

ACCS - Commuter Store - In-Store version

Table 1: Q1. Where did you first hear about The Commuter Store?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
Passing by	201 37%	58 34%	69 34%	73 41%
Friend/Family/Co-Worker	140 26%	48 28% C	60 30% C	30 17% AB
Web site	66 12%	11 6% BC	27 14% A	28 16% A
Employer	38 7%	12 7%	13 6%	13 7%
Advertisement	28 5%	13 8% c	9 5%	6 3% a
Brochure	17 3%	7 4%	3 1%	7 4%
Map	7 1%	2 1%	4 2%	1 1%

(continued)

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Table 1: Q1. Where did you first hear about The Commuter Store?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
Newsletter	3 1%	1 1%	0 0%	2 1%
Other	42 8%	16 9%	14 7%	12 7%
Don't know	7 1%	2 1%	1 0%	4 2%

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Table 3: Q2. What made you select this particular Store?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
Near my work	351 64%	78 46% BC	160 80% AC	112 64% AB
Near my home	65 12%	49 29% BC	2 1% AC	14 8% AB
Only one I know of	57 10%	26 15% BC	15 8% A	14 8% A
Past experience	50 9%	13 8%	20 10%	17 10%
Referred by friend/family/co-worker	36 7%	13 8%	11 5%	11 6%
Referred by employer	16 3%	5 3%	4 2%	7 4%

(continued)

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Table 3: Q2. What made you select this particular Store?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
Other	39 7%	10 6%	13 6%	16 9%
Don't know	6 1%	2 1%	2 1%	2 1%

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Table 5: Q3. Think about the experience you just had in the Store today. How would you rate your overall experience in The Commuter Store?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
1 - Not very good	5 1%	2 1%	0 0% c	3 2% b
2	3 1%	1 1%	2 1%	0 0%
3	20 4%	12 7% BC	4 2% A	3 2% A
4	74 13%	28 16% C	33 17% C	13 7% AB
5 - Very good	444 81%	126 74% C	160 80% C	156 89% AB
Don't know	3 1%	1 1%	1 0%	1 1%
Mean	4.7	4.6	4.8	4.8

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Table 6: Q4. Why did you give that rating?

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	522	159 (A)	194 (B)	166 (C)
Courteous/friendly staff	213 41%	43 27% BC	82 42% AC	88 53% AB
Prompt service	153 29%	34 21% BC	62 32% A	56 34% A
Good customer service	85 16%	24 15%	34 18%	26 16%
Helpful service	73 14%	23 14%	25 13%	25 15%
Availability of material/info	62 12%	23 14%	18 9%	21 13%
Knowledgeable staff	48 9%	15 9%	13 7% c	20 12% b

(continued)

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Table 6: Q4. Why did you give that rating?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	522	159 (A)	194 (B)	166 (C)
Efficient service	32 6%	4 3% B	18 9% A	10 6%
Had a pleasant experience	19 4%	3 2% b	11 6% a	4 2%
Staff is professional	13 2%	6 4%	3 2%	4 2%
Convenient location	11 2%	5 3%	2 1%	4 2%
Like the people	6 1%	3 2%	1 1%	2 1%
Other responses	58 11%	29 18% BC	19 10% A	9 5% A
No particular reason	3 1%	2 1%	0 0%	1 1%
Don't know/Refused	5 1%	3 2%	1 1%	1 1%

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Table 8: Q5. How likely would you be to recommend The Commuter Store to someone who needs information or products related to traveling around Arlington County?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
<u>Unlikely</u>	54 10%	23 13% C	20 10%	11 6% A
Very unlikely	48 9%	22 13% C	17 9%	9 5% A
Somewhat unlikely	6 1%	1 1%	3 1%	2 1%
<u>Neither unlikely nor likely</u>	7 1%	2 1%	3 1%	2 1%
<u>Likely</u>	484 88%	144 84% C	176 88%	161 91% A
Somewhat likely	36 7%	15 9% b	8 4% a	12 7%
Very likely	448 81%	129 75% BC	168 84% A	149 85% A
<u>Don't know</u>	5 1%	2 1%	1 0%	2 1%

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Table 9: Q6. How likely are you to visit a Commuter Store in the future?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
<u>Unlikely</u>	16 3%	9 5% bc	4 2% a	3 2% a
Very unlikely	14 3%	8 5% C	4 2%	2 1% A
Somewhat unlikely	2 0%	1 1%	0 0%	1 1%
<u>Neither unlikely nor likely</u>	12 2%	3 2%	3 1%	5 3%
<u>Likely</u>	512 93%	156 91% b	191 95% a	163 93%
Somewhat likely	45 8%	24 14% BC	7 4% Ac	13 7% Ab
Very likely	467 85%	132 77% Bc	184 92% AC	150 85% aB
<u>Don't know</u>	10 2%	3 2%	2 1%	5 3%

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Table 10: Q6A. Why are you unlikely to return?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	13	8 (A)	3 (B)	2 (C)
Don't need any more services	6 46%	3 38%	2 67%	1 50%
Don't live or work near a Store	2 15%	1 13%	0 0%	1 50%
Was just checking it out	2 15%	2 25%	0 0%	0 0%
Other	3 23%	2 25%	1 33%	0 0%

