

# Public Perceptions of Transit

*Arlington County Report*

Prepared for:



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Date: September 14, 2005

Job #: 05-553



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## Background & Objectives

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Since 1997, the Washington Metropolitan Area Transit Authority (WMATA) has been conducting a semi-annual psychographic and behavioral study of Washington area residents in order to determine their behaviors and attitudes toward area transportation, in particular toward Metrobus and Metrorail.

Beginning in 2004, WMATA commissioned WB&A Market Research to conduct quantitative research among residents of the greater Washington Metropolitan area. In an effort to better understand the residents of Arlington County, Arlington County Commuter Services commissioned WB&A to conduct additional interviews (an over-sample) among residents of Arlington County. In addition, where relevant, those who live elsewhere in the Metropolitan area but who work in Arlington County are included in the analysis.

The overall goals of this research were to:

- Determine the size and characteristics of the customer groups representing current ridership;
- Identify how these customer groups are distinct from the Metropolitan population as a whole;
- Determine the size and characteristics of the customer groups representing the greatest potential for conversion from other modes of transportation to transit use;
- Identify the service-related and/or attitudinal factors which inhibit increased use of transit by these groups;
- Identify motivating positions and marketing strategies that would overcome inhibiting factors towards use or increased use of transit within individual market segments;
- Determine the size and characteristics of the customer groups representing non-potential groups; and
- Identify the specific information needs of existing customers and potential customers.

What follows is a summary of the results of the 2005 wave of this research for Arlington County.

## Methodology

In order to meet the research objectives, telephone interviews were conducted among residents of the Washington, DC Metropolitan area. Interviews were conducted between April 7 and May 25, 2005 by professional WB&A interviewers from WB&A's central telephone facility located in Crofton, Maryland.

In order to qualify for the study, respondents had to be at least 18 years of age and live in Arlington County. In addition, where relevant, those who live elsewhere in the Metropolitan area but work in Arlington County are included in the results. Interviews averaged about 19 minutes in length.

Due to the length of the questionnaire, Q22-Q31/Q32-Q37 were asked randomly of only one-half of the respondents (split-sample).

When reading the charts in this report, note that some charts may not equal 100% due to rounding or because multiple responses are allowed. Within the charts and graphs of this report, subtext letters are used to show where statistical differences exist at the 95% confidence level.

In research, because the entire population is typically not interviewed but rather a sample of that population is surveyed, the data are subject to sampling error. The maximum sampling error of the data for the Total Sample of 500 interviews is  $\pm 4.4$  percentage points at the 95% confidence level. However, depending upon the data being examined, the fluctuation may differ.

		40%	30%	20%	10%	1%
		or	or	or	or	or
If the percentage found is around:	<u>50%</u>	<u>60%</u>	<u>70%</u>	<u>80%</u>	<u>90%</u>	<u>99%</u>
Then, the standard error, in percentage points would be:						
Arlington Sample						
2004 (n = 503)	$\pm 4.4$	$\pm 4.3$	$\pm 4.0$	$\pm 3.5$	$\pm 2.6$	$\pm 0.9$
2005 (n = 500)	$\pm 4.4$	$\pm 4.3$	$\pm 4.0$	$\pm 3.5$	$\pm 2.6$	$\pm 0.9$
Live Outside, Work In						
2004 (n = 45)	$\pm 14.6$	$\pm 14.3$	$\pm 13.4$	$\pm 11.7$	$\pm 8.8$	$\pm 2.9$
2005 (n = 45)	$\pm 14.6$	$\pm 14.3$	$\pm 13.4$	$\pm 11.7$	$\pm 8.8$	$\pm 2.9$

*For example, if a question in the study asked among the 2005 Total Sample yielded a percentage of 20%, then we can be sure 95 out of 100 times that the true percentage would lie between 16.5 % and 23.5% ( $20\% \pm 3.5$  percentage points).*

# **Executive Summary**

## Executive Summary

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Since 1997, the Washington Metropolitan Area Transit Authority (WMATA) has been conducting a semi-annual psychographic and behavioral study of Washington, DC area residents in order to determine their behaviors and attitudes toward area transportation, in particular toward the private car, Metrobus and Metrorail. This study was first commissioned in 2004, and repeated in 2005. For the 2005 study, an initial sample of 150 telephone interviews, as well as an over-sample of 350 interviews were conducted using a telephone interview methodology with a sample of Arlington County residents for Arlington County Commuter Services. These interviews were conducted from April 7 and May 25, 2005. With most of the key measures remaining consistent from 2004 to 2005, the key findings from this current study are as follows:

### Car

Use of the private car, particularly with no passengers (alone), is quite prevalent in Arlington County.

- About one-half of the Arlington County residents surveyed (51%) have used only a private means of transportation in the previous seven days.
- Almost nine in ten Arlington County residents (88%) had taken some type of trip via a private means of transportation in the previous seven days. In fact, more than seven in ten (72%) have driven a private car alone. Arlington County residents took an average of about 16 one-way trips by private means in the seven days prior to being interviewed.
- When considering all trips taken by area residents, the vast majority of all trips taken by area residents have been by a private means (73%), with close to one-half being by private car alone (48%).
- About three-fourths of commuters (76%) have used a private means of transportation to get to or from work or school in the previous seven days, with about six in ten (59%) driving in a private car alone. In addition, the average number of trips taken by a private means to or from work alone among all Arlington County residents is 6.5. The average number of personal trips taken in the previous seven days by private means is almost 10.3, with an average of 5.9 being alone in a car and 3.7 with passengers.

Private vehicle only users do differ from mass transit users in their demographic profile.

- Private vehicle only users who live in Arlington County do tend to be older than mass transit users (mean age of 50.2 vs. 42.0). In addition, they tend to have lived in the Washington, DC area longer (18.4 years vs. 11.6 years).
- Private vehicle only users are less likely to be employed full-time than mass transit users (52% vs. 72%).
- Mass transit users are more likely than private car only users to be a college graduate (88% vs. 74%).

## Executive Summary (continued)

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### Car (cont'd)

Arlington County residents tend to be neutral in their opinions of the private car as mode of transportation. While the vast majority say that a car is available to them whenever they need it, Arlington County residents continue to show concerns about safety, parking and other issues with respect to using the car as a mode of transportation. In addition, cost, which was already a concern for respondents, is being seen now as even more of a problem.

- More than one-fourth of Arlington County residents (27%) agree (8, 9 or 10 on a 10-point scale) that the car is “an excellent way to travel from place to place in the Washington, DC Metro area.” However, more than seven in ten are either neutral (rating of 4 to 7 on a 10-point scale) or disagree (1, 2, or 3 on a 10-point scale) with this statement (52%, 20%).
- At least six in ten area residents agree with each of the following statements about the private car as a mode of transit:
  - Available when I need it (82%)
  - Fits my lifestyle (65%)
  - Comfortable way to travel (61%)
- About six in ten Arlington County residents (61%) agree that they “like the convenience of driving a car.” Some commuters say they “often run errands on their way home from work” (38%) and/or they “need a car available during the workday in case of emergencies” (37%).
- However, the majority (60%) also agree that “driving during rush hour is very stressful.” And, more than one-half of area residents (54%) agree that “parking is a problem.”
- In addition, only 23% agree that a car “offers good value for the money,” a decrease from 29% in 2004. Furthermore, only one in eight (12%) agree that a car is “low cost, compared to other modes of transportation.”
- Safety, with respect to the car as a transportation mode, is a concern. One-third or fewer areas residents agree that the car is “safe from crime in daylight” (34%), “safe from crime when it is dark” (19%) or “safe from accidents” (9%). In fact, four in ten Arlington County residents disagree that the car is “safe from accidents” (40%). In addition, only one-fourth of Arlington County residents (25%) agree that they feel “safer in a car than on public transportation.”
- Arlington County residents are not very likely to agree that a car “would get you to your destination on time” (39%) and/or that a car is a “relaxing way to travel” (28%).

## Executive Summary (continued)

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### **Metrorail**

Use of Metrorail, particularly for commuting to and from work or school, continues to be fairly strong among Arlington County residents. However, there remains an opportunity to grow usage among Arlington County residents.

- Virtually every Arlington County resident (98%) has used Metrorail at some point in the past. In fact, more than four in ten (42%) have done so for some type of trip in the previous seven days. More than one-half of those who have used Metrorail, or 25% of all area residents, can be considered frequent riders in that they have taken seven or more one-way trips on Metrorail in the previous week. This has increased from 2004, when 20% of area residents were classified as frequent riders of Metrorail.
  - Additionally, 16% of area residents in 2005 can be classified as occasional Metrorail riders in that they have taken between one and six one-way trips on Metrorail in the preceding week.
- When considering all trips taken by area residents, about one in six (16%) of all trips taken by area residents have been by Metrorail, a similar proportion as was reported in 2004 (14%).
- About four in ten commuters (39%) have used Metrorail to get to or from work in the previous seven days. However, with 45% of commuters citing the District of Columbia as their place of employment, there are still opportunities to increase this proportion.
- In addition, nine in ten Arlington County residents (90%) live either within what they consider to be walking distance of a Metrorail station (62%) or are aware of a convenient bus service to a Metrorail station (28%).
- About four in ten Arlington County residents (41%) say that they are using Metrorail less often now than they did in the past, while 21% are doing so more often. The proportion saying they use it less often now is a decrease from what was reported in 2004 (53%). The most frequently mentioned reasons for using Metrorail less often are a change in work location and no need to use it.

Metrorail users do differ from the general population of Arlington County on a few demographic characteristics.

- Metrorail users do tend to be younger than the general population (mean age of 41.7 vs. 46.7). They also are more likely to be newer to the Washington, D.C. area (11.5 years vs. 15.4 years).
- Metrorail users are more likely to be employed full-time than the general public (73% vs. 60%). Metrorail users are also more likely to have a college degree (90% vs. 79%) than the general public.
- The household income, gender, marital status and ethnicity of Metrorail riders are comparable to that of the general public.

## Executive Summary (continued)

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### Metrorail (cont'd)

Opinions of Metrorail as mode of transportation are generally positive among Arlington County residents. However, lifestyle, parking, and some safety issues are factors that may be impeding greater use of Metrorail. In addition, while residents still tend to see buying Metrorail farecards as easy, the proportion agreeing that this is so has decreased in the past year.

- A majority of Arlington County residents (63%) agree (8, 9 or 10 on a 10-point scale) that Metrorail is “an excellent way to travel from place to place in the Washington, DC Metro area.” In fact, only 3% disagree (1, 2 or 3 on a 10-point scale) with this statement.
- The vast majority of Arlington County residents (90%) agree that Metrorail is “a smart way to commute for people who can use it.” Only 1% disagree with this statement about Metrorail.
- More than one-half of area residents agree with each of the following statements about Metrorail:
  - Safe from crime in daylight (66%)
  - Offers good value for the money (61%)
  - Low cost, compared to other modes of transportation (54%)
  - Comfortable way to travel (51%)
- While about three-fourths (74%) agree that it is “easy to buy Metrorail farecards,” this is a slightly smaller proportion than agreed in 2004 (80%). In addition, 56% agree that Metrorail is “easy and convenient to use.”
- Fewer than four in ten Arlington County residents agree that “parking is a problem at Metrorail stations” (35%), Metrorail “goes to the places you need to go” (29%) and/or that Metrorail is “innovative and forward thinking” (28%).
- Safety is somewhat of a concern with respect to using Metrorail among Arlington County residents. While the majority of respondents do agree that Metrorail is “safe from accidents” (67%), this is a slightly smaller proportion than agreed with this in 2004 (73%). And while the majority of respondents agree that Metrorail is “safe from crime in daylight” (66%), only 33% agree that Metrorail is “safe from crime when it is dark.”

## Executive Summary (continued)

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### **Metrobus**

Use of Metrobus is limited among Arlington County residents, and there has been little change in use in the previous year.

- While the vast majority of Arlington County residents (79%) say they have used Metrobus at some point in the past, only 8% had done so for some type of trip in the previous seven days. In fact only 5% of area residents can be considered frequent riders in that they have taken seven or more one-way trips on Metrobus in the previous week.
  - Additionally, 6% of area residents can be classified as occasional Metrobus riders in that they have taken between one and six one-way trips on Metrobus in the preceding week.
- When considering all trips taken by Arlington County residents, only 3% of all trips taken by area residents have been by Metrobus.
- Only one in ten commuters (10%) have used Metrobus to get to or from work in the previous seven days.
- A large proportion of area residents (68%) say that they are using Metrobus less often now than they did in the past, while only about one in ten (9%) are doing so more often. The most frequently mentioned reasons for using Metrobus less often are a preference for the car, work location having changed and/or no need.
- Almost nine in ten area residents (88%) say they do live within four blocks of a bus stop.

Metrobus users differ from the general population of Arlington County on several demographic characteristics.

- Metrobus users have lived in the Washington, DC area for less time than the general population (mean of 13.5 years vs. 15.4 years).
- Metrobus users have significantly lower household incomes than the general public (median of \$60,580 vs. \$85,880).

## Executive Summary (continued)

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### Metrobus (Ccont'd)

Opinions of Metrobus as mode of transportation among Arlington County residents are not very positive, and ratings of all Metrobus attributes are similar to what was reported in 2004. A range of issues are factors impeding the use of Metrobus.

- Less than one-fourth of Arlington County residents (23%) agree (8, 9 or 10 on a 10-point scale) that Metrobus is “an excellent way to travel from place to place in the Washington, DC Metro area.” In addition, 13% disagree (1, 2 or 3 on a 10-point scale) with this statement. These ratings are much lower than those for Metrorail (63% agree).
- The majority of area residents (57%) do agree that Metrobus is “a smart way to commute for people who can use it.” Only 4% disagree with this statement about Metrobus.
- However, less than one-fourth of Arlington County residents agree with the following statements about Metrobus:
  - Easy and convenient to use (23%)
  - Goes to the places I need to go (21%)
  - Meets the transportation needs of people like me (19%)
  - Is a comfortable way to travel (18%)
  - Available when you need it (17%)
  - Would get me to my destination on time (16%)
  - Is a relaxing way to travel (16%)
  - Innovative and forward thinking (13%)
  - Fits into my lifestyle (14%)
- At least four in ten residents did agree that Metrobus is “low cost, compared to other modes of transportation” (47%) and/or “offers a good value for the money” (41%).
- Safety has been, and continues to be, a concern with respect to using Metrobus. About four in ten or fewer agree that Metrobus is “safe from accidents” (33%), “safe from crime in daylight” (41%) and/or “safe from crime when it is dark” (18%).

## **Executive Summary** (continued)

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### **Other Issues**

Other issues were addressed in this research. Some of the key findings include:

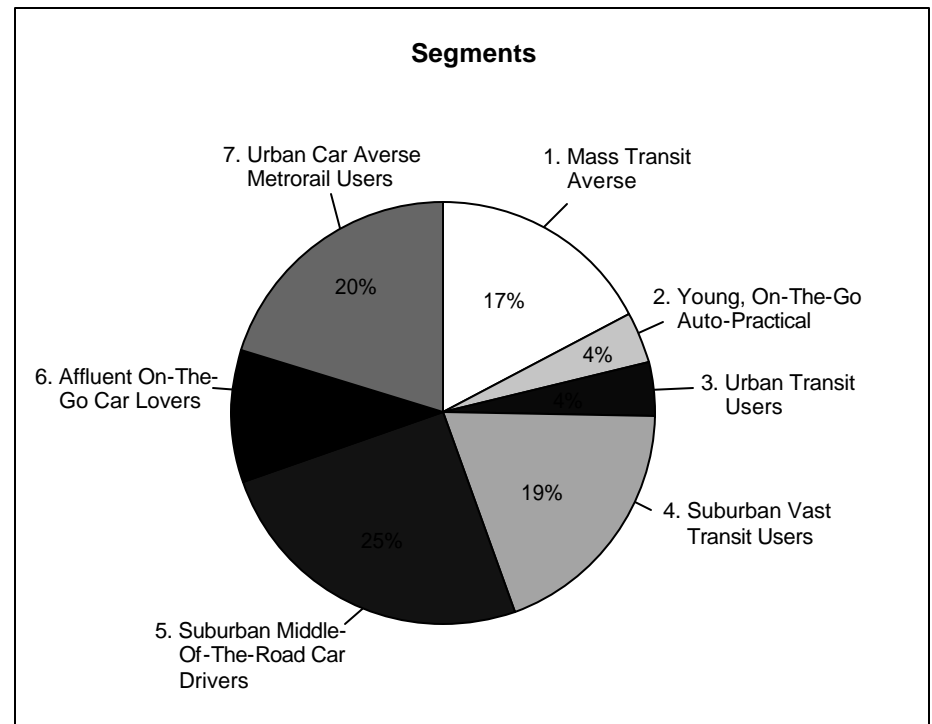
- A majority of Arlington County residents (78%) are aware of SmarTrip. In fact, almost four in ten area residents (37%) currently use SmarTrip, an increase from 30% in 2004.
- More than four in ten of those employed (45%) are aware that their employer offers Metrochek or SmartBenefits, and 23% of those employed currently use these programs.
- Many of those employed continue to receive free (35%) or subsidized (8%) parking at work.

## Executive Summary (continued)

Concurrent segmentation was used to determine the segments of the Arlington County residents and those who commute into Arlington County surveyed. The result is seven segments of area residents as follows:

1. Mass Transit Averse (17% of the market)
2. Young, On-The-Go Auto-Practical (4%)
3. Urban Transit Users (4%)
4. Suburban Vast Transit Users (19%)
5. Suburban Middle-Of-The-Road Car Drivers (25%)
6. Affluent On-The-Go Car Lovers (10%)
7. Urban Car Averse Metrorail Users (20%)

As can be seen by the names, there are three mass transit user segments (3, 4 and 7) and four private car segments (1, 2, 5 and 6). Each of these offer different levels and types of opportunities as outlined on the following pages.



Base=Total Sample (n=500)

## **Executive Summary (continued)**

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### **Segment 1: Mass Transit Averse (17% of the market)**

This segment is among the most negative in their attitudes toward Metrorail and Metrobus and the most positive towards the private car. Only a fraction of these area residents use mass transit, as virtually all in this segment are private car only users. They generally like the convenience of and feel safer in their cars. This segment offers very limited potential for Metrorail or Metrobus

### **Segment 2: Young On-The-Go Auto-Practical (4% of the market)**

This segment also consists of a very high proportion of private vehicle only users. Their attitudes toward mass transit are not negative. They rate Metrorail relatively positively, but are NOT likely to say that it meets their needs. This segment is among the most likely to go out to restaurants, the movies, the theater, etc., to spend time in DC and to travel for business during the work day. This segment is also one of the younger segments. There may be some potential for expanded Metrorail use among this segment.

### **Segment 3: Urban Transit Users (4% of the market)**

This segment primarily consists of individuals employed in and individuals who spend a lot of free time in the District of Columbia. While some are private car only users, many use Metrorail and/or Metrobus. However, they are not very active travelers. Their attitudes toward all three modes of travel are positive, particularly for Metrobus. Interestingly, they are the segment that is most concerned about their safety in public places. Addressing these concerns may help keep this segment using public transportation.

### **Segment 4: Suburban Vast Transit Users (19% of the market)**

This segment is using a wide variety of transportation options, including carpools or vanpools and other mass transit systems. This segment has generally positive attitudes toward Metrorail and Metrobus. However, they tend to travel less than other segments. They are also fairly concerned about their safety. Addressing these concerns may help keep this segment using public transportation.

### **Segment 5: Suburban Middle-Of-The-Road Car Drivers (25% of the market)**

This segment consists of a high proportion of private car only users. However, they have very positive attitudes toward Metrorail. This segment is very active socially, but they are not spending their free time in the District of Columbia. They are employed, relatively well educated and middle aged. There may be only limited potential for increasing Metro use among this group, particularly as a means of transportation to work, as they feel they need their cars because of their unpredictable work schedules.

## **Executive Summary (continued)**

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### **Segment 6: Affluent On-The-Go Car Lovers (10% of the market)**

This segment is the most affluent. This segment is composed of employed, educated, married, White residents. They are the heaviest private car using segment and are heavy travelers. They frequently travel for business during the day. They are among the most negative in their perceptions of Metrorail and, in particular, Metrobus. They drive because it works for them, but not necessarily because they love doing so. For them, time is more important than saving money. Increasing their use of Metro services would require vastly improving their impressions of the Metro system and/or public transportation in general.

### **Segment 7: Urban Car Averse Metrorail Users (20% of the market)**

This segment lives and works in more urban areas. They are very well educated and are newer to the area. They are heavy users of Metrorail and other alternatives to private cars, such as taxis and walking. Some are users of Metrobus. Their use of a private vehicle is very limited. Their perceptions of the private vehicle are very negative, while their perceptions of Metrorail are very positive. This segment is currently made up of loyal Metrorail users.

## Executive Summary (continued)

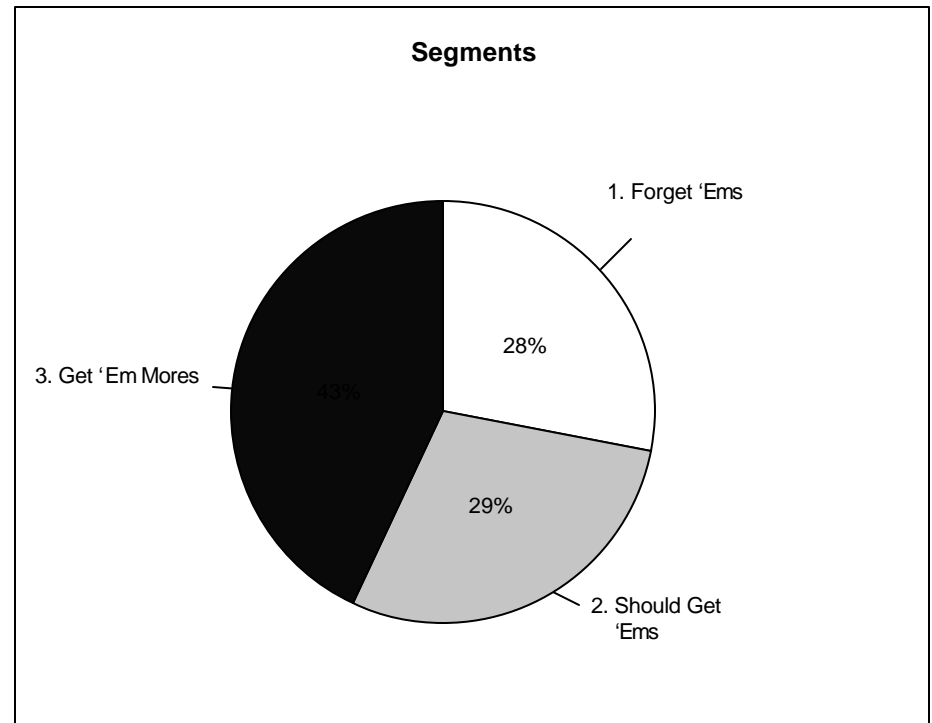
Overview of Segments							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The-Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
Employment	59%	91%	67%	61%	81%	88%	81%
College Educated	74%	73%	61%	70%	84%	87%	88%
Average Age	56.3	44.0	42.8	47.2	45.7	44.5	42.1
Married	42%	50%	61%	56%	57%	52%	40%
Median Income	\$81K	\$108K	\$69K	\$70K	\$88K	\$108K	\$90K
Workplace	Arl. DC (61%)	DC, Fairfax (62%)	DC, Fairfax (92%)	DC (51%)	DC, Arl. (69%)	Arl., DC, Fair. (86%)	DC (70%)
Transportation User Type	Private (77%)	Private (91%)	Mass Transit (50%)	Mass Transit (60%)	Private (64%)	Private (77%)	Mass Transit (92%)
Total Trips Per Week	13.5	28.9	17.4	15.3	21.0	42.6	18.6
Business Trips	31%	57%	33%	31%	40%	63%	39%
Car Is Excellent Way To Travel	42%	32%	28%	26%	32%	33%	6%
Metrorail Is Excellent Way To Travel	35%	41%	89%	84%	61%	37%	82%
Metrobus Is Excellent Way To Travel	17%	18%	33%	37%	20%	12%	24%
Psychographics	Like convenience of driving a car (79%)	Like convenience of driving car (82%)	Spend extra time if cost less (28%)	Concerned about safety in public places (25%)	Like convenience of driving a car (74%)	Like convenience of driving a car (85%)	Rush hour traffic is stressful (77%)
	Need a car available (59%)	Need a car available (65%)	Spend free time in DC (94%)	Spend extra time if cost less (25%)	Attend sports events (20%)	Need a car available (63%)	<b>NOT:</b> Like convenience of driving a car (20%)
		Go out to restaurants, etc. (68%)	Concerned about safety in public places (33%)		Time more important than saving money (54%)	Time more important than saving money (56%)	<b>NOT:</b> Need a car available (6%)
		Work schedule is unpredictable (50%)			<b>NOT:</b> Spend free time in DC (4%)	Work schedule is unpredictable (50%)	<b>NOT:</b> Feel safer in car than on public transit (9%)
		Travel for business (35%)				Travel for business (39%)	
		Spend free time in DC (36%)				Often work late (52%)	

## Executive Summary (continued)

Those seven segments were then combined into three segments to establish which groups to target as follows:

1. Forget 'Ems (28% of the market)
2. Should Get 'Ems (29%)
3. Get 'Em Mores (43%)

Within the seven segments, three groups were established. By combining segments 1 (Mass Transit Adverse) and 6 (Affluent On-The-Go Car Lovers), a new segment 1 was named Forget 'Ems. Segments 2 (Young, On-the-Go Auto-Practical) and 5 (Suburban Middle-Of-The-Road Car Drivers) were combined into a new segment 2 called Should Get 'Ems and segment 3 (Urban Transit Users), 4 (Suburban Vast Transit Users) and 7 (Urban Car Adverse Metrorail Users) became segment 3, the Get 'Em Mores. Each of these offer different levels and types of opportunities as outlined on the following pages.



