

Public Perceptions of Transit Study

Arlington County

Prepared by:



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Background & Objectives

In 2004, WMATA commissioned WB&A Market Research to conduct quantitative research among residents of the greater Washington Metropolitan area.

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 toward use or increased use of transit within individual market segments;
- Determine the size and characteristics of the customer groups representing non-potential groups;
- Identify the specific information needs of existing customers and potential customers; and
- Identify the most effective medium(s) for meeting those information needs to affect mode choice decisions.

Methodology

- Telephone interviews were conducted among residents of the Washington, D.C. Metropolitan area.
- Interviews were conducted between February 5 and March 14, 2004 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.
- Where relevant, those who live elsewhere in the Metropolitan area but work in Arlington County are included in the results.
- Interviews averaged about 22 minutes in length.
- Due to the length of the questionnaire, Q22-Q31/Q32-Q37 and Q50-Q52/Q53-Q56 were asked randomly of only one-half of the respondents (split-sample).
- 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.

		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 (n = 503)	±4.4	±4.3	±4.0	±3.5	±2.6	±0.9
Live Outside, Work In (n = 45)	±14.6	±14.3	±13.4	±11.7	±8.8	±2.9

Detailed Findings: Respondent Profile

Respondent Profile (continued)

Demographics			
	Arlington County	Transportation Usage	
		Private Vehicle Only	Mass Transit
	n= (503)	(G) (274)	(H) (206)
Gender			
Male	48%	49%	48%
Female	52	51	52
Employment Status			
Net: Employed	78%	78%	83%
Employed full-time	63	60	73 _G
Self-employed	9	11 _H	5
Employed part-time	6	7	5
Retired	10	10	5
Full-time homemaker	4	6 _H	1
Student	4	3	7 _G
Education			
Net: College graduate	80	80	85
4-year degree	38	40	34
Some post-graduate	8	8	9
Post-grad/Prof. degree	34	31	42 _G
Time in Washington Area			
Four years or less	24%	16%	35% _G
Five to nine years	14	14	15
Ten to 19 years	21	26 _H	16
20 years or more	41	45 _H	34
<i>Mean (in years)</i>	14.8	16.2 _H	12.5
<i>Median (in years)</i>	18.3	20.4	14.4

Base=Total Sample
S3,Q4,D1,D2

Respondent Profile (continued)

Demographics (continued)				
	Arlington County	Transportation Usage		
		Private Vehicle Only	Mass Transit	
	n=	(503)	(274)	(206)
Age			(G)	(H)
18 to 24	6%	3%		10% _G
25 to 34	29	25		36 _G
35 to 44	22	27 _H		17
45 to 54	18	18		18
55 to 64	14	17		11
65 to 74	5	4		4
75 or older	5	5 _H		1
<i>Mean (in years)</i>	43.6	45.2 _H		39.8
<i>Median (in years)</i>	41.0	42.4		36.2
Marital Status				
Married	45%	53% _H		35%
Single, never married	35	28		43 _G
Divorced	7	7		7
Unmarried, living with companion	6	5		6
Widowed	4	3		4
Separated	2	2		2
Ethnicity				
White	78%	80%		76%
Black/African-American	10	9		9
Asian	6	6		6
Hispanic	2	2		2
Other	2	1		2
Hispanic Descent				
Yes	5%	4%		6%
No	94	95		93

Base=Total Sample
D3-D6

Respondent Profile (continued)

Demographics (continued)			
	Arlington County	Transportation Usage	
		Private Vehicle Only	Mass Transit
	n= (440)	(G) (248)	(H) (175)
Household Income			
Less than \$35,000	18%	13%	21%
\$35,000-\$74,999	28	28	30
\$75,000-\$149,999	39	41	38
\$150,000 or more	15	20	18
<i>Mean income</i>	<i>\$94,740</i>	<i>\$104,120_H</i>	<i>\$85,000</i>
<i>Median income</i>	<i>\$80,120</i>	<i>\$86,670</i>	<i>\$73,610</i>

Base=Those Answering
D7

**Detailed Findings:
Mode Usage**

Mode Usage (continued)

Modes Used for All Trips – Past Week	
	Arlington County
n=	(503)
Net: Private car	86%
Drive a car alone	74
Drive car with passengers	41
Carpool/Vanpool	7
Other private vehicle	<1
Net: Metro	39
Metrorail	36
Metrobus	12
Taxi/Limo	9
Walk	7
Other bus service	3
Motorcycle/Bicycle	2
Other	3

Base=Total Sample
 Multiple Responses Accepted
 Q8,Q13,Q18

Mode Usage (continued)

Average Total Trips Taken by Mode – Past Week	
	Arlington County
n=	(503)
Net: Private car	16.4
Drive a car alone	12.1
Drive car with passengers	4.0
Carpool/Vanpool	0.3
Net: Metro	3.8
Metrorail	2.9
Metrobus	0.9
Taxi/Limo	0.5
Net: Other mass transit	0.2
Other bus service	0.2
Other rail service	0.0
Walk	0.4
Motorcycle/Bicycle	0.2
Other	0.3

Base=Total Sample
Q9,Q10,Q14,Q15,Q19,Q20

Average Total Trips Taken by Mode – Past Week (continued)	
	Arlington County
n=	(503)
Metrorail	
Frequent	20%
Occasional	16
None	64
Metrobus	
Frequent	5%
Occasional	7
None	88

Base=Total Sample
Q9,Q10,Q14,Q15,Q19,Q20

Mode Usage (continued)

Proportion of Total Trips Taken by Mode – Past Week	
	Arlington County
	(503)
Net: Private car	74%
Drive a car alone	55
Drive car with passengers	18
Carpool/Vanpool	1
Net: Metro	18
Metrorail	14
Metrobus	4
Taxi/Limo	2
Net: Other mass transit	1
Other bus service	1
Other rail service	<1
Walk	2
Motorcycle/Bicycle	1
Other	1

Base=Total Sample
Q9,Q10,Q14,Q15,Q19,Q20

County Where Employed/Attend School	
	Arlington County
	(394)
n=	44%
District of Columbia	
Arlington County	27
Fairfax/Falls Church	16
City of Alexandria	4
Prince George's County	3
Montgomery County	3
Other	2
Refused	1
Net: Outside county/jurisdiction	72

Base=Students/Those Who Work Outside Home
Q6

Mode Usage (continued)

Modes Used to/from Work – Past Week	
	Arlington County
n=	(396)
Net: Private car	72%
Drive a car alone	65
Drive car with passengers	9
Carpool/Vanpool	2
Net: Metro	35
Metrorail	33
Metrobus	11
Walk	7
Other bus service	3
Motorcycle/Bicycle	3
Taxi/Limo	2
Other	1

Base=Those Who Travel to Work/School
 Multiple Responses Accepted
 Q8

Mode Usage (continued)

Average Trips Taken to/from Work by Mode – Past Week	
	Arlington County
n=	(394)
Net: Private car	6.3
Drive a car alone	5.6
Drive car with passengers	0.6
Carpool/Vanpool	0.1
Net: Metro	3.3
Metrorail	2.6
Metrobus	0.7
Net: Other mass transit	0.2
Other bus service	0.2
Other rail service	0.0
Walk	0.6
Motorcycle/Bicycle	0.2
Taxi/Limo	0.1
Other	0.1

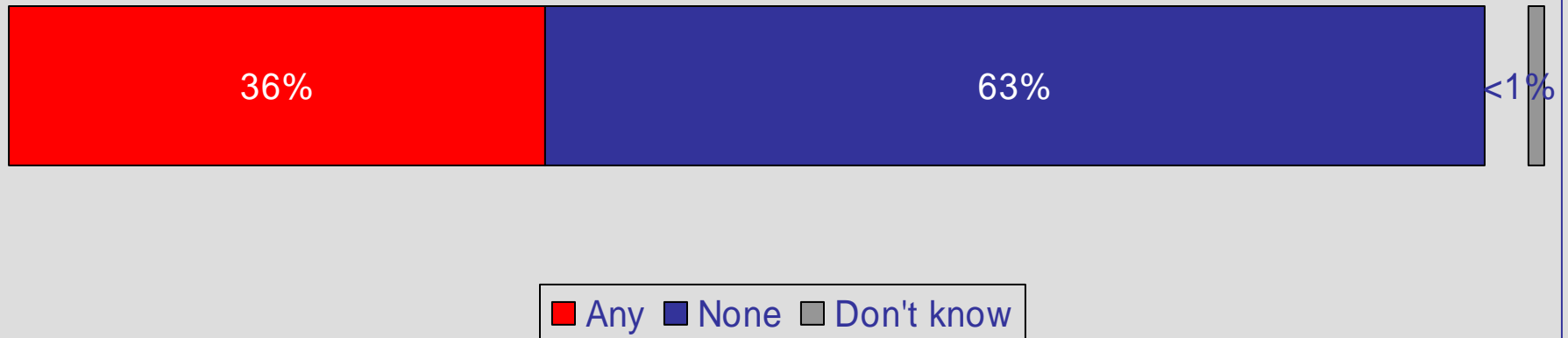
Base=Those Answering Who Travel to Work/School
Multiple Responses Accepted
Q9,Q10

Mode Usage (continued)

