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**CommuterDirect.com Questionnaire  
INDIVIDUAL USERS**

***FINAL: OCTOBER 1, 2007***

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**Introductory Page for Online Questionnaire:**

Welcome to the CommuterDirect.com survey! Please enter your six-letter code:

[CODE]

Please note that the code is case sensitive and does not contain any numbers.

[SUBMIT]

Thank you for taking this survey. It will take about 12 minutes to complete. We are very interested in what you have to say about CommuterDirect.com. 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. For some questions you may add specific recommendations or comments. If you mistakenly skip a question, the next screen will highlight the unanswered question(s). To go back to questions you answered in this session, just use your browser's back button.

Once you have completed the survey, the link will no longer be active, and you will not be able to review your answers or the survey again. If you have problems or questions, click on the "contact" link at the bottom of each page. At the end of the survey, you will be asked for your contact information so that we may send you a \$5 Starbucks Card to thank you for your participation.

To go to the first question, simply click the [CONTINUE] button below.

[CONTINUE]

**Traffic Drivers:**

Screeners: First, just to make sure you will be able to answer the questions in this survey, do you have an account with CommuterDirect.com?

1. Yes

2. No [TERMINATE]

TERMINATE: Thank you for your time, but we are currently only surveying those who have an account with CommuterDirect.com.

1. How did you originally hear about CommuterDirect.com?

[ROTATE ALL BUT LAST 3]

1. Advertising/Direct Mail
2. Article in magazine or newspaper
3. CommuterPage.com
4. Referred by friend, family member, or co-worker/colleague
5. At a transportation information event
6. WMATA.com (Washington Metro Area Transit Authority)
7. The Commuter Store™
8. My employer
9. Other online source or Web site
10. Other \_\_\_\_\_
11. Don't know

1A. To the best of your knowledge, who operates CommuterDirect.com? [OPEN END, NOT MANDATORY]

**Site Use:**

2. For which of the following transit services do you currently purchase passes, tokens, tickets, or other fares? (Please check all that apply.)

1. MARC
2. Metrobus
3. Metrorail
4. Omniride
5. Circulator
6. ParkSmart (for metered parking)
7. VRE
8. Other \_\_\_\_\_
9. Don't know

3. Which of the following types of passes, tickets, or other transit fares do you typically purchase now? (Please check all that apply.)

1. SmarTrip cards
2. MARC (one-way or 10-trip)
3. MARC Monthly
4. MARC Weekly
5. Metro (date-specific)

6. Metrorail/bus (non-time-sensitive)
7. Omniride
8. ParkSmart
9. VRE (date-specific)
10. VRE (non-time-sensitive)
11. Other \_\_\_\_\_
12. Don't know

4. Did you previously purchase fares for any transit service for which you no longer purchase fares? If so, please check all types of passes that you used to purchase:

1. No, I did not purchase fares for any other service [SKIP TO Q5]
2. SmarTrip cards
3. MARC (one-way or 10-trip)
4. MARC Monthly
5. MARC Weekly
6. Metro (date-specific)
7. Metrorail/bus (non-time-sensitive)
8. Omniride
9. ParkSmart
10. VRE (date-specific)
11. VRE (non-time-sensitive)
12. Other \_\_\_\_\_
13. Don't know [SKIP TO Q5]

4A. For what reason did you stop purchasing fares for this (these) transit services? (choose all that apply)

1. No longer need it
2. Purchase it elsewhere
3. Price too expensive
4. Other \_\_\_\_\_
5. Don't know

5. Do you currently purchase transit passes, tickets, or other fares through any sources other than CommuterDirect.com? If yes, then please check all that apply.

[ROTATE 1 – 6]

1. Yes, at The Commuter Store™
2. Yes, online through WMATA.com
3. Yes, online through another Web site
4. Yes, at a train station or bus stop
5. Yes, at a Metro sales office
6. Yes, through my employer
7. Yes, through another source \_\_\_\_\_
8. No, I only purchase transit fares through CommuterDirect.com [SKIP TO Q8]

9. Don't know [SKIP TO Q8]

5A. Why do you not use CommuterDirect.com for all your transit fare needs? Please indicate if there are products or services you receive from these other sources that are not provided by CommuterDirect.com. [OPEN END, NOT MANDATORY]

