that during this construction you will use a different form of transportation to travel to work than you use now?<sup>40</sup>

- <sup>1</sup> Very Likely  
<sup>2</sup> Somewhat Likely  
<sup>3</sup> Somewhat Unlikely  
<sup>4</sup> Very Unlikely

18. What main form of transportation would you be likely to use to travel to work during this period?<sup>41</sup>

- (CHECK ONE BOX)<sup>41</sup>
- <sup>1</sup> Bus or trolley  
<sup>2</sup> Car, truck or van you drive alone  
<sup>3</sup> Van pool, car pool, drive or ride with others  
<sup>4</sup> Subway or elevated  
<sup>5</sup> Commuter rail  
<sup>0</sup> Other

PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOURSELF FOR STATISTICAL PURPOSES ONLY

19. Do you own or lease a car, truck or van?<sup>42</sup>

- Yes <sup>1</sup> No <sup>2</sup>

20. Is a car, truck or van available to you for travel to work?<sup>43</sup>

- Yes <sup>1</sup> No <sup>2</sup>

21. What is the highest grade of school that you completed?

- (CHECK ONE BOX)<sup>44</sup>
- <sup>1</sup> Less than high school graduate  
<sup>2</sup> High school graduate  
<sup>3</sup> Some college or advanced technical or vocational schooling  
<sup>4</sup> College graduate or beyond

NATIONAL ANALYSTS  
 A Division of Booz·Allen  
 & Hamilton Inc.

Study #15901-006-00.  
 Spring 1984

TRANSIT STUDY -- HOUSEHOLD SURVEY

- Screening Form -

Telephone Number: \_\_\_\_\_

INTRODUCTION: Hello, I'm \_\_\_\_\_ calling from National Analysts, a survey research company in Philadelphia. We are gathering information on travel patterns to and from Center City as well as to areas outside the city from residents of selected parts of the five-county area.

1. How many persons regularly live in this nousehold?

# OF PERSONS

2. In order to know who to select for interview, please tell me the initials, age and sex of all persons in the household 18 years of age or older starting with the oldest. (RECORD IN GRID BELOW)

Line Number	Initials	Age	Sex		Selection Number
			Male	Female	
1			1	2	1
2			1	2	2
3			1	2	3
4			1	2	4
5			1	2	5
6			1	2	6

SELECT FOR INTERVIEW THE PERSON WITH THE LOWEST SELECTION NUMBER IN THE LAST COLUMN OF THE GRID ABOVE WHO IS AT HOME AND ABLE TO BE INTERVIEWED. CIRCLE THE LINE NUMBER OF THE SELECTED RESPONDENT AND GO TO THE QUESTIONNAIRE

CALL REPORT FORM

	Call #1	
DATE		
TIME	AM	1
	PM	2
RESULT*		
INTERVIEWER'S NAME		

\*Result of Call Codes

1. Interview obtained
2. Refused screening
3. Refused interview
4. Language barrier (SPECIFY) \_\_\_\_\_
5. Other (SPECIFY) \_\_\_\_\_

NATIONAL ANALYSTS  
 A Division of Booz-Allen  
 & Hamilton Inc.

Study #15901-006-001  
 Spring 1984

TRANSIT STUDY -- HOUSEHOLD SURVEY

- Questionnaire -

Time Interview Began: _____	AM	1
	PM	2
Time Interview Ended: _____	AM	1
	PM	2

Line Number (FROM SCREENING FORM): \_\_\_\_\_

Respondent's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Date: \_\_\_\_\_

Interviewer's Name: \_\_\_\_\_

1. To begin, do you work outside your home either full- or part-time?

(CONTINUE)	Yes	1
(SKIP TO Q.23)	No	2

2. Do you work in Center City, that is, anywhere from 34th Street to the Delaware River between Spring Garden Street and Bainbridge Street, or do you work outside of Center City?

(SKIP TO Q.23)	In Center City	1
(CONTINUE)	Outside Center City	2

3. How many days per week do you make trips to and from your workplace?

Two days per week or less	1
Three days	2
Four days	3
Five days	4
Six or seven days	5

4. What time do you normally leave your home to go to work? Is it between: (READ AND CIRCLE ONE NUMBER IN COL. Q.4 BELOW)
5. What time do you normally begin your trip home from work? Is it between: (READ AND CIRCLE ONE NUMBER IN COL. Q.5)

(READ)

	COL. Q.4	COL. Q.5
	Begin Trip to Work	Begin Trip Home
12:01 AM to 6:00 AM?	1	1
6:01 AM to 9:00 AM?	2	2
9:01 AM to 12:00 PM (Noon)?	3	3
12:01 PM to 3:30 PM?	4	4
3:31 PM to 6:30 PM?	5	5
6:31 PM to 9:00 PM?	6	6
9:01 PM to 12:00 AM (Midnight)?	7	7

6. What is the average length of time it takes you to travel from your home to work door to door? Would you say: (READ AND CIRCLE ONE NUMBER IN COL. Q.6 BELOW)
7. What is the average length of time it takes you to travel from work to home door to door? Would you say: (READ AND CIRCLE ONE NUMBER IN COL. Q.7)

(READ)

	COL. Q.6	COL. Q.7
	Home to Work	Work to Home
Up to 15 minutes?	1	1
16 to 30 minutes?	2	2
31 to 45 minutes?	3	3
46 to 60 minutes?	4	4
61 to 75 minutes?	5	5
76 to 90 minutes?	6	6
More than 90 minutes?	7	7

Think now about how you travel TO work and the forms of transportation you usually use. These forms of transportation might include a car, van pool, bus or subway, rail line or walking, or any combination of these. For example, the commuter rail system may be your main form of transportation. You may use your car to get to the train station, and you may walk to your workplace once you get off the train.

8. What is the one main form of transportation which you usually use to travel to work? Is it: (READ AND CIRCLE ONE NUMBER IN COL. Q.8 BELOW AND CIRCLE CORRECT CODE ON FLAP)
9. What form of transportation, if any, do you usually use to travel between your home and the place where you pick up your main form of transportation? Is it: (READ AND CIRCLE ONE NUMBER IN COL. Q.9 BELOW)
10. What form of transportation, if any, do you usually use to get to your workplace from your main form of transportation's drop-off point? Is it: (READ AND CIRCLE ONE NUMBER IN COL. Q.10 BELOW)

	COL. Q.8	COL. Q.9	COL. Q.10
(READ)	Main Form	From Home to Main Form	From Main Form to Work
Bus or trolley,	1	1	1
Car, truck, van you drive alone,	2	2	2
Van pool, car pool, drive or ride with others,	3	3	3
Subway or elevated (Broad Street/Market Frankford Lines),	4	4	4
Commuter Rail/Regional High Speed Line (30th Street Station, Penn Center or Reading Terminal Trains),	5	5	5
Walk, or	6	6	6
Some other way? (SPECIFY) _____	7	7	7
None		0	0

CHECK FLAP. IF MAIN FORM OF TRANSPORTATION IN Q.8 IS:

- COMMUTER RAIL (CODE 5): CONTINUE
- VAN POOL, CAR POOL, DRIVE OR RIDE WITH OTHERS (CODE 3): SKIP TO Q.14
- ALL OTHERS: SKIP TO Q.17

11. What type of commuter rail tickets do you ever use? Do you ever use a: (READ AND CIRCLE ALL THAT APPLY IN COL. Q.11 BELOW)
12. What type of ticket do you use most often? Is it a: (CIRCLE ONE NUMBER IN COL. Q.12 BELOW)

(READ)	COL. Q.11	COL. Q.12
	Ever	Most Often
Monthly Trailpass,	1	1
Ten trip,	2	2
Off-peak bargain fare,	3	3
Single trip ticket,	4	4
Cash on train, or	5	5
Free senior citizen ticket?	6	6

IF CODE 1 -- MONTHLY TRAILPASS CIRCLED IN COL. Q.11, SKIP TO Q.17; OTHERWISE, CONTINUE

13. What are your reasons for not using a Monthly Trailpass? Would you say:

(READ AND CIRCLE CODE FOR EACH)

	Yes	No
You do not ride the train frequently enough?	1	2
It limits your options to use other forms of transportation?	1	2
You frequently travel at nonpeak times, when bargain fares apply?	1	2
You cannot afford to buy a month's fare at one time?	1	2
It is difficult to buy the ticket before the month starts?	1	2
Having unlimited usage of in-city transit is not important to you?	1	2
Some other reason? (SPECIFY) _____	1	

SKIP TO Q.17

14. How many people, including the driver, are typically in the vehicle?

Two	1
Three to five	2
Six or more	3

15. Do the members of the van pool, car pool, or those that drive or ride together usually meet at one central location?

(CONTINUE)	Yes	1
(SKIP TO Q.17)	No	2

16. What is your usual meeting place? Is it:

(READ)

A train station,	1
A shopping center,	2
A church,	3
Your home/someone else's home, or	4
Someplace else? (SPECIFY) _____	0

17. (REFER TO FLAP) How long have you been using (MAIN FORM IN Q.8) to travel to work? Would you say:

(READ)

(CONTINUE)	Less than one year,	1
	One to three years,	2
(SKIP TO Q.21)	Three to five years, or	3
	More than five years?	4

18. What was your main form of transportation to get to work prior to the one you use now? Was it:

(READ)

	Bus or trolley,	1
	Car, truck, van you drive alone,	2
	Van pool, car pool, drive or ride with others,	3
	Subway or elevated,	4
	Commuter rail,	5
	walk, or	6
	Some other form of transportation?	7
(SKIP TO Q.21)	Did not work before (DO NOT READ)	8

19. What were the reasons why you changed your main form of transportation to work? Was it: (READ AND CIRCLE CODE FOR EACH IN COL. Q.19 BELOW)

IF MORE THAN ONE "YES" IN Q.19, ASK Q.20; OTHERWISE, SKIP TO Q.21

20. What was the most important reason for the change? (CIRCLE ONE NUMBER IN COL. Q.20)

(READ)	COL. Q.19		COL. Q.20
	All Reasons		Most Important
	Yes	No	
Unreliability of service?	1	2	1
Reduced frequency of service?	1	2	2
Attitude of SEPTA employees?	1	2	3
Increased fares?	1	2	4
Attractive van pool/car pool options?	1	2	5
Changed place of residence?	1	2	6
Changed employment patterns or family needs?	1	2	7
Company car and/or parking space was obtained?	1	2	8
Some other reason? (SPECIFY) _____	1		0

21. In the next year or two, major highway construction projects will take place, which will affect sections of the Schuylkill Expressway, the Roosevelt Expressway and Vine Street.

How likely is it that during this construction you will use a different form of transportation to travel to work than you use now? Would you say:

(READ)

(CONTINUE)

(SKIP TO Q.23)

Very likely,	1
Somewhat likely,	2
Somewhat unlikely,	3
Very unlikely?	4

22. What main form of transportation would you be likely to use to travel to work during this period?

Bus or trolley	1
Car, truck or van you drive alone	2
Van pool, car pool, drive or ride with others	3
Subway or elevated	4
Commuter rail	5
Walk	6
Other	7

23. Think now about nonwork trips you might make. By nonwork we mean trips for school, shopping, recreation, medical services and the like. How often, if at all, do you travel to Center City for these types of trips? Would you say:

(READ)

(SKIP TO Q.36)	Less than once a month,	1
	Once or twice a month,	2
(CONTINUE)	Three to five times per month,	3
	Six to nine times per month, or	4
	Ten or more times per month?	5
(SKIP TO Q.36)	Never (DO NOT READ)	6

24. Please think about the last nonwork trip you made to Center City. For what purpose did you make that trip? Was it for:

(READ)

(CIRCLE AS  
MANY AS  
APPLY)

Medical/dental services,	1
Shopping/errands,	2
School/training,	3
Eating,	4
Social/recreational activity (e.g., movie, seeing friend), or	5
Some other activity?	6

25. What main form of transportation did you use to make that trip? Was it:

(READ)

(SKIP TO Q.27)

(CHECK BOX ON  
FLAP AND  
CONTINUE)

(SKIP TO Q.27)

Bus or trolley,	1
Car, truck or van you drive alone,	2
Van pool, car pool, drive or ride with others,	3
Subway or elevated (Broad Street/ Market-Frankford Lines),	4
Commuter Rail/Regional High-Speed Line (30th Street Station, Penn Center or Reading Terminal Trains), or	5
Some other form?	6

26. What type of commuter rail ticket did you use for that trip? Was it a:

(READ)

Monthly Trailpass,	1
Ten trip,	2
Off-peak bargain fare,	3
Single trip ticket,	4
Cash on train, or	5
Free senior citizen ticket?	6

27. Did you make this trip on a weekday or a weekend?

Weekday	1
Weekend	2

28. What time of day did you begin this trip? Was it:

(READ)

6:00 a.m. or before,	1
6:01 a.m. to 9:00 a.m.,	2
9:01 a.m. to 3:30 p.m.,	3
3:31 p.m. to 6:30 p.m.;	4
6:31 p.m. to 9:00 p.m., or	5
After 9:00 p.m.?	6

29. Which of the following did you consider when selecting the form of transportation you used for this trip? Was it:

(READ)

(CIRCLE ALL  
THAT APPLY)

Travel time,	1
Comfort,	2
Cost,	3
Flexibility to travel when and where needed, or	4
Something else? (SPECIFY)	0
_____	

REFER TO FLAP, Q.25. IF COMMUTER RAIL CHECKED, SKIP TO Q.36; OTHERWISE, CONTINUE

30. When, if at all, was the last time you used the commuter rail line for a nonwork trip to Center City? Would you say:

(READ)

(CONTINUE)

(SKIP TO Q.36)

within the past week,	1
Within the past month,	2
Within the past 3 months,	3
Within the past 6 months,	4
Within the past year, or	5
Not within the past year?	6
Never (DO NOT READ)	7

31. Please think about the last nonwork trip you made to Center City using the commuter rail line. For what purpose did you make that trip? Was it for:

(READ)

(CIRCLE AS MANY AS APPLY)

Medical/dental services,	1
Shopping/errands,	2
School/training,	3
Eating,	4
Social/recreational activity (e.g., movie, seeing friend), or	5
Some other activity?	6

32. What type of commuter rail ticket did you use for that trip? Was it a:

(READ)

Monthly Trailpass,	1
Ten trip,	2
Off-peak bargain fare,	3
Single trip ticket,	4
Cash on train, or	5
Free senior citizen ticket?	6

33. Did you make this trip on a weekday or a weekend?

Weekday	1
Weekend	2

34. What time of day did you begin this trip? Was it:

(READ)

6:00 a.m. or before,	1
6:01 a.m. to 9:00 a.m.,	2
9:01 a.m. to 3:30 p.m.,	3
3:31 p.m. to 6:30 p.m.,	4
6:31 p.m. to 9:00 p.m., or	5
After 9:00 p.m.?	6

35. Which of the following did you consider when selecting the commuter rail line as your main form of transportation? Was it:

(READ)

(CIRCLE ALL THAT APPLY)

Travel time,	1
Comfort,	2
Cost,	3
Flexibility to travel when and where needed, or	4
Something else? (SPECIFY) _____	0

*Traffic*  
*Parking*

36. Think now about nonwork trips you might make to places outside Center City. By this we mean trips to locations beyond walking distance from your home, either in your neighborhood, to other suburban areas or places outside of downtown Philadelphia. How often do you make nonwork trips to any of these areas? Is it:

(READ)

One or more times a day,	1
Two to three times a week,	2
Once a week,	3
Every two to three weeks, or	4
Once a month or less?	5

37. Please think now about the last nonwork trip you made outside Center City and beyond walking distance of your home. For what purpose did you make that trip? Was it for:

(READ)

(CIRCLE AS MANY AS APPLY)

Medical/dental services,	1
Shopping/errands,	2
School/training,	3
Eating,	4
Social/recreational activity (e.g., movie, seeing friend), or	5
Some other activity?	6

38. What main form of transportation did you use to make that trip? Was it:

(READ)

(SKIP TO Q.40)

(CHECK BOX ON FLAP AND CONTINUE)

(SKIP TO Q.40)

Bus or trolley,	1
Car, truck or van you drive alone,	2
Van pool, car pool, drive or ride with others,	3
Subway or elevated (Broad Street/Market-Frankford Lines)	4
Commuter Rail/Regional High-Speed Line (30th Street Station, Penn Center or Reading Terminal Trains), or	5
Some other form?	6

39. What type of commuter rail ticket did you use for that trip? Was it a:

(READ)

Monthly Trailpass,	1
Ten trip,	2
Off-peak bargain fare,	3
Single trip ticket,	4
Cash on train, or	5
Free senior citizen ticket?	6

40. Did you make this trip on a weekday or a weekend?

Weekday	1
Weekend	2

41. What time of day did you begin this trip? Was it:

(READ)

6:00 a.m. or before,	1
6:01 a.m. to 9:00 a.m.,	2
9:01 a.m. to 3:30 p.m.,	3
3:31 p.m. to 6:30 p.m.,	4
6:31 p.m. to 9:00 p.m., or	5
After 9:00 p.m.?	6

42. Which of the following did you consider when selecting the form of transportation you used for this trip? Was it:

(READ)

Travel time,	1
Comfort,	2
Cost,	3
Flexibility to travel when and where needed, or	4
Something else? (SPECIFY) _____	0
_____	

(CIRCLE ALL  
THAT APPLY)

REFER TO FLAP Q.38 IF COMMUTER RAIL CHECKED, SKIP TO Q.49;  
OTHERWISE, CONTINUE

43. When, if at all, was the last time you used the commuter rail line for a nonwork trip outside of Center City? Would you say:

(READ)

	Within the past week,	1
	Within the past month,	2
(CONTINUE)	Within the past 3 months,	3
	Within the past 6 months,	4
	Within the past year, or	5
(SKIP TO Q.49)	Not within the past year?	6
	Never (DO NOT READ)	7

44. Please think about the last nonwork trip you made outside of Center City in which you used the commuter rail line. For what purpose did you make that trip? Was it for:

(READ)

(CIRCLE AS  
MANY AS  
APPLY)

	Medical/dental services,	1
	Shopping/errands,	2
	School/training,	3
	Eating,	4
	Social/recreational activity (e.g., movie, seeing friend), or	5
	Some other activity?	6

45. What type of commuter rail ticket did you use for that trip? Was it a:

(READ)

	Monthly Trailpass,	1
	Ten trip,	2
	Off-peak bargain fare,	3
	Single trip ticket,	4
	Cash on train, or	5
	Free senior citizen ticket?	6

46. Did you make this trip on a weekday or a weekend?

Weekday	1
Weekend	2

47. What time of day did you begin this trip? Was it:

(READ)

6:00 a.m. or before,	1
6:01 a.m. to 9:00 a.m.,	2
9:01 a.m. to 3:30 p.m.,	3
3:31 p.m. to 6:30 p.m.,	4
6:31 p.m. to 9:00 p.m., or	5
After 9:00 p.m.?	6

48. What items did you consider when selecting the commuter rail line as your main form of transportation? Was it:

(READ)

(CIRCLE ALL  
THAT APPLY)

Travel time,	1
Comfort,	2
Cost,	3
Flexibility to travel when and where needed, or	4
Something else? (SPECIFY) _____ _____	0

49. Overall, how would you rate the commuter rail lines? Would you say:

(READ)

Very good,	5
Good,	4
Fair,	3
Poor, or	2
Very poor?	1

50. What changes in the commuter rail system would be likely to make you use the system or use it more than you currently do? How about: (READ AND CIRCLE CODE FOR EACH IN COL. Q.50 BELOW)

IF MORE THAN ONE CHANGE GIVEN, ASK Q.51; OTHERWISE, SKIP TO Q.52

51. What would be the most important change?

(READ)	COL. Q.50		COL. Q.51
	All Changes		Most Important
	Yes	No	
More <del>reliable service</del> on-time departures and arrivals?	1	2	1
More frequent service between: <del>12:01 AM and 6:00 AM?</del>	1	2	2
6:01 AM and 9:00 AM?	1	2	3
9:01 AM and 3:30 PM?	1	2	4
3:31 PM and 6:30 PM?	1	2	5
6:31 PM and <del>9:00 PM?</del> <i>after 6:30 P.M.</i>	1	2	6
9:01 PM and 12:00 AM (Midnight)?	1	2	7
Better communication on breakdowns?	1	2	8
Lower fares?	1	2	9
Special fare packages (combining rail fare with passes for other forms of transportation or other benefits?)	1	2	10
Improved cleanliness of cars, including windows?	1	2	11
Better, more reliable bus connections?	1	2	12
Station improvements (such as better lighting)?	1	2	13
Parking improvements (such as more parking, permit parking, more secure parking)?	1	2	14
Improved comfort (such as better, larger seats, heating, air conditioning)?	1	2	15
Opening of Center City Commuter Connection with through train service for all commuter rail users?	1	2	16
Some other change? (SPECIFY) _____ _____	1		20

Now I have just a few more questions for statistical purposes only.

