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# INTRODUCTION

The METROLINK system operates 164 daily trains on seven lines, serves 55 stations in southern California, and carries over 41,000 riders on a daily basis. Over the past two decades the system has expanded its service area, extended service hours, and enhanced the ability for passengers to connect from METROLINK to other transit services and destinations. Within Orange County, three lines serve a total of 11 stations, with 48 trains that provide both inter- and intra-county service and carry more than 14,000 passengers daily. In recent years OCTA has actively sought to improve customer satisfaction and expand ridership on METROLINK through service enhancements, promotional events, and marketing.

**MOTIVATION FOR RESEARCH** The primary motivation for this survey was to profile the *potential* market for METROLINK among Orange County residents, the vast majority of whom have little or no recent experience riding METROLINK. By better understanding the travel patterns of Orange County residents, their awareness, knowledge and perceptions of METROLINK, and the various factors that shape their interest in riding METROLINK in the future, this study can help OCTA develop effective operational, marketing and promotional strategies in the interest of increasing METROLINK ridership in the future. Specifically, the survey was designed to:

- Profile non-rider's current travel preferences including mode and purpose.
- Measure awareness, knowledge and perceptions of METROLINK on key dimensions that affect mode choice.
- Profile the potential METROLINK market among existing non-riders based on their interest and willingness to use METROLINK in the future.
- Identify perceived barriers to riding METROLINK and the types of service changes/promotions that would prompt increased ridership.
- Gather detailed demographic information from current non-riders and identify market segments that represent the best targets in the latent market for METROLINK.

In addition to this survey which focuses on the potential market for METROLINK among Orange County residents, OCTA also commissioned a separate Customer Satisfaction Survey which was conducted among those who currently ride METROLINK in Orange County. The results of the latter survey are presented in a separate report.[1]

**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 42). In brief, a total of 800 randomly selected Orange County adult residents participated in the survey between May 11 and May 19, 2012. Telephone numbers were selected at random from land-line and mobile-phone exchanges that service Orange County. The survey was conducted using a mixed-method approach which allowed respondents the option to participate in the survey by telephone or online through a secure, password-protected, web-based application designed and hosted by True North Research. Telephone interviews averaged 15 minutes in length and were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM).

1. See *METROLINK Customer Satisfaction Study*, report prepared by True North Research for OCTA, June 2012.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 46), and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

**ACKNOWLEDGEMENTS** True North thanks Stella Lin, Nora Yeretzian and Ellen Burton at OCTA, as well as Henning Eichler at the Southern California Regional Rail Authority (SCRRA), for contributing their valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of OCTA or METROLINK. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 800 survey research studies for public agencies, including more than 250 studies for California municipalities, special districts, and transportation planning agencies.

# Just the Facts

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

## AWARENESS, KNOWLEDGE & OPINIONS OF METROLINK

- When asked to name the transit services in Orange County that come to mind, by far the most commonly mentioned transit service was the bus, cited by more than two-thirds (69%) of respondents. Approximately one in five respondents (20%) mentioned METROLINK, followed by Amtrak (10%).
- Approximately one-third of respondents indicated that they were very (11%) or somewhat (19%) familiar with METROLINK service in Orange County, 19% said they were slightly familiar with the service, whereas nearly half (49%) indicated that they were not at all familiar with METROLINK.
- The results were somewhat stronger for Amtrak, with two out of five respondents reporting that they were very (14%) or somewhat (26%) familiar with Amtrak service in Orange County, 21% said they were slightly familiar with the service, and 38% indicated that they were not at all familiar with Amtrak.
- Among those who were familiar with METROLNK, 29% held a very favorable opinion of METROLINK as a travel option, and 38% held a somewhat favorable opinion. Approximately 20% held an unfavorable opinion of METROLINK as a travel option for them, whereas 14% were unsure or preferred not to share their opinion.
- Those who had an unfavorable opinion of METROLINK as a travel option were most likely to explain their opinion by stating that METROLINK does not go to the areas they need to go (33%), that its too expensive (20%), or that they have little personal travel and/or no need for the service (18%).
- Among those who were familiar with Amtrak, 27% held a very favorable opinion of Amtrak as a travel option, and 43% held a somewhat favorable opinion. Approximately 19% held an unfavorable opinion of Amtrak as a travel option for them, whereas 12% were unsure or preferred not to share their opinion.
- Sixty-three percent (63%) of Orange County residents know where the closest METROLINK station is to their home, and nearly two-thirds (65%) indicated that they would feel comfortable parking a vehicle at the station, if needed.
- Just over half of Orange County residents indicated that they know where to locate METROLINK schedule information (55%) and know where to purchase tickets (53%).

## MODE USE

- The majority (61%) of residents surveyed indicated that they primarily drive alone, whereas one-quarter typically drive with one or more passengers (25%). Overall, 8% stated that they primarily travel by local bus and less than 1% *primarily* travel by METROLINK.
- Overall, 11% of Orange County adults reported that they had ridden METROLINK in the preceding 12 month period, whereas a slightly higher percentage (14%) reported riding Amtrak during this period.

- Approximately 1% of Orange County adults surveyed reporting riding METROLINK at least once per week in the past year, 1% indicated they rode two to three times per month, 3% rode once per month, 6% rode less often than once per month, and 89% offered that they did not ride METROLINK at all during the 12 months prior to the interview.

## COMPARATIVE PERFORMANCE & PERCEPTIONS

- Orange County adults reported favorable comparative rankings for METROLINK on most of the performance dimensions tested. METROLINK was perceived to outperform the personal auto by the largest margin on avoiding traffic congestion, being a stress-free way to travel, being a safe way to travel, and being an economical way to travel.
- Although by a smaller margin, METROLINK was also viewed as out-competing the personal auto on being consistent in travel time, being a reliable form of transportation, and being clean and comfortable.
- METROLINK and the personal auto were rated similarly, on average, with respect to getting to a destination in a reasonable amount of time.
- On three key performance dimensions, METROLINK was viewed as under-performing when compared to a personal auto: being a convenient way to travel, being available when needed, and going where they need to go.

## INTEREST IN RIDING METROLINK

- Overall, 13% of Orange County residents stated that they are very interested in riding METROLINK more often in the future, 21% reported being somewhat interested, 23% indicated they have a slight interest, whereas 43% stated flatly that they are not at all interested in riding METROLINK more often in the future.
- Overall, two-thirds (69%) of Orange County adults expected that in the upcoming six month period they will ride METROLINK at the same frequency as they do now, 11% anticipated riding more frequently during this period, 12% expected to ride less often, whereas 9% were unsure or unwilling to share their opinion.
- When those who were interested in riding METROLINK more often but also indicated that they did not expect that they would ride more frequently were asked why, approximately one-third (36%) were not sure or mentioned that there was no particular reason/obstacle preventing them from riding METROLINK more often. Among the specific obstacles that were identified, the most common were that METROLINK does not go where they need to go (13%), lack of transportation to/from stations (11%), they prefer to drive a personal vehicle (10%), scheduling issues (9%), and that the service is too expensive (9%).
- When presented with a specific list of potential obstacles, difficultly connecting from a METROLINK station to their final destination was the most common perceived obstacle preventing respondents from riding METROLINK more often (51%), followed by difficulty getting from their home to a METROLINK station (39%), train service ends before 7PM on weekends (38%), layover time when switching trains or transferring to other transit services (36%), and trains not running frequently enough on weekends (33%).
- Assuming that trains were available on a regular basis, Orange County residents reported being most likely to use METROLINK to visit destinations in San Diego County (69% very or somewhat likely), followed by visit destinations in Los Angeles County (63%), and attend concerts or special events at the Grove, Honda Center or Angel Stadium (53%).

## PROMOTIONS & PURCHASE OPTIONS

- Approximately one in four adults (26%) surveyed recalled being exposed to advertisements or promotions about METROLINK in Orange County during the three months prior to the interview.
- Orange County adults were quite mixed in the ways they would prefer to purchase METROLINK tickets, with 30% desiring to purchase online and print the ticket at home, 26% preferring a vending machine at the station, 23% preferring to purchase a ticket via their smart phone and have it reside as an image on the phone, and 15% preferring to purchase online or by phone and have the ticket mailed to their home.

# CONCLUSIONS

As noted in the *Introduction*, this study was designed to profile the *potential* market for METROLINK among Orange County residents. By better understanding the travel patterns of Orange County residents, their awareness, knowledge and perceptions of METROLINK, and the various factors that shape their interest in riding METROLINK in the future, this study can help OCTA develop effective operational, marketing and promotional strategies in the interest of increasing METROLINK ridership in the future.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

*How familiar are Orange County residents with METROLINK?*

One clear pattern in the survey is that many Orange County residents are not aware of METROLINK or lack basic information about the service. When asked to name transit services in Orange County that come to mind, one in five residents (20%) mentioned METROLINK. Similarly, less than one-third of Orange County adults indicated that they were at least somewhat familiar with METROLINK service in Orange County.

To ride METROLINK, one must have basic information about the service such as knowledge of the station closest to one's home, how to purchase tickets, and where to locate schedule information. Although 63% reported knowing the location of the closest METROLINK station, approximately half knew where to locate schedule information and/or where to purchase tickets. Overall, 11% of adults surveyed indicated that they had ridden METROLINK at least once in the 12 months preceding the interview.

*What are Orange County residents' opinions of METROLINK service as a travel option?*

Despite their general lack of familiarity with METROLINK, Orange County residents held positive views of the service. Among respondents who were at least slightly familiar with METROLINK in Orange County, 29% stated that they have a very favorable opinion of METROLINK as a travel option for them, and an additional 38% held a somewhat favorable opinion.

Of course, people will choose to ride transit only if transit services are more desirable than the alternative modes available to the traveler. With this in mind, the survey explored residents' perspectives of METROLINK's performance relative to the most obvious competitor—the personal auto. In other words, how competitive is METROLINK with the personal auto in satisfying a variety of travel requirements/conditions?

On most of the performance dimensions tested, METROLINK was viewed by Orange County residents as out-performing the personal auto—especially in avoiding traffic congestion, being a stress-free way to travel, being a safe way to travel, and being an economical way to travel.

Although by a smaller margin, METROLINK was also viewed as out-competing the personal auto on being consistent in travel time, being a reliable form of transportation, and being clean and comfortable. On three key performance dimensions, however, METROLINK was viewed as under-performing when compared to a personal auto: being a convenient way to travel, being available when needed, and going where they need to go.

*How interested are Orange County residents in riding METROLINK and what are the barriers to them doing so?*

Overall, 13% of Orange County adults indicated that they were very interested in riding METROLINK more frequently in the future, and an additional 21% stated that they were somewhat interested in riding more often. Of course, saying that one is interested in riding more frequently is not the same as actually doing so. In fact, despite the interest levels noted above, just 11% of adults indicated that, realistically, they anticipate riding METROLINK more often in the upcoming six month period.

The survey results shed light on some of the potential barriers or obstacles that prevent Orange County adults from riding METROLINK more frequently. Among residents as a whole—as well as those who specifically stated that they were interested in riding more often but don't anticipate doing so—the top obstacles were that train service ends before 7PM on weekends, difficulty connecting from the station to their ultimate destination (*Last Mile*), and difficulty getting from their home to a METROLINK station (*First Mile*). Other barriers that were cited by at least one-third of Orange County adults included the layover time when switching trains or transferring to other forms of transit, and that trains do not run frequently enough on the weekends.

*What is the size and make-up of the potential market for METROLINK?*

One of the primary goals of this study was to profile the potential market for METROLINK service among Orange County residents, many of whom (as detailed in this report) have little or no recent experience riding METROLINK. Rather than assume that all residents are potential riders, we operated from the premise that the market is comprised of tiers—with some residents sharing criteria that make them very good targets, others sharing criteria that make them moderately good targets, some having a profile that places them at the margins of the market, and still others that are not within the potential METROLINK market.

For the purposes of this study, a respondent's position in the potential market for METROLINK was based on several criteria, including their stated interest in riding METROLINK more frequently in the future, the proximity of their home to a METROLINK station, as well as the proximity of their work place to a METROLINK station (where applicable).

Using this criteria, 13% of Orange County adults represent **Top Targets** in the potential METROLINK market. They live within six miles of a METROLINK station, work within 3 miles of a station (if employed), and were very or somewhat interested in riding METROLINK more often in the future.

More numerous are the **Mid-Level Targets**. Although they do *not* live within six miles of a METROLINK station, they do live within the large number of ZIP codes that comprise the commuter shed for METROLINK[2] and were either A) very or somewhat interested in riding METROLINK more often in the future (17%), or B) slightly interested in riding METROLINK more often in the future and possessed the requisite knowledge of station locations and how to acquire tickets and schedule information (10%).

At the margins of the potential METROLINK market are adults who live within the METROLINK commuter shed and expressed a slight interest in riding METROLINK more often in the future, but lack basic knowledge about METROLINK such as station locations, schedule availability, and/or how to purchase tickets. These **Lower Priority Targets** represent 11% of adults in Orange County.

Finally, half (50%) of Orange County adults are considered to be outside of the potential METROLINK market (**Non-Targets**) for the purposes of this study based on their *not* living within the ZIP codes that comprise the commuter shed and/or expressing no interest in riding METROLINK more often in the future.

In addition to living *and* working (if employed) in close proximity to a METROLINK station, for profiling purposes it is also worth noting that Top Targets tend to be older (35+), male, come from households that earn between $50,000 and $74,999 annually, and reside in Supervisorial Districts 3 and 4.

*What do the survey results suggest are the best ways to attract additional ridership?*

Given the reasonably high levels of interest in riding METROLINK shared by many Orange County residents, as well as their positive assessments of METROLINK on most performance dimensions relative to the personal auto, the survey results underscore that it is not lack of interest preventing additional ridership. Indeed, more than one-third of Orange County adults indicated that they were at least somewhat interested in riding METROLINK more frequently in the future.

How can OCTA to attract more riders to METROLINK? The most obvious opportunity is expanding weekend METROLINK service. When asked

2. The list of ZIP codes that comprise the commuter shed for METROLINK in Orange County was based on data provided by SCRRA.

about the obstacles that keep them from riding METROLINK more often, comments about the limited train service on weekends were consistently among the top obstacles—including that train service doesn't begin until 9AM, ends before 7PM, and trains run infrequently on weekends.

From an operational perspective, improving riders' ability to get to a station from their residence (First Mile) and from a station to their ultimate destination (Last Mile) would also attract new riders. Many riders cited the issue of getting to/from stations as being among the top barriers to them riding METROLINK more frequently in the future.

From a marketing perspective, although raising awareness of METROLINK countywide would certainly help in attracting new riders, such a generalized approach to marketing would be an exceedingly expensive and cost-prohibitive exercise. A more cost-effective approach would be to concentrate OCTA's marketing efforts to those geographies in the Top and Mid-Level Targets (see *Market Targets & Size* on page 33) and promote the operational improvements noted above (e.g., enhanced weekend service and later hours of service) that residents reported would have the biggest positive impact on their likelihood of using METROLINK.

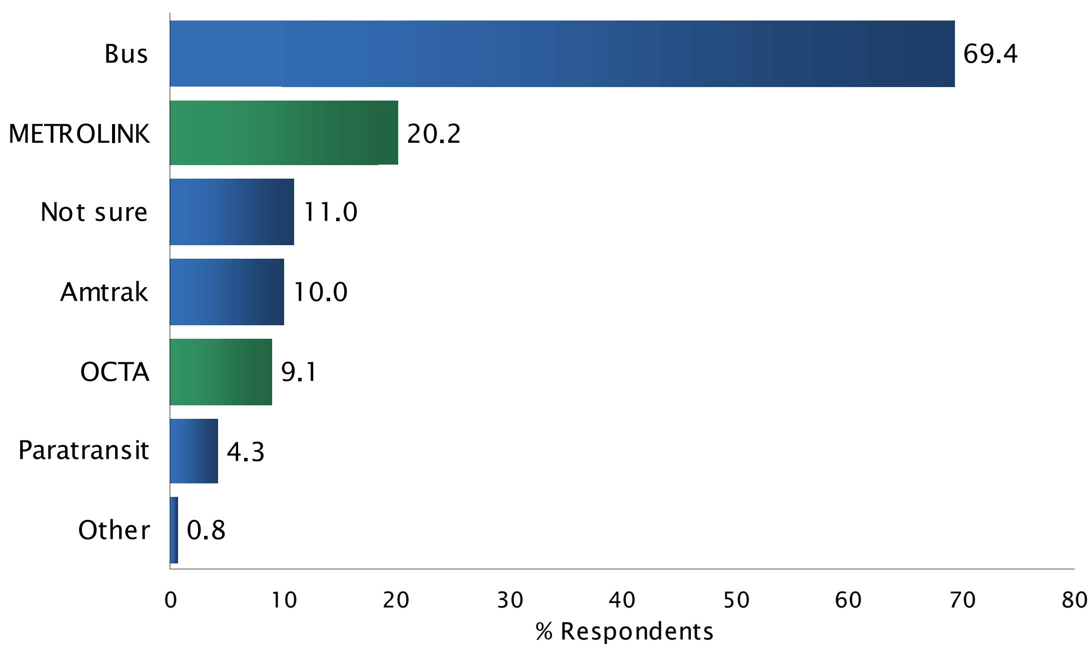
# Awareness, Knowledge & Opinions of METROLINK

The opening section of the survey was designed to measure Orange County residents' awareness of METROLINK, their overall opinion of METROLINK as a travel option, and their knowledge of basic topics including the closest station to their home, how to purchase a ticket, and where to access schedule information.

**UNAIDED AWARENESS OF METROLINK** The first question in this series simply asked respondents to name the public transit services in Orange County that come to mind. Because Question 1 was asked in an open-ended manner without prompting respondents with a particular list of services, it is a measure of *unaided awareness* for METROLINK. By far the most commonly mentioned transit service was the bus, cited by more than two-thirds (69%) of respondents. Approximately one in five respondents (20%) mentioned METROLINK, followed by Amtrak (10%).

**Question 1** *When you think of public transit in Orange County, what services come to mind? If they say train, ask: Do you know the name of the train service?*

**FIGURE 1 UNAIDED RECALL OF ORANGE COUNTY PUBLIC TRANSIT SERVICES [N = 800]**




For the interested reader, Figures 2 and 3 on the next page show how unaided recall of METROLINK varied across a host of demographic traits, including age, ethnicity, household income and gender. When compared to their respective counterparts, unaided awareness of METROLINK was greatest among those under the age of 45, adults of other/mixed ethnic backgrounds, and those with annual household incomes between $75,000 and $99,999.

**FIGURE 2 UNAIDED RECALL OF METROLINK OR OCTA BY AGE & ETHNICITY [N = 800]**

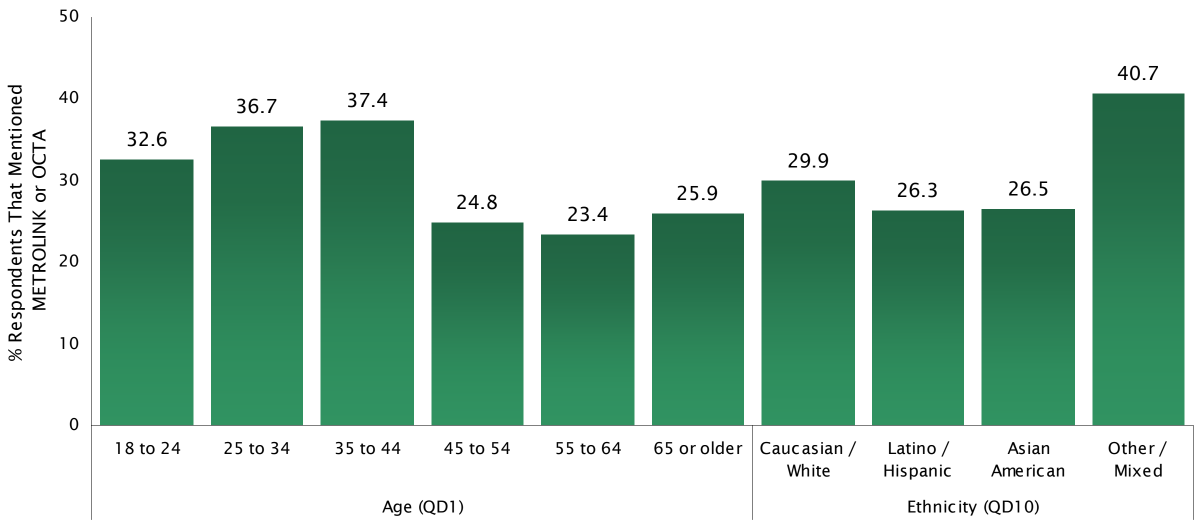
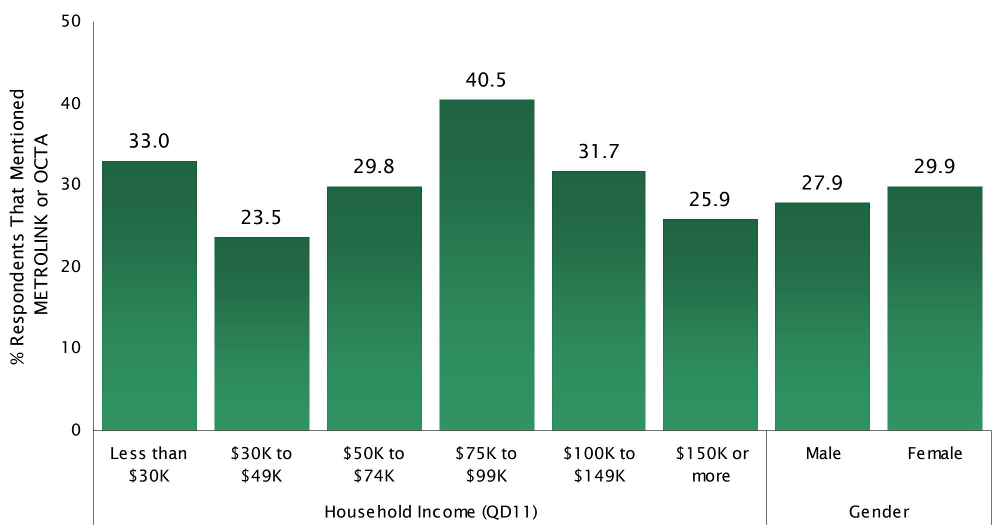



**FIGURE 3 UNAIDED RECALL OF METROLINK OR OCTA BY HOUSEHOLD INCOME & GENDER [N = 800]**




**FAMILIARITY WITH METROLINK** Regardless of whether they mentioned METROLINK or Amtrak in response to Question 1 without prompting, all respondents were next asked to describe their familiarity with METROLINK and Amtrak. As shown in Figure 4 on the next page, most Orange County residents surveyed confided that they have little or no familiarity with either service. Approximately one-third of respondents indicated that they were very (11%) or somewhat (19%) familiar with METROLINK service in Orange County, 19% said they were slightly familiar with the service, whereas nearly half (49%) indicated that they were not at all familiar with METROLINK. The results were somewhat stronger for Amtrak, with two out of five respondents reporting that they were very (14%) or somewhat (26%) familiar with Amtrak service in Orange County, 21% said they were slightly familiar with the service, and 38% indicated that they were not at all familiar with Amtrak. Figures 5 and 6 show how the percentage who reported being either very or somewhat familiar with METROLINK varied by age, ethnicity, household income and gender.

