

METROLINK WEEKENDS SEGMENTATION STUDY

Presented to the Orange County Transportation Authority (OCTA)

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Table of Contents	
Overview and Research Objectives	3
Executive Summary	4
Weekend Rider Survey Results	13
≻Methodology Overview	14
First Time Weekend Riders	16
➢ Reasons for First-Time Weekend Use	17
≻History of Weekend Use	19
Frequency of Weekend Use	20
Awareness of Weekend Service Features	22
Impact of Weekend Service Features	24
Key Factors Influencing Weekend Use	26
Most Liked Service Feature	28
Most Important Improvement Needed	29
Finpact of Policy Concepts	31
	32
I rip Purpose and Destination Matralials Station Destination	34
Metrolink Station Destination	30
Alternative Transportation for Trip Plans	30 20
Transportation to/from Matrolink Stations	30
Maximum Travel Time to Destination	40
Weekday Metrolink Service Lise	42
Frequency of Weekday Service Use	45
Information Source on Weekend Service	47
➢ Preferred Information Source	49
Weekend Non-Rider Survey Results	50
>Methodology Overview	51
>Weekend Travel Destinations	53
➢ Preferred Weekend Travel Time	54
>Typical Transportation	55
➢ Frequency of Public Transit Use	56
➢Public Transit Use Purpose	57
Awareness of Metrolink Weekend Service	58
Awareness of Metrolink Rail System	60
➢ Reasons for Weekend Service Non-Use	62
Use of Metrolink Weekday Service	63
Awareness of Weekend Service Features	64
Impact of Weekend Service Features	65
Impact of Marketing Messages	68
➢Impact of Policy Concepts	72
➢ Factors Encouraging Weekend Service Use	75
Maximum Travel Time to Destination	77
► Information Source on Weekend Service	78
Preferred Information Source	79
➢ Housenola Primary Language	08
➤Language Preferences	81

Table of Contents (Continued)	
Additional Respondent Information	82
≻Internet Access	83
≻Motor Vehicles	84
≻Age	85
≻Ethnicity	86
≻Level of Education	87
≻Household Income	88
≻Gender	89
≻Survey Language	90
➢Weather During Trip	91
Appendix A: Methodology	
Appendix B: Topline Reports	
Appendix C: Crosstabulation Tables	
Appendix D: Questionnaires	

Overview and Research Objectives

Orange County Transportation Authority (OCTA) commissioned Godbe Research to conduct two parallel surveys of Metrolink weekend services, one of current riders and the other of non-riders, to gather feedback on marketing programs, potential policy decisions and operational improvements.

More specifically, this study was designed to address the following Research Objectives:

>Assess awareness of and perception towards Metrolink weekend service;

>Understand the likely impact of service features and marketing programs on Metrolink weekend service use;

>Obtain service feedback from the current riders, including the features they like and the features they would most like to see improved;

>Understand why non-riders are not using the weekend service, and test features that might encourage them to use it;

>Test potential policy concepts, specifically connectivity with Amtrak and having one ticket for an integrated trip;

- >Identify residents' preferred area transit information source; and
- >Profile demographic characteristics of riders and potential riders.

This report begins with an *Executive Summary* that summarizes the results of the study and offers recommendations.

The *Key Findings* section introduces the sampling design and data collection techniques used in the study and offers a question-by-question analysis of the survey including:

- ➢Weekend Rider Survey Results
- ≻Weekend Non-Rider Survey Results

The Conclusions section

Appendix A explains the Detailed Methodology used in the study.

Appendix B provides the Topline Report with overall survey results.

Appendix C presents the complete Crosstabulation Tables.

Appendix D presents the complete Questionnaire used for the study.



This study included two parallel surveys of the users and non-users of Metrolink's weekend service. The over-arching objectives were three-pronged:

- > To assess the impact of marketing messages about service features and benefits on current and potential usage;
- > To test the potential reception of two forward-looking policy concepts; and
- > To gather operational feedback on the weekend service and trip characteristics.

Aside from looking at the overall responses in the rider and non-rider surveys, detailed segmentation analyses were also conducted to examine any subgroup differences, such as by age, gender, household income and area of residence. Significant differences found in the segmentation analyses are summarized in this section. More details can be found in the main body of the report, as well as in the crosstabulation tables included in Appendix C.

First, on the marketing objectives, a series of survey questions were designed to assess resident awareness of and perceptions towards Metrolink's weekend service. Among the 600 surveyed Orange County residents who have never ridden a Metrolink weekend train, some 67 percent reported not knowing that Metrolink offers weekend service, even though roughly every 3 in 4 residents in this group have heard of the Metrolink Rail System. Awareness was found to be especially low among the Latino population in Orange County, as well as those from households with annual income lower than \$50,000. Without being aware of the presence of a service, the public will not use it. Therefore, boosting awareness of Metrolink's weekend service will be a critical first step to increasing ridership, especially among the Latino and lower-income population in Orange County.

In addition to gauging overall awareness of the weekend service, the non-rider survey also tested resident awareness of 11 specific weekend service features. Consistent with the low overall awareness of the weekend service, half or more of the current weekend non-riders were not aware of 7 of these features. No significant subgroup differences were found vis-à-vis the awareness of specific service features. These results, again, suggest an opportunity for educating Orange County residents of the features and benefits of riding Metrolink on weekends.



The two surveys also assessed the impact of knowing about specific service features on the use of Metrolink's weekend service. Overall, knowing about the service features encouraged current riders to use the weekend service.

Impact of Awareness of Service Features on Usage

Among the current weekend riders, 55 percent or more of the riders were encouraged to try Metrolink's weekend service because of its service features. In particular, the most influential service features pertained to the discounted weekend fare, the free ride once per month, the availability of free bus connections, and the proximity of some Metrolink stations to recreational destinations, such as the beach, Disneyland, Oceanside and downtown L.A.

In terms of subgroup differences, the repeat weekend riders (55% of the respondents in the rider survey) reported higher awareness of the service features of Metrolink's weekend service than the first-time riders (45% of the riders). More riders from households with annual income between \$25,000 and \$49,999 were aware of the discounted weekend fare than their counterparts with annual household income of \$100,000 or higher. In terms of gender differences, the male riders were more aware of the proximity of some Metrolink stations to recreational destinations.

Decisive Factors on Usage

In terms of the most important factors affecting the current riders' decision to take the weekend train on the day of the survey, the top cited factors were fare and schedules. Schedules were especially important to those 35 to 44 (relative to 17 or under) and the more affluent riders (\$100,000 or higher in annual household income than \$15,000 or under).



Similar to the rider survey findings just reported, knowing about specific weekend service features and the benefits of riding the weekend trains was found to encourage potential ridership among the current non-users of Metrolink's weekend service.

Impact of Awareness of Service Features on Potential Usage

Half or more of the respondents reported being at least somewhat more likely to try the weekend trains upon hearing 9 of the 11 service features tested in the non-rider survey. The weekend service features most likely to convert these non-riders into riders speak to the cleanliness and comfort of the trains, the availability of free parking at Metrolink stations, the discounted weekend fare, and the proximity to recreational destinations, such as the beach, Disneyland, Oceanside and downtown L.A..

Segmentation analyses showed that hearing these service features had a greater impact on potentially converting non-riders who have not heard of Metrolink's weekend service before the survey, again suggesting that raising awareness is important to boosting ridership among current non-riders. Otherwise, the non-users of the weekend service surveyed who reported being weekday riders reported being more likely to try the weekend service upon hearing that there is free and convenient parking and that the weekend fare is discounted. Compared to the 55 or older non-riders, those 25 to 34 were more persuaded by hearing about the discounted weekend fare, while those 18 to 54 might try the weekend trains upon knowing that some Metrolink stations are close to recreational destinations. In terms of ethnic differences, upon hearing the top four service features mentioned above, Latino non-riders reported higher likelihood than Caucasians to try the weekend trains in the future. Otherwise, more female and more of those from households with \$100,000 or higher annual incomes were swayed by the feature of proximity to recreational destinations.



In addition to testing the impact of knowing about service features on potential usage, the respondents to the non-rider survey were also read benefits of riding Metrolink weekend service and asked whether hearing those messages would make them more likely to try the service.

Impact of Marketing Programs on Potential Usage

Overall, ten out of the 12 tested marketing messages (benefits of using Metrolink on a weekend) made 50 percent or more of the non-riders at least somewhat more likely to try the weekend trains. Among the highest rated benefits were the possibility of avoiding traffic, the relaxing and enjoyable quality of the trip, and the low cost of the train ticket relative to driving.

Like the segmentation analyses on the service features presented on the previous page, similar patterns of subgroup differences were found. Specifically, those who were not aware of Metrolink's weekend service were more likely to try the weekend trains upon hearing the top benefits stated above. Moreover, those who reported riding Metrolink during the week reported a higher likelihood to try the weekend service because of the potential benefits of avoiding traffic and enjoying a more relaxing trip than driving. Those under 55 were also more swayed to try the weekend trains upon hearing that they could avoid traffic and connect to free shuttles taking them to recreational destinations. In addition, the 18 to 34 group, compared to those 55 or older, were also reportedly more likely to try the weekend trains upon hearing that their trip will be more relaxing and enjoyable than driving. In terms of ethnic differences, again, compared to the Caucasian residents, the Latino population in Orange County was more likely to try Metrolink's weekend service upon hearing any of the top four marketing messages. Otherwise, those with annual household income of under \$25,000 were more persuaded to try the weekend trains upon hearing that their trip will cost less than driving, and that it will be more relaxing and enjoyable than driving.

North county residents were more likely to be converted into weekend riders upon hearing about several benefits. Specifically, compared to those from central county, the messages, "Riding the train is much safer than driving your car" and "You can take Metrolink to the beach and other recreational destinations" made the north county respondents more likely to try Metrolink's weekend service. Moreover, compared to their central county counterparts, the north county respondents were more persuaded by the message, "You can obtain schedule information online."



Most Liked Feature

As mentioned previously, one of objectives of the weekend rider survey was to gather service feedback from the current riders. The survey shows that the convenience and cost-effectiveness of train travel were the top factors that most encouraged first-time weekend Metrolink riders to try the service. Approximately 51 percent of this group of respondents cited convenience, while 42 percent cited cost-effectiveness. Similarly, the repeat weekend riders reported liking most the convenience of the system, that there is no need to fight traffic while riding the train, and that the train is cost-effective.

Improvement Needed

The current weekend riders were also asked to indicate the improvement that they would most like to see in the weekend service. Survey results revealed that the current weekend riders would most like to see improvements to the frequency of trains/departure times, trip fare, and the availability of later service. Here again, the importance of fares and schedules to the current Metrolink weekend riders are reiterated in the results.

There are significant differences in what the current riders considered the most important area to improve based on annual household income. Specifically, those riders with annual household income of \$100,000 or higher were especially like to have cited high frequency of trains/departure times as the area in which they would most like to see improvements. Conversely, significantly more of those from households with less than \$15,000 in annual income wanted to see cheaper fare.



A series of questions in the non-rider survey gathered information about the transportation habits and preferences of the residents, reasons for not using Metrolink's weekend services, and the features that might encourage them to try the service.

Barriers to Using Metrolink Weekend Service

First, the main barriers to weekend service use appear to be the non-riders' travel destinations and their preferences for using their personal vehicles. More specifically, approximately 50 percent reported normally traveling within 5 to 10 miles of their homes on the weekends. As such, Metrolink's weekend service might not be the best travel option for these types of short, local trips. Meanwhile, 35 percent of the potential riders believe that they have no reason to take a weekend train. Furthermore, when asked about their typical transportation, 80 percent of these 600 weekend non-riders reported driving alone, and over 99 percent have at least one motor vehicle in the household. As for why they have not tried Metrolink's weekend service, 21 percent reported that they prefer the flexibility or comfort of a car.

With these types of transportation preferences, these non-riders would unlikely be converted to become frequent users of Metrolink's weekend service. However, the service could be marketed to this group of potential users as an option for longer trips on the weekends that are perhaps taken less frequently. Moreover, recall that these current non-riders responded well to the potential benefits of avoiding traffic, the relaxing and enjoyable quality of the trip, and the low cost of the ticket relative to driving.

Key Factor to Encouraging Potential Use

After hearing all the features and potential benefits of Metrolink's weekend service, approximately 50 percent of the non-riders did not offer any suggestion for what might encourage them to try the weekend service. In contrast, approximately 28 percent suggested that a more convenient system might encourage them to try it in the future.



Two forward-looking policy concepts were tested, and the survey results show that both were well received among the current users and non-users of Metrolink's weekend service.

In particular, if an integrated trip between Los Angeles, Orange County and San Diego were to be made possible, 82 percent of the current weekend riders would be at least somewhat more likely to use weekend trains, while 76 percent of the potential/non-riders would be at least somewhat more likely to try the service.

The results of the second tested policy concept were similar. More specifically, having one ticket for an entire trip that may include the bus, Amtrak, and Metrolink would make 75 percent of the current weekend riders at least somewhat more likely to use weekend trains, and 75 percent of the current non-riders at least somewhat more likely to try the service.

In terms of subgroup differences, among the non-riders, the Latino population segment and those who were not aware that Metrolink offers weekend service were found to be significantly more likely to try the service if either of these two policy concepts were implemented. Moreover, in the non-rider survey, the male and the lower income respondents (those with annual household income of \$15,000 to \$24,999) reported a higher likelihood of giving the weekend trains a try if an integrated ticket became available in the future.



The study also set out to identify the preferred area transit information sources among the current and potential weekend Metrolink riders.

First, approximately 37 percent of the current weekend riders first heard about the service through word of mouth, and 24 percent through the Metrolink Website. Riders ages 17 or younger were significantly more likely to have cited word of mouth as their information source, while significantly more of those between the ages of 18 and 44 said they learned about Metrolink's weekend service through its website.

When asked for the source that they currently use, 23 percent of the current weekend riders indicated a preference for the Metrolink Website, and 15 percent indicated a preference for E-mail.

The results of the potential/non-rider survey also show the importance of word of mouth and websites. Specifically, 40 percent of the non-riders, who were aware of the weekend service, first heard about the service through word of mouth, and 15 percent through a newspaper ad. Furthermore, among these non-riders, 32 percent prefer getting information about public transit through a variety of websites, and an additional 9 percent mentioned the Metrolink Website specifically.

Another notable finding of the study is the preference of non-English speaking households to receive information in their primary language. In particular, about every 1 in 4 respondents cited a foreign language as the primary language spoken at home. Of these 152 respondents, half of them reported being more likely to pay attention to transit information in their primary language. Moreover, 69 percent of this group reported Spanish being their primary language. Recall that the awareness level of Metrolink's weekend service is especially low among the Latino(a) population in Orange County, marketing the service in Spanish might be an important step toward increasing weekend ridership among this ethnic group.



When asked where they were coming from, slightly over every one out of two Metrolink weekend riders reported coming from home, while another one out of every five riders cited coming from visiting friends or family. On the other end of their trips, 38 percent reported going home, while another one in four riders reported their trip purpose/destination being visiting friends or family, and 19 percent cited taking the weekend train to go to a destination for recreation or entertainment.

Those riders 17 years old and under, as well as between the ages of 35 and 44 were more likely to have reported coming from home. In addition, the more affluent riders (\$100,000 or higher in annual household income) were more likely to have cited coming from home as well.

As a way to gauge the importance of Metrolink's weekend service to the riders' travel plans, the respondents were asked if they would have postponed or canceled their trips if the weekend trains were not available. To that question, 48 percent said "yes." With those who would have kept their travel plans, the majority (66%) said they would have driven, while another 30 percent would have taken other forms of public transit.

Some subgroup differences were observed vis-à-vis the group who would have kept their travel plans. More specifically, those between the ages of 35 to 44 were significantly more likely to have kept their travel plans if Metrolink weekend service was not available. Significantly more of the Caucasian travelers would have driven, while the other ethnic groups were more likely to take other forms of public transit for their trips. Driving was also cited significantly more by those with annual household income of \$50,000 or higher, while those below that income level would have more likely opted for taking other forms of public transit.



The following section presents the results of the Weekend Rider survey. This survey included 600 respondents and was conducted through intercept interviews onboard Metrolink weekend trains.

Methodology Overview Weekend Rider Survey	GODBE RESEARCH Gain Insight
Data Collection	Intercept interviewing conducted onboard Metrolink weekend trains
≻ Universe	Metrolink weekend riders
Fielding Dates	April 21 to May 6, 2007
Survey Length	15 minutes
> Sample Size	600
➤ Margin of Error	<u>+</u> 4.0

Survey Methodology

For this study, intercept interviews were conducted onboard Metrolink weekend trains. The sample was drawn proportionally from Metrolink weekend riders. In order to ensure that no bias occurred in the passengers who were approached and asked to participate in the survey, interviewers used a systematic sampling rule. An interviewer started at the front-left (driver's) side of the train car, and proceeded to approach every third passenger in that car. The interviewer invited the passenger to participate in the survey, and if the passenger agreed, s/he was handed a survey packet. The interviewer gave the passenger approximately 15 minutes to complete the survey before returning to collect it and answer any questions. If the passenger and whether a language barrier may have influence the decision to decline.* Interviews were conducted on the weekends from April 21 to May 6, 2007, and a total of 600 weekend riders complete the survey. The study parameters resulted in a margin of error of plus or minus 4.0 percent for the overall sample (n = 600).

Survey Quotas

Based on the ridership data provided by OCTA, quotas were developed for each of the Saturday and Sunday routes covered in this study. These quotas ensured that the surveys collected in the study were representative of the ridership and routes of weekend trains.

Multiple Response Questions

Questions 2 and 27 were presented in a multiple response format. For these questions, each respondent was prompted to check all of the response options that applied to him/her. For this reason, the response percentages will typically sum to more than 100, and these represent the percent of individuals that indicated a particular response, rather than the percent of the total responses.

*The refusal rate in the present study was 35%. Among the weekend riders who declined to participate in the study, 67% were men and 33% were women. Additionally, among those who refused, 13% cited a language barrier.



Segmentation Analyses

In addition to looking at the overall results for a particular question, it is also useful to examine the responses of different demographic and behavioral groups. Generally, Godbe Research comments only on the statistically significant differences in key segments in this type of report. The present report highlights all statistically significant differences that were observed in responses by *age, ethnicity, household income, and gender.*

In order to facilitate the presentation and interpretation of the results, each segmentation table in the text of this report presents only the specific subgroups in which statistically significant differences were observed. For percentages broken down by all subgroups, and other demographic and behavioral groups, including first-time weekend riders and level of education, see Appendix C.



In the first question of the survey, the respondents were asked to indicate whether the trip was their first time riding Metrolink on a weekend. Approximately 45 percent of the respondents indicated "Yes," whereas 55 percent indicated "No."

The responses to this question were used to categorize the respondents into "First-time Weekend Riders." Segmentation analyses using this variable are presented in full in Appendix C.



The first-time weekend riders (n = 267) were asked what made them decide to use Metrolink's weekend service for the first time. "Convenient/efficient way to get to desired destination" was the most frequently indicated reason, at 51 percent. Following this option was "Cost-effective/cheaper than driving," which was indicated by 42 percent of the respondents. Rounding out the top three reasons was "Never rode before, wanted to try," with 23 percent of the respondents.

		Age	
	17 and under	18 to 24	55 and over
Convenient/efficient way to get to desired destination	50.0%	38.6%	71.4%
Cost-effective/cheaper than driving	22.2%	49.1%	57.1%

The discussion below highlights the significant differences that were observed among the demographic groups of the top two reasons cited for first-time weekend transit use – "Convenient/efficient way to get to desired destination" and "Cost-effective/cheaper than driving."

Age

Significantly more of the riders age 55 years and over indicated "Convenient/efficient way to get to desired destination" than their counterparts age 18 to 24 years. Additionally, a greater percentage of the riders age 55 years and over cited "Cost-effective/cheaper than driving" than the riders age 17 years and under.