52. Do you own or lease a car, truck or van?

Yes	1
No	2

53. What is the highest grade of school that you completed?

Less than high school graduate (grades 1 to 11)	1
High school graduate	2
Some college or advanced technical or vocational schooling	3
College graduate or beyond	4

54. What was the approximate income for your household for 1983 before taxes and deductions? Was it:

(READ)

Under \$10,000,	1
\$10,000 to \$14,999,	2
\$15,000 to \$24,999,	3
\$25,000 to \$34,999,	4
\$35,000 to \$49,999 or	5
\$50,000 or more?	6
Refused	7
Don't know	9

(DO NOT READ)

TRANSFER INFORMATION FROM SCREENER Q.1 (ASK IF NECESSARY)

55. AGE OF RESPONDENT: \_\_\_\_\_ # YEARS

56. SEX:

Male	1
Female	2

THANK RESPONDENT AND TERMINATE

<u>FLAP</u>	
MAIN FORM OF TRANSPORTATION	
Q.8	(CIRCLE)
Bus or trolley	1
Car, truck, van you drive alone	2
Van pool, car pool, drive or ride with others	3
Subway or elevated	4
Commuter Rail/Regional High-Speed Line	5
Walk	6
Some other way	7
Q.25	COMMUTER RAIL <input type="checkbox"/>
Q.38	COMMUTER RAIL <input type="checkbox"/>

## USER/NON-USER ATTITUDES

TRANSIT AGENCY: BI-State Development Agency  
St. Louis, Missouri

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect information about the attitudes and demographic characteristics of riders.

COMMENTS: The survey sample is a reduced copy of an 11" x 17" original printed on white 35 lb. card-stock.

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TRANSIT AGENCY: TRANSPO  
South Bend Transportation Corporation  
South Bend, Indiana

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect information about rider trip characteristics, demographic characteristics, and attitudes toward the existing transit service.

COMMENTS: The survey sample is a reduced copy of an 8 1/2" x 11" original printed on 20 lb. paper.

---

TRANSIT AGENCY: CHERRIOT  
Salem Area Transit District  
Salem, Oregon

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect information about rider trip and demographic characteristics and attitudes toward transit service.

COMMENTS: The survey sample is a reduced copy of an 8 1/2" x 14" original printed on 20 lb. paper. This sample was taken from a summary report.

---

TRANSIT AGENCY: Metropolitan Tulsa Transit Authority  
Tulsa, Oklahoma

SURVEY METHOD: Self-administered questionnaire, distributed by  
various public displays within the service area.

PURPOSE OF SURVEY: To collect information about the attitudes of  
residents toward the transit system.

COMMENTS: The survey sample is a reduced copy of an origi-  
nal printed on 8 1/2" x 11" 20 lb. paper-stock.

---

TRANSIT AGENCY: OCTD  
Orange County Transit District  
Garden Grove, California

SURVEY METHOD: Personal Interview

PURPOSE OF SURVEY: To collect information about the awareness,  
attitudes, and knowledge of the transit system  
for various market segments.

COMMENTS: The survey sample is a reduced copy of an origi-  
nal printed on 8 1/2" x 11" 20 lb. paper-stock.

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TRANSIT AGENCY: Oshkosh Transit System  
Oshkosh, Wisconsin

SURVEY METHOD: Self-administered questionnaire distributed at  
major employment sites.

PURPOSE OF SURVEY: To collect information about perceptions of auto  
and transit characteristics and the potentials  
for various changes in transit service.

COMMENTS: The draft survey included was developed by the  
University of Wisconsin--Milwaukee and was  
designed for advanced analysis of mode choice.

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# Bi-State Passenger Transit System SURVEY



Dear Passenger:

Thanks for riding the Bi-State Transit System -- we appreciate your business.

We'd like to know if Bi-State is doing a good job for you. Would you please take just a moment now to answer a few questions on the following pages?

After you have completed this survey, please return it to the person who gave it to you. Thanks for your help.

Sincerely,

Michael H. Seitzer  
General Manager of Transit

The Bi-State  
Development Agency  
707 North First Street  
St. Louis, Missouri 63102  
(314) 982-1400

12. My age is: (Circle Answer)

1) 13 years or less    2) 14-17 yrs    3) 18-21 yrs    33

4) 22-34 yrs    5) 35-44 yrs    6) 45-54 yrs    7) 55-64 yrs

8) 65 yrs. or older

13. I am: (Circle Answer)    34

1) Male    2) Female

14. I am: (Circle Answer)    35

1) Black    2) White    3) Other \_\_\_\_\_

15. I am a licensed driver: (Circle Answer)    36

1) Yes    2) No

16. There are \_\_\_\_\_ cars in my household: (Circle Answer)    37

0    1    2    3    4    5    6 or more

17. Today, \_\_\_\_\_ members of my household (including myself) use the bus: (Circle Answer)    38

0    1    2    3    4    5    6    7    8    9 or more

18. Total income of all members of my household is: (Circle Answer)    39

	Per Year	Per Week	Per Hour
1)	Under \$10,000	Under \$200	Under \$5
2)	\$10,000 - \$19,999	\$200 - \$384	\$5 - \$9.99
3)	\$20,000 - \$34,999	\$385 - \$672	\$10 - \$17.49
4)	\$35,000 - or more	\$673 or more	\$17.50 or more

Date \_\_\_\_\_    40

Thank you!    41-45



SOUTH BEND PUBLIC TRANSPORTATION CORPORATION  
ON-BOARD PASSENGER SURVEY

The South Bend Public Transportation Corporation and the Michiana Area Council of Governments are conducting a survey of bus riders. Please take a few minutes and complete this survey. Please place the completed survey in the containers provided at the front and rear of the bus. If you have previously completed this survey, you need not complete another. We thank you for your cooperation.

1. What is the purpose of your trip? (check only one)

Medical  Social/Recreational   
 Personal Business  Work   
 School  Other

2. How many one-way trips do you usually take per week?

Under 5  16-20   
 6-10  21-25   
 11-15  Over 25

3. What is your most important reason for riding the bus?  
(check only one)

Parking is too expensive.   
 Driving is too expensive.   
 The bus saves time.   
 I do not drive.   
 I drive, but no car.   
 Other

4. Which radio station do you listen to most frequently?  
(check only one)

WYEZ-FM  WSBT-AM   
 WXMG-FM (Magic)  WNDU-FM (U-93)   
 WTHQ-FM (Q-102)  Other (specify) \_\_\_\_\_  
 WNDU-AM (15 Country)

5. Which transit service improvement would you most like to see implemented by TRANSPO? (Check no more than two)

Sunday Service   
 Ease of Transfer Between Routes   
 On-Time Performance   
 Frequency of Service   
 Late Night Service   
 Directness of Route   
 Other (specify) \_\_\_\_\_

6. One of TRANSPO's special programs is the "Passport," the pass program for monthly unlimited travel. Check the appropriate response.

I am not aware of the Passport program.   
 I frequently use Passport.   
 I occasionally use Passport.   
 I am aware of Passport, but do not use it.

(OVER)

7. Below is a list of statements about TRANSPO. Please check whether you agree completely, agree slightly, disagree slightly, or disagree completely with each statement.

- a. Riding on a TRANSPO bus is comfortable and relaxing.  
 Agree completely \_\_\_ Disagree slightly \_\_\_  
 Agree slightly \_\_\_ Disagree completely \_\_\_
- b. The bus usually runs on time.  
 Agree completely \_\_\_ Disagree slightly \_\_\_  
 Agree slightly \_\_\_ Disagree completely \_\_\_
- c. The cost of riding on TRANSPO is reasonable for the value you receive.  
 Agree completely \_\_\_ Disagree slightly \_\_\_  
 Agree slightly \_\_\_ Disagree completely \_\_\_
- d. TRANSPO is doing a good job trying to attract more riders.  
 Agree completely \_\_\_ Disagree slightly \_\_\_  
 Agree slightly \_\_\_ Disagree completely \_\_\_
- e. The bus drivers are courteous.  
 Agree completely \_\_\_ Disagree slightly \_\_\_  
 Agree slightly \_\_\_ Disagree completely \_\_\_
- f. TRANSPO has modern, up-to-date buses.  
 Agree completely \_\_\_ Disagree slightly \_\_\_  
 Agree slightly \_\_\_ Disagree completely \_\_\_
- g. TRANSPO keeps its buses clean and attractive.  
 Agree completely \_\_\_ Disagree slightly \_\_\_  
 Agree slightly \_\_\_ Disagree completely \_\_\_

8. Are you: Female \_\_\_ Male \_\_\_

9. What is your age?

- |              |                |
|--------------|----------------|
| Under 18 ___ | 45-54 ___      |
| 18-24 ___    | 55-64 ___      |
| 25-34 ___    | 65 or over ___ |
| 35-44 ___    |                |

10. What is your approximate family income?

- |                       |                       |
|-----------------------|-----------------------|
| Under \$10,000 ___    | \$30,000 - 39,999 ___ |
| \$10,000 - 19,999 ___ | \$40,000 - 49,999 ___ |
| \$20,000 - 29,999 ___ | \$50,000 or over ___  |

Additional Comments:

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### SALEM AREA TRANSIT DISTRICT RIDER OPINION STUDY

1. About how many times do you ride the bus in an average WEEK (Round trips count as TWO)
 

<input type="checkbox"/> 1-4 times	<input type="checkbox"/> 5-9 times	<input type="checkbox"/> 10-14 times	<input type="checkbox"/> 15 or more times
------------------------------------	------------------------------------	--------------------------------------	---
  
2. From what location do you most often BOARD the bus? (Give closest intersection or building)
 

\_\_\_\_\_
  
3. At what location do you most often GET OFF the bus? (Give closest intersection or building)
 

\_\_\_\_\_
  
4. For what purpose are you making this trip today?
 

<input type="checkbox"/> Work	<input type="checkbox"/> School	<input type="checkbox"/> Recreation	
<input type="checkbox"/> Shop	<input type="checkbox"/> Medical	<input type="checkbox"/> Other	_____
  
5. How many cars are there in your household?
 

<input type="checkbox"/> One	<input type="checkbox"/> Two	<input type="checkbox"/> Three or more	<input type="checkbox"/> None
------------------------------	------------------------------	--	-------------------------------
  
6. Instead of taking the bus today, could you have used a car for this trip?
 

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------
  
7. What are your main reasons for choosing to ride the bus? (Check all that apply)
 

<input type="checkbox"/> I feel it is more economical to ride the bus than drive.
<input type="checkbox"/> Parking is a problem.
<input type="checkbox"/> I prefer not to cope with traffic.
<input type="checkbox"/> I think the bus is environmentally more efficient.
<input type="checkbox"/> The bus is more convenient for me.
<input type="checkbox"/> My car was unavailable or out of repair.
<input type="checkbox"/> I have no other means of transportation.
<input type="checkbox"/> Other reason _____
  
8. Since the last fare increase, have you ridden the bus more, less, or about the same number of times per week?
 

<input type="checkbox"/> More	<input type="checkbox"/> Less	<input type="checkbox"/> About the same
-------------------------------	-------------------------------	---
  
9. Do you possess a current printed transit schedule?     Yes     No
 

If YES: Do you find it easy to read and use?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat <input type="checkbox"/> No
Do you have schedules for more than one route?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
  
10. If you wanted more information about schedules, routes, etc., which of the following actions would you most likely take? (Check all that apply)
 

<input type="checkbox"/> Call the transit office	<input type="checkbox"/> Ask a friend
<input type="checkbox"/> Go by the transit office	<input type="checkbox"/> Ask the driver
<input type="checkbox"/> Get a printed schedule	<input type="checkbox"/> Other action _____
  
11. In general, how would you rate the Cherriot Transit System? (Please check only ONE answer)
 

<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Poor
------------------------------------	-------------------------------	---------------------------------------	-------------------------------

  - a. Please check below any areas in which you feel service could be improved: (Check all that apply)
 

<input type="checkbox"/> Increase frequency of trips	<input type="checkbox"/> More information about schedules or routes
<input type="checkbox"/> More express routes	<input type="checkbox"/> More dependable arrival and departure times
<input type="checkbox"/> Night service	<input type="checkbox"/> More courteous drivers
<input type="checkbox"/> Sunday service	<input type="checkbox"/> More Park & Ride points
<input type="checkbox"/> More shelters	<input type="checkbox"/> Better security at stops and stations
<input type="checkbox"/> Bike racks	<input type="checkbox"/> Allow boarding at marked stops only
<input type="checkbox"/> Updated buses and equipment	<input type="checkbox"/> Other improvement _____
  
  - b. If you checked more than 3 items above, please go back and double check (✓) the 3 most important to you, personally
  
12. What is your impression of the Cherriot service area? (Please check ONE statement below)
 

<input type="checkbox"/> I think Cherriots serve people living in the city of Salem
<input type="checkbox"/> I think Cherriots serve the people living in Salem and the surrounding urban areas.
<input type="checkbox"/> I think Cherriots serve the people living in Marion and Polk Counties.
<input type="checkbox"/> I'm not sure.

Please continue on back —

13. What about the name "Cherrlot"? As a personal opinion, would you like to **keep** the name "Cherriot", or do you think the name should be changed?  
 1 ( ) I think the name "Cherriot" should be KEPT. Why? \_\_\_\_\_  
 \_\_\_\_\_  
 2 ( ) I think the name "Cherriot" should be CHANGED. Why? \_\_\_\_\_  
 \_\_\_\_\_

14. The Salem Transit System is currently lunded through PROPERTY TAX money. The transit system cannot continue to operate without funds generated locally. Listed below are several suggestions people have made to help the transit system cover operating costs. For each statement, please check the extent to which YOU agree or disagree.

	AGREE		DISAGREE		Not Sure
	STRONGLY	Somewhat	Somewhat	STRONGLY	
a. PROPERTY TAXES should continue to be levied to support the transit system	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
b. There should be a PAYROLL TAX levied on all local businesses to help support the transit system.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
c. There should be a local INCOME TAX levied to help support the transit system.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
d. FARES should be INCREASED to cover operating costs.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
e. Transit service should be reduced at all levels (including the route you use).	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
f. Do you have any suggestions for funding the transit system?	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )

15. If placed on a ballot, which of the following measures would you be most likely to support? (Check one)  
 1 ( ) A renewal of the present property tax  
 2 ( ) An assessment tax on the payrolls of local businesses.  
 3 ( ) An assessment tax on local incomes.  
 4 ( ) A combination assessment tax on both business payrolls and property.  
 5 ( ) None

16. Which RADIO station do you ORDINARILY listen to:  
 a. For News? \_\_\_\_\_ b. For Entertainment/Music? \_\_\_\_\_

17. Which of the following sources do you REGULARLY use for NEWS and INFORMATION? (Check all that apply)  
 1 ( ) Radio  
 2 ( ) Oregonian  
 3 ( ) Keizer Times  
 4 ( ) Statesman-Journal  
 5 ( ) Television - what channel(s)? \_\_\_\_\_  
 6 ( ) Neighborhood Newsletter  
 7 ( ) Other \_\_\_\_\_

**WE NEED THE FOLLOWING INFORMATION FOR STATISTICAL PURPOSES ONLY**

18. Please indicate your sex: 1 ( ) Male 2 ( ) Female
19. Please check your age range: 1 ( ) 16-18 2 ( ) 19-24 3 ( ) 25-34 4 ( ) 35-44 5 ( ) 45-54 6 ( ) 55-64 7 ( ) 65 or older
20. What is your usual occupation? \_\_\_\_\_  
 Is this a State Government position? 1 ( ) Yes 2 ( ) No
21. Please check your annual income RANGE below:  
 1 ( ) Under \$10,000 2 ( ) \$10,000 - \$19,999 3 ( ) \$20,000 - \$34,999 4 ( ) \$35,000 - \$49,999 5 ( ) \$50,000 or more
22. Do you own or rent your home?  
 1 ( ) own 2 ( ) rent
23. To satisfy federal requirements for a public agency study, we ask you to check your ethnic background below: (Optional)  
 1 ( ) Hispanic 2 ( ) Asian 3 ( ) Caucasian 4 ( ) Black 5 ( ) Native American Indian 6 ( ) Other \_\_\_\_\_

THANK YOU VERY MUCH FOR YOUR COOPERATION. Please hand your completed questionnaire to the Mar%Stat Staff Member as you leave the bus.

.....  
 For Mar%Stat Computer: Route # \_\_\_\_\_ Day \_\_\_\_\_ Time \_\_\_\_\_ Staff Member \_\_\_\_\_  
 ( ) AM ( ) PM

Dear Tulsan:

In a continuing effort to provide you with quality services, the Metropolitan Tulsa Transit Authority wants to learn more about your attitudes and opinions toward our services. You have been randomly selected to take part in this survey.

Below is a questionnaire which we would like for you to complete and return to us. All answers are confidential and will only be tabulated along with the responses of several hundred other Tulsans.

Your input is extremely important to us, so please take a few moments to fill out the following questionnaire and return it to us.

1      2      3      4

1. In the past year or so, how frequently did you ride a bus to and from work?
- |  |  |  |
|--|--|--|
| ALL THE TIME--5 TIMES A WEEK . . ( )-1 | OCCASIONALLY--4 TIMES A MONTH OR ONCE A WEEK . . . . . ( )-3 | RARELY--LESS THAN ONCE A MONTH . . . . . ( )-5 |
| REGULARLY--2 TO 4 TIMES A WEEK . ( )-2 | SELOOM--1 TO 3 TIMES A MONTH . ( )-4                         | NEVER . . . . . ( )-1                          |

2. Why do you not ride the bus more often or at all? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

(NOTE: IF NEVER RIDE THE BUS, SKIP TO QUESTION #6)

3. Do you normally ride an express bus or a local (regular) route bus?
- |                               |                   |
|-------------------------------|-------------------|
| LOCAL (REGULAR ROUTE) . ( )-1 | EXPRESS . . ( )-2 |
|-------------------------------|-------------------|
4. A. Do you find you are riding the bus more or less often than you used to? MORE OFTEN . ( )-1      LESS OFTEN . ( )-2
- B. Why do you say this? \_\_\_\_\_  
 \_\_\_\_\_

5. Please rate how important each of the following factors are to you in your decision to ride the bus. Use a rating scale of 1 to 5, with "5" being very important and "1" being little or no importance. How important is . . .

	LITTLE IMPORTANCE	2	3	4	VERY IMPORTANT
a. Bus stops in easy to get to place . . . . .	1	2	3	4	5 (12)
b. Amount of time spent on the bus . . . . .	1	2	3	4	5 (13)
c. Pickup and arrival time of the bus (both coming & going) . . . . .	1	2	3	4	5 (14)
d. Cost or price . . . . .	1	2	3	4	5 (15)
e. Understanding how to use & where to catch the bus . . . . .	1	2	3	4	5 (16)
f. Type of people I ride with . . . . .	1	2	3	4	5 (17)
g. Easy access to route & schedule information . . . . .	1	2	3	4	5 (18)
h. Cleanliness of the bus . . . . .	1	2	3	4	5 (19)
i. Understanding how much to pay . . . . .	1	2	3	4	5 (20)
j. Comfort level (too hot or too cold) . . . . .	1	2	3	4	5 (21)
k. Dependability (on-time, few breakdowns, etc.) . . . . .	1	2	3	4	5 (22)
l. Friendly & helpful attitudes . . . . .	1	2	3	4	5 (23)
m. Routes within easy walking distance . . . . .	1	2	3	4	5 (24)

6. Some people we've talked to say they are very satisfied with the area's bus system; others think the Tulsa area has a poor bus system. How do you rank the bus system (MTTA) in Tulsa?

