

**Connections 2015:
Fairfax County
Comprehensive Transit Plan**

6: Resident Survey

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Prepared for:

Fairfax County Department of Transportation

By:



EXPERIENCE | Transportation

And



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6 Resident Survey

6.1. Background and Objectives

In 2008, Fairfax County commissioned WBA Research to conduct quantitative research among residents of Fairfax County. This was done as part of the process of developing the Fairfax County Transportation Development Plan (TDP). This process, which includes on-board rider surveys, ride checks and service analysis being done in conjunction with WBA's partners TranSystems and Foursquare Integrated Transportation Planning, was updated in 2014.

The overall objectives of the 2014 residents survey research are similar to those developed in 2008:

- Determine the size and characteristics of current bus riders and potential rider groups;
- Identify how these 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 may 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 the 2014 research, with references to the 2008 data.

6.2. Methodology

In order to meet the research objectives, telephone interviews were conducted among a random sample of residents of Fairfax County. A total of 901 interviews were conducted in March and April 2014 by professional WBA interviewers from WBA's telephone facilities located in Crofton, Maryland and Ithaca, New York. 100 of the 901 telephone interviews were completed in Spanish and comprise the Spanish oversample required in 2014. 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.

An additional 215 completes were gathered using an online panel from Research Now, who host a panel of more than 8 million potential respondents nationwide. The online web survey, which was available to respondents in both English and Spanish, was programed and hosted by WBA through WebCATI software, which allowed for simultaneous tracking of the telephone and web fielding progress.

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.

- In Table 6-1 below, Younger Adults are significantly more likely to be single, followed by Middle Adults, and then Seniors.
- Conversely, Middle Adults are the most likely to be married, followed by Seniors, and then Younger Adults.

Table 6-1: Marital Status of Respondents

	Younger Adults (M)	Middle Adults (N)	Seniors (O)
Single	45% _{NO}	13% _O	5%
Married	43%	74% _{MO}	61% _M

When reading certain text in this report, note the reference to “bus users” vs. “bus non-users”. “Bus users” includes those who have ridden Fairfax Connector and/or Metrobus within the past three months. Please note the reference to “Fairfax Connector user” can be defined as those who have specifically ridden Fairfax Connector within the past three months.

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. As shown in Table 6-2, the maximum sampling error of the data for the Total Sample of 1,116 interviews is ± 2.9 percentage points at the 95% confidence level. However, depending upon the data being examined, the fluctuation may differ.

Table 6-2: Standard Errors for Sample Segments

	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 = 1116)	± 2.9	± 2.9	± 2.7	± 2.3	± 1.8	± 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 17.7% and 22.3% (20% ± 2.3 percentage points).

6.3. Executive Summary

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

Findings: Similar to what was found in 2008, residents primarily use personal vehicles to travel, with bus usage to, from or within Fairfax County being limited. When buses are used, they are predominantly for commuting, and not for personal trips.

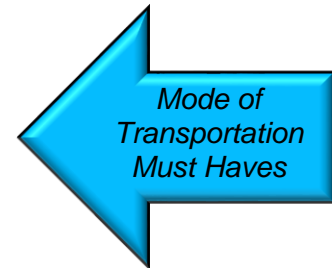
- Specifically, only two in ten respondents (21%) are classified as a bus user, being those who have used either Fairfax Connector or Metrobus in the past three months.
 - Within the past three months, about one in ten respondents have ridden Metrobus (16%) and/or Fairfax Connector (11%).
 - Within the past seven days, about one in ten Fairfax County residents (13%) said they have taken a one-way trip by bus to, from or within the County.
- Those residents who commute to work or school outside their homes do so approximately 5 days a week, with one-half (50%) commuting to a workplace or school in Fairfax County.
- Among respondents who are employed or attending school, a car is the transportation mode most often used to commute to work or school, with almost nine in ten (92%) saying that they used private vehicles for their commute. Conversely, less than two in ten of those employed or going to school (17%) used public transportation to commute to work or school in the past seven days. *Note that some residents use both cars and buses for their commute.*
 - Regardless of past use, six in ten (63%) said they think there is public transportation available to take them from home to work or school, while about one in ten (13%) said they were unsure if public transportation is available to them. The remaining 25% said that there was not public transportation available; however, some may simply not be aware of available options.
 - About three in ten who did not use Fairfax Connector and/or Metrobus to commute said they would be very or somewhat likely to consider using that bus service for commuting to work or school in the future (31% Metrobus, 31% Fairfax Connector).
- When making personal trips nearly all (97%) residents use a car.
 - About three in ten respondents who did not use Fairfax Connector and/or Metrobus to make personal trips said they would be very or somewhat likely to consider using that bus service for personal trips in the future (32% Metrobus, 28% Fairfax Connector).

Cars continue to be the dominant mode of transit in Fairfax County

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

Findings: Residents look for a mode of transportation that goes to the places they need to go at the time of their choosing, and will get them to their destination on time in a way that is easy and convenient to use. Most feel the car meets these needs.

- Cars go to the places they need to go (88% rate this as important);
- Are available when they need it (87%);
- Will get them to their destination on time (85%); and
- Are easy and convenient to use (84%).



Question: What are residents' attitudes toward the car, Metrobus, and Fairfax Connector?

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 are rated higher.

- More than three-fourths (78%) 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 Fairfax Connector (31%) and/or Metrobus (28%). What is important to note, however, is that many respondents reported that they did not know enough about either Fairfax Connector (24%) or Metrobus (17%) to be able to rate the systems. Only about one in ten (7% each) said they were dissatisfied with either system.

Limited knowledge of bus systems may be a barrier to use

- Among transportation attributes that are important to respondents, the car's biggest strengths are that it:
 - Goes the places they need to go (93% agree);
 - Is available when they need it (93%);
 - Is easy and convenient to use (87%);
 - Meets the transportation needs of people like them (86%);
 - Fits into their lifestyle (85%)
 - Would get them to their destination on time (79%); and/or
 - Is a fast way to travel (76%)
- 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.

- 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 them (62% Metrobus and 61% Fairfax Connector), are an environmentally friendly way to travel (48% each) and/or are safe from accidents (43% Fairfax Connector and 41% Metrobus).

The car is seen as superior by the vast majority of area residents. Many see Fairfax Connector and Metrobus as lesser choices, and both are seen similarly. Bus Users and Bus Non-Users who say they are likely to consider using Fairfax Connector and/or Metrobus rated Fairfax Connector and Metrobus similarly.

Interestingly, even among Bus Users, buses are seen as failing at:

- Being easy and convenient to use;
- Being able to get to their destinations on time;
- Meeting the transportation needs of people like them;
- Being available when they need it;
- Going to the places they need to go;
- Being a fast way to travel; and/or
- Fitting into their lifestyle.

Residents do not appear to differentiate between Fairfax Connector and Metrobus in terms of quality of service

Table 6-3 compares the ratings of several attributes of bus service between bus riders and the Fairfax County population in general.

Table 6-3: Ratings of Bus Service Attributes

Ratings of Buses (Agree – Top 3 Box)				
	Fairfax Connector		Metrobus	
	All Residents	Fairfax Connector Users	All Residents	Metrobus Users
Is easy and convenient to use	25%	63%	25%	43%
Would get you to your destination on time	24	50	24	46
Meets the transportation needs of people like you	20	53	21	44
Is available when you need it	19	44	21	38
Goes to the places you need to go	17	46	22	46
Is a fast way to travel	16	51	16	26
Fits into your lifestyle	14	43	16	34

Question: How can the population be segmented so that current users, potential users and non-users can be identified?

Segmentation. Based upon certain demographic and transit mode choices as well as attitudinal variables, segmentation was used to determine divisions of the Fairfax County area. The result is five segments of the area residents that include:

Core Transit Riders: (27% of the market)

This segment is the core bus user group. They are the most positive in their attitudes toward bus service and the least positive toward private cars. While they use buses, it is more of a decision based on cost than any particular loyalty to public transportation. Demographically, Core Transit Riders are more likely than any other to be made up of lower income, non-English speaking minorities.

Car Lovers: (17% of the market)

This segment is extremely dependent on their cars. Not only are they the most positive in their ratings toward private cars, they are the least positive toward bus service. They have low likelihood of using Fairfax Connector and/or Metrobus in the future. Demographically, this is one of the highest income groups, predominantly Caucasian and, along with the Retirees segment, have lived in Fairfax County for the longest time.

Retirees: (14% of the market)

This segment is the oldest, mostly retired and have lived in the area the longest. This group has some of the most positive attitudes toward private cars. However, they also have positive attitudes toward bus service. This segment sees the benefits of bus service, but they do not feel it is the right choice for them.

Potential Riders: (16% of the market)

Not surprisingly, this segment shows the greatest potential for ridership growth. This group is demographically the closest to representing the average County resident in terms of age, income and racial diversity. This segment is one of the most positively inclined toward bus service and expresses potential interest in considering the mode.

On the Go: (19% of the market)

This segment consists of a high proportion of private car users. This segment is somewhat younger, busy, time-conscious, and are high income car lovers. They show very limited potential for increasing ridership.

Overall, after Core Transit Riders, the Potential Riders segment offers the greatest potential for conversion from other modes of transportation to transit use.

Although Potential Riders are much more satisfied overall with using a private car (80%) than with the service provided by Fairfax Connector (23%) and/or Metrobus (24%), this segment is more likely to agree with the following attributes of bus service over private car:

Is a smart way to commute for people who can use it (63% Fairfax Connector, 62% Metrobus vs. 51% car);

Is an environmentally friendly way to travel (45%, 44% vs. 25%); and/or

Is safe from accidents (41%, 40% vs. 25%).

Those who make up Potential Riders do not necessarily say they would be *likely* to consider or continue using bus service in the future; but neither do they commit to non-use. The vast majority say they may or may not consider using or continue using Fairfax Connector (89%) and/or Metrobus (94%) in the future.

Increased education regarding public transportation options in the Fairfax County Area would benefit this segment, as 53% of Potential Riders say they do not have public transportation service available to them or are not sure if there is public transportation serviced available between their area of residence and work or school. This issue, commuters' relatively low perception of the availability of public transportation service, is a barrier to overcome with Potential Riders.

***Order of Likelihood to Use
Public Transportation***

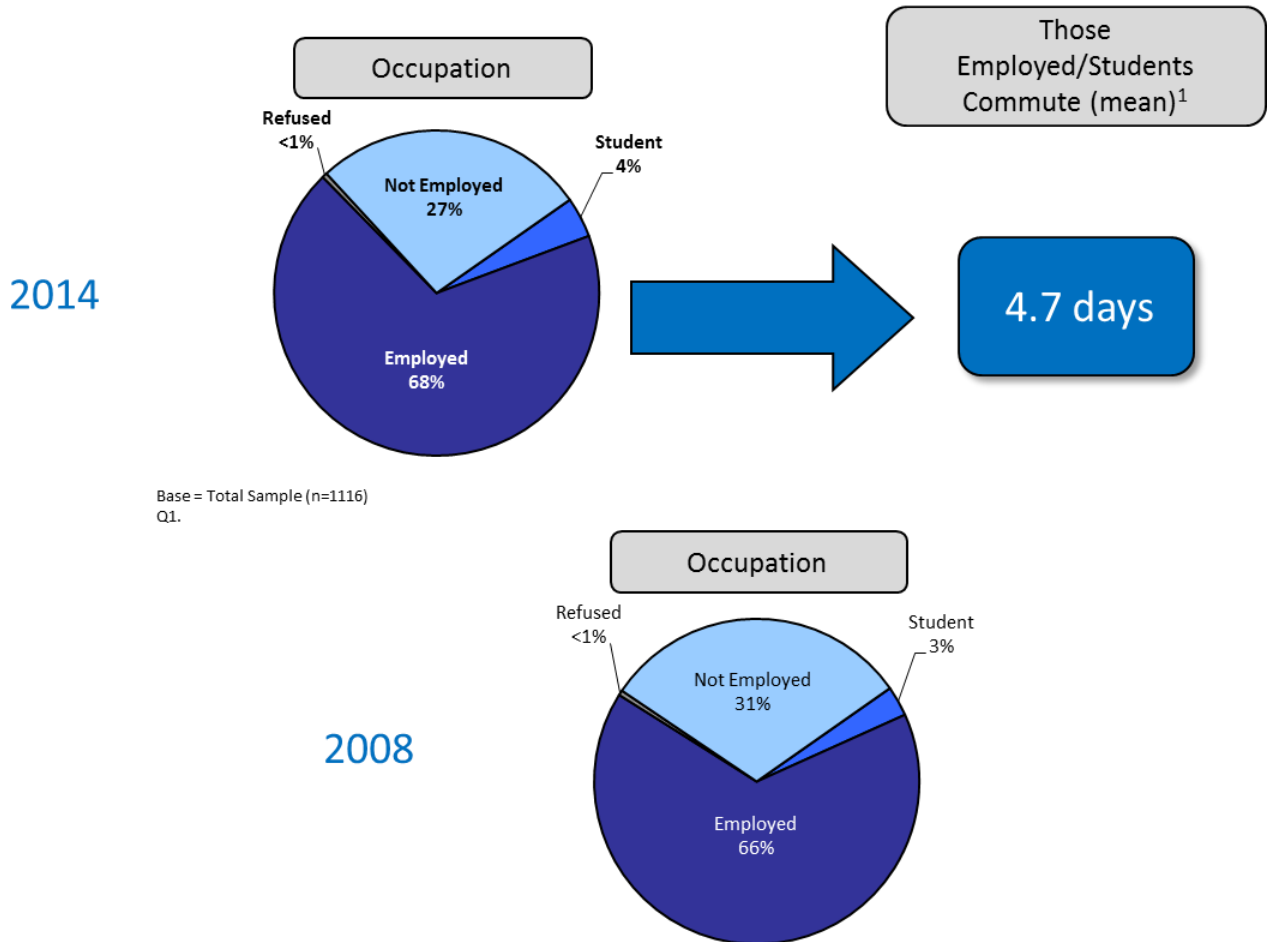
- 1. Core Transit Riders*
- 2. Potential Riders*
- 3. Retirees*
- 4. On the Go*
- 5. Car Lovers*

6.4. Detailed Findings – Current Transportation Use

As shown in Figure 6-1, approximately seven in ten residents (72%) would classify themselves as either employed or a student. This is fairly consistent to what was found in 2008 (69%).

- Of those who are employed or going to school, the mean number of days they commute to a place outside the home for work or school is roughly 5 days a week.

Figure 6-1: Employment Status



¹Base=Those employed/students (n=765)

Q1. Are you...? (employed)

Q3. In a typical week, how many days do you commute to a workplace outside your home/school?

Base = Total Sample (n=1007)

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

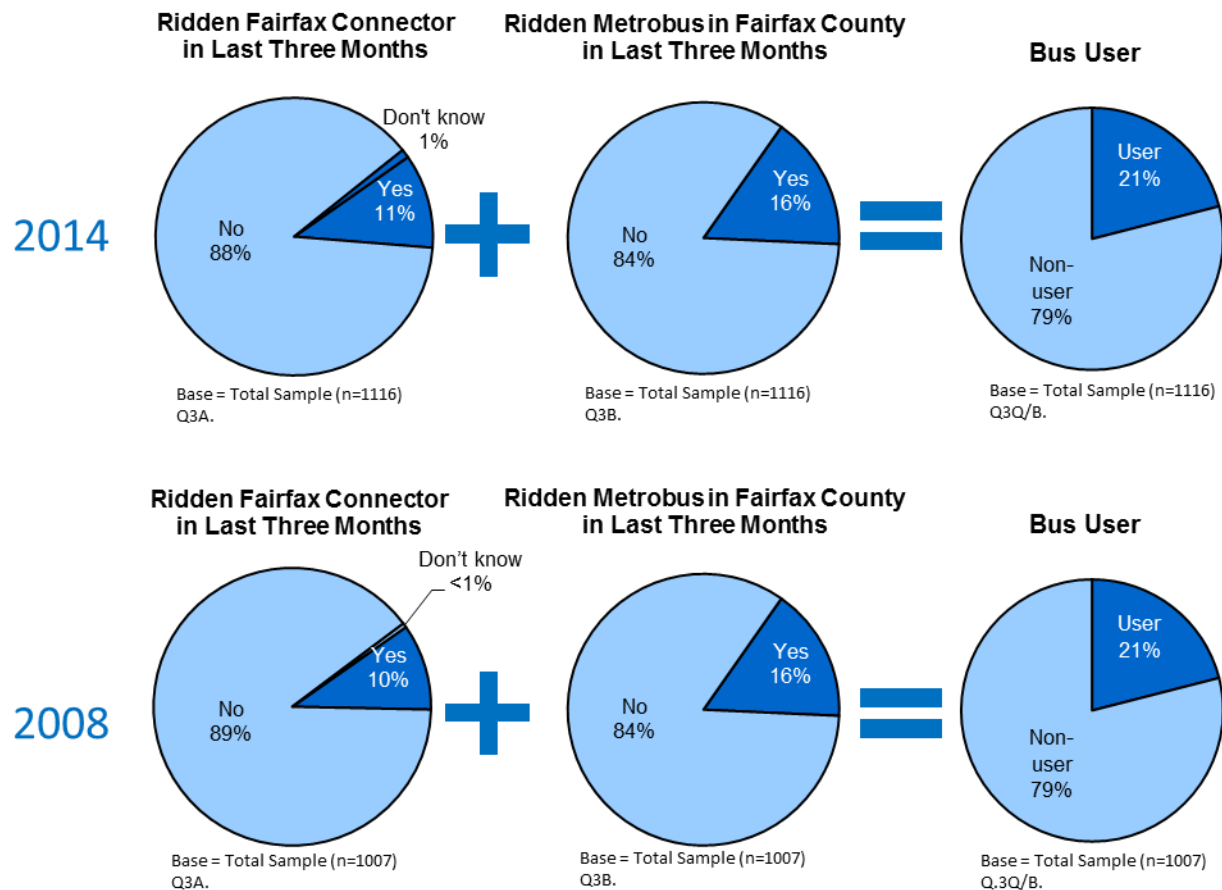
- About one in ten (11%) have used Fairfax Connector and one in six (16%) have used Metrobus in the last three months. This is consistent with what was reported in 2008.

Residents were 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 (21%) can be considered a bus user. The same proportion of residents were considered a bus user in 2008.

Figure 6-2 shows this data for both 2008 and 2014..

Figure 6-2: Bus Use



Respondents who work or go to school outside of their homes were asked the location of the workplace or school to which they commute. This data is presented in Table 6-4.

- Fairfax County was the most frequently mentioned, with one-half reporting working or going to school in that area (50%) in 2014. Almost two in ten work or go to school in the District of Columbia (18%), while about one in ten work or go to school in Arlington County (13%, more than the 9% who reported this in 2008).

Table 6-4: County/Jurisdiction of Work/School Location

County/Jurisdiction of Work/School	Total 2014 (A)	Total 2008 (B)	Fairfax Connector User (C)	Bus User (D)	Bus Non-user (E)
Fairfax County	50%	53%*	49%	42%	52%
Fairfax City	1		2	1	1
Falls Church	1		1	1	1
District of Columbia	18	18	27	22	18
Arlington County	13 _B	9	10	18	12
City of Alexandria	3	5	1	5	2
Montgomery County	4	2	1	1	5 _D
Prince William County	2	2	1	1	2
Loudoun County	2	2	1	2	2

Q8. In what county or jurisdiction do you work or go to school?

Base = Those employed/students who commute to location outside home (2014 n=637, 2008 n=662)

Base = Fairfax Connector Users (n=64)

Base = Bus User (n=126)

Base = Bus Non-user (n=600)

Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

Top Mentions

*In 2008 Fairfax County, Fairfax City and Falls Church were reported combined

Regardless of whether they use it, residents 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. Table 6-5 shows this data.

- About six in ten (63%) said that there is public transportation available to and from these areas. Another 25% said that there is not; however, it should be kept in mind that they may not be aware that there is public transportation available.
- Notably, Fairfax Connector Users and bus users were significantly more likely than the bus non-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% and 77% vs. 59%). This demonstrates that access, or at least the awareness of access to public transportation, may equate to greater public transportation usage.

Table 6-5: Public Transportation Service from Home to Work/School Location

Public Transportation Service From Home to Work/School	Total 2014 (A)	Total 2008 (B)	Fairfax Connector User (C)	Bus User (D)	Bus Non-user (E)
Yes, there is	63%	61%	79% _E	77% _E	59%
No, there is not	25	31 _A	20	18	27
Refused	-	<1	-	-	-
Don't know	13 _B	8	1	5	15 _D

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?

Base = Those employed/students who commute to location outside home (2014 n=637, 2008 n=662)

Base = Fairfax Connector Users (n=64)

Base = Bus User (n=126)

Base = Bus Non-user (n=600)

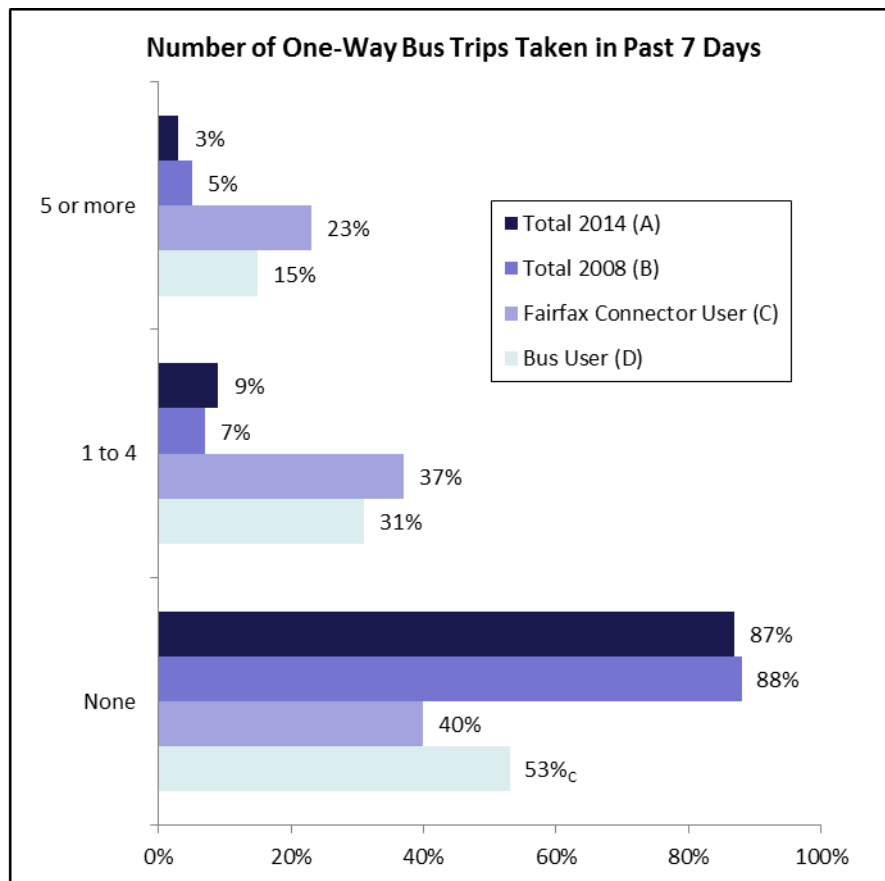
Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

All residents were asked how many one-way trips they took using a bus to, from or within Fairfax County in the past seven days. Figure 6-3 shows this data.

- Almost nine in ten residents (87%) did not make any trips using a bus in the past week. However, this means just over one in ten (13%) made at least one trip.
- Fewer than one in twenty (3%) can be categorized as *frequent Fairfax Connector Users*, having used Fairfax Connector at least five times in the past week.
- Fairfax Connector Users specifically use buses more frequently than do bus users in general in Fairfax County (an average of 2.9 trips vs. 2.3 trips). This should not be surprising as general bus users includes those who only use Metrobus, and the majority of bus service in Fairfax County is run by Fairfax Connector.

Average Number of Bus Trips	
2014:	0.6
2008:	0.6
Fairfax Connector User:	2.9 _D
Bus Users:	2.1

Figure 6-3: Number of One-Way Bus Trips Taken in Past 7 Days



Q3. 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.

Base = Total Sample (2014 n=1116, 2008 n=1007)

Base = Fairfax Connector Users (n=106)

Base = Bus users (n=198)

Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

¹Note: The definition of Fairfax Connector User 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.

All respondents were read a list of 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 it does not describe them at all. Employed respondents were given an additional 4 statements to rate. The results are shown in Figure 6-4.

- More than six in ten said (rated an 8, 9 or 10) that they *like the convenience of driving a car and/or they need to have a car available during the workday in case of emergencies* (77% and 62% respectively).
- More than one-half said that *driving during rush hour is stressful, they choose to travel by car because their time is very valuable and/or sometimes they feel as if there are not enough hours in the day* (59%, 56% and 55% respectively).