The riders who indicated in Question 1 that it was not their first time riding Metrolink on a weekend (n = 332) were asked how long ago they first rode Metrolink on a weekend. The most frequently indicated response alternatives were "2 to 3 weeks ago" and "More than 6 months ago," each with approximately 29 percent of the riders surveyed.



These repeat weekend riders (n = 332) next were asked to indicate the frequency of their weekend transit use. Approximately 42 percent of the respondents indicated that they ride once a month or less frequently, whereas 57 percent reported that they ride a few times a month or more frequently.

The responses to this question were used to categorize the respondents according to their "Frequency of Use." The respondents who reported riding Metrolink weekend trains from "Every Saturday or Sunday" to "Few times a month" were classified as "Few times a month or more." The respondents who reported riding Metrolink weekend trains from "Once a month" to "Once a year or less often" were classified as "Once a month or less." Segmentation analyses using this variable are presented in full in Appendix C.

requency of Weekend ifferences in Demographi	d Use c and	Behavi	oral Grou	GODBE RESE Gain Insight JPS	ARCH
	Week	day Use	A	ge	
	User	Non-User	17 and under	55 and over	
Every Saturday and Sunday	15.0%	8.5%	8.1%	12.5%	
Either Saturday or Sunday (but not both)	21.8%	12.1%	5.4%	22.5%	
Few times a month	31.6%	28.6%	45.9%	15.0%	
Once a month	12.8%	15.6%	21.6%	15.0%	
Few times a year	17.3%	25.1%	16.2%	25.0%	
Once a year or less often	0.0%	9.0%	0.0%	10.0%	
DK/NA	1.5%	1.0%	2.7%	0.0%	

The discussion below highlights the significant differences that were observed between the demographic and behavioral groups, of the repeat weekend riders (n = 332), in their reported frequency of Metrolink weekend use.

Weekday Use

Weekday use was defined by the responses to Question 17, the respondents who ride Metrolink during the week were classified as users, those who do not were classified as non-users. Weekday users ride Metrolink more frequently on the weekends than weekday non-users; specifically, a significantly greater percentage of weekday users reported that they use weekend service "Either Saturday or Sunday (but not both)" than weekday non-users.

<u>Age</u>

Significantly more of the riders age 17 years and under indicated that they use the weekend service a "Few times a month" than the riders age 55 years and over.



To assess weekend riders' awareness of service features, the survey presented respondents with a list of seven specific weekend service features. Approximately 84 percent of the riders surveyed reported being aware that "Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A." The respondents also reported high awareness of the following two features of Metrolink weekend service: "Metrolink stations are very close to fairs, festivals, and other community events" (76%) and "Weekend fare is discounted to half of the regular weekday fare" (72%).*

*Please note: the above chart does not contain the exact language used in the questionnaire, see Appendix D for the precise wording of the service features tested.

		First Weeken	-Time d Riders	Househo	old Income	Ger	nder
		Yes	No	\$25,000 to \$49,999	\$100,000 or higher	Female	Male
Metrolink stations are very close to recreational	Aware	77.9%	88.6%	86.8%	81.6%	82.8%	84.5%
beach, Disneyland, Oceanside, and Downtown L.A.	Not Aware	22.1%	11.4%	13.2%	18.4%	17.2%	15.5%
Metrolink stations are very	Aware	68.9%	81.9%	80.2%	73.7%	71.7%	80.0%
close to fairs, festivals, and other community events	Not Aware	28.8%	17.8%	18.9%	25.4%	27.6%	18.4%
Weekend fare is discounted to	Aware	62.9%	79.8%	84.0%	64.9%	70.0%	74.5%
half of the regular weekday fare.	Not Aware	36.0%	19.0%	16.0%	34.2%	29.3%	23.9%

The discussion below highlights the significant differences that were observed between demographic and behavioral groups in their awareness of the three service features of which weekend riders were most informed: "Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A"; "Metrolink stations are very close to fairs, festivals, and other community events"; and "Weekend fare is discounted to half of the regular weekday fare."

First-Time Weekend Riders

Overall, the repeat weekend riders were more informed of Metrolink's weekend service features. Specifically, significantly more of the repeat weekend riders than the first-time weekend riders indicated that they were aware of the three service features shown above. Conversely, significantly more of the first-time weekend riders indicated that they were not aware of these three features.

Household Income

Significantly more of the respondents with total household income before taxes in 2006 from \$25,000 to \$49,999, when compared to the respondents with income of \$100,000 or higher, were aware that weekend fare is discounted. In contrast, significantly more of the respondents with income of \$100,000 or higher indicated that they were not aware of this feature than their counterparts with lower household income.

Gender

Significantly more of the men than the women were aware of the feature, "Metrolink stations are very close to fairs, festivals, and other community events." On the other hand, significantly more of the women than the men indicated that they were not aware of this feature.



Respondents were asked to indicate whether each of the seven service features encouraged them to try Metrolink's weekend service. The respondents who indicated that they were not aware of the particular service features, as well as the "DK/NA" respondents, have been eliminated from this analysis. Sample sizes for the service features shown above range from 294 to 502 respondents.

Overall the tested features were quite effective in encouraging weekend ridership. In response to all seven features tested, 55 percent or more of the respondents indicated that the feature at least somewhat encouraged them to try the weekend service.* The four features that were the most effective included the following:

> "Weekend fare is discounted to half of the regular weekday fare." Approximately 87 percent of the respondents who were aware of this feature (n = 434) reported that it at least somewhat encouraged them to try the weekend service.

> "There are free bus connections to and from Metrolink stations." Approximately 79 percent of the respondents who were aware of this feature (n = 394) indicated that it at least somewhat encouraged them to try the weekend service.

 \geq "Once a month, the weekend rides have been free." Approximately 81 percent of the respondents who were aware of this feature (n = 294) indicated that it at least somewhat encouraged them to try the weekend service.

>"Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A." This feature at least somewhat encouraged the 502 respondents who were aware of it to try the weekend service.

*Please note: the above chart does not contain the exact language used in the questionnaire, see Appendix D for the precise wording of the response alternatives.

	First- Weeken	Time d Riders	Ethn	icity	Househo	ld Income
	Yes	No	Caucasian	Latino(a)/ Hispanic	\$15,000 to \$24,999	\$100,000 or higher
Veekend fare is discounted to alf of the regular weekday fare.	1.4	1.6	1.5	1.5	1.5	1.4
here are free bus connections o and from Metrolink stations.	1.3	1.4	1.3	1.6	1.6	1.2

The discussion below highlights the significant differences that were observed between the demographic and behavioral groups in their responses to two of the four features that tested most effective at encouraging weekend service use. For the purpose of these subgroup comparisons, responses to this series of questions were coded such that mean scores could be calculated where "Very much encourage" = 2.0, "Somewhat encourage" = 1.0, and "No effect" = 0.0. To assist in the interpretation of these mean scores, a score of 1.0 would indicate that the feature somewhat encouraged the group, on average, to try weekend service.

First-Time Weekend Riders

Repeat weekend riders reported that they were significantly more encouraged to try weekend service by the feature, "Weekend fare is discounted to half of the regular weekday fare," relative to first-time weekend riders.

Ethnicity

The feature, "There are free bus connections to and from Metrolink stations," encouraged the Latino(a) respondents to try Metrolink weekend service significantly more than the Caucasian respondents.

Household Income

The respondents with total gross household income of \$15,000 to \$24,999 reported that they were significantly more encouraged to try weekend service by the feature, "There are free bus connections to and from Metrolink stations," than the respondents with household income of \$100,000 or higher.



To further investigate factors that influence weekend service use, the respondents were asked to indicate the factor that is the most important when deciding whether to take a Metrolink train on the weekend. The most frequently indicated response options were "Fare/pricing" and "Schedule," at 37 percent and 33 percent, respectively.

	A	je	Househo	old Income	
	17 and under	35 to 44	Under \$15,000	\$100,000 or higher	
Schedule	21.9%	43.2%	23.9%	43.0%	

The discussion below highlights the significant differences that were observed between the demographic groups in one of the two most frequently indicated factors that influence use – "Schedule."

<u>Age</u>

Significantly more of the respondents age 35 to 44 years reported that "Schedule" is the most important factor when deciding whether to take a Metrolink train on the weekend than their counterparts age 17 years and under.

Household Income

A significantly greater percent of the respondents with household income of \$100,000 or higher indicated that "Schedule" is the most important factor than those with income under \$15,000.



To better understand the appeal of various service features, the respondents were asked to indicate what they like most about Metrolink's weekend service. Approximately one in four of the respondents indicated "Convenient/efficient way to get to desired destination." This feature was followed by "Do not need to fight traffic" (19%) and "Cost-effective/cheaper than driving" (16%). Rounding out the top four responses was "Being able to do things not possible if driving," with 15 percent of the respondents.*

*Please note: only the response categories greater than 1 percent are shown in the above chart. For the full results, see the Topline Report in Appendix B.



The next item assessed the features of weekend service that weekend riders would most like to see improved. Approximately 42 percent of the respondents reported that "More frequent trains/departure and arrival times" is the most important improvement they would like to see in service. Rounding out the top three responses were "Better pricing/cheaper" (20%) and "Later service" (14%).

		Hc	ousehold Inco	me	
	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
More frequent trains/departur and arrival times	e 29.2%	33.7%	38.7%	45.1%	54.4%
Better pricing/cheaper	34.5%	16.3%	17.0%	16.5%	13.2%

The discussion below highlights the significant differences that were observed between the demographic groups in two of the four most frequently indicated improvements.

Household Income

A significantly greater percent of the respondents with income of \$100,000 or higher indicated that they would most like to see "More frequent trains/departure and arrival times" than the respondents with income under \$25,000. Conversely, the results suggest that the respondents with lower income may be the most price sensitive; specifically, significantly more of the respondents with income under \$15,000 reported that they would most like to see "Better pricing/cheaper" than their counterparts with income of \$15,000 or higher. Similar to this result, in Question 6, more of the lower income riders were aware that weekend fare is discounted.



Next, two questions were used to assess the impact of potential policy changes. As shown above, implementing a single ticket for an entire weekend trip influenced 75 percent of the respondents to be at least somewhat more likely to use Metrolink's weekend trains. More specifically, 46 percent of the respondents reported that this policy change would make them "Much more likely" to use weekend trains, 29 percent reported that it would make them "Somewhat more likely," and 24 percent reported that it would have "No effect."

Similar to the results above, implementing an integrated trip between Los Angeles, Orange County and San Diego influenced 82 percent of the respondents to be at least somewhat more likely to use Metrolink's weekend trains. More specifically, 54 percent of the respondents reported that this policy change would make them "Much more likely" to use weekend trains, 27 percent reported that it would make them "Somewhat more likely," 18 percent reported that it would have "No effect," and the remaining 1 percent either did not know or did not provide an answer to the question (DK/NA).

The influence of these policy changes was consistent across demographic and behavioral groups, as no significant differences were observed in the responses between the key subgroups.



Approximately one out of every two riders surveyed reported that when they boarded the train, they were coming from home (56%). "Visiting friends or family" was the next most frequently indicated trip origin, with 19 percent of the respondents.

erences in	Demogra	phic (Group	S		GODBE RESEARCI Gain Insight
		Age		Househo	ld Income	
	17 and under	18 to 24	35 to 44	\$15,000 to \$24,999	\$100,000 or higher	
Home	68.5%	39.8%	64.4%	44.2%	68.4%	

The discussion below highlights the significant differences that were observed between the demographic groups in one of the two most frequently indicated trip origins – "Home." No significant differences were observed between demographic groups in reported trip destinations.

<u>Age</u>

Significantly more of the respondents age 17 years and under and those age 35 to 44 years indicated that they were coming from home than their counterparts age 18 to 24 years.

Household Income

A significantly greater percent of the respondents with income of \$100,000 or higher indicated that they were coming from home than the respondents with income from \$15,000 to \$24,999.



Regarding the final destination of their trip, approximately 38 percent of the respondents reported that they were going "Home," 26 percent reported that they would be "Visiting friends or family," and 19 percent reported "Recreation or entertainment." Considering the present results in conjunction with Question 11, the majority of the weekend riders travel both to and from these three destinations.



When asked the station where they would be getting off the train, 16 percent of the respondents indicated L.A. Union and 15 percent indicated Oceanside.


Approximately half of the respondents indicated "Yes," that they would have postponed or cancelled their travel plans, if Metrolink weekend service weren't available, whereas roughly the other half indicated "No," that their travel plans would not have changed.



The discussion below highlights the significant differences that were observed between the demographic groups in their reports of the importance of Metrolink weekend service to their trip plans.

Age

Significantly more of the respondents age 35 to 44 years reported "No," that their travel plans would not have changed if service were unavailable, than their counterparts age 55 years and over.



Of the respondents who indicated that they would not have postponed or cancelled their trip plans, if Metrolink weekend service was not available (Question 13, n = 312), approximately two-thirds reported that they would have driven. Otherwise, just less than one-third reported that they would have taken other public transit, and the remaining 4 percent reported "Other" forms of transportation.

	Ethni	city		н	ousehold Inc	ome	
	Caucasian	Other	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
Driving	73.7%	27.8%	52.9%	48.8%	56.9%	77.1%	83.1%
Other public transit	23.4%	61.1%	39.2%	46.3%	39.7%	21.7%	12.7%
Other	2.9%	11.1%	7.8%	4.9%	3.4%	1.2%	4.2%

The discussion below highlights the significant differences that were observed between the demographic groups in the transportation they would have used if Metrolink weekend service were unavailable.

Ethnicity

Significantly more of the Caucasian respondents indicated that they would have driven than the respondents belonging to ethnic groups other than Caucasian, Latino(a), African-American, or Asian. Conversely, significantly more of the respondents belonging to other ethnic groups, compared to the Caucasian respondents, indicated that they would have taken other forms of public transit.

Household income

A significantly greater percent of the respondents with income of \$50,000 or higher reported that they would have driven than their counterparts with income under \$25,000. Further, the respondents with income of \$100,000 or higher were significantly more likely to indicate that they would have driven than the respondents with income from \$25,000 to \$49,999.

Whereas the higher income respondents were more likely to report that they would have driven, the lower income respondents were more likely to indicate that they would have taken other forms of public transit. Specifically, those with income under \$50,000 reported "Other public transit" significantly more than the respondents with income of \$100,000 or higher. Further, significantly more of the respondents with income under \$25,000 indicated "Other public transit" than their counterparts with income from \$50,000 to \$99,999.



Approximately 43 percent of the respondents indicated that they typically drive to and from Metrolink stations. Rounding out the top three response alternatives were "Dropped off by someone" (24%) and "Take public transit (21%).

	First-1 Weekend	īme Riders			Ļ	lge			
	Yes	No	17 and under	18 to 24	25 to 34	35 to 44	45 to 54	55 and over	
Drive	49.8%	38.0%	26.0%	28.9%	41.3%	50.0%	57.0%	61.3%	
Get dropped off by someone	22.1%	24.7%	45.2%	28.9%	22.2%	16.9%	19.0%	10.7%	
Take public transit	16.9%	24.1%	13.7%	28.1%	24.6%	17.8%	15.2%	20.0%	
		Ethnicity				Housel	hold Inco	me	
	Caucasian	Latino(a)/ Hispanic	Other	Under \$15,000	\$15,00 \$24,9	0 to \$25 99 \$4	,000 to 9,999	\$50,000 to \$99,999	\$100,000 or highei
Drive	50.8%	32.0%	18.8%	21.2%	34.99	% 4	6.2%	52.4%	55.3%
Get dropped off by someone	20.5%	28.0%	43.8%	32.7%	18.69	% 2	5.5%	22.0%	17.5%
Take public	16.3%	27.2%	18.8%	35.4%	29.19	% 20	0.8%	12.8%	11.4%

The discussion below highlights the significant differences that were observed between demographic and behavioral groups in the three most frequently indicated forms of transportation used to get to and from Metrolink stations - "Drive," "Get dropped off by someone," and "Take public transit."

First-Time Weekend Riders

Significantly more of the first-time weekend riders than the repeat weekend riders reported that they drive. Conversely, significantly more of the repeat weekend riders than the first-time weekend riders indicated that they take public transit.

Age

A significantly greater percent of the respondents age 35 years and over reported that they drive than their counterparts age 24 years and under. In contrast, significantly more of the respondents age 17 years and under than those age 25 years and over indicated that they get dropped off by someone. Further, significantly more of the respondents age 18 to 24 years reported that they get dropped off by someone than their counterparts age 55 years and over.

Ethnicity

A significantly greater percent of the Caucasian respondents indicated that they drive than the Latino(a) respondents and the respondents from other ethnic groups. Significantly more of the respondents from other ethnic groups reported that they get dropped off by someone than their Caucasian counterparts.

Household income

Significantly more of the respondents with income of \$25,000 or higher reported that they drive than those with income under \$15,000. Further, a significantly greater percent of the respondents with income of \$100,000 or higher indicated that they drive than the respondents with income from \$15,000 to \$24,999. In contrast, significantly more of the respondents with income under \$25,000 than those with income of \$50,000 or higher reported that they typically take public transit to get to and from Metrolink stations.



Approximately 41 percent of the weekend riders surveyed indicated that they would be willing to travel 60 minutes or more between a Metrolink station and their final destination. In comparison, 29 percent reported that they would travel from 30 minutes to less than 60 minutes, and 27 percent indicated that they would only be willing to travel less than 30 minutes.

			Household Incon	ne	
	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
Less than 30 min	16.8%	22.1%	27.4%	29.9%	38.6%
30 to less than 60 min	34.5%	31.4%	33.0%	32.9%	14.9%
60 min or more	46.9%	46.5%	37.7%	34.8%	42.1%
DK/NA	1.8%	0.0%	1.9%	2.4%	4.4%

The discussion below highlights the significant differences that were observed between the demographic groups in their maximum amount of travel time between a Metrolink station and their final destination.

Household Income

A significantly greater percent of the respondents with income of \$100,000 or higher than those with income under \$15,000 reported that they would be willing to travel less than 30 minutes. In contrast, significantly more of the respondents with income under \$100,000 indicated that they would be willing to travel from 30 minutes to less than 60 minutes, when compared to the respondents with income of \$100,000 or higher.



Approximately two-thirds of the respondents reported "No," that they do not ride Metrolink during the week, whereas approximately one-third reported "Yes," that they use the weekday service.





Among the respondents who reported using Metrolink's weekday service (n = 191), 44 percent use the service one weekday per week, 19 percent use the service two weekdays per week, and 17 percent use the service five weekdays per week.

		Ag	e		Ethn	icity	Gen	der
	17 and under	18 to 24	25 to 34	45 to 54	Latino(a)/ Hispanic	Asian	Female	Male
1 day	57.1%	60.5%	31.0%	26.1%	47.4%	42.9%	47.2%	40.2%
2 days	28.6%	18.6%	16.7%	26.1%	23.7%	14.3%	18.0%	19.6%
3 days	10.7%	2.3%	23.8%	4.3%	5.3%	33.3%	13.5%	12.7%
4 days	0.0%	9.3%	9.5%	4.3%	10.5%	0.0%	10.1%	4.9%
5 days	3.6%	9.3%	19.0%	39.1%	13.2%	9.5%	11.2%	22.5%

The discussion below highlights the significant differences that were observed between the demographic groups in their frequency of weekday service use.

<u>Age</u>

Significantly more of the respondents age 25 to 34 years reported that they ride Metrolink three weekdays per week than those age 18 to 24 years. A significantly greater percent of the respondents age 45 to 54 years indicated that they ride Metrolink five weekdays per week than their counterparts age 34 years and under.