**Question 2** *How familiar would you say you are with _____ service in Orange County? Would you say you are very familiar, somewhat familiar, slightly familiar, or not at all familiar?*

FIGURE 4 FAMILIARITY WITH METROLINK AND AMTRAK [N = 800]

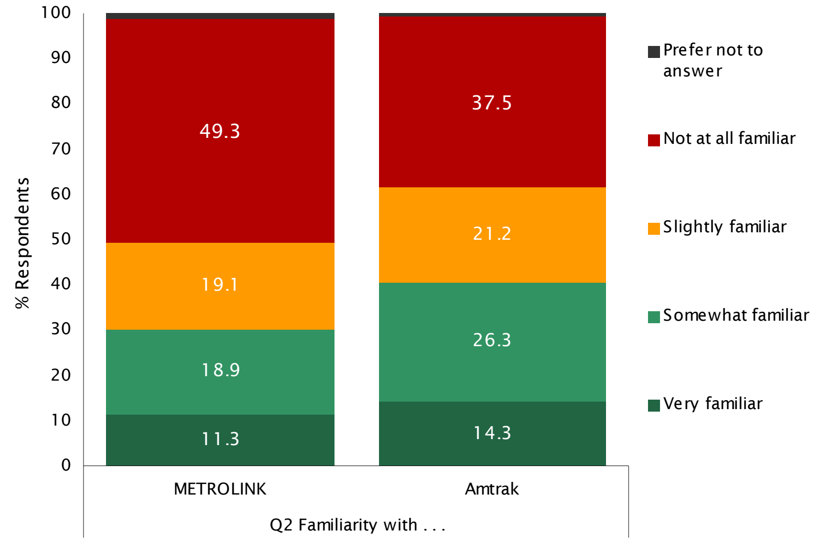



FIGURE 5 FAMILIARITY WITH METROLINK BY AGE & ETHNICITY [N = 800]

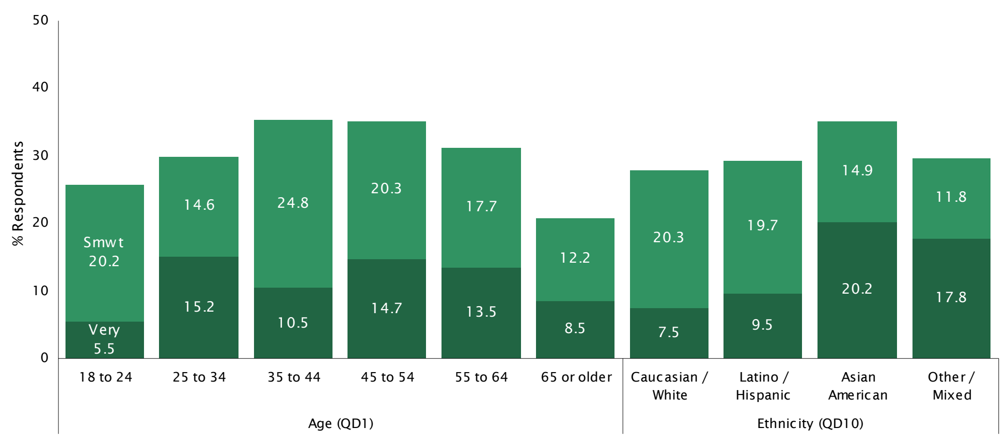
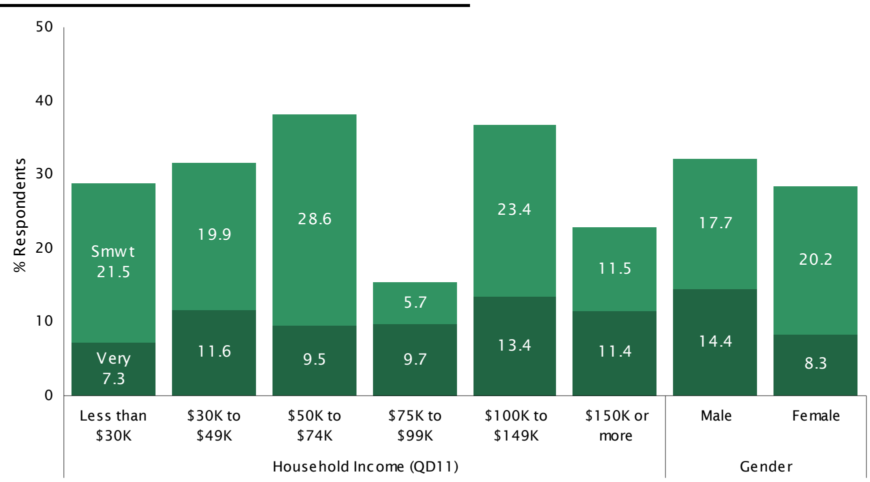



FIGURE 6 FAMILIARITY WITH METROLINK BY HOUSEHOLD INCOME & GENDER [N = 800]



**OPINION OF METROLINK AS TRAVEL OPTION** Respondents who reported being at least slightly familiar with METROLINK or Amtrak were subsequently asked their opinion of the service(s) as a travel option for them. Among those who were familiar with METROLNK, 29% held a very favorable opinion of METROLINK as a travel option, and 38% held a somewhat favorable opinion. Approximately 20% held an unfavorable opinion of METROLINK as a travel option for them, whereas 14% were unsure or preferred not to share their opinion.

The results were similar for Amtrak. Among those who were familiar with Amtrak, 27% held a very favorable opinion of Amtrak as a travel option, and 43% held a somewhat favorable opinion. Approximately 19% held an unfavorable opinion of Amtrak as a travel option for them, whereas 12% were unsure or preferred not to share their opinion. Figures 8 and 9 show how opinions of METROLINK as a travel option varied among subgroups of Orange County residents.

**Question 3** *In general, would you say you have a favorable or unfavorable opinion of _____ as a travel option for you?*

**FIGURE 7 OPINION OF METROLINK [N = 395] AND AMTRAK [N = 494]**

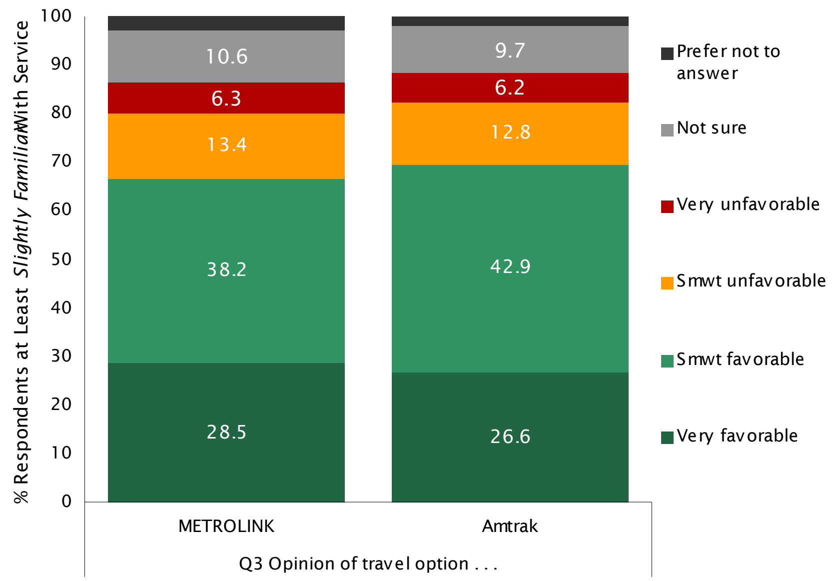



**FIGURE 8 OPINION OF METROLINK BY AGE, ETHNICITY & RIDDEN METROLINK IN PAST 12 MONTHS [N = 395]**

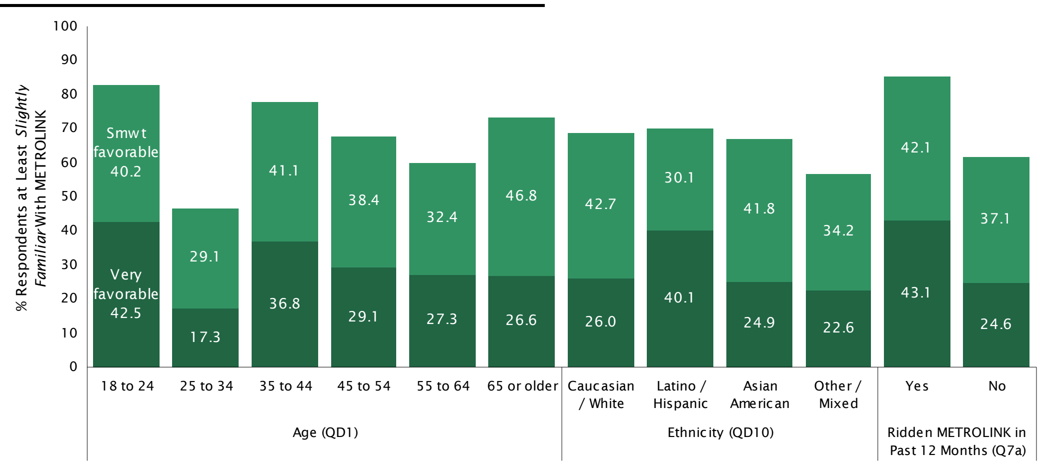
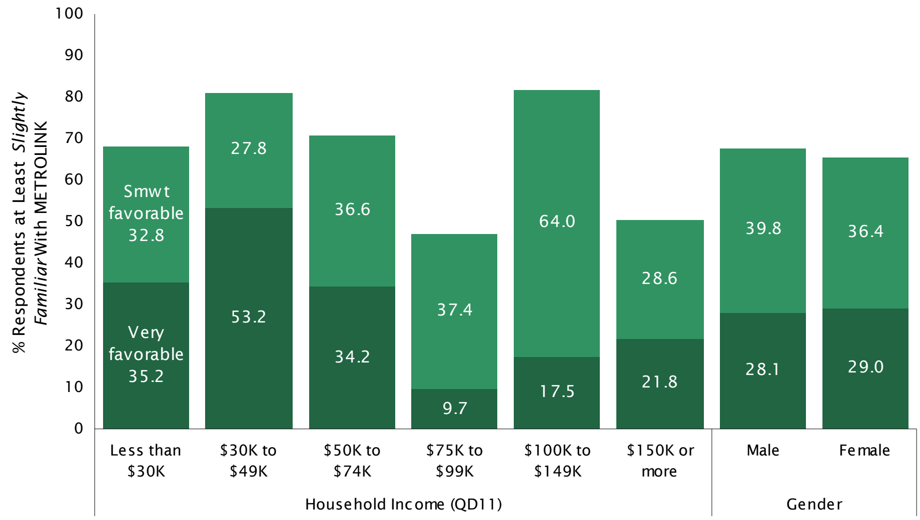


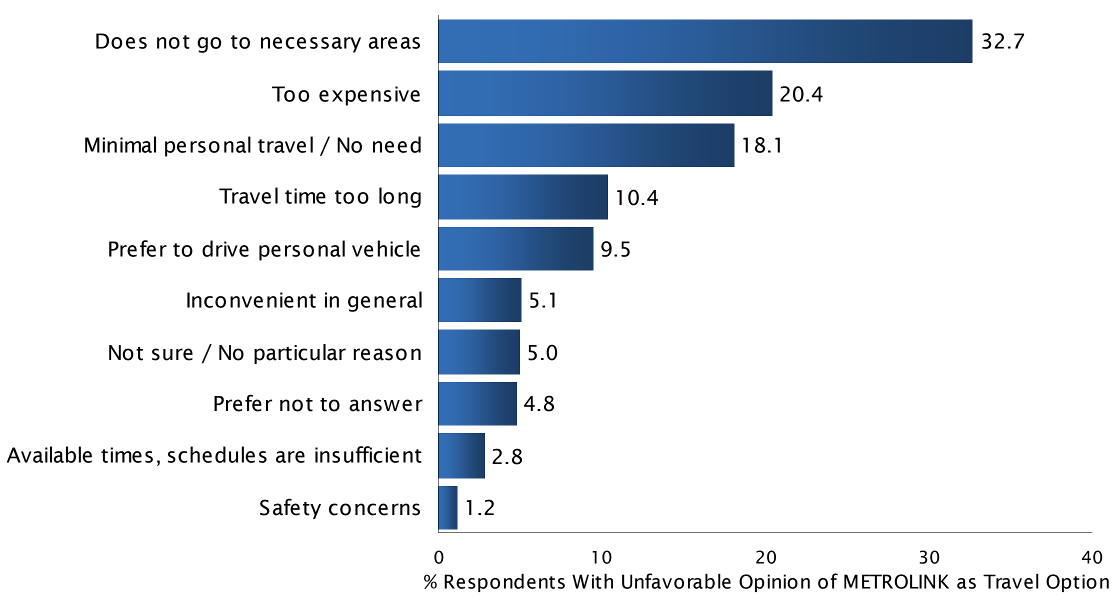
FIGURE 9 OPINION OF METROLINK BY HOUSEHOLD INCOME & GENDER [N = 395]




Orange County residents who were at least slightly familiar with METROLINK but indicated that they have an unfavorable opinion of the service as a travel option for them were subsequently asked if their was a particular reason for their unfavorable opinion. Question 4 was asked in an open-ended manner, thereby allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 10.

**Question 4** *Is there a particular reason why you have an unfavorable opinion of METROLINK as a travel option for you?*

FIGURE 10 REASON FOR UNFAVORABLE OPINION OF METROLINK [N = 78]

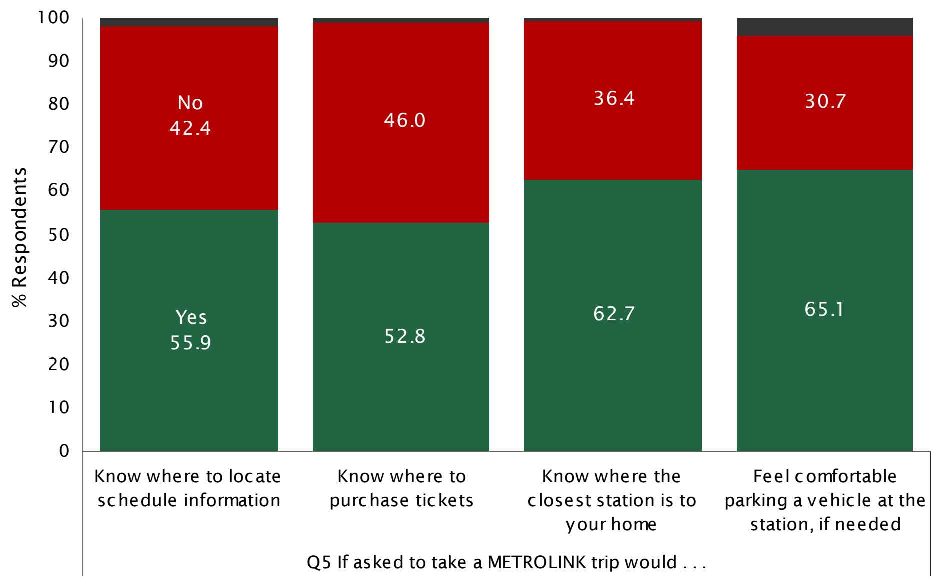


Those who had an unfavorable opinion of METROLINK as a travel option were most likely to explain their opinion by stating that METROLINK does not go to the areas they need to go (33%), that its too expensive (20%), or that they have little personal travel and/or no need for the service (18%).

**BASIC KNOWLEDGE OF METROLINK** The final question in this series was designed primarily to gauge how informed Orange County adults are with respect to basic information about METROLINK—including how to locate schedule information, where to purchase tickets, and where the closest station is to their home (Figure 11). Overall, 63% of Orange County residents know where the closest METROLINK station is to their home, and nearly two-thirds (65%) indicated that they would feel comfortable parking a vehicle at the station, if needed. Just over half also indicated that they know where to locate schedule information (55%) and know where to purchase tickets (53%).

**Question 5** *If you were asked to take a trip this week by METROLINK that you normally take by car, would you: _____?*

**FIGURE 11 METROLINK KNOWLEDGE [N = 800]**




Knowledge of the closest METROLINK station, where to purchase tickets, and where to locate schedule information are prerequisites to riding METROLINK. For this reason, it is instructive to understand what percentage of Orange County residents possess knowledge of *all* three topics.

Figures 12 and 13 on the next page show the percentage of respondents who stated that they know the location of the closest METROLINK station, where to purchase tickets, and where to locate schedule information. When compared to their respective counterparts, those between the ages of 55 and 64, Asian Americans, males, and those whose households earn at least $100,000 annually were the most likely to claim knowledge of all three topics.

