



# Passenger Survey Key Findings

Board of Directors  
Feb. 3, 2011



## Objectives

### Determine who our customers are

- Demographics
- Trip purpose
- Mode of Access
- Frequency of use
- Reasons for riding

### Measure whether we are meeting their needs

- Customer satisfaction
- Information access



## Methodology

### Onboard survey

- October 2010
- Weekday peak, weekday off-peak and weekend trains
- English and Spanish surveys available

### Response

- 4,428 surveys returned
- 83% response



## Results

[2007 data]



## Caltrain Usage

### Frequency

- 66% ride 4+ days/week [66%]
- 85% make a round trip [85%]

### Ridership Tenure

- 52% riding for more 2+ years [44%\*]
- 35% riding for 1 year or less [41%\*]

### Transit Dependent

- 38% had no access to a car [37%]

\* 2008 Customer Satisfaction survey



## Trip Purpose

Most customers commute to work.

| Trip Purpose | 2010 | 2007 |
|--------------|------|------|
| Work         | 74%  | 74%  |
| Leisure      | 14%  | 12%  |
| School       | 8%   | 9%   |
| Shopping     | 3%   | 4%   |
| Airport      | 1%   | 1%   |

Multiple responses accepted on this question



## Paying Their Way

Monthly Pass is the most popular form of payment.

| Fare Media        | 2010 | 2007 |
|-------------------|------|------|
| Monthly Pass      | 42%  | 43%  |
| One-way Ticket    | 19%  | 18%  |
| 8-ride Ticket     | 16%  | 19%* |
| Day Pass          | 12%  | 11%  |
| Go Pass           | 10%  | 8%   |
| Used Clipper card | 14%  | na   |

\* 10-ride Ticket



## Main Reasons for Riding

Customers want to avoid traffic and relax.

| Reason                       | total       | Weekday Peak | Weekend     |
|------------------------------|-------------|--------------|-------------|
|                              | 2010 / 2007 | 2010 / 2007  | 2010 / 2007 |
| Avoid traffic                | 52% / 38%   | 59% / 44%    | 26% / 18%   |
| Save money                   | 36% / 28%   | 40% / 31%    | 17% / 14%   |
| Don't have a car/don't drive | 29% / 26%   | 22% / 20%    | 51% / 49%   |
| Relax / reduce stress        | 40% / 26%   | 43% / 28%    | 27% / 20%   |
| Help environment             | 35% / 25%   | 38% / 27%    | 24% / 20%   |
| Productive use of time       | 32% / 21%   | 36% / 23%    | 16% / 13%   |

Multiple responses accepted on this question

Once responses were prorated, not a significant difference



## Introduction to Caltrain

An impressive number of commuters were introduced to Caltrain by taking it to a special event.

|                                            | total<br>2010 / 2007 | Weekday<br>Peak<br>2010 / 2007 | Weekend<br>2010 / 2007 |
|--------------------------------------------|----------------------|--------------------------------|------------------------|
| Commute to work or school                  | 75% / 72%            | 85% / 82%                      | 28% / 25%              |
| Introduced to Caltrain via a special event | 18% / 17%            | 16% / 17%                      | 31% / 22%              |



## Station Access

Nearly as many customers walked to station as drove.

| Mode                    | Arriving<br>2010 / 2007 | Departing<br>2010 / 2007 |
|-------------------------|-------------------------|--------------------------|
| Drove car               | 29% / 30%               | 22% / 26%                |
| Walked                  | 26% / 28%               | 30% / 29%                |
| Bicycle                 | 13% / 7%                | 13% / 7%                 |
| Dropped off / Picked up | 11% / 10%               | 10% / 8%                 |
| Muni                    | 7% / 10%                | 9% / 10%                 |
| Free shuttle            | 5% / 6%                 | 8% / 9%                  |
| VTA                     | 4% / 5%                 | 4% / 6%                  |
| BART                    | 4% / 3%                 | 4% / 3%                  |

Multiple responses accepted on this question



## Customer Satisfaction

**Customers are satisfied.**

- Overall experience rated 3.97 [4.02] out of 5.00
- No significant difference between satisfaction of weekday and weekend customers

[2007 score]



## Customer Satisfaction

- Effectiveness of station signs 3.63 [3.70]
- Value for the money 3.66 [3.66]
- Connections with other transit systems 3.46 [3.57]
- Convenience of schedule 3.37 [3.43]
- Satisfaction with [www.caltrain.com](http://www.caltrain.com) 3.63 [3.82]

[2007 score]



## Getting Caltrain Information

Nearly 2/3 of customers get info from Caltrain website.

| Caltrain Info              | 2010 / 2007 |
|----------------------------|-------------|
| www.caltrain.com           | 62% / 61%   |
| Printed material on train  | 52% / 65%   |
| Station information boards | 25% / 25%   |
| Mobile phone / PDA*        | 14% / 1%    |
| Conductor                  | 4% / 7%     |
| Caltrain customer service  | 3% / 3%     |
| Caltrain Connection        | 1% / 1%     |

\* Added by respondent  
Multiple responses accepted



## Main Sources of Local News

Customers use a variety of sources for news.