Ethnicity

Significantly more of the Asian respondents than the Latino(a) respondent indicated that they ride Metrolink three weekdays per week.

<u>Gender</u>

Significantly more of the men than the women indicated that they ride Metrolink five weekdays per week.





All of the weekend riders surveyed (n = 600) were asked how they first heard about Metrolink's weekend service. The two most frequently cited information sources were "Word of mouth" (37%) and "Metrolink Website" (24%).

	First- Weeken	Time d Riders			A	Age							
	Yes	No	17 and under	18 to 24	25 to 34	35 to 44	45 to 54	55 and over					
Word of mouth	47.6%	28.6%	58.9%	32.8%	36.5%	33.1%	24.1%	42.7%					
Metrolink Website	18.0%	29.2%	4.1%	39.1%	26.2%	28.0%	17.7%	16.0%					

The discussion below highlights the significant differences that were observed between the demographic and behavioral groups in the two most frequently cited initial information sources – "Word of Mouth" and "Metrolink Website."

First-Time Weekend Riders

Significantly more of the first-time weekend riders indicated "Word of mouth" than the repeat weekend riders. Conversely, significantly more of the repeat weekend riders indicated "Metrolink Website" than the first-time weekend riders.

<u>Age</u>

A significantly greater percent of the respondents age 17 years and under reported that they first heard about Metrolink's weekend service through word of mouth, when compared to the respondents age 18 years and over. Conversely, respondents age 18 to 44 years cited the Metrolink Website significantly more often than those age 17 years and under. Further, significantly more of the respondents age 18 to 24 years identified the Metrolink Website than their counterparts age 45 years and over.



When asked to indicate their most preferred source for getting information about public transit in their area, the respondents most frequently indicated "Metrolink Website" (23%), followed by "E-mail" (15%) and "Website – other" (12%). Rounding out the top four responses was "Word of mouth/Friends or Family," with 10 percent of the respondents.



The following section presents the results of the Weekend Non-Rider survey. This survey included 600 respondents and was conducted through telephone interviews.

Methodology Overvie Potential Weekend Ride	GODBE RESEARCH r Survey
Data Collection	Telephone interviewing
Universe	2,144,727 Orange County adult residents
Fielding Dates	April 18 to April 28, 2007
Interview Length	18 minutes
➢ Sample Size	600
> Margin of Error	<u>+</u> 4.0

Survey Methodology

The sample was drawn from a random sample of Orange County residents using the random digit dialing (RDD) method. To qualify to participate in the study, an individual had to live in Orange County and be at least 18 years of age. Additionally, the respondents were asked if they have ever taken a Metrolink train on a Saturday or Sunday, and only those who had never used Metrolink's weekend service were eligible to complete the survey. Interviews were conducted from April 18 through April 28, 2007, and each interview typically lasted 18 minutes. A total of 600 individuals completed the survey, representing a universe of approximately 2,144,727 adult residents of Orange County.* The study parameters resulted in a margin of error of plus or minus 4.0 percent for the overall sample (n = 600).

Sample & Weighting

Once collected, the data were compared with the 2005 U.S. Census estimates for Orange County to examine possible differences between the demographics of the sample of respondents and the actual universe. After examining these details, the data were weighted to the actual demographic proportions of the residents of Orange County. Specifically, the sample was weighted by the ethnicity of respondents.

Randomization Questions

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, the items in Questions 11, 12, 13 and 14 were randomized such that the respondents were not consistently asked these items in the same order.

Multiple Response Questions

Questions 1, 8, 15, and D were presented in a multiple response format. For this type of question, each respondent was given the opportunity to select more than one response option or mention more than one item. For this reason, the response percentages will typically sum to more than 100, and these represent the percent of individuals that mentioned a particular response, rather than the percent of the total responses.

*2005 U.S. Census estimate



Segmentation Analyses

In addition to looking at the overall results for a particular question, it is also useful to examine the responses of different demographic and behavioral groups. Generally, Godbe Research comments only on the statistically significant differences in key segments in this type of report. The present report highlights all statistically significant differences that were observed in responses by *age, ethnicity, household income, and gender.*

In order to facilitate the presentation and interpretation of the results, each segmentation table in the text of this report presents only the specific subgroups in which statistically significant differences were observed. For percentages broken down by all subgroups, and other demographic and behavioral groups, including weekend travel and level of education, see Appendix C.



The first substantive question of this survey assessed the respondents' typical weekend travel. Approximately half of the respondents reported that they travel locally, within 5 to 10 miles of home. Travel within the Los Angeles area was mentioned by 16 percent of the respondents.

The responses to this question were used to categorize the respondents according to "Weekend Travel." The potential weekend riders who reported that they travel locally were categorized as "Local," and the respondents who reported that they normally travel to any of the other destinations shown in the above chart were categorized as "Non-Local." Segmentation analyses using this variable are presented in Appendix C.



Of the potential riders who reported that they normally travel within California on the weekends (n = 520), approximately 41 percent prefer to travel in the morning, from 9 AM to 11 AM. Early morning, from 6 AM to 8 AM, and afternoon, from 12 PM to 2 PM, rounded out the top three preferred travel times with 18 percent and 21 percent of the respondents, respectively.

The responses to this question were used to categorize the respondents according to "Travel Time." The potential weekend riders who prefer to travel in the morning or earlier were classified as "AM," and the respondents who prefer to travel in the afternoon or later were classified as "PM." Segmentation analyses using this variable are presented in Appendix C.



An overwhelming majority of the potential weekend riders (80%) drive alone to work, school, recreation, and other places they visit frequently. Approximately 12 percent carpool to these destinations, and 5 percent take the bus.



The respondents who reported typically using public transit in Question 3 (n = 32) were then asked the frequency of their public transit use. Approximately 43 percent of this small group replied that they take transit a few times a week, and 41 percent replied that they take it everyday.



Most of the public transit users identified in Question 3 (n = 32) take public transit for commuting purposes (79%). Approximately 9 percent reported that they take transit for recreation, and 10 percent take transit for both purposes. The remaining 2 percent either did not know or did not provide an answer to this question (DK/NA).



As shown above, 67 percent of the respondents mentioned "No," that they did not know about Metrolink's weekend service, whereas 32 percent reported "Yes," that they knew the service is available. These results suggest that increasing awareness of the weekend service may be a necessary first step toward increasing ridership.

The responses to this question were used to categorize the respondents according to "Aware of Weekend Service." Segmentation analyses using this variable are presented in full in Appendix C.

		Ethnicity		н	ousehold Inco	me
	Caucasian	Latino(a)/ Hispanic	Asian	\$15,000 to \$24,999	\$25,000 to \$49,999	\$100,000 or higher
Yes	37.8%	21.8%	40.4%	17.7%	22.5%	42.4%
No	60.9%	77.2%	59.6%	82.3%	77.5%	57.1%
DK/NA	1.3%	0.9%	0.0%	0.0%	0.0%	0.5%

The discussion below highlights the significant differences that were observed between the demographic groups in their awareness of Metrolink's weekend service.

Ethnicity

Significantly more of the Asian respondents, as well as the Caucasian respondents, knew about the service than the Latino(a) respondents. Conversely, significantly more of the Latino(a) respondents than the Asian or Caucasian respondents reported that they were not aware of the service.

Household Income

The respondents with higher household income were more aware of the service than those with lower income. Specifically, a significantly greater percent of the respondents with household income of \$100,000 or higher were aware of the service than those with income from \$15,000 to \$49,999. In contrast, significantly more of the respondents with income from \$15,000 to \$49,999 did not know about the service than their counterparts with income of \$100,000 or higher.



Among the respondents who did not know that Metrolink offers weekend service (n = 408), approximately three out of four had heard of the Metrolink Rail System (74%). In contrast, 25 percent reported that they had not heard of the system.

reneed		ciniog	арті	oroup	5		
			Age			Ethnicity	
	18 to 24	25 to 34	45 to 54	55 and over	Caucasian	Latino(a)/ Hispanic	Asian
Yes	55.2%	66.7%	86.9%	84.1%	87.6%	54.5%	78.4%
No	44.8%	30.4%	13.1%	14.4%	12.0%	44.3%	18.5%
DK/NA	0.0%	2.9%	0.0%	1.5%	0.4%	1.2%	3.1%
_				eucekeld Inco	m a		
	Under \$15,000	\$15) \$2	,000 to 4,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,00 highe	0 or er
Yes	51.3%	5	5.2%	65.2%	83.1%	85.9%	6
No	48.7%	4	0.3%	33.7%	16.9%	14.1%	6
DK/NA	0.0%	4	.6%	1.1%	0.0%	0.0%	

The discussion below highlights the significant differences that were observed between the demographic groups in their awareness of the Metrolink Rail System.

<u>Age</u>

Significantly more of the respondents age 45 years and over had heard of the Metrolink Rail System than their counterparts age 18 to 34. Conversely, significantly more of the respondents age 18 to 24 years than those age 45 years and over had not heard of the system.

Ethnicity

Similar to the results on awareness of weekend service (Q6), a significantly greater percent of the Caucasian and the Asian respondents had heard of the system than the Latino(a) respondents. In contrast, significantly more of the Latino(a) respondents had not heard of the system.

Household Income

Again, similar to the results on awareness of weekend service (Q6), the respondents with higher household income were more aware of the system than those with lower income. Specifically, the respondents with household income of \$50,000 or higher were significantly more likely to have heard of the system than those with income under \$25,000. Further, significantly more of the respondents with income of \$100,000 or higher had hear of the system than those with income from \$25,000 to 49,999. Conversely, a significantly greater percent of the respondents with income under \$50,000 had not heard of the system than those with income of \$100,000 or higher. Finally, the respondents with income under \$25,000 were significantly more likely to report that they had not heard of the system than the respondents with income from \$50,000 to \$99,999.



The respondents who were aware of Metrolink's weekend service (see Q6 results; n = 192), then were asked why they have never used the service.* Approximately 35 percent of the respondents mentioned that they have no reason to take a weekend train. Rounding out the top three responses were "Need flexibility of car" (17%) and "Station not close enough" (13%). Of additional interest, there were no significant differences between key demographic or behavioral groups in the responses to this question.

*Please note: only the response categories greater than 1 percent are shown in the above chart. For the full results, see the Topline Report in Appendix B.



The survey identified 191 respondents who were aware of Metrolink's weekend service but did not typically use weekday service (see results of Q3 and Q6). Of these respondents, 78 percent reported "No," that they had never used Metrolink service during the week. Approximately 22 percent reported "Yes," that they had used the weekday service.

The responses to this question were used to categorize the respondents according to "Weekday Riders." Segmentation analyses using this variable are presented in full in Appendix C.



The respondents who were aware of Metrolink's weekend service (see Q6 results; n = 192), were presented with a list of 11 specific features* of weekend service and asked if they knew about each feature. The respondents were most aware of the following four features:

- \geq "Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A." (72% knew about this feature);
- \succ "There is plenty of free and convenient parking at Metrolink stations." (66% knew about this feature);
- >"You can obtain schedule information online." (63% knew about this feature);
- > "The train you ride on is clean and comfortable." (62% knew about this feature).

In contrast to the above features, 80 percent or more of the respondents were not aware of the following four features:

- > "Some shops and restaurants around Metrolink stations offer discounts to weekend riders." (92% did not know about this feature);
- ➤"Weekend fare is currently discounted to half of the regular weekday fare." (88% did not know about this feature);
- \geq "Once a month, there was a weekend free ride promotion." (85% did not know about this feature);
- > "Up to 3 children ages 6 or under ride for free." (81% did not know about this feature).

*Please note: the above chart does not contain the exact language used in the questionnaire, see Appendix D for the precise wording of the service features tested.

Impact of Weekenc	l Servio	ce Fea	atures	GODBE RES Gain Insig	EARCH
11/12. Metrolink weekend servi riders. I'm going to read e knowing about it affects y Here's the first/next: I to try Metrolink's we	ce offers a ach of thes our likeliho Does knowi eekend trair	series of e feature od of tryi ng about ns or doe	service feat s to you. Ple ng Metrolink this feature s it have no	ures and benefit ase tell me whe 's weekend serv make you more effect on you?	s to ther /ice. likely
Train is clean and comfortable.	35.5%	%	29.6%	33.6%	ĺ
Free parking at stations.	30.5%		29.5%	38.5%	
are is discounted to half of weekday.	29.7%		31.6%	37.9%	
Close to recreational destinations.	28.8%		31.4%	38.9%	Ĩ
Once a month rides have been free.	27.7%		33.0%	38.5%	
Close to fairs, festivals, and events,	27.4%		30.3%	41.4%	
Free bus connections.	24.8%	2	8.4%	45.9%	Í
Obtain schedule information online.	24.7%		34.4%	39.2%	
Some shops offer discounts.	21.3%	30.	5%	47.0%	Ĩ
Take your bike on the train.	18.6%	19.1%		61.1%	Í
Up to 3 children ride for free.	7.2%	20.0%		60.9%	Í
0% ■ Much More Likely	a 209 ∎ Somewhat	% More Like	40% 66 ely □ No E ffect	0% 80% : ■ DK/NA	100

Respondents were asked whether knowing about each of the 11 service features influenced the likelihood that they would try Metrolink's weekend trains.*

The most effective feature was the following:

➤"The train you ride on is clean and comfortable." Approximately 65 percent of the respondents were at least somewhat more likely to try weekend trains after hearing this feature. More specifically, 36 percent of the respondents reported "Much more likely" and 30 percent reported "Somewhat more likely."

Overall, the tested features were quite effective in increasing the likelihood of service use, as 9 features influenced 50 percent or more of the respondents to be at least somewhat more likely to try weekend trains. Only the following two features tested significantly below this level:

>"Up to 3 children ages 6 or under ride for free." Approximately 61 percent of the respondents reported that this feature had no effect on the likelihood that they would try the service.

>"You can take your bike on the train." Approximately 61 percent of the respondents reported that this feature had no effect on the likelihood that they would try the service.

*Please note: The above chart shows the results of all 600 respondents, the overall results for Questions 11b and 12; for individual results for these questions, please see the Topline Report in Appendix B. Also, the above chart does not contain the exact language used in the questionnaire, please see Appendix D for the precise wording of the service features tested.

Differences in Demographic and Behavioral Groups													
	Awa Wee Ser	re of kend vice	Wee Rid	kday lers			Age						
	Yes	No	Yes	No	18 to 24	25 to 34	35 to 44	45 to 54	55 and over				
The train you ride on is clean and comfortable	0.7	1.2	0.9	0.7	1.2	1.1	1.0	1.0	0.9				
There is plenty of free and convenient parking at Metrolink stations	0.6	1.1	0.9	0.6	1.0	1.0	1.0	1.0	0.8				
Weekend fare is currently discounted to half of the regular weekday fare	0.7	1.0	1.1	0.6	1.0	1.1	1.0	0.9	0.8				
Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	0.6	1.0	0.7	0.6	1.1	1.0	1.0	0.9	0.6				

The discussion below highlights the significant differences that were observed between demographic and behavioral groups in their likelihood ratings of the top four service features. For the purpose of these subgroup comparisons, responses to this series of questions were coded such that mean scores could be calculated where "Much more likely" = 2.0, "Somewhat more likely" = 1.0, and "No effect" = 0.0. The respondents who reported "DK/NA" were eliminated from these analyses. To assist in the interpretation of these mean scores, a score of 1.0 would indicate that the feature made the respondents, on average, somewhat more likely to try weekend service.

Aware of Weekend Service

The respondents who had not heard of Metrolink's weekend service were significantly more likely to try the service after hearing each of the above four features than their counterparts who knew about Metrolink's weekend service.

Weekday Riders

Compared to the respondents who are not weekday riders, the weekday riders were significantly more likely to try weekend service after hearing the following two features: "There is plenty of free and convenient parking at Metrolink stations" and "Weekend fare is currently discounted to half of the regular weekday fare."

<u>Age</u>

The respondents age 25 to 34 years were significantly more likely to try weekend service than those age 55 years and over after hearing that weekend fare is discounted. Additionally, the respondents age 18 to 54 years were significantly more likely to try the service than those age 55 years and over after hearing the feature, "Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A."

Impact of Differences	Week in Dem	DDBE RESEARCH Gain Insight						
		Ethnicity		ŀ	lousehold Inc	ome	Ge	nder
	Caucasian	Latino(a)/ Hispanic	Asian	Under \$15,000	\$50,000 to \$99,999	\$100,000 or higher	Male	Female
The train you ride on is clean and comfortable	0.9	1.2	0.9	1.3	1.0	0.9	1.0	1.0
There is plenty of free and convenient parking at Metrolink stations	0.8	1.1	0.8	1.2	0.9	0.8	0.9	0.9
Weekend fare is currently discounted to half of the regular weekday fare	0.8	1.1	0.9	1. 3	1.0	0.8	0.9	0.9
Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	0.8	1.1	0.9	1.1	1.0	0.7	0.8	1.0

The discussion below continues to highlight the significant differences that were observed between demographic groups in their likelihood ratings of the top four service features. Here as well, responses were coded such that mean scores could be calculated where "Much more likely" = 2.0, "Somewhat more likely" = 1.0, and "No effect" = 0.0.

Ethnicity

After hearing each of the above four features, the Latino(a) respondents were significantly more likely to try weekend trains than the Caucasian respondents. Additionally, the Latino(a) respondents were significantly more likely to try weekend service than the Asian respondents after hearing the feature, "There is plenty of free and convenient parking at Metrolink stations."

Household Income

The respondents with income under \$15,000 and from \$50,000 to \$99,999 were significantly more likely to try weekend trains, compared to their counterparts with income of \$100,000 or higher, after hearing the feature, "Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A."

<u>Gender</u>

The women were significantly more likely to try weekend trains than the men after hearing that Metrolink stations are close to recreational destinations.



The respondents were read a list of 12 potential benefits for riding Metrolink's weekend trains, and asked whether each made them more likely to try the service. Shown in the chart above are the six benefits which received the highest likelihood ratings. To facilitate the presentation of the results, the responses to this series of questions are continued on the following page.

The highest rated benefit was, "You can avoid traffic," and 77 percent of the respondents reported that this benefit made them at least somewhat more likely to try the service. More specifically, 53 percent of the respondents reported "Much more likely," 24 percent reported "Somewhat more likely," 22 percent reported "No effect," and the remaining 1 percent replied "DK/NA."

*Please note: the above chart does not contain the exact language used in the questionnaire, see Appendix D for the precise wording of the service features tested.



Here is a continuation of the responses to Question 13, shown in the current chart are the benefits which were relatively less influential on respondents' likelihood of trying Metrolink's weekend service. The benefit with the relatively lowest influence was "You can subscribe to low-cost Internet access while on the train." Approximately 61 percent of the respondents mentioned that this benefit would have no effect on the likelihood that they would try the service.

*Please note: the above chart does not contain the exact language used in the questionnaire, see Appendix D for the precise wording of the marketing messages tested.

	Awa Wee Ser	re of kend vice	Wee Rid	kday Iers	Age				
	Yes	No	Yes	No	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
You can avoid traffic	1.1	1.4	1.4	1.0	1.5	1.5	1.4	1.4	1.0
Your trip is more relaxing and enjoyable than driving	0.9	1.3	1.3	0.9	1.3	1.3	1.2	1.2	1.0
Metrolink train tickets cost you less than driving your car	0.9	1.3	1.0	0.8	1.3	1.3	1.2	1.1	1.0
You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment	0.9	1.2	0.9	0.9	1.2	1.2	1.3	1.1	0.8

The discussion below highlights the significant differences that were observed between the demographic and behavioral groups in their likelihood ratings of the top four service benefits. For the purpose of these subgroup comparisons, responses to this series of questions were coded such that mean scores could be calculated where "Much more likely" = 2.0, "Somewhat more likely" = 1.0, and "No effect" = 0.0. The respondents who reported "DK/NA" were eliminated from these analyses. To assist in the interpretation of these mean scores, a score of 1.0 would indicate that the benefit made the respondents, on average, somewhat more likely to try weekend service.