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Table 12: Q7. Do you purchase transit passes, tokens, or tickets through any sources other than The Commuter Store?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	548	170 (A)	200 (B)	175 (C)
<u>Purchase from other sources</u>	259 47%	87 51%	93 47%	76 43%
Yes, at a train station or bus stop	167 30%	52 31%	66 33%	46 26%
Yes, at a Metro sales office	65 12%	27 16% b	19 9% a	19 11%
Yes, through my employer	28 5%	10 6% c	13 6% c	4 2% ab
Yes, online at CommuterDirect.com	15 3%	4 2%	3 1% c	8 5% b
Yes, online at WMATA.com	12 2%	3 2%	3 1%	6 3%
Yes, online through another Web site	3 1%	0 0%	2 1%	1 1%
Yes, through another source	18 3%	4 2%	4 2% c	10 6% b

(continued)

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Table 12: Q7. Do you purchase transit passes, tokens, or tickets through any sources other than The Commuter Store?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	548	170 (A)	200 (B)	175 (C)
<u>Purchase only through The Commuter Store</u>	220 40%	64 38%	87 44%	69 39%
<u>I do not purchase transit passes, tokens, or tickets, and have not in the past</u>	64 12%	17 10%	20 10%	27 15%
<u>Don't know</u>	5 1%	2 1%	0 0% c	3 2% b

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Table 14: Q8. Do you look for local travel information through any sources other than The Commuter Store?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	546	169 (A)	200 (B)	174 (C)
<u>Use other sources for local travel information</u>	360 66%	106 63%	135 68%	117 67%
Yes, online at WMATA.com	179 33%	56 33%	53 26% C	70 40% B
Yes, at a train station or bus stop	132 24%	40 24%	47 23%	44 25%
Yes, online through another Web site	98 18%	19 11% BC	43 22% A	35 20% A
Yes, from friends, family, or co-worker (referral)	76 14%	25 15%	27 14%	22 13%
Yes, online at CommuterPage.com	54 10%	15 9%	18 9%	21 12%

(continued)

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Table 14: Q8. Do you look for local travel information through any sources other than The Commuter Store?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	546	169 (A)	200 (B)	174 (C)
Yes, online at CommuterDirect.com	49 9%	10 6%	21 10%	18 10%
Yes, through my employer	22 4%	4 2%	10 5%	8 5%
Yes, through another source	26 5%	10 6%	9 5%	7 4%
<u>Only use The Commuter Store for local travel information</u>	97 18%	37 22% C	36 18%	24 14% A
<u>No, I do not look for local travel information and have not in the past</u>	80 15%	22 13%	28 14%	29 17%
<u>Don't know</u>	9 2%	4 2%	1 0%	4 2%

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Table 16: Q9. How often do you visit this and/or any other Commuter Store in Arlington County (i.e., the Ballston, Rosslyn, Crystal City, and Mobile Commuter Stores)?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	171 (A)	200 (B)	175 (C)
Once a week or more	59 11%	34 20% BC	11 5% A	14 8% A
One to three times per month	85 15%	32 19%	31 16%	22 13%
Once a month	224 41%	45 26% BC	98 49% A	81 46% A
A few times a year	78 14%	26 15%	25 13%	25 14%
Once a year	9 2%	2 1%	5 3%	2 1%
Almost never	25 5%	5 3%	11 5%	9 5%
This is my first time	69 13%	27 16% b	19 9% a	22 13%

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Table 17: Q10. When did you first visit The Commuter Store?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	481	144 (A)	181 (B)	154 (C)
Within the past three months	58 12%	19 13%	24 13%	15 10%
Between 3 and 6 months ago	47 10%	14 10%	16 9%	17 11%
Between 6 and 12 months ago	63 13%	17 12%	22 12%	24 16%
Between 1 and 4 years ago	209 43%	60 42%	85 47%	63 41%
Between 5 and 9 years ago	75 16%	17 12% c	28 15%	30 19% a
Between 10 and 20 years ago	25 5%	14 10% BC	6 3% A	5 3% A
Don't know	4 1%	3 2% bc	0 0% a	0 0% a

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Table 18.1: Q11a-g. Do you agree with the following statements regarding this particular Commuter Store?

11a. The location of the store is convenient to my work or home

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
1 - Strongly disagree	23 4%	9 5%	7 4%	7 4%
2	11 2%	2 1%	4 2%	5 3%
3	30 5%	5 3% C	8 4% C	16 9% AB
4	70 13%	24 14%	30 15% c	16 9% b
5 - Strongly agree	411 75%	127 75%	151 75%	131 74%
Don't know	4 1%	3 2% b	0 0% a	1 1%
Mean	4.5	4.5	4.6	4.5

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Table 18.2: Q11a-g. Do you agree with the following statements regarding this particular Commuter Store?