EXCELLENT . ( )-1      GOOD . ( )-2      FAIR . ( )-3      POOR . ( )-4      (25)

7. A. What do you think are the greatest strengths of the bus system (MTTA) in Tulsa? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- B. What about weaknesses--in what areas do they most need to improve? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

8. Now I'd like for you to rate the MTTA on several factors. How would they rate on . . .

	EXCELLENT	GOOD	FAIR	POOR	
a. Dependability/maintenance of the buses . . . . .	( )-1	( )-2	( )-3	( )-4	(30)
b. Cleanliness of buses . . . . .	( )-1	( )-2	( )-3	( )-4	(31)
c. On-time performance . . . . .	( )-1	( )-2	( )-3	( )-4	(32)
d. Frequency of bus service . . . . .	( )-1	( )-2	( )-3	( )-4	(33)
e. Courteous operators . . . . .	( )-1	( )-2	( )-3	( )-4	(34)
f. Driving skills of operator . . . . .	( )-1	( )-2	( )-3	( )-4	(35)
g. Routes going where you want them to go . . . . .	( )-1	( )-2	( )-3	( )-4	(36)
h. Comfort level in the bus (too hot or too cold) . . . . .	( )-1	( )-2	( )-3	( )-4	(37)
i. Cost or prices . . . . .	( )-1	( )-2	( )-3	( )-4	(38)
j. Routes go when you need them to . . . . .	( )-1	( )-2	( )-3	( )-4	(39)

9. Regardless of how often you currently ride the bus, what factors would cause you to ride the bus more often?  
(CHECK AS MANY AS APPLY)

- |  |   |     |
|--|---|-----|
| <input type="checkbox"/> -1A. If working in downtown Tulsa.                                  | <input type="checkbox"/> -7G. If I knew someone who rides the bus (even if not the same bus). | 40- |
| <input type="checkbox"/> -2B. If fares were lower.   | <input type="checkbox"/> -8H. If someone I know would ride the bus with me the first time.    | 41- |
| <input type="checkbox"/> -3C. If my employer paid part of the cost.                          | <input type="checkbox"/> -9I. Other _____   | 42- |
| <input type="checkbox"/> -4D. If gasoline costs were over \$1.25 per gallon.                 |   | 43- |
| <input type="checkbox"/> -5E. If their service better fit my schedule.                       | <input type="checkbox"/> -0J. Nothing. I presently ride the bus everyday.                     |     |
| <input type="checkbox"/> -6F. If someone gave me bus information and helped me plan my trip. | <input type="checkbox"/> -1K. Nothing. I would never ride the bus.                            |     |
|  | <input type="checkbox"/> -2L. If bus stops were easier to get to.                             |     |

10. How much affect do you think Tulsa's future mass transit system could have on each of the following?

	GREAT AFFECT	MODERATE AFFECT	LITTLE AFFECT	NO AFFECT	
a. REDUCING AIR POLLUTION . . . . .	( )-1	( )-2	( )-3	( )-4	(44)
b. REDUCING TRAFFIC CONGESTION . . . . .	( )-1	( )-2	( )-3	( )-4	(45)
c. REDUCING STREET MAINTENANCE . . . . .	( )-1	( )-2	( )-3	( )-4	(46)
d. REDUCING PARKING PROBLEMS . . . . .	( )-1	( )-2	( )-3	( )-4	(47)
e. IMPROVING CITY IMAGE . . . . .	( )-1	( )-2	( )-3	( )-4	(48)
f. OTHER: _____	( )-1	( )-2	( )-3	( )-4	(49)

Now I'd like to get a little information to help classify the interview.

11. Which of the following best describes your occupation?

- |  |                                      |   |
|--|--------------------------------------|---|
| PROFESSIONAL . . . . . [ ]-1             | WHITE COLLAR . . . . . [ ]-5         | SEMI-SKILLED LABOR . . . . . [ ]-9                                  |
| BUSINESS OWNER/EXECUTIVE . . . . . [ ]-2 | CLERICAL . . . . . [ ]-6             | OTHER _____ [ ]-0   |
| MANAGER . . . . . [ ]-3                  | SALES . . . . . [ ]-7                | NOT IN LABOR FORCE (RETIRED, UNEMPLOYED, ETC.) . . . . . [ ]-K (50) |
| TECHNICAL . . . . . [ ]-4                | TRADES/SKILLED LABOR . . . . . [ ]-8 |   |

12. Are you between the ages of . . . UNDER 18 YEARS OLD . . . [ ]-1    25 TO 44 YEARS OLD . . . [ ]-3    65 YEARS OLD OR OLDER . . . [ ]-5 (51)  
18 TO 24 YEARS OLD . . . [ ]-2    45 TO 64 YEARS OLD . . . [ ]-4

13. Which of the following best describes your total annual family income?

- |                                  |                                  |                           |      |
|----------------------------------|----------------------------------|---------------------------|------|
| UNDER \$15,000 . . . . . [ ]-1   | \$25,000 TO \$40,000 . . . [ ]-3 | OVER \$55,000 . . . [ ]-5 | (52) |
| \$15,000 TO \$25,000 . . . [ ]-2 | \$40,000 TO \$55,000 . . . [ ]-4 |                           |      |

14. Sex: MALE . . . [ ]-1    FEMALE . . . [ ]-2    (53)

15. Where do you live? TULSA . . . . . ( )-1    BROKEN ARROW . . . . . ( )-4  
SAND SPRINGS . . . . . ( )-2    OWASSO . . . . . ( )-5  
SAPULPA . . . . . ( )-3    BIXBY . . . . . ( )-6    (54)  
OTHER: \_\_\_\_\_ ( )-7

THANK YOU FOR YOUR COOPERATION!

OCTO MONITORING STUOY - APRIL 1984

INTERVIEW #

1

Hello. I'm (interviewer's name) from Transit Research, a national research/polling company. We're talking briefly with residents of Orange County who are 16 years of age or older about transportation problems in the county. Your household has been randomly selected to represent the needs and attitudes of your neighborhood. (INTERVIEWER: CHECK MALE/FEMALE QUOTA AND ASK FOR MALE/FEMALE RESPONDOENT AS NEEDED. YOU DO NOT HAVE TO TALK TO HEAOS OF HOUSEHOLOS ONLY).

2

3

1. BY OBSERVATION: Male.....1 Female.....2

4

2. In your opinion, what is the single biggest transportation problem facing Orange County today? (PROBE FOR COMPLETE, SPECIFIC ANSWER)

5

6

3. Do you know what Orange County's bus system is called, that is the official name? (OO NOT REAO ANSWERS)

- Orange County Transit Oistrict or OCTD....1
- Rapid Transit Oistrict or SCRTD or RTD....2
- Oial-a-Ride.....3
- Park-n-Ride.....4
- Other: \_\_\_\_\_ X
- Don't know.....Y

7

4. As you think about the County's bus system, would you say your overall attitude toward it is: extremely positive, somewhat positive, neutral, somewhat negative, or extremely negative?

- Extremely Somewhat Neutral/Don't Somewhat Extremely
- Positive...1 Positive...2 Know...3 Negative..4 Negative...5
- (GO TO Q.5)

8

4a. Why is that? (PROBE)

9

10

5. Now, I'm going to read a list of things about the County's bus system, and I'd like you to rate the system on each point by answering: excellent, good, fair, or poor. Here's the first one: (READ LIST & RECORD RATING FOR EACH - ROTATE ORDER)

	Excel.	Good	Fair	Poor	No Opinion
a. Bus service close to your home.....1	2	3	4	Y	
b. Frequency of buses in your area.....1	2	3	4	Y	
c. Progress toward improving the overall bus system.....1	2	3	4	Y	
d. Keeping the public informed.....1	2	3	4	Y	
e. Bus service close to place of work.....1	2	3	4	Y	
f. Bus service close to shopping.....1	2	3	4	Y	
g. Efficient management.....1	2	3	4	Y	
h. Responsiveness to public's needs.....1	2	3	4	Y	

11

12

13

14

15

16

17

18

6. How many blocks is it from your home to the nearest bus stop?
- |                     |                |                        |          |
|---------------------|----------------|------------------------|----------|
| 1 block or less...1 | 5 blocks.....5 | 9 blocks or more.....9 |          |
| 2 blocks.....2      | 6 blocks.....6 | Don't know.....Y       | 19 _____ |
| 3 blocks.....3      | 7 blocks.....7 |                        |          |
| 4 blocks.....4      | 8 blocks.....8 |                        |          |
7. What color are the Orange County Transit District bus stop signs? (DO NOT READ LIST)
- |                |           |            |                  |                   |          |
|----------------|-----------|------------|------------------|-------------------|----------|
| Blue...1       | White...2 | Orange...3 | Blue & White...4 | Blue & Orange...5 |          |
| Other: _____ X |           |            |                  | Don't know.....Y  | 20 _____ |
8. Do you know where the buses that stop near your home go for all or part of their routes?
- |         |        |          |
|---------|--------|----------|
| Yes...1 | No...2 | 21 _____ |
|---------|--------|----------|
9. Could you tell me about how often the buses run in your neighborhood?
- |                               |                       |          |
|-------------------------------|-----------------------|----------|
| Every 10 minutes or less....1 | 31-35 minutes.....6   |          |
| 11-15 minutes.....2           | 36-45 minutes.....7   |          |
| 16-20 minutes.....3           | 46-60 minutes.....8   | 22 _____ |
| 21-25 minutes.....4           | Over 60 minutes.....9 |          |
| 26-30 minutes.....5           | Don't know.....Y      |          |
10. Were you aware that OCTD offers neighborhood Dial-a-Ride service, that is where you can call-in for door-to-door service in zones throughout Orange County?
- |        |      |          |
|--------|------|----------|
| Yes..1 | No.2 | 23 _____ |
|--------|------|----------|
- 10a. IF YES TO Q. 10, ASK 10a---What does it currently cost to ride Dial-a-Ride?
- |                |         |                 |                 |                 |          |
|----------------|---------|-----------------|-----------------|-----------------|----------|
| Under \$1...1  | \$1...2 | \$1.01-1.24...3 | \$1.25-1.50...4 | Over \$1.50...5 |          |
| Other: _____ X |         |                 |                 | DK...Y          | 24 _____ |
11. Were you aware that OCTD offers car pool matching services? Yes...1 No...2
- |         |        |          |
|---------|--------|----------|
| Yes...1 | No...2 | 25 _____ |
|---------|--------|----------|
12. Do you ever have the need for a service to find someone to carpool with you?
- |        |      |          |
|--------|------|----------|
| Yes..1 | No.2 | 26 _____ |
|--------|------|----------|
13. Have you seen, read, heard, or received any advertising or other information about the county's bus system during the past few months?
- |                        |                        |          |
|------------------------|------------------------|----------|
| Yes....1 (ASK Q.13a-c) | No....2 (SKIP TO Q.14) | 27 _____ |
|------------------------|------------------------|----------|
- a. Where was that? (DO NOT READ LIST; PROBE: WHERE ELSE?)
- |  |                             |               |
|--|-----------------------------|---------------|
| Newspaper.....1 (ASK Q.13b)-----13b. Which newspaper?(PROBE;DON'T READ LIST) |                             |               |
| Radio.....2  |                             |               |
| Mail.....3   |                             |               |
| Exterior bus sign.4  | The Register.....1          |               |
| Interior bus sign.5  | L.A. Times.....2            | Q13a 28 _____ |
| Billboard.....6  | Anaheim Bulletin.....3      |               |
| Bus bench.....7  | Fullerton Tribune.....4     | Q13b 29 _____ |
| Bus stop sign.....8  | Orange Coast Daily Pilot..5 |               |
| TV.....9   | Other: _____ X              |               |
| Other: _____ X   | Don't know.....Y            |               |
| Don't know.....Y   |                             |               |

13c. What was the message, idea, or theme of the advertising? (PROBE: What else?)

30  
31

14. Besides advertising, have you seen, read, or heard any news stories or articles about Orange County Transit District in the past few months?

Yes...1 (ASK Q.14a-b) No...2 (SKIP TO Q.15)

32

a. Where was that? (PROBE: Where else? DO NOT READ LIST)

Newspaper.....1 (ASK Q.14b)-----14b. Which newspapers? Any others?(DON'T READ	
Radio.....2	The Register.....1 014a 33
TV.....3	L.A. Times.....2
Other: _____ X	Anaheim Bulletin.....3 014b 34
	Fullerton Tribune.....4
	Orange Coast Daily Pilot...5
	Other: _____ X
	Don't know.....Y

15. What does it currently cost to ride the regular OCTO bus? (DO NOT READ LIST)

Free.....1	60c during off-peak/75c during
10c during off-peak/50c	rush hours.....6
during rush hours for	75c.....7
senior citizens.....2	\$1.00.....8
25c.....3	\$1.50.....9
50c.....4	Other: _____ X
60c.....5	Don't know/can't remember.....Y

35

16. Were you aware that monthly bus passes are available at a reduced rate? Yes..1 No..2

36

17. If you wanted or needed to use the bus, where would you first go to get information?

Call OCTD..... <sup>37</sup> -1 ----- Q.17a. How would you get the phone #?	
Look in phone book.....2	Call operator..... <sup>38</sup> -1 37
Go to library.....3	Look in phone book.....2 36
Use schedule I already have....4	Already know it.....3
Use bus book.....5	Other: _____ X
Other: _____ X	Don't know.....Y
Don't know.....Y	

18. What improvements would be absolutely necessary to get you to ride the OCTD bus? (OR MORE OFTEN)

39

40

19. Were you aware that Orange County has just developed a 15 year plan to improve the transportation system in Orange County? Yes...1 No...2

41

20. Were you aware that Orange County is considering increasing the sales tax 1c, that is from 6¢ to 7¢, to finance the improvement of the transportation system in the county?

Yes....1 (ASK Q.20a) No....2 (SKIP TO Q.21) 42 \_\_\_\_\_

20a. Do you know what specific improvements that money will be spent on?(DON'T READ)

- Build new freeways.....1 (IF RESPONDENT SAYS "freeways",
- Widen existing freeways.....2 PROBE FOR NEW VS EXISTING)
- Improve local streets and roads.....3
- Add more buses to current system/improve transit system.....4
- Start a light rail transit system.....5
- Other: \_\_\_\_\_ X
- Don't know.....Y

43 \_\_\_\_\_

21. If there were a vote held tomorrow, would you vote for or would you vote against a sales tax increase of no more than one cent, with all funds going toward improving the transportation system in Orange County, that is freeways, roads, the bus system, and a light rail transit system?

For...1 Against...2 Don't know...Y 44 \_\_\_\_\_

21a. Why is that? \_\_\_\_\_ 45 \_\_\_\_\_

\_\_\_\_\_ 46 \_\_\_\_\_

(INTERVIEWERS: ROTATE THE NEXT 4 QUESTIONS)

22. Would you be more or less likely to vote for this measure knowing that at least some of the money would be spent on improving the freeways in Orange County?

More likely....1 Less likely....2 Don't know....Y 47 \_\_\_\_\_

23. Would you be more or less likely to vote for this measure knowing that at least some of the money would be spent on improving the roads in Orange County?

More likely....1 Less likely....2 Don't know....Y 48 \_\_\_\_\_

24. Would you be more or less likely to vote for this measure knowing that at least some of the money would be spent on improving the bus system in Orange County?

More likely....1 Less likely....2 Don't know....Y 49 \_\_\_\_\_

25. Would you be more or less likely to vote for this measure knowing that at least some of the money would be spent on a light rail transit system in Orange County?

More likely....1 Less likely....2 Don't know....Y 50 \_\_\_\_\_

26. Now I'm going to read to you a list of 5 possible solutions to the transportation problems in Orange County. (READ LIST, ROTATE EACH TIME). Assuming that you were given \$100 to spend on improving the transportation situation, as I read the list again, please tell me how much of the \$100 you would allocate to each possible improvement. The first one is..... (ROTATE CHOICES; MAKE SURE TOTAL IS \$100)

- a. Building new freeways.....\$ \_\_\_\_\_ 51 \_\_\_\_\_
- b. Widening existing freeways.....\$ \_\_\_\_\_ 52 \_\_\_\_\_
- c. Adding more buses to the current system..\$ \_\_\_\_\_ 53 \_\_\_\_\_
- d. Starting a light rail transit system.....\$ \_\_\_\_\_ 54 \_\_\_\_\_
- e. Improving local streets and roads.....\$ \_\_\_\_\_ 55 \_\_\_\_\_

MUST TOTAL TO \$100!!!

27. Now just a few final questions for statistical purposes. Have you or any other member of your household used the OCTO bus during the last month?

- Yes....1 No....2 Don't know....Y 56 \_\_\_\_\_

28. Counting yourself, how many persons live in your household? 1 2 3 4 5/more Ref 57 \_\_\_\_\_

29. What is your main daily activity - that is, do you work, go to school, or what?

- Work....1 Housewife.....3 Unemployed.....5 58 \_\_\_\_\_
- School...2 Retired.....4 Other \_\_\_\_\_ X

30. How many motor vehicles, including automobiles, trucks, vans, and motorcycles are owned by members of your household?

- 0 1 2 3 4/more 59 \_\_\_\_\_

31. What is the highest level of education you have completed? (READ LIST)

- Less than high school.....1 College graduate.....4 60 \_\_\_\_\_
- High school graduate.....2 Graduate school degree.....5
- Some college.....3 Refused.....Y

32. What is your age? 16-17...1 18-24...2 25-34.....3 35-44....4 45-54...5 55-64...6 65/older..7 Refused..Y 61 \_\_\_\_\_

32a. IF 18 OR OVER, ASK---Are you registered to vote in U.S. elections?

- Yes...1 (ASK Q.32b) No...2 (SKIP TO Q.33) 62 \_\_\_\_\_

32b. What is your party registration? Republican..1 Democrat...2

- Independoent..3 Other \_\_\_\_\_ 63 \_\_\_\_\_

33. What is your approximate annual household income?

- Under \$10,000...1 \$10-14,999...2 \$15-19,999...3 \$20-24,999...4 64 \_\_\_\_\_
- \$25-29,999.....5 \$30-39,999...6 \$40-49,999...7 \$50K or more..3 Ref...Y

34. Would you say your ethnic background is (READ LIST):

Caucasian...1 Black...2 Hispanic/Latin American...3

Oriental...4 Other: \_\_\_\_\_ X Refused.....Y

65 \_\_\_\_\_

35. In what city do you live? \_\_\_\_\_

66 \_\_\_\_\_

36. In what city do you work (or go to school)? \_\_\_\_\_

67 \_\_\_\_\_

When I review my results, if there's additional information I need, may I phone you?  
Your phone number is \_\_\_\_\_.

And your first name is \_\_\_\_\_.

Thank you very much for your time. Have a nice day (evening).

I CERTIFY THAT I HAVE ASKED ALL APPROPRIATE QUESTIONS OF THE PERSON INDICATED.

Interviewer's signature: \_\_\_\_\_ date \_\_\_\_\_ Supervisor's signature

\_\_\_\_\_

Dear Oshkosh Worker:

As a worker in the Oshkosh area, you can help us to improve the bus service in Oshkosh by answering some simple questions about your travel. Your answers are confidential and please do NOT sign your name. After you have completed the questionnaire, put it in the envelope and drop it in the box provided. This study is being done by the Oshkosh Transit System.

If you have any questions, please call XXX-XXXX.

THANK YOU

Mark Huddleson  
Manager

1. How do you normally travel to work?  
 Drive,  Ride with someone,  Bus,  Bicycle,  Walk,  
 Other (specify) \_\_\_\_\_
2. If this means (question 3) is not available, how do you then get to work?  
 Drive,  Ride with someone,  Bus,  Bicycle,  Walk,  
 Other (specify) \_\_\_\_\_,  Don't go to work.
3. What are your normal working hours? \_\_\_\_\_ Start \_\_\_\_\_ Finish
4. How close does the bus stop to where you live? \_\_\_\_\_ Blocks  Don't know
5. If (when) you ride the bus to work do you have a transfer?  
 Yes,  No,  Don't know
6. On the average, how many times per week do you use the bus to and from work?  
 \_\_\_\_\_ Times
7. How many people in your home are over 18 years old? \_\_\_\_\_ People
8. How many cars does your family currently operate? \_\_\_\_\_ cars
9. How many people in your home have driver's licenses? \_\_\_\_\_ people
10. Sex:  Male  Female
11. Age:  Under 18,  18-25,  26-40,  40-50,  50-65,  
 over 65



Now make the same type of rating for the BUS.

	Poor		Good
a. Waiting time.	P		G
b. Exposure to weather.	P		G
c. Pleasure and comfort.	P		G
d. Cost of travel.	P		G
e. Total travel time.	P		G
f. Problems of transferring from one bus to another.	P		G
g. Being able to come and go when you want.	P		G

The following changes are being considered by the Oshkosh Transit System. Please indicate how useful each one would be to you by putting an X on the Not Useful - Very Useful Scale. For example, if you feel that a change is not really useful, you would place an X somewhere toward the left end of the scale in the following manner:

Not useful   x   Very Useful

	NOT USEFUL		VERY USEFUL
a. Better information (if you had a wallet-sized route map and time schedule; if all bus stop locations had arrival times posted.	N		V
b. A monthly fare pass that would allow you an unlimited number of rides for a given fee.	N		V
c. If you did not have to transfer.	N		V
d. If the bus ran every 15 minutes, instead of the present 30 minutes during morning and afternoon rush hours.	N		V
e. A telephone service whereby you could determine if a city bus might be late.	N		V
f. If the last bus left downtown at 6:45 p.m. rather than 5:45 p.m. as at present.	N		V

Now suppose these changes just mentioned are actually made by the Oshkosh Transit System; how would you rate the bus after those changes. Indicate your rating by putting an X on the Poor - Good Scale.

Rating of the BUS after the changes.

	Poor		Good
a. Waiting time.	P		G
b. Exposure to weather.	P		G
c. Pleasure and comfort.	P		G
d. Cost of travel.	P		G
e. Total travel time.	P		G
f. Problems of transferring from one bus to another.	P		G
g. Being able to come and go when you want.	P		G

Comments:

Thank you, please leave the survey in the box provided.

## MARKETING EFFECTIVENESS

TRANSIT AGENCY: C-TRAN  
Clark County Public Transit Benefit Area  
Vancouver, Washington

SURVEY METHOD: On-board Survey

PURPOSE OF SURVEY: To collect information about rider mode of access to the transit system and prepayment methods.