Base=Total Sample (n=500)

## Executive Summary (continued)

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### **Segment 1: Forget 'Ems (28% of the market)**

***This segment is the most positive toward cars and, conversely, the most negative toward public transportation. They are the most mobile and are the most dependent on private vehicles as a means of transportation. In fact, they feel dependent on their cars and are the least likely to be influenced to use public transportation.***

Some of the key demographic characteristics of this segment are as follows:

- More than four in ten from this segment are White (86%), females (62%) and/or are married (46%).
- This segment tends to be among the older segments, with an average age of 51.7 years old.

Some of the mode usage characteristics of this segment are as follows:

- Only 17% of this segment had used mass transit in the previous seven days, while 77% had only used a private means of transportation. In fact, only 14% had used Metrorail and 3% Metrobus.
- Members of this segment are among the most frequent travelers as they averaged about 25 one-way trips in the previous seven days.
- If they did not have a car available, one-fourth of this segment (25%) would use mass transit to get to work or school, while 35% would not make the trip.
- One-third of this segment (33%) takes business trips during the day .
- This segment is the least likely to use SmarTrip (12%).

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- About eight in ten (81%) say they like the convenience of driving a car, while about six in ten (61%) say they need a car available during the workday in case of emergencies. They are also the most likely to say they often do errands on the way home from work (58%) and that their work schedule is unpredictable (38%). In addition, between three and four in ten say they think a car is an excellent way to travel from place to place in the Washington, DC Metropolitan area (38%) and/or that they feel safer in a car than on public transit (31%).
- Fewer than four in ten of this segment (36%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area, while only 15% say the same about Metrobus.
- About one-half of this segment (49%) say that, for them, saving time is more important than saving money.

## Executive Summary (continued)

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### **Segment 2: Should Get 'Ems (29% of the market)**

***This segment is young, well educated and relatively affluent. They live busy lifestyles, both at work and in their free time. They primarily use their cars to get around, but they do have a more positive attitude toward public transportation than other drivers. While they do not typically use public transportation now, they could be influenced to do so in the future.***

Some of the key demographic characteristics of this segment are as follows:

- More than one-half from this segment are White (83%) and are married (56%).
- This segment also tends to be the most likely to be employed (83%), the most educated (82% with a college degree) and has the highest income (median of \$90,620).
- This segment tends to be the younger than the Forget 'Ems segment, with an average age of 45.5 years old.

Some of the mode usage characteristics of this segment are as follows:

- Almost one-third (32%) of this segment had used mass transit in the previous seven days, while 68% had only used a private means of transportation. In fact, three in ten (30%) had used Metrorail and 6% Metrobus.
- Members of this segment are also frequent travelers as they averaged about 22 one-way trips in the previous seven days.
- If they did not have a car available, nearly one-half of this segment (48%) would use mass transit to get to work or school, with about three in ten saying they would use either Metrorail (31%) and/or Metrobus (28%) .
- This segment is the most likely to say they take business trips during the day (36%).
- Almost three in ten (27%) have used SmarTrip.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Three-fourths (75%) say they like the convenience of driving a car, while about one-third (32%) say they think a car is an excellent way to travel from place to place in the Washington, DC Metropolitan area. In addition, one-third (34%) say they feel safer in a car than on public transit.
- Almost six in ten from this segment (58%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area, while two in ten (20%) say the same about Metrobus.
- This segment is the most likely to say that, for them, saving time is more important than saving money (57%). Almost four in ten (37%) say that their work schedule is unpredictable. They are also active in their free time, with 43% saying they often go out to movies, the theater and for other entertainment, while about two in ten (19%) say they often attend competitive sports events.

## Executive Summary (continued)

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### **Segment 3: Get 'Em Mores (43% of the market)**

***Members of this segment are the most frequent users of public transportation. However, they also travel the least. They have very positive attitudes toward public transportation, particularly Metrorail, while they have the most negative attitudes toward driving. Their positive attitude toward public transportation, coupled with their desire to save money, provides an opportunity for increased public transportation usage.***

Some of the key demographic characteristics of this segment are as follows:

- About one-half or more of this segment are White (82%), males (52%) and/or are married (49%).
- This segment tends to be a younger segment, with an average age of 44.4 years old.

Some of the mode usage characteristics of this segment are as follows:

- About three-fourths (74%) of this segment had used mass transit in the previous seven days, while 22% had only used a private means of transportation. They were also the most common users of Metrorail (68%) and Metrobus (20%).
- Members of this segment are the least frequent travelers, as they averaged about 17 one-way trips in the previous seven days.
- If they did not have a car available, more than one-third of the drivers in this this segment (36%) would use mass transit to get to work or school.
- This segment is the least likely to say they take business trips during the day (26%).
- Almost three in ten (59%) have used SmarTrip.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Only about one in six (17%) say they think a car is an excellent way to travel from place to place in the Washington, DC Metropolitan area, with seven in ten (70%) saying that they find rush hour traffic to be very stressful.
- They have the most positive attitudes toward Metrorail and Metrobus, with more than eight in ten from this segment (83%) saying that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area. Three in ten (30%) say the same about Metrobus.
- About one-fourth (24%) say that they are willing to spend a little extra time traveling if the trip will cost less.
- One in seven (14%) say they often attend competitive sports events.

## Executive Summary (continued)

Overview of Segments			
	Segment 1: Forget 'Ems	Segment 2: Should Get 'Ems	Segment 3: Get 'Em Mores
Employment	70%	83%	71%
College Educated	79%	82%	78%
Average Age	51.7	45.5	44.4
Married	46%	56%	49%
Median Income	\$89K	\$91K	\$80K
Workplace	Arl. DC, Fairfax (83%)	Arl. DC, Fairfax (84%)	Arl. DC (83%)
Transportation User Type	Private (77%)	Private (68%)	Mass Transit (74%)
Total Trips Per Week	24.6	22.0	16.9
Business Trips	33%	36%	26%
Car Is Excellent Way To Travel	38%	32%	17%
Metrorail Is Excellent Way To Travel	36%	58%	83%
Metrobus Is Excellent Way To Travel	15%	20%	30%
Psychographics	Like convenience of driving a car (81%)	Like convenience of driving a car (75%)	Rush hour traffic is stressful (70%)
	Time more important than saving money (49%)	Time more important than saving money (57%)	Spend extra time if cost less (24%)
	Do errands on way home from work (58%)	Work schedule is unpredictable (37%)	Attend sports events (14%)
	Need a car available (61%)	Often go to movies, etc. (43%)	
	Work schedule is unpredictable (38%)	Feel safer in car than on public transit (34%)	
	Feel safer in car than on public transit (31%)	Attend sports events (19%)	

## **Detailed Findings: Respondent Profile**

## Respondent Profile

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The tables on the following pages provide a demographic profile of the service area population (survey respondents). Specifically, in 2005...

- Approximately three-fourths of the Arlington County residents surveyed (74%) are employed, either full-time (60%), part-time (4%) or self-employed (10%). However, 16% are retired.
- Close to eight in ten (79%) have a college degree, with more than four in ten (46%) having a post-graduate or professional degree.
- A majority of the Arlington County respondents (63%) have lived in the Washington, D.C. Metropolitan area for ten or more years (average of 15.4 years). Those who have used mass transit in the previous week tend to be newer to the area than private car only users (average 11.6 vs. 18.4 years).
- The typical survey respondent is about 46 years old (median 45.7). Mass transit users tend to be younger than private car only users (average age 42.0 vs. 50.2)
- One-half of the Arlington County respondents (50%) are married, while about one-fourth are single (24%). An even greater proportion of those who live elsewhere in the Washington, D.C. Metropolitan area, but work in Arlington County are married (69%), while 24% are single.
- About eight in ten Arlington County respondents (83%) are White, while 7% are Black/African-American and 3% are Asian. In addition, one in twenty (5%) are of Hispanic descent.
- The median household income among Arlington County survey respondents is \$85,880.

## Respondent Profile (continued)

Demographics				
	Total		Transportation Usage	
	2004	2005	Private Vehicle Only	Mass Transit
	(B) (503)	(C) (500)	(G) (253)	(H) (229)
<b>Gender</b>	n=			
Male	48%	47%	45%	52%
Female	52	53	55	48
<b>Employment Status</b>				
Net: Employed	78%	74%	69%	84% <sub>G</sub>
Employed full-time	63	60	52	72 <sub>G</sub>
Self-employed	9	10	12	8
Employed part-time	6	4	5	3
Retired	10	16 <sub>B</sub>	21 <sub>H</sub>	7
Full-time homemaker	4	3	5 <sub>H</sub>	1
Student	4	3	2	5 <sub>G</sub>
On temporary leave	1	<1	<1	<1
Unemployed, looking for job	1	1	1	2
Unemployed, not looking for job	1	1	2	<1
Refused	<1	<1	<1	-
<b>Education</b>				
Less than high school	1%	1%	<1%	1%
High school graduate	6	6	8	4
Tech/Business school	1	1	2	<1
Some college	11	12	15 <sub>H</sub>	7
Net: College graduate	80	79	74	88 <sub>G</sub>
4-year degree	38 <sub>C</sub>	28	25	32
Some post-graduate	8	5	5	5
Post-grad/Prof. degree	34	46 <sub>B</sub>	43	51
Refused	<1	<1	1	-
<b>Time in Washington Area</b>				
Less than one year	7%	5%	1%	9% <sub>G</sub>
One year	5	3	2	4
Two to four years	12	13	7	21 <sub>E</sub>
Five to nine years	14	16	13	20
Ten to 19 years	21	19	20	19
20 years or more	41	44	57 <sub>H</sub>	27
Refused	<1	-	-	-
Mean (in years)	14.8	15.4	18.4 <sub>H</sub>	11.6
Median (in years)	15.2	16.3	21.3	8.2

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level  
S3,Q4,D1,D2

## Respondent Profile (continued)

Demographics (continued)				
	Total		Transportation Usage	
	2004	2005	Private Vehicle Only	Mass Transit
	(B) (503)	(C) (500)	(G) (253)	(H) (229)
<b>Age</b>	n=			
18 to 24	6%	4%	3%	5%
25 to 34	29	25	19	32 <sub>G</sub>
35 to 44	22	18	14	23 <sub>G</sub>
45 to 54	18	20	21	20
55 to 64	14	17	20	14
65 to 74	5	7	11 <sub>H</sub>	3
75 or older	5	7	9 <sub>H</sub>	2
Refused	2	2	3	1
<i>Mean (in years)</i>	43.6	46.7 <sub>B</sub>	50.2 <sub>H</sub>	42.0
<i>Median (in years)</i>	41.0	45.7	50.2	40.3
<b>Marital Status</b>				
Married	45%	50%	51%	51%
Single, never married	35 <sub>C</sub>	24	20	28 <sub>G</sub>
Divorced	7	11 <sub>B</sub>	13	9
Unmarried, living with companion	6	6	4	8
Widowed	4	7 <sub>B</sub>	8 <sub>H</sub>	3
Separated	2	1	2	<1
Refused	1	1	2	1
<b>Ethnicity</b>				
White	78%	83% <sub>B</sub>	82%	85%
Black/African-American	10	7	9 <sub>H</sub>	4
Asian	6	3	3	4
Hispanic	2	2	1	3
American Indian	1	1	2	1
Pacific Islander	<1	1	-	1
Other	1	1	1	<1
Refused	3	3	3	3
<b>Hispanic Descent</b>				
Yes	5%	5%	4%	7%
No	94	94	96	92
Don't know/Refused	1	1	1	1

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

D3-D6

## Respondent Profile (continued)

	Total		Transportation Usage	
	2004	2005	Private Vehicle Only	Mass Transit
	(B) (440)	(C) (427)	(G) (210)	(H) (203)
<b>Household Income</b>	n=			
Less than \$15,000	6%	4%	2%	5%
\$15,000-\$24,999	2	3	1	4
\$25,000-\$34,999	9 <sub>c</sub>	4	5	3
\$35,000-\$49,999	13	12	14	10
\$50,000-\$74,999	15	19	19	19
\$75,000-\$99,999	19	18	21	16
\$100,000-\$149,999	20	19	20	19
\$150,000-\$199,999	8	11	8	13
\$200,000 or more	7	10	10	10
<i>Mean income</i>	<i>\$94,740</i>	<i>\$107,150<sub>B</sub></i>	<i>\$106,190</i>	<i>\$110,750</i>
<i>Median income</i>	<i>\$80,120</i>	<i>\$85,880</i>	<i>\$85,800</i>	<i>\$89,020</i>

Base=Those Answering

Note: Letters indicate statistical differences at the 95% confidence level

D7

## **Detailed Findings: Mode Usage**

## Mode Usage (continued)

Arlington County respondents were asked what modes of transportation they used for commuting, business-related or personal travel to and from their destination in the previous seven days.

- In 2005, almost nine in ten (88%) had used a private means of transportation, with 72% driving in a private car alone for some type of travel in the past seven days.
  - More than four in ten drove in a car with passengers (44%) to get to or from their destination in the previous week.
- Metrorail was used next most frequently, with 42% having done so in the previous week.
- Metrobus was used by about one in ten area residents in the past seven days (11%).

Modes Used for All Trips – Past Week		
	2004	2005
	(B)	(C)
	(503)	(500)
Net: Private means	88%	88%
Drive a car alone	74	72
Drive car with passengers	41	44
Carpool/Vanpool	7	4
Taxi/Limo	9	6
Walk	7	7
Motorcycle/Bicycle	2	4
Net: Metro	39	45
Metrorail	36	42
Metrobus	12	11
Other bus service	3	3
Other	3	5

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted

Q8,Q13,Q18

## Mode Usage (continued)

The respondents were asked for how many trips they used the mode(s) they had used to get to their destination and to get back from their destination (one-way trips) for commuting, business-related or personal travel in the previous seven days.

- In 2005, the Arlington County residents surveyed took an average of about 16 trips (15.8) by private means in the previous week to get to and from their destination. Most of these trips were taken in a private car alone (10.3), although some were taken by private car with passengers (3.8). Across all respondents, the only other mode to average more than one trip in the previous seven days was Metrorail (3.5), though Metrobus was used an average of 0.7 times.

Respondents can be categorized into three levels of Metro mode usage: frequent (those who used a mode seven or more times in the past week), occasional (one to six uses in the past week) and none (no uses in the past week).

- One-fourth of the 2005 Arlington County residents surveyed can be considered a frequent Metrorail rider (25%, up from 20% in 2004), while 16% use Metrorail occasionally.
- About one in twenty (5%) use Metrobus frequently, and another 6% use it occasionally.

Average Total Trips Taken by Mode – Past Week		
	2004	2005
	(B)	(C)
Net: Private means	n= (503)	(500)
	16.4	15.8
Drive a car alone	12.1 <sub>c</sub>	10.3
Drive car with passengers	4.0	3.8
Carpool/Vanpool	0.3	0.3
Taxi/Limo	0.5	0.4
Walk	0.4	0.4
Motorcycle/Bicycle	0.2	0.2
Net: Metro	3.8	4.2
Metrorail	2.9	3.5
Metrobus	0.9	0.7
Net: Other mass transit	0.2	0.3
Other bus service	0.2	0.2
Other rail service	0.0	0.1
Other	0.3	0.3

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q9,Q10,Q14,Q15,Q19,Q20

Average Total Trips Taken by Mode – Past Week (continued)		
	2004	2005
	(A)	(B)
	n= (503)	(500)
<b>Metrorail</b>		
Frequent	20%	25% <sub>B</sub>
Occasional	16	16
Never	64	58
<b>Metrobus</b>		
Frequent	5%	5%
Occasional	7	6
Never	88	89

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q9,Q10,Q14,Q15,Q19,Q20

## Mode Usage (continued)

Respondents were asked for how many trips they used the mode(s) they had used to get to their destination and to get back from their destination (one-way trips) for commuting, business-related or personal travel in the previous seven days. From their answers to these questions, the proportion of trips by each mode were determined.

- Across all of the 2005 respondents, the vast majority of trips are taken by a private means of transportation (73% of all trips). In fact, a majority of the trips taken are made using a private car alone (48%). Almost two in ten trips (18%) were taken by private cars with passengers.
- The only other mode to average more than a small fraction of total trips in the previous seven days was Metrorail (16% of all trips).

Proportion of Total Trips Taken by Mode – Past Week		
	2004	2005
	(B)	(C)
	(503)	(500)
Net: Private means	74%	73%
Drive a car alone	55	48
Drive car with passengers	18	18
Carpool/Vanpool	1	1
Taxi/Limo	2	2
Walk	2	2
Motorcycle/Bicycle	1	1
Net: Metro	18	19
Metrorail	14	16
Metrobus	4	3
Net: Other mass transit	1	1
Other bus service	1	1
Other rail service	<1	<1
Other	1	1

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

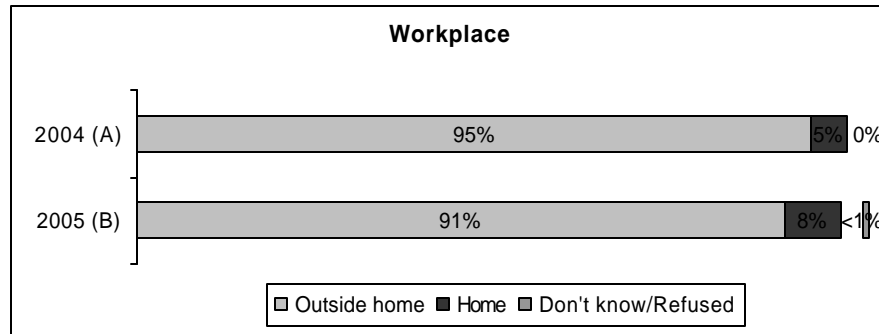
Q9,Q10,Q14,Q15,Q19,Q20

## Mode Usage

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More than nine out of ten (91%) of those employed work outside their home.

- Given that three-fourths of the 2005 respondents (74%) are employed, this means that two-thirds of all respondents (67%) are employed and work outside of their home.
- Less than one in ten of those employed (8%, that is 6% overall) are employed and work from home.



Base=Those Employed (2004 n=394; 2005 n=371)

Note: Letters indicate statistical differences at the 95% confidence level

Q4A

## Mode Usage (continued)

Respondents who work or go to school outside of their homes (i.e., commute) were asked to what county they commute for work or school.

- In 2005, more than seven in ten of those who commute (73%) travel outside of Arlington County.
- The District of Columbia was the most frequently mentioned destination, with more than four in ten commuting there (45%). More than one-fourth stay in Arlington County (26%). About one in six commute to Fairfax (17%).
- A few commute to either the City of Alexandria (4%), Montgomery County (2%) or Prince George's County (1%).

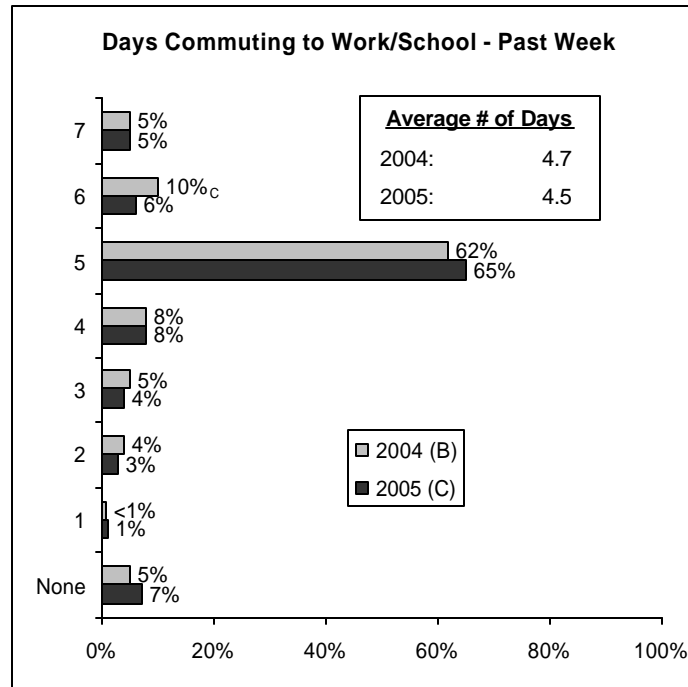
County Where Employed/Attend School		
	2004	2005
	(B)	(C)
	(394)	(357)
	44%	45%
District of Columbia	27	26
Arlington County	16	17
Fairfax/Falls Church	4	4
City of Alexandria	3	2
Montgomery County	3 <sub>c</sub>	1
Prince George's County	2	1
Other	1	1
Refused	72	73
Net: Outside county/jurisdiction		

Base=Students/Those Who Work Outside Home  
 Note: Letters indicate statistical differences at the 95% confidence level  
 Q6

## Mode Usage (continued)

Respondents who are employed or go to school outside their homes were asked how many times they commuted to work or school in the previous seven days.

- In 2005, about three-fourths (76%) commuted at least five times per week.



Base=Those Employed/Students (2004 n=415; 2005 n=388)

Note: Letters indicate statistical differences at the 95% confidence level

Note: <1% were unable to answer

Q7

## Mode Usage (continued)

Arlington County commuters were asked what modes of transportation they used to commute to and from their work or school destination in the previous seven days.

- In 2005, about three-fourths (76%) had used a private means of transportation, with 59% driving in a private car alone.
- Metrorail was used next most frequently, with 39% having done so in the previous week.
- About one in ten used Metrobus (10%), drove in a car with passengers (8%) and/or walked (7%) to get to or from work or school in the previous week.
- Those who live elsewhere in the Washington, D.C. Metropolitan area but work in Arlington County, tended to be more likely than Arlington County residents to use Metrorail to get to work (42% vs. 26%).

Modes Used to/from Work – Past Week		
	2004	2005
	(B)	(C)
	(396)	(360)
Net: Private car n=	80%	76%
Drive a car alone	65	59
Drive car with passengers	9	8
Carpool/Vanpool	2	2
Walk	7	7
Motorcycle/Bicycle	3	3
Taxi/Limo	2	1
Net: Metro	35	42
Metrorail	33	39
Metrobus	11	10
Other bus service	3	3

Base=Those Who Travel to Work/School

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

Q8

## Mode Usage (continued)

Respondents who commute were asked how many days they used the mode(s) they had used to get to their destination and to get home from their destination (one-way trips) in the previous seven days.

- Overall, these respondents took an average of close to seven trips by private means (6.5) in the previous week to get to and from work. The vast majority of these trips were taken in a private car alone (5.1).
- Metrorail was the only other mode that averaged above one trip (3.1) in the previous seven days.
- Those who live elsewhere in the Washington, D.C. Metropolitan area but work in Arlington County tend to take more trips than Arlington County residents to and from work or school by Metrorail (3.5).

Average Trips Taken to/from Work by Mode – Past Week		
	2004	2005
	(B)	(C)
	(394)	(360)
Net: Private car	6.3	6.5
Drive a car alone	5.6	5.1
Drive car with passengers	0.6	0.5
Carpool/Vanpool	0.1	0.1
Walk	0.6	0.6
Motorcycle/Bicycle	0.2	0.2
Taxi/Limo	0.1	0.0
Net: Metro	3.3	3.7
Metrorail	2.6	3.1
Metrobus	0.7	0.6
Net: Other mass transit	0.2	0.3
Other bus service	0.2	0.3
Other rail service	0.0	0.1
Other	0.1	0.1

Base=Those Answering Who Travel to Work/School  
 Note: Letters indicate statistical differences at the 95% confidence level  
 Multiple Responses Accepted  
 Q9,Q10

## Mode Usage (continued)

Respondents who had only used a private car to commute in the past seven days (36% of all respondents) were asked how they would get to work or school if they could not use their car.