11b. It's easy to find my way around in the store

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	549	170	200	176
1 - Strongly disagree	16 3%	8 5% b	3 1% a	5 3%
2	4 1%	2 1%	2 1%	0 0%
3	15 3%	5 3%	3 1%	7 4%
4	83 15%	27 16%	34 17%	22 13%
5 - Strongly agree	427 78%	127 75%	158 79%	139 79%
Don't know	4 1%	1 1%	0 0% c	3 2% b
Mean	4.7	4.6	4.7	4.7

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Table 18.3: Q11a-g. Do you agree with the following statements regarding this particular Commuter Store?

11c. It is a pleasant store to shop

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
1 - Strongly disagree	16 3%	7 4%	4 2%	5 3%
2	7 1%	3 2%	2 1%	2 1%
3	27 5%	12 7%	7 4%	8 5%
4	95 17%	23 14% B	44 22% A	28 16%
5 - Strongly agree	398 72%	123 72%	141 70%	131 74%
Don't know	6 1%	2 1%	2 1%	2 1%
Mean	4.6	4.5	4.6	4.6

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Table 18.4: Q11a-g. Do you agree with the following statements regarding this particular Commuter Store?

11d. The sound level is about right

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
1 - Strongly disagree	12 2%	6 4% b	2 1% a	4 2%
2	11 2%	3 2%	5 3%	3 2%
3	40 7%	11 6%	12 6%	17 10%
4	136 25%	36 21% B	60 30% A	40 23%
5 - Strongly agree	339 62%	110 64%	117 58%	109 62%
Don't know	12 2%	5 3%	4 2%	3 2%
Mean	4.4	4.5	4.5	4.4

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Table 18.5: Q11a-g. Do you agree with the following statements regarding this particular Commuter Store?

11e. The lighting is about right

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	549	170	200	176
1 - Strongly disagree	15 3%	8 5% b	3 1% a	4 2%
2	4 1%	2 1%	1 0%	1 1%
3	44 8%	8 5% bc	19 9% a	17 10% a
4	137 25%	40 24%	56 28%	40 23%
5 - Strongly agree	345 63%	110 65%	121 61%	112 64%
Don't know	4 1%	2 1%	0 0%	2 1%
Mean	4.5	4.4	4.5	4.5

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Table 18.6: Q11a-g. Do you agree with the following statements regarding this particular Commuter Store?

11f. The store hours are convenient for my schedule

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
1 - Strongly disagree	16 3%	8 5%	5 3%	3 2%
2	11 2%	5 3% b	1 0% ac	5 3% b
3	52 9%	17 10%	18 9%	17 10%
4	126 23%	32 19%	51 25%	42 24%
5 - Strongly agree	322 59%	99 58%	119 60%	102 58%
Don't know	22 4%	9 5%	6 3%	7 4%
Mean	4.4	4.3	4.4	4.4

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Table 18.7: Q11a-g. Do you agree with the following statements regarding this particular Commuter Store?

11g. This store is easy to find

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
1 - Strongly disagree	18 3%	9 5% B	3 1% A	6 3%
2	24 4%	10 6%	7 4%	7 4%
3	41 7%	19 11% B	5 3% AC	17 10% B
4	120 22%	41 24%	48 24% c	30 17% b
5 - Strongly agree	344 63%	91 54% BC	137 69% A	114 65% A
Don't know	2 0%	0 0%	0 0%	2 1%
Mean	4.4	4.1	4.5	4.4

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Table 27: Q12B. Would you like to comment on any of the ratings that you gave?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	253	85 (A)	98 (B)	69 (C)
Open earlier	17 7%	1 1% BC	7 7% A	9 13% A
Convenient location	15 6%	2 2% C	5 5%	7 10% A
Staff are courteous/friendly	9 4%	1 1%	5 5%	3 4%
The store is great	8 3%	4 5%	2 2%	2 3%
Helpful service	7 3%	3 4%	2 2%	2 3%
Had a pleasant experience	6 2%	0 0% b	4 4% a	2 3%

(continued)

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Table 27: Q12B. Would you like to comment on any of the ratings that you gave?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	253	85 (A)	98 (B)	69 (C)
Good customer service	5 2%	1 1%	0 0% C	4 6% B
Need better lighting	5 2%	2 2%	2 2%	1 1%
Need a location in DC	3 1%	0 0% c	0 0% C	3 4% aB
Other responses	50 20%	14 16%	21 21%	15 22%
None in particular	137 54%	58 68% bC	55 56% aC	24 35% AB
Don't know/Refused	2 1%	1 1%	1 1%	0 0%

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Table 29: Q13. Did you pick up a free schedule or brochure?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
Yes	236 43%	78 46%	89 44%	68 39%
No	314 57%	93 54%	111 56%	108 61%

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Table 30: Q13A. What did you pick up?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	223	76 (A)	85 (B)	61 (C)
Bus schedule/ART schedule/ Metro bus	71 32%	35 46% BC	18 21% A	18 30% A
MARC schedule, VRE, train	60 27%	10 13% B	41 48% AC	9 15% B
Schedule (unspec)	22 10%	7 9%	11 13%	4 7%
Bike map	11 5%	6 8% B	1 1% Ac	4 7% b
Metro map	11 5%	1 1% C	4 5%	6 10% A
OmniRide schedule	9 4%	0 0% Bc	5 6% A	3 5% a

(continued)

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Table 30: Q13A. What did you pick up?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	223	76 (A)	85 (B)	61 (C)
Pocket guide	5 2%	2 3%	2 2%	1 2%
Zipcar brochure	4 2%	0 0% c	1 1%	3 5% a
Fairfax connector	3 1%	1 1%	1 1%	1 2%
Other responses	52 23%	22 29% B	11 13% AC	19 31% B

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Table 32: Q14. Please list any local travel information products or services that you need or want that are not offered at the Store.

