OCTOBER 2007 Caltrain Onboard Omnibus Survey

SUMMARY REPORT

Prepared by

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INTRODUCTION

This report details the findings of an onboard survey of Caltrain riders. The fieldwork on this study was conducted in October 2007. A total of 4,204 surveys were completed by Caltrain riders.

Key objectives of the survey include:

- Reporting trip characteristics, such as peak/offpeak/weekend use.
- Reporting personal travel characteristics, such as frequency of Caltrain use and primary reasons for riding Caltrain.
- Reporting demographic characteristics, such as marital status, age, income, etc.
- Ratings of seven specific service characteristics, including one overall assessment of the entire Caltrain experience.

This report includes the following key sections: Executive Overview, Charts/Key Findings, Detailed Results, and the Appendix. The Appendix of this report includes a copy of the questionnaire, interviewer training instructions, and information on routes sampled. Additional information is provided in the Verbatim Comments and Crosstabulated Tables.

Please note that the percentages included in this report may not add to 100% due to statistical rounding.

Questions regarding this project may be directed to: Jon Canapary (jon@ccgresearch.com) or Carol Anne Carroll (carolc@ccgresearch.com) at Corey, Canapary & Galanis Research, 415-397-1200.

Methodology and Response Rate

The survey was conducted as an onboard self-administered questionnaire distributed to Caltrain riders. Surveyors boarded pre-selected trains, and attempted to distribute questionnaires to all passengers on a randomly selected car of the assigned train. Completed surveys were collected by these surveyors (who stayed onboard during the train route).

Specific steps were taken to ensure the highest possible response rate. This included using professional, experienced onboard surveyors on the project, making the questionnaire available in English and Spanish, and providing a business reply mail-back option for persons who did not have time to complete the survey onboard.

The overall response rate (82%) was high for a system-wide survey of this type. The response rate was calculated by dividing the total number of completes (4,204) by all eligible passengers riding on the sampled trains (5,127). Additional information on the survey distribution and response rate is provided in the Appendix of this report.

Field interviewing on this project was conducted on Tuesday, October 2, 2007, Wednesday, October 3, 2007, Wednesday, October 10, 2007, Thursday, October 11, 2007, Saturday, October 13, 2007, Sunday, October 14, 2007, Tuesday, October 16, 2007, and Wednesday, October 17, 2007. The weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as Offpeak periods. Saturday and Sunday trains were also surveyed at various times of the day. The dates of the field work were scheduled to avoid surveying during events that could impact ridership (such as Fleet Week).

Surveyors returned completed questionnaires to Corey, Canapary & Galanis' office following the completion of the fieldwork. Editing, coding, and inputting were done in-house once the questionnaires were returned.

Sampling

In total, 4,204 surveys were completed by riders. This total equates to a system-wide margin of error of +/-0.41% (at the 95% confidence level).

The sampling on the study was designed to achieve a cross section of riders utilizing trains at various times of the day. Surveys were conducted on weekdays and on Saturday and Sunday. We sampled a total of 56 weekday routes and 14 weekend routes. Of the 56 weekday routes surveyed, 21 were Limited trains, 16 were Local trains, and 19 were Bullet trains. For each train sampled, a specific car was selected, and we attempted to survey every passenger in the selected car.

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 4,204) who participated in the survey, the margin of error is +/-0.41% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 3.039). +/- 0.46% at the 95% confidence level;
- Weekday Offpeak (n = 778). +/- 1.05% at the 95% confidence level;
- Weekend (n = 387). +/- 1.51% at the 95% confidence level.

Weighting

Most survey responses in this report are weighted to show a proportional response for the true percentage of weekday/weekend and peak/Offpeak Ridership. Responses were weighted in accordance with data from the February, 2007 ridership counts as follows:

Segment	Number of Riders Feb 2007	Percentage of Total Ridership
Weekday Peak	127,540	72.3%
Weekday Offpeak	32,610	18.5%
Weekend	16,166	9.2%
TOTAL	176,316	100.0%

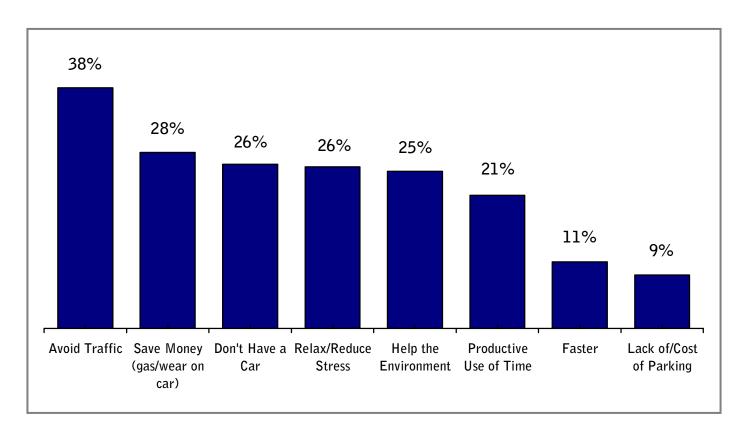
EXECUTIVE SUMMARY

- Work is the most common reason cited for making a trip on Caltrain. Among the different time periods, the most likely trip purposes are:
 - Weekday Peak: work (85%) or school (8%) trip;
 - Weekday Offpeak: work (57%), social/recreational (16%), or school (15%) trips;
 - Weekend: social/recreational (61%), work (16%), shopping/personal errands (12%).
- About two-thirds (66%) of Caltrain riders use the service four or more days a week.
- Over one-third (37%) of weekday Caltrain riders have <u>also</u> used Caltrain on the weekend within the past month.
- Approximately 17% of regular commute riders indicate that they were first introduced to Caltrain by taking it to a leisure activity or other special event.
- Eight in ten riders have visited the Caltrain website, www.caltrain.com.
- Many riders have cars, and are "choice riders" of Caltrain. Nearly two thirds (63%) of Caltrain riders had a car available for the trip they were taking while completing the survey.
- The 'typical' Caltrain rider is a male who earns at least \$75,000 or more and has earned a
 bachelor's degree or higher. He is most likely to obtain information about Caltrain via the web site
 or onboard through printed material.
- This 'typical' Caltrain rider is also likely to regularly check a variety of media sources, relying on newspapers, the Internet, radio, and television. He is most likely to listen to NPR, surf Yahoo!, watch Channel 2-KTVU, and read both the San Francisco Chronicle as well as its online counterpart, SFGate.com.
- Weekend riders are different in many ways from weekday riders. They are less likely to have cars
 and are consequently more dependent on Caltrain. They are more likely to be students or visitors,
 and are more likely to rely on third party information sources (such as retailers and hotels) or word
 of mouth for Caltrain information.
- More riders indicate that they are choosing to ride Caltrain for environmental reasons. In 2003, 10% of Weekday riders cited "helping the environment" as a reason for taking Caltrain. In 2007, that number jumped to 26%.
- Caltrain riders speak more than 50 languages besides English on a regular basis. The most common languages include Spanish, Hindi or other Indian languages, Mandarin, and Cantonese.