Aware of Weekend Service

The respondents who had not heard of Metrolink's weekend service were significantly more likely to try the service after hearing each of the above four benefits than their counterparts who knew about Metrolink's weekend service. These results are similar to those for Question 11/12, which suggests that information on the features and benefits of Metrolink's weekend service may be most effective among the potential riders who are unaware of the service.

Weekday Riders

Compared to the respondents who are not weekday riders, the weekday riders were significantly more likely to try weekend service after hearing the following two features: "You can avoid traffic" and "Your trip is more relaxing and enjoyable than driving."

<u>Age</u>

The respondents age 18 to 54 years were significantly more likely to try the service, compared to their counterparts age 55 years and over, after hearing the following two benefits: "You can avoid traffic" and "You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment." Further, the respondents age 18 to 34 years were significantly more likely to try the service after hearing, "Your trip is more relaxing and enjoyable than driving," than their counterparts age 55 years and over.

Differences in Demographic Groups						GODBE RESEARCH Gain Insight	
	Ethnicity			Household Income			
	Caucasian	Latino(a)/ Hispanic	Asian	Under \$15,000	\$15,000 to \$24,999	\$50,000 to \$99,999	\$100,000 or higher
You can avoid traffic	1.2	1.6	1.2	1.5	1.6	1.3	1.3
Your trip is more relaxing and enjoyable than driving	1.0	1.4	1.1	1.4	1.5	1.2	1.1
Metrolink train tickets cost you less than driving your car	1.0	1.4	1.1	1.5	1.4	1.2	1.0
You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment	1.0	1.2	1.2	1.2	1.4	1.2	1.1

The discussion below continues to highlight the significant differences that were observed between the demographic groups in their likelihood ratings of the top four service benefits. Here as well, responses were coded such that mean scores could be calculated where "Much more likely" = 2.0, "Somewhat more likely" = 1.0, and "No effect" = 0.0.

Ethnicity

The Latino(a) respondents were significantly more likely to try the service than the Caucasian respondents after hearing each of the above four benefits. Additionally, the Latino(a) respondents were significantly more likely to try weekend service than the Asian respondents after hearing the two following benefits: "You can avoid traffic" and "Your trip is more relaxing and enjoyable than driving."

Household Income

Two of the above benefits were more effective among the lower income potential riders. Specifically, the respondents with income from \$15,000 to \$24,999 were significantly more likely to try the service than their counterparts with income of \$50,000 or higher after hearing the benefit, "Your trip is more relaxing and enjoyable than driving." Further, the respondents with income under \$25,000 were significantly more likely to try the service than the respondents with income of \$100,000 or higher after hearing that "Metrolink train tickets cost you less than driving your car."


Two questions were used to assess the impact of potential policy changes among potential weekend riders. As shown above, implementing an integrated trip between Los Angeles, Orange County and San Diego influenced 76 percent of the respondents to be at least somewhat more likely to try Metrolink's weekend trains. More specifically, 48 percent of the respondents reported that this policy change would make them "Much more likely" to try weekend trains, 28 percent reported that it would make them "Somewhat more likely," 23 percent reported that it would have "No effect," and the remaining 1 percent either did not know or did not provide an answer to the question (DK/NA).

Similar to the results above, implementing a single ticket for an entire weekend trip influenced 75 percent of the respondents to be at least somewhat more likely to use Metrolink's weekend trains. More specifically, 48 percent of the respondents reported that this policy change would make them "Much more likely" to use weekend trains, 26 percent reported that it would make them "Somewhat more likely," and 25 percent reported that it would have "No effect." The remaining 1 percent either did not know or did not provide an answer to the question (DK/NA).

		Awa Weekend	Aware of Ethnicit		Ethnicity	/	
		Yes	No	Caucasian	Latino(a)/ Hispanic	Asian	
	Much More Likely	41.6%	50.2%	38.0%	62.7%	41.2%	
14A. You can take one integrated train trip between Los Angeles, Orange	Somewhat More Likely	29.3%	27.5%	32.2%	22.8%	31.2%	
County and San Diego without the need to transfer trains	No effect	27.8%	21.1%	28.5%	13.7%	25.7%	
	DK/NA	1.3%	1.1%	1.3%	0.9%	1.8%	

The discussion below highlights the significant differences that were observed between the demographic and behavioral groups in their responses to the policy change of an integrated train trip between Los Angeles, Orange County and San Diego.

Aware of Weekend Service

Significantly more of the respondents who were not aware of the weekend service, versus those who were aware, reported that the integrated train trip would make them "Much more likely" to try the weekend service.

Ethnicity

A significantly greater percent of the Latino(a) respondents reported that they would be "Much more likely" to try the weekend service if there was an integrated train trip, compared to the Caucasian and the Asian respondents. Additionally, significantly more of the Caucasian respondents than the Latino(a) respondents reported that this policy change would have "No effect" on their likelihood of trying the weekend service.

		Awa	re of		_	Ethnicity	_
		Weekend	d Service			Ethnicity	
		Yes	No	Cauca	sian	Latino(a)/ Hispanic	Asiar
14B. You only need to purchase one ticket for your entire trip that may include bus, Amtrak, and/or Metrolink	Much More Likely	38.7%	52.6%	40.5	%	62.5%	44.9%
	Somewhat More Likely	33.1%	23.2%	28.9	%	20.0%	31.2%
	No effect	27.3%	23.4%	29.8	%	16.6%	23.9%
	DK/NA	0.9%	0.8%	0.8	%	0.9%	0.0%
		Hous	ehold Inco	me		Gender	
		\$15,000 \$24,999	to \$100, hig	000 or her	Ма	le Fem	ale
	Much More Likely	67.4%	40	.1%	45.0	0% 51.7	7%
14B. You only need to purchase one ticket for your	Somewhat More Likely	10.9%	35	.4%	30.7	7% 21.9	9%
entire trip that may include	No effect	21.8%	24	.5%	23.4	4% 25.6	5%
bus, Amtrak, and/or Metrolink	DK/NA	0.0%	0.	2%	0.8	% 0.8	%

The discussion below highlights the significant differences that were observed between the demographic and behavioral groups in their responses to the policy change of a single ticket for an entire trip that may include bus, Amtrak, and/or Metrolink.

Aware of Weekend Service

Significantly more of the respondents who were not aware of the weekend service, compared to those who were aware of the service, reported that they would be much more likely to try the weekend service if there was a single ticket.

Ethnicity

Significantly more of the Latino(a) respondents reported "Much More Likely" than the Caucasian and the Asian respondents. Conversely, significantly more of the Caucasian respondents than the Latino(a) respondents reported "No effect."

Household Income

Significantly more of the respondents with income from \$15,000 to \$24,999 reported "Much More Likely" than their counterparts with income of \$100,000 or higher. In contrast, significantly more of the respondents with income of \$100,000 or higher reported "Somewhat More Likely" than those with income from \$15,000 to \$24,999.

Gender

Significantly more of the men than the women reported "Somewhat More Likely."



When asked for additional factors that might encourage them to try Metrolink's weekend service, 28 percent of the potential weekend riders surveyed mentioned "Make system more convenient" and 13 percent mentioned "Nothing not already mentioned." In a third tier were "Discounted travel or promotions" and "Increase public awareness of system," both at 9 percent. Of additional interest, 37 percent of the respondents either did not know or did not provide an answer to the question (DK/NA).

	Ethnicity		Household Income		Gender	
	Latino(a)/ Hispanic	Other	\$15,000 to \$24,999	\$25,000 to \$49,999	Male	Female
Make system more convenient	29.3%	20.9%	38.7%	16.6%	26.3%	29.6%
Discounted travel or promotions	8.4%	24.8%	6.9%	7.7%	6.7%	11.8%

The discussion below highlights the significant differences that were observed between the demographic groups in two of the top four factors that would encourage weekend service use.

Ethnicity

A significantly greater percentage of the respondents belonging to other ethnic groups mentioned "Discounted travel or promotions" than the Latino(a) respondents.

Household Income

Significantly more of the respondents with income from \$15,000 to \$24,999 than the respondents with income from \$25,000 to \$49,999 mentioned "Make system more convenient."

Gender

Significantly more of the women than the men mentioned "Discounted travel or promotions."



Approximately 21 percent of the weekend riders surveyed indicated that they would be willing to travel 60 minutes or more between a Metrolink station and their final destination. In comparison, 21 percent reported that they would travel from 30 minutes to less than 60 minutes, and 42 percent indicated that they only would be willing to travel less than 30 minutes. The remaining 16 percent either did not know or did not provide an answer to the question (DK/NA).



Among the respondents who were aware of Metrolink's weekend service (see Q6 results; n = 192), 40 percent reported that they heard about the service through word of mouth. Approximately 15 percent of the respondents heard about the service in a newspaper ad. In the third tier of responses were "News article" (11%) and "See the trains" (10%).*

*Please note: only the response categories greater than 1 percent are shown in the above chart. For the full results, see the Topline Report in Appendix B.



When asked to report their most preferred source for getting information about public transit in their area, the respondents most frequently mentioned "Website – Other" (32%), followed by "Website – Metrolink" (9%). Rounding out the top four responses were "TV" and "Local Newspaper," both with approximately 7 percent of the responses.



As shown in the above chart, 75 percent of the respondents cited English as the primary language spoken in their households, while 25 percent cited languages other than English. Spanish was the most frequently mentioned non-English primary household language, accounting for almost 18 percent of the total 600 respondents, or 69 percent of the 152 non-native English speakers.



Of the 152 respondents whose primary household language is one other than English, approximately 50 percent reported that they would be more likely to use information on public transit that was presented in their native language. In contrast, 45 percent of these non-native English speakers reported that receiving information in their native language would not affect their use of the information.

Among the 77 respondents who would be more likely to use area public transit information in their native language, 86 percent of them reported Spanish as their primary household language.



The following pages present additional behavioral and demographic information on the weekend rider and potential weekend rider samples.





C. V	Vhat is you	ur age? (QUE	STION 25 FOR WEE	KEND RIDE	RS)
	Potential We (n =	ekend Riders 600)	Weeken (n =	d Riders 600)	
	18 to 24	11.5%	Under 13	1.0%	
	25 to 34	18.2%	13 to 17	11.2%	
	35 to 44	18.4%	18 to 24	21.3%	
	45 to 54	20.3%	25 to 34	21.0%	
	55 to 64	12.8%	35 to 44	19.7%	
	65 or older	16.3%	45 to 54	13.2%	
	DK/NA	2.6%	55 to 64	6.5%	
			65 or older	6.0%	
			DK/NA	0.2%	

D. Which ethnic group do yo (QUESTION 27 FOR WEEKEND	ou consid RIDERS;	er yourself a part of or feel clos MULTIPLE RESPONSE FORMAT FO	est to? R ALL)	
Potential Weekend Riders (n = 600)		Weekend Riders (n = 600)		
White	46.6%	White	55.2%	
Hispanic/Latino(a)	31.8%	Hispanic/Latino(a)	24.3%	
Asian	15.4%	Black/African American	11.3%	
Black/African American	1.4%	Asian	10.0%	
American Indian or Alaska Native	0.8%	American Indian or Alaska Native	4.0%	
Native Hawaiian or Pacific Islander	0.3%	Native Hawaiian or Pacific Islander	2.2%	
Other	2.0%	Other	2.0%	
DK/NA	4.3%	DK/NA	0.7%	

(QUEST	ION 26 FOR	WEEKEND RIDERS)	_
Potential Weekend Riders (n = 600)		Weekend Riders (n = 600)	
rade School/Some high school	7.5%	Grade School/Some high school	14.2%
ligh School graduate	23.1%	High School graduate	24.7%
echnical/vocational school	1.9%	Technical/vocational school	5.3%
ome college	23.4%	Some college	24.5%
ollege graduate	27.0%	College graduate	18.3%
ome graduate school	2.3%	Some graduate school	3.5%
raduate, professional, doctorate degree	13.9%	Graduate, professional, doctorate degree	9.2%
K/NA	1.0%	DK/NA	0.3%

Hou	sehold Income	hold Income					
Pote Veeke	ntial Weekend Rider de nd Riders: 28. Which everyo	s: H. Please s escribes your t of the followi ne in your hou	top me when I reach the total household income? ing best describes the to usehold <u>before</u> taxes in 2	category that bes tal income includ			
	Potential Weekend Riders (n = 600)		Weekend Rid (n = 600)	ers			
	Under \$15,000	6.0%	Under \$15,000	18.8%			
	\$15,000 to \$24,999	7.7%	\$15,000 to \$24,999	14.3%			
	\$25,000 to \$49,999	14.5%	\$25,000 to \$49,999	17.7%			
	\$50,000 to \$74,999	14.0%	\$50,000 to \$74,999	17.5%			
	\$75,000 to \$99,999	14.2%	\$75,000 to \$99,999	9.8%			
	\$100,000 to \$149,999	13.2%	\$100,000 to \$149,999	8.7%			
	\$150,000 to \$199,999	5.0%	\$150,000 to \$199,999	5.5%			
	\$150,000 to \$199,999 \$200,000 or higher	5.0% 5.2%	\$150,000 to \$199,999 \$200,000 or higher	5.5% 4.8%			











The following pages present additional methodological information on the survey.

igino	End for Survey Samples (II = 600)								
		Dis	tribution of Respon	ses					
n	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%				
1100	1.8%	2.4%	2.7%	2.9%	2.9%				
1000	1.9%	2.5%	2.8%	3.0%	3.1%				
900	2.0%	2.6%	3.0%	3.2%	3.3%				
800	2.1%	2.8%	3.2%	3.4%	3.5%				
700	2.2%	3.0%	3.4%	3.6%	3.7%				
600	2.4%	3.2%	3.7%	3.9%	4.0%				
500	2.6%	3.5%	4.0%	4.3%	4.4%				
400	2.9%	3.9%	4.5%	4.8%	4.9%				
300	3.4%	4.5%	5.2%	5.5%	5.7%				
200	4.2%	5.5%	6.3%	6.8%	6.9%				
100	5.9%	7.8%	9.0%	9.6%	9.8%				

Margin of Error for Overall Sample (n = 600)

Because a survey typically involves a limited number of people who are part of a larger population, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn.

These differences are known as "sampling error" and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

The table above shows the possible sampling variation that applies to a percent result reported from a probability type sample. Because the sample of 600 potential weekend riders was drawn from the estimated population of approximately 50,256 Metrolink weekend riders, and in the case of the weekend rider sample – 2,144,727 Orange County adult residents, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percent points from the result that would have been obtained if the interviews had been conducted with all persons in the universe. As the table indicates, the maximum margin of error for all aggregate responses is between 2.4 and 4.0 percent for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by all 600 respondents of one of the samples, one can be 95 percent confident that the difference between the percent breakdowns of the sample and those of the population is no greater than 4.0 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 46 (50 minus 4.0) percent and 54 (50 plus 4.0) percent.

argin o	r Error for	Overall Sa	mple (n =	Gain Insi	
		Dis	tribution of Respor	Ises	
n	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1100	1.8%	2.4%	2.7%	2.9%	2.9%
1000	1.9%	2.5%	2.8%	3.0%	3.1%
900	2.0%	2.6%	3.0%	3.2%	3.3%
800	2.1%	2.8%	3.2%	3.4%	3.5%
700	2.2%	3.0%	3.4%	3.6%	3.7%
600	2.4%	3.2%	3.7%	3.9%	4.0%
500	2.6%	3.5%	4.0%	4.3%	4.4%
400	2.9%	3.9%	4.5%	4.8%	4.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
200	4.2%	5.5%	6.3%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%

The margin of error for a given question also depends on the distribution of responses to the question. The 4.0 percent refers to dichotomous questions where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of the respondents say yes and 90 percent say no, then the margin of error would be no greater than 2.4 percent. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

Crosstabulation	Tables	GODBE RESEAK Gain Insight		
			Weekday	Use
		Total	User	Non-User
	Total	332	133	199
		37	20	17
	Every Saturday and Sunday	11.1%	15.0%	8.5%
	Either Saturday or Sunday (but not both)	53	29	24
		16.0%	21.8%	12.1%
	Four times a month	99	42	57
4. How often do you ride	Few times a month	29.8%	31.6%	28.6%
Metrolink on a weekend?	Once a menth	48	17	31
		14.5%	12.8%	15.6%
	Four times a year	73	23	50
		22.0%	17.3%	25.1%
		18	0	18
	Once a year or less often	5.4%	0.0%	9.0%
		4	2	2
		1.2%	1.5%	1.0%

How to Read Crosstabulation Tables

The questions discussed and analyzed in this report comprise a subset of various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix C. These crosstabulation tables provide detailed information on the responses to each question by demographic and behavioral groups that were assessed in the survey. A typical crosstabulation table is pictured above.

A short description of the item appears on the left-hand side of the table. The sample size (in this case due to the skip-pattern question, n = 332) is presented in the first column of data under "Total." The results to each possible answer choice of all respondents are presented in the first column of data under "Total." The aggregate number of respondents in each answer category is presented as a whole number, and the percent of the entire sample that this number represents is just below the whole number. For example, among the total respondents, 53 stated that they ride Metrolink on a weekend "Either Saturday or Sunday (but not both)" and this number of respondents equals 16 percent of the total sample size of 332. Next to the "Total" column are other columns representing responses from weekday users and weekday non-users. The data from these columns are read in exactly the same fashion as the data in the "Total" column, although each group makes up a smaller percent of the entire sample.

App Sub	pendix A group Cor	: Me mpari	thod isons	lology			RESEARCH Insight	
			Weekda	y Use			Wee	ekday Use
		Total	User	Non-User			lleor	Non-Usor
	Total	332	133	199			(A)	(B)
	Every Saturday and Sunday	37 11.1%	20 15.0%	17 8.5%		Every Saturday and Sunday		
4 How	Either 53 29 24 Saturday or Sunday (but not both) 16.0% 21.8% 12.1%		Either Saturday or Sunday (but not both)	в				
often do you ride Metrolink	Few times a month	99 29.8%	42 31.6%	57 28.6%	4. How F often do r you ride Metrolink on a	Few times a month		
on a weekend?	Once a month	48 14.5%	17 12.8%	31 15.6%		Once a month		
	Few times a year	73 22.0%	23 17.3%	50 25.1%	weekend?	Few times a year		
	Once a year or less often	18 5.4%	0 0.0%	18 9.0%		Once a year or less often	.(a)	
	DK/NA	4 1.2%	2 1.5%	2 1.0%		DK/NA		

Subgroup Comparisons

To test whether or not the differences found in percent results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a "z-test" was performed. In the headings of each column are labels, "A," "B," "C," etc. along with a description of the variable. The "z-test" is performed by comparing the percent in each cell with all other cells in the same row within a given variable (within gender in the pictured table, for example).

The results from the "z-test" are displayed in a separate table adjacent to the crosstabulation table. If the percent in one cell is statistically different from the percent in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the table above, a significantly higher percent of the weekday users (22%) mentioned that they ride "Every Saturday or Sunday (but not both)" than the percent of weekday non-users (12%); therefore, the letter "B," which stands for the weekday non-users appears under Column "A," which stands for the weekday users. The letters in the table indicate the differences where one can be 95 percent confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percent difference among subgroups is just one piece in the equation to determine whether or not two percents are significantly different from each other. The variance associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other according to the percent reported, yet the difference may not be statistically significant according to the "z" statistic.