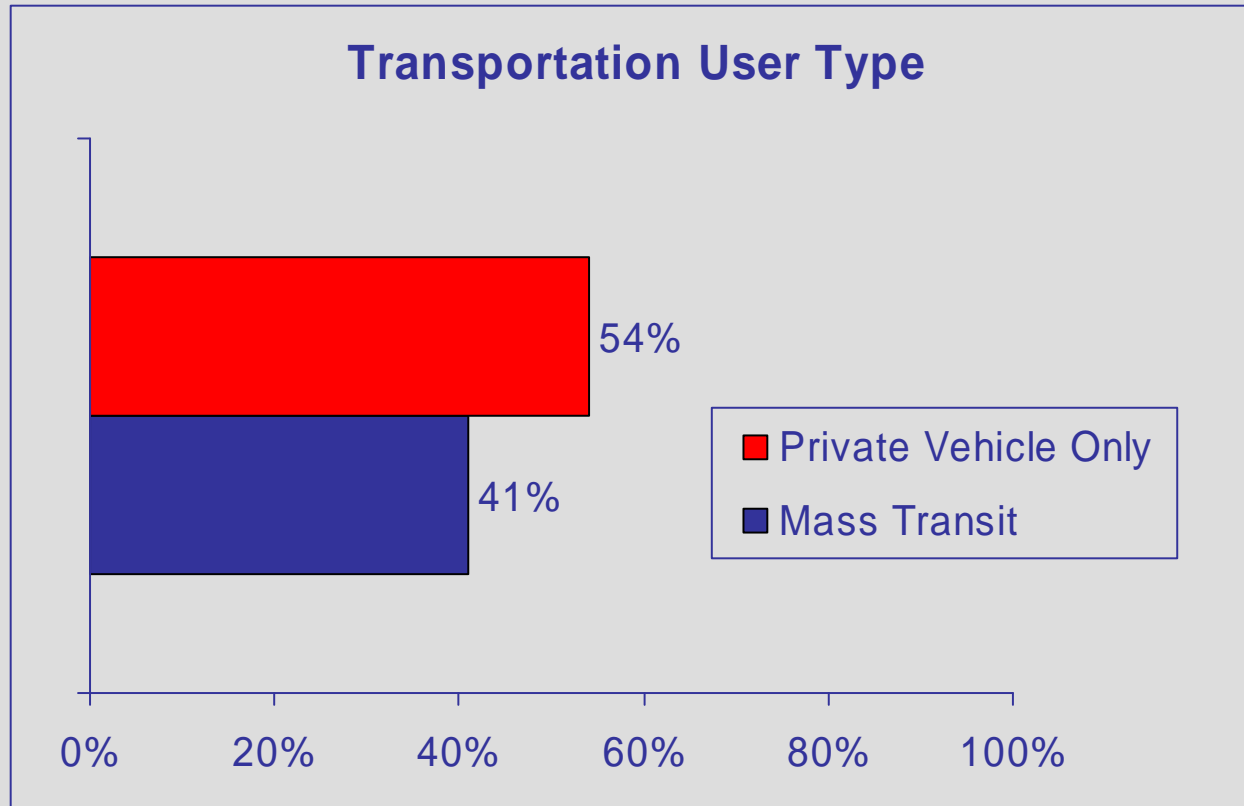
Alternate Mode to/from Work/School if Car Unavailable	
	Arlington County
	n= (219)
Net: Mass transit	69%
Net: Metro	68
Metrorail	50
Metrobus	40
Net: Other mass transit	4
Other bus service	2
Other rail service	1
Carpool/Vanpool	15
Taxi/Limo	11
Walk	9
Motorcycle/Bicycle	3
Rent car	2
Would not take trip	5

Base=Those Who Travel to Work/School Using Only Private Car
Multiple Responses Accepted; Top Mentions
Q11

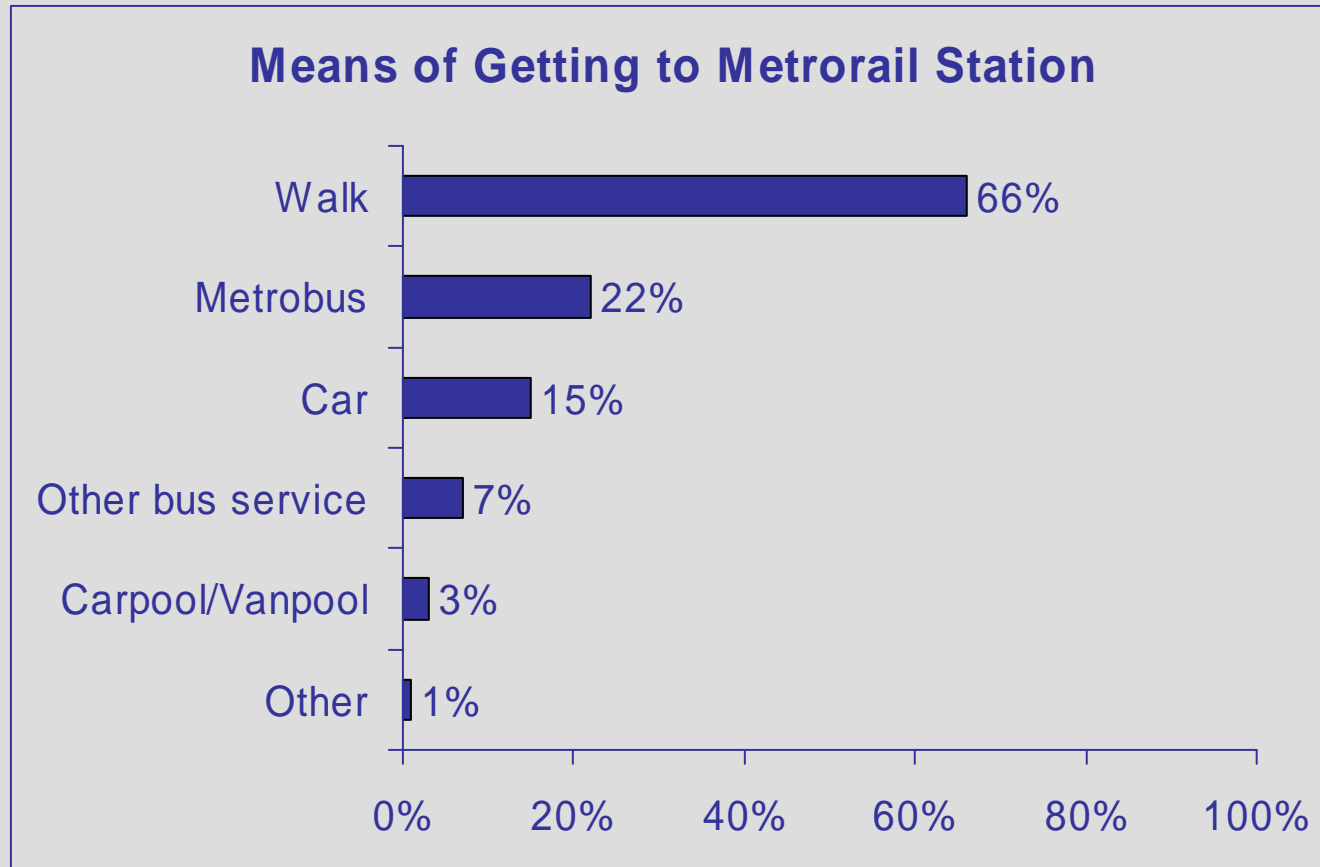
Business-Related Trips - Past Week



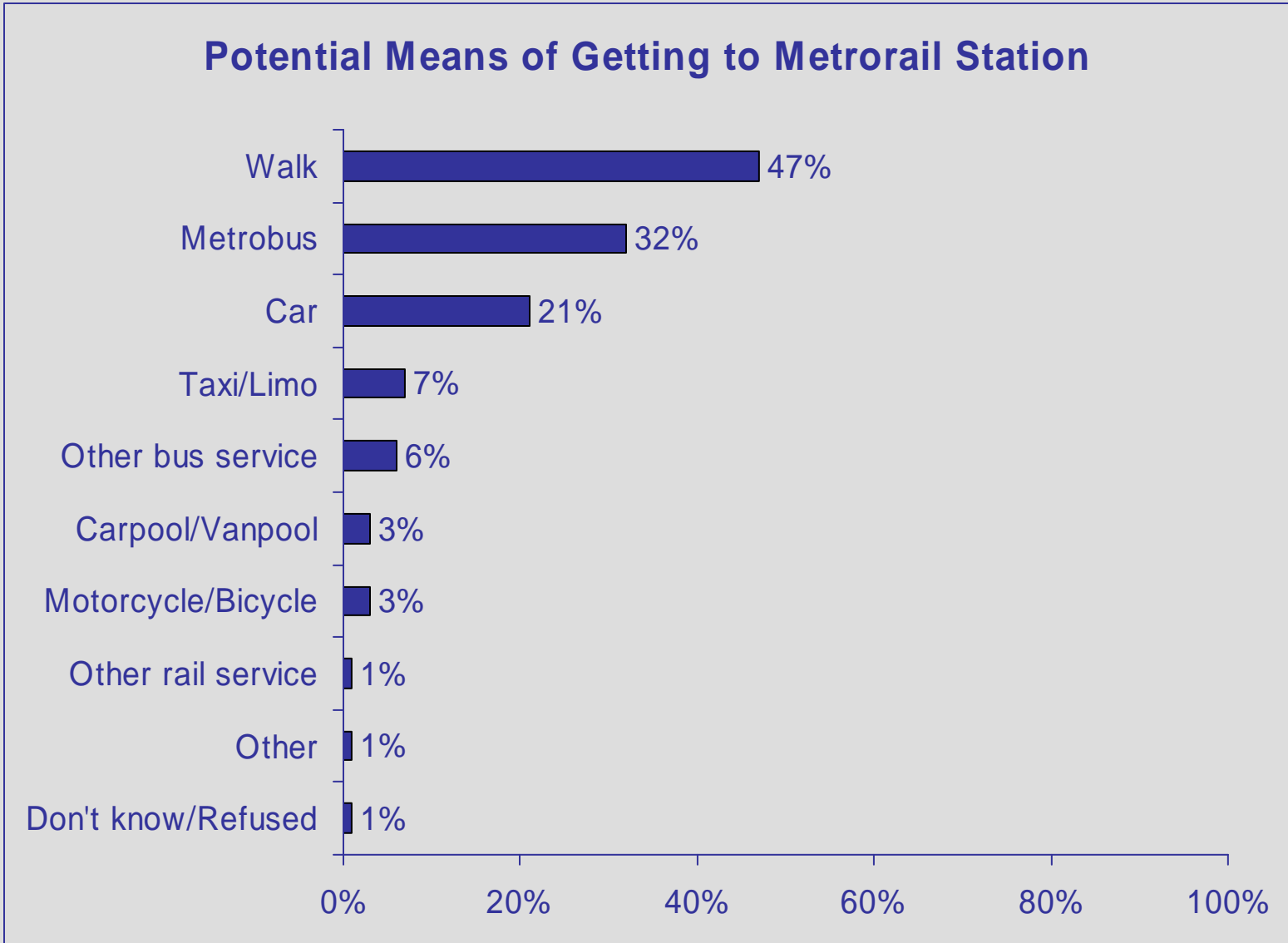
Base=Those Employed/Looking for Work (n=401)
Q12