COMMENTS: The survey sample is a reduced copy of an original printed on 8 1/2" x 11" paper-stock.

---

TRANSIT AGENCY: Toronto Transit Commission  
Toronto, Ontario, Canada

SURVEY METHOD: Telephone Interview

PURPOSE OF SURVEY: To collect information on changes in ridership, and on the effectiveness of advertising campaigns.

COMMENTS: The survey sample is a reduced copy of an original taken from a final report.

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TRANSIT AGENCY: OCTD  
Orange County Transit District  
Garden Grove, California

SURVEY METHOD: Telephone Interview

PURPOSE OF SURVEY: To collect information necessary in order to measure the attitudes of the community toward OCTD, and to determine the effectiveness of alternative marketing tools.

COMMENTS: The survey sample is a reduced copy of an original taken from a final report.

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TRANSIT AGENCY: MASSTRANS  
Oklahoma City, Oklahoma

SURVEY METHOD: Telephone Interview

PURPOSE OF SURVEY: To collect information about transit riders and non-riders, and to evaluate the effectiveness of past advertising efforts.

COMMENTS: The survey sample is a reduced copy of an original printed on 8 1/2" x 11" 20 lb. paper-stock.

---

TRANSIT AGENCY: Spokane Transit Authority  
Spokane, Washington

SURVEY METHOD: Telephone Interview

PURPOSE OF SURVEY: To identify the demographic and attitudinal characteristics of riders, potential riders and non-riders; deterrents and incentives to ridership; and changes which might act as incentives to use.

COMMENTS: The survey sample is a reduced copy of an original taken from a final report.

---

TRANSIT AGENCY: METRO  
Washington Metropolitan Area Transit Authority  
Washington, D.C.

SURVEY METHOD: Telephone Interview

PURPOSE OF SURVEY: 1) To collect demographic and attitudinal information about current and potential transit system users, and to identify inhibitors to usage among potential users.

2) To determine purchaser and non-purchaser attitudes toward the Authority's fare prepayment mechanism--the Flash Pass.

COMMENTS: The survey sample is a reduced copy of an original printed on 8 1/2" x 14" 20 lb. paper-stock.

---

# C-TRAN PASSENGER SURVEY

Dear C-TRAN Bus Rider:

You can help us plan bus service that is better suited to your needs by answering the following questions about the bus trip you are now making.

Please complete this survey while on the bus and return it to the surveyor or to the box near the rear door. If you have filled out a survey on this route, you don't need to fill out another one. Your answers will be confidential.

Thank You,

C-TRAN

1. How did you get to the bus you are NOW RIDING?  
(Please check one)
  - Transferred from \_\_\_\_\_  Passenger in Auto
  - Bus Line No. \_\_\_\_\_  Other
  - Walked
  - Drove Car and Parked
2. What is the primary purpose of this trip?  
(Please check one)
  - Work  Medical  Social/Recreational  Personal/Business
  - School  Shopping  Other
3. Where is your final destination for this trip if home is one end of your trip? (Please check one)
  - Downtown Vancouver  Cascade Park Area
  - Downtown Portland  Hazel Dell Area
  - Clark College  Other Clark County
  - Other College/School  Other Oregon
  - Vancouver Mall
4. How many buses do you use to make this trip in a one-way direction? (Please check one)
  - One  Two  Three or More
5. What type of fare did you pay to make this trip?  
(Please check one)
  - Cash
  - C-TRAN Pass
  - Tri-Met Pass
6. How many one-way trips do you make on the bus each week?  
(Please check one)
  - 0-2  3-4  5-8  9+

For Official Use Only

7. After you get off the bus you are now riding, will you:  
(Please check one)
  - Transfer to Bus Line No. \_\_\_\_\_  Passenger in Auto
  - Walk  Other
  - Drive a Car
8. How did you make this trip before you started using the C-TRAN system? (Please check one)
  - Drove Alone In My Car  Was in a Carpool
  - Passenger in Auto  Other (Explain) \_\_\_\_\_
  - Did Not Make the Trip \_\_\_\_\_
9. Do you ride the bus on Saturday?
  - Yes  No
10. If you ride the bus on Saturday, what is the primary purpose of your trip? (Please check one)
  - None; Don't Ride on Saturday
  - Work  Medical  Social/Recreational  Personal/Business
  - School  Shopping  Other
11. What would be your response to a 10-Ride bus coupon?  
(Please check one)
  - Continue to Pay Cash
  - Continue to Use Monthly Pass
  - Use the 10-Ride Coupon
12. If you used a car for this trip before using the bus, did you change because of: (Mark all that apply)
  - Cost?  Traffic  Parking?
  - Congestion?  Environmental Concern?  Other? \_\_\_\_\_
13. Did you have a car available for this trip?
  - Yes  No
14. Are you:
  - Male  Female
15. What age group are you in?
  - 14 or Under  26-45
  - 15-19  46-59
  - 20-25  60 or Over
16. Do you have additional comments?  
(Continue on back if needed)



TTC  
RIDERSHIP CHANGE AND ADVERTISING EFFECTIVENESS SURVEY 1983

Hello, my name is \_\_\_\_\_ from Envrionics Research Group. We've been asked by the Toronto Transit Commislon to conduct a survey on their behalf. Even if you don't use the TTC, we would appreciate your help for a few minutes.

TELEPHONE NUMBER \_\_\_\_\_

A. Do you live in...

READ

- |                           |   |  |
|---------------------------|---|--|
| East York                 | 1 |  |
| York                      | 2 |  |
| Etobicoke                 | 3 |  |
| North York                | 4 |  |
| Scarborough               | 5 |  |
| Or in the City of Toronto | 6 |  |
| Other (SPECIFY) _____     |   | IF HOUSEHOLD OUTSIDE METRO, TERMINATE INTERVIEW. |

IF DON'T KNOW, ASK FOR NEAREST MAJOR STREET INTERSECTION \_\_\_\_\_

B. How many people 15 years of age or older live in your home, including yourself? (PROBE: And that includes yourself?)

# \_\_\_\_\_  
(CIRCLE BELOW)

IF ONLY ONE PERSON IN HOUSEHOLD, GO TO QUESTION 1.

C. How many of these people are men?



Question C Number of Men in Household	Question B Number of People in Household			
	1	2	3	4 or more
0	WOMAN	OLDEST WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN
1	MAN	MAN	MAN	OLDEST WOMAN
2	<del>X</del>	OLDEST MAN	YOUNGEST MAN	YOUNGEST MAN
3	<del>X</del>	<del>X</del>	YOUNGEST MAN	OLDEST MAN
4 or more	<del>X</del>	<del>X</del>	<del>X</del>	OLDEST MAN

D. Is the \_\_\_\_\_ available to talk on the phone now?

YES ———— GO TO QUESTION 1 OR IF NEW RESPONDENT REPEAT INTRODUCTION, THEN GO TO QUESTION 1. BE SURE RESPONDENT IS AGE 15 OR OLDER.

NO ———— ASK QUESTION "E".

E. We would like to call back and speak to that person. Can you tell me when would be the best time to reach him/her? (RECORD CALL-BACK DATA BELOW)

CALL-BACK DATA

Call #	Date	Time	Inter- viewer #	Result of Call	Comments	Call #	Date	Time	Inter- viewer #	Result of Call	Comments
1.						5.					
2.						6.					
3.						7.					
4.						8.					

Interview Results: (INSERT CODE ABOVE)

- |  |  |
|--|--|
| Interview completed . . . . . 1  | Refusal (SPECIFY REASON) . . . . . 5                               |
| Not at home, not available (SPECIFY CALL BACK DATE & TIME) . . . . . 2 | Not eligible (business, household outside Metro, etc.) . . . . . 6 |
| Language barrier (SPECIFY LANGUAGE) . . . . . 3                        | Number not in service, changed number. . . . . 7                   |
| Incomplete interview . . . . . 4                                       | No answer, line busy . . . . . 0                                   |

1. (a) How many trips do you take on a TTC bus, streetcar or subway in an average month? A trip occurs every time you pay a fare. Round trips count as two separate trips.

Number of trips/month

5	6	7

IF "0", GO TO QUESTION 2. CLASSIFY AS NON-RIDER

IF "1" OR MORE, GO TO "1(b)". CLASSIFY AS RIDER

- (b) Would you please tell me how many trips you made on the TTC last week from Monday to Sunday. Remember, a trip occurs every time you pay a fare.

Number of trips/week

8	9	10

NOTE: IF CALLING ON SATURDAY OR SUNDAY, ASK FOR "LAST WEEK, FROM SATURDAY TO FRIDAY."

2. (a) Do you think you use the TTC more, less or about the same this year as compared to last year?

Circle One

- |  |   |                                |
|--|---|--------------------------------|
| Use TTC more                             | 1 |                                |
| Use TTC less                             | 2 |                                |
| Use TTC about the same                   | 3 | } GO TO QUESTION 4,<br>PAGE 4. |
| Never use TTC                            | 4 |                                |
| Don't know, no answer,<br>not applicable | 9 |                                |
- 11

- (b) In an average week, how many more (or fewer) trips are you taking this year on TTC as compared to last year at this time?

(FILL IN)

12	13

(c) FOR THOSE ANSWERING MORE IN 2(a), ASK (i):

FOR THOSE ANSWERING LESS IN 2(a), ASK (ii):

(i) When does most of your increased riding take place?

(ii) During what period are you riding less than you did last year?

Circle All That Apply

- |      |                            |   |    |
|------|----------------------------|---|----|
| READ | Rush hours during the week | 1 | 14 |
|      | Midday during the week     | 1 | 15 |
|      | Evenings during the week   | 1 | 16 |
|      | Weekends                   | 1 | 17 |
|      | Don't know, no answer      | 1 | 18 |

(d) FOR THOSE ANSWERING MORE IN 2(a), SAY "MORE RIDES IN 2(d) AND (e):

FOR THOSE ANSWERING LESS IN 2(a), SAY "FEWER RIDES" IN 2(d) AND (e):

Are you taking more (or fewer) rides on transit for trips to and from work or school?

- |                       |   |    |
|-----------------------|---|----|
| Yes                   | 1 |    |
| No                    | 2 |    |
| Don't know, no answer | 9 | 19 |

(e) Are you taking more (or fewer) rides for other purposes, that is, not to and from work or school?

- |                       |   |    |
|-----------------------|---|----|
| Yes                   | 1 |    |
| No                    | 2 |    |
| Don't know, no answer | 9 | 20 |

FOR THOSE ANSWERING MORE IN 2(a), ASK 2(f):

(f) (i) What is the most important reason for your using the TTC more?

\_\_\_\_\_

\_\_\_\_\_

21	22

(ii) Is there a second important reason for your using the TTC more?

\_\_\_\_\_

\_\_\_\_\_

23	24

GO TO QUESTION 3.

FOR THOSE ANSWERING LESS IN 2(a), ASK 2(g):

(g) (i) What is the most important reason for your using the TTC less?

\_\_\_\_\_

\_\_\_\_\_

25	26

(ii) Is there a second important reason for your using the TTC less?

\_\_\_\_\_

\_\_\_\_\_

27	28

GO TO QUESTION 4.

FOR THOSE ANSWERING MORE IN 2(a), ASK:

3. I am now going to list several factors that may help account for your increased use of the TTC this year, and I want you to tell me if you think each factor has been very important, moderately important, or not important in accounting for your increased use of the TTC.

IF RESPONDENT ANSWERS "YES", ASK IF FACTOR IS VERY IMPORTANT OR MODERATELY IMPORTANT.

IF RESPONDENT ANSWERS "NO", CIRCLE NOT IMPORTANT.

<u>ROTATE</u>	Very Important	Moderately Important	Not Important	Don't know, No Answer, Not Applicable	
(1) The increasing costs of operating a car	1	2	3	9	29
(2) The increasing costs of <u>owning</u> and <u>operating</u> a car	1	2	3	9	30
(3) You don't have regular access to a car any more	1	2	3	9	31
(4) Traffic congestion	1	2	3	9	32
(5) The overall improvement of TTC service and reliability	1	2	3	9	33
(6) You have a new job with better TTC access from your home	1	2	3	9	34
(7) The increasing difficulty in <u>finding</u> parking	1	2	3	9	35
(8) The increasing <u>cost</u> of parking	1	2	3	9	36
(9) Because TTC fares are reasonable	1	2	3	9	37
(10) You are attending more recreational and entertainment activities in -- Metro	1	2	3	9	38
(11) Metropass	1	2	3	9	39

ALL RESPONDENTS

4. (a) Do you recall seeing or hearing any advertising about the TTC recently?

Yes 1 ————— ASK QUESTION 5(a), etc.  
 No 2 ————— y0

IF "NO", PROBE:

(b) Are you sure you haven't seen or heard any TTC advertising lately on radio, TV or in the newspapers?

Yes, have seen ad 1 ————— ASK QUESTION 5(a), etc.  
 No, have not seen ad 2 ————— GO TO QUESTION 6(a) PAGE 5. y1

FOR THOSE ANSWERING "YES" IN 4(a) OR (b):

- 5. (a) What did the advertising say or show; that is, what was the ad about?
- (b) Now I would like you to tell me where you saw or heard the ad.
- (c) Now I would like your reaction to the ad. Was it...

(a) FIRST AD: \_\_\_\_\_ y2 y3  
 \_\_\_\_\_

SECOND AD: \_\_\_\_\_ y4 y5  
 \_\_\_\_\_

CIRCLE ALL THAT APPLY FOR EACH AD

	<u>First Ad</u>	<u>Second Ad</u>
(b) Television	1 y6	1 56
Radio	1 y7	1 57
Newspapers	1 y8	1 57
<u>OO</u> Billboards along streets	1 y9	1 57
<u>NOT</u> Posters in subway stations or in transit vehicles	1 50	1 60
<u>READ</u> Posters on the outside of transit vehicles	1 51	1 61
Displays in shopping centres, etc.	1 52	1 62
Letters/notices mailed by TTC	1 53	1 63
Flyers and miscellaneous	1 54	1 64
Don't know, can't remember	1 55	1 65

(c) NOTE: CIRCLE "9" FOR "NO ANSWER, NOT SURE, DON'T REMEMBER"

		<u>First Ad</u>	<u>Second Ad</u>
<u>READ</u>	Clear (1) or Confusing (2)	1 2 9 66	1 2 9 74
	Boring (1) or Interesting (2)	1 2 9 67	1 2 9 75
	Convincing (1) or Not convincing (2)	1 2 9 68	1 2 9 76
	Annoying (1) or Not annoying (2)	1 2 9 69	1 2 9 77
	Useful (1) or Not useful (2)	1 2 9 70	1 2 9 78
	Believable (1) or Not believable (2)	1 2 9 71	1 2 9 79
	Informative (1) or Not informative (2)	1 2 9 72	1 2 9 80
	Too frequent (1) or Not too frequent (2)	1 2 9 73	1 2 9 81

PROBE AFTER FIRST AD: Have you heard or seen any other TTC ads lately?  
 IF "YES", REPEAT 5(a), (b), (c).

(d) ASK OF RESPONDENTS WHO HAVE SEEN/HEARD AT LEAST ONE AD ("YES" TO 4(a) OR (b))

As a result of seeing or hearing the recent TTC advertising, would you say that you have used the TTC more, less or about the same as before you saw or heard the advertising?

Now use TTC more 1  
 Now use TTC less 2  
 Use TTC about the same as before 3  
 Don't know, no answer 9 y2

- 5 -

ALL RESPONDENTS

6. (a) During the past month which, if any, of the following have you done?

IF "YES", ASK (b) AFTER EACH ITEM: IF DONE MORE THAN ONCE, ASK  
MODE USED ON LAST TRIP.

(b) Did you go by car or transit?

	<u>CIRCLE ONE</u>		<u>CIRCLE ONE</u>					
	<u>Yes</u>	<u>No</u>	<u>Car</u>	<u>Transit</u>	<u>Both</u>	<u>Other</u>		
					<u>Car and</u>	<u>(walking, etc.)</u>		
				<u>Transit</u>				
Gone to Maple Leaf Gardens	1	2	93	1	2	3	4	105
Visited friends in Metro at their home	1	2	94	1	2	3	4	106
Gone shopping downtown	1	2	95	1	2	3	4	107
Gone shopping other than downtown	1	2	96	1	2	3	4	108
Visited McLaughlin Planetarium	1	2	97	1	2	3	4	109
Gone out for an evening dinner	1	2	98	1	2	3	4	110
Visited the Ontario Science Centre	1	2	99	1	2	3	4	111
Gone to a club or bar	1	2	100	1	2	3	4	112
Gone to a sporting event (e.g., baseball, soccer) at the Exhibition grounds	1	2	101	1	2	3	4	113
Gone to an event or exhibit at the CNE(Ex, Exhibition Place)	1	2	102	1	2	3	4	114
Visited the Metro Zoo	1	2	103	1	2	3	4	115
Gone to the library	1	2	104	1	2	3	4	116
Gone to a live theatre, concert or dance performance	1	2	105	1	2	3	4	117
Gone to a bingo game	1	2	106	1	2	3	4	118
Gone to Harbourfront	1	2	107	1	2	3	4	119
Gone to the Eaton Centre	1	2	108	1	2	3	4	120
Gone to the CN Tower	1	2	109	1	2	3	4	121
Gone to the Art Gallery	1	2	110	1	2	3	4	122
Gone to the movies	1	2	111	1	2	3	4	123
Gone to church or synagogue	1	2	112	1	2	3	4	124
Gone to the Royal Ontario Museum	1	2	113	1	2	3	4	125
Gone to Ontario Place	1	2	114	1	2	3	4	126

NON-RIDERS GO TO QUESTION 8.

NON-RIDERS = "0" TRIPS IN AN AVERAGE MONTH.  
 RIDERS = "1" OR MORE TRIPS IN AN AVERAGE MONTH.  
 SEE QUESTION 1(a) FOR CLASSIFICATION.

ASK ALL RIDERS

7. (a) Have you ever purchased a Metropass? (a monthly TTC pass)

	<u>CIRCLE</u>	
Yes	1	
No	2	} GO TO QUESTION 8
Don't know, no answer	9	

(b) Did you buy a Metropass this month?

Yes	1	
No	2	128

ASK ALL RESPONDENTS

8. The TTC's half-fare student rate can only be used when a special TTC student identification card is shown.

(a) Currently, students do not always show their identification card when entering the system. Do you feel that this results in a great deal of abuse, that is, use of student tickets by persons who are not students?

Yes	1	
No	2	
DK/NA	9	129

(b) Do you think that TTC operators and collectors are reasonable in insisting that identification cards be shown every time a student fare is used?

Yes	1	
No	2	
DK/NA	9	130

(c) Do you think that drivers and fare collectors are reasonable in insisting that a full adult fare be paid if a student cannot show a TTC student identification card?

Yes	1	
No	2	
DK/NA	9	131

9. And now, so we can compare the answers of different types of people, we would like to ask you some general questions about you and your household. Please be assured that whatever you say will be kept entirely anonymous and absolutely confidential.

First, I need some information about your school background. What was the highest level of education you reached?

- CIRCLE ONE ONLY
- Grade school . . . . . 1
  - High school. . . . . 2
  - Technical training  
(vocational). . . . . 3
  - University . . . . . 4
  - University post-graduate  
or professional studies . . . . . 5
  - Other (SPECIFY) \_\_\_\_\_ 6
  - \_\_\_\_\_ 6
  - Refused 9

144

10. (a) Could you please tell me how many motor vehicles to which you, personally, have access for non-business use?

Number of vehicles 

--	--

IF 00, GO TO Q.11.

IF 01 OR MORE, FOR UP TO 2 VEHICLES, ASK (b)

(b) What type of vehicle is vehicle 1? ... vehicle 2?

	Vehicle 1		Vehicle 2	
Car	1		1	
Truck, Van, Bus, Recreation vehicle	2	147	2	148

IF TRUCK, VAN, ETC., GO TO Q.11

IF CAR, ASK (c).

(c) What size car is vehicle 1? ... vehicle 2? Is it...

(d) How many cylinders does vehicle 1/2 have?

	(c)		(d)		(c)		(d)
	Vehicle 1		Vehicle 2		Vehicle 1		Vehicle 2
Full size	1		1		1	149	1
Mid size	2		2		2		2
Compact, or	3		3		3		3
Subcompact	4		4		4		4
Other (SPECIFY)							
_____	5	151	5	152			

IF DK FOR KNOW SIZE, PROBE FOR MODEL NAME, E.G. MALIBU, CITATION, ETC.

\_\_\_\_\_ AND NUMBER OF CYLINDERS \_\_\_\_\_

11. How many people including yourself are there in your household?

Number of persons 

--	--

153 154

12. (a) What is your working status? Are you...