CHARTS - KEY FINDINGS

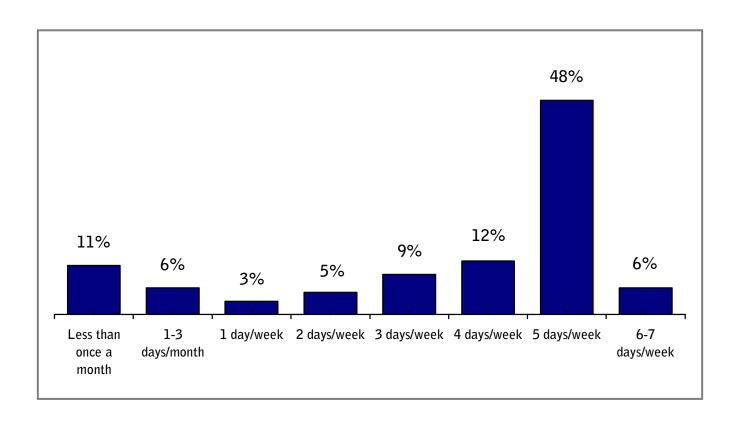
Main Reasons for Riding Caltrain - 2007

7. What are your main reasons for riding Caltrain?



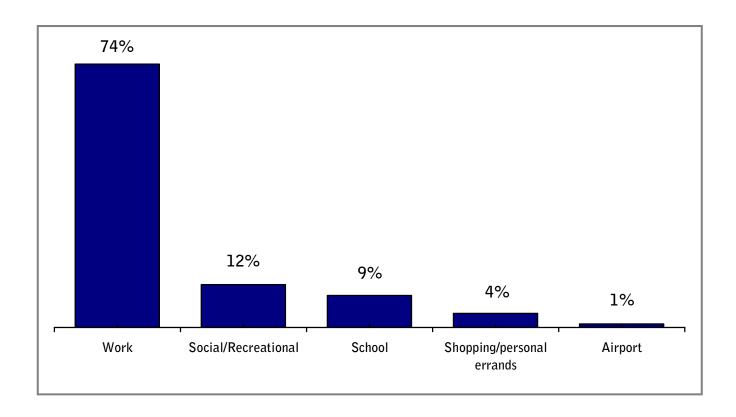
Frequency of Riding Caltrain

1. How often do you usually ride Caltrain?



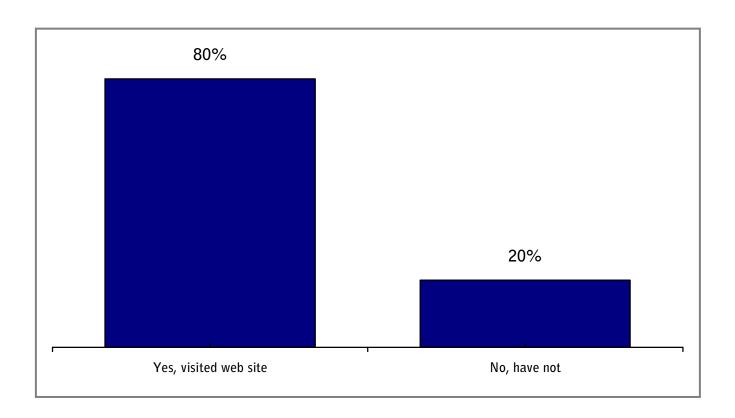
Trip Purpose – 2007

6. What is the **purpose** of your trip *today?*



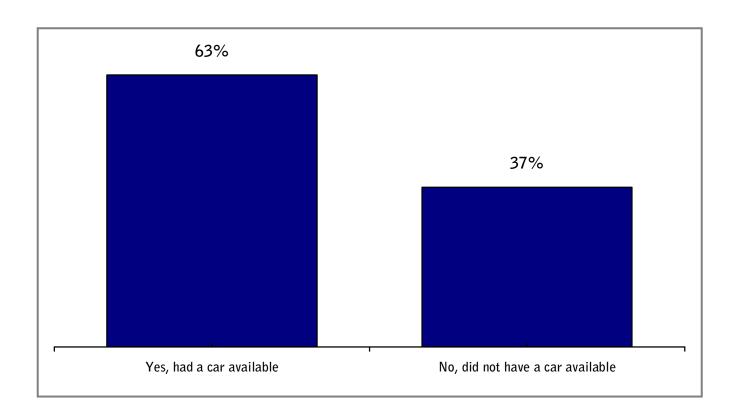
Visited Caltrain Web Site - 2007

14. Have you ever visited www.caltrain.com?



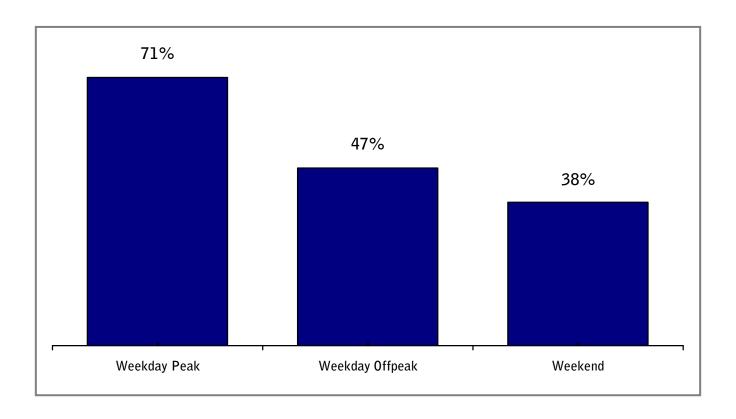
Car Availability - 2007

12. Did you have a car available to take this particular trip?



Car Availability - 2007 Those Who Said "Yes" By Rider Segment

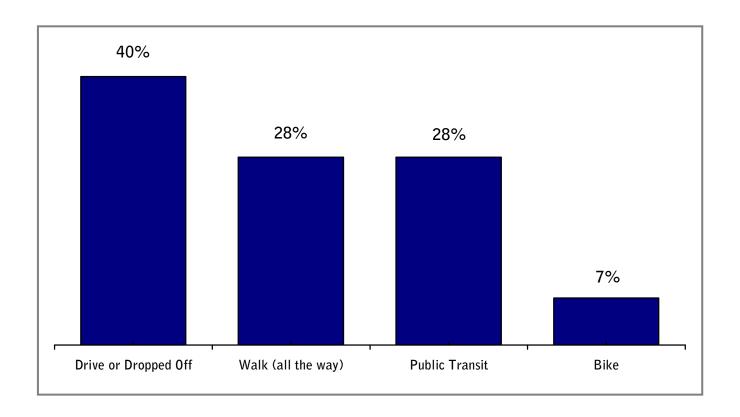
12. Did you have a car available to take *this particular* trip?



Station Access by Mode - 2007

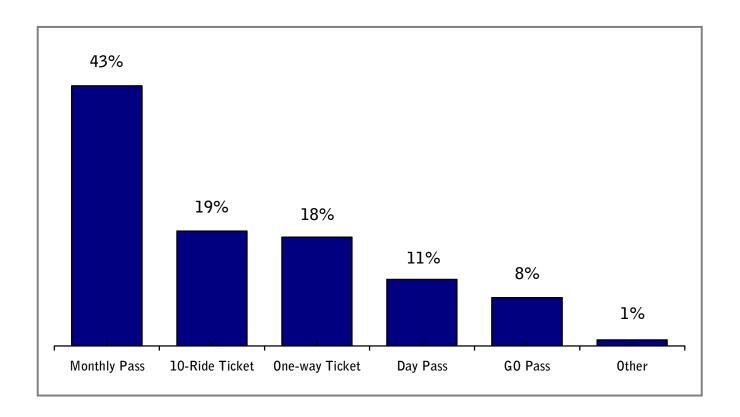
(Multiple Responses Permitted)

10a. How did you get to the station where you got on this train?



Fare Payment - 2007

3. How did you pay for *this train trip* (today)?



DETAILED RESULTS

TRIP-SPECIFIC INFORMATION

FREQUENCY OF RIDING CALTRAIN

- 1. How often do you usually ride Caltrain?
- In total, 66% of all riders use Caltrain at least 4 days per week.
- However, over 40% of weekend riders use the service less than once a month.
- Weekday Offpeak riders tend to one extreme or the other, with about 30% using the service 3 days per month or less, while nearly 40% use the service at least 5 days per week.

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Less than once a month	11	6	17	41
1-3 days/month	6	3	12	21
1 day/week	3	2	5	8
2 days/week	5	5	8	5
3 days/week	9	9	10	5
4 days/week	12	14	10	3
5 days/week	48	57	28	9
6-7 days/week	6	4	10	8
	100	100	100	100

WEEKEND RIDERSHIP

2. In the past month, how many days have you ridden Caltrain on Saturday and/or Sunday?

Over one third (37%) of Weekday Caltrain riders have also used Caltrain on the weekend in the past month.

	All eekday (3817) %	Weekday Peak (3039) %	Weekday Offpeak (778) %
None	63	66	51
1 day	14	14	14
2 days	9	8	11
3 days	4	4	6
4 or more days	10	8	18
	100	100	100

Base: (All Weekday Respondents)	All Weekday (3817) %	Weekday Peak (3039) %	Weekday Offpeak (778) %
Recap:			
None	63	66	51
One or more days in past month	37	34	49
	100	100	100

(See Statistical Table 2)

FARE PAYMENT

- 3. How did you pay for *this train trip* (today)?
- The Caltrain monthly pass is the most popular form of fare payment, with 43% of all passengers using this method.
- However, Weekday Offpeak riders were more likely to purchase a one-way ticket than a monthly pass, and were also very likely to use a day pass or 10-ride ticket.
- The GO Pass was almost as likely to be used by all riders as a day pass. Among weekday peak riders, the GO
 Pass was more popular than the day pass as a method of fare payment.

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Caltrain monthly pass	43	51	27	10
10-ride ticket	19	22	16	7
One-way ticket	18	10	32	47
Day pass	11	7	18	31
GO Pass (Annual)	8	9	6	3
Other	1	<1	<1	<1
Other Party Paid	<1	<1	<1	1
Non-Paying Passenger (Employee, Police, etc.)	<1	<1	<1	<1
	100	100	100	100

FARE CATEGORY

- 4. What is your fare category?
- The majority (91%) of riders fit into the adult fare category.
- A higher percentage of Youth, Senior, and Disabled fare passengers rode during weekday offpeak and weekend time periods.

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Adult	. 91	94	85	85
Youth	. 4	3	5	8
Senior	. 3	2	7	6
Disabled	. 2	1	3	1
	100	100	100	100

(See Statistical Table 4)

ROUND TRIP VS. ONE-WAY TRIP

- 5. Are you making a round trip on Caltrain *today?* (That is, you either rode Caltrain earlier today or will ride later today?)
 - Weekday Peak riders were most likely to make a round-trip on Caltrain, with 90% doing so.
 - By contrast, only 62% of weekend riders were making a round trip on Caltrain.

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Yes (round trip)	85	90	77	62
No	15	10	23	38
	100	100	100	100

(See Statistical Table 5)

TRIP PURPOSE

- 6. What is the **purpose** of your trip *today?*
- Work was the most common reason for making a trip on Caltrain, with more than 73% of all riders (and 85% of Weekday Peak riders) citing that purpose.
- About 12% of all users were making a trip for social/recreational purposes and 9% making a school-related trip, making these the second and third most commonly cited trip purposes, respectively.
- Weekend riders most commonly cited social/recreational purposes for their trips (61%), with work and shopping being the second and third most common reasons cited by this group.

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Work	. 74	85	57	16
Social/Recreational	. 12	4	16	61
School	. 9	8	15	5
Shopping/personal errands	. 4	2	8	12
Airport	. 1	1	3	2
Medical	. 1	<1	3	1
Sporting event	. 1	<1	1	3
Business/work-related	. <1	<1	1	<1
Other	. <1	<1	<1	1
Don't know/Going home	. <1	<1	1	2

(See Statistical Table 6)

Respondents could choose more than one answer.

MAIN REASONS FOR RIDING CALTRAIN

- 7. What are your main reasons for riding Caltrain?
- Avoiding traffic was the primary reason for riding Caltrain, with 38% of all riders, and 44% of Weekday Peak riders, citing this reason.
- Saving money, not having a car/not driving, relaxing, and helping the environment, were each cited by 25% or more of Caltrain riders as reasons for using the service.
- Among Weekend riders, nearly half (49%) cited not having a car or not driving as their reason for using Caltrain. About 40% of Weekday Offpeak riders also cited this reason, making it the most popular reason among riders during these two periods.
- Riders wrote in other reasons as well, including the desire to avoid drinking and driving, as well as being a rail
 fan and/or a tourist/visitor.

