

# ***Fairfax County Transit Development Plan Resident Survey Results***



Developed by



Submitted to  
Fairfax County Department of Transportation  
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## Background & Objectives

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In 2008, Fairfax County commissioned WB&A Market Research to conduct quantitative research among residents of the Fairfax County area. This was done as part of the process of developing the Fairfax Transportation Development Plan (TDP). This process includes on-board rider surveys, ride checks and service analysis being done in conjunction with WB&A's partners ATCS, P.L.C and TranSystems.

The overall objectives of the residents survey research were to:

- Determine the size and characteristics of the customer and potential customer groups;
- Identify how these customer groups are distinct from the County 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.

What follows is a summary of the results of this research.

## Methodology

In order to meet the research objectives, telephone interviews were conducted among a random sample of residents of Fairfax County. A total of 1,007 interviews were conducted between May 29 and June 17, 2008 by professional WB&A interviewers from WB&A’s telephone facilities located in Crofton, Maryland and Ithaca, New York.

In order to qualify for the study, respondents had to be at least 18 years of age and live in Fairfax County. Interviews averaged about 22 minutes in length.

When reading the charts in this report, note that 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.

When reading certain text in this report, note the reference to “bus users” vs. “bus non-users”. “Bus users” can be defined as those who have ridden Fairfax Connector and/or Metrobus within the past three months. Please note the reference to “Fairfax Connector customer” vs. “non-customer”. “Fairfax Connector customers” can be defined as those who have specifically ridden Fairfax Connector within the past three months. Metrobus users who do not use Fairfax Connector are defined as “bus users” but also as “non-customers.”

In research, because the entire population is typically not interviewed but rather a sample of that population is surveyed, the data are subject to sampling error. The maximum sampling error of the data for the Total Sample of 1,007 interviews is ±3.1 percentage points at the 95% confidence level. However, depending upon the data being examined, the fluctuation may differ.

		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:						
Total Sample (n = 1,007)	±3.1	±3.0	±2.8	±2.5	±1.9	±0.6

*For example, if a question in the study asked among the Total Sample yielded a percentage of 20%, then we can be sure 95 out of 100 times that the true percentage would lie between 17.5% and 22.5% (20% ±2.5 percentage points).*

## **Executive Summary**

## Executive Summary

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**Question:** How and to where do Fairfax County residents travel?

**Findings:** Residents primarily use personal vehicles to travel, with bus usage to, from or within Fairfax County (excluding the City of Fairfax) being limited. When buses are used, they are predominantly for commuting, and not for personal trips.

- Specifically, only two in ten respondents (21%) are classified as a bus user, being those who have used either Fairfax Connector or Metrobus in the past three months.
  - » Within the past three months, less than two in ten respondents have ridden Metrobus (16%) and/or Fairfax Connector (10%). About one in ten (8%) have used both systems, while 12% have used only one. Combined these two groups make up the bus users.
  - » Within the past seven days, one in eight Fairfax County residents (12%) have taken a one-way trip by bus to, from or within the County.
- Two-thirds of the respondents (66%) commute to work or school outside their homes, with 53% commuting to a workplace or school in Fairfax County.
- More than eight in ten (83%) had made a personal trip in the past week, but only 6% of those making personal trips using a bus.
- Among respondents who are employed or attending school, private vehicles are the transportation mode most often used to commute to work or school, with almost nine in ten (88%) saying that they used private vehicles for their commute in the past seven days. Conversely, less than two in ten of those employed or going to school (18%) used public transportation to commute to work or school in the past seven days.
  - » Regardless of past use, six in ten (61%) said they think there is public transportation available to take them from home to work or school, while almost one in ten (8%) said they were unsure if public transportation is available to them.
  - » Almost three in ten respondents who did not use Fairfax Connector and/or Metrobus to commute in the past seven days said they would be very or somewhat likely to consider using that bus service for commuting to work or school in the future (29% Metrobus, 28% Fairfax Connector).

**Executive Summary** *(continued)*

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**Question:** What impact do rising gas prices have on residents' transportation choices?

**Findings:** About seven in ten (71%) said that current gas prices have had an impact on how they travel in the area, with one-fourth (26%) saying prices have had a major impact.

- Specifically, of those who are impacted by gas prices, about two-thirds (66%) said they are taking fewer trips by car. A few (5%) said that they are using public transportation more often.

**Question:** What are residents' attitudes toward transportation in general?

**Findings:** Liking the convenience of driving while feeling very rushed is what drives many residents' transportation decisions. However, there is some dislike for driving during rush hour, which may provide an opening for public transportation usage.

- More than one-half of the respondents reported that they feel as if there are not enough hours in the day (58%). Couple this with about one-half who said they need their car during the workday in case of emergencies (56% of those employed) and/or who often do errands on the way home from work or at lunch (49%) and the amount of private transportation use in the County is not surprising. Respondents are far more likely to agree than disagree that they like the convenience of driving (73% agree vs. 6% disagree) and/or that they travel by car because their time is very valuable (44% vs. 18%).
- However, almost six in ten (57%) also agree that driving during rush hour is very stressful.
- The following are the most important attributes to residents when making public transportation choices:
  - » It is available when you need it (88%);
  - » It goes to the places you need to go (86%);
  - » It would get you to your destination on time (84%); and/or
  - » It is easy and convenient to use (82%).

**Executive Summary** *(continued)*

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**Question:** What are residents' attitudes toward the car, Metrobus and Fairfax Connector, and what competitive landscape do the two bus systems face?

**Findings:** Overall, respondents consider the car to be a superior form of transportation for them in most respects. However, there are a few areas where both bus systems, particularly Fairfax Connector, do make inroads.

- Three-fourths (75%) of the respondents said they are satisfied with the car as a form of transportation versus fewer than three in ten saying the same about Metrobus (28%) and/or Fairfax Connector (26%). What is important to note, however, is that many respondents reported that they did not know enough about either Metrobus (17%) or Fairfax Connector (27%) to be able to rate the systems. Only about one in ten (12% and 8%, respectively) said they were dissatisfied with either system.
- About one-fourth of the respondents (27%) said they would consider using either Fairfax Connector and/or Metrobus in the future, this includes about two in ten (19%) bus non-users.
- Among transportation attributes that are important to respondents, the car's biggest strengths are that it:
  - » Is available when they need it (95% agree);
  - » Goes the places they need to go (95%);
  - » Is easy and convenient to use (89%);
  - » Meets the transportation needs of people like them (86%);
  - » Gets them to their destination on time (73%); and/or
  - » Is safe from crime (54%)
- Neither Metrobus nor Fairfax Connector received strong positive ratings on any of these attributes. Since each of these attributes was rated as being important to respondents, each should be considered a weakness of the two systems.
- While not as important to respondents, the car also received high marks for fits into their lifestyle (86%) and/or is a fast way to travel (68%).
- For both bus systems, their biggest strength lies in that they are viewed as being a smart way to commute for people who can use it (72% Metrobus, 68% Fairfax Connector), far surpassing the one-half (49%) who say this is true of the car.

**Executive Summary** *(continued)*

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- While the two bus systems do not have any other areas that can necessarily be viewed as “strengths,” both bus systems generally are viewed as being environmentally friendly (48% Metrobus, 45% Fairfax Connector) while the same cannot be said for cars (15%). Although not as important to residents as other transportation attributes, being more environmentally friendly is an area the two bus systems can use to help differentiate themselves from private automobiles.
- Furthermore, both bus systems, and Fairfax Connector in particular, are viewed as being safer from accidents than are cars (42% Fairfax Connector, 39% Metrobus vs. 22% car).

**Executive Summary** *(continued)*

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**Question:** How can the population be segmented so that current users, potential users and non-users can be identified and selected for future marketing efforts?

**Findings:** *Bus Users Versus Non-Users in the County.* When evaluating the various characteristics of residents in the County, it is important to distinguish current users of bus service compared to non-users. Users are defined as those who have ridden Fairfax Connector and/or Metrobus with the past three months. Approximately two in ten (21%) are bus users, while almost eight in ten (79%) are non-users, having not used either bus system in the previous three months.

Bus Users: (21% of the market)

*This group consists of Metrobus and/or Fairfax Connector users, with a larger proportion than non-users also using Metrorail. They typically are more aware of the availability of public transportation from where they live to where they commute to. They typically commute to work/school either within the County or into Washington, DC. Their normal daily commute takes longer than it does for non-users. Bus users are more likely to be racially diverse. They are more likely to be employed (versus being retired) and, interestingly, have similar incomes to non-users.*

*Overall, they're more satisfied than non-users with Fairfax Connector and/or Metrobus. They are also more likely to say they will spend a little extra time traveling if it means it will cost less. Being an environmentally friendly and/or a low cost means of transportation are important factors when deciding which transportation modes to use.*

Bus Non-Users: (79% of the market)

*This group primarily relies on private cars for transportation. They are most likely to drive alone when they commute to work/school or for personal reasons. This segment is far more negative in their attitudes toward bus service. However, many admit to not knowing much about either local bus service. Non-users are far less racially diverse, most often being White. A greater portion of non-users than users are retired.*

*They are more likely to say they like the convenience of driving a car. The availability, convenience, ease of using and/or getting them to their destination on time are important factors when choosing a mode of transportation.*

**Executive Summary** *(continued)*

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*Segmentation.* Based upon certain demographic and transit mode choices as well as attitudinal variables, concurrent segmentation was used to determine segments of the Fairfax County area (See page 72 for more information on segmentation). The result is five segments of the area residents that include:

Segment 1: (16% of the market)

*This segment is among the most positive in their attitudes toward bus service and the least positive toward the private car. This segment is the most likely to work/go to school outside of the Fairfax area and typically has the longest commute time. This segment is the most likely to use public transportation for commuting to work/school and/or personal trips. Future usage of bus service is highest among this segment. Their usage of public transportation is increasing as a result of the higher gas prices. This segment is among the most racially diverse of all of the segments, while their median incomes are quite similar to those reported by other segments.*

Segment 2: (24% of the market)

*This segment consists of a very high proportion of private vehicle users, while a small proportion use public transportation as well. Having bus stops close to where they live is important to this segment. This segment is indifferent about their consideration to use bus service in the future. This segment is also the most likely to be at least slightly impacted by gas prices.*

Segment 3: (26% of the market)

*This segment primarily consists of private car users with a small proportion using public transit to make trips related to work/school. This segment is not as concerned with their safety in public places. Their attitudes toward the car are favorable. Respondents in this segment are more likely than those in Segment 5 to say they are likely to use Fairfax Connector or Metrobus in the future. This segment is also the youngest and consists of some diversity in terms of race.*

Segment 4: (17% of the market)

*This segment is the oldest and are mostly retired. This segment consists of a very high proportion of private vehicle users. Their attitudes toward the car are generally positive. However, their attitudes toward bus service are not negative. A portion of this segment would be likely to consider using either Fairfax Connector or Metrobus in the future.*

Segment 5: (16% of the market)

*This segment consists of a high proportion of private car users. This segment is among the most negative in their attitudes toward bus service. This segment does not plan to consider future usage of bus service when traveling in the area. They have been the least impacted by rising gas prices.*

**Executive Summary** *(continued)*

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Overall, Segments 2 and 3 offer the greatest potential for conversion from other modes of transportation to transit use, especially to bus service.

- Segments 2 and 3 say that having bus stops close to their destinations and close to where they live is important to them when evaluating characteristics of bus service, however only a small proportion of these segments agree that Fairfax Connector provides bus stops that meet these needs. A slightly greater proportion, however, said the same about Metrobus.
- However, there are some service related and/or attitudinal factors which inhibit increased use of transit by these two segments. Most of those from each segment say they like the convenience of driving a car and almost one-half of each segment say they choose to travel by car because time is valuable to them. They also tend to say they need to have a car available during workdays in case of emergencies.
- Another inhibiting factor for these segments is lack of overall general awareness of the Fairfax Connector bus system. Furthermore, many were unable to rate specific aspects of each system that might relate to their needs. In an effort to market toward these segments, it would be helpful to educate the general public about the area that Fairfax Connector services.
  - » Awareness of Metrobus, while also lacking, is generally greater than that of Fairfax Connector.

Segment 4 also offers some potential for conversion to transit use.

- While current public transportation usage is limited among this group, and non-existent when traveling specifically for work/school, at least one-fourth said they are likely to consider using Fairfax Connector (26%) and/or Metrobus (25%) in the future when traveling in the area.
- Overall awareness of the Fairfax Connector system appears to be a large barrier toward use among this segment as well.
- This particular segment is older, with about six in ten (59%) being at least 65 years of age. It is important to note, that according to the Fairfax County Department of Systems Management for Human Services, this age group is expected to increase to 9.2% of the entire Fairfax County population by 2010.

**Executive Summary** *(continued)*

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- Further research on Fairfax County residents similar to this segment was conducted in 2006-2007 by the Northern Virginia Transportation Commission. The results of this study can be viewed at [www.thinkoutsidethecar.com](http://www.thinkoutsidethecar.com).

Based upon their current transit mode choices as well as their attitudes toward various transportation characteristics and modes, Segment 1 already utilizes the public transportation in the County. However, it may be necessary for the County to direct some marketing efforts toward this segment as well in an effort to retain and increase usage among current users.

- While this segment is the most likely to positively agree (rated an 8, 9 or 10) with statements about Fairfax Connector and Metrobus, the ratings still show room for improvement. Neither bus system performed particularly well on many individual attributes, some of which are considered to be very important to current riders. Each of these should be examined.

Based upon their current transit mode choices as well as their attitudes toward various transportation characteristics and modes, Segment 5 does not appear to be a population that the County should market toward.

With the exception of Segment 5, it is important to note, that almost seven in ten or more of each segment (69%-78%) said that current gas prices have had an impact on how they travel within the area. This provides an opportunity for public transit to market toward these segments in an effort to convert them from their current usage of a personal car to public transit.

- Specifically, cities such as New York and Boston have seen an increase of 5% in public transit usage over the past year. Some smaller cities have been seen a larger increase in public transit use of 10%-15% or more over the past year. (Krauss, Clifford. "Gas Prices Send Surge of Riders to Mass Transit." New York Times. May 10, 2008.)
- Even locally, public transportation usage in the Washington, DC metropolitan area has shown increases over the past year. In its history, Metrorail has had 20 of its 25 highest ridership days during the past year. (Ewing, Samara Martin. "Metrorail Sets New Ridership High." WUSA9.com. July 15, 2008.)

While current usage of public transportation in general is limited within Fairfax County, there are certain segments of the area population that show potential for conversion from other modes of transportation to transit use. Especially given the current gas prices in the area, now may be an opportune time to increase marketing efforts to increase current usage as well as attempt to convert non-users to public transit.

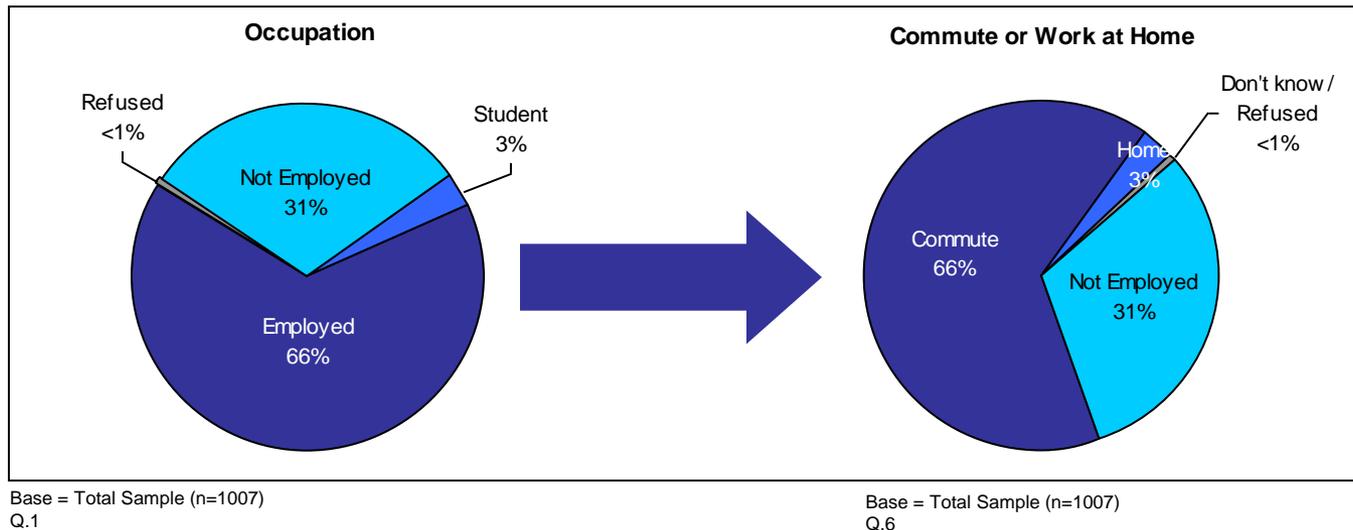
## Detailed Findings

**Detailed Findings:  
Current Transportation Usage**

## Current Transportation Usage

Approximately seven in ten respondents (69%) would classify themselves as either employed or a student.

- Of those who are employed or going to school, almost nine in ten (87%) commute to a workplace outside of their home or commute to school. This represents more than six in ten of all Fairfax County residents (66%) who commute to work or school.



**Current Transportation Usage** *(continued)*

Respondents who work or go to school outside of their homes (66% of Total Sample) were asked what county the school or workplace they commute to is in.

- Fairfax/Falls Church was the most frequently mentioned, with slightly more than one-half working or going to school in that area (53%). Almost two in ten work or go to school in the District of Columbia (18%), while less than one in ten work or go to school in Arlington County (9%) or the City of Alexandria (5%).
- Interestingly, compared to their counterparts, significantly more Fairfax Connector customers (36% vs 15%) and bus users (29% vs. 14%) commute to the District of Columbia from Fairfax County.

County/Jurisdiction of Work/School					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(662)	(73)	(589)	(152)	(510)
<b><u>County/Jurisdiction</u></b>					
Fairfax/Falls Church/Fairfax City	53%	40%	54% <sub>B</sub>	40%	56% <sub>D</sub>
District of Columbia	18	36 <sub>C</sub>	15	29 <sub>E</sub>	14
Arlington County	9	10	9	11	8
City of Alexandria	5	3	5	3	6
Prince George's County	2	4	1	3	1
Prince William County	2	3	1	1	2
Montgomery County	2	1	2	3	2
Loudoun County	2	-	3	1	3
Manassas	<1	-	<1	-	<1
Other	7	4	7	7	7
Don't know	1	-	1	1	1

Base = Those employed/students who commute to location outside home  
 Letters indicate significant differences at the 95% confidence level  
 Q.8

**Current Transportation Usage** *(continued)*

Regardless of whether they use it, respondents who commute to work or school were asked if public transportation provides service from the area where they live to where they go to work or attend school.

- About six in ten respondents (61%) said that they think there is public transportation available to and from these areas.
- Notably, bus users were more likely than the non-bus users to say that public transportation services are available from the area where they live to the area where they work or go to school (79% vs. 55%).

Public Transportation Service From Home to Work/School					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(662)	(73)	(589)	(152)	(510)
Yes, there is	61%	82% <sub>C</sub>	58%	79% <sub>E</sub>	55%
No, there is not	31	15	33 <sub>B</sub>	16	35 <sub>D</sub>
Refused	<1	-	<1	-	<1
Don't know	8	3	9 <sub>B</sub>	5	10 <sub>D</sub>

Base = Those employed/students who commute to location outside home

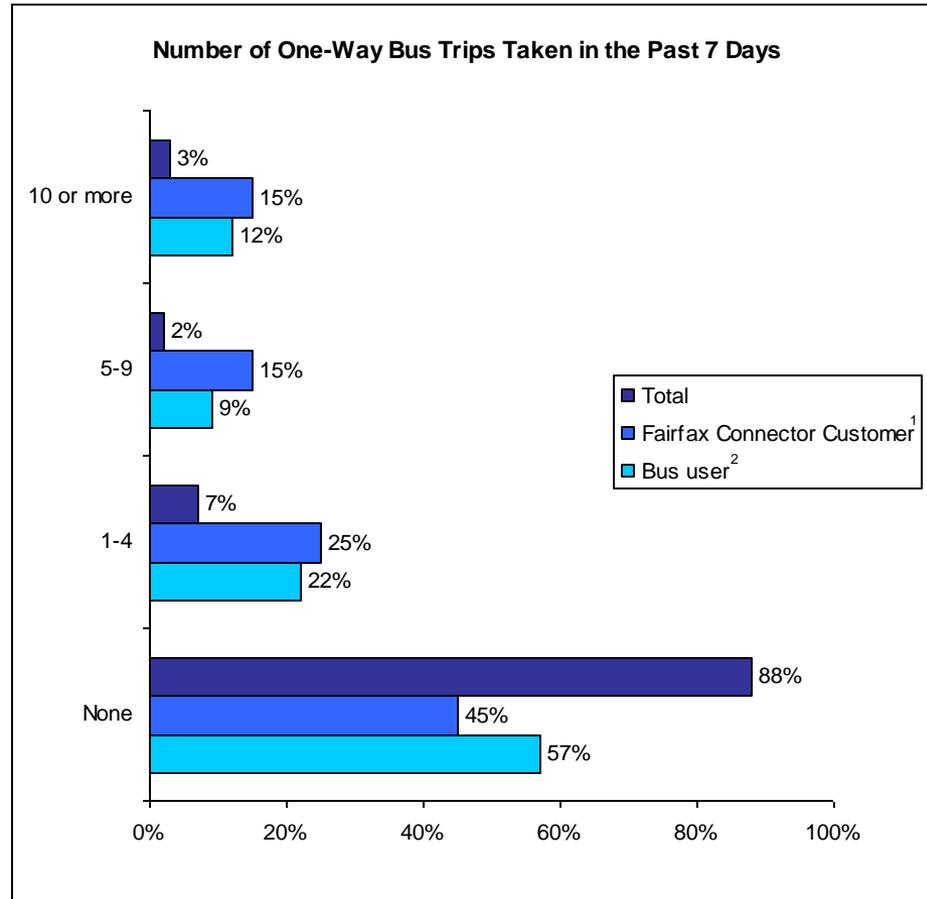
Letters indicate significant differences at the 95% confidence level

Q.9

**Current Transportation Usage** *(continued)*

All respondents were asked how many **one-way trips** they took using a bus to, from or within Fairfax County in the past seven days.

- Almost nine in ten respondents (88%) did not make any trips using a bus in the past week. However, this means just over one in ten (12%) made at least one trip.
- Almost one-half or more of those who are classified as Fairfax Connector customers<sup>1</sup> (45%) and/or bus users<sup>1</sup> (57%) did not take any one-way trips using bus service in the area in the past week.



Base = Total Sample (n=1007)  
<sup>1</sup>Base = Fairfax Connector customers (n=105)  
<sup>2</sup>Base = Bus users (n=207)  
 Q.3

<sup>1</sup>Note: The definition of Fairfax Connector customer is someone who has used Fairfax Connector in the past three months. The definition of bus user is someone who has used Fairfax Connector and/or Metrobus bus in the past three months.

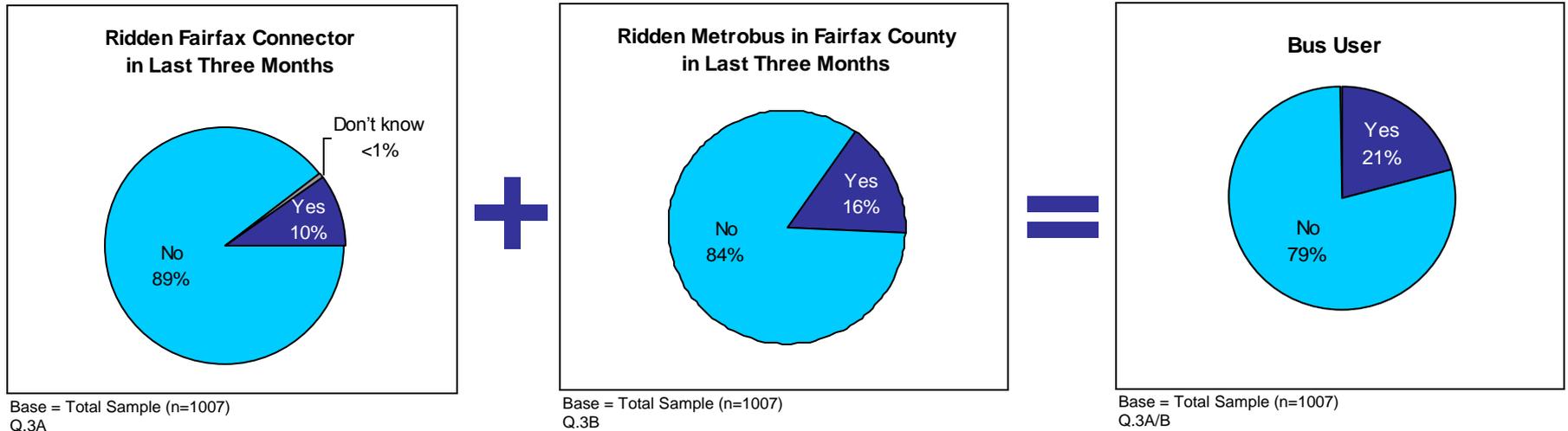
**Current Transportation Usage** *(continued)*

All respondents were asked if they had ridden Fairfax Connector and/or Metrobus to, from or within Fairfax County in the last three months.

- In the last three months, one in ten (10%) have used Fairfax Connector and one in six (16%) have used Metrobus.

Respondents can be categorized as either a bus user (those who have ridden Fairfax Connector and/or Metrobus within the past three months) or non-user (those who have not used either Fairfax Connector or Metrobus within the past three months).

- About two in ten respondents (21%) can be considered a bus user.



**Current Transportation Usage** *(continued)*

Respondents who commute to work or school outside of the home (66% of Total Sample) were asked about the length of their typical daily commute one-way. They were allowed to provide the length in either miles or minutes.

- Respondents who stated the length of their daily commute in miles travel an average of 13.5 miles one-way to work or school.
- In minutes, on average, it takes respondents 32.0 minutes to travel one-way to work or school.
  - On average, the amount of time for bus users to commute to work or school one-way is significantly longer than the length for non-users (40.2 minutes vs. 28.9 minutes).

Length of Typical Daily Commute to Work/School in Miles					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(198)	(15)*	(183)	(25)*	(173)
<b>Miles</b>					
Mean	13.5	17.4	13.2	14.9	13.3
Median	11.0	10.5	11.0	11.0	11.0

Length of Typical Daily Commute to Work/School in Minutes					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(473)	(58)	(415)	(127)	(346)
<b>Minutes</b>					
Mean	32.0	42.9 <sub>C</sub>	30.5	40.2 <sub>E</sub>	28.9
Median	30.0	40.0	30.0	40.0	25.0

Base = Those employed/students who commute to location outside home and answering  
 Letters indicate significant differences at the 95% confidence level  
 \*Caution: Small base  
 Q.6B

Base = Those employed/students who commute to location outside home and answering  
 Letters indicate significant differences at the 95% confidence level  
 Q.6B

**Current Transportation Usage** *(continued)*

Commuters were asked what modes of transportation they used to commute to and from their destination in the previous seven days.