**FIGURE 12 METROLINK KNOWLEDGE BY AGE & ETHNICITY [N = 800]**

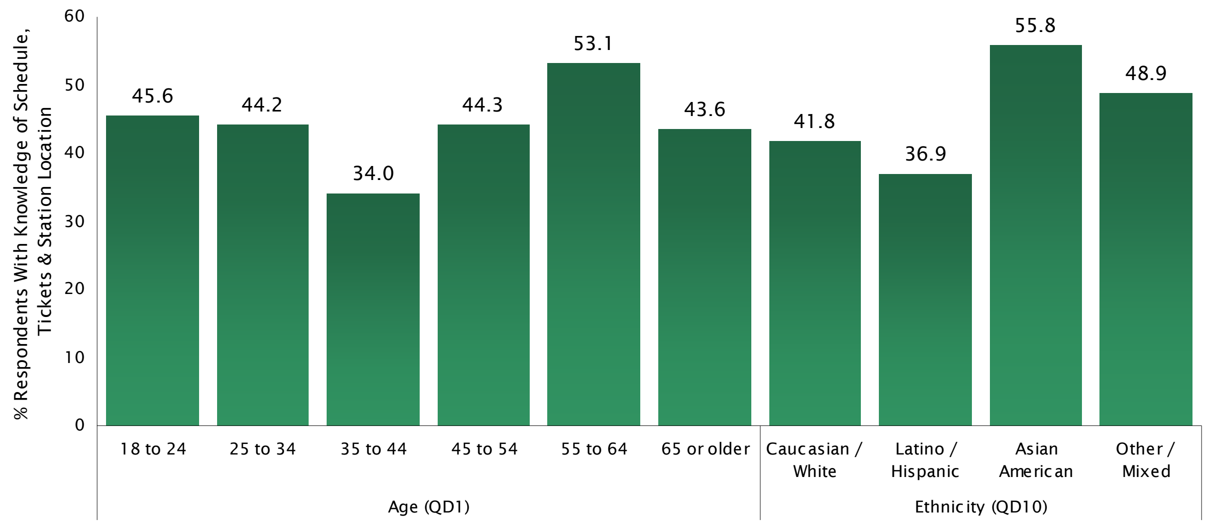
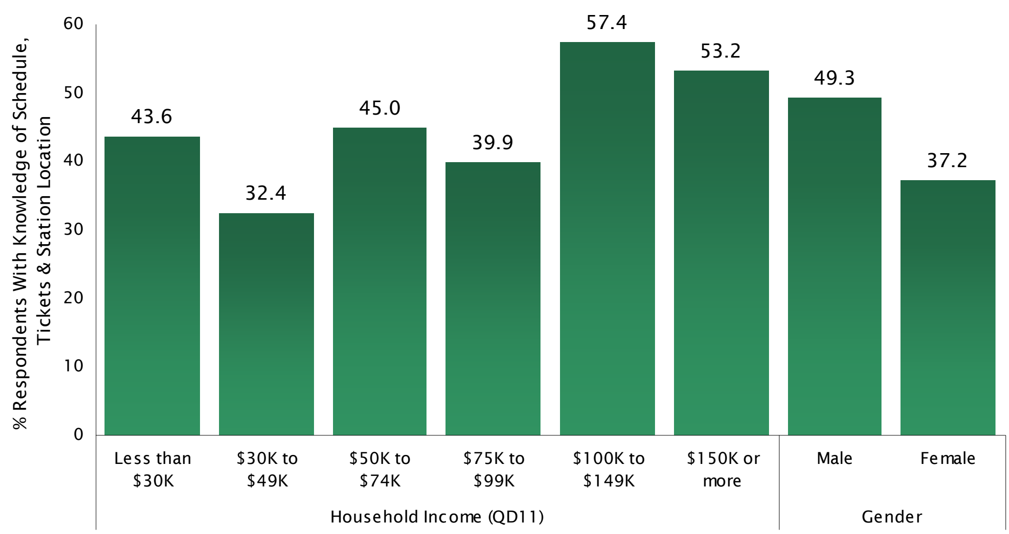



**FIGURE 13 METROLINK KNOWLEDGE BY HOUSEHOLD INCOME & GENDER [N = 800]**



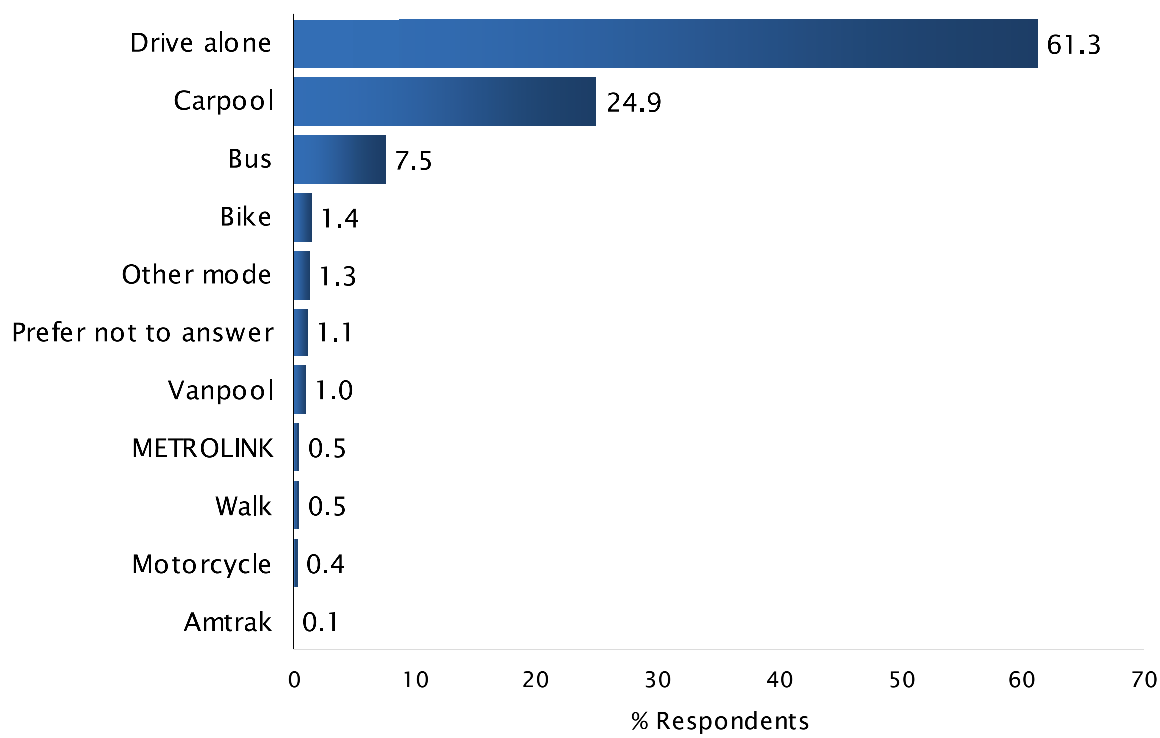
# MODE USE

Naturally, an individual's opinions about METROLINK and their potential for becoming a more frequent rider in the future can be shaped by the type of transportation they primarily use currently, as well as their past experiences riding METROLINK. Accordingly, the survey included several questions designed to profile respondents' primary mode choice and experiences with METROLINK.

**PRIMARY MODE OF TRANSPORTATION** The first question in this series (Question 6) was designed to identify respondents' *primary* mode of transportation when they travel in Orange County. As shown in Figure 14, the majority (61%) of residents surveyed indicated that they primarily drive alone, whereas one-quarter typically drive with one or more passengers (25%). Overall, 8% stated that they primarily travel by local bus and less than 1% *primarily* travel by METROLINK.

**Question 6** *What form of transportation do you use most often when traveling in Orange County?*

**FIGURE 14 PRIMARY MODE [N = 800]**




Figures 15-17 on the next page show that primarily driving solo was most commonly reported by those between 45 and 64 years of age, those who always have access to a personal vehicle, residents who were employed full-time, ethnic groups other than Latinos, and those whose household earn at least $150,000 annually.

**FIGURE 15 PRIMARY MODE BY AGE & ACCESS TO PERSONAL VEHICLE [N = 778]**

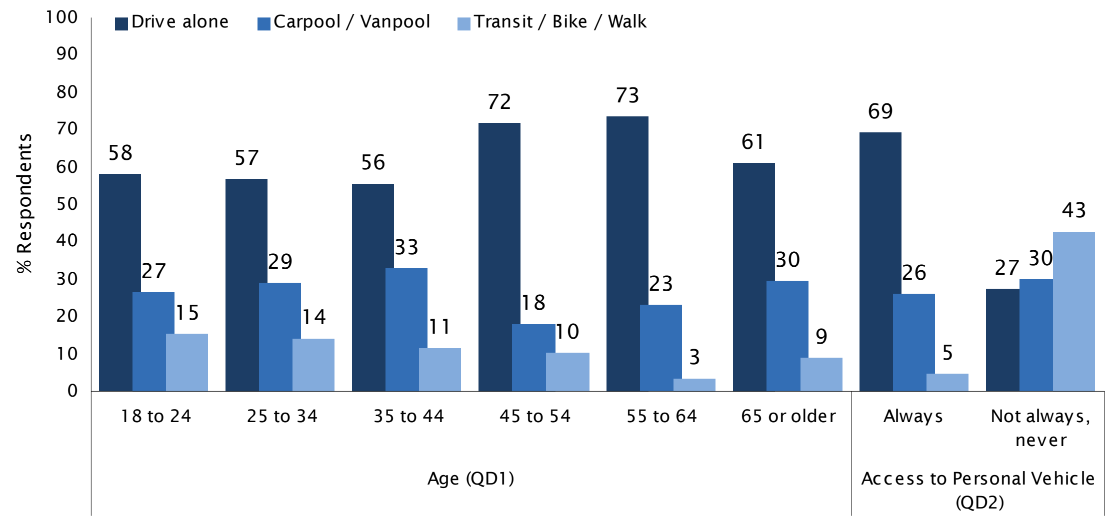



**FIGURE 16 PRIMARY MODE BY EMPLOYMENT & ETHNICITY [N = 778]**

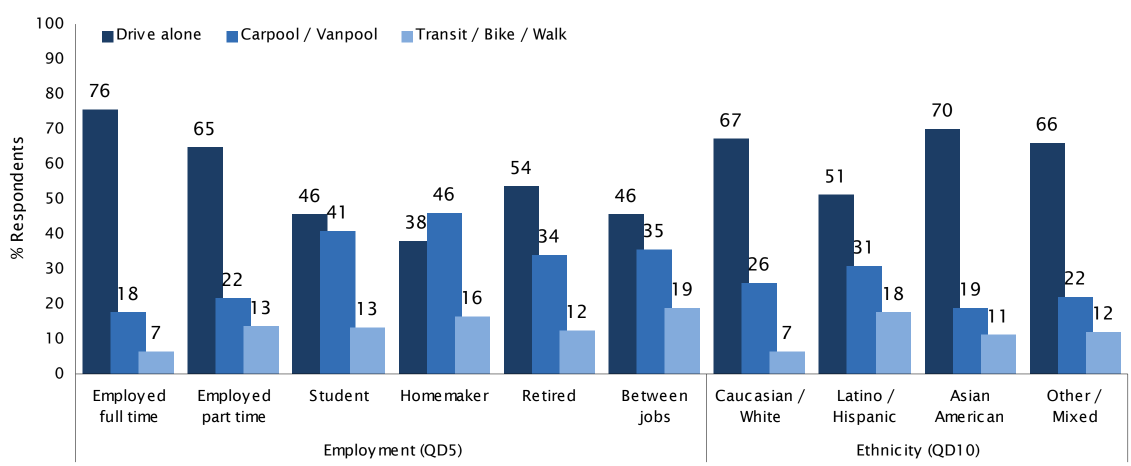
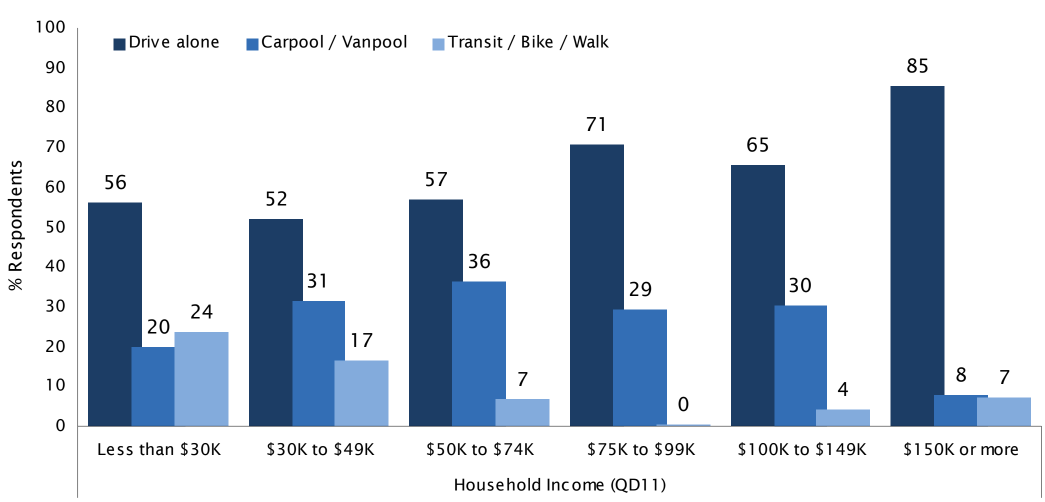



**FIGURE 17 PRIMARY MODE BY HOUSEHOLD INCOME [N = 778]**



**HAVE YOU RIDDEN METROLINK OR AMTRAK IN OC?** Respondents were next asked if they had ridden METROLINK or Amtrak in Orange County during the 12 months preceding the interview. Overall, 11% of Orange County adults reported that they had ridden METROLINK in the preceding 12 month period, whereas a slightly higher percentage (14%) reported riding Amtrak during this period (Figure 18). Figures 19 and 20 show that—at the subgroup level—there was a modest, positive correlation between riding METROLINK and riding Amtrak. Subgroups that reported comparatively higher ridership for METROLINK also tended to report higher ridership for Amtrak.

**Question 7** *In the past 12 months, have you ridden _____ when traveling in Orange County?*

**FIGURE 18 RIDERSHIP OF METROLINK AND AMTRAK IN PAST 12 MONTHS [N = 800]**

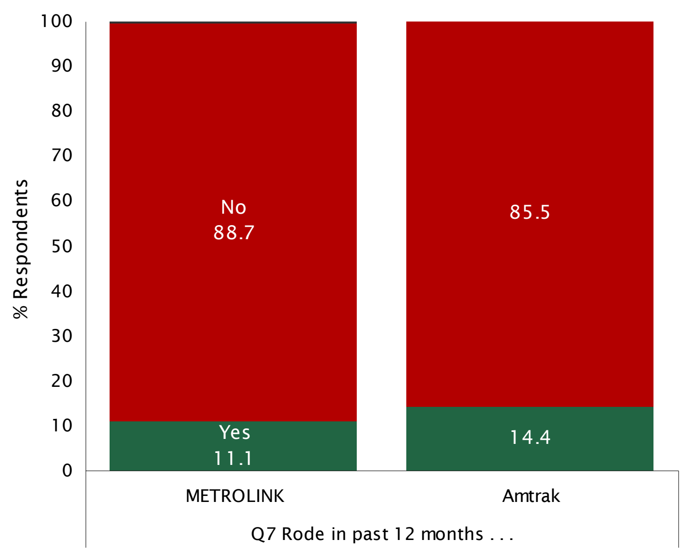



**FIGURE 19 RIDERSHIP OF METROLINK AND AMTRAK IN PAST 12 MONTHS BY AGE & ACCESS TO PERSONAL VEHICLE [N = 800]**

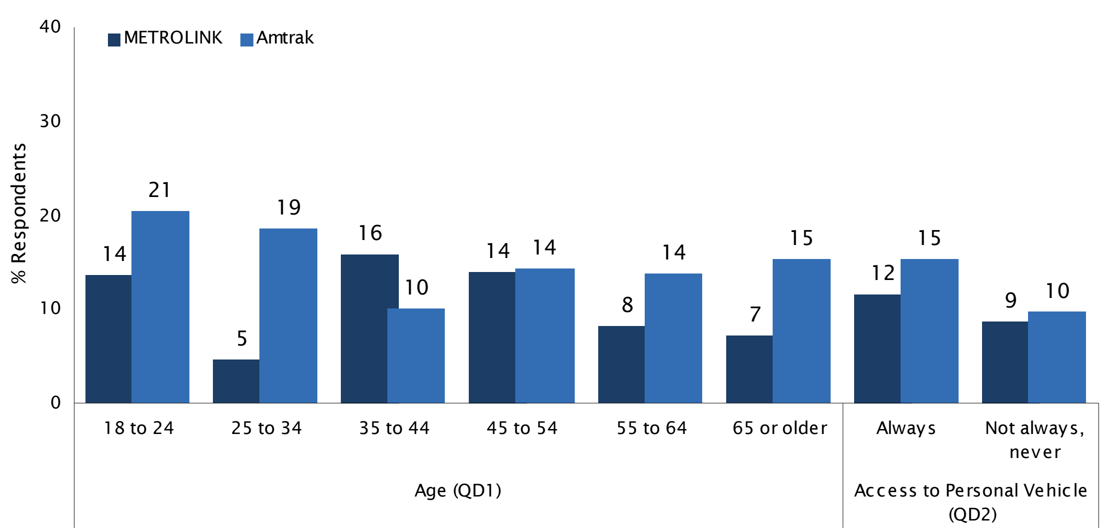


**FIGURE 20 RIDERSHIP OF METROLINK AND AMTRAK IN PAST 12 MONTHS BY EMPLOYMENT & ETHNICITY [N = 800]**

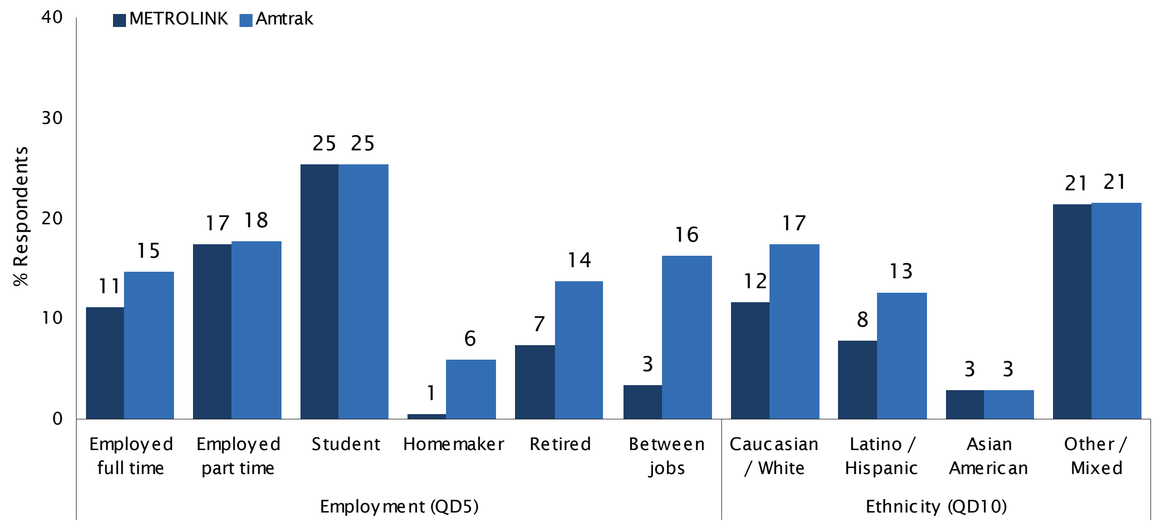
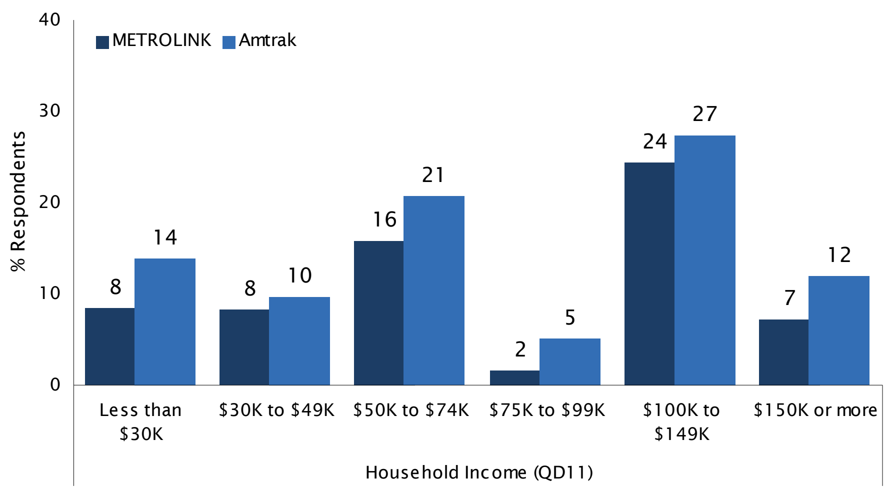


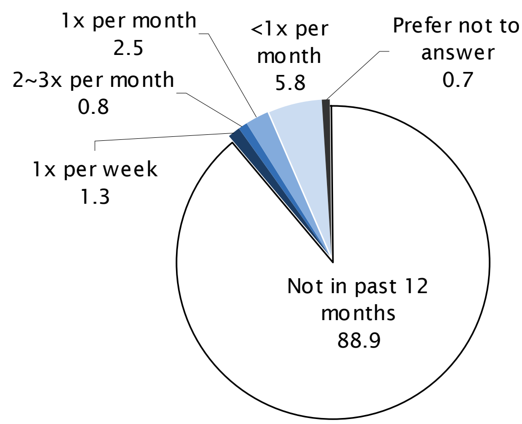

**FIGURE 21 RIDERSHIP OF METROLINK AND AMTRAK IN PAST 12 MONTHS HOUSEHOLD INCOME [N = 800]**




**FREQUENCY OF RIDING METROLINK** Respondents who indicated that they had ridden METROLINK in the 12 months prior to the interview were subsequently asked to describe how frequently they ride METROLINK. Figure 22 on the next page combines the responses to Questions 7 and 8 to profile frequency of riding METROLINK among all Orange County adults surveyed. Approximately 1% of Orange County adults surveyed reporting riding METROLINK at least once per week in the past year, 1% indicated they rode two to three times per month, 3% rode once per month, 6% rode less often than once per month, and 89% offered that they did not ridden METROLINK at all during the 12 months prior to the interview.