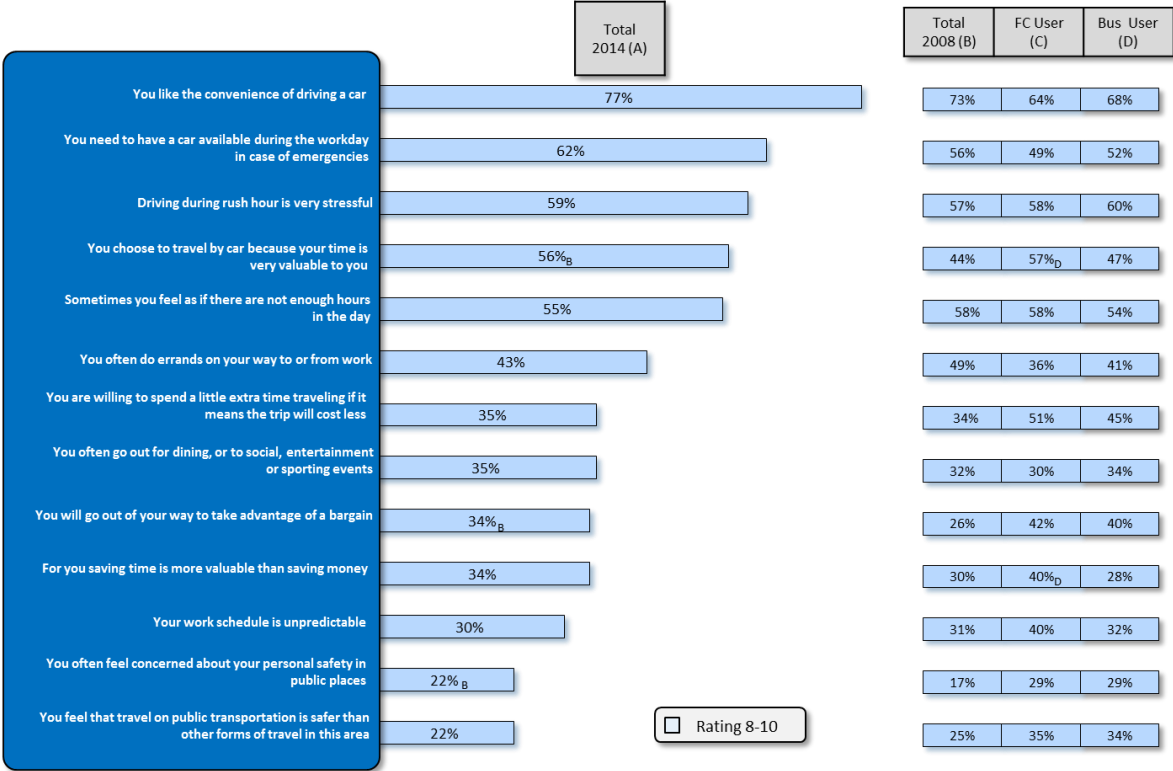
Conversely, four in ten or fewer said that:

- They often do errands on their way to or from work (43%),
- They are willing to spend a little extra time traveling if it means the trip with cost less (35%),
- They often go out for dining, or to social, entertainment or sporting events (35%),
- They will go out of their way to take advantage of a bargain (34%),
- Saving time is more important than saving money (34%), and/or
- Their work schedule is unpredictable (30%).

About one in five said *they often feel concerned about their personal safety in public places and/or they feel that travel on public transportation is safer than other forms of travel in this area* (22% each).

Overall, it appears that convenience and flexibility are critical issues in mode choice for area residents.

Figure 6-4: Self-Descriptive Statements



Q2. I am going to read a list of statements. As I read each one, please tell me how well it describes you on a scaled of "1" to "10", where "0" means that the statement does not describe you at all and "10" means that the statement describes you very well.
 Base= Those Asked
 Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

6.5. Communication

Commuters were asked what modes of transportation they use to commute to and from work or school for all or part of their trip. This data is presented in Figure 6-5.

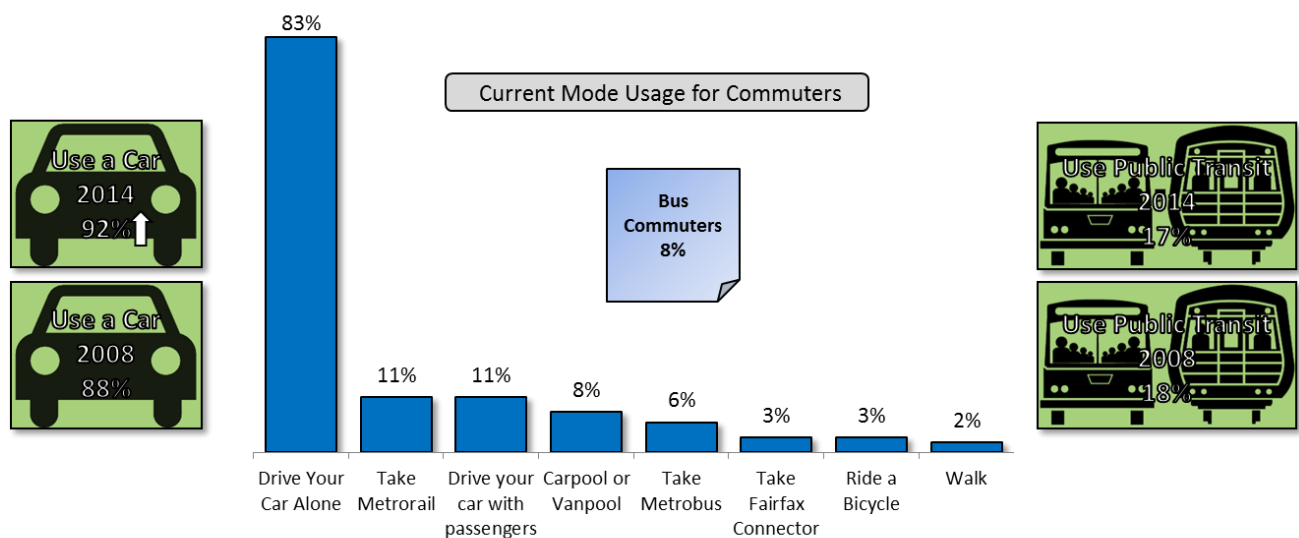
- About nine in ten (92%, significantly more than 88% in 2008) use a car, with 83% driving in a private car alone.
- Next, Metrorail and driving a car with passengers is used most frequently, with 11% each.
- Almost one in ten use a carpool or vanpool (8%).

About one in six (17%) said they use public transportation to commute. Specifically, 8% take the bus to commute to work (using it for all or part of their trip).

- Seven in ten bus commuters (70%) have used a bus to travel in Fairfax County for any type of trip, commuting or otherwise, in the past seven days.

Not surprisingly, those classified as Bus Users are significantly more likely to use public transit (41% vs. 10%) and more specifically a bus (33% vs. 1%) for all or part of their commute as compared to Bus Non-Users. Also, Bus Non-Users are more likely to use a car (96% vs. 79%) as compared to Bus Users. Those considered frequent Bus Users (having ridden on a bus 5 or more times in the past week) are significantly more likely to use a bus to commute (93% vs. 3%).

Figure 6-5: Current Mode Usage for Commuters

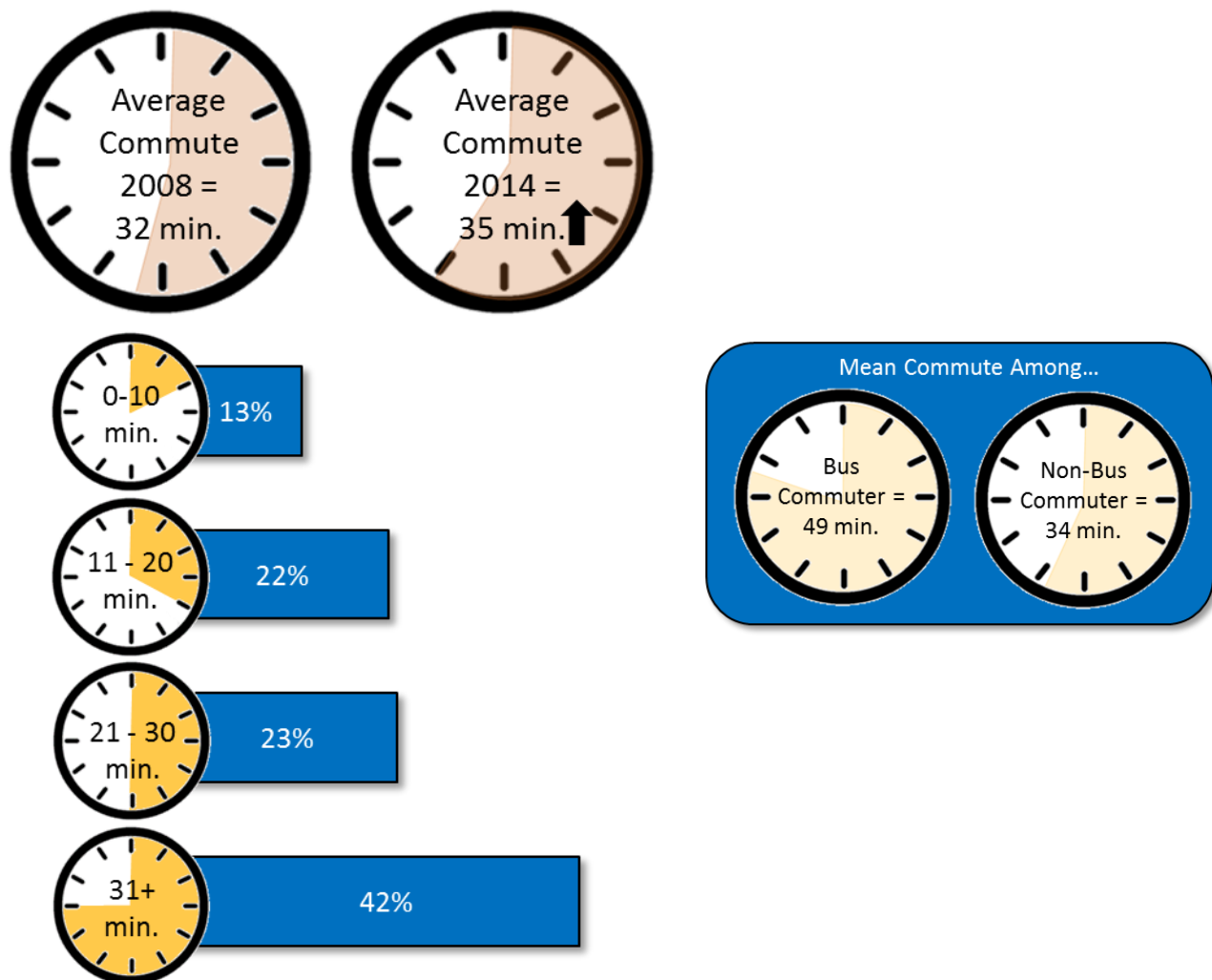


Q10. What types of transportation do you use to commute to and from (work/school)?
Base= Those who commute to work/school and answering (n=637)

- The average commute for Fairfax County residents is about 35 minutes, slightly longer than 32 minutes in 2008 and greater than the national average of about 24 minutes¹.
- The average commute for bus commuters is significantly longer (49 min.) than non-bus commuters (34 min.).
- While the longer commutes among those using buses may not be surprising, it is important to note that in getting drivers to shift from car use to public transportation, they may need to accept a longer commute time than they are currently accustomed to. For those who see the length of their commute as an important factor in mode choice, this may be a significant barrier.

Figure 6-6 contains data related to average commute time.

Figure 6-6: Average Commute Time

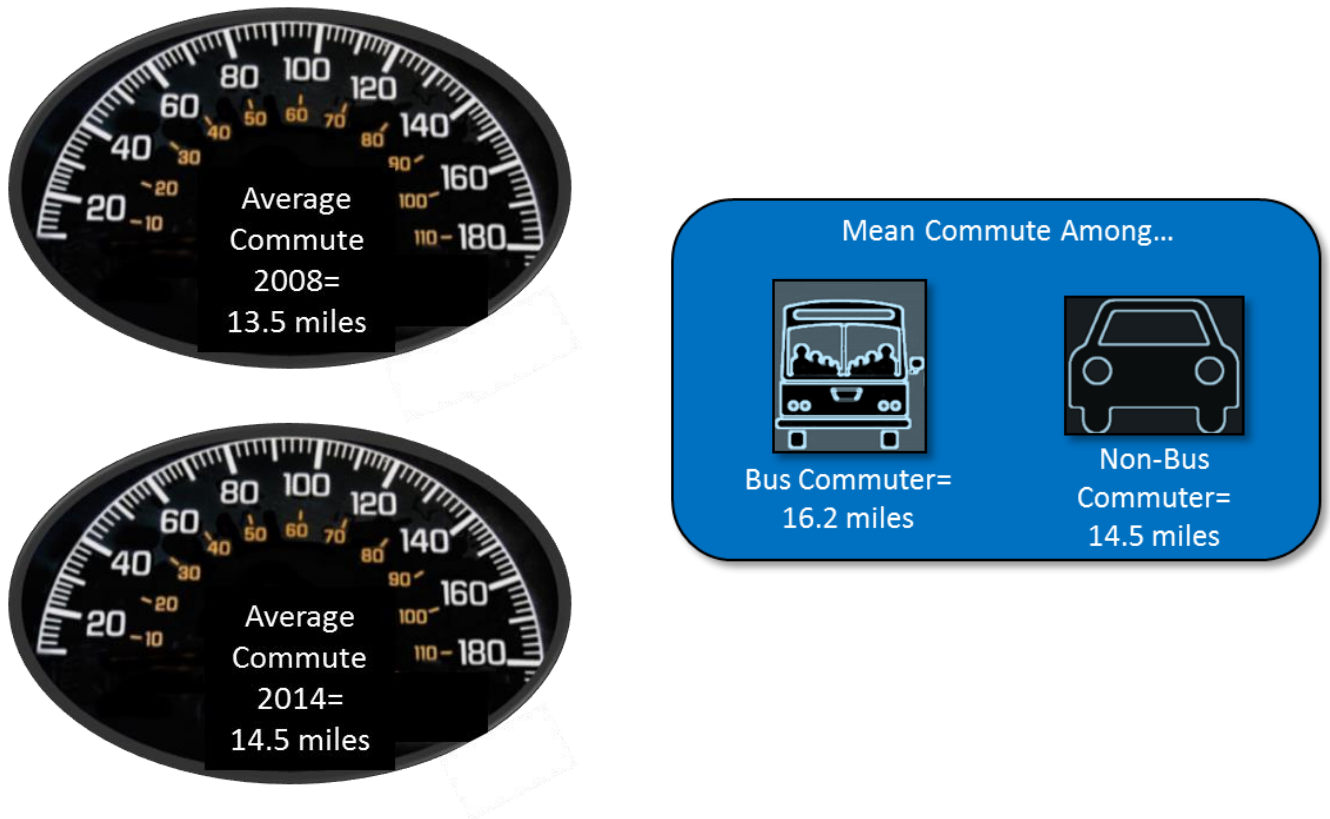


¹U.S. Department of Transportation. Federal Highway Administration. Summary of Travel Trends: 2009 National Household Travel Survey. By A. Santos, N. McGuckin, H.Y. Nakamoto, D. Gray, and S. Liss. U.S. Department of Transportation, June 2011. Web. 16 Apr. 2014. <<http://nhts.ornl.gov/2009/pub/stt.pdf>>. Q7. How long is your typical daily commute to (work/school)* one way? Base= Those who are employed or are a student who commute to a location outside home and answering (2014 n=527; 2008 n=464)

- The average commute for Fairfax County residents is 14.5 miles.
- Interestingly, the average mile commute for bus users (16.2 miles) and bus non-users (14.5 miles) is similar.

Figure 6-7 contains data related to average commute distance.

Figure 6-7: Average Commute Distance



Q7. How long is your typical daily commute to (work/school)* **one way**?

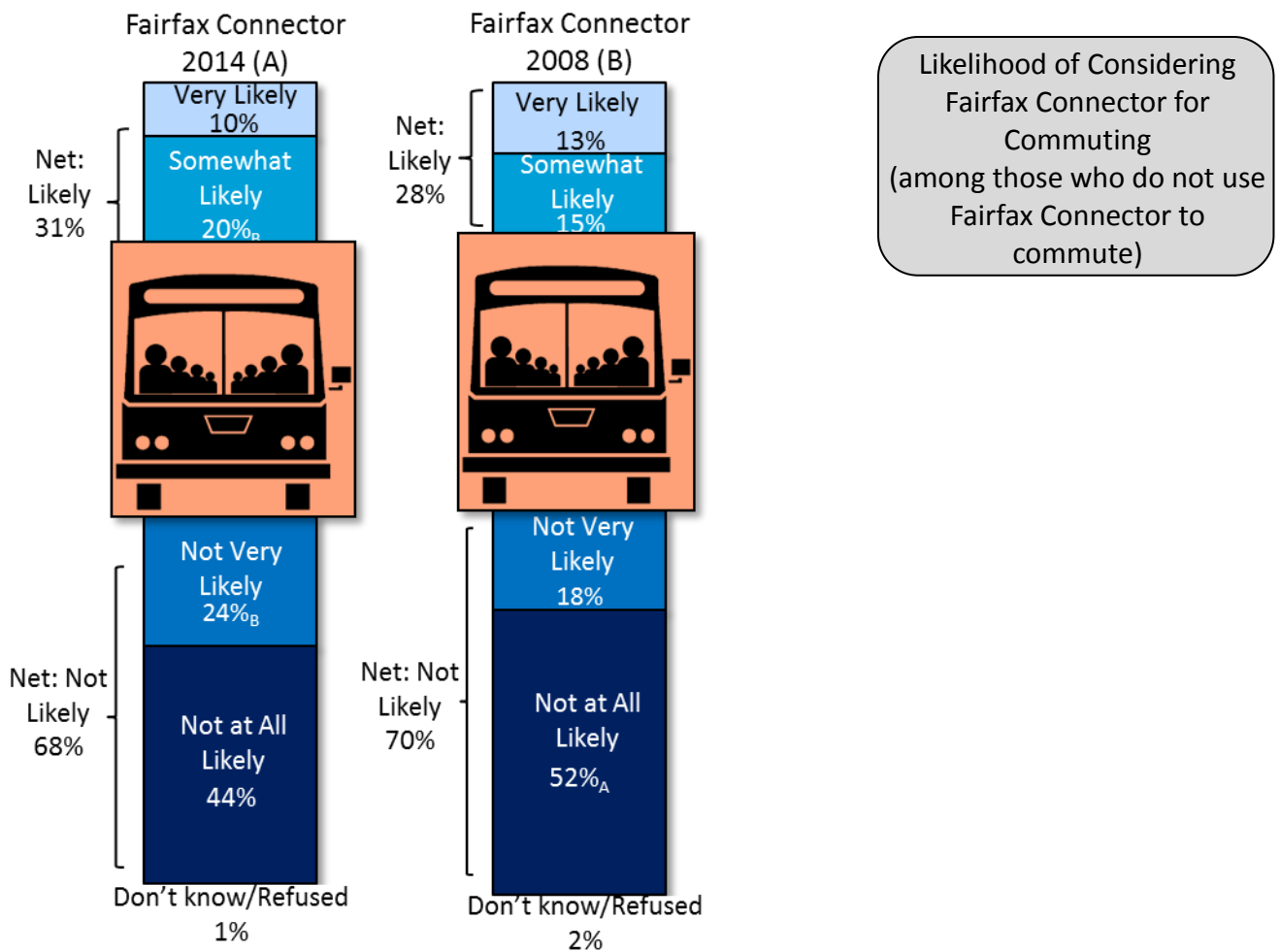
Base= Those who are employed or are a student who commute to a location outside home and answering (2014 n=260, 2008 n=187)

Those who do not use Fairfax Connector to commute to work or school were asked how likely they would be to consider using this mode for this type of travel.

- About three in ten non-users said they would be likely to consider using Fairfax Connector (31%) to get to work or school in the future, with 10% saying they would be very likely to do so.
- This is slightly more than in 2008 (28% likely).

Figure 6-8 shows data related to the likelihood of those commuters who do not use-Fairfax Connector for commuting considering the use of Connector for that purpose.

Figure 6-8: Likelihood of Considering Fairfax Connector for Commuting (among those who do not use Fairfax Connector to commute)



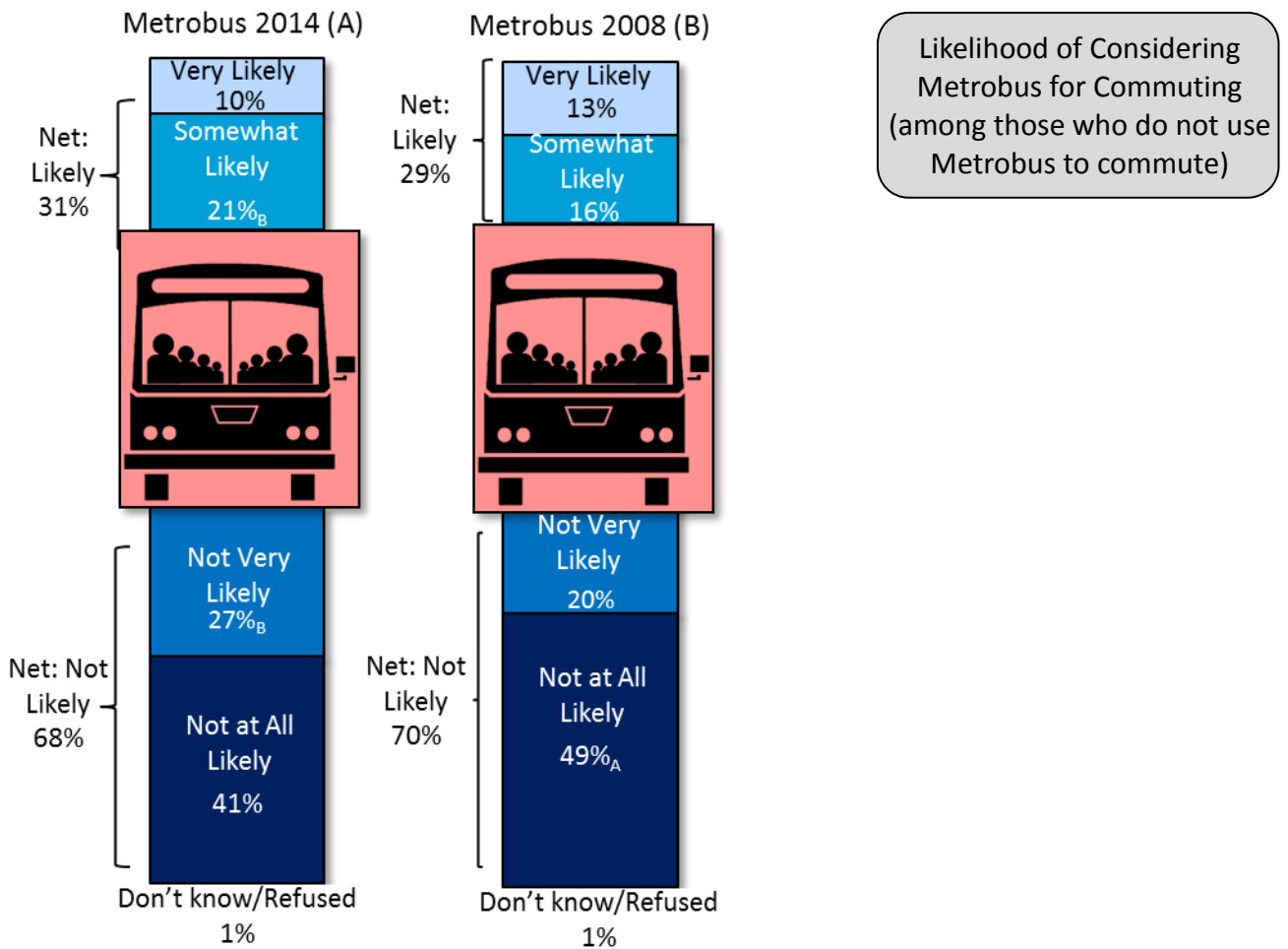
Q11. How likely would you be to consider using Fairfax Connector to make trips that are related to your (employment/school)?
 Base = those who do not use Fairfax Connector to commute to work/school (2014 n=620, 2008 n=639)
 Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

Similarly, those who do not use Metrobus to commute to work or school were asked how likely they would be to consider using this mode for this type of travel.

- About three in ten non-users said they would be likely to consider using Metrobus (31%) to work or school in the future, with 10% saying they would be very likely.
- This is slightly greater than what was reported in 2008 (29%)

Figure 6-9 shows data related to the likelihood of those commuters who do not use-Metrobus for commuting considering the use of Metrobus for that purpose.