- In 2005, some type of mass transit was mentioned most frequently (54%); however, this is down from 69% in 2004. Specifically about four in ten would take Metrorail if their car was not available (41%) while one-fourth would take Metrobus (25%, down from 40% in 2004).
- About one in ten would carpool or vanpool (11%), take a taxi or limo (8%) or walk (7%).
- More than one in twenty (7%) would not make the trip to work or school if they could not use their car.

Alternate Mode to/from Work/School if Car Unavailable		
	2004	2005
	(B)	(C)
n=	(219)	(181)
Net: Mass transit	69% <sub>c</sub>	54%
Net: Metro	68 <sub>c</sub>	52
Metrorail	50	41
Metrobus	40 <sub>c</sub>	25
Net: Other mass transit	4	6
Other bus service	2	4
Other rail service	1	1
Carpool/Vanpool	15	11
Taxi/Limo	11	8
Walk	9	7
Motorcycle/Bicycle	3	6
Would not take trip	5	7

Base=Those Who Travel to Work/School Using Only Private Car

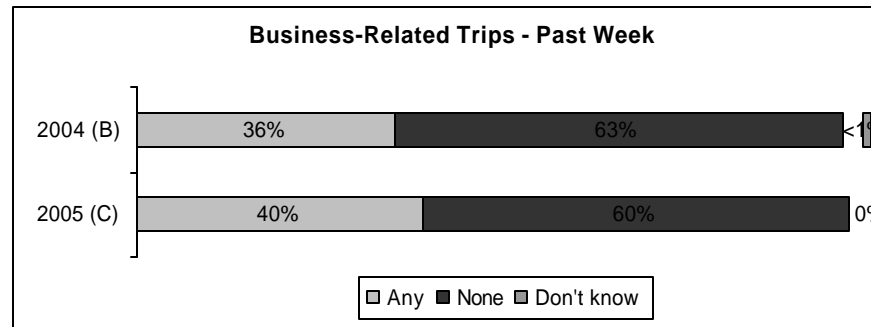
Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions Q11

## Mode Usage (continued)

Respondents who are employed or are looking for work were asked whether they had made any trips for business-related meetings or other work-related appointments in the previous seven days.

- In 2005, four in ten (40%) had done so in the previous seven days.



Base=Those Employed/Looking for Work (2004 n=401; 2005 n=378)

Note: Letters indicate statistical differences at the 95% confidence level

Q12

## Mode Usage (continued)

Arlington County respondents who travel for work-related reasons were asked what modes of transportation they used to travel to and from their destination in the previous seven days.

- In 2005, more than seven in ten (73%) had used a private car, with 53% driving in a private car alone. One in ten (10%) drove in a car with passengers.
- Metrorail was used next most frequently, with 29% having done so in the previous week.
- Less than one in ten took a taxi or limo to get to or from their work-related destination in the previous week (7%, down from 16% in 2004).

Modes Used to/from Work-Related Business – Past Week		
	2004	2005
	(B)	(C)
	(146)	(153)
Net: Private means	82%	73%
Drive a car alone	52	53
Drive car with passengers	11	10
Carpool/Vanpool	5	4
Taxi/Limo	16 <sup>c</sup>	7
Walk	1	1
Motorcycle/Bicycle	1	1
Net: Metro	25	32
Metrorail	24	29
Metrobus	1	4
Other bus service	2	2

Base=Those Who Travel for Work-Related Reasons  
 Note: Letters indicate statistical differences at the 95% confidence level  
 Multiple Responses Accepted; Top Mentions  
 Q13

## Mode Usage (continued)

Respondents who travel for work-related reasons were asked for how many trips they used the mode(s) they had used to get to their destination and to get back from their destination (one-way trips) in the previous seven days.

- The Arlington County respondents who travel for work-related reasons cited an average of seven trips taken by a private means of transportation in the previous week to get to and from their destination (7.0). The vast majority of these trips were taken in a private car alone (5.4), although some were taken by private car with passengers (0.6).
- Metrorail (1.4) was the only other mode that averaged at least one trip in the previous seven days.

Average Trips Taken for Work-Related Business by Mode – Past Week		
	2004	2005
	(B)	(C)
	(146)	(153)
Net: Private means n=	5.3	7.0
Drive a car alone	4.5	5.4
Drive car with passengers	0.6	0.6
Carpool/Vanpool	0.2	0.1
Taxi/Limo	0.9	0.7
Motorcycle/Bicycle	0.1	0.0
Net: Metro	1.3	1.5
Metrorail	1.2	1.4
Metrobus	0.1	0.2
Other bus service	0.0	0.1

Base=Those Who Travel for Work-Related Reasons  
 Note: Letters indicate statistical differences at the 95% confidence level  
 Multiple Responses Accepted; Top Mentions  
 Q14,Q15

## Mode Usage (continued)

Respondents who had only used a private car in the past seven days for work-related trips (16% of all respondents) were asked how they would get to their destination if they could not use their car.

- Some type of mass transit was mentioned most frequently (43%), specifically Metrorail (23%) and/or Metrobus (22%).
- The next most frequently mentioned option was a taxi or limo (23%).
- Notably, the proportion who said they would take a carpool or vanpool decreased from 2004 to 2005 (down from 20% to 7%).
- About two in ten (18%) would not make the trip if they could not use their car.

Alternate Mode for Work-Related Business if Car Unavailable		
	2004	2005
	(B)	(C)
n=	(76)	(82)
Net: Mass Transit	34%	43%
Net: Metro	32	40
Metrorail	28	23
Metrobus	12	22
Net: Other mass transit	4	2
Other bus service	1	1
Other rail service	1	1
Taxi/Limo	17	23
Carpool/Vanpool	20 <sub>c</sub>	7
Motorcycle/Bicycle	-	5
Borrow a car	-	2
Would not take trip	21	18

Base=Those Who Travel for Work-Related Reasons

Using Only Private Car

Note: Letters indicate statistical differences at the 95% confidence level

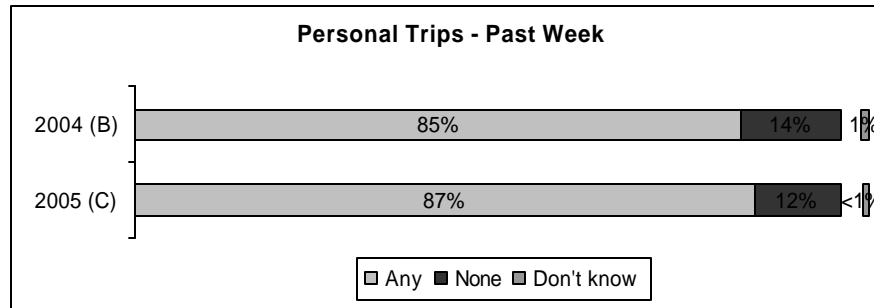
Multiple Responses Accepted; Top Mentions

Q16

## Mode Usage (continued)

All respondents were asked whether they had made any personal trips in the previous seven days to run errands, to take care of personal business or appointments, to go shopping for items other than groceries, or for entertainment, recreation or social reasons.

- More than eight in ten Arlington County residents had done so in the previous seven days (87%).



Base=Total Sample (2004 n=503; 2005 n=500)

Note: Letters indicate statistical differences at the 95% confidence level

Q17

## Mode Usage (continued)

Respondents who travel for personal reasons were asked what modes of transportation they used to commute to and from their destination in the previous seven days.

- In 2005, nine in ten (90%) had used a private means of transportation, with about six in ten driving in a private car alone (61%, down from 69% in 2004).
- More than four in ten drove in a car with passengers (47%) to get to or from their destination in the previous week.
- Metrorail was used next most frequently, with more than one in five having used the mode for personal travel (22%, up from 17%).

Modes Used for Personal Trips – Past Week		
	2004	2005
	(B) (430)	(C) (437)
Net: Private car	92%	90%
Drive a car alone	69 <sub>c</sub>	61
Drive car with passengers	43	47
Carpool/Vanpool	4	2
Taxi/Limo	4	4
Walk	2	2
Motorcycle/Bicycle	1	2
Net: Metro	19	24
Metrorail	17	22 <sub>B</sub>
Metrobus	5	5
Other bus service	1	1

Base=Those Who Travel for Personal Reasons  
 Note: Letters indicate statistical differences at the 95% confidence level  
 Multiple Responses Accepted; Top Mentions  
 Q18

## Mode Usage (continued)

Respondents who travel for personal reasons were asked for how many trips they used the mode(s) they had used to get to their destination and to get back from their destination (one-way trips) in the previous seven days.

- Arlington County respondents in 2005 who travel for personal reasons, averaged taking more than 10 trips (10.3) by a private means of transportation in the previous week to get to and from their destination. Most of these trips were taken in a private car alone (5.9), although some were taken by private car with passengers (3.7).
- However, the average number of personal trips taken by a private car alone decreased since 2004 (to 5.9 from 7.6), while, at the same time, the average number of personal trips taken by Metrorail increased slightly (to 1.0 from 0.6).

Average Trips Taken for Personal Trips by Mode – Past Week		
	2004	2005
	(B) (430)	(C) (437)
Net: Private car	11.4	10.3
Drive a car alone	7.6 <sub>c</sub>	5.9
Drive car with passengers	3.9	3.7
Carpool/Vanpool	0.2	0.2
Taxi/Limo	0.2	0.1
Motorcycle/Bicycle	0.1	0.1
Net: Metro	0.9	1.3
Metrorail	0.6	1.0 <sub>b</sub>
Metrobus	0.3	0.2

Base=Those Who Travel for Personal Reasons

Note: Letters indicate statistical differences at the 95% confidence level

Q19,Q20

## Mode Usage (continued)

Respondents who had only used a private car in the past seven days for personal trips (59% of all respondents) were asked how they would get to their destination if they could not use their car.

- Some type of mass transit was mentioned most frequently (36%), specifically including Metrorail (19%, down from 26% in 2004) and/or Metrobus (22%).
- The next most frequently mentioned options were a taxi or limo (18%) and/or a carpool or vanpool (12%).
- A few mentioned that they would walk (8%).
- More than one-fourth (28%) would not make the trip if they could not use their car.

Alternate Mode for Personal Trips if Car Unavailable		
	2004	2005
	(B)	(C)
	(312)	(296)
Net: Mass transit	39%	36%
Net: Metro	38	33
Metrobus	22	22
Metrorail	26 <sub>c</sub>	19
Other mass transit	3	4
Taxi/Limo	20	18
Carpool/Vanpool	14	12
Walk	6	8
Family member would drive me	1	7 <sub>B</sub>
Motorcycle/Bicycle	2	4
Rent a car	2	1
Would not take trip	23	28

Base=Those Who Travel for Personal Reasons  
Using Only Private Car

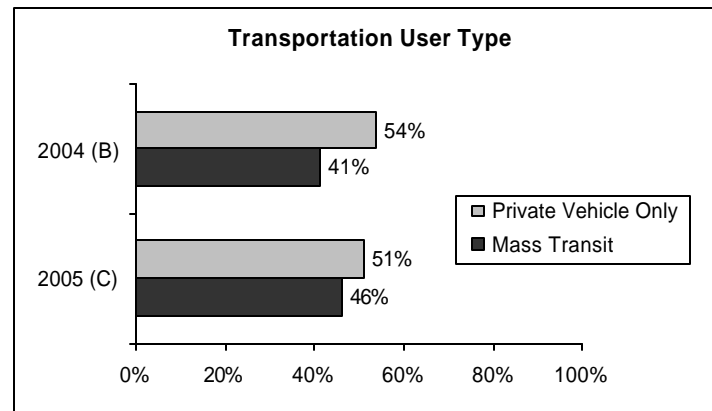
Note: Letters indicate statistical differences at the  
95% confidence level

Multiple Responses Accepted; Top Mentions  
Q21

## Mode Usage (continued)

Arlington County residents were categorized into two groups based on their use of the various transportation modes for commuting, business-related trips and personal trips in the previous seven days. Those who only used private vehicles for their travel are categorized private vehicle only users. Those who used some type of mass transit for at least some of their travel are categorized as mass transit users.

- In 2005, about one-half of the Arlington County residents surveyed (51%) are private vehicle only users, while more than four in ten (46%) have used mass transit for some type of travel in the previous seven days.
- In contrast, a majority of those who live elsewhere in the Washington, D.C. Metropolitan area but work in Arlington County are mass transit users (56%), while 44% are private vehicle only users.



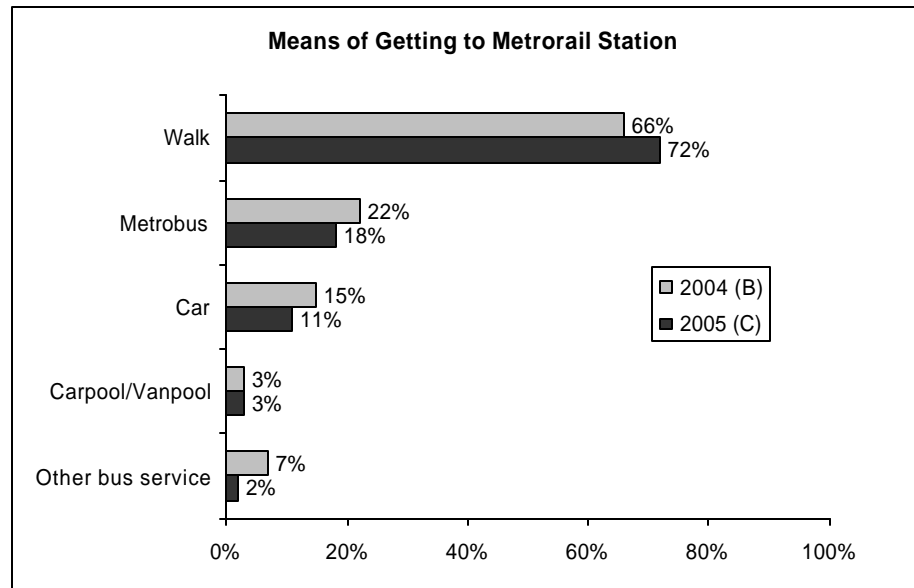
Base=Total Sample (2004 n=503; 2005 n=500)

Note: Letters indicate statistical differences at the 95% confidence level  
Q8,Q13,Q18

## Mode Usage (continued)

Those who have used Metrorail in the past seven days were asked how they usually get to the station from their Arlington County home.

- In 2005, walking (72%) was the most frequently mentioned means of getting to the Metrorail station.
- About two in ten (18%) ride Metrobus, while 11% get to the Metrorail station by car.
- About one in twenty get to the Metrorail station by carpool or vanpool (3%) and/or another bus service (2%).



Base=Those Asked (split sample) Who Used Metrorail in Past Week (2004 n=87; 2005 n=114)

Note: Letters indicate statistical differences at the 95% confidence level

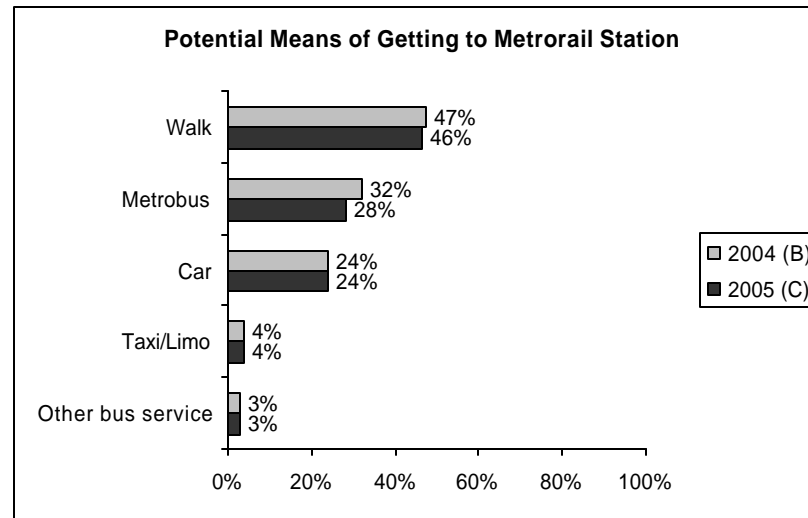
Multiple Responses Accepted; Top Mentions

Q22

## Mode Usage (continued)

Those Arlington County residents who have not used Metrorail in the past seven days were asked how they would get to the station from their home.

- In 2005, walking (46%) was mentioned by almost one-half of these respondents.
- Close to three in ten would get to the Metrorail station via Metrobus (28%)
- About one-fourth (24%) mention the car as their means of getting to a Metrorail station.
- About one in twenty would get to the Metrorail station by taxi or limo (4%) or by another bus service (3%).



Base=Those Asked (split sample) Who Have Not Used Metrorail in Past Week (2004 n=173; 2005 n=126)

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

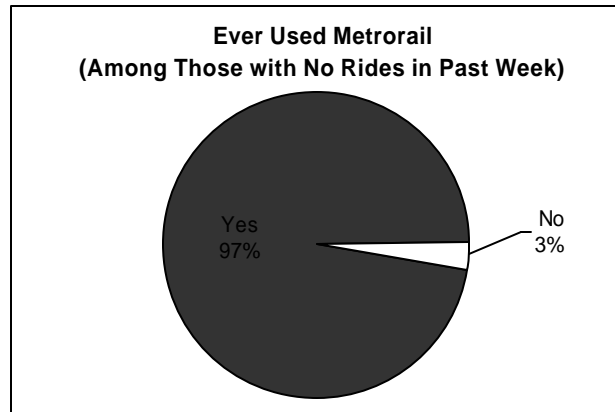
Q23

## Mode Usage (continued)

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Those who have not used Metrorail in the past week were asked whether they have ever used Metrorail.

- More than nine in ten (97%) had actually used Metrorail in the past, while 3% (or 1% of all area residents) had not done so.



Base=Those Asked (split sample) Who Have Not Used Metrorail in Past Week (n=126)

Note: Letters indicate statistical differences at the 95% confidence level  
Q27

## Mode Usage (continued)

Virtually all of the Arlington residents surveyed (98%) have used Metrorail at some time in the past.

- Specifically, close to one-half have used Metrorail in the past seven days (48%, up from 33% in 2004).
- In the past year, more than eight in ten Arlington County residents (85%) have used Metrorail.

Past Metrorail Use		
	2004	2005
	(B)	(C)
	(260)	(240)
<b>Ever Used Metrorail</b>	n=	
Yes	97%	98%
No	3	2
<b>Last Time Using Metrorail</b>		
Last week	33%	48% <sub>B</sub>
One week ago	11	12
More than two weeks ago	8	8
More than one month ago	22 <sub>C</sub>	12
More than six months ago	10	5
More than one year ago	6	4
More than two years ago	7	9
Never	3	2

Base=Those Asked (split sample)

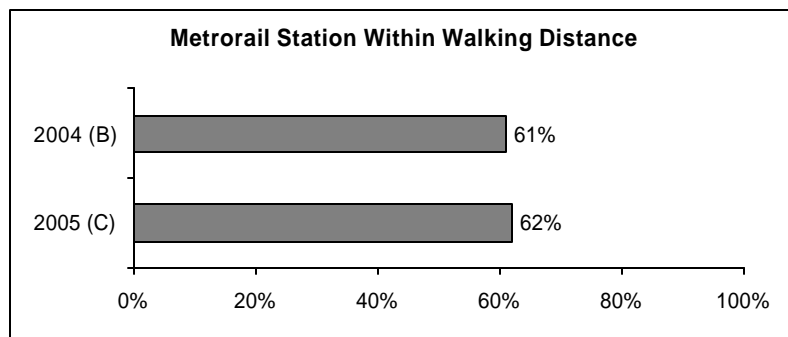
Note: Letters indicate statistical differences at the 95% confidence level

Q27,Q28

## Mode Usage (continued)

Respondents were asked if they live within walking distance of a Metrorail station and, if not, whether there is a convenient bus service to a Metrorail station.

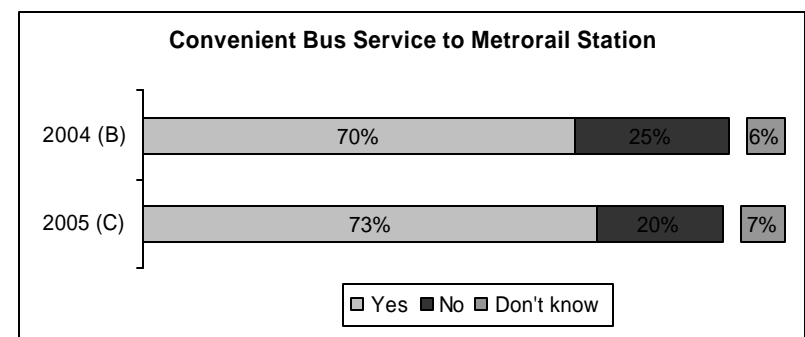
- The majority of Arlington County residents (62%) said they do live in what they consider to be walking distance to a Metrorail station. Not surprisingly, about three-fourths of mass transit users (74%) live within what they consider to be walking distance to a Metrorail station, compared to 51% of private vehicle only users.
- More than seven in ten (73%) of those who do not live within walking distance of a Metrorail station say they have convenient bus service available to them to take them to a Metrorail station.
- Thus, nine in ten Arlington County residents (90%) have access to a Metrorail station either by walking or by taking convenient bus service. Mass transit users (95%) are more likely than private vehicle only users (85%) to have access.



Base=Total Sample (2004 n=503; 2005 n=500)

Note: Letters indicate statistical differences at the 95% confidence level

Q45



Base=Those Not in Walking Distance of Metrorail Station (2004 n=194; 2005 n=192)

Note: Letters indicate statistical differences at the 95% confidence level

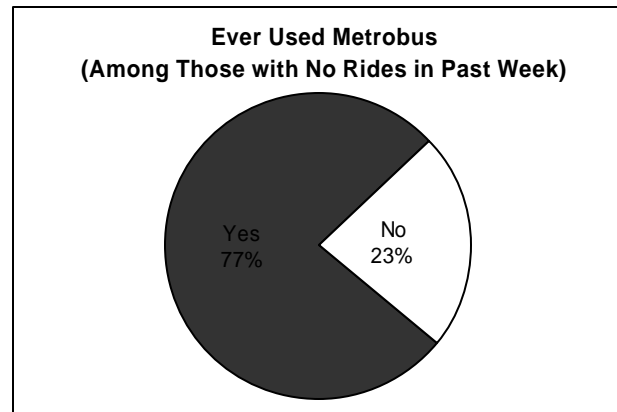
Q46

## Mode Usage (continued)

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Those who have not used Metrobus in the past week were asked whether they have ever used Metrobus.

- In 2005, more than three-fourths (77%) had actually used Metrobus in the past, while 23% (or 11% of all Arlington County respondents) had not done so.



Base=Those Asked (split sample) Who Have Not Used Metrobus in Past Week (n=238)

Note: Letters indicate statistical differences at the 95% confidence level  
Q33

## Mode Usage (continued)

The vast majority of Arlington County residents have used Metrobus at some time in the past (79%).

- However, only 8% have used Metrobus in the past seven days.
- In the past year, only one-third (33%) of Arlington County residents have used Metrobus.

Past Metrobus Use		
	2004	2005
	(B)	(C)
	(243)	(260)
<b>Ever Used Metrobus</b>		
Yes	72%	79%
No	28	21
<b>Last Time Using Metrobus</b>		
Last week	12%	8%
One week ago	2	3
More than two weeks ago	3	2
More than one month ago	8	9
More than six months ago	7	11
More than one year ago	10	9
More than two years ago	29	37
Never	28	21

Base=Those Asked (split sample)

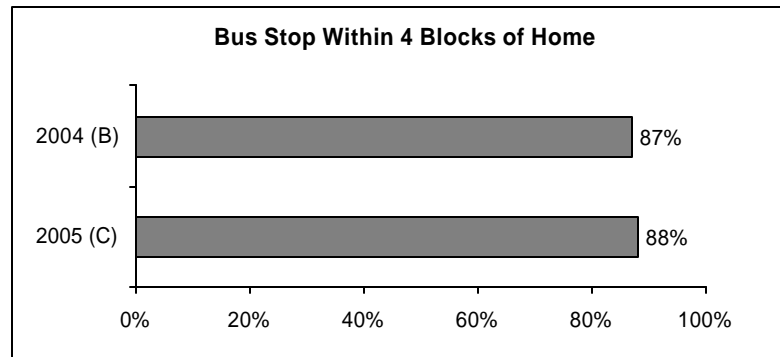
Note: Letters indicate statistical differences at the 95% confidence level

Q33,Q34

## Mode Usage (continued)

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The vast majority of Arlington County residents (88%) say there is a bus stop within four blocks of their house.

