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# Metrolink Weekends Segmentation Study

*OCTA Board of Directors*

August 27, 2007

# Research Objectives

- Assess awareness and perception
- Understand impact of service features
- Obtain current rider feedback
- Test features that might encourage non-riders to use service
- Test attitudes toward potential policy concepts
- Identify preferred method of communication
- Develop demographic profiles

## ➤ Rider Survey

- Intercept survey of 600 riders on board weekend trains
- proportionate to weekend ridership

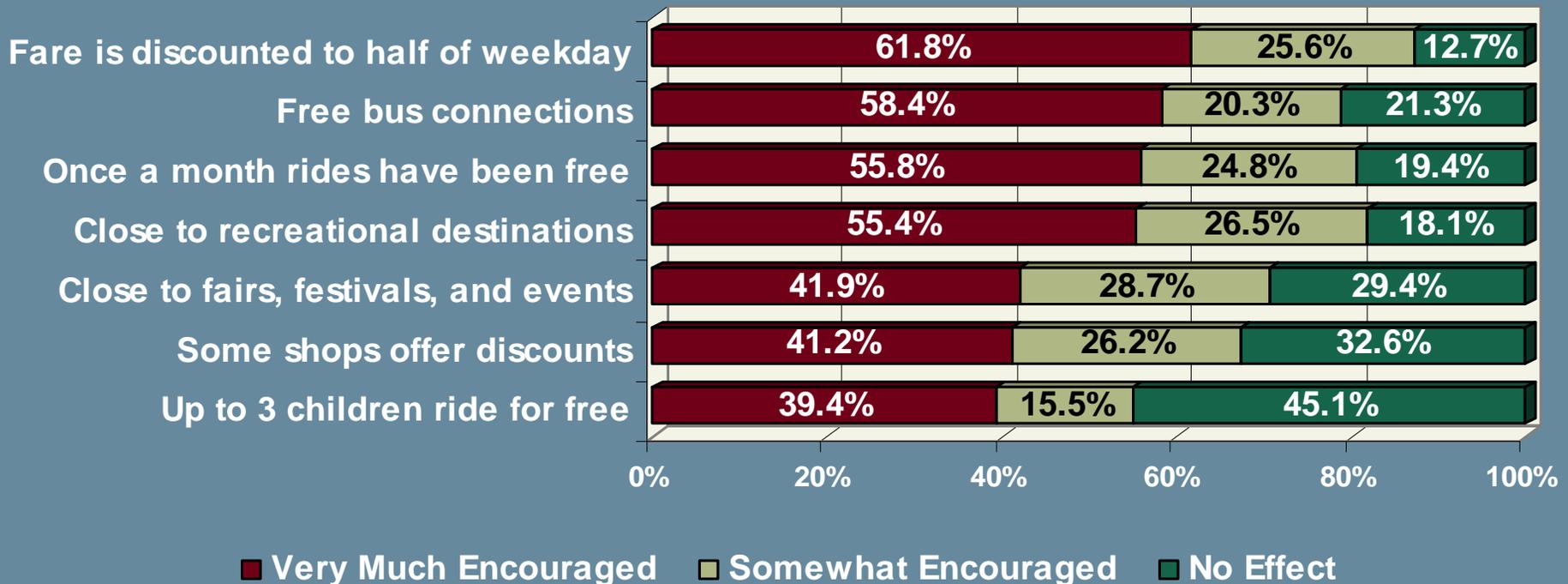
## ➤ Non-rider Survey

- Telephone survey of 600 Orange County residents
- Random digit dialing of active phone numbers matched with zip codes in OC
- Additional screening for OC residency and non-rider status
- Respondent demographic characteristics matching actual OC population