CIRCLE ONE ONLY

- READ
- |  |   |     |
|--|---|-----|
| Working full-time outside the home . . . . . | 1 |     |
| Working part-time outside the home . . . . . | 2 |     |
| Going to school (and not working). . . . .   | 3 |     |
| Housewife/househusband . . . . .             | 4 |     |
| Unemployed . . . . .                         | 5 |     |
| Retired. . . . .                             | 6 |     |
| Other (SPECIFY) _____                        | 7 | 155 |
| Refused. . . . .                             | 9 |     |

IF NOT WORKING  
GO TO Q. 13,  
PAGE 9

IF WORKING FULL-TIME OR PART-TIME, ASK...

(b) What kind of work do you do? (PROBE FOR JOB DESCRIPTION)

\_\_\_\_\_

154	153
-----	-----

(c) In what kind of organization, business or industry is that?

\_\_\_\_\_

158	159
-----	-----

(d) Has your working time that is the time you leave for work and the time you leave for home, changed from a year ago?

- |              |       |   |     |
|--------------|-------|---|-----|
|              | Yes   | 1 |     |
| GO TO 12 (g) | No    | 2 |     |
|              | DK/NA | 9 | 160 |

IF YES TO 12(d), ASK...

(e) Was the change in hours do to ... (READ LIST)

- |              |  |   |     |
|--------------|--|---|-----|
|              | Employer adopting variable work hours          | 1 |     |
| GO TO 12 (g) | You now have a new employer from a year ago or | 2 |     |
|              | Other reason (SPECIFY) _____                   | 3 |     |
|              | DK/NA  | 9 | 161 |

- |        |  |   |     |     |        |        |        |
|--------|--|---|-----|-----|--------|--------|--------|
| (f) i. | What time do you now leave for work?         | <table border="1"><tr><td>103</td><td>104</td><td>105</td></tr></table> | 103 | 104 | 105    | 1 a.m. | 2 a.m. |
| 103    | 104  | 105   |     |     |        |        |        |
| ii.    | What time did you leave for work a year ago? | <table border="1"><tr><td>106</td><td>107</td></tr></table>             | 106 | 107 | 1 a.m. | 2 a.m. |        |
| 106    | 107  |   |     |     |        |        |        |
| iii.   | What time do you now leave from work?        | <table border="1"><tr><td>170</td><td>171</td></tr></table>             | 170 | 171 | 1 a.m. | 2 a.m. |        |
| 170    | 171  |   |     |     |        |        |        |
| iv.    | What time did you leave a year ago?          | <table border="1"><tr><td>172</td><td>173</td></tr></table>             | 172 | 173 | 1 a.m. | 2 a.m. |        |
| 172    | 173  |   |     |     |        |        |        |

GO TO 12(h)

(g) Has your employer ever done any of the following as far as variable work hours are concerned?

- READ
- |   |   |     |
|---|---|-----|
| Has already started variable work hours | 1 |     |
| Plans to start variable work hours      | 2 |     |
| Discussed variable work hours           | 3 |     |
| None of these                           | 4 |     |
| DK/NA                                   | 9 | 178 |

IF WORKING FULL-TIME, ASK:

(h) Are you on shift work?

- |                    |   |     |
|--------------------|---|-----|
| Yes                | 1 |     |
| No                 | 2 | 179 |
| No answer, refused | 9 |     |

13. What is your marital status? Are you...

<u>READ</u>	Single, never married,	1	
	Married, common law.	2	
	Divorced/separated, or	3	
	Widowed?	4	
	Other	5	180
	Refused, no answer	9	

14. In what age category may I place you?

	15 to 19 years	1	
	20 to 24 years	2	
	25 to 34 years	3	
<u>READ LIST</u>	35 to 44 years	4	
	45 to 54 years	5	
	55 to 64 years	6	
	65 and over	7	181
	Refused	9	

15. To which of the following ethnic groups do you belong?

IF MORE THAN ONE, USE FATHER'S GROUP.

		<u>CIRCLE ONE ONLY</u>	
<u>READ</u>	British (English, Irish, Scottish or Welsh) . . . . .	01	
	French. . . . .	02	
	Italian . . . . .	03	
	Portuguese. . . . .	04	
	Greek . . . . .	05	
	Jewish. . . . .	06	
	West Indian (Caribbean) . . . . .	07	
	Pakistani or East Indian. . . . .	08	
	Oriental (Chinese, Japanese, Vietnamese, Filipino, etc.) . . . . .	09	
	Or other European (German, Scandinavian, Polish, Ukrainian, Czechoslovakian, etc.) . . . . .	10	
<u>DO NOT READ</u>	Other (SPECIFY) _____	11	
IF CANADIAN OR AMERICAN, PROBE FOR ETHNIC ROOTS ON FATHER'S SIDE.	Canadian, native Canadian . . . . .	12	
	American. . . . .	13	182, 183
	No answer, don't know . . . . .	99	

16. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income for 1981.

<u>Household</u>		
Under \$5,000	01	
\$5,000 to \$10,000	02	
\$10,000 to \$15,000	03	
\$15,000 to \$20,000	04	
\$20,000 to \$25,000	05	<u>READ CATEGORIES</u>
\$25,000 to \$30,000	06	
\$30,000 to \$35,000	07	
\$35,000 to \$40,000	08	
\$40,000 and over	09	
Refused, no answer	99	184, 185

17. NOTE SEX. Male 1  
Female 2 184

Thank you very much for your co-operation.  
This survey will help us improve TTC  
services in Metro Toronto.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ INTERVIEWER NUMBER 187 185



OCTD MONITORING STUDY

February, 1982

Time interview started \_\_\_\_\_ Time interview ended \_\_\_\_\_

Interview #  
1, 2, 3

Hello, I'm (interviewer's name) from Transit Research, a national research company. We are talking briefly to residents of Orange County who are 16 years of age or older about transportation problems in the county. Your household has been randomly selected to represent the needs and attitudes of your neighborhood. (INTERVIEWER: CHECK MALE/FEMALE QUOTA AND ASK FOR MALE OR FEMALE RESPONDENT AS NEEDED. YOU DO NOT HAVE TO TALK TO HEADS OF HOUSEHOLDS ONLY).

1. B: OBSERVATION: Male....1 Female....2

4 \_\_\_\_\_

2. In your opinion, what is the single biggest transportation problem facing Orange County today? (PROBE FOR COMPLETE, SPECIFIC ANSWER)

5 \_\_\_\_\_

\_\_\_\_\_

6 \_\_\_\_\_

3. Do you know what Orange County's bus system is called? That is, the official name? (DO NOT READ ANSWERS)

- Orange County Transit District or OCTD.....1
- Rapid Transit District, SCRTD or RTD.....2
- Easy Rider.....3
- Dial-a-Ride....4
- Park-n-Ride.....5
- Other \_\_\_\_\_ X
- Don't know....Y

7 \_\_\_\_\_

4. As you think about the County's bus system, would you say your overall attitude toward it is: extremely positive, somewhat positive, neutral, somewhat negative, or extremely negative?

- Extremely positive...1 (ASK Q. 4a)
- Somewhat positive....2 (ASK Q. 4a)
- Neutral.....3 (SKIP TO Q. 5)
- Somewhat negative....4 (ASK Q. 4a)
- Extremely negative...5 (ASK Q. 4a)

8 \_\_\_\_\_

IF EITHER POSITIVE OR NEGATIVE, ASK:

4a. Why is that? (PROBE) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9 \_\_\_\_\_

10 \_\_\_\_\_

5. Now, I'm going to read a list of things about the County's bus system and I'd like you to rate the system on each point by answering: excellent, good, fair, or poor. Here's the first one: (READ LIST AND RECORD RATING FOR EACH)

	Excel.	Good	Fair	Poor	No opinion	
a. Bus service close to your home	1	2	3	4	Y	11 _____
b. Frequency of buses in your area	1	2	3	4	Y	12 _____
c. Progress toward improving the overall bus system	1	2	3	4	Y	13 _____
d. Keeping the public informed	1	2	3	4	Y	14 _____
e. Bus service close to place of work	1	2	3	4	Y	15 _____
f. Bus service close to shopping	1	2	3	4	Y	16 _____

6. How many blocks is it from your home to the nearest bus stop?

- 1 block or less...1
- 2 blocks...2
- 3 blocks...3
- 4 blocks...4
- 5 blocks...5
- 6 blocks...6
- 7 blocks...7
- 8 blocks...8
- 9 blocks or more...9
- Don't know...Y

17

7. Do you know where that bus goes for all or part of its route?

- Yes...1
- No...2

18

8. I'm going to read a short list of possible solutions to the transportation problems facing us in Orange County today. As I read the list, please tell me if you think the proposed solution would help or would not help solve our transportation problems.

	Would help	Would not help	Don't know
a. Build more freeways	1	2	Y
b. Widen existing freeways	1	2	Y
c. Improve local streets	1	2	Y
d. Add more buses to the system	1	2	Y
e. Build a new rapid railroad system	1	2	Y

19

20

21

22

23

9. Have you seen, read, heard or received any advertising or other information about the County's bus system during the past few months?

- Yes...1 (ASK Q. 9a,b,c)
- No...2 (SKIP TO Q. 10)

24

IF YES, ASK:

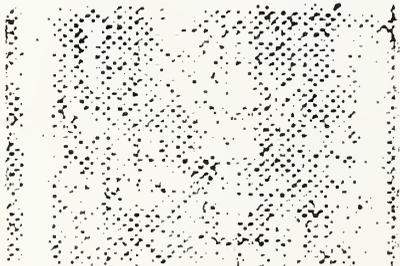
9a. Where was that---on TV or what? (DO NOT READ LIST. PROBE: Where else? RECORD ALL ANSWERS GIVEN)

- |                                |                               |      |
|--------------------------------|-------------------------------|------|
| Newspaper.....1 (ASK Q. 9b:    | Which newspapers? Any others? |      |
| Radio.....2                    | (DO NOT READ LIST)            |      |
| Mail...3                       | The Register.....1            | a 25 |
| Exterior bus sign.....4        | L.A. Times....2               |      |
| Interior bus sign.....5        | School paper.....3            | b 26 |
| Billboard.....6                | Other paper (WRITE IN)        |      |
| Bus bench.....7                | Don't know...Y                |      |
| Bus stop sign.....8            |                               |      |
| TV...9                         |                               |      |
| At the movies....0             |                               |      |
| Other (WRITE IN) _____ X       |                               |      |
| Don't know/ can't remember...Y |                               |      |

9c. What was the message, idea, or theme of the advertising? What else?

27

28



10. Besides advertising, have you seen, read, or heard any news stories or articles about Orange County Transit District in the past few months?

Yes...1 (ASK Q. 10a) No...2 (SKIP TO Q. 11) Don't know...Y (SKIP TO Q11)

29 \_\_\_\_\_

IF YES TO Q. 10, ASK:

10a. Where was that? Where else? (DO NOT READ LIST)

Newspaper...1(ASK Q. 10b: Which newspaper? Any others? (DO NOT READ LIST)

Radio...2  
TV...3  
Other...X(WRITE IN) \_\_\_\_\_  
The Register...1  
L.A. Times...2  
School Paper...3  
Other paper (WRITE IN) \_\_\_\_\_  
Don't know...Y

a30 \_\_\_\_\_

b31 \_\_\_\_\_

11. What does it currently cost to ride the regular OCTD bus? (DO NOT READ LIST)

Free...1  
10¢ during off-peak hours, 50¢ during rush hours for senior citizens...2  
25¢...3  
50¢...4  
60¢...5  
60¢ during off-peak, 75¢ during rush hours...6  
75¢...7  
\$1.00...8  
\$1.50...9  
Other (WRITE IN) \_\_\_\_\_ X  
Don't know/ can't remember...Y

32 \_\_\_\_\_

12. Recently, the bus fare was increased to 75¢ during rush hours and 60¢ for all other times of day on the regular OCTD bus. Do you feel that the 60¢ fare is a real bargain, just a fair deal, or too high?

Real bargain...1 Just a fair deal...2 Too high...3 Don't know...Y

33 \_\_\_\_\_

13. Do you feel the 75¢ rush hour fare is a bargain, just a fair deal, or too high?

Real bargain...1 Just a fair deal...2 Too high...3 Don't know...Y

34 \_\_\_\_\_

14. Now just a few final questions for statistical purposes. Have you or any other member of your household used the OCTD bus during the last month?

Yes...1 No...2 Don't know...Y

35 \_\_\_\_\_

15. Have you or any other member of your household quit using the bus within the past year?

Yes...1 (ASK Q. 15a, b) No...2 (SKIP TO Q. 16)

36 \_\_\_\_\_

IF YES TO Q. 15, ASK:

15a. About how long ago was that?  
1 mo...1 2 mos...2 3 mos...3 4-6 mos...4 7-12 mos...5  
Other...X Don't know/ can't remember...Y

37 \_\_\_\_\_

15b. Could you tell me why you or other members of your household quit using the bus? Please be as honest and specific as possible.

38 \_\_\_\_\_

39 \_\_\_\_\_

16. Counting yourself, how many persons live in your household?

One...1      Three...3      Five or more...5  
Two...2      Four...4      Refused...Y

40 \_\_\_\_\_

17. What is your main daily activity--that is, do you work, go to school, or what?

Work...1      Retired...4  
School...2      Unemployed...5  
Housewife...3      Other (WRITE IN) \_\_\_\_\_ X  
Refused...Y

41 \_\_\_\_\_

18. What is the highest level of education you have completed?

Less than high school...1      College graduate...4  
High school graduate...2      Graduate degree (Masters, Phd)...5  
Some college...3      Refused...Y

42 \_\_\_\_\_

19. What is your age?

16-17...1      35-44...4      65 or older...7  
18-24...2      45-54...5      Refused...Y  
25-34...3      55-64...6

43 \_\_\_\_\_

20. What is your approximate annual household income?

Under \$10,000...1      \$20,000-\$24,999...4      \$40,000-\$49,999...7  
\$10,000-\$14,999...2      \$25,000-\$29,999...5      \$50,000 or more...8  
\$15,000-\$19,999...3      \$30,000-\$39,999...6      Refused...Y

44 \_\_\_\_\_

21. Could you say your background is Hispanic/Latin American, Caucasian, black, oriental, or what?

Hispanic/Latin American...1  
Caucasian...2  
Black...3  
Oriental...4  
Other (WRITE IN) \_\_\_\_\_ X  
Refused...Y

45 \_\_\_\_\_

22. What city do you live in? \_\_\_\_\_

46 \_\_\_\_\_

When I review my results, if there is additional information I need, may I phone you? Your phone number is.... \_\_\_\_\_

47 \_\_\_\_\_

And your first name is.... \_\_\_\_\_

South Co./ North Co.

48 \_\_\_\_\_

Thank you very much for your time. Have a nice day.

Campus  
Hispanic sample

49 \_\_\_\_\_

50 \_\_\_\_\_

I CERTIFY THAT I HAVE ASKED ALL APPROPRIATE QUESTIONS OF THE PERSON INDICATED.

Interviewer's signature \_\_\_\_\_ Date \_\_\_\_\_

Supervisor's signature \_\_\_\_\_

## MASSTRANS DATA SHEET

Interviewer \_\_\_\_\_ Date: \_\_\_\_\_  
 Validated by: \_\_\_\_\_ Date: \_\_\_\_\_

Hello Mr./Ms. \_\_\_\_\_? This is \_\_\_\_\_ of David Lowry Associates. We're a marketing research company and the reason we're calling is that we're gathering some marketing data for one of our clients. I promise you I won't try and sell you anything! I'm just gathering data, ...Will you help me?

- |       |  |       |       |
|-------|--|-------|-------|
|       | 1. <u>What company advertises that they're the "Best seat in town"?</u>  | _____ | 1-2   |
|       | 2. <u>What is the name of the local transit authority /city bus company?</u>   | _____ | 3-4   |
| RIGHT | °If the respondent answers <u>Masstrans</u> to either question 1 or 2 respond:<br><u>"That's very good, how did you know that?" "Have you seen or heard any advertising for Masstrans?"</u> (1=Radio; 2=TV; 3=other; 4=none of the above)  | _____ | 5     |
|       | <u>"Do you remember about when you heard or saw this advertisement?"</u><br>(1=this week; 2=past week; 3=last month; 4=don't remember)   | _____ | 6     |
|       | <u>"Did you personally like the ad?"</u> (1=yes; 2=no; 3=don't know)   | _____ | 7     |
|       | (1=yes; 2=no) <u>Have you seen Masstrans advertising on:</u> _____ Radio, _____ TV<br>_____ Newspaper, _____ Outdoor Sign, _____ Buses, _____ Other?   | _____ | 8-10  |
|       |  | _____ | 11-13 |
| WRONG | °If the respondent answers no or incorrectly to the questions Respond:<br><u>"Well, actually the name of the city bus company is Masstrans</u>   |       |       |
|       | 3. (1=yes; 2=no) <u>Do you or any members of your immediate family work for Masstrans?</u>   | _____ | 14    |
|       | 4. <u>Have you ridden Masstrans within the last twelve months?</u> (1=yes; 2=no)   | _____ | 15    |
|       | 5. <u>Has a family member ridden Masstrans within the last twelve months?</u> (1=yes; 2=no)  | _____ | 16    |
|       | 6. <u>Is there a particular reason why you do/don't ride Masstrans?</u><br>(If reason is <u>Elderly/Handicapped</u> , ask if they would like information about special services, also give the Masstrans phone # 235-RIDE, also ask if they would like a MI worker to call or write them. Be sure and record address & phone #)<br><br>(if reason is <u>inconvenient</u> , ask <u>"what do you mean?"</u> Probe, Determine if they would like an information schedule) |       |       |
|       |  | _____ | 17-18 |
|       | 1=YES 2=NO   |       |       |
|       | 7. <u>Are you familiar with these Masstrans services?</u> _____ Handitrans, _____ Sharefare<br>_____ Park & Ride, _____ STEP(Supplemental Transportation for the Elderly & Handicapped)  | _____ | 19-20 |
|       |  | _____ | 21-22 |
|       | 8. <u>Do you feel that Masstrans is a necessary public service?</u>  | _____ | 23    |
|       | 9. <u>Are you in favor of a light rail system in Oklahoma City?</u> (3=don't know)<br>(Light rail = subway, monorail, street level railway that would move more people through heavily congested thoroughfares or travel corridors in Oklahoma City)   | _____ | 24    |
|       | 10. <u>Have you noticed any ads on the bus?</u> _____ (if yes, which ads?)   | _____ | 25    |
|       |  | _____ | 26-27 |

O V E R



## SPOKANE TRANSIT QUESTIONNAIRE (MARCH 1984)

Good (morning, afternoon, evening), my name is \_\_\_\_\_ of Inland Market Research. We are conducting a study about public transportation in Spokane County. Would you take a few minutes of your time to answer some questions?

Are you 16 years old or older?      YES      NO (TERMINATE)

1a) Think about the trips you make in a typical week within the Spokane area. What type of trip do you make most frequently? (READ OPTIONS)

- 1 Work     2 School     3 Food Shopping     4 Other Shopping  
5 Social or Recreational     6 Medical     7 Other     8 Varies

> b) What type of trip would you say is your second most frequent?  
(READ OPTIONS AGAIN, IF NECESSARY)

\_\_\_\_\_ (WRITE NUMBER HERE FROM ABOVE LIST)

2a) Think about the trips you make most frequently. Where do you go on these trips? (PROBE FOR A PART OF TOWN, CROSS STREETS, SHOPPING CENTER NAME, ETC.)

- 01 Central Business District     02 N.E. City     03 N.W. City     04 South City  
05 West Valley     06 Central Valley     07 East Valley & Liberty Lake  
08 Mid Valley     09 North Suburban     10 Rest of County

> b) At what time of the day do you usually make these trips? (READ OPTIONS)

- 1 Rush Hours (6-9 a.m. and/or 3-6 p.m.)     2 Midday (9 a.m. - 3 p.m.)  
3 Evening or Night     4 More Than One Period     5 Varies

> c) What type of transportation do you usually use when you make your most frequent trip?

- 1 Car, truck     2 Carpool, vanpool     3 Bus     4 Taxi     5 Walk  
6 Other: \_\_\_\_\_

3a) Think about your second most frequently taken trips. Where do you go on these trips? (AGAIN, PROBE FOR A PART OF TOWN, CROSS STREETS, SHOPPING CENTER NAME, ETC.)

01 Central Business District    02 N.E. City    03 N.W. City    04 South City  
 05 West Valley    06 Central Valley    07 East Valley & Liberty Lake  
 08 Mid Valley    09 North Suburban    10 Rest of County

> b) At what time of the day do you usually make these trips? (READ OPTIONS)

1 Rush Hours (6-9 a.m. and/or 3-6 p.m.)    2 Midday (9 a.m. - 3 p.m.)  
 3 Evening or Night    4 More Than One Period    5 Varies

> c) What type of transportation do you usually use when you make your second most frequently taken trip?

1 Car, truck    2 Carpool, vanpool    3 Bus    4 Taxi    5 Walk  
 6 Other: \_\_\_\_\_

Now I would like to ask you some questions about public transportation services in Spokane County.