Figure 6-9: Likelihood of Considering Metrobus for Commuting (among those who do not use Metrobus to commute)



Q12. How likely would you be to consider using Metrobus to make trips that are related to your (employment/school)?
 Base = those who do not use Metrobus to commute to work/school (2014 n=599, 2008 n=621)
 Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

6.6. Leisure/Personal Travel

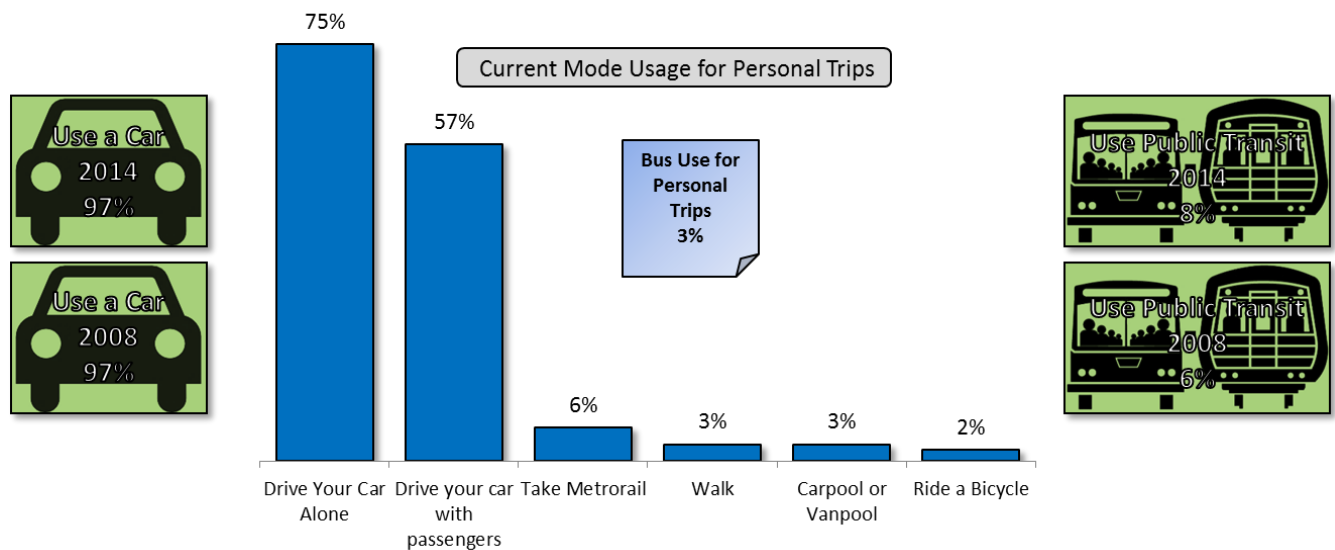
Those who had traveled in the previous week for personal reasons were asked what modes of transportation they use to travel to and from their destinations. This data is shown in Figure 6-10.

- Almost all (97%) use a private means of transportation, with three-fourths (75%) driving in a private car alone.
- More than one-half drive in a car with passengers (57%) to get to or from their destination in the previous week.
- Additionally, one in ten (8%) use public transportation, with Metrorail being the more commonly used mode (6%).

Only 3% of area residents use buses for personal trips in Fairfax County.

Interestingly, those whose income is less than \$50,000 a year are significantly more likely to use public transit (19% vs. 7%) and more specifically a bus (12% vs. 1%) as compared to those whose income is \$50,000 or more. Also, those with higher income levels were more likely to use a car (98% vs. 87%) as compared to those whose income is less than \$50,000.

Figure 6-10: Current Mode Usage for Personal Trips

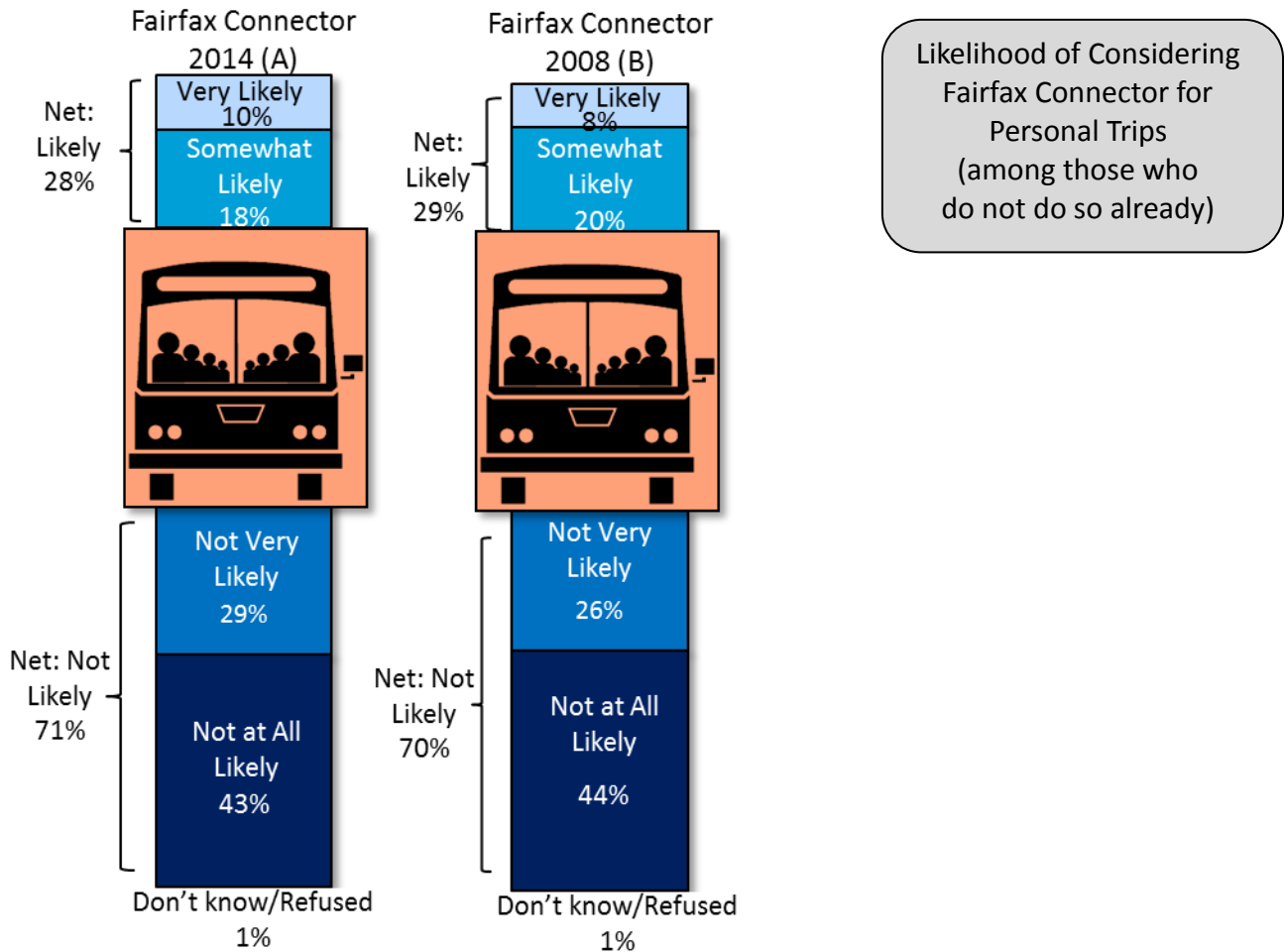


Q14. What types of transportation do you use to commute **to and from** the places you went?
Base = those who made trips for personal reasons in the past seven days (n=884)

Those who do not use Fairfax Connector for personal reasons in the previous seven days were asked how likely they would be to consider using this mode for personal travel. Figure 6-1 I shows this data.

- Similar to their likelihood of considering using these services for work/school, almost three in ten said they would consider using Fairfax Connector (28%) to make trips for personal reasons in the future, with 10% saying they would be very likely to do so.
- This is fairly consistent with what was seen in 2008.

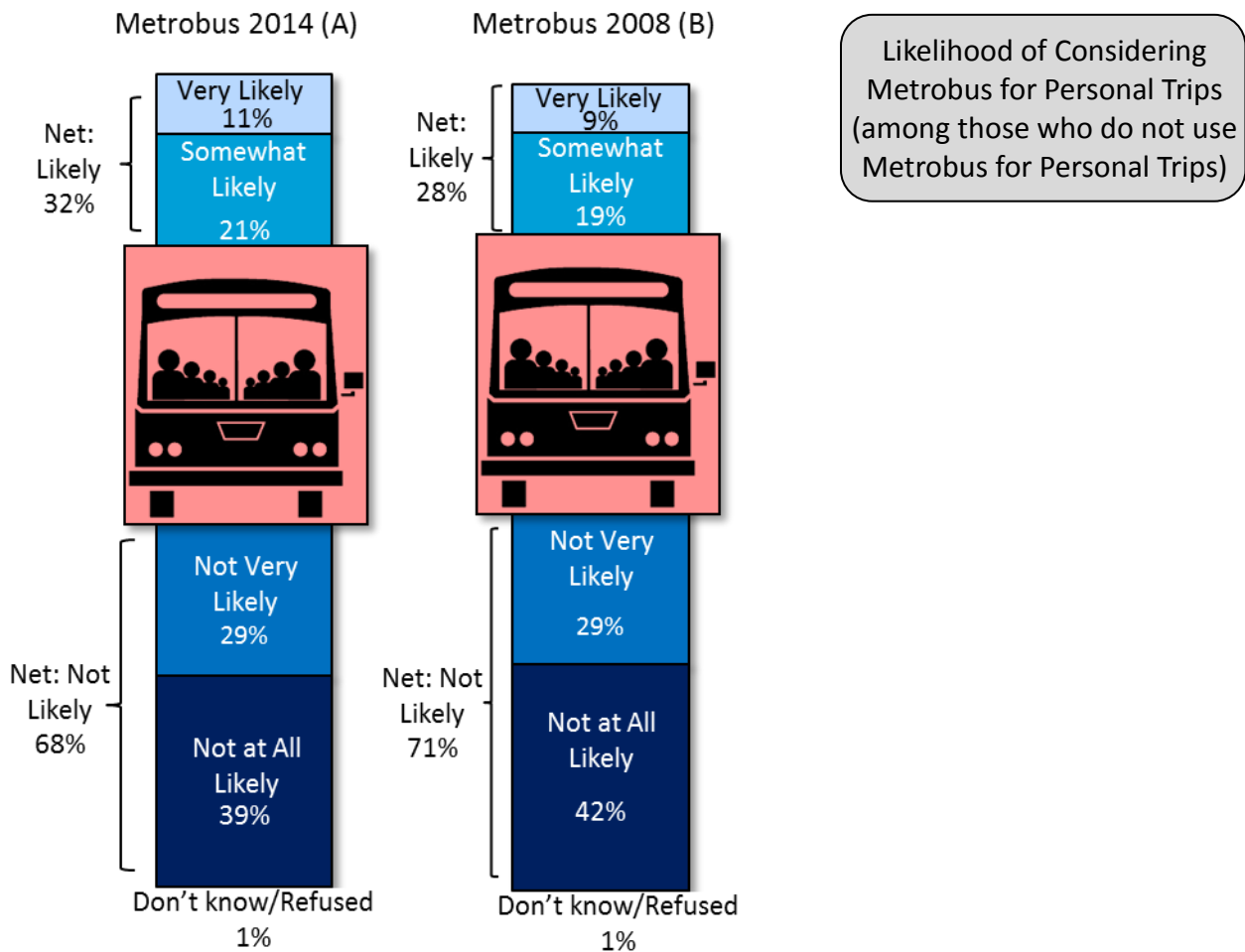
Figure 6-1 I: Likelihood of Considering Fairfax Connector for Personal Trips (among those who do not do so already)



Q16. How likely would you be to consider using Fairfax Connector to make trips that are **not** related to your (employment/school)?
 Base = those who did not use Fairfax Connector to make trips for personal reasons in the past seven days (2014 n=1102, 2008 n=1003)

- Again, similar to their likelihood of considering using these services for work/school, nearly one-third said they would consider using Metrobus (32%) to make trips for personal reasons in the future, with 11% being very likely to do so.
- This is somewhat more than in 2008 (28% likely). This data is shown in Figure 6-12.

**Figure 6-12: Likelihood of Considering Metrobus for Personal Trips
(among those who do not do so already)**



Q16a. How likely would you be to consider using Metrobus to make trips that are **not** related to your (employment/school)?
Base = those who did not use Metrobus to make trips for personal reasons in the past seven days (2014 n=1103, 2008 n=996)

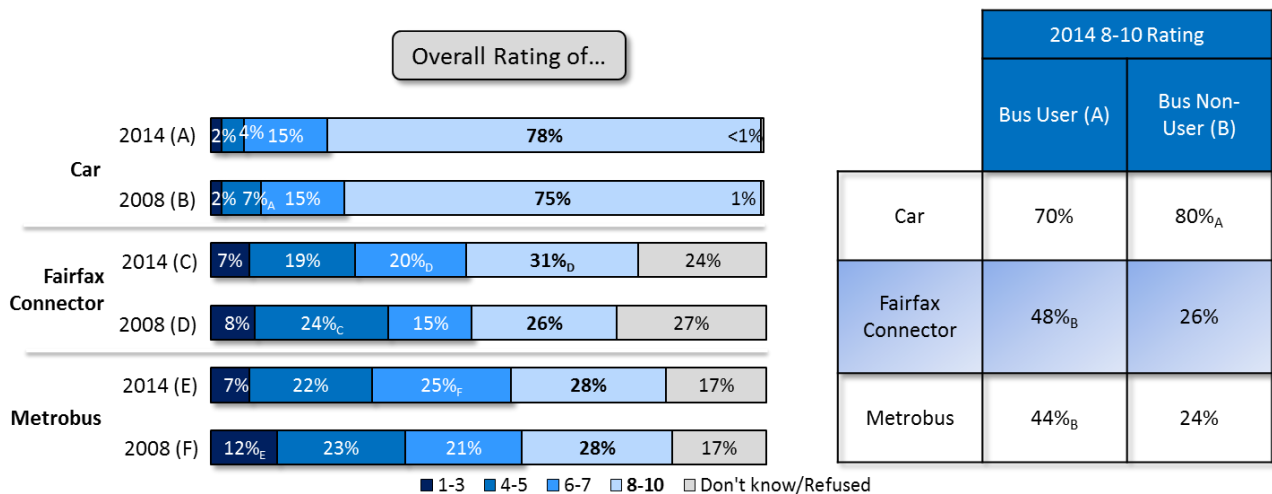
6.7. Ratings of Modes

Regardless of whether they have ever used any of the following modes of transportation, respondents were asked to rate their overall satisfaction with cars, Fairfax Connector, and Metrobus on a 10-point scale, where “10” means extremely satisfied and “1” means extremely dissatisfied. Figure 6-13 contains this data.

- Overall, more than three-fourths (78%) are satisfied (rated an 8, 9 or 10) with driving a personal car, while roughly three in ten residents are satisfied with the service provided by Fairfax Connector (31%, more than 26% in 2008) and/or Metrobus in (28%).
- Furthermore, approximately one in five residents said they did not know how to rate their overall satisfaction with the service provided by the two bus services (24% Fairfax Connector; 17% Metrobus).

It is important to note however, that approximately four times as many are satisfied with Fairfax Connector service (31% vs. 7%) and Metrobus service (28% vs. 7%) than are dissatisfied.

Figure 6-13: Overall Rating of Modes



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? Base = Total Sample (2014 n=1116, 2008 n=1007)

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? Base= Total Sample (2014 n=1116, 2008 n=1007)

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? Base = Total Sample (2014 n=1116, 2008 n=1007)

Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

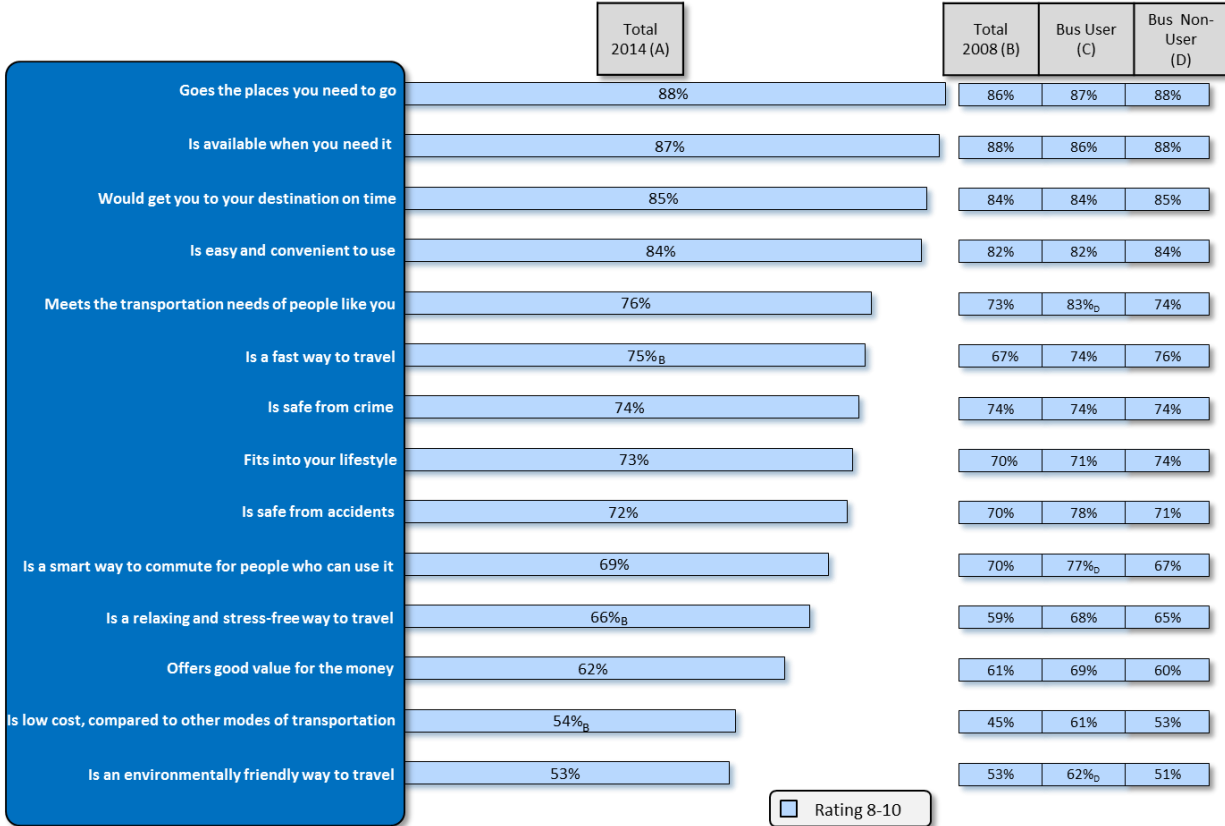
Respondents were asked to rate the importance of 14 specific attributes when choosing a mode of transportation, using a ten point scale where a “10” means the attribute is very important to them and a “1” means it is not at all important to them. Figure 6-14 shows these ratings.

- The most important things to residents are that a mode of transportation
 - Goes to the places they need to go (88% rated 8-10),
 - Is available when they need it (87%),
 - Would get them to their destination on time (85%),
 - Is easy and convenient to use (84%),
 - Meets the transportation needs of people like them (76%),
 - Is a fast way to travel (75%, a significant increase from 67% in 2008).
 - Is safe from crime (74%),
 - Fits into their lifestyle (73%), and/or
 - Is safe from accidents (72%).

- Conversely, of the least importance to residents is that the mode of transportation they choose offers good value for the money (62%), is low cost compared to other modes of transportation (54%, a significant increase from 45% in 2008) and/or is an environmentally friendly way to travel (53%).

Overall, it appears getting Fairfax County residents to the destinations they need to go, when they need to go, on time and easily are the most important aspects when 2014 respondents are choosing their mode of transportation.

Figure 6-14: Bus Service Attribute Ratings

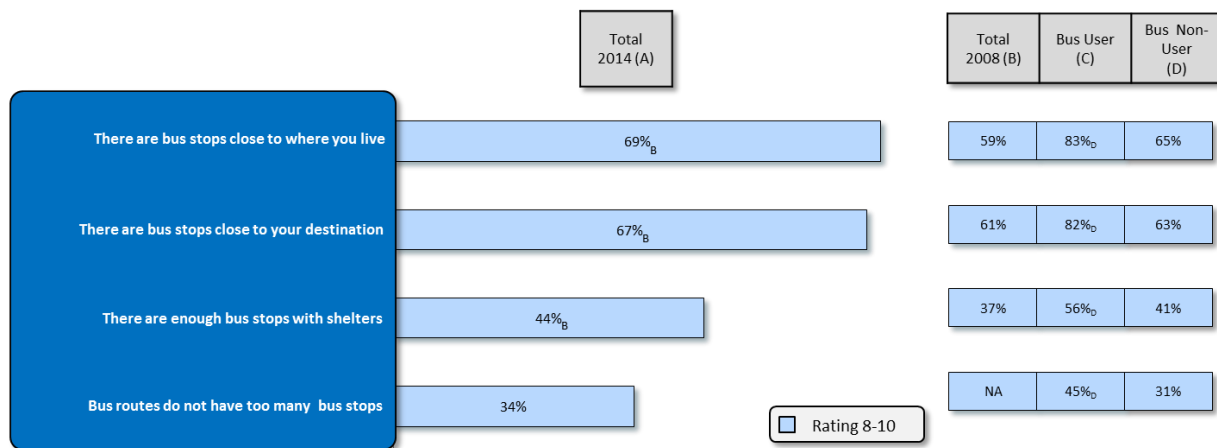


Q17. On a scale of “1” to “10”, where “10” means that you strongly agree and “1” means that it is not at all important to you, please rate how important each of the following is when choosing which mode of transportation you will use.
 Base = Total Sample (n=1116)
 Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

Again, respondents were read a list of statements and were asked to rate how important each statement is compared to other aspects of bus service in Fairfax County, using a ten point scale where a “10” means it is extremely important to them and a “1” means it is not at all important to them. Figure 6-15 shows these ratings.

- More than two-thirds said that it is important that there are bus stops close to where they live (69% rated 8-10) and/or close to their destination (67%), both seeing a significant increase from 2008.
- Fewer than one-half said that it is important that:
 - There are enough bus stops with shelters (44%, a significant increase from 2008).
 - Bus routes do not have too many bus stops (34%).

Figure 6-15: Bus Stop Attribute Ratings



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.

Base = Total Sample (n=1116)

NA= Not asked in 2008

Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

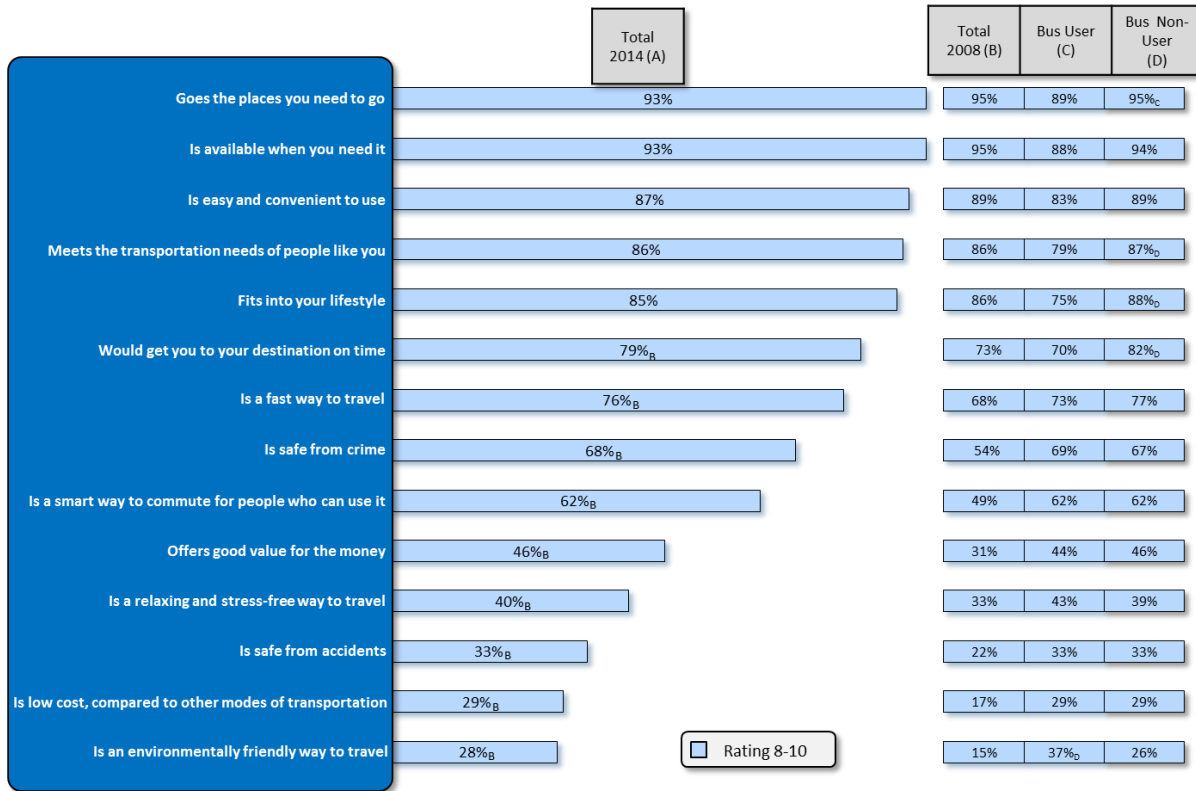
Respondents were asked to rate their impression of a **car** on 14 specific attributes, using a ten point scale where a “10” means they strongly agree with the statement and a “1” means they strongly disagree with the statement. Figure 6-16 presents these ratings. *Ratings for cars as a mode of transportation increased from 2008 on 9 of the 14 attributes.*

- About nine in ten residents agree (rated an 8, 9 or 10) that a car goes to the places they need to go and is available when they need it (93% each).
- Additionally, at least three-fourths agree a car is easy and convenient to use (87%), meets the transportation needs of people like them (86%), fits into their lifestyle (85%), would get them to their destination on time (79%, a significant increase from 73% in 2008) and/or is a fast way to travel (76%, a significant increase from 68% in 2008).
- Conversely, only three in ten agree a car is safe from accidents (33%, though this is a significant increase from 22% in 2008), is low cost compared to other modes of transportation (29%, a significant increase from 17% in 2008) and/or is an environmentally friendly way to travel (28%, a significant increase from 15% in 2008).