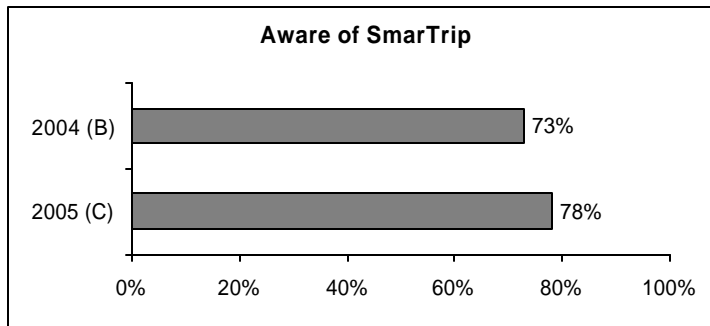


Base=Total Sample (2004 n=503; 2005 n=500)  
Note: Letters indicate statistical differences at the 95% confidence level  
Q48

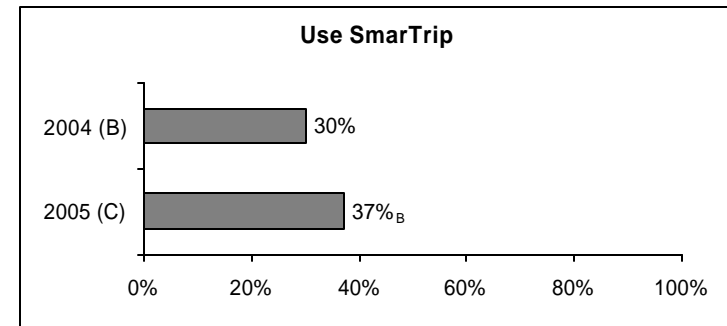
## Mode Usage (continued)

Respondents were asked whether they had heard of and/or used the SmarTrip card.

- More than three-fourths of the 2005 respondents (78%) were aware of the SmarTrip card.
- More than one-third of the Arlington County respondents have actually used a SmarTrip card (37%, up from 30% in 2004).



Base=Total Sample (2004 n=503; 2005 n=500)  
Note: Letters indicate statistical differences at the 95% confidence level  
Q39



Base=Total Sample (2004 n=503; 2005 n=500)  
Note: Letters indicate statistical differences at the 95% confidence level  
Q40

## Mode Usage (continued)

Those who are employed were asked if they personally receive free or subsidized parking at work.

- More than four in ten Arlington County respondents (43%) do receive free or subsidized parking at work. Specifically, more than one-third (35%) receive free parking at work.
- Those who live elsewhere in the Washington, DC Metropolitan area but work in Arlington County are just as likely as Arlington County residents to say they receive free (35%) or subsidized (7%) parking at their Arlington County place of employment.

Receive Free/Subsidized Parking at Work		
	2004	2005
	(B)	(C)
n=	(394)	(371)
Net: Yes	44%	43%
Free	37	35
Subsidized	7	8
No	56	56
Don't know/Refused	1	1

Base=Those Employed

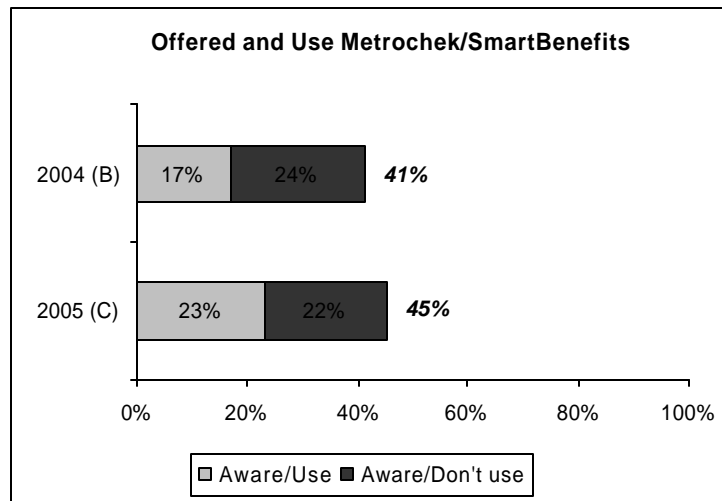
Note: Letters indicate statistical differences at the 95% confidence level

D9

## Mode Usage (continued)

Those who are employed were asked if their employer offers Metrochek or SmartBenefits and, if so, whether they use them.

- Four in ten Arlington County residents who are employed (45%) said that their employer offers either Metrochek or SmartBenefits.
- Almost one-fourth of those employed (23%) actually use Metrochek or SmartBenefits.



Base=Those Employed (2004 n=394; 2005 n=371)

Note: Letters indicate statistical differences at the 95% confidence level

D10-D11

## **Detailed Findings: Opinion of Modes**

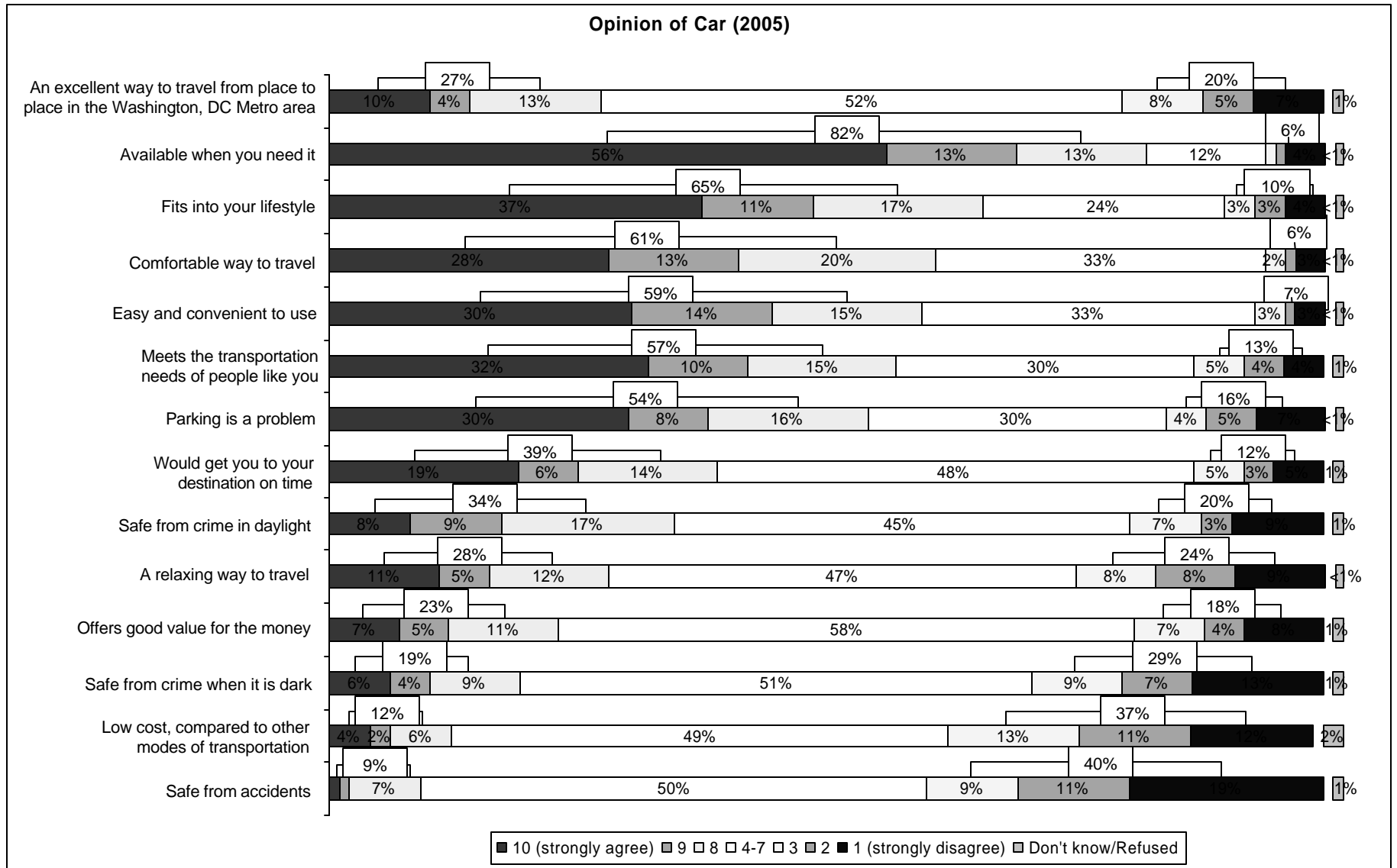
## Opinions of Modes: Car

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Arlington County respondents were asked to rate their opinion of a car as a form of transportation in the Washington, DC area. The respondents were asked to rate their level of agreement with a list of 14 statements using a ten point scale where a “10” means they strongly agree with the statement and a “1” means they strongly disagree with the statement.

- In 2005, less than three in ten Arlington County residents (27%) agree (rated an 8, 9 or 10) that a car is an excellent way to travel from place to place in the Washington, DC Metro area. In fact, 20% disagree (rated a 1, 2 or 3) with this statement about a car.
- More than eight in ten (82%) agree that a car is available when they need it. In fact, only 6% disagree with this statement.
- About six in ten respondents agree that a car fits into their lifestyle (65%), is a comfortable way to travel (61%), is easy and convenient to use (59%) and/or meets the transportation needs of people like them (57%). In fact, only about one in ten or fewer disagree with each of these statements (10%, 6%, 7%, 13%).
- More than one-half of Arlington County residents agree that parking is a problem (54%). However, 16% disagree that parking is a problem.
- Close to four in ten Arlington County residents agree that a car would get you to your destination on time (39%). In contrast, 12% disagree with this statement.
- Similar proportions agree and disagree a car is a relaxing way to travel (28%, 24%).
- Less than one-fourth (23%) agree that a car offers good value for the money. In fact, an even greater proportion (37%) disagree that a car is low cost compared to other modes of transportation.
  - Notably, the proportion who agree that a car offers good value for the money decreased from 2004 to 2005 (down from 29% to 23%).
- While a slightly greater proportion agree (34%) than disagree (20%) that a car is safe from crime in daylight, respondents are more likely to disagree than agree that a car is safe from crime when it is dark (29% disagree, 19% agree) or that a car is safe from accidents (40% disagree, 9% agree).

# Opinion of Modes: Car (continued)



Base=Total Sample (n=500)  
 Note: % not shown are =1%  
 Q1

## Opinion of Modes: Car (continued)

Opinion of Car (Top 3 Box – 8, 9 or 10 on a 10-point scale)		
	2004	2005
	(B)	(C)
	(503)	(500)
	82%	82%
Available when you need it	n=	
Low cost, compared to other modes of transportation	11	12
Offers good value for the money	29 <sub>c</sub>	23
Safe from accidents	8	9
Safe from crime in daylight	32	34
Safe from crime when it is dark	20	19
Comfortable way to travel	63	61
Would get you to your destination on time	43	39
Easy and convenient to use	61	59
Relaxing way to travel	27	28
Parking is a problem	55	54
Meets the transportation needs of people like you	60	57
Fits into your lifestyle	67	65
An excellent way to travel from place to place in the Washington, DC Metro area	32	27

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q1

## Opinion of Modes: Car (continued)

Opinion of Car (Bottom 3 Box – 1, 2 or 3 on a 10-point scale)		
	2004	2005
	(B)	(C)
	(503)	(500)
Available when you need it	6%	6%
Low cost, compared to other modes of transportation	31	37
Offers good value for the money	13	18 <sub>B</sub>
Safe from accidents	40	40
Safe from crime in daylight	17	20
Safe from crime when it is dark	29	29
Comfortable way to travel	24	6
Would get you to your destination on time	12	12
Easy and convenient to use	8	7
A relaxing way to travel	24	24
Parking is a problem	15	16
Meets the transportation needs of people like you	11	13
Fits into your lifestyle	8	10
An excellent way to travel from place to place in the Washington, DC Metro area	18	20

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q1

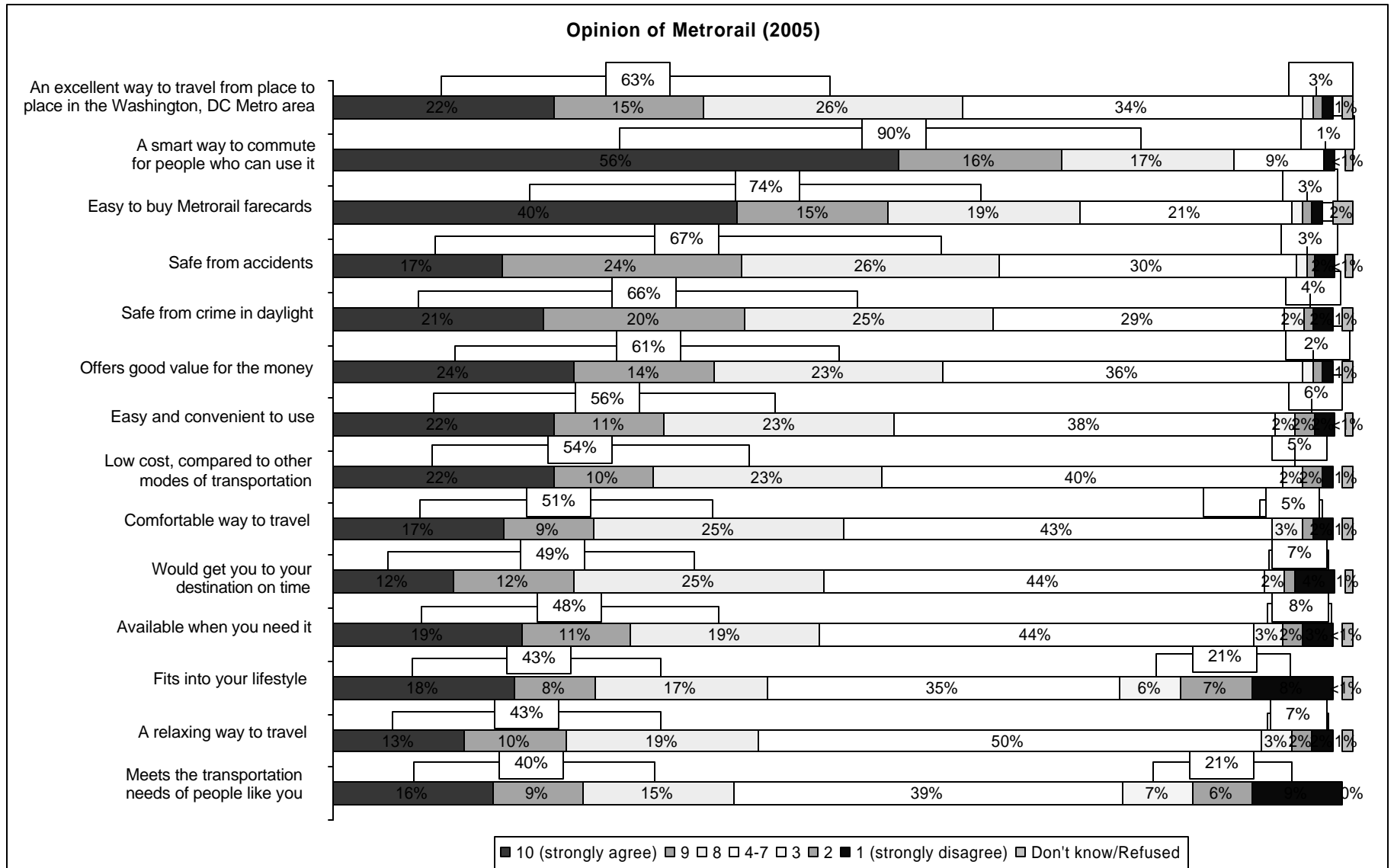
## Opinions of Modes: Metrorail

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Arlington County respondents were asked to rate their opinion of Metrorail as a form of transportation in the Washington, DC area. Respondents were asked to rate their level of agreement with a list of 18 statements using a ten point scale where a “10” means they strongly agree with the statement and a “1” means they strongly disagree with the statement.

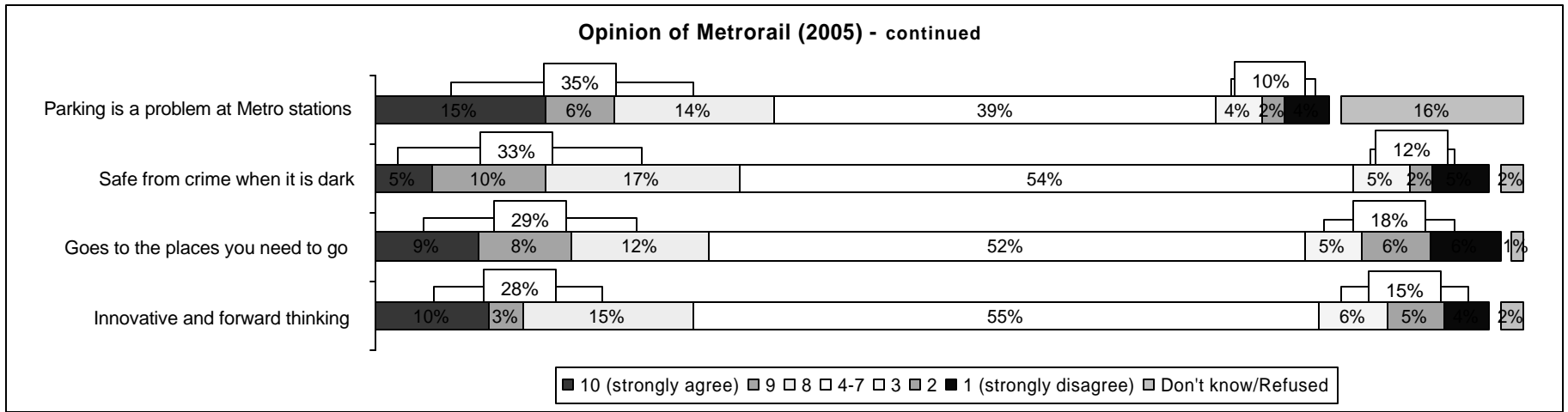
- A majority of Arlington County residents (63%) agree (rated an 8, 9 or 10) that Metrorail is an excellent way to travel from place to place in the Washington, DC Metro area. In fact, only 3% disagree (rated a 1, 2 or 3) with this statement about Metrorail.
- Nine in ten (90%) agree that Metrorail is a smart way to commute for those who can use it. In fact, only 1% disagree with this statement about Metrorail.
- About three-fourths (74%) agree that it is easy to buy Metrorail farecards; however, this proportion has decreased since 2004 (down from 80%).
- Three-fourths (67%) agree that Metrorail is safe from accidents; however, this proportion has decreased since 2004 (down from 73%). Only 3% disagree with this statement about Metrorail.
- Two-thirds of Arlington County residents (66%) agree that Metrorail is safe from crime in daylight. However, only 33% agree that Metrorail is safe from crime when it is dark.
- About six in ten Arlington County residents (61%) say that Metrorail offers a good value for the money. And, more than one-half (54%) say that Metrorail is low cost compared to other modes of transportation.
- About one-half of the respondents agree that Metrorail is easy and convenient to use (56%), a comfortable way to travel (51%), would get them to their destination on time (49%) and/or is available when they need it (48%). Less than one in ten respondents (5%-8%) disagree with these statements about Metrorail.
- About four in ten respondents agree that Metrorail fits into their lifestyle (43%) and/or meets the transportation needs of people like them (40%). However, one in five (21% each) disagree with each of these statements.
- More than four in ten Arlington County residents (43%) agree that riding Metrorail is a relaxing way to travel. However, more than one-third (35%) agree that parking is a problem at Metro stations.
- About three in ten agree that Metrorail goes to the places they need to go (29%) and/or is innovative and forward thinking (28%).

# Opinion of Modes: Metrorail (continued)



Base=Total Sample (n=500)  
 Note: % not shown are =1%  
 Q2

# Opinion of Modes: Metrorail (continued)



Base=Total Sample (n=500)  
Q2

## Opinion of Modes: Metrorail (continued)

Opinion of Metrorail (Top 3 Box – 8, 9 or 10 on a 10-point scale)		
	2004	2005
	(B)	(C)
	(503)	(500)
	52%	48%
Available when you need it		
Low cost, compared to other modes of transportation	53	54
Offers good value for the money	63	61
Safe from accidents	73 <sub>c</sub>	67
Safe from crime in daylight	65	66
Safe from crime when it is dark	36	33
Comfortable way to travel	50	51
Would get you to your destination on time	50	49
Easy and convenient to use	55	56
A relaxing way to travel	44	43
Parking is a problem at Metro stations	40	35
Meets the transportation needs of people like you	41	40
Fits into your lifestyle	38	43
Goes to the places you need to go	35	29
Easy to buy Metrorail farecards	80 <sub>c</sub>	74
Innovative and forward thinking	33	28
A smart way to commute for people who can use it	91	90
An excellent way to travel from place to place in the Washington, DC Metro area	60	63

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q2

## Opinion of Modes: Metrorail (continued)

Opinion of Metrorail (Bottom 3 Box – 1, 2 or 3 on a 10-point scale)		
	2004	2005
	(B)	(C)
	(503)	(500)
	8%	8%
Available when you need it	n=	
Low cost, compared to other modes of transportation	6	5
Offers good value for the money	4	2
Safe from accidents	5	3
Safe from crime in daylight	7 <sub>c</sub>	4
Safe from crime when it is dark	12	12
Comfortable way to travel	8	5
Would get you to your destination on time	7	7
Easy and convenient to use	4	6
A relaxing way to travel	9	7
Parking is a problem at Metro stations	10	10
Meets the transportation needs of people like you	19	21
Fits into your lifestyle	20	21
Goes to the places you need to go	19	18
Easy to buy Metrorail farecards	3	3
Innovative and forward thinking	12	15
A smart way to commute for people who can use it	1	1
An excellent way to travel from place to place in the Washington, DC Metro area	3	3

Base=Total Sample

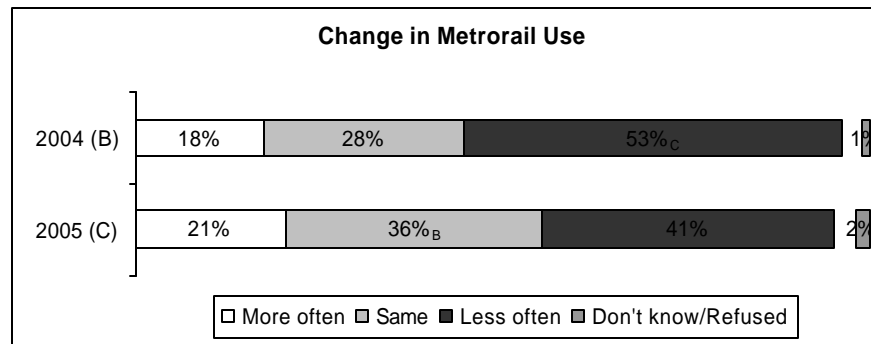
Note: Letters indicate statistical differences at the 95% confidence level

Q2

## Opinion of Modes: Metrorail (continued)

Respondents who have ever used Metrorail were asked if they are using Metrorail more often, less often or the same amount as they have in the past.

- In 2005, the proportion who said they are using Metrorail less often decreased (down from 53% to 41%), whereas the proportion who say they are using it as often as they have in the past increased (up from 28% to 36%).
- About one in five (21%) say they are using Metrorail more often than in the past.
- Mass transit users continue to be more likely to say they are using Metrorail more often (31% vs. 9% among private car only users), while private vehicle only users are more likely to say they are using Metrorail less often (58% vs. 24%).



Base=Those Asked (split sample) Who Have Ever Ridden Metrorail (2004 n=253; 2005 n=236)

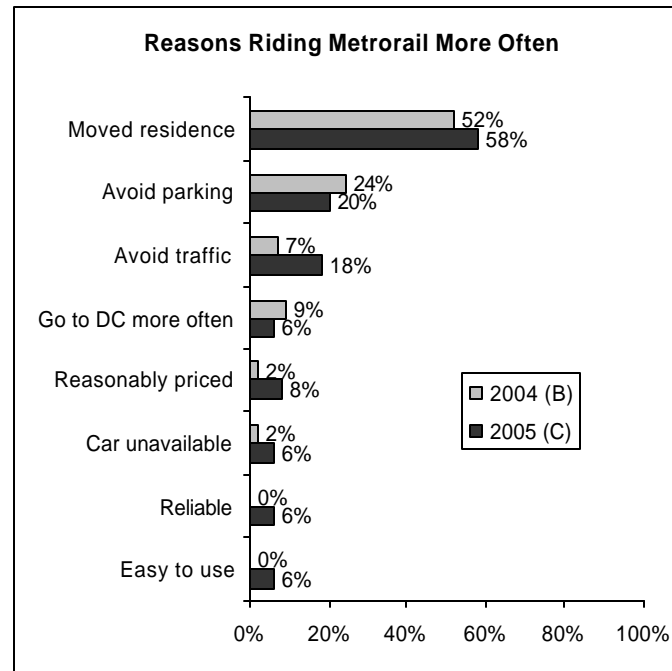
Note: Letters indicate statistical differences at the 95% confidence level

Q29

## Opinion of Modes: Metrorail (continued)

Those who are using Metrorail more often (21% of those who have ever ridden Metrorail) were asked why they are doing so.