**Question 8** *In general, how often do you ride METROLINK? At least once per week, two to three times per month, once per month, less often than once per month?*

**FIGURE 22 FREQUENCY OF RIDING METROLINK [N = 800]**



# Comparative Performance & Perceptions

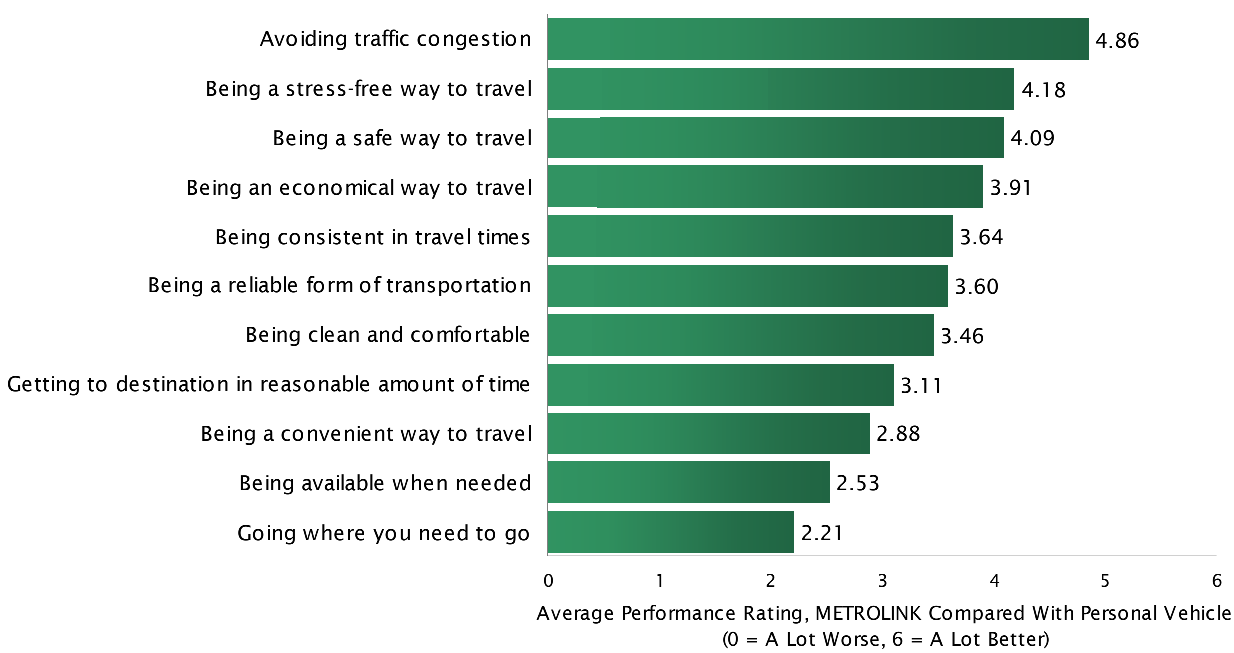
Having profiled respondents' awareness of METROLINK and the frequency with which they had ridden METROLINK in the past year, the survey next turned to measuring their perceptions of METROLINK's performance relative to the personal auto. In other words, how competitive is METROLINK with the personal auto in satisfying a variety of travel requirements/conditions.

To gather this information, respondents were presented with each of the performance criteria shown on the left of Figure 23 and simply asked whether METROLINK performs better, worse, or about the same as the personal auto on each criteria. Respondent's who offered better or worse were then asked to clarify the degree to which METROLINK's performance was better or worse using a scale of a lot, somewhat, or slightly better/worse. To ease the comparative analysis, the responses are converted to a mean score in Figure 23 using the six point scale shown at the bottom of the figure, where 0 represents an average score of a lot worse, 3 represents about the same, and 6 represents an average score of a lot better.

Overall, Orange County adults reported favorable comparative rankings for METROLINK on most of the performance dimensions tested. METROLINK was perceived to outperform the personal auto by the largest margin on avoiding traffic congestion (4.86), being a stress-free way to travel (4.18), being a safe way to travel (4.09), and being an economical way to travel (3.91). Although by a smaller margin, METROLINK was also viewed as out-competing the personal auto on being consistent in travel time (3.64), being a reliable form of transportation (3.60), and being clean and comfortable (3.46).

**Question 9** *When compared to a personal vehicle, would you say METROLINK is better, worse or about the same at _____?*

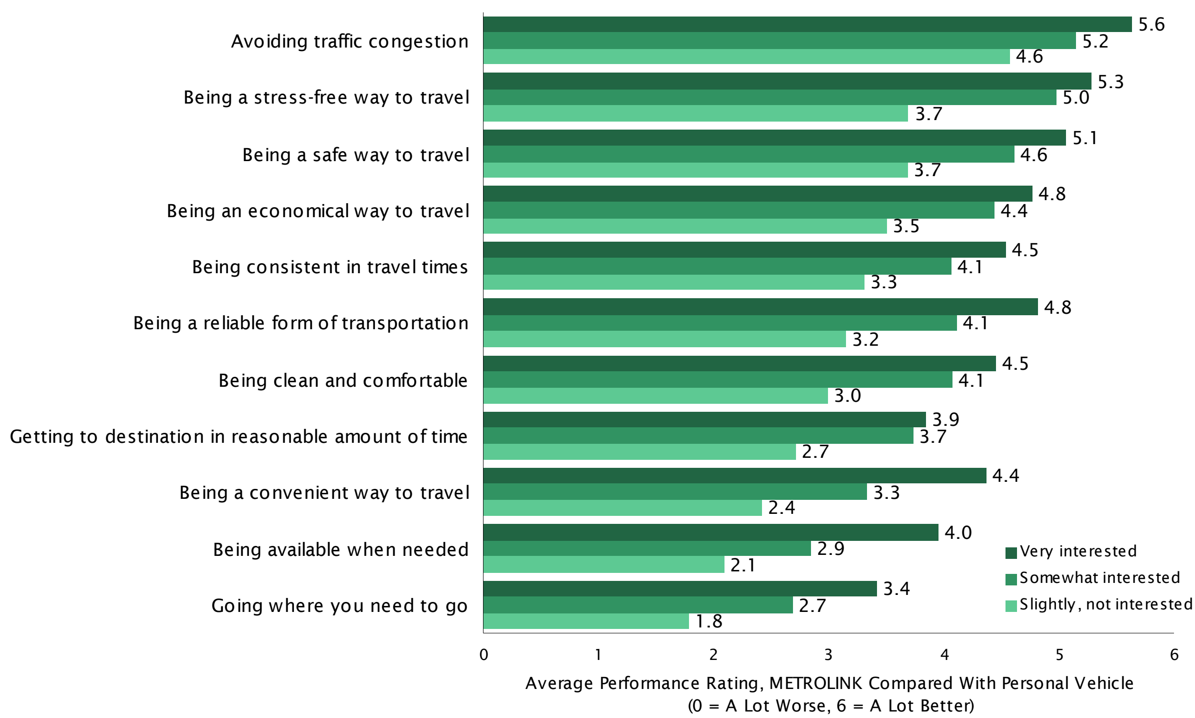
**FIGURE 23 PERFORMANCE RATING OF METROLINK COMPARED WITH PERSONAL VEHICLE [N = 800]**



METROLINK and the personal auto were rated similarly, on average, with respect to getting to a destination in a reasonable amount of time (3.11). On three key performance dimensions, however, METROLINK was viewed as under-performing when compared to a personal auto: being a convenient way to travel (2.88), being available when needed (2.53), and going where they need to go (2.21).

Figure 24 shows how the average comparative rating for METROLINK on each performance dimension varied according to respondents' stated interest in riding METROLINK more frequently in the future. As shown in the figure, a respondent's ratings of METROLINK on each dimension were generally related to their interest in riding METROLINK, with those who were very interested in riding METROLINK more often in the future having the most positive assessments of METROLINK's performance relative to the personal auto. This pattern was especially pronounced on the key issues of being a convenient way to travel, being available when needed, and going where they need to go. Those who were very interested in riding METROLINK in the future tended to see METROLINK outperforming the auto on these dimensions, whereas others tended to view the personal auto as being more competitive.

**FIGURE 24 PERFORMANCE RATING OF METROLINK COMPARED WITH PERSONAL VEHICLE BY INTEREST IN INCREASING METROLINK RIDERSHIP [N = 795]**



# INTEREST IN RIDING METROLINK

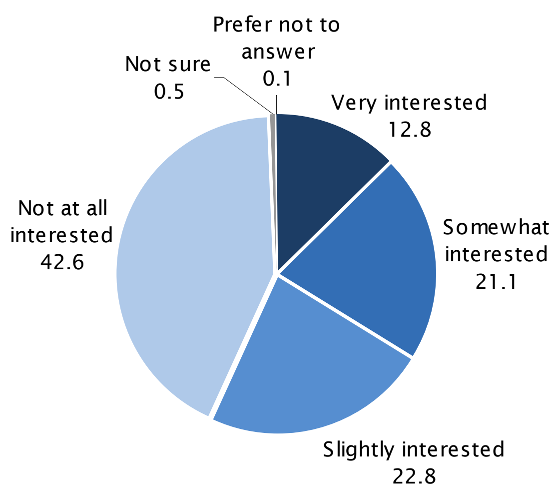
Up to this point, the survey focused on respondents' awareness of METROLINK, their past travel behaviors, as well as their perceptions of how METROLINK performs relative to the personal auto.

Having profiled current travel behaviors and perceptions of METROLINK, the survey transitioned to exploring the latent or potential market. That is, measuring the potential for bringing new riders onto the METROLINK system, identifying barriers or obstacles that may prevent those who are interested in riding METROLINK from acting on these interests, and identifying operational improvements or promotions that could spur additional ridership.

**INTEREST IN INCREASING METROLINK USE** The first question in this series simply asked respondents to describe their interest in increasing the frequency with which they ride METROLINK. Overall, 13% of Orange County residents stated that they are very interested in riding METROLINK more often in the future, 21% reported being somewhat interested, 23% indicated they have a slight interest, whereas 43% stated flatly that they are not at all interested in riding METROLINK more often in the future (Figure 25).

**Question 10** *How interested are you in increasing the frequency with which you ride METROLINK? Would you say you are very interested, somewhat interested, slightly interested, or not at all interested?*

**FIGURE 25 INTEREST IN INCREASING METROLINK RIDERSHIP [N = 800]**




Interest in riding METROLINK more frequently in the future varied somewhat across subgroups of Orange County residents (see Figures 26-28). When compared to their respective counterparts, residents between 35 and 44 years of age, Latinos, those earning between $30,000 and $49,999 annually, males, part-time employees, and those who live between seven and ten miles from a METROLINK station reported the greatest overall interest in riding METROLINK more often in the future. It should be noted, moreover, that nearly one-quarter (23%) of those who live within two miles of a METROLINK station expressed that they were *very* interested in riding METROLINK more often than they do currently.

**FIGURE 26 INTEREST IN INCREASING METROLINK RIDERSHIP BY AGE & ETHNICITY [N = 800]**

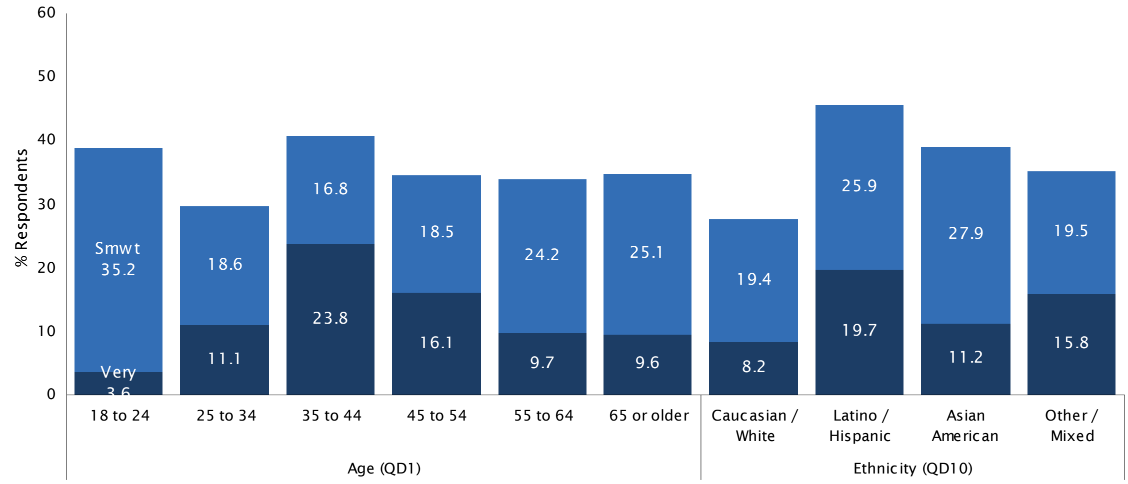



**FIGURE 27 INTEREST IN INCREASING METROLINK RIDERSHIP BY HOUSEHOLD INCOME & GENDER [N = 800]**

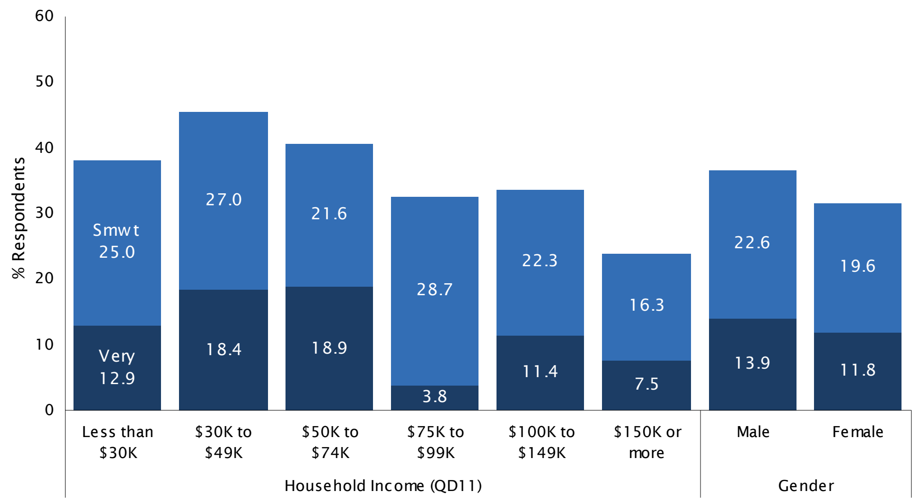
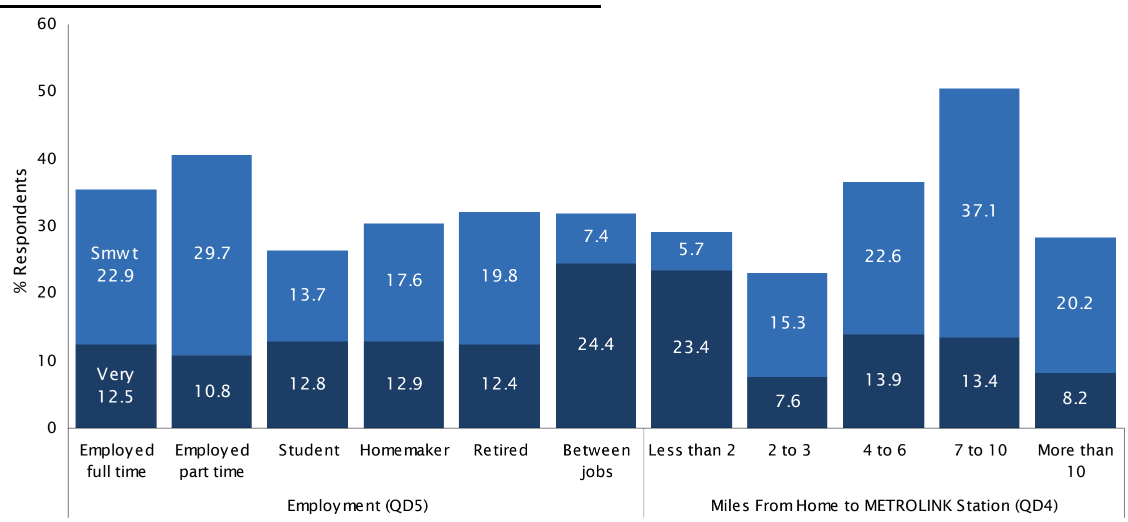


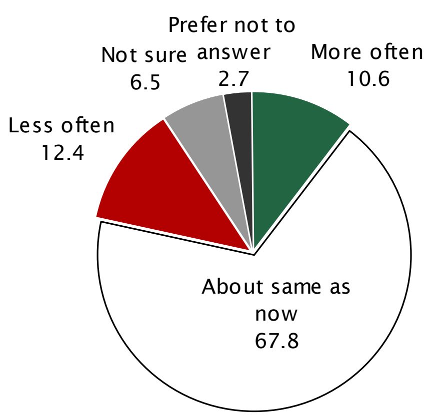

**FIGURE 28 INTEREST IN INCREASING METROLINK RIDERSHIP BY EMPLOYMENT & MILES FROM HOME TO METROLINK STATION [N = 800]**



**EXPECTED CHANGE IN METROLINK RIDERSHIP** Having gauged respondents' *interest* in riding METROLINK more frequently, the survey next asked whether—realistically—they anticipated that in the next six months they would actually ride METROLINK more often, less often, or at about the same frequency as they do currently. Overall, two-thirds (69%) of Orange County adults expected to ride METROLINK at the same frequency as they do now, 11% anticipated riding more frequently during this period, 12% expected to ride less often, whereas 9% were unsure or unwilling to share their opinion.

**Question 11** *Realistically, in the next six months do you think you will ride METROLINK more often, less often, or about the same frequency as you do now?*

**FIGURE 29 REALISTIC METROLINK RIDERSHIP IN NEXT SIX MONTHS [N = 800]**




Figures 30-32 display how the percentage of respondents who anticipated a change in their METROLINK ridership patterns during next six months varied across subgroups of Orange County residents. The subgroups with the highest percentage who expected to *increase* their ridership included Latinos, those who recalled encountering advertisements or promotions for METROLINK in Orange County during the prior three months, individuals whose households earn between $50,000 and $74,999 annually, males, homemakers, and those who live within two miles of a METROLINK station.

**FIGURE 30 REALISTIC METROLINK RIDERSHIP IN NEXT SIX MONTHS BY AGE, ETHNICITY & ENCOUNTERED METROLINK PROMO [N = 800]**

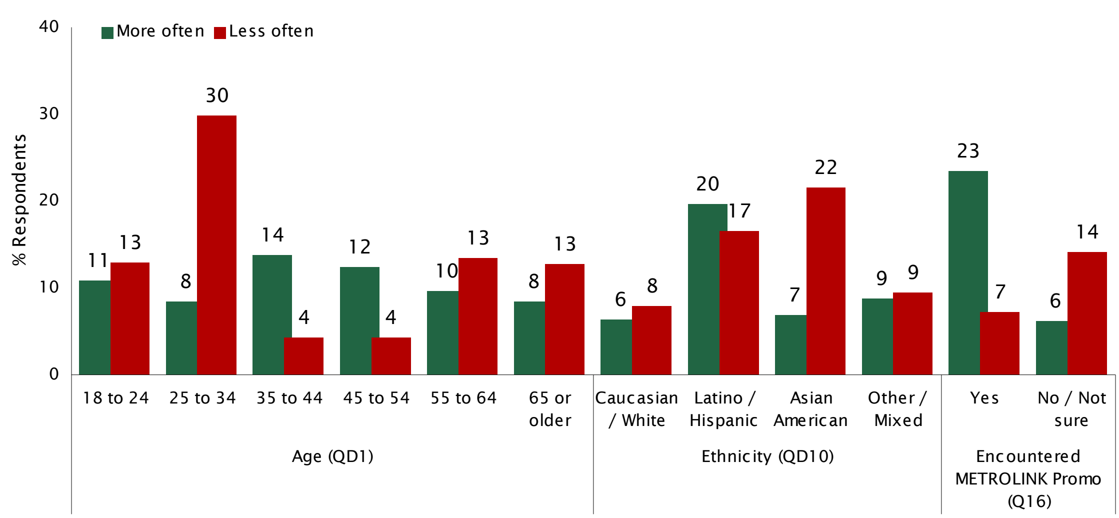


**FIGURE 31 REALISTIC METROLINK RIDERSHIP IN NEXT SIX MONTHS BY HOUSEHOLD INCOME & GENDER [N = 800]**

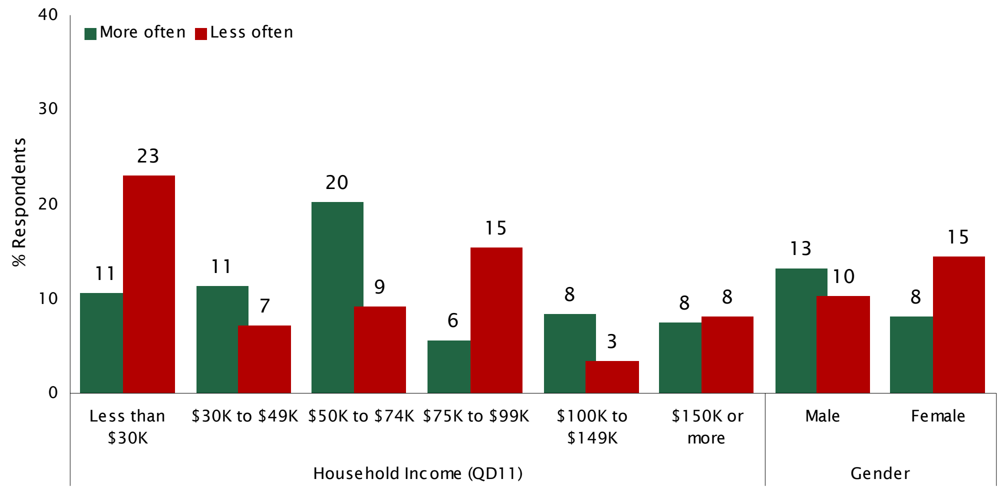
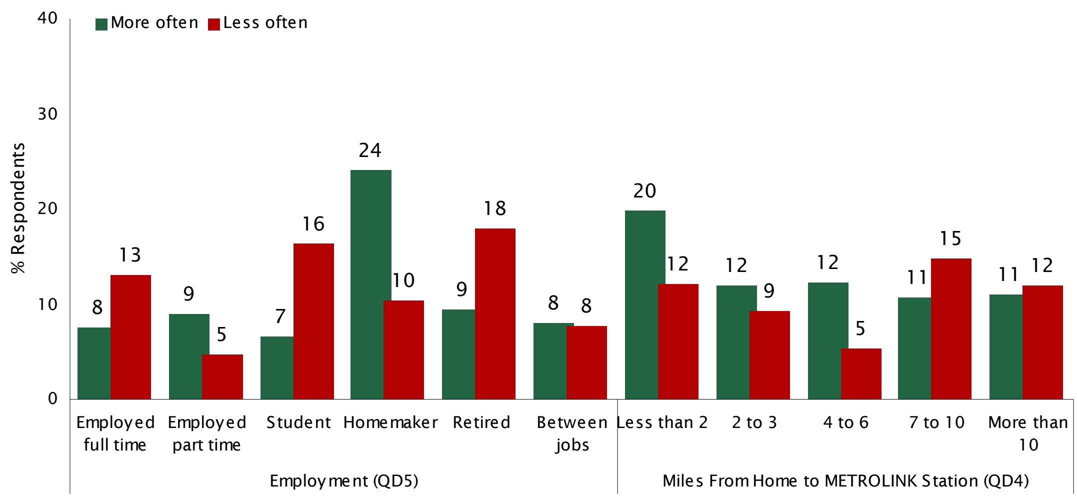