Base: (All Respondents)	Total (4204)	Weekday Peak (3039)	Weekday Offpeak (778)	Weekend (387)
	%	%	%	%
Avoid traffic	38	44	28	18
Save money (gas, wear and tear on car)	28	31	24	14
Don't have a car/don't drive		20	40	49
Relax/reduce stress		28	22	20
Help the environment	25	27	21	20
Productive use of time	21	23	18	13
Faster than other options	11	10	13	12
Lack of/cost of parking	9	9	8	5
Employer subsidy	8	9	5	2
*Like taking train/rail fan/fun for kids *Convenient/takes me where I need to g		<1	1	3
close to destination	1	1	1	1
*Safer (Don't want to drink and drive,	•			
drive in bad weather, etc.)		<1	<1	3
*Tourist/visitor	<1	<1	1	1
Other	1	1	1	1

(See Statistical Table 7)

Respondents could choose more than one answer.

Most of the above options were listed on the survey form. Those marked with an asterisk (*) were written in by respondents.

GETTING TO AND LEAVING THE STATION

10a. Getting to the station – How did you get to the station where you got on this train?10b. Leaving the station – After you get off this train, how will you get from the station to your final destination

- Approximately 30% of all Caltrain riders drive to get to their station, while 28% walk all the way, and 27% use some form of public transportation.
- Just under 7% of all riders bike to and from their Caltrain station, with Weekend riders more likely to bike than other riders.
- Weekday Peak riders were more likely to drive than Weekday Offpeak or Weekend riders.
- Weekday Offpeak riders were most likely to walk, with nearly 40% of them doing so to get to their station.

Base: (All Respondents)

Passengers Getting to and Leaving Caltrain (by Transit Mode)

	All Riders			
Tues 20 May 4:	Getting to Station (%)	Leaving Station (%)		
Transit Mode	Station (%)	Station (70)		
Drive car	30	26		
Walk all the way (incl. skateboard, scooter, rollerblades, wheelchair)	28	29		
Muni	10	10		
Drop off/pick up by car	10	8		
Bicycle	7	7		
Free Shuttle	6	9		
VTA	5	6		
BART	3	3		
SamTrans	2	2		
Taxi/Jitney	1	1		
Another Caltrain train	1	1		
All other public transit	<1	1		
Other	<1	1		

Respondents could choose more than one answer.

GETTING TO AND LEAVING THE STATION (Continued)

Passengers Accessing (Getting to) Caltrain (by Transit Mode)

Base: (All Respondents)

Transit Mode	Weekday Peak	Weekday Offpeak	Weekend
Drive car	35	16	19
Walk all the way (incl. skateboard, scooter, rollerblades, wheelchair)	25	38	31
Muni	10	12	10
Drop off/pick up by car	9	11	15
Bicycle	7	5	9
Free Shuttle	7	4	1
VTA	4	6	7
BART	2	5	6
SamTrans	2	4	2
Taxi/Jitney	1	1	2
Another Caltrain train	1	1	1
All other public transit	<1	1	1
Other	<1	-	1

Respondents could choose more than one answer.

GETTING TO AND LEAVING THE STATION (Continued)

Passengers Leaving Caltrain (by Transit Mode)

Base: (All Respondents)

Transit Mode	Weekday Peak	Weekday Offpeak	Weekend
Drive car	29	19	14
Walk all the way (includes skateboard, scooter, rollerblades, wheelchair)	27	37	33
Muni	10	9	12
Drop off/pick up by car	7	8	10
Bicycle	7	5	11
Free Shuttle	10	5	3
VTA	6	9	6
BART	3	5	7
SamTrans	1	3	2
Taxi/Jitney	1	2	3
Another Caltrain train	<1	1	1
All other public transit	<1	1	1
Other	1	<1	1

Respondents could choose more than one answer.

GETTING TO AND LEAVING THE STATION (Continued)

Parking In Caltrain Parking Lot Recap: Riders Who Drive To/From Station

(Deces All Distant)	Total (Base 4204)		Weekday Peak		Weekday	•		ekend
(Base: All Riders)	(Base 4	1204)	(Base 3039)		(Base 778)		(Base 387)	
	Getting to	Leaving	Getting to	Leaving	Getting to	Leaving	Getting to	Leaving
Drive car (%)	30	26	35	29	16	19	19	14

Parking In Caltrain Parking Lot (Of Those Who Drive To/From Station)

	Tota	al	Weekday Peak		Weekday	Offpeak	Weekend							
(Base: Those Who Drove Car)	(Base 1214)		(Base 1214)		(Base 1214) (Base 1027)		(Base 1027)		14) (Base :		(Base 116)		(Base 71)	
	Getting to	Leaving	Getting to	Leaving	Getting to	Leaving	Getting to	Leaving						
Parked in Caltrain lot (%)	68	68	71	70	51	59	63	60						

COMMUTER TRIPS AND SPECIAL EVENTS

- 11. Do you currently commute to work or school on Caltrain?
 [If 'Yes'] Were you first introduced to Caltrain by taking it to a special event or leisure destination (like a SF Giants game)?
- Just under 17% of regular commute riders were first introduced to Caltrain by taking it to a leisure activity or other special event.

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Commute to work or school	72	82	57	25
Do not commute to work or school	28	18	43	75
Base: Those who commute to work or school	(2959)	(2436)	(428)	(95)
Introduced to Caltrain via a special event	17	17	17	22

(See Statistical Tables 14-15)

CAR AVAILABILITY

- 12. Did you have a car available to take *this particular* trip?
- Nearly two-thirds (63%) of riders had a car available for this particular trip.
- However, among Weekend riders, only 38% had a car available.

		Weekday	Weekday	
	Total	Peak	Offpeak	Weekend
Base: (All Respondents)	(4204)	(3039)	(778)	(387)
	%	%	%	%
Yes, had a car available	63	71	47	38
No, did not have a car available	37	29	53	62

(See Statistical Table 16)

SATISFACTION WITH CALTRAIN

13. How well is Caltrain meeting your needs? Please rate . . .

- Riders rated the overall Caltrain experience highly, scoring a 4.02 out of 5.00. Weekday Offpeak and Weekend riders were more likely to score Caltrain more highly, with 4.14 and 4.13 ratings respectively.
- The lowest rating was given to "Ease of identifying trains by train number," with Weekday Peak riders rating this attribute 2.87 out of 5.00.

N=base of survey participants (4204)	VERY SATI	/ SFIED		DISSATI	VERY SFIED	NOT Applicable	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
Overall Caltrain Experience	31	46	17	3	2	<1	4.02
Effectiveness of station signs	25	36	22	8	5	4	3.70
Value for the money	24	32	30	9	3	2	3.66
Connections with other transit systems	19	25	20	9	5	22	3.57
Customer service via phone	9	10	11	4	3	63	3.49
Convenience of schedule	17	33	29	14	6	1	3.43
Ease of identifying trains by train number	15	17	26	21	13	8	3.00

Satisfaction with Caltrain by Rider Segments

N=base of survey participants (4204)	_	SFIED		DISSAT		NOT Applicable	MEAN Score
	5	4	3	2	1	[]	(5 Pt. Scale)
Overall Caltrain Experience	31	46	17	3	2	<1	4.02
Weekday peak		48	18	3	2	<1	3.98
Weekday Offpeak		44	13	3	2	< <u>1</u>	4.14
Weekend		39	16	2	2	3	4.13
Effectiveness of station signs	25	36	22	8	5	4	3.70
Weekday peak		36	23	9	5	4	3.65
Weekday Offpeak		34	19	7	6	3	3.79
Weekend	32	32	20	6	4	6	3.89
Value for the money	24	32	30	9	3	2	3.66
Weekday peak	22	33	31	9	3	2	3.63
Weekday Offpeak	28	29	30	8	4	1	3.69
Weekend	32	28	24	9	4	3	3.79
Connections with other transit systems		25	20	9	5	22	3.57
Weekday peak		25	20	9	5	25	3.51
Weekday Offpeak	26	24	20	9	4	17	3.71
Weekend	27	22	15	7	6	23	3.76
Customer service via phone	9	10	11	4	3	63	3.49
Weekday peak	8	9	12	4	3	64	3.38
Weekday Offpeak	14	12	11	3	3	57	3.73
Weekend	15	8	8	3	3	63	3.82
Convenience of schedule	17	33	29	14	6	1	3.43
Weekday peak	15	34	31	14	5	1	3.41
Weekday Offpeak	22	31	26	15	5	1	3.48
Weekend		28	22	14	7	4	3.52
Ease of identifying trains by train number	15	17	26	21	13	8	3.00
Weekday peak	12	16	27	23	14	8	2.87
Weekday Offpeak	23	18	23	18	9	9	3.30
Weekend	26	20	21	12	8	13	3.51

NEWS AND INFORMATION SOURCES

CALTRAIN WEB SITE

14. Have you ever visited www.caltrain.com?

[If 'Yes']

- a. Reason(s) for visiting Web site
- b. Please rate your overall satisfaction with www.caltrain.com.
- About 80% of all riders have visited <u>www.caltrain.com</u> at some point, with Weekday Peak riders much more likely to do so than Weekday Offpeak and Weekend riders.
- Schedule and fare information was the most common reason for visiting the web site, and this was true for all rider segments.
- Riders rated their satisfaction with the web site fairly high, giving it a 3.82 rating overall. Weekday Peak riders provided the lowest rating, at 3.80, while Weekend riders rated the web site the highest, at 4.04.