Base=Total Sample (n=503)
Q8,Q13,Q18



Base=Those Asked (split sample) Who Used Metrorail in Past Week (n=87)
Multiple Responses Accepted
Q22



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

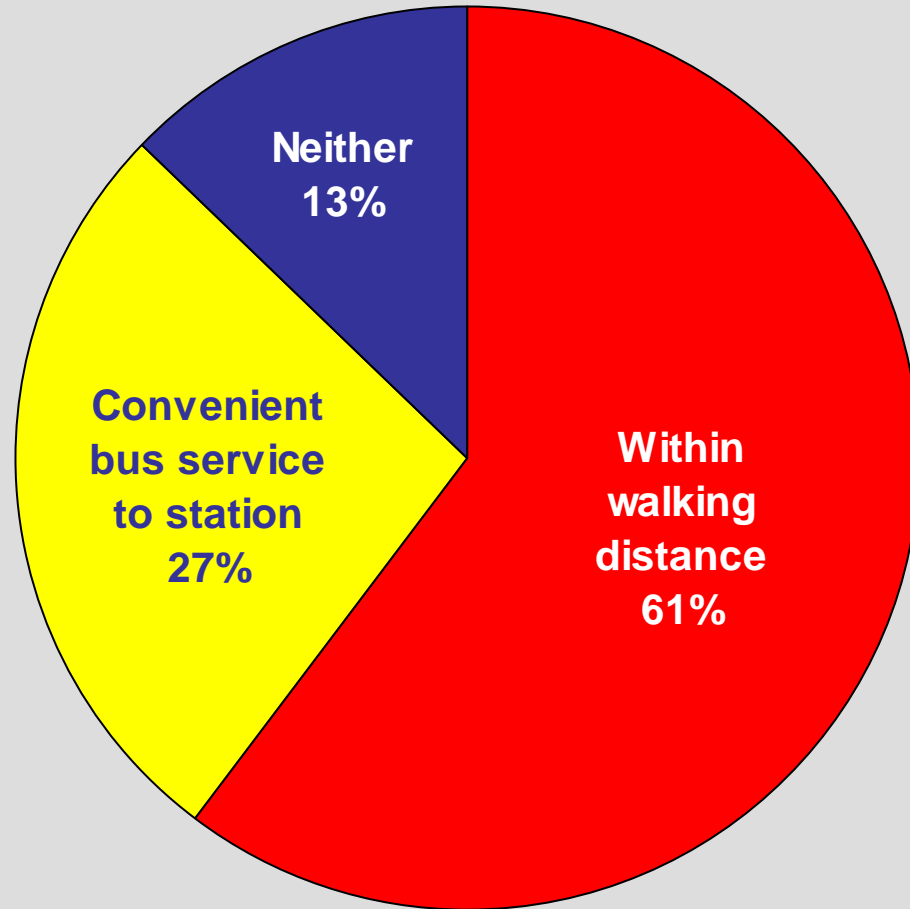
Multiple Responses Accepted

Q23

Past Metrorail Use	
	Arlington County
	n= (260)
Ever Used Metrorail	
Yes	97%
No	3
Last Time Using Metrorail	
Last week	33%
One week ago	11
Two weeks to one month ago	8
One to five months ago	22
Six to 12 months ago	10
More than one year ago	6
More than two years ago	7
Never	3

Base=Those Asked (split sample)
Q27,Q28

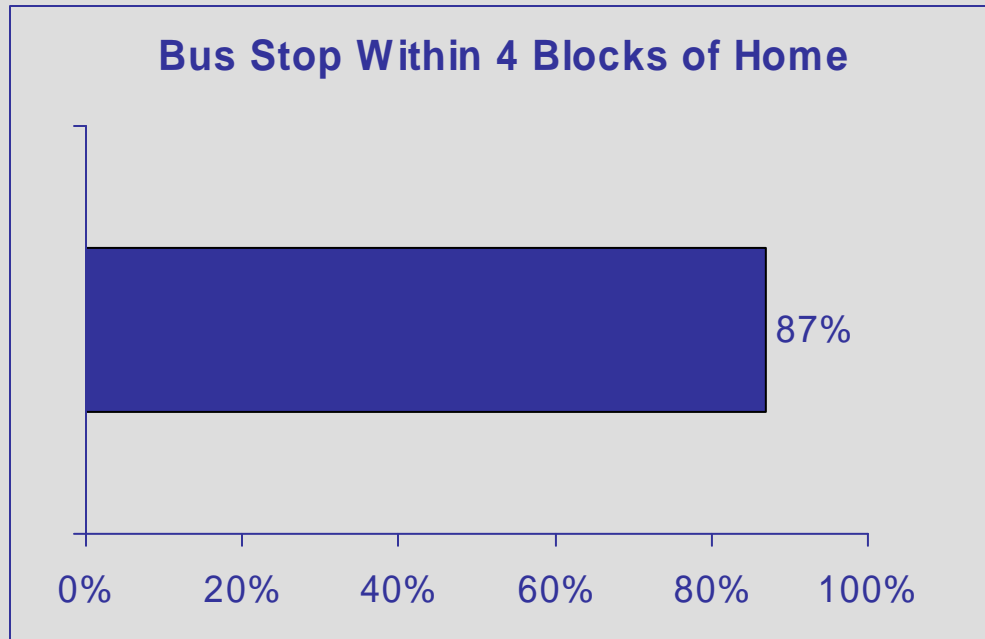
Means of Getting to Metrorail Station



Base=Total Sample (n=503)
Q45, Q46

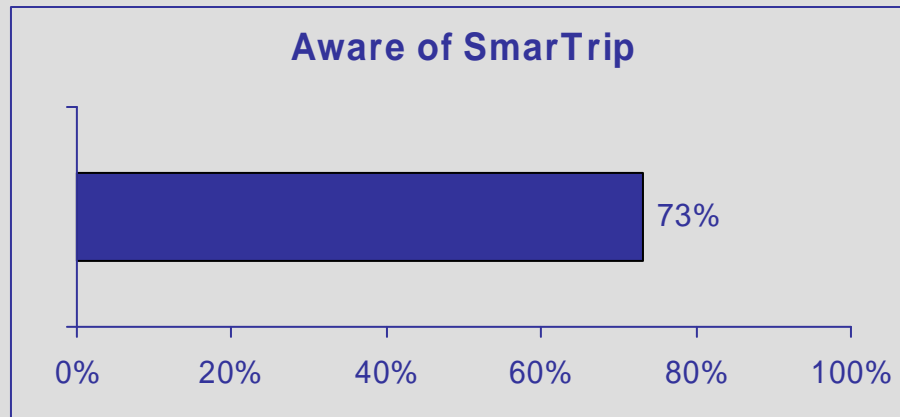
Past Metrobus Use	
	Arlington County
	(243)
Ever Used Metrobus	n=
Yes	72%
No	28
Last Time Using Metrobus	
Last week	12%
One week ago	2
Two weeks to one month ago	3
One to five months ago	8
Six to 12 months ago	7
More than one year ago	10
More than two years ago	29
Never	28

Base=Those Asked (split sample)
Q33,Q34

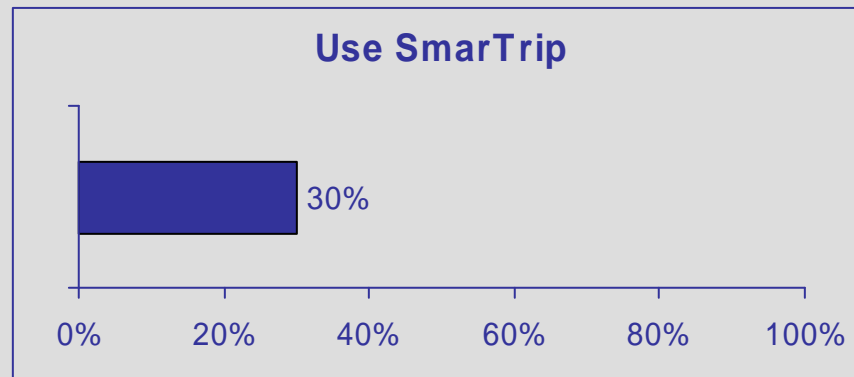


Base=Total Sample (n=503)
Q48

Mode Usage (continued)



Base=Total Sample (n=503)
Q39



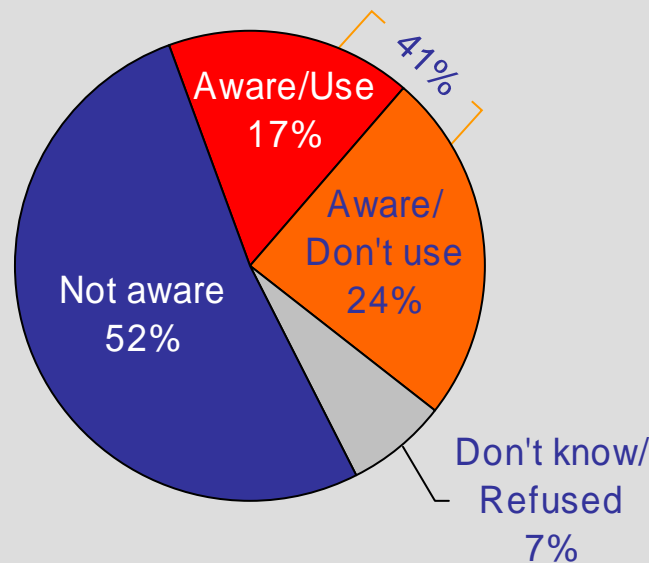
Base=Total Sample (n=503)
Q40

Receive Free/Subsidized Parking at Work

	Arlington County
n=	(394)
Net: Yes	44%
Free	37
Subsidized	7
No	56
Don't know/Refused	1