Appendix A: Methodology Gain Insight Means Weekend Rider Survey Question Measure Values Scale 2 = Very much encourage Q6 Encourage Score 0 to 2 1 = Somewhat encourage 0 = No effect Potential Weekend Rider Survey Question Measure Scale Values 2 = Much More Likely Q11, Q12, Q13 Likelihood Score 0 to 2 1 = Somewhat More Likely 0 = No effect

Metrolink Weekends Segmentation Study

Understanding a "Mean"

In addition to the analysis of the percent of the responses, many results are discussed with respect to a descriptive "mean." Means are the arithmetic averages of responses. To derive respondents' overall likelihood of trying weekend trains, Q11 for example, a number value is first assigned to each response category (in this case, "Much more likely" = 2.0, "Somewhat more likely" = 1.0, and "No effect" = 0.0). The individual answer of each respondent is then assigned the corresponding number – from 2.0 to 0.0 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall likelihood. The resulting mean makes the interpretation of the data considerably easier.

In the Crosstabulation tables, as well as in some tables and charts throughout the presentation, for Question 6 of the weekend rider survey, and Questions 11, 12, and 13 of the potential weekend rider survey, the reader will find mean scores. These mean scores represent the overall response of each group. The table above shows the scales for each corresponding question. Responses of "DK/NA" were not included in the calculations of the means for any question.

Appendix A: Methodology Means Table			GODBE RESEARC
		Weekday Use	
	Total	User	Non-User
6A. Once a month, the weekend ride have been free.	1.36	1.42	1.34
6B. Weekend fare is discounted to half of the regular weekday fare.	1.49	1.53	1.47
6C. Some shops and restaurants around Metrolink stations offer discounts to weekend riders.	1.09	1.12	1.07
6D. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	1.37	1.30	1.41
6E. Metrolink stations are very close to fairs, festivals, and other community events	1.13	1.01	1.18
6F. Up to 3 children ages 6 or under ride for free	0.94	0.88	0.98
6G. There are free bus connections to and from Metrolink stations.	1.37	1.44	1.33

Only those subgroups that are of particular interest, or that illustrate a particular insight, are included in the discussion within the report with regard to mean scores. A typical crosstabulation table of mean scores is shown in the above table.

The aggregate mean score for each item in the question series is presented in the first column of the data under "Total." For example, among all the survey respondents, the feature 6A. "Once a month the weekend ride have been free" earned a mean score of 1.36. Next to the "Total" column are other columns representing the mean scores assigned by the respondents grouped by their weekday Metrolink use. The data from these columns are read in the same fashion as the data in the "Total" column.

To test whether two mean scores are statistically different, a "t-test" is performed. As in the case of the "z-test" for percents, a statistically significant result is indicated by the letter representing the data column.



The following appendix displays the Topline reports, which summarize the data for the studies. For all of the questions in the survey, the Topline report presents the percent of the total respondents who stated each response alternative (unless a skip pattern is indicated). For example, if 50 percent is next to the "Yes" response option for a question, then about 300 of the 600 respondents in one of the two surveys indicated a "Yes" answer to that question.

OCTA/METROLINK WEEKEND RIDER (ON-BOARD) SURVEY Topline Report May 22, 2007 (n = 600)

CONVENTIONAL ROUNDING RULES APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES (.5 OR ABOVE IS ROUNDED UP TO THE NEXT NUMBER, AND .4 OR BELOW IS ROUNDED DOWN TO THE PREVIOUS NUMBER). AS A RESULT, THE PERCENTAGES MAY NOT ADD UP TO 100 PERCENT.

FURTHER, A NUMBER OF QUESTIONS PERMITTED THE RESPONDENTS TO MAKE MORE THAN ONE RESPONSE (E.G., QUESTION 27). FOR THESE MULTIPLE-RESPONSE FORMAT QUESTIONS, THE PERCENTAGES REFER TO THE PROPORTION OF RESPONSENTS WHO MADE THAT RESPONSE AND OFTEN ADD UP TO OVER 100 PERCENT.

1. Is this your first time riding Metrolink on a weekend?

Yes	44.5%
No	55.3%
DK/NA	0.2%

2. [ASK IF Q1 = YES; n = 267] What made you decide to use Metrolink's weekend service for the first time today? (PLEASE CHECK ALL THAT APPLY.)

Convenient/efficient way to get to desired destination	50.9%
Cost-effective/cheaper than driving	42.3%
Never rode before, wanted to try	22.8%
Do not drive/no access to an automobile	17.6%
Word of mouth/recommendations by friends or family	16.1%
Things to do/events near station	13.9%
Do not like to drive/like being able to do things not possible if driving	8.6%
Ride is discounted	7.1%
Ride is free	4.5%
Shopping/dining discounts near station	3.7%
Other	4.5%
DK/NA	0.7%

3. [ASK IF Q1 = NO; n = 332] How long ago did you first ride Metrolink on a weekend?

2 to 3 weeks ago	28.9%
1 month ago	16.6%
2 to 3 months ago	14.2%
4 to 6 months ago	10.5%
More than 6 months ago	28.6%
DK/NA	1.2%

4. [ASK IF Q1 = NO; n = 332] How often do you ride Metrolink on a weekend?

Every Saturday and Sunday	11.1%
Either Saturday or Sunday (but not both)	16.0%
Few times a month	29.8%
Once a month	14.5%
Few times a year	22.0%
Once a year or less often	5.4%
DK/NA	1.2%

5. How did you hear about Metrolink's weekend service?

Word of mouth	37.0%
Metrolink Website	24.2%
Metrolink Newsletter	8.5%
Free Station Promotion	5.5%
OCTA Website	4.3%
News article	3.2%
Newspaper ad/insert	3.0%
Fun Guide	2.3%
Public service announcement (PSA) on local cable access channel	1.0%
Other	10.8%
DK/NA	0.2%

6. Consider each feature of Metrolink's weekend service listed below from A to G. Did it very much or somewhat encourage you to try Metrolink's weekend service, or did it have no effect on you? If you were not aware of this feature before, please check the "Not aware" box.

	Very much encourage	Somewhat encourage	No effect	Not aware	DK/NA
6A. Once a month, the weekend ride have been free.	27.3%	12.2%	9.5%	50.7%	0.3%
6B. Weekend fare is discounted to half of the regular weekday fare.	44.7%	18.5%	9.2%	26.5%	1.2%
6C. Some shops and restaurants around Metrolink stations offer discounts to weekend riders.	21.5%	13.7%	17.0%	46.7%	1.2%
6D. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	46.3%	22.2%	15.2%	16.3%	0.0%
6E. Metrolink stations are very close to fairs, festivals, and other community events	31.8%	21.8%	22.3%	22.8%	1.2%
6F. Up to 3 children ages 6 or under ride for free	25.5%	10.0%	29.2%	32.2%	3.2%
6G. There are free bus connections to and from Metrolink stations.	38.3%	13.3%	14.0%	34.2%	0.2%

7. When deciding whether to take a Metrolink train on the weekend, what is the most important factor to you?

Fare/pricing	37.3%
Schedule	33.3%
Travel time	12.2%
Word of mouth/recommendations by friends/family	5.8%
Free shuttle service between station and origin/destination	5.0%
Parking at stations	1.8%
Payment method	1.8%
Other	2.7%

8. What do you like MOST about Metrolink's weekend service?

Convenient/efficient way to get to desired destination	26.3%
Do not need to fight traffic	19.2%
Cost-effective/cheaper than driving	16.2%
Being able to do things not possible if driving	14.5%
Discounted rides	7.3%
Quality/comfort of trains	5.5%
Things to do/events near station	4.2%
Monthly free rides	2.2%
Shopping/dining discounts near station	0.7%
Other	3.8%
DK/NA	0.2%

9. What is the single MOST important improvement you would like to see in Metrolink's weekend service?

More frequent trains/departure & arrival times	41.5%
Better pricing/cheaper	19.5%
Later service	14.3%
Earlier service	8.7%
Better transit connections to stations	6.7%
More convenient stations	6.0%
Other	3.3%

10. When you boarded this train today, where were you coming from?

Home	56.3%
Visiting friends or family	19.0%
Recreation or entertainment	8.0%
Work	5.7%
School or College	4.3%
Taking care of personal business/errands	3.7%
Shopping	2.3%
Other	0.7%

11. Which station will you be getting off?

Los Angeles Union Station	16.3%
Oceanside	15.2%
Riverside	11.7%
Santa Ana or Tustin	10.0%
Irvine or Laguna Niguel/Mission Viejo	9.5%
Orange	8.2%
San Juan Capistrano	7.7%
Anaheim or Anaheim Canyon	5.7%
San Clemente N. Beach or San Clemente Pier	5.5%
Fullerton	5.3%
San Bernardino	4.5%
DK/NA	0.5%

12. Where will you be going after you get off?

Home	37.7%
Visiting friends or family	26.3%
Recreation or entertainment	18.5%
Taking care of personal business/errands	5.7%
Work	4.2%
Shopping	3.5%
School or College	2.8%
Other	1.2%
DK/NA	0.2%

13. If Metrolink weekend service weren't available, would you have postponed or cancelled your travel plans today?

Yes	48.0%				
No	52.0%				

14. [IF Q13 = NO; n = 312] What transportation would you have taken instead for this trip today?

Driving	66.3%
Other public transit	29.5%
Other	4.2%

15. How do you typically get to and from Metrolink stations?

Drive	43.2%
Get dropped off by someone	23.5%
Take public transit	20.8%
Walk	6.0%
Bike	4.7%
Other	1.7%
DK/NA	0.2%

16. What is the maximum amount of time you are willing to travel between a Metrolink station and your final destination?

Less than 10 min	1.7%
10 min to less than 20 min	14.3%
20 min to less than 30 min	11.3%
30 min to less than 40 min	16.7%
40 min to less than 50 min	10.0%
50 min to less than 60 min	2.7%
60 min to less than 90 min	18.0%
90 min to less than 120 min	8.0%
120 min or more	14.5%
DK/NA	2.8%

17. Do you ride Metrolink during the week?

Yes	31.8%
No	68.2%

18. [IF Q17 = YES; n = 191] How many weekdays per week do you ride Metrolink?

1	43.5%
2	18.8%
3	13.1%
4	7.3%
5	17.3%

19. If you heard that you only need to purchase one ticket for your entire trip that may include the bus, Amtrak and Metrolink, would this make you much more likely, somewhat more likely to use Metrolink's weekend trains, or does it have no effect on you?

Much more likely	46.0%
Somewhat more likely	29.3%
No effect	24.3%
DK/NA	0.3%

20. If you heard that you can take one integrated trip between Los Angeles, Orange County and San Diego without the need to transfer trains, would this make you much more likely, somewhat more likely to use Metrolink's weekend trains, or does it have no effect on you?

Much more likely	54.2%
Somewhat more likely	27.3%
No effect	17.5%
DK/NA	1.0%

21. What is your most preferred source for getting information about public transit in your area?

Metrolink website	23.2%
E-mail	15.3%
Website - other	12.3%
Word of mouth/Friends or Family	10.3%
Printed timetable	6.5%
Local Newspaper	5.2%
OCTA website	5.0%
TV	4.3%
Postal mail	3.3%
Kiosks at stations	3.0%
L.A. Times	2.8%
Radio	2.3%
OC Register	2.0%
Phone Book/Yellow Pages	1.8%
Other	2.3%
DK/NA	0.2%

22. [IF INTERVIEW LANGUAGE IS SPANISH; n = 17] If you were to receive information about public transit in your native language instead of English, would you be more likely to use the information?

Yes	47.1%
No	5.9%
DK/NA	47.1%

23. What is your home zip code?

92054	3.5%	91711	0.5%	92571	0.3%
92346	2.2%	92008	0.5%	92603	0.3%
92404	2.2%	92028	0.5%	92617	0.3%
92882	2.0%	92046	0.5%	92637	0.3%
92069	1.7%	92064	0.5%	92652	0.3%
92083	1.7%	92102	0.5%	92653	0.3%
92504	1.7%	92109	0.5%	92656	0.3%
92507	1.5%	92345	0.5%	92660	0.3%
92701	1.5%	92376	0.5%	92677	0.3%
92374	1.3%	92505	0.5%	92694	0.3%
92503	1.3%	92508	0.5%	92780	0.3%
92506	1.3%	92509	0.5%	92807	0.3%
92879	1.3%	92555	0.5%	92832	0.3%
92881	1.3%	92557	0.5%	92835	0.3%
92691	1.2%	92570	0.5%	92844	0.3%
92707	1.2%	92610	0.5%	92856	0.3%
92057	1.0%	92612	0.5%	92870	0.3%
92501	1.0%	92620	0.5%	92878	0.3%
92867	1.0%	92675	0.5%	92880	0.3%
92373	0.8%	92705	0.5%	12705	0.2%
92407	0.8%	92706	0.5%	32809	0.2%
92672	0.8%	90004	0.3%	49114	0.2%
92692	0.8%	90019	0.3%	49412	0.2%
92704	0.8%	90024	0.3%	65807	0.2%
92866	0.8%	90034	0.3%	/8245	0.2%
92883	0.8%	90044	0.3%	80401	0.2%
90002	0.7%	90040	0.3%	04000	0.2%
91/30	0.7%	90057	0.3%	041UZ 95710	0.2%
92024	0.7%	90003	0.3%	87544	0.2%
92030	0.7%	90005	0.3%	07544	0.2%
02300	0.7%	90000	0.3%	90003	0.2%
92551	0.7%	91910	0.3%	90007	0.2%
92604	0.7%	92006	0.3%	90010	0.2%
92630	0.7%	92011	0.3%	90017	0.2%
92673	0.7%	92026	0.3%	90018	0.2%
92703	0.7%	92065	0.3%	90026	0.2%
92782	0.7%	92081	0.3%	90027	0.2%
92804	0.7%	92103	0.3%	90028	0.2%
92806	0.7%	92107	0.3%	90032	0.2%
92831	0.7%	92220	0.3%	90040	0.2%
92833	0.7%	92223	0.3%	90043	0.2%
92860	0.7%	92262	0.3%	90045	0.2%
92868	0.7%	92321	0.3%	90049	0.2%
92869	0.7%	92335	0.3%	90056	0.2%
90020	0.5%	92337	0.3%	90063	0.2%
90405	0.5%	92410	0.3%	90210	0.2%

What is your home zip code? [CONTINUED]

90240	0.2%	92086	0.2%	92906	0.2%
90242	0.2%	92087	0.2%	92921	0.2%
90266	0.2%	92092	0.2%	93309	0.2%
90404	0.2%	92094	0.2%	93510	0.2%
90602	0.2%	92101	0.2%	93535	0.2%
90630	0.2%	92104	0.2%	93536	0.2%
90660	0.2%	92111	0.2%	93550	0.2%
90740	0.2%	92114	0.2%	94103	0.2%
90804	0.2%	92116	0.2%	94346	0.2%
90815	0.2%	92122	0.2%	94511	0.2%
90917	0.2%	92128	0.2%	95008	0.2%
91101	0.2%	92130	0.2%	95055	0.2%
91290	0.2%	92139	0.2%	95148	0.2%
91307	0.2%	92145	0.2%	97330	0.2%
91343	0.2%	92313	0.2%	98650	0.2%
91350	0.2%	92324	0.2%	DK/NA	2.3%
91405	0.2%	92336	0.2%		
91501	0.2%	92354	0.2%		
91502	0.2%	92371	0.2%		
91506	0.2%	92405	0.2%		
91510	0.2%	92545	0.2%		
91605	0.2%	92553	0.2%		
91/10	0.2%	92554	0.2%		
91/23	0.2%	92562	0.2%		
91/32	0.2%	92584	0.2%		
91704	0.2%	92001	0.2%		
91704	0.2%	92024	0.2%		
01790	0.2%	92027	0.2%		
91700	0.2%	92029	0.2%		
01701	0.2%	92031	0.2%		
91791	0.2%	92649	0.2%		
91801	0.2%	92651	0.2%		
91803	0.2%	92663	0.2%		
91911	0.2%	92683	0.2%		
91941	0.2%	92688	0.2%		
91950	0.2%	92708	0.2%		
91977	0.2%	92803	0.2%		
92012	0.2%	92815	0.2%		
92019	0.2%	92819	0.2%		
92030	0.2%	92821	0.2%		
92040	0.2%	92823	0.2%		
92041	0.2%	92834	0.2%		
92050	0.2%	92843	0.2%		
92055	0.2%	92861	0.2%		
92071	0.2%	92865	0.2%		
92085	0.2%	92872	0.2%		
0.3%

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24. Which city do you live in?

RIVERSIDE	9.7%	LADERA RANCH
CORONA	6.3%	LAGUNA BEACH
LOS ANGELES	5.7%	LAGUNA NIGUEL
OCEANSIDE	5.7%	LANCASTER
SANTA ANA	5.0%	MONTEREY PARK
SAN BERNARDINO	4.2%	PALM SPRINGS
SAN DIEGO	3.3%	PASADENA
IRVINE	3.2%	POWAY
ORANGE	3.0%	RAMONA
HIGHLAND	2.3%	SPRING VALLEY
MISSION VIEJO	2.3%	ACTON
REDLANDS	2.2%	ALMA
FULLERTON	2.0%	BAKERSFIELD
ANAHEIM	1.8%	BEAUMONT
MORENO VALLEY	1.7%	САМР
SAN CLEMENTE	1.7%	CAMP PENDLETON
SAN MARCOS	1.7%	CAMPBELL/SAN JOSE
TUSTIN	1.7%	CAPISTRANO BEACH
VISTA	1.7%	CHERRY VALLEY
CARLSBAD	1.0%	CHINO
FONTANA	0.8%	CLEVELAND
LAKE FOREST	0.8%	COLORADO SPRINGS
BURBANK	0.7%	COMMERCE
COLTON	0.7%	COSTA MESA
ESCONDIDO	0.7%	CYPRESS
LONG BEACH	0.7%	DANA POINT
NORCO	0.7%	DENVER
PERRIS	0.7%	DOWNEY
RANCHO CUCAMONGA	0.7%	DOWREY
SANTA MONICA	0.7%	EL MONTE
YUCAIPA	0.7%	ENCINITAS
BREA	0.5%	FREMONT
CHULA VISTA	0.5%	GRAND TERRACE
CLAIREMONT	0.5%	HEMET
FALLBROOK	0.5%	HOLLYWOOD
FOOTHILL RANCH	0.5%	HUNTINGTON BEACH
GARDEN GROVE	0.5%	L. WOODS
HESPERIA	0.5%	LA JOLLA
LAGUNA HILLS	0.5%	LA MESA
MOVAL	0.5%	
WEST COVINA	0.5%	MANHATTAN BEACH
WHITTIER	0.5%	MENIFEE
ALHAMBRA	0.3%	MURRIETA
ALISO VIEJO	0.3%	N. TUSTIN
BANNING	0.3%	NEWPORT BEACH
CEDAR GLEN	0.3%	NORTH BEACH
COVINA	0.3%	NORTH HILLS

Which city do you live in? [CONTINUED]

NORWALK	0.2%
ONTARIO	0.2%
OREGON	0.2%
OREM	0.2%
ORLANDO	0.2%
PALMDALE	0.2%
PLACENTIA	0.2%
RANCHO SANTA MARGARITA	0.2%
RIALTO	0.2%
RINCTO	0.2%
SALT LAKE CITY	0.2%
SAN ANTONIO	0.2%
SAN FRANCISCO	0.2%
SAN JOSE	0.2%
SAN JUAN	0.2%
SAN JUAN CAPISTRANO	0.2%
SANTA CLARITA	0.2%
SEAL BEACH	0.2%
SOUTH CENTRAL	0.2%
SOUTH PASADENA	0.2%
SPRINGFIELD	0.2%
SUN CITY	0.2%
TUCSON	0.2%
VAN NUYS	0.2%
VILLA PARK	0.2%
WEST CORONA	0.2%
WEST HILLS	0.2%
WESTMINSTER	0.2%
WESTWOOD	0.2%
DK/NA	4.9%

25. What is your age?

Under 13	1.0%
13 to 17	11.2%
18 to 24	21.3%
25 to 34	21.0%
35 to 44	19.7%
45 to 54	13.2%
55 to 64	6.5%
65 or older	6.0%
DK/NA	0.2%

26. What is the last grade or level you completed in school?

Grade School/Some high school	14.2%
High School graduate	24.7%
Technical/vocational school	5.3%
Some college	24.5%
College graduate	18.3%
Some graduate school	3.5%
Graduate, professional, doctorate degree	9.2%
DK/NA	0.3%

27. Which ethnic group do you consider yourself a part of or feel closest to? (PLEASE CHECK ALL THAT APPLY.)

White	55.2%
Hispanic/Latino(a)	24.3%
Black/African American	11.3%
Asian	10.0%
American Indian or Alaska Native	4.0%
Native Hawaiian or Pacific Islander	2.2%
Other	2.0%
DK/NA	0.7%

28. Which of the following best describes the total income including everyone in your household <u>before</u> taxes in 2006?