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Yes, visited web site	80	85	69	61
No, did not visit web site	20	15	31	39

CALTRAIN WEB SITE (continued)

Base: N = 3215 (Those who visited site)	Total %	Weekday Peak %	Weekday Offpeak %	Weekend %
Reasons for visiting site				
Schedule/fare information	98	98	99	95
Special events	8	8	6	12
Baseball services	6	6	4	7
*Service status/delays/accidents	3	3	2	-
*Parking/transit/shuttle information	1	1	1	1
*Station address/maps	1	1	1	1
*Complaints/comments	1	1	<1	<1
*Bicycle information	<1	<1	-	1
Other	2	2	3	3

Respondents could choose more than one answer.

Most of the above options were listed on the survey form. Those marked with an asterisk (*) were written in by respondents.

N=3215 (Those who visited web site)	VER SAT	RY TISFIED		DISSA	VERY	NOT Applicable	MEAN SCORE			
	5	4	3	2	1	[]	(5 Pt. Scale)			
	read % across >									
Please rate your overall satisfaction										
with www.caltrain.com	23	45	24	6	2	<1	3.82			
Weekday peak	21	46	25	6	2	<1	3.80			
Weekday Offpeak	26	44	21	6	2	1	3.87			
Weekend	33	44	16	4	2	1	4.04			

(See Statistical Tables 24-26)

MAIN SOURCES FOR LOCAL NEWS

15. What are your main sources for local news?

Top Newspaper Sources

• Larger regional newspapers topped the list of Newspaper Sources, followed by more city-specific publications.

Base (All Respondents)	Total 4204 %
San Francisco Chronicle	15
San Jose Mercury News	13
San Francisco Examiner	3
New York Times	2
Palo Alto Daily News	2
Wall Street Journal	2
San Mateo Daily Journal	1
Daily News/San Mateo Daily News	1
San Mateo Times	1
Guardian	1

Note: This list includes top newspaper sources provided by respondents. See Statistical Tables for a complete list.

(See Statistical Table 28)

Top Radio Sources

KQED/NPR was by far the most popular radio station among all rider segments.

Base (All Respondents)	Total 4204 %
88.5 KQED/NPR	13
740 KCBS	5
810 KGO	4
680 KNBR	1
104.5 KFOG	1
94.1 KPFA	1
101.3 K101 (STAR/KISS)	1
92.7 KTOM (ENERGY)	1
105.3 KITS (Live 105)	1

Note: This list includes top radio sources provided by respondents. See Statistical Tables for a complete list.

(See Statistical Table 29)

Top Internet Sources

Yahoo! was the most popular Internet source. Other top standalone Internet sites included Google and MSN, with SFGate.com being the highest ranked Internet source affiliated with other media.

Base (All Respondents)	Total 4204 %
Yahoo!	11
SFGate.com	10
Google	6
CNN.com	6
NYTimes.com	2
MSN.com	2
BBC.com	2
SJMercuryNews.com	1
MSNBC.com	1
AOL.com	1

Note: This list includes top Internet sources provided by respondents. See Statistical Tables for a complete list.

(See Statistical Table 30)

Top Television Sources

KTVU (Channel 2/Fox) remains the most popular television station, followed by KGO (Channel 7/ABC) and KRON (Channel 4).

Base (All Respondents)	Total 4204 %
Channel 2 KTVU (Fox)	7
Channel 7 KGO (ABC)	5
Channel 4 KRON	4
Channel 3 KNTV (NBC)	4
Channel 5 KPIX (CBS)	3
Channel 56/57 (CNN)	3
Channel 9 KQED (PBS)	1
Channel 60 MSNBC	1

Note: This list includes top television sources provided by respondents. See Statistical Tables for a complete list.

(See Statistical Table 31)

CALTRAIN INFORMATION

16. How do you get schedules and other **Caltrain information**?

- Most riders get Caltrain information from printed material on the train (65%) and the Caltrain web site (61%).
- Weekend riders were less likely to rely on printed material on the train compared to weekday riders.
- Notably, nearly 4% of Weekend riders cite "word of mouth" as a source of Caltrain information, while 1% cited their hotel or the convention/visitors' bureau and about 2% cited a retail location, with nearly 2% also citing a government agency.

		Weekday	Weekday	
	Total	Peak	Offpeak	Weekend
Base: (All Respondents)	(4204)	(3039)	(778)	(387)
	%	%	%	%
Printed material on train	. 65	69	61	47
Caltrain web site (www.caltrain.com)	. 61	65	52	54
Station information boards	. 25	24	28	26
**Conductor/engineer	. 7	7	9	7
Station agents (San Francisco/San Jose only).	. 7	6	7	10
Caltrain customer service				
(1-800-660-4287)	. 3	3	4	5
Caltrain Connection newsletter	. 1	1	2	2
*Mobile phone/PDA	. 1	1	<1	<1
*Word of mouth		1	<1	4
*511 (phone number or web site)	. 1	1	1	1
*Work	. 1	1	<1	-
Retail location	. 1	1	1	2
Government agency	. 1	<1	1	2
*Schedule brochure at station/not specified	. 1	1	1	<1
*Hotel/motel/convention/visitors' center	. <1	<1	1	1
*Other transit	. <1	<1	<1	<1
*School	. <1	<1	-	<1
Internet-Other/Not specified	. <1	-	<1	<1
Other	. <1	<1	<1	1

Respondents could choose more than one answer.

Most of the above options were listed on the survey form. Those marked with an asterisk (*) were written in by respondents.

(See Statistical Table 33)

^{**&}quot;Conductor" was listed; respondents added 'engineer'.

RIDER DEMOGRAPHICS

Post graduate degree

- About 57% of Caltrain riders are men, compared to 43% women.
- Overall, 45% of riders are single and 44% are married.
- Weekday Peak riders are among the best educated, with nearly 80% holding a bachelor's degree or higher.

GENDER

Base: (All Respondents)	Total (4204) %	Weekday Peak (3039) %	Weekday Offpeak (778) %	Weekend (387) %
Male	57	58	59	53
Female	43	42	41	47
MARITAL STATUS				
Married	44	48	36	29
Divorced	_	5	7	6
Separated		1	1	2
Single		42	50	59
Widowed Domestic Partnership		1 5	2 4	1 4
EDUCATION				
20. What is the highest level of educatio	n you have	completed?		
Some high school	4	3	5	6
High school graduate	7	5	11	12
Some college or technical school	15	13	20	18
College graduate	42	43	37	38

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(See Statistical Tables 34-36)

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EMPLOYMENT STATUS

21. What is your current **employment status?**

- Over three fourths (77%) of riders are employed full-time, while 85% are employed in some capacity.
- However, there is wide disparity among rider segments. While nearly 85% of Weekday Peak riders are employed full-time, this drops to only about 57% of Weekday Offpeak riders and 58% of Weekend riders.
- Conversely, nearly 20% of Weekend riders are students, who account for only 6% of Weekday Peak riders and 13% of Weekday Offpeak riders.
- The majority of Caltrain riders are ages 18-54, and this holds true across all rider segments. The mean age for all riders, 37.5 years of age, drops somewhat for Weekend riders, to 35.1 years, and rises slightly for Weekend Peak riders, to 37.9 years.

Base: (All Respondents)	Total (4204)	Weekday Peak (3039)	Weekday Offpeak (778)	Weekend (387)
	%	%	<u>%</u>	%
Employed full-time		85	57	58
Student	8	6	13	19
Employed part-time	7	5	15	7
Unemployed		2	6	7
Retired	3	1	7	6
Self-employed	1	1	1	1
Homemaker	1	<1	2	2
Disabled	<1	<1	<1	-
Other	<1	<1	-	-
				(See Statistical Table 37)
AGE*				
Ages 13-17	3	3	4	6
Ages 18-24		11	18	24
Ages 25-34	33	35	30	29
Ages 35-44		23	18	16
Ages 45-54		17	15	11
Ages 55-64		10	8	7
Ages 65 or older	3	2	6	6
Mean Age	37.5	37.9	37.3	35.1

^{*}A small percentage of respondents were under the age of 13; since riders 13 and over were targeted for this survey, those responses have been removed.

(See Statistical Table 38)

ANNUAL HOUSEHOLD INCOME

- Caltrain riders have a mean income of about \$101,000.
- There is a large discrepancy, however, among rider segments. More than half of Weekend riders (and 43% of Weekday Offpeak riders) earn less than \$50,000 per year, compared with 24% of Weekday Peak riders.
- The mean income for Weekday Peak riders is \$109,000, compared with \$79,000 for Weekday Offpeak riders and \$78,000 for Weekend riders.

	Total	Weekday Peak	Weekday Offpeak	Weekend
Base: (All Respondents)	(4204)	(3039)	(778)	(387)
	%	%	%	%
Less than \$30,000 per year	14	9	26	31
\$30,000 to \$49,999 per year	12	10	17	15
\$50,000 to \$74,999 per year	17	18	14	17
\$75,000 to \$99,999 per year	15	15	13	11
\$100,000 to \$149,999 per year	20	23	15	10
\$150,000 to \$199,999 per year	10	12	6	5
\$200,000 or more	12	13	9	11
Mean Income	\$101,000	\$109,000	\$79,000	\$78,000
Recap:				
Earn Less than \$75,000	43	37	57	63
Earn \$75,000 or more	57	63	43	37

(See Statistical Table 39)

LANGUAGES

- 24. Which languages do you speak on a regular basis?
- Caltrain riders speak more than 50 languages on a regular basis besides English.
- Spanish, Indian languages, Mandarin, Cantonese, and Tagalog were among the most popular languages in addition to English.