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	257	91 (A)	99 (B)	65 (C)
Everything is fine as is	21 8%	7 8%	10 10%	4 6%
Info on MARC	6 2%	2 2%	2 2%	2 3%
VRE schedules	5 2%	1 1%	3 3%	1 2%
Amtrak information	4 2%	0 0% C	1 1%	3 5% A
De-magnetize Metro cards	4 2%	1 1%	1 1%	2 3%
Other responses	53 21%	17 19%	20 20%	16 25%
None in particular	148 58%	59 65% c	55 56%	32 49% a
Don't know/Refused	18 7%	5 5%	7 7%	6 9%

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Table 34.1: Q15a-c. Next, think about the customer service in the Store. Do you agree with the following statements regarding the staff in this particular Commuter Store?

15a. The staff is professional

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
1 - Strongly disagree	9 2%	3 2% b	0 0% aC	6 3% B
2	8 1%	5 3% c	2 1%	1 1% a
3	21 4%	11 6% C	8 4% c	2 1% Ab
4	91 17%	27 16%	41 20% c	23 13% b
5 - Strongly agree	419 76%	125 73% c	148 74% c	143 81% ab
Don't know	2 0%	0 0%	1 0%	1 1%
Mean	4.6	4.6	4.7	4.7

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Table 34.2: Q15a-c. Next, think about the customer service in the Store. Do you agree with the following statements regarding the staff in this particular Commuter Store?

15b. The staff is knowledgeable about products and information provided

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
1 - Strongly disagree	10 2%	4 2%	1 0% c	5 3% b
2	6 1%	4 2% C	2 1%	0 0% A
3	19 3%	10 6% b	4 2% a	5 3%
4	91 17%	27 16%	43 22% C	21 12% B
5 - Strongly agree	415 75%	122 71% C	148 74%	142 81% A
Don't know	9 2%	4 2%	2 1%	3 2%
Mean	4.7	4.6	4.7	4.7

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Table 34.3: Q15a-c. Next, think about the customer service in the Store. Do you agree with the following statements regarding the staff in this particular Commuter Store?

15c. The staff is helpful

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
1 - Strongly disagree	10 2%	3 2%	1 0% C	6 3% B
2	10 2%	6 4% c	3 1%	1 1% a
3	16 3%	9 5% B	3 1% A	4 2%
4	75 14%	23 13%	36 18% C	16 9% B
5 - Strongly agree	437 79%	129 75% C	156 78%	149 85% A
Don't know	2 0%	1 1%	1 0%	0 0%
Mean	4.7	4.6	4.7	4.7

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Table 39: Q16B. Would you like to comment on any of the ratings that you gave?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	231	80 (A)	89 (B)	61 (C)
Staff is friendly/courteous	21 9%	3 4% C	5 6% C	13 21% AB
Helpful service	18 8%	4 5% c	6 7%	8 13% a
Good customer service	13 6%	3 4%	7 8%	3 5%
Knowledgeable staff	10 4%	1 1% C	3 3%	6 10% A
Had a pleasant experience	7 3%	1 1%	3 3%	3 5%
Other responses	30 13%	8 10%	11 12%	11 18%
None in particular	145 63%	61 76% bC	57 64% aC	26 43% AB
Don't know/Refused	1 0%	1 1%	0 0%	0 0%

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Table 41: Q17. Since you first visited The Commuter Store, have you made any of the following changes in how you travel to work?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
Ride train or bus to work more often	93 17%	25 15%	33 17%	34 19%
Started riding train or bus to work	83 15%	22 13%	37 19%	24 14%
Not currently working	29 5%	20 12% BC	4 2% A	4 2% A
Started teleworking	13 2%	3 2%	5 3%	5 3%
Bicycle or walk to work more often	12 2%	0 0% C	3 1% C	9 5% AB
Telework more often	10 2%	1 1%	4 2%	5 3%

(continued)

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Table 41: Q17. Since you first visited The Commuter Store, have you made any of the following changes in how you travel to work?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
Started walking or bicycling	9 2%	2 1%	2 1%	5 3%
Carpool or vanpool to work more often	8 1%	0 0% Bc	5 3% A	3 2% a
Started carpooling or vanpooling to work	6 1%	0 0% b	4 2% a	2 1%
This is my first visit	43 8%	21 12% Bc	11 5% A	11 6% a
No - did not make any of these changes	280 51%	73 43% bC	106 53% a	100 57% A
Don't know	19 3%	8 5%	4 2%	7 4%

ACCS - Commuter Store - In-Store version

Table 42: Q17A. How did you typically travel to work before you started riding a train or bus?