Under \$15,000	18.8%
\$15,000 to \$24,999	14.3%
\$25,000 to \$49,999	17.7%
\$50,000 to \$74,999	17.5%
\$75,000 to \$99,999	9.8%
\$100,000 to \$149,999	8.7%
\$150,000 to \$199,999	5.5%
\$200,000 or higher	4.8%
DK/NA	2.8%

Interview Language:

English	97.2%
Spanish	2.8%

Weather:

Sunny or Clear	73.3%
Overcast	26.7%

Gender:

Male	51.7%
Female	48.3%

Line:

Orange County Outbound	22.3%
Orange County Inbound	21.2%
Inland Empire-Orange County Inbound	29.0%
Inland Empire-Orange County Outbound	27.5%

Route Number:

655	10.8%
656	10.8%
657	7.3%
658	5.8%
659	4.2%
660	4.5%
856	1.2%
857	10.8%
858	14.2%
859	17.0%
860	12.2%
861	1.2%

OCTA/METROLINK POTENTIAL WEEKEND RIDER (PHONE) SURVEY Topline Report

May 22, 2007 (n = 600)

CONVENTIONAL ROUNDING RULES APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES (.5 OR ABOVE IS ROUNDED UP TO THE NEXT NUMBER, AND .4 OR BELOW IS ROUNDED DOWN TO THE PREVIOUS NUMBER). AS A RESULT, THE PERCENTAGES MAY NOT ADD UP TO 100 PERCENT.

FURTHER, A NUMBER OF QUESTIONS PERMITTED THE RESPONDENTS TO MAKE MORE THAN ONE RESPONSE (E.G., QUESTION D). FOR THESE MULTIPLE-RESPONSE FORMAT QUESTIONS, THE PERCENTAGES REFER TO THE PROPORTION OF RESPONSENTS WHO MADE THAT RESPONSE AND OFTEN ADD UP TO OVER 100 PERCENT.

Weekend Travel

1. Where do you normally travel on weekends? [ALLOW FOR MULTIPLE RESPONSES.]

Local (within 5-10 miles of home)	53.3%
Los Angeles (or any point north of Orange County)	15.7%
South Orange County	10.9%
Central Orange County	10.2%
North Orange County	8.1%
San Diego (or any point south of Orange County	7.6%
Riverside (or any point east of Orange County)	5.4%
West Orange County	3.8%
Out of state/out of country	1.9%
Other	0.8%
DK/NA	8.8%

2. [ASKED IF Q1 INDICATED TRAVEL WITHIN CALIFORNIA; n =520] Generally speaking, what time of the day do you prefer to travel on weekends?

Early morning (6 to 8 am)	18.3%
Morning (9 to 11 am)	40.5%
Afternoon (12 to 2 pm)	21.4%
Late afternoon (3 to 5 pm)	5.7%
Early evening (6 to 8 pm)	2.6%
Late evening (9 to 11 pm)	0.9%
Late night/overnight (11 pm to 5 am)	0.6%
DK/NA	9.9%

Typical Transportation Mode and Public Transit Experience

 In the last 12 months, what type of transportation do you typically use to go to work, school, recreation or other places you visit frequently? [IF MORE THAN ONE RESPONSE, PROBE FOR MOST TYPICAL MODE. IF RESPONDENT SAYS "METROLINK," VERIFY THAT IT'S WEEKDAY SERVICE. IF WEEKEND, POLITELY DISMISS. IF RESPONDENT SAYS "TRAIN" OR "RAIL," FIND OUT WHETHER IT'S AMTRAK OR METROLINK.]

Drive alone	79.5%
Carpool	12.2%
Bus	4.8%
Bike	1.6%
Walk	0.9%
Train or Rail other than Amtrak or Metrolink	0.4%
Metrolink Weekday Service	0.2%
DK/NA	0.3%

 [PUBLIC TRANSIT USERS ONLY; Q3 = BUS, METROLINK WEEKDAY SERVICE, OR TRAIN OR RAIL OTHER THAN AMTRAK OR METROLINK; n = 32] In this 12-month period, how often did you take public transit?

Everyday	40.5%
Few times a week	43.1%
Few times a month	7.6%
Once a month	2.2%
Few times a year	4.4%
DK/NA	2.2%

 [PUBLIC TRANSIT USERS ONLY; Q3 = BUS, METROLINK WEEKDAY SERVICE, OR TRAIN OR RAIL OTHER THAN AMTRAK OR METROLINK; n = 32] Did you take public transit mainly for commuting or recreational purposes?

Commuting	79.2%
Recreation	8.9%
Both	9.8%
DK/NA	2.2%

Awareness of and Reason for Not Using Metrolink Weekend Service

6. Earlier, you mentioned that you have never used Metrolink's weekend service. Do you know about Metrolink's weekend service?

Yes	32.0%
No	66.9%
DK/NA	1.1%

7. [UNAWARE OF WEEKEND SERVICE ONLY; Q6 = NO OR DK/NA; n = 408] Have you heard of the Metrolink Rail System?

Yes	74.3%
No	24.7%
DK/NA	1.0%

[IF Q7 = NO OR DK/NA, READ: Metrolink is a commuter rail system jointly operated by Orange, Los Angeles, Riverside, San Bernardino, and Ventura counties. Metrolink offers service on three lines in Orange County.]

 [AWARE OF METROLINK WEEKEND SERVICE ONLY; Q6 = YES; n = 192] How did you hear about Metrolink's weekend service? [ALLOW FOR MULTIPLE RESPONSES.]

Word of mouth	40.1%
Newspaper ad/insert	15.1%
News article	10.5%
See the trains	10.4%
Public service announcement (PSA) on local cable access channel	5.6%
Metrolink Website	4.2%
Metrolink Newsletter	2.5%
Free Station Promotion	2.4%
OCTA Website	2.4%
Fun Guide	0.4%
Other	4.8%
DK/NA	10.0%

9. [AWARE OF METROLINK WEEKEND SERVICE ONLY; Q6 = YES; n = 192] What is the primary reason why you have never taken one of Metrolink's weekend trains?

No reason to take weekend train	35.0%
Need flexibility of car	17.2%
Station not close enough	12.6%
No way to get from station to destination	7.7%
Schedule is inconvenient	7.4%
Prefer comfort and convenience of car	3.3%
Too expensive	2.6%
Takes too long	2.4%
Not safe [accidents]	0.7%
Not safe [crime]	0.6%
Too crowded/uncomfortable	0.4%
Other	6.5%
DK/NA	3.5%

 [AWARE OF METROLINK WEEKEND SERVICE BUT DO NOT TYPICALLY USE METROLINK WEEKDAY SERVICE ONLY; Q6 = YES AND Q3 DOES NOT = METROLINK WEEKDAY SERVICE; n = 191] Have you ever used Metrolink during the week?

Yes	21.5%
No	77.6%
DK/NA	0.9%

Awareness and Impact on Likelihood of Usage

11. [AWARE OF METROLINK WEEKEND SERVICE ONLY; Q6 = YES; n = 192] Metrolink weekend service offers a series of service features and benefits to riders. I'm going to read each of these features to you. Please first tell me whether you know about it, and then if knowing about it affects your likelihood of trying Metrolink's weekend service.

Here's the [FIRST/NEXT]: ______. Do you know about this feature? [GET ANSWER TO "A. AWARENESS" AND THEN ASK]: Does knowing about this feature make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF ANSWER IS "MORE LIKELY," ASK]: Is that much more likely or somewhat more likely? [FILL IN ANSWER FOR "B. IMPACT ON LIKELIHOOD OF USAGE".]

	Yes	No	DK/NA
11aA. Once a month, there was a weekend free ride promotion	14.6%	84.6%	0.7%
11aB. Weekend fare is currently discounted to half of the regular weekday fare	11.3%	88.3%	0.4%
11aC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders	7.2%	92.0%	0.7%
11aD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	72.3%	26.9%	0.7%
11aE. Metrolink stations are very close to fairs, festivals and other community recreational events	42.5%	56.2%	1.3%
11aF. Up to 3 children ages 6 or under ride for free	16.9%	80.5%	2.5%
11aG. You can obtain schedule information online	63.2%	36.4%	0.4%
11aH. You can take your bike on the train	37.5%	58.8%	3.7%
11al. There are free bus connections to and from Metrolink stations	26.9%	73.1%	0.0%
11aJ. There is plenty of free and convenient parking at Metrolink stations	65.5%	31.2%	3.3%
11aK. The train you ride on is clean and comfortable	62.1%	35.2%	2.8%

	Much More Likely	Somewhat More Likely	No effect	DK/NA
11bA. Once a month, there was a weekend free ride promotion	20.3%	31.7%	46.0%	2.0%
11bB. Weekend fare is currently discounted to half of the regular weekday fare	22.4%	27.2%	49.5%	0.9%
11aC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders	13.3%	26.2%	60.1%	0.4%
11bD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	15.1%	29.3%	54.0%	1.6%
11bE. Metrolink stations are very close to fairs, festivals and other community recreational events	15.7%	25.6%	57.5%	1.3%
11bF. Up to 3 children ages 6 or under ride for free	12.7%	13.2%	71.1%	2.9%
11bG. You can obtain schedule information online	14.6%	32.4%	49.9%	3.1%
11bH. You can take your bike on the train	9.4%	16.3%	72.5%	1.8%
11bl. There are free bus connections to and from Metrolink stations	17.0%	24.4%	57.7%	0.9%
11bJ. There is plenty of free and convenient parking at Metrolink stations	19.5%	23.3%	54.6%	2.6%
11bK. The train you ride on is clean and comfortable	24.3%	22.4%	52.5%	0.9%

12. [UNAWARE OF WEEKEND SERVICE ONLY; Q6 = NO OR DK/NA; n = 408] Metrolink weekend service offers a series of service features and benefits to riders. I'm going to read each of these features to you. Please tell me whether knowing about it affects your likelihood of trying Metrolink's weekend service.

Here's the [FIRST/NEXT]: ______. Does knowing about this feature make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF ANSWER IS "MORE LIKELY," ASK]: Is that much more likely or somewhat more likely? [FILL IN ANSWERS FOR "B. IMPACT ON LIKELIHOOD OF USAGE" ONLY.]

	Much More Likely	Somewhat More Likely	No effect	DK/NA
12A. Once a month, there was a weekend free ride promotion	31.2%	33.7%	35.0%	0.2%
12B. Weekend fare is currently discounted to half of the regular weekday fare	33.2%	33.6%	32.4%	0.8%
12C. Some shops and restaurants around Metrolink stations offer discounts to weekend riders	25.0%	32.6%	40.8%	1.6%
12D. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	35.3%	32.4%	31.8%	0.5%
12E. Metrolink stations are very close to fairs, festivals and other community recreational events	32.9%	32.5%	33.8%	0.8%
12F. Up to 3 children ages 6 or under ride for free	20.2%	23.2%	56.1%	0.5%
12G. You can obtain schedule information online	29.5%	35.4%	34.2%	1.0%
12H. You can take your bike on the train	23.0%	20.4%	55.8%	0.8%
12I. There are free bus connections to and from Metrolink stations	28.5%	30.2%	40.4%	0.9%
12J. There is plenty of free and convenient parking at Metrolink stations	35.7%	32.5%	30.9%	0.9%
12K. The train you ride on is clean and comfortable	40.8%	33.0%	24.7%	1.6%

Potential Impact of Marketing and Policy

13. Next, I'm going to read to you a list of potential benefits for riding Metrolink's weekend trains. After hearing each, please tell me if it would affect your likelihood of trying Metrolink's weekend service.

Here's the first/next one: ______. Does hearing this make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF MORE LIKELY, ASK]: Is that much more likely or somewhat more likely?

	Much More Likely	Somewhat More Likely	No effect	DK/NA
13A. Metrolink train tickets costs you less than driving your car	40.9%	28.8%	27.6%	2.8%
13B. You can subscribe to low-cost Internet access while on the train	19.3%	18.9%	61.1%	0.8%
13C. You can plug in a laptop while on the train	25.8%	18.7%	54.7%	0.8%
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment	39.5%	29.2%	31.1%	0.2%
13E. You can purchase tickets online	33.4%	30.6%	35.3%	0.8%
13F. Trains have a cafe/food car	29.4%	26.8%	42.9%	1.0%
13G. Riding the train is much safer than driving your car	33.8%	27.2%	38.0%	1.0%
13H. You can avoid traffic	52.8%	24.4%	22.0%	0.9%
13I. Your trip is more relaxing and enjoyable than driving	41.9%	31.2%	25.6%	1.3%
13J. Traveling by Metrolink is fun	25.7%	33.9%	37.6%	2.7%
13K. You can take Metrolink to the beach and other recreation destinations	35.4%	29.4%	34.7%	0.5%
13L. You can enjoy family time while riding Metrolink	33.6%	25.3%	39.5%	1.6%

14. On a related matter, I'm going to read to you two potential travel options via the Los Angeles-San Diego corridor, or LOSSAN corridor. After hearing each option, please tell me if it would affect your likelihood of trying Metrolink's weekend service.

Here's the first/next one: ______. Does hearing this make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF MORE LIKELY, ASK]: Is that much more likely or somewhat more likely?

[IF NEEDED: The LOSSAN corridor is a rail right-of-way that runs from San Diego to San Luis Obispo, through Orange County, Los Angeles County and Santa Barbara. This right-of-way is used by Amtrak's Pacific Surfliner train service.]

	Much More Likely	Somewhat More Likely	No effect	DK/NA
14A. You can take one integrated train trip between Los Angeles, Orange County and San Diego without the need to transfer trains	47.7%	27.9%	23.3%	1.2%
14B. You only need to purchase one ticket for your entire trip that may include bus, Amtrak, and/or Metrolink	48.4%	26.2%	24.5%	0.8%

15. Aside from what we have already discussed so far, what else might encourage you to try Metrolink's weekend service?

Make system more convenient	28.0%
Nothing not already mentioned	13.0%
Discounted travel or promotions	9.3%
Increase public awareness of system	9.1%
Improve safety/amenities on trains	4.8%
Ride with a friend day	3.2%
Improve disabled access	0.8%
Other	0.8%
DK/NA	37.0%

16. What is the maximum amount of time you are willing to travel between a Metrolink station and your final destination?

Less than 10 min	7.6%
10 min to less than 20 min	23.1%
20 min to less than 30 min	11.0%
30 min to less than 40 min	16.1%
40 min to less than 50 min	4.4%
50 min to less than 60 min	0.6%
60 min or more	21.3%
DK/NA	15.9%

17. What is your most preferred source for getting information about public transit in your area? [DON'T READ LIST. RECORD ONE RESPONSE.]

Website - Other	32.2%
Website - Metrolink	8.7%
TV	7.4%
Local Newspaper	7.3%
Postal mail	6.5%
Website - OCTA	6.5%
Email	4.8%
Word of mouth/Friends or Family	3.4%
Phone Book/Yellow Pages	3.2%
Kiosks at stations	2.7%
Printed timetable	2.0%
OC Register	1.9%
LA Times	1.6%
Radio	1.6%
Other	1.8%
DK/NA	8.5%

A. Do you have regular access to the Internet?

Yes	82.6%
No	17.1%
DK/NA	0.3%

B. How many motor vehicles are in your household?

1	23.1%
2	39.0%
3	20.9%
4	11.5%
5 or more	5.2%
DK/NA	0.3%

C. What is your age?

18 to 24	11.5%
25 to 34	18.2%
35 to 44	18.4%
45 to 54	20.3%
55 to 64	12.8%
65 or older	16.3%
DK/NA	2.6%

D. Which ethnic group do you consider yourself a part of or feel closest to? [ALLOW MULTIPLE RESPONSES.]

White	46.6%
Hispanic/Latino(a)	31.8%
Asian	15.4%
Black/African American	1.4%
American Indian or Alaska Native	0.8%
Native Hawaiian or Pacific Islander	0.3%
Other	2.0%
DK/NA	4.3%

E. What is the last grade or level you completed in school? [DO NOT READ CHOICES]

Grade School/Some high school	7.5%
High School graduate (12 years)	23.1%
Technical/vocational school	1.9%
Some college (2 year degree)	23.4%
College graduate (4 year degree)	27.0%
Some graduate school	2.3%
Graduate, professional, doctorate degree (DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD)	13.9%
DK/NA	1.0%

F. What is the primary language of speech in your household?

English	74.7%
Spanish	17.5%
Vietnamese	3.3%
Chinese	1.4%
Filipino/Tagalog	0.3%
Other	2.7%
DK/NA	0.2%

G. [NATIVE LANGUAGE OTHER THAN ENGLISH ONLY; QF DOES NOT = ENGLISH OR DK/NA; n = 152]

If you were to receive information about public transit in your native language instead of English, would you be more likely to use the information?

Yes	50.2%	
No	44.5%	
DK/NA	5.3%	

H. To wrap things up, can you please tell me if your household income is more or less than \$50,000 per year?

Less	28.9%
More	56.8%
DK/NA	14.3%

H1. [INCOME LESS THAN \$50,000 PER YEAR ONLY; QH = LESS; n = 173] Please stop me when I reach the category that best describes your total household income.

Under \$15,000	21.0%
\$15,000 to \$24,999	26.7%
\$25,000 to \$49,999	49.9%
DK/NA	2.4%

H2. [INCOME MORE THAN \$50,000 PER YEAR ONLY; QH = MORE; n = 341] Please stop me when I reach the category that best describes your total household income.

\$50,000 to \$74,999	24.5%
\$75,000 to \$99,999	25.0%
\$100,000 to \$149,999	23.3%
\$150,000 to \$199,999	8.7%
\$200,000 or higher	9.2%
DK/NA	9.3%

I. Respondent's Sex:

Male	49.4%
Female	50.6%

J. Respondent's Language:

English	89.9%
Spanish	10.1%

i. To begin, may I have your zip code to verify that your residence falls within the scope of this research?

92708	3.9%
92677	3.3%
92843	3.3%
92703	3.2%
92646	3.2%
92683	2.8%
92840	2.8%
90630	2.8%
92704	2.8%
90620	2.6%
92707	2.4%
92841	2.4%
92802	2.4%
90631	2.2%
92804	2.1%
92656	2.0%
92648	2.0%
92705	2.0%
92869	2.0%
92647	1.9%
92807	1.9%
92870	1.0%
92805	1.7%
92701	1.7%
92806	1.5%
92887	1.5%
90621	1.0%
90623	1.4%
92688	1.4%
92691	1.4%
92626	1.1%
92886	1.1%
92672	1.1%
92831	1.1%
92821	1.1%
92780	1.0%
92833	1.0%
92630	1.0%
92602	1.0%
92679	1.0%
92835	0.0%
92675	0.9%
92653	0.9%
92833	0.9%
92604	0.9%
32004	0.9%

92627	0.8%
92649	0.8%
92706	0.8%
92868	0.8%
92801	0.8%
90740	0.8%
92637	0.7%
92660	0.7%
92867	0.7%
92617	0.7%
92620	0.6%
92866	0.6%
92651	0.6%
92673	0.6%
92808	0.5%
90720	0.5%
92629	0.5%
90680	0.5%
92692	0.4%
92603	0.4%
92865	0.4%
92832	0.4%
52805	0.3%
90260	0.3%
92082	0.3%
92631	0.3%
92624	0.3%
92073	0.3%
92618	0.2%
92625	0.2%
92657	0.2%
92782	0.2%
92614	0.2%
92078	0.1%
92348	0.1%
92605	0.1%
92610	0.1%
92612	0.1%
92642	0.1%
92690	0.1%
92694	0.1%
92811	0.1%
98677	0.1%
92830	0.1%

ii. Do you live in Orange County?