- Almost nine in ten (88%) had used a private means of transportation, with 79% driving in a private car alone.
- Next, Metrorail was used most frequently, with 14% having done so in the previous week.
- About one in ten used a bus (9%) to get to or from work/school and/or drove in a car with passengers (8%).
  - Almost one-half of bus users (47%) said they used public transportation to commute in the past week. Specifically, 38% said they took the bus.

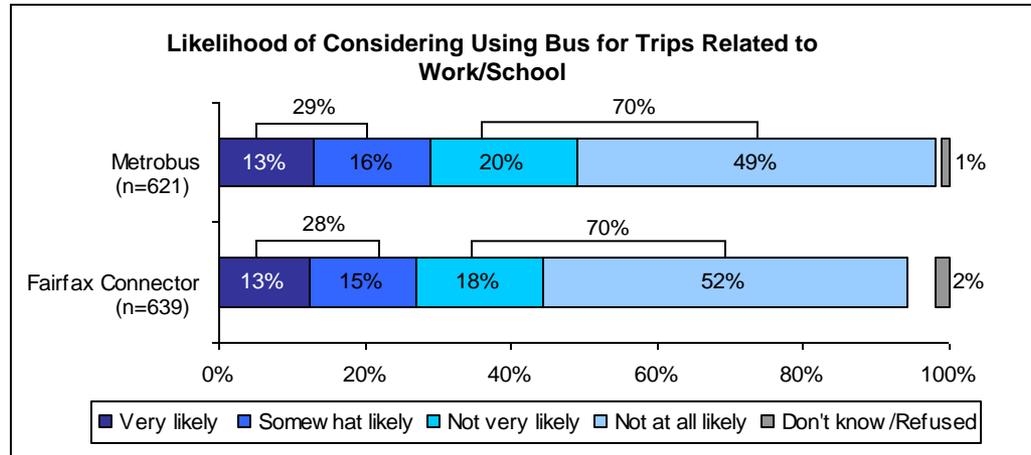
Types of Transportation Used to Commute					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
n=	A	B	C	D	E
	(662)	(73)	(589)	(152)	(510)
Net: Car	88%	55%	92% <sub>B</sub>	64%	95% <sub>D</sub>
Drive alone	79	48	83 <sub>B</sub>	55	86 <sub>D</sub>
Drive with passengers	8	3	9 <sub>B</sub>	5	9
Carpool/Vanpool	5	5	5	6	4
Net: Public Transportation	18	58 <sub>C</sub>	13	47 <sub>E</sub>	9
Metrorail	14	37 <sub>C</sub>	11	34 <sub>E</sub>	8
Net: Bus	9	49 <sub>C</sub>	4	38 <sub>E</sub>	<1
Metrobus	6	26 <sub>C</sub>	4	27	-
Fairfax Connector	3	32	-	15	-
VRE	1	3	1	1	1
Ride a motorcycle/Bicycle	2	1	2	3	2
Walk	1	3	1	1	1
Other	1	4	1	3	1

Base = Those who commute to work/school  
 Letters indicate significant differences at the 95% confidence level  
 Multiple Responses Accepted; Top Mentions

**Current Transportation Usage** *(continued)*

Those who did not use Fairfax Connector and/or Metrobus to commute to work or school in the previous seven days were asked how likely they would be to consider using each mode for this type of travel.

- Slightly less than three in ten non-user respondents said they would be likely to consider using Metrobus (29%) or Fairfax Connector (28%) in the future.



Base = Those who do not use Fairfax Connector/Metrobus to commute to work/school  
Q.11, 12

**Current Transportation Usage** *(continued)*

All respondents were asked whether they had made any personal trips in the previous seven days to run errands, to take care of personal business or appointments, to go shopping for items other than groceries, or for entertainment, recreation or social reasons.

- More than eight in ten had done so in the previous seven days (83%).



Base = Total Sample (n=1007)  
Q.13

**Current Transportation Usage** *(continued)*

Respondents who had traveled for personal reasons (83% of Total Sample) were asked what modes of transportation they used to travel to and from their destination in the previous seven days.

- More than nine in ten (97%) had used a private means of transportation, with 72% driving in a private car alone.
- Almost one-half drove in a car with passengers (47%) to get to or from their destination in the previous week.
- Less than one in ten (6%) used public transportation, with Metrorail being the more commonly used mode (4%).

Types of Transportation Used for Personal Trips					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(833)	(87)	(746)	(169)	(664)
Net: Car	97%	91%	97% <sub>B</sub>	92%	98% <sub>D</sub>
Drive alone	72	64	73	65	74 <sub>D</sub>
Drive with passengers	47	39	48	44	48
Carpool/Vanpool	2	6	2	4	2
Net: Public Transportation	6	18 <sub>C</sub>	4	15 <sub>E</sub>	4
Metrorail	4	11 <sub>C</sub>	3	9 <sub>E</sub>	3
Net: Bus	2	8 <sub>C</sub>	1	8 <sub>E</sub>	<1
Metrobus	1	6 <sub>C</sub>	1	6	-
Fairfax Connector	<1	3	-	2	-
Rex bus	<1	-	<1	1	-
Dash	<1	-	<1	1	<1
CUE bus	<1	-	<1	-	<1
Other bus service	<1	1	<1	1	<1
Ride a motorcycle/Bicycle	1	5	1	3	1
Walk	1	1	1	1	1
Other	1	1	1	1	1

Base = Those who made trips for personal reasons in the past seven days

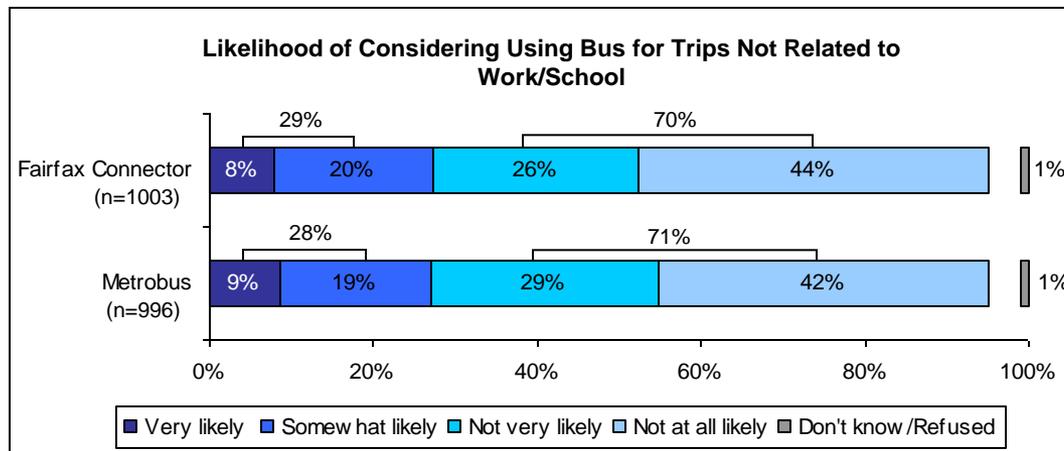
Letters indicate significant differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

**Current Transportation Usage** *(continued)*

Those who did not use Fairfax Connector and/or Metrobus for personal reasons in the previous seven days were asked how likely they would be to consider using each mode for personal travel.

- Similar to their likelihood of considering using these services for work/school, about three in ten respondents said they would consider using Fairfax Connector (29%) or Metrobus (28%) to make trips for personal reasons in the future.



Base = Those who did not use Fairfax Connector/Metrobus to make personal trips in the past seven days  
Q.16, 16A

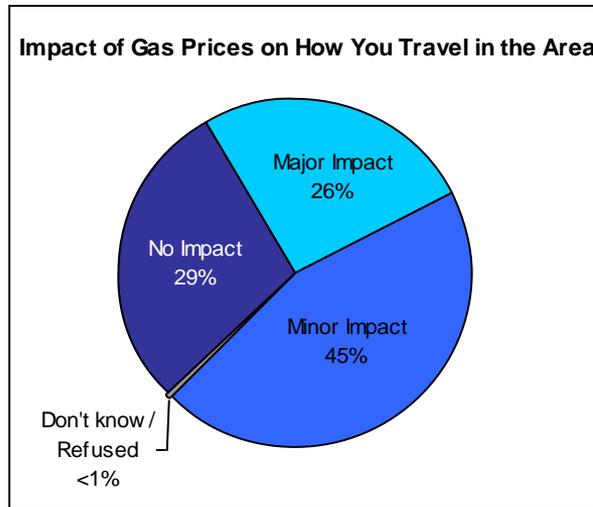
**Current Transportation Usage** (continued)

All respondents were asked how gas prices have impacted how they travel in the area.

- Slightly more than seven in ten (71%) said that gas prices have had either a major or minor impact on their travel in the area, with 26% saying it has had a major impact.
- Respondents with a smaller household income were more likely to say gas prices have had a major impact, with 49% of those with household incomes of \$50,000 or less saying it is having a major impact, compared to only 13% of those with household incomes greater than \$150,000. (33% \$50,001-\$100,000, 26% \$100,001-\$150,000).
- Interestingly, the distance one commutes to work appears to have little impact on the affect of gas prices to them.

Next, respondents who said that gas prices have had an impact on how they travel were asked specifically to cite its specific effects.

- These respondents most often mentioned that as a result of the gas prices they take fewer trips by car (66%) and/or they combine trips and errands (15%). One in twenty (5%) said they are using public transportation more often.



Base = Total Sample (n=1007)  
Q.18



How Gas Prices Have Affected Travel	
	n= (718)
Net: Travel less	69%
Take fewer trips by car	66
Make shorter trips	2
Only use car for necessities	2
Combine trips/errands	15
Ride with someone else/carpool	6
Walk or bike more often	5
More pre-planning	5
Net: Use public transportation	5
Take Metrorail more often	2
Take the bus more often	2
Spend less money on other things	4
Spending more money	3
Purchase a more gas efficient car	3
Use a fuel efficient car	2

Base = Those who say gas prices have had a major or minor impact on how they travel  
Multiple Responses Accepted; Top Mentions  
Q.18A

**Detailed Findings:  
Psychographic Statements**

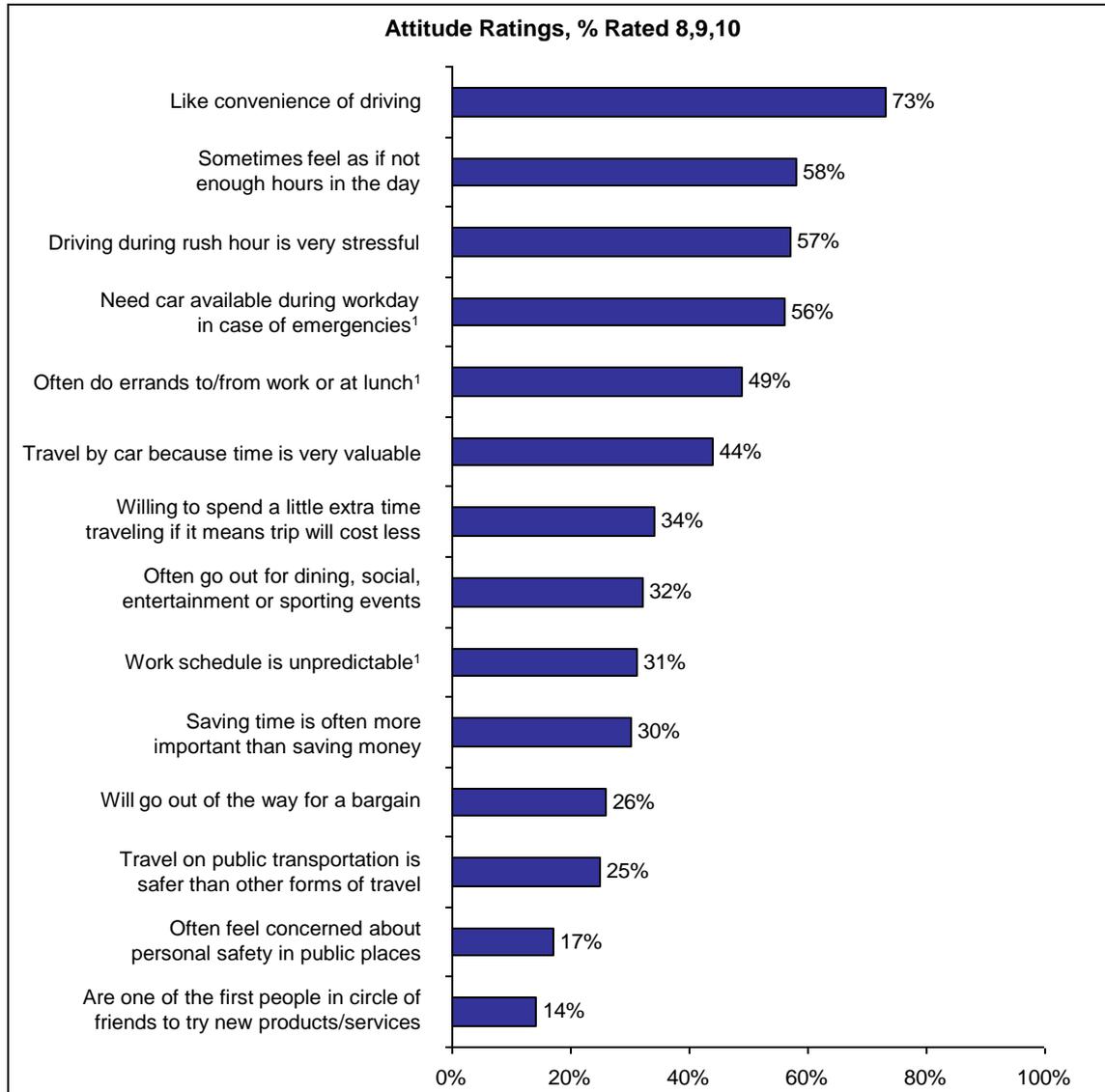
## Psychographic Statements

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All respondents were read a list of 11 statements and were asked to rate how well each statement describes them, using a ten point scale where a “10” means the statement describes them very well and a “1” means does it not describe them at all. Employed respondents were given an additional 4 statements to rate.

- While almost three-fourths of the respondents (73%, 79% bus non-users vs. 50% users) said (rated an 8, 9 or 10) that they like the convenience of driving a car, almost six in ten respondents (57%) said that driving during rush hour is very stressful.
- More than one-half said that sometimes they feel as if there are not enough hours in the day (58%, 66% bus users vs. 56% non-users) and/or they need to have a car available during the workday in case of emergencies (56%, 61% bus non-users vs. 38% users).
- In addition, more than four in ten said that they often do errands on their way to or from work or at lunchtime (49%) and/or they choose to travel by car because their time is very valuable to them (44%, 47% bus non-users vs. 29% users).
- At least three in ten said that:
  - They are willing to spend a little extra time traveling if it means the trip will cost less (34%, 43% bus users vs. 32% non-users),
  - They often go out for dining, social, entertainment or sporting events (32%) and/or
  - For them, saving time is often more important than saving money (30%).
- Respondents were more likely to say that the following does not describe them well (rated a 1, 2 or 3) than say that it does describe them well:
  - They often feel concerned about their personal safety in public places (51% vs. 17%)
  - Their work schedule is unpredictable (48% vs. 31%)
  - They are one of the first people in their circle of friends to try new products and services (32% vs. 14%)
- Similar proportions said the following does describe them well (rate an 8, 9 or 10) as said that it does not describe them well (rate a 1, 2 or 3): they will go out of their way to take advantage of a bargain (26% vs. 21% ) and/or they felt that travel on public transportation is safer than other forms of travel in this area (25% vs. 20%, 40% bus users vs. 21% non-users).

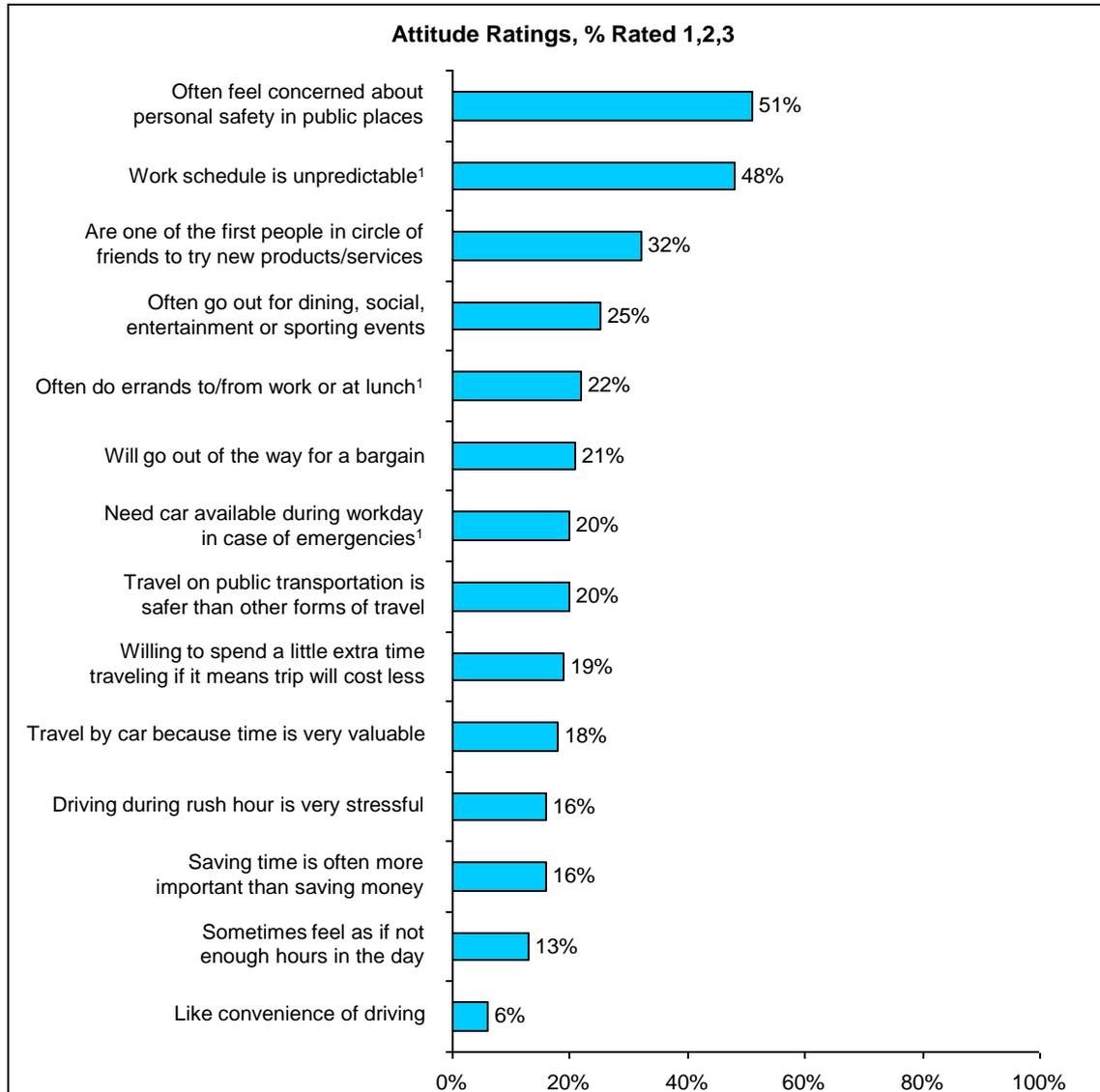
**Psychographic Statements (continued)**



Base = Total Sample (n=1007)

<sup>1</sup>Base = Those employed (n=662)

**Psychographic Statements (continued)**

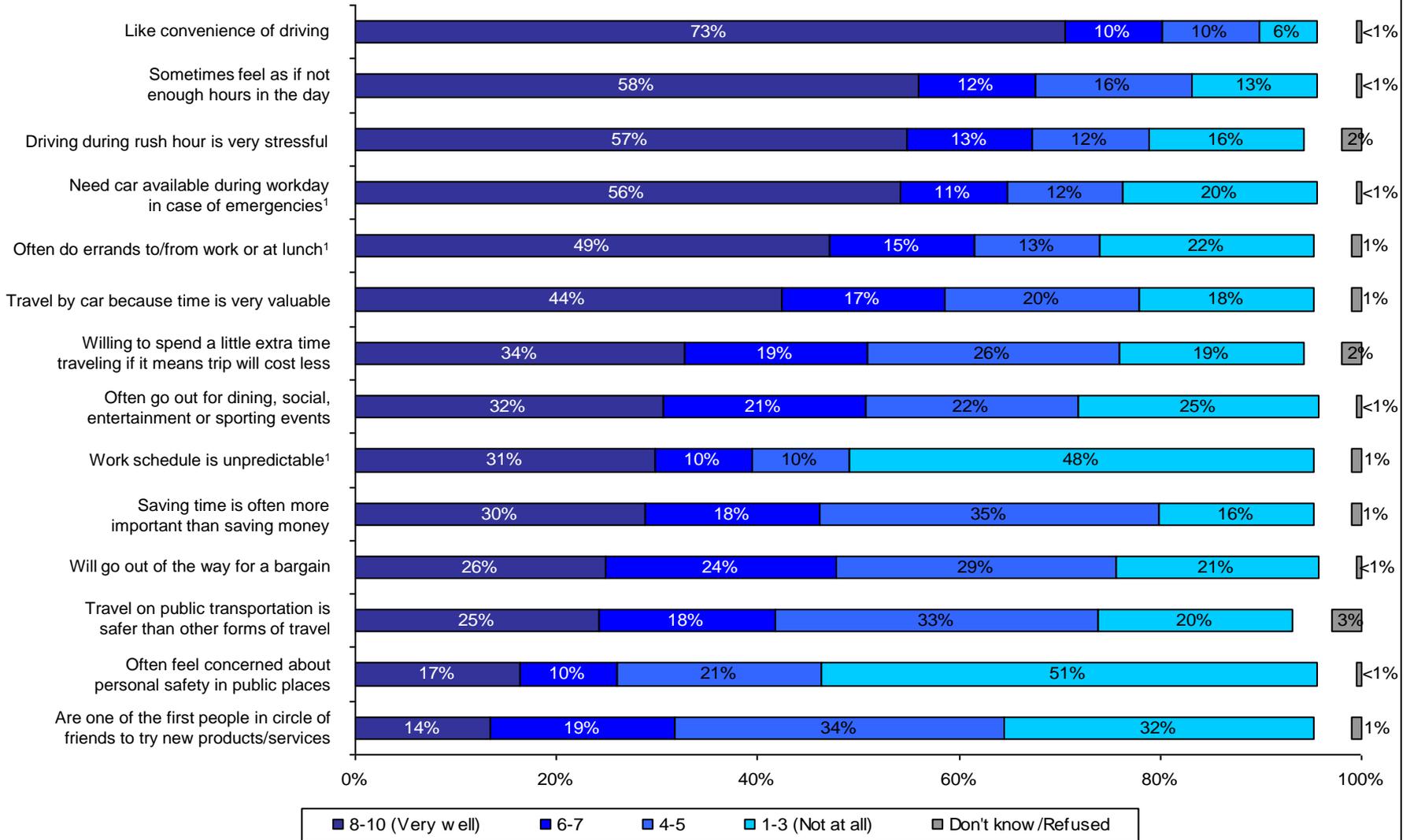


Base = Total Sample (n=1007)

<sup>1</sup>Base = Those employed (n=662)

Q2

**Psychographic Statements (continued)**



Base = Total Sample (n=1007)

<sup>1</sup>Base = Those employed (n=662)

Q.2

**Psychographic Statements** (continued)

Rated Attitude Ratings, % Rated 8,9,10		
	Bus User	Bus Non-user
	D	E
n=	(207)	(800)
You like the convenience of driving a car	50%	79% <sub>D</sub>
Sometimes you feel as if there are not enough hours in the day	66 <sub>E</sub>	56
Driving during rush hour is very stressful	57	57
You choose to travel by car because time is very valuable to you	29	47 <sub>D</sub>
You need a car available during the workday in case of emergencies <sup>1</sup>	38	61 <sub>D</sub>
You are willing to spend extra time traveling if it means the trip will cost less	43 <sub>E</sub>	32
You often do errands on your way to or from work or at lunchtime <sup>1</sup>	42	51
You often go out for dining, or to social, entertainment or sporting events	31	32
For you, saving time is often more important than saving money	28	31
You will go out of your way to take advantage of a bargain	27	25
You feel travel on public transit is safer than other forms of travel in this area	40 <sub>E</sub>	21
Your work schedule is unpredictable <sup>1</sup>	28	32
You often feel concerned about your personal safety in public places	17	16
You are one of the first in your circle of friends to try new products/services	14	15

Base = Total Sample

<sup>1</sup>Base = Those employed

Letters indicate significant differences at the 95% confidence level.

Q.2

**Detailed Findings:  
Attitudes Toward Transportation Options**

## Attitudes Toward Transportation Options

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The respondents were asked to rate the importance of 14 statements about transportation on a scale of 1 to 10, where a “1” means it is not at all important to them and a “10” means it is extremely important to them.

- Overall, the attributes that received the highest importance ratings included:
  - Is available when they need it (88% rate an 8, 9 or 10)
  - Goes to the places they need to go (86%)
  - Would get them to their destination on time (84%)
  - Is easy and convenient to use (82%)
- In addition, at least seven in ten rated the following as important (rated an 8, 9 or 10):
  - Is safe from crime (74%)
  - Meets the transportation needs of people like them (73%)
  - Is safe from accidents (70%)
  - Is a smart way to commute for people who can use it (70%)
  - Fits into their lifestyle (70%)
- About six in ten or more rated the following as important: is a fast way to travel (67%), offers good value for the money (61%) and/or is a relaxing and stress-free way to travel (59%).
- Is an environmentally friendly way to travel and is low cost compared to other modes of transportation received the lowest importance ratings (only 53%-45% rated an 8, 9 or 10).