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	72	19	34	19
Drove alone all or most days	53 74%	15 79%	26 76%	12 63%
Didn't work then	9 13%	1 5%	4 12%	4 21%
Walked all or most days	4 6%	2 11%	1 3%	1 5%
Bicycled all or most days	4 6%	1 5%	1 3%	2 11%
Teleworked all or most days	2 3%	0 0%	2 6%	0 0%

ACCS - Commuter Store - In-Store version

Table 44: Q17A. How did you typically travel to work before you started carpooling or vanpooling?

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	6	0	4	2
Rode a train or bus all or most days	3 50%	0 0%	2 50%	1 50%
Drove alone all or most days	2 33%	0 0%	1 25%	1 50%
Didn't work then	1 17%	0 0%	1 25%	0 0%

ACCS - Commuter Store - In-Store version

Table 46: Q17A. How did you typically travel to work before you started walking or bicycling?

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	9	2	2	5
Rode a train or bus all or most days	6 67%	1 50%	1 50%	4 80%
Drove alone all or most days	3 33%	1 50%	1 50%	1 20%

Table 48: Q17A. How did you typically travel to work before you started teleworking?

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	13	3	5	5
Rode a train or bus all or most days	8 62%	2 67%	3 60%	3 60%
Drove alone all or most days	5 38%	1 33%	2 40%	2 40%

Table 50: Q18. Since you first visited The Commuter Store, have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	507	150 (A)	189 (B)	165 (C)
Ride train or bus more often	101 20%	31 21%	28 15% C	42 25% B
Started riding train or bus	47 9%	17 11%	17 9%	13 8%
Bicycle or walk more often	15 3%	3 2%	4 2%	8 5%
Started carpooling or vanpooling	8 2%	2 1%	5 3%	1 1%
This is my first visit	8 2%	4 3%	3 2%	1 1%
Carpool or vanpool more often	5 1%	2 1%	2 1%	1 1%

(continued)

ACCS - Commuter Store - In-Store version

Table 50: Q18. Since you first visited The Commuter Store, have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	507	150 (A)	189 (B)	165 (C)
Started walking or bicycling	5 1%	2 1%	0 0% c	3 2% b
No - did not make any of these changes	319 63%	87 58% B	130 69% Ac	99 60% b
Don't know	18 4%	6 4%	4 2%	8 5%

ACCS - Commuter Store - In-Store version

Table 51.1: Q19.a-f Now, please indicate how difficult or easy you think it is to get around Arlington County under the six scenarios shown below.

19a. Without a car, SUV, van or truck?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	548	169 (A)	200 (B)	176 (C)
1 - Very difficult	67 12%	31 18% C	26 13% C	10 6% AB
2	59 11%	16 9%	19 9%	23 13%
3	119 22%	31 18%	49 25%	38 22%
4	86 16%	21 12%	33 17%	32 18%
5 - Very easy	106 19%	42 25% B	31 16% A	32 18%
Don't know	111 20%	28 17%	42 21%	41 23%
Mean	3.2	3.2	3.2	3.4

ACCS - Commuter Store - In-Store version

Table 51.2: Q19.a-f Now, please indicate how difficult or easy you think it is to get around Arlington County under the six scenarios shown below.

19b. With a car, SUV, van or truck?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	546	167 (A)	200 (B)	176 (C)
1 - Very difficult	33 6%	13 8%	11 5%	9 5%
2	56 10%	14 8% C	15 8% C	27 15% AB
3	124 23%	19 11% BC	65 32% AC	39 22% AB
4	107 20%	33 20%	39 19%	34 19%
5 - Very easy	115 21%	55 33% BC	33 17% A	26 15% A
Don't know	111 20%	33 20%	37 19%	41 23%
Mean	3.5	3.8	3.4	3.3

ACCS - Commuter Store - In-Store version

Table 51.3: Q19.a-f Now, please indicate how difficult or easy you think it is to get around Arlington County under the six scenarios shown below.

19c. By walking?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	549	170 (A)	200 (B)	176 (C)
1 - Very difficult	46 8%	24 14% BC	15 8% A	7 4% A
2	56 10%	11 6% B	27 14% A	17 10%
3	133 24%	37 22%	48 24%	48 27%
4	86 16%	33 19% B	24 12% A	29 16%
5 - Very easy	119 22%	41 24%	39 19%	38 22%
Don't know	109 20%	24 14% Bc	47 23% A	37 21% a
Mean	3.4	3.4	3.3	3.5

ACCS - Commuter Store - In-Store version

Table 51.4: Q19.a-f Now, please indicate how difficult or easy you think it is to get around Arlington County under the six scenarios shown below.

19d. By bus?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	546	169 (A)	198 (B)	176 (C)
1 - Very difficult	10 2%	3 2%	3 2%	4 2%
2	35 6%	6 4% C	13 7%	16 9% A
3	105 19%	31 18%	40 20%	33 19%
4	92 17%	36 21% C	33 17%	23 13% A
5 - Very easy	138 25%	67 40% BC	36 18% A	33 19% A
Don't know	166 30%	26 15% BC	73 37% A	67 38% A
Mean	3.8	4.1	3.7	3.6

ACCS - Commuter Store - In-Store version

Table 51.5: Q19.a-f Now, please indicate how difficult or easy you think it is to get around Arlington County under the six scenarios shown below.