		Weekday	Weekday	
	Total	Peak	Offpeak	Weekend
Base: (All Respondents)	(4204)	(3039)	(778)	(387)
	%	%	%	%
English	95	95	94	92
Spanish	12	11	16	16
Hindi or other Indian language	6	7	5	7
Mandarin	5	5	4	6
Cantonese	4	4	4	2
Tagalog	3	3	2	3
French	2	2	2	3
German	1	1	2	3
Vietnamese	1	1	1	1
Japanese	1	1	1	2
Russian	1	1	1	1

Other Languages spoken on a regular basis (at least 1 response in survey):

Korean	Hungarian
Italian	Cambodian
Hebrew	Khmer
Persian/Farsi	Afrikaans
Portuguese	Croatian
Turkish	Norwegian
Thai	Swahili
Swedish	Bosnian
Arabic	Bulgarian
Dutch	Burmese
Greek	Czech
Nepali	Latvian
Urdu	Swiss (Romanche)
Polish	Tibetan
Chinese (other/not specified)	Sign Language
Serbian	Danish
Finnish	llocano
Tigrinia	Maori
Indonesian	Romanian
Samoan	Macedonian
Armenian	
Tongan	

(See Statistical Table 40)

ZIP CODE/HOME AREA

Most Caltrain riders live in Santa Clara, San Mateo, or San Francisco County. These three counties are home to more than 90% of all riders.

Base: (All Respondents)	Total (4204)	Weekday Peak (3039)	Weekday Offpeak (778)	Weekend (387)
Santa Clara County	% 40	% 43	% 35	% 34
San Mateo County	29	28	32	26
San Francisco County	23	23	23	22
Alameda County	1	1	2	3
Santa Cruz County	1	1	<1	1
Contra Costa County	1	1	1	1
Marin County	<1	<1	1	1
Other Northern California	2	2	2	1
Southern California	1	<1	1	2
Other California	<1	<1	<1	<1
Unknown/Out of State	2	1	3	10

(See Statistical Table 49)

COMPARISON TO 2003 DATA

This section compares the data collected in October 2007 with the data collected in Spring 2003, and compiled in a report dated June 30, 2003.

The 2003 report compiled data on weekday riders only, and so comparisons are limited to this segment for consistency.

Comparison 1: How often do you usually ride Caltrain? (Weekday Ridership)

	2007	2003
(N=3	3817)	(N=5740)
	%	%
Less than once a month	8	8
1-3 days/month	5	6
1 day/week	3	3
2 days/week	5	5
3 days/week	9	9
4 days/week	13	14
*5 days/week	51	53
*6-7 days/week	6	-

^{*}In 2003 "5 days/week" was the maximum answer category to this question. In 2007, "6-7 days/week" was the maximum answer.

(See 2007-Statistical Table 1; 2003-Page 5)

Comparison 2: Trip purpose (Weekday ridership)

In 2003, this question was: "What is your most common trip purpose on Caltrain?" In 2007, this question was: "What is the purpose of your trip *today*?"

2	2007	2003
(N=3	817)	(N=5740)
	%	%
Work	79	79
School	10	8
Social/recreational	7	6
Shopping/personal errands	3	2
Airport	1	1
Medical	1	1
Sporting event	<1	1
*Business/work related	<1	-
*Other	<1	2

^{*}In 2003, the option "Business/work related" was not listed.

In 2007, more than one response was accepted, so total percentage exceeds 100%.

(See 2007-Statistical Table 6; 2003-Page 5)

Comparison 3: "What are your main reasons for riding Caltrain?" (Weekday ridership)
In both 2003 and 2007, respondents were asked to check up to two reasons. Therefore, percentages may exceed 100%.

	2007	2003^
(N=	3817)	(N=5740)
	%	%
Avoid traffic	40	32
Save money (gas, wear/tear on car)	29	22
Don't have a car/don't drive	24	24
Relax/reduce stress	26	24
Help the environment	26	10
Productive use of time	22	24
Faster than other options	11	8
Lack of/cost of parking	9	10
Employer subsidy	8	5
*Like taking train/rail fan	<1	-
*Convenient/takes me where I want to go .	<1	-
*Safer (drink/drive, bad weather)	<1	-
*Tourist/visitor	<1	-
Other	1	3

[^]In the 2003 report, percentages were calculated based on the total number of responses, NOT the total number of passengers responding. Percentages shown here have been recalculated based on the total number of passengers responding in order to provide consistent comparison to 2007 data.

Respondents could choose more than one answer.

Most of the above options were listed on the survey form. Those marked with an asterisk (*) were written in by respondents on the 2007 survey.

(See 2007-Statistical Table 7; 2003-Page 5)

Comparison 4: How did you get to the station where you got on this train?

After you get off this train, how will you get from the station to your final destination?

(Weekday Peak Ridership *only*)

	2007 (N=3039)			
Transit Mode	Getting to (Number) %	Leaving (Number) %	Getting to (Number) %	Leaving (Number) %
Drive car*	35	29	31	14
(of those who drive car) Park in Caltrain lot	71	70	77%**	
Walk all the way	25	27	22	32
(includes skateboard, scooter, rollerblades, wheelchair) Drop off/pick up by car	9	7	12	6
Bicycle	7	7	11	10
(Free) Shuttle***	7	10	4	15
Motorcycle	<1	<1	3	<1
Bus/light rail/other public transit	20	21	18	20
Other	<1	1	2	2

^{*}This combines the 2003 responses "drive alone" and "carpool/flexcar."

(See 2007-Statistical Tables 10-12; 2003-Pages 10-11)

Comparison 5: Do you own or have access to a car? (2003)
Did you have a car available to take this particular trip? (2007)

	2007	2003*
	%	%
	(N=3817)	(N=5740)
Yes, had a car available		
All Weekday Riders	66	78
Weekday Peak	71	83
Weekday Offpeak	47	65
No, did not have a car available		
All Weekday Riders	34	22
Weekday Peak	29	17
Weekday Offpeak	53	35

(See 2007-Statistical Table 16; 2003-Page 11)

^{**}Only one tabulation was shown, for both getting to and leaving station, in 2003.

^{***}The 2003 survey listed "shuttle," whereas the 2007 survey listed "free shuttle".

^{*2003} Offpeak data is derived by combining "Midday" and "Late Night" categories. The "Mail-Ins" category was not used in the subcategory numbers, as time of day could not be determined.

Comparison 6: "How do you get Caltrain information, such as train schedules, special service, Caltrain news?" (2003)

"How do you get schedules and other Caltrain information?" (2007)

Base: (All Weekday Respondents)	2007 (N=3817)	2003* (N=5740)
Printed material on train/ information onboard trains	67	34
Caltrain web site (www.caltrain.com)/ Caltrain's web site	62	52
Station information boards/ Information at stations	25	46
Conductor/engineer	7	-
Station agents (San Francisco/San Jose only)	6	-
Caltrain customer service		
(1-800-660-4287)/ Caltrain's customer service	3	5
Caltrain Connection newsletter	1	4
^Mobile phone/PDA	1	-
^Word of mouth	1	-
^511 (phone number or web site)	1	-
^Work	1	-
Retail location	1	-
Government agency	1	-
^Schedule brochure at station/not specified	1	_
^Hotel/motel/convention/visitors' center	<1	-
^Other transit	<1	-
^School	<1	-
Internet-Other/Not specified	<1	3
Other	<1	5

^{*}In the 2003 report, percentages were calculated based on the total number of responses, NOT the total number of passengers responding. Percentages shown here have been recalculated based on the total number of passengers responding in order to provide consistent comparison to 2007 data.

2007 wording is in plain text; 2003 wording, if different, is in italics.

Respondents could choose more than one answer.

Most of the above options were listed on the survey form. Those marked with (^) were written in by respondents on the 2007 survey.

(See 2007-Statistical Table 33; 2003-Page 12)

Comparison 7: Top Media Sources

While both the 2003 and 2007 surveys asked respondents about specific media sources, the tabulation of responses was quite different. The 2003 survey relies solely on a percentage based on the total number of *answers*, while the 2007 survey bases percentages on the total number of *respondents*, thus not allowing for a direct comparison.

However, since both surveys did rank the top media sources in each category, these lists can be compared. The current title of the newspaper was used in both lists to allow for easier comparison.

Top 15 Newspapers

2007

- 1. San Francisco Chronicle
- 2. San Jose Mercury News
- 3. Examiner
- 4. New York Times
- 5. Palo Alto Daily News
- 6. Wall Street Journal
- 7. San Mateo Daily Journal
- 8. Daily News/San Mateo Daily News
- 9. San Mateo Times
- 10. (Bay) Guardian
- 11. Palo Alto Weekly
- 12. SF Weekly
- 13. Redwood City Daily News
- 14. Mountain View Voice
- 15. Stanford Daily

2003

- 1. San Francisco Chronicle
- 2. San Jose Mercury News
- 3. New York Times
- 4. Palo Alto Daily News
- **5. San Mateo Times**
- 6. (Bay) Guardian
- 7. Wall Street Journal
- 8. Examiner
- 9. San Mateo Daily News
- 10. San Francisco Weekly
- 11. Daily News (various)
- 12. Burlingame Daily News
- 13. Redwood City Daily News
- 14. USA Today
- 15. San Mateo Daily Journal

Top 15 Radio Stations

2007

- 1.88.5 KQED/NPR
- 2.740 KCBS
- 3.810 KGO
- 4.680 KNBR
- 5. 104.5 KFOG
- 6.94.1 KPFA
- 7. 101.3 K101 (STAR/KISS)
- 8. 92.7 KTOM (Energy)
- 9. 105.3 KITS (Live 105)
- 10.91.7 KALW (97.1)
- 11. 102.1 KDFC
- 12.96.5 KOIT
- 13. 97.3 KLLC (Alice)
- 14. 94.9 KYLD (Wild)
- 15.910 KNEW

2003

- 1.88.5 KQED/NPR
- 2.740 KCBS
- 3.810 KGO
- 4. 104.5 KFOG
- 5.560 KSFO
- 6. 94.1 KPFA
- 7 COO KNDD
- 7. 680 KNBR
- 8. 91.7 KALW (97.1) 9. 105.3 KITS (Live 105)
- 40.00.5 (40.5
- 10. 96.5 KOIT
- 11. 95.3 KRTY
- 12. 106.1 KMEL
- 13. 94.9 KYLD (Wild)
- 14. 104.9 KCNL
- 15.92.3 KSJ0