**FIGURE 32 REALISTIC METROLINK RIDERSHIP IN NEXT SIX MONTHS BY EMPLOYMENT & MILES FROM HOME TO METROLINK STATION [N = 800]**

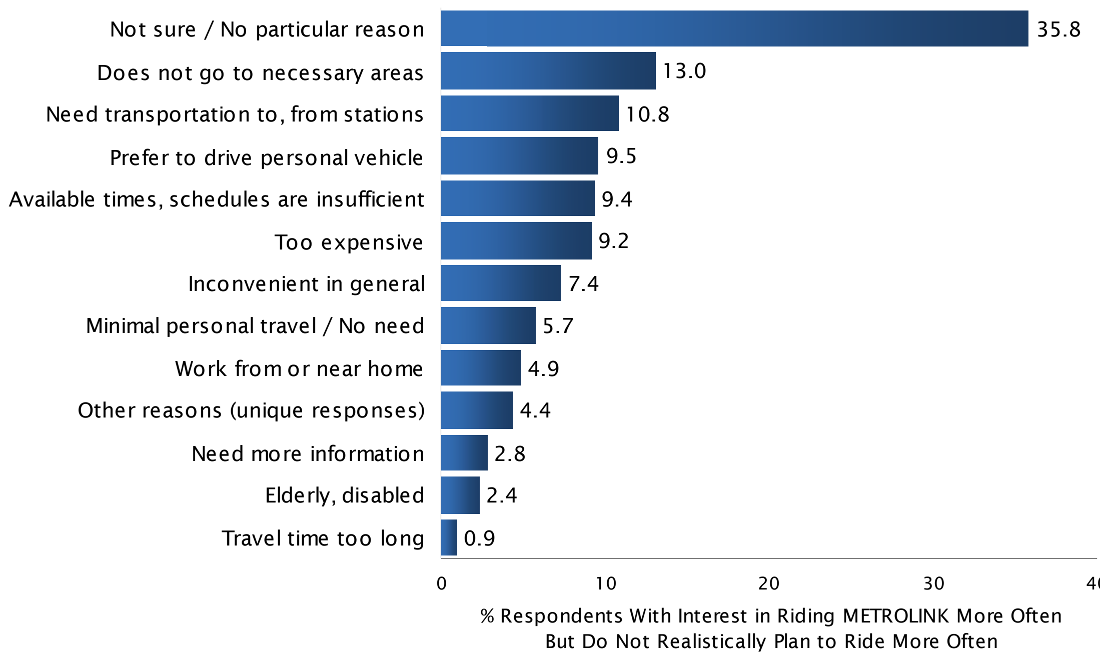



**OBSTACLES TO RIDING METROLINK MORE OFTEN** The next question in this series was posed to respondents who reported being at least somewhat interested in riding METROLINK more frequently (Question 10), but confided that—realistically—they did not expect to increase their frequency of ridership in the next six months (Question 11). Question 12 simply asked these respondents to identify the reasons or obstacles that will keep them from riding METROLINK more often. This question was administered in an open-ended manner, which allowed respondents to mention any reason that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown below in Figure 33 on the next page.

Approximately one-third (36%) of respondents were not sure or mentioned that there was no particular reason/obstacle preventing them from riding METROLINK more often. Among the specific obstacles that were identified, the most common were that METROLINK does not go where they need to go (13%), lack of transportation to/from stations (11%), they prefer to drive a personal vehicle (10%), scheduling issues (9%), and that the service is too expensive (9%).

**Question 12** *Are there specific reasons or obstacles that will keep you from riding METROLINK more often?*

**FIGURE 33 GENERAL OBSTACLES TO RIDING METROLINK [N = 370]**




Regardless of their stated interest in riding METROLINK, all respondents were next presented with the list of issues shown in Figure 34 on the next page asked whether each issue keeps them from riding METROLINK more often. Among the potential obstacles tested, difficultly connecting from a METROLINK station to their final destination was the most common perceived obstacle preventing them from riding METROLINK more often (51%), followed by difficulty getting from their home to a METROLINK station (39%), train service ends before 7PM on weekends (38%), lay-over time when switching trains or transferring to other transit services (36%), and trains not running frequently enough on weekends (33%). Less than one-third of respondents indicated that the remaining issues in the list prevented them from riding METROLINK more often.

Among Orange County residents who indicated that they were either very or somewhat interested in riding METROLINK more often but realistically were not going to do so (see Figure 35), the most commonly perceived barriers to riding METROLINK more often were similar: that train service ends before 7PM on weekends (56%), they have difficulty getting from the station to their ultimate destination (53%), and difficulty getting from their home to a METROLINK station (48%).

**Question 13** *As I read the following items, please tell me if this issue keeps you from riding METROLINK more often.*

FIGURE 34 SPECIFIC OBSTACLES TO RIDING METROLINK [N = 800]

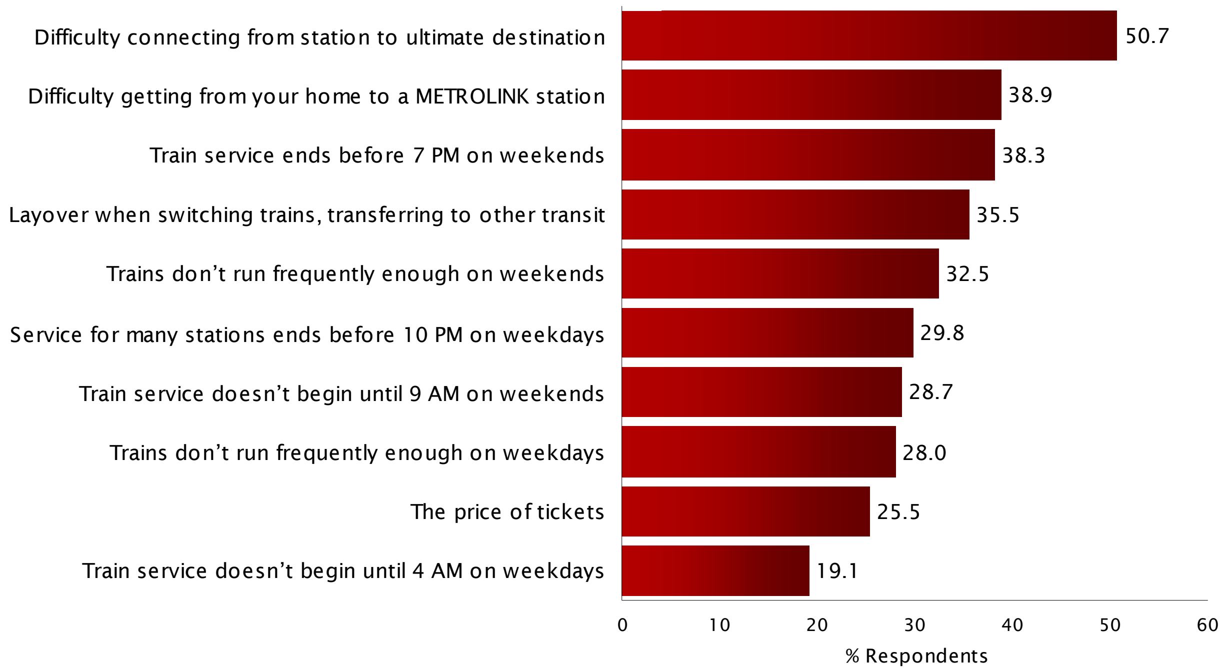
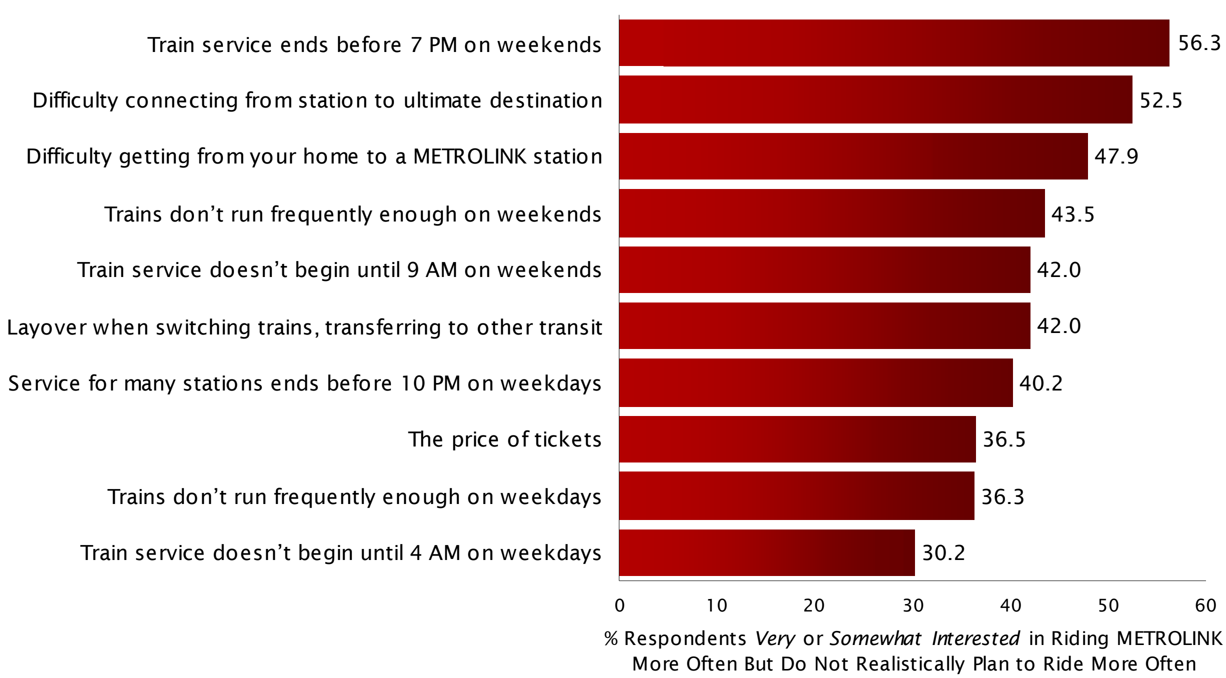



FIGURE 35 SPECIFIC OBSTACLES TO RIDING METROLINK AMONG THOSE WITH INTEREST IN INCREASING RIDERSHIP BUT WHO DO NOT REALISTICALLY PLAN TO RIDE MORE [N = 196]



## LIKELIHOOD OF USING METROLINK FOR SPECIFIC EVENTS/DESTINATIONS

Whereas the prior question focused on potential obstacles to riding METROLINK more frequently, Questions 14 and 15 sought to identify the level of interest Orange County residents have in using METROLINK to travel to specific events and destinations assuming that there were trains available for that purpose on a regular basis. For each item shown on the left of Figure 36, respondents were simply asked how likely they would be to use METROLINK for this purpose assuming regularly available trains.

Overall, Orange County residents reported being most likely to use METROLINK to visit destinations in San Diego County (69% very or somewhat likely), followed by visit destinations in Los Angeles County (63%), and attend concerts or special events at the Grove, Honda Center or Angel Stadium (53%). At the other end of the spectrum, residents were substantially less likely to anticipate using METROLINK to visit destinations in Riverside County (37%) and visit downtown Fullerton for shopping or dining (38%).

**Question 14** *If there were trains available on a regular basis, how likely would you be to use METROLINK to: _____? Would you be very likely, somewhat likely, or not likely?*

**FIGURE 36 LIKELIHOOD OF USING METROLINK FOR SPECIFIC EVENTS OR DESTINATIONS [N = 800]**

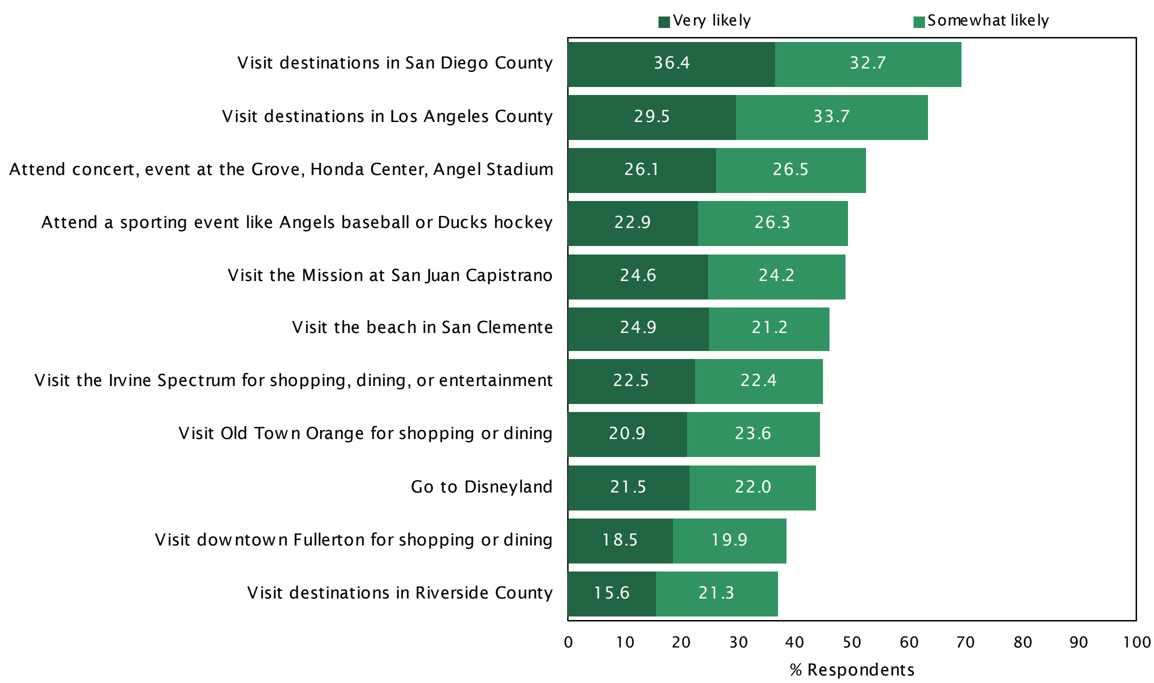
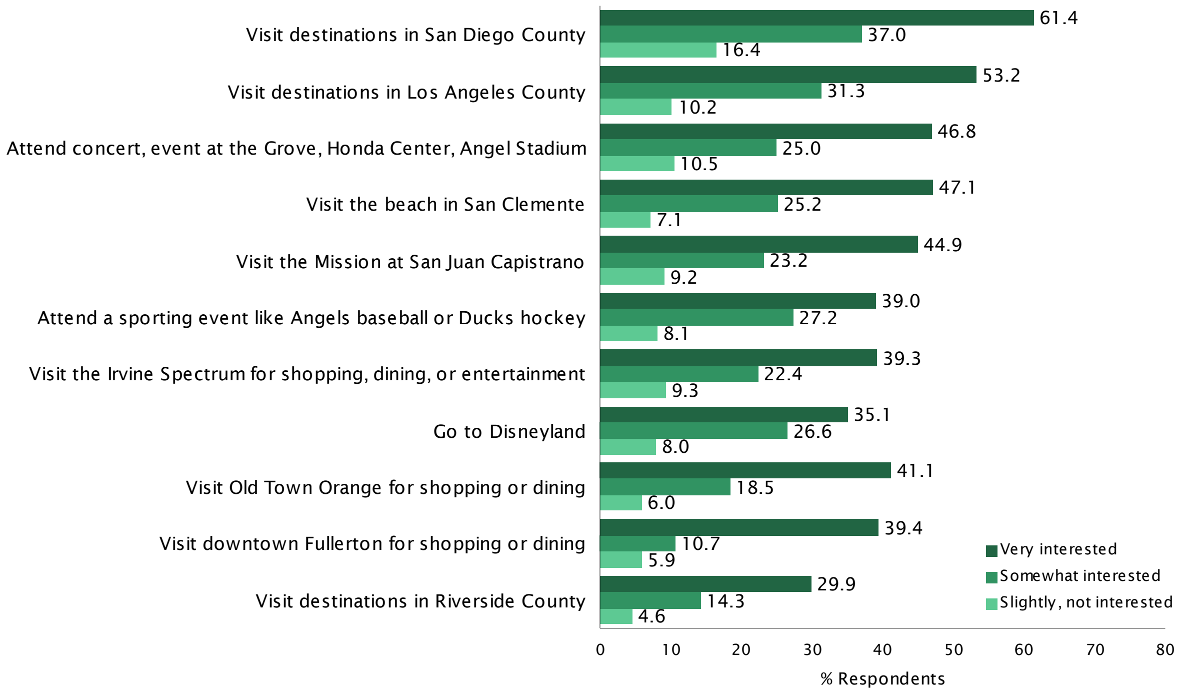



Figure 37 on the next page shows how the anticipated likelihood of using METROLINK to visit each destination tested in Question 14 varied according to respondents' *general* level of interest in riding METROLINK more frequently in the future. As one might expect, those who reported being very interested in riding METROLINK more frequently *in general* were also the most likely to anticipate using METROLINK to visit each of the destinations tested. Moreover, the top-rated destinations were the same as found among residents as a whole: destinations in San Diego County, Los Angeles County, and concerts or special events held at the Grove, Honda Center and Angel Stadium.

**FIGURE 37 LIKELIHOOD OF USING METROLINK FOR SPECIFIC EVENTS OR DESTINATIONS BY INTEREST IN INCREASING METROLINK RIDERSHIP [N = 795]**

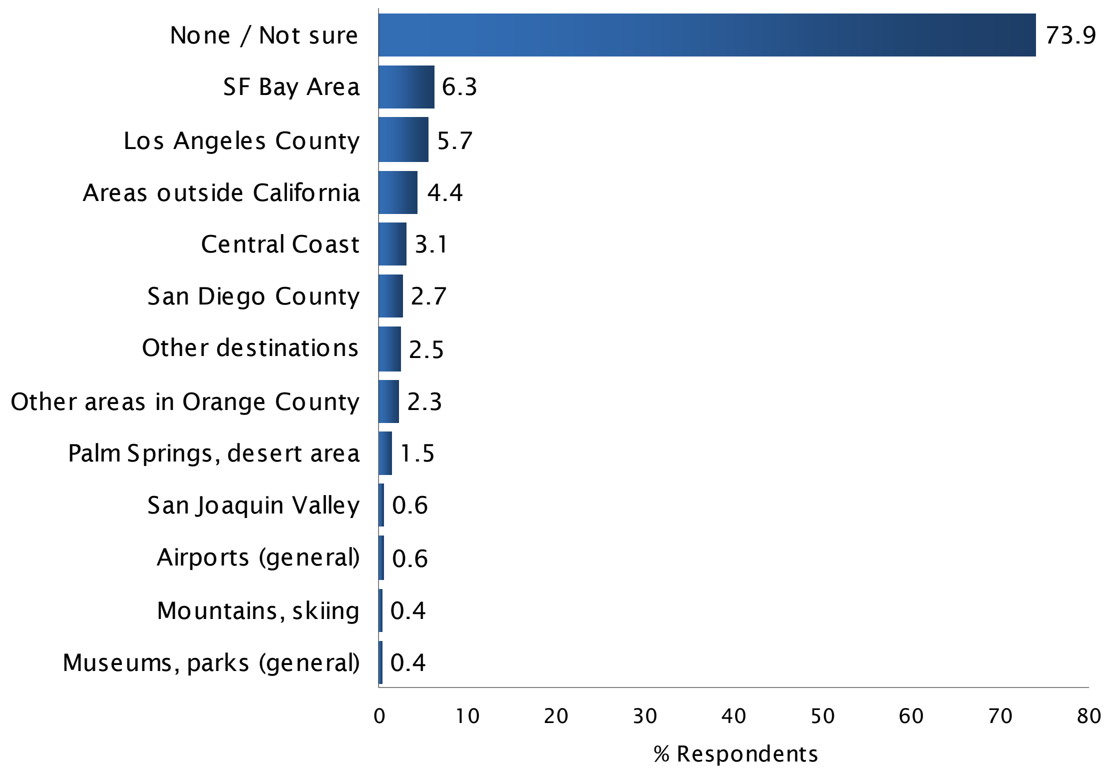



Recognizing that the list of destinations tested in Question 14 was not exhaustive, the final question this series asked respondents whether there was a particular destination or type of trip not previously mentioned for which they would like to use METROLINK for in the future. Question 15 was asked in an open-ended manner to allow respondents the opportunity to mention any purpose or specific destination that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 38 on the next page.