Overall, it appears Fairfax County residents agree that a car goes to the destinations they need to go, when they need to go and does so easily. They also agree it meets their transportation needs and fits into their lifestyle. Car received higher ratings than did Fairfax Connector and Metrobus on many attributes.

- However, buses outperformed the car on being safe from accidents and being an environmentally friendly way to travel.
- Buses also performed similar to cars on being a smart way to commute for people who can use it and being low cost, compared to other modes of transportation.

Figure 6-16: Automobile Attribute Ratings



Q19. I am going to ask you about your impressions of specific aspects of driving a car in the area. On a scale of “1” to “10”, where “10” means that you strongly agree and “0” means that you strongly disagree, please tell me how much you agree or disagree with each of the following. A car...?
 Base = Total sample (n=1116)

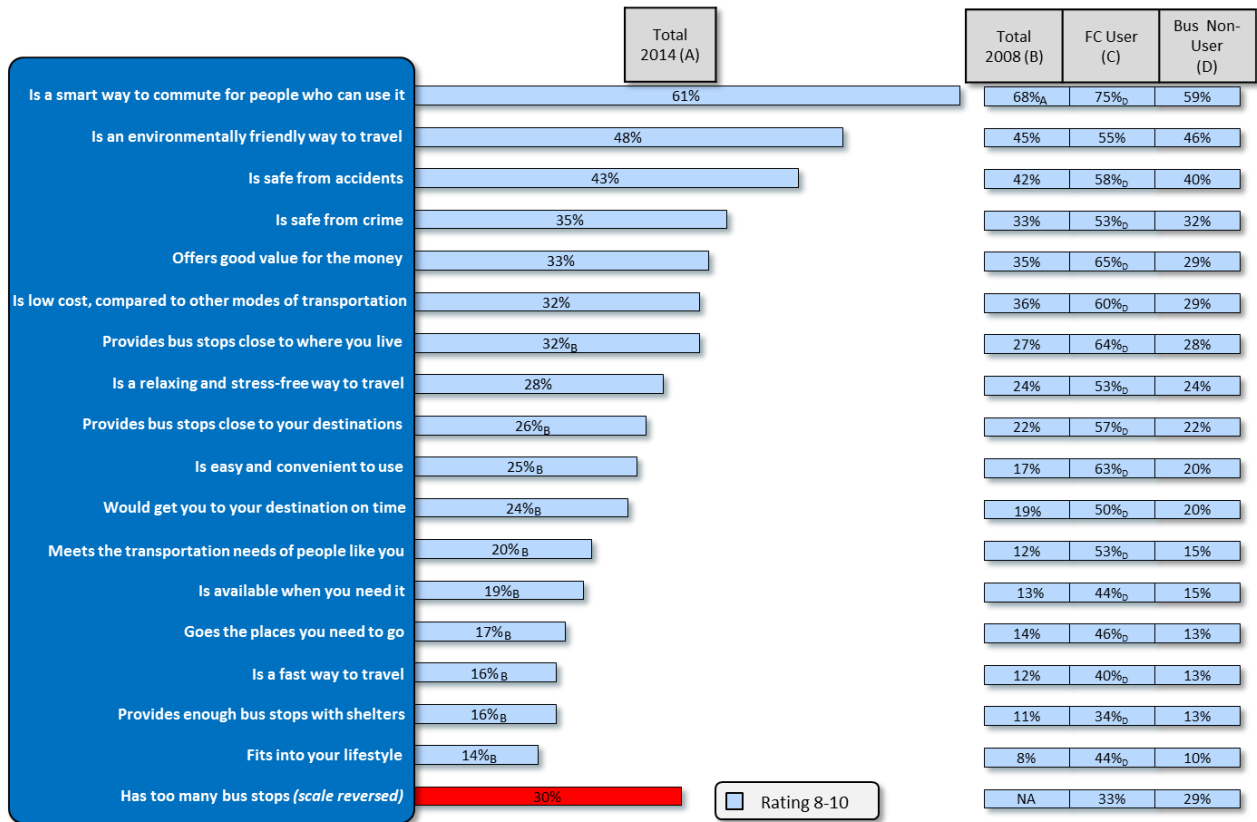
Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

Respondents were asked to rate their impression of **Fairfax Connector** on 18 specific attributes, 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. These ratings are shown in Figure 6-17.

- About six in ten residents agree (rated an 8, 9 or 10) that Fairfax Connector is a smart way to commute for people who can use it (61%, though a significant decrease from 68% in 2008).
- Roughly one-third or more agree that Fairfax Connector is an environmentally friendly way to travel (48%), is safe from accidents (43%), is safe from crime (35%), offers good value for the money (33%), is low cost compared to other modes of transportation (32%), provides bus stops close to where they live (32%, a significant increase from 27% in 2008), and/or has too many bus stops (30% disagree).
- Fairfax Connector received its poorest ratings for being available when they need it (19%, a significant increase from 13% in 2008), goes to the places they need to go (17%, a significant increase from 14% in 2008), is a fast way to travel (16%, a significant increase from 12% in 2008), provides enough bus stops with shelters (16%, a significant increase from 11% in 2008), and/or fits into their lifestyle (14%, a significant increase from 8% in 2008).
- Not surprisingly, Fairfax Connector Users are more likely than bus non-users to rate the system more positively on almost all attributes.

Overall, it appears Fairfax County residents agree that Fairfax Connector is a smart way to commute, if not for themselves, at least for others. Users of the system have a much higher opinion of it than do users of other bus systems (who would predominantly be Metrobus users). Since these are people who have shown a willingness to use buses, there may be an opportunity among this group to increase use of Fairfax Connector.

Figure 6-17: Fairfax Connector Attribute Ratings



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 “0” means that you strongly disagree, please tell me how much you agree or disagree with each of the following.

Base = Total Sample (n=1116)

NA= Not asked in 2008

Significant differences at the 95% confidence level are shown through the use of letters. Therefore, if there is a significant difference between two segments' percentages, there would be a letter with the significantly higher segment's percentage.

Respondents were asked to rate **Metrobus** on 18 specific attributes, 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.

- About six in ten residents agree (rated an 8, 9 or 10) that Metrobus is a smart way to commute for people who can use it (62%, a significant decrease from 72% in 2008).
- Roughly four in ten or more agree that Metrobus is an environmentally friendly way to travel (48%), is safe from accidents (41%) and/or provides bus stops close to where you live (38%).
- Conversely only one in seven agree Metrobus provides enough bus stops with shelters (18%, a significant increase from 13% in 2008), is a fast way to travel (16%) and/or fits into their lifestyle (16%, a significant increase from 9% in 2008).
- Not surprisingly, Metrobus Users are more likely than bus non-users to rate the system more positively on almost all attributes.

Similar to Fairfax Connector, it appears Fairfax County residents agree that Metrobus is a smart way to commute, but for others, as it is not seen as fitting into their own lifestyles.

Overview of Key Driver Analysis

For each of the car and bus attributes, stated importance of various attributes that affect mode choice can be used in an effort to better understand what drives satisfaction and where opportunities lie for each mode. Table 6-6 contains this data.

In order to identify priorities for improving attitudes toward buses as a form of transportation, the results of stated importance and residents' ratings were plotted on a chart. The chart is laid out as follows:

- **Unmet Needs** – These are attributes that have a significant impact on attitudes, but for which residents give relatively low ratings, meaning that the mode is not delivering on this important need.
- **Higher Priority** – These are attributes that either have a significant impact on residents' attitudes, but receive comparatively moderate ratings for that mode, or have a moderate impact on attitudes but receive relatively low ratings.
- **Driving Strengths** – These are attributes that receive relatively higher ratings from residents but also have a significant impact on attitudes. These are what drive residents to use this mode.
- **Opportunities** – These attributes receive lower ratings from residents and are only of low impact on their perception of that mode. If other modes can deliver the attributes, there is an opportunity for mode switch.
- **Lower Priority** – These attributes have a moderate to low impact on resident attitudes, while receiving moderate to high ratings.

Table 6-6: Attribute Impact on Rating

ATTRIBUTE IMPACT ON RATING

High	<ul style="list-style-type: none">• Goes the places you need to go• Is available when you need it• Would get you to your destination on time• Is easy and convenient to use• Meets the transportation needs of people like you• Is a fast way to travel• Is safe from crime• Fits into your lifestyle• Is safe from accidents
Moderate	<ul style="list-style-type: none">• Is a smart way to commute for people who can use it• Is a relaxing and stress-free way to travel• Offers good value for the money• There are bus stops close to where you live• There are bus stops close to your destination
Low	<ul style="list-style-type: none">• Is low cost, compared to other modes of transportation• Is an environmentally friendly way to travel• There are enough bus stops with shelters• Bus routes do not have too many bus stops

Both Fairfax Connector and Metrobus are seen similarly by County residents, although as seen earlier, some opinions regarding Fairfax Connector may not be related to direct experience with the system.

Buses in the County are seen as failing to meet several residents' needs in a mode, including:

- Going to the places they need to go,
- Being available when they need it,
- Being able to get to their destinations on time,
- Being easy and convenient to use,
- Meeting the transportation needs of people like them,
- Being a fast way to travel,
- Being safe from crime, and
- Fitting into their lifestyle.

Each of the above listed attributes are areas where buses will need to focus in order to sustain and grow ridership.

Conversely, the only high priority need in a mode that cars fail to deliver is being safe from accidents. Buses do perform moderately well on this attribute.

Interestingly, even among Bus Users, buses in Fairfax County are seen as failing at the following high priorities:

- Being easy and convenient to use,
- Being able to get to their destinations on time,
- Meeting the transportation needs of people like them,
- Being available when they need it,
- Going to the places they need to go,
- Being a fast way to travel,
- Fitting into their lifestyle.

Bus Users and Bus Non-Users who say they are likely to consider using Fairfax Connector and/or Metrobus are very similar to other County residents in their priorities when choosing a mode and in how they see current bus and driving options in meeting those priorities.

Table 6-7 presents data on the attribute relationship with the rating of automobiles as a transportation mode choice.

Table 6-7: Attribute Relationship with Rating of Cars as a Transportation Mode

ATTRIBUTE RELATIONSHIP WITH RATING OF CARS AS A FORM OF TRANSPORTATION

High	<ul style="list-style-type: none"> • Is safe from accidents 		<ul style="list-style-type: none"> • Goes the places you need to go • Is available when you need it • Would get you to your destination on time • Is easy and convenient to use • Meets the transportation needs of people like you • Is a fast way to travel • Is safe from crime • Fits into your lifestyle
Moderate		<ul style="list-style-type: none"> • Is a relaxing and stress-free way to travel • Offers good value for the money 	<ul style="list-style-type: none"> • Is a smart way to commute for people who can use it
Low	<ul style="list-style-type: none"> • Is low cost, compared to other modes of transportation • Is an environmentally friendly way to travel 		
	Lower Ratings	Moderate Ratings	Higher Ratings

Performance

Table 6-8 shows data on the attribute relationship with the rating of Fairfax Connector and Metrobus as a transportation mode choice for the general population.

Table 6-8: Attribute Relationship with Rating of Fairfax Connector and Metrobus as a Transportation Mode

ATTRIBUTE RELATIONSHIP WITH RATING OF FAIRFAX CONNECTOR AND METROBUS AS A FORM OF TRANSPORTATION

High	<ul style="list-style-type: none"> • Goes the places you need to go • Is available when you need it • Would get you to your destination on time • Is easy and convenient to use • Meets the transportation needs of people like you • Is a fast way to travel • Is safe from crime • Fits into your lifestyle 	<ul style="list-style-type: none"> • Is safe from accidents 	
Moderate	<ul style="list-style-type: none"> • Is a relaxing and stress-free way to travel • Offers good value for the money • There are bus stops close to where you live • There are bus stops close to your destination 		<ul style="list-style-type: none"> • Is a smart way to commute for people who can use it
Low	<ul style="list-style-type: none"> • Is low cost, compared to other modes of transportation • There are enough bus stops with shelters 	<ul style="list-style-type: none"> • Is an environmentally friendly way to travel 	
	Lower Ratings	Moderate Ratings	Higher Ratings

Performance

Table 6-9 shows data on the attribute relationship with the rating of Fairfax Connector and Metrobus as a transportation mode choice for bus users.

Table 6-9: Attribute Relationship with Rating of Fairfax Connector and Metrobus as a Transportation Mode (by bus users)

ATTRIBUTE RELATIONSHIP WITH RATING OF FAIRFAX CONNECTOR AND METROBUS AS A FORM OF TRANSPORTATION
(BY BUS USERS)

High	<ul style="list-style-type: none"> • Is easy and convenient to use • Would get you to your destination on time • Meets the transportation needs of people like you • Is available when you need it • Goes the places you need to go • Is a fast way to travel • Fits into your lifestyle 	<ul style="list-style-type: none"> • Is safe from crime 	<ul style="list-style-type: none"> • Is safe from accidents
Moderate	<ul style="list-style-type: none"> • Is a relaxing and stress-free way to travel • There are bus stops close to your destination 	<ul style="list-style-type: none"> • Offers good value for the money • There are bus stops close to where you live 	<ul style="list-style-type: none"> • Is a smart way to commute for people who can use it
Low	<ul style="list-style-type: none"> • There are enough bus stops with shelters 	<ul style="list-style-type: none"> • Is low cost, compared to other modes of transportation 	<ul style="list-style-type: none"> • Is an environmentally friendly way to travel
	Lower Ratings	Moderate Ratings	Higher Ratings

Performance

Table 6-10 shows data on the attribute relationship with the rating of Fairfax Connector and Metrobus as a transportation mode choice for bus non-users.

Table 6-10: Attribute Relationship with Rating of Fairfax Connector and Metrobus as a Transportation Mode (by bus non-users)

ATTRIBUTE RELATIONSHIP WITH RATING OF FAIRFAX CONNECTOR AND METROBUS AS A FORM OF TRANSPORTATION
(BY BUS NON-USERS)

High	<ul style="list-style-type: none"> • Is safe from accidents • Is safe from crime • Is easy and convenient to use • Would get you to your destination on time • Meets the transportation needs of people like you • Is available when you need it • Goes the places you need to go • Is a fast way to travel • Fits into your lifestyle 		
Moderate	<ul style="list-style-type: none"> • Offers good value for the money • There are bus stops close to where you live • Is a relaxing and stress-free way to travel • There are bus stops close to your destination 		<ul style="list-style-type: none"> • Is a smart way to commute for people who can use it
Low	<ul style="list-style-type: none"> • Is low cost, compared to other modes of transportation • There are enough bus stops with shelters 	<ul style="list-style-type: none"> • Is an environmentally friendly way to travel 	
	Lower Ratings	Moderate Ratings	Higher Ratings
Performance			

Table 6-11 shows data on the attribute relationship with the rating of Fairfax Connector and Metrobus as a transportation mode choice for bus non-users who self-identified as being likely to consider using Connector and/or Metrobus.

Table 6-11: Attribute Relationship with Rating of Fairfax Connector and Metrobus as a Transportation Mode (by bus non-users who say they are likely to consider using Connector and/or Metrobus)

ATTRIBUTE RELATIONSHIP WITH RATING OF FAIRFAX CONNECTOR AND METROBUS AS A FORM OF TRANSPORTATION
 (BY BUS-NON USERS WHO SAY THEY ARE LIKELY TO CONSIDER USING FAIRFAX CONNECTOR AND/OR METROBUS)

High	<ul style="list-style-type: none"> • Is easy and convenient to use • Would get you to your destination on time • Meets the transportation needs of people like you • Is available when you need it • Goes the places you need to go • Is a fast way to travel • Fits into your lifestyle 	<ul style="list-style-type: none"> • Is safe from crime 	<ul style="list-style-type: none"> • Is safe from accidents
Moderate	<ul style="list-style-type: none"> • There are bus stops close to where you live 	<ul style="list-style-type: none"> • Offers good value for the money • Is a relaxing and stress-free way to travel • There are bus stops close to your destination 	<ul style="list-style-type: none"> • Is a smart way to commute for people who can use it
Low	<ul style="list-style-type: none"> • There are enough bus stops with shelters 		<ul style="list-style-type: none"> • Is an environmentally friendly way to travel • Is low cost, compared to other modes of transportation
	Lower Ratings	Moderate Ratings	Higher Ratings

Performance

Although survey respondents who currently do not use transit may **say** they are very likely to use a different mode of transportation, they will not necessarily do so. Therefore, the results for their likelihood for considering using Fairfax Connector and/or Metrobus in the future when traveling in Fairfax County have been factored down using industry-accepted variables in order to estimate the true proportion of who might actually ride. The two parts of Table 6-12 below detail this estimated ridership for those classified as bus users and bus non-users.

Table 6-12: Bus Users and Conversion Scoring among Bus Non-Users

Mode Users		Conversion Scoring (among Mode Non-Users)			
	Reported Likelihood 2014	Reported Likelihood 2014	Factor	Estimated Future Ridership	
Fairfax Connector					
Definitely would	44%	6%	60%	4%	
Probably would	31%	17%	20%	3%	
Total Estimated Ridership	74%			7%	
Metrobus					
Definitely would	29%	6%	60%	4%	
Probably would	35%	19%	20%	4%	
Total Estimated Ridership	54%			8%	

- This means that we would estimate that **7%-8% of bus non-users would be likely to consider using Fairfax Connector and/or Metrobus when traveling in Fairfax County in the future.**

Q24. How likely would you be to consider/continue using **Fairfax Connector** in the future when traveling in Fairfax County?

Base = Total Sample (n=1116)

Q25. How likely would you be to consider/continue using **Metrobus** in the future when traveling in Fairfax County?

Base= Total Sample (n=1116)

When asked what would make them consider using bus service in Fairfax County more often, about four in ten residents (43%) mentioned a reason related to schedules or stops. The most often mentioned specific reason being if stops were convenient to where they work or live or more stops in general (24%).

- Another reason, given by 21% residents, was if there was an emergency or special need for using public transit. Bus non-users were significantly more likely than bus users to state this reasoning (22% vs. 13%).

Table 6-13 provides additional data.

Table 6-13: Reasons Encouraging More Frequent Use of Bus Service

	Total 2014 (A)	Fairfax Connector User (C)	Bus User (D)	Bus Non- user (E)
NET: Schedules/Stops/Routes	43%	46%	44%	43%
<i>If stops were convenient to where I work/live/More stops</i>	24	18	20	25
<i>Routes/More destinations/If it goes where I need to go</i>	11	10	9	11
<i>More frequent service/No waits</i>	10	20	14	10
<i>Reliability/If it operates according to schedule/On-time</i>	4	5	6	4
NET: Emergency/Special Need	21	9	13	22_D
<i>If my car didn't work/broke down/Couldn't use my car</i>	10	2	5	10 _D
NET: Time issues	8	12	10	8
<i>Schedules that fit my schedule</i>	4	7	4	4
NET: Infrastructure	6	12	11	6
<i>Just prefer to drive</i>	5	1	1	6 _D
<i>Lower cost/Rebates for using it</i>	5	2	5	5
<i>More express buses/Direct routes</i>	4	4	4	4
<i>Nothing</i>	12	14	11	13

Q26. What would make you consider using bus service to, from or within Fairfax County in the future?
 Top Mentions
 Base= Total Sample (n=1116)

6.8. Segmentation Analysis

Two step clustering analysis was used to determine 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, and
- Transit mode and demographic variables: mode choices, travel demographics and general demographics.

The result is five segments of County residents as follows, and as shown in Figure 6-18:

1. Core Transit Riders (27% of the market)
2. Car Lovers (17%)
3. Retirees (14%)
4. Potential Riders (16%)
5. On the Go (19%)

Figure 6-18: Segmentation of County Residents

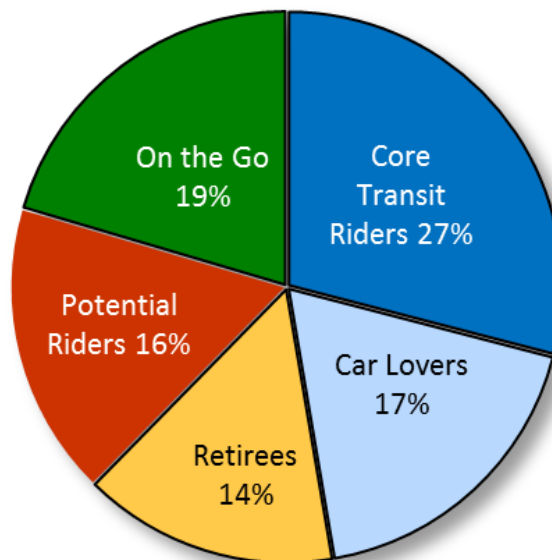


Table 6-14 compares length of residency, education level, and age among the five segments of residents.

Table 6-14: Length of Residency, Education Level, and Age Among Resident Segments

Segment 1 (Blue)	Segment 2 (Light Blue)	Segment 3 (Yellow)	Segment 4 (Red)	Segment 5 (Green)
Years in Fairfax County 8% less than 5 years 17% 5 to 9 years 32% 10 to 19 years 42% 20 years or more	Years in Fairfax County 5% less than 5 years 5% 5 to 9 years 17% 10 to 19 years 74% 20 years or more	Years in Fairfax County 1% less than 5 years 1% 5 to 9 years 9% 10 to 19 years 89% 20 years or more	Years in Fairfax County 11% less than 5 years 12% 5 to 9 years 25% 10 to 19 years 53% 20 years or more	Years in Fairfax County 5% less than 5 years 17% 5 to 9 years 31% 10 to 19 years 47% 20 years or more
Education 27% High school degree or less 12% Some college/Technical school 22% Four-year college degree 39% Post-graduate work/degree	Education 6% High school degree or less 13% Some college/Technical school 30% Four-year college degree 51% Post-graduate work/degree	Education 7% High school degree or less 19% Some college/Technical school 21% Four-year college degree 53% Post-graduate work/degree	Education 7% High school degree or less 12% Some college/Technical school 35% Four-year college degree 46% Post-graduate work/degree	Education 6% High school degree or less 9% Some college/Technical school 39% Four-year college degree 46% Post-graduate work/degree
Age 12% Younger Adults 67% Middle Adults 22% Seniors	Age 4% Younger Adults 57% Middle Adults 38% Seniors	Age 1% Younger Adults 30% Middle Adults 70% Seniors	Age 7% Younger Adults 69% Middle Adults 24% Seniors	Age 12% Younger Adults 83% Middle Adults 5% Seniors

Table 6-15 compares employment, household income, race, bus user, public transportation availability, and likelihood to consider/continue using Fairfax Connector and/or Metrobus among the five segments of residents.