Base=Those Employed
D9

Offered and Use Metrochek/SmartBenefits

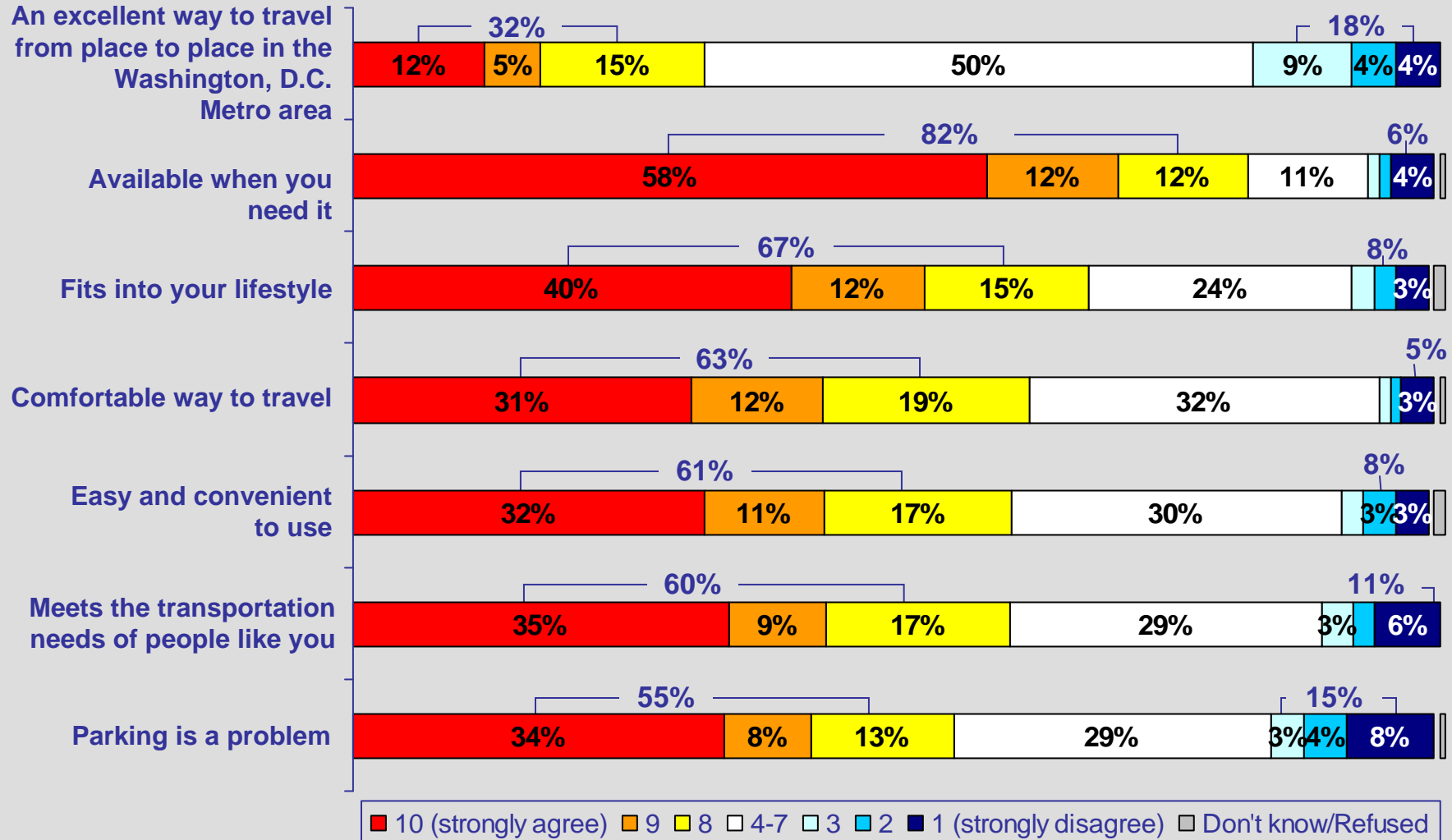


Base=Those Employed (n=394)
D10-D11

**Detailed Findings:
Opinion of Modes**

Opinion of Modes: Car

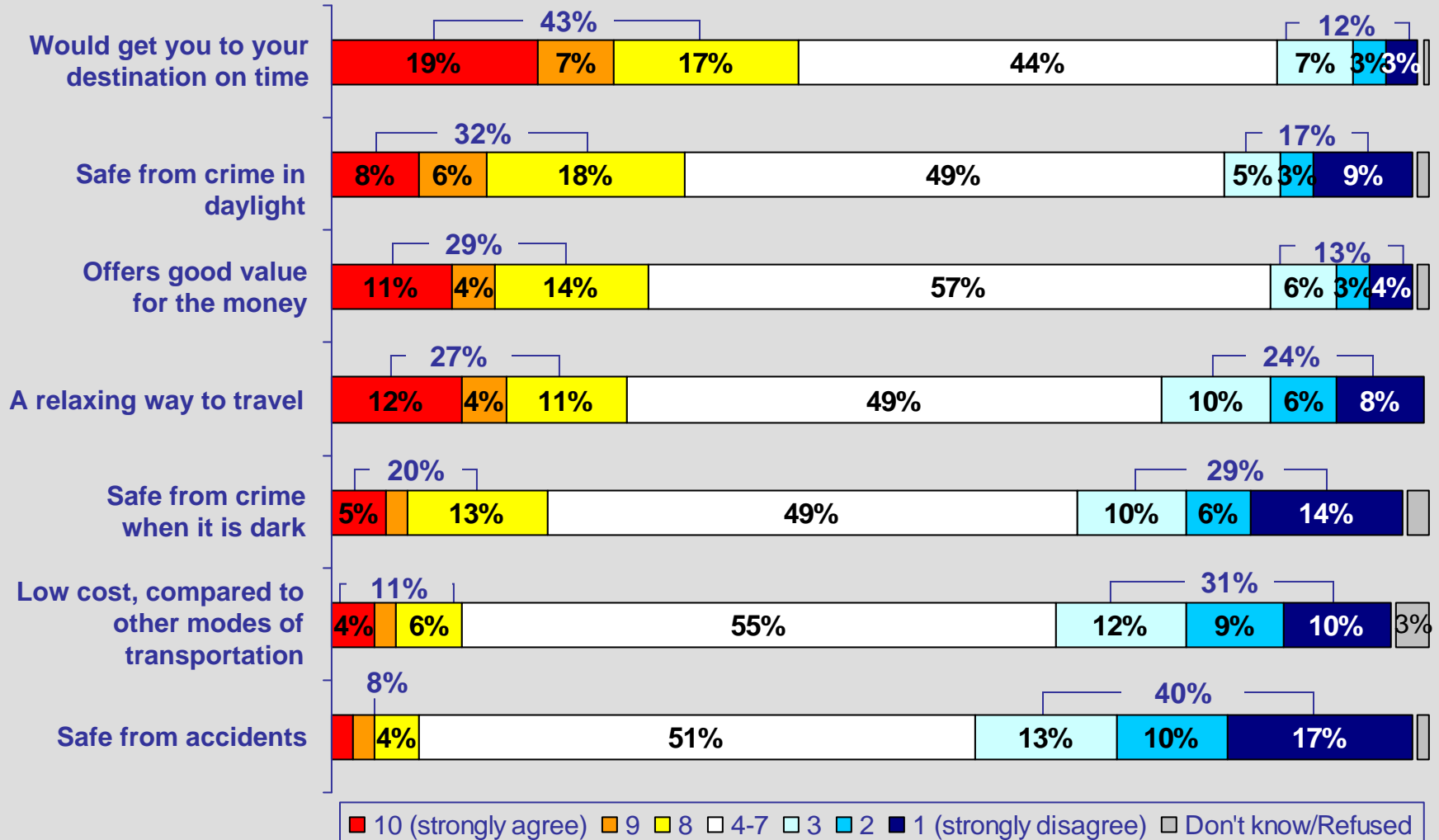
Opinion of Car



Base=Total Sample (n=503)
Q1

Opinion of Modes: Car (continued)

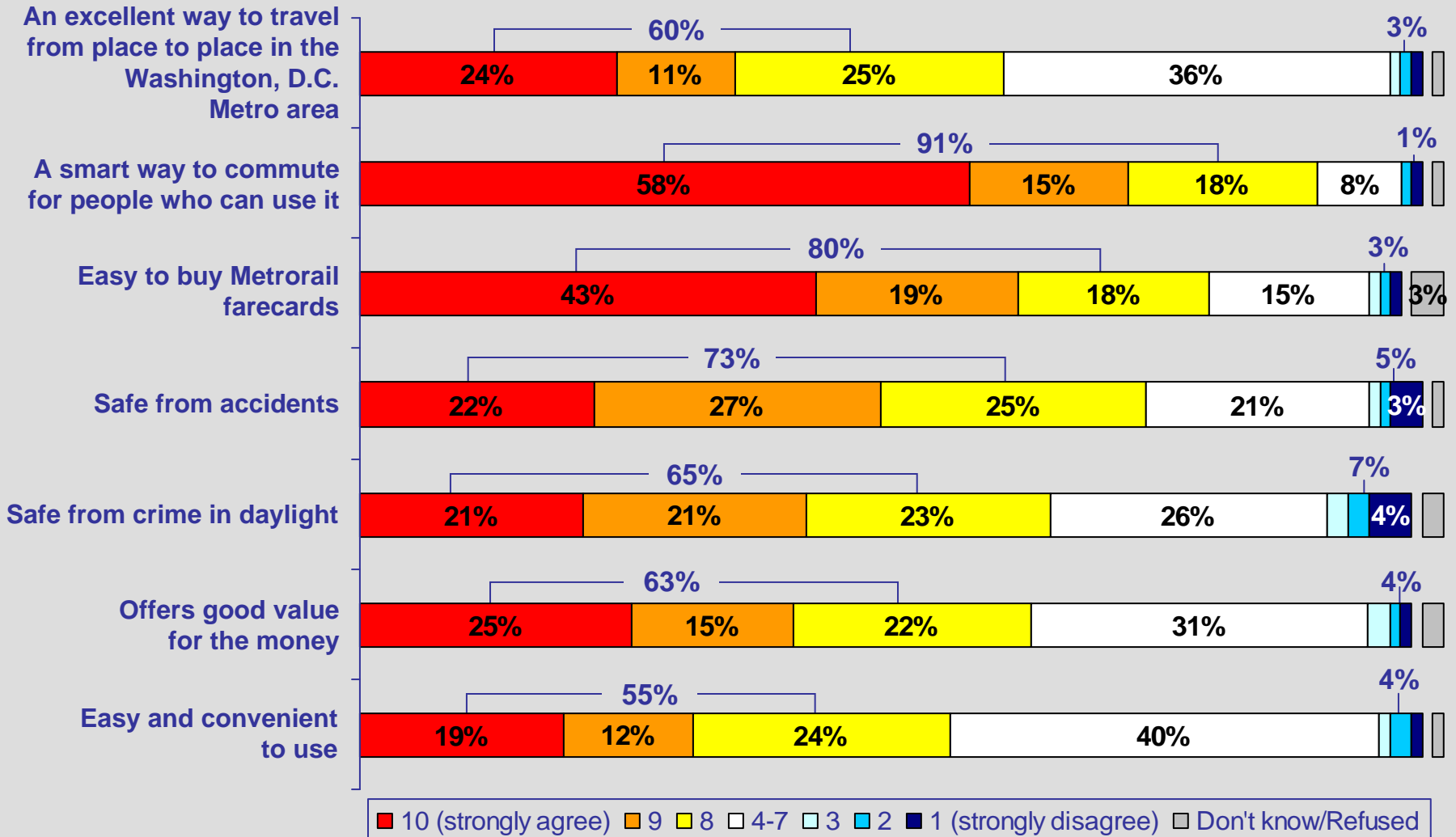
Opinion of Car (continued)