**Attitudes Toward Transportation Options** *(continued)*

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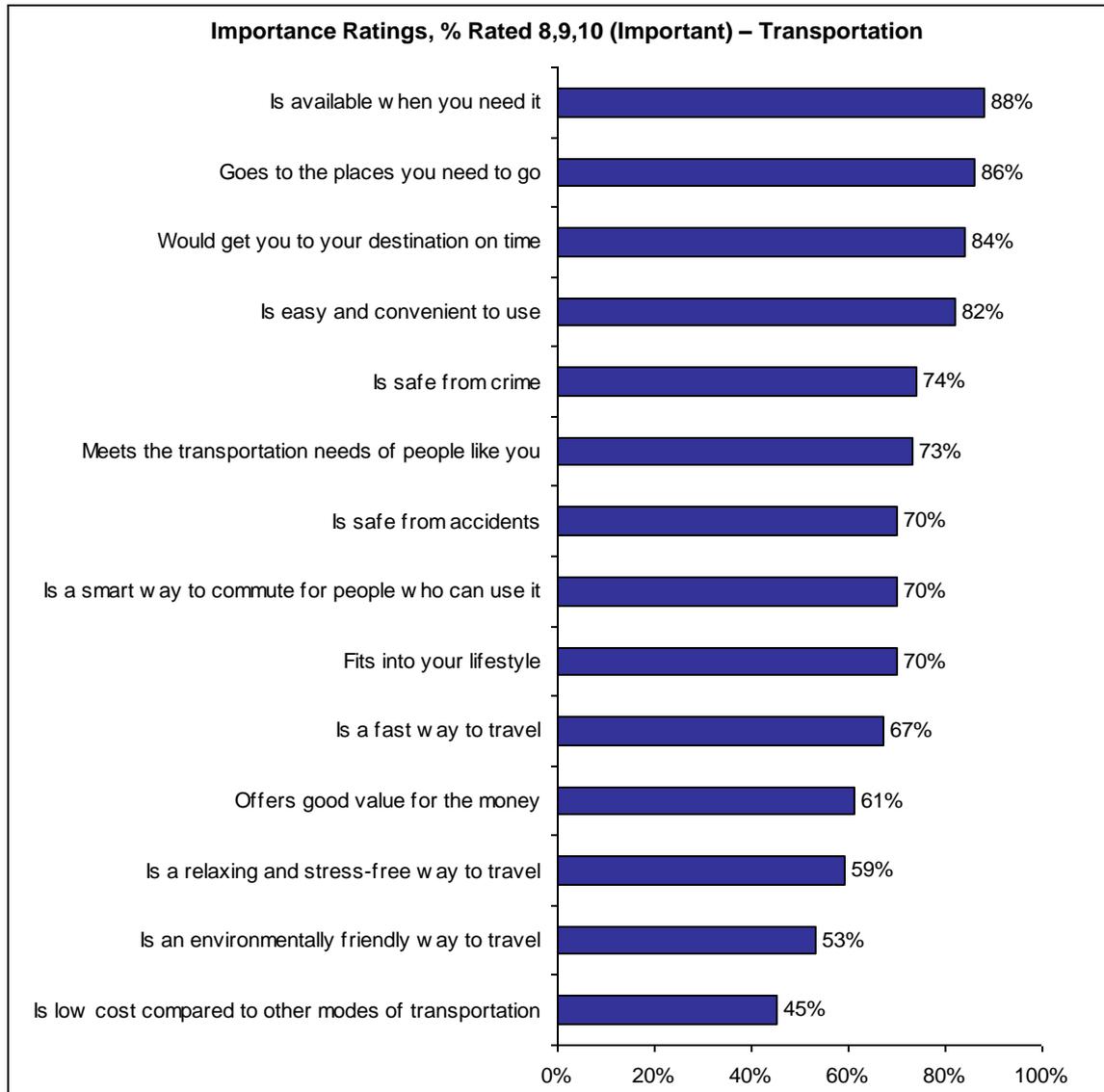
In comparison to the bus users, non-users were more likely to say that the following were important attributes when evaluating which form of transportation they would use:

- Is available when they need it (89% non-users vs. 83% users)
- Goes to the places they need to go (88% non-users vs. 80% users)
- Would get them to their destination on time (86% non-users vs. 75% users)
- Is easy and convenient to use (85% non-users vs. 71% users)
- Is safe from crime (77% non-users vs. 63% users)
- Meets the transportation needs of people like them (75% non-users vs. 66% users)
- Fits into their life style (72% non-users vs. 59% users)
- Is a fast way to travel (71% non-users vs. 51% users)

Conversely, in comparison to the bus non-users, users were more likely to say that the following were important attributes when evaluating which form of transportation they would use:

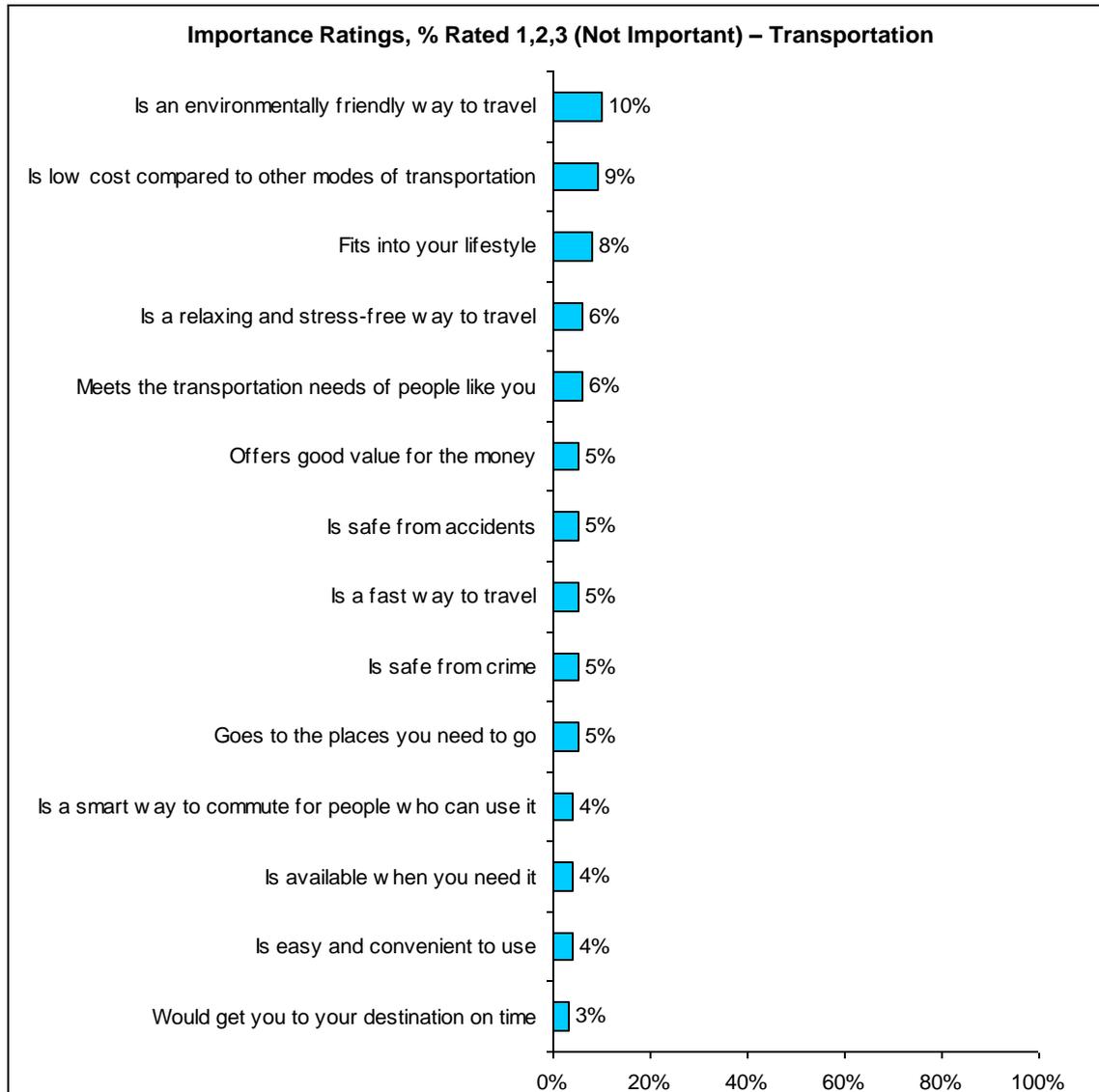
- There are bus stops close to their destinations (72% users vs. 58% non-users)
- There are bus stops close to where they live (72% users vs. 56% non-users)
- Is an environmentally friendly way to travel (60% users vs. 51% non-users)
- Is low cost compared to other modes of transportation (53% users vs. 43% non-users)

**Attitudes Toward Transportation Options** *(continued)*



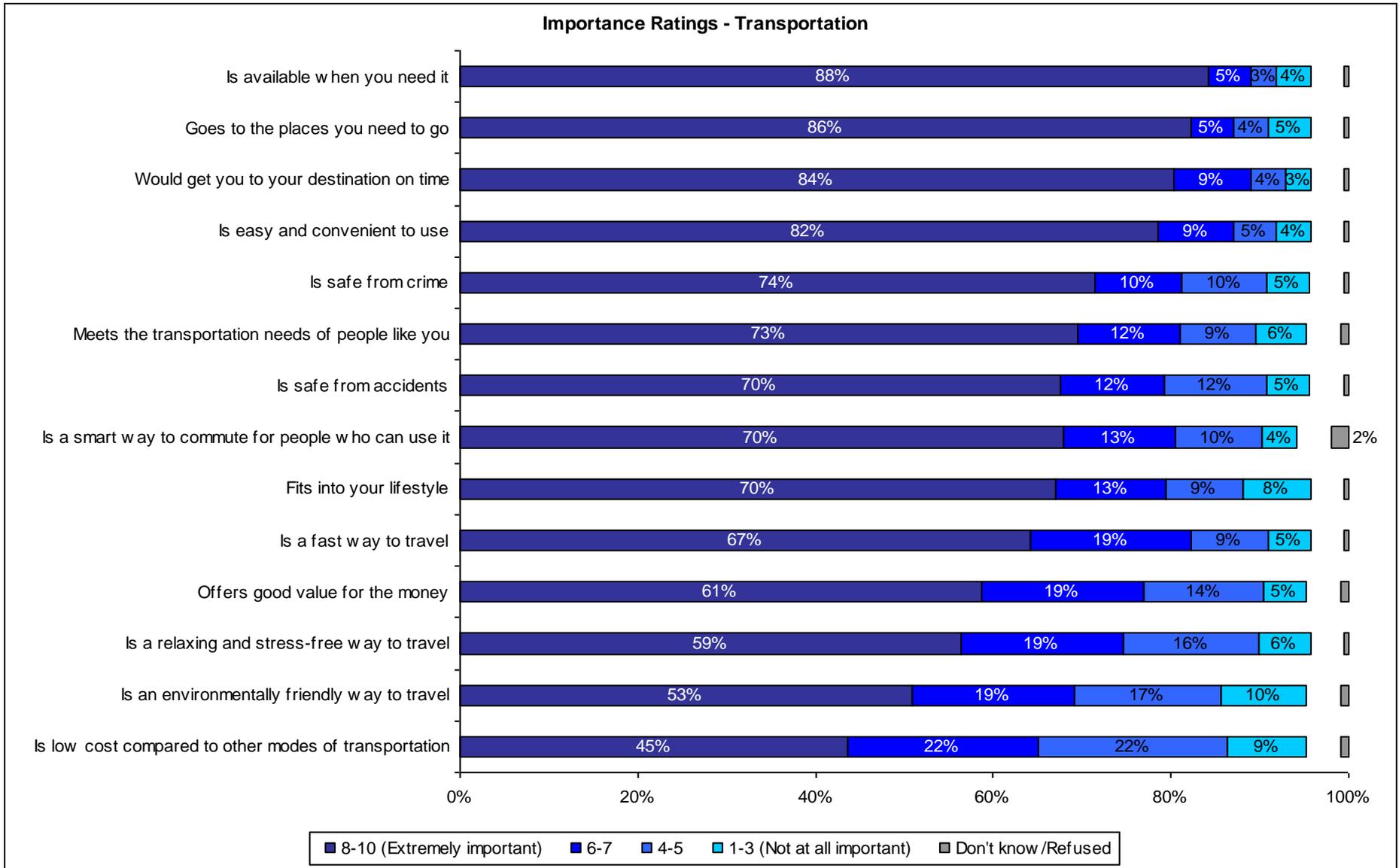
Base = Total Sample (n=1007)  
Q.17

**Attitudes Toward Transportation Options** *(continued)*



Base = Total Sample (n=1007)  
Q.17

**Attitudes Toward Transportation Options** (continued)



Base = Total Sample (n=1007)  
 Values not shown are less than or equal to 1%  
 Q.17

**Attitudes Toward Transportation Options** (continued)

Importance Ratings, % Rated 8,9,10 - Transportation		
	Bus User	Bus Non-user
	D	E
n=	(207)	(800)
Is available when you need it	83%	89% <sub>D</sub>
Goes to the places you need to go	80	88 <sub>D</sub>
Would get you to your destination on time	75	86 <sub>D</sub>
Is easy and convenient to use	71	85 <sub>D</sub>
Is safe from crime	63	77 <sub>D</sub>
Meets the transportation needs of people like you	66	75 <sub>D</sub>
Is safe from accidents	66	71
Is a smart way to commute for people who can use it	72	70
Fits into your lifestyle	59	72 <sub>D</sub>
Is a fast way to travel	51	71 <sub>D</sub>
There are bus stops close to your destinations	72 <sub>E</sub>	58
Offers good value for the money	61	61
There are bus stops close to where you live	72 <sub>E</sub>	56
Is a relaxing and stress-free way to travel	56	60
Is an environmentally friendly way to travel	60 <sub>E</sub>	51
Is low cost compared to other modes of transportation	53 <sub>E</sub>	43
There are enough bus stops with shelters	34	38
There are enough bus stops with seats	37	33

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.17/21

**Attitudes Toward Transportation Options** *(continued)*

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Respondents were also asked to rate the importance of 4 statements related to bus stops on a scale of 1 to 10, where a “1” means it is not at all important to them and a “10” means it is extremely important to them compared to other aspects of bus service in Fairfax County.

- Overall about six in ten respondents rated the following as important (rated an 8, 9 or 10):
  - There are bus stops close to their destinations (61%)
  - There are bus stops close to where they live (59%)
- Less than four in ten respondents rated the following statements as important:
  - There are enough bus stops with shelters (37%)
  - There are enough bus stops with seats (34%)
- Specifically, Fairfax Connector customers were more likely to rate the following as important as compared to non-customers:
  - There are bus stops close to their destinations (78% vs. 59%)
  - There are bus stop close to where they live (78% vs. 57%)
  - There are enough bus stops with seats (44% vs. 33%)
- Similarly, bus users were more likely to rate the following as important as compared to non-users:
  - There are bus stops close to their destinations (72% vs. 58%)
  - There are bus stop close to where they live (72% vs. 56%)

**Attitudes Toward Transportation Options** (continued)

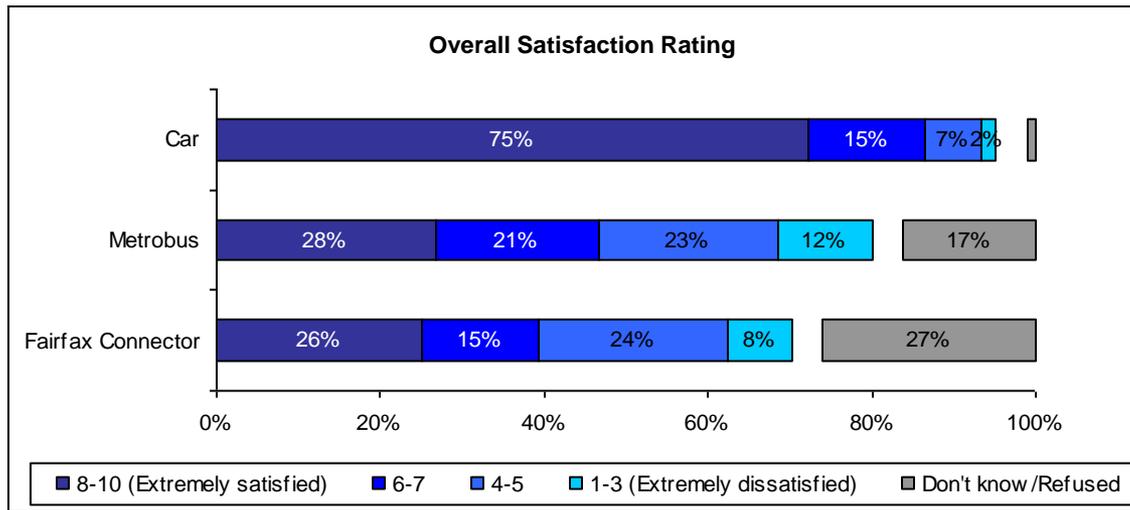
Importance Ratings - Bus Travel					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(1007)	(105)	(902)	(207)	(800)
<b><u>Bus stops close to your destinations</u></b>					
Net: 8-10	61%	78% <sub>C</sub>	59%	72% <sub>E</sub>	58%
Net: 6-7	9	12	8	12	8
Net: 4-5	8	7	9	8	8
Net: 1-3	19	3	21 <sub>B</sub>	8	22 <sub>D</sub>
<b><u>Bus stops close to where you live</u></b>					
Net: 8-10	59	78 <sub>C</sub>	57	72 <sub>E</sub>	56
Net: 6-7	11	12	10	13	10
Net: 4-5	9	4	9 <sub>B</sub>	6	9
Net: 1-3	19	6	21 <sub>B</sub>	7	22 <sub>D</sub>
<b><u>Enough bus stops with shelters</u></b>					
Net: 8-10	37	37	37	34	38
Net: 6-7	16	25 <sub>C</sub>	15	25 <sub>E</sub>	14
Net: 4-5	18	24	18	23	17
Net: 1-3	24	12	26 <sub>B</sub>	16	26 <sub>D</sub>
<b><u>Enough bus stops with seats</u></b>					
Net: 8-10	34	44 <sub>C</sub>	33	37	33
Net: 6-7	16	20	15	23 <sub>E</sub>	14
Net: 4-5	19	19	19	22	18
Net: 1-3	26	17	27 <sub>B</sub>	16	29 <sub>D</sub>

Base = Total Sample  
 Letters indicate significant differences at the 95% confidence level  
 Q.21

**Attitudes Toward Transportation Options** *(continued)*

Regardless of whether they had ever used any of the following modes of transportation, respondents were asked to rate their overall satisfaction with the services provided by each of the modes on a 10-point scale, where “10” means extremely satisfied and “1” means extremely dissatisfied.

- Overall, three-fourths (75%) are satisfied (rate an 8, 9 or 10) with driving a personal car, while less than three in ten respondents are satisfied with the service provided by Metrobus (28%) and/or Fairfax Connector (26%). It is important to note however, that three times as many are satisfied with Fairfax Connector service than are dissatisfied (26% vs. 8%) and twice as many are satisfied with Metrobus than are dissatisfied (28% vs. 12%).
- Furthermore, at least one in six respondents said they did not know how to rate their overall satisfaction with the service provided by the two bus services (27% Fairfax Connector; 17% Metrobus).



Base = Total Sample (n=1007)  
 Values not shown are less than or equal to 1%  
 Q.22, 22A, 23

**Attitudes Toward Transportation Options** (continued)

Specifically, bus users are significantly more likely to be satisfied (rated an 8, 9 or 10) with the overall service provided by each of the bus services than are their counterparts.

Satisfaction Ratings					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(1007)	(107)	(902)	(207)	(800)
<b><u>Fairfax Connector</u></b>					
Net: 8-10	26%	53% <sub>C</sub>	22%	38% <sub>E</sub>	22%
Net: 6-7	15	27 <sub>C</sub>	14	23 <sub>E</sub>	13
Net: 4-5	24	10	25 <sub>B</sub>	18	25 <sub>D</sub>
Net: 1-3	8	3	9 <sub>B</sub>	3	10 <sub>D</sub>
Don't know/Refused	27	7	29 <sub>B</sub>	18	29 <sub>D</sub>
<b><u>Metrobus</u></b>					
Net: 8-10	28	43 <sub>C</sub>	26	40 <sub>E</sub>	25
Net: 6-7	21	33 <sub>C</sub>	20	35 <sub>E</sub>	17
Net: 4-5	23	18	24	16	25 <sub>D</sub>
Net: 1-3	12	4	12 <sub>B</sub>	4	13 <sub>D</sub>
Don't know/Refused	17	2	18 <sub>B</sub>	4	20 <sub>D</sub>
<b><u>Personal Car</u></b>					
Net: 8-10	75	51	77 <sub>B</sub>	57	79 <sub>D</sub>
Net: 6-7	15	28 <sub>C</sub>	14	26 <sub>E</sub>	13
Net: 4-5	7	17 <sub>C</sub>	6	13 <sub>E</sub>	6
Net: 1-3	2	3	2	3	2
Don't know/Refused	1	1	1	1	1

Base = Total Sample  
 Letters indicate significant differences at the 95% confidence level  
 Q.22, 22A, 23

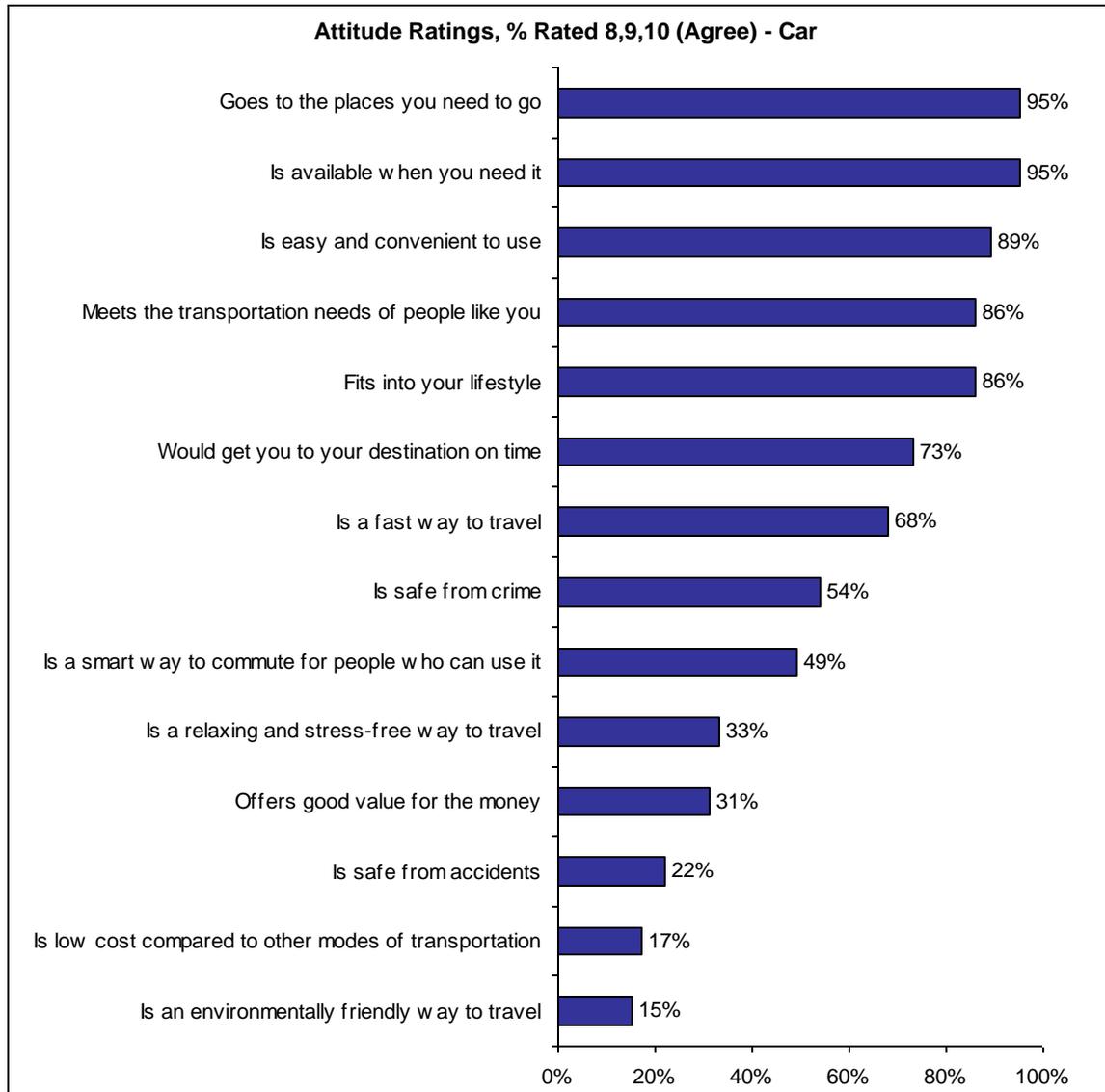
**Attitudes Toward Transportation Options** *(continued)*

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The respondents were asked to rate their agreement with 14 specific aspects of using a **car**, using a ten point scale where a “10” means they strongly agree with the statement and a “1” means they strongly disagree with the statement.

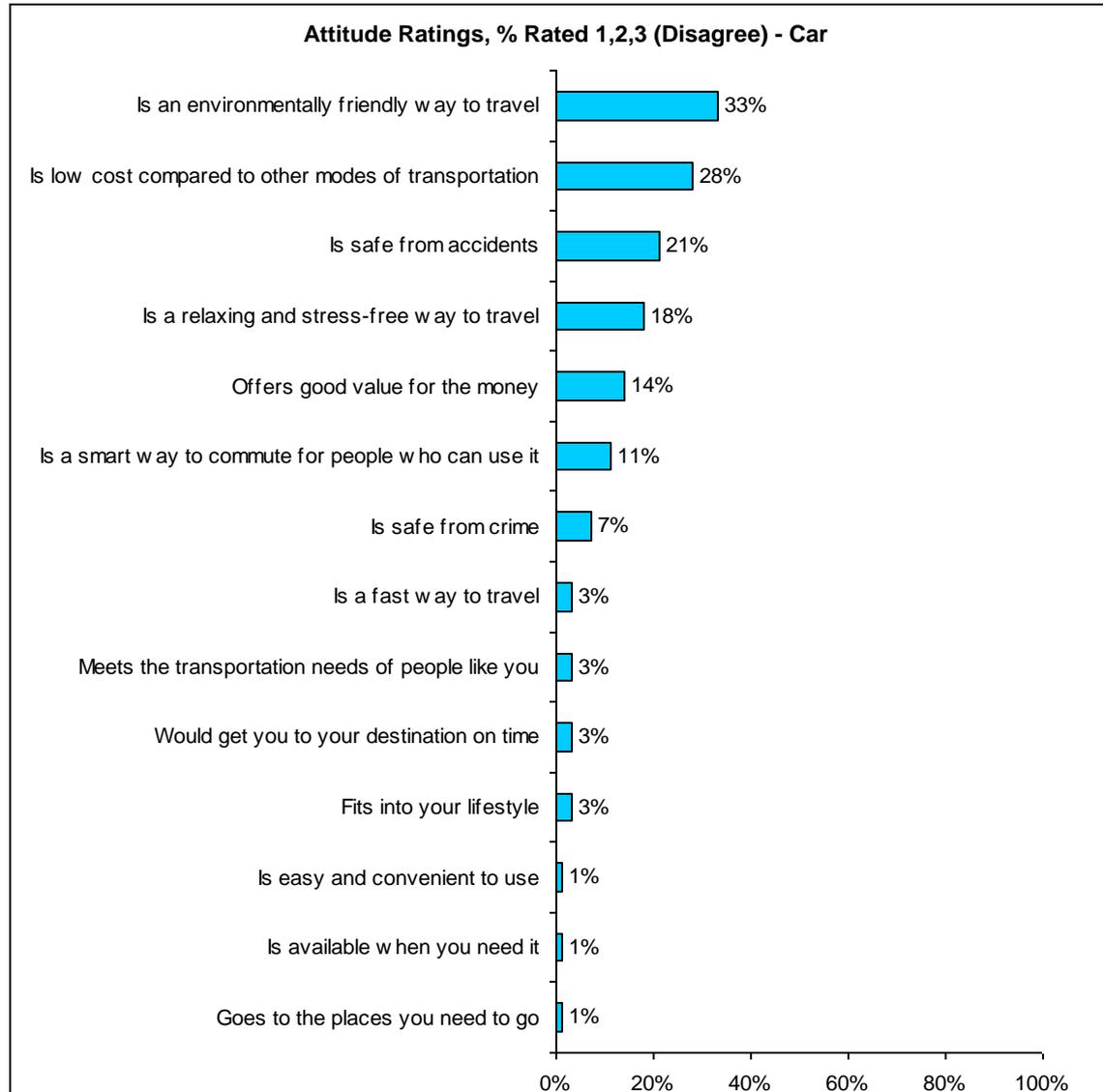
- Almost all respondents agree (rated an 8, 9 or 10) that a car goes to the places they need to go and/or is available when they need it (95% each) Specifically, more than nine in ten bus non-users (96%) and bus users (92%) agreed that a car goes to the places they need to go.
- More than eight in ten agree that a car is easy and convenient to use (89%), meets the transportation needs of people like them (86%) and/or fits into their lifestyle (86%).
- In addition, almost one-half or more agree that a car would get them to their destination on time (73%), is a fast way to travel (68%), is safe from crime (54%) and/or is a smart way to commute for people who can use it (49%).
- About one-third agree that a car is a relaxing way to travel (33%) and/or that a car offers good value for the money (31%).
- More respondents disagree (rated an 1, 2 or 3) than agree (rate an 8, 9 or 10) that a car is an environmentally friendly way to travel (33% disagree vs. 15% agree) and/or is low cost compared to other forms of transportation (28% vs. 17%).
- With the exception of getting to the places they need to go, bus non-users were more likely to agree with all remaining aspects of using a car compared to users.

