



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 2010 / 2007	Weekday Peak 2010 / 2007	Weekend 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 2010 / 2007	Departing 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 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>	2010	2007
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>	2010	2007
Mercury News	9%	13%
SF Chronicle	9%	15%

<u>Internet</u>	2010	2007
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

