



2013 Triennial Customer Survey Results

Board of Directors
May 1, 2014



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 2013
- Weekday peak, weekday off-peak and weekend trains
- English and Spanish surveys available

Response

- 4,721 surveys returned
- 75% response rate

3

Results

[2010 data]

4



Caltrain Usage

Frequency

- 67% ride 4+ days/week [66%]
- 86% make a round trip [85%]

Ridership Tenure

- 47% riding for 2 or more years [52%]
- 36% riding for 1 year or less [35%]

Transit Dependent

- 40% had no access to a car or didn't drive [38%]

5



Trip Purpose

Most customers commute to work

Trip Purpose	2013	2010
Work	75%	74%
Leisure	13%	14%
School	6%	8%
Home*	4%	1%
Shopping	3%	3%
Airport	1%	1%

Multiple responses accepted on this question

*In 2010, "Going home" was combined with "Don't know."

6



Paying Their Way

Monthly Pass is most popular form of payment

Fare Media	2013	2010
Monthly Pass	41%	42%
One-way Ticket	16%	19%
Go Pass	14%	10%
Day Pass	12%	12%
Clipper e-cash*	11%	-
8-ride Ticket	6%	16%

*Clipper e-cash wasn't a listed option in 2010

7



Main Reasons for Riding

Customers want to avoid traffic and relax

Reason	Weekday Peak	Weekend
	2013 / 2010	2013 / 2010
Avoid traffic	63% / 59%	32% / 26%
Relax / reduce stress	40% / 43%	25% / 27%
Save money	34% / 40%	19% / 17%
Productive use of time	33% / 36%	16% / 16%
Don't have a car/don't drive	24% / 22%	44% / 51%
Help environment	30% / 38%	16% / 24%

Multiple responses accepted on this question

8

Introduction to Caltrain

About a quarter of commuters were introduced to Caltrain by taking it to a special event

	Weekday Peak 2013 / 2010	Weekend 2013 / 2010
Commute to work or school	84% / 85%	23% / 28%
Introduced to Caltrain via a special event	22% / 16%	32% / 31%

Station Access

More people are walking to the stations

Mode	Arriving 2013 / 2010	Departing 2013 / 2010
Walked	28% / 26%	32% / 30%
Drove car	23% / 29%	19% / 22%
Bicycle	17% / 13%	17% / 13%
Dropped off / Picked up	9% / 11%	8% / 10%
Muni	7% / 7%	7% / 9%
Free shuttle	5% / 5%	8% / 8%
VTA	5% / 4%	4% / 4%
BART	4% / 4%	4% / 4%



Customer Satisfaction

Customers are satisfied

- Overall experience rated 4.04 **[4.09]** out of 5.00
- Weekend riders are more satisfied than weekday riders

[2010 score]

11



Customer Satisfaction

- Effectiveness of station signs – 3.81 **[3.76]**
- Value for the money – 3.79 **[3.77]**
- Connections with other transit systems – 3.58 **[3.62]**
- Convenience of schedule – 3.45 **[3.47]**
- Satisfaction with www.caltrain.com – 3.79 **[3.80]**

[2010 score]

12

Getting Caltrain Information

One-third of the customers are using mobile devices to access Caltrain information

Source of Caltrain Info	2013	2010
www.caltrain.com	55%	62%
Printed material on train	27%	52%
Station information boards	15%	25%
Mobile phone / apps / iCaltrain.com	32%	14%
Twitter*	3%	1%
Conductor	3%	4%
Caltrain customer service	1%	3%

* Added by respondents
Multiple responses accepted

Main Sources of Local News

Customers use a variety of sources for news, but the main source is the Internet

News Source	2013	2010
Internet	78%	45%
TV	32%	25%
Radio	22%	26%
Newspaper	19%	28%
Other	5%	4%

* Multiple responses accepted

Demographics

[2010 data]

Gender & Age

Gender	2013 / 2010
Female	40% / 40%
Male	60% / 60%

Age	Weekday Peak	Weekend
	2013 / 2010	2013 / 2010
13-17	2% / 4%	6% / 8%
18-24	11% / 11%	26% / 26%
25-34	40% / 36%	36% / 29%
35-44	23% / 22%	12% / 16%
45-54	13% / 16%	11% / 13%
55-64	8% / 10%	5% / 5%
65 & older	3% / 2%	5% / 3%

Employment

Majority of customers work full time

Employment Status	Weekday Peak	Weekend
	2013 / 2010	2013 / 2010
Full time*	86% / 83%	59% / 52%
Student	5% / 7%	17% / 24%
Part time	4% / 6%	10% / 12%
Self-employed	3% / <1%	5% / 1%
Unemployed	1% / 2%	5% / 5%
Retired	1% / 1%	4% / 4%
Homemaker	<1% / <1%	1% / 2%

* In 2010, "Full time" was defined as 40+ hours per week; in 2013, the definition was 35+ hours per week.

17

Education

More weekday-peak customers have post-graduate degrees compared to weekend customers

Education Status	Weekday Peak	Weekend
	2013 / 2010	2013 / 2010
Some high school	2% / 4%	6% / 7%
High school graduate	4% / 4%	11% / 13%
Some college or tech school	11% / 11%	16% / 22%
College graduate	46% / 47%	42% / 33%
Post-graduate degree	36% / 35%	26% / 25%

18

Languages Spoken @ home

Caltrain customers speak 68 languages

Languages	Weekday Peak	Weekend
	2013 / 2010	2013 / 2010
English	89% / 98%	88% / 94%
Spanish	11% / 12%	17% / 14%
Hindi / Other Indian	8% / 8%	6% / 3%
Mandarin	5% / 4%	5% / 2%
Cantonese	3% / 3%	2% / 3%

Multiple responses accepted on this question

Ethnicity

Caltrain has a diverse ridership

Ethnicity	2013	2010
White/Caucasian	56%	60%
Asian	29%	20%
Hispanic/Latino	12%	14%
Black/African American	4%	6%
Other	7%	12%

Multiple responses accepted on this question

Country of Birth

36 percent of Caltrain riders were born outside of the United States

Country of Birth	2013
India	4%
China	2%
Philippines	2%
Canada	2%
Mexico	1%
All other non-US countries (1% or less each; 93 different countries)	25%

Question was not asked in 2010

21

Income

Customers have a mean income of \$117,000

[2010: \$104,000]

Annual Household Income	Weekday Peak	Weekend
	2013 / 2010	2013 / 2010
Up to \$49,999	17% / 23%	34% / 52%
\$50,000-\$99,999	29% / 29%	33% / 21%
\$100,000-\$199,999	38% / 35%	23% / 18%
\$200,000 or more	17% / 14%	11% / 10%

22

County of Residence

The three counties are home to 95% of customers

Home Area	Weekday Peak	Weekend
	2013 / 2010	2013 / 2010
Santa Clara County	41% / 37%	43% / 28%
San Mateo County	29% / 34%	24% / 32%
San Francisco	25% / 24%	21% / 23%
Alameda County	1% / 1%	2% / 3%
Other California	1% / 1%	2% / 4%
Out of state	1% / 1%	6% / 10%

1% or less of riders came from each of Contra Costa, Solano, Marin, Napa and Sonoma counties

23

Next Steps

Use information to:

- Inform future planning
- Communicate with customers
- Market to potential off-peak customers
- Remember that all customers are important

Full report: www.caltrain.com/surveys

24