Table 6-15: Employment, Household Income, Race, Bus User, Transit Availability, and Likelihood to Use Connector and/or Metrobus Among Resident Segments

Segment 1 (Blue)	Segment 2 (Light Blue)	Segment 3 (Yellow)	Segment 4 (Red)	Segment 5 (Green)
Employment 59% Employed 47% Employed full-time 7% Employed part-time 5% Self-employed 24% Retired	Employment 55% Employed 39% Employed full-time 11% Self-Employed 5% Employed part-time 37% Retired	Employment 10% Employed 3% Employed full-time 4% Employed part-time 3% Self-employed 79% Retired	Employment 69% Employed 53% Employed full-time 10% Self-employed 7% Employed part-time 21% Retired	Employment 94% Employed 75% Employed full-time 14% Employed part-time 6% Self-employed 0% Retired
Household Income 30% \$50,000 or less 15% \$50,001 to \$80,000 23% \$80,001 to \$125,000 23% \$125,001 or more	Household Income 7% \$50,000 or less 7% \$50,001 to \$80,000 32% \$80,001 to \$125,000 46% \$125,001 or more	Household Income 13% \$50,000 or less 19% \$50,001 to \$80,000 30% \$80,001 to \$125,000 27% \$125,001 or more	Household Income 10% \$50,000 or less 12% \$50,001 to \$80,000 34% \$80,001 to \$125,000 40% \$125,001 or more	Household Income 6% \$50,000 or less 9% \$50,001 to \$80,000 30% \$80,001 to \$125,000 49% \$125,001 or more
Race 67% White 22% Other 9% Black or African-American	Race 92% White 3% Black or African-American 6% Other	Race 91% White 3% Black or African-American 4% Other	Race 77% White 20% Other 4% Black or African-American	Race 83% White 13% Other 3% Black or African-American
34% Spanish, Hispanic or Latino	8% Spanish, Hispanic or Latino	7% Spanish, Hispanic or Latino	8% Spanish, Hispanic or Latino	7% Spanish, Hispanic or Latino
Bus Users 46% Yes	Bus Users 2% Yes	Bus Users 2% Yes	Bus Users 9% Yes	Bus Users 8% Yes
Public Transportation Service Available between Area of Residence and Work/School 69% Yes, available 21% No, not available 10% Don't know	Public Transportation Service Available between Area of Residence and Work/School 52% Yes, available 34% No, not available 14% Don't know	Public Transportation Service Available between Area of Residence and Work/School <i>(Caution, very small base)</i> 67% Yes, available 17% No, not available 17% Don't know	Public Transportation Service Available between Area of Residence and Work/School 47% Yes, available 41% No, not available 11% Don't know	Public Transportation Service Available between Area of Residence and Work/School 60% Yes, available 28% No, not available 12% Don't know
Likely to Consider/Continue Using Fairfax Connector 84% definitely/probably would	Likely to Consider/Continue Using Fairfax Connector 97% definitely/probably would <u>not</u>	Likely to Consider/Continue Using Fairfax Connector 86% definitely/probably would <u>not</u> 12% may or may not	Likely to Consider/Continue Using Fairfax Connector 89% may or may not	Likely to Consider/Continue Using Fairfax Connector 92% definitely/probably would <u>not</u>
Likely to Consider/Continue Using Metrobus 88% definitely/probably would	Likely to Consider/Continue Using Metrobus 97% definitely/probably would <u>not</u>	Likely to Consider/Continue Using Metrobus 89% definitely/probably would <u>not</u> 5% may or may not	Likely to Consider/Continue Using Metrobus 94% may or may not	Likely to Consider/Continue Using Metrobus 88% definitely/probably would <u>not</u>

Core Transit Riders (27% of area residents)

Core Transit Riders are the core bus user group. This segment is the most positive in their attitudes toward bus service and the least positive toward private car. While they use buses, it is more of a cost based decision than any particular loyalty to public transportation. Demographically, Core Transit Riders are more likely than any other to be made up of lower income, non-English speaking minorities.

A significant proportion of Core Transit Riders are minorities (31%). About one-third (34%) are of Hispanic or Latino origin and 33% reported Spanish as their native language. Three in ten (30%) of this segment has a household income of \$50,000 or less. While the majority are Middle Adults (67% are age 35 to 64), this segment reports one of the greatest proportions of Younger Adults (12%).

More than one-half of Core Transit Riders have a positive overall impression of Fairfax Connector (57%) and/or Metrobus (54%), compared to 13%-29% of the other segments. Close to one-half of this segment (46%) are Bus Users, and the vast majority would definitely or probably consider using or continue using Fairfax Connector (84%) and/or Metrobus (88%) in the future.

In addition to usage, Core Transit Riders reveal their preference for bus service by giving higher ratings for Fairfax Connector and Metrobus than they do for private cars on the following attributes:

- Is a smart way to commute for people who can use it (77% Fairfax Connector, 75% Metrobus vs. 58% car)
- Is an environmentally friendly way to travel (66%, 66% vs. 33%)
- Is safe from accidents (59%, 55% vs. 29%)
- Is low cost compared to other modes of transportation (52%, 50% vs. 29%)

This segment is more likely than other area residents to agree that Fairfax Connector (49%) and/or Metrobus (48%) offers good value for the money (18%-32% from other segments). This is important, given that this segment is among the most likely to be willing to spend a little extra time traveling if it means the trip will cost less (47% agree).

- These residents are also the most likely of the five segments to feel that travel on public transportation is safer than other forms of travel in this area (42% vs. 10%-22%).

While Core Transit Riders are the group with the most positive attitudes toward bus service, they still perceive private cars to outperform buses on the following measures:

- Is easy and convenient to use (84% car vs. 49% Fairfax Connector, 48% Metrobus)
- Would get you to your destination on time (71% vs. 47%, 45%)
- Meets the transportation needs of people like you (78% vs. 44%, 44%)
- Is a fast way to travel (74% vs. 37%, 34%)
- Fits into your lifestyle (76% vs. 36%, 36%)
- Goes to the places you need to go (92% vs. 37%, 42%)
- Is available when you need it (89% vs. 34%, 36%)

Table 6-16 contains demographic and transit-related data for this group. Table 6-17 shows the level of strong agreement by group members with each of 13 descriptive statements. Table 6-18 presents the level of strong agreement by Core Transit Riders with attributes of bus and automobile travel.

Table 6-16: Demographic and Transit-Related Data – Core Transit Riders

Core Transit Riders

<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 8% less than 5 years 17% 5 to 9 years 32% 10 to 19 years 42% 20 years or more</p> <p>Gender 49% Female 51% Male</p> <p>Education 27% High school degree or less 12% Some college/Technical school 22% Four-year college degree 39% Post-graduate work/degree</p> <p>Marital Status 59% Married 20% Single 8% Divorced 7% Widowed</p> <p>Age 12% Younger Adults 67% Middle Adults 22% Seniors</p>	<p>Employment 59% Employed 47% Employed full-time 7% Employed part-time 5% Self-employed 24% Retired</p> <p>Household Income 30% \$50,000 or less 15% \$50,001 to \$80,000 23% \$80,001 to \$125,000 23% \$125,001 or more</p> <p>Race 67% White 22% Other 9% Black or African-American 34% Spanish, Hispanic or Latino</p> <p>Native Language 56% English 33% Spanish</p> <p>Average Number of Vehicles 2.1 vehicles</p> <p>Average Number of Licensed Drivers 2 licensed drivers</p> <p>Any disability that would not allow respondent to ride local buses or Metrorail? 3% Yes</p>	<p>Bus Users 46% Yes</p> <p>Public Transportation Service Available between Area of Residence and Work/School 69% Yes, available 21% No, not available 10% Don't know</p> <p>Likely to Consider/Continue Using Fairfax Connector 84% definitely/probably would</p> <p>Likely to Consider/Continue Using Metrobus 88% definitely/probably would</p>
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Table 6-17: Strong Agreement with Descriptive Statements – Core Transit Riders

Core Transit Riders

Descriptive Statements	
<i>8-10 on a 0-10 scale (10=strongly agree)</i>	
68%	You like the convenience of driving a car
62%	Driving during rush hour is very stressful
59%	You need to have a car available during the workday in case of emergencies
56%	You choose to travel by car because time is very valuable to you
55%	Sometimes you feel as if there are not enough hours in the day
47%	You are willing to spend a little extra time traveling if it means the trip will cost less
46%	You often do errands on your way to or from work or at lunchtime
42%	You feel that travel on public transportation is safer than other forms of travel in this area
40%	For you, saving time is often more important than saving money
38%	Your work schedule is unpredictable
37%	You will go out of your way to take advantage of a bargain
36%	You often feel concerned about your personal safety in public places
30%	You often go out for dining, or to social, entertainment or sport events

Table 6-18: Strong Agreement with Mode Attributes – Core Transit Riders

Core Transit Riders

<i>8-10 on a 0-10 scale, 10=strongly agree</i>	Fairfax Connector	Metrobus	Cars
Overall Rating	57%	54%	68%
Is a smart way to commute for people who can use it	77%	75%	58%
Is an environmentally friendly way to travel	66%	66%	33%
Is safe from accidents	59%	55%	29%
Is low cost, compared to other modes of transportation	52%	50%	29%
Is safe from crime	52%	47%	60%
Is a relaxing and stress-free way to travel	51%	50%	41%
Offers good value for the money	49%	48%	46%
Is easy and convenient to use	49%	48%	84%
Provides bus stops close to your destinations	48%	48%	*
Would get you to your destination on time	47%	45%	71%
Provides bus stops close to where you live	46%	50%	*
Meets the transportation needs of people like you	44%	44%	78%
Is a fast way to travel	37%	34%	74%
Fits into your lifestyle	36%	36%	76%
Goes to the places you need to go	37%	42%	92%
Is available when you need it	34%	36%	89%
Provides enough bus stops with shelters	31%	34%	*
Has too many bus stops	25%	28%	*

*Not asked

Car Lovers (17% of area residents)

Car Lovers are attached to their cars. Not only are they the most positive in their ratings toward private cars, they are the least positive toward bus service. They have low likelihood of using Fairfax Connector and/or Metrobus in the future. Demographically, this is one of the highest income groups, predominantly Caucasian and, along with the Retirees segment, have lived in Fairfax County for the longest time.

Some key demographic characteristics of this segment are as follows:

- The vast majority are college educated (81%).
- Tend to be higher income (46% reported a household income of more than \$125,000).
- Caucasian (92%).
- Just slightly older than the County average (38% Seniors).

Overall, the potential to get Car Lovers out of their cars and into public transportation is slim. Only 2% of these of these residents are Bus Users and almost all said they would definitely or probably not consider using or continue using Fairfax Connector (97%) and/or Metrobus (97%) in the future.

In addition to their lack of usage, Car Lovers reveal their preference for their cars by giving a higher overall rating for satisfaction with using a private car (89%) as compared to satisfaction with service provided by Fairfax Connector (14%) and/or Metrobus (13%).

In addition, this segment gives significantly higher ratings for private cars than for Fairfax Connector and Metrobus on almost every attribute rated.

Car Lovers not only prefer their car, they rely on it. This is the most likely group to say they like the convenience of driving a car (87%), they need to have a car available during the workday in case of emergencies (69%) and they choose to travel by car because their time is valuable (64%).

The two areas where Retirees do not put the private car up on a pedestal is for being an environmentally friendly way to travel (36% car vs. 37% Fairfax Connector, 35% Metrobus) and being safe from accidents (44% car vs. 32%, 28%).

Table 6-19 contains demographic and transit-related data for this group. Table 6-20 shows the level of strong agreement by group members with each of 13 descriptive statements. Table 6-21 presents the level of strong agreement by Car Lovers with attributes of bus and automobile travel.

Table 6-19: Demographic and Transit-Related Data – Car Lovers

Car Lovers

<p>County of Residence 98% Fairfax County 2% Fairfax City</p> <p>Years in Fairfax County 5% less than 5 years 5% 5 to 9 years 17% 10 to 19 years 74% 20 years or more</p> <p>Gender 56% Female 44% Male</p> <p>Education 6% High school degree or less 13% Some college/Technical school 30% Four-year college degree 51% Post-graduate work/degree</p> <p>Marital Status 74% Married 9% Widowed 7% Single 7% Divorced</p> <p>Age 4% Younger Adults 57% Middle Adults 38% Seniors</p>	<p>Employment 55% Employed 39% Employed full-time 11% Self-Employed 5% Employed part-time 37% Retired</p> <p>Household Income 7% \$50,000 or less 7% \$50,001 to \$80,000 32% \$80,001 to \$125,000 46% \$125,001 or more</p> <p>Race 92% White 3% Black or African-American 6% Other</p> <p>8% Spanish, Hispanic or Latino</p> <p>Native Language 95% English 2% Spanish</p> <p>Average Number of Vehicles 2.6 vehicles</p> <p>Average Number of Licensed Drivers 2 licensed drivers</p> <p>Any disability that would not allow respondent to ride local buses or Metrorail? 5% Yes</p>	<p>Bus Users 2% Yes</p> <p>Public Transportation Service Available between Area of Residence and Work/School 52% Yes, available 34% No, not available 14% Don't know</p> <p>Likely to Consider/Continue Using Fairfax Connector 97% definitely/probably would <u>not</u></p> <p>Likely to Consider/Continue Using Metrobus 97% definitely/probably would <u>not</u></p>
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Table 6-20: Strong Agreement with Descriptive Statements – Car Lovers
Car Lovers

Descriptive Statements

8-10 on a 0-10 scale (10=strongly agree)

- 87% You like the convenience of driving a car
- 69% You need to have a car available during the workday in case of emergencies
- 64% You choose to travel by car because time is very valuable to you
- 58% Driving during rush hour is very stressful
- 49% Sometimes you feel as if there are not enough hours in the day
- 43% You often do errands on your way to or from work or at lunchtime
- 38% You often go out for dining, or to social, entertainment or sport events
- 32% For you, saving time is often more important than saving money
- 31% You will go out of your way to take advantage of a bargain
- 30% Your work schedule is unpredictable
- 26% You are willing to spend a little extra time traveling if it means the trip will cost less
- 15% You feel that travel on public transportation is safer than other forms of travel in this area
- 14% You often feel concerned about your personal safety in public places

Table 6-21: Strong Agreement with Mode Attributes – Car Lovers
Car Lovers

<i>8-10 on a 0-10 scale, 10=strongly agree</i>	Fairfax Connector	Metrobus	Cars
Overall Rating	14%	13%	89%
Is a smart way to commute for people who can use it	52%	52%	72%
Is an environmentally friendly way to travel	37%	35%	36%
Is safe from accidents	32%	28%	44%
Is safe from crime	23%	20%	80%
Provides bus stops close to where you live	19%	26%	*
Offers good value for the money	18%	18%	58%
Is low cost, compared to other modes of transportation	17%	17%	37%
Is a relaxing and stress-free way to travel	15%	12%	49%
Would get you to your destination on time	12%	12%	88%
Provides bus stops close to your destinations	11%	14%	*
Is easy and convenient to use	9%	12%	93%
Goes to the places you need to go	8%	7%	95%
Meets the transportation needs of people like you	6%	7%	93%
Is a fast way to travel	6%	6%	84%
Provides enough bus stops with shelters	6%	6%	*
Is available when you need it	5%	7%	97%
Has too many bus stops	4%	7%	*
Fits into your lifestyle	3%	2%	95%

*Not asked

Retirees (14% of area residents)

Retirees are the oldest, mostly retired and are long-time county residents meaning they have retired and stayed in the area. Along with Car Lovers, this group has some of the most positive attitudes toward private cars. However, unlike Car Lovers, they also have positive attitudes toward bus service. This segment sees the benefits of bus service, but they do not feel it is the right choice for them.

Some key demographic characteristics of this segment are as follows:

- Close to eight in ten (79%) are retired.
- This is the oldest segment, with 70% seniors (age 65+).
- 7% have any disability that would not allow them to ride local buses or Metrorail.
- 91% Caucasian.
- Long-time County residents (89% have lived 20 years or more in Fairfax County).

Overall, the potential to get Retirees out of their cars and into public transportation is only slightly greater than for Car Lovers. Only 2% of these older residents are Bus Users and the vast majority said they would definitely or probably not consider using or continue using Fairfax Connector (86%) and/or Metrobus (89%) in the future.

- However, 12% said they might or might not consider using or continue using Fairfax Connector in the future, indicating a only a slightly greater opening for bus service to make headway among this segment.
- This may become an issue as Retirees “age out” of car use.

Retirees give significantly higher overall satisfaction ratings for using a private car (85%) as compared to satisfaction with service provided by Fairfax Connector (26%) and/or Metrobus (29%). However, they are more likely to consider Fairfax Connector (74%) and Metrobus (74%) to be a smart way to commute for people who can use it, as compared to cars (62%).

- This segment rates bus service more positively on being safe from accidents (55% Fairfax Connector, 53% Metrobus vs. 37% car) and being an environmentally friendly way to travel (50%, 48% vs. 32%).
- However, almost all Retirees (95%) agree that it is cars that fit into *their* lifestyle, while few say the same about Fairfax Connector (3%) and/or Metrobus (7%). In fact, this segment gives significantly higher ratings for private cars than for Fairfax Connector and Metrobus on almost every other attribute rated. They are among the most likely to agree that they like the convenience of driving a car (85%).

Table 6-22 contains demographic and transit-related data for this group. Table 6-23 shows the level of strong agreement by group members with each of 13 descriptive statements. Table 6-24 presents the level of strong agreement by Retirees with attributes of bus and automobile travel.

Table 6-22: Demographic and Transit-Related Data – Retirees

Retirees

<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 1% less than 5 years 1% 5 to 9 years 9% 10 to 19 years 89% 20 years or more</p> <p>Gender 60% Female 40% Male</p> <p>Education 7% High school degree or less 19% Some college/Technical school 21% Four-year college degree 53% Post-graduate work/degree</p> <p>Marital Status 60% Married 19% Widowed 11% Single 9% Divorced</p> <p>Age 1% Younger Adults 30% Middle Adults 70% Seniors</p>	<p>Employment 10% Employed 3% Employed full-time 4% Employed part-time 3% Self-employed 79% Retired</p> <p>Household Income 13% \$50,000 or less 19% \$50,001 to \$80,000 30% \$80,001 to \$125,000 27% \$125,001 or more</p> <p>Race 91% White 3% Black or African-American 4% Other</p> <p>7% Spanish, Hispanic or Latino</p> <p>Native Language 93% English 3% Spanish</p> <p>Average Number of Vehicles 2.1 vehicles</p> <p>Average Number of Licensed Drivers 2 licensed drivers</p> <p>Any disability that would not allow respondent to ride local buses or Metrorail? 7% Yes</p>	<p>Bus Users 2% Yes</p> <p>Public Transportation Service Available between Area of Residence and Work/School <i>(Caution, very small base)</i> 67% Yes, available 17% No, not available 17% Don't know</p> <p>Likely to Consider/Continue Using Fairfax Connector 86% definitely/probably would <u>not</u> 12% may or may not</p> <p>Likely to Consider/Continue Using Metrobus 89% definitely/probably would <u>not</u> 5% may or may not</p>
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Table 6-23: Strong Agreement with Descriptive Statements – Retirees
Retirees

Descriptive Statements

8-10 on a 0-10 scale (10=strongly agree)

- 85% You like the convenience of driving a car
- 73% You need to have a car available during the workday in case of emergencies
- 57% Driving during rush hour is very stressful
- 54% You choose to travel by car because time is very valuable to you
- 53% Your work schedule is unpredictable
- 47% You often do errands on your way to or from work or at lunchtime
- 36% You will go out of your way to take advantage of a bargain
- 35% Sometimes you feel as if there are not enough hours in the day
- 33% You are willing to spend a little extra time traveling if it means the trip will cost less
- 32% You often go out for dining, or to social, entertainment or sport events
- 23% For you, saving time is often more important than saving money
- 22% You feel that travel on public transportation is safer than other forms of travel in this area
- 14% You often feel concerned about your personal safety in public places

Table 6-24: Strong Agreement with Mode Attributes – Retirees
Retirees

<i>8-10 on a 0-10 scale, 10=strongly agree</i>	Fairfax Connector	Metrobus	Cars
Overall Rating	26%	29%	85%
Is a smart way to commute for people who can use it	74%	74%	62%
Is safe from accidents	55%	53%	37%
Is an environmentally friendly way to travel	50%	48%	32%
Is safe from crime	42%	39%	74%
Is a relaxing and stress-free way to travel	30%	30%	46%
Offers good value for the money	30%	28%	52%
Is low cost, compared to other modes of transportation	28%	25%	33%
Provides bus stops close to where you live	25%	35%	*
Would get you to your destination on time	21%	23%	86%
Provides bus stops close to your destinations	16%	24%	*
Is easy and convenient to use	15%	22%	91%
Provides enough bus stops with shelters	15%	17%	*
Is available when you need it	13%	19%	95%
Is a fast way to travel	12%	13%	74%
Meets the transportation needs of people like you	8%	11%	93%
Goes to the places you need to go	7%	14%	96%
Has too many bus stops	5%	11%	*
Fits into your lifestyle	3%	7%	95%

Potential Riders (16% of area residents)

Potential Riders shows the greatest potential for ridership growth. This group is demographically the closest to representing the average County resident in terms of age, income and racial diversity. This segment is one of the most positively inclined toward bus service and expresses potential interest in considering the mode.

A significant proportion of Potential Riders are minorities (24%), but are more likely than Core Transit Riders to speak English, with only one in eight speaking either Spanish (5%) or some other language (7%) as their native language. The age and household income of this segment is on par with the County as a whole.

There are several findings that suggest Potential Riders show the greatest possibility for ridership growth:

- While those who make up Potential Riders do not necessarily say they would be *likely* to consider or continue using bus service in the future, they do not commit to non-use either. The vast majority say they may or may not consider using or continue using Fairfax Connector (89%) and/or Metrobus (94%) in the future.
- Also, while Potential Riders are much more satisfied overall with using a private car (80%) than with the service provided by Fairfax Connector (23%) and/or Metrobus (24%), this segment is more likely to agree with the following attributes of bus service over private car:
 - Is a smart way to commute for people who can use it (63% Fairfax Connector, 62% Metrobus vs. 51% car).
 - Is an environmentally friendly way to travel (45%, 44% vs. 25%).
 - Is safe from accidents (41%, 40% vs. 25%).

This segment gives bus service and private car comparable ratings for being low cost compared to other modes of transportation (25% Fairfax Connector, 22% Metrobus, 25% car), but rates private car slightly higher for being a good value for the money (42% car vs. 32% Fairfax Connector, 28% Metrobus).

One issue that could be hindering Potential Riders use of bus service is commuters' relatively low perception of the availability of public transportation service between the area where they live and where they work or attend school (53% say it is either not available or they are unsure).

Table 6-25 contains demographic and transit-related data for this group. Table 6-26 shows the level of strong agreement by group members with each of 13 descriptive statements. Table 6-27 presents the level of strong agreement by Potential Riders with attributes of bus and automobile travel.

Table 6-25: Demographic and Transit-Related Data – Potential Riders

Potential Riders

<p>County of Residence 98% Fairfax County 2% Fairfax City</p> <p>Years in Fairfax County 11% less than 5 years 12% 5 to 9 years 25% 10 to 19 years 53% 20 years or more</p> <p>Gender 52% Female 48% Male</p> <p>Education 7% High school degree or less 12% Some college/Technical school 35% Four-year college degree 46% Post-graduate work/degree</p> <p>Marital Status 72% Married 11% Single 10% Divorced 3% Widowed</p> <p>Age 7% Younger Adults 69% Middle Adults 24% Seniors</p>	<p>Employment 69% Employed 53% Employed full-time 10% Self-employed 7% Employed part-time 21% Retired</p> <p>Household Income 10% \$50,000 or less 12% \$50,001 to \$80,000 34% \$80,001 to \$125,000 40% \$125,001 or more</p> <p>Race 77% White 20% Other 4% Black or African-American</p> <p>8% Spanish, Hispanic or Latino</p> <p>Native Language 88% English 5% Spanish</p> <p>Average Number of Vehicles 2.2 vehicles</p> <p>Average Number of Licensed Drivers 2 licensed drivers</p> <p>Any disability that would not allow respondent to ride local buses or Metrorail? 1% Yes</p>	<p>Bus Users 9% Yes</p> <p>Public Transportation Service Available between Area of Residence and Work/School 47% Yes, available 41% No, not available 11% Don't know</p> <p>Likely to Consider/Continue Using Fairfax Connector 89% may or may not</p> <p>Likely to Consider/Continue Using Metrobus 94% may or may not</p>
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Table 6-26: Strong Agreement with Descriptive Statements – Potential Riders
Potential Riders

Descriptive Statements	
<i>8-10 on a 0-10 scale (10=strongly agree)</i>	
73%	You like the convenience of driving a car
61%	You need to have a car available during the workday in case of emergencies
57%	Driving during rush hour is very stressful
53%	Sometimes you feel as if there are not enough hours in the day
49%	You choose to travel by car because time is very valuable to you
47%	You often do errands on your way to or from work or at lunchtime
34%	You are willing to spend a little extra time traveling if it means the trip will cost less
34%	You will go out of your way to take advantage of a bargain
32%	Your work schedule is unpredictable
31%	You often go out for dining, or to social, entertainment or sport events
27%	For you, saving time is often more important than saving money
20%	You often feel concerned about your personal safety in public places
18%	You feel that travel on public transportation is safer than other forms of travel in this area

Table 6-27: Strong Agreement with Mode Attributes – Potential Riders
Potential Riders

<i>8-10 on a 0-10 scale, 10=strongly agree</i>	Fairfax Connector	Metrobus	Cars
Overall Rating	23%	24%	80%
Is a smart way to commute for people who can use it	63%	62%	51%
Is an environmentally friendly way to travel	45%	44%	25%
Is safe from accidents	41%	40%	25%
Is safe from crime	32%	27%	62%
Offers good value for the money	32%	28%	42%
Provides bus stops close to where you live	28%	37%	*
Is low cost, compared to other modes of transportation	25%	22%	25%
Is a relaxing and stress-free way to travel	22%	24%	38%
Provides bus stops close to your destinations	20%	23%	*
Is easy and convenient to use	15%	16%	82%
Would get you to your destination on time	14%	15%	76%
Provides enough bus stops with shelters	10%	11%	*
Meets the transportation needs of people like you	9%	12%	84%
Is available when you need it	8%	8%	90%
Goes to the places you need to go	8%	12%	92%
Is a fast way to travel	7%	8%	72%
Has too many bus stops	7%	11%	*
Fits into your lifestyle	6%	7%	85%

On the Go (19% of area residents)

On the Go are younger, busy, time-conscious, high income car lovers. This segment shows very limited potential for increasing ridership.