Base=Total Sample (n=503)
Q1

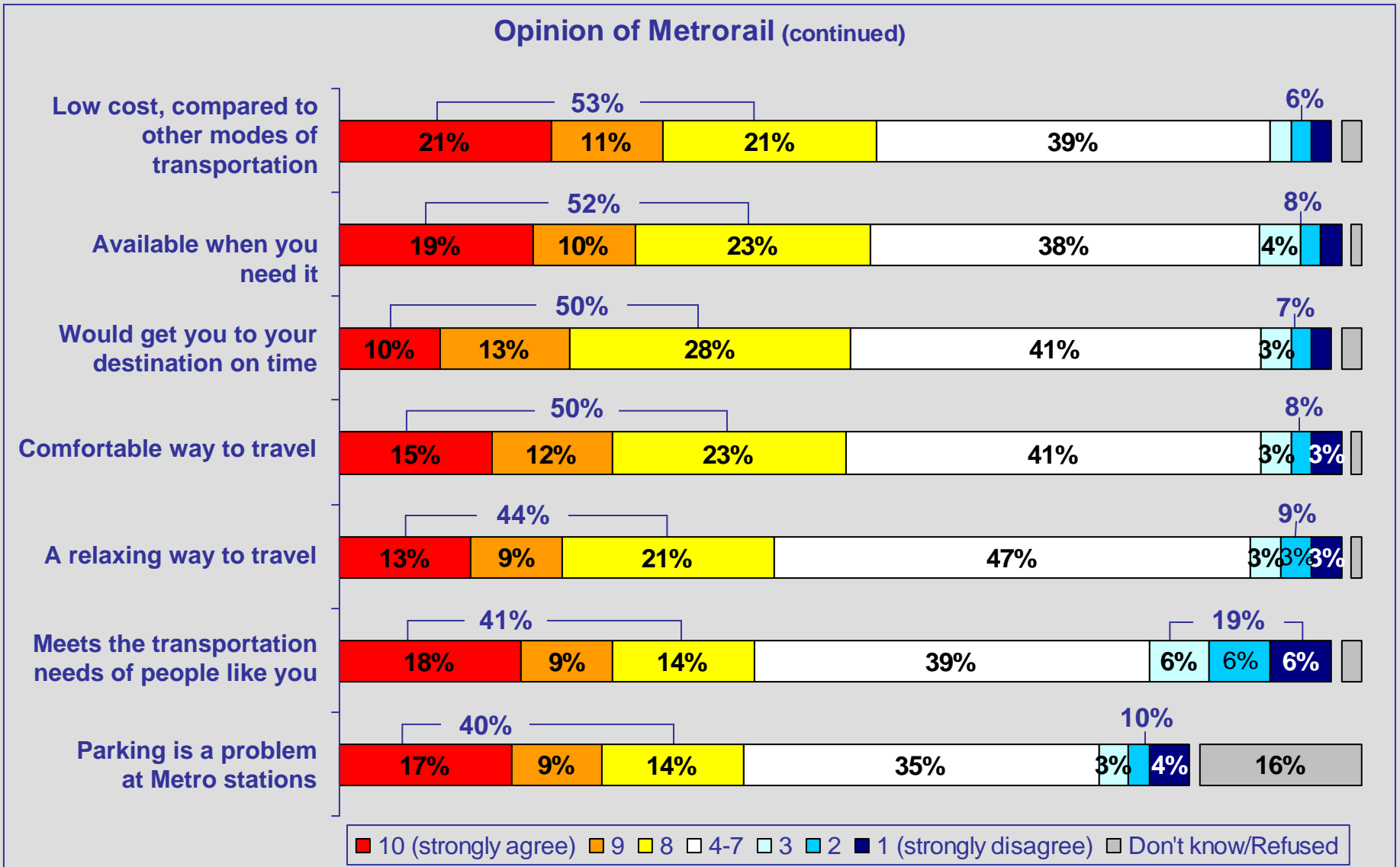
Opinion of Modes: Metrorail

Opinion of Metrorail



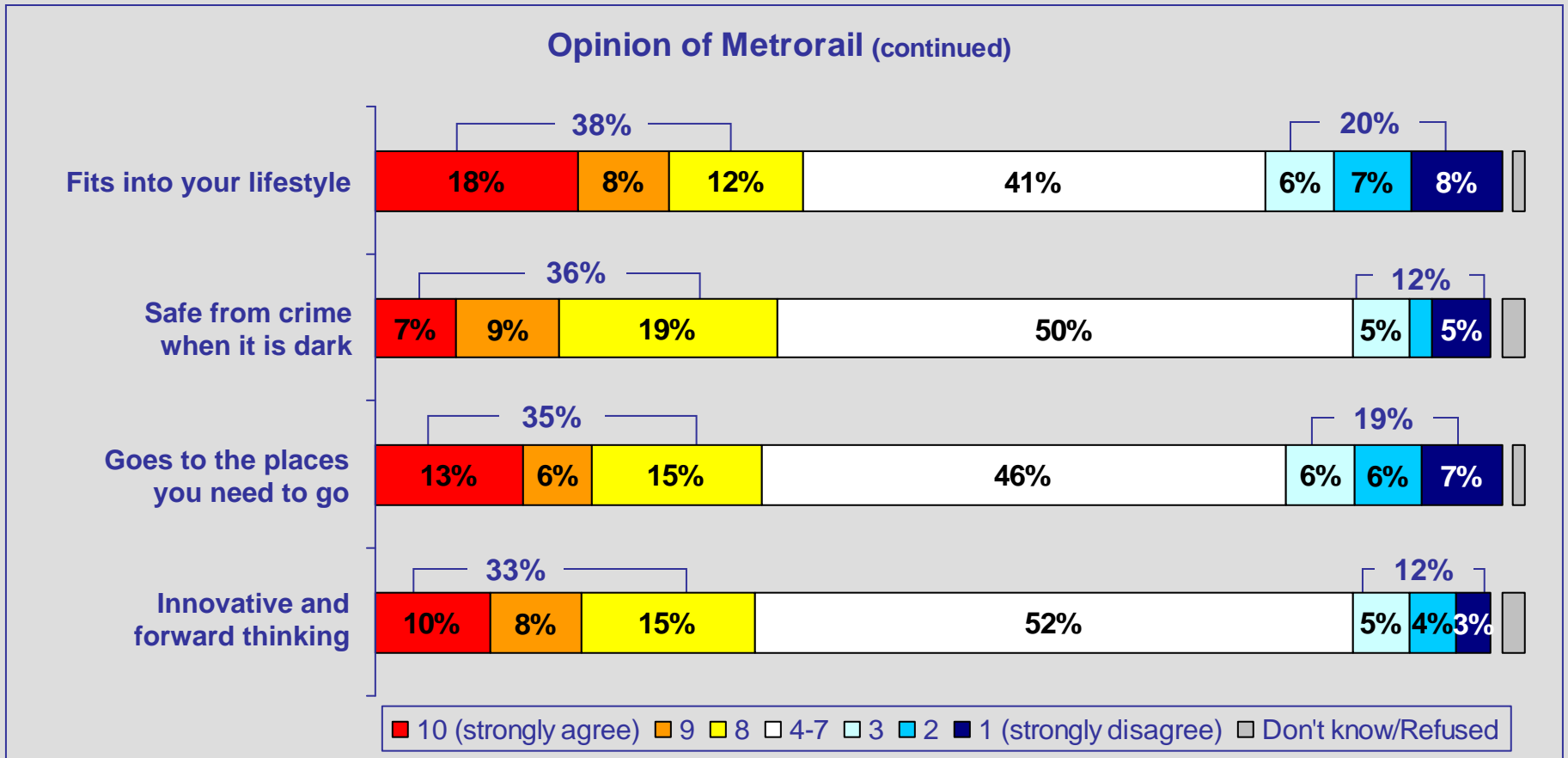
Base=Total Sample (n=503)
Q2

Opinion of Modes: Metrorail (continued)