**Attitudes Toward Transportation Options** *(continued)*



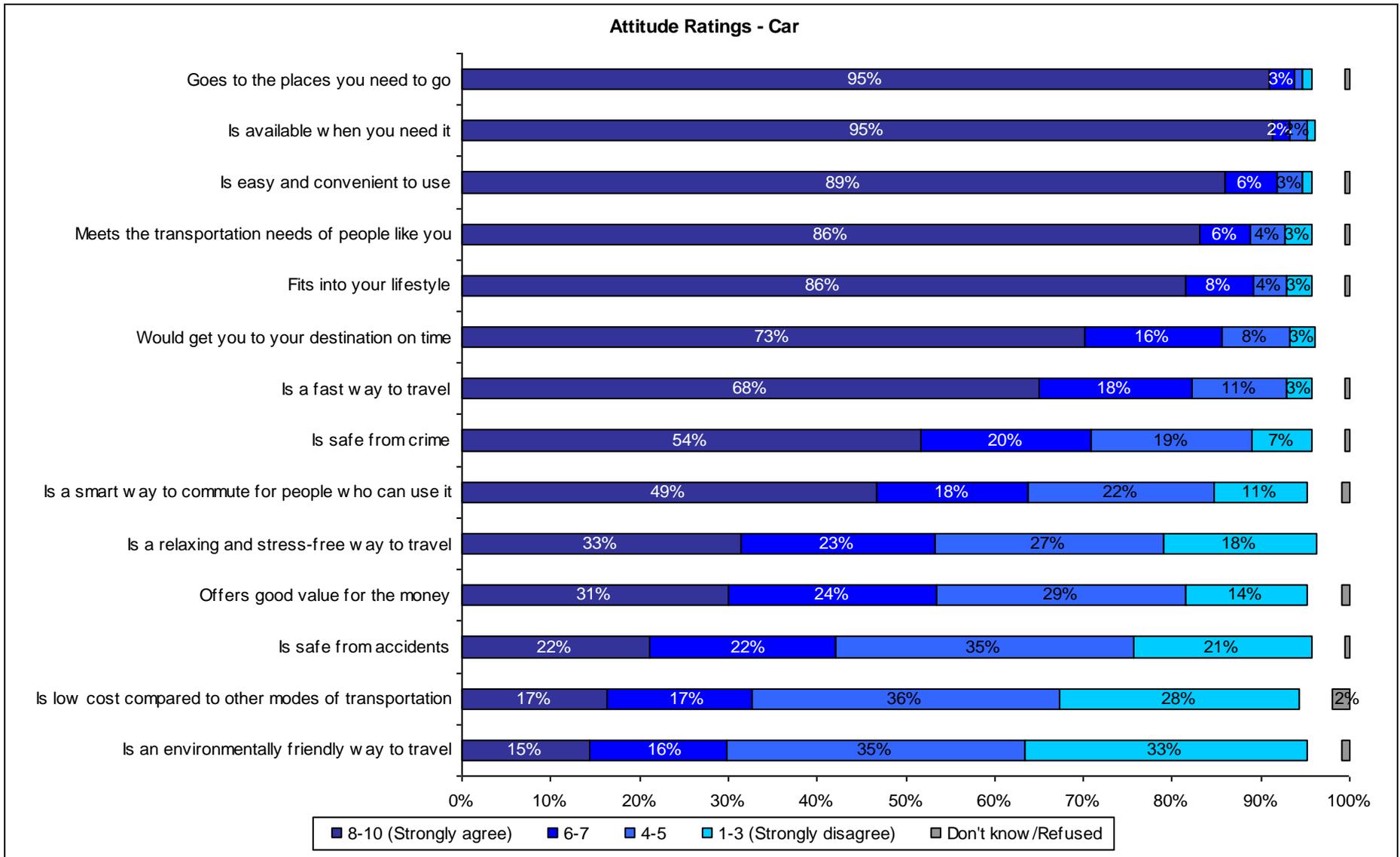
Base = Total Sample (n=1007)  
Q.19

**Attitudes Toward Transportation Options** (continued)



Base = Total Sample (n=1007)  
Q.17

Attitudes Toward Transportation Options (continued)



Base = Total Sample (n=1007)  
 Values not shown are less than or equal to 1%  
 Q.19

**Attitudes Toward Transportation Options** (continued)

Attitude Ratings, % Rated 8,9,10 (Agree) - Car		
	Bus User	Bus Non-user
	D	E
n=	(207)	(800)
Goes to the places you need to go	92%	96%
Is available when you need it	87	97 <sub>D</sub>
Is easy and convenient to use	77	92 <sub>D</sub>
Meets the transportation needs of people like you	67	92 <sub>D</sub>
Fits into your lifestyle	66	91 <sub>D</sub>
Would get you to your destination on time	60	76 <sub>D</sub>
Is a fast way to travel	58	70 <sub>D</sub>
Is safe from crime	46	56 <sub>D</sub>
Is a smart way to commute for people who can use it	34	52 <sub>D</sub>
Is a relaxing and stress-free way to travel	21	36 <sub>D</sub>
Offers good value for the money	21	34 <sub>D</sub>
Is safe from accidents	11	25 <sub>D</sub>
Is low cost compared to other modes of transportation	7	20 <sub>D</sub>
Is an environmentally friendly way to travel	11	17 <sub>D</sub>

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.19

**Attitudes Toward Transportation Options** *(continued)*

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The respondents were asked to rate their impressions of 18 specific aspects of **Fairfax Connector**, using a ten point scale where a “10” means they strongly agree with the statement and a “1” means they strongly disagree with the statement.

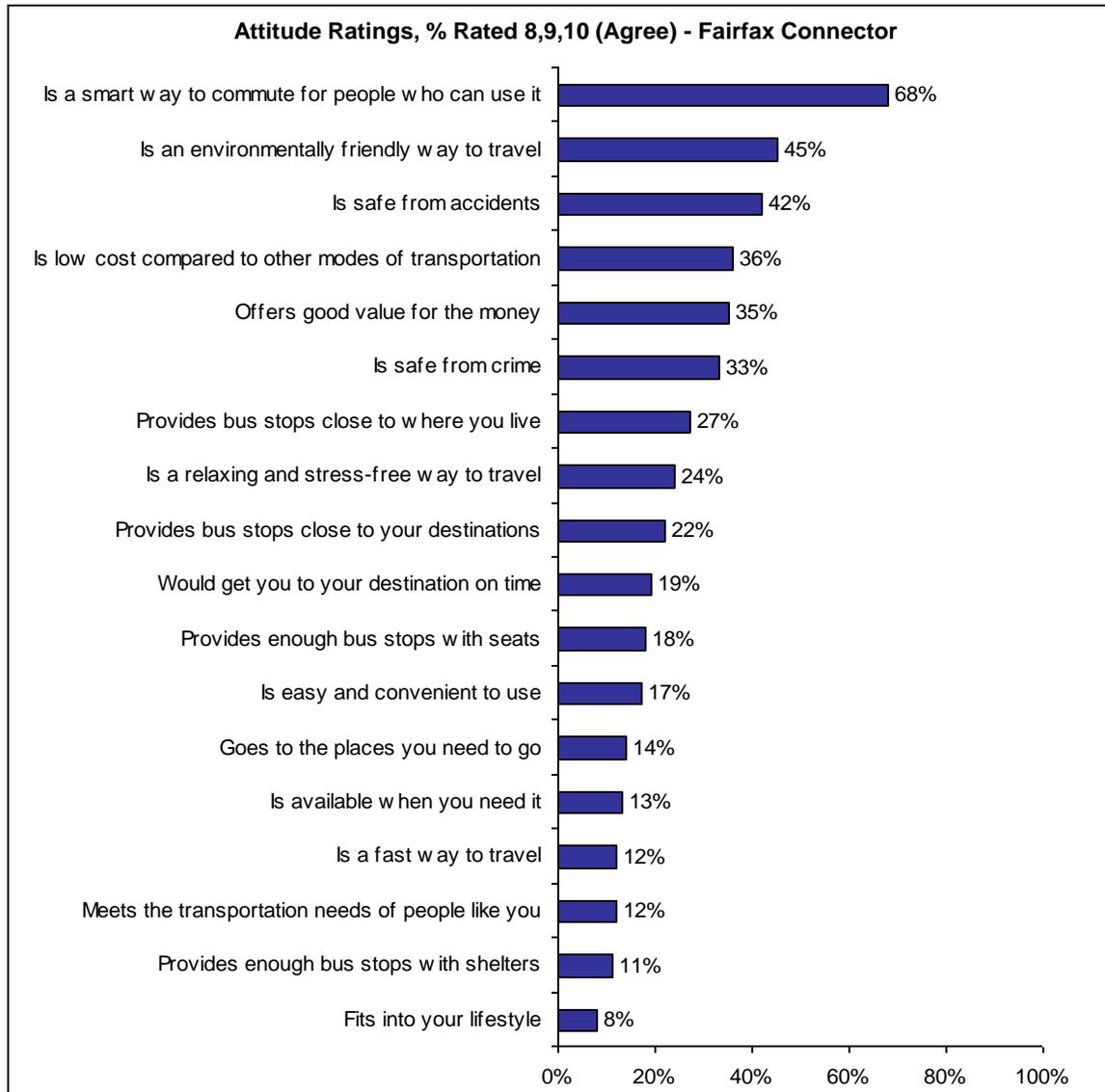
- While agreement with Fairfax Connector is not as high as using a car on various aspects, more than two-thirds (68%) agree (rated an 8, 9 or 10) that Fairfax Connector is a smart way to commute for those who can use it. In fact, only 3% disagree (rated a 1, 2 or 3) with this statement about Fairfax Connector.
- More than four in ten respondents agree that Fairfax Connector is an environmentally friendly way to travel (45%) and/or that Fairfax Connector is safe from accidents (42%). In fact, fewer than one in ten respondents (6% each) disagree with either of these two statements.
- More than three in ten agree that Fairfax Connector is low cost compared to other modes of transportation (36%), offers good value for the money (35%) and/or is safe from crime (33%). Again, fewer than one in ten respondents (6%-7%) disagree with each of these statements.
- One-half or more disagree (rated a 1, 2 or 3) that Fairfax Connector fits into their lifestyle (61%) and/or Fairfax Connector meets the transportation needs of people like them (50%).
- At least three in ten disagree with the following statements about Fairfax Connector, while a smaller proportion agree:
  - Is available when they need it (36% disagree vs. 13% agree)
  - Goes to the places they need to go (36% vs. 14%)
  - Is easy and convenient to use (31% vs. 17%)
  - Provides bus stops close to their destinations (30% vs. 22%)
- Similar proportions agree as do disagree with each of the following statements about Fairfax Connector:
  - Provides enough bus stops close to where they live (27% agree vs. 32% disagree)
  - Would get them to their destination on time (19% vs. 22%)
  - Provides enough bus stops with seats (18% vs. 16%)

**Attitudes Toward Transportation Options** *(continued)*

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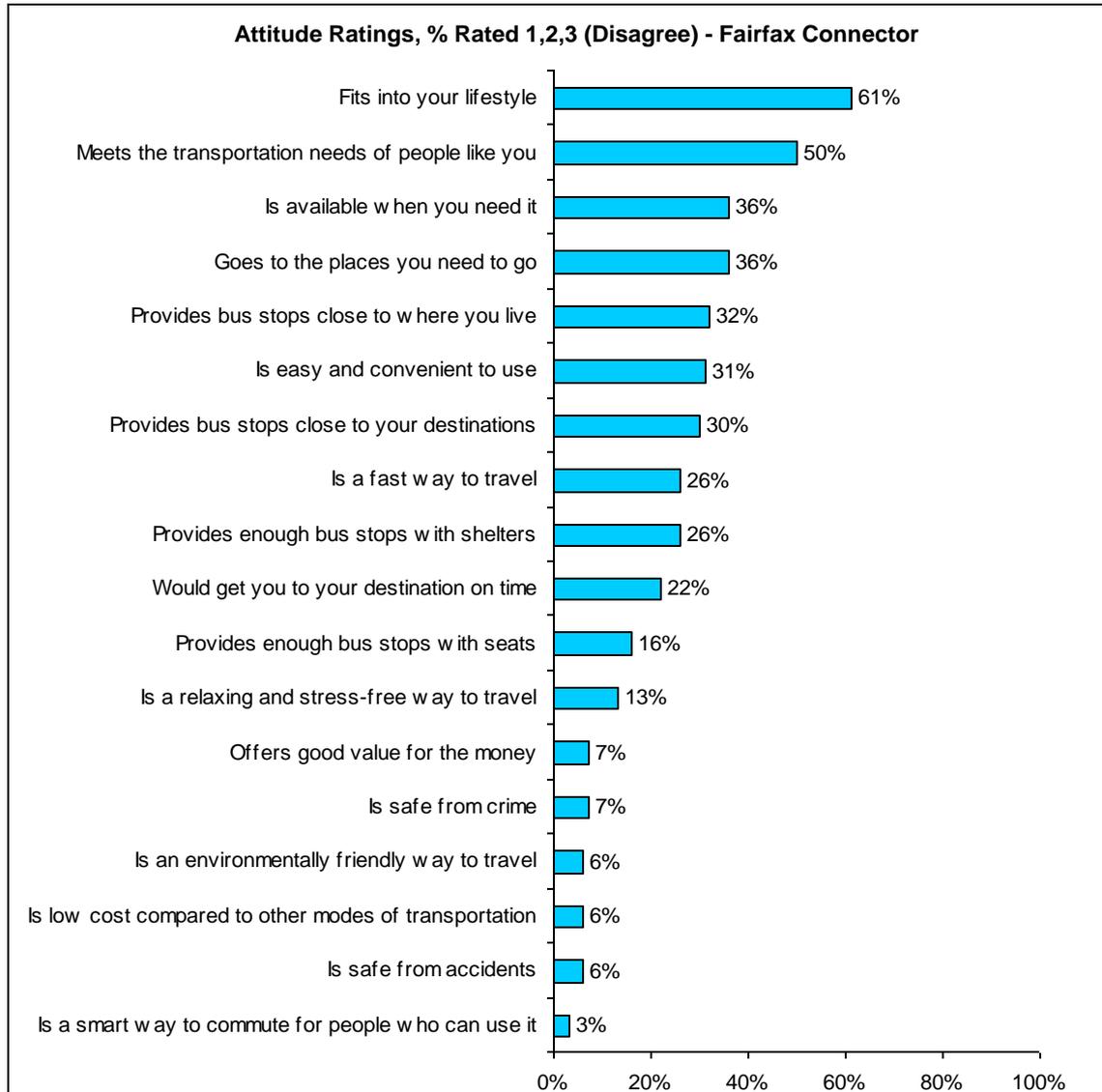
- About one-fourth disagree with the following statements about Fairfax Connector, while a smaller proportion agree with the same statements:
  - Is a fast way to travel (26% disagree vs. 12% agree)
  - Provides enough bus stops with shelters (26% vs. 11%)
- It is important to note, however, that with the exception of being a smart way for people to commute who can use it, at least one in ten respondents could not rate (said don't know or refused to answer) each of the remaining 17 statements about Fairfax Connector (10%-32%).
- With the exception of is a smart way to commute for people who can use it, is safe from accidents and is a fast way to travel, bus users were more likely to agree than bus non-users with all remaining aspects about Fairfax Connector.

**Attitudes Toward Transportation Options** (continued)



Base = Total Sample (n=1007)  
Q.20

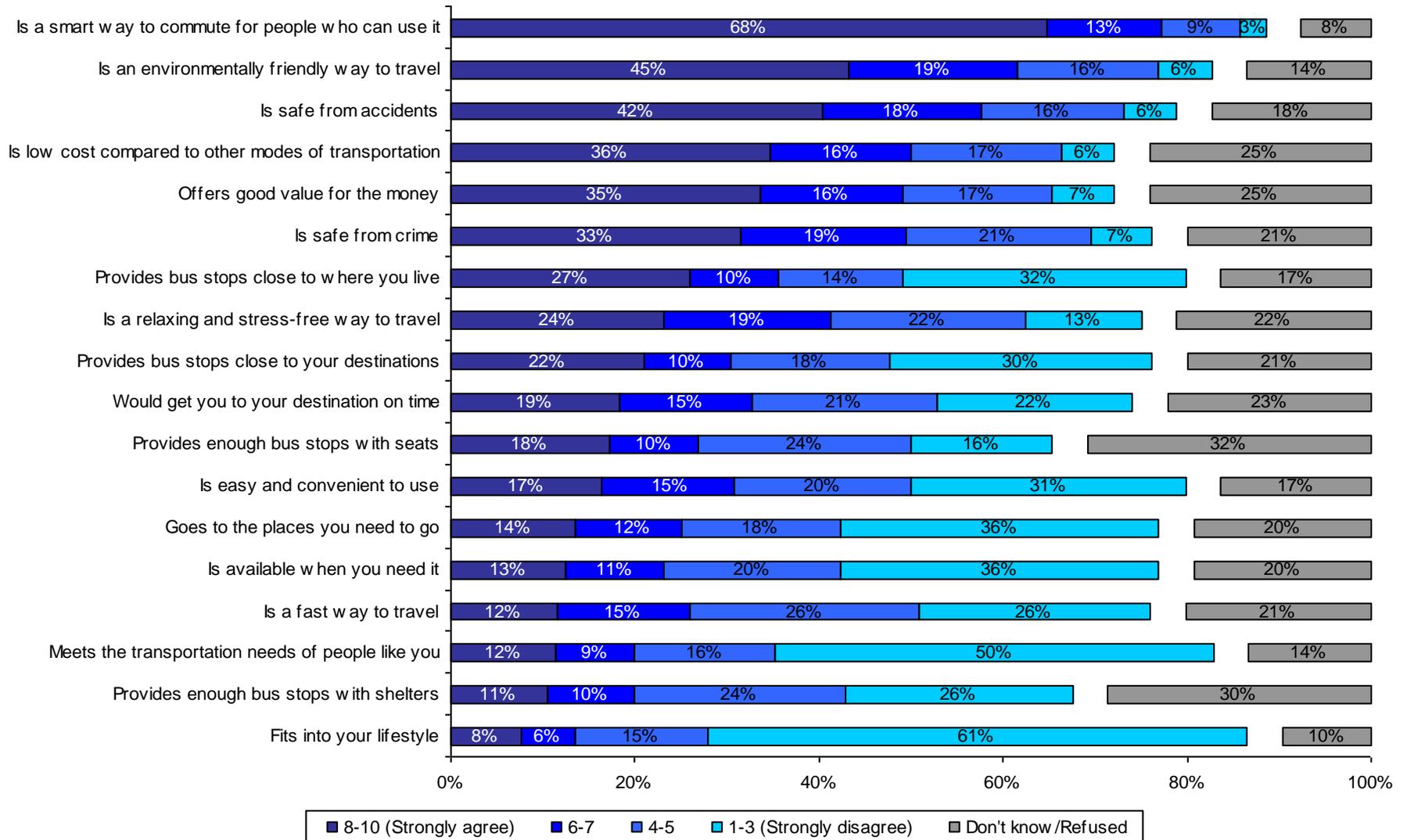
**Attitudes Toward Transportation Options** *(continued)*



Base = Total Sample (n=1007)  
Q.20

**Attitudes Toward Transportation Options** (continued)

**Attitude Ratings - Fairfax Connector**



Base = Total Sample (n=1007)  
Q.20

**Attitudes Toward Transportation Options** (continued)

Attitude Ratings, % Rated 8,9,10 (Agree) - Fairfax Connector		
	Bus User	Bus Non-user
	D	E
n=	(207)	(800)
Is a smart way to commute for people who can use it	67%	68%
Is an environmentally friendly way to travel	52 <sub>E</sub>	44
Is safe from accidents	46	41
Is low cost compared to other modes of transportation	48 <sub>E</sub>	32
Offers good value for the money	53 <sub>E</sub>	31
Is safe from crime	42 <sub>E</sub>	30
Provides bus stops close to where you live	38 <sub>E</sub>	24
Is a relaxing and stress-free way to travel	34 <sub>E</sub>	22
Provides bus stops close to your destinations	35 <sub>E</sub>	18
Would get you to your destination on time	29 <sub>E</sub>	16
Provides enough bus stops with seats	28 <sub>E</sub>	16
Is easy and convenient to use	29 <sub>E</sub>	14
Goes to the places you need to go	22 <sub>E</sub>	12
Is available when you need it	24 <sub>E</sub>	10
Is a fast way to travel	16	11
Meets the transportation needs of people like you	26 <sub>E</sub>	8
Provides enough bus stops with shelters	15 <sub>E</sub>	9
Fits into your lifestyle	20 <sub>E</sub>	5

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.20

**Attitudes Toward Transportation Options** *(continued)*

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Respondents were also asked to rate their agreement with 18 specific aspects of **Metrobus**, using a ten point scale where a “10” means they strongly agree with the statement and a “1” means they strongly disagree with the statement.

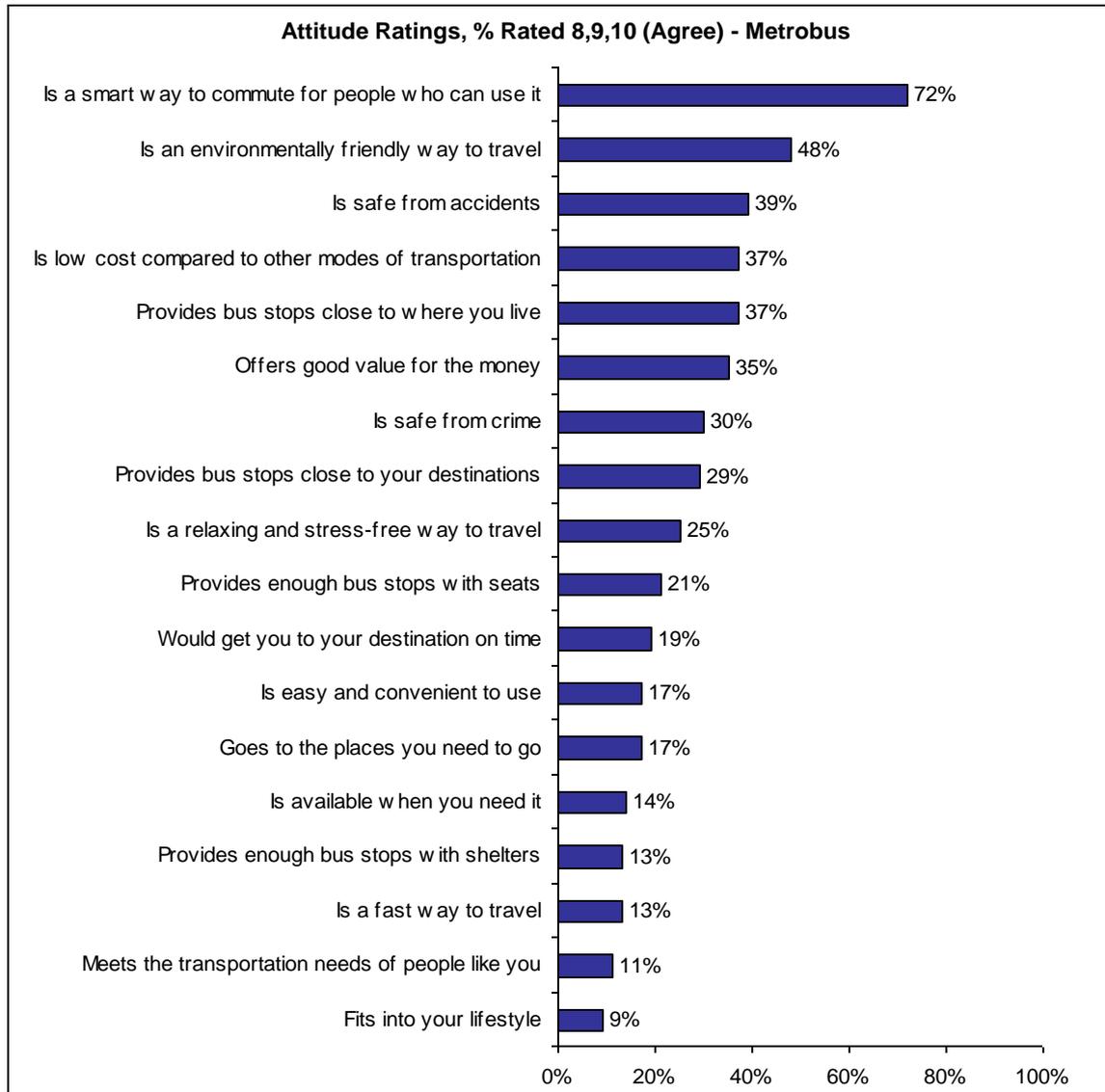
- More than seven in ten (72%) agree (rated an 8, 9 or 10) that Metrobus is a smart way to commute for those who can use it. In fact, only 3% disagree (rated a 1, 2 or 3) with this statement about Metrobus.
- Almost one-half agree that Metrobus is an environmentally friendly way to travel (48%). In fact, fewer than one in ten respondents (7%) disagree with this statement about Metrobus.
- More than three in ten agree that Metrobus is safe from accidents (39%), is low cost compared to other modes of transportation (37%), offers good value for the money (35%) and/or is safe from crime (30%). Close to one in ten or fewer respondents (8%-11%) disagree with each of these statements.
- One-fourth (25%) agree that Metrobus is a relaxing and stress-free way to travel. Close to one in seven (15%) disagree with this statement.
- More than one-half disagree that Metrobus fits into their lifestyle (64%) and/or Metrobus meets the transportation needs of people like them (54%), while only about one in ten (9%-11%) agree with these statements.
- At least three in ten disagree with the following statements about Metrobus, while a smaller proportion agree:
  - Is available when they need it (38% disagree vs. 14% agree)
  - Goes to the places they need to go (37% vs. 17%)
  - Is easy and convenient to use (33% vs. 17%)
  - Is a fast way to travel (28% vs. 13%)
  - Provides enough bus stops with shelters (28% vs. 13%)