19e. By Metrorail?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	546	168 (A)	199 (B)	176 (C)
1 - Very difficult	9 2%	4 2%	3 2%	2 1%
2	18 3%	5 3%	5 3%	8 5%
3	70 13%	27 16% b	19 10% a	24 14%
4	154 28%	35 21% B	73 37% AC	46 26% B
5 - Very easy	237 43%	83 49% B	77 39% A	74 42%
Don't know	58 11%	14 8%	22 11%	22 13%
Mean	4.2	4.2	4.2	4.2

ACCS - Commuter Store - In-Store version

Table 51.6: Q19.a-f Now, please indicate how difficult or easy you think it is to get around Arlington County under the six scenarios shown below.

19f. By bicycle?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	546	168 (A)	200 (B)	175 (C)
1 - Very difficult	26 5%	14 8% Bc	5 3% A	7 4% a
2	42 8%	13 8%	19 9%	10 6%
3	80 15%	23 14%	34 17%	23 13%
4	54 10%	24 14% B	14 7% A	16 9%
5 - Very easy	76 14%	23 14%	23 12%	29 17%
Don't know	268 49%	71 42% bc	105 52% a	90 51% a
Mean	3.4	3.3	3.3	3.6

ACCS - Commuter Store - In-Store version

Table 53: Q21. How long have you live in Arlington County?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	111	70 (A)	8 (B)	33 (C)
Less than 2 years	24 22%	13 19%	3 38%	8 24%
2 - 5 years	24 22%	14 20%	2 25%	8 24%
6 - 10 years	17 15%	9 13%	1 13%	7 21%
More than 10 years	45 41%	34 49% c	1 13%	10 30% a
Don't live in Arlington County	1 1%	0 0%	1 13%	0 0%

ACCS - Commuter Store - In-Store version

Table 54: Q22. What is your current employment status?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
<u>Employed</u>	486 88%	130 76% BC	193 96% AC	161 91% AB
Full-time	458 83%	114 67% BC	190 95% AC	152 86% AB
Part-time	28 5%	16 9% B	3 1% AC	9 5% B
<u>Not employed</u>	52 9%	32 19% BC	5 3% AC	14 8% AB
<u>Other</u>	10 2%	8 5% BC	2 1% A	0 0% A
<u>Don't know</u>	2 0%	1 1%	0 0%	1 1%

ACCS - Commuter Store - In-Store version

Table 55: Q23. What type of transportation do you typically use to get to work?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	485	130 (A)	193 (B)	160 (C)
Commuter train	192 40%	20 15% BC	117 61% AC	55 34% AB
Metrorail	97 20%	28 22%	28 15% C	40 25% B
Bus	91 19%	48 37% BC	22 11% A	21 13% A
Drive alone	46 9%	18 14% B	10 5% AC	18 11% B
Carpool	15 3%	4 3%	6 3%	4 3%
Walk	7 1%	1 1%	2 1%	4 3%
Vanpool	2 0%	1 1%	1 1%	0 0%

(continued)

ACCS - Commuter Store - In-Store version

Table 55: Q23. What type of transportation do you typically use to get to work?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	485	130 (A)	193 (B)	160 (C)
Bicycle	2 0%	1 1%	0 0%	1 1%
Telework	2 0%	2 2% b	0 0% a	0 0%
Other	31 6%	7 5%	7 4% C	17 11% B

ACCS - Commuter Store - In-Store version

Table 57: Q23A. Do you ever use another type of transportation to get to work, other than the one you just indicated?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	485	130 (A)	193 (B)	160 (C)
Yes	310 64%	76 58% c	122 63%	110 69% a
No	174 36%	54 42% c	71 37%	49 31% a
Don't know	1 0%	0 0%	0 0%	1 1%

ACCS - Commuter Store - In-Store version

Table 58: Q23B. What other types of transportation do you use?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	311	76 (A)	122 (B)	111 (C)
Metrorail	157 50%	40 53%	51 42% C	65 59% B
Drive alone	123 40%	29 38%	59 48% C	35 32% B
Bus	58 19%	16 21%	16 13% c	25 23% b
Commuter train	31 10%	3 4% B	20 16% AC	8 7% B
Carpool	29 9%	4 5% b	17 14% ac	7 6% b
Walk	14 5%	3 4% B	0 0% AC	11 10% B
Telework	13 4%	2 3%	7 6%	4 4%

(continued)

ACCS - Commuter Store - In-Store version

Table 58: Q23B. What other types of transportation do you use?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	311	76 (A)	122 (B)	111 (C)
Bicycle	8 3%	1 1%	1 1% C	6 5% B
Other	12 4%	1 1% c	4 3%	7 6% a