×/	400.00/
Yes	100.0%

iii. Have you ever taken a Metrolink train on a Saturday or Sunday?

No 100.0%

Metrolink Weekends Segmentation Study



The following appendix displays the Crosstabulation Tables, for guidance on interpretation of these tables, please refer to Appendix A: Methodology.

		Weekday Use		
		Total	Yes	No
	Total	267	58	209
	Convenient/efficient way to	136	31	105
	get to desired destination	50.9%	53.4%	50.2%
	Cost-effective/cheaper	113	27	86
	than driving	42.3%	46.6%	41.1%
	Do not drive/no access to	47	13	34
	an automobile	17.6%	22.4%	16.3%
2. What	Do not like to drive/like	23	3	20
made	being able to do things not	8.6%	5.2%	9.6%
you	Never rode before, wanted	61	9	52
decide to	to try	22.8%	15.5%	24.9%
Metrolink	Pide is discounted	19	5	14
weekend	Nide 13 discounted	7.1%	8.6%	6.7%
service	Ride is free	12	2	10
first time		4.5%	3.4%	4.8%
today?	Shopping/dining discounts	10	2	8
	near station	3.7%	3.4%	3.8%
	Things to do/events near	37	8	29
	station	13.9%	13.8%	13.9%
	Word of	43	9	34
	mouth/recommendations	16.1%	15.5%	16.3%
	Other	12	4	8
		4.5%	6.9%	3.8%
	DK/NA	2	1	1
	DIGINA	.7%	1.7%	.5%

		Weekday Use	
		Yes No	
		(A)	(B)
	Convenient/efficient way to get to desired destination		
	Cost-effective/cheaper than driving		
	Do not drive/no access to an automobile		
2. What made you decide to	Do not like to drive/like being able to do things not possible if driving		
use Metrolink	Never rode before, wanted to try		
service	Ride is discounted		
for the first time today?	Shopping/dining discounts near station		
	Things to do/events near station		
	Word of mouth/recommendations		
	Other		
	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within ar word each immersof subtable using the Bonferroni correction.

Page 1

Age 18 to 24 57 17 and unde Total 266 35 to 44 51 25 to 34 56 Total 135 22 26 25 18 Convenient/efficient way to get to desired destination 50.8% 50.0% 38.6% 46.4% 49.0% Cost-effective/cheaper than driving Do not drive/no access to an automobile Do not like to drive/like being able to do things not Never rode before, wanted to try 113 42.5% 47 28 49.1% 17 21 37.5% 9 24 47.1% 22.2% 10 6 17.7% 23 8.6% 60 29.8% 3 5.3% 11 16.1% 11.8% 2 3.9% 14 27.8% . What you e to 8.9% 14 .0% <u>25.0%</u> 6 22.6% 19 19.4% 19.3% 27.5% Ride is discounted <u>1.8%</u> 0 10.7% 5.9% 7.1% 5.6% ervic or the Ride is free 9.8% 4.5% 9 2.8% .0% 0 5.4% Shopping/dining discounts near station Things to do/events near station Word of mouth/recommendations 3.4% 37 <u>2.0%</u> 11 8.9% .0% .0% 7.0% 11 19.3% 0 21.6% 8 15.7% 13.9% 42 5.6% 16.1% 10 <u>15.8%</u> 12 2.8% 17.9% Other 4.5% 2 .8% <u>5.9%</u> 0 5.6% 5.4% .0% 0 DK/NA . 1.8% 2.8%

		Age		
		45 to 54	55 and over	
	Total	31	35	
		19	25	
	Convenient/efficient way to get to desired destination	61.3%	71.4%	
	Cost-effective/cheaper	12	20	
	than driving	38.7%	57.1%	
	Do not drive/no access to	1	4	
	an automobile	3.2%	11.4%	
2. What	Do not like to drive/like	3	10	
made you	being able to do things not	9.7%	28.6%	
decide to	Never rode before, wanted	6	8	
Metrolink	to try	19.4%	22.9%	
weekend	Ride is discounted	2	5	
service	Ride is discounted	6.5%	14.3%	
for the	Rida is free	3	0	
first time		9.7%	.0%	
today?	Shopping/dining discounts	1	2	
	near station	3.2%	5.7%	
	Things to do/events near	7	4	
	station	22.6%	11.4%	
	Word of	5	7	
	mouth/recommendations	16.1%	20.0%	
	Other	3	1	
		9.7%	2.9%	
	DK/NA	0	0	
		.0%	.0%	

		Age			
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Convenient/efficient way to get to desired destination				
	Cost-effective/cheaper than driving				
	Do not drive/no access to an automobile		E		
nat e you le to	Do not like to drive/like being able to do things not possible if driving	a			
olink	Never rode before, wanted to try				
ena ce e	Ride is discounted Ride is free		.a		
ime /?	Shopping/dining discounts near station	a	a		
	Things to do/events near station				
	Word of mouth/recommendations				
	Other		а		

2. W mad deci use Metr weel serv for t first

 Other
 a
 a

 DKINA
 a
 a
 a

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
 a
 a

		Ag	ge	
		45 to 54	55 and over	
		(E)	(F)	
	Convenient/efficient way to get to desired destination		В	
	Cost-effective/cheaper than driving		А	
	Do not drive/no access to an automobile			
2. What made you decide to	Do not like to drive/like being able to do things not possible if driving		ВD	
use Metrolink	Never rode before, wanted to try			
weekend service	Ride is discounted			
for the	Ride is free		. ^a	
first time today?	Shopping/dining discounts near station			
	Things to do/events near station			
	Word of mouth/recommendations			
	Other			
	DK/NA	а	а	

DKNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions^b

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 5

Level of Education Graduate school High School or less Some college College graduate Total 101 53 32 267 81 Total 136 45 39 32 20 Convenient/efficient way to get to desired destination 50.9% 44.6% 48.1% 60.4% 62.5% Cost-effective/cheaper than driving Do not drive/no access to an automobile Do not like to drive/like being able to do things not Nover and before wanted 41 40.6% 24 21 39.6% 16 50.0% 113 35 <u>43.2%</u> 12 42.3% 17.6% 23 8.6% 61 23.8% 13.2% 12.5% 14.8% 5 5.0% 23 9.9% 12 9.4% 16 <u>15.6%</u> 10 Never rode before, wanted to try 22.8% 19 7.1% 12 22.8% 14.8% 30.2% 31.3% Ride is discounted 10.9% 5.7% .0% 6.2% Ride is free 4.5% 10 3.7% 37 7.5% 3.0% 1.2% 12.5% Shopping/dining discounts near station Things to do/events near station 1.2% 12 5.0% 5.7% . 3.1% 13.9% 43 14.8% 18 17.0% 18.8% 9.9% 11 Word of mouth/reco <u>16.1%</u> 12 10.9% 22.2% 17.0% 15.6% Other 4.0% 7.4% .0% 6.3% 4.5% 2 0 0 DK/NA 1.0% 1 29

Comparisons of Column Proportions^b

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	Convenient/efficient way to get to desired destination				
	Cost-effective/cheaper than driving				
	Do not drive/no access to an automobile				
2. What made you decide to	Do not like to drive/like being able to do things not possible if driving				
use Metrolink	Never rode before, wanted to try				
service	Ride is discounted Ride is free				.ª
first time today?	Shopping/dining discounts near station				
	Things to do/events near station				
	Word of mouth/recommendations				
	by friends or family				
	Other				
	DK/NA				

category with the key (Resurs are based on two-sided tests with significance level 0.00. For each significant pair, the key of smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			E	Ethnicity	
		Total	Caucasian	Latino(a)/ Hispanic	African- American
	Total	267	142	63	27
	Convenient/efficient way to get to desired destination	136 50.9%	79 55.6%	25 39.7%	11 40.7%
	Cost-effective/cheaper than driving	113 42.3%	65 45.8%	27 42.9%	5 18.5%
	Do not drive/no access to an automobile	47 17.6%	20 14.1%	12 19.0%	6 22.2%
. What nade you lecide to ise	Do not like to drive/like being able to do things not	23 8.6%	16 11.3%	5 7.9%	1 3.7%
	Never rode before, wanted to try	61 22.8%	29 20.4%	15 23.8%	8 29.6%
reekend	Ride is discounted	19 7.1%	10 7.0%	7 11.1%	2 7.4%
or the rst time	Ride is free	12 4.5%	7 4.9%	1 1.6%	2 7.4%
oday?	Shopping/dining discounts near station	10 3.7%	6 4.2%	2 3.2%	1 3.7%
	Things to do/events near station	37 13.9%	27 19.0%	6 9.5%	3 11.1%
	Word of mouth/recommendations	43 16.1%	28 19.7%	6 9.5%	3 11.1%
	Other	12 4.5%	8 5.6%	2 3.2%	1 3.7%
	DK/NA	2 .7%	1 .7%	1 1.6%	0 .0%

		Ethnicity		
		Asian	Other	
	Total	21	14	
		13	8	
	Convenient/efficient way to get to desired destination	61.9%	57.1%	
	Cost-effective/cheaper	10	6	
	than driving	47.6%	42.9%	
	Do not drive/no access to	6	3	
	an automobile	28.6%	21.4%	
2. What	Do not like to drive/like	0	1	
made you	being able to do things not	.0%	7.1%	
decide to	Never rode before, wanted	5	4	
Metrolink	to try	23.8%	28.6%	
weekend	Ride is discounted	0 .0%	0 .0%	
for the	Ride is free	2	0	
first time		9.5%	.0%	
touayr	Shopping/dining discounts	1	0	
	near station	4.8%	.0%	
	Things to do/events near	1	0	
	station	4.8%	.0%	
	word of	4	2	
	mouthmeconminendations	19.0%	14.3%	
	Other	4.8%	.0%	
	DK/NA	0	0	

Page 9

Page 10

Ethnicity Africa Americ (C) Latino(a)/ Hispanic (B) Caucasian Asian Other Convenient/efficient way to get to desired destination Convenient/efficient way to get to desired destination Cost-affective/cheaper than driving Do not drive/no access to an automobile 2. What Do not like to drive/like made you being able to do things not decide to possible if driving USS Metrolink to the possible if driving uss Never rode before, wanted Metrolink to the possible if driving uss Never rode before, wanted to the Schopping/dhing discounts near station Things to dolevents near station Word of mouth/recommendations by friends or family Other DKINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Comparisons of Column Proportions^b

			Household	l Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	259	50	41	44
	Convenient/efficient way to get to desired destination	131 50.6%	26 52.0%	17 41.5%	21 47.7%
	Cost-effective/cheaper than driving	109 42.1%	16 32.0%	16 39.0%	21 47.7%
	Do not drive/no access to an automobile	44 17.0%	15 30.0%	7 17.1%	7 15.9%
2. What made you	Do not like to drive/like being able to do things not	23 8.9%	0 .0%	7 17.1%	4 9.1%
use Metrolink	Never rode before, wanted to try	59 22.8%	12 24.0%	8 19.5%	4 9.1%
weekend service	Ride is discounted	18 6.9%	2 4.0%	5 12.2%	5 11.4%
for the first time	Ride is free	12 4.6%	1 2.0%	2 4.9%	1 2.3%
today?	Shopping/dining discounts near station	9 3.5%	0 .0%	1 2.4%	2 4.5%
	Things to do/events near station	36 13.9%	4 8.0%	3 7.3%	3 6.8%
	Word of mouth/recommendations	40 15.4%	5 10.0%	8 19.5%	9 20.5%
	Other	11 4.2%	1 2.0%	0.0%	2 4.5%
	DK/NA	2	0	0	1

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	71	53
	Convenient/efficient way to	37	30
	get to desired destination	52.1%	56.6%
	Cost-effective/cheaper	35	21
	than driving	49.3%	39.6%
	Do not drive/no access to	8	7
	an automobile	11.3%	13.2%
What	Do not like to drive/like	7	5
ade you	being able to do things not	9.9%	9.4%
ecide to	Never rode before, wanted	20	15
se otrolink	to try	28.2%	28.3%
eekend		5	1
ervice	Ride is discounted	7.0%	1.9%
or the		1	7
rst time	Ride is free	1.4%	13.2%
oday?	Shopping/dining discounts	5	1
	near station	7.0%	1.9%
	Things to do/events near	12	14
	station	16.9%	26.4%
	Word of	10	8
	mouth/recommendations	14.1%	15.1%
		5	3
	Other	7.0%	5.7%
		1	0
	DK/NA	4 40/	0.0/

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Convenient/efficient way to get to desired destination					
	Cost-effective/cheaper than driving Do not drive/no access to an automobile					
2. What made you decide to	Do not like to drive/like being able to do things not possible if driving	a				
use Metrolink weekend	Never rode before, wanted to try					
service	Ride is discounted					
for the first time todav?	Shopping/dining discounts near station	a				
	Things to do/events near station					
	Word of mouth/recommendations by friends or family					
	Other		a			
	DK/NA	а	a			.a

the key of the category with the Results are based on two-sided tests with significance level 0.05. For each significant par smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 13

Total 267 Male 122 Female 145 Total 136 74 62 Convenient/efficient way to get to desired destination 50.9% 51.0% 50.8% Cost-effective/cheaper than driving Do not drive/no access to an automobile Do not like to drive/like being able to do things not 113 42.3% 47 62 42.8% 23 51 41.8% 24 17.6% 23 8.6% 61 15.9% 17 11.7% 38 19.7% 6 4.9% 23 Never rode before, wanted to try 22.8% 19 18.9% 26.2% Ride is discounted 7.6% 6.6% 7.1% 12 6 Ride is free 4.1% 4.5% 10 4.9% Shopping/dining discount near station Things to do/events near station Word of mouth/recommendations 4.1% 20 3.3% 17 3.7% 37 13.9% 43 13.9% 20 16.4% 13.8% 23 <u>16.1%</u> 12 15.9% Other 5.7% 4.5% 3.4% DK/NA .7%

Comparisons of Column Proportions^b

		Gen	laer
		Female	Male
		(A)	(B)
	Convenient/efficient way to get to desired destination		
	Cost-effective/cheaper than driving		
	Do not drive/no access to an automobile		
2. What made you decide to	Do not like to drive/like being able to do things not possible if driving	В	
use Metrolink	Never rode before, wanted to try		
weekend service for the	Ride is discounted Ride is free		
first time today?	Shopping/dining discounts near station		
	Things to do/events near station		
	Word of mouth/recommendations by friends or family		
	Other		
	DK/NA	а	

DKNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				LINE		
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
	Total	267	61	57	73	76
	Convenient/efficient way to get to desired destination	136 50.9%	40 65.6%	24 42.1%	35 47.9%	37 48.7%
	Cost-effective/cheaper than driving	113 42.3%	27 44.3%	28 49.1%	34 46.6%	24 31.6%
	Do not drive/no access to an automobile	47	7 11.5%	11 19.3%	8 11.0%	21 27.6%
2. What made you	Do not like to drive/like being able to do things not	23 8.6%	6 9.8%	6 10.5%	5 6.8%	6 7.9%
decide to use Metrolink	Never rode before, wanted to try	61 22.8%	15 24.6%	9 15.8%	23 31.5%	14 18.4%
weekend	Ride is discounted	19 7.1%	5 8.2%	5 8.8%	4 5.5%	5 6.6%
for the first time	Ride is free	12 4.5%	3 4.9%	2 3.5%	4 5.5%	3 3.9%
today?	Shopping/dining discounts near station	10 3.7%	0 .0%	3 5.3%	5 6.8%	2 2.6%
	Things to do/events near station	37 13.9%	9 14.8%	7 12.3%	13 17.8%	8 10.5%
	Word of mouth/recommendations	43 16.1%	8 13.1%	12 21.1%	12 16.4%	11 14.5%
	Other	12 4.5%	5 8.2%	4 7.0%	2 2.7%	1 1.3%
	DK/NA	2 .7%	0.0%	1 1.8%	1 1.4%	0 .0%

			LI	NE	
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
2. What made you decide to use Metrolink weekend service for the first time today?	Convenient/efficient way to get to desired destination Cost-effective/cheaper than driving Do not drive/no access to an automobile Do not like to drive/like being able to do things not possible if driving Never rode before, wanted to try Ride is discounted Ride is discounted Ride is free Shopping/dining discounts near station Things to do/events near station	(A)	(8)	(9)	(9)
	by friends or family Other DK/NA	a			a

category with the Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Frequency of Use			
		Total	Few times a month or more	Once a month or less		
	Total	328	189	139		
	Every Saturday and Sunday	37 11.3%	37 19.6%	0 .0%		
4 How offen	Either Saturday or Sunday (but not both)	53 16.2%	53 28.0%	0 .0%		
do you ride Metrolink on a	Few times a month	99 30.2%	99 52.4%	0 .0%		
weekend?	Once a month	48 14.6%	0.0%	48 34.5%		
	Few times a year	73 22.3%	0.0%	73 52.5%		
	Once a year or less often	18 5.5%	0.0%	18 12.9%		
	DK/NA					

Page 17

Page 18

Comparisons of Column Proportions^b

		Frequency of Use		
		Few times a month or more	Once a month or less	
		(A)	(B)	
4. How often	Every Saturday and Sunday		a	
	Either Saturday or Sunday (but not both)		a	
Metrolink on a	Few times a month		. ^a	
weekend?	Once a month	.a		
	Few times a year	. ^a		
	Once a year or less often	.a		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Weekday Use	
		Total	Yes	No
	Total	332	133	199
	Every Seturday and	37	20	17
	Sunday	11.1%	15.0%	8.5%
	Either Saturday or Sunday	53	29	24
	(but not both)	16.0%	21.8%	12.1%
4. How often	b. How often Io you ride Few times a month	99	42	57
do you ride		29.8%	31.6%	28.6%
Metrolink on a	Ones a manth	48	17	31
weekenar	Once a month	14.5%	12.8%	15.6%
	Four times a year	73	23	50
	rew tilles a year	22.0%	17.3%	25.1%
	0	18	0 18	
	Once a year or less often	5.4%	.0%	9.0%
		4	2	2
	DK/NA	1.2%	1.5%	1.0%

Comparisons of Column Proportions^b

		Weekday Use	
		Yes	No
		(A)	(B)
4. How often	Every Saturday and Sunday		
	Either Saturday or Sunday (but not both)	в	
do you ride	Few times a month		
Metrolink on a weekend?	Once a month		
	Few times a year		
	Once a year or less often	. ^a	
	DK/NA		

EVINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
	Total	332	37	71	69	67
	Even: Seturday and	37	3	4	12	7
	Sunday	11.1%	8.1%	5.6%	17.4%	10.4%
	Either Saturday or Sunday	53	2	12	11	13
	(but not both)	16.0%	5.4%	16.9%	15.9%	19.4%
4. How often	Few times a month	99	17	21	21	22
do you ride		29.8%	45.9%	29.6%	30.4%	32.8%
Metrolink on a	Once a month	48	8	12	6	8
weekenar		14.5%	21.6%	16.9%	8.7%	11.9%
	E	73	6	15	12	17
	Few times a year	22.0%	16.2%	21.1%	17.4%	25.4%
	0	18	0	6	5	0
	Once a year or less often	5.4%	.0%	8.5%	7.2%	.0%
		4	1	1	2	0
	DK/NA	1.2%	2.7%	1.4%	2.9%	.0%