- The most common reason is that they have moved their residence (58%).
- However, some of these Metrorail users are using Metrorail more often to avoid parking (20%) and/or avoid traffic (18%).



Base=Those Who Ride Metrorail More Often (2004 n=46; 2005 n=50)

Note: Letters indicate statistical differences at the 95% confidence level

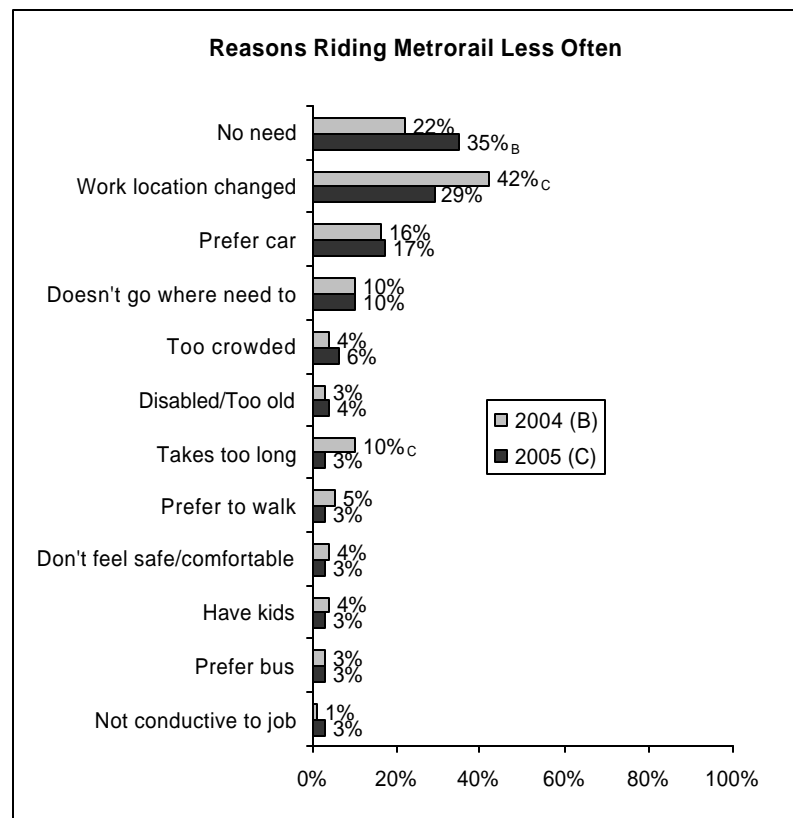
Multiple Responses Accepted; Top Mentions

Q30

## Opinion of Modes: Metrorail (continued)

Those who are using Metrorail less often (41% of those who have ever ridden Metrorail) were asked why their ridership has changed.

- The most common reasons are that they simply do not have the need (35%, up from 22% in 2004) and/or their work location changed (29%, down from 42% in 2004).
- At least one in ten are using Metrorail less often because they prefer their car (17%) and/or it does not go where they need to go (10%).



Base=Those Who Ride Metrorail Less Often (2004 n=134; 2005 n=96)

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

Q31

## Opinion of Modes: Metrorail (continued)

Those who do not use Metrorail (50%) were asked why they are not using Metrorail. The most common reasons for not using Metrorail had to do with location – i.e., either where respondents live or where they typically travel.

- The most common reasons are that their work location has changed (26%), it doesn't go where they need to go (25%), it doesn't fit their lifestyle (24%), they simply prefer their car (23%) and/or it takes too long (17%).

Non-Riders Reasons for Not Using Metrorail		
	2004	2005
	(B)	(C)
	(173)	(126)
Net: Location n=	47%	48%
Work location changed	29	26
Doesn't go where needs to	20	25
Net: Service	37	29
Takes too long	25	17
Transfers	2	8 <sub>a</sub>
Don't want to worry about schedule	6	3
Doesn't run often enough	6	4
Schedule doesn't start early enough/run late enough	4	5
Net: Lifestyle	20	24
No need	12	14
Prefer car	23	23
Too expensive	6	9
Prefer bus	2	6
Parking	2	6
Disabled	5	6
Prefer to walk	4	4

Base=Those Asked (split sample) Who Do Not Use Metrorail

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

Q26

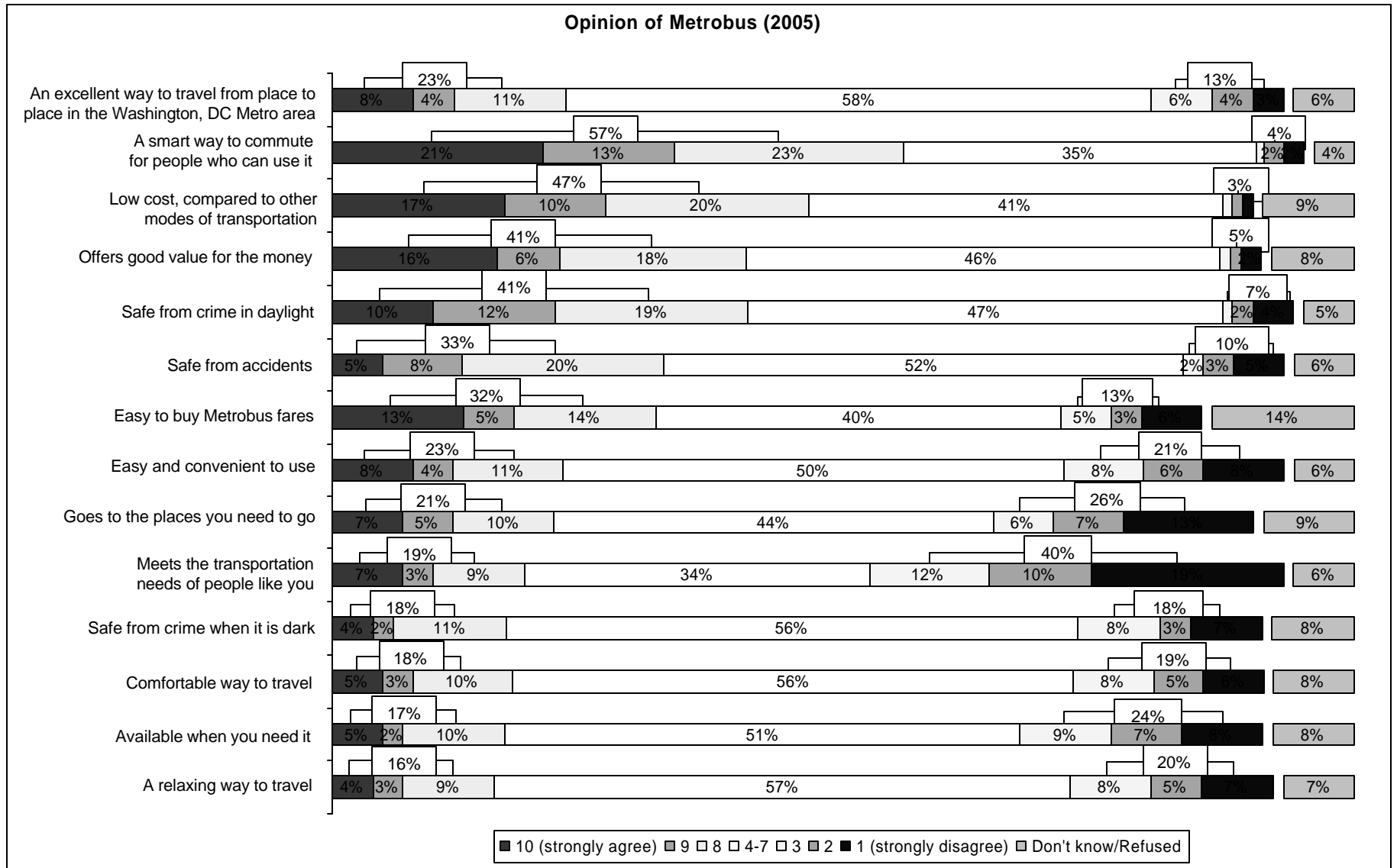
## Opinion of Modes: Metrobus

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All respondents were asked to rate their opinion of Metrobus as form of transportation in the Washington, DC area. The respondents were asked to rate their level of agreement with a list of 17 statements using a ten point scale where a “10” means they strongly agree with the statement and a “1” means they strongly disagree with the statement.

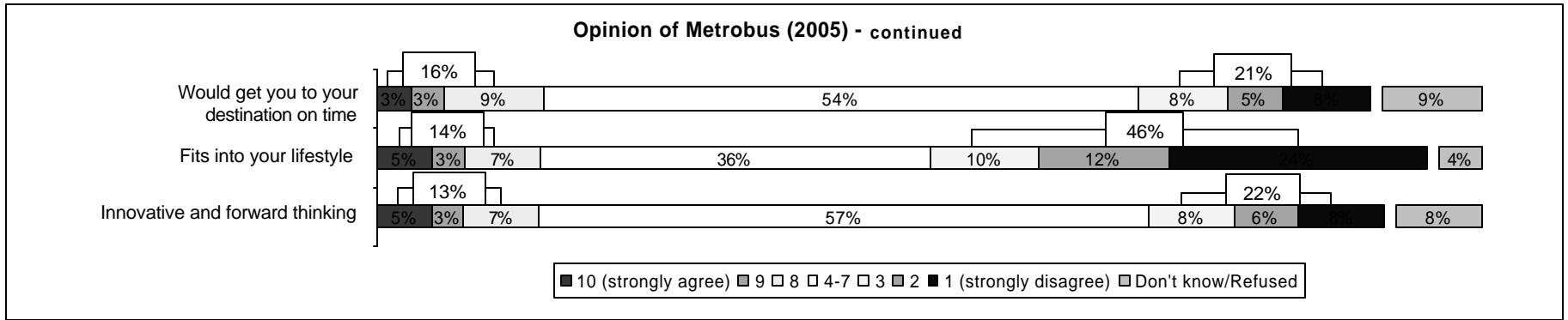
- More than one-fourth of Arlington County residents (23%) agree (rated an 8, 9 or 10) that Metrobus is an excellent way to travel from place to place in the Washington, DC Metro area. Conversely, more than one in ten (13%) disagree (rated a 1, 2 or 3) with this statement about Metrobus.
- More than one-half (57%) agree that Metrobus is a smart way to commute for those who can use it. In fact, only 4% disagree with this statement about Metrobus.
- More than four in ten respondents agree that Metrobus is low cost compared to other modes of transportation (47%) and/or offers good value for the money (41%). In fact, less than one in twenty respondents (3%, 5%) disagree with either of these two statements about Metrobus.
- About one-third (32%) agree that it is easy to buy Metrobus fares. However, 14% did not know how to rate this statement.
- At least one-third of the Arlington County respondents agree that Metrobus is safe from crime in daylight (41%) and/or is safe from accidents (33%). However, equal proportions agree (18%) and disagree (18%) that Metrobus is safe from crime when it is dark.
- Furthermore, a similar or greater proportion disagree as agree that Metrobus:
  - Fits into their lifestyle (46% disagree, 14% agree)
  - Meets the transportation needs of people like them (40% disagree, 19% agree)
  - Goes the places they need to go (26% disagree, 21% agree)
  - Is available when they need it (24% disagree, 17% agree)
  - Is innovative and forward thinking (22% disagree, 13% agree)
  - Is easy and convenient to use (21% disagree, 23% agree)
  - Would get you to your destination on time (21% disagree, 16% agree)
  - Is a relaxing way to travel (20% disagree, 16% agree)
  - Is a comfortable way to travel (19% disagree, 18% agree)
  - In fact, the proportion who disagree with each of the following statements increased somewhat from 2004 to 2005: Metrobus is a comfortable way to travel (up from 14% to 19% disagree), Metrobus would get you to your destination on time (up from 13% to 21% disagree), Metrobus is easy and convenient to use (up from 16% to 21% disagree), Metrobus goes to the places you need to go (up from 19% to 26% disagree) and available when you need it (up from 19% to 24%).

# Opinion of Modes: Metrobus (continued)



Base=Total Sample (n=500)  
 Note: % not shown are =1%  
 Q3

# Opinion of Modes: Metrobus (continued)



Base=Total Sample (n=500)

Q3

## Opinion of Modes: Metrobus (continued)

Opinion of Metrobus (Top 3 Box – 8, 9 or 10 on a 10-point scale)		
	2004	2005
	(B)	(C)
	(503)	(500)
Available when you need it	17%	17%
Low cost, compared to other modes of transportation	48	47
Offers good value for the money	42	41
Safe from accidents	31	33
Safe from crime in daylight	40	41
Safe from crime when it is dark	20	18
Comfortable way to travel	18	18
Would get you to your destination on time	18	16
Easy and convenient to use	21	23
A relaxing way to travel	16	16
Meets the transportation needs of people like you	17	19
Fits into your lifestyle	13	14
Goes to the places you need to go	23	21
Easy to buy Metrobus fares	31	32
Innovative and forward thinking	16	13
A smart way to commute for people who can use it	55	57
An excellent way to travel from place to place in the Washington, DC Metro area	27	23

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q3

## Opinion of Modes: Metrobus (continued)

Opinion of Metrobus (Bottom 3 Box – 1, 2 or 3 on a 10-point scale)		
	2004	2005
	(B)	(C)
	(503)	(500)
Available when you need it	19%	24% <sub>B</sub>
Low cost, compared to other modes of transportation	3	3
Offers good value for the money	4	5
Safe from accidents	10	10
Safe from crime in daylight	9	7
Safe from crime when it is dark	17	18
Comfortable way to travel	14	19 <sub>B</sub>
Would get you to your destination on time	13	21 <sub>B</sub>
Easy and convenient to use	16	21 <sub>B</sub>
A relaxing way to travel	17	20
Meets the transportation needs of people like you	38	40
Fits into your lifestyle	43	46
Goes to the places you need to go	19	26 <sub>C</sub>
Easy to buy Metrobus fares	11	13
Innovative and forward thinking	19	22
A smart way to commute for people who can use it	3	4
An excellent way to travel from place to place in the Washington, DC Metro area	11	13

Base=Total Sample

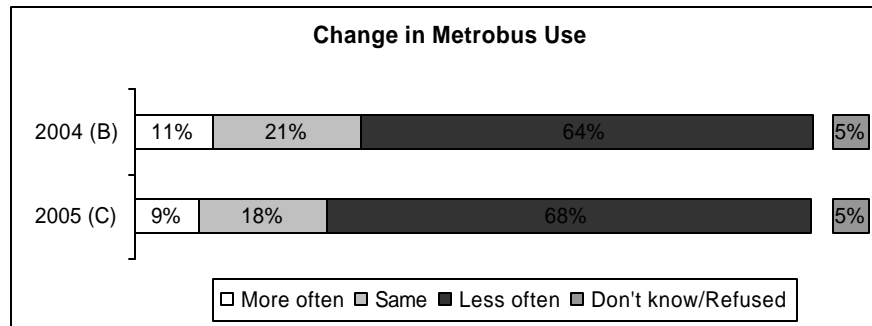
Note: Letters indicate statistical differences at the 95% confidence level

Q3

## Opinion of Modes: Metrobus (continued)

Respondents who have ever used Metrobus were asked if they are using Metrobus more often, less often or the same as in the past.

- In 2005, about two-thirds of the Arlington County respondents (68%) reported that they are using Metrobus less often. Only 9% are using Metrobus more often, while about two in ten (18%) say they are using Metrobus the same as they have in the past.



Base=Those Asked (split sample) Who Have Ever Ridden Metrobus (2004 n=174; 2005 n=205)

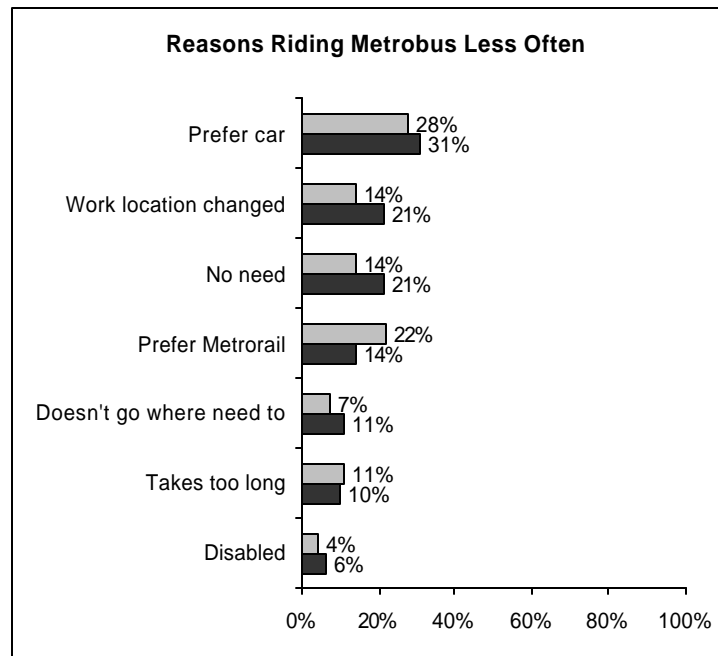
Note: Letters indicate statistical differences at the 95% confidence level

Q35

## Opinion of Modes: Metrobus (continued)

Those who are using Metrobus less often (68% of those who have ever ridden Metrobus) were asked why their ridership has changed.

- The most common reasons are that they simply prefer a car (31%), their work location has changed (21%), they have no need (21%) and/or they prefer Metrorail (14%).



Base=Those Who Ride Metrobus Less Often (2004 n=111; 2005 n=140)

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

Q37

## Opinion of Modes: Metrobus (continued)

Those who did not use Metrobus in the past seven days (88%) were asked why they are not using Metrobus.

- The most common reasons are that they simply prefer their car (25%), Metrobus takes too long (23%), it doesn't go where they need to go (20%), their work location has changed (19%), they prefer Metrorail (18%) and/or the schedule is too infrequent (18%).

Non-Riders Reasons for Not Using Metrobus		
	2004	2005
	(B) (214)	(C) (238)
Net: Service	48%	51%
Takes too long	26	23
Infrequent schedule	10	18 <sub>B</sub>
Transfers	9	10
Not punctual	7	8
Schedule doesn't start early enough/run late enough	3	8 <sub>B</sub>
Don't want to worry about schedule	8	5
Net: Location	36	36
Doesn't go where need to	18	20
Work location changed	23	19
Prefer car	36 <sub>C</sub>	25
Prefer Metrorail	18	18
Unfamiliar with routes	16	11
Don't travel often	8	8

Base=Those Asked (split sample) Who Do Not Ride Metrobus

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

Q32

## **Detailed Findings: Psychographic Statements**

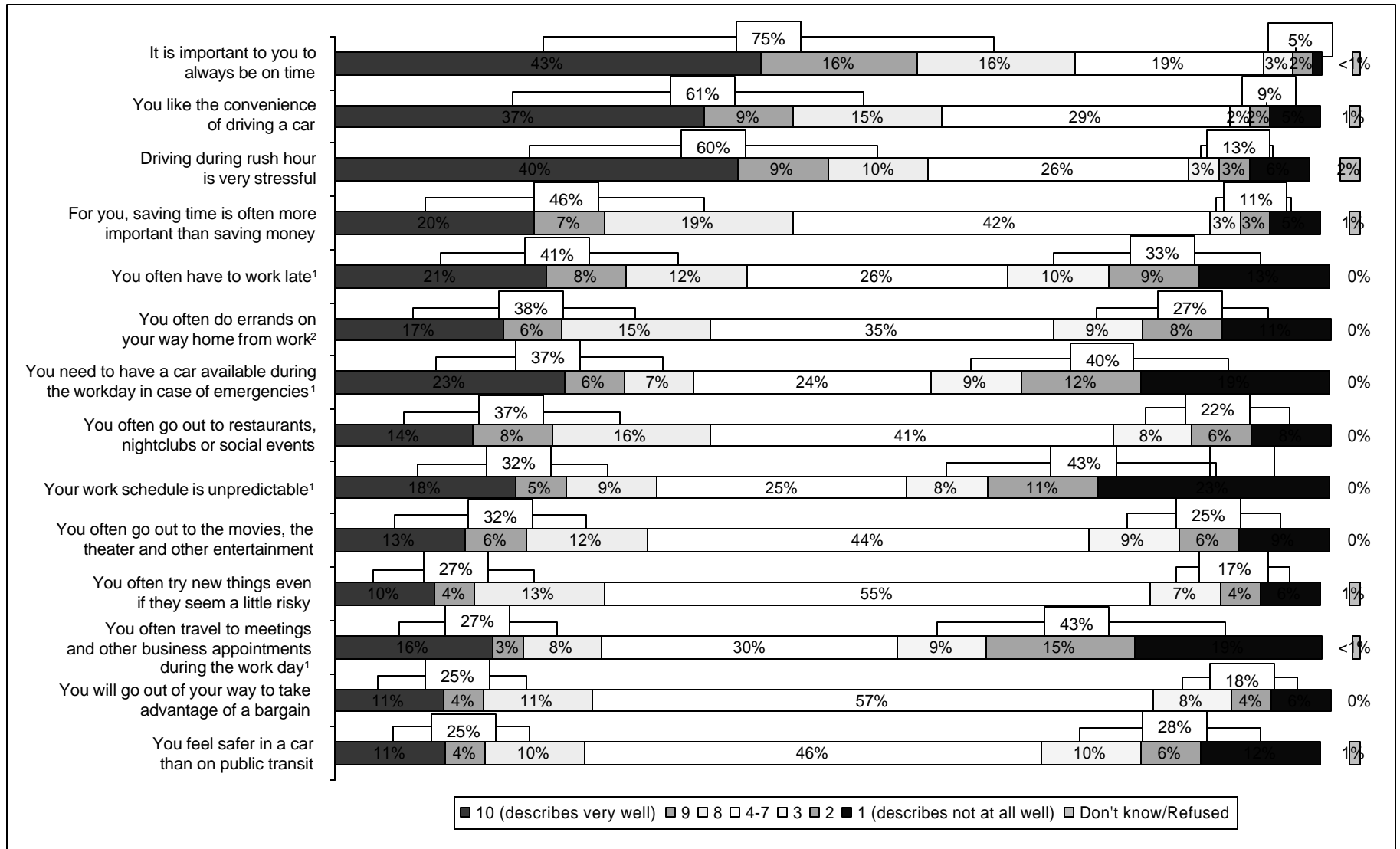
## Psychographic Statements

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Arlington County residents were asked to rate their level of agreement with a list of 19 statements based on how well they believe each statement describes them, rating them on a ten point scale where a “10” means it describes them very well and a “1” means it does not describe them at all.

- Three-fourths of the Arlington County residents surveyed (75%) said that it is important for them to always be on time (rated an 8, 9 or 10). In fact, only 5% said this statement does not describe them (rated a 1, 2 or 3).
- While about six in ten respondents (61%) agree that they like the convenience of driving a car, a similar proportion (60%) agree that driving during rush hour is very stressful.
- Almost one-half of Arlington County residents said that saving time is often more important than saving money (46%), and they are more likely to disagree than agree that they are willing to spend a little extra time traveling if it means the trip will cost less (28% disagree, 19% agree). However, Arlington County residents are more likely to agree than disagree that they will go out of their way to take advantage of a bargain (25%, 18%).
- Many employed respondents agree that they often have to work late (41%) and/or that they often do errands on their way home from work (38%). However, about three in ten disagree with these statements (33% and 27% respectively).
- At the same time, more than one-fourth agree that they need to have a car available during the work day in case of emergencies (37%), their work schedule is unpredictable (32%) and/or that they often travel to meetings and other business appointments during the work day (27%). However, even greater proportions disagree with each of these statements (40%-43%).
- While many respondents agree that they feel safer in a car than on public transit (25%), a comparable proportion disagree (28%). Some also said they often feel concerned about their personal safety in public places (18%), but 46% disagree with this statement.
- About one-third of the respondents agree that they often go out to restaurants, nightclubs or social events (37%) and/or often go out to the movies, the theater and other entertainment (32%), but about one-fourth of the respondents disagreed with each of these statements (22% and 25% respectively). However, only about one in ten respondents said they spend much of their free time in the District of Columbia (9%) and/or they often attend competitive sports events (14%). In fact, about one-half or more disagree with each of these statements (49% and 57% respectively).
- About one-fourth of the Arlington County residents agree that they often try new things even if they seem a little risky (27%) and/or they are one of the first in their circle of friends to try new products and services (24%). However, about two in ten respondents disagree with each of these statements (17% and 20% respectively).

