



2325 West Broad Street • Richmond, Virginia 23220 • 804-358-8981 • 800-807-8981
www.SIRresearch.com

Fairfax Connector Promotional Impact Assessment Survey
November 15, 2006
Telephone Version

Hello, this is _____ from the Southeastern Institute of Research, a national survey research firm located in Richmond, VA. A few days ago, you should have received a letter telling you about the transportation survey that we're conducting. We're doing a survey about the Fairfax Connector and we got your name and phone number from the free ride/ iPod Shuffle promotional contest that you entered. This survey should take less than five minutes and all of your responses will be kept completely confidential.

1. How did you first hear about the buses between Arlington County and Tysons Corner? [Check all that apply.]
 - a) Heard it in the news
 - b) Flyer mailed to my home
 - c) Sign on side of bus
 - d) Friend or family member
 - e) Employer
 - f) Other: _____
2. How did you first hear about the special free ride/iPod contest promotion? [Circle all that apply.]
 - a) Heard it in the news
 - b) Flyer mailed to my home
 - c) Sign on side of bus
 - d) Friend or family member
 - e) Employer
 - f) Other: _____
3. Were you taking the bus between Arlington County and Tysons Corner before you heard about this free ride/iPod contest promotion?
 - a) Yes
 - b) No
4. IF YES TO Q3: How long have you been taking the bus?
 - a) Less than 1 year
 - b) 1-3 years
 - c) More than 3 years
5. What were you doing before you tried this bus service?
 - a) Not going there
 - b) Driving alone
 - c) Carpooling
 - d) Vanpooling
 - e) Other: _____
6. IF Q5=B, C, OR D: Did your regular route take you on I-66?
 - a) Yes
 - b) No
7. Have you ridden the bus to Tysons Corner since you used your free ride coupon?
 - a) Yes
 - b) No

8. IF NO TO Q7: Why not?

9. IF YES TO Q7: How often do you ride the bus?

- a) 5 days a week or more
- b) 3 or 4 times a week
- c) 1 or 2 times a week
- d) 1 or 2 times a month
- e) Less than once a month

10. IF YES TO Q7: Do you plan to continue to use this service in the future?

- a) Yes
- b) No

11. Which of the following routes have you used?

- a) Metrobus 23A
- b) Metrobus 24T
- c) Fairfax Connector 425
- d) Fairfax Connector 427
- e) Metro Orange

12. How much of a motivator was the free ride to get you to take the bus between Arlington County and Tysons Corner?

- a) Not at all
- b) Not very much
- c) Somewhat
- d) Very much

13. How much of a motivator was the chance of winning the iPod to get you to take the bus between Arlington County and Tysons Corner?

- a) Not at all
- b) Not very much
- c) Somewhat
- d) Very much

14. What do you like most about taking the bus between Arlington County and Tysons Corner?

15. What do you like least about taking the bus between Arlington County and Tysons Corner?

16. How could the service be improved?

17. What would it take for you take the bus between Arlington County and Tysons Corner again or more often?
[DON'T ASK THIS QUESTION IF Q9=A]

18. What is usually the purpose of your trips between Arlington County and Tysons Corner?

- a) Work
- b) Shopping
- c) Social/entertainment
- d) Other: _____

19. About how many people have you told about this bus service? _____

20. Which forms of commuting do you currently use on a regular basis?

- a) Drive alone
- b) Carpool
- c) Vanpool
- d) Bus
- e) Metro
- f) Walk
- g) Bicycle
- h) Other: _____

21. Which forms of commuting have you ever used on a regular basis?

- a) Drive alone
- b) Carpool
- c) Vanpool
- d) Bus
- e) Metro
- f) Walk
- g) Bicycle
- h) Other: _____

The following information is for classification purposes only and will be kept completely confidential.

22. Which one of the following best describes your racial background? Is it ...

- a) African-American or Black
- b) American Indian or Alaska Native
- c) Asian
- d) Hispanic
- e) Native Hawaiian or Other Pacific Islander
- f) White, non-Hispanic
- g) Other: _____
- h) Refused

23. Please stop me when I reach the category that best represents your household's total annual income. Is it:

- a) Less than \$25,000
- b) \$25,000 - \$49,999
- c) \$50,000 - \$74,999
- d) \$75,000 - \$99,999
- e) \$100,000 - \$124,999
- f) \$125,000 - \$149,999
- g) \$150,000 or more
- h) Refused

24. In what year were you born? ____ ____ ____ ____

25. What is your zip code at home? ____ ____ ____ ____ ____

26. DO NOT READ THIS QUESTION: Record gender

- a) Male
- b) Female

Thank you for participating in this survey. We appreciate your responses and want to remind you that everything you said will be kept completely confidential.