4) How many blocks do you live from a bus stop? (READ OPTIONS)

1 Less than 1 block    2 1 or 2 blocks    3 3 or more blocks  
 4 More than 4 blocks    9 Don't Know

5a) Have you seen information or heard about any changes in the bus service in the Spokane area within the past few months?

YES     NO - (SKIP TO #6)  
 DON'T KNOW - (SKIP TO #6)

> b) What are these changes?

1 Increased Services    2 Decreased Services    3 New Buses  
 4 Fares    5 Other    9 Don't Remember

- > c) Where did you see or hear about these changes?
- 1 Radio    2 TV    3 Newspaper    4 Work    5 Meeting/Hearing  
6 On Bus    7 Friends/Relatives    8 Other    9 Don't Remember

- 
- 6) Which agency administers and finances the bus system?
- 1 City of Spokane    2 County    3 Spokane Transit    4 Doesn't Matter  
5 Other: \_\_\_\_\_    9 Don't Know

- 7) How often do you ride the bus in the Spokane area?
- 1 Never (SKIP TO #14)    2 Less than once a month (SKIP TO #14)  
3 Once or more a month    4 Once or twice a week  
5 More than twice a week, but less than once a day  
6 Five or more days a week

- 8) How long have you been riding the bus?
- (1) Less than 1 year    (2) 1 year and under 3 years  
(3) 3 years and under 5 years    (4) 5 years or more

- 9a) Have you seen or heard any NEWS reports on the local bus situation within the past few months? (Remember - NEWS reports, NOT advertisements)
- YES                       NO - (SKIP TO #10)  
 DON'T KNOW - (SKIP TO #10)

- > b) How would you evaluate the frequency of these NEWS reports?  
(READ OPTIONS) (Remember - NEWS reports, NOT advertisements)
- 1 Too frequent    2 Frequent enough    3 Not frequent enough  
4 Not sure (or) Don't know

- > c) How would you evaluate the accuracy of these NEWS reports?  
(READ OPTIONS) (Remember - NEWS reports, NOT advertisements)
- 1 Very accurate    2 Accurate enough    3 Not accurate enough  
4 Not sure (or) Don't know

10) Now I would like you to rate some characteristics of the Spokane area bus system. As I read each characteristic, please tell me whether you are SATISFIED or NOT SATISFIED. (ROTATE LIST, STARTING AT A NEW CHARACTERISTIC)

	SATISFIED	NOT SATISFIED	DON'T KNOW
(01) The comfort and cleanliness of the bus	1	2	9
(02) The courtesy and helpfulness of drivers	1	2	9
(03) The information about bus service	1	2	9
(04) The comfort of areas where you wait for the bus	1	2	9
(05) The safety of areas where you wait for the bus	1	2	9
(06) The hours of service; that is, how early and late the buses run	1	2	9
(07) Routing; that is, where the buses go	1	2	9
(08) The time it takes to make a trip by bus	1	2	9
(09) Frequency of service; that is, how often buses run	1	2	9
(10) The behavior of other passengers on the bus	1	2	9
(11) The overall management of the bus system	1	2	9

11) Of the points we have been considering, which two do you feel need improving the most? (READ THE LIST IF NECESSARY, FROM 01 TO 11. ENTER THE TWO-DIGIT CODE OF THE FIRST AND SECOND CHOICES.)

ADDITIONAL CODES FOR POSSIBLE ANSWERS: (12) "No improvements needed" or "OK as is."

IF RESPONSE IS "12" OR "99" SKIP TO QUES. #13

(99) "Don't Know."

FIRST: \_\_\_\_\_

SECOND: \_\_\_\_\_

12) If these two things were improved, how likely would you be to ride the bus more than you do now? (READ OPTIONS 1 TO 4)

1 Very unlikely to ride more often      2 Somewhat unlikely to ride more often

3 Somewhat likely to ride more often      4 Very likely to ride more often

ADDED OPTIONS -- DO NOT READ:

5 Already ride as much as I can

6 It depends      9 Don't Know

13) The bus system gets information to people in several ways. As I read each of these ways, please tell me whether you have seen, heard, or used it. (NOTE: IF ANSWERS ARE "1", THE AFFIRMATIVE, ALSO ASK: "Are you SATISFIED OR NOT SATISFIED with it?" AND MARK ON RIGHT SIDE)

CODES:		HAVE SEEN, HEARD OR USED	1	SATISFIED	1
		HAVE NOT SEEN, HEARD OR USED	2	NOT SATISFIED	2
		DON'T KNOW	9	DON'T KNOW	9
AFTER THIS	Printed Bus Schedules		1 2 9		1 2 9
	A map of bus routes		1 2 9		1 2 9
GO TO	Signs at bus stops		1 2 9		1 2 9
#24 ON	Television advertising		1 2 9		1 2 9
2nd PAGE	Radio advertising		1 2 9		1 2 9
FOLLOWING	Newspaper advertising		1 2 9		1 2 9
14-23 ARE FOR NON-RIDERS ONLY	Information delivered to your home		1 2 9		1 2 9
	Information from bus drivers		1 2 9		1 2 9
	Telephone information service		1 2 9		1 2 9
	Information Displays		1 2 9		1 2 9

\*\*\* QUESTIONS 14 - 23 ARE FOR NON-RIDERS ONLY \*\*\*

14) Did you ever ride the bus on a more regular basis in the Spokane area?

Yes (IF YES, ASK:  No (IF NO, go to #15)

Why did you stop riding the bus? (MARK ONLY ONE -- DO NOT READ -- CHOOSE THE MOST APPROPRIATE CATEGORY)

- 1 No longer a student
- 2 Employment Change (i.e. changed employers, promotion/demotion, changed shift)
- 3 Became unemployed or retired
- 4 Moved residence
- 5 Service level did not meet my needs (i.e. routing, frequency, time of day)
- 6 Quality of service, comfort, or courtesy was unacceptable
- 7 Found another transportation alternative (i.e. got car, carpool, etc.)
- 8 Other: \_\_\_\_\_ or Don't Remember

15) If there were dependable bus service available near your home that went to where you need to go most frequently, would you: (READ OPTIONS)

- 1 Definitely would not ride the bus      2 Might ride the bus  
 3 Definitely would ride the bus      9 Don't know

16) What is the basic fare to ride the bus in the Spokane area? \$\_\_\_\_.

17) Now I would like you to rate some characteristics of the bus system in the Spokane area. As I read each one, please tell me if you DEFINITELY WOULD begin to ride the bus if this were improved, if you MIGHT begin to ride, or if this improvement would have NO EFFECT ON YOU.

CODES: 1 DEFINITELY WOULD    2 MIGHT    3 NO EFFECT    9 DON'T KNOW

- |  |   |   |   |   |
|--|---|---|---|---|
| (01) The comfort and cleanliness of the bus                          | 1 | 2 | 3 | 9 |
| (02) The courtesy and helpfulness of drivers                         | 1 | 2 | 3 | 9 |
| (03) The information available about the bus service                 | 1 | 2 | 3 | 9 |
| (04) The comfort of areas where you wait for the bus                 | 1 | 2 | 3 | 9 |
| (05) The safety of areas where you wait for the bus                  | 1 | 2 | 3 | 9 |
| (06) The hours of service; that is, how early and late the buses run | 1 | 2 | 3 | 9 |
| (07) Routing; that is, where the buses go                            | 1 | 2 | 3 | 9 |
| (08) The time it takes to make a trip by bus                         | 1 | 2 | 3 | 9 |
| (09) Frequency of service; that is, how often buses run              | 1 | 2 | 3 | 9 |
| (10) The behavior of other passengers on the bus                     | 1 | 2 | 3 | 9 |
| (11) The overall management of the bus system                        | 1 | 2 | 3 | 9 |

18) Of the points we have been considering, which two would be most important to you? (READ OPTIONS AGAIN IF NECESSARY, FROM 01 TO 11. ENTER THE TWO-DIGIT CODE OF THE FIRST AND SECOND CHOICES.)

ADDITIONAL CODES FOR POSSIBLE ANSWERS: (12) "No improvements needed" or "OK as is."

IF RESPONSE IS "12" OR "99"  
 SKIP TO QUES. #21

(99) "Don't Know."

FIRST: \_\_\_\_\_

SECOND: \_\_\_\_\_

19) If these two things were improved, how likely would you be to begin riding the bus on a regular basis? (READ OPTIONS 1 TO 4)

1 Very unlikely (SKIP TO #21)                      3 Somewhat likely

2 Somewhat unlikely (SKIP TO #21)                4 Very likely

ADDED OPTIONS -- DO NOT READ:                      5 It depends            9 Don't know  
 (IF "5" or "9" GO TO #21)

20) For what kind of trips would you use the bus?

1 Work      2 School      3 Food Shopping      4 Other Shopping

5 Social or Recreational      6 Medical      7 Other

8 Varies      9 Don't Know

21) The bus system gets information to people in several ways. As I read each of these ways, please tell me whether each one of these would or would not be important in helping you decide to ride the bus.

CODES: 1 IMPORTANT      2 NOT IMPORTANT      9 DON'T KNOW

Printed bus scheduled      1 2 9      A map of bus routes      1 2 9

Signs at bus stops      1 2 9      Television advertising      1 2 9

Radio advertising      1 2 9      Newspaper advertising      1 2 9

Information delivered to your home      1 2 9

Information from bus drivers      1 2 9

Telephone information service      1 2 9

Information displays      1 2 9

PLEASE tell me if you AGREE or DISAGREE with the following statements:

(CODES: 1 AGREE      2 DISAGREE      9 DON'T KNOW)

22) "I would consider riding the bus if parking fees increased".....1 2 9

23) "The only reason I would ride the bus would be if I no longer had a car.".....1 2 9

\*\*\* THE FOLLOWING QUESTIONS ARE FOR ALL RESPONDENTS \*\*\*

\*\*\* BEGINNING OF A SERIES \*\*\*

Next, we would like to have your opinion on some issues related to transportation. I will read you some statements. For each one, please tell me if you AGREE are NEUTRAL or DISAGREE with that statement.

CODES: 1 AGREE 2 NEUTRAL 3 DISAGREE 9 DON'T KNOW

- 24) The bus system in the Spokane area is getting better.....1 2 3 9
- 25) The fares on Spokane Transit are hard to figure out.....1 2 3 9
- 26) I would be more likely to use the bus if a park-and-ride lot were built in my part of town.....1 2 3 9
- 27) The fare to ride the bus is reasonable.....1 2 3 9
- 28) I would prefer to pay more taxes to support the bus system, rather than see cuts in bus service.....1 2 3 9
- 29) People like me ride the bus.....1 2 3 9
- 30) I would like to see a bus information center downtown, with someone to answer questions, even if the bus system had to pay this person's salary.....1 2 3 9
- 31) Job requirements make it hard for me to ride the bus.....1 2 3 9

\*\*\* END OF SERIES \*\*\*

32) Two ways of charging fares for the bus are being considered. The first way is to charge different fares depending on the distance the bus rider travels. The second way is to charge everyone the same no matter how far they ride. Which way do you prefer?

- 1) First: Different fares for different distances
- 2) Second: Same fare for all riders
- 3) Don't Care            4) Other: \_\_\_\_\_            9) Don't Know

Now, I have just a few more questions to ask about you. These questions are designed to help us analyze the answers you have given me so far.

- 33) Do you usually have a car available when you need to make a trip within the Spokane area?
- 1 NO      2 YES, Sometimes      3 YES, Usually      9 DON'T KNOW





WASHINGTON AREA TRANSPORTATION QUESTIONNAIRE

VERSION 1

1 (5)

1. Please think about the various types of trips you made in the Washington metropolitan area last week from Monday to Sunday. (IF CALLING ON SATURDAY OR SUNDAY, ASK ABOUT TRIPS FROM SATURDAY TO FRIDAY). Counting each one-way trip to a separate destination as one trip, how many work or school related trips did you make last week in a private vehicle? This would include travelling between home and work and any work-related trips made during the business day. (WRITE IN NUMBER OF TRIPS)  
 \_\_\_\_\_ → (IF 0, SKIP TO QU. 4) (6-7)
  
2. Of those \_\_\_\_\_ (INSERT ANSWER FROM QU. 1) work or school related trips made last week by private vehicle, how many were made during weekday rush hour, that is between 6:00 and 9:30 in the morning and 3:00 and 6:30 in the evening? (WRITE IN NUMBER OF TRIPS)  
 \_\_\_\_\_ → (IF ANSWER EQUALS ANSWER TO QU. 1, SKIP TO QU. 5) (8-9)
  
3. How many were made on Saturday or Sunday? (WRITE IN NUMBER OF TRIPS)  
 \_\_\_\_\_ (10-11)
  
4. How many one way trips did you make last week in a private vehicle for nonwork related purposes? (WRITE IN NUMBER OF TRIPS.)  
 \_\_\_\_\_ → (IF 0, SKIP TO QU. 7) (12-13)
  
5. Of those \_\_\_\_\_ (INSERT ANSWER FROM QU. 4) nonwork trips made last week by private vehicle, how many were made during weekday rush hour, that is between 6:00 and 9:30 in the morning and 3:00 and 6:30 in the evening? (WRITE IN NUMBER OF TRIPS)  
 \_\_\_\_\_ → (IF ANSWER EQUALS ANSWER TO QU. 4, SKIP TO QU. 7a) (14-15)
  
6. How many were made on Saturday or Sunday?  
 \_\_\_\_\_ (16-17)
  
- 7a. Now I would like you to think about the trips you have made recently on Metrobus or Metrorail. Did you make any trips last month using either Metrobus or Metrorail?  
 Yes ..... 1  
 No ..... 2 → (SKIP TO QU. 17b) (18)
  
- (QU. 7b NOT USED IN THIS VERSION) (19 Open)

8. How many work or school related trips did you make last week from Monday to Sunday (IF CALLING ON SATURDAY OR SUNDAY, ASK ABOUT TRIPS FROM SATURDAY TO FRIDAY) using Metrobus or Metrorail? Keep in mind that each one-way trip made between home and work and each work related trip made during the business day should be counted as a separate trip.  
NUMBER OF TRIPS PER WEEK)

\_\_\_\_\_ → (IF 0, SKIP TO QU. 12) (20-21)

9. Of those \_\_\_\_\_ (INSERT ANSWER FROM QU. 8) work or school related trips made on Metrobus or Metrorail, how many were made during weekday rush hour, that is between 6 and 9:30 in the morning and 3 and 6:30 in the evening?  
(WRITE IN NUMBER OF TRIPS)

\_\_\_\_\_ → (IF ANSWER EQUALS ANSWER TO QU. 8, (22-23) SKIP TO QU. 11)

10. How many were made on Saturday or Sunday? (WRITE IN NUMBER OF TRIPS)

\_\_\_\_\_ (24-25)

11. Of the \_\_\_\_\_ (INSERT ANSWER FROM QU. 8) work or school related trips made last week on Metrobus or Metrorail, how many trips were made only on Metrobus, how many were made only on Metrorail and how many were made using a combination of Metrobus and Metrorail? (WRITE IN NUMBER OF TRIPS FOR EACH MODE. SUM OF THE 3 ANSWERS SHOULD EQUAL ANSWER TO QU. 8)

a. Bus only \_\_\_\_\_ (26-27)

b. Rail only \_\_\_\_\_ (28-29)

c. Bus/rail combination \_\_\_\_\_ (30-31)

12. How many one way trips did you make last week on Metrobus or Metrorail for nonwork related purposes? (WRITE IN NUMBER OF TRIPS.)

\_\_\_\_\_ → (IF 0, SKIP TO QU. 16) (32-33)

13. Of those \_\_\_\_\_ (INSERT ANSWER FROM QU. 12) nonwork trips made on Metrobus or Metrorail, how many were made during weekday rush hour? (WRITE IN NUMBER OF TRIPS)

\_\_\_\_\_ → (IF ANSWER EQUALS ANSWER TO QU. 12, (34-35) SKIP TO QU. 15)

14. How many were made on Saturday or Sunday? (WRITE IN NUMBER)

\_\_\_\_\_ (36-37)

15. Of those \_\_\_\_\_ (INSERT ANSWER FROM QU. 12) nonwork related trips made last week, how many were made only on Metrobus, how many were made only on Metrorail, and how many were made using a combination of Metrobus and Metrorail? (WRITE IN NUMBER OF TRIPS FOR EACH MODE. THE SUM OF THE 3 ANSWERS SHOULD EQUAL THE ANSWER TO QU. 12)

a. Bus only \_\_\_\_\_ (38-39)

b. Rail only \_\_\_\_\_ (40-41)

c. Bus/rail combination \_\_\_\_\_ (42-43)

(44-50 Open)

16. For what purposes have you ever used the Metro public transportation system? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)

- Going to and from work ..... 1
  - Going to and from school ..... 2
  - Other work-related trips ..... 3
  - Grocery shopping ..... 4
  - Other shopping ..... 5
  - Personal business (banking, doctor, bill paying) .... 6
  - Pleasure/entertainment/social activities ..... 7
  - Other (SPECIFY) \_\_\_\_\_
- (51-52)

17a. Why don't you ride Metrobus or Metrorail more frequently? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY. PROBE ONCE: ANYTHING ELSE?)

- Routing
    - Doesn't serve my area/too far away ..... 1
    - Doesn't go where I need to go ..... 2
    - Would have to transfer ..... 3
  - Schedule
    - Takes too long ..... -1
    - Doesn't run often enough ..... -2
    - Doesn't run early/late enough ..... -3
    - Doesn't run on schedule; not reliable ..... -4
  - Vehicle Characteristics
    - Too crowded ..... --1
    - Air conditioning doesn't work/  
not available ..... --2
    - Can't get seat ..... --3
    - Not safe ..... --4
  - Other
    - Too expensive ..... ---1
    - I need my car at my destination ..... ---2
    - Don't know schedule/route/stops ..... ---3
    - I need to make stops along the way ..... ---4
    - Prefer driving ..... ---5
    - Use Metro for all trips ..... ---6
    - Other (PROBE WELL: GET SPECIFIC REASONS.) ...
- (53-56)
- (57 Open)

→ (SKIP TO QU. 21)

1/b. Why don't you ride Metrobus or Metrorail more frequently? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY. PROBE ONCE: ANYTHING ELSE?)

Routing

- Doesn't serve my area/too far away ..... 1
- Doesn't go where I need to go ..... 2
- Would have to transfer ..... 3

Schedule

- Takes too long ..... -1
- Doesn't run often enough ..... -2
- Doesn't run early/late enough ..... -3
- Doesn't run on schedule; not reliable ..... -4

Vehicle Characteristics

(58-61)

- Too crowded ..... --1
- Air conditioning doesn't work/not available .. --2
- Can't get seat ..... --3
- Not safe ..... --4

Other

- Too expensive ..... ---1
- I need my car at my destination ..... ---2
- Don't know schedule/route/stops ..... ---3
- I need to make stops along the way ..... ---4
- Prefer driving ..... ---5
- Other (PROBE WELL: GET SPECIFIC REASONS.) ...

(62 Open)

18. Let's suppose that Metrobus and Metrorail services were expanded in your area to match your travel needs. How likely would you be to ride the Metro bus and/or rail system on at least a monthly basis? Would you be ... (READ CHOICES. CIRCLE SINGLE BEST RESPONSE.)

- Very likely ..... 1
- Somewhat likely ..... 2
- Not very likely ..... 3
- or Not at all likely ..... 4

(63)

→ (SKIP TO QU. 76)

19. Would the service that you are likely to use be (READ CHOICES. CIRCLE ONLY ONE RESPONSE.)

- Metrorail only ..... 1
- Metrobus only ..... 2
- Or a combination of bus and rail .... 3

(64)

(DON'T READ)- Can't Say; Don't know ..... 4

20. Would you be likely to use Metrobus or Metrorail for (READ CHOICES. CIRCLE YES OR NO FOR EACH.)

- |                                    | <u>Yes</u> | <u>No</u> |      |
|------------------------------------|------------|-----------|------|
| a. Commuting to work or school     | 1          | 2         | (65) |
| b. Noncommuting work-related trips | 1          | 2         |      |
| c. Shopping trips                  | 1          | 2         |      |
| d. Recreational or social trips    | 1          | 2         |      |
| e. Household business trips        | 1          | 2         | (69) |

(70-78 Open)  
79 0 2 80

21. For each of the following transportation characteristics that I read, I would like for you to tell me how important that characteristic is to you in choosing a type of transportation to use. One would mean "Not important at all" and 5 would mean "Extremely important." The more important the characteristic is to you, the higher the number you should choose.

On a scale from 1 to 5, how important is (READ EACH ITEM BEGINNING WITH XED ITEM. CIRCLE ONE CODE FOR EACH ITEM.) when you are selecting a way to travel?