Top 15 Web Sites

2007

- 1. Yahoo!
- 2. SFGate.com
- 3. Google
- 4. CNN.com
- 5. NYTimes.com
- 6. MSN.com
- 7. BBC.com
- 8. SJMercuryNews.com
- 9. MSNBC.com
- 10. AOL.com
- 11. DrudgeReport.com
- 12. WallStreetJournal.com
- 13. KRON4.com
- 14. SFist.com
- 15. Comcast.net

2003

- 1. Yahoo!
- 2. CNN.com
- 3. SFGate.com
- 4. MSNBC.com
- 5. Google.com
- 6. NYTimes.com
- 7. AOL.com
- 8. BBC.com
- 9. SJMercuryNews.com
- 10. KRON4.com
- 11. ABCNews.com
- 12. Craigslist.org
- 13. DrudgeReport.com
- 14. Salon.com
- 15. FoxNews.com

Top 15 Television Stations

2007

- 1. Channel 2 KTVU (Fox)
- 2. Channel 7 KGO (ABC)
- 3. Channel 4 KRON
- 4. Channel 3 KNTV 11 (NBC)
- 5. Channel 5 KPIX (CBS)
- 6. Channel 56/57 CNN
- 7. Channel 9 KOED (PBS)
- 8. Channel 60 MSNBC
- **9. BBC**
- 10. PBS Not Specified
- 11. Channel 58 CNBC
- 12. Channel 59 Fox News
- 13. Chanel 8 KSBW
- 14. Channel 14 KDTV (Univision)
- 15. Channel 6 KICU

2003

- 1. Channel 2 KTVU (Fox)
- 2. Channel 7 KGO (ABC)
- 3. Channel 4 KRON
- 4. Channel 3 KNTV 11 (NBC)
- 5. Channel 5 KPIX (CBS)
- 6. Channel 56/57 CNN
- 7. Channel 14 KDTV (Univision)
- 8. Various/any/all channels
- 9. Channel 9 KOED (PBS)
- 10. Channel 8 KSBW
- 11. Channel 60 MSNBC
- 12. Channel 48 Telemundo
- 13. BBC
- 14. **ESPN**
- 15. C-SPAN

(See 2007-Statistical Tables 28-31; 2003-Pages 13-14)

Comparison 8: Demographics

	2007	2003	
Gender	%	%	
Male	58	59	
Female	42	41	
Some High School	3	6	
•		6	
High School Graduate		8	
Some College or Technical School	14	18	
		-0	
College Graduate	42	38	

(See 2007-Statistical Tables 34-36; 2003-Pages 16-18)

2003 Offpeak data is derived by combining "Midday" and "Late Night" categories. The "Mail-Ins" category was not used in the subcategory numbers, as time of day could not be determined.

Employment: What is your current employment status?

Employed Full-Time	79	75
Student	7	8
Employed Part-Time	7	10
Unemployed	2	3
Retired	2	3
^Self-Employed	1	-
Homemaker	1	1
^Disabled	<1	-

(See 2007-Statistical Tables 37; 2003-Page 18)

2003 Offpeak data is derived by combining "Midday" and "Late Night" categories. The "Mail-Ins" category was not used in the subcategory numbers, as time of day could not be determined.

Most of the above options were listed on the survey form. Those marked with (^) were written in by respondents on the 2007 survey.

Age	%	%	
*Ages 13-17	2	Л	
Ages 18-24	13	10	
Ages 25-34	34	30	
Ages 35-44	22	24	
Ages 45-54	17	18	
Ages 55-64	9	10	
Age 65+	3	4	

(See 2007-Statistical Table 38; 2003-Page 19)

2003 Offpeak data is derived by combining "Midday" and "Late Night" categories. The "Mail-Ins" category was not used in the subcategory numbers, as time of day could not be determined.

^{*}Note: Riders were generally approached only if they appeared to be at least 13 years of age; therefore, data on riders 13 and under is not statistically reliable. However, the 2003 report may include some riders under 13 years of age.

	2007	2003	
Annual Household Income	%	%	
Less than \$30,000	. 12	13	
\$30,000-\$49,999		15	
\$50,000-\$74,999	. 17	19	
\$75,000-\$99,999	. 15	17	
\$100,000-\$149,999		20	
**\$150,000 or More	23	15	
			(Co. 0007 Chatistical Table 20, 0002 Dags 00)

(See 2007-Statistical Table 39; 2003-Page 20)

2003 Offpeak data is derived by combining "Midday" and "Late Night" categories. The "Mail-Ins" category was not used in the subcategory numbers, as time of day could not be determined.

Languages Spoken (Top 10, Other Than English)*

In both surveys, English was spoken by nearly all respondents. Other top languages spoken include:

2007	2003
1. Spanish	1. Spanish
2. Hindi or other Indian language	2. Mandarin
3. Mandarin	3. Cantonese
4. Cantonese	4. Tagalog
5. Tagalog	5. Indian languages
6. French	6. French
7. German	7. German
8. Vietnamese	8. Vietnamese
9. Japanese	9. Japanese
10. Russian	10. Italian

^{*}The 2003 survey asked which languages were spoken in the home, while the 2007 survey asked which languages were spoken on a regular basis.

^{**}In 2003, "\$150,000 or more" was the highest category. In 2007, "\$200,000 or more," was the final category. The 2007 data above combines the two highest categories (e.g. \$150,000-\$199,999 and \$200,000 or more).

APPENDICES

Survey Distribution and Response

	Total	Weekday	Weekend
Refused	275	177	98
Left train	10	1	9
Children under 13	80	43	37
Sleeping	117	97	20
Language barrier	83	33	50
Already participated	245	212	33
Partials / qst. distributed but not returned	432	359	73
Other	<u>6</u>	<u>6</u>	<u>0</u>
TOTAL NON-RESPONSE	1,248	928	320
TOTAL COMPLETES PASSENGERS ON SAMPLED CARS	4,204	3,567	637
(Total completes+total non-response)	<u>5,452</u>	<u>4,495</u>	<u>957</u>

Response Rate & % of Riders Who Complete	ed Survey	-	_
PASSENGERS ON SAMPLED CARS	5,452	4,495	957
Less:			
Children Under 13	(80)	(43)	(37)
Already participated	(245)	(212)	(33)
POTENTIAL RESPONDENTS	<u>5,127</u>	<u>4,240</u>	<u>887</u>
TOTAL COMPLETES	4,204	3,567	637
Response Rate ¹	82.0%	84.1%	71.8%
% of Riders Who Completed Survey ²	77.1%	79.4%	66.6%

¹Total Completes divided by Potential Respondents

NOTE: Data above is NOT weighted.

² Total Completes divided by Passengers on Sampled Cars

7. What are your main reasons for riding Caltrain? (Check up to two.) □ Productive use of time □ Don't have a car/don't drive □ Help the environment □ Employer subsidy	12. Did you have a car available to take <i>this particular</i> trip? □ Yes □ No	15. What are your main sources for local news? (Please write specific source; if media type is not used, please check %one.?) Newspaper
□ Avoid traffic □ Lack of/cost of parking □ Relax/reduce stress □ Faster than other options □ Save money (gas, wear and tear on car) □ Other: □ □	13. How well is Caltrain meeting your needs? Please rate each item below, where 1=Very Dissatisfied and 5=Very Satisfied. If the question does not apply, circle NA for Not Applicable.	Internet
8. At which station did you get ON this train?	Very Very Discaticfied Satisfied	16. How do you get schedules and other Caltrain information?
(station)	Overall Caltrain experience	(Check all that apply.)
At which station will you get OFF this train?	ь. Ease of identifying trains by train #1 2 3 4 5 NA	 Printed material on train
(station)	e Value for the money 1 2 3 4 5 NA	 □ Conductor □ Station agents (San Francisco & San Jose only)
10a. Getting to the station How did you get to the station After you get off this train, how	4. Customer service via phone	Station information boards Caltrain customer service (1.800.660.4287)
where you got on this train? will you get for this train, now will you get from the station to Please check only one. Arter you get on this train, now will you get from the station to your final destination? Please check only one.	Connections with other transit systems	 Caltrain Web site (www.caltrain.com) Government agency (city hall, library, hospital, etc.) Retail location
↓ ↓ ↓Drive car□	r. Convenience of schedule	
Did you park in Caltrain lot? Yes No	g. Effectiveness of station signs	17. What is your home zip code?
□ Walk all the way. □ □ Another Caltrain train. □ □ BART. □	14. Have you ever visited www.caltrain.com?	18.Gender:
SamTrans	No Pes	19. Marital status:
Dropped off by car	a. Reason(s) for visiting Web site (Check all that apply)	Separated
□Other-specify:□	□ Schedule/fare information □ Baseball service □ Special events (concerts, Holiday train, etc.)	20. What is the highest level of education you have completed?
11. Do you currently commute to work or school on Caltrain?	□ Other – Specify	Some high school
(ride at least 3 days a week) □ No □ Yes → Were you first introduced to Caltrain	b. Please rate your overall satisfaction with www.caltrain.com.	Some college or technical school
by taking it to a special event or leisure	Very Very Discatisfied Satisfied	21. What is your current employment status? □ Employed full time □ Unemployed
destination (like a SF Giants game)? □ No	1 2 3 4 5 NA	□ Employed part time □ Retired □ Student □ Other (specify)
□ Yes		□ Homemaker
		Please turn over

Under 13	NO POSTACE NATED IN THE UNI ED STATES	Please take a moment to complete this survey to help Caltrain serve you better. We appreciate your patronage – thank you for riding Caltrain! Your responses are confidential and will be used for statistical purposes only. One survey per passenger please. Return your completed survey to onboard surveyor or drop in the mail. (No postage necessary.)
24. Which languages do you speak on a regular basis? (Check ALL that apply) English Spanish Mandarin Cantonese Tagalog Vietnamese Hindi or other Indian language Other (Specify) May we contact you in the future to ask your opinion of Caltrain service? Per No (If "Yes," please fill out contact information below.) Name Phone Number Email Address Comments/Suggestions for Caltrain	BUSINESS REPLY MAIL FIRST-CLASS MAIL PERMITNO 15 SAN CARLOS CA POSTAGE WILL BE PAID BY ADDRESSEE PASSENGER SURVEY CALTRAIN PO BOX 3006 SAN CARLOS CA 94070-9927	1. How often do you usually ride Caltrain? Less than once a month

(Please tape closed here.)