# Awareness of Features – Riders



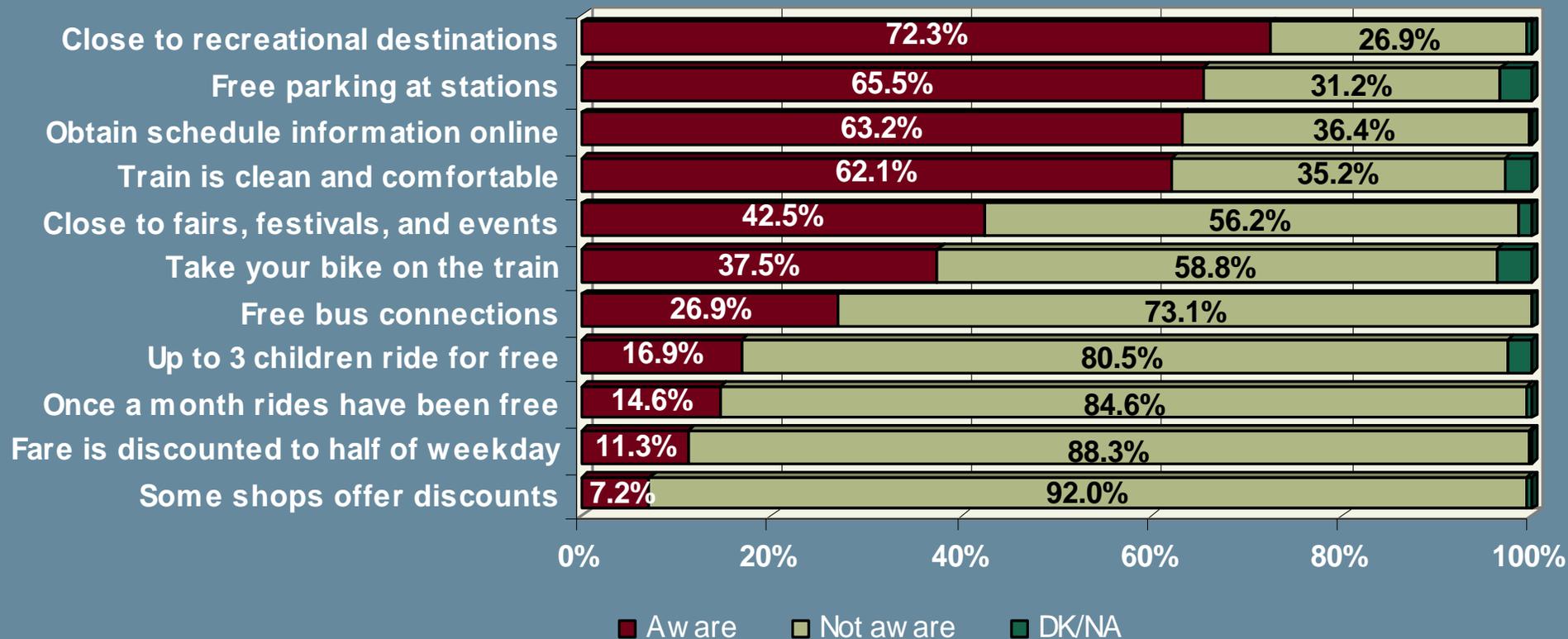
# Impact of Features on Usage – Riders



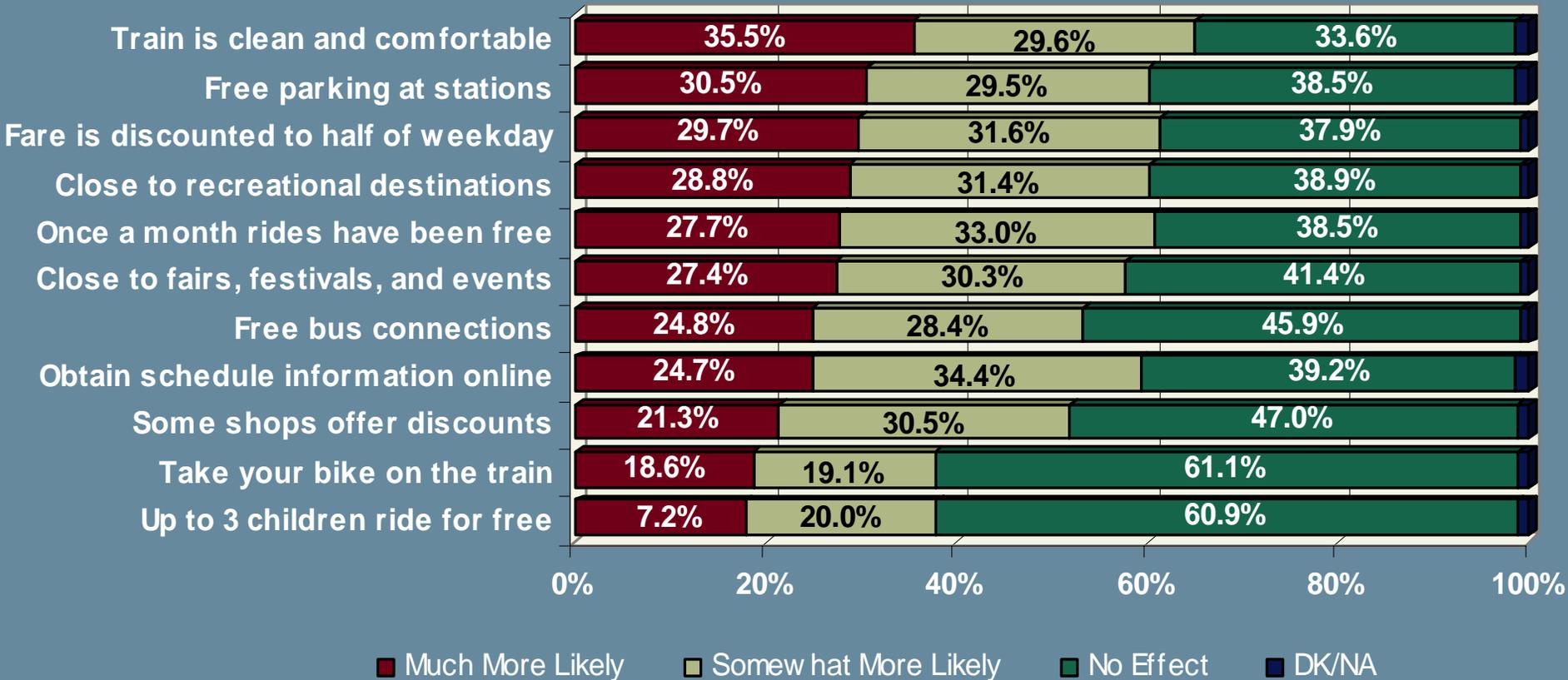
# Awareness of Features – Non-Riders

• **67% unaware of weekend service, especially:**

- Latino
- < \$50,000 in annual household income



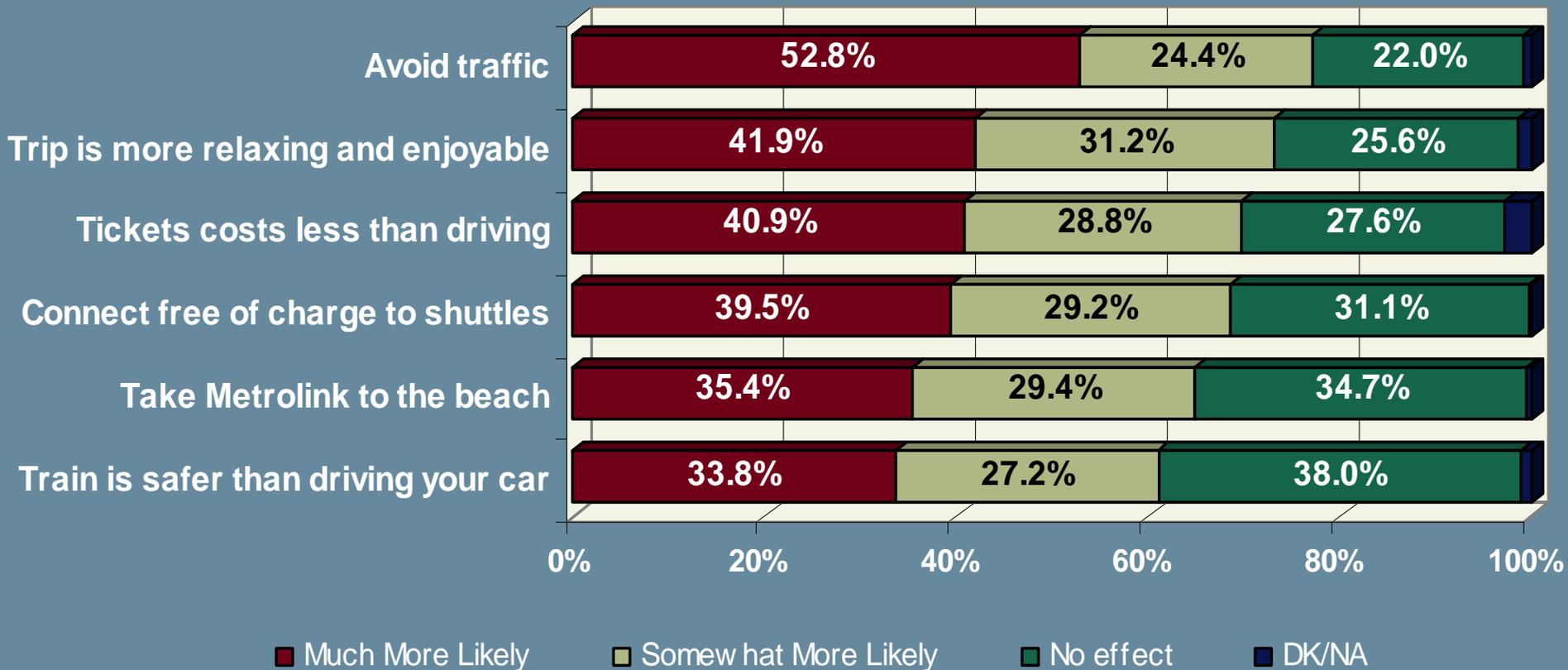
# Impact of Features – Non-Riders



Question 11/12: Metrolink weekend service offers a series of service features and benefits to riders. I'm going to read each of these features to you. Please tell me whether knowing about it affects your likelihood