**Attitudes Toward Transportation Options** *(continued)*

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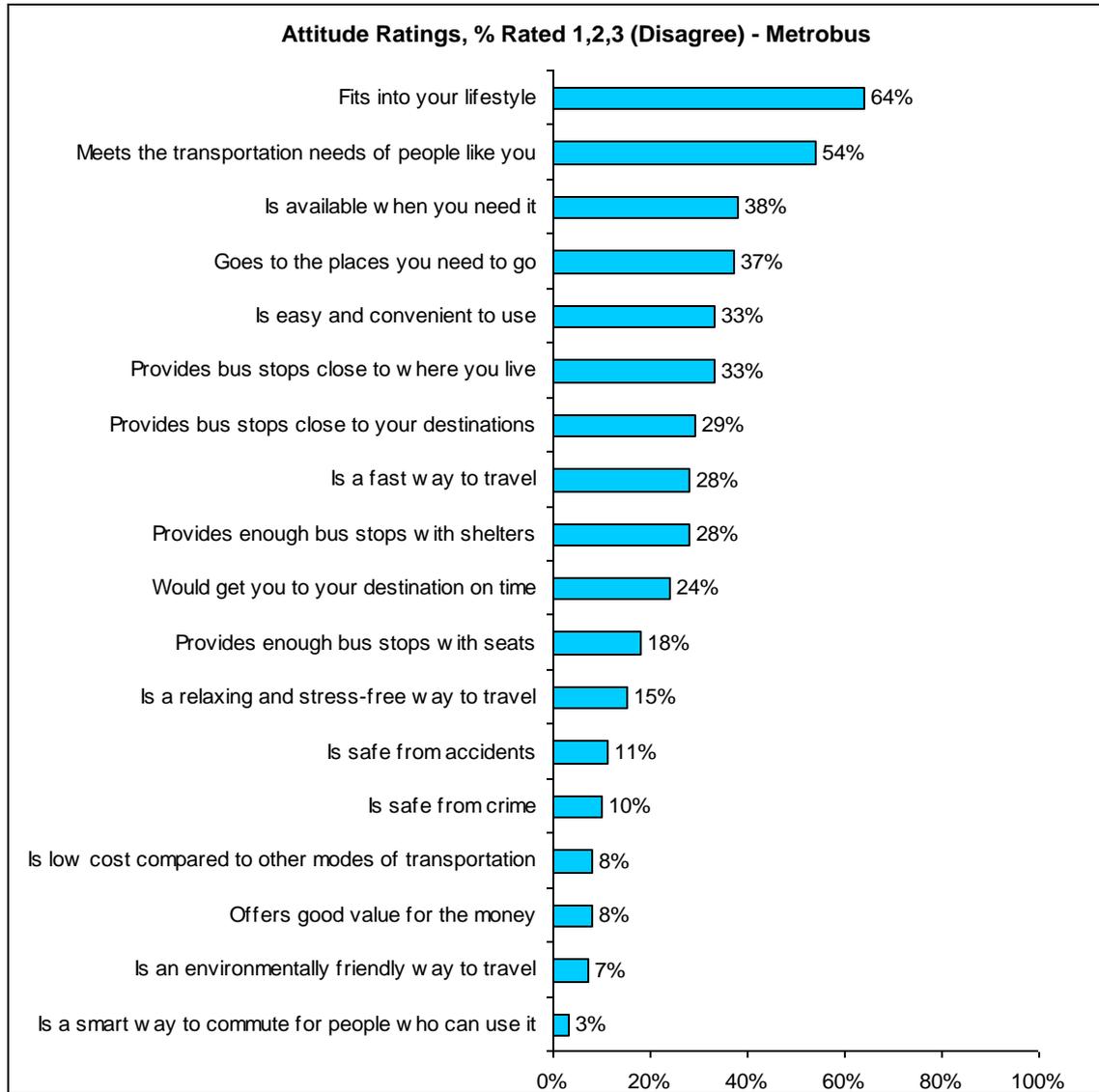
- Similar proportions agree as do disagree with each of the following statements about Metrobus:
  - Provides enough bus stops close to where they live (37% agree vs. 33% disagree)
  - Provides enough bus stops close to their destinations (29% vs. 29%)
  - Provides enough bus stops with seats (21% vs. 18%)
  - Would get them to their destination on time (19% vs. 24%)
- Similar to the ratings for Fairfax Connector, it is important note that at least one in ten respondents (10%-27%) were unable to rate their level agreement with 13 of the 18 statements pertaining to Metrobus service.
- With the exception of Metrobus being a smart way to commute for people who can use it, bus users were more likely than non-users to agree with the remaining 17 statements about Metrobus.

**Attitudes Toward Transportation Options** (continued)



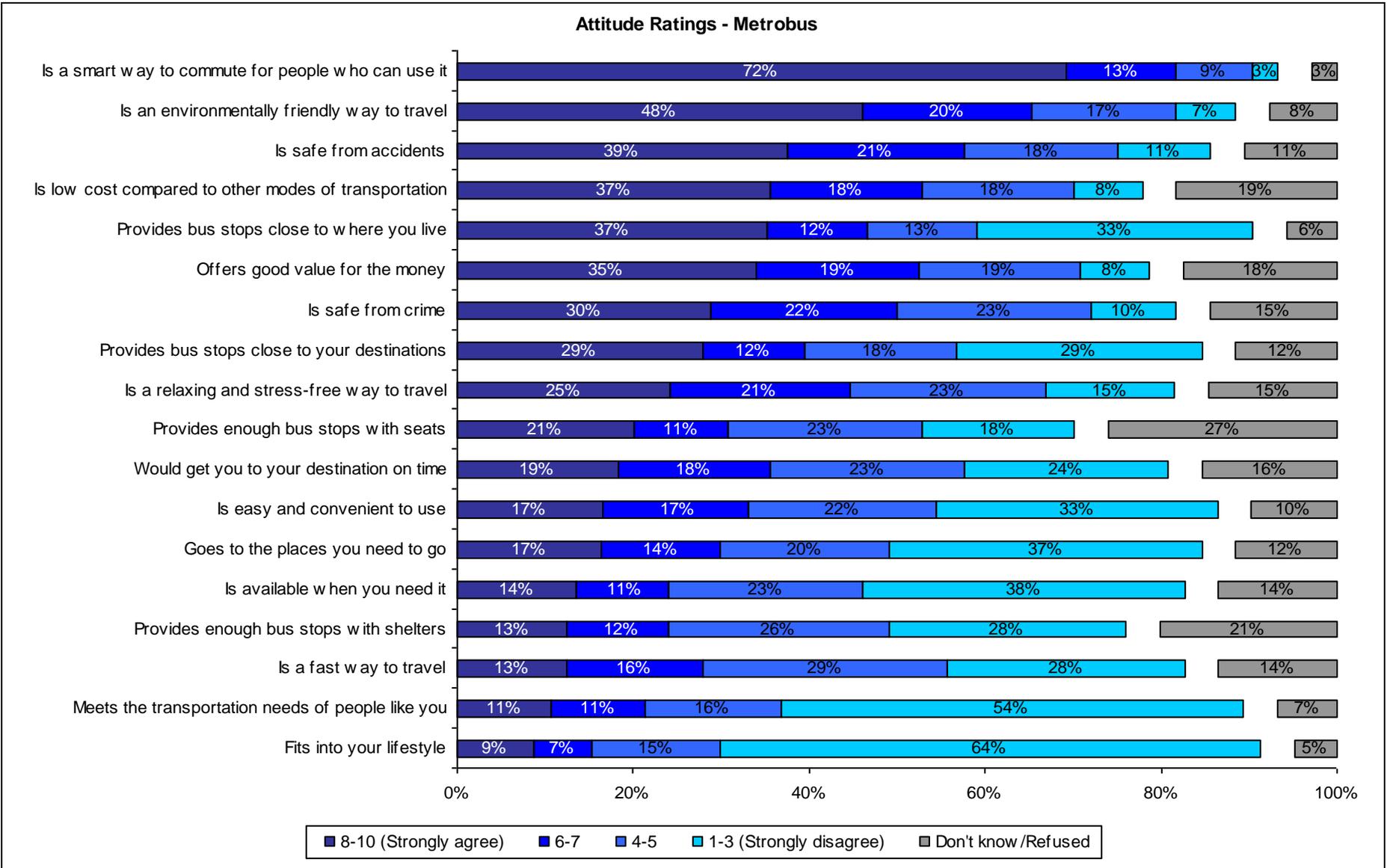
Base = Total Sample (n=1007)  
Q.20

**Attitudes Toward Transportation Options** (continued)



Base = Total Sample (n=1007)  
Q.20

**Attitudes Toward Transportation Options** (continued)



Base = Total Sample (n=1007)  
Q.20

**Attitudes Toward Transportation Options** (continued)

<b>Attitude Ratings, % Rated 8,9,10 (Agree) – Metrobus</b>		
	<b>Bus User</b>	<b>Bus Non-user</b>
	D	E
n=	(207)	(800)
Is a smart way to commute for people who can use it	74%	72%
Is an environmentally friendly way to travel	61 <sub>E</sub>	45
Is safe from accidents	49 <sub>E</sub>	36
Is low cost compared to other modes of transportation	53 <sub>E</sub>	33
Provides bus stops close to where you live	43 <sub>E</sub>	35
Offers good value for the money	51 <sub>E</sub>	31
Is safe from crime	44 <sub>E</sub>	26
Provides bus stops close to your destinations	41 <sub>E</sub>	25
Is a relaxing and stress-free way to travel	34 <sub>E</sub>	23
Provides enough bus stops with seats	33 <sub>E</sub>	18
Would get you to your destination on time	27 <sub>E</sub>	17
Is easy and convenient to use	29 <sub>E</sub>	14
Goes to the places you need to go	24 <sub>E</sub>	15
Is available when you need it	21 <sub>E</sub>	12
Provides enough bus stops with shelters	22 <sub>E</sub>	11
Is a fast way to travel	18 <sub>E</sub>	11
Meets the transportation needs of people like you	25 <sub>E</sub>	8
Fits into your lifestyle	23 <sub>E</sub>	5

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.20

**Attitudes Toward Transportation Options** *(continued)*

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Among bus users and among bus non-users, respondents gave about equal if not better ratings to Metrobus than to Fairfax Connector. However, it is important to note that, for more attributes, a greater proportion of respondents could not rate Fairfax Connector than could not rate Metrobus.

Agreement among bus users with several of the statements about Metrobus is greater than the ratings given for Fairfax Connector. Specifically:

- Is an environmentally friendly way to travel (61% Metrobus vs. 52% Fairfax Connector)
- Is low cost compared to other modes of transportation (53% vs. 48%)
- Provides bus stops close to where they live (43% vs. 38%)
- Provides enough bus stops with seats (33% vs. 28%)
- Provides enough bus stops with shelters (22% vs. 15%)

Agreement on the following statements among bus non-users was higher for Metrobus than with Fairfax Connector:

- Is a smart way for people who can use it (72% Metrobus vs. 68% Fairfax Connector)
- Provides bus stops close to where they live (35% vs. 24%)
- Provides bus stops close to their destinations (25% vs. 18%)

**Attitudes Toward Transportation Options** (continued)

Attitude Ratings, % Rated 8,9,10 (Agree)				
	Fairfax Connector		Metrobus	
	Bus User	Bus Non-user	Bus User	Bus Non-user
	B	C	D	E
n=	(207)	(800)	(207)	(800)
Is a smart way to commute for people who can use it	67%	68%	74%	72%
Is an environmentally friendly way to travel	52 <sub>C</sub>	44	61 <sub>E</sub>	45
Is safe from accidents	46	41	49 <sub>E</sub>	36
Is low cost compared to other modes of transportation	48 <sub>C</sub>	32	53 <sub>E</sub>	33
Offers good value for the money	53 <sub>C</sub>	31	51 <sub>E</sub>	31
Is safe from crime	42 <sub>C</sub>	30	44 <sub>E</sub>	26
Provides bus stops close to where you live	38 <sub>C</sub>	24	43 <sub>E</sub>	35
Is a relaxing and stress-free way to travel	34 <sub>C</sub>	22	34 <sub>E</sub>	23
Provides bus stops close to your destinations	35 <sub>C</sub>	18	41 <sub>E</sub>	25
Would get you to your destination on time	29 <sub>C</sub>	16	27 <sub>E</sub>	17
Provides enough bus stops with seats	28 <sub>C</sub>	16	33 <sub>E</sub>	18
Is easy and convenient to use	29 <sub>C</sub>	14	29 <sub>E</sub>	14
Goes to the places you need to go	22 <sub>C</sub>	12	24 <sub>E</sub>	15
Is available when you need it	24 <sub>C</sub>	10	21 <sub>E</sub>	12
Is a fast way to travel	16	11	18 <sub>E</sub>	11
Meets the transportation needs of people like you	26 <sub>C</sub>	8	25 <sub>E</sub>	8
Provides enough bus stops with shelters	15 <sub>C</sub>	9	22 <sub>E</sub>	11
Fits into your lifestyle	20 <sub>C</sub>	5	23 <sub>E</sub>	5

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.20

**Attitudes Toward Transportation Options** *(continued)*

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A competitive landscape was mapped in order to compare the three modes of transportation: a car, Fairfax Connector and Metrobus. This shows the relative importance (rated an 8, 9 or 10) of each statement about transportation with the respondents' agreement (rated an 8, 9 or 10) on that statement for each particular mode.

- There are several aspects of transportation use considered important by respondents where the car performs much better than does either Metrobus or Fairfax Connector. Each of these can be considered “strengths” of personal cars and “weaknesses” of buses.
  - Being available when they need it
  - Going the places they need to go
  - Getting them to their destination on time
  - Being easy and convenient to use
  - Being safe from crime
  - Meeting the needs of people like them
- Conversely, on another important attribute, being a smart way to commute for people who can use it, both bus systems perform well, making it a “strength” of the bus systems, while its relatively poor performance makes it a slight weakness of cars.
- While not as important to respondents, both bus systems perform considerably better on being environmentally friendly and safe from accidents (the latter particularly true of Fairfax Connector) than do personal cars. Each of these attributes could be used to differentiate buses from cars as a mode of transportation.

**Attitudes Toward Transportation Options** *(continued)*

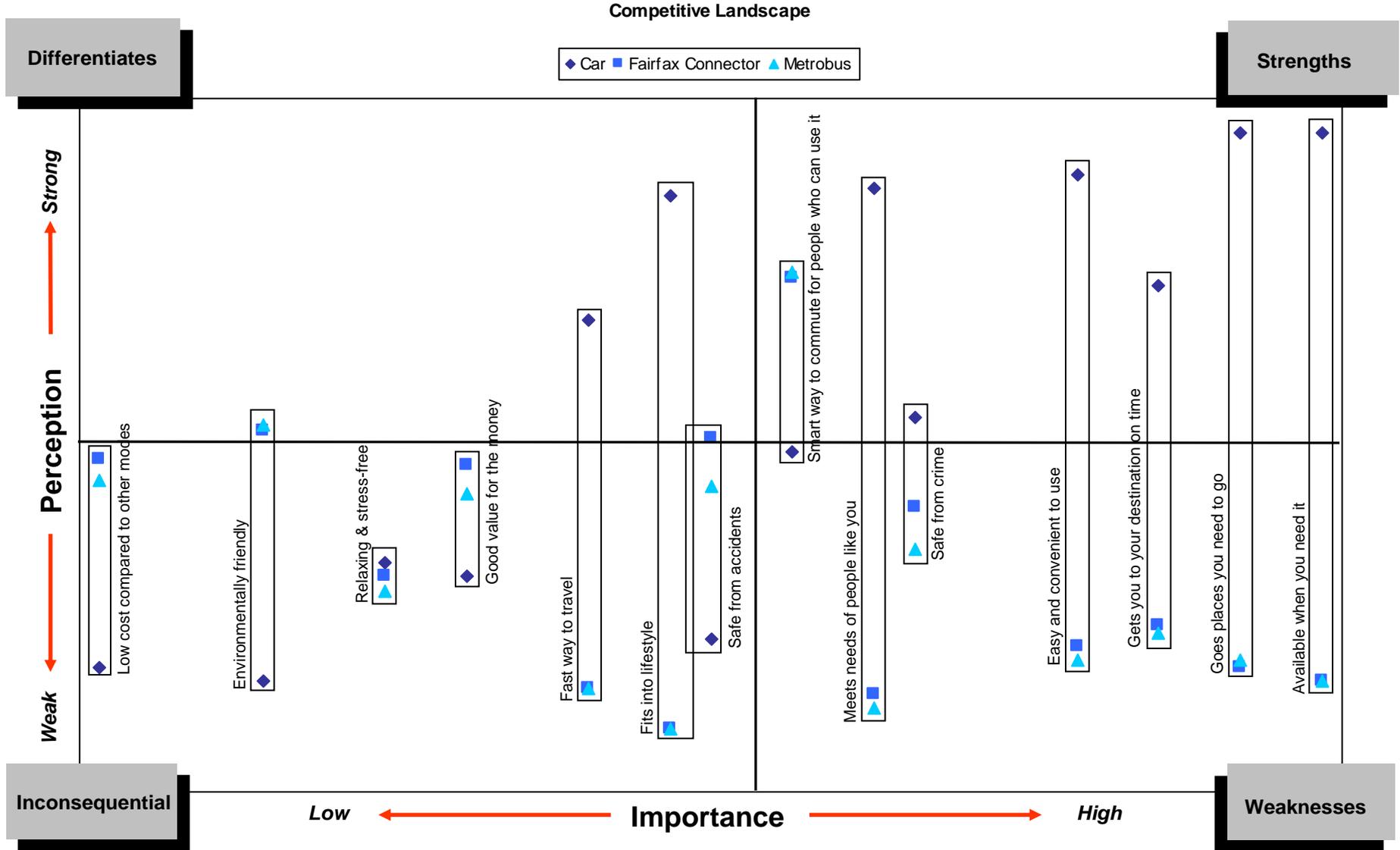
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- Both bus users and non-users gave high importance ratings while strongly agreeing with the following statements about using a car, and can be viewed as its strengths:
  - Available when they need it
  - Goes to the places they need to go
  - Gets them to their destination on time
  - Easy and convenient to use
  - It is also important to note that a large gap in perceptions of performance exists between using a car and both bus services on the statements above. So, while a strength of cars, each is a weakness of the two bus systems among both groups.
- Bus users consider another strength of buses to be that they are a smart way to commute for people who can use it, while they consider this a weakness of personal cars.
- Bus non-users were more likely than users to consider being safe from accidents an important attribute in choosing their mode of transportation. For each group, Fairfax Connector outperformed Metrobus\*, while both bus systems received better ratings than personal cars.

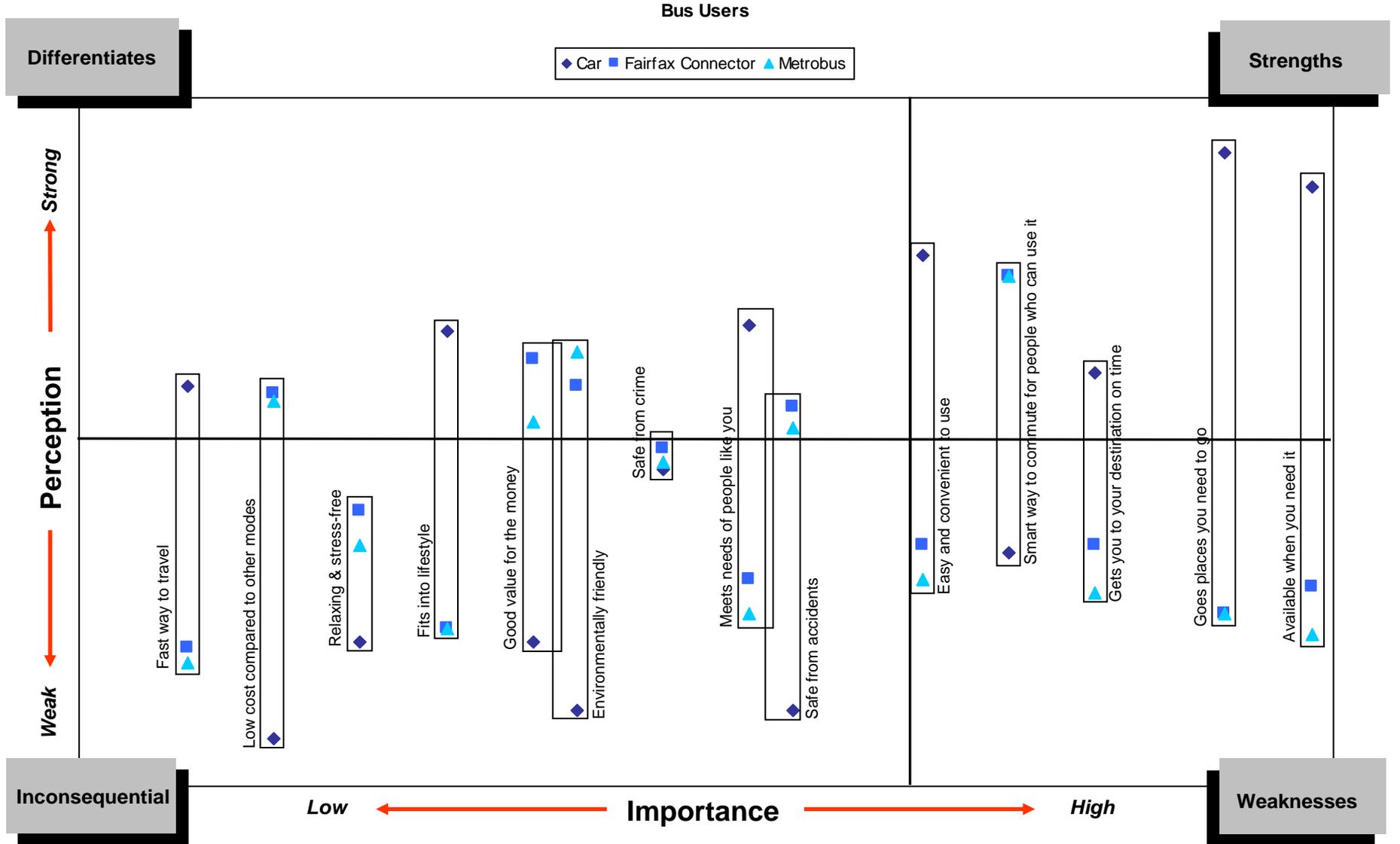
*\*Note: Comparative landscape analysis was done on those answering, and does not include those unable to rate each attribute. Therefore, the results presented here might be slightly different than those seen in previous/future sections of this report.*

- While not as important to bus users, buses are more likely than cars to be seen as being a good value for the money. The attribute can be used as a means to differentiate buses from cars among bus users.
- Similarly, both groups considered the two bus systems to be more environmentally friendly than cars, making this a way that buses can be differentiated from cars.
- Both bus systems are seen as lower cost than cars as a mode of transportation. This can also be used as a means to differentiate buses from cars, especially if the perception of buses as being low cost can be improved among bus non-users.

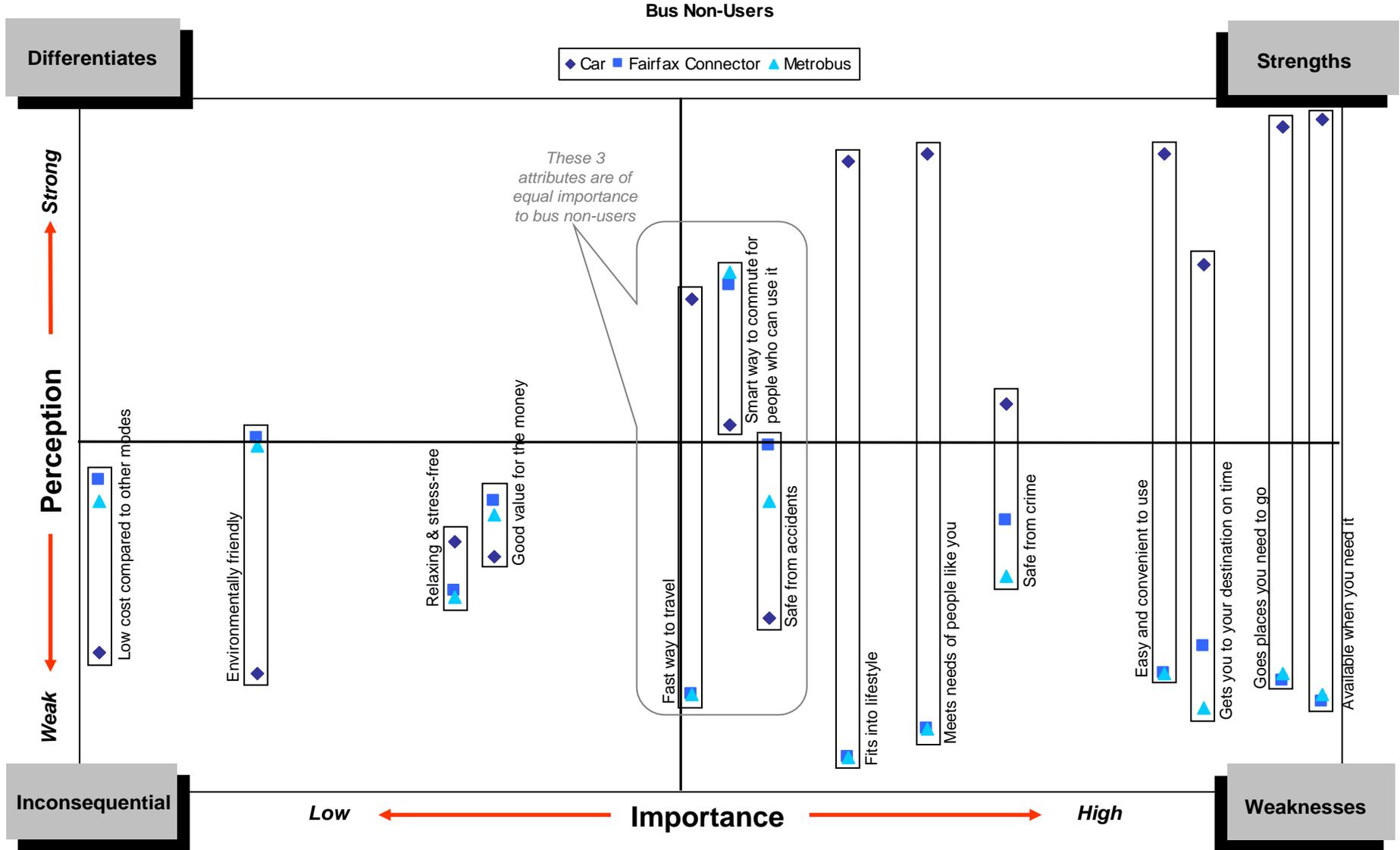
Attitudes Toward Transportation Options (continued)



Attitudes Toward Transportation Options (continued)



Attitudes Toward Transportation Options (continued)



**Attitudes Toward Transportation Options** *(continued)*

Overall, slightly less than three in ten respondents said they definitely or probably would consider using Fairfax Connector and/or Metrobus in the future when traveling to, from or within Fairfax County (27% each).