On the Go represent the largest proportion of employed residents (94%), with three-fourths being employed full-time (75%). They are one of the most time sensitive groups in that they were most likely to agree that sometimes they feel there are not enough hours in the day (63%) and/or for them saving time is often more important than saving money (44%).

They are the youngest segment, comprised of 12% Younger Adults and only 5% Seniors. They have the highest household income, with about one-half (49%) reporting \$125,000 or more. They are ethnically representative of the County as a whole, with 83% being Caucasian and 7% being of Hispanic or Latino origin.

While 8% of these of these residents are Bus Users, the vast majority said they would definitely or probably not consider using or continue using Fairfax Connector (92%) and/or Metrobus (88%) in the future. Pair this with their less than positive sentiments toward bus service and the potential to increase ridership among Young Riders does not appear to be strong.

- Along with Car Lovers, On the Go give some of the lowest overall ratings for the service provided by Fairfax Connector (17%) and/or Metrobus (16%), whereas 77% are satisfied with using a personal car. In addition, while 87% agree that a car fits into their lifestyle, only 4% agree that Fairfax Connector and/or Metrobus does the same.

Even so, On the Go do not give cars exceedingly positive ratings on every attribute. In fact, this segment was the least likely to rate cars positively on the following attributes:

- Offers good value for the money (37% vs. 42%-58% Segments 1-4).
- Is a relaxing and stress-free way to travel (23% vs. 38%-49% Segments 1-4).
- Is an environmentally friendly way to travel (16% vs. 25%-36% Segments 1-4).

These may offer some opportunity to make inroads with On the Go, particularly as offering good value for the money and being stress-free are two moderately important attributes residents look for in choosing a mode.

Table 6-28 contains demographic and transit-related data for this group. Table 6-29 shows the level of strong agreement by group members with each of 13 descriptive statements. Table 6-30 presents the level of strong agreement by Potential Riders with attributes of bus and automobile travel.

Table 6-28: Demographic and Transit-Related Data – On the Go

On the Go

County of Residence
 99% Fairfax County
 <1% Fairfax City

Years in Fairfax County
 5% less than 5 years
 17% 5 to 9 years
 31% 10 to 19 years
 47% 20 years or more

Gender
 52% Female
 48% Male

Education
 6% High school degree or less
 9% Some college/Technical school
 39% Four-year college degree
 46% Post-graduate work/degree

Marital Status
 78% Married
 12% Single
 5% Divorced
 1% Widowed

Age
 12% Younger Adults
 83% Middle Adults
 5% Seniors

Employment
 94% Employed
 75% Employed full-time
 14% Employed part-time
 6% Self-employed
 0% Retired

Household Income
 6% \$50,000 or less
 9% \$50,001 to \$80,000
 30% \$80,001 to \$125,000
 49% \$125,001 or more

Race
 83% White
 13% Other
 3% Black or African-American

7% Spanish, Hispanic or Latino

Native Language
 92% English
 4% Spanish

Average Number of Vehicles
 2.4 vehicles

Average Number of Licensed Drivers
 2 licensed drivers

Any disability that would not allow respondent to ride local buses or Metrorail?
 2% Yes

Bus Users
 8% Yes

Public Transportation Service Available between Area of Residence and Work/School
 60% Yes, available
 28% No, not available
 12% Don't know

Likely to Consider/Continue Using Fairfax Connector
 92% definitely/probably would not

Likely to Consider/Continue Using Metrobus
 88% definitely/probably would not

**Table 6-29: Strong Agreement with Descriptive Statements – On the Go
On the Go**

Descriptive Statements	
<i>8-10 on a 0-10 scale (10=strongly agree)</i>	
78%	You like the convenience of driving a car
63%	Sometimes you feel as if there are not enough hours in the day
58%	You need to have a car available during the workday in case of emergencies
58%	You choose to travel by car because time is very valuable to you
56%	Driving during rush hour is very stressful
46%	You often do errands on your way to or from work or at lunchtime
44%	For you, saving time is often more important than saving money
33%	You often go out for dining, or to social, entertainment or sport events
28%	Your work schedule is unpredictable
27%	You will go out of your way to take advantage of a bargain
25%	You are willing to spend a little extra time traveling if it means the trip will cost less
12%	You often feel concerned about your personal safety in public places
10%	You feel that travel on public transportation is safer than other forms of travel in this area

Table 6-30: Strong Agreement with Mode Attributes – On the Go
On the Go

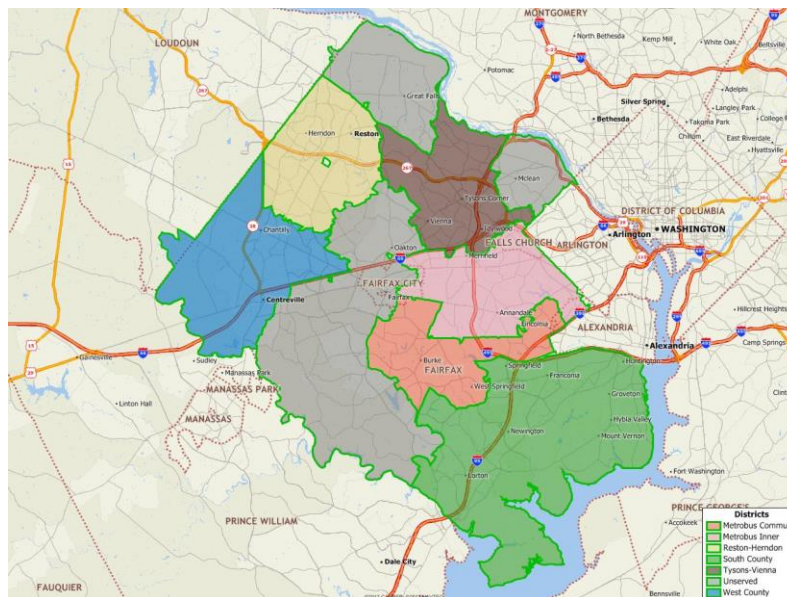
<i>8-10 on a 0-10 scale, 10=strongly agree</i>	Fairfax Connector	Metrobus	Cars
Overall Rating	17%	16%	77%
Is a smart way to commute for people who can use it	57%	58%	57%
Is an environmentally friendly way to travel	46%	44%	16%
Is safe from accidents	41%	37%	31%
Is safe from crime	29%	23%	65%
Provides bus stops close to where you live	28%	34%	*
Is low cost, compared to other modes of transportation	24%	23%	23%
Offers good value for the money	24%	21%	37%
Provides bus stops close to your destinations	18%	28%	*
Is a relaxing and stress-free way to travel	15%	16%	23%
Would get you to your destination on time	13%	13%	81%
Is available when you need it	12%	9%	97%
Is easy and convenient to use	10%	10%	89%
Goes to the places you need to go	10%	15%	96%
Meets the transportation needs of people like you	8%	10%	89%
Provides enough bus stops with shelters	8%	10%	*
Is a fast way to travel	7%	6%	71%
Has too many bus stops	7%	8%	*
Fits into your lifestyle	4%	4%	87%

Geography

Fairfax County can be broken down into seven geographic districts based upon both physical location and their level of bus service, as shown in Figure 6-19:

1. Reston-Herndon (Fairfax Connector service)
2. Tysons-Vienna (Fairfax Connector service)
3. West County (Fairfax Connector service)
4. South County (Fairfax Connector service)
5. Metrobus Inner (area with all day Metrobus service)
6. Metrobus Commuter (area with peak period Metrobus service)
7. Unserved (central and northern areas with little to no bus service)

Figure 6-19: Fairfax County Geographic Districts



Not surprisingly, the more served an area is by public transportation, the more likely members of segments who are inclined to use public transportation are to live there. Furthermore, the area of residence of the three segments most inclined to use public transportation are as follows:

- Core Transit Riders make up one-third or more of the population in each of the following districts:
 - Reston-Herndon (36%)
 - Metrobus Inner (35%)
 - South County (33%)
- Potential Riders account for at least two in ten of those living in the following districts:

➤ Tysons-Vienna (20%)

➤ West County (20%)

- Retirees account for 21% of those living in the Metrobus Inner district.

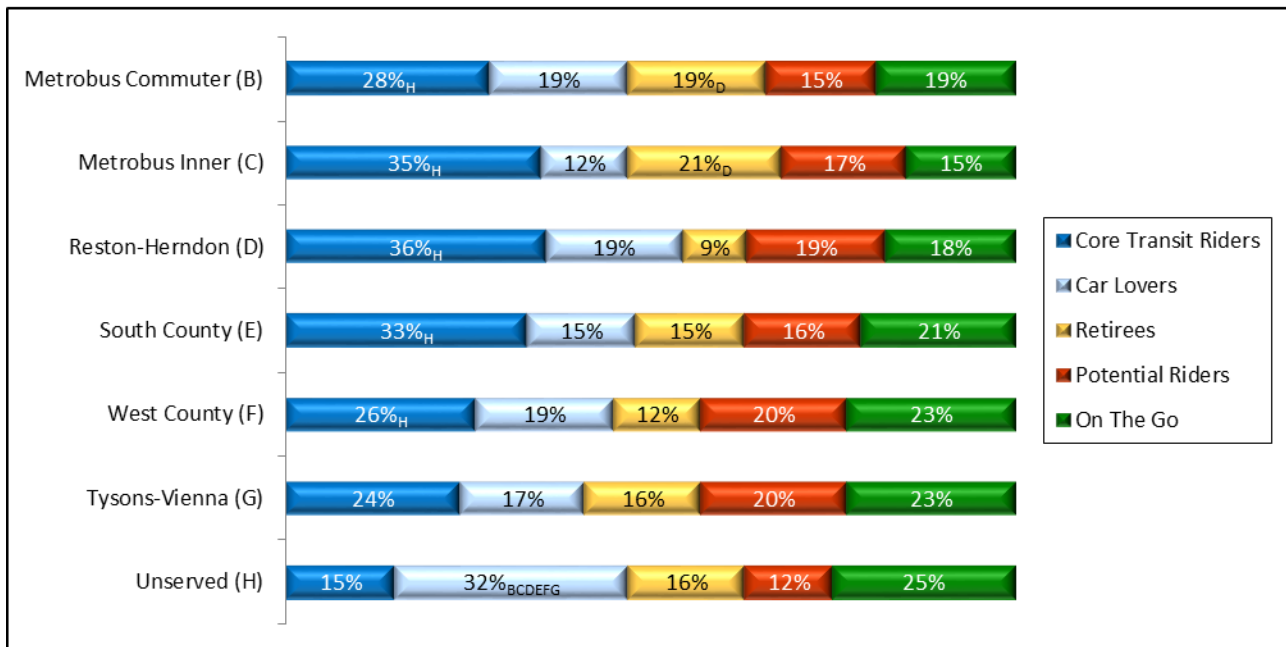
In areas unserved by Fairfax Connector, about three in ten (32%) are car lovers. However, at least one in eight are:

- Retirees (16%)
- Core Transit Riders (15%)
- Potential Riders (12%)

The table in Figure 6-20 shows the geographic distribution of each population segment; the graph in the figure shows the population distribution by segment in each geographic area.

Figure 6-20: Geographic Area and Population Segment Distributions
Geography

	Core Transit Riders (B)	Car Lovers (C)	Retirees (D)	Potential Riders (E)	On The Go (F)
South County	29%	22%	26%	26%	27%
Reston-Herndon	16% _D	14%	8%	15%	12%
Metrobus Commuter	15%	17%	20%	15%	15%
Metrobus Inner	12% _C	6%	14% _{CF}	10%	7%
West County	10%	12%	9%	14%	13%
Tysons-Vienna	7%	7%	8%	11%	9%
Unservd	6%	20% _{BE}	12% _B	8%	14% _B



D7. What is your home zip code?
 Base= Those Answering (n=1064)

6.9. Profiles

The following pages include several profiles of different segments of Fairfax County residents, including answers to key questions.

After analyzing the data and looking for profiles that provide noteworthy differences, the following segments were found to be the most relevant and impactful, and are included in this report.

- Race
 - Black or African-American residents
 - White residents
 - Residents of other racial or ethnic backgrounds
- Age
 - Younger Adults (those ages 18-34)
 - Middle Adults (those ages 35-64)
 - Seniors (those ages 65 or older)
- Income
 - Upper/Upper Middle Income (household incomes of \$100,000 or more)
 - Middle Income (household incomes between \$50,000 and \$99,999)
 - Lower/Lower Middle Income (household incomes less than \$50,000)
- Bus Users vs. Bus Non-Users
 - Fairfax Connector Customers (those who have used Fairfax Connector in the past 3 months)
 - Bus Users (those who have used either Fairfax Connector or Metrobus in the past 3 months)
 - Bus Non-Users (those who have not used either Fairfax Connector or Metrobus in the past 3 months)

Table 6-3I provides demographic data for the total population of Fairfax County.

Table 6-3I: Demographic Data – Total Population

<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 10% less than 5 years 17% 5 to 9 years 28% 10 to 19 years 44% 20 years or more</p> <p>Gender 50% Female 50% Male</p> <p>Education 14% High school degree or less 12% Some college/Technical school 31% Four-year college degree 41% Post-graduate work/degree</p> <p>Marital Status 63% Married 20% Single 6% Divorced</p> <p>Age 26% Younger Adults 57% Middle Adults 13% Seniors</p> <p>19% Spanish, Hispanic or Latino</p>	<p>Race 73% White 5% Black or African-American 20% Other</p> <p>Income 16% <\$50,000 20% \$50,000-\$100,000 47% \$100,000+ Median= \$109,000</p> <p>Native Language 77% English 14% Spanish</p> <p>If Native Language not English, speak English... 30% Very well 22% Well 47% Not well</p> <p>Mean Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 3% Yes</p> <p>Use of Public Transportation for work/school 17% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 8%</p>
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Table 6-32 presents the level of strong agreement by the total population with attributes of bus and automobile travel.

Table 6-32: Strong Agreement with Mode Attributes – Total Population

Ratings of Cars <i>(8-10 on a 0-10 scale, 10 = "strongly agree")</i>	Ratings of Fairfax Connector <i>(8-10 on a 0-10 scale, 10 = "strongly agree")</i>	Ratings of Metrobus <i>(8-10 on a 0-10 scale, 10 = "strongly agree")</i>
78% overall rating of personal cars	31% overall rating of Fairfax Connector	28% overall rating of Metrobus
93% goes to the places you need to go	61% is a smart way to commute for people who can use it	62% is a smart way to commute for people who can use it
93% is available when you need it	48% is an environmentally friendly way to travel	48% is an environmentally friendly way to travel
87% is easy and convenient to use	43% is safe from accidents	41% is safe from accidents
86% meets the transportation needs of people like you	41% Has too many bus stops <i>(scale reversed)</i>	38% provides bus stops close to where you live
85% fits into your lifestyle	35% is safe from crime	32% is low cost, compared to other modes of transportation
79% would get you to your destination on time	33% offers good value for the money	31% provides bus stops close to your destinations
76% is a fast way to travel	32% is low cost, compared to other modes of transportation	31% is safe from crime
68% is safe from crime	32% provides bus stops close to where you live	31% offers good value for the money
62% is a smart way to commute for people who can use it	28% is a relaxing and stress-free way to travel	29% Has too many bus stops <i>(scale reversed)</i>
46% offers good value for the money	26% provides bus stops close to your destinations	28% is a relaxing and stress-free way to travel
40% is a relaxing and stress-free way to travel	25% is easy and convenient to use	25% is easy and convenient to use
33% is safe from accidents	24% would get you to your destination on time	24% would get you to your destination on time
29% is low cost, compared to other modes of transportation	20% meets the transportation needs of people like you	22% goes the places you need to go
28% is an environmentally friendly way to travel	19% is available when you need it	21% meets the transportation needs of people like you
	17% goes the places you need to go	21% is available when you need it
	16% is a fast way to travel	18% provides enough bus stops with shelters
	16% provides enough bus stops with shelters	16% fits into your lifestyle
	14% fits into your lifestyle	16% is a fast way to travel

Profiles – Race

Those examined in these profiles include:

- Black or African-American residents
- White residents
- Residents of other racial or ethnic backgrounds

While all racial and ethnic groups rate cars as being the superior mode of transportation, Black/African-American residents are the most positively inclined toward buses, particularly toward Fairfax Connector. They see it as easy to use and low cost, and for many it is convenient both to where they live and to their common destinations. They are also the most likely to consider Fairfax Connector to be a smart way to commute for people who can use it.

- White residents typically have the highest household incomes (median of \$117,000), while those of other racial/ethnic backgrounds have the lowest (median of \$84,000).
- Residents of other racial/ethnic backgrounds are more likely than those from other groups to speak Spanish as their native language, with 22% saying it is their native language.
- Black/African-American residents are the most likely to use public transportation to commute (20%), whereas those from other racial/ethnic backgrounds are the least likely (14%).
- It is also worth noting that the rate of public transportation use for personal reasons is similar among each group (8%).
- Black/African-American Residents are the most likely to rate Fairfax connector strongly on:
 - Being a smart way to commute for people who can use it (81%),
 - Being low cost, compared to other modes of transportation (51%),
 - Providing bus stops close to where they live (50%),
 - Being easy and convenient to use (44%),
 - Providing bus stops close to their destinations (44%), and
 - Being a relaxing and stress-free way to travel (43%).

Table 6-33 shows several categories of demographic data organized by race.

Table 6-33: Demographic Data by Race

Black or African-American (J)	White (K)	Other (L)
<p>County of Residence 100%_K Fairfax County</p> <p>Years in Fairfax County 19% less than 5 years 23% 5 to 9 years 16% 10 to 19 years 42% 20 years or more</p> <p>Gender 54% Female 46% Male</p> <p>Education 20% High school degree or less 17% Some college/Technical school 25% Four-year college degree 39% Post-graduate work/degree</p> <p>Marital Status 43% Married 36%_K Single 8% Divorced</p> <p>Age 30% Younger Adults 60% Middle Adults 9% Seniors</p> <p>9% Spanish, Hispanic or Latino</p>	<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 10% less than 5 years 16% 5 to 9 years 27% 10 to 19 years 47%_L 20 years or more</p> <p>Gender 52% Male 48% Female</p> <p>Education 11% High school degree or less 12% Some college/Technical school 32% Four-year college degree 44%_L Post-graduate work/degree</p> <p>Marital Status 66%_J Married 18% Single 6% Divorced</p> <p>Age 22% Younger Adults 60%_L Middle Adults 15%_L Seniors</p> <p>17% Spanish, Hispanic or Latino</p>	<p>County of Residence 100% Fairfax County <1% Fairfax City</p> <p>Years in Fairfax County 7% less than 5 years 23% 5 to 9 years 38%_{JK} 10 to 19 years 32% 20 years or more</p> <p>Gender 53% Female 47% Male</p> <p>Education 22%_K High school degree or less 13% Some college/Technical school 32% Four-year college degree 32% Post-graduate work/degree</p> <p>Marital Status 61%_K Married 27% Single 4% Divorced</p> <p>Age 49%_{JK} Younger Adults 44% Middle Adults 6% Seniors</p> <p>28%_{JK} Spanish, Hispanic or Latino</p>

Table 6-34 provides several additional categories of demographic data by race.

Table 6-34: Additional Demographic Data by Race

Black or African-American (J)	White (K)	Other (L)
<p>Income 19% <\$50,000 32% \$50,000-\$100,000 41% \$100,000+ Median= \$105,000</p> <p>Native Language 87% English 1% Spanish</p> <p>If Native Language not English, speak English... 18% Very well 9% Well 73% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 2% Yes</p> <p>Use of Public Transportation for work/school 20% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 8%</p>	<p>Income 13% <\$50,000 18% \$50,000-\$100,000 53% \$100,000+ Median= \$117,000</p> <p>Native Language 85% English 13% Spanish</p> <p>If Native Language not English, speak English... 44% Very well 18% Well 35% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 3% Yes</p> <p>Use of Public Transportation for work/school 17% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 8%</p>	<p>Income 29% <\$50,000 23% \$50,000-\$100,000 33% \$100,000+ Median= \$84,000</p> <p>Native Language 46% English 22% Spanish</p> <p>If Native Language not English, speak English... 15% Very well 27% Well 58% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 3% Yes</p> <p>Use of Public Transportation for work/school 14% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 8%</p>

Table 6-35 presents ratings of car attributes separated by race.

Table 6-35: Ratings of Cars by Race

Black or African-American (J)

Ratings of Cars
(8-10 on a 0-10 scale, 10 = "strongly agree")

80% overall rating for personal cars

- 95% is available when you need it
- 94% goes to the places you need to go
- 94% is easy and convenient to use
- 93% fits into your lifestyle
- 91% meets the transportation needs of people like you
- 88% would get you to your destination on time
- 87% is a fast way to travel
- 76% is a smart way to commute for people who can use it
- 58% is safe from crime
- 53% offers good value for the money
- 47% is a relaxing and stress-free way to travel
- 38% is an environmentally friendly way to travel
- 31% is low cost, compared to other modes of transportation
- 29% is safe from accidents

White (K)

Ratings of Cars
(8-10 on a 0-10 scale, 10 = "strongly agree")

80% overall rating for personal cars

- 95% goes to the places you need to go
- 94% is available when you need it
- 88% is easy and convenient to use
- 88% fits into your lifestyle
- 87% meets the transportation needs of people like you
- 80% would get you to your destination on time
- 77% is a fast way to travel
- 70% is safe from crime
- 60% is a smart way to commute for people who can use it
- 44% offers good value for the money
- 38% is a relaxing and stress-free way to travel
- 32% is safe from accidents
- 27% is low cost, compared to other modes of transportation
- 24% is an environmentally friendly way to travel

Other (L)

Ratings of Cars
(8-10 on a 0-10 scale, 10 = "strongly agree")

74% overall rating for personal cars

- 90% goes to the places you need to go
- 87% is available when you need it
- 85% is easy and convenient to use
- 81% meets the transportation needs of people like you
- 75% fits into your lifestyle
- 76% would get you to your destination on time
- 78% is a fast way to travel
- 69% is a smart way to commute for people who can use it
- 65% is safe from crime
- 52% offers good value for the money
- 45% is a relaxing and stress-free way to travel
- 42% is an environmentally friendly way to travel
- 38% is safe from accidents
- 36% is low cost, compared to other modes of transportation

Table 6-36 shows ratings of Fairfax Connector attributes segmented by race.

Table 6-36: Ratings of Fairfax Connector by Race

Black or African-American (J)

Ratings of Fairfax Connector
(8-10 on a 0-10 scale, 10 = "strongly agree")

42% overall rating for Fairfax Connector

- 81% is a smart way to commute for people who can use it
- 61% has too many bus stops (scale reversed)
- 60% is an environmentally friendly way to travel
- 51% is low cost, compared to other modes of transportation
- 50% provides bus stops close to where you live
- 44% is easy and convenient to use
- 44% provides bus stops close to your destinations
- 43% offers good value for the money
- 43% is a relaxing and stress-free way to travel
- 42% is safe from accidents
- 30% is available when you need it
- 29% would get you to your destination on time
- 25% provides enough bus stops with shelters
- 28% meets the transportation needs of people like you
- 28% is safe from crime
- 27% goes the places you need to go
- 22% is a fast way to travel
- 21% fits into your lifestyle

White (K)

Ratings of Fairfax Connector
(8-10 on a 0-10 scale, 10 = "strongly agree")

29% overall rating for Fairfax Connector

- 62% is a smart way to commute for people who can use it
- 50% is an environmentally friendly way to travel
- 45% is safe from accidents
- 44% has too many bus stops (scale reversed)
- 35% is safe from crime
- 32% offers good value for the money
- 31% is low cost, compared to other modes of transportation
- 30% provides bus stops close to where you live
- 25% provides bus stops close to your destinations
- 25% is a relaxing and stress-free way to travel
- 23% is easy and convenient to use
- 23% would get you to your destination on time
- 17% meets the transportation needs of people like you
- 16% is available when you need it
- 15% is a fast way to travel
- 14% goes the places you need to go
- 13% provides enough bus stops with shelters
- 12% fits into your lifestyle

Other (L)

Ratings of Fairfax Connector
(8-10 on a 0-10 scale, 10 = "strongly agree")

33% overall rating for Fairfax Connector

- 54% is a smart way to commute for people who can use it
- 43% is an environmentally friendly way to travel
- 39% is safe from crime
- 38% is safe from accidents
- 38% is low cost, compared to other modes of transportation
- 33% provides bus stops close to where you live
- 33% offers good value for the money
- 29% provides bus stops close to your destinations
- 32% is a relaxing and stress-free way to travel
- 31% would get you to your destination on time
- 29% meets the transportation needs of people like you
- 29% is easy and convenient to use
- 26% is available when you need it
- 25% has too many bus stops (scale reversed)
- 22% is a fast way to travel
- 22% goes the places you need to go
- 21% provides enough bus stops with shelters
- 20% fits into your lifestyle

Table 6-37 shows ratings of Metrobus attributes organized by race.