Nearly three-quarters of those surveyed (74%) could not think of a specific destination not already tested or stated flatly that there were no additional trip purposes or destinations that interested them. Among the destinations that were mentioned, the most common were specific destinations in the San Francisco Bay Area (6%), Los Angeles County (6%), areas outside of California such as Las Vegas (4%), and the Central Coast (3%).

**Question 15** *Is there a particular destination or type of trip that you would like to use METROLINK for in the future that I didn't mention?*

**FIGURE 38 ADDITIONAL DESTINATIONS / TRIP TYPES DESIRED FOR METROLINK TRAVEL [N = 800]**

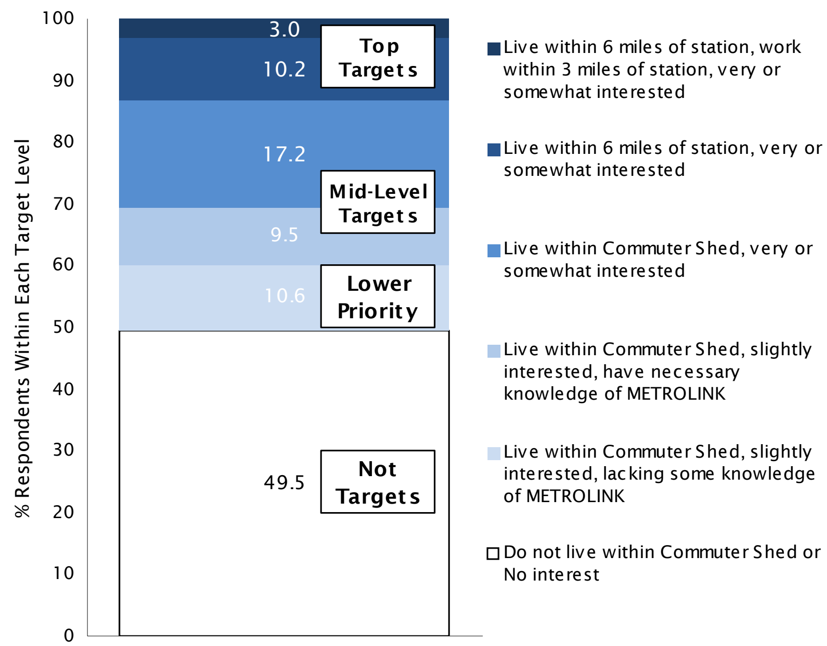


# MARKET TARGETS & SIZE

One of the primary goals of this study was to profile the potential market for METROLINK service among Orange County residents, many of whom (as detailed previously in this report) have little or no recent experience riding METROLINK. Rather than assume that *all* residents are potential riders, we operated from the premise that the market is comprised of tiers—with some residents sharing criteria that make them very good targets, others sharing criteria that make them moderately good targets, some having a profile that places them at the margins of the market, and still others that are not within the potential METROLINK market.

A respondent's position in the METROLINK market was based on several criteria, including their stated interest in riding METROLINK more frequently in the future, the proximity of their home to a METROLINK station, as well as the proximity of their work place to a METROLINK station (where applicable). These three variables were combined to establish the tiers shown in Figure 39.

**FIGURE 39 TARGETS FOR INCREASING RIDERSHIP [N = 796]**




**Top Targets** The most promising potential riders are those who stated[3] that they live within six miles of a METROLINK station, work within 3 miles of a station, and were very or somewhat interested in riding METROLINK more often in the future. Approximately 3% of adults in Orange County met each of these criteria. Because some residents aren't employed, relaxing the criteria somewhat to require that they report living within six miles of a METROLINK station and were very or somewhat interested in riding METROLINK more often in the future nets an additional 10% of residents. Collectively, these two groups represent the *Top Targets* in the potential METROLINK market.

3. Proximity to a METROLINK station is based on the respondents' knowledge, which may be different than the actual proximity.

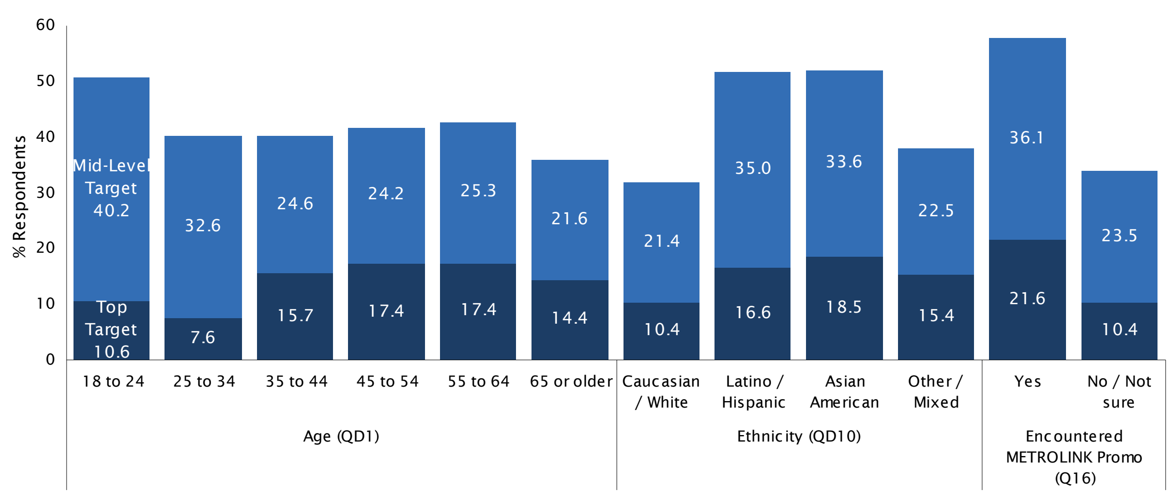
**Mid-Level Targets** Mid-level targets are residents who do *not* live within six miles of a METROLINK station, but do live within the large number of ZIP codes that comprise the commuter shed for METROLINK[4] and were either A) very or somewhat interested in riding METROLINK more often in the future (17%), or B) slightly interested in riding METROLINK more often in the future and had the requisite knowledge of station locations and how to acquire tickets and schedule information (10%).

**Lower Priority Targets** At the margins of the potential METROLINK market are adults who live within the METROLINK commuter shed and expressed a slight interest in riding METROLINK more often in the future, but lack basic knowledge about METROLINK such as station locations, schedule availability, and/or how to purchase tickets. These lower priority targets represent 11% of adults in Orange County.

**Non-Targets** Half (50%) of Orange County adults are considered to be outside of the potential METROLINK market for the purposes of this study based on their *not* living within the ZIP codes that comprise the commuter shed and/or expressing no interest in riding METROLINK more often in the future.

**PROPENSITY TO BE A TOP AND MID-LEVEL TARGET** Figures 40-42 show how the propensity to be a Top or Mid-Level Target varied by characteristics including age, ethnicity, exposure to promotions, household income, gender, employment status, and Supervisorial District. When compared to their respective counterparts, adults under 25 years of age, Latinos and Asian Americans, those who recalled encountering a METROLINK advertisement/promotion, individuals in households that earn less then $50,000 annually, part-time employees, and residents of Supervisorial Districts 4 and 5 had the highest propensity to be *at least* a Mid-Level target.

**FIGURE 40 TOP AND MID-LEVEL TARGETS FOR INCREASING RIDERSHIP BY AGE, ETHNICITY & ENCOUNTERED METRO LINK PROMO [N = 796]**




4. The list of ZIP codes that comprise the commuter shed for METROLINK in Orange County was based on data provided by SCRRA.

**FIGURE 41 TOP AND MID-LEVEL TARGETS FOR INCREASING RIDERSHIP BY HOUSEHOLD INCOME [N = 796]**

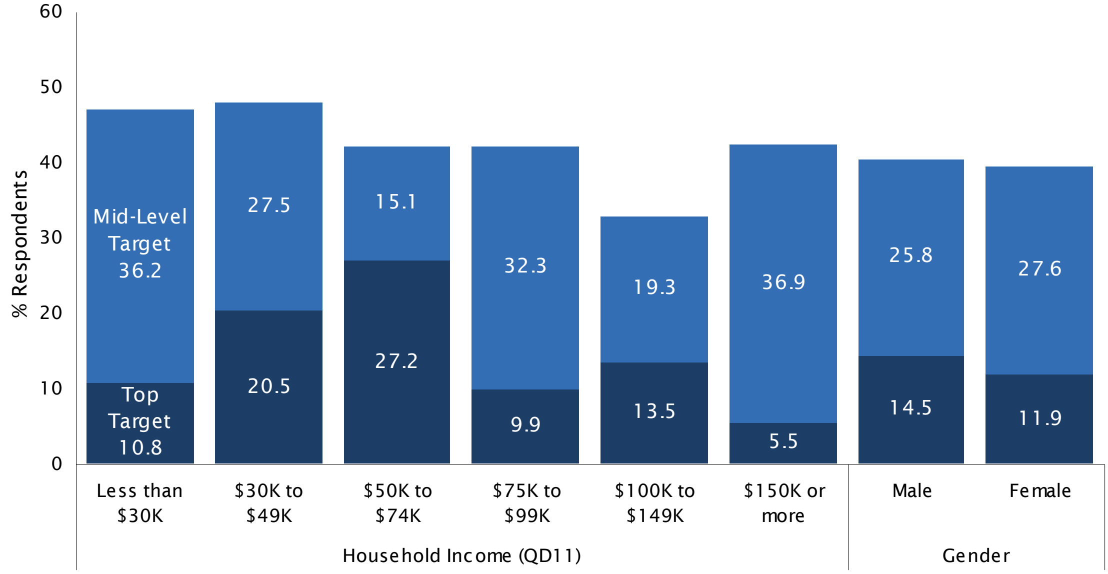
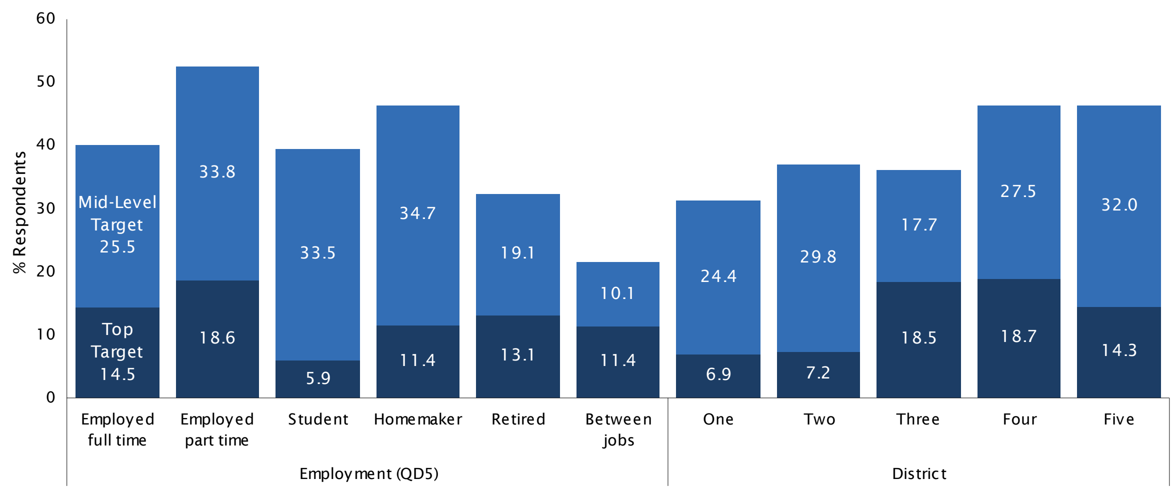



**FIGURE 42 TOP AND MID-LEVEL TARGETS FOR INCREASING RIDERSHIP BY EMPLOYMENT & DISTRICT [N = 796]**




**TARGET PROFILES** Whereas Figures 40-42 display the percentage within each subgroup that were Top or Mid-Level Targets, Figures 43-47 reverse the analysis to profile the demographic composition of each market level. The figures present the percentage of each market level (Top Target, Mid-Level Target, Lower Priority Target & Non-Targets) that is accounted for by a particular subgroup. Thus, for example, Top Targets consist of 9% between 18 to 24, 8% between 25 and 34, 23% between 35 to 44, 24% between 45 to 54, and 18% 65 years of age or older.

The figures make it comparatively easy to identify distinguishing characteristics of each market level. Top Targets, for example, tend to be older, male, come from households that earn between $50,000 and $74,999 annually, and reside in Supervisorial Districts 3 and 4.

**Figure 43 Targets for Increasing Ridership by Age [n = 796]**

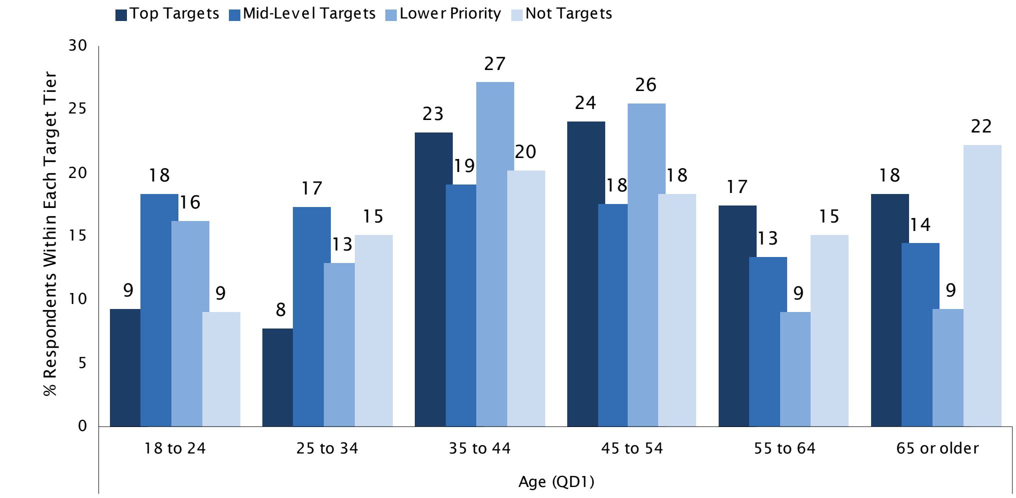



**Figure 44 Targets for Increasing Ridership by Access to Personal Vehicle & Employment [n = 796]**

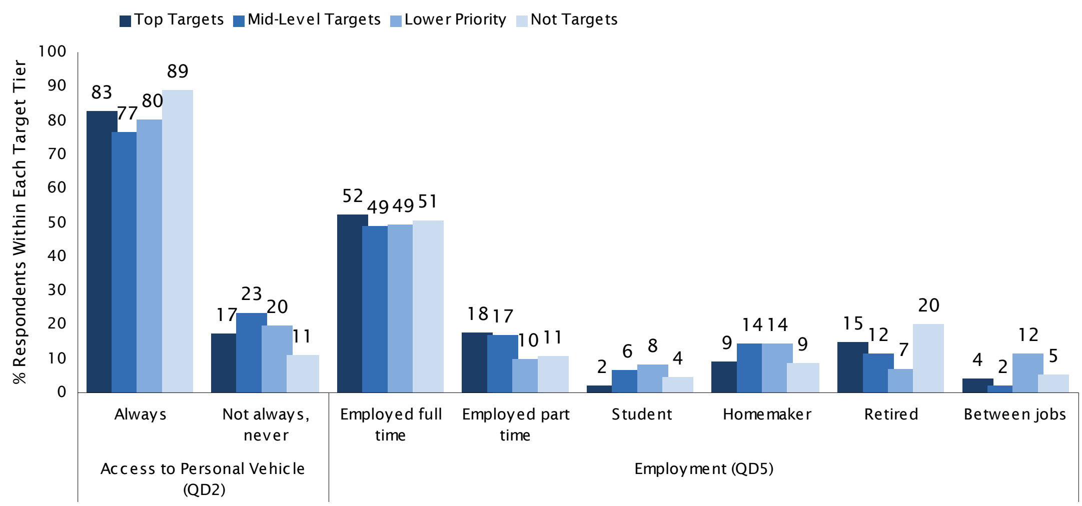
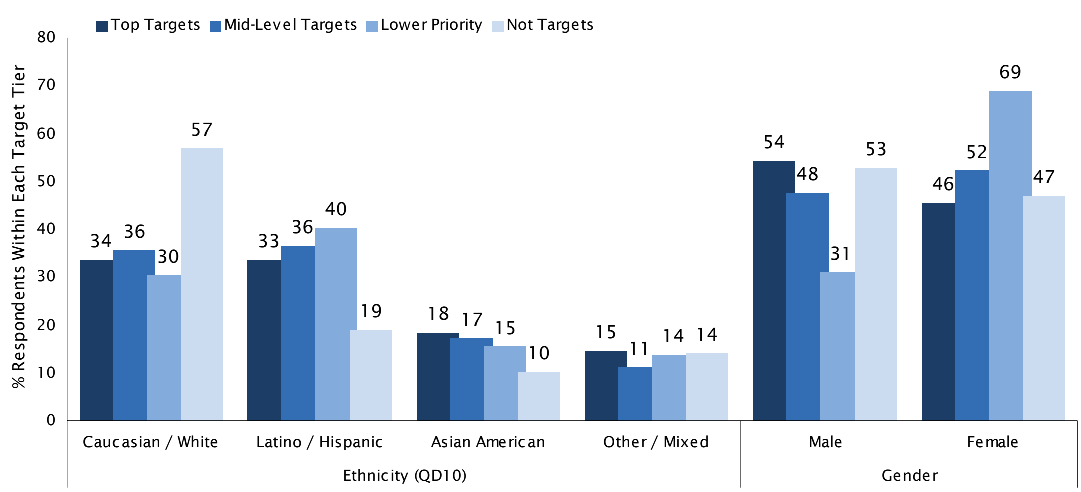
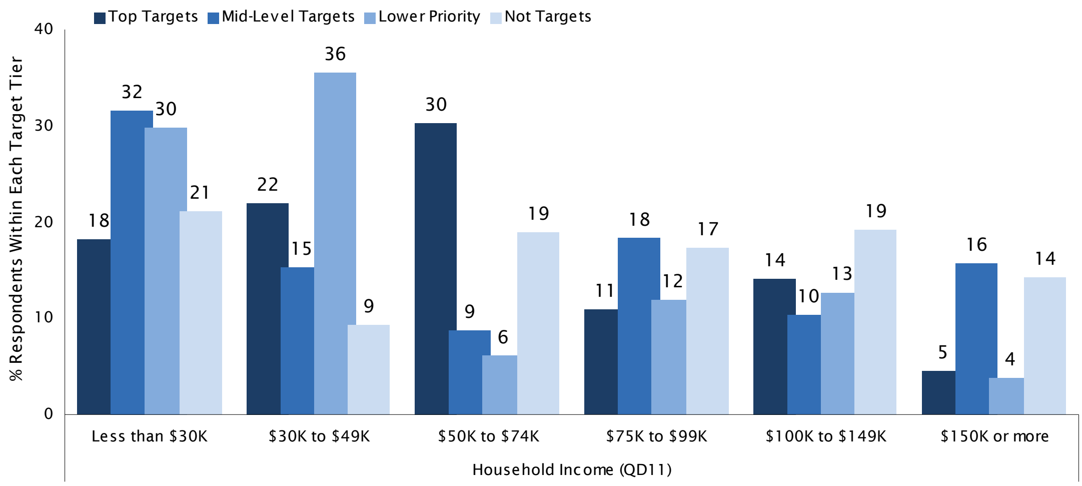


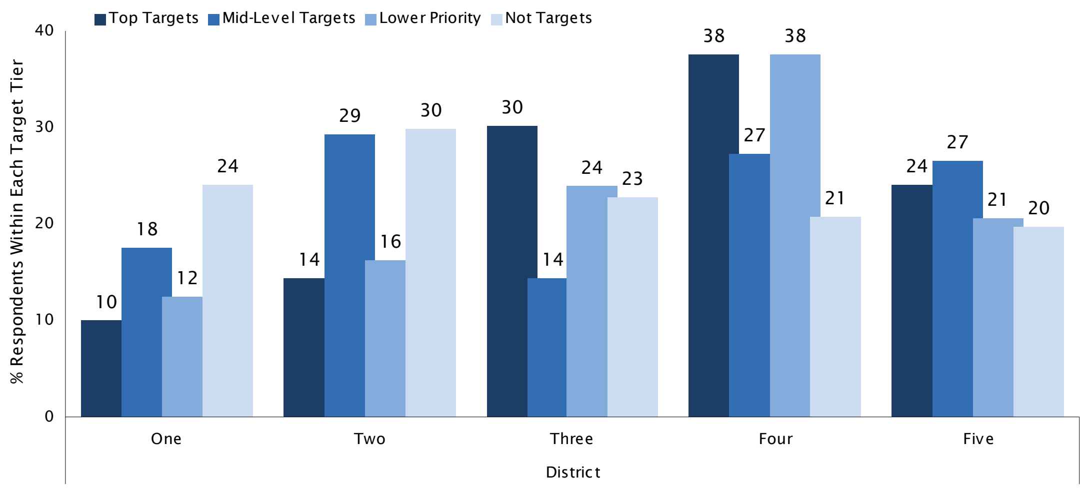

**Figure 45 Targets for Increasing Ridership by Ethnicity & Gender [n = 796]**



## FIGURE 46 TARGETS FOR INCREASING RIDERSHIP BY HOUSEHOLD INCOME [N = 796]




## FIGURE 47 TARGETS FOR INCREASING RIDERSHIP BY DISTRICT [N = 796]



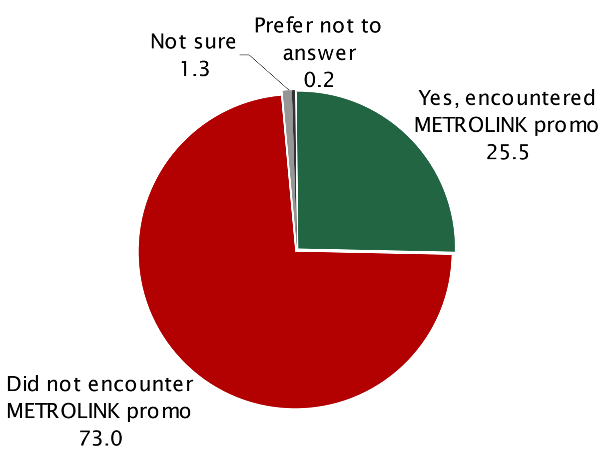
# PROMOTIONS & PURCHASE OPTIONS

The final substantive section of the survey focused on respondents' recalled exposure to METRO-LINK promotions in Orange County, as well as their preferred method of purchasing tickets.