of trying Metrolink's weekend service. Here's the first/next: \_\_\_\_\_. Does knowing about this feature make you more likely to try Metrolink's weekend trains or does it have no effect on you?

# Impact of Messages – Non-Riders

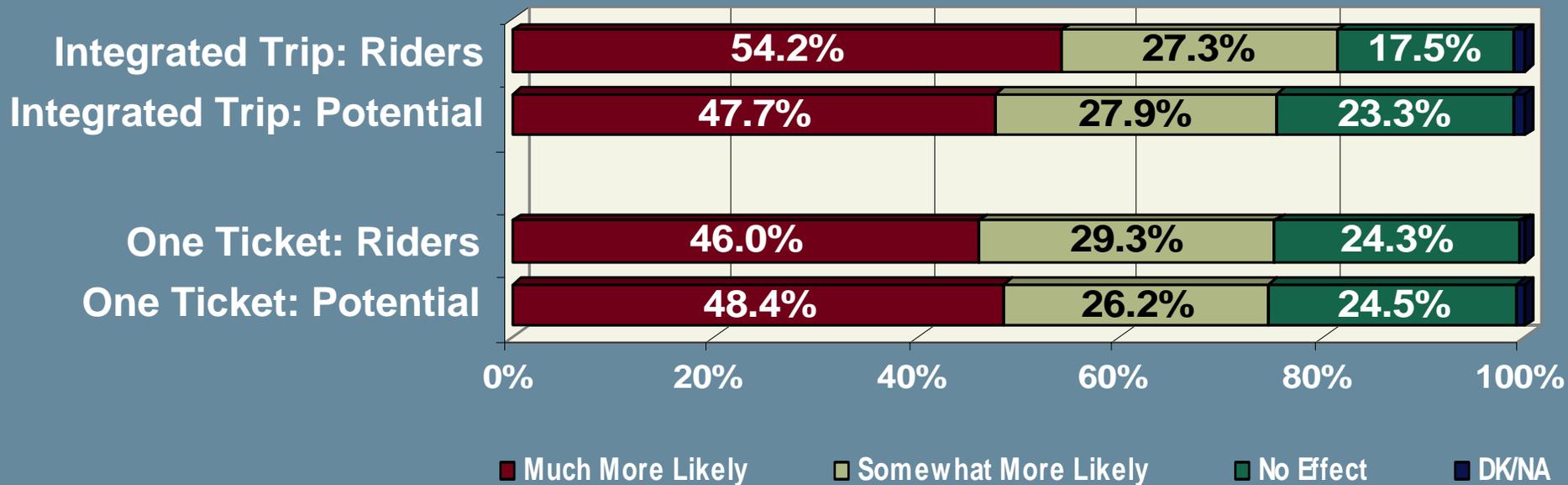
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Question 13: Next, I'm going to read to you a list of potential benefits for riding Metrolink's weekend trains. After hearing each, please tell me if it would affect your likelihood of trying Metrolink's weekend service. Here's the first/next one: \_\_\_\_\_. Does hearing this make you more likely to try Metrolink's weekend trains or does it have no effect on you?

- **Heard of Metrolink Weekends through**
  - Word of mouth: Riders (37%); Non-riders (40%)
  - Metrolink website: Riders (24%)
- **Preferred Area Transit Information Source**
  - Websites and Email

# Impact of Policy Concepts



Question 19: If you heard that you only need to purchase one ticket for your entire trip that may include the bus, Amtrak and Metrolink, would this make you much more likely, somewhat more likely to use Metrolink's weekend trains, or does this have no effect on you?