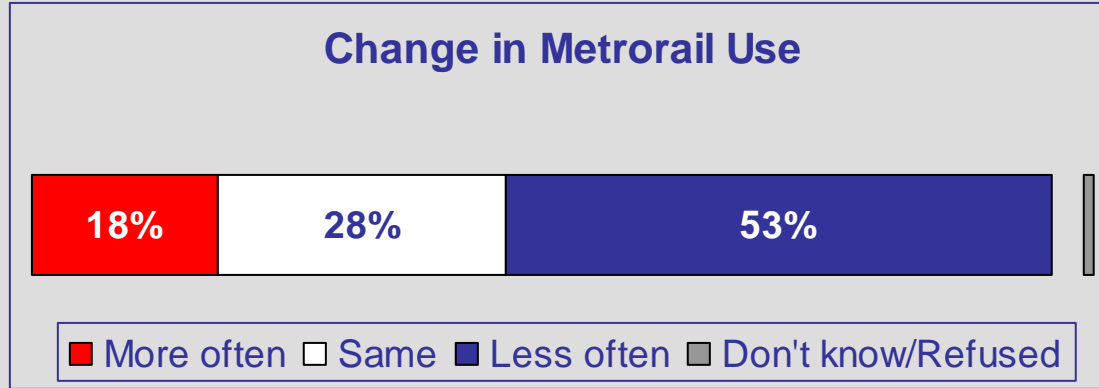
Base=Total Sample (n=503)
Q2

Opinion of Modes: Metrorail (continued)



Base=Total Sample (n=503)

Q2



Base=Those Asked (split sample) Who Have Ever Ridden Metrorail (n=253)
Q29



Reasons Riding Metrorail More Often

Moved residence (52%)

Avoid parking (24%)

Go to DC more often (9%)

Avoid traffic (7%)

Base=Those Who Ride Metrorail More Often (n=46)
Multiple Responses Accepted; Top Mentions
Q30



Reasons Riding Metrorail Less Often

Work location changed (42%)

No need (22%)

Prefer car (18%)

Doesn't go where need to (10%)

Takes too long (10%)

Prefer to walk (5%)

Base=Those Who Ride Metrorail Less Often (n=134)
Multiple Responses Accepted; Top Mentions
Q31

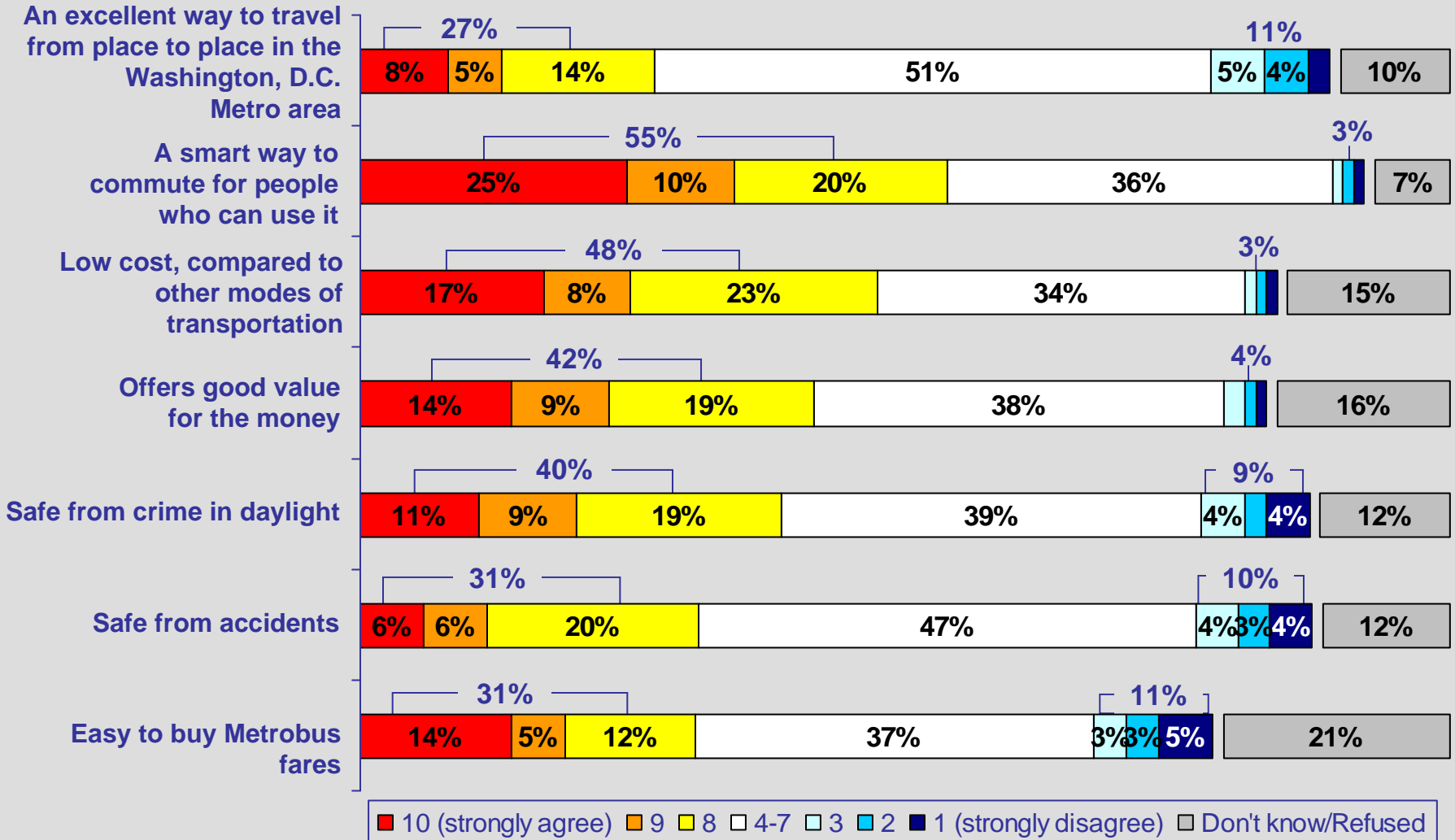
Opinion of Modes: Metrorail (continued)

Non-Riders Reasons for Not Using Metrorail	
	Arlington County
	(173)
n=	
Net: Location	47%
Work location changed	29
Doesn't go where needs to	20
Net: Service	37
Takes too long	25
Don't want to worry about schedule	6
Doesn't run often enough	6
Schedule doesn't start early enough/run late enough	4
Prefer car	23
Net: Lifestyle	20
No need	12
Too expensive	6
Don't feel safe/comfortable	5
Too crowded	5
Disabled	5
Prefer to walk	4

Base=Those Asked (split sample) Who Do Not Use Metrorail
 Multiple Responses Accepted; Top Mentions
 Q26