|              |             |             |
|--------------|-------------|-------------|
| <u>Radio</u> | <b>2010</b> | <b>2007</b> |
| KQED/NPR     | 13%         | 13%         |
| KCBS         | 4%          | 5%          |
| <u>TV</u>    |             |             |
| KTVU ch. 2   | 5%          | 7%          |
| KGO ch. 7    | 4%          | 5%          |



## Main Sources of Local News

| <u>Paper</u> | <b>2010</b> | <b>2007</b> |
|--------------|-------------|-------------|
| Mercury News | 9%          | 13%         |
| SF Chronicle | 9%          | 15%         |

| <u>Internet</u> | <b>2010</b> | <b>2007</b> |
|-----------------|-------------|-------------|
| Yahoo.com       | 10%         | 11%         |
| SFGate.com      | 9%          | 10%         |



## Demographics

[2007 data]

## Age & Gender

| Gender | 2010 / 2007 |
|--------|-------------|
| Female | 40% / 43%   |
| Male   | 60% / 57%   |

| Age          | Weekday Peak | Weekend     |
|--------------|--------------|-------------|
|              | 2010 / 2007  | 2010 / 2007 |
| 13-17        | 4% / 3%      | 8% / 6%     |
| 18-24        | 11% / 11%    | 26% / 24%   |
| 25-34        | 36% / 35%    | 29% / 29%   |
| 35-44        | 22% / 23%    | 16% / 16%   |
| 45-54        | 16% / 17%    | 13% / 11%   |
| 55-64        | 10% / 10%    | 5% / 7%     |
| 65 and older | 2% / 2%      | 3% / 6%     |

## Employment

Majority of customers work full time.

| Employment Status | Weekday Peak | Weekend     |
|-------------------|--------------|-------------|
|                   | 2010 / 2007  | 2010 / 2007 |
| Full time         | 83% / 85%    | 52% / 58%   |
| Student           | 7% / 6%      | 24% / 19%   |
| Part time         | 6% / 5%      | 12% / 7%    |
| Unemployed        | 2% / 2%      | 5% / 7%     |
| Retired           | 1% / 1%      | 4% / 6%     |
| Self-employed     | <1% / 1%     | 1% / 1%     |
| Homemaker         | <1% / <1%    | 2% / 2%     |



## Education

More weekday-peak customers have college degrees compared to weekend customers.

| Education Status            | Weekday Peak | Weekend     |
|-----------------------------|--------------|-------------|
|                             | 2010 / 2007  | 2010 / 2007 |
| Some high school            | 4% / 3%      | 7% / 6%     |
| High school graduate        | 4% / 5%      | 13% / 12%   |
| Some college or tech school | 11% / 13%    | 22% / 18%   |
| College graduate            | 47% / 43%    | 33% / 38%   |
| Post-graduate degree        | 35% / 36%    | 25% / 27%   |



## Languages Spoken @ home

Caltrain riders speak 43 languages.

| Languages            | Weekday Peak | Weekend     |
|----------------------|--------------|-------------|
|                      | 2010 / 2007  | 2010 / 2007 |
| English              | 98% / 95%    | 94% / 92%   |
| Spanish              | 12% / 11%    | 14% / 16%   |
| Hindi / Other Indian | 8% / 7%      | 3% / 7%     |
| Mandarin             | 4% / 5%      | 2% / 6%     |
| Cantonese            | 3% / 4%      | 3% / 2%     |

Multiple responses accepted on this question



## Ethnicity

Caltrain has a diverse ridership.

| Ethnicity              | 2010 | 2007 |
|------------------------|------|------|
| White/Caucasian        | 60%  | 60%  |
| Asian                  | 20%  | 17%  |
| Hispanic/Latino        | 14%  | 12%  |
| Black/African American | 6%   | 4%   |
| Other                  | 12%  | 6%   |

Multiple responses accepted on this question



## Income

Customers have a mean income of \$104,000.

| Annual Household Income | Weekday Peak | Weekend     |
|-------------------------|--------------|-------------|
|                         | 2010 / 2007  | 2010 / 2007 |
| Up to \$49,999          | 23% / 19%    | 52% / 46%   |
| \$50,000-\$99,999       | 29% / 33%    | 21% / 28%   |
| \$100,000-\$199,999     | 35% / 35%    | 18% / 15%   |
| \$200,000 or more       | 14% / 13%    | 10% / 11%   |

## City of Residence

The three-member counties are home to 90+% of customers.

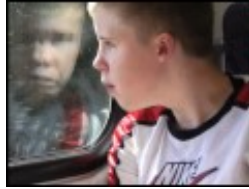
| Home Area          | Weekday Peak | Weekend     |
|--------------------|--------------|-------------|
|                    | 2010 / 2007  | 2010 / 2007 |
| Santa Clara County | 37% / 43%    | 28% / 34%   |
| San Mateo County   | 34% / 28%    | 32% / 26%   |
| San Francisco      | 24% / 23%    | 23% / 22%   |
| Alameda County     | 1% / 1%      | 3% / 3%     |
| Santa Cruz County  | 1% / 1%      | <1 / 1%     |
| Other California   | 1% / 3%      | 5% / 5%     |
| Out of state       | 1% / 1%      | 10% / 10%   |

## Next Steps

- Use information to:
  - Inform future planning
  - Communicate with customers
  - Market to potential customers
  - Remember that all customers are important



## Lucas Rides the Train



Lucas Evensen

KQED Radio  
**Perspectives**  
by Hanna Evensen