Question 20: If you heard that you can take one integrated trip between Los Angeles, Orange County and San Diego without the need to transfer trains, would this make you much more likely, somewhat more likely to use Metrolink's weekend trains, or does this have no effect on you?

# Metrolink Weekends

## Current Rider Origin (by City)

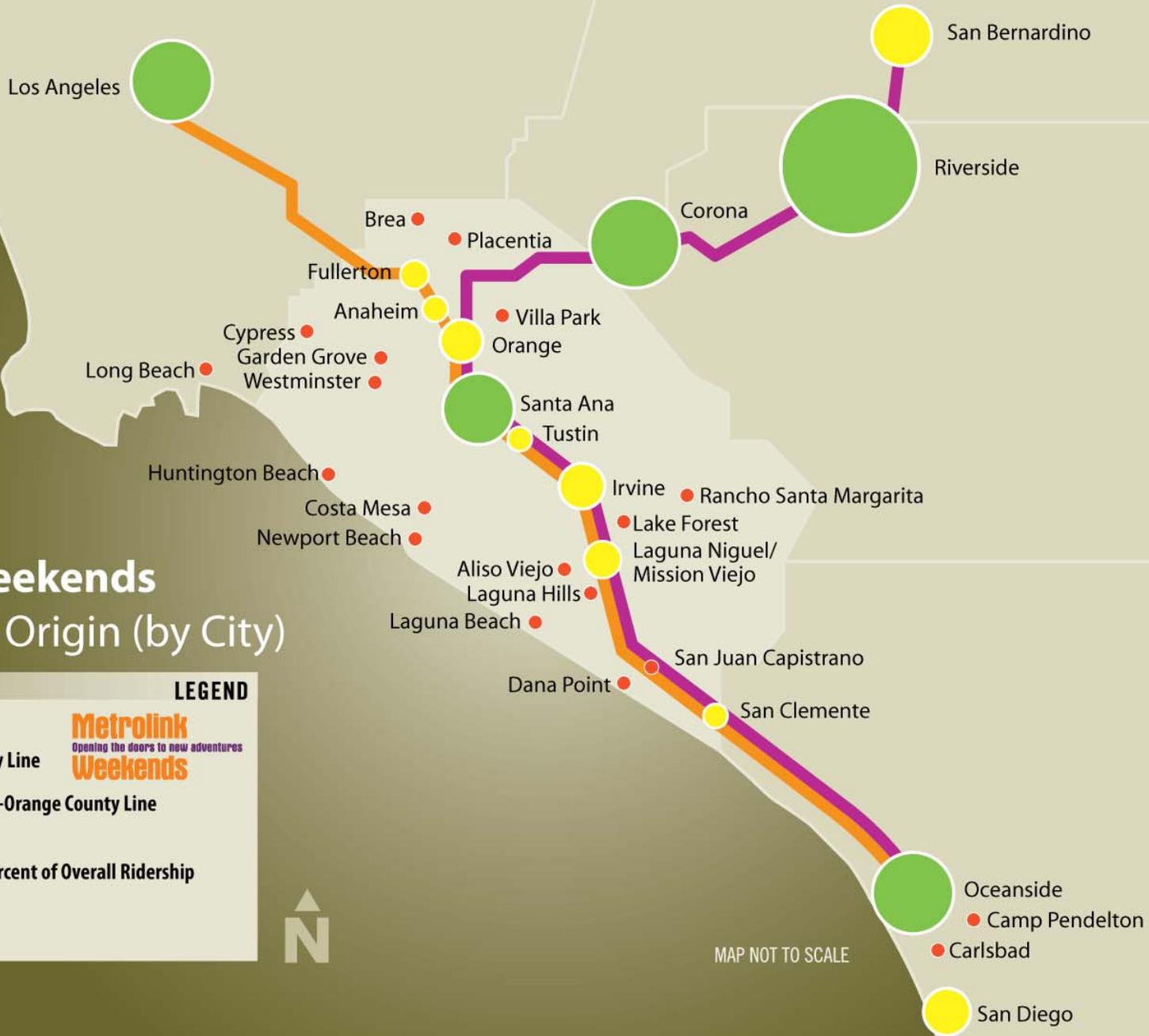
**LEGEND**

**Metrolink Weekends**  
Opening the doors to new adventures

- Orange County Line