# Psychographic Statements (continued)



Base=Total Sample (n=500)

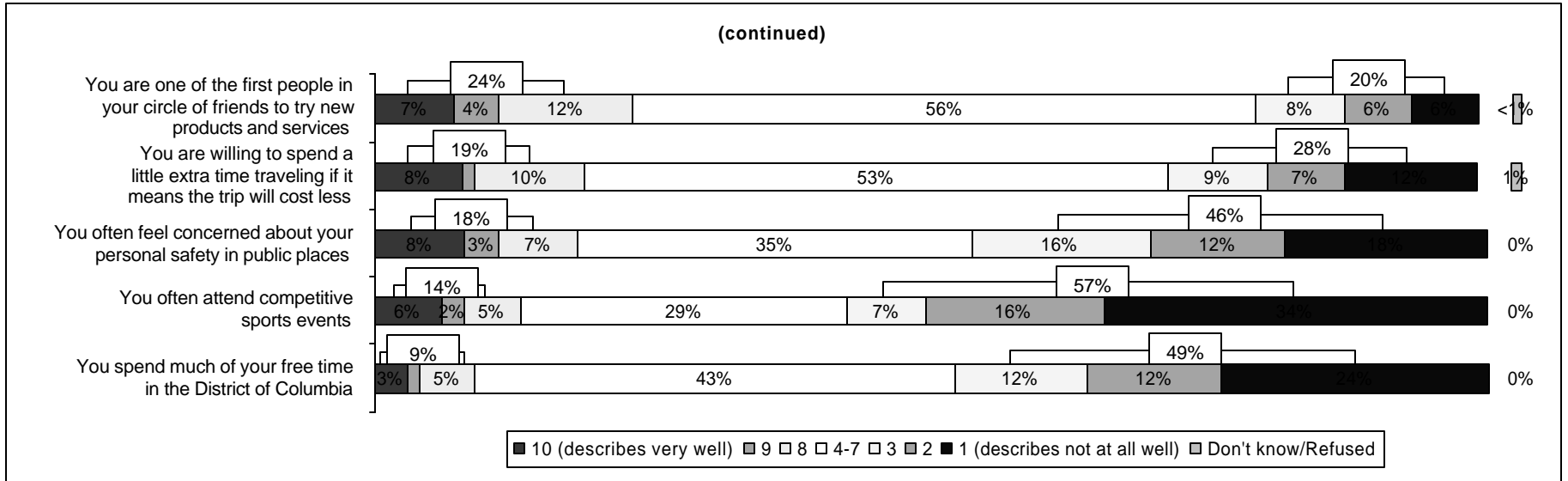
<sup>1</sup>Base=Those Employed (n=371)

<sup>2</sup>Base=Those Who Work Outside Home (n=339)

Note: % not shown are =1%

Q38

# Psychographic Statements (continued)



Base=Total Sample (n=500)  
 Note: % not shown are =1%  
 Q38

## Psychographic Statements (continued)

Top 3 Box		
	2004	2005
	(B)	(C)
It is important to you to always be on time	80%	75%
You like the convenience of driving a car	70 <sub>c</sub>	61
Driving during rush hour is very stressful	62	60
For you, saving time is often more important than saving money	48	46
You often have to work late <sup>1</sup>	41	41
You often do errands on your way home from work <sup>2</sup>	41	38
You need to have a car available during the workday in case of emergencies <sup>1</sup>	39	37
You often go out to restaurants, nightclubs or social events	36	37
Your work schedule is unpredictable <sup>1</sup>	35	32
You often go out to the movies, the theater and other entertainment	34	32
You often try new things even if they are a little risky	26	27
You often travel to meetings and other business appointments during the work day <sup>1</sup>	24	27
You will go out of your way to take advantage of a bargain	25	25
You feel safer in a car than on public transit	26	25
You are one of the first people in your circle of friends to try new products and services	23	24
You are willing to spend a little extra time traveling if it means the trip will cost less	23	19
You often feel concerned about your safety in public places	22	18
You often attend competitive sports events	10	14
You spend much of your free time in the District of Columbia	11	9

Base=Total Sample (2004 n=503; 2005 n=500)

<sup>1</sup>Base=Those Employed (2004 n=394; 2005 n=371)

<sup>2</sup>Base=Those Who Work Outside Home (2004 n=373; 2005 n=339)

Note: Letters indicate statistical differences at the 95% confidence level

Note: % not shown are =1% Q38

## Psychographic Statements (continued)

Bottom 3 Box		
	2004	2005
	(B)	(C)
It is important to you to always be on time	2	5 <sub>B</sub>
You like the convenience of driving a car	8	9
Driving during rush hour is very stressful	9	13 <sub>B</sub>
For you, saving time is often more important than saving money	8	11
You often have to work late <sup>1</sup>	28	33
You often do errands on your way home from work <sup>2</sup>	20	27 <sub>B</sub>
You need to have a car available during the workday in case of emergencies <sup>1</sup>	37	40
You often go out to restaurants, nightclubs or social events	22	22
Your work schedule is unpredictable <sup>1</sup>	40	43
You often go out to the movies, the theater and other entertainment	24	25
You often try new things even if they are a little risky	21	17
You often travel to meetings and other business appointments during the work day <sup>1</sup>	46	43
You will go out of your way to take advantage of a bargain	17	18
You feel safer in a car than on public transit	25	28
You are one of the first people in your circle of friends to try new products and services	21	20
You are willing to spend a little extra time traveling if it means the trip will cost less	31	28
You often feel concerned about your safety in public places	41	46
You often attend competitive sports events	58	57
You spend much of your free time in the District of Columbia	54	49

Base=Total Sample (2004 n=503; 2005 n=500)

<sup>1</sup>Base=Those Employed (2004 n=394; 2005 n=371)

<sup>2</sup>Base=Those Who Work Outside Home (2004 n=373; 2005 n=339)

Note: Letters indicate the statistical differences at the 95% confidences

Note: % not shown are =1% Q38

## **Detailed Findings: Segment Profiles**

## Segment Profiles

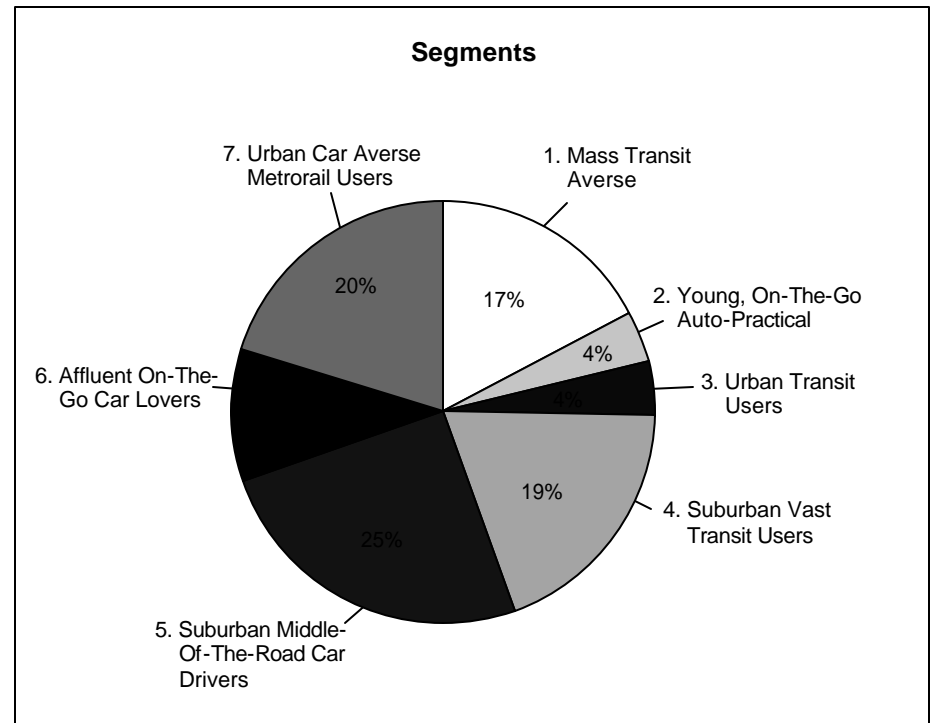
Concurrent segmentation was used to determine the segments of the Arlington County residents and those who commute into Arlington County surveyed. After screening more than 40 different segmentation possibilities, the final solution involves two sets of basis variables:

- Attitudinal variables: car attitudes, Metro attitudes and psychographic questions.
- Transit mode and demographic variables: transit mode choices, travel demographics and general demographics.

The result is seven segments of area residents as follows:

1. Mass Transit Averse (17% of the market)
2. Young, On-The-Go Auto-Practical (4%)
3. Urban Transit Users (4%)
4. Suburban Vast Transit Users (19%)
5. Suburban Middle-Of-The-Road Car Drivers (25%)
6. Affluent On-The-Go Car Lovers (10%)
7. Urban Car Averse Metrorail Users (20%)

As can be seen by the names, there are three mass transit user segments (3, 4 and 7) and four private car segments (1, 2, 5 and 6). Each of these offer different levels and types of opportunities as outlined on the following pages.



Base=Total Sample (n=500)

## Segment Profiles (continued)

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### **Segment 1: Mass Transit Averse (17% of the market)**

***This segment is among the most negative in their attitudes toward Metrorail and Metrobus and the most positive towards the private car. Only a fraction of these area residents use mass transit, as virtually all in this segment are private car only users. They generally like the convenience of and feel safer in their cars.***

Some of the key demographic characteristics of this segment are as follows:

- At least four in ten from this segment are White (88%), females (72%) and/or are married (42%).
- This segment tends to be among the older segments, with an average age of 56.3 years old.

Some of the mode usage characteristics of this segment are as follows:

- Only 14% of this segment had used mass transit in the previous seven days, while 77% had only used a private means of transportation. In fact, only 12% had used Metrorail and 3% Metrobus.
- Members of this segment are not heavy travelers as they only averaged about 14 one-way trips in the previous seven days.
- If they did not have a car available, about one-half of this segment (49%) would use mass transit to get to work or school.
- Most of this segment (69%) do not take business-related trips during the day.
- This segment tends to be among the least likely to use SmarTrip (13%).

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- About three-fourths or more say a car is available when they need it (88%), fits their lifestyle (76%), meets the transportation needs of people like them (77%) and/or is easy and convenient to use (74%). Seven in ten (70%) say that a car is a comfortable way to travel.
- Fewer than four in ten of this segment (35%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area, while only 17% say the same about Metrobus.
- Members of this segment tended to be the least likely to rate Metrobus and Metrorail positively on almost all attributes, and in fact, only 1% from this segment said that Metrorail fits into their lifestyle and only 6% said that Metrobus does.

## Segment Profiles (continued)

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### **Segment 2: Young, On-The-Go Auto-Practical (4% of the market)**

***This segment also consists of a very high proportion of private vehicle only users. Their attitudes toward mass transit are not negative. They rate Metrorail relatively positively, but are NOT likely to say that it meets their needs. This segment is among the most likely to go out to restaurants, the movies, the theater, etc., to spend time in DC and to travel for business during the work day. This segment is also one of the younger segments.***

Some of the key demographic characteristics of this segment are as follows:

- About nine in ten are employed (91%) and 73% have at least a college degree.
- They are one of the younger segments, with an average age of 44.0 years old. In fact, 36% are under 35 years old.

Some of the mode characteristics of this segment are as follows:

- While the vast majority are private vehicle only users (91%), some of this segment do use mass transit (9%) specifically Metrorail (9%).
- This segment is very much on-the-go, having taken an average of about 29 trips in the past seven days.
- More than one-half of this segment (57%) take business-related trips during the day.

In terms of their attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- About one-third (32%) of this segment consider a car an excellent way to travel from place to place in Washington, DC Metropolitan area. However, almost all (95%) say they have a car available when they need it. In addition, more than eight in ten say a car meets the transportation needs of people like them (86%) and/or fits into their lifestyle (82%).
- This segment has mixed feelings toward Metrorail. About four in ten (41%) say that Metrorail is an excellent way to travel, and more than eight in ten (82%) say that it is a smart way to commute for people who can use it. However, fewer than two in ten say that it goes to the places they need to go (18%), meets the transportation needs of people like them (14%) and/or fits into their lifestyle (9%).
- This segment is among the most likely to say they like the convenience of driving a car (82%), that they often have to work late (75%), they need to have a car available during the work day in case of emergencies (65%) and/or their work schedule is unpredictable (50%). They are also among the most likely to say that they go out to restaurants, nightclubs or social events (68%) and/or they spend much of their free time in the District of Columbia (36%).

## Segment Profiles (continued)

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### **Segment 3: Urban Transit Users (4% of the market)**

***This segment primarily consists of individuals employed in and individuals who spend a lot of free time in the District of Columbia. While some are private car only users, many use Metrorail and/or Metrobus. However, they are not very active travelers. Their attitudes toward all three modes of travel are positive, particularly for Metrobus. Interestingly, they are the segment that is most concerned about their safety in public places.***

Some of the key demographic characteristics of this segment are as follows:

- Two-thirds 67% are employed and about six in ten (61%) have a college degree.
- Their household income tends to be the lowest of the segments (median of \$68,750).

Some of the mode characteristics of this segment are as follows:

- They are one of three segments that use mass transit for a significant proportion of their trips, with 50% using mass transit. However, one-half (50%) use a private vehicle only.
- More than four in ten (44%) have used either Metrobus or Metrorail for their commute in the previous seven days.
- This segment is not taking a large number of trips, having taken an average of about 17 trips in the past seven days.
- Very few in this segment (33% of those employed) take business-related trips during the day.

In terms of their attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Almost three in ten (28%) agree that a car is an excellent way to travel from place to place in Washington, DC Metropolitan area. Only two-thirds (67%) say they have a car available when they need it.
- This segment is among the most likely to say that Metrorail (89%) is an excellent ways to travel from place to place in the Washington, DC Metropolitan area. This segment was also particularly positive relative to the other segments about Metrorail.
- This segment is among the most likely to say they are concerned about safety in public places (33%), are willing to spend a little extra time traveling if the trip will cost less (28%) and/or spend much of their free time in DC (94%).

## Segment Profiles (continued)

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### **Segment 4: Suburban Vast Transit Users (19% of the market)**

***This segment is using a wide variety of transportation options, including carpools or vanpools and other mass transit systems. This segment has generally positive attitudes toward Metrorail and Metrobus. However, they tend to travel less than other segments. They are also fairly concerned about their safety.***

Some of the key demographic characteristics of this segment are as follows:

- More than one-half of this segment are college educated (70%), employed (61%) and/or are married (56%). More than two in ten (22%) are retired.
- This segment tends to be among the older segments, with an average age of 47.2 years old.
- This segment tends to have lower household incomes than other segments, with a median of \$70,240.

Some of the mode usage characteristics of this segment are as follows:

- Six in ten from this segment (60%) had used mass transit in the previous seven days, while 35% had only used their private vehicle. Many in this segment use either Metrorail (48%) and/or Metrobus (20%), and 8% use mass transit other than the Metro system.
- They are also among the most likely to use SmarTrip (57%).
- Members of this segment are not heavy travelers as they only averaged about 15 one-way trips in the previous seven days.
- Most of this segment (69%) do not take business-related trips during the day.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- One-fourth of this segment (26%) consider the car an excellent way to travel around the area.
- This segment is relatively positive in their attitudes about Metrorail and Metrobus. More than eight in ten in this segment (84%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area. About nearly four in ten (37%) say the same about Metrobus.
- This segment tends to be concerned about safety, with one-fourth (25%) saying they are often concerned about their safety in public places.

## Segment Profiles (continued)

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### **Segment 5: Suburban Middle-Of-The-Road Car Drivers (25% of the market)**

***This segment consists of a high proportion of private car only users. However, they have very positive attitudes toward Metrorail. This segment is very active socially, but they are not spending their free time in the District of Columbia. They are employed, relatively well educated and middle aged.***

Some of the key demographic characteristics of this segment are as follows:

- About than eight in ten (81%) are employed and a similar proportion (84%) are college educated.
- This segment tends to fall in the middle age ranges, with 63% falling between 25 and 54 years of age.
- This segment tends to mirror the general population of Arlington County on other demographic characteristics, such as marital status (57% married), ethnicity (83% White) and household income (median of \$88,120).

Some of the mode usage characteristics of this segment are as follows:

- The majority of this segment (64%) are private vehicle only users, but more than one-third (36%) of this segment had used mass transit in the previous seven days. Those who do use mass transit use Metrorail (33% of this segment), as opposed to Metrobus (7%) or any other mass transit system (2%).
- Members of this segment are moderate travelers as they averaged about 21 one-way trips in the previous seven days.
- Despite the high propensity for being employed, six in ten of those employed in this segment (60%) do NOT take business-related trips during the day.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Despite being private vehicle only users, only about one-third (32%) of this segment consider the car an excellent way to travel around the area. However, at least two-thirds say a car is available when they need it (91%), fits into their lifestyle (84%), meets the transportation needs of people like them (69%) and/or is easy and convenient to use (66%).
- About six in ten (61%) of this segment say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area, while only about two in ten (20%) say the same about Metrobus. Furthermore, more than one-half say that Metrorail is easy and convenient to use (58%).
- This segment appears to be fairly active as they are likely to agree that they often go out to movies, the theater or other entertainment (41%) and/or attend competitive sporting events (20%). However, they are NOT likely to spend much of their free time in DC (4%).

## Segment Profiles (continued)

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### **Segment 6: Affluent On-The-Go Car Lovers (10% of the market)**

***This segment is the most affluent. This segment is composed of employed, educated, married, White residents. They are the heaviest private car using segment and are heavy travelers. They frequently travel for business during the day. They are among the most negative in their perceptions of Metrorail and, in particular, Metrobus. They drive because it works for them, but not necessarily because they love doing so. For them, time is more important than saving money.***

Some of the key demographic characteristics of this segment are as follows:

- Almost nine in ten are employed (88%) and/or are college educated (87%).
- More than one-half (52%) are married and eight in ten (81%) are White.
- This segment has the highest household income of all of the segments, with a median of \$108,330.

Some of the mode usage characteristics of this segment are as follows:

- This segment is among the heaviest private vehicle segments. More than three-fourths of this segment (77%) had used their private car only in the previous seven days. In addition, they have taken the largest number of trips by private means, on average, in the past seven days (41.3). In fact, 100% of this segment had used a car for some type of travel in the previous seven days, while only 21% had used a Metro service.
- Members of this segment are very heavy travelers as they averaged about 42 one-way trips in the previous seven days.
- More than six in ten from this segment (63%) do take business-related trips during the day.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- As might be expected, this segment has generally positive attitudes about the car. One-third (33%) of this segment consider the car an excellent way to travel around the area. At least three-fourths say a car is available when they need it (92%), fits their lifestyle (90%), meets the transportation needs of people like them (85%) and/or is easy and convenient to use (71%).
- This segment is one of the most negative in their attitudes toward Metrobus. Only one in eight (12%) of this segment say that Metrobus is an excellent way to travel from place to place in the Washington, DC Metropolitan area.
- This segment is likely to agree that they like the convenience of driving a car (85%), that they need a car available during the day in case of emergencies (63%) and that they typically run errands on the way home from work (56%). They also are more likely than others to agree that saving time is often more important than saving money (56%) and that they travel to meetings and other business appointments during the work day (39%) .

## Segment Profiles (continued)

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### **Segment 6: Affluent On-The-Go Car Lovers (10% of the market) – CONTINUED**

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- As might be expected, this segment has very positive attitudes about the car. At least three-fourths say a car is available when they need it (94%), fits their lifestyle (84%), meets the transportation needs of people like them (77%) and is easy and convenient to use (76%).
- This segment is one of the most negative in their attitudes to Metrorail and, in particular, Metrobus. Less than four in ten (37%) of this segment say that Metrorail is an excellent way to travel from place to place in the Washington, D.C. Metropolitan area, while only 12% say the same about Metrobus.
- This segment is likely to agree that they like the convenience of driving a car (84%), that they typically run errands on the way home from work (63%) and that they need a car available during the day in case of emergencies (62%). They also are more likely than others to agree that their saving time is often more important than saving money (54%) and that they travel to meetings and other business appointments during the work day (38%) .

## Segment Profiles (continued)

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### **Segment 7: Urban Car Averse Metrorail Users (20% of the market)**

***This segment lives and works in more urban areas. They are very well educated and are newer to the area. They are heavy users of Metrorail and other alternatives to private cars, such as taxis and walking. Some are users of Metrobus. Their use of a private vehicle is very limited. Their perceptions of the private vehicle are very negative, while their perceptions of Metrorail are very positive.***

Some of the key demographic characteristics of this segment are as follows:

- This segment is among the most educated. Almost nine in ten (88%) are college educated, with 49% having a post graduate or professional degree.
- This segment tends to be relatively new to the Metropolitan area (11.7 years), 55% have been in the area for less than ten years.
- The majority of this segment are White (87%), while only 40% are married. Their incomes are similar to the general population's (median of \$90,280).

Some of the mode usage characteristics of this segment are as follows:

- Only 5% of this segment are private vehicle only users. More than nine in ten (92%) of this segment had used mass transit in the previous seven days. While most in this segment use Metrorail (91%), they also are likely to use Metrobus (21%) and/or walk (8%).
- This segment are moderate travelers as they averaged about 18 one-way trips in the previous seven days.
- The majority of this segment (61%) do not take business-related trips during the day.
- This segment is by far the most likely to use SmarTrip (69%).

In terms of attitudes towards the various modes of transportation, some key findings regarding this segment are as follows:

- This segment has by far the most negative perceptions about cars. Only 6% of this segment consider the car an excellent way to travel around the area. More than three-fourths (77%) say driving during rush hour is stressful. Meanwhile, fewer than one in ten agree that a car offers good value for the money (10%), is safe from accidents (9%) and/or is low cost, compared to other modes of transportation (6%).
- In contrast, they are the most positive about Metrorail. More than eight in ten (82%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area. They are the most likely to agree with almost every positive statement about Metrorail. In addition, about one-fourth (24%) say that Metrobus is an excellent way to travel.