- Specifically, users of bus services are more likely than non-users to use either of the two bus services in the future (58% vs. 19%).
- Furthermore, Fairfax Connector customers are the most likely to say they will continue to use either bus service (78% Fairfax Connector; 63% Metrobus).

Likelihood Consider Using					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(1007)	(105)	(902)	(207)	(800)
<b>Fairfax Connector</b>					
Net: Would	27%	78% <sub>C</sub>	21%	58% <sub>E</sub>	19%
May or may not	25	15	26 <sub>B</sub>	20	26
Net: Would not	48	7	53 <sub>B</sub>	21	55 <sub>D</sub>
Don't know/Refused	1	-	1	<1	1
<b>Metrobus</b>					
Net: Would	27	63 <sub>C</sub>	22	56 <sub>E</sub>	19
May or may not	23	18	23	19	24
Net: Would not	50	19	54 <sub>B</sub>	25	57 <sub>D</sub>
Don't know/Refused	1	-	1	-	1

Base = Total Sample  
 Letters indicate significant differences at the 95% confidence level  
 Q.26, 28

**Attitudes Toward Transportation Options** *(continued)*

When asked what would make them likely to consider using bus service to, from or within the County in the future, respondents most commonly mentioned more stops near where they live/work (37%) and/or more routes/destinations (25%).

- In addition, more than three in ten Fairfax Connector customers and bus users also said they would be more likely to use bus service if there were more frequent service (34% and 32% respectively).

Factors That Would Make Use Bus (More)					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(1007)	(104)	(903)	(199)	(808)
Net: Stops/Schedules	63%	73% <sup>C</sup>	62%	71% <sup>E</sup>	61%
More stops near where I live/work	37	34	38	36	38
More routes/More destinations	25	33	24	27	25
More frequent service	16	32 <sup>C</sup>	15	34 <sup>E</sup>	12
Schedules that fit my schedule	11	12	11	13	11
If I didn't have to transfer	5	2	5 <sup>B</sup>	3	5
More express buses	4	4	4	2	4
Net: Emergency/Special Need	18	13	19	14	19 <sup>D</sup>
Couldn't use my car	7	7	7	6	8
If I wasn't able to drive	5	2	5	3	5
Net: Time Issues	15	13	15	17	14
If it operates according to schedule	5	10	5	10 <sup>E</sup>	4
If it would save me time	6	3	6	5	6
If trip didn't take so long	5	2	5 <sup>B</sup>	3	6
If gas gets more expensive	11	8	12	9	12
Lower cost/Rebates	10	9	10	8	11
If I knew more about it	7	2	7 <sup>B</sup>	5	7
Net: Infrastructure	7	3	8 <sup>B</sup>	5	8
If I changed jobs/got a job where it was more convenient	3	1	3 <sup>B</sup>	3	3
If I didn't have kids	3	1	3	1	3 <sup>D</sup>
Nothing	4	1	5 <sup>B</sup>	2	5 <sup>B</sup>

Base = Total Sample  
 Letters indicate significant differences at the 95% confidence level.  
 Multiple Responses Accepted; Top Mentions Q.30

**Detailed Findings:  
Segment Profiles**

## Segment Profiles

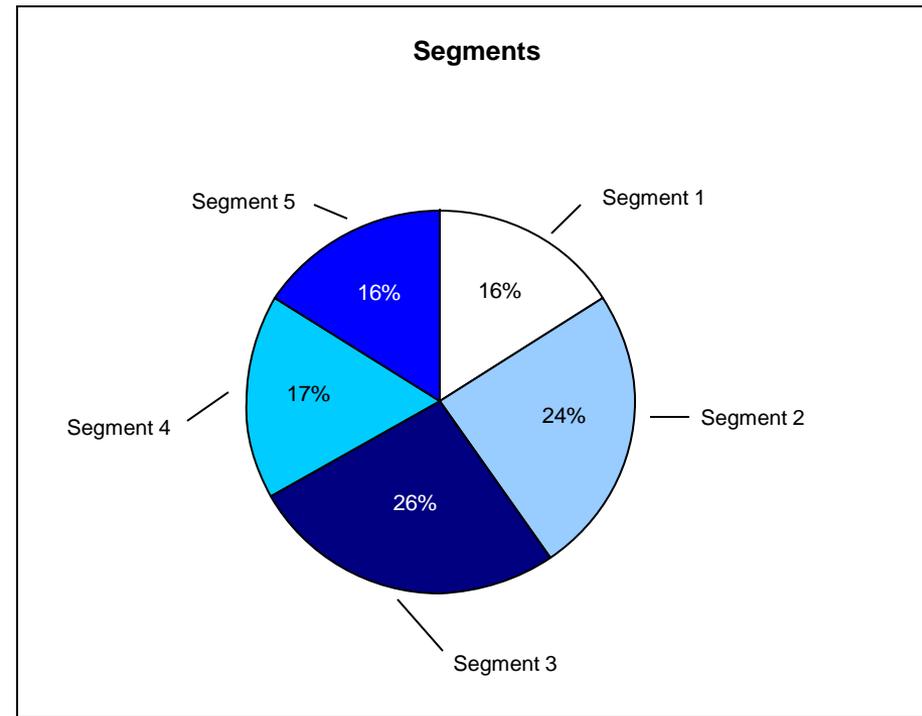
Concurrent segmentation, or cluster analysis, was used to determine the segments of the Fairfax County area residents surveyed. After reviewing many different segmentation possibilities, the final solution involves two sets of basis variables:

- Attitudinal variables: car attitudes, bus service attitudes and psychographic questions.
- Transit mode and demographic variables: mode choices, travel demographics and general demographics.

The result is five segments of area residents as follows:

1. Segment 1 (16% of the market)
2. Segment 2 (24%)
3. Segment 3 (26%)
4. Segment 4 (17%)
5. Segment 5 (16%)

**Note: Segments will be named in conjunction with and after discussion with Fairfax County.**



Base = Those answering (n=929)

## Segment Profiles *(continued)*

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### **Segment 1: (16% of the market)**

***This segment is among the most positive in their attitudes toward bus service and the least positive toward the private car. They are the most likely to work/go to school outside of the Fairfax area and typically have the longest commute time. This segment is the most likely to use public transportation for commuting to work/school and/or personal trips. Likelihood of future usage of bus service is highest among this segment. Their usage of public transportation is increasing as a result of the higher gas prices. This segment is among the most racially diverse of all of the segments.***

Some of the key demographic characteristics of this segment are as follows:

- About seven in ten (73%) are employed, the majority full-time (59%).
- Four in ten (40%) are considered a minority, most often Black/African-American (14%), Asian (12%) and/or Hispanic (10%).
- Almost all employed/students in this segment commute to a location outside of home (97%), with comparable proportions commuting to Fairfax County (38%) or DC (32%). This segment is the most likely to commute to DC (32% vs 13%-17%).
- This segment has the longest time to commute to work/school with an average one-way time of 42.8 minutes.
- Regardless of usage, almost eight in ten (78%) are aware that public transportation exists from their home to work/school.

Some of the mode usage characteristics of this segment are as follows:

- More than one-half of this segment has used Metrobus (58%) and/or Fairfax Connector (52%) in the past 3 months. Bus ridership in the past three months is the highest among this segment, with 76% being classified as bus users.
- Almost six in ten have used a private car in the previous seven days to commute to work/school, the lowest of all segments (58% vs. 93%-100%). A similar proportion have used public transit, the highest of all the segments (57% vs. 0%-14%). In fact, 45% have used bus service, while 41% have used Metrorail.
- While public transit usage in the previous seven days for personal trips is not as high as their usage for work/school, usage for personal trips was the highest among all of the segments (19% vs. 3%-4%).

**Segment Profiles** *(continued)*

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**Segment 1: (16% of the market) - CONTINUED**

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Satisfaction with the overall service provided by Metrobus (52% vs. 18%-29%) and Fairfax Connector (43% vs. 17%-27%) is the highest among this segment. This segment is the least likely to be satisfied with driving a personal car (52% vs. 73%-85%).
- While they did not receive the highest importance ratings, the following are the more important factors to this segment when deciding which mode to use as compared to the other segments: a smart way to commute for people who can use it (81%), bus stops close to their destinations (81%) and/or where they live (76%), is environmentally friendly (73%) and/or is low cost compared to other modes (60%).
- This segment is among the most likely to agree that they sometimes feel as if there are not enough hours in the day (66%), they feel safe on public transportation (46%) and/or they are willing to spend extra time traveling if it means the trip will cost less (44%). However, this group is also among the least likely to agree with statements about the car. Specifically, less than one-half like the convenience of driving a car (48%), need a car in case of emergencies (34%) and/or rely on a car because time is valuable to them (30%).
- Furthermore, this segment tends to be the least likely to rate the car positively on many of the attributes. In comparison to the high satisfaction ratings given by the other segments, this group was less likely to agree that a car is easy and convenient to use (76% vs. 90%-96%), meets the transportation needs of people like them (66% vs. 87%-97%) and/or fits into their lifestyle (63% vs. 88%-94%).
- While many of the ratings for either bus service are not as high as those for the car, in comparison to the other segments, members of this group are the most likely to be satisfied with almost all attributes related to Fairfax Connector and Metrobus.
- Gas prices have had a large impact on this segment (41% major impact vs. 14%-28%). In particular, this group is the most likely to be using public transportation more as a result of gas prices. In particular, they are taking the bus (10%) and/or Metrorail more often (6%).
- This segment is the most likely to say they would consider using either bus service in the future when traveling in, out or around Fairfax County, with almost nine in ten likely to use Fairfax Connector (87% vs. 0%-26%) and eight in ten likely to use Metrobus (82% vs. 4%-25%).

**Segment Profiles** *(continued)*

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**Segment 2: (24% of the market)**

***This segment consists of a very high proportion of private vehicle users, and therefore a small proportion use public transportation as well. Having bus stops close to where they live is important to this segment. This segment is indecisive when considering to use bus service in the future. This segment is also the most likely to be impacted by gas prices.***

Some of the key demographic characteristics of this segment are as follows:

- Two-thirds (66%) are female.
- More than three-fourths (77%) are married.
- More than nine in ten who are employed or a student (96%) commute to a location outside of their home, with more than one-half (54%) commuting to a location within Fairfax County.
- About two-thirds (65%) say that public transportation exists from their home to work/school.

Some of the mode characteristics of this segment are as follows:

- Less than one in twenty (4%) have used Fairfax Connector in the past three months; however, a slightly higher proportion (10%) have used Metrobus. As a result, 13% can be classified as bus users.
- In the previous seven days, this segment primarily used a private car to make trips related to work/school (94%), most often driving alone (83%). One in seven (14%) used public transportation, most frequently Metrorail (12%).
- Virtually everyone (99%) making personal trips in the previous seven days used a private car. About one in twenty (4%) used public transportation to make these trips, with Metrorail (4%) being the primary mode of public transportation taken.
- This segment is generally satisfied with the experience of driving a car (79%).
- About one-fourth of this segment is satisfied with Metrobus (26%) and/or Fairfax Connector (25%) overall.
- They also tend to be likely to say that bus stops being close to where they live is important to them (69%). Four in ten (40%) agree that Metrobus has stops close to where they live, while less than three in ten (27%) say the same about Fairfax Connector.
- Overall, the majority of this segment is indecisive in their consideration to use either bus service in the future. Specifically, about eight in ten say they may or may not consider using Fairfax Connector (81%) and/or Metrobus (80%).
- This segment is the most likely to be impacted by gas prices (78%), though the impact has been minor for most (50%).

**Segment Profiles** *(continued)*

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**Segment 3: (26% of the market)**

***This segment primarily consists of private car users with a small proportion using public transit to make trips related to work/school. This segment is not as concerned with their safety in public places. Their attitudes toward the car are favorable. Among this segment, there is a low likelihood of using Fairfax Connector and/or Metrobus in the future. This segment is also the youngest and has some diversity in terms of race.***

Some of the key demographic characteristics of this segment are as follows:

- Employment is highest among this segment with 84% being employed full-time (64%), part-time (9%) or self-employed (10%).
- This segment is the youngest, with an average age of 42.5 years old.
- They have the second highest minority population of the segments (23% minority).
- Their household income is the highest of the segments (mean of \$114,600).
- Almost all members of this segment who are employed or a student commute to a location outside of their home (97%).
- Of those who commute, more than one-half (53%) travel within Fairfax County to get to work or school.

Some of the mode characteristics of this segment are as follows:

- Less than one in twenty (3%) have used Fairfax Connector in the past three months, however, a slightly higher proportion (12%) have used Metrobus. Thus, 14% can be classified as bus users.
- In the previous seven days, this segment primarily commuted to work or school by private car (93%), most often driving alone (81%). Almost one in ten (9%) used public transportation, primarily Metrorail (8%).
- Usage of public transportation to make personal trips in the previous seven days was less than that for trips related to work/school. Virtually all members of this segment (99%) used a public car for these trips, while only 4% used Metrorail and none used bus service.

In terms of their attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Overall, this segment is satisfied with the experience of driving a car (73% rated an 8,9 or 10). Their satisfaction with Fairfax Connector and/or Metrobus is more indifferent (47% rated 4,5,6 or 7 for Fairfax Connector; 53% for Metrobus).
- When deciding on a transportation mode, compared to other segments, being a fast way to travel is important to them. They are not as concerned about their safety in public places as the other segments.
- With the exception of a few attributes, this segment gave high ratings for most aspects of the car. Very few agree though that the car is low cost compared to other modes and/or is an environmentally friendly way to travel (9% rated 8,9 or 10).

**Segment Profiles** *(continued)*

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**Segment 3: (26% of the market) - CONTINUED**

While the ratings themselves are not high and fall below one-half, a large proportion of this segment agrees that Fairfax Connector is an environmentally friendly way to travel (49% rated an 8,9 or 10) and/or it is safe from accidents (44%).

At least seven in ten say they would not consider using Fairfax Connector (71%) and/or Metrobus (78%).

The majority of this segment (73%) say that gas prices have had an impact on how they travel in the area, though the impact for most has been minor (52%). Of those impacted, almost seven in ten (68%) are taking fewer trips by car.

## Segment Profiles *(continued)*

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### **Segment 4: (17% of the market)**

***This segment is the oldest and are mostly retired. This segment consists of a very high proportion of private vehicle users. Their attitudes toward the car are generally positive. However, their attitudes toward bus service are not negative. A portion of this segment would be likely to consider using either Fairfax Connector or Metrobus in the future.***

Some of the key demographic characteristics of this segment are as follows:

- More than six in ten (62%) are retired.
- This is the oldest segment, with an average age of 65.8 years old.
- This segment has the lowest median household income (\$87,900).
- This segment has lived the longest in Fairfax County, with an average residency of 20.7 years.
- Among those who commute to work/school, the majority (69%) commute within Fairfax County.
- Those in this segment who commute to work/school are also the most likely to say there is not public transportation available from where they live to where they commute to work/school (49%).

Some of the mode usage characteristics of this segment are as follows:

- In the past 3 months, only 4% have used Metrobus and 3% have ridden Fairfax Connector. Thus, only 6% are bus users.
- All members of this segment (100%) only traveled by car to commute to work/school in the previous seven days.
- For personal trips, the vast majority used a car (98%). However, a small proportion (3%) did use public transportation in the previous seven days.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- This segment is among the most satisfied with driving a personal car (85% satisfied).
- Almost three in ten are satisfied with Metrobus (29%) and/or Fairfax Connector (27%).
- This segment tended to give higher ratings toward the car than several other segments.
- Their ratings toward Fairfax Connector and/or Metrobus were not strongly favorable or unfavorable.
- The majority of this segment say they would not consider using Metrobus (70%) and/or Fairfax Connector (67%) in the future. However, one-fourth of this segment says they would consider using Fairfax Connector (26%) and/or Metrobus (25%)

**Segment Profiles** *(continued)*

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**Segment 5: (16% of the market)**

***This segment consists of a high proportion of private car users. This segment is among the most negative in their attitudes toward bus service. This segment does not consider future usage of bus service when traveling in the area. They have been the least impacted by rising gas prices.***

Some of the key demographic characteristics of this segment are as follows:

- Almost seven in ten (67%) are employed, while about one-fourth (24%) are retired.
- This segment has lived in the Fairfax County area on average for about 16.5 years.
- The average age of the segment is 53.2 years.
- Almost all employed/students in this segment commute to a location outside of home (97%), most within Fairfax County (58%).
- This segment has the longest distance to commute to work/school with an average distance one-way of 16.2 miles.

Some of the mode usage characteristics of this segment are as follows:

- Ridership of bus service is the lowest among this segment. Only 3% have used Metrobus in the past three months and no one has ridden Fairfax Connector.
- In the previous seven days, almost all of those who commute to work/school (96%) used a private mode of transportation. Less than one in ten (7%) used any form of public transportation for these trips, mentioning rail only.
- Similar to the mode choices used for work/school, the majority (97%) of this segment used a private mode of transportation to make trips for personal reasons in the past seven days. An even smaller proportion used public transportation (3%) to make these types of trips, once again citing only rail.

In terms of attitudes toward the various modes of transportation, some key findings regarding this segment are as follows:

- Satisfaction with the overall experience of driving a car is among the highest (85%). Conversely, dissatisfaction with both Fairfax Connector (18%) and Metrobus (27%) is also the highest among this segment.
- Respondents in this segment commonly agree that they need a car available in case of emergencies (66%) and/or they like to travel by car because their time is very valuable to them (56%). In fact, they are the segment least likely to agree that driving during rush hour is stressful (39%) and most likely to like the convenience of driving a car (85%).

**Segment Profiles** *(continued)*

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**Segment 5: (16% of the market) - CONTINUED**

While not all satisfaction ratings for the car were high within the segment, the ratings given by this segment on various aspects about the car are high compared to the other segments. However, ratings of similar aspects for Fairfax Connector and Metrobus were among the lowest given compared to the other segments.

The potential of future bus usage among this segment is extremely limited and/or non-existent. Less than one in ten respondents in this segment (4%) said they would consider using Metrobus in the future, while the entire segment (100%) said they would NOT consider using Fairfax Connector in the future.

Gas prices appear to have the least impact on travel among this segment. More than four in ten respondents (42% vs. 22%-31%) said that the current gas prices have had no impact on how they travel in the area.

**Segment Profiles** (continued)

Overview of Segments					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
Gender	57% male 43% female	34% male 66% female	48% male 52% female	46% male 54% female	49% male 51% female
Employment	73% employed	71% employed	84% employed	62% retired	67% employed
College Educated	76%	77%	79%	67%	74%
Average Age	49.0 years	49.4 years	42.5 years	65.8 years	53.2 years
Married	63%	77%	71%	66%	73%
Race	61% white	88% white	80% white	94% white	89% white
Median Income	\$102,200	\$110,200	\$115,800	\$87,900	\$115,400
Average time in area	13.9 years	14.7 years	12.5 years	20.7 years	16.5 years
Work/School Transportation Usage (past 7 days)	58% car 57% public transit	94% car 14% public transit	93% car 9% public transit	100% car -% public transit	96% car 7% public transit
Personal Transportation Usage (past 7 days)	89% car 19% public transit	99% car 4% public transit	99% car 4% public transit	98% car 3% public transit	97% car 3% public transit
Bus User	76%	13%	14%	6%	3%
Gas any impact on travel	75% (41% major)	78% (28% major)	73% (21% major)	69% (27% major)	57% (14% major)
Satisfaction with travel modes (rated an 8, 9 or 10)	52% car 52% Metrobus 43% Fairfax Connector	79% car 26% Metrobus 25% Fairfax Connector	73% car 21% Metrobus 21% Fairfax Connector	85% car 29% Metrobus 27% Fairfax Connector	85% car 18% Metrobus 17% Fairfax Connector
Future usage (definitely/probably would)	87% Fairfax Connector 82% Metrobus	15% Fairfax Connector 14% Metrobus	17% Fairfax Connector 16% Metrobus	26% Fairfax Connector 25% Metrobus	-% Fairfax Connector 4% Metrobus
Top 3 importance factors	Goes to places you need to go Is available when needed Is smart way to commute for people who can use it	Is available when needed Goes to places you need to go Would get you to your destination on time	Is available when needed Goes to places you need to go Would get you to your destination on time	Is available when needed Would get you to your destination on time Goes to places you need to go	Is available when needed Goes to places you need to go Would get you to your destination on time

**Segment Profiles** (continued)

Key Demographics					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
<b><u>Gender</u></b>					
Male	57% <sub>CE</sub>	34%	48% <sub>C</sub>	46% <sub>C</sub>	49% <sub>C</sub>
Female	43	66 <sub>BDEF</sub>	52	54 <sub>B</sub>	51
<b><u>Employment Status</u></b>					
Net: Employed	73% <sub>E</sub>	71% <sub>E</sub>	84% <sub>BCEF</sub>	26%	67% <sub>E</sub>
Full-time	59 <sub>E</sub>	52 <sub>E</sub>	64 <sub>CEF</sub>	17	53 <sub>E</sub>
Self employed	10	8	10	7	7
Part-time	4	11 <sub>BE</sub>	9 <sub>BE</sub>	2	7 <sub>E</sub>
Net: Not employed <sup>1</sup>	27 <sub>D</sub>	29 <sub>D</sub>	16	74 <sub>BCDF</sub>	33 <sub>D</sub>
Retired	12 <sub>D</sub>	13 <sub>D</sub>	2	62 <sub>BCDF</sub>	24 <sub>BCD</sub>
Homemaker	3	9 <sub>B</sub>	7 <sub>B</sub>	8 <sub>B</sub>	7
Student	3	3	5 <sub>EF</sub>	1	1
<b><u>Years Lived in Fairfax County Area</u></b>					
Mean (in years)	13.9 <sub>D</sub>	14.7 <sub>D</sub>	12.7	20.7 <sub>BCDF</sub>	16.5 <sub>BCD</sub>
Median (in years)	15.9	20.0	12.8	21.8	20.4
<b><u>Education</u></b>					
Less than a bachelors degree	24%	23%	21%	33% <sub>CD</sub>	26%
Four-year degree	27	34	28	36	31
More than a bachelors degree	49 <sub>E</sub>	43 <sub>E</sub>	51 <sub>E</sub>	31	44 <sub>E</sub>
<b><u>Marital Status</u></b>					
Married	63%	77% <sub>BE</sub>	71%	66%	73% <sub>B</sub>
Net: Single/Not married	37 <sub>CF</sub>	23	29	34 <sub>C</sub>	27

Base = Total Sample

<sup>1</sup>Top Mentions

Letters indicate significant differences at the 95% confidence level.

Q.1, S3, D1, D2, D3

**Segment Profiles** (continued)

Key Demographics (continued)					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
<b>Age</b>					
Average (in years)	49.0 <sub>D</sub>	49.4 <sub>D</sub>	42.5	65.8 <sub>BCDF</sub>	53.2 <sub>BCD</sub>
Median (in years)	49.8	50.1	45.4	67.5	51.8
<b>Race<sup>1</sup></b>					
White	61%	88% <sub>BD</sub>	80% <sub>B</sub>	94% <sub>BCD</sub>	89% <sub>BD</sub>
Net: Minority	40 <sub>CDEF</sub>	13 <sub>E</sub>	23 <sub>CEF</sub>	6	12 <sub>E</sub>
Black or African-American	14 <sub>CEF</sub>	4	9 <sub>CF</sub>	4	3
Asian	12 <sub>CEF</sub>	5 <sub>E</sub>	7 <sub>E</sub>	1	3
Hispanic	10 <sub>CF</sub>	3	6	-	4
Native American	2	<1	<1	-	1
Other	3	<1	2	-	1
<b>Yearly Household Income</b>					
Average (in 000s)	\$99.6	\$109.7 <sub>BE</sub>	\$114.6 <sub>BE</sub>	\$92.3	\$108.9 <sub>E</sub>
Median (in 000s)	\$102.2	\$110.20	\$115.8	\$87.9	\$115.4
Don't know/Refused	9%	13%	14%	15%	13%

Base = Total Sample

<sup>1</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level

D4, D5, D6

**Segment Profiles** (continued)

Vehicle Ownership and Licensed Drivers in Household					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
<b><u># of vehicles owned/leased in household</u></b>					
4+	12%	9%	14% <sub>0E</sub>	7%	14% <sub>0E</sub>
3	18	23	18	21	19
2	38	47	54 <sub>B</sub>	46	46
1	25 <sub>D</sub>	20	14	26 <sub>D</sub>	22
None	7 <sub>E</sub>	-	-	1	-
<b><u># of licensed drivers in household</u></b>					
4+	16% <sub>0EF</sub>	11% <sub>0E</sub>	11% <sub>0E</sub>	4%	8%
3	14	19 <sub>F</sub>	14	12	9
2	46	56	61 <sub>B</sub>	53	60 <sub>B</sub>
1	19	14	13	30 <sub>BCD</sub>	23 <sub>CD</sub>
None	5 <sub>E</sub>	-	-	1	-

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.4, 4A

**Segment Profiles** (continued)

Past Bus Usage					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
<b><u># of Bus Trips in Past 7 days</u></b>					
None	55%	92% <sub>0B</sub>	96% <sub>0B</sub>	94% <sub>0B</sub>	97% <sub>0BC</sub>
1-4 times	18 <sub>CDEF</sub>	8 <sub>DF</sub>	3	5	2
5-9 times	11 <sub>DE</sub>	-	<1	1	-
10 or more times	16 <sub>F</sub>	-	-	-	1
<b><u>Ridden Fairfax Connector in Past 3 months</u></b>					
Yes	52% <sub>CDE</sub>	4%	3%	3%	-%
No	48	96 <sub>B</sub>	97 <sub>B</sub>	97 <sub>B</sub>	100 <sub>BCDE</sub>
<b><u>Ridden Metrobus in Past 3 months</u></b>					
Yes	58% <sub>CDEF</sub>	10% <sub>0EF</sub>	12% <sub>0EF</sub>	4%	3%
No	42	90 <sub>B</sub>	88 <sub>B</sub>	96 <sub>BCD</sub>	97 <sub>BCD</sub>
<b><u>Bus User</u></b>					
Yes	76% <sub>CDEF</sub>	13% <sub>0EF</sub>	14% <sub>0EF</sub>	6%	3%
No	24	87 <sub>B</sub>	86 <sub>B</sub>	94 <sub>BCD</sub>	97 <sub>BCD</sub>

Base = Total Sample

Letters indicate significant differences at the 95% confidence level

Q.3, 3A, 3B

**Segment Profiles** (continued)

Commuting Habits					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(116)	(166)	(217)	(43)	(101)
<b><u>Commute outside of home<sup>1</sup></u></b>					
Yes	97% <sub>E</sub>	96% <sub>E</sub>	97% <sub>E</sub>	81%	97% <sub>E</sub>
n=	(113)	(159)	(210)	(35)	(98)
<b><u>County/Jurisdiction</u></b>					
Fairfax/Falls Church	38%	54% <sub>B</sub>	53% <sub>B</sub>	69% <sub>B</sub>	58% <sub>B</sub>
District of Columbia	32 <sub>CDF</sub>	14	13	17	16
Arlington County	12	11	8	-	8
City of Alexandria	4	3	8	-	8
Loudoun County	1	2	4 <sub>B</sub>	3	2
Montgomery County	2	3	2	3	1
Prince George's County	3	1	1	3	2
Prince William County	1	2	2	-	-
Manassas	-	1	<1	-	-
Other	6	9 <sub>F</sub>	8 <sub>F</sub>	6	3
Don't know	2	1	-	-	1
<b><u>Public transportation service from home to work/school</u></b>					
Yes, there is	78% <sub>CDEF</sub>	65% <sub>DE</sub>	55%	43%	55%
No, there is not	20	24	33 <sub>B</sub>	49 <sub>BC</sub>	37 <sub>BC</sub>
Refused	-	1	-	-	-
Don't know	2	10 <sub>B</sub>	12 <sub>B</sub>	9	8 <sub>B</sub>