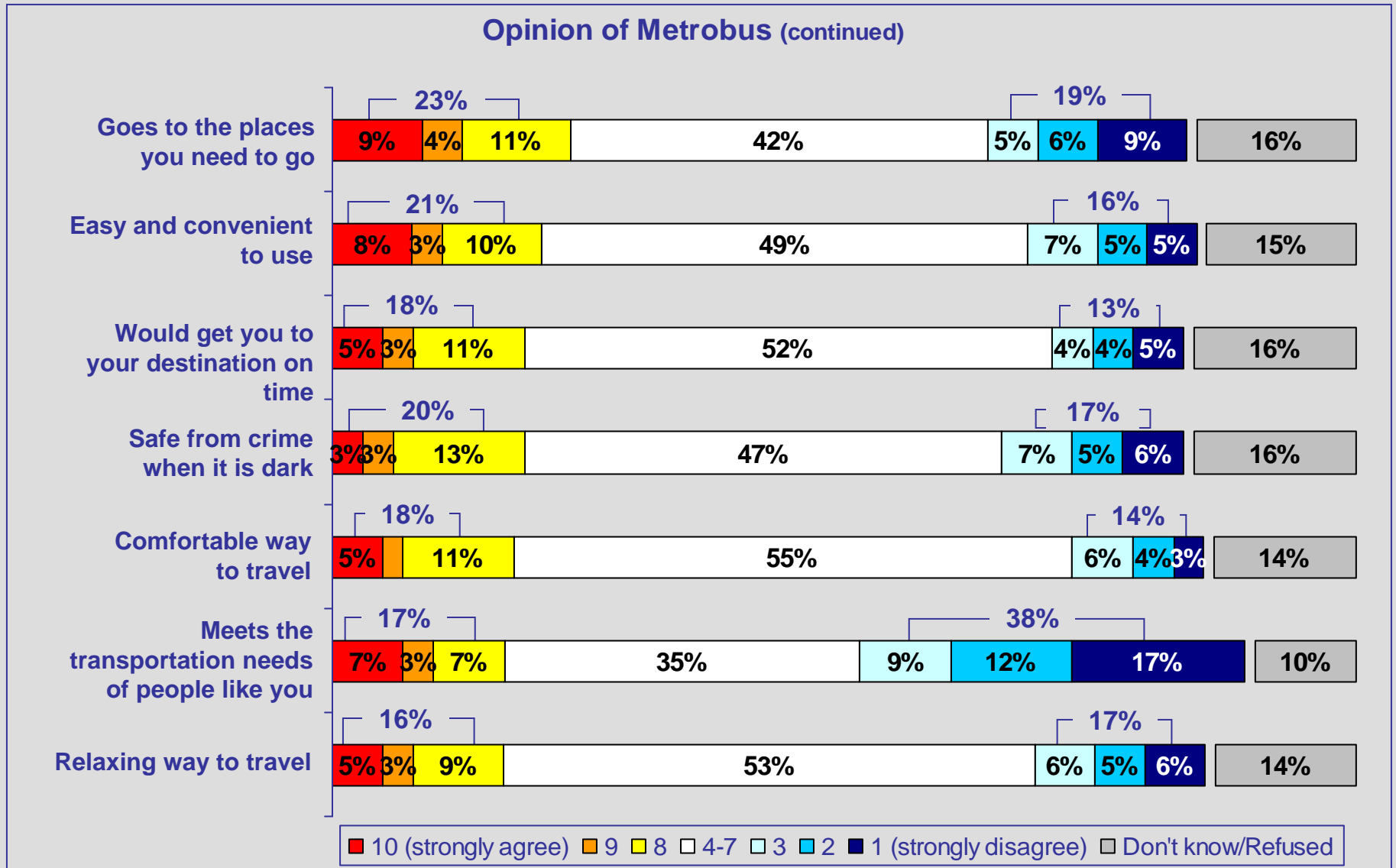
Opinion of Modes: Metrobus

Opinion of Metrobus



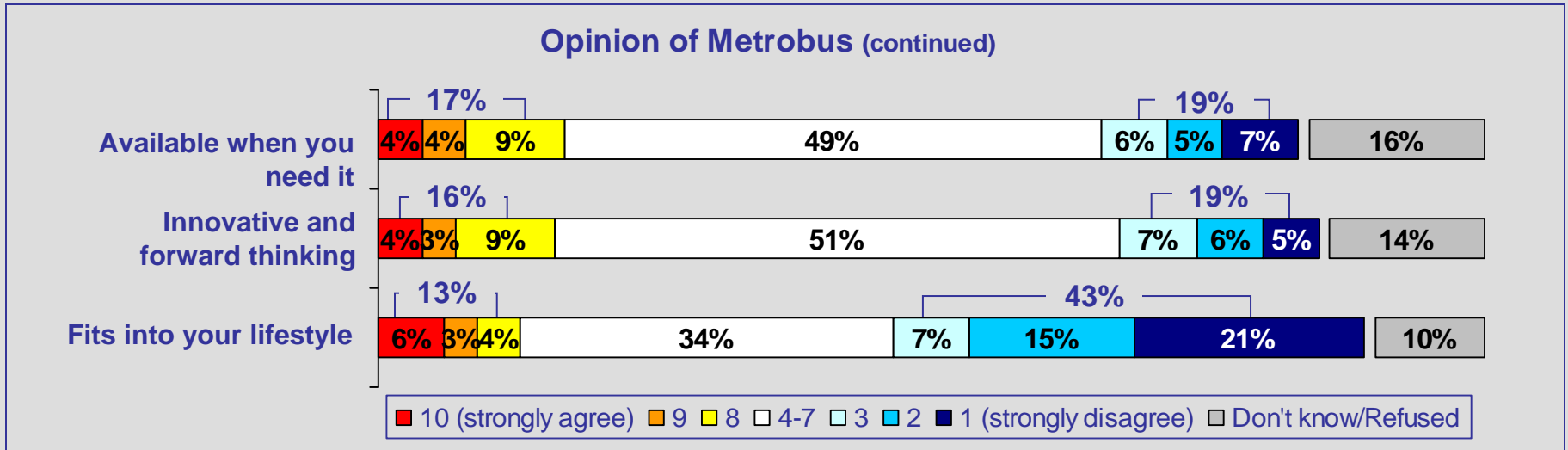
Base=Total Sample (n=503)
Q3

Opinion of Modes: Metrobus (continued)



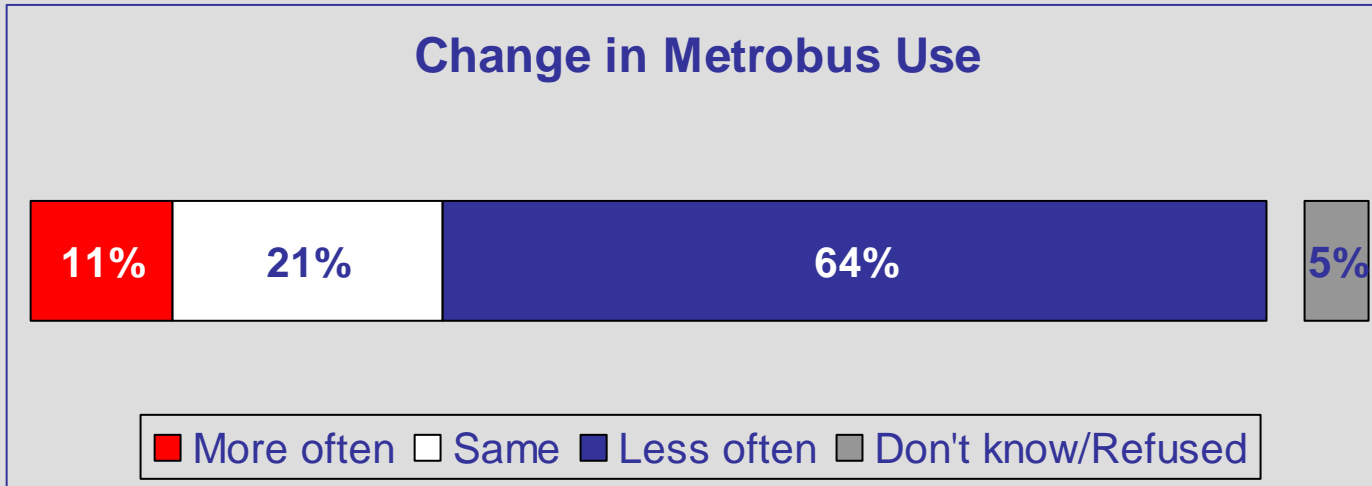
Base=Total Sample (n=503)
Q3

Opinion of Modes: Metrobus (continued)

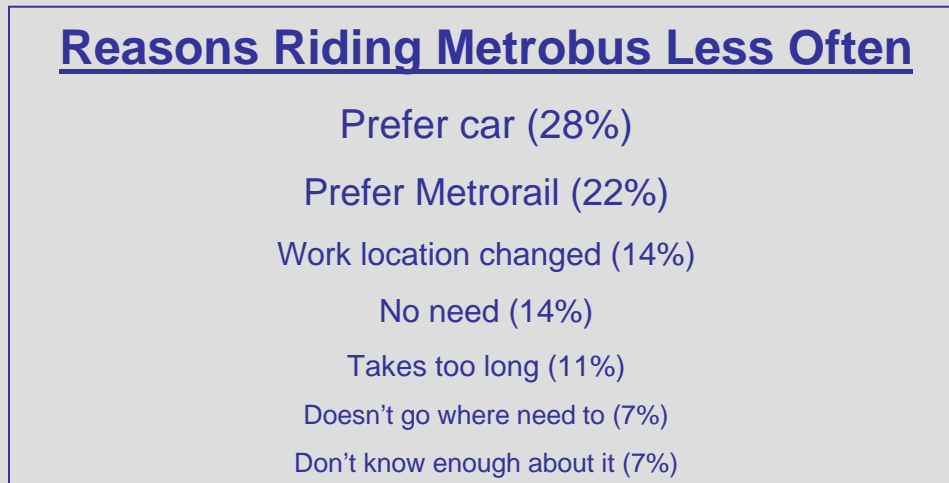
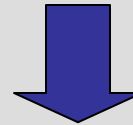


Base=Total Sample (n=503)

Q3



Base=Those Asked (split sample) Who Have Ever Ridden Metrobus (n=174)
Q35



Base=Those Who Ride Metrobus Less Often (n=111)
Multiple Responses Accepted; Top Mentions
Q37

Non-Riders Reasons for Not Using Metrobus	
	Arlington County
	n= (214)
Net: Service	48%
Takes too long	26
Infrequent schedule	10
Transfers	9
Don't want to worry about schedule	8
Not punctual	7
Schedule doesn't start early enough/run late enough	3
Net: Location	36
Work location changed	23
Doesn't go where need to	18
Prefer car	36
Prefer Metrorail	18
Unfamiliar with routes	16
Don't travel often	8

Base=Those Asked (split sample) Who Do Not Ride Metrobus
 Multiple Responses Accepted; Top Mentions
 Q32

Detailed Findings: Travel Information

Sources of Information Used for Metrobus/Metrorail	
	Arlington County
	(269)
Maps/Signage at Metrorail stations	89%
Maps/Signage at Metrobus stops	66
Bus/Rail schedule brochures or flyers	60
Friends/Family	59
Metro Web site/Ride Guide	57
Info from work/school	28
Television news	26
Metro call center, speaking to live person	25
Radio news	22
Metro call center, IVR	17

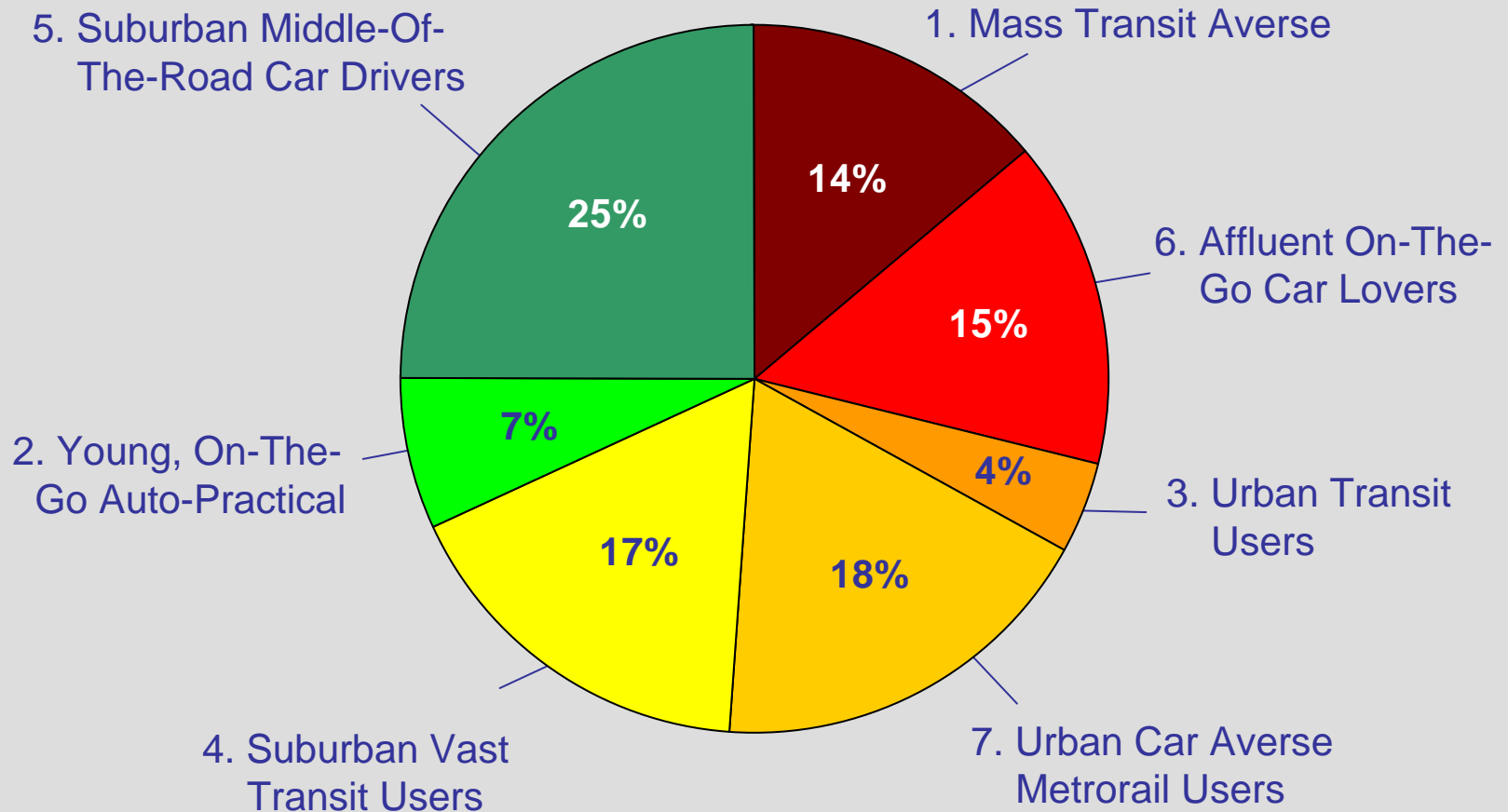
Base=Those Asked (split sample)
 Multiple Responses Accepted
 Q50,Q51