6. Which source do you use **most often** for your transit fare purchases? (Please choose only one.)

[ROTATE ALL BUT 9 AND 10]

1. CommuterDirect.com [SKIP TO Q8]
2. The Commuter Store™
3. WMATA.com
4. Another Web site
5. the Train station
6. the Bus stop
7. the Metro sales office
8. your Employer
9. Other \_\_\_\_\_
10. Don't know [SKIP TO Q8]

7. How do you rate [ENTER ANSWER FROM Q6; IF 4. ANOTHER WEB SITE, ENTER "this other Web site," IF 9. OTHER, ENTER, "this other source"] on each of the following characteristics? Please use a scale of 1 to 5, where 1 means "very poor" and 5 means "very good."

	Very poor				Very good	Don't know
[ROTATE CHARACTERISTICS]	1	2	3	4	5	9
a. Easy to use	0	0	0	0	0	0
b. Quick turn-around	0	0	0	0	0	0
c. Availability of fares that I need	0	0	0	0	0	0
d. Customer service	0	0	0	0	0	0
e. Convenience	0	0	0	0	0	0

8. How often do you make purchases on CommuterDirect.com?

1. Once a week or more [SKIP TO Q9]
2. Two or three times per month [SKIP TO Q9]
3. Once a month [SKIP TO Q9]
4. A few times a year
5. Once a year
6. Almost never
7. Don't know

8A. What would make you use the site more often? [OPEN END, NOT MANDATORY]

9. How much do you spend **per month** on **all** transit fares (all sources including CommuterDirect.com and other places that you purchase)? [NOT MANDATORY]  
\$\_\_\_\_\_ (Please enter whole dollar amounts)

10. Are you aware of the renewable order service on CommuterDirect.com?

1. Yes [SKIP TO Q11]
2. No

10A. CommuterDirect.com has a renewable order service where orders are automatically renewed each pass period (e.g. month, week, etc.). Renewable orders are shipped to arrive a few days prior to the beginning of the specific pass period. How likely are you to use this service in the future?

1. Very unlikely [SKIP TO Q12]
2. Slightly unlikely [SKIP TO Q12]
3. Neither unlikely nor likely [SKIP TO Q12]
4. Slightly likely [SKIP TO Q12]
5. Very likely [SKIP TO Q12]
6. Don't know [SKIP TO Q12]

11. Do you use the renewable order service on CommuterDirect.com?

1. Yes [SKIP TO Q11B]
2. No

11A. Why don't you use the renewable order service on CommuterDirect.com? [OPEN END; NOT MANDATORY; SKIP TO Q12]

11B. How would you rate your experience with the renewable order service on CommuterDirect.com? Please use a scale of 1 to 5 for your answer, where "1" means your experience was "very poor" and "5" means your experience was "very good."

1. 1 – Very poor
2. 2
3. 3
4. 4
5. 5 – Very good
6. Don't know [SKIP TO Q12]

11C. Do you have any comments about the renewable order service? [OPEN END; NOT MANDATORY]

12. When did you first start using CommuterDirect.com?

1. Within the past year (2007)
2. Between 1 and 4 years ago (2003 – 2006)
3. Between 5 and 10 years ago (1997 – 2002)
4. Don't know

13. How would you rate your overall experience with CommuterDirect.com? Please use a scale of 1 to 5 for your answer, where "1" means your experience was "very poor" "5" means your experience was "very good."

1. 1 – Very poor
2. 2
3. 3
4. 4
5. 5 – Very good
6. Don't know [SKIP TO 15]

14. Why did you give that rating? [OPEN END; NOT MANDATORY]

15. What do you like about CommuterDirect.com? [OPEN END; NOT MANDATORY]

16. How could we make CommuterDirect.com better? [OPEN END; NOT MANDATORY]

17. The CommuterDirect.com Web site was updated in September 2006. Did you notice any changes?

1. Yes
2. No [SKIP TO Q18]

17A. Do you feel those changes made the site better or worse?