Base = Those employed/students who commute to location outside home

<sup>1</sup>Base = Those employed/students

Letters indicate significant differences at the 95% confidence level

Q.6A, 8, 9

**Segment Profiles** (continued)

Length of Typical Daily Commute to Work/School in Miles					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(23)*	(58)	(58)	(11)*	(31)*
<b>Miles</b>					
Mean	13.7	13.8	10.7	11.5	16.2 <sub>b</sub>
Median	11.0	11.0	10.0	10.0	16.0

Base = Those employed/students who commute to a location outside home and answering  
 Letters indicate significant differences at the 95% confidence level  
 \*Caution: Small base  
 Q.6B

Length of Typical Daily Commute to Work/School in Minutes					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(90)	(103)	(156)	(24)*	(69)
<b>Minutes</b>					
Mean	42.8 <sub>CDEF</sub>	29.1	30.7	28.3	27.9
Median	45.0	25.0	30.0	25.0	25.0

Base = Those employed/students who commute to a location outside home and answering  
 Letters indicate significant differences at the 95% confidence level  
 \*Caution: Small base  
 Q.6B

**Segment Profiles** (continued)

Types of Transportation Used to Commute					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(113)	(159)	(210)	(35)	(98)
Net: Car	58%	94% <sub>B</sub>	93% <sub>B</sub>	100% <sub>BCDF</sub>	96% <sub>B</sub>
Drive alone	54	83 <sub>B</sub>	81 <sub>B</sub>	91 <sub>B</sub>	91 <sub>BD</sub>
Drive with passengers	4	9	9	14	5
Carpool/Vanpool	2	6 <sub>B</sub>	6	-	4
Net: Public Transportation	5 <sub>7CDF</sub>	14	9	-	7
Metrorail	41 <sub>CDF</sub>	12	8	-	6
Net: Bus	45 <sub>CD</sub>	2	1	-	-
Metrobus	31 <sub>CD</sub>	1	1	-	-
Fairfax Connector	18	-	-	-	-
VRE	2	1	1	-	1
Ride a motorcycle/Bicycle	2	4 <sub>D</sub>	<1	-	2
Walk	3	1	<1	-	-
Other	4	-	1	-	1

Base = Those who commute to work/school

Letters indicate significant differences at the 95% confidence level

Multiple Responses Accepted; Top Mentions

Q.10

**Segment Profiles** (continued)

Any Personal Trips Made in Past 7 Days					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
Yes	80%	87% <sup>E</sup>	84%	80%	84%

Base = Total Sample  
 Letters indicate significant differences at the 95% confidence level  
 Q.13

Types of Transportation Used for Personal Trips					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(122)	(195)	(204)	(129)	(123)
Net: Car	89%	99% <sup>B</sup>	99% <sup>B</sup>	98% <sup>B</sup>	97% <sup>B</sup>
Drive alone	61	72 <sup>B</sup>	70	78 <sup>B</sup>	80 <sup>BD</sup>
Drive with passengers	44	52	50	47	41
Carpool/Vanpool	5 <sup>C</sup>	1	2	2	2
Net: Public Transportation	19 <sup>CDEF</sup>	4	4	3	3
Metrorail	10 <sup>CEF</sup>	4	4	2	3
Net: Bus	11 <sup>CE</sup>	1	-	1	-
Metrobus	7 <sup>C</sup>	1	-	-	-
Fairfax Connector	2	-	-	-	-
Other bus service	2	-	-	1	-
Ride a motorcycle/Bicycle	3	1	1	-	2
Walk	1	-	1	2	2
Other	-	1	<1	1	2

Base = Those who made trips for personal reasons in the past 7 days  
 Letters indicate significant differences at the 95% confidence level  
 Multiple Responses Accepted; Top Mentions  
 Q.14

**Segment Profiles** (continued)

Satisfaction Ratings					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
<b><u>Fairfax Connector</u></b>					
Net: 8-10	43% <sub>CDEF</sub>	25%	21%	27% <sub>F</sub>	17%
Net: 6-7	25 <sub>DEF</sub>	20 <sub>EF</sub>	14 <sub>F</sub>	12	6
Net: 4-5	14	22	33 <sub>BCE</sub>	20	26 <sub>B</sub>
Net: 1-3	4	6	8	7	18 <sub>BCDE</sub>
Don't know/Refused	13	27 <sub>B</sub>	24 <sub>B</sub>	34 <sub>BD</sub>	33 <sub>BD</sub>
<b><u>Metrobus</u></b>					
Net: 8-10	52% <sub>CDEF</sub>	26%	21%	29% <sub>F</sub>	18%
Net: 6-7	31 <sub>DEF</sub>	29 <sub>DEF</sub>	18	17	12
Net: 4-5	12	22 <sub>B</sub>	35 <sub>BCEF</sub>	19	20
Net: 1-3	3	7 <sub>B</sub>	11 <sub>B</sub>	11 <sub>B</sub>	27 <sub>BCDE</sub>
Don't know/Refused	2	17 <sub>B</sub>	16 <sub>B</sub>	25 <sub>BD</sub>	22 <sub>B</sub>
<b><u>Personal Car</u></b>					
Net: 8-10	52%	79% <sub>OB</sub>	73% <sub>OB</sub>	85% <sub>BD</sub>	85% <sub>BD</sub>
Net: 6-7	27 <sub>CDEF</sub>	13	17 <sub>E</sub>	9	10
Net: 4-5	16 <sub>CDEF</sub>	5	9 <sub>EF</sub>	4	2
Net: 1-3	4	2	1	2	2
Don't know/Refused	1	-	<1	1	1

Base = Total Sample  
 Letters indicate significant differences at the 95% confidence level  
 Q.22, 22A, 23

**Segment Profiles** (continued)

Likelihood to Consider Using					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
<b><u>Fairfax Connector</u></b>					
Net: Would	87% <sub>CDE</sub>	15%	17%	26% <sub>CD</sub>	-%
May or may not	5	81 <sub>BDE</sub>	12 <sub>B</sub>	7	-
Net: Would not	8	4	71 <sub>BC</sub>	67 <sub>BC</sub>	100 <sub>BCDE</sub>
<b><u>Metrobus</u></b>					
Net: Would	82% <sub>CDEF</sub>	14% <sub>F</sub>	16% <sub>F</sub>	25% <sub>CDF</sub>	4%
May or may not	7 <sub>F</sub>	80 <sub>BDEF</sub>	6 <sub>F</sub>	4 <sub>F</sub>	1
Net: Would not	11	6	78 <sub>BC</sub>	70 <sub>BC</sub>	95 <sub>BCDE</sub>

Base = Total Sample  
 Letters indicate significant differences at the 95% confidence level.  
 Q.26, 28

## Segment Profiles (continued)

Attitude Ratings, % Rated 8,9,10					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
You like the convenience of driving a car	48%	74% <sub>B</sub>	77% <sub>B</sub>	79% <sub>B</sub>	85% <sub>BC</sub>
Sometimes you feel as if there are not enough hours in the day	66 <sub>BEF</sub>	68 <sub>DEF</sub>	55	48	54
Driving during rush hour is very stressful	62 <sub>F</sub>	63 <sub>F</sub>	57 <sub>F</sub>	62 <sub>F</sub>	39
You choose to travel by car because time is very valuable to you	30	45 <sub>B</sub>	48 <sub>B</sub>	38	56 <sub>BCE</sub>
You need a car available during the workday in case of emergencies <sup>1</sup>	34	57 <sub>B</sub>	63 <sub>B</sub>	60 <sub>B</sub>	66 <sub>B</sub>
You are willing to spend extra time traveling if it means the trip will cost less	44 <sub>DF</sub>	35 <sub>F</sub>	32	39 <sub>F</sub>	25
You often do errands on your way to or from work or at lunchtime <sup>1</sup>	40	55 <sub>B</sub>	52 <sub>B</sub>	43	47
You often go out for dining, or to social, entertainment or sporting events	31	31	30	33	35
For you, saving time is often more important than saving money	30	32	32	27	28
You will go out of your way to take advantage of a bargain	32 <sub>D</sub>	26	20	28	25
You feel travel on public transit is safer than other forms of travel in this area	46 <sub>CDEF</sub>	28 <sub>DF</sub>	16	28 <sub>DF</sub>	13
Your work schedule is unpredictable <sup>1</sup>	26	35	29	40	29
You often feel concerned about your personal safety in public places	19 <sub>D</sub>	17 <sub>D</sub>	10	23 <sub>D</sub>	16
You are one of the first in your circle of friends to try new products/services	14	16 <sub>D</sub>	10	13	18 <sub>D</sub>

Base = Total Sample

<sup>1</sup>Base = Those employed

Letters indicate significant differences at the 95% confidence level.

Q.2

## Segment Profiles (continued)

Importance Ratings, % Rated 8,9,10 (Important) – Transportation					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
Is available when you need it	84%	90%	90%	85%	86%
Goes to the places you need to go	85	87	88	83	83
Would get you to your destination on time	78	84	87 <sub>B</sub>	85	84
Is easy and convenient to use	78	81	84	79	82
Is safe from crime	71	74	73	77	77
Meets the transportation needs of people like you	73	77	73	73	71
Is safe from accidents	69	70	69	73	67
Is a smart way to commute for people who can use it	81 <sub>CDF</sub>	68	66	73 <sub>F</sub>	63
Fits into your lifestyle	65	69	70	70	74
Is a fast way to travel	54	66 <sub>B</sub>	74 <sub>BE</sub>	61	76 <sub>BCE</sub>
There are bus stops close to your destinations	81 <sub>CDEF</sub>	69 <sub>EF</sub>	61 <sub>EF</sub>	49	41
Offers good value for the money	69 <sub>DF</sub>	61	56	65 <sub>F</sub>	53
There are bus stops close to where you live	76 <sub>DEF</sub>	69 <sub>DEF</sub>	60 <sub>F</sub>	54 <sub>F</sub>	36
Is a relaxing and stress-free way to travel	63 <sub>F</sub>	60	58	59	52
Is an environmentally friendly way to travel	73 <sub>CDEF</sub>	54 <sub>F</sub>	49	49	42
Is low cost compared to other modes of transportation	60 <sub>CDEF</sub>	43	44	40	36
There are enough bus stops with shelters	44 <sub>F</sub>	42 <sub>F</sub>	36	33	28
There are enough bus stops with seats	45 <sub>DF</sub>	36 <sub>F</sub>	31 <sub>F</sub>	37 <sub>F</sub>	21

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.17/21

**Segment Profiles** (continued)

Attitude Ratings, % Rated 8,9,10 (Agree) – Car					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
Goes to the places you need to go	92%	94%	98% <sub>BC</sub>	94%	97%
Is available when you need it	86	96 <sub>B</sub>	98 <sub>BE</sub>	94 <sub>B</sub>	98 <sub>B</sub>
Is easy and convenient to use	76	92 <sub>B</sub>	90 <sub>B</sub>	90 <sub>B</sub>	96 <sub>BDE</sub>
Meets the transportation needs of people like you	66	87 <sub>B</sub>	92 <sub>B</sub>	87 <sub>B</sub>	97 <sub>BCDE</sub>
Fits into your lifestyle	63	89 <sub>B</sub>	90 <sub>B</sub>	88 <sub>B</sub>	94 <sub>B</sub>
Would get you to your destination on time	64	70	74 <sub>B</sub>	75 <sub>B</sub>	84 <sub>BCDE</sub>
Is a fast way to travel	59	66	71 <sub>B</sub>	67	79 <sub>BCE</sub>
Is safe from crime	44	51	55 <sub>B</sub>	55 <sub>B</sub>	66 <sub>BCDE</sub>
Is a smart way to commute for people who can use it	36	48 <sub>B</sub>	47 <sub>B</sub>	54 <sub>B</sub>	63 <sub>BCD</sub>
Is a relaxing and stress-free way to travel	24	28	31	38 <sub>BC</sub>	50 <sub>BCDE</sub>
Offers good value for the money	22	28	28	40 <sub>BCD</sub>	44 <sub>BCD</sub>
Is safe from accidents	12	23 <sub>B</sub>	18	25 <sub>B</sub>	32 <sub>BD</sub>
Is low cost compared to other modes of transportation	8	17 <sub>BD</sub>	9	26 <sub>BCD</sub>	30 <sub>BCD</sub>
Is an environmentally friendly way to travel	14	10	9	22 <sub>CD</sub>	26 <sub>BCD</sub>

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.19

## Segment Profiles (continued)

Attitude Ratings, % Rated 8,9,10 (Agree) – Fairfax Connector					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
Is a smart way to commute for people who can use it	73% <sub>F</sub>	71% <sub>F</sub>	70% <sub>F</sub>	69% <sub>F</sub>	56%
Is an environmentally friendly way to travel	59 <sub>CEF</sub>	44 <sub>F</sub>	49 <sub>F</sub>	45 <sub>F</sub>	29
Is safe from accidents	53 <sub>CEF</sub>	40	44	41	37
Is low cost compared to other modes of transportation	55 <sub>CDEF</sub>	33	38 <sub>F</sub>	32	26
Offers good value for the money	58 <sub>CDEF</sub>	32 <sub>F</sub>	34 <sub>F</sub>	38 <sub>F</sub>	22
Is safe from crime	47 <sub>CDEF</sub>	33 <sub>F</sub>	30	34 <sub>F</sub>	23
Provides bus stops close to where you live	46 <sub>CDEF</sub>	27	25	22	20
Is a relaxing and stress-free way to travel	41 <sub>CDEF</sub>	23 <sub>F</sub>	21	27 <sub>F</sub>	14
Provides bus stops close to your destinations	42 <sub>CDEF</sub>	20 <sub>F</sub>	22 <sub>F</sub>	17	12
Would get you to your destination on time	44 <sub>CDEF</sub>	13	16	17	12
Provides enough bus stops with seats	32 <sub>CDEF</sub>	16	18 <sub>F</sub>	22 <sub>F</sub>	10
Is easy and convenient to use	38 <sub>CDEF</sub>	16 <sub>F</sub>	12	16 <sub>F</sub>	8
Goes to the places you need to go	27 <sub>CDEF</sub>	17 <sub>F</sub>	13 <sub>F</sub>	12	6
Is available when you need it	32 <sub>CDEF</sub>	12	9	12	7
Is a fast way to travel	24 <sub>CDEF</sub>	11	9	12	7
Meets the transportation needs of people like you	35 <sub>CDEF</sub>	9	7	7	7
Provides enough bus stops with shelters	22 <sub>CDEF</sub>	9	7	11	6
Fits into your lifestyle	27 <sub>CDEF</sub>	6	3	4	3

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.20

## Segment Profiles (continued)

Attitude Ratings, % Rated 8,9,10 (Agree) – Metrobus					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
Is a smart way to commute for people who can use it	80% <sub>F</sub>	74% <sub>F</sub>	73% <sub>F</sub>	71%	61%
Is an environmentally friendly way to travel	69 <sub>CDEF</sub>	43 <sub>F</sub>	52 <sub>CF</sub>	46 <sub>F</sub>	30
Is safe from accidents	53 <sub>CDEF</sub>	37	39	38	34
Is low cost compared to other modes of transportation	60 <sub>CDEF</sub>	38 <sub>F</sub>	38 <sub>F</sub>	29	24
Provides bus stops close to where you live	44 <sub>DF</sub>	40 <sub>F</sub>	34	36	27
Offers good value for the money	59 <sub>CDEF</sub>	36 <sub>F</sub>	33 <sub>F</sub>	32 <sub>F</sub>	22
Is safe from crime	48 <sub>CDEF</sub>	31 <sub>F</sub>	27	27	20
Provides bus stops close to your destinations	46 <sub>CDEF</sub>	29	27	23	20
Is a relaxing and stress-free way to travel	41 <sub>CDEF</sub>	25 <sub>F</sub>	20	27 <sub>F</sub>	15
Provides enough bus stops with seats	36 <sub>CDEF</sub>	20 <sub>F</sub>	18	23 <sub>F</sub>	11
Would get you to your destination on time	39 <sub>CDEF</sub>	13	16	19	14
Is easy and convenient to use	39 <sub>CDEF</sub>	17 <sub>DF</sub>	11	15 <sub>F</sub>	8
Goes to the places you need to go	32 <sub>CDEF</sub>	19 <sub>EF</sub>	14	12	10
Is available when you need it	29 <sub>CDEF</sub>	14	9	12	9
Provides enough bus stops with shelters	26 <sub>CDEF</sub>	14 <sub>F</sub>	9	12	7
Is a fast way to travel	24 <sub>CDEF</sub>	12	9	12	8
Meets the transportation needs of people like you	33 <sub>CDEF</sub>	8	8	6	8
Fits into your lifestyle	32 <sub>CDEF</sub>	8 <sub>D</sub>	2	4	4

Base = Total Sample

Letters indicate significant differences at the 95% confidence level.

Q.20

**Segment Profiles** (continued)

Impact from Gas Prices on Travel Behavior in Area					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
<b><u>Impact of gas prices</u></b>					
Net: Impact	75% <sub>F</sub>	78% <sub>EF</sub>	73% <sub>F</sub>	69% <sub>F</sub>	57%
Major	41 <sub>CDEF</sub>	28 <sub>F</sub>	21	27 <sub>F</sub>	14
Minor	34	50 <sub>B</sub>	52 <sub>BE</sub>	42	43
No impact on travel	25	22	27	31 <sub>C</sub>	42 <sub>BCDE</sub>
Don't know/Refused	1	-	-	-	1
n=	(114)	(175)	(179)	(112)	(84)
<b><u>How have gas prices affected travel<sup>1</sup></u></b>					
Net: Travel less	62%	71%	72%	72%	61%
Take fewer trips by car	58	69	68	71 <sub>B</sub>	58
Combine trips/errands	11	19 <sub>B</sub>	12	15	18
Make shorter trips	1	3	3	4	-
Only use car for necessities	4	2	2	1	2
Net: Use public transportation more	18 <sub>CDEF</sub>	4	3	1	1
Take the bus more often	10 <sub>CDE</sub>	1	1	1	-
Take Metrorail more often	6 <sub>DE</sub>	2	1	1	1
Ride with someone else/carpool	9	7	4	5	4
Walk or bike more often	7	8 <sub>DEF</sub>	3	2	2
Spend less money on other things	6	3	5	3	1
More pre-planning	4	5	5	5	4
Spending more money	4	2	4	1	6
Purchase a more gas efficient car	3	3	2	3	2
Use a fuel efficient car	2	2	2	2	6

Base = Total Sample

<sup>1</sup>Base = Those who say gas prices have had a major or minor impact on how they travel

<sup>1</sup>Top Mentions; Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.

Q.18, 18A

## Segment Profiles (continued)

Factors That Would Make Use Bus (More)					
	Segment 1:	Segment 2:	Segment 3:	Segment 4:	Segment 5:
	B	C	D	E	F
n=	(153)	(223)	(244)	(162)	(147)
Net: Stops/Schedules	74% <sub>DEF</sub>	70% <sub>DEF</sub>	59%	60%	50%
More stops near where I live/work	37	43	38	34	33
More routes/More destinations	29 <sub>DF</sub>	30 <sub>DF</sub>	20	27	19
More frequent service	33 <sub>CDEF</sub>	14 <sub>F</sub>	15 <sub>F</sub>	14	7
Schedules that fit my schedule	10	15 <sub>DF</sub>	9	13 <sub>F</sub>	5
If I didn't have to transfer	3	8	4	4	5
More express buses	3	4	5	3	5
Net: Emergency/Special Need	11	14	21 <sub>B</sub>	24 <sub>BC</sub>	18
Couldn't use my car	5	7	11 <sub>B</sub>	6	7
If I wasn't able to drive	2	2	2	10 <sub>BCD</sub>	6 <sub>C</sub>
Net: Time Issues	16	19	15	14	14
If it operates according to schedule	8 <sub>F</sub>	5	6	6	3
If it would save me time	7	9 <sub>F</sub>	6	4	3
If trip didn't take so long	2	7 <sub>B</sub>	5	4	10 <sub>BE</sub>
If gas gets more expensive	11	12	11	14	10
Lower cost/Rebates	10	12	10	9	10
If I knew more about it	4	9 <sub>BF</sub>	8 <sub>F</sub>	8 <sub>F</sub>	3
Net: Infrastructure	8	6	9	6	7
If I changed jobs/got a job where it was more convenient	1	2	5 <sub>B</sub>	4	3
If I didn't have kids	-	4 <sub>E</sub>	3	1	6 <sub>E</sub>
Nothing	1	2	5 <sub>B</sub>	5 <sub>B</sub>	10 <sub>BC</sub>

Base = Total sample

Letters indicate significant differences at the 95% confidence level.

Q.30

# Appendix

**Appendix:  
Respondent Profile**

## Respondent Profile

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The tables on the following pages provide a demographic profile of the survey respondents:

- Two-thirds (66%) are employed, either full-time (50%), part-time (7%) or self employed (9%).
- Three-fourths (75%) have a college degree, with more than four in ten (44%) having a post-graduate or professional degree.
- On average, respondents have lived in the Fairfax County area for almost 16 years. Specifically, bus non-users have lived in the area a longer average amount of time than bus users (16.0 years vs. 13.3 years).
- The average age of the survey respondents is 51.2 years old.
- Seven in ten respondents (70%) are married.
- Almost eight in ten respondents (79%) are White. However, three in ten bus users (30%) are considered a minority race of some type, primarily Black/African American (11%), Asian (9%) and/or Hispanic (9%).
- The median household income among survey respondents is \$108,300, with bus users and bus non-users having comparable household incomes.

**Respondent Profile** (continued)

Key Demographics					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(1007)	(105)	(902)	(207)	(800)
<b><u>Gender</u></b>					
Male	45%	53%	44%	53% <sup>E</sup>	42%
Female	55	47	56	47	58 <sup>D</sup>
<b><u>Employment Status</u></b>					
Net: Employed	66%	69%	65%	70%	65%
Full-time	50	57	49	57 <sup>E</sup>	48
Self Employed	9	8	9	6	9
Part-time	7	4	8	6	7
Net: Not employed <sup>1</sup>	34	30	34	30	35
Retired	21	14	22 <sup>B</sup>	13	23 <sup>D</sup>
Homemaker	7	3	7 <sup>B</sup>	4	8 <sup>D</sup>
Student	3	4	3	5	2
<b><u>Years Lived in Fairfax County Area</u></b>					
Mean (in years)	15.5	13.7	15.7 <sup>B</sup>	13.3	16.0 <sup>D</sup>
Median (in years)	20.0	15.8	20.1	14.0	20.3
<b><u>Education</u></b>					
Less than a bachelors degree	24%	21%	25%	22%	25%
Four-year degree	31	27	31	30	31
More than a bachelors degree	44	52	43	47	43
<b><u>Marital Status</u></b>					
Married	70%	62%	71%	65%	71%
Net: Single/Not married	29	38	28	35	28
Refused	1	-	1	<1	1

Base = Total Sample

Letters indicate significant differences at the 95% confidence level

<sup>1</sup>Top Mentions

Q.1, S3, D1, D2, D3

**Respondent Profile** (continued)

Key Demographics (continued)					
	Total	Fairfax Connector Customer	Fairfax Connector Non-customer	Bus User	Bus Non-user
	A	B	C	D	E
n=	(1007)	(105)	(902)	(207)	(800)
<b>Age</b>					
Mean (in years)	51.2	49.6	51.4	47.5	52.2 <sub>D</sub>
Median (in years)	51.2	50.4	51.3	48.3	51.9
<b>Race<sup>1</sup></b>					
White	79%	64%	81% <sub>B</sub>	67%	83% <sub>D</sub>
Net: Minority	17	32 <sub>C</sub>	16	30 <sub>E</sub>	14
Black or African-American	6	11	6	11 <sub>E</sub>	5
Asian	5	9	5	9 <sub>E</sub>	4
Hispanic	4	9	4	9 <sub>E</sub>	3
Native American	1	2	1	1	1
Other	1	3	1	2	1
Refused	4	4	4	3	4
<b>Yearly Household Income</b>					
Mean (in 000s)	\$106.3	\$104.9	\$106.5	\$102.3	\$107.4
Median (in 000s)	\$108.3	\$107.5	\$108.4	\$106.1	\$109.0
Don't know/Refused	16%	15%	16%	14%	16%

Base = Total Sample

<sup>1</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level

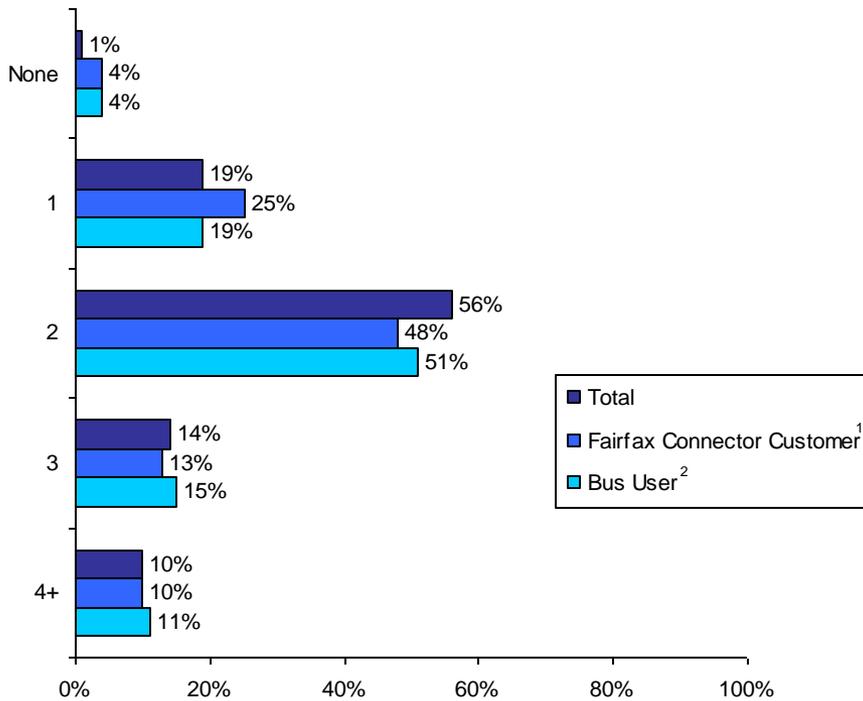
D4, D5, D6

**Respondent Profile** (continued)

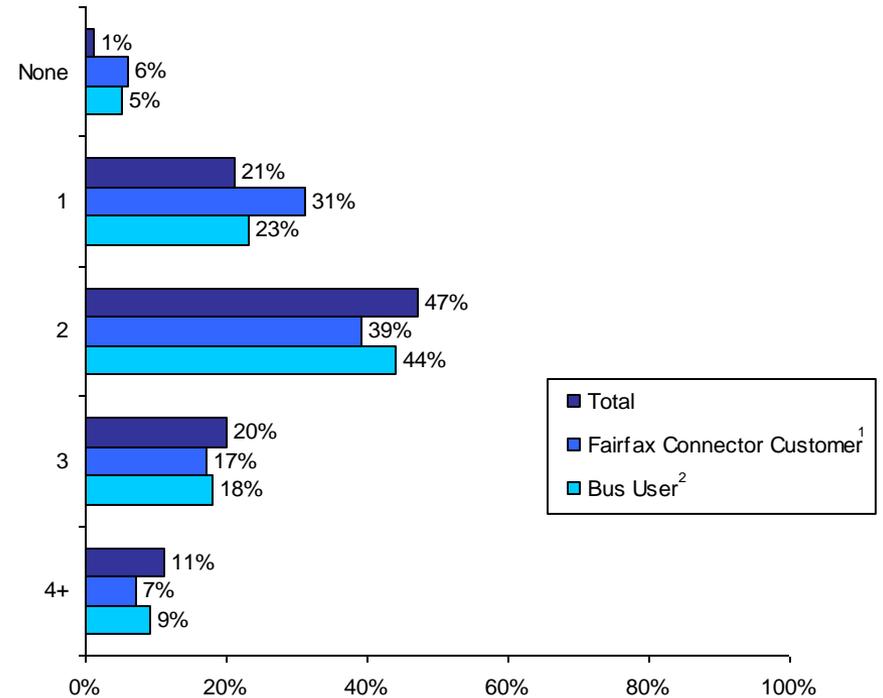
Overall, eight in ten respondents (80%) have two or more licensed drivers in their household. A very small proportion (1%) do not have any licensed drivers in their household.