		4	Age
		45 to 54	55 and over
	Total	48	40
	Even Octorial and	6	5
	Sunday	12.5%	12.5%
	Either Saturday or Sunday	6	9
	(but not both)	12.5%	22.5%
4. How often	E	12	6
do you ride	Few times a month	25.0%	15.0%
Metrolink on a	0	8	6
weekend?	Once a month	16.7%	15.0%
	From the second	13	10
	Few times a year	27.1%	25.0%
	0	3	4
	Once a year or less often	6.3%	10.0%
	DKALA	0	0
	DK/NA	.0%	.0%

			A	ge	
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Every Saturday and Sunday				
4. How often	Either Saturday or Sunday (but not both)				
do you ride Motrolink on a	Few times a month	F			
weekend?	Once a month				
	Few times a year				
	Once a year or less often	.a			.a
	DK/NA				.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions^b

		Age	
		45 to 54	55 and over
		(E)	(F)
	Every Saturday and Sunday		
4. How often	Either Saturday or Sunday (but not both)		
do you ride	Few times a month		
Metrolink on a weekend?	Once a month		
	Few times a year		
	Once a year or less often		
	DK/NA	а	а

UKNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			L	evel of Education	n	
		Total	High School or less	Some college	College graduate	Graduate school
	Total	330	132	97	57	44
	Every Saturday and Sunday	37 11.2%	16 12.1%	14 14.4%	4 7.0%	3 6.8%
	Either Saturday or Sunday (but not both)	53 16.1%	20 15.2%	17 17.5%	10 17.5%	6 13.6%
4. How often do you ride	Few times a month	99 30.0%	46 34.8%	24 24.7%	19 33.3%	10 22.7%
Metrolink on a weekend?	Once a month	48 14.5%	18 13.6%	13 13.4%	7 12.3%	10 22.7%
	Few times a year	73 22.1%	24 18.2%	24 24.7%	12 21.1%	13 29.5%
	Once a year or less often	17 5.2%	6 4.5%	4 4.1%	5 8.8%	2 4.5%
	DK/NA	3 .9%	2 1.5%	1 1.0%	0 .0%	0 .0%

Page 21

Comparisons of Column Proportions^b

			Level of I	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
4. How often do you ride Metrolink on a weekend?	Every Saturday and Sunday Either Saturday or Sunday (but not both) Few times a month Once a month Few times a year Once a year or less often			a	a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
 The neuronal neuronal is summarized by second with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			E	thnicity	
		Total	Caucasian	Latino(a)/ Hispanic	African- American
	Total	328	188	62	29
	Eveny Seturday and	37	20	11	3
	Sunday	11.3%	10.6%	17.7%	10.3%
	Either Saturday or Sunday	53	24	14	7
	(but not both)	16.2%	12.8%	22.6%	24.1%
4. How often do you ride	Few times a month	97	59	13	8
		29.6%	31.4%	21.0%	27.6%
Metrolink on a	Once a month	48	27	10	3
weekenur	Once a month	14.6%	14.4%	16.1%	10.3%
	For times a year	72	45	10	6
	rew times a year	22.0%	23.9%	16.1%	20.7%
	Once a year or loss often	17	10	4	2
	Once a year or less often	5.2%	5.3%	6.5%	6.9%
	DK/NA	4	3	0	0
	DK/NA	1.2%	1.6%	.0%	.0%

		Ethnicity		
		Asian	Other	
	Total	31	18	
	Every Saturday and Sunday	2 6.5%	1 5.6%	
	Either Saturday or Sunday (but not both)	5 16.1%	3 16.7%	
4. How often do you ride	Few times a month	9 29.0%	8 44.4%	
Metrolink on a weekend?	Once a month	7 22.6%	1 5.6%	
	Few times a year	6 19.4%	5 27.8%	
	Once a year or less often	1 3.2%	0 .0%	
	DK/NA	1 3.2%	0 .0%	

Comparisons of Column Proportions^b

		Ethnicity				
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
	Every Saturday and Sunday					
4. How often	Either Saturday or Sunday (but not both)					
do you ride Metrolink on a	Few times a month Once a month					
weekend?	Few times a year					
	Once a year or less often					.a
	DK/NA		. ^a	. ^a		. ^a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household	I Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	323	63	45	62
	Every Saturday and	37	7	9	8
	Sunday	11.5%	11.1%	20.0%	12.9%
	Either Saturday or Sunday	53	9	11	14
	(but not both)	16.4%	14.3%	24.4%	22.6%
4. How often	Even the second second	96	17	16	12
do you ride	Few times a month	29.7%	27.0%	35.6%	19.4%
Metrolink on a	Once a month	46	8	3	14
weekendr	Once a monun	14.2%	12.7%	6.7%	22.6%
	For times a war	71	15	4	12
	rew times a year	22.0%	23.8%	8.9%	19.4%
	Once a year or loss offen	16	6	0	2
	Once a year or less often	5.0%	9.5%	.0%	3.2%
	DK/NA	4	1	2	0
	DK/NA	1.2%	1.6%	4.4%	.0%

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	93	60
	Every Saturday and	10	3
	Sunday	10.8%	5.0%
	Either Saturday or Sunday	12	7
	(but not both)	12.9%	11.7%
4. How often	Few times a month	32	19
do you ride		34.4%	31.7%
Metrolink on a	Once a month	11	10
weekenur	Once a month	11.8%	16.7%
	Four times a year	21	19
	rew unies a year	22.6%	31.7%
	Once a year or loss often	7	1
	Once a year of less often	7.5%	1.7%
	DK/NA	0	1
	DKINA	.0%	1.7%

			Ho	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Every Saturday and Sunday					
4. How often do you ride Metrolink on a weekend?	Either Saturday or Sunday (but not both)					
	Few times a month					
	Once a month					
	Few times a year					
	Once a year or less often		. ^a			
	DK/NA			.a	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

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Page 25

			Gender	
		Total	Female	Male
	Total	332	144	188
	Every Saturday and Sunday	37	14	23
		11.1%	9.7%	12.2%
	Either Saturday or Sunday	53	23	30
	(but not both)	16.0%	16.0%	16.0%
4. How often	Few times a month	99	44	55
do you ride		29.8%	30.6%	29.3%
Metrolink on a	Once a month	48	22	26
weekenur		14.5%	15.3%	13.8%
	Few times a year	73	33	40
	rew tilles a year	22.0%	22.9%	21.3%
	Once a year or loss often	18	6	12
	Once a year of less often	5.4%	4.2%	6.4%
	DK/NA	4	2	2
	DIVINA	1.2%	1.4%	1.1%

Comparisons of Column Proportions^a

		Gen	ıder
		Female	Male
		(A)	(B)
4. How often do you ride Metrolink on a weekend?	Every Saturday and Sunday Either Saturday or Sunday (but not both) Few times a month Once a month Few times a year Once a year or less often DK/NA		

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

LINE OC Outbou IEOC Inboun IEOC Outbour Total OC Inbound 332 73 70 100 89 Total 37 4 12 10 11 Every Saturday and Sunday 11.1% 5.5% 17.1% 10.0% 12.4% 53 16.0% 99 Either Saturday or Sunday (but not both) 21 23.6% 22 <u>11.4%</u> 25 <u>17.0%</u> 32 9.6% 20 do you ride Metrolink o Few times a month 29.8% 48 14.5% 73 35.7% 10 14.3% 14 24.7% 14 15.7% 17 27.4% 14 32.0% 10 Once a month 19.2% 23 10.0% 19 Few times a year 22.0% 18 <u>19.0%</u> 11 31.5% 20.0% 19.1% Once a year or less often 5.4% 11.0% 3.4% 4.1% 1.4% DK/NA 1.2% 2.7% .0% 1.0% 1.1%

Comparisons of Column Proportions^b

		LINE				
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound	
		(A)	(B)	(C)	(D)	
4. How often do you ride Metrolink on a weekend?	Every Saturday and Sunday					
	Either Saturday or Sunday (but not both)					
	Few times a month Once a month					
	Few times a year					
	Once a year or less often DK/NA		.a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-Ti	me Weekend	Riders
		Total	Yes	No
	Total	599	267	332
	Erro Station Desmation	33	15	18
	Free Station Promotion	5.5%	5.6%	5.4%
	Fun Guide	13	4	9
	- an oando	2.2%	1.5%	2.7%
	Motrolink Noweletter	51	14	37
	Metrollik Newsletter	8.5%	5.2%	11.1%
	Motrolink Wabsita	145	48	97
5 How did	metrollink Website	24.2%	18.0%	29.2%
vou hear	Public service	6	1	5
about	announcement (PSA) on	1.0%	.4%	1.5%
Metrolink's	Nowe article	19	6	13
weekend	News allicle	3.2%	2.2%	3.9%
service?	Newspaper additionant	18	10	8
	Newspaper ad/insen	3.0%	3.7%	2.4%
	OCTA Michaita	26	7	19
	OCTA Website	4.3%	2.6%	5.7%
	Mercul of an endly	222	127	95
	word of mouth	37.1%	47.6%	28.6%
	Other	65	34	31
	Other	10.9%	12.7%	9.3%
	DKALA	1	1	0
	DK/NA	20/	49/	0.0/

		First-Time Weekend Riders		
		Yes No		
		(A)	(B)	
	Free Station Promotion			
	Fun Guide			
	Metrolink Newsletter		Α	
	Metrolink Website		А	
5. How did you hear about Metrolink's weekend service?	Public service announcement (PSA) on local cable access channel News article			
	Newspaper ad/insert			
	OCTA Website			
	Word of mouth	В		
	Other			
	DICALA		а	

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 29

			Frequency of	Use
		Total	Few times a month or more	Once a month or less
	Total	328	189	139
	Free Station Promotion	17 5.2%	9 4.8%	8 5.8%
	Fun Guide	9 2.7%	6 3.2%	3 2.2%
	Metrolink Newsletter	37 11.3%	28 14.8%	9 6.5%
5. How did	Metrolink Website	96 29.3%	51 27.0%	45 32.4%
you hear about	Public service announcement (PSA) on	5 1.5%	3 1.6%	2 1.4%
Metrolink's weekend	News article	12 3.7%	5 2.6%	7 5.0%
30141001	Newspaper ad/insert	8 2.4%	2 1.1%	6 4.3%
	OCTA Website	19 5.8%	13 6.9%	6 4.3%
	Word of mouth	94 28.7%	58 30.7%	36 25.9%
	Other	31 9.5%	14 7.4%	17 12.2%
	DK/NA			

Comparisons of Column Proportions^a

		Frequence	cy of Use
		Few times a month or more	Once a month or less
		(A)	(B)
	Free Station Promotion		
	Fun Guide		
	Metrolink Newsletter	В	
5. How did	Metrolink Website		
you hear about Metrolink's weekend service?	Public service announcement (PSA) on local cable access channel		
	News article		
	Newspaper ad/insert		
	OCTA Website		
	Word of mouth		
	Other		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 30

		Weekday Use			
		Total	Yes	No	
	Total	600	191	409	
	Free Station Promotion	33	10	23	
	Fun Guide	14	4	10	
	- un outdo	2.3%	2.1%	2.4%	
	Metrolink Newsletter	51 8.5%	26 13.6%	25 6.1%	
E Manualia	Metrolink Website	145 24.2%	52 27.2%	93 22.7%	
you hear	Public service announcement (PSA) on	6 1.0%	1 .5%	5 1.2%	
Metrolink's weekend	News article	19 3.2%	4 2.1%	15 3.7%	
service?	Newspaper ad/insert	18 3.0%	0 .0%	18 4.4%	
	OCTA Website	26 4.3%	7 3.7%	19 4.6%	
	Word of mouth	222 37.0%	60 31.4%	162 39.6%	
	Other	65 10.8%	27 14.1%	38 9.3%	
	DK/NA	1 .2%	0 .0%	1 .2%	

Comparisons of Column Proportions^b

		Weekd	ay Use
		Yes	No
		(A)	(B)
	Free Station Promotion		
5. How did you hear about Metrolink's weekend service?	Fun Guide		
	Metrolink Newsletter	В	
	Metrolink Website		
	Public service announcement (PSA) on local cable access channel		
	News article		
	Newspaper ad/insert	. ^a	
	OCTA Website		
	Word of mouth		
	Other		
	DICALA		

 DKINA
 .a

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion.
 a. This category is not used in comparisons because its column proportion is equal to zero or one.

 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
	Total	599	73	128	126	118
	Eros Station Promotion	33	4	5	6	4
	Free Station Fromotion	5.5%	5.5%	3.9%	4.8%	3.4%
	Euro Cuide	14	0	1	6	1
	Fun Guide	2.3%	.0%	.8%	4.8%	.8%
	Metrolink Neuroletter	51	5	7	15	7
	wetrolink newsletter	8.5%	6.8%	5.5%	11.9%	5.9%
	Metrolink Website	145	3	50	33	33
E Linux dist		24.2%	4.1%	39.1%	26.2%	28.0%
5. How did you hear about Metrolink's	Public service announcement (PSA) on	6	0	1	1	1
		1.0%	.0%	.8%	.8%	.8%
	News article	19	2	3	2	2
weekend		3.2%	2.7%	2.3%	1.6%	1.7%
service?	Neuropener ed/incert	18	5	2	2	5
	Newspaper au/insert	3.0%	6.8%	1.6%	1.6%	4.2%
	OCTA Mahaita	26	3	6	7	5
	OCTA Websile	4.3%	4.1%	4.7%	5.6%	4.2%
	Word of mouth	221	43	42	46	39
	Word of modeli	36.9%	58.9%	32.8%	36.5%	33.1%
	Othor	65	8	11	8	21
	Other	10.9%	11.0%	8.6%	6.3%	17.8%
	DK/MA	1	0	0	0	0
	DRINA	.2%	.0%	.0%	.0%	.0%

		ļ	Age
		45 to 54	55 and over
	Total	79	75
		10	4
	Free Station Promotion	12.7%	5.3%
	Ever Cuide	2	4
	Fun Guide	2.5%	5.3%
	Meteolisk Neurolettes	7	10
	wetrolink Newsletter	8.9%	13.3%
	Metrolink Website	14	12
5 How did		17.7%	16.0%
vou hear	Public service announcement (PSA) on	1	2
about		1.3%	2.7%
Metrolink's	News article	5	5
weekend		6.3%	6.7%
service?	Newspaper ed/incert	3	1
	Newspaper ad/insert	3.8%	1.3%
		5	0
	OCTA Website	6.3%	.0%
	Word of mouth	19	32
	word of mouth	24.1%	42.7%
	Other	13	4
	Other	16.5%	5.3%
	DKALA	0	1
	DK/NA	0%	1.3%

			A	ge	
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Free Station Promotion				
	Fun Guide	. ^a			
	Metrolink Newsletter				
	Metrolink Website		AEF	А	A
5. How did you hear about Metrolink's weekend service?	Public service announcement (PSA) on local cable access channel News article	a			
	Newspaper ad/insert				
	OCTA Website				
	Word of mouth Other	BCDE			
	DIZALA	8	8	8	а

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Page 33

Comparisons of Column Proportions^b

		Age	
		45 to 54	55 and over
		(E)	(F)
5. How did you hear about Metrolink's weekend	Free Station Promotion Fun Guide Metrolink Newsletter Metrolink Website Public service announcement (PSA) on local cable access channel News article		
service?	Newspaper ad/insert OCTA Website Word of mouth		.a
	Other DK/NA	а	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Level of Education					
		Total	High School or less	Some college	College graduate	Graduate school	
	Total	598	233	179	110	76	
	Eres Station Dramation	33	12	5	8	8	
	Free Station Promotion	5.5%	5.2%	2.8%	7.3%	10.5%	
	Fun Guide	14	4	6	2	2	
	Tun Guide	2.3%	1.7%	3.4%	1.8%	2.6%	
	Metrolink Newsletter	51	20	16	8	7	
	Metrollink Newsletter	8.5%	8.6%	8.9%	7.3%	9.2%	
	Metrolink Website	145	39	48	35	23	
5 How did		24.2%	16.7%	26.8%	31.8%	30.3%	
vou hear	Public service announcement (PSA) on	6	3	3	0	0	
about		1.0%	1.3%	1.7%	.0%	.0%	
Metrolink's	News article	19	7	6	2	4	
weekend		3.2%	3.0%	3.4%	1.8%	5.3%	
service?	Newspaper ad/insert	18	9	7	1	1	
	Newspaper admisert	3.0%	3.9%	3.9%	.9%	1.3%	
	OCTA Website	26	10	6	6	4	
	COTA HEDSILE	4.3%	4.3%	3.4%	5.5%	5.3%	
	Word of mouth	220	110	59	37	14	
	Hord of moduli	36.8%	47.2%	33.0%	33.6%	18.4%	
	Other	65	19	22	11	13	
	Stille	10.9%	8.2%	12.3%	10.0%	17.1%	
	DK/NA	1	0	1	0	0	
	Bronz	.2%	.0%	.6%	.0%	.0%	

Page 34

Comparisons of Column Proportions^b Level of Education High School less (A) Some college College graduate Graduat school (B) (C) (D) Free Station Promotion Fun Guide Metrolink Newsletter Metrolink Website Public service announcement (PSA) on local cable access channel News article А а а News article Newspaper ad/insert OCTA Website Word of mouth Other DK/NA ВD

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			E	Ethnicity	
		Total	Caucasian	Latino(a)/ Hispanic	African- American
	Total	596	331	125	56
	Free Station Promotion	33 5.5%	21 6.3%	4 3.2%	2 3.6%
	Fun Guide	14 2.3%	11 3.3%	3 2.4%	0 .0%
	Metrolink Newsletter	50 8.4%	23 6.9%	13 10.4%	5 8.9%
E blann did	Metrolink Website	145 24.3%	82 24.8%	29 23.2%	13 23.2%
you hear	Public service announcement (PSA) on	6 1.0%	4 1.2%	2 1.6%	0 .0%
Metrolink's weekend	News article	19 3.2%	13 3.9%	2 1.6%	0 .0%
service?	Newspaper ad/insert	17 2.9%	6 1.8%	6 4.8%	3 5.4%
	OCTA Website	25 4.2%	13 3.9%	5 4.0%	1 1.8%
	Word of mouth	221 37.1%	118 35.6%	49 39.2%	26 46.4%
	Other	65 10.9%	40 12.1%	12 9.6%	5 8.9%
	DK/NA	1	0	0	1 1.8%

		Ethnicity		
		Asian	Other	
	Total	52	32	
	Free Station Promotion	3 5.8%	3 9.4%	
	Fun Guide	0 .0%	0 .0%	
	Metrolink Newsletter	6 11.5%	3 9.4%	
5 How did	Metrolink Website	13 25.0%	8 25.0%	
you hear about	Public service announcement (PSA) on	0 .0%	0 .0%	
Metrolink's weekend	News article	1 1.9%	3 9.4%	
service?	Newspaper ad/insert	0 .0%	2 6.3%	
	OCTA Website	4 7.7%	2 6.3%	
	Word of mouth	20 38.5%	8 25.0%	
	Other	5 9.6%	3 9.4%	
	DK/NA	0 .0%	0 .0%	
		.0 /8	.076	

Comparisons of Column Proportions^b

		Ethnicity				
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
5. How did	Free Station Promotion Fun Guide Metrolink Newsletter Metrolink Website Public service			a	a	a
you hear about Metrolink's weekend	announcement (PSA) on local cable access channel News article			a	а а	a
service?	OCTA Website Word of mouth Other DK/NA	