INTERVIEWER INSTRUCTIONS

Caltrain On-Board Survey (October 2007)

PROJECT OVERVIEW: This project is a passenger survey being conducted to assess how well Caltrain is meeting the needs of its passengers and to help identify who rides Caltrain and why. It is an onboard self-administered questionnaire to be distributed on Caltrain trains. The questionnaires will be handed out and collected on sampled Caltrain routes. The field work will take place October 2, 2007, through October 17, 2007. One surveyor will be utilized on most sampled routes.

GENERAL GUIDELINES

- Please be punctual. Arrive at the station 15 minutes prior to train departure time.
- As representatives of Caltrain/Corey, Canapary & Galanis, you are asked to dress in casual business attire: long trousers and collared shirts for men, slacks/skirt/blouse/dress for women. Wear comfortable, closed toed shoes.
- All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
- Please act professionally at all times.
- Each train will have 4 or 5 cars. The average number of passengers will vary significantly by run.
- We anticipate a high response rate based on prior experience with on-board surveys. Please check the statistics for your assigned runs and have sufficient surveys and pencils at the start of each shift.
- If appropriate, please identify yourself to the train conductor and explain that you will be surveying one car on the train.
- If asked what the purpose of the survey is, you may tell passengers that the study is designed to measure customer satisfaction and solicit rider suggestions. Caltrain is interested in their opinion.

SAFETY

Working on a moving train can be challenging at times. Your safety and the safety of the passengers around you is an important concern. Please hold on to a handrail or bar at all times when you are standing or walking on the train. Allow passengers the time to find a seat or a safe place to stand before offering them a survey. Do not block passengers entering or exiting the train.

DISTRIBUTION OF QUESTIONNAIRES

Distributing (and collecting) questionnaires from passengers is <u>your primary task on this project</u>. For each of your runs, you should strive to get the questionnaire into the hands of every (or nearly every) passenger. Your approach as a surveyor will make a tremendous difference in whether or not riders agree to do the survey.

BEGINNING OF SHIFT

You must have your Caltrain schedule(s), system authorization ID Badge, photo ID, Interviewer Survey Schedule, apron, pencils, English and Spanish questionnaires, Completed Questionnaire

Envelope(s), survey control sheets, rubber bands, Interviewer Instructions (this document), clipboard, and time sheet.

Your Interviewer Survey Schedule will include guidelines on the location and time of trains you are responsible for surveying on each day.

SURVEY CONTROL SHEET (Yellow Card)

It is very important that you enter information accurately on your survey control sheet. A separate survey control sheet (small yellow card) will be used for each surveyor on each train run. A run is one trip on one train from the boarding point to the end of the line or the point at which you exit the train.

→ Note the number of the first survey you are to distribute on this run on the Survey Control Sheet. All English surveys are numbered sequentially. This will help you keep track of the number of surveys distributed, collected, and outstanding.

AT THE START OF EACH RUN YOU SHOULD ENTER:

- ✓ the current date and day
- ✓ route number of the train
- √ your last name
- √ the specific station where you are boarding the train to start the run
- √ the time the run started (time you boarded the train)

PROCEDURE FOR DISTRIBUTING QUESTIONNAIRES

- Most Caltrain trains have a total of 5 cars. You will be distributing questionnaires on only one of these cars. The train car for you to survey is pre-assigned and listed on your Interviewer Survey Schedule. For example "Train car number: 2" means that you will survey the second car on the train. Be sure to only survey this assigned car.
- It will help ease the distribution process immensely if you get on the assigned train/car as soon as you are able and begin distributing questionnaires. Do not wait until the train is leaving the first station! A number of passengers will already be on the car before the train departs; once they are seated, they can be readily approached.
- Attempt to distribute surveys to all passengers on this car who appear to be 13 years of age
 or older. All riders traveling in a group should be given a questionnaire.

Do not distribute questionnaires to:

- Passengers who appear to be under 13 years of age
- Employees of SamTrans/Caltrain
- Passengers who tell you that they have already participated in <u>this</u> survey on a previous trip (within the last week or so). But <u>do</u> include passengers that may have participated in other, previous surveys. (For example, it is OK to give them a survey if they filled one out in June.)
- Sleeping passengers
- As you hand out surveys, give a short introduction about the survey. Be easygoing and friendly. Do not ask riders if they want to fill out the survey; rather, use a positive approach. Phrases we have found to work well include: "We need your opinions on this Caltrain survey."
 If they hesitate you might add: "We want to know what you think."
- Instruct passengers to return completed surveys to you.
- After surveys are distributed, walk through the train car every few minutes and watch for people who may have questions or are finished. Be polite: "I'll take the survey if you are done", or "I can take that for you". Attempt to collect every survey you distribute.
- Passengers who do not have the time or inclination to complete the questionnaire on board
 can be given a postage-paid envelope so they can complete the survey later and mail it in.
 Mention this option as a last resort. We have found that when a potential respondent takes
 the questionnaire home with him/her, they are much less likely to complete and return the
 questionnaire.
- If time permits, offer assistance to patrons who are blind or unable to fill out the survey. (You will need to excuse yourself to hand out questionnaires to new riders boarding the train.)
- Keep a tally of all non-responses (passengers under 13, refusals, already participated, etc.) on your survey control sheet.

DEFINITIONS:

LANGUAGE BARRIER: Spanish speaking passengers who refuse a questionnaire are tallied as "refusals" since we have a Spanish instrument. Only passengers who speak a language other than English or Spanish are tallied as language barrier.

LEFT TRAIN: This is a non-response because the surveyor was unable to offer a questionnaire because of the short distance of the rider's trip. If the rider refuses because of time constraints, it is important to offer the mail option. We anticipate very few "Left Train" dispositions on this project.

AT THE END OF EACH RUN

On the Survey Control Sheet enter:

- ✓ Location/station where you exited the train
- ✓ The time that the run ended
- ✓ The total number of questionnaires DISTRIBUTED for both English and Spanish.
- √ The total number of questionnaires RETURNED (combine English and Spanish)
- ✓ All returned surveys and the completed survey control sheet should be rubber banded together and placed in the "Completed Questionnaire Envelope" labeled for <u>that specific run</u>. You will have several "Completed Questionnaire Envelopes" at the end of your shift.

AT THE END OF THE SHIFT

Make sure that all completed work from all the runs you have done that day are placed in your "Completed Questionnaire Envelopes" (blue label). Fill out the information requested and return these envelopes to the CC&G office.

NOTES		

CONTACT INFORMATION

- COREY, CANAPARY & GALANIS RESEARCH Project Manager - Jon Canapary Lead Supervisor - Elizabeth Grant CCG 800 Number is 1 (800) 877-1201 415-397-1200
- SAMTRANS

Agency Contact - Catherine Blair (Marketing Research Specialist - Caltrain/SamTrans) (650) 508-7926

CALTRAIN October 2007 On-Board Survey Interviewer Survey Schedule

CCG# 99604

Train #	Туре	AM/PM Peak/Off Peak	Station Boarding	Departure Time	Station Exiting	Time Exiting	Day Survey- ing	Date Surveying	Direction N: North S: South	Train car #	Bike Car	Trainset Type
215	Limited	AM Peak	San Jose Diridon	6:50 AM	San Francisco	7:57 AM	Tues	2-Oct	 N	4		Gallery
226	Limited	AM Peak	San Francisco	8:19 AM	San Jose Diridon	9:28 AM	Tues	2-Oct	s	4	Bike	Gallery
		24.	San	12:37	San Jose		_					
248	Limited	Offpeak	San Jose	PM	Diridon San	2:00 PM	Tues	2-Oct	S	4		Gallery
257	Gilroy	Offpeak	San	2:40 PM	Francisco	4:02 PM	Tues	2-Oct	N	5		Gallery
270	Limited	PM Peak	Francisco	4:56 PM	Gilroy	7:07 PM	Tues	2-Oct	S	1		Gallery
159	Local	PM Peak	San Jose Diridon	3:05 PM	San Francisco	4:38 PM	Tues	2-Oct	N	2		Gallery
372	Bullet	PM Peak	San Francisco	5:14 PM	San Jose Diridon	6:11 PM	Tues	2-Oct	S	3		Gallery
383	Bullet	PM Peak	San Jose Diridon	6:25 PM	San Francisco	7:24 PM	Tues	2-Oct	N	5		Gallery
192	Local	Offpeak	San Francisco	8:25 PM	San Jose Diridon	9:56 PM	Tues	2-Oct	S	1		Gallery
305	Bullet	AM Peak	San Jose Diridon	5:45 AM	San Francisco	6:42 AM	Wed	3-Oct	N	2		Bombardier
312	Bullet	AM Peak	San Francisco	6:59 AM	San Jose Diridon	7:58 AM	Wed	3-Oct	S	3		Gallery
231	Limited	AM Peak	San Jose Diridon	8:22 AM	San Francisco	9:45 AM	Wed	3-Oct	N	5		Gallery
221	Gilroy Limited	AM Peak	Gilroy	6:30 AM	San Francisco	8:48 AM	Wed	3-Oct	N	4		Gallery
134	Local	Offpeak	San Francisco	9:07 AM	San Jose Diridon	10:38 AM	Wed	3-Oct	S	3		Gallery
245	Limited	Offpeak	San Jose Diridon	11:10 AM	San Francisco	12:41 PM	Wed	3-Oct	N	1	Bike	Gallery
150	Local	Offpeak	San Francisco	1:07 PM	San Jose Diridon	2:38 PM	Wed	3-Oct	S	3		Gallery
365	Bullet	PM Peak	San Jose Diridon	4:25 PM	San Francisco	5:24 PM	Wed	3-Oct	N	3		Bombardier
260	Limited	PM Peak	San Francisco	3:37 PM	San Jose Diridon	5:00 PM	Wed	3-Oct	S	2		Gallery
373	Bullet	PM Peak	San Jose Diridon	5:25 PM	San Francisco	6:24 PM	Wed	3-Oct	N	1	Bike	Gallery
288	Limited	PM Peak	San Francisco	6:56 PM	San Jose Diridon	8:12 PM	Wed	3-Oct	S	4		Gallery
193	Local	Offpeak	San Jose Diridon	9:10 PM	San Francisco	10:41 PM	Wed	3-Oct	N	2		Gallery
274	Limited	PM Pook	San Francisco	5:20 PM	San Jose	6:20 DM	Wed	10 Oct	6	2		Gallany
274	Limited	PM Peak	Francisco	J.ZU FIVI	Diridon	6:28 PM	v v eu	10-Oct	S	2	<u> </u>	Gallery