- Similarly, almost eight in ten (78%) own or lease two or more vehicles. Less than one in ten (1%) do not own or lease any vehicles.

**Number of Licensed Drivers in Household**



**Number of Vehicles Owned by Household**



Base = Total Sample (n=1007)

<sup>1</sup>Base = Fairfax Connector customers (n=105)

<sup>2</sup>Base = Bus users (n=207)

Q.4A

Base = Total Sample (n=1007)

<sup>1</sup>Base = Fairfax Connector customers (n=105)

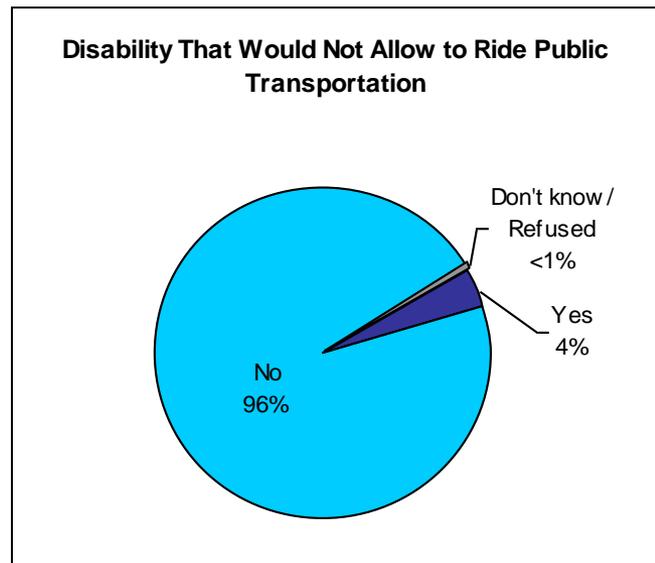
<sup>2</sup>Base = Bus users (n=207)

Q.4

**Respondent Profile** *(continued)*

All respondents were asked if they currently have any type of disability that would not allow them to ride public transportation.

- The vast majority of respondents (96%) said they do not have a disability that would inhibit them from riding public transportation.



Base = Total Sample (n=1007)  
Q.5

# Transit Development Plan

## Profile of Riders and Non-Riders

Data	Values	Riders (from On-Board Survey)			Non-Riders (from Resident Survey)		
		System-Wide	South County	North County	System-Wide	South County	North County
Gender	Female	n/a	n/a	n/a	58%	58%	57%
	Male	n/a	n/a	n/a	42%	42%	43%
Ethnicity	Asian	14%	9%	20%	4%	3%	5%
	Black	31%	39%	20%	5%	7%	4%
	Hispanic	20%	22%	18%	3%	2%	4%
	Native American	2%	3%	2%	1%	1%	1%
	White	35%	29%	41%	83%	81%	83%
	Other	3%	4%	3%	1%	1%	<1%

# Transit Development Plan

## Profile of Riders and Non-Riders (continued)

Data	Values	Riders (from On-Board Survey)			Non-Riders (from Resident Survey)		
		System-Wide	South County	North County	System-Wide	South County	North County
Age	24 or less	23%	23%	22%	3%	3%	3%
	25-34	24%	22%	26%	10%	12%	8%
	35-44	19%	20%	18%	16%	14%	17%
	45-54	20%	21%	20%	26%	25%	27%
	55-64	10%	11%	10%	22%	20%	24%
	65-74	3%	3%	3%	12%	12%	12%
	75 or more	1%	1%	1%	8%	11%	6%

# Transit Development Plan

## Profile of Riders and Non-Riders (continued)

Data	Values	Riders (from On-Board Survey)			Non-Riders (from Resident Survey)		
		System-Wide	South County	North County	System-Wide	South County	North County
Income	\$30k or less	43%	51%	33%	3%	3%	3%
	\$30k-50k	17%	19%	15%	6%	7%	5%
	\$50k-70k	12%	10%	14%	9%	11%	7%
	\$70k-100k	11%	9%	14%	18%	20%	17%
	\$100k-125k	7%	5%	9%	16%	17%	15%
	\$125k-150k	4%	3%	5%	11%	11%	11%
	Over \$150k	7%	4%	10%	21%	14%	25%

**Appendix:  
Questionnaire**

Questionnaire

Draft: 05/27/08

WB&A Market Research  
Job #08-271  
May 2008

Fairfax County Resident Survey

QUOTAS			
	Male	Female	Total
Fairfax County	500	500	1,000

Note: Maximum number of Riders: 200 [Q3A(01) OR Q10(06) OR Q14(06)]

INTRODUCTION & SCREENER

ASK TO SPEAK TO MALE OR FEMALE:

Hello, this is \_\_\_\_\_ with WB&A Market Research. We are conducting a study on issues in the Fairfax County area, and would like to include your opinions. This is not a sales call. This call may be monitored for quality control purposes. (ONLY IF NECESSARY, READ: "We will be able to reveal the name of the sponsor of the research at the conclusion of the survey.")

S1. Are you 18 years of age or older?

- 01 Yes → CONTINUE
- 02 No → ASK TO SPEAK TO THAT PERSON. IF AVAILABLE, REREAD INTRODUCTION. IF UNAVAILABLE, SCHEDULE CALLBACK
- 98 Refused → THANK & TERMINATE

S2. In which county or jurisdiction do you live? (READ LIST IF NECESSARY.)

- 01 Fairfax County, VA/Fairfax City/Falls Church → CONTINUE
- 02 City of Alexandria
- 03 Arlington County
- 04 Montgomery County → THANK & TERMINATE
- 05 Prince George's County
- 06 District of Columbia
- 95 DO NOT READ: Other
- 98 DO NOT READ: Refused

S3. Record Gender (DO NOT ASK):

- 01 Male
- 02 Female

MAIN QUESTIONNAIRE

Q1. Are you...? (READ LIST. ACCEPT ONE RESPONSE ONLY.)

- 01 Self-employed,
- 02 Employed full-time,
- 03 Employed part-time,
- 04 A student,
- 05 A full-time homemaker,
- 06 Retired,
- 07 On temporary leave from your job,
- 08 Unemployed and looking for a job, or
- 09 Unemployed and not looking for a job
- 98 DO NOT READ: Refused

Q2. I'm going to read a list of statements. As I read each one, please tell me how well it describes you on a scale of "1" to "10" where "1" means that the statement does not describe you at all and "10" means that the statement describes you very well. The first/next statement is... (READ LIST. RANDOMIZE. USE 98 FOR REFUSED AND 99 FOR DON'T KNOW. \*ASK THOSE EMPLOYED [Q1 (01-03)].)

STATEMENTS	Rating
a. You are willing to spend a little extra time traveling if it means the trip will cost less	
b. You feel that travel on public transportation is safer than other forms of travel in this area	
c. You like the convenience of driving a car	
d. Driving during rush hour is very stressful	
e. You often feel concerned about your personal safety in public places	
f. You often go out for dining, or to social, entertainment or sporting events	
g. You choose to travel by car because your time is very valuable to you	
h. You will go out of your way to take advantage of a bargain	
i. You are one of the first people in your circle of friends to try new products and services	
j. For you, saving time is often more important than saving money	
k. Sometimes you feel as if there are not enough hours in the day	
l.* You need to have a car available during the workday in case of emergencies	
m.* Your work schedule is unpredictable	
n.* You often do errands on your way to or from work or at lunchtime	

Q3. Now, I would like to know how often you ride a bus to, from or within Fairfax County. In the past seven days, how many one-way trips did you take using a bus to, from or within Fairfax County? A round trip counts as two one-way trips. (DO NOT READ LIST.)

- 00 None
- 01 1-4 times
- 02 5-9 times
- 03 10 or more times
- 98 Refused
- 99 Don't know

**Questionnaire (continued)**

Q3A. Have you ridden Fairfax Connector in the last three months?

- 01 Yes
- 02 No
- 98 Refused
- 99 Don't know

Q3B. Have you ridden Metrobus to, from or within Fairfax County in the last three months?

- 01 Yes
- 02 No
- 98 Refused
- 99 Don't know

**THOSE WHO HAVE USED FAIRFAX CONNECTOR IN THE LAST THREE MONTHS DEFINE AS CUSTOMERS [Q3A(01)]**

Q4. How many vehicles are owned or leased by members of your household?

\_\_\_\_\_ (00=None; 98=Refused; 99=Don't know)

Q4A. How many licensed drivers are in your household?

\_\_\_\_\_ (00=None; 98=Refused; 99=Don't know)

Q5. Do you currently have any type of disability that would not allow you to ride public transportation?

- 01 Yes
- 02 No
- 98 Refused
- 99 Don't know

**THOSE EMPLOYED/STUDENTS [Q1 (01-04)], ASK:**

Q6. Do you **usually** commute to (a workplace outside your home/school)\*, or do you usually (work/take classes)\* at home? **(\*INSERT BASED UPON RESPONSE TO Q1. ACCEPT ONE RESPONSE ONLY. IF RESPONDENT SAYS "BOTH," "IT DEPENDS" OR "NOT SURE," ASK: Where do you usually (work/take classes)?)**

- 01 Commute to (a workplace outside home/school) → **SKIP TO Q6B**
- 02 (Work/Take classes) at home → **CONTINUE**
- 98 Refused
- 99 Don't know

**THOSE WHO DO NOT USUALLY COMMUTE TO A WORKPLACE OUTSIDE THEIR HOME/SCHOOL [Q6(02-99)], ASK:**

Q6A. Do you **ever** commute to (a workplace outside your home/school)\*? **(\*INSERT BASED UPON RESPONSE TO Q1.)**

- 01 Yes → **CONTINUE**
- 02 No
- 98 Refused → **SKIP TO Q13**
- 99 Don't know

**THOSE EMPLOYED/STUDENTS WHO COMMUTE TO LOCATION OUTSIDE HOME [Q6(01) OR Q6A(01)], ASK:**

Q6B. How long is your typical daily commute to (work/school)\* **one way**? How long is it in miles or minutes? **(\*INSERT BASED UPON RESPONSE TO Q1. PROBE FOR BEST ESTIMATE. DO NOT ACCEPT RANGES. ACCEPT MILES OR MINUTES.)**

In miles \_\_\_\_\_  
In minutes \_\_\_\_\_

Q6C. What is the nearest intersection to your (work/school)\*? **(\*INSERT BASED UPON RESPONSE TO Q1.)**

Cross Street 1: \_\_\_\_\_ & Cross Street 2: \_\_\_\_\_

Q7. In what zip code do you (work/go to school)\*? **(\*INSERT BASED UPON RESPONSE TO Q1. USE 99998 FOR REFUSED. USE 99999 FOR DON'T KNOW.)**

\_\_\_\_\_

**THOSE WHO DON'T KNOW/REFUSE ZIP CODE OF WORK/SCHOOL [Q7(99998,99999)], ASK:**

Q8. In what county or jurisdiction do you (work/go to school)\*? **(\*INSERT BASED UPON RESPONSE TO Q1. DO NOT READ LIST. ACCEPT ONE RESPONSE ONLY.)**

- 01 City of Alexandria
- 02 Arlington County
- 03 Fairfax County, VA/Fairfax City/Falls Church
- 04 Montgomery County
- 05 Prince George's County
- 06 District of Columbia
- 95 Other (specify): \_\_\_\_\_
- 98 Refused
- 99 Don't know

**Questionnaire (continued)**

**THOSE EMPLOYED/STUDENTS [Q1(01-04)], ASK:**

Q9. Regardless of whether or not you use it, can you tell me if public transportation such as buses or trains provide service from the area where you live to the area where you (work/attend school)\*? **(\*INSERT BASED UPON RESPONSE TO Q1.)**

- 01 Yes, there is
- 02 No, there is not
- 98 Refused
- 99 Don't know

**THOSE WHO COMMUTE TO WORK/SCHOOL, [Q6(01) OR Q6A(01)], ASK:**

Q10. What types of transportation do you use to commute **to and from** (work/school)\*? **(\*INSERT BASED UPON RESPONSE TO Q1. READ LIST ONLY IF NECESSARY. ACCEPT ALL THAT APPLY.)**

	Q10
Drive your car alone	01
Drive your car with passengers	02
Carpool or vanpool	03
Take Metrorail	04
Take VRE	05
Take Fairfax Connector	06
Take Metrobus	07
Take another bus service (specify)	08
Take a taxi or limo	09
Ride a motorcycle or bicycle	10
Other (specify)	95
Refused	98
Don't know	99

**THOSE WHO DO NOT USE FAIRFAX CONNECTOR TO COMMUTE TO WORK/SCHOOL [NOT Q10(06)], ASK:**

Q11. How likely would you be to consider using Fairfax Connector to make trips that are related to your (employment/school)\*? Would you be...? **(\*INSERT BASED UPON RESPONSE TO Q1. READ LIST.)**

- 04 Very likely
- 03 Somewhat likely
- 02 Not very likely
- 01 Not at all likely
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

**THOSE WHO DO NOT USE METROBUS TO COMMUTE TO WORK/SCHOOL [NOT Q10(07)], ASK:**

Q12. How likely would you be to consider using Metrobus to make trips that are related to your (employment/school)\*? Would you be...? **(\*INSERT BASED UPON RESPONSE TO Q1. READ LIST.)**

- 04 Very likely
- 03 Somewhat likely
- 02 Not very likely
- 01 Not at all likely
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

**ASK EVERYONE:**

Q13. Now I'll ask about the trips you make that are **not** related to school or paid employment. During the past seven days – last **CURRENT DAY OF WEEK** through yesterday – did you make any trips that were not within walking distance to **run errands**, to take care of **personal business or appointments**, go **shopping** for items other than groceries, or to make trips for **entertainment, recreation or social reasons**?

- 01 Yes → **CONTINUE**
- 02 No
- 98 Refused → **SKIP TO Q16**
- 99 Don't know

**THOSE WHO MADE TRIPS FOR PERSONAL REASONS IN PAST SEVEN DAYS [Q13(01)], ASK:**

Q14. What types of transportation did you use to get **to and from** the places you went? **(READ LIST ONLY IF NECESSARY. ACCEPT ALL THAT APPLY.)**

	Q14
Drive your car alone	01
Drive your car with passengers	02
Carpool or vanpool	03
Take Metrorail	04
Take VRE	05
Take Fairfax Connector	06
Take Metrobus	07
Take another bus service (specify)	08
Take a taxi or limo	09
Ride a motorcycle or bicycle	10
Other (specify)	95
Refused	98
Don't know	99

**Questionnaire (continued)**

**THOSE WHO DID NOT USE FAIRFAX CONNECTOR TO MAKE TRIPS FOR PERSONAL REASONS IN PAST SEVEN DAYS [Q13(02,99) OR NOT Q14(06)], ASK:**

Q16. How likely would you be to consider using Fairfax Connector to make trips that are **not** related to school or paid employment? Would you be...? **(READ LIST. IF NECESSARY, READ: These trips include running errands, taking care of personal business or appointments, shopping for items other than groceries, or making trips for entertainment, recreation or social reasons.)**

- 04 Very likely
- 03 Somewhat likely
- 02 Not very likely
- 01 Not at all likely
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

**THOSE WHO DID NOT USE METROBUS TO MAKE TRIPS FOR PERSONAL REASONS IN PAST SEVEN DAYS [Q13(02,99) OR NOT Q14(07)], ASK:**

Q16A. How likely would you be to consider using Metrobus to make trips that are **not** related to your school or paid employment? Would you be...? **(READ LIST. IF NECESSARY, READ: These trips include running errands, taking care of personal business or appointments, shopping for items other than groceries, or making trips for entertainment, recreation or social reasons.)**

- 04 Very likely
- 03 Somewhat likely
- 02 Not very likely
- 01 Not at all likely
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

**ASK EVERYONE:**

Q17. On a scale of 1 to 10 where 10 means it is extremely important to you and 1 means it is not at all important to you, please rate how important each of the following is when choosing which mode of transportation you will use. First/Next, the mode of transportation...? **(READ LIST. RANDOMIZE. USE 98 FOR REFUSED, 99 FOR DON'T KNOW.)**

STATEMENTS	Rating
a. Is available when you need it	
b. Is low cost, compared to other modes of transportation	
c. Offers good value for the money	
d. Is safe from accidents	
e. Is a fast way to travel	
f. Would get you to your destination on time	
g. Is easy and convenient to use	
h. Is a relaxing and stress-free way to travel	
i. Meets the transportation needs of people like you	
j. Fits into your lifestyle	
k. Goes to the places you need to go	
l. Is a smart way to commute for people who can use it	
m. Is an environmentally friendly way to travel	
n. Is safe from crime	

Q18. In general, how have gas prices impacted how you travel in the area? Would you say gas prices have had a...? **(READ LIST.)**

- 01 Major impact,
- 02 Minor impact, or
- 03 No impact on how you travel
  
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

**IF GAS PRICES HAVE HAD A MAJOR OR MINOR IMPACT ON HOW THEY TRAVEL [Q18(01,02)], ASK:**

Q18A. Specifically, how have gas prices affected how you travel? **(DO NOT READ LIST. MULTIPLE RESPONSES ACCEPTED. IF RESPONDENT SAYS "Take public transportation more often" OR "take another means of transportation more often," CLARIFY WHAT TYPES.)**

- 01 Take fewer trips by car
- 02 Spend less money on other things
- 03 Ride with someone else/carpool
- 04 Take Metrorail more often
- 05 Take VRE more often
- 06 Take the bus more often
- 07 Take public transportation more often (Unspecified)
- 08 Walk or bike more often
- 09 Purchased a more gas efficient car
- 95 Other **(specify):** \_\_\_\_\_
- 98 Refused
- 99 Don't know

**ASK EVERYONE:**

**(ROTATE Q19 & Q20/21. ½ RESPONENTS WILL BE ASKED Q19 FIRST. ½ WILL BE ASKED Q20/21 FIRST.)**

Q19. I am going to ask you about your impressions of specific aspects of the car. On a scale of 1 to 10, where 10 means that you strongly agree and 1 means you strongly disagree, please tell me how much you agree or disagree with each of the following. A car...? **(READ LIST. RANDOMIZE. USE 98 FOR REFUSED, 99 FOR DON'T KNOW.)**

STATEMENTS	Rating
a. Is available when you need it	
b. Is low cost, compared to other modes of transportation	
c. Offers good value for the money	
d. Is safe from accidents	
e. Is a fast way to travel	
f. Would get you to your destination on time	
g. Is easy and convenient to use	
h. Is a relaxing and stress-free way to travel	
i. Meets the transportation needs of people like you	
j. Fits into your lifestyle	
k. Goes to the places you need to go	
l. Is a smart way to commute for people who can use it	
m. Is an environmentally friendly way to travel	
n. Is safe from crime	

**Questionnaire (continued)**

Q20. Now I am going to ask you about specific aspects of Fairfax Connector and Metrobus. On a scale of 1 to 10, where 10 means that you strongly agree and 1 means you strongly disagree, please tell me how much you agree or disagree with each of the following. **(READ LIST. ASK ABOUT BOTH BUS TYPES BEFORE CONTINUING ONTO NEXT STATEMENT. RANDOMIZE STATEMENTS AND BUS TYPES. USE 98 FOR REFUSED, 99 FOR DON'T KNOW.)**

STATEMENTS	Fairfax Connector	Metrobus
a. Is available when you need it		
b. Is low cost, compared to other modes of transportation		
c. Offers good value for the money		
d. Is safe from accidents		
e. Is a fast way to travel		
f. Would get you to your destination on time		
g. Is easy and convenient to use		
h. Is a relaxing and stress-free way to travel		
i. Meets the transportation needs of people like you		
j. Fits into your lifestyle		
k. Goes to the places you need to go		
l. Is a smart way to commute for people who can use it		
m. Is an environmentally friendly way to travel		
n. Is safe from crime		
o. Provides enough bus stops with shelters		
p. Provides enough bus stops with seats		
q. Provides bus stops close to where you live		
r. Provides bus stops close to your destinations		

Q21. Compared to other aspects of bus service in Fairfax County, on a scale of 1 to 10 where 10 means it is extremely important to you and 1 means it is not at all important to you, please rate how important each of the following is to you. **(READ LIST. RANDOMIZE. USE 98 FOR REFUSED, 99 FOR DON'T KNOW.)**

STATEMENTS	Rating
a. There are enough bus stops with shelters	
b. There are enough bus stops with seats	
c. There are bus stops close to where you live	
d. There are bus stops close to your destinations	

**(RANDOMIZE Q22-Q23)**

Q22. Whether or not you have ever used Fairfax Connector, on a scale of 1 to 10, where 10 means extremely satisfied and 1 means extremely dissatisfied, how would you rate your overall satisfaction with the service provided by Fairfax Connector?

- 10 Extremely satisfied
- 09
- 08
- 07
- 06
- 05
- 04
- 03
- 02
- 01 Extremely dissatisfied
- 98 Refused
- 99 Don't know

Q22A. Whether or not you have ever used Metrobus, on a scale of 1 to 10, where 10 means extremely satisfied and 1 means extremely dissatisfied, how would you rate your overall satisfaction with the service provided by Metrobus?

- 10 Extremely satisfied
- 09
- 08
- 07
- 06
- 05
- 04
- 03
- 02
- 01 Extremely dissatisfied
- 98 Refused
- 99 Don't know

**Questionnaire (continued)**

Q23. Whether or not you drive a personal car, on a scale of 1 to 10, where 10 means extremely satisfied and 1 means extremely dissatisfied, how would you rate your overall satisfaction with driving a personal car?

- 10 Extremely satisfied
- 09
- 08
- 07
- 06
- 05
- 04
- 03
- 02
- 01 Extremely dissatisfied
- 98 Refused
- 99 Don't know

Q24. **DELETED.**

Q25. **DELETED.**

**(ROTATE Q26 & Q28)**

Q26. How likely is it that you would (**consider/\*continue**) using Fairfax Connector in the future when traveling in Fairfax County? Would you say you...? **(READ LIST. \*INSERT WORDING IF USED FAIRFAX CONNECTOR IN PAST 3 MONTHS [Q3A(01) OR Q10(06) OR Q14(06)].)**

- 05 Definitely would,
- 04 Probably would,
- 03 May or may not,
- 02 Probably would not, or
- 01 Definitely would not
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

Q27. **DELETED.**

Q28. How likely is it that you would (**consider/\*continue**) using Metrobus in the future when traveling to, from or within Fairfax County? Would you say you...? **(READ LIST. \*INSERT WORDING IF USED METROBUS IN PAST 3 MONTHS [Q3B(01) OR Q10(07) OR Q14(07)].)**

- 05 Definitely would,
- 04 Probably would,
- 03 May or may not,
- 02 Probably would not, or
- 01 Definitely would not
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

Q29. **DELETED.**

Q30. What would make you likely to consider using bus service to, from or within Fairfax County (**more\***) in the future? **PROBE:** Why do you say that? **(PROBE AND CLARIFY. PROBE:** "Is there any reason you would consider using one service over the other?") **\*INSERT WORDING IF USED BUS SERVICE IN THE PAST 3 MONTHS [Q3(01-03) OR Q3A(01) OR Q3B (01) OR Q11(06-07) OR Q14(06-07).)**

**Questionnaire (continued)**

D1. These final few questions are for classification purposes only. How many years have you lived in the Fairfax County area? **(READ LIST ONLY IF NECESSARY.)**

- 01 Less than one year,
- 02 One year,
- 03 Two to four years,
- 04 Five to nine years,
- 05 10 to 19 years, or
- 06 20 years or more
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

D2. What is the highest grade or level of education you have completed? **(READ LIST ONLY IF NECESSARY.)**

- 01 Less than a high school degree
- 02 High school graduate
- 03 Technical or business school
- 04 Some college
- 05 Four-year college degree
- 06 Some post-graduate work
- 07 Post-graduate or Professional degree
- 98 **DO NOT READ:** Refused

D3. Are you currently...? **(READ LIST.)**

- 01 Single, that is, never married,
- 02 Married,
- 03 Separated,
- 04 Divorced,
- 05 Widowed,
- 06 Or unmarried but living with a companion
- 98 **DO NOT READ:** Refused

D4. What is your age? **(READ LIST ONLY IF NECESSARY.)**

- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65-74
- 07 75 or older
- 98 **DO NOT READ:** Refused

D5. What is your racial background? Are you...? **(READ LIST. ACCEPT ALL THAT APPLY.)**

- 01 Black or African-American
- 02 White,
- 03 Asian,
- 04 Hispanic,
- 05 Native American, or
- 95 Of some other racial background **(specify):** \_\_\_\_\_
- 98 **DO NOT READ:** Refused

D6. Please stop me when I reach the category that includes your total annual household income before taxes for the year 2007. **(IF NECESSARY, READ: "Total household income includes all of the money received by all of the people in your household before taxes." READ LIST.)**

- 01 \$30,000 or less,
- 02 \$30,001 to \$50,000,
- 03 \$50,001 to \$70,000,
- 04 \$70,001 to \$100,000,
- 05 \$100,001 to \$125,000,
- 06 \$125,001 to \$150,000, or
- 07 More than \$150,000
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

D6C. What is the nearest intersection to your home?

Cross Street 1: \_\_\_\_\_ & Cross Street 2: \_\_\_\_\_

D7. What is your home zip code? **(USE 99998 FOR REFUSED.)**

\_\_\_\_\_

**READ TO EVERYONE:**

Those are all the questions I have. Thank you very much for your cooperation. For quality control purposes, you may receive a follow up phone call from my supervisor to verify that I have completed this interview. Can I please get your name or initials so they know who to ask for if they call back?

**RECORD NAME AND CONFIRM PHONE NUMBER FOR SUPERVISOR VERIFICATION.**