Table 6-37: Ratings of Metrobus by Race

Black or African-American (J)

Ratings of Metrobus
 (8-10 on a 0-10 scale, 10 = "strongly agree")
37% overall rating for Metrobus
 78%_J is a smart way to commute for people who can use it
 57% is an environmentally friendly way to travel
 53%_{KL} has too many bus stops (scale reversed)
 46% is low cost, compared to other modes of transportation
 40% is safe from accidents
 40% offers good value for the money
 39% is a relaxing and stress-free way to travel
 36% is easy and convenient to use
 34% provides bus stops close to your destinations
 33% provides bus stops close to where you live
 29% is available when you need it
 27% meets the transportation needs of people like you
 26% is safe from crime
 25% would get you to your destination on time
 23% goes the places you need to go
 19% fits into your lifestyle
 18% provides enough bus stops with shelters
 16% is a fast way to travel

White (K)

Ratings of Metrobus
 (8-10 on a 0-10 scale, 10 = "strongly agree")
26% overall rating for Metrobus
 63%_K is a smart way to commute for people who can use it
 49% is an environmentally friendly way to travel
 42% is safe from accidents
 39% provides bus stops close to where you live
 36% is safe from crime
 31% offers good value for the money
 31% is low cost, compared to other modes of transportation
 30% is safe from crime
 29% provides bus stops close to your destinations
 26% is a relaxing and stress-free way to travel
 23% is easy and convenient to use
 22% would get you to your destination on time
 21% goes the places you need to go
 18% meets the transportation needs of people like you
 18% is available when you need it
 16% provides enough bus stops with shelters
 14% is a fast way to travel
 30%_L has too many bus stops (scale reversed)
 13% fits into your lifestyle

Other (L)

Ratings of Metrobus
 (8-10 on a 0-10 scale, 10 = "strongly agree")
35% overall rating for Metrobus
 52% is a smart way to commute for people who can use it
 45% is an environmentally friendly way to travel
 39%_K provides bus stops close to your destinations
 38% is safe from accidents
 37% provides bus stops close to where you live
 36% is safe from crime
 34% is low cost, compared to other modes of transportation
 33% is a relaxing and stress-free way to travel
 33%_K meets the transportation needs of people like you
 31% would get you to your destination on time
 29% offers good value for the money
 29% is easy and convenient to use
 28%_K is available when you need it
 27% goes the places you need to go
 25%_K provides enough bus stops with shelters
 24%_K fits into your lifestyle
 22% is a fast way to travel
 20% has too many bus stops (scale reversed)

Profiles Age

Those examined in these profiles include:

- Younger Adults (those ages 18-34)
- Middle Adults (those ages 35-64)
- Seniors (those ages 65 or older)

Even though most drive, Middle Adults are the most negative toward cars as a mode of transportation, which may make them a target group for public transportation usage. While Younger Adults tend to be more likely to use public transportation than are other age groups, particularly Seniors, they are also the more likely to have negative views of the bus options in Fairfax County.

- A roughly equal proportion of Younger Adults are single as are married (45% and 43%, respectively), whereas the majority of those in older age groups are married (74% of Middle Adults and 61% of Seniors).
- Most Seniors are White (88%), as are about three-fourths (77%) of Middle Adults, compared to 60% of Younger Adults. Furthermore, one-fourth of Younger Adults (25%) report being of Spanish, Hispanic, or Latino descent, versus 19% of Middle Adults and only 9% of Seniors.
 - Almost nine in ten Seniors (88%) say their native language is English, compared to 76% of Middle Adults and 71% of Younger Adults, with Spanish being by far the most common other native language. Of those whose native language is not English, about one-third or less report speaking English “very well,” regardless of age group.
- About one in twenty Seniors (6%) report having a disability that would prevent them from using buses or Metrorail, compared to 3% of Middle Adults. No Younger Adults reported this.
- Among Younger Adult commuters, 18% reported using public transportation to get to work or school. A similar proportion of Middle Adult commuters (16%) also reported using public transportation for all or part of their commute. By comparison, only 9% of Seniors who commute said they use public transportation.
- Younger Adults are twice as likely to use public transportation for leisure or personal trips (12% vs. 6%-7% of those who are older).
- While the majority of Middle Adults (75%) have a favorable opinion of cars as a mode of transportation, they are the least positive toward this mode, both overall and on most individual attributes. Even if the majority say this is true of them, they are less likely than others to say that cars:
 - Meet the transportation needs of people like them,
 - Fit into their lifestyle,
 - Would get them to their destination on time,
 - Are a smart way to commute for people who can use it,

- Is a good value for the money,
 - Are a relaxing and stress-free way to travel, or
 - Are safe from accidents.
- In general, no age group rated the bus options available in Fairfax County positively, with Younger Adults in particular being negative toward both Fairfax Connector and Metrobus.
 - While the likelihood of using Fairfax Connector among any age group has changed little since 2008, both Younger and Middle Adults are slightly more likely in 2014 to say they would consider using Metrobus.

Table 6-38 shows several categories of demographic data organized by age.

Table 6-38: Demographic Data by Age

Younger Adults (M)	Middle Adults (N)	Seniors (O)
<p>County of Residence 100% Fairfax County</p> <p>Years in Fairfax County 19%_{NO} less than 5 years 28% 5 to 9 years 30%_{NO} 10 to 19 years 23% 20 years or more</p> <p>Gender 53% Female 47% Male</p> <p>Education 19% High school degree or less 15% Some college/Technical school 37%_O Four-year college degree 29% Post-graduate work/degree</p> <p>Martial Status 45%_{NO} Single 43% Married 7%_O Unmarried but living with a companion 4% Divorced</p> <p>25%_O Spanish, Hispanic or Latino</p>	<p>County of Residence 98% Fairfax County 2% Fairfax City</p> <p>Years in Fairfax County 7%_O less than 5 years 16%_O 5 to 9 years 32%_O 10 to 19 years 44%_M 20 years or more</p> <p>Gender 51%_O Female 49% Male</p> <p>Education 13% High school degree or less 10% Some college/Technical school 31%_O Four-year college degree 46%_M Post-graduate work/degree</p> <p>Martial Status 74%_{MO} Married 13%_O Single 7% Divorced</p> <p>19%_O Spanish, Hispanic or Latino</p>	<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 3% less than 5 years 3% 5 to 9 years 10% 10 to 19 years 83%_{MN} 20 years or more</p> <p>Gender 59%_{NO} Male 41% Female</p> <p>Education 11% High school degree or less 18%_N Some college/Technical school 24% Four-year college degree 46%_M Post-graduate work/degree</p> <p>Martial Status 61%_M Married 23%_N Widowed 9%_M Divorced 5% Single</p> <p>9% Spanish, Hispanic or Latino</p>

Notably, Younger Adults are significantly more likely than other ages to be of a race other than White or Black, African-American.

Table 6-39 provides several additional categories of demographic data by age.

Table 6-39: Additional Demographic Data by Age

Younger Adults (M)	Middle Adults (N)	Seniors (O)
<p>Race 60% White 36%_{NO} Other 6% Black or African-American</p> <p>Income 22% <\$50,000 21% \$50,000-\$100,000 48%_O \$100,000+ Median= \$99,000</p> <p>Native Language 71% English 15% Spanish</p> <p>If Native Language not English, speak English... 24% Very well 20% Well 57% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 0% Yes</p> <p>Use of Public Transportation for work/school 18% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 12%</p>	<p>Race 77%_M White 15%_O Other 5% Black or African-American</p> <p>Income 14% <\$50,000 18% \$50,000-\$100,000 52%_O \$100,000+ Median= \$117,000</p> <p>Native Language 76% English 16%_O Spanish</p> <p>If Native Language not English, speak English... 35% Very well 23% Well 40% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 3% Yes</p> <p>Use of Public Transportation for work/school 16% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 6%</p>	<p>Race 88%_{MN} White 9% Other 4% Black or African-American</p> <p>Income 17% <\$50,000 26% \$50,000-\$100,000 34% \$100,000+ Median= \$84,000</p> <p>Native Language 88%_{MN} English 7% Spanish</p> <p>If Native Language not English, speak English... 25% Very well 25% Well 50% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 6% Yes</p> <p>Use of Public Transportation for work/school 9% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 7%</p>

Table 6-40 presents ratings of car attributes separated by age.

Table 6-40: Ratings of Cars by Age

Younger Adults (M)	Middle Adults (N)	Seniors (O)
<p>Ratings of Cars (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>84%_N overall rating of cars</p> <ul style="list-style-type: none"> 95% goes to the places you need to go 93% is available when you need it 90% is easy and convenient to use 88% meets the transportation needs of people like you 88% fits into your lifestyle 87%_{NO} is a fast way to travel 85%_N would get you to your destination on time 74% is safe from crime 73%_N is a smart way to commute for people who can use it 49% offers good value for the money 46% is a relaxing and stress-free way to travel 35% is safe from accidents 29% is an environmentally friendly way to travel 28% is low cost, compared to other modes of transportation 	<p>Ratings of Cars (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>75% overall rating of cars</p> <ul style="list-style-type: none"> 93% goes to the places you need to go 93% is available when you need it 86% is easy and convenient to use 83% meets the transportation needs of people like you 83% fits into your lifestyle 75% would get you to your destination on time 72% is a fast way to travel 64% is safe from crime 57% is a smart way to commute for people who can use it 42% offers good value for the money 36% is a relaxing and stress-free way to travel 30% is safe from accidents 27% is low cost, compared to other modes of transportation 25% is an environmentally friendly way to travel 	<p>Ratings of Cars (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>83%_N overall rating of cars</p> <ul style="list-style-type: none"> 93% goes to the places you need to go 92% is available when you need it 90%_N meets the transportation needs of people like you 90%_N fits into your lifestyle 89% is easy and convenient to use 84%_N would get you to your destination on time 76% is a fast way to travel 68% is safe from crime 63% is a smart way to commute for people who can use it 55%_N offers good value for the money 45%_N is a relaxing and stress-free way to travel 38%_N is low cost, compared to other modes of transportation 37% is an environmentally friendly way to travel 37%_N is safe from accidents

Table 6-41 shows ratings of Fairfax Connector attributes segmented by age.

Table 6-41: Ratings of Fairfax Connector by Age

Younger Adults (M)	Middle Adults (N)	Seniors (O)
<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>26% overall rating of Fairfax Connector</p> <ul style="list-style-type: none"> 50% is a smart way to commute for people who can use it 41% is an environmentally friendly way to travel 36% has too many bus stops (<i>scale reversed</i>) 34% is safe from accidents 32% is low cost, compared to other modes of transportation 30% offers good value for the money 29% is safe from crime 27% provides bus stops close to where you live 26% is easy and convenient to use 23% provides bus stops close to your destinations 23% would get you to your destination on time 22% is available when you need it 21% is a relaxing and stress-free way to travel 18% meets the transportation needs of people like you 14% provides enough bus stops with shelters 13% is a fast way to travel 13% fits into your lifestyle 10% goes the places you need to go 	<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>33% overall rating of Fairfax Connector</p> <ul style="list-style-type: none"> 65%_N is a smart way to commute for people who can use it 52% is an environmentally friendly way to travel 46%_M is safe from accidents 44% has too many bus stops (<i>scale reversed</i>) 37% is safe from crime 35%_O is low cost, compared to other modes of transportation 35% offers good value for the money 35%_O provides bus stops close to where you live 31%_M is a relaxing and stress-free way to travel 29%_O provides bus stops close to your destinations 26%_O is easy and convenient to use 26% would get you to your destination on time 22%_O meets the transportation needs of people like you 20%_{MO} goes the places you need to go 18% is available when you need it 18% is a fast way to travel 17% provides enough bus stops with shelters 16% fits into your lifestyle 	<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>30% overall rating of Fairfax Connector</p> <ul style="list-style-type: none"> 68%_M is a smart way to commute for people who can use it 49% is an environmentally friendly way to travel 46%_M is safe from accidents 39% is safe from crime 39% has too many bus stops (<i>scale reversed</i>) 30% is a relaxing and stress-free way to travel 29% offers good value for the money 27% is low cost, compared to other modes of transportation 27% provides bus stops close to where you live 22% provides bus stops close to your destinations 22% would get you to your destination on time 19% is easy and convenient to use 15% is a fast way to travel 14% is available when you need it 14% meets the transportation needs of people like you 14% provides enough bus stops with shelters 14% goes the places you need to go 9% fits into your lifestyle

Table 6-42 shows ratings of Metrobus attributes organized by age.

Table 6-42: Ratings of Metrobus by Age

Younger Adults (M)	Middle Adults (N)	Seniors (O)
<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>24% overall rating of Metrobus</p> <p>52% is a smart way to commute for people who can use it</p> <p>43% is an environmentally friendly way to travel</p> <p>38% provides bus stops close to where you live</p> <p>36% is safe from accidents</p> <p>36% is low cost, compared to other modes of transportation</p> <p>31% provides bus stops close to your destinations</p> <p>29% offers good value for the money</p> <p>26% is available when you need it</p> <p>25% is safe from crime</p> <p>24% is a relaxing and stress-free way to travel</p> <p>24% has too many bus stops (<i>scale reversed</i>)</p> <p>23% goes to the places you need to go</p> <p>23% is easy and convenient to use</p> <p>23% would get you to your destination on time</p> <p>22% meets the transportation needs of people like you</p> <p>20% fits into your lifestyle</p> <p>17% provides enough bus stops with shelters</p> <p>14% is a fast way to travel</p>	<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>30% overall rating of Metrobus</p> <p>66%_M is a smart way to commute for people who can use it</p> <p>51% is an environmentally friendly way to travel</p> <p>32%_O is low cost, compared to other modes of transportation</p> <p>41% is safe from accidents</p> <p>40% provides bus stops close to where you live</p> <p>33% offers good value for the money</p> <p>33% is safe from crime</p> <p>32% provides bus stops close to your destinations</p> <p>31% has too many bus stops (<i>scale reversed</i>)</p> <p>30% is a relaxing and stress-free way to travel</p> <p>26% is easy and convenient to use</p> <p>25% would get you to your destination on time</p> <p>23%_O goes to the places you need to go</p> <p>23%_O meets the transportation needs of people like you</p> <p>19% provides enough bus stops with shelters</p> <p>18% is available when you need it</p> <p>17% is a fast way to travel</p> <p>15%_O fits into your lifestyle</p>	<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>32% overall rating of Metrobus</p> <p>66%_M is a smart way to commute for people who can use it</p> <p>47% is an environmentally friendly way to travel</p> <p>46% is safe from accidents</p> <p>35% is safe from crime</p> <p>35% provides bus stops close to where you live</p> <p>29% is a relaxing and stress-free way to travel</p> <p>28% has too many bus stops (<i>scale reversed</i>)</p> <p>27% offers good value for the money</p> <p>26% provides bus stops close to your destinations</p> <p>25% is low cost, compared to other modes of transportation</p> <p>23% is easy and convenient to use</p> <p>23% would get you to your destination on time</p> <p>18% goes to the places you need to go</p> <p>17% is available when you need it</p> <p>17% provides enough bus stops with shelters</p> <p>16% meets the transportation needs of people like you</p> <p>16% is a fast way to travel</p> <p>10% fits into your lifestyle</p>

Profiles – Income

Those examined in these profiles include:

- Upper/Upper Middle Income (household incomes of \$100,000 or more)
- Middle Income (household incomes between \$50,000 and \$99,999)
- Lower/Lower Middle Income (household incomes less than \$50,000)

Lower/Lower Middle Income Fairfax County residents typically have both a high school degree and perhaps some college or technical school education (72%). One-half are married (50%) and almost six in ten (56%) are of Spanish, Hispanic or Latino descent. In fact, Spanish is more likely than English to be their native language (49% vs. 44%), though one-half (50%) of those whose native language is not English report speaking English very well.

- While they are no more likely than are groups with a higher household income to use public transportation to get to work or school (15% of Lower Middle Income commuters), they are the most likely to use public transportation for leisure or personal travel in Fairfax County (19%).
- They are by far the most positive of any income group toward both Fairfax Connector and Metrobus, both overall and on almost all individual attributes. Interestingly, however, they also are quite positive toward the car as a mode of transportation for travel in the County.

Middle Income Fairfax County residents typically have at least a four-year college degree, and many have post graduate degrees (76% combined). While almost one-half (46%) are married, they are the most likely income group to be single (36%). About two-thirds (65%) are white, and three-fourths (76%) speak English as their native language.

- Middle Income commuters tend to be more likely than others to use public transportation to commute (20%), but are not very likely to use it for leisure or personal trips (8%).
- They have a much more positive impression of the car as a mode of transportation for travel in Fairfax County than of either Fairfax Connector or Metrobus. In particular, they rate buses poorly for being a fast way to travel and fitting into their lifestyle.

Most Upper/Upper Middle Income Fairfax County residents have a college degree (89%), with the majority (54%) having a post graduate degree. Most are white (83%), speak English as their native language (89%), are married (78%), and between the ages of 35 and 64 (63%).

- While one in six Upper Middle Income commuters (16%) use public transportation to travel to and from work/school, only 6% use it for leisure or personal trips.
- While they have similar, generally positive attitudes as other income groups toward the car as a form of transportation, they are very negative toward both Fairfax Connector and Metrobus. For them, these bus systems do not go to the places they need to go, are not easy nor convenient to use, would not get them to their destinations on time, are not available when they need it, are not a fast way to travel, and neither fit into their lifestyle nor meet the transportation needs of people like them.

Table 6-43 shows several categories of demographic data organized by income.

Table 6-43: Demographic Data by Income

<\$50,000 (P)	\$50,000-<\$100,000 (Q)	\$100,000+ (R)
<p>County of Residence 100% Fairfax County</p> <p>Years in Fairfax County 11% less than 5 years 22% 5 to 9 years 32%_Q 10 to 19 years 35% 20 years or more</p> <p>Gender 56%_R Female 44% Male</p> <p>Education 50%_{QR} High school degree or less 22%_R Some college/Technical school 17% Four-year college degree 11% Post-graduate work/degree</p> <p>Marital Status 50% Married 25%_R Single 9% Divorced</p> <p>Age 36%_R Younger Adults 50% Middle Adults 14% Seniors</p> <p>56%_{QR} Spanish, Hispanic or Latino</p>	<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 11% less than 5 years 16% 5 to 9 years 20% 10 to 19 years 52%_P 20 years or more</p> <p>Gender 61%_R Female 39% Male</p> <p>Education 11%_R High school degree or less 13% Some college/Technical school 38%_P Four-year college degree 38%_P Post-graduate work/degree</p> <p>Marital Status 46% Married 36%_{PR} Single 8% Divorced</p> <p>Age 29% Younger Adults 52% Middle Adults 17% Seniors</p> <p>10% Spanish, Hispanic or Latino</p>	<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 9% less than 5 years 18% 5 to 9 years 29%_Q 10 to 19 years 43% 20 years or more</p> <p>Gender 58% Male_{PQ} 42% Female</p> <p>Education 2% High school degree or less 9% Some college/Technical school 35%_P Four-year college degree 54%_{PQ} Post-graduate work/degree</p> <p>Marital Status 78%_{PQ} Married 12% Single 4% Divorced</p> <p>Age 27% Younger Adults 63%_{PQ} Middle Adults 9% Seniors</p> <p>10% Spanish, Hispanic or Latino</p>

Table 6-44 provides several additional categories of demographic data by income.

Table 6-44: Additional Demographic Data by Income

<\$50,000 (P)	\$50,000-<\$100,000 (Q)	\$100,000+ (R)
<p>Race 57% White 35%_{QR} Other 6% Black or African-American</p>	<p>Race 65% White 23%_R Other 8% Black or African-American</p>	<p>Race 83%_{PQ} White 14% Other 4% Black or African-American</p>
<p>Native Language 44% English 49%_{QR} Spanish</p>	<p>Native Language 76%_P English 8% Spanish</p>	<p>Native Language 89%_{PQ} English 5% Spanish</p>
<p>If Native Language not English, speak English... 50%_{QR} Very well 24%_R Well 24% Not well</p>	<p>If Native Language not English, speak English... 7% Very well 34%_R Well 57%_P Not well</p>	<p>If Native Language not English, speak English... 2% Very well 8% Well 89%_{PQ} Not well</p>
<p>Number of Vehicles 2 vehicles</p>	<p>Number of Vehicles 2 vehicles</p>	<p>Number of Vehicles 2 vehicles</p>
<p>Number of Licensed Drivers 2 licensed drivers</p>	<p>Number of Licensed Drivers 2 licensed drivers</p>	<p>Number of Licensed Drivers 2 licensed drivers</p>
<p>Any Disability that would not allow respondent to ride local buses or Metrorail? 8% Yes</p>	<p>Any Disability that would not allow respondent to ride local buses or Metrorail? 3% Yes</p>	<p>Any Disability that would not allow respondent to ride local buses or Metrorail? 0% Yes</p>
<p>Use of Public Transportation for work/school 15% use public transportation for work/school</p>	<p>Use of Public Transportation for work/school 20% use public transportation for work/school</p>	<p>Use of Public Transportation for work/school 16% use public transportation for work/school</p>
<p>Use of Public Transportation for Leisure/Personal Travel 19%_{QR}</p>	<p>Use of Public Transportation for Leisure/Personal Travel 8%</p>	<p>Use of Public Transportation for Leisure/Personal Travel 6%</p>

Table 6-45 presents ratings of car attributes separated by income.

Table 6-45: Ratings of Cars by Income

<\$50,000 (P)	\$50,000-<\$100,000 (Q)	\$100,000+ (R)
<p>Ratings of Cars (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>85% overall rating for personal cars</p> <p>93% goes to the places you need to go</p> <p>92% is easy and convenient to use</p> <p>89% is available when you need it</p> <p>89% meets the transportation needs of people like you</p> <p>85% fits into your lifestyle</p> <p>84% is a fast way to travel</p> <p>78% would get you to your destination on time</p> <p>75%_{QR} is a smart way to commute for people who can use it</p> <p>62%_{QR} offers good value for the money</p> <p>61% is safe from crime</p> <p>53%_R is a relaxing and stress-free way to travel</p> <p>50%_{QR} is an environmentally friendly way to travel</p> <p>36%_{QR} is low cost, compared to other modes of transportation</p> <p>34% is safe from accidents</p>	<p>Ratings of Cars (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>76% overall rating for personal cars</p> <p>92% goes to the places you need to go</p> <p>92% is available when you need it</p> <p>86% is easy and convenient to use</p> <p>86% fits into your lifestyle</p> <p>86% meets the transportation needs of people like you</p> <p>84% would get you to your destination on time</p> <p>74% is a fast way to travel</p> <p>66% is safe from crime</p> <p>59% is a smart way to commute for people who can use it</p> <p>45% offers good value for the money</p> <p>42%_R is a relaxing and stress-free way to travel</p> <p>34% is safe from accidents</p> <p>31% is low cost, compared to other modes of transportation</p> <p>28% is an environmentally friendly way to travel</p>	<p>Ratings of Cars (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>79% overall rating for personal cars</p> <p>95% is available when you need it</p> <p>94% goes to the places you need to go</p> <p>88% is easy and convenient to use</p> <p>86% meets the transportation needs of people like you</p> <p>86% fits into your lifestyle</p> <p>79% would get you to your destination on time</p> <p>77% is a fast way to travel</p> <p>72%_P is safe from crime</p> <p>60% is a smart way to commute for people who can use it</p> <p>41% offers good value for the money</p> <p>33% is safe from accidents</p> <p>32% is a relaxing and stress-free way to travel</p> <p>25% is low cost, compared to other modes of transportation</p> <p>19% is an environmentally friendly way to travel</p>

Table 6-46 shows ratings of Fairfax Connector attributes segmented by income.