## Segment Profiles (continued)

Overview of Segments							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The-Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
Employment	59%	91%	67%	61%	81%	88%	81%
College Educated	74%	73%	61%	70%	84%	87%	88%
Average Age	56.3	44.0	42.8	47.2	45.7	44.5	42.1
Married	42%	50%	61%	56%	57%	52%	40%
Median Income	\$81K	\$108K	\$69K	\$70K	\$88K	\$108K	\$90K
Workplace	Arl. DC (61%)	DC, Fairfax (62%)	DC, Fairfax (92%)	DC (51%)	DC, Arl. (69%)	Arl., DC, Fair. (86%)	DC (70%)
Transportation User Type	Private (77%)	Private (91%)	Mass Transit (50%)	Mass Transit (60%)	Private (64%)	Private (77%)	Mass Transit (92%)
Total Trips Per Week	13.5	28.9	17.4	15.3	21.0	42.6	18.6
Business Trips	31%	57%	33%	31%	40%	63%	39%
Car Is Excellent Way To Travel	42%	32%	28%	26%	32%	33%	6%
Metrorail Is Excellent Way To Travel	35%	41%	89%	84%	61%	37%	82%
Metrobus Is Excellent Way To Travel	17%	18%	33%	37%	20%	12%	24%
Psychographics	Like convenience of driving a car (79%)	Like convenience of driving car (82%)	Spend extra time if cost less (28%)	Concerned about safety in public places (25%)	Like convenience of driving a car (74%)	Like convenience of driving a car (85%)	Rush hour traffic is stressful (77%)
	Need a car available (59%)	Need a car available (65%)	Spend free time in DC (94%)	Spend extra time if cost less (25%)	Attend sports events (20%)	Need a car available (63%)	<b>NOT:</b> Like convenience of driving a car (20%)
		Go out to restaurants, etc. (68%)	Concerned about safety in public places (33%)		Time more important than saving money (54%)	Time more important than saving money (56%)	<b>NOT:</b> Need a car available (6%)
		Work schedule is unpredictable (50%)			<b>NOT:</b> Spend free time in DC (4%)	Work schedule is unpredictable (50%)	<b>NOT:</b> Feel safer in car than on public transit (9%)
		Travel for business (35%)				Travel for business (39%)	
		Spend free time in DC (36%)				Often work late (52%)	

## Segment Profiles (continued)

Demographics							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The- Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
n=	(B) (86)	(C) (22)*	(D) (18)*	(E) (97)	(F) (123)	(G) (52)	(H) (102)
<b>Gender</b>							
Male	28%	45%	67% <sub>B</sub>	47% <sub>B</sub>	50% <sub>B</sub>	56% <sub>B</sub>	53% <sub>B</sub>
Female	72 <sub>DEFGH</sub>	55	33	53	50	44	47
<b>Employment Status</b>							
Net: Employed	59	91 <sub>BE</sub>	67	61	81 <sub>BE</sub>	88 <sub>BE</sub>	81 <sub>BE</sub>
Self-employed	15 <sub>EH</sub>	14	22	5	11	10	5
Employed full-time	38	77 <sub>BDE</sub>	39	55 <sub>B</sub>	64 <sub>BD</sub>	75 <sub>BDE</sub>	72 <sub>BDE</sub>
Employed part-time	6	-	6	1	6 <sub>E</sub>	4	5
Student	1	5	6	6	3	2	3
Full-time homemaker	6	-	-	5	2	4	1
Retired	31 <sub>DFGH</sub>	-	11	22 <sub>GH</sub>	12 <sub>G</sub>	4	11
On temporary leave	1	-	-	-	-	-	1
Unemployed, looking for job	-	5	-	3	1	-	2
Unemployed, not looking for job	1	-	11	3	-	-	1
Refused	-	-	6	-	-	2	-
<b>Education</b>							
Net: College graduate	74	73	61	70	84 <sub>E</sub>	87 <sub>DE</sub>	88 <sub>BDE</sub>
Four-year college degree	27	23	28	21	31	29	34 <sub>E</sub>
Some post graduate work	6	9	-	4	5	8	5
Post graduate or professional degree	42	41	33	45	48	50	49
<b>Time in Washington Area</b>							
Less than one year	-	-	11	5	1	2	15 <sub>EF</sub>
One year	1	-	11	4	3	-	3
Two to four years	5	14	-	19 <sub>BG</sub>	15 <sub>B</sub>	8	19 <sub>BG</sub>
Five to nine years	9	18	22	20 <sub>B</sub>	15	15	18
Ten to 19 years	17	18	17	19	21	23	17
20 years or more	67 <sub>DEFH</sub>	50	39	34	45 <sub>H</sub>	52 <sub>EH</sub>	29
Mean (in years)	20.2 <sub>DEFH</sub>	16.8 <sub>H</sub>	13.9	13.2	15.8 <sub>EH</sub>	17.6 <sub>EH</sub>	11.7
Median (in years)	23.3	21.8	19.5	16.0	20.6	21.9	12.7

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

S2, Q4, D1, D2

\*Caution: Small Base

## Segment Profiles (continued)

Demographics (continued)							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The-Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
	(B) (86)	(C) (22)*	(D) (18)*	(E) (97)	(F) (123)	(G) (52)	(H) (102)
<b>Age</b>							
18 to 24	1%	9%	11%	4%	2%	4%	7%B
25 to 34	12	27	33	24 <sub>B</sub>	28 <sub>B</sub>	21	33 <sub>B</sub>
35 to 44	19	-	22	19	20	15	19
45 to 54	10	41 <sub>BDEF</sub>	11	19	15	40 <sub>BDEFH</sub>	21
55 to 64	22	9	11	13	22	15	14
65 to 74	7	9	6	12 <sub>G</sub>	7	2	6
75 or older	23 <sub>DEFH</sub>	-	6	6 <sub>H</sub>	4	-	1
Refused	6	5	-	3	2	2	-
Mean (in years)	56.3 <sub>CDEFGH</sub>	44.0	42.8	47.2 <sub>H</sub>	45.7	44.5	42.1
Median (in years)	57.0	47.0	39.5	46.6	43.2	46.4	39.5
<b>Marital Status</b>							
Single	23	23	17	20	20	27	34 <sub>EF</sub>
Married	42	50	61	56 <sub>H</sub>	57 <sub>BH</sub>	52	40
Separated	1	-	-	2	1	2	-
Divorced	9	23	17	12	8	12	11
Widowed	21 <sub>EFH</sub>	-	-	4	7	-	4
Unmarried, living with companion	1	5	6	5	7 <sub>B</sub>	6	10 <sub>B</sub>
Refused	2	-	-	1	1	2	1
<b>Ethnicity</b>							
White	88	86	72	78	83	81	87
Black/African-American	3	5	17	7	11 <sub>BH</sub>	12	3
Asian	-	9	-	7	2	2	4
American Indian	2	5	-	1	-	4	1
Hispanic	1	-	-	2	4	-	1
Pacific Islander	-	-	-	2	1	-	-
Other	1	-	11	-	1	-	-
Refused	5	-	-	3	1	6	4

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

D3,D4,D6

\*Caution: Small Base

## Segment Profiles (continued)

Demographics (continued)								
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The- Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users	
<b>Household Income</b>	n=	(B) (86)	(C) (22) <sup>2</sup>	(D) (18) <sup>2</sup>	(E) (97)	(F) (123)	(G) (52)	(H) (102)
Less than \$15,000		1%	-	11	8 <sub>BF</sub>	1	-	5
\$15,000-\$24,999		2	-	11	3	1	-	5
\$25,000-\$34,999		5	-	-	5	4	6	2
\$35,000-\$49,999		12	14	6	10	9	10	11
\$50,000-\$74,9999		14	14	22	22 <sub>H</sub>	20 <sub>H</sub>	12	10
\$75,000-\$99,999		17	18	11	11	16	13	18
\$100,000-\$149,999		16	14	11	11	19	23	18
\$150,000-\$199,999		2	23 <sub>BG</sub>	-	11 <sub>B</sub>	10 <sub>B</sub>	4	13 <sub>BG</sub>
\$200,000 or more		6	14	17	6	7	21 <sub>BEFH</sub>	6
Refused		21 <sub>CE</sub>	5	11	9	15	12	11
Don't know		3	-	-	2	-	-	3
Mean income		\$96,270	\$134,050 <sub>BE</sub>	\$140,840	\$94,070	\$107,360	\$140,000 <sub>BEFH</sub>	\$104,570
Median income		\$80,830	\$108,330	\$68,750	\$70,240	\$88,120	\$108,330	\$90,280
<b>Workplace<sup>1*</sup></b>	n=	(44)	(21) <sup>2</sup>	(12) <sup>2</sup>	(61)	(94)	(42)	(83)
City of Alexandria		9	5	-	-	7 <sub>H</sub>	5	1
Arlington County		34 <sub>D</sub>	14	8	30 <sub>D</sub>	31 <sub>DH</sub>	31 <sub>D</sub>	18
Fairfax/Falls Church		18	24	42 <sub>EH</sub>	11	18 <sub>H</sub>	29 <sub>EH</sub>	6
Montgomery County		2	5	-	2	2	2	-
Prince George's County		2	-	-	2	-	-	1
District of Columbia		27	38	50	51 <sub>BG</sub>	37	26	70 <sub>BCEFG</sub>
<b>Workplace Location<sup>1</sup></b>	n=	(44)	(21) <sup>2</sup>	(12) <sup>2</sup>	(61)	(94)	(42)	(83)
Same as residence		34 <sub>D</sub>	14	8	30 <sub>D</sub>	31 <sub>DH</sub>	31 <sub>D</sub>	18
Different than residence		66	86	92 <sub>BEFG</sub>	70	68	67	81

Base=Total Sample

<sup>1</sup>Base=Those Employed Who Commute to Location Outside Home/Students

Note: Letters indicate statistical differences at the 95% confidence level

\*Top Mentions

D7,Q6

<sup>2</sup>Caution: Small Base

# Segment Profiles (continued)

Mode Usage – Past Week							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The- Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
n=	(B) (86)	(C) (22) <sup>2</sup>	(D) (18) <sup>2</sup>	(E) (97)	(F) (123)	(G) (52)	(H) (102)
<b>Transportation User Type</b>							
Private vehicle only	77% <sub>DEFH</sub>	91% <sub>DEFH</sub>	50% <sub>H</sub>	35% <sub>H</sub>	64% <sub>EH</sub>	77% <sub>DEH</sub>	5%
Mass transit	14	9	50 <sub>BCG</sub>	60 <sub>BCFG</sub>	36 <sub>BC</sub>	23	92 <sub>BCDEFG</sub>
<b>Average Trips Taken by Mode</b>							
Net: Private means	12.9 <sub>EH</sub>	28.0 <sub>BDEFH</sub>	12.7 <sub>H</sub>	8.8 <sub>H</sub>	18.6 <sub>BDEH</sub>	41.3 <sub>BCDEFH</sub>	6.1
Drive a car alone	6.8 <sub>EH</sub>	25.8 <sub>BDEFH</sub>	4.4 <sub>E</sub>	1.9	13.6 <sub>BDEH</sub>	33.9 <sub>BDEFH</sub>	2.5
Drive car with passengers	4.5 <sub>H</sub>	1.6	7.1 <sub>CFH</sub>	3.7	3.8 <sub>H</sub>	5.6 <sub>CH</sub>	2.2
Carpool/Vanpool	0.4	0.0	0.4	0.6 <sub>F</sub>	0.1	0.2	0.1
Taxi/Limo	0.3	0.0	0.4	0.4	0.4	0.0	0.5
Walk	0.4	0.0	0.0	1.2 <sub>BFGH</sub>	0.3	0.0	0.3
Motorcycle/Bicycle	0.2	0.0	0.2	0.4	0.1	0.1	0.2
Net: Metro	0.5	0.3	3.7 <sub>BCG</sub>	5.1 <sub>BCFG</sub>	2.1 <sub>BCG</sub>	1.0	11.8 <sub>BCDEFG</sub>
Metrorail	0.4	0.3	2.3 <sub>BC</sub>	3.8 <sub>BCFG</sub>	1.8 <sub>BC</sub>	0.9	10.2 <sub>BCDEFG</sub>
Metrobuses	0.1	0.0	1.3 <sub>BFG</sub>	1.3 <sub>BFG</sub>	0.3	0.1	1.6 <sub>BFG</sub>
Net: Other mass transit	0.0	0.0	1.0 <sub>BF</sub>	0.7 <sub>BF</sub>	0.1	0.2	0.4 <sub>BF</sub>
Other bus service	0.0	0.0	1.0 <sub>BFG</sub>	0.5 <sub>BF</sub>	0.1	0.1	0.3
Other rail service	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Other	0.1	0.6	0.0	0.7 <sub>BF</sub>	0.2	0.1	0.3
<b>Total Modes Used*</b>							
Net: Private means	9% <sub>EH</sub>	100% <sub>BEH</sub>	89% <sub>H</sub>	81% <sub>H</sub>	100% <sub>BEH</sub>	100% <sub>BEH</sub>	69%
Drive a car alone	79 <sub>EH</sub>	100 <sub>BDEH</sub>	67 <sub>EH</sub>	40	100 <sub>BDEH</sub>	100 <sub>BDEH</sub>	41
Drive car with passengers	41	32	50	45	50	48	39
Carpool/Vanpool	5	-	11	7	2	2	4
Walk	3	-	-	13 <sub>BFH</sub>	3	-	5
Taxi/Limo	6	-	6	5	7	2	8
Motorcycle/Bicycle	3	-	6	6	2	2	4
Net: Metro	14	9	44 <sub>BC</sub>	55 <sub>BCFG</sub>	35 <sub>BC</sub>	21	92 <sub>BCDEFG</sub>
Metrorail	12	9	39 <sub>BC</sub>	48 <sub>BCFG</sub>	33 <sub>BCG</sub>	19	91 <sub>BCDEFG</sub>
Metrobuses	3	-	17	20 <sub>BFG</sub>	7	2	21 <sub>BFG</sub>
Net: Other mass transit	-	-	11	8	2	4	8
Other bus service	-	-	11	6	2	2	5
Other rail service	-	-	-	2	-	2	3
Other	2	9	-	11 <sub>BFG</sub>	4	2	5
<b>Smartrip Users</b>	13%	14%	22%	57% <sub>BCDFG</sub>	29% <sub>BG</sub>	12%	69% <sub>BCDFG</sub>

Base=Total Sample

<sup>1</sup>Base=Those Who Commute to Work/School

Note: Letters indicate statistical differences at the 95% confidence level

\*Multiple Responses Accepted

<sup>2</sup>Caution: Small Base

Q8/Q13/Q18, Q9/Q10/Q14/Q15/Q19/Q20

## Segment Profiles (continued)

Mode Usage – Past Week (continued)							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The-Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
<b>Modes Used to/from Work<sup>4</sup></b> n=	(B) (46)	(C) (21) <sup>3</sup>	(D) (11) <sup>3</sup>	(E) (61)	(F) (95)	(G) (45)	(H) (81)
Net: Private means	89% <sup>EH</sup>	100% <sup>BDEFH</sup>	73% <sup>EH</sup>	28%	89% <sup>EH</sup>	100% <sup>BDEFH</sup>	27%
Drive a car alone	74 <sup>EH</sup>	100 <sup>BDEFH</sup>	55 <sup>EH</sup>	13	87 <sup>DEH</sup>	98 <sup>BDEFH</sup>	19
Drive car with passengers	17 <sup>FG</sup>	-	27	8	5	2	9
Carpool/Vanpool	4	-	-	5	-	2	-
Walk	7	-	-	21 <sup>BFH</sup>	4	-	6
Taxi/Limo	-	-	-	3	-	-	4
Motorcycle/Bicycle	4	-	9	7	2	-	2
Net: Metro	13	5	45 <sup>BCG</sup>	64 <sup>BCFG</sup>	20 <sup>C</sup>	11	93 <sup>BCDEFG</sup>
Metrorail	9	5	45 <sup>BCG</sup>	56 <sup>BCFG</sup>	18 <sup>C</sup>	9	93 <sup>BCDEFG</sup>
Metrobus	7	-	18	23 <sup>BFG</sup>	4	2	15 <sup>FG</sup>
Net: Other mass transit	-	-	9	10	2	2	4
Other bus service	-	-	9	8	2	2	2
Other rail service	-	-	-	2	-	-	1
Other	-	-	-	8	-	-	-
<b>Alternate Mode to/from Work/ School if Car Unavailable<sup>1*</sup></b> n=	(35)	(20) <sup>3</sup>	(5) <sup>3</sup>	(5) <sup>3</sup>	(72)	(39)	(5) <sup>3</sup>
Net: Mass transit	49%	45%	20%	60%	67% <sup>DG</sup>	46%	40%
Net: Metro	40	40	20	60	58 <sup>DEH</sup>	44	20
Metrobus	26	15	20	20	29	26	20
Metrorail	34	35	20	40	54 <sup>BG</sup>	28	40
Carpool/Vanpool	17	10	-	-	4	18 <sup>F</sup>	40
Net: Other mass transit	-	-	-	20	-	-	-
Other bus service	9	5	-	20	3	-	-
Other rail service	9	5	-	40	7	-	-
Taxi/Limo	-	10	40	-	4	18 <sup>F</sup>	20
Walk	6	5	-	40	4	13	-
Would not take trip	11	15	-	-	4	5	20
<b>Business-Related Trips<sup>2</sup></b> n=	(51)	(21)	(12)	(62)	(101)	(46)	(85)
Yes	31%	57% <sup>BE</sup>	33%	31%	40%	63% <sup>BEFH</sup>	39%
No	69 <sup>CG</sup>	43	67	69 <sup>CG</sup>	60 <sup>G</sup>	37	61 <sup>G</sup>

Base=Those Who Commute to Work/School

<sup>1</sup>Base=Those Who Travel to Work/School Using Only Private Vehicle

<sup>2</sup>Base=Those Employed/Looking for Work

Note: Letters indicate statistical differences at the 95% confidence level

<sup>3</sup>Caution: Small Base

<sup>4</sup>Multiple Responses Accepted

\*Multiple Responses Accepted; Top Mentions

Q8, Q11, Q12

## Segment Profiles (continued)

Opinion of Car (Top 3 Box – 8, 9 or 10 on a 10-point scale)							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The- Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
	(B) (86)	(C) (22)*	(D) (18)*	(E) (97)	(F) (123)	(G) (52)	(H) (102)
An excellent way to travel from place to place in the Washington, DC Metropolitan area	42% <sub>EH</sub>	32% <sub>H</sub>	28% <sub>H</sub>	26% <sub>H</sub>	32% <sub>H</sub>	33% <sub>H</sub>	6%
Available when you need it	88 <sub>H</sub>	95 <sub>DEH</sub>	67	81 <sub>H</sub>	91 <sub>DEH</sub>	92 <sub>DEH</sub>	61
Fits into your lifestyle	76 <sub>H</sub>	82 <sub>H</sub>	61 <sub>H</sub>	67 <sub>H</sub>	84 <sub>EH</sub>	90 <sub>BDEH</sub>	18
Meets the transportation needs of people like you	77 <sub>DEH</sub>	86 <sub>DEFH</sub>	50 <sub>H</sub>	53 <sub>H</sub>	69 <sub>EH</sub>	85 <sub>DEFH</sub>	11
Easy and convenient to use	74 <sub>EH</sub>	77 <sub>H</sub>	56 <sub>H</sub>	58 <sub>H</sub>	66 <sub>H</sub>	71 <sub>H</sub>	28
A comfortable way to travel	70 <sub>DH</sub>	59	44	63 <sub>H</sub>	68 <sub>H</sub>	67 <sub>H</sub>	43
Would get you to your destination on time	50 <sub>EH</sub>	45 <sub>H</sub>	44 <sub>H</sub>	35 <sub>H</sub>	44 <sub>H</sub>	54 <sub>EH</sub>	16
Parking is a problem	43	50	56	57 <sub>G</sub>	53	38	70 <sub>BFG</sub>
A relaxing way to travel	35 <sub>GH</sub>	23	39	36 <sub>GH</sub>	33 <sub>GH</sub>	17	16
Offers good value for the money	26 <sub>H</sub>	23	17	24 <sub>H</sub>	29 <sub>H</sub>	29 <sub>H</sub>	10
Safe from crime in daylight	29	50	44	28	44 <sub>BEH</sub>	35	28
Low cost, compared to other modes of transportation	16 <sub>GH</sub>	14	11	9	19 <sub>EGH</sub>	4	6
Safe from crime when it is dark	17	32 <sub>H</sub>	28	20	24 <sub>H</sub>	17	11
Safe from accidents	8	5	11	7	11	13	9

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q1

\*Caution: Small Base

## Segment Profiles (continued)

Opinion of Metrorail (Top 3 Box – 8, 9 or 10 on a 10-point scale)							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The- Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
	(B) (86)	(C) (22)*	(D) (18)*	(E) (97)	(F) (123)	(G) (52)	(H) (102)
An excellent way to travel from place to place in the Washington, DC Metropolitan area	35%	41%	89% <sup>BCFG</sup>	84% <sup>BCFG</sup>	61% <sup>BG</sup>	37%	82% <sup>BCFG</sup>
Smart way to commute for people who can use it	84	82	94 <sup>G</sup>	93 <sup>G</sup>	92 <sup>G</sup>	79	96 <sup>BG</sup>
Easy to buy farecards	64	59	67	78 <sup>B</sup>	80 <sup>BG</sup>	65	80 <sup>B</sup>
Safe from accidents	59	59	83 <sup>BEG</sup>	63	67	62	77 <sup>BEG</sup>
A comfortable way to travel	36	36	67 <sup>BCG</sup>	65 <sup>BCGH</sup>	61 <sup>BCGH</sup>	38	46
Safe from crime in daylight	51	50	78 <sup>BG</sup>	67 <sup>BG</sup>	72 <sup>BG</sup>	50	78 <sup>BCG</sup>
Available when you need it	35	27	61 <sup>BCG</sup>	72 <sup>BCFGH</sup>	46 <sup>G</sup>	27	52 <sup>BCG</sup>
Offers good value for the money	44	45	67	76 <sup>BCFG</sup>	59 <sup>B</sup>	52	71 <sup>BCG</sup>
Easy and convenient to use	33	23	72 <sup>BCG</sup>	72 <sup>BCFG</sup>	58 <sup>BCG</sup>	35	72 <sup>BCFG</sup>
Would get you to your destination on time	35	36	72 <sup>BCFG</sup>	64 <sup>BCFG</sup>	48	38	53 <sup>B</sup>
Low cost, compared to other modes of transportation	36	36	56	74 <sup>BCFG</sup>	53 <sup>BG</sup>	33	66 <sup>BCFG</sup>
Parking is a problem at Metro stations	37	36	28	31	44 <sup>EH</sup>	42 <sup>H</sup>	25
Innovative and forward thinking	19	32	33	39 <sup>BG</sup>	28	1	29
Meets the transportation needs of people like you	6	14	56 <sup>BCG</sup>	63 <sup>BCFG</sup>	33 <sup>BCG</sup>	6	75 <sup>BCFG</sup>
Goes to the places you need to go	12 <sup>G</sup>	18	44 <sup>BG</sup>	44 <sup>BCFG</sup>	31 <sup>BG</sup>	2	42 <sup>BCG</sup>
Fits into your lifestyle	1	9	44 <sup>BCG</sup>	76 <sup>BCDFG</sup>	37 <sup>BCG</sup>	15 <sup>B</sup>	76 <sup>BCDFG</sup>
Safe from crime when it is dark	15	32	44 <sup>B</sup>	40 <sup>BG</sup>	32 <sup>B</sup>	23	44 <sup>BG</sup>
A relaxing way to travel	33	32	67 <sup>BCFGH</sup>	59 <sup>BCFGH</sup>	41	33	40

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level  
Q2

\*Caution: Small Base

## Segment Profiles (continued)

Opinion of Metrobus (Top 3 Box – 8, 9 or 10 on a 10-point scale)							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The- Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
n=	(B) (86)	(C) (22)*	(D) (18)*	(E) (97)	(F) (123)	(G) (52)	(H) (102)
An excellent way to travel from place to place in the Washington, DC Metropolitan area	17%	18%	33%	37% <sup>BCFGH</sup>	20%	12%	24% <sup>G</sup>
A smart way to commute for people who can use it	58	73 <sup>H</sup>	78 <sup>FGH</sup>	61	55	52	50
Low cost, compared to other modes of transportation	35	41	50	60 <sup>BG</sup>	48 <sup>G</sup>	27	55 <sup>BG</sup>
Offers good value for the money	31	36	61 <sup>BG</sup>	48 <sup>B</sup>	45 <sup>B</sup>	33	39
It is easy to buy Metrobus fares	22	14	67 <sup>BCFGH</sup>	43 <sup>BCG</sup>	31 <sup>CG</sup>	17	37 <sup>BCG</sup>
Safe from crime in daylight	35	36	61 <sup>BG</sup>	43	44	31	43
Goes to the places you need to go	13	14	22	34 <sup>BCFG</sup>	20	13	25 <sup>B</sup>
Safe from accidents	31	23	44	39 <sup>G</sup>	32	23	34
Easy and convenient to use	20	18	33 <sup>G</sup>	36 <sup>BFG</sup>	17	10	25 <sup>G</sup>
Available when you need it	14	9	39 <sup>BCFG</sup>	23 <sup>G</sup>	15	10	16
Would get you to your destination on time	16 <sup>C</sup>	5	44 <sup>BCFGH</sup>	22 <sup>CG</sup>	12	10	14
A comfortable way to travel	19 <sup>G</sup>	14	22 <sup>G</sup>	29 <sup>FGH</sup>	17 <sup>G</sup>	2	16 <sup>G</sup>
Meets the transportation needs of people like you	10	9	28 <sup>G</sup>	35 <sup>BCFG</sup>	15 <sup>G</sup>	4	26 <sup>BCFG</sup>
Innovative and forward thinking	8	14	22 <sup>G</sup>	21 <sup>BG</sup>	11 <sup>G</sup>	2	14 <sup>G</sup>
A relaxing way to travel	13	5	22	28 <sup>BCFGH</sup>	14	6	16 <sup>G</sup>
Fits into your lifestyle	6	9	22	27 <sup>BCFG</sup>	9	8	20 <sup>BFG</sup>
Safe from crime when it is dark	14	9	33	20	19	17	19

