
ACCS Commuter Store Survey IN-STORE VERSION

FINAL: March 20, 2007

Introductory Page for Online Questionnaire:

Please enter your 5-character code:

[SUBMIT]

Thank you for taking this survey. We are very interested in what you have to say about The Commuter Store™. Your responses will be completely confidential, so please tell us what is on your mind. We will not share your individual answers; they will be used only as combined with the answers of others.

For most questions, simply click your response. In addition, there are places where you may add your specific recommendations to us. If you mistakenly skip a question, the next screen will highlight the unanswered question(s).

If you have any questions, feel free to ask the person who introduced you to the survey to help you. This survey should take about 8 minutes to complete.

[CONTINUE]

- d. Somewhat likely to return
- e. Very likely to return
- f. Don't know

[IF Q6 = a OR b, ASK Q6A]

6A. Why are you unlikely to return? (please choose all that apply)

- a. Don't need any more services
- b. Don't live or work near a Store
- c. Had a bad experience in the Store
- d. Was just checking it out
- e. Other [PROVIDE SPACE]

7. Do you purchase transit passes, tokens, or tickets through any sources other than The Commuter Store? (please choose all that apply)

- a. No, I do not purchase transit passes, tokens, or tickets and have not in the past
- b. Yes, online at CommuterDirect.com
- c. Yes, online at WMATA.com (Washington Metropolitan Area Transit Authority)
- d. Yes, online through another Web site
- e. Yes, at a train station or bus stop
- f. Yes, at a Metro sales office
- g. Yes, through my employer
- h. Yes, through another source [PROVIDE SPACE]
- i. No, I only purchase transit passes, tokens, or tickets through The Commuter Store
- j. Don't know

8. Do you look for local travel information through any sources other than The Commuter Store? (please choose all that apply)

- a. No, I do not look for local travel information and have not in the past
- b. Yes, online at CommuterDirect.com
- c. Yes, online at CommuterPage.com
- d. Yes, online at WMATA.com (Washington Metropolitan Area Transit Authority)
- e. Yes, online through another Web site
- f. Yes, at a train station or bus stop
- g. Yes, through my employer
- h. Yes, from friends, family, or co-worker (referral)
- i. Yes, from another source [PROVIDE SPACE]
- j. No, I only use The Commuter Store for local travel information
- k. Don't know

9. 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)?

- a. Once a week or more
- b. One to three times per month
- c. Once a month
- d. A few times a year
- e. Once a year
- f. Almost never
- g. This is my first time [SKIP TO Q11]

h. Don't know

10. When did you first visit The Commuter Store?

- a. Within the past three months
- b. Between 3 and 6 months ago
- c. Between 6 and 12 months ago
- d. Between 1 and 4 years ago
- e. Between 5 and 9 years ago
- f. Between 10 and 20 years ago
- g. Don't know

11. Do you agree with the following statements regarding this particular Commuter Store?
Please use a scale of 1-5 for your answer, where "1" means you "strongly disagree" and "5" means you "strongly agree."

Aspect [ROTATE]	1 – Strongly disagree	2	3	4	5 – Strongly agree	Don't know
The location of the store is convenient to my work or home						
It's easy to find my way around in the store						
It is a pleasant store to shop						
The sound level is about right						
The lighting is about right						
The store hours are convenient for my schedule						
This store is easy to find						

[IF ANSWER IS 1 OR 2 FOR ANY ASPECTS IN Q11]

12. You rated _____ a [1 or 2], why did you give that rating?

[OPEN END; NOT MANDATORY]

12A. Would you like make any other comments on the ratings you gave?

[OPEN END; NOT MANDATORY]

[IF ANSWER IS NOT 1 OR 2 FOR ANY ASPECTS IN Q11]

12B. Would you like to comment on any of the ratings that you gave?

[OPEN END; NOT MANDATORY]

[IF ANSWERS FOR ALL ASPECTS OF Q11 ARE "DON'T KNOW" SKIP TO NEXT QUESTION]

13. Did you pick up a free schedule or brochure?

- a. Yes
- b. No

[IF YES, ASK Q13A. IF NO, SKIP TO Q14]

13A. What did you pick up?

[OPEN END; NOT MANDATORY]

14. Please list any local travel information products or travel services that you need or want that are not offered at the Store.
 [OPEN END; NOT MANDATORY]

15. Next, think about the customer service in the Store. Do you agree with the following statements regarding the staff in this particular Commuter Store? Please use a scale of 1-5 for your answer, where "1" means you "strongly disagree" and "5" means you "strongly agree."

Aspect [ROTATE]	1 – Strongly disagree	2	3	4	5 – Strongly agree	Don't know
The staff is professional						
The staff is knowledgeable about products and information provided						
The staff is helpful						

[IF ANSWER IS 1 OR 2 FOR ANY ASPECTS IN Q15]

16. You rated _____ a [1 or 2], why did you give that rating?
 [OPEN END; NOT MANDATORY]

16A. Would you like make any other comments on the ratings you gave?
 [OPEN END; NOT MANDATORY]

[IF ANSWER IS NOT 1 OR 2 FOR ANY ASPECTS IN Q15]

16B. Would you like to comment on any of the ratings that you gave?
 [OPEN END; NOT MANDATORY]

[IF ANSWERS FOR ALL ASPECTS OF Q15 ARE "DON'T KNOW" SKIP TO NEXT QUESTION]

17. Since you first visited The Commuter Store, have you made any of the following changes in how you travel **to work**? (please choose all that apply)

- a. Not currently working [SKIP TO Q18]
- b. Started riding train or bus to work
- c. Ride train or bus to work more often [SKIP TO Q18]
- d. Started carpooling or vanpooling to work
- e. Carpool or vanpool to work more often [SKIP TO Q18]
- f. Started walking or bicycling
- g. Bicycle or walk to work more often [SKIP TO Q18]
- h. Started teleworking
- i. Telework more often [SKIP TO Q18]
- j. This is my first visit [SKIP TO Q19]
- k. No – did not make any of these changes [SKIP TO Q18]

17A. How did you **typically** travel to work **before** you made this change? (please choose only one)

- a. Didn't work then
- b. Drove alone all or most days
- c. Rode a train or bus all or most days
- d. Carpooled or vanpooled all or most days
- e. Walked all or most days
- f. Bicycled all or most days
- g. Teleworked all or most days
- h. Other [PROVIDE SPACE]

18. 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?

- a. Started riding train or bus
- b. Ride train or bus more often
- c. Started carpooling or vanpooling
- d. Carpool or vanpool more often
- e. Started walking or bicycling
- f. Bicycle or walk more often
- g. This is my first visit
- h. No – did not make any of these changes

19. Now, please indicate how difficult or easy you think it is to get around Arlington County under the six scenarios shown below. Use a scale of 1-5 where "1" means it is "very difficult" and a "5" means it is "very easy" to get around Arlington County.

How easy or difficult is it to get around Arlington County...	1 – Very difficult	2	3	4	5 - Very easy	Don't know
Without a car, SUV, van, or truck?						
With a car, SUV, van, or truck?						
By walking ?						
By bus ?						
By Metrorail ?						
By bicycle ?						

20. What is your home zip code? _ _ _ _ _ [NOT MANDATORY]

[IF ANSWER TO Q20 IS 22202, 22203, 22204, 22205, 22206, 22207, 22209, 22213, ASK Q21. OTHERWISE SKIP TO Q22]

21. How long have you lived in Arlington County?

- a. Less than 2 years
- b. 2 – 5 years
- c. 6 – 10 years
- d. More than 10 years
- e. Don't know

22. What is your current employment status?

- a. Employed full-time (35 hours or more per week)
- b. Employed part-time (less than 35 hours per week)
- c. Not employed (keeping house, retired, disabled, full-time student, looking for work) [SKIP TO Q25]
- d. Other [PROVIDE SPACE] [SKIP TO Q25]
- e. Don't know [SKIP TO Q25]

23. What type of transportation do you typically use to get to work? (please choose only the one type you use most days in a typical week)

- a. Metrorail
- b. Commuter train (MARC, VRE, Amtrak)
- c. Bus
- d. Drive alone
- e. Carpool (ride with co-workers, friends, or family members)
- f. Vanpool (with co-workers or others who work nearby)
- g. Bicycle (entire trip from home to work)
- h. Walk (entire trip from home to work)
- i. Telework (work from home)
- j. Other [PROVIDE SPACE]

23A. Do you ever use another type of transportation to get to work, other than the one you just indicated?

- a. No [SKIP TO Q24]
- b. Yes
- c. Don't know [SKIP TO Q24]

23B. What other types of transportation do you use? (please check all that apply)

- a. Metrorail
- b. Commuter train (MARC, VRE, Amtrak)
- c. Bus
- d. Drive alone
- e. Carpool (ride with co-workers, friends, or family members)
- f. Vanpool (with co-workers or others who work nearby)
- g. Bicycle (entire trip from home to work)
- h. Walk (entire trip from home to work)
- i. Telework (work from home)
- j. Other [PROVIDE SPACE]

23C. How often do you typically use any of these types of transportation to get to work? (please check only one)

- a. Two days per week
- b. One day per week
- c. A few times per month
- d. Once per month
- e. A few times per year
- f. Only in emergencies

g. Other [PROVIDE SPACE]

24. What is your work zip code? _ _ _ _ _ [NOT MANDATORY]

25. In what year were you born? 19_ _ [NOT MANDATORY]

26. Which one of the following best describes your racial background? [NOT MANDATORY]

- a. African-American or Black
- b. American Indian or Alaska Native
- c. Asian
- d. Hispanic or Latino
- e. Native Hawaiian or Other Pacific Islander
- f. White, non-Hispanic
- g. Other
- h. Don't know
- i. Prefer not to answer

27. Which category best represents your household's total annual income? [NOT MANDATORY]

- a. Less than \$60,000
- b. \$60,000 - \$120,000
- c. More than \$120,000
- d. Don't know
- e. Prefer not to answer

28. Are you?

- a. Female
- b. Male
- c. Prefer not to answer

Panel Recruitment

29. **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?

- a. Yes
- b. No

30. [IF YES IN Q29] Please provide your email address:

Closing Screen:

PLEASE DO NOT EXIT THIS SCREEN.

BY COMPLETING THE SURVEY, YOU ARE ELIGIBLE TO RECEIVE A \$5 GOURMET COFFEE GIFT CARD. IN ORDER TO RECEIVE THIS GIFT, YOU MUST SHOW THIS SCREEN TO AN AUTHORIZED PERSON (EITHER THE PERSON WHO APPROACHED YOU TO TAKE THIS SURVEY OR A COMMUTER STORE EMPLOYEE).

THANK YOU FOR YOUR PARTICIPATION IN OUR SURVEY