**RECALLED ADVERTISING & PROMOTIONS** Question 16 asked respondents whether, during the prior three months, they recalled hearing or seeing advertisements or promotions about METROLINK in Orange County, such as promotions for the Angels Express, $7 OCLINK Pass, $10 Weekend Passes, or the Lunar New Year event. As shown in Figure 48, approximately one in four adults (26%) surveyed recalled being exposed to advertisements or promotions about METROLINK in Orange County during the period of interest.

**Question 16** *In the past three months, do you recall hearing or seeing advertisements or promotions about METROLINK in Orange County, such as promotions for the Angels Express, $7 OC-LINK Pass, $10 Weekend Passes, or Lunar New Year event?*

**FIGURE 48 ENCOUNTERED METROLINK PROMOTION OR ADVERTISEMENT IN PAST THREE MONTHS [N = 800]**




Recalled exposure to advertisements or promotions about METROLINK in Orange County varied substantially across subgroups. Overall, recalled exposure was greatest among those under 25 years of age, individuals of other/mixed ethnicities, those living in households with annual incomes between $30,000 and $49,999, and males (see Figures 49 & 50).

**FIGURE 49 ENCOUNTERED METROLINK PROMOTION OR ADVERTISEMENT IN PAST THREE MONTHS BY AGE & ETHNICITY [N = 800]**

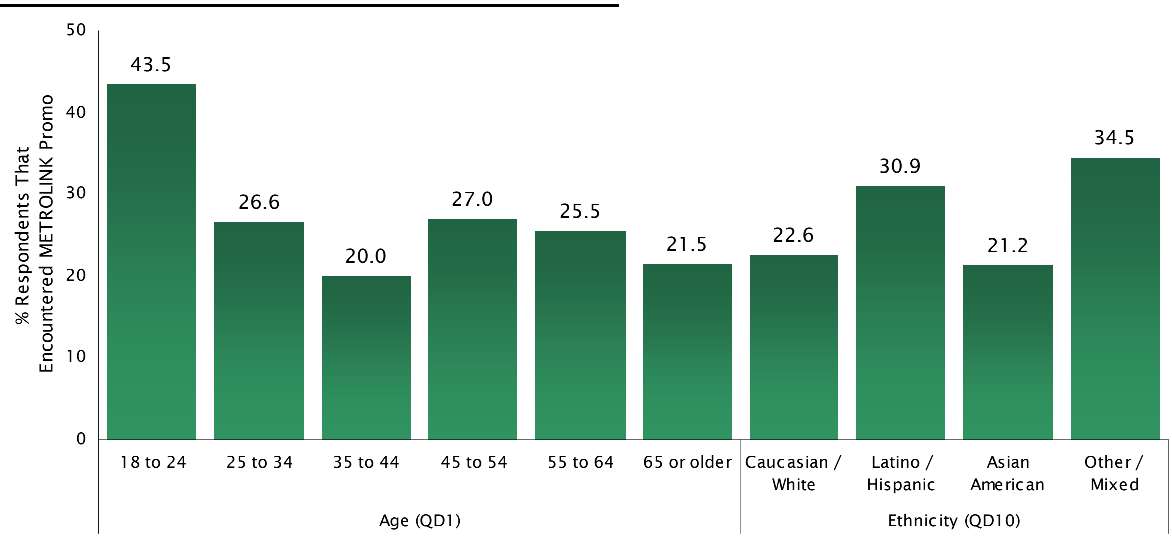
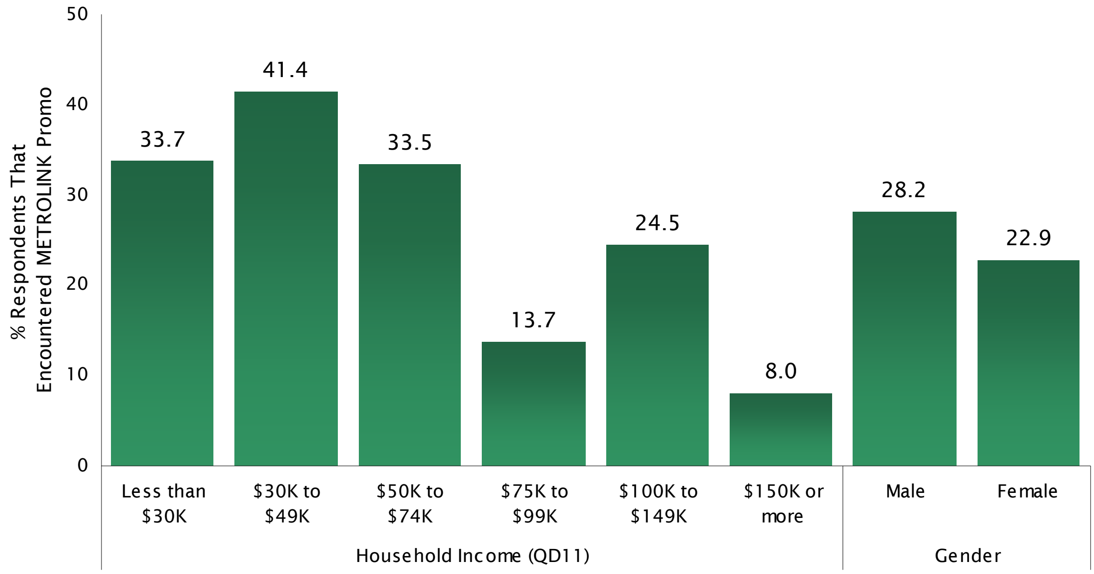


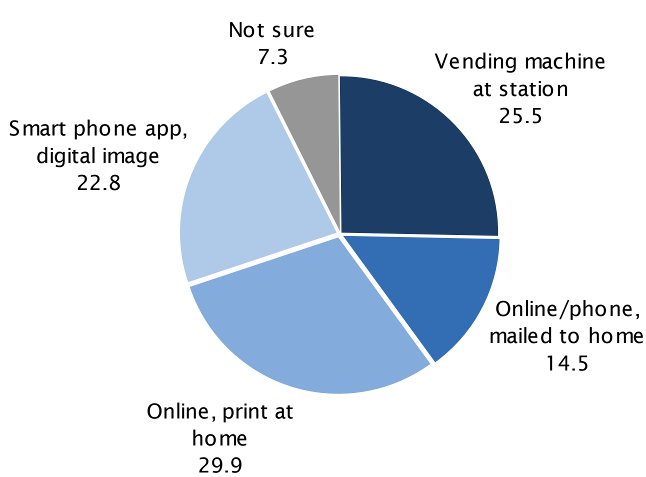
**Figure 50 Encountered METROLINK Promotion or Advertisement in Past Three Months by Household Income & Gender [n = 800]**



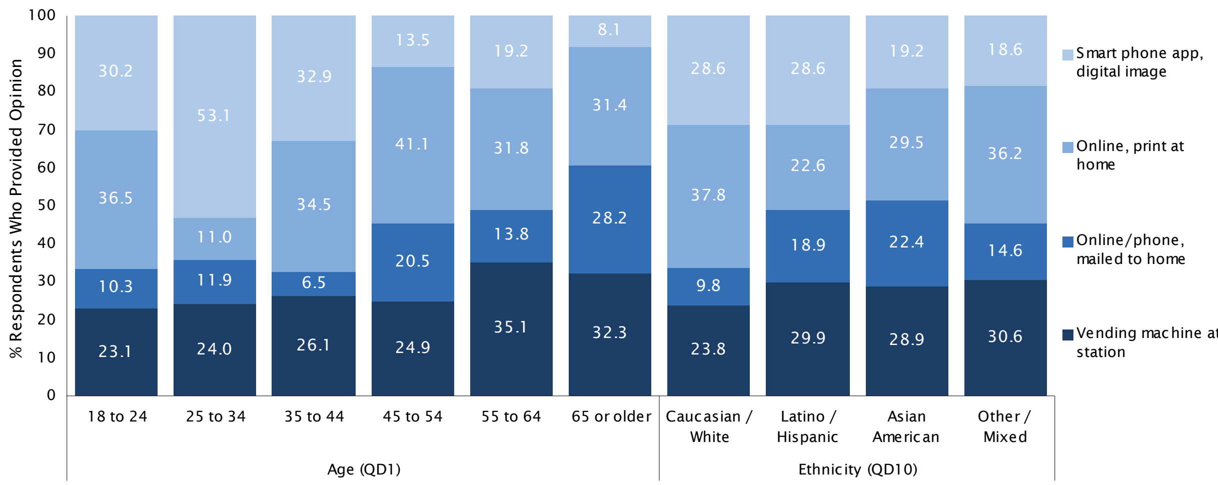

**PURCHASE PREFERENCES** OCTA was interested in gauging residents' preferences with respect to various methods of purchasing METROLINK tickets—some of which aren't currently available but could be in the future. As shown in Figure 51, Orange County adults were quite mixed in the ways they would prefer to purchase METROLINK tickets, with 30% desiring to purchase online and print the ticket at home, 26% preferring a vending machine at the station, 23% preferring to purchase a ticket via their smart phone and have it reside as an image on the phone, and 15% preferring to purchase online or by phone and have the ticket mailed to their home. An additional 8% were unsure. For the interested reader, Figures 52-54 on the next page show how ticket purchasing preferences varied across Orange County subgroups.

**Question 17** *Of the following options for purchasing METROLINK tickets, which would you prefer to use? Would you prefer to buy a ticket: _____?*

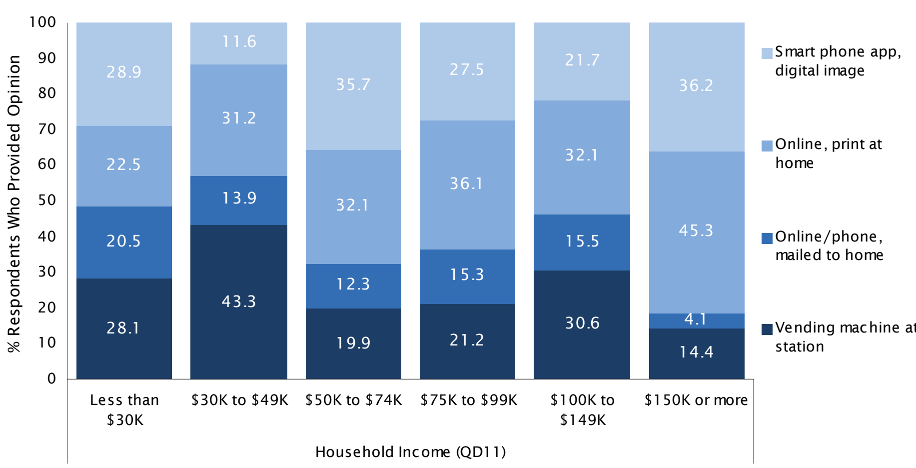
**Figure 51 Ticket Purchase Preference [n = 800]**



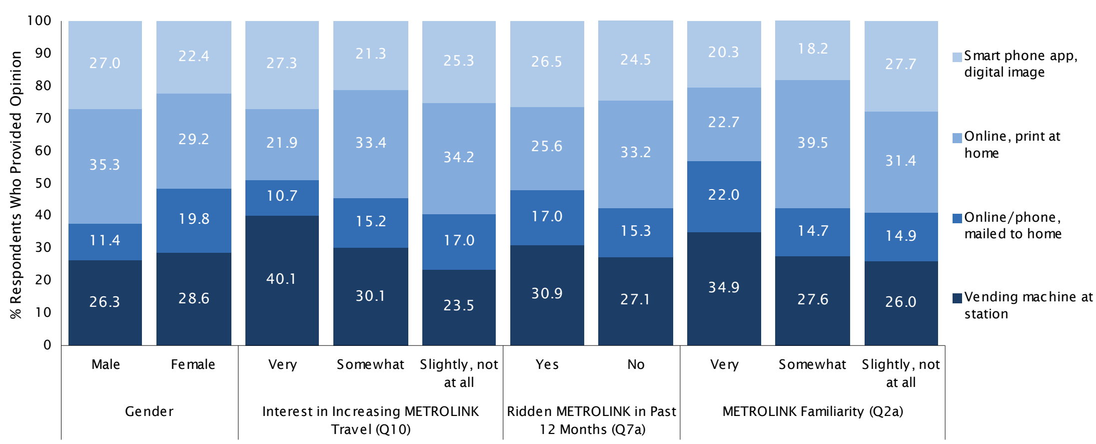
## FIGURE 52 TICKET PURCHASE PREFERENCE BY AGE & ETHNICITY [N = 741]




## FIGURE 53 TICKET PURCHASE PREFERENCE BY HOUSEHOLD INCOME [N = 741]




## FIGURE 54 TICKET PURCHASE PREFERENCE GENDER, INTEREST IN INCREASING METROLINK TRAVEL, RIDDEN METROLINK IN PAST 12 MONTHS & METROLINK FAMILIARITY [N = 741]



# Background & Demographics

**Table 1 Demographics of Sample [N = 800]**

| Total Respondents | 800 |
|---|---|
| QD1 Age | |
| 18 to 24 | 11.4 |
| 25 to 34 | 13.3 |
| 35 to 44 | 19.5 |
| 45 to 54 | 18.2 |
| 55 to 64 | 13.3 |
| 65 and older | 16.9 |
| Prefer not to answer | 7.4 |
| QD2 Access to personal vehicle | |
| Always | 81.4 |
| Sometimes | 8.2 |
| Rarely | 2.2 |
| Never | 5.1 |
| Prefer not to answer | 3.2 |
| QD3 Electronic media and available payment methods | |
| Cell phone | 64.8 |
| iPhone | 32.9 |
| Android phone | 23.5 |
| Other smart phone | 14.3 |
| Internet on computer | 74.0 |
| Facebook | 45.0 |
| Twitter | 20.8 |
| Credit card | 56.9 |
| Debit card | 54.7 |
| Prefer not to answer | 6.1 |
| QD4 Distance in miles from home to nearest METROLINK station | |
| Less than 2 | 6.0 |
| 2 to 3 | 12.6 |
| 4 to 6 | 23.3 |
| 7 to 10 | 20.6 |
| More than 10 | 8.0 |
| Not sure where station is | 18.2 |
| Know where station is, not sure about miles | 4.0 |
| Prefer not to answer | 7.4 |
| QD5 Employment status | |
| Employed full time | 46.1 |
| Employed part time | 12.1 |
| Student | 4.6 |
| Homemaker | 10.0 |
| Retired | 14.7 |
| Between jobs | 4.5 |
| Prefer not to answer | 7.8 |
| QD10 Ethnicity | |
| Caucasian / White | 40.2 |
| Latino / Hispanic | 25.1 |
| Asian American | 12.3 |
| Other / Mixed | 11.7 |
| Refused | 10.7 |
| QD11 Household Income | |
| Less than $20K | 11.8 |
| $20K to $29K | 8.1 |
| $30K to $39K | 4.5 |
| $40K to $49K | 8.3 |
| $50K to $59K | 5.7 |
| $60K to $74K | 7.4 |
| $75K to $99K | 12.9 |
| $100K to $149K | 12.4 |
| $150K or more | 9.7 |
| Not sure / Refused | 19.1 |
| Gender | |
| Male | 49.6 |
| Female | 50.4 |
| District | |
| One | 19.3 |
| Two | 26.1 |
| Three | 21.6 |
| Four | 26.7 |
| Five | 22.2 |
| ZIP in METROLINK Commuter Shed | |
| Yes | 85.2 |
| No | 14.8 |

Table 1 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in creating the sample (see *Sample* on page 42), the results shown are representative of the universe of Orange County adults. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see crosstabulations in Appendix A for a full breakdown of each question), the information is also valuable for understanding the current profile of Orange County's adult population.

# METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with Stella Lin and Ellen Burton at OCTA, as well as Henning Eichler at the Southern California Regional Rail Authority (SCRRA), to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated that they were familiar METROLINK service in Orange County (Question 2) were asked whether they have a favorable or unfavorable opinion of METROLINK as a travel option (Question 3). The questionnaire included with this report (see *Questionnaire & Toplines* on page 46) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

**PROGRAMMING, PRE-TEST & TRANSLATION** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they occur. The integrity of the questionnaire was pretested internally by True North and by dialing into random homes in Orange County prior to formally beginning the survey. Once finalized, the survey was professionally translated into Spanish to give respondents the option of participating in English or Spanish. The survey was also programmed into a password-protected online survey application hosted by True North to allow respondents who preferred to participate online the option to do so.

**SAMPLE** Households within Orange County were chosen for this study using a random digit dial (RDD) sampling method for land lines, as well as a supplement of random mobile phone numbers that service the County. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the area. After estimating the number of listed households within each phone exchange that are located within the area, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the area. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory. Supplementing the land line sample was an additional sample of mobile phone numbers that are active in the County.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women—particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed—to the extent needed—to ensure a representative sample. In addition to following this protocol, the sample demographics were monitored as the interviewing proceeded to make sure they were within certain tolerances.

**STATISTICAL MARGIN OF ERROR** By using a probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adult residents in Orange County. The results of the survey can thus be used to estimate the opinions of *all* adult residents in the County. Because not all adult residents participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 800 respondents for a particular question and what would have been found if all of the estimated 2,301,923 adult residents[5] had been interviewed.

For example, in estimating the percentage of Orange County adult residents who are very familiar with METROLINK (Question 2), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

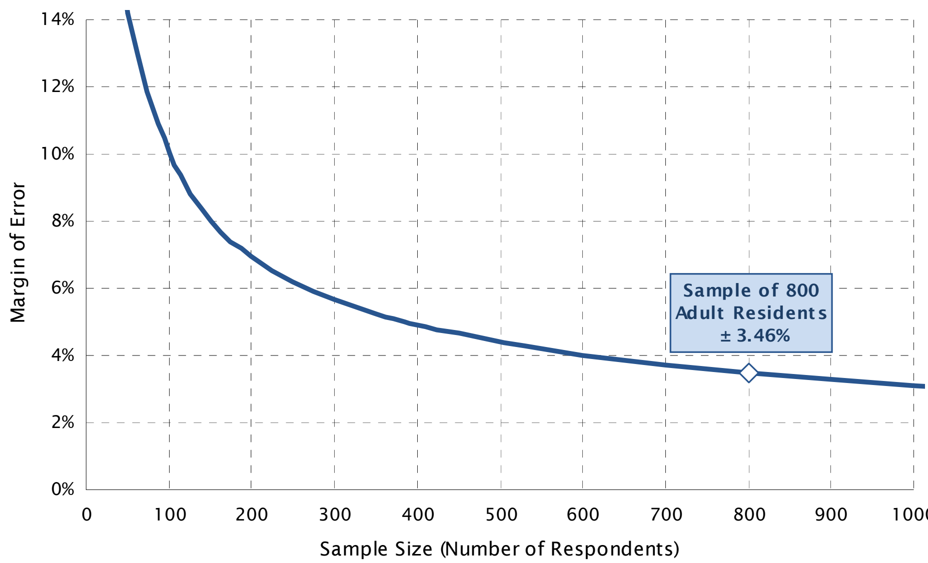
$$\hat{p} \pm t\sqrt{\left(\frac{N-n}{N}\right)\frac{\hat{p}(1-\hat{p})}{n-1}}$$

where $\hat{p}$ is the proportion of survey respondents who reported being very familiar with METROLINK (0.11 for 11% in this example), $N$ is the population size of all adult residents (2,301,923), $n$ is the sample size that received the question (800), and $t$ is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of ± 2.2%. This means that with 11% of survey respondents indicating they were very familiar with METROLINK, we can be 95% confident that the actual percentage of all adult residents in the County who are very familiar with METROLINK is between 9% and 13%.