1. The new site is much worse [SKIP TO Q17C]
2. The new site is somewhat worse [SKIP TO Q17C]
3. The new site is neither worse nor better [SKIP TO Q17D]
4. The new site is somewhat better [ASK Q17B]
5. The new site is much better [ASK Q17B]
6. Don't know [SKIP TO Q17D]

17B. What specifically is better? [OPEN END; NOT MANDATORY] [SKIP TO Q18]

17C. What specifically is worse? [OPEN END; NOT MANDATORY] [SKIP TO Q18]

17D. Do you have any comments on the new site? [OPEN END; NOT MANDATORY]

18. What, in your opinion, could CommuterDirect.com do to attract more users? [OPEN END; NOT MANDATORY]

19. How likely is it that you would recommend CommuterDirect.com to a friend or colleague? Please use a scale of 1 to 5 for your answer, where “1” means you are “not at all likely” and “5” means you are “very likely” to recommend CommuterDirect.com.

1. 1 – Not at all likely
2. 2
3. 3
4. 4
5. 5 – Very likely
6. Don’t know

19A. Have you ever recommended CommuterDirect.com?

1. Yes
2. No

**Site Logistics:**

20. How do you rate CommuterDirect.com on each of the following characteristics? Please use a scale of 1 to 5, where 1 means “very poor” and 5 means “very good.”

	Very poor				Very good	Don't know
[ROTATE CHARACTERISTICS]	1	2	3	4	5	9
a. Information/content	0	0	0	0	0	0
b. Navigation	0	0	0	0	0	0
c. Visuals/Images	0	0	0	0	0	0
d. Technical issues	0	0	0	0	0	0
e. Readability – type size	0	0	0	0	0	0
f. Ease of use	0	0	0	0	0	0
g. Reports – order history, etc.	0	0	0	0	0	0

IF ANSWERS FOR ALL OF THE ABOVE ARE “DON’T KNOW” SKIP TO Q24

IF ANSWER IS 1 OR 2 FOR ANY OF THE ABOVE

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

21A. 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 OF THE ABOVE

21B. Would you like to comment on any of the ratings that you gave?

**Other Services:**

22. Since you first started using CommuterDirect.com, have you made any of the following changes in how you travel to work? (Please check all that apply)

1. Not currently working [SKIP TO Q23]
2. Started riding train to work
3. Started riding bus to work
4. Started walking or biking to work
5. Ride train to work more often
6. Ride bus to work more often
7. Walk or bike to work more often
8. No – did not make any of these changes [SKIP TO Q23]

22A. What influenced your decision to make this change?

[NOT MANDATORY; OPEN END, BUT CODE RESPONSES INTO THE FOLLOWING CATEGORIES AND ALLOW FOR MULTIPLES]

1. *Commute Information/Assistance*
2. *CommuterDirect.com, services from CommuterDirect.com*
3. *Transit pass subsidy, Metrochek, SmarTrip, Commuter Choice, Other subsidy*
4. *Transit route/schedule information*
5. *Other commute assistance service (matchlist, GRH, Park & Ride information, vanpool assistance) \_\_\_\_\_*
6. *Personal Circumstances*
7. *Changed job/work hours/work location*
8. *Moved to a different residence*
9. *Save money, reduce expenses, parking cost too high, gas cost too high*
10. *Save time*
11. *No parking at work*
12. *Tired of driving, too much traffic*
13. *Reduce congestion/pollution*
14. *Personal health or safety, medical reasons*
15. *No vehicle available, no license*
16. *Others doing it (friends, coworkers, other people, etc.)*
17. *Save wear and tear on car*
18. *Other \_\_\_\_\_*
19. *Don't know/left blank*

22B. Did any information, service, or benefit you received from CommuterDirect.com influence you or assist you to make this change?

1. Yes
2. No [SKIP TO Q22D]
3. Don't know or don't remember [SKIP TO Q22D]

22C. What information, service, or benefit of CommuterDirect.com influenced or assisted your decision? [OPEN END, NOT MANDATORY]

22D. How did you typically travel to work before you made this change? (Please check only one)

1. Didn't work then
2. Drove alone all or most days
3. Rode a train or bus all or most days
4. Carpooled or vanpooled all or most days
5. Walked all or most days
6. Bicycled all or most days
7. Teleworked all or most days
8. Other \_\_\_\_\_

23. Since you first started using CommuterDirect.com, have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region? (Please check all that apply)

1. Started riding train
2. Started riding bus
3. Started biking to destinations
4. Started walking to destinations
5. Ride train more often
6. Ride bus more often
7. Bike more often
8. Walk more often
9. No – did not make any of these changes [SKIP TO Q24]

23A. Did any information, service, or benefit you received from CommuterDirect.com influence you or assist you to make this change?