- Inland Empire-Orange County Line

**Percent of Overall Ridership**

- Green circle:  $\geq 5\%$
- Yellow circle: 2-4%
- Red circle:  $\leq 1\%$



MAP NOT TO SCALE

# Metrolink Weekends

## Current Rider Destination (by Station)

**LEGEND**

**Metrolink Weekends**  
Opening the doors to new adventures

- Orange County Line
- Inland Empire-Orange County Line

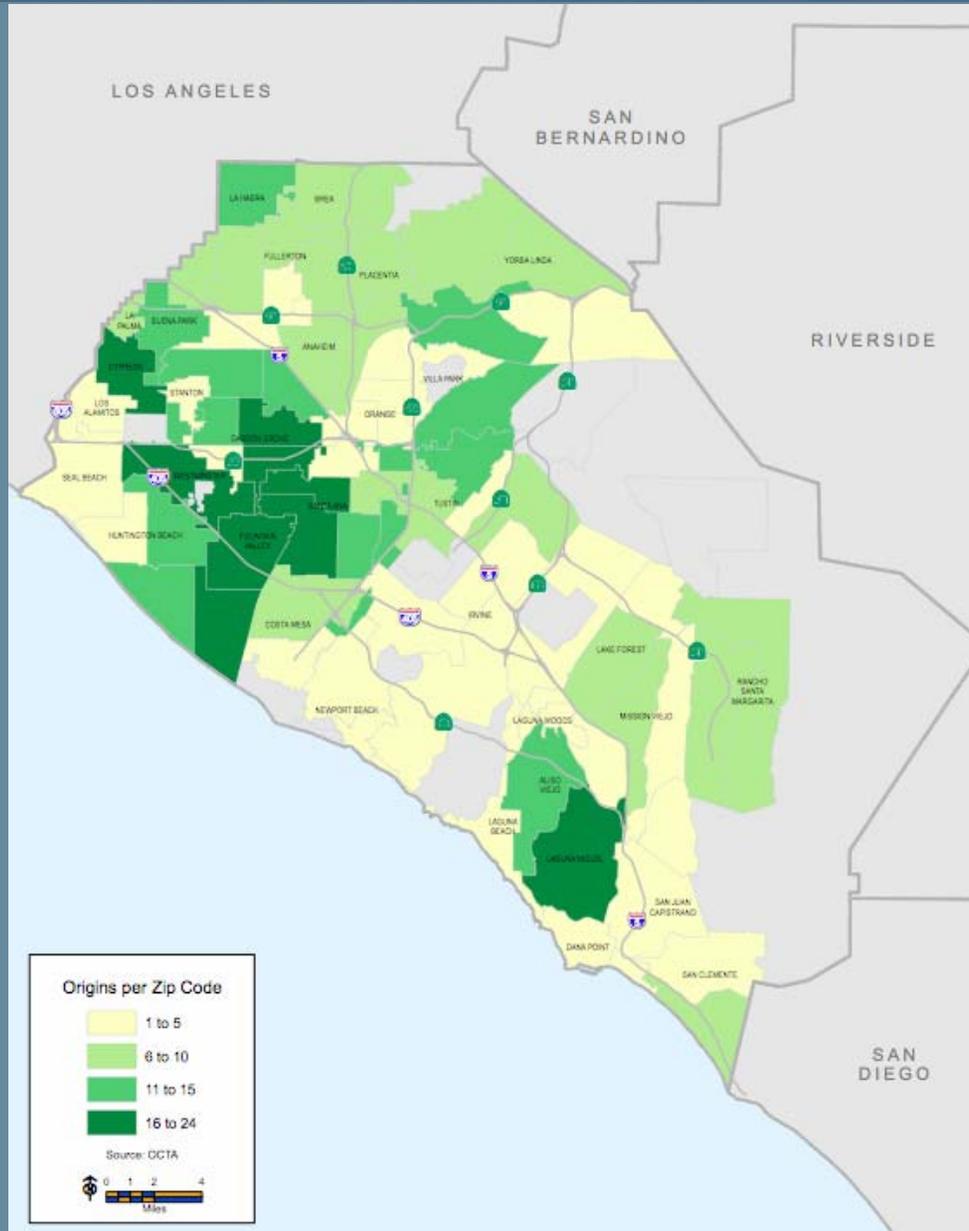
**Percent of Overall Ridership**

- >10%
- 5-10%
- <5%

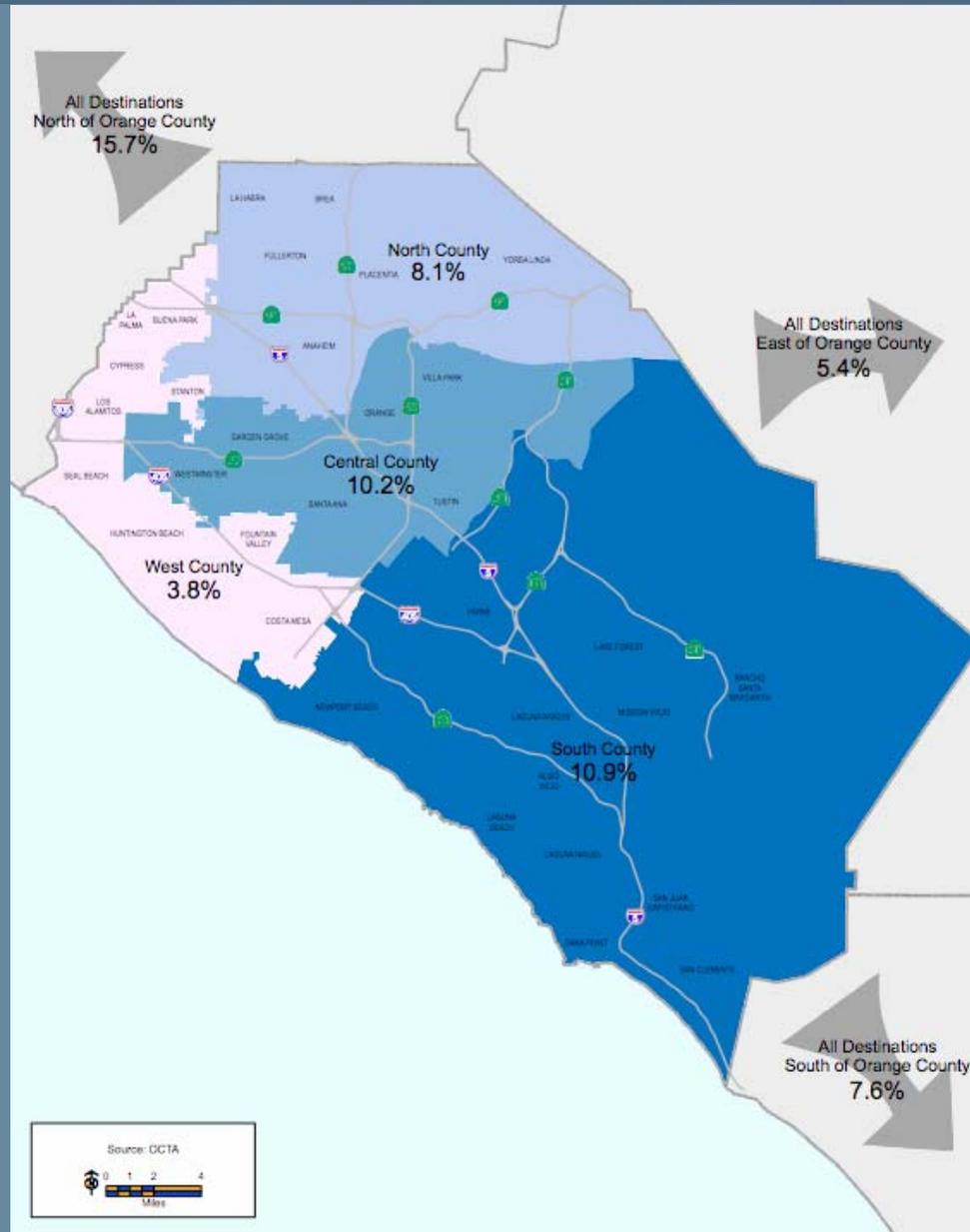


MAP NOT TO SCALE

# Non-Rider Origin



# Non-Rider Destination



# Summary and Recommendations

- Boost awareness as a first step
- Awareness of service features attract and retain riders
- Fare and schedules most important to riders
- To potential riders, promote benefits:
  - Avoid traffic
  - Cheaper than driving
  - More relaxing and enjoyable trip
- Websites and word of mouth are best marketing channels
- Integrated trip and ticket were well received