CALTRAIN October 2007 On-Board Survey Interviewer Survey Schedule

CCG# 99604

Train #	Туре	AM/PM Peak/Off Peak	Station Boarding	Departure Time	Station Exiting	Time Exiting	Day Survey- ing	Date Surveying	Direction N: North S: South	Train car #	Bike Car	Trainset Type
189	Local	PM Peak	San Jose Diridon	6:50 PM	San Francisco	8:21 PM	Wed	10-Oct	 N	5		Gallery
194	Local	Offpeak	San Francisco	10:00 PM	San Jose Diridon	11:31 PM	Wed	10-Oct	S	2		Gallery
050	L'arte d	0"12.2	San	0.07.04	San Jose	4.00 PM)A/I	40.04				Oallana
256	Limited Limited	Offpeak PM Peak	San Jose Diridon	2:37 PM 4:39 PM	Diridon San Francisco	4:00 PM 6:02 PM	Wed	10-Oct	S N	3 4		Gallery Gallery
			San		San Jose							
252 261	Limited Limited	Offpeak PM Peak	San Jose Diridon	1:37 PM 3:44 PM	Diridon San Francisco	3:00 PM 5:03 PM	Wed	10-Oct	S N	3		Gallery Gallery
276	Gilroy Limited	PM Peak	San Francisco	5:27 PM	Gilroy	7:47 PM	Wed	10-Oct	S	3		Gallery
217	Gilroy Limited	AM Peak	Gilroy	6:07 AM	San Francisco	8:19 AM	Thur	11-Oct	N	4		Gallery
332	Bullet	AM Peak	San Francisco	8:59 AM	San Jose Diridon	9:58 AM	Thur	11-Oct	S	4		Bombardier
143	Local	Offpeak	San Jose Diridon	11:10 AM	San Francisco	12:41 PM	Thur	11-Oct	N	4		Gallery
309	Bullet	AM Peak	San Jose Diridon	6:03 AM	San Francisco	7:02 AM	Thur	11-Oct	N	2		Gallery
314	Bullet	AM Peak	San Francisco	7:14 AM	San Jose Diridon	8:13 AM	Thur	11-Oct	S	3		Bombardier
233	Limited	AM Peak	San Jose Diridon	8:40 AM	San Francisco	10:02 AM	Thur	11-Oct	N	2		Gallery
102	Local	AM Peak	San Francisco	4:55 AM	San Jose Diridon	6:26 AM	Tue	16-Oct	S	4		Bombardier
313	Bullet	AM Peak	San Jose Diridon	6:45 AM	San Francisco	7:42 AM	Tue	16-Oct	N	3		Bombardier
322	Bullet	AM Peak	San Francisco San Jose	7:59 AM 10:40	San Jose Diridon San	8:58 AM 12:02	Tue	16-Oct	S	3		Gallery
241	Limited	Offpeak	Diridon	AM	Francisco	PM	Tue	16-Oct	N	3		Gallery
146	Local	Offpeak	San Francisco	12:07 PM	San Jose Diridon	1:38 PM	Tue	16-Oct	S	5	Bike	Gallery
155	Local	Offpeak	San Jose Diridon	2:10 PM	San Francisco	3:41 PM	Tue	16-Oct	N	4		Gallery
362	Bullet	PM Peak	San Francisco	4:09 PM	San Jose Diridon	5:06 PM	Tue	16-Oct	S	2		Gallery
379	Bullet	PM Peak	San Jose Diridon	5:45 PM	San Francisco	6:44 PM	Tue	16-Oct	N	4		Gallery
190	Local	Offpeak	San Francisco	7:20 PM	San Jose Diridon	8:51 PM	Tue	16-Oct	S	1		Gallery

CALTRAIN October 2007 On-Board Survey Interviewer Survey Schedule

CCG# 99604

Train #	Туре	AM/PM Peak/Off Peak	Station Boarding	Departure Time	Station Exiting	Time Exiting	Day Survey- ing	Date Surveying	Direction N: North S: South	Train car #	Bike Car	Trainset Type
195	Local	Offpeak	San Jose Diridon	10:30 PM	San Francisco	12:01 AM	Tue	16-Oct	N N	2		Gallery
319	Bullet	AM Peak	San Jose Diridon	7:03 AM	San Francisco	8:02 AM	Wed	17-Oct	N	2		Bombardier
324	Bullet	AM Peak	San Francisco	8:14 AM	San Jose Diridon	9:13 AM	Wed	17-Oct	S	5	Bike	Bombardier
237	Limited	Offpeak	San Jose Diridon	9:40 AM	San Francisco	11:02 AM	Wed	17-Oct	N	3		Gallery
206	Limited	AM Peak	San Francisco	6:11 AM	San Jose Diridon	7:24 AM	Wed	17-Oct	S	2		Gallery
323	Bullet	AM Peak	San Jose Diridon	7:45 AM	San Francisco	8:42 AM	Wed	17-Oct	N	3		Gallery
154	Local	Offpeak	San Francisco	2:07 PM	San Jose Diridon	3:38 PM	Wed	17-Oct	S	3		Gallery
369	Bullet	PM Peak	San Jose Diridon	4:45 PM	San Francisco	5:44 PM	Wed	17-Oct	N	2		Bombardier
382	Bullet	PM Peak	San Francisco	6:14 PM	San Jose Diridon	7:11 PM	Wed	17-Oct	S	4		Bombardier
191	Local	Offpeak	San Jose Diridon	8:03 PM	San Francisco	9:41 PM	Wed	17-Oct	N	2		Gallery
368	Bullet	PM Peak	San Francisco	4:33 PM	San Jose Diridon	5:32 PM	Wed	17-Oct	S	5	Bike	Bombardier
281	Limited	PM Peak	San Jose Diridon	6:05 PM	San Francisco	7:29 PM	Wed	17-Oct	N	1	Bike	Gallery
			_		WEEKE	ND TRAINS						
421	Weekend	Weekend	San Jose Diridon	7:00 AM	San Francisco	8:36 AM	Sat	13-Oct	N	3		Gallery
424	Weekend	Weekend	San Francisco	9:00 AM	San Jose Diridon	10:36 AM	Sat	13-Oct	S	4		Gallery
429	Weekend	Weekend	San Jose Diridon	11:00 AM	San Francisco	12:36 PM	Sat	13-Oct	N	1	Bike	Gallery
434	Weekend	Weekend	San Francisco	2:00 PM	San Jose Diridon	3:36 PM	Sat	13-Oct	S	5	Bike	Gallery
439	Weekend	Weekend	San Jose Diridon	4:00 PM	San Francisco	5:36 PM	Sat	13-Oct	N	4		Gallery
442	Weekend	Weekend	San Francisco	6:00 PM	San Jose Diridon	7:36 PM	Sat	13-Oct	S	2		Gallery
447	Weekend	Weekend	San Jose Diridon	8:00 PM	San Francisco	9:36 PM	Sat	13-Oct	N	5		Gallery
422	Weekend	Weekend	San Francisco	8:00 AM	San Jose Diridon	9:36 AM	Sun	14-Oct	S	4		Gallery
427	Weekend	Weekend	San Jose Diridon	10:00 AM	San Francisco	11:36 AM	Sun	14-Oct	N	2		Gallery

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CCG# 99604

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									_			
430	Weekend	Weekend	San Francisco	12:00 PM	San Jose Diridon	1:36 PM	Sun	14-Oct	S	2		Gallery
435	Weekend	Weekend	San Jose Diridon	2:00 PM	San Francisco	3:36 PM	Sun	14-Oct	N	1	Bike	Gallery
433	Weekend	Weekend	San Jose Diridon	1:00 PM	San Francisco	2:36 PM	Sun	14-Oct	N	5		Gallery
436	Weekend	Weekend	San Francisco	3:00 PM	San Jose Diridon	4:36 PM	Sun	14-Oct	S	1		Gallery
441	Weekend	Weekend	San Jose Diridon	5:00 PM	San Francisco	6:36 PM	Sun	14-Oct	N	2		Gallery

Note: The car number is determined by counting from the direction the train is traveling. On Southbound trains car number one is the southernmost car; on Northbound trains car number one is the northernmost car.

Period: Based on Departure Time. Weekday AM Peak = Any train departing before 9:00am; Weekday PM Peak = 3:30pm - 6:59pm; Weekend = any Saturday or Sunday train.