Figure 55 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p}$ = 0.5). For this survey, the maximum margin of error is ± 3.5% for questions answered by all 800 respondents county wide.

5. Based on California Department of Finance population projections, January 2012.

**FIGURE 55 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING**




Within this report, figures and tables show how responses to certain questions varied by subgroups such as employment status, age of the respondent, and proximity to a METROLINK station. Figure 55 above is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**DATA COLLECTION** The primary method of data collection for this study was telephone interviewing. Interviews were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between May 11 and May 19, 2012. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 15 minutes in length. Respondents who preferred to participate in the survey online were allowed to do so using a password-protected website designed and hosted by True North Research.

**DATA PROCESSING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-ended responses, and preparing frequency analyses, and crosstabulations. The final data were weighted to adjust for minor discrepancies in age and ethnicity within each of the five supervisorial districts. Where applicable, tests of statistical significance were conducted to evaluate whether a change in responses between 2011 and 2006 was due to an actual change in opinion or was likely an artifact of independently drawn cross-sectional samples.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

| *Section 1: Introduction to Study* |
|---|
| Hi, my name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey about important issues in Orange County and I'd like to get your opinions. |
| *If needed:* This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.<br>*If needed:* The survey should take about 12 minutes to complete.<br>*If needed:* If now is not a convenient time, can you let me know a better time so I can call back? You can also take our survey online if you prefer.<br><br>*If the person asks who is sponsoring the survey, explain:* For statistical purposes, I can't reveal the sponsor of the survey at the beginning of this interview, but I will tell you at the end.<br><br>*If needed:* You can also take the survey online at <<insert URL>>. *Provide PIN.* |

| *Section 2: Screener for Inclusion in the Study* | | | |
|---|---|---|---|
| For statistical reasons, I would like to speak to the youngest adult male currently at home who is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home who is at least 18 years of age.<br><br>*If there is no adult currently available, then ask for a callback time.*<br>*NOTE: Adjust this screener as needed to match sample quotas on gender & age*<br><br>*Offer web option if prefer online.* | | | |
| SC1 | To begin, what is the ZIP code at your residence? *Read ZIP code back to them to confirm correct.* | | |
| | | | Data on file |
| SC2 | *Record which area the ZIP code falls into. If the respondent provided a ZIP code that does not appear in one of the areas below, terminate the interview. Some ZIPs fall into two Districts.* | | |
| | 1 | District 1 | 19% |
| | 2 | District 2 | 26% |
| | 3 | District 3 | 22% |
| | 4 | District 4 | 27% |
| | 5 | District 5 | 22% |
| SC3 | *ZIP Code in METROLINK Commuter Shed?* | | |
| | 1 | Yes | 85% |
| | 2 | No | 15% |



Questionnaire & Toplines

## Section 3: Awareness, Knowledge & Opinions of METROLINK

To begin, I'd like to ask you a few questions about transit services in Orange County.

| | | | |
|---|---|---|---|
| Q1 | When you think of public transit in Orange County, what services come to mind? *If they say train, ask:* Do you know the name of the train service? *DO NOT READ OPTIONS.* | | |
| | 1 | METROLINK (train/commuter rail) | 20% |
| | 2 | Amtrak | 10% |
| | 3 | Bus | 69% |
| | 4 | ACCESS / Paratransit | 5% |
| | 6 | OCTA / References to agency | 9% |
| | 7 | Other (unique mentions) | 1% |
| | 99 | Not sure / Prefer not to answer | 11% |

| | | | | | | |
|---|---|---|---|---|---|---|
| Q2 | How familiar would you say you are with _____ service in Orange County? Would you say you are very familiar, somewhat familiar, slightly familiar, or not at all familiar? | | | | | |
| | *Randomize* | Very familiar | Somewhat familiar | Slightly familiar | Not at all familiar | Prefer not to answer |
| A | METROLINK | 11% | 19% | 19% | 49% | 1% |
| B | Amtrak | 14% | 26% | 21% | 37% | 1% |

*Only ask Q3 for each item where Q2 = (1,2,3).*

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Q3 | In general, would you say you have a favorable or unfavorable opinion of _____ as a travel option for you? | | | | | | |
| | *Randomize* | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Not Sure | Prefer not to answer |
| A | METROLINK | 29% | 38% | 13% | 6% | 11% | 3% |
| B | Amtrak | 27% | 43% | 13% | 6% | 10% | 2% |

| | | | | |
|---|---|---|---|---|
| *Only ask Q4 if Q3a = (3,4).* | | | | |
| Q4 | Is there a particular reason why you have an unfavorable opinion of METROLINK as a travel option for you? Verbatim responses recorded and later grouped into categories shown below. | | | |
| | Does not go to necessary areas | 33% | | |
| | Too expensive | 20% | | |
| | Minimal personal travel / No need | 18% | | |
| | Travel time too long | 10% | | |
| | Prefer to drive personal vehicle | 9% | | |
| | Inconvenient in general | 5% | | |
| | Not sure / No particular reason | 5% | | |
| | Prefer not to answer | 5% | | |
| | Available times, schedules are insufficient | 3% | | |
| | Safety concerns | 1% | | |
| Q5 | If you were asked to take a trip this week by METROLINK that you normally take by car, would you: _____? | | | |
| | *Read in Order* | Yes | No | Not sure / Prefer not to answer |
| A | Know where to locate schedule information | 56% | 42% | 2% |
| B | Know where to purchase tickets | 53% | 46% | 1% |
| C | Know where the closest station is to your home | 63% | 36% | 1% |
| D | Feel comfortable parking a vehicle at the station, if needed | 65% | 31% | 4% |

| Section 4: Mode Use | | |
|---|---|---|
| Next, I'd like to know about the types of transportation you use when traveling in Orange County. | | |
| Q6 | What form of transportation do you use most often when traveling in Orange County?<br><br>*If they say drive, car, etc. ask:* Do you most often drive by yourself or with other people in the vehicle?<br><br>*If they say train, ask:* Do you ride METROLINK or Amtrak most often? | |
| 1 | Drive alone (auto/truck/van/SUV) | 61% |
| 2 | Carpool/drive with other people | 25% |
| 3 | Vanpool | 1% |
| 4 | Bus | 8% |
| 5 | METROLINK (train/commuter rail) | 0% |
| 6 | Amtrak (train) | 0% |
| 7 | Motorcycle/Moped/Motorized Scooter | 0% |
| 8 | Bike | 1% |
| 9 | Walk/Run | 0% |
| 10 | Other mode | 1% |
| 99 | Prefer not to answer | 1% |

| Q7 | In the past 12 months, have you ridden _____ when traveling in Orange County? | | | |
|---|---|---|---|---|
| | *Randomize* | Yes | No | Not sure / Prefer not to answer |
| A | METROLINK | 11% | 89% | 0% |
| B | Amtrak | 14% | 85% | 0% |

*Only ask Q8 if Q7a = 1.*

| Q8 | In general, how often do you ride METROLINK? At least once per week, two to three times per month, once per month, less often than once per month? | |
|---|---|---|
| 1 | At least once per week | 12% |
| 2 | Two to three times per month | 7% |
| 3 | Once per month | 22% |
| 4 | Less often than once per month | 52% |
| 99 | Prefer not to answer | 6% |

## Section 5: Comparative Performance & Perceptions

Next, I'd like to ask you to compare METROLINK's performance to a personal vehicle in a number of different areas. Even if you haven't ridden METROLINK before, I'd like to know your perceptions.

Q9 When compared to a personal vehicle, would you say METROLINK is better, worse or about the same at _____? *If better or worse, ask:* Would that be a lot (better/worse), somewhat (better/worse), or slightly (better/worse)?

| | *Randomize* | A lot Better | Somewhat better | Slightly better | About the same | Slightly worse | Somewhat worse | A lot worse | No opinion | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|---|
| A | Being a reliable form of transportation | 16% | 16% | 8% | 29% | 8% | 6% | 6% | 10% | 1% |
| B | Being consistent in terms of the time it takes to travel from one point to another | 17% | 19% | 8% | 20% | 6% | 6% | 8% | 15% | 1% |
| C | Getting to a destination in a reasonable amount of time | 15% | 10% | 7% | 24% | 7% | 12% | 11% | 14% | 1% |
| D | Going where you need to go | 8% | 7% | 3% | 18% | 13% | 13% | 24% | 12% | 1% |
| E | Being a safe way to travel | 28% | 14% | 8% | 31% | 4% | 3% | 4% | 9% | 1% |
| F | Being an economical way to travel | 23% | 17% | 8% | 19% | 4% | 6% | 6% | 15% | 1% |
| G | Avoiding traffic congestion | 46% | 18% | 10% | 9% | 2% | 1% | 4% | 10% | 1% |
| H | Being clean and comfortable | 16% | 11% | 4% | 30% | 5% | 5% | 8% | 19% | 2% |
| I | Being available when needed | 10% | 9% | 5% | 20% | 12% | 12% | 19% | 13% | 1% |
| J | Being a stress-free way to travel | 30% | 16% | 8% | 20% | 4% | 3% | 5% | 12% | 0% |
| K | Being a convenient way to travel | 13% | 13% | 6% | 21% | 9% | 11% | 16% | 10% | 1% |

## Section 6: Interest in Riding METROLINK

Q10 How interested are you in increasing the frequency with which you ride METROLINK? Would you say you are very interested, somewhat interested, slightly interested, or not at all interested?

| | | |
|---|---|---|
| 1 | Very interested | 13% |
| 2 | Somewhat interested | 21% |
| 3 | Slightly interested | 23% |
| 4 | Not at all interested | 43% |
| 98 | Not Sure | 1% |
| 99 | Prefer not to answer | 0% |

| | | | | |
|---|---|---|---|---|
| Q11 | Realistically, in the next six months do you think you will ride METROLINK more often, less often, or about the same frequency as you do now? | | | |
| | 1 | More often | 11% | |
| | 2 | Less often | 12% | |
| | 3 | About the same as now | 68% | |
| | 98 | Not sure | 6% | |
| | 99 | Prefer not to answer | 3% | |
| | *Only ask Q12 if Q10 = (1,2,3) AND Q11 = (2,3,98).* | | | |
| Q12 | Are there specific reasons or obstacles that will keep you from riding METROLINK more often? *If yes, ask:* Please briefly describe them to me. Verbatim responses recorded and later grouped into categories shown below. | | | |
| | Not sure / No particular reason | | 36% | |
| | Does not go to necessary areas | | 13% | |
| | Need transportation to, from stations | | 11% | |
| | Prefer to drive personal vehicle | | 10% | |
| | Too expensive | | 9% | |
| | Available times, schedules are insufficient | | 9% | |
| | Inconvenient in general | | 7% | |
| | Minimal personal travel / No need | | 6% | |
| | Work from or near home | | 5% | |
| | Need more information | | 3% | |
| | Elderly, disabled | | 2% | |
| | Travel time too long | | 1% | |
| Q13 | As I read the following items, please tell me if this issue keeps you from riding METROLINK more often. Here is the (first/next) one: _____. Is this preventing you from riding METROLINK more often? | | | |
| | *Randomize* | | Yes | No |
| A | Train service doesn't begin until 4 AM on weekdays | | 19% | 81% |
| B | Train service for many stations ends before 10 PM on weekdays | | 30% | 70% |
| C | Train service doesn't begin until 9 AM on weekends | | 29% | 71% |
| D | Train service ends before 7 PM on weekends | | 38% | 62% |
| E | Trains don't run frequently enough on weekends | | 33% | 67% |
| F | Trains don't run frequently enough on weekdays | | 28% | 72% |

| | | | |
|---|---|---|---|
| G | Difficulty connecting from a station to your ultimate destination | 51% | 49% |
| H | Difficulty getting from your home to a METROLINK station | 39% | 61% |
| I | The price of tickets | 25% | 75% |
| J | The layover time when switching trains or transferring to other transit options | 36% | 64% |

| Q14 | If there were trains available on a regular basis, how likely would you be to use METROLINK to: _____? Would you be very likely, somewhat likely, or not likely? | | | | | |
|---|---|---|---|---|---|---|
| | *Randomize* | Very likely | Somewhat likely | Not likely | Not Sure | Prefer not to answer |
| A | Visit downtown Fullerton for shopping or dining | 18% | 20% | 60% | 1% | 0% |
| B | Visit the Irvine Spectrum for shopping, dining, or entertainment | 23% | 22% | 55% | 1% | 0% |
| C | Visit Old Town Orange for shopping or dining | 21% | 24% | 54% | 1% | 0% |
| D | Visit the Mission at San Juan Capistrano | 25% | 24% | 50% | 1% | 0% |
| E | Visit the beach in San Clemente (Cluh-men-tay) | 25% | 21% | 52% | 1% | 0% |
| F | Attend a sporting event like Angels baseball or Ducks hockey | 23% | 26% | 49% | 2% | 0% |
| G | Attend a concert or special event at the Grove, Honda Center, or Angel Stadium | 26% | 26% | 46% | 1% | 0% |
| H | Go to Disneyland | 22% | 22% | 55% | 1% | 0% |
| I | Visit destinations in San Diego County | 36% | 33% | 30% | 1% | 0% |
| J | Visit destinations in Los Angeles County | 30% | 34% | 36% | 1% | 0% |
| K | Visit destinations in Riverside County | 16% | 21% | 62% | 1% | 0% |

| Q15 | Is there a particular destination or type of trip that you would like to use METROLINK for in the future that I didn't mention? *If yes, ask:* Please describe it to me. Verbatim responses recorded and later grouped into categories shown below. | |
|---|---|---|
| | None / Not sure | 74% |
| | Los Angeles County | 6% |
| | SF Bay Area | 6% |
| | Areas outside California | 4% |
| | San Diego County | 3% |
| | Central Coast | 3% |
| | Other destinations | 3% |
| | Other areas in Orange County | 2% |
| | Palm Springs, desert area | 1% |
| | Airports (general) | 1% |

| Section 7: Promotions & Purchase Options | | | |
|---|---|---|---|
| Q16 | In the past three months, do you recall hearing or seeing advertisements or promotions about METROLINK in Orange County, such as promotions for the Angels Express, $7 OC-LINK Pass, $10 Weekend Passes, or Lunar New Year event? | | |
| | 1 | Yes | 25% |
| | 2 | No | 73% |
| | 98 | Not sure | 1% |
| | 99 | Prefer not to answer | 0% |
| Q17 | Of the following options for purchasing METROLINK tickets, which would you prefer to use? Would you prefer to buy a ticket: _____? | | |
| | 1 | Using a vending machine at station | 25% |
| | 2 | Online or by phone and have it mailed to your home | 15% |
| | 3 | Online and print it at home | 30% |
| | 4 | Using a smart phone and have it stay as an image on your phone | 23% |
| | 5 | Not sure / Prefer not to answer | 7% |

| Section 8: Background & Demographics | | | |
|---|---|---|---|
| Thank you so much for your participation. I have just a few background questions for statistical purposes. | | | |
| D1 | In what year were you born? Year recorded and grouped into age categories as shown below. | | |
| | 1 | 18 to 24 | 11% |
| | 2 | 25 to 34 | 13% |
| | 3 | 35 to 44 | 19% |
| | 4 | 45 to 54 | 18% |
| | 5 | 55 to 64 | 13% |
| | 6 | 65 and over | 17% |
| | 99 | Prefer not to answer | 7% |
| D2 | How would you describe your access to a personal vehicle? Would you say you always have access, sometimes have access, rarely have access, or never have access to a personal vehicle? | | |
| | 1 | Always | 81% |
| | 2 | Sometimes | 8% |
| | 3 | Rarely | 2% |
| | 4 | Never | 5% |
| | 99 | Prefer not to answer | 3% |

| | | | | |
|---|---|---|---|---|
| D3 | Which of the following electronic media and payment methods do you currently have access to? *Read list, check all that apply.* | | | |
| | 1 | Cell phone | 65% | |
| | 2 | iPhone | 33% | |
| | 3 | Android phone | 24% | |
| | 4 | Other smartphone | 14% | |
| | 5 | Internet on my computer | 74% | |
| | 6 | Facebook | 45% | |
| | 7 | Twitter | 21% | |
| | 9 | Credit card | 57% | |
| | 10 | Debit card | 55% | |
| | 11 | Prefer not to answer | 6% | |
| D4 | In miles, what would you estimate the distance to be between your home and the nearest METROLINK station? *If unsure, ask*: Do you know where the nearest METROLINK station is? | | | |
| | Less than 2 miles | | 6% | |
| | 2 to 3 miles | | 13% | |
| | 4 to 6 miles | | 23% | |
| | 7 to 10 miles | | 21% | |
| | More than 10 miles | | 8% | |
| | Not sure where nearest station is | | 18% | |
| | Know where nearest station is, but can't estimate distance in miles | | 4% | |
| | Prefer not to answer | | 7% | |
| D5 | Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?<br><br>*If they work and go to school, ask them to choose the category that best describes them: worker or student.* | | | |
| | 1 | Employed full-time | 46% | *Ask D6* |
| | 2 | Employed part-time | 12% | *Ask D6* |
| | 3 | Student | 5% | *Ask D6* |
| | 4 | Homemaker | 10% | *Skip to 0* |
| | 5 | Retired | 15% | *Skip to 0* |
| | 6 | In-between jobs | 5% | *Skip to 0* |
| | 99 | Prefer not to answer | 8% | *Skip to 0* |

| | | |
|---|---|---|
| D6 | In miles, what is the approximate distance between your home and your <place of work/school>? *If respondent not sure, ask them to estimate.* | |
| | Less than 5 miles | 24% |
| | 5 to 9 miles | 20% |
| | 10 to 14 miles | 17% |
| | 15 miles or more | 32% |
| | Not sure / Prefer not to answer | 7% |
| D7 | How long does it typically take you to commute to <work/school> if you drive there directly without stops? *If respondent says it depends or not sure, ask them to estimate their average time.* | |
| | 5 minutes | 12% |
| | 10 minutes | 20% |
| | 15 minutes | 22% |
| | 20 minutes | 11% |
| | 25 minutes | 4% |
| | 30 minutes | 10% |
| | More than 30 minutes | 14% |
| | Not sure / Prefer not to answer | 7% |
| D8 | In miles, what would you estimate the distance to be between your <work/school> and the nearest METROLINK station? *If unsure, ask*: Do you know where the nearest METROLINK station is? | |
| | Less than 2 miles | 8% |
| | 2 to 3 miles | 15% |
| | 4 to 6 miles | 18% |
| | 7 to 10 miles | 22% |
| | More than 10 miles | 11% |
| | Not sure where nearest station is | 20% |
| | Know where nearest station is, but can't estimate distance in miles | 3% |
| | Prefer not to answer | 3% |
| D9 | What is the city where you <work/go to school>? | |
| | | ZIP Code on file |

| | | | |
|---|---|---|---|
| D10 | What ethnic group do you consider yourself a part of or feel closest to? *Read list if respondent hesitates.* | | |
| | 1 | Caucasian/White | 40% |
| | 2 | Latino/Hispanic | 25% |
| | 3 | African-American/Black | 2% |
| | 4 | American Indian or Alaskan Native | 1% |
| | 5 | Asian—Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian | 12% |
| | 6 | Pacific Islander | 1% |
| | 7 | Middle Eastern | 1% |
| | 8 | Mixed Heritage | 5% |
| | 98 | Other ethnicity | 2% |
| | 99 | Prefer not to answer | 11% |
| D11 | I have just one more question for you for statistical reasons. I am going to read some income categories. Please stop me when I reach the category that best describes your total household income. | | |
| | 1 | Less than $20,000 | 12% |
| | 2 | $20,000 to less than $30,000 | 8% |
| | 3 | $30,000 to less than $40,000 | 4% |
| | 4 | $40,000 to less than $50,000 | 8% |
| | 5 | $50,000 to less than $60,000 | 6% |
| | 6 | $60,000 to less than $75,000 | 7% |
| | 7 | $75,000 to less than $100,000 | 13% |
| | 8 | $100,000 to less than $150,000 | 12% |
| | 9 | $150,000 to less than $200,000 | 4% |
| | 10 | $200,000 or more | 5% |
| | 98 | Not sure | 1% |
| | 99 | Prefer not to answer | 18% |

Those are all of the questions that I have for you! Thanks very much for participating.

| | | | |
|---|---|---|---|
| *Post Interview Items* | | | |
| S1 | Gender | | |
| | 1 | Male | 50% |
| | 2 | Female | 50% |

| S2 | Interview Language | | |
|---|---|---|---|
| | 1 | English | 94% |
| | 2 | Spanish | 6% |