Table 6-46: Ratings of Fairfax Connector by Income

<\$50,000 (P)	\$50,000-<\$100,000 (Q)	\$100,000+ (R)
<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>51%_{QR} overall rating for Fairfax Connector</p> <p>65% is a smart way to commute for people who can use it</p> <p>55% is an environmentally friendly way to travel</p> <p>53%_R is safe from accidents</p> <p>54%_{QR} provides bus stops close to where you live</p> <p>49%_{QR} provides bus stops close to your destinations</p> <p>46%_{QR} is easy and convenient to use</p> <p>45%_{QR} offers good value for the money</p> <p>45%_R is safe from crime</p> <p>44%_{QR} meets the transportation needs of people like you</p> <p>43%_R is low cost, compared to other modes of transportation</p> <p>41%_{QR} would get you to your destination on time</p> <p>40%_R is a relaxing and stress-free way to travel</p> <p>36%_{QR} is available when you need it</p> <p>35%_{QR} goes the places you need to go</p> <p>34%_{QR} fits into your lifestyle</p> <p>35%_{QR} is a fast way to travel</p> <p>32%_{QR} provides enough bus stops with shelters</p> <p>25% has too many bus stops (scale reversed)</p>	<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>30% overall rating for Fairfax Connector</p> <p>60% is a smart way to commute for people who can use it</p> <p>49% is an environmentally friendly way to travel</p> <p>46% is safe from accidents</p> <p>37% is safe from crime</p> <p>37% is low cost, compared to other modes of transportation</p> <p>34% provides bus stops close to where you live</p> <p>32% offers good value for the money</p> <p>30% is a relaxing and stress-free way to travel</p> <p>28% has too many bus stops (scale reversed)</p> <p>28%_R would get you to your destination on time</p> <p>25% is easy and convenient to use</p> <p>24% provides bus stops close to your destinations</p> <p>20% is available when you need it</p> <p>17%_R provides enough bus stops with shelters</p> <p>17%_R is a fast way to travel</p> <p>16% meets the transportation needs of people like you</p> <p>13% goes the places you need to go</p> <p>13% fits into your lifestyle</p>	<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>25% overall rating for Fairfax Connector</p> <p>62% is a smart way to commute for people who can use it</p> <p>48% is an environmentally friendly way to travel</p> <p>40% is safe from accidents</p> <p>32% has too many bus stops (scale reversed)</p> <p>32% is safe from crime</p> <p>29% offers good value for the money</p> <p>29% is low cost, compared to other modes of transportation</p> <p>26% provides bus stops close to where you live</p> <p>22% is a relaxing and stress-free way to travel</p> <p>21% provides bus stops close to your destinations</p> <p>18% is easy and convenient to use</p> <p>18% would get you to your destination on time</p> <p>14% is available when you need it</p> <p>13% goes the places you need to go</p> <p>11% meets the transportation needs of people like you</p> <p>9% is a fast way to travel</p> <p>9% provides enough bus stops with shelters</p> <p>7% fits into your lifestyle</p>

Table 6-47 shows ratings of Metrobus attributes organized by income.

Table 6-47: Ratings of Metrobus by Income

<\$50,000 (P)	\$50,000-<\$100,000 (Q)	\$100,000+ (R)
<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree") 45%_{CR} overall rating for Metrobus 66% is a smart way to commute for people who can use it 58%_R is an environmentally friendly way to travel 54%_{CR} is safe from accidents 50%_{CR} provides bus stops close to where you live 48%_{CR} provides bus stops close to your destinations 47%_{CR} is easy and convenient to use 45%_{CR} meets the transportation needs of people like you 45%_{CR} would get you to your destination on time 43%_{CR} is safe from crime 42%_R is a relaxing and stress-free way to travel 41%_{CR} is available when you need it 40% is low cost, compared to other modes of transportation 39% offers good value for the money 38%_{CR} goes the places you need to go 38%_{CR} fits into your lifestyle 33%_{CR} is a fast way to travel 31%_{CR} provides enough bus stops with shelters 25% has too many bus stops (<i>scale reversed</i>)</p>	<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree") 30%_R overall rating for Metrobus 63% is a smart way to commute for people who can use it 46% is an environmentally friendly way to travel 41% is safe from accidents 35% provides bus stops close to where you live 33% is low cost, compared to other modes of transportation 31% is a relaxing and stress-free way to travel 30% is safe from crime 29% has too many bus stops (<i>scale reversed</i>) 29% offers good value for the money 26%_R would get you to your destination on time 26% provides bus stops close to your destinations 23% is easy and convenient to use 21% goes the places you need to go 20%_R meets the transportation needs of people like you 17% provides enough bus stops with shelters 16% is available when you need it 15% is a fast way to travel 15%_R fits into your lifestyle</p>	<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree") 21% overall rating for Metrobus 60% is a smart way to commute for people who can use it 47% is an environmentally friendly way to travel 37% is safe from accidents 37% provides bus stops close to where you live 31% has too many bus stops (<i>scale reversed</i>) 30% is low cost, compared to other modes of transportation 29% offers good value for the money 29% provides bus stops close to your destinations 28% is safe from crime 22% is a relaxing and stress-free way to travel 19% goes to the places you need to go 18% is easy and convenient to use 16% would get you to your destination on time 15% is available when you need it 14% provides enough bus stops with shelters 12% meets the transportation needs of people like you 9% is a fast way to travel 8% fits into your lifestyle</p>

Profiles – Bus Users vs. Bus Non-Users

Those examined in these profiles include:

- Fairfax Connector Customers (those who have used Fairfax Connector in the past 3 months)
- General Bus Users (those who have used either Fairfax Connector or Metrobus in the past 3 months)
- Bus Non-Users (those who have not used either Fairfax Connector or Metrobus in the past 3 months)

Fairfax Connector Customers are primarily Younger Adults or Middle Adults (93%) earning a comparatively lower income (median = \$65,000). Slightly more than one-half are married (55%) while a large portion are single (34%). One in three Fairfax Connector Customers (34%) is of Spanish, Hispanic or Latino origin or descent, and three in ten speak Spanish as their native language (31%). Public transportation use is high among this group, with one-half (50%) using it for work or school and one in four (26%) using it for leisure or personal travel.

- Perhaps not surprisingly, they gave significantly higher overall ratings for Fairfax Connector than did Bus Users and Bus Non-Users (65% vs. 48% and 26%, respectively). This indicates a correlation between use of Fairfax Connector and positive perceptions of it. Furthermore, Fairfax Connector Customers gave significantly higher ratings than Bus Users and Bus Non-Users on nearly all attributes asked.
- Fairfax Connector Customers also have generally positive perceptions of Metrobus, with one-half (51%) rating this mode highly, overall, significantly more than among Bus Non-Users (26%). Similar to the ratings for Fairfax Connector, they gave significantly higher ratings than Bus Non-Users on nearly all attributes asked.
- Compared to other groups, Fairfax Connector Customers tended to give a lower overall rating for cars (69% rating 8, 9, or 10). In fact, overall ratings for Fairfax Connector are almost as high as overall ratings for cars among this group (65% Fairfax Connector vs. 69% car). While Fairfax Connector Customers see the benefits of travel by car, for this group, these benefits do not necessarily overshadow the benefits of travel by public transportation.

Similar to Fairfax Connector Customers, **Bus Users** in general tend to be Younger Adults or Middle Adults (93%) who are married (55%) or single (32%). One in three (32%) is of Spanish, Hispanic or Latino origin or descent, and one in four (25%) speak Spanish as their native language. On average, Bus Users tend to be in the middle income range (median = \$87,000). About four in ten (41%) use public transportation for work or school and about in five (19%) use it for leisure or personal travel.

- Among the three modes asked, Bus Users gave the highest ratings to cars (70% rating 8, 9, or 10) and in many cases, gave ratings on specific car related attributes that are comparable to those given by Bus Non-Users. Although this group uses buses for their travel, they still see the benefits of using a car to get around.
- They gave moderate ratings for Fairfax Connector (48% rating 8, 9, or 10), a significantly smaller proportion than Fairfax Connector Customers (65%) but a significantly larger proportion than Bus Non-Users (25%). Similarly, Bus Users tend to give higher ratings than Bus Non-Users on nearly all Fairfax Connector attributes asked, although they gave significantly lower ratings than Fairfax Connector Customers on many of these same attributes. While users of public transportation have more positive views of Fairfax Connector than Non-Users, their opinions aren't quite as positive as those who actually use Fairfax Connector.

-
- Similar to ratings for Fairfax Connector, Bus Users gave moderate ratings for Metrobus (44% rating 8, 9, or 10), though significantly higher than Bus Non-Users (24%). In fact, they gave significantly higher ratings than Bus Non-Users on nearly all Fairfax Connector attributes asked. Unlike ratings for Fairfax Connector, Bus Users gave ratings comparable to Fairfax Connector Customers on nearly all attributes asked.

Bus Non-Users are the most likely to be a long term Fairfax County resident (48% have lived in the County for 20 years or more). Two in three (65%) are married, while less than one in five (17%) is single. Bus Non-Users tend to be older, with the greatest proportion of Seniors (14%) and the smallest proportion of Younger Adults (23%) when compared to Fairfax Connector Customers and Bus Users. This group also tends to earn a high income (median = \$115,000).

- Bus Non-Users are most positively inclined toward cars, with four in five (80%) rating them highly, overall, significantly higher than Bus Users (70%). Among specific attributes related to cars, Bus Non-Users rated several attributes higher than Bus Users, including:
 - Goes to the places they need to go (95% vs. 89% Bus Users),
 - Fits into their lifestyle (88% vs. 75% Bus Users), and
 - Would get them to their destination on time (82% vs. 70% Bus Users).

These attributes are distinct advantages of driving a car and are among the poorest rated attributes for Fairfax Connector and Metrobus. In convincing Bus Non-Users to get out of their cars and try alternate modes of transportation it will be important to address these perceived advantages of driving a car among Bus Non-Users.

- Both Fairfax Connector (26% rating 8, 9, or 10) and Metrobus (24%) received poor ratings among Bus Non-Users. For nearly all attributes asked for each of these modes, Bus Non-Users gave significantly lower ratings than Fairfax Connector Customers and Bus Users. Getting Bus Non-Users to try Fairfax Connector and/or Metrobus at least once might improve their perceptions of these modes, as there appears to be a correlation between usage of public transportation and positive perceptions of it.

Table 6-48 shows several categories of demographic data organized by bus use.

Table 6-48: Demographic Data by Bus Use

Fairfax Connector Customer (E)

<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 10% less than 5 years 26% 5 to 9 years 32% 10 to 19 years 32% 20 years or more</p> <p>Gender 52% Male 48% Female</p> <p>Education 22% High school degree or less 14% Some college/Technical school 23% Four-year college degree 40% Post-graduate work/degree</p> <p>Marital Status 55% Married 34% Single 4% Divorced</p> <p>Age 36% Younger Adults 53% Middle Adults 7% Seniors</p> <p>34% Spanish, Hispanic or Latino</p>
--

Bus User (H)

<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 12% less than 5 years 28% 5 to 9 years 30% 10 to 19 years 30% 20 years or more</p> <p>Gender 50% Male 50% Female</p> <p>Education 17% High school degree or less 18% Some college/Technical school 26% Four-year college degree 38% Post-graduate work/degree</p> <p>Marital Status 56% Married 32% Single 5% Divorced</p> <p>Age 39% Younger Adults 52% Middle Adults 7% Seniors</p> <p>32% Spanish, Hispanic or Latino</p>
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Bus Non-User (I)

<p>County of Residence 99% Fairfax County 1% Fairfax City</p> <p>Years in Fairfax County 9% less than 5 years 15% 5 to 9 years 28% 10 to 19 years 48%^{EH} 20 years or more</p> <p>Gender 50% Male 50% Female</p> <p>Education 13% High school degree or less 10% Some college/Technical school 33% Four-year college degree 42% Post-graduate work/degree</p> <p>Marital Status 65% Married 17% Single 6% Divorced</p> <p>Age 23% Younger Adults 58% Middle Adults 14% Seniors</p> <p>15% Spanish, Hispanic or Latino</p>

Table 6-49 provides several additional categories of demographic data by bus use.

Table 6-49: Additional Demographic Data by Bus Use

Fairfax Connector Customer (E)	Bus User (H)	Bus Non-User (I)
<p>Race 67% White 28% Other 4% Black or African-American</p> <p>Income 31% <\$50,000 17% \$50,000-\$100,000 32% \$100,000+ Median= \$65,000</p> <p>Native Language 62% English 31% Spanish</p> <p>If Native Language not English, speak English... 36% Very well 28% Well 36% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 1% Yes</p> <p>Use of Public Transportation for work/school 50% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 26%_I</p>	<p>Race 68% White 26% Other 4% Black or African-American</p> <p>Income 26% <\$50,000 18% \$50,000-\$100,000 38% \$100,000+ Median= \$87,000</p> <p>Native Language 66% English 25% Spanish</p> <p>If Native Language not English, speak English... 37% Very well 28% Well 33% Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 1% Yes</p> <p>Use of Public Transportation for work/school 41% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 19%_I</p>	<p>Race 74% White 18% Other 5% Black or African-American</p> <p>Income 13% <\$50,000 20% \$50,000-\$100,000 49%_{EH} \$100,000+ Median= \$115,000</p> <p>Native Language 80%_{EH} English 11% Spanish</p> <p>If Native Language not English, speak English... 27% Very well 19% Well 52%_H Not well</p> <p>Number of Vehicles 2 vehicles</p> <p>Number of Licensed Drivers 2 licensed drivers</p> <p>Any Disability that would not allow respondent to ride local buses or Metrorail? 3% Yes</p> <p>Use of Public Transportation for work/school 10% use public transportation for work/school</p> <p>Use of Public Transportation for Leisure/Personal Travel 5%</p>

Table 6-50 presents ratings of car attributes separated by bus use.

Table 6-50: Ratings of Cars by Bus Use

Fairfax Connector Customer (E)	Bus User (H)	Bus Non-User (I)
<p>Ratings of Cars <i>(8-10 on a 0-10 scale, 10 = "strongly agree")</i> 69% overall rating of cars 89% goes to the places you need to go 90% is available when you need it 82% is easy and convenient to use 74% meets the transportation needs of people like you 74% fits into your lifestyle 73% is a fast way to travel 71% is safe from crime 68% would get you to your destination on time 63% is a smart way to commute for people who can use it 51%_H is a relaxing and stress-free way to travel 44% offers good value for the money 41%_H is safe from accidents 39%_I is an environmentally friendly way to travel 28% is low cost, compared to other modes of transportation</p>	<p>Ratings of Cars <i>(8-10 on a 0-10 scale, 10 = "strongly agree")</i> 70% overall rating of cars 89% goes to the places you need to go 88% is available when you need it 83% is easy and convenient to use 79% meets the transportation needs of people like you 75% fits into your lifestyle 70% would get you to your destination on time 73% is a fast way to travel 69% is safe from crime 62% is a smart way to commute for people who can use it 44% offers good value for the money 43% is a relaxing and stress-free way to travel 37%_I is an environmentally friendly way to travel 33% is safe from accidents 29% is low cost, compared to other modes of transportation</p>	<p>Ratings of Cars <i>(8-10 on a 0-10 scale, 10 = "strongly agree")</i> 80%_H overall rating of cars 95%_H goes to the places you need to go 94% is available when you need it 89% is easy and convenient to use 88%_{EH} fits into your lifestyle 87%_{EH} meets the transportation needs of people like you 82%_{EH} would get you to your destination on time 77% is a fast way to travel 67% is safe from crime 62% is a smart way to commute for people who can use it 46% offers good value for the money 39% is a relaxing and stress-free way to travel 33% is safe from accidents 29% is low cost, compared to other modes of transportation 26% is an environmentally friendly way to travel</p>

Table 6-51 shows ratings of Fairfax Connector attributes segmented by bus use.

Table 6-51: Ratings of Fairfax Connector by Bus Use

Fairfax Connector Customer (E)	Bus User (H)	Bus Non-User (I)
<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>65% overall rating of Fairfax Connector</p> <p>75% is a smart way to commute for people who can use it</p> <p>65% offers good value for the money</p> <p>64% provides bus stops close to where you live</p> <p>63% is easy and convenient to use</p> <p>60% is low cost, compared to other modes of transportation</p> <p>58% is safe from accidents</p> <p>57% provides bus stops close to your destinations</p> <p>55% is an environmentally friendly way to travel</p> <p>53% is a relaxing and stress-free way to travel</p> <p>53% is safe from crime</p> <p>53% meets the transportation needs of people like you</p> <p>50% would get you to your destination on time</p> <p>46% goes to the places you need to go</p> <p>44% fits into your lifestyle</p> <p>44% is available when you need it</p> <p>40% is a fast way to travel</p> <p>34% provides enough bus stops with shelters</p> <p>33% has too many bus stops (scale reversed)</p>	<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>48% overall rating of Fairfax Connector</p> <p>69% is a smart way to commute for people who can use it</p> <p>56% is an environmentally friendly way to travel</p> <p>54% is safe from accidents</p> <p>49% offers good value for the money</p> <p>47% is low cost, compared to other modes of transportation</p> <p>46% is safe from crime</p> <p>46% provides bus stops close to where you live</p> <p>44% is easy and convenient to use</p> <p>43% is a relaxing and stress-free way to travel</p> <p>41% would get you to your destination on time</p> <p>41% provides bus stops close to your destinations</p> <p>38% meets the transportation needs of people like you</p> <p>33% is available when you need it</p> <p>31% has too many bus stops (scale reversed)</p> <p>30% fits into your lifestyle</p> <p>30% goes to the places you need to go</p> <p>29% is a fast way to travel</p> <p>26% provides enough bus stops with shelters</p>	<p>Ratings of Fairfax Connector (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>26% overall rating of Fairfax Connector</p> <p>59% is a smart way to commute for people who can use it</p> <p>46% is an environmentally friendly way to travel</p> <p>40% is safe from accidents</p> <p>32% is safe from crime</p> <p>29% offers good value for the money</p> <p>29% has too many bus stops (scale reversed)</p> <p>29% is low cost, compared to other modes of transportation</p> <p>28% provides bus stops close to where you live</p> <p>24% is a relaxing and stress-free way to travel</p> <p>22% provides bus stops close to your destinations</p> <p>20% is easy and convenient to use</p> <p>20% would get you to your destination on time</p> <p>15% is available when you need it</p> <p>15% meets the transportation needs of people like you</p> <p>13% goes to the places you need to go</p> <p>13% provides enough bus stops with shelters</p> <p>13% is a fast way to travel</p> <p>10% fits into your lifestyle</p>

Table 6-52 shows ratings of Metrobus attributes organized by bus use.

Table 6-52: Ratings of Metrobus by Bus Use

Fairfax Connector Customer (E)	Bus User (H)	Bus Non-User (I)
<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>51% overall rating of Metrobus</p> <p>73% is a smart way to commute for people who can use it</p> <p>56% offers good value for the money</p> <p>55% is easy and convenient to use</p> <p>53% is an environmentally friendly way to travel</p> <p>52% provides bus stops close to where you live</p> <p>52% is safe from accidents</p> <p>52% is low cost, compared to other modes of transportation</p> <p>51% is a relaxing and stress-free way to travel</p> <p>47% goes to the places you need to go</p> <p>46% is safe from crime</p> <p>45% provides bus stops close to your destinations</p> <p>45% meets the transportation needs of people like you</p> <p>44% would get you to your destination on time</p> <p>43% fits into your lifestyle</p> <p>41% provides enough bus stops with shelters</p> <p>40% is available when you need it</p> <p>32% is a fast way to travel</p> <p>30% has too many bus stops (scale reversed)</p>	<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>44% overall rating of Metrobus</p> <p>69% is a smart way to commute for people who can use it</p> <p>56% is an environmentally friendly way to travel</p> <p>54% provides bus stops close to where you live</p> <p>50% is safe from accidents</p> <p>46% offers good value for the money</p> <p>44% is a relaxing and stress-free way to travel</p> <p>43% would get you to your destination on time</p> <p>43% goes to the places you need to go</p> <p>42% is low cost, compared to other modes of transportation</p> <p>42% is easy and convenient to use</p> <p>42% provides bus stops close to your destinations</p> <p>41% is safe from crime</p> <p>40% meets the transportation needs of people like you</p> <p>36% provides enough bus stops with shelters</p> <p>35% is available when you need it</p> <p>34% fits into your lifestyle</p> <p>30% has too many bus stops (scale reversed)</p> <p>27% is a fast way to travel</p>	<p>Ratings of Metrobus (8-10 on a 0-10 scale, 10 = "strongly agree")</p> <p>24% overall rating of Metrobus</p> <p>60% is a smart way to commute for people who can use it</p> <p>46% is an environmentally friendly way to travel</p> <p>38% is safe from accidents</p> <p>34% provides bus stops close to where you live</p> <p>29% has too many bus stops (scale reversed)</p> <p>29% is low cost, compared to other modes of transportation</p> <p>28% is safe from crime</p> <p>28% provides bus stops close to your destinations</p> <p>27% offers good value for the money</p> <p>24% is a relaxing and stress-free way to travel</p> <p>20% is easy and convenient to use</p> <p>19% would get you to your destination on time</p> <p>17% goes to the places you need to go</p> <p>17% is available when you need it</p> <p>17% meets the transportation needs of people like you</p> <p>14% provides enough bus stops with shelters</p> <p>13% is a fast way to travel</p> <p>11% fits into your lifestyle</p>

6.10. Appendix-Survey Instrument

Fairfax County Resident Survey

QUOTAS	
	Total
Fairfax County	1,000
Spanish Oversample	100
TOTAL	1,100

INTRODUCTION & SCREENER

ASK TO SPEAK TO MALE OR FEMALE:

Hello, this is _____ with WBA 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 → CONTINUE

02 Fairfax City → CONTINUE

03 Falls Church

04 City of Alexandria

05 Arlington County

06 Montgomery County → THANK & TERMINATE

07 Prince George's County

08 District of Columbia

95 **DO NOT READ:** Other

98 **DO NOT READ:** Refused

S2A. How well do you speak English? **(READ LIST.)**

- 01 Very well,
- 02 Well, or
- 03 Not well

98 **DO NOT READ:** Refused

99 **DO NOT READ:** Don't know

S2B. What is your native language? **(DO NOT READ LIST.)**

- 01 English
- 02 Spanish
- 03 Spanish Creole
- 04 Korean
- 05 Vietnamese
- 06 Mandarin
- 07 Arabic
- 08 Amharic
- 09 Urdu
- 10 Hindi
- 11 Persian
- 12 Tagalog
- 95 Other **(specify)**
- 99 **DO NOT READ:** Refused

IF NATIVE LANGUAGE IS SPANISH [S2B(02)] AND SPEAK ENGLISH WELL/NOT WELL OR DK/REF (S2A(02-99), ASK:

S2B. If possible, we would like to conduct this study with you in Spanish. Would that be okay?

- 01 Yes → **SCHEDULE CALLBACK**
- 02 No → **CONTINUE**

EVERYONE:

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. For you, saving time is often more important than saving money	
j. Sometimes you feel as if there are not enough hours in the day	
k.* You need to have a car available during the workday in case of emergencies	
l.* Your work schedule is unpredictable	
m.* 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
Q3A. Have you ridden Fairfax Connector in the last three months?

- 01 Yes
- 02 No
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

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

- 01 Yes
- 02 No
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** 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 local buses or Metrorail?

- 01 Yes
- 02 No
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

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

Q6. In a typical week, how many days do you commute to (a workplace outside your home/school)*? (***INSERT BASED UPON RESPONSE TO Q1. RANGE 00-07. USE 99 FOR 'DON'T KNOW/REFUSED.'**)

Days _____

THOSE EMPLOYED/STUDENTS WHO COMMUTE TO LOCATION OUTSIDE HOME [Q1(01-04) AND Q6(01-99)], ASK:

Q7. 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 _____

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 Fairfax County
- 02 Fairfax City
- 03 Falls Church
- 04 City of Alexandria
- 05 Arlington County
- 06 Montgomery County
- 07 Prince George's County,
- 08 District of Columbia
- 95 Other (**SPECIFY**)
- 98 **DO NOT READ:** Refused

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 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

THOSE EMPLOYED/STUDENTS WHO COMMUTE TO LOCATION OUTSIDE HOME [Q1(01-04) AND Q6(01-99)], 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	10
Ride a bicycle	11
Walk	12
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 **DO NOT READ:** Refused → SKIP TO Q16
99 **DO NOT READ:** 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	10
Ride a bicycle	11
Walk	12
Other (specify)	95
Refused	98
Don't know	99

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	

(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	

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. Has too many bus stops		
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. Bus routes do not have too many bus stops	
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 **DO NOT READ:** Refused

99 **DO NOT READ:** 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 **DO NOT READ:** Refused

99 **DO NOT READ:** Don't know

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 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

(ROTATE Q24 & Q25)

Q24. 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

Q25. 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

Q26. What would make you likely to consider using bus service to, from or within Fairfax County (**more often***) in the future? **PROBE:** Why do you say that? **(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)].)**

DEMOGRAPHICS

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

D5A. Are you of Hispanic or Latino origin?

- 01 Yes
- 02 No
- 98 **DO NOT READ:** Refused

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

- 01 Black or African-American,
- 02 White,
- 03 Asian,
- 04 American Indian or Alaskan Native,
- 05 Native Hawaiian or other Pacific Islander, 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 2013. (**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 \$10,000 or less,
- 02 \$10,001 to \$20,000,
- 03 \$20,001 to \$30,000,
- 04 \$30,001 to \$40,000,
- 05 \$40,001 to \$50,000,
- 06 \$50,001 to \$60,000,
- 07 \$60,001 to \$70,000,
- 08 \$70,001 to \$80,000,
- 09 \$80,001 to \$100,000,
- 10 \$100,001 to \$125,000,
- 11 \$125,000 to \$150,000, or
- 07 More than \$150,000
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

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.