ACCS - Commuter Store - In-Store version

Table 60: Q23C. How often do you typically use any of these other types of transportation to get to work?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	310	76 (A)	121 (B)	111 (C)
Two days per week	56 18%	14 18%	21 17%	21 19%
One day per week	34 11%	8 11%	12 10%	14 13%
A few times per month	87 28%	21 28%	38 31%	27 24%
Once per month	20 6%	4 5%	8 7%	8 7%
A few times per year	51 16%	10 13%	24 20%	16 14%
Only in emergencies	14 5%	7 9% C	5 4%	2 2% A
Other	48 15%	12 16%	13 11% C	23 21% B

ACCS - Commuter Store - In-Store version

Table 63: Q25. Age of respondent (Based on: Q25. In what year were you born?)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	541	166 (A)	198 (B)	174 (C)
<u>Under 21</u>	8 1%	4 2% B	0 0% AC	4 2% B
<u>21 - 30</u>	58 11%	16 10% c	13 7% C	28 16% aB
<u>31 - 40</u>	109 20%	35 21%	42 21%	32 18%
<u>41 - 50</u>	139 26%	33 20% B	62 31% A	43 25%
<u>51 - 60</u>	157 29%	40 24% B	69 35% A	48 28%
<u>61 - 70</u>	46 9%	21 13% B	8 4% AC	17 10% B
<u>71 - 80</u>	18 3%	12 7% BC	3 2% A	2 1% A
<u>81 - 90</u>	6 1%	5 3% bC	1 1% a	0 0% A
Mean	47	49	47	45

ACCS - Commuter Store - In-Store version

Table 64: Q26. Which one of the following best describes your racial background?

	Total	Store Visited		
		Ballston (A)	Crystal City (B)	Rosslyn (C)
Base	545	169 (A)	200 (B)	173 (C)
White, non-Hispanic	301 55%	85 50% C	107 54% c	108 62% Ab
African-American or Black	116 21%	39 23%	44 22%	33 19%
Asian	28 5%	14 8% bc	8 4% a	6 3% a
Hispanic or Latino	26 5%	13 8% bc	7 4% a	6 3% a
American Indian or Alaska Native	6 1%	3 2%	2 1%	1 1%
Native Hawaiian or Other Pacific Islander	2 0%	0 0%	1 0%	1 1%

(continued)

ACCS - Commuter Store - In-Store version

Table 64: Q26. Which one of the following best describes your racial background?
(continued)

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	545	169 (A)	200 (B)	173 (C)
Other	10 2%	3 2%	5 3%	2 1%
Don't know	3 1%	1 1%	2 1%	0 0%
Prefer not to answer	53 10%	11 7% b	24 12% a	16 9%

ACCS - Commuter Store - In-Store version

Table 65: Q27. Which category best represents your household's total annual income?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	546	170 (A)	199 (B)	174 (C)
Less than \$60,000	105 19%	49 29% B	16 8% AC	38 22% B
\$60,000 - \$120,000	218 40%	59 35% b	87 44% a	72 41%
More than \$120,000	127 23%	29 17% B	60 30% Ac	38 22% b
Don't know	10 2%	8 5% BC	1 1% A	1 1% A
Prefer not to answer	86 16%	25 15%	35 18%	25 14%

ACCS - Commuter Store - In-Store version

Table 66: Q28. Are you . . .

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
Female	197 36%	77 45% BC	64 32% A	55 31% A
Male	328 60%	90 53% BC	126 63% A	111 63% A
Prefer not to answer	25 5%	4 2%	10 5%	10 6%

ACCS - Commuter Store - In-Store version

Table 67: Q29. Thank you for taking the time to share your opinions. The opinions you shared in this survey will be very helpful to The Commuter Store. From time to time we would like to test new transportation services and programs with a panel made up of people like you. Panel members would share their opinions with us through short email surveys. We would not use your email for any other purpose - just periodic feedback. Would you be interested in possibly participating on such a panel?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	550	171 (A)	200 (B)	176 (C)
Yes	124 23%	42 25%	39 19%	43 24%
No	426 77%	129 75%	161 81%	133 76%

ACCS - Commuter Store - In-Store version

Table 70: Store name

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
Ballston	171 31%	171 100% BC	0 0% A	0 0% A
Crystal City	200 37%	0 0% B	200 100% AC	0 0% B
Rosslyn	176 32%	0 0% C	0 0% C	176 100% AB

ACCS - Commuter Store - In-Store version

Table 71: 1. Why did you come into The Commuter Store today?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
Needed a fare card, tokens, ticket or pass	431 79%	137 80% C	170 85% C	124 70% AB
Needed information	65 12%	26 15% B	17 9% A	22 13%
Needed a map/bus schedule/guide	38 7%	24 14% BC	1 0% AC	13 7% AB
Needed someplace to kill time	22 4%	5 3% bC	1 0% aC	16 9% AB
Looking for ways to make my commute better	7 1%	2 1%	3 1%	2 1%
Just interested in seeing what it's about	4 1%	1 1%	3 1%	0 0%
Other	53 10%	7 4% bC	17 9% aC	29 16% AB