<u>START "X"</u>		<u>Not Important At All</u>				<u>Extremely Important</u>	
( )	a. Providing reliable service .	1	2	3	4	5	(5)
( )	b. Minimizing the possibility of an accident while en route	1	2	3	4	5	
( )	c. Being able to easily obtain information on how to reach your destination .....	1	2	3	4	5	
( )	d. Feeling safe from personal harm while travelling .....	1	2	3	4	5	
( )	e. Having a low cost per trip .	1	2	3	4	5	
( )	f. Allowing you to relax en route .....	1	2	3	4	5	
( )	g. Arriving at your destination within a reasonable length of time .....	1	2	3	4	5	(11)
( )	h. Travelling in a clean vehicle .....	1	2	3	4	5	
( )	i. Feeling safe while walking to or waiting for the vehicle .....	1	2	3	4	5	
( )	j. Having a courteous operator	1	2	3	4	5	
( )	k. Being able to get a seat ...	1	2	3	4	5	
( )	l. Receiving high value for the cost .....	1	2	3	4	5	
( )	m. Allowing you to come and go when you want to .....	1	2	3	4	5	(17)

22. I want you to think about making some of your local trips on Metro transportation system. Please rate the Metrobus and then the Metrorail on their ability to provide each of the transportation characteristics that I just read. Your rating should be based on what you might have seen or heard about the Metro system in your area, whether or not you use the system.

On a scale of 1 to 5, with 1 meaning "Poor" and 5 meaning "Excellent", please tell me how you would rate Metrobus on: (READ EACH ITEM BEGINNING WITH XED ITEM. CIRCLE ONE CODE FOR METROBUS AND ONE CODE FOR METRORAIL FOR EACH ITEM.)

START "X"		<u>Poor</u>					<u>Excellent</u>				
( )		1	2	3	4	5					
( )	Providing reliable service										
	a. Metrobus .....	1	2	3	4	5					(18)
	b. Metrorail .....	1	2	3	4	5					(19)
( )	Minimizing the possibility of an accident while en route										
	c. Metrobus .....	1	2	3	4	5					
	d. Metrorail .....	1	2	3	4	5					
( )	Being able to easily obtain information on how to reach your destination										
	e. Metrobus .....	1	2	3	4	5					
	f. Metrorail .....	1	2	3	4	5					
( )	Feeling safe from personal harm while travelling										
	g. Metrobus .....	1	2	3	4	5					(24)
	h. Metrorail .....	1	2	3	4	5					(25)
( )	Having a low cost per trip										
	i. Metrobus .....	1	2	3	4	5					
	j. Metrorail .....	1	2	3	4	5					
( )	Allowing you to relax en route										
	k. Metrobus .....	1	2	3	4	5					
	l. Metrorail .....	1	2	3	4	5					
( )	Arriving at your destination with- in a reasonable length of time										
	m. Metrobus .....	1	2	3	4	5					(30)
	n. Metrorail .....	1	2	3	4	5					(31)
( )	Travelling in a clean vehicle										
	o. Metrobus .....	1	2	3	4	5					
	p. Metrorail .....	1	2	3	4	5					
( )	Feeling safe while walking to or waiting for the vehicle										
	q. Metrobus .....	1	2	3	4	5					
	r. Metrorail .....	1	2	3	4	5					
( )	Having a courteous operator										
	s. Metrobus .....	1	2	3	4	5					(36)
( )	Being able to get a seat										
	t. Metrobus .....	1	2	3	4	5					
	u. Metrorail .....	1	2	3	4	5					
( )	Receiving high value for the cost										
	v. Metrobus .....	1	2	3	4	5					
	w. Metrorail .....	1	2	3	4	5					
( )	Allowing you to come and go when you want to										
	x. Metrobus .....	1	2	3	4	5					(41)
	y. Metrorail .....	1	2	3	4	5					(42)

(43-45 Open)

23. Do you currently ride the Metro public transportation system more than, less than, or about the same amount as you did last year at this time?

- More than ..... 1 (46)
- Less than ..... 2 → (SKIP TO QU. 26)
- About the same ..... 3 → (SKIP TO QU. 28)

24. How many more trips do you make in a typical month now compared to one year ago? (WRITE IN NUMBER OF TRIPS) \_\_\_\_\_ (47-48)

25. Why has your ridership on Metrobus or Metrorail increased? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)

Trip pattern changes

- Home moved ..... 1 (49-50)
- Office moved ..... 2
- I began working or increased hours of work ..... 3 → (SKIP TO Qu. 28)

Service changes

- Rail service expanded to my area ..... -1
- Bus service expanded in my area ..... -2
- Scheduled routing changed to better meet my needs -3

Other (SPECIFY) \_\_\_\_\_  
\_\_\_\_\_

(51 Open)

26. How many fewer trips do you make in a typical month now compared to one year ago? (WRITE IN NUMBER OF TRIPS) \_\_\_\_\_ (52-53)

27. Why has your ridership on Metrobus or Metrorail decreased? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)

Trip pattern changes

- Home moved ..... 1
- Office moved; changed work location ..... 2
- Lost job or decreased hours of work ..... 3
- Not in Washington Metropolitan area as much .. 4
- Not making as many trips ..... 5

Service changes

- Bus service reduced/eliminated in my area .... -1 (54-56)
- Need to transfer between bus/rail systems now -2
- Schedule/routing changes resulted in poorer service for my needs ..... -3

Other

- Bought car ..... --1
- Have greater access to car ..... --2
- Other (SPECIFY) \_\_\_\_\_  
\_\_\_\_\_

(57 Open)

28. When did you last ride Metrobus? (DO NOT READ CHOICES)

- Within last week ..... 1 → (SKIP TO QU. 30)
- 1 - 3 weeks ago ..... 2
- 1 - 3 months ago ..... 3
- 4 - 6 months ago ..... 4 (58)
- 7 - 12 months ago ..... 5
- Over one year ago ..... 6
- Never ..... 7

29. When did you last ride Metrorail? (DO NOT READ CHOICES)

- Within last week ..... 1 → (SKIP TO QU. 44)
- 1 - 3 weeks ago ..... 2
- 1 - 3 months ago ..... 3
- 4 - 6 months ago ..... 4 → (SKIP TO QU. 48) (59)
- 7 - 12 months ago ..... 5
- Over one year ago ..... 6
- Never ..... 7

30. How do you typically pay your Metrobus fare?  
(DO NOT READ CHOICES. CIRCLE SINGLE BEST RESPONSE)

- Cash fare ..... 1
- Tokens ..... 2
- Tickets ..... 3
- Senior citizen or student (60)
- passes ..... 4 → (SKIP TO QU. 48)
- A flash pass ..... 5 → (SKIP TO QU. 32)

31. The Metro flash pass is a prepaid pass which offers unlimited bus rides and a specified rail value within a two week period. Have you ever bought a Metro flash pass?

- Yes ..... 1
- No ..... 2 → (SKIP TO QU. 33) (61)

32. When was the last time that you bought a flash pass? (DO NOT READ CHOICES)

- Within the last month ..... 1 → (SKIP TO QU. 38)
- More than 1 month ago, up to 3 months ago .. 2
- More than 3 months ago, up to 1 year ago .. 3 → (SKIP TO QU. 34) (62)
- One year ago or more ..... 4

33. Are you familiar with the Metro flash pass?

- Yes ..... 1
  - No ..... 2
  - Not sure ..... 3
- (SKIP TO QU. 44) (63)

34. Where have you seen or heard about the Metro flash pass? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)

- On board bus ..... 1
- In Metro station(s) ..... 2
- In newspaper ..... 3 (64-65)
- At point of purchase ..... 4
- On schedules or route maps ..... 5
- From friends/relatives ..... 6
- Television ..... 7
- Radio ..... 8
- From other people using it ..... 9
- Don't know ..... 0
- Other (SPECIFY) \_\_\_\_\_

35. Which flash pass would best meet your travel needs? (DO NOT READ CHOICES. CIRCLE SINGLE BEST CHOICE.)

- D.C. Base ..... 1
  - Maryland Base ..... 2
  - D.C.-Maryland ..... 3
  - Virginia Base ..... 4
  - Virginia 2 zone ..... 5 (66)
  - Virginia 3 zone ..... 6
  - Virginia 4 zone ..... 7
  - Other ..... 8
  - None ..... 9
  - Don't know ..... 0
- (SKIP TO QU. 37)

36. Where would you buy this pass? (DO NOT READ. CIRCLE ALL THAT APPLY.)

- Metro sales office ..... 1
- Bank ..... 2
- Check cashing service ..... 3
- Employee store ..... 4
- Student union ..... 5 (67)
- Municipal offices or town center .... 6
- Other ..... 7
- Don't know ..... 8

37. Why don't you regularly buy a Metro flash pass? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)

- Too expensive ..... 1
- I have not been riding public transit frequently enough to save money ..... 2 (68-69)
- I do not use Metrobus/Metrorail ..... 3
- It is too much trouble to buy pass ..... 4 → (SKIP TO QU. 44)
- I'm afraid of losing it ..... 5
- I do not know how often I will be riding public transit in advance ..... 6
- I do not know about/am not familiar with flash pass ..... 7
- Cannot afford upfront cost of pass ..... 8
- Other (Specify) \_\_\_\_\_

38. Which flash pass do you normally purchase? (DO NOT READ CHOICES. CIRCLE SINGLE BEST RESPONSE.)

- D.C. Base ..... 1
- Maryland Base ..... 2
- D.C.-Maryland ..... 3
- Virginia Base ..... 4
- Virginia 2 zone ..... 5 (70)
- Virginia 3 zone ..... 6
- Virginia 4 zone ..... 7
- Other ..... 8
- Don't know ..... 9

39. Where do you normally buy your flash pass? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)

- Metro sales office ..... 1
- Bank ..... 2
- Check cashing service ..... 3
- Employee store ..... 4
- Student union ..... 5 (71)
- Municipal offices or town center ..... 6
- Other ..... 7

40. How convenient is it for you to buy a flash pass? Would you say . . . (READ CHOICES)

- Very convenient ..... 1
- Convenient ..... 2 (72)
- Inconvenient ..... 3
- or, Very inconvenient ..... 4

41. In a typical 2 week period when you have purchased a Metro flash pass, how many Metro bus trips do you make that you would not have made if you did not have your flash pass? (WRITE IN NUMBER) \_\_\_\_\_ (5-6)

42. In a typical 2 week period when you have purchased a flash pass, how many Metrorail trips do you make that you would not have made if you did not have your flash pass? (WRITE IN NUMBER) \_\_\_\_\_ (7-8)

43. Why do you purchase a Metro flash pass? (DO NOT READ. CIRCLE ALL THAT APPLY.)

- It's cheaper than cash fare ..... 1
- Avoids need to carry change ..... 2
- No need for transfers ..... 3
- Can plan/budget transportation expenses in advance .... 4 (9)
- Other (SPECIFY) \_\_\_\_\_

44. Prepaid transit passes offer unlimited rides on a transit system for a fixed period of time. For each of the following prepaid pass characteristics, please tell me how important it is to you in determining your intent to buy a pass for the Metro system. On a scale of 1 to 5 with one meaning "Not important at all" and 5 meaning "Extremely important," how important would you rate... (READ CHOICES. CIRCLE ONE CHOICE FOR EACH ITEM.)

	<u>Not Important at all</u>					<u>Extremely Important</u>	
a. Being convenient to purchase ..	1	2	3	4	5		(10)
b. Offering cash savings compared to regular cash fare .....	1	2	3	4	5		
c. Being able to use throughout the metropolitan area .....	1	2	3	4	5		
d. Preventing need to carry cash or correct change .....	1	2	3	4	5		
e. Being able to transfer pass to other family members .....	1	2	3	4	5		(14)

45. Metro is currently considering various prepaid pass options that would offer savings over regular cash fare for regular riders. For each of the specific pass options that I am about to describe, please tell me whether you would definitely buy, probably buy, probably not buy or definitely not buy that type of pass. (CIRCLE ONE CHOICE FOR EACH ITEM)

	<u>Definitely buy</u>	<u>Probably buy</u>	<u>Probably not buy</u>	<u>Definitely not buy</u>	
a. Pass offering an unlimited number of bus trips within a specified period of time .....	1	2	3	4	(15)
b. Pass offering an unlimited number of subway trips within a specified period of time ..	1	2	3	4	
c. Pass which offers an unlimited amount of bus and rail trips within a specified period of time .....	1	2	3	4	
d. Pass which offers an unlimited number of bus trips and \$4.00 in rail value in a specified period of time .....	1	2	3	4	(18)
e. Pass offering an unlimited number of bus and subway trips during a two day period .....	1	2	3	4	
f. Pass offering 20 bus trips which can be taken at any time .....	1	2	3	4	
g. Pass offering 20 bus trips and \$4.00 in rail value which can be used at any time	1	2	3	4	(21)

46. The current Metro flash pass is valid for a period of 2 weeks. Would you prefer a pass which is valid for 2 weeks or one that is valid for a month?

Two weeks ..... 1

Month ..... 2

(22)

47. The current flash pass is valid for all hours of the day. If less expensive passes were introduced that would only be valid for certain hours of the day, would you be most likely to buy (READ CHOICES. CIRCLE SINGLE BEST RESPONSE)

An all day pass ..... 1

A rush hour only pass ..... 2

or a nonrush hour only pass ..... 3

(23)

48. Do you have a driver's license?

Yes ..... 1

No ..... 2

(24)

49. Do you usually have a motor vehicle available to you when you need to make a trip?

Yes ..... 1

No ..... 2

(25)

50a. How far away is the nearest Metrobus stop to your home? (WRITE IN NUMBER OF BLOCKS OR MILES. PROBE FOR SINGLE NUMBER)

\_\_\_\_\_ Blocks or \_\_\_\_\_ Miles (26-29)

50b. Do you know where that bus goes?

Yes ..... 1

No ..... 2 (30)

51. How far away is the nearest Metrorail station to your home? (WRITE IN NUMBER OF BLOCKS OR MILES. PROBE FOR SINGLE NUMBER)

\_\_\_\_\_ Blocks or \_\_\_\_\_ Miles (31-34)

52. Would you describe the place where you live as (READ CHOICES)

Single family home ..... 1

Duplex or townhouse ..... 2 (35)

Apartment, condominium or cooperative ..... 3

(DON'T READ) - Other (includes mobile home, boat, van etc.) .. 4

53. What is the highest level of education you completed? (DO NOT READ CHOICES. CIRCLE SINGLE BEST RESPONSE.)

Less than high school ..... 1

High school ..... 2

Some college ..... 3 (36)

College ..... 4

Graduate or professional school ..... 5

54. Are you currently enrolled as a full-time student?

Yes ..... 1

No ..... 2 → (SKIP TO QU. 62) (37)

55. In what part of the city or Metropolitan area do you go to school? (READ ONLY IF NECESSARY FOR CLARIFICATION. CIRCLE SINGLE BEST RESPONSE.)

District of Columbia

Northwest ..... 1

Northeast ..... 2

Southwest ..... 3

Southeast ..... 4

Virginia

Rosslyn ..... 5

Pentagon ..... 6

Crystal City ..... 7

Other Arlington County ..... 8

Alexandria (INCLUDES LANDMARK) ..... 9 (38-39)

Tysons Corner - McLean ..... 0

Falls Church (INCLUDES SKYLINE CITY, 7 CORNERS) -1.

Fairfax County inside beltway ..... -2

Fairfax County outside beltway ..... -3

Other Virginia counties ..... -4

Maryland

Montgomery County inside beltway ..... -5

Montgomery County outside beltway ..... -6

Prince Georges County inside beltway ..... -7

Prince Georges County outside beltway ..... -8

56. On a typical day, how long does it take you to get from home to school door to door? (WRITE IN NUMBER OF MINUTES) \_\_\_\_\_ (40-42)

57. On a typical day, what types of transportation do you use to travel to school? (DO NOT READ LIST. CIRCLE ALL THAT APPLY)

- Drive own automobile or van ..... 1
  - Ride in automobile or van ..... 2
  - Take Metrobus ..... 3
  - Take Metrorail ..... 4
  - Take Montgomery County's Ride-on bus .. 5
  - Take school bus ..... 6 (43-44)
  - Take commuter train ..... 7
  - Take taxi ..... 8
  - Bicycle/moped/motorcycle ..... 9
  - Walk ..... 0
  - Other ..... -1
  - None ..... -2
- (SKIP TO QU. 61)
- (SKIP TO QU. 59)

58. How many people, including yourself, usually ride with you? (WRITE IN NUMBER) \_\_\_\_\_ (45-46)

59. If for some reason you could not take your usual type of transportation to school, what alternate means of getting to school would you be most likely to take? (CIRCLE MORE THAN ONE RESPONSE ONLY IF MODES MUST BE USED IN COMBINATION)

- Drive own automobile or van ..... 1
  - Ride in automobile or van ..... 2
  - Take Metrobus ..... 3
  - Take Metrorail ..... 4
  - Take Montgomery County's Ride-on bus .. 5
  - Take school bus ..... 6 (47-48)
  - Take commuter train ..... 7
  - Take taxi ..... 8
  - Bicycle/moped/motorcycle ..... 9
  - Walk ..... 0
  - Other ..... -1
  - None ..... -2
- (SKIP TO QU. 70)

60. How long do you think a trip would take using the Metro transportation system from your home to school, door to door? (IF RESPONDENT CANNOT USE ONLY METRO SYSTEM, PROBE FOR TIME INCLUDING PERSONAL DRIVING OR WALKING TIME TO METRO STOP/STATION. WRITE IN NUMBER OF MINUTES, THEN SKIP TO QU. 70) \_\_\_\_\_ (49-51)

61. How long do you think a trip would take driving from your home to school door to door? (WRITE IN NUMBER OF MINUTES, THEN SKIP TO QU. 70) \_\_\_\_\_ (52-54)

62. Are you currently . . . (READ CHOICES. CIRCLE SINGLE BEST RESPONSE)

- Employed full-time .. ..... 1
  - Employed part-time ..... 2 (55)
  - or Not employed ..... 3
- (SKIP TO QU. 70)

63. In what part of the city or Metropolitan area do you work? (READ ONLY IF NECESSARY FOR CLARIFICATION. CIRCLE SINGLE BEST RESPONSE.)