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q3

\*Caution: Small Base

## Segment Profiles (continued)

Psychographic Statements (Top 3 Box – 8, 9 or 10 on a 10-point scale)							
	Segment 1: Mass Transit Averse	Segment 2: Young, On-The- Go Auto-Practical	Segment 3: Urban Transit Users	Segment 4: Suburban Vast Transit Users	Segment 5: Suburban Middle-Of- The-Road Car Drivers	Segment 6: Affluent On-The- Go Car Lovers	Segment 7: Urban Car Averse Metrorail Users
	(B) (86)	(C) (22)*	(D) (18)*	(E) (97)	(F) (123)	(G) (52)	(H) (102)
It is important to you to always be on time	70%	59%	72%	80%	80%	77%	74%
You like the convenience of driving a car	79 <sub>EH</sub>	82 <sub>EH</sub>	72 <sub>H</sub>	55 <sub>H</sub>	74 <sub>EH</sub>	85 <sub>EH</sub>	20
Driving during rush hour is very stressful	52	50	61	63 <sub>G</sub>	57 <sub>G</sub>	40	77 <sub>BCEFG</sub>
You need to have a car available during the workday in case of emergencies	59 <sub>EH</sub>	65 <sub>EH</sub>	50 <sub>EH</sub>	15	44 <sub>EH</sub>	63 <sub>EFH</sub>	6
You often do errands on your way home from work	60 <sub>EFH</sub>	50 <sub>EH</sub>	45	22	40 <sub>EH</sub>	56 <sub>BH</sub>	20
For you, saving time is often more important than saving money	45	73 <sub>BEH</sub>	44	36	54 <sub>EH</sub>	56 <sub>BH</sub>	37
You feel safer in a car than on public transit	35 <sub>EH</sub>	27	39 <sub>H</sub>	18	35 <sub>EH</sub>	25 <sub>H</sub>	9
Your work schedule is unpredictable	27	50 <sub>EH</sub>	50	24	34	50 <sub>BEH</sub>	22
You often have to work late	37	75 <sub>BEFH</sub>	58	44	33	52 <sub>F</sub>	35
You often feel concerned about your personal safety in public places	16	-	33 <sub>G</sub>	25 <sub>GH</sub>	24 <sub>GH</sub>	8	14
You often go out to restaurants, nightclubs or social events	27	68 <sub>BDEFHGH</sub>	33	31	41 <sub>B</sub>	33	44 <sub>B</sub>
You often go out to the movies, the theater and other entertainment	14	59 <sub>BEG</sub>	33	24	41 <sub>BE</sub>	29 <sub>B</sub>	38 <sub>BE</sub>
You will go out of your way to take advantage of a bargain	21	14	39	29	26	25	25
You are willing to spend a little extra time traveling if it means the trip will cost less	17 <sub>G</sub>	14	28 <sub>G</sub>	25 <sub>G</sub>	17 <sub>G</sub>	6	22 <sub>G</sub>
You often try new things even if they seem a little risky	22	36	50 <sub>BG</sub>	27	26	23	29
You often travel to meetings and other business appointments during the work day	27	35	50 <sub>E</sub>	19	26	39 <sub>BH</sub>	22
You are one of the first people in your circle of friends to try new products and services	17	45 <sub>BEFG</sub>	50 <sub>BEFG</sub>	21	20	21	27
You spend much of your free time in the District of Columbia	-	36 <sub>FH</sub>	94 <sub>CFH</sub>	-	4	-	14 <sub>F</sub>
You often attend competitive sports events	5	14	28 <sub>B</sub>	11	20 <sub>B</sub>	13	14 <sub>B</sub>

Base=Total Sample

\*Caution: Small Base

<sup>1</sup>Base=Those Employed

<sup>2</sup>Base=Those Who Work Outside Home

Note: Letters indicate statistical differences at the 95% confidence level

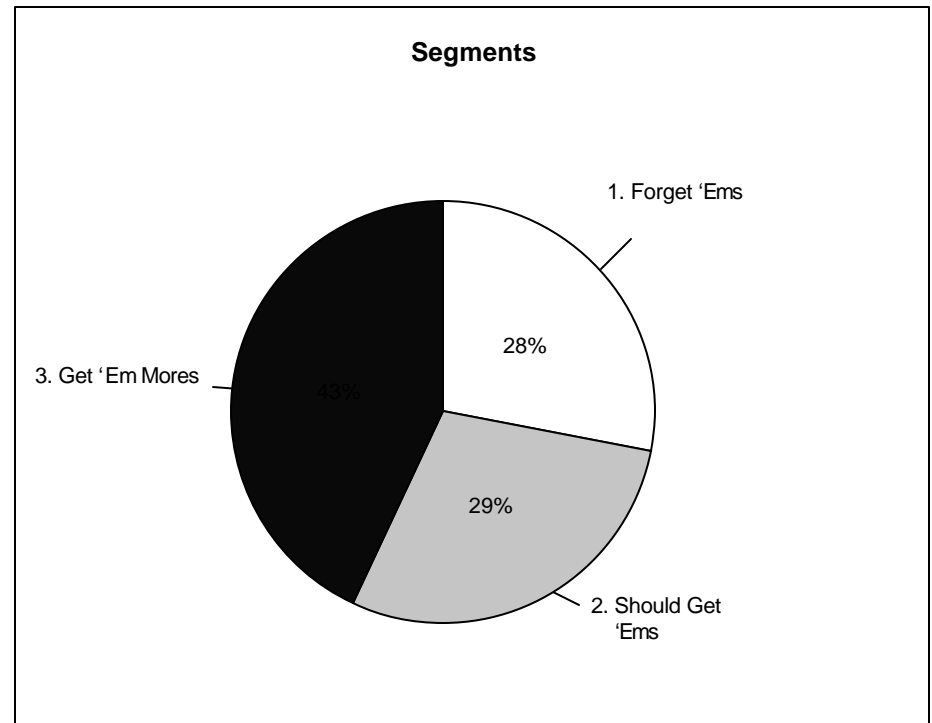
Q38

## Segment Profiles (continued)

Those seven segments were then combined into three segments to establish which groups to target as follows:

1. Forget 'Ems (28% of the market)
2. Should Get 'Ems (29%)
3. Get 'Em Mores (43%)

Within the seven segments, three groups were established. By combining segments 1 (Mass Transit Adverse) and 6 (Affluent On-The-Go Car Lovers), a new segment 1 was named Forget 'Ems. Segments 2 (Young, On-the-Go Auto-Practical) and 5 (Suburban Middle-Of-The-Road Car Drivers) were combined into a new segment 2 called Should Get 'Ems and segment 3 (Urban Transit Users), 4 (Suburban Vast Transit Users) and 7 (Urban Car Adverse Metrorail Users) became segment 3, the Get 'Em Mores. Each of these offer different levels and types of opportunities as outlined on the following pages.



Base=Total Sample (n=500)

## Segment Profiles (continued)

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### **Segment 1: Mass Transit Averse (17% of the market)**

***This segment is among the most negative in their attitudes toward Metrorail and Metrobus and the most positive towards the private car. Only a fraction of these area residents use mass transit, as virtually all in this segment are private car only users. They generally like the convenience of and feel safer in their cars.***

Some of the key demographic characteristics of this segment are as follows:

- At least four in ten from this segment are White (88%), females (72%) and/or are married (42%).
- This segment tends to be among the older segments, with an average age of 56.3 years old.

Some of the mode usage characteristics of this segment are as follows:

- Only 14% of this segment had used mass transit in the previous seven days, while 77% had only used a private means of transportation. In fact, only 12% had used Metrorail and 3% Metrobus.
- Members of this segment are not heavy travelers as they only averaged about 14 one-way trips in the previous seven days.
- If they did not have a car available, about one-half of this segment (49%) would use mass transit to get to work or school.
- Most of this segment (69%) do not take business-related trips during the day.
- This segment tends to be among the least likely to use SmarTrip (13%).

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- About three-fourths or more say a car is available when they need it (88%), fits their lifestyle (76%), meets the transportation needs of people like them (77%) and/or is easy and convenient to use (74%). Seven in ten (70%) say that a car is a comfortable way to travel.
- Fewer than four in ten of this segment (35%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area, while only 17% say the same about Metrobus.
- Members of this segment tended to be the least likely to rate Metrobus and Metrorail positively on almost all attributes, and in fact, only 1% from this segment said that Metrorail fits into their lifestyle and only 6% said that Metrobus does.

## Segment Profiles (continued)

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### **Segment 2: Young, On-The-Go Auto-Practical (4% of the market)**

***This segment also consists of a very high proportion of private vehicle only users. Their attitudes toward mass transit are not negative. They rate Metrorail relatively positively, but are NOT likely to say that it meets their needs. This segment is among the most likely to go out to restaurants, the movies, the theater, etc., to spend time in DC and to travel for business during the work day. This segment is also one of the younger segments.***

Some of the key demographic characteristics of this segment are as follows:

- About nine in ten are employed (91%) and 73% have at least a college degree.
- They are one of the younger segments, with an average age of 44.0 years old. In fact, 36% are under 35 years old.

Some of the mode characteristics of this segment are as follows:

- While the vast majority are private vehicle only users (91%), some of this segment do use mass transit (9%) specifically Metrorail (9%).
- This segment is very much on-the-go, having taken an average of about 29 trips in the past seven days.
- More than one-half of this segment (57%) take business-related trips during the day.

In terms of their attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- About one-third (32%) of this segment consider a car an excellent way to travel from place to place in Washington, DC Metropolitan area. However, almost all (95%) say they have a car available when they need it. In addition, more than eight in ten say a car meets the transportation needs of people like them (86%) and/or fits into their lifestyle (82%).
- This segment has mixed feelings toward Metrorail. About four in ten (41%) say that Metrorail is an excellent way to travel, and more than eight in ten (82%) say that it is a smart way to commute for people who can use it. However, fewer than two in ten say that it goes to the places they need to go (18%), meets the transportation needs of people like them (14%) and/or fits into their lifestyle (9%).
- This segment is among the most likely to say they like the convenience of driving a car (82%), that they often have to work late (75%), they need to have a car available during the work day in case of emergencies (65%) and/or their work schedule is unpredictable (50%). They are also among the most likely to say that they go out to restaurants, nightclubs or social events (68%) and/or they spend much of their free time in the District of Columbia (36%).

## Segment Profiles (continued)

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### **Segment 3: Urban Transit Users (4% of the market)**

***This segment primarily consists of individuals employed in and individuals who spend a lot of free time in the District of Columbia. While some are private car only users, many use Metrorail and/or Metrobus. However, they are not very active travelers. Their attitudes toward all three modes of travel are positive, particularly for Metrobus. Interestingly, they are the segment that is most concerned about their safety in public places.***

Some of the key demographic characteristics of this segment are as follows:

- Two-thirds 67% are employed and about six in ten (61%) have a college degree.
- Their household income tends to be the lowest of the segments (median of \$68,750).

Some of the mode characteristics of this segment are as follows:

- They are one of three segments that use mass transit for a significant proportion of their trips, with 50% using mass transit. However, one-half (50%) use a private vehicle only.
- More than four in ten (44%) have used either Metrobus or Metrorail for their commute in the previous seven days.
- This segment is not taking a large number of trips, having taken an average of about 17 trips in the past seven days.
- Very few in this segment (33% of those employed) take business-related trips during the day.

In terms of their attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Almost three in ten (28%) agree that a car is an excellent way to travel from place to place in Washington, DC Metropolitan area. Only two-thirds (67%) say they have a car available when they need it.
- This segment is among the most likely to say that Metrorail (89%) is an excellent ways to travel from place to place in the Washington, DC Metropolitan area. This segment was also particularly positive relative to the other segments about Metrorail.
- This segment is among the most likely to say they are concerned about safety in public places (33%), are willing to spend a little extra time traveling if the trip will cost less (28%) and/or spend much of their free time in DC (94%).

## Segment Profiles (continued)

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### **Segment 4: Suburban Vast Transit Users (19% of the market)**

***This segment is using a wide variety of transportation options, including carpools or vanpools and other mass transit systems. This segment has generally positive attitudes toward Metrorail and Metrobus. However, they tend to travel less than other segments. They are also fairly concerned about their safety.***

Some of the key demographic characteristics of this segment are as follows:

- More than one-half of this segment are college educated (70%), employed (61%) and/or are married (56%). More than two in ten (22%) are retired.
- This segment tends to be among the older segments, with an average age of 47.2 years old.
- This segment tends to have lower household incomes than other segments, with a median of \$70,240.

Some of the mode usage characteristics of this segment are as follows:

- Six in ten from this segment (60%) had used mass transit in the previous seven days, while 35% had only used their private vehicle. Many in this segment use either Metrorail (48%) and/or Metrobus (20%), and 8% use mass transit other than the Metro system.
- They are also among the most likely to use SmarTrip (57%).
- Members of this segment are not heavy travelers as they only averaged about 15 one-way trips in the previous seven days.
- Most of this segment (69%) do not take business-related trips during the day.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- One-fourth of this segment (26%) consider the car an excellent way to travel around the area.
- This segment is relatively positive in their attitudes about Metrorail and Metrobus. More than eight in ten in this segment (84%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area. About nearly four in ten (37%) say the same about Metrobus.
- This segment tends to be concerned about safety, with one-fourth (25%) saying they are often concerned about their safety in public places.

## Segment Profiles (continued)

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### **Segment 5: Suburban Middle-Of-The-Road Car Drivers (25% of the market)**

***This segment consists of a high proportion of private car only users. However, they have very positive attitudes toward Metrorail. This segment is very active socially, but they are not spending their free time in the District of Columbia. They are employed, relatively well educated and middle aged.***

Some of the key demographic characteristics of this segment are as follows:

- About than eight in ten (81%) are employed and a similar proportion (84%) are college educated.
- This segment tends to fall in the middle age ranges, with 63% falling between 25 and 54 years of age.
- This segment tends to mirror the general population of Arlington County on other demographic characteristics, such as marital status (57% married), ethnicity (83% White) and household income (median of \$88,120).

Some of the mode usage characteristics of this segment are as follows:

- The majority of this segment (64%) are private vehicle only users, but more than one-third (36%) of this segment had used mass transit in the previous seven days. Those who do use mass transit use Metrorail (33% of this segment), as opposed to Metrobus (7%) or any other mass transit system (2%).
- Members of this segment are moderate travelers as they averaged about 21 one-way trips in the previous seven days.
- Despite the high propensity for being employed, six in ten of those employed in this segment (60%) do NOT take business-related trips during the day.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Despite being private vehicle only users, only about one-third (32%) of this segment consider the car an excellent way to travel around the area. However, at least two-thirds say a car is available when they need it (91%), fits into their lifestyle (84%), meets the transportation needs of people like them (69%) and/or is easy and convenient to use (66%).
- About six in ten (61%) of this segment say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area, while only about two in ten (20%) say the same about Metrobus. Furthermore, more than one-half say that Metrorail is easy and convenient to use (58%).
- This segment appears to be fairly active as they are likely to agree that they often go out to movies, the theater or other entertainment (41%) and/or attend competitive sporting events (20%). However, they are NOT likely to spend much of their free time in DC (4%).

## Segment Profiles (continued)

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### **Segment 6: Affluent On-The-Go Car Lovers (10% of the market)**

***This segment is the most affluent. This segment is composed of employed, educated, married, White residents. They are the heaviest private car using segment and are heavy travelers. They frequently travel for business during the day. They are among the most negative in their perceptions of Metrorail and, in particular, Metrobus. They drive because it works for them, but not necessarily because they love doing so. For them, time is more important than saving money.***

Some of the key demographic characteristics of this segment are as follows:

- Almost nine in ten are employed (88%) and/or are college educated (87%).
- More than one-half (52%) are married and eight in ten (81%) are White.
- This segment has the highest household income of all of the segments, with a median of \$108,330.

Some of the mode usage characteristics of this segment are as follows:

- This segment is among the heaviest private vehicle segments. More than three-fourths of this segment (77%) had used their private car only in the previous seven days. In addition, they have taken the largest number of trips by private means, on average, in the past seven days (41.3). In fact, 100% of this segment had used a car for some type of travel in the previous seven days, while only 21% had used a Metro service.
- Members of this segment are very heavy travelers as they averaged about 42 one-way trips in the previous seven days.
- More than six in ten from this segment (63%) do take business-related trips during the day.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- As might be expected, this segment has generally positive attitudes about the car. One-third (33%) of this segment consider the car an excellent way to travel around the area. At least three-fourths say a car is available when they need it (92%), fits their lifestyle (90%), meets the transportation needs of people like them (85%) and/or is easy and convenient to use (71%).
- This segment is one of the most negative in their attitudes toward Metrobus. Only one in eight (12%) of this segment say that Metrobus is an excellent way to travel from place to place in the Washington, DC Metropolitan area.
- This segment is likely to agree that they like the convenience of driving a car (85%), that they need a car available during the day in case of emergencies (63%) and that they typically run errands on the way home from work (56%). They also are more likely than others to agree that saving time is often more important than saving money (56%) and that they travel to meetings and other business appointments during the work day (39%) .

## Segment Profiles (continued)

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### **Segment 6: Affluent On-The-Go Car Lovers (10% of the market) – CONTINUED**

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- As might be expected, this segment has very positive attitudes about the car. At least three-fourths say a car is available when they need it (94%), fits their lifestyle (84%), meets the transportation needs of people like them (77%) and is easy and convenient to use (76%).
- This segment is one of the most negative in their attitudes to Metrorail and, in particular, Metrobus. Less than four in ten (37%) of this segment say that Metrorail is an excellent way to travel from place to place in the Washington, D.C. Metropolitan area, while only 12% say the same about Metrobus.
- This segment is likely to agree that they like the convenience of driving a car (84%), that they typically run errands on the way home from work (63%) and that they need a car available during the day in case of emergencies (62%). They also are more likely than others to agree that their saving time is often more important than saving money (54%) and that they travel to meetings and other business appointments during the work day (38%) .

## Segment Profiles (continued)

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### **Segment 7: Urban Car Averse Metrorail Users (20% of the market)**

***This segment lives and works in more urban areas. They are very well educated and are newer to the area. They are heavy users of Metrorail and other alternatives to private cars, such as taxis and walking. Some are users of Metrobus. Their use of a private vehicle is very limited. Their perceptions of the private vehicle are very negative, while their perceptions of Metrorail are very positive.***

Some of the key demographic characteristics of this segment are as follows:

- This segment is among the most educated. Almost nine in ten (88%) are college educated, with 49% having a post graduate or professional degree.
- This segment tends to be relatively new to the Metropolitan area (11.7 years), 55% have been in the area for less than ten years.
- The majority of this segment are White (87%), while only 40% are married. Their incomes are similar to the general population's (median of \$90,280).

Some of the mode usage characteristics of this segment are as follows:

- Only 5% of this segment are private vehicle only users. More than nine in ten (92%) of this segment had used mass transit in the previous seven days. While most in this segment use Metrorail (91%), they also are likely to use Metrobus (21%) and/or walk (8%).
- This segment are moderate travelers as they averaged about 18 one-way trips in the previous seven days.
- The majority of this segment (61%) do not take business-related trips during the day.
- This segment is by far the most likely to use SmarTrip (69%).

In terms of attitudes towards the various modes of transportation, some key findings regarding this segment are as follows:

- This segment has by far the most negative perceptions about cars. Only 6% of this segment consider the car an excellent way to travel around the area. More than three-fourths (77%) say driving during rush hour is stressful. Meanwhile, fewer than one in ten agree that a car offers good value for the money (10%), is safe from accidents (9%) and/or is low cost, compared to other modes of transportation (6%).
- In contrast, they are the most positive about Metrorail. More than eight in ten (82%) say that Metrorail is an excellent way to travel from place to place in the Washington, DC Metropolitan area. They are the most likely to agree with almost every positive statement about Metrorail. In addition, about one-fourth (24%) say that Metrobus is an excellent way to travel.

## Executive Summary (continued)

Overview of Segments			
	Segment 1: Forget 'Ems	Segment 2: Should Get 'Ems	Segment 3: Get 'Em Mores
Employment	%	%	%
College Educated	%	%	%
Average Age			
Married	%	%	%
Median Income	\$ K	\$ K	\$ K
Workplace	Art. DC (%)	DC, Fairfax (%)	DC, Fairfax (%)
Transportation User Type	Private (%)	Private (%)	Mass Transit (%)
Total Trips Per Week			
Business Trips	%	%	%
Car Is Excellent Way To Travel	%	%	%
Metrorail Is Excellent Way To Travel	%	%	%
Metrobus Is Excellent Way To Travel	%	%	%
Psychographics			

# Appendix

# Appendix

Modes Used for All Trips – Past Week					
	2005 Total	Length of Residency			
		=1 Year	2-9 Years	10-19 Years	20+ Years
	n= (500)	(B) (38)	(C) (146)	(D) (95)	(E) (121)
Net: Private car					
Drive a car alone	72%	45%	67% <sub>oI</sub>	79% <sub>oIJ</sub>	76% <sub>oI</sub>
Drive car with passengers	44	42	44	44	45
Carpool/Vanpool	4	8	5	5	2
Net: Metro	45	79 <sub>KL</sub>	65 <sub>KL</sub>	46 <sub>L</sub>	28
Metrorail	42	79 <sub>JKL</sub>	58 <sub>KL</sub>	41 <sub>L</sub>	25
Metrobus	11	5	16 <sub>L</sub>	11	9
Taxi/Limo	6	5	5	11	4
Walk	5	3	6	8	3
Net: Other mass transit	5	3	7	3	4
Motorcycle/Bicycle	4	-	4	5	3

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Multiple Responses Accepted

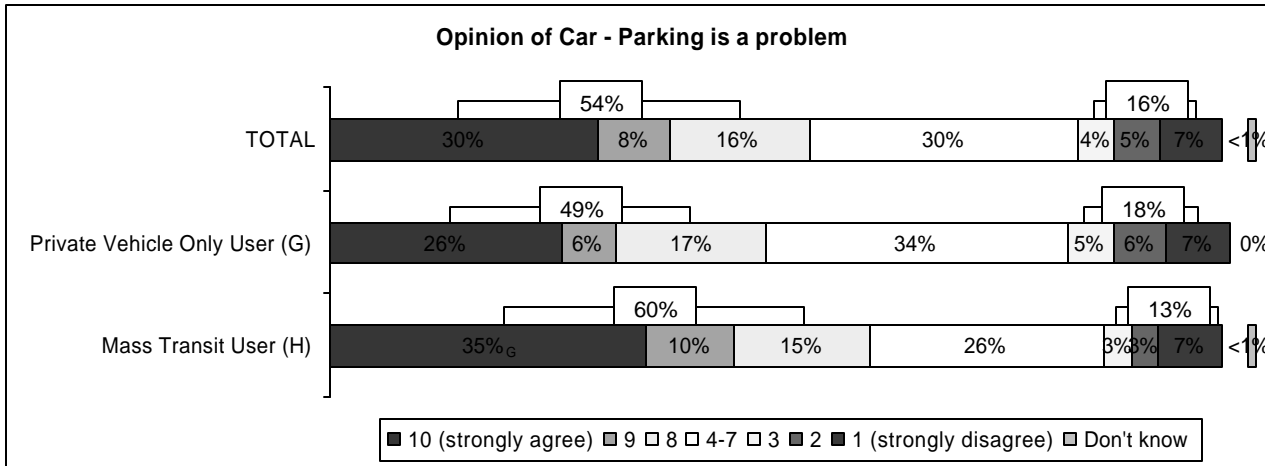
Q8,Q13,Q18

Average Total Trips Taken by Mode – Past Week		
	Arlington County	D.C.
	(C) (500)	(G) (161)
<b>Metro</b>	n=	
<b>Metro</b>		
Frequent	25%	50%
Occasional	16	18
Never	58	32
<b>Metrobus</b>		
Frequent	5	9
Occasional	6	9
Never	89	82

Base=Total Sample

Note: Letters indicate statistical differences at the 95% confidence level

Q9,Q10,Q14,Q15,Q19,Q20



Base=Total Sample (n=500)

Note: Letters indicate statistical differences at the 95% confidence level

Q1K

## Appendix (continued)

Receive Free/Subsidized Parking at Work								
	n=	Total	County of Workplace					
			Alexandria	Arlington County	Fairfax/ Falls Church	Montgomery County	P.G. County	D.C.
Net: Yes		(371)	(F) (14)*	(G) (90)	(H) (59)	(I) (6)*	(J) (3)*	(K) (151)
Free		43%	71% <sub>c,G</sub>	46% <sub>G</sub>	68% <sub>c,G</sub>	67%	100% <sub>b,BCDGH</sub>	28%
Subsidized		35	50 <sub>G</sub>	38 <sub>G</sub>	66 <sub>c,G</sub>	33	100 <sub>BCDEGH</sub>	19
No		8	21	8	2	33	-	9 <sub>D</sub>
Don't know/Refused		56	29	54 <sub>BDH</sub>	32	33	-	72 <sub>BCDH</sub>
		1	-	-	-	-	-	-

Base=Those Employed

Note: Letters indicate statistical differences at the 95% confidence level

\*Caution: Small Base

D9