ACCS - Commuter Store - In-Store version

Table 73: 2. Did you make a purchase?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
<u>Yes - I did make a purchase</u>	440 80%	137 80% b	173 87% aC	130 74% B
02 -VRE - non-specific	80 15%	3 2% B	71 35% AC	6 3% B
09 - Transit Link Fare/ Ticket/Pass (TLC or TL Card)	80 15%	14 8% C	16 8% C	50 28% AB
10 - SmarTrip card	47 9%	20 12% B	9 5% AC	18 10% B
11 - MARC (non-specific)	34 6%	10 6%	13 6%	11 6%
20 - Bus (non specific)	26 5%	23 13% BC	2 1% A	1 1% A

(continued)

ACCS - Commuter Store - In-Store version

Table 73: 2. Did you make a purchase?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
33 - Tokens (unspecific)	24 4%	3 2% B	13 6% A	8 5%
40 - Senior/disabled/other discount (not specified)	21 4%	11 6% B	4 2% A	6 3%
32 - Omniride tokens/ Omnilink	15 3%	5 3%	5 3%	5 3%
03- VRE - The Monthly Ticket	13 2%	0 0% B	12 6% AC	1 1% B
19 - Metro (non specific)	12 2%	9 5% BC	3 1% A	0 0% A

(continued)

ACCS - Commuter Store - In-Store version

Table 73: 2. Did you make a purchase?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
26 - Senior/Disabled Rail Farecard	8 1%	5 3% b	1 0% a	2 1%
28 - Metrobus Weekly Pass	8 1%	5 3% b	1 0% a	2 1%
31 - Metrobus tokens	7 1%	4 2%	2 1%	1 1%
34 - Arlington County ParkSmart Card	6 1%	1 1%	3 1%	2 1%
39 - Weekly pass (not specified)	5 1%	4 2% B	0 0% A	1 1%
42 - Metrobus Flash	5 1%	5 3% BC	0 0% A	0 0% A

(continued)

ACCS - Commuter Store - In-Store version

Table 73: 2. Did you make a purchase?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
44 - Monthly (non-specific)	5 1%	0 0% B	5 3% AC	0 0% B
21 - Rail/train (non specific)	4 1%	2 1%	2 1%	0 0%
13 - Unlimited Monthly Ticket	3 1%	1 1%	0 0%	2 1%
29 - Metrobus Weekly Disabled or Senior Pass	3 1%	3 2% bc	0 0% a	0 0% a
36 - Super Senior Taxi Booklet/Senior and Disabled Taxicab Ticket Discounts	3 1%	2 1%	1 0%	0 0%
37 - STAR 2Bucks	3 1%	2 1%	0 0%	1 1%

(continued)

ACCS - Commuter Store - In-Store version

Table 73: 2. Did you make a purchase?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
45 - Commuter Card (non-specific)	3 1%	0 0%	3 1%	0 0%
46 - Georgetown Bus Pass	3 1%	0 0% c	0 0% c	3 2% ab
12 - Penn MARC	2 0%	0 0%	0 0%	2 1%
22 - Metrorail farecard	2 0%	0 0%	0 0%	2 1%
23 - 7-Day Short Trip Pass	2 0%	1 1%	0 0%	1 1%
24 - 7-Day Fast Trip Pass	2 0%	1 1%	0 0%	1 1%

(continued)

ACCS - Commuter Store - In-Store version

Table 73: 2. Did you make a purchase?
(continued)

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	547	171 (A)	200 (B)	176 (C)
38 - Farecard (not specified)	2 0%	2 1%	0 0%	0 0%
05 - VRE - Ten-trip Ticket	1 0%	0 0%	1 0%	0 0%
25 - One Day Rail Pass	1 0%	1 1%	0 0%	0 0%
43 - Metrobus Flash (disabled or senior)	1 0%	1 1%	0 0%	0 0%
41 - Other	16 3%	3 2%	8 4%	5 3%
<u>No - I didn't make a purchase</u>	107 20%	34 20% b	27 14% aC	46 26% B

ACCS - Commuter Store - In-Store version

Table 75: 2A. (If NO in Q2) Why did you not make a purchase?

	Store Visited			
	Total	Ballston	Crystal City	Rosslyn
Base	105	34 (A)	26 (B)	45 (C)
Did not need anything today	86 82%	29 85%	20 77%	37 82%
Did not find what I was looking for	1 1%	0 0%	0 0%	1 2%
Other	31 30%	8 24%	9 35%	14 31%

ACCS - Commuter Store - In-Store version

Table 77: 3. Is this your first visit to any Commuter Store?

	Total	Store Visited		
		Ballston	Crystal City	Rosslyn
Base	544	169 (A)	200 (B)	175 (C)
<u>First visit to any Commuter Store</u>	83 15%	33 20%	27 14%	23 13%
<u>Have visited a Commuter Store before</u>	461 85%	136 80%	173 87%	152 87%
No, have visited only this store before	340 63%	107 63%	133 67% c	100 57% b
No, have visited this and other stores before	119 22%	29 17% C	38 19% C	52 30% AB
No, have visited other stores before but not this one	2 0%	0 0%	2 1%	0 0%