District of Columbia

- Northwest ..... 1
- Northeast ..... 2
- Southwest ..... 3
- Southeast ..... 4

Virginia

- Rosslyn ..... 5
- Pentagon ..... 6
- Crystal City ..... 7
- Other Arlington County ..... 8
- Alexandria (INCLUDES LANDMARK) ..... 9 (56-57)
- Tysons Corner - McLean ..... 0
- Falls Church (INCLUDES SKYLINE CITY, 7 CORNERS) -1
- Fairfax County inside beltway ..... -2
- Fairfax County outside beltway ..... -3
- Other Virginia counties ..... -4

Maryland

- Montgomery County inside beltway ..... -5
- Montgomery County outside beltway ..... -6
- Prince Georges County inside beltway ..... -7
- Prince Georges County outside beltway ..... -8

64. On a typical day, how long does it take you to get from home to work, door to door? (WRITE IN NUMBER OF MINUTES) \_\_\_\_\_ (58-60)

65. On a typical day, what types of transportation do you use to travel to work? (DO NOT READ LIST. CIRCLE ALL THAT APPLY)

- Drive own automobile or van ..... 1
  - Ride in automobile or van ..... 2
  - Take Metrobus ..... 3
  - Take Metrorail ..... 4
  - Take Montgomery County's Ride-on bus .. 5
  - Take school bus ..... 6 (61-62)
  - Take commuter train ..... 7
  - Take taxi ..... 8
  - Bicycle/moped/motorcycle ..... 9
  - Walk ..... 0
  - Other ..... -1
  - None ..... -2
- (SKIP TO QU. 69) [next to 3 and 4]
- (SKIP TO QU. 67) [next to 8]

66. How many people, including yourself, usually ride with you? (WRITE IN NUMBER) \_\_\_\_\_ (63-64)

67. If for some reason you could not take your usual type of transportation to work, what alternate means of getting to work would you be most likely to take? (CIRCLE MORE THAN ONE RESPONSE ONLY IF MODES MUST BE USED IN COMBINATION)

- Drive own automobile or van ..... 1
- Ride in automobile or van ..... 2
- Take Metrobus ..... 3
- Take Metrorail ..... 4 (65-66)
- Take Montgomery County's Ride-on bus .. 5
- Take school bus ..... 6
- Take commuter train ..... 7
- Take taxi ..... 8
- Bicycle/moped/motorcycle ..... 9
- Walk ..... 0
- Other ..... -1
- None ..... -2 → (SKIP TO QU. 70)

68. How long do you think a trip would take using the Metro transportation system from your home to work, door to door? (IF RESPONDENT CANNOT USE ONLY METRO SYSTEM, PROBE FOR TIME INCLUDING PERSONAL DRIVING OR WALKING TIME TO METRO STOP/STATION. WRITE IN NUMBER OF MINTUES, THEN SKIP TO QU. 70) \_\_\_\_\_ (67-68)

69. How long do you think a trip would take driving from your home to work door to door? (WRITE IN NUMBER OF MINUTES) \_\_\_\_\_ (69-71)

70. What times of the day do you usually watch television? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)

- |                             |                                |
|-----------------------------|--------------------------------|
| 12 midnight - 1 a.m. .... 1 | 12 noon - 1 p.m. .... -3       |
| 1 - 2 a.m. .... 2           | 1 - 2 p.m. .... -4             |
| 2 - 3 a.m. .... 3           | 2 - 3 a.m. .... -5             |
| 3 - 4 a.m. .... 4           | 3 - 4 p.m. .... -6             |
| 4 - 5 a.m. .... 5           | 4 - 5 p.m. .... -7             |
| 5 - 6 a.m. .... 6           | 5 - 6 p.m. .... -8             |
| 6 - 7 a.m. .... 7           | 6 - 7 p.m. .... -9 (72-74)     |
| 7 - 8 a.m. .... 8           | 7 - 8 p.m. .... -0             |
| 8 - 9 a.m. .... 9           | 8 - 9 p.m. .... --1            |
| 9 - 10 a.m. .... 0          | 9 - 10 p.m. .... --2           |
| 10 - 11 a.m. .... -1        | 10 - 11 p.m. .... --3          |
| 11 a.m. - 12 noon .... -2   | 11 p.m. - 12 midnight .... --4 |
|                             | Do not watch .... --5          |

(75-78 Open)  
79 0 4 80

71. What times of the day do you usually listen to the radio? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.)
- |                           |                              |                    |
|---------------------------|------------------------------|--------------------|
| 12 midnight - 1 a.m.... 1 | 12 noon - 1 p.m. .... -3     |                    |
| 1 - 2 a.m. .... 2         | 1 - 2 p.m. .... -4           |                    |
| 2 - 3 a.m..... 3          | 2 - 3 p.m. .... -5           |                    |
| 3 - 4 a.m. .... 4         | 3 - 4 p.m. .... -6           |                    |
| 4 - 5 a.m. .... 5         | 4 - 5 p.m. .... -7           |                    |
| 5 - 6 a.m. .... 6         | 5 - 6 p.m. .... -8           | (5-7)              |
| 6 - 7 a.m. .... 7         | 6 - 7 p.m. .... -9           |                    |
| 7 - 8 a.m. .... 8         | 7 - 8 p.m. .... -0           |                    |
| 8 - 9 a.m. .... 9         | 8 - 9 p.m. .... --1          |                    |
| 9 - 10 a.m. .... 0        | 9 - 10 p.m. .... --2         |                    |
| 10 - 11 a.m. .... -1      | 10 - 11 p.m. .... --3        |                    |
| 11 - 12 noon ..... -2     | 11 p.m. - 12 midnight .. --4 |                    |
|                           | Do not listen ..... -5       | → (SKIP TO QU. 73) |

72. What radio stations do you listen to most often? (PROBE FOR STATION CALL LETTERS AND AM OR FM)

---



---

8
10

73. Do you read any newspaper regularly, that is at least 2 or 3 times each week?
- Yes ..... 1
- No ..... 2 --- (SKIP TO QU. 76) (11)

74. What newspapers do you read regularly? (DO NOT READ. CIRCLE ALL THAT APPLY.)
- |                         |   |      |
|-------------------------|---|------|
| Washington Post .....   | 1 |      |
| Washington Times .....  | 2 |      |
| USA Today .....         | 3 | (12) |
| Journal Newspaper ..... | 4 |      |
| Other .....             | 5 |      |

75. What sections of the newspaper do you read regularly? (DO NOT READ. CIRCLE ALL THAT APPLY.)
- |                           |   |      |
|---------------------------|---|------|
| National news .....       | 1 |      |
| Local news .....          | 2 |      |
| Style/Entertainment ..... | 3 |      |
| Sports .....              | 4 | (13) |
| Business .....            | 5 |      |
| Other .....               | 6 |      |

76. Have you seen or heard any advertisements in the past 6 months encouraging you to use the Metro system?

Yes ..... 1

No ..... 2

Don't know/remember.. 3

(14)

→ (SKIP TO QU. 78)

77. Where have you seen or heard these ads? (DO NOT READ CHOICES. CIRCLE ALL THAT APPLY.) (15-16)

Television ..... 1

(PROBE: WHAT STATIONS?) \_\_\_\_\_

AM radio ..... 2

(PROBE: WHAT STATIONS?) \_\_\_\_\_

FM radio ..... 3

(PROBE: WHAT STATIONS?) \_\_\_\_\_

Newspaper ..... 4

Magazines ..... 5

Posters ..... 6

Other (SPECIFY) \_\_\_\_\_

17

Stack of 3 boxes for Television

19

20

Stack of 3 boxes for AM radio

23

22

Stack of 3 boxes for FM radio

25

(QUESTIONS 78-89 ARE NOT INCLUDED IN THIS VERSION)

(26-40 Open)

90. What is your age? (READ CHOICES ONLY IF NECESSARY)

16 - 18 ..... 1

18 - 20 ..... 2

21 - 24 ..... 3

25 - 34 ..... 4

35 - 44 ..... 5

45 - 54 ..... 6

55 - 64 ..... 7

65 years or older ..... 8

(41)

91. What is your race? (READ CHOICES ONLY IF NECESSARY FOR CLARIFICATION)

White ..... 1

Black ..... 2

American Indian ..... 3

Asian or Pacific Islander ..... 4

(DON'T READ)- Other ..... 5

(42)

92. Are you of Hispanic origin?

Yes ..... 1

No ..... 2

(43)

93. What is the zip code for your home address? (WRITE IN NUMBER) 44      48

94. How many licensed drivers do you have in your household?  
(WRITE IN NUMBER) \_\_\_\_\_ (49-50)

95. How many motor vehicles do you have in your household?  
(WRITE IN NUMBER) \_\_\_\_\_ (51)

96. What category best describes your annual household income? (READ CHOICES)

- Under \$10,000 ..... 1
- \$10,000 up to \$20,000 ..... 2
- \$20,000 up to \$25,000 ..... 3
- \$25,000 up to \$35,000 ..... 4 (52)
- \$35,000 up to \$50,000 ..... 5
- \$50,000 or more ..... 6

THAT COMPLETES OUR INTERVIEW. THANK YOU FOR YOUR COOPERATION.

(RECORD ENDING TIME AND INFORMATION IN BOXES ON TOP OF SCREENER. ATTACH  
SCREENER AND SAMPLE CARD TO QUESTIONNAIRE)

(53-78 Open)

79  0  5  80



## ECONOMIC IMPACT

TRANSIT AGENCY: Queen City Metro  
Southwest Ohio Regional Transit Authority  
Cincinnati, Ohio

SURVEY METHOD: On-board Interview

PURPOSE OF SURVEY: The survey was used as part of a research study to determine the economic impact of the SORTA/QCM system in the greater Cincinnati area and Hamilton County.

COMMENTS: The survey sample is a reduced copy of an original printed on 8 1/2" x 14" paper-stock.

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QUEEN CITY METRO  
ECONOMIC IMPACT  
ON-BOARD SURVEY

"Hello, I'm \_\_\_\_\_ from the University of Cincinnati. This month the University is conducting a study for Queen City Metro, and I'd like to ask you a few questions about your trip."

(SCREEN): "First, are you on your way home now or are you going somewhere else?"

- 1. ON WAY HOME -- CONTINUE
- 2. SOMEWHERE ELSE -- TERMINATE: "Thank you for your help, but for this study we are only interviewing homeward bound passengers."
- 3. OTHER -- CONTINUE (RECORD DETAILS) \_\_\_\_\_

1. "About how many days per month do you currently ride Queen City Metro?"

\_\_\_\_ : \_\_\_\_ :  
\_\_\_\_ : \_\_\_\_ : DAYS PER MONTH

- 98. DK
- 99. NA

2. "People ride Queen City Metro for many purposes, such as for work, shopping, medical reasons, to visit friends or relatives, and the like -- what was the primary purpose of your trip today?" "As part of this trip did you do anything else such as (shopping, personal business, to visit friends, or medical reasons)?" "Any other reason?" (WRITE IN NUMBER OF REASON. TAKE ALL THAT APPLY -- E.G., "1" FOR PRIMARY REASON; "2" FOR SECONDARY PURPOSE, ETC.)

	NOT THIS PURPOSE	DK	NA
____ : ____ : ____ : WORK	0	8	9
____ : ____ : ____ : SHOPPING	0	8	9
____ : ____ : ____ : MEDICAL	0	8	9
____ : ____ : ____ : PLEASURE	0	8	9
____ : ____ : ____ : SCHOOL	0	8	9
____ : ____ : ____ : PERSONAL BUSINESS	0	8	9
____ : ____ : ____ : VISIT FRIENDS, RELATIVES	0	8	9
____ : ____ : ____ : OTHER	0	8	9

3. "During your trip today, how much did you spend for meals or snacks that you ate while away from home?"

      :   :   :   :  
\$ :   :   :   :

000. NOTHING  
998. DK  
999. NA

4. "And how much, if anything, did you spend for entertainment and recreation such as movies, sporting events and the like?"

      :   :   :   :  
\$ :   :   :   :

000. NOTHING  
998. DK  
999. NA

5. "How much, if anything, did you spend for groceries or other food you are taking home?"

      :   :   :   :  
\$ :   :   :   :

000. NOTHING  
998. DK  
999. NA

6. "How much, if anything, did you spend for clothing?"

      :   :   :   :  
\$ :   :   :   :

000. NOTHING  
998. DK  
999. NA

7. "How much, if anything, did you spend on things such as furniture and appliances?"

      :   :   :   :  
\$ :   :   :   :

000. NOTHING  
998. DK  
999. NA

8. "And how much, if anything, did you spend for medical, legal or other professional services? Please include things that you will receive a bill for later."

      :   :   :   :  
\$ :   :   :   :

000. NOTHING  
998. DK  
999. NA

(3)

9. "And how much did you spend on other items such as books, magazines, records, personal care products and the like?"

: \_\_\_\_\_ :  
 \$ : \_\_\_\_\_ :  
 : \_\_\_\_\_ :  
 : \_\_\_\_\_ :

000. NOTHING  
 998. DK  
 999. NA

10. "In addition to the things we have asked about, were there any other expenditures that you made on this trip?"

: \_\_\_\_\_ :  
 \$ : \_\_\_\_\_ :  
 : \_\_\_\_\_ :  
 : \_\_\_\_\_ :

000. NOTHING  
 998. DK  
 999. NA

11. "Did you stop at a bank, a savings and loan, or any other financial institution?"

1. YES  
 2. NO  
  
 8. DK  
 9. NA

12. (IF ANY PURCHASES): "Where did you purchase most of the goods and services you purchased today? Was it in downtown Cincinnati, a shopping center, or what?" (IF SHOPPING CENTER): "Which shopping center?"

01. DOWNTOWN CINCINNATI  
 02. NORTHGATE  
 03. TRI-COUNTY  
 04. SWIFTON  
 05. WESTERN HILLS PLAZA  
 06. WESTERN WOODS

07. OTHER (SPECIFY) \_\_\_\_\_  
 \_\_\_\_\_

98. DK  
 99. NA

"Let's change the subject a bit."

13. "If there were no Queen City Metro, how would you be making the trip you are making today -- would you drive a car, be a passenger in a car, take a taxi, would you make the trip in some other way, or would you not make the trip?"

1. DRIVE A CAR  
 2. PASSENGER IN A CAR  
  
 3. TAXI  
 4. WALK  
 5. OTHER (SPECIFY): \_\_\_\_\_  
 6. WOULD NOT MAKE TRIP

8. DK  
 9. NA

14. "Do you have automobile transportation -- that is, a car you own, a car you can borrow, or someone to drive you where you need to go?"

1. CAR YOU OWN
2. CAR YOU CAN BORROW
3. SOMEONE TO DRIVE YOU WHERE YOU NEED TO GO
4. NO -- GO TO Q.16
8. DK -- GO TO Q.16
9. NA

15. "Is that transportation available to you all of the time, most of the time, some of the time or rarely?"

1. ALL OF THE TIME
2. MOST OF THE TIME
3. SOME OF THE TIME
4. RARELY
8. DK
9. NA
0. INAP

16. "Where did you board the bus to begin your trip home?"

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17. "Where will you get off the bus?"

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18. "Including the time it takes you to walk to the bus stop and to wait for the bus, how long does this trip usually take you?"

:  :  :  
 :  :  : MINUTES

98. DK
99. NA

19a. "How did you make the trip from your home earlier today -- did you take the bus, were you a passenger in a car, did you take a taxi, or did you make the trip in some other way?"

1. BUS
2. PASSENGER IN A CAR
3. TAXI
4. WALK
5. DROVE A CAR
6. OTHER (SPECIFY) \_\_\_\_\_

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8. DK
9. NA

19b. "Is availability of bus service a consideration when you decide..."

	<u>YES</u>	<u>NO</u>	<u>DK</u>	<u>NA</u>
i. "Where to shop".....	1	2	8	9
j. "Where to work".....	1	2	8	9
k. "Where to live".....	1	2	8	9
l. "Where you go for recreation".....	1	2	8	9
m. "Where you get your medical and professional services".....	1	2	8	9

20. "What is your current age?"

: \_\_\_\_ : \_\_\_\_ :  
 : \_\_\_\_ : \_\_\_\_ : YEARS

- 97. REFUSED
- 99. NA

21. "Last week...were you working full-time, part-time, going to school, keeping house...or what?"

- 1. WORKING FULL-TIME
- 2. WORKING PART-TIME
- 3. WITH A JOB BUT NOT AT WORK
- 4. UNEMPLOYED
- 5. DISABLED, ILL
- 6. RETIRED
- 7. IN SCHOOL . . . . .
- 8. KEEPING HOUSE . . . . .
- 0. OTHER (SPECIFY) \_\_\_\_\_ .
- 9. NA .

"Did you ever work for pay for as long as one year?" (IF NO, GO TO Q.23)

22. "What kind of work (do/did) you do? That is, what (is/was) your job called?" (PROBE FOR DETAIL)

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24. "How much total income did you, personally, receive in 1983, not just from wages or salaries but from all sources -- that is, before taxes and other deductions were made? Was it..."

- 01. Less than \$5,000
- 02. \$ 5,000 - 9,999
- 03. \$10,000 - 14,999
- 04. \$15,000 - 19,999
- 05. \$20,000 - 24,999
- 06. \$25,000 - 29,999
- 07. \$30,000 - 34,999
- 08. \$35,000 - 39,999
- 09. \$40,000 and over?"
- 97. REFUSED
- 98. DK
- 99. NA

25. "And what was your total family income in 1983, not just from wages or salaries but from all sources -- that is, before taxes and other deductions were made? Was it...

- 01. Less than \$5,000
- 02. \$ 5,000 - 9,999
- 03. \$10,000 - 14,999
- 04. \$15,000 - 19,999
- 05. \$20,000 - 24,999
- 06. \$25,000 - 29,999
- 07. \$30,000 - 34,999
- 08. \$35,000 - 39,999
- 09. \$40,000 and over?"

- 97. REFUSED
- 98. DK
- 99. NA

26. "What neighborhood or community do you live in?"

RECORD: \_\_\_\_\_  
\_\_\_\_\_

- 99. NA

27. "And finally, what would you say is the most important reason that you used Queen City Metro for your trip today?"

RECORD VERBATIM: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\*

"That's all the questions I have. You've been most helpful. Thank you for your cooperation."

INTERVIEWER RECORD

28. SEX

- 1. MALE
- 2. FEMALE

29. RACE

- 1. BLACK
- 2. WHITE
- 3. OTHER

30. ROUTE NUMBER: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

MONTH DAY

31. DATE: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_  
: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

32. TIME

- 1. BEFORE 6 A.M.
- 2. 6:00 A.M. - 8:59 A.M.
- 3. 9:00 A.M. - 11:59 A.M.
- 4. NOON - 2:59 P.M.
- 5. 3:00 P.M. - 5:59 P.M.
- 6. 6:00 P.M. - 8:59 P.M.
- 7. 9:00 P.M. - MIDNIGHT
- 8. AFTER MIDNIGHT
  
- 9. NA

33. INTERVIEWER ID :  :  :  
:  :  :



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## Appendix

SAMPLING PLAN DEVELOPMENT

excerpts from Transit Marketing Handbook, U.S. DOT, 1979

After defining research objectives and selecting a methodology, the next task involved in executing the project is to develop a sampling plan. A sample is a finite part of a statistical population whose characteristics are to be studied in order to gain information about the whole population.

Developing a sampling plan consists of determining:

- The universe or "population" to be included in the study
- The type of sample to be drawn
- The size of the total sample and the necessary subgroups to be analyzed.

a. The Sampling Universe

A sampling universe is the entire relevant population from which a sample will be drawn. Generally, a sampling universe for public transportation studies has two dimensions:

- Geography
- Type(s) of people

The geographic universe for a sample is determined by the scope and intent of the study, and could involve an entire transit area, one neighborhood, or the area within a certain distance of the route. For example, the geographic boundaries of a system-wide study would encompass the entire transit operating area. For a single route study, the geographic boundaries would consist only of those areas served by the route. The characteristics of the geographic territory determine the precise description of the geographic boundaries, which vary because of:

- The nature of the geographic constraints--i.e., the physical layout of the service territory
- The density of the transit network
- The presence or lack of multiple transit modes

- The extent to which consumers in suburban or outlying areas have an opportunity to use existing or feasible new transit services, e.g., "park 'n ride" or commuter rail-bus lines
- Franchise or other restrictions

The type of people which makes up a sampling universe is also determined by the scope and intent of the study, and could involve the entire population in a transit area or only one segment of the population, such as senior citizens, those living within a certain distance of a route, etc.

For example, the universe for a market-wide strategic sample would encompass the entire population in the transportation area. If evaluating the potential of a special fare for senior citizens, the sampling universe should be composed of senior citizens; evaluating the potential of a special rush-hour route, the sampling universe would encompass those who live/work within a fixed distance of the route and travel at rush-hour.

b. Type of Sample

Sampling can be highly complex and technical. It is suggested that the transit marketer rely upon a consultant or research supplier to help determine the appropriate sampling universe and/or draw the sample. Our discussion will highlight the nature of:

- Full probability sampling
- Modified probability sampling
- Quota sampling

Full Probability Sampling

This type of sample strictly adheres to all rules of sampling so that each member of the defined universe has both a known and equal chance of selection. In addition, all field controls (e.g., callbacks, respondent selection procedures, validation, etc.) must be rigorously followed in order to insure that the sampling procedure is properly administered. Such efforts are needed to successfully avoid respondent selection bias by the interviewer or availability of some people and not others.

Data collected from full probability samples are fully projectable to the universe. However, since full probability samples are generally quite expensive, they are used only when absolutely necessary; that is, when decisions being made involve high risks. For example, one would probably use a full probability sample for a major market-wide strategic study or for a study requiring accurate volume projections. Otherwise, less stringent sampling can be used.

#### Modified Probability Sampling

When the decision being made is of a moderate risk level, a completely representative and fully projectable sample is often not necessary. Therefore, the transit marketer can reduce research costs by using a modified probability sample. In such a sample, some of the rigid rules and field procedures of a full probability sample are sacrificed. For example, one might select fewer sampling points or locations. Since fewer sampling points increase the efficiency of the interviewer's time, savings can result from reducing points below that required for fully projectable results. However, respondents must still be selected on a random basis from those sampling points used if the results are to be at all representative.

#### Quota Sampling

When the decision being made involves relatively low risk, a quota sample may suffice, particularly if the universe consists of one or two specific segments of the population.

Quota sampling requires interviewers to reach out and find eligible respondents as they come across them until the number of interviews reaches the predesignated sample size. However, in order to guarantee that the relevant population is included in the sample, specific eligibility requirements are established. Potential respondents are screened to see if they meet these eligibility requirements before a full length interview is conducted. This method is often used for product tests.

#### c. Determination of Sample Size

Sample size must always be determined in advance, regardless of the type of sample one is using. This is a very important task. Sample size is partly based upon the number and nature of the subgroups one wishes to analyze. For example, in strategic studies, it is necessary to have a large enough total sample size to permit valid analysis of various subgroups such as heavy riders, moderate riders, light riders, and nonriders. Each subgroup should have a minimum of 100 respondents. When conducting preimplementation evaluation research and penetration research, one must first decide how much statistical sampling error will be tolerated.

Then the appropriate sample size can be calculated (any statistics textbook will have this formula) so that one can stay within the desired range of sampling error.

Sampling is based on laws of probability which state that the larger the sample size, the more confidence can be placed in the findings. This confidence is measured statistically in terms of a range of error that is likely to occur due to random chance alone.

In designing studies, it is important to estimate the error range in advance in order to determine the sample sizes that are required. Since costs rise as sample size increases, it is necessary to determine a reasonable trade-off between the desired accuracy of the results relative to the funds available for the study. It is also important to consider the number and size of the analytical subgroups in the sample in order to be sure that results can, in fact, measure meaningful differences. In this respect, it may be necessary to prioritize the subgroups by their value to the final analysis and to eliminate certain ones from the study altogether.





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