Potential Sources of Information for Metrobus/Metrorail	
	Arlington County
	(269)
Internet	81%
Handouts distributed in Metrorail stations	62
E-mail	52
Cell phone text messaging	17

Base=Those Asked (split sample)
 Multiple Responses Accepted
 Q52

**Detailed Findings:
Segment Profiles**

Segments



Base=Total Sample (n=553)

Segment 1: Mass Transit Averse (14% of the market)

This segment is among the most negative in their attitudes toward Metrorail and Metrobus and the most positive toward 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 mass transit and feel it is a smart way to commute for others.

- Only 16% of this segment had used mass transit in the previous seven days, while 79% had only used their private car. In fact, only 15% had used Metrorail and/or Metrobus.
- If they did not have a car available, only one-half of this segment (50%) would use mass transit.
- One-half of this segment consider the car an excellent way to travel around the area (51%). In fact, three-fourths or more say a car is available when they need it (86%), fits into their lifestyle (76%), is a comfortable way to travel (76%), meets the transportation needs of people like them (74%) and/or is easy and convenient to use (74%). More than one-half (56%) say that the car would get them to their destination on time and four in ten (40%) consider the car a good value for the money.
- Less than one-half of this segment (44%) say that Metrorail is an excellent way to travel from place to place in the Washington, D.C. Metropolitan area, while only three in ten (29%) say the same about Metrobus. However, they are just as likely as the other segments to agree that these modes are a “smart way to commute for people who can use them” (89% for Metrorail, 56% for Metrobus).
- Nine out of ten of the respondents in this segment (88%) say they like the convenience of driving a car.

This segment offers very limited potential for Metrorail or Metrobus.

Segment 6: Affluent On-The-Go Car Lovers (15% 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. For them, time is more important than saving money.

- This segment has the highest household income of all of the segments, with a median of \$106,250.
- More than three-fourths (77%) of this segment had used only their private car in the previous seven days. Only 22% had used mass transit for any trips in the previous seven days. In fact, 87% of this segment had used their car to commute to work in the previous seven days, while only 10% had used mass transit at all for any trips to or from work in the previous seven days.
- If a car was not available to them to drive to or from work, one in ten of this segment (10%) would not make the trip. Only six in ten (61%) would consider mass transit.
- Four in ten (40%) 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 (94%), fits their lifestyle (84%), meets the transportation needs of people like them (77%) and is easy and convenient to use (76%).
- Less than one-half (46%) 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 16% 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%).

This segment presents little or no opportunity for Metrorail and particularly Metrobus.

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

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

- Virtually all of the Arlington County residents in this segment (94%) commute outside the county, with 50% commuting into the District of Columbia.
- Six in ten (61%) of this segment are mass transit users, but one-fourth (26%) are private vehicle only users.
- Many in this segment used Metrorail (48%) for their commute in the previous seven days.
- Interestingly, this segment was among the most likely (43%) to agree that a car an excellent way to travel from place to place in the Washington, D.C. Metropolitan area. However, only seven in ten (70%) say they have a car available when they need it.
- This segment is among the most likely to say that Metrorail (83%) and/or Metrobus (35%) are excellent ways to travel from place to place in the Washington, D.C. Metropolitan area. They are the segment that is among the most likely to agree with many of the statements about Metrorail and Metrobus. This segment was particularly positive relative to the other segments about Metrobus.
- This segment is the most likely to say they are concerned about safety in public places (70%), are willing to spend a little extra time traveling if the trip will cost less (39%), will go out of their way to take advantage of a bargain (52%) and/or spend much of their free time in D.C. (83%).

Metrorail and Metrobus have a significant share of this segment. However, given their concerns about safety in public places, efforts should be made to try to alleviate these concerns.

Segment 7: Urban Car Averse Metrorail Users (18% of the market)

This segment 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 car is very limited, though many do use/have a private car. Their perceptions of the private car are very negative, while their perceptions of Metrorail are very positive. However, their perceptions of Metrobus are not positive.

- This segment is most likely to work in the District of Columbia (67%).
- This segment tends to be relatively new to the Metropolitan area (10.3 years), 44% have been in the area for less than five years.
- Only 6% of this segment are private vehicle only users. More than nine in ten (93%) of this segment had used mass transit in the previous seven days. While most in this segment use Metrorail (88%), they also are likely to use Metrobus (25%), taxi or limo (14%) or walk (16%).
- This segment is by far the most likely to use SmarTrip (69%).
- Only 3% of this segment consider the car an excellent way to travel around the area. About seven in ten (71%) say driving during rush hour is stressful. In addition, this segment is the LEAST likely to agree that they like the convenience of having a car (29%), need a car available (8%) and feel safer in a car than on public transportation (5%).
- More than seven in ten (73%) say that Metrorail is an excellent way to travel from place to place in the Washington, D.C. Metropolitan area.

This segment is currently made up of loyal Metrorail users.

Segment 4: Suburban Vast Transit Users (17% of the market)

This segment is using a wide variety of transportation options, including Metrorail, Metrobus, taxis and other mass transit systems. This segment has among the most positive attitudes toward Metrorail and, particularly, Metrobus. However, they tend to travel less than other segments. They are also a fairly cost-conscious segment.

- About one-half (47%) of this segment had used mass transit in the previous seven days, while 38% had only used their private car. While many in this segment use either Metrorail (40%) or Metrobus (22%), they also are among the most likely use taxis/limousines (11%) or use mass transit other than the Metro system (4%).
- Only about one-third (35%) of this segment consider the car an excellent way to travel around the area.
- Eight in ten of this segment (81%) say that Metrorail is an excellent way to travel from place to place in the Washington, D.C. Metropolitan area. More than four in ten (43%) say the same about Metrobus.
- This segment is most likely to agree that they will go out of their way to take advantage of a bargain (28%) and will spend a little extra time traveling if it means the trip will cost less (30%).

Metrorail and Metrobus have a significant share of this segment. However, given their concerns about cost, they may adjust their travel patterns if there are fare/cost increases.

Segment 2: Young, On-The-Go Auto-Practical (7% of the market)

This segment also consists of a very high proportion of private car only users. Their attitudes toward mass transit are not negative. They rate Metrorail positively, but are NOT likely to say that it meets the needs of people like them. This segment is among the most likely to go out to restaurants, the movies, the theater, etc., to spend time in D.C. and to travel for business during the work day.

- They are the youngest segment, an average of 37.8 years old. In fact, 54% are under 35 years old.
- The vast majority are private car only users (81%). However, some of this segment do use mass transit (19%) specifically Metrorail (16%).
- Only 35% of this segment consider a car an excellent way to travel from place to place in the Washington, D.C. Metropolitan area. In addition, more than eight in ten say the car fits into their lifestyle (86%) or meets the transportation needs of people like them (81%).
- This segment is actually more likely to say that Metrorail (49%) as opposed to a car (35%) is an excellent way to travel from place to place in the Washington, D.C. Metropolitan area. However, they are far less likely to agree with the same statement about Metrobus (22%).
- Nine out of ten of this segment agree that Metrorail is a smart way to commute for people who can use it (92%). However, far fewer say that Metrorail meets the needs of people like them (19%), goes to the places they need to go (35%) and/or fits into their lifestyle (11%).
- This segment is among the most likely to say they like the convenience of driving a car (95%), need to have a car available during the work day in case of emergencies (61%) and/or travel to meetings and other business appointments during the day (55%). They are also among the most likely to go out to restaurants, nightclubs or social events (62%) and go out to the movies, the theater or other entertainment (59%).

This segment offers some potential for Metrorail and/or Metrobus as either off-peak riders or commuters. They are a young segment that offers great potential as long-term riders, be it frequent or occasional.

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. Although some do use Metrorail, their attitudes toward most modes of transit tend to be negative. 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.

- Almost two-thirds (65%) of this segment are private vehicle only users, but one-third (35%) of this segment had used mass transit in the previous seven days. Those who do use mass transit are more likely use Metrorail (30% of this segment), as opposed to Metrobus (6%) or any other mass transit system (2%).
- Despite being private car users, only four in ten (33%) 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 (88%), fits into their lifestyle (81%), meets the transportation needs of people like them (67%) and/or is easy and convenient to use (66%).
- More than one-half (54%) of this segment say that Metrorail is an excellent way to travel from place to place in the Washington, D.C. Metropolitan area, while two in ten (22%) say the same about Metrobus. One-third (34%) say Metrorail meets their transportation needs, while 17% say the same of Metrobus.
- This segment is likely to agree that they often go out to restaurants, nightclubs or social events (38%), go to the movies, the theater or other entertainment (39%) and/or attend competitive sporting events (13%). However, they are NOT likely to spend much of their free time in D.C. (4%).

This segment presents some opportunity for Metrorail as their attitudes are not as negative toward Metrorail and some do commute into the District of Columbia. Though they do not go into D.C. much, they are socially active and could present an opportunity as off-peak riders.

Q & A