1. Yes
2. No [SKIP TO Q24]
3. Don't know or don't remember [SKIP TO Q24]

23B. What information, service, or benefit of CommuterDirect.com influenced or assisted your decision? [OPEN END; NOT MANDATORY]

24. How familiar are you with the Arlington County Commuter Stores (located in Ballston, Rosslyn, Crystal City, as well as a mobile store)?

1. Have never heard of the Commuter Stores before
2. Have heard of Commuter Stores, but never visited
3. Have visited a Commuter Store in the past, but never made a purchase or obtained any information

4. Have purchased or obtained something at a Commuter Store once or a few times in the past
5. Visit a Commuter Store often to make purchases and get information
6. Don't know

25. How familiar are you with the Web site CommuterPage.com?

1. Have never heard of the CommuterPage.com before
2. Have heard of CommuterPage.com, but never visited
3. Have visited this Web site once to a few times in the past
4. Visit CommuterPage.com often
5. Don't know

26. Have you ever needed to contact Commuter Direct.com about a problem with the Web site or with a transaction?

1. Yes
2. No [SKIP TO Q31]
3. Don't know [SKIP TO Q31]

27. How did you make this contact (if you have contacted them more than once, please indicate the most recent method)?

1. By phone
2. By email
3. By letter (postal mail)
4. Other \_\_\_\_\_
5. Don't know [SKIP TO Q31]

28. When did you make this contact (if you have contacted them more than once, please indicate the most recent time)? [RESPONDENT SHOULD CHOOSE ONLY ONE]

1. Within the past month
2. Within the past six months
3. Within the past year
4. Longer than a year ago
5. Don't know [SKIP TO Q31]

29. For what reason did you make this most recent contact? (Please choose as many as apply)

1. Problem with the site
2. Question about the site
3. Could not find something on the site
4. Needed help using the site
5. Other \_\_\_\_\_

6. Don't know

30. How satisfied are you with your most recent contact regarding CommuterDirect.com?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. Don't know

**Fulfillment:**

31. Do you agree with the following statements regarding the way items you purchase from CommuterDirect.com are delivered to you? Please use a scale of 1-5 for your answer, where "1" means you "strongly disagree" and "5" means you "strongly agree." (ROTATE STATEMENTS)

	Strongly disagree				Strongly agree	Don't know
a. The package arrives in a timely manner	1	2	3	4	5	9
b. The packaging is easily identifiable (as a package from CommuterDirect.com)	1	2	3	4	5	9
c. I have never had a problem with receiving my package	1	2	3	4	5	9
d. The contents of the package always match my order	1	2	3	4	5	9
e. The shipping and handling fees are reasonable	1	2	3	4	5	9

IF ANSWERS FOR ALL OF THE ABOVE ARE "DON'T KNOW" SKIP TO Q33

IF ANSWER IS 1 OR 2 FOR ANY OF THE ABOVE

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

32A. 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 OF THE ABOVE

32B. Would you like to comment on any of the ratings that you gave?

33. Who pays for the transportation fares you purchase (on CommuterDirect.com and through other sources)?

1. I pay out of my own pocket
2. I pay, and my company reimburses me 100% of the cost
3. I pay, and my company reimburses me less than 100% but at least 50%
4. I pay, and my company reimburses me less than 50% but at least 1%
5. My company directly pays for 100% of the cost
6. My company directly pays less than 100% but at least 50%
7. My company directly pays less than 50% but at least 1%
8. Don't know

**Demographics:**

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

[IF ARLINGTON COUNTY RESIDENT (i.e. ZIP CODE = 22202, 22203, 22204, 22205, 22206, 22207, 22209, OR 22213) ASK Q34A, OTHERWISE SKIP TO Q35]

34A. Your zip code indicates that you live in Arlington County. How long have you lived in the County?

1. Less than 2 years
2. 2 – 5 years
3. 6 – 10 years
4. More than 10 years
5. Don't know
6. Don't live in Arlington County

35. What is your current employment status?

1. Employed full-time (35 hours or more per week)
2. Employed part-time (less than 35 hours per week)
3. Not employed (keeping house, retired, disabled, full-time student, looking for work)  
[SKIP TO Q38]
4. Other \_\_\_\_\_ [SKIP TO Q38]
5. Don't know [SKIP TO Q38]

36. What type of transportation do you typically use get to work? (Please choose only the one type you use most days in a typical week. If you use more than one type on a particular day, indicate the type you use for the longest distance part of your trip.)

1. Drive alone
2. Metrorail
3. Commuter train (MARC, VRE, Amtrak)
4. Bus

5. Carpool (ride with co-workers, friends, or family members)
6. Vanpool (with co-workers or others who work nearby)
7. Bicycle (entire trip from home to work)
8. Walk (entire trip from home to work)
9. Telework (work from home)
10. Other \_\_\_\_\_

36A. Do you ever use another type of transportation to get to work, other than the one you just indicated?

1. Yes
2. No [SKIP TO Q37]
3. Don't know [SKIP TO Q37]

36B. What other types of transportation do you use? (Please check all that apply.) [DO NOT INCLUDE THE METHOD THAT WAS CHOSEN IN Q36]

1. Drive alone
2. Metrorail
3. Commuter train (MARC, VRE, Amtrak)
4. Bus
5. Carpool (ride with co-workers, friends, or family members)
6. Vanpool (with co-workers or others who work nearby)
7. Bicycle (entire trip from home to work)
8. Walk (entire trip from home to work)
9. Telework (work from home)
10. Other \_\_\_\_\_

36C. How often do you typically use any of these other types of transportation to get to work? (Please check only one.)

1. A few times per year, only in emergencies
2. Once per month
3. A few times per month
4. One day per week
5. Two days per week
6. More often than two days per week
7. Other \_\_\_\_\_

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

37A. About how far is it from your home to work? [NOT MANDATORY]

Miles: \_\_\_\_\_ [ALLOW FOR DECIMALS TO THE TENTHS PLACE – 00.0]

38. How far from your home is the nearest bus stop or train station? [NOT MANDATORY]

1. 1 – 2 blocks
2. 3 – 5 blocks (1/4 mile to 1/2 mile)
3. 6 – 10 blocks (1/2 mile to 1 mile)
4. More than 10 blocks or more than one mile
5. Other \_\_\_\_\_
6. Don't know

39. These next questions are for classification only. In what year were you born? 19\_\_ \_ [NOT MANDATORY]

40. Which one of the following best describes your racial background? [NOT MANDATORY; PLEASE CODE ALL NO ANSWERS AS 8. PREFER NOT TO ANSWER, IF POSSIBLE]

1. African-American or Black
2. American Indian or Alaska Native
3. Asian
4. Hispanic or Latino
5. Native Hawaiian or Other Pacific Islander
6. White, non-Hispanic
7. Other
8. Prefer not to answer

41. Which category best represents your household's total annual income? [NOT MANDATORY; PLEASE CODE ALL NO ANSWERS AS 5. PREFER NOT TO ANSWER, IF POSSIBLE]

1. Less than \$60,000
2. \$60,000 - \$120,000
3. More than \$120,000
4. Don't know
5. Prefer not to answer

42. Are you? [NOT MANDATORY; PLEASE CODE ALL NO ANSWERS AS 3. PREFER NOT TO ANSWER, IF POSSIBLE]

1. Female
2. Male
3. Prefer not to answer

### **Panel Recruitment**

43. Thank you for taking the time to take this survey. The opinions you shared in this survey will be very helpful to CommuterDirect.com. From time to time we would like to test new ideas for the site 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?

1. Yes [GO TO Q 43A]
2. No [SKIP TO “THANK YOU”]

43A. Please provide your email address:

### **Thank You**

CommuterDirect.com and Arlington County Commuter Services thank you very much for your participation in the survey. As a token of our appreciation, a \$5 Starbucks card will be mailed to you if you provide a valid mailing address below:

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

[CHECKBOX] Check here if you **do not** want the Starbucks card.

Only one Starbucks card will be provided per person. Again, your answers are completely confidential. We will only use your name and address to mail you the incentive. If you have any questions, please contact the Southeastern Institute of Research at 800-807-8981.

If you would like to learn more about the Southeastern Institute of Research, [click here](#) to go to our home page. [Click here](#) to learn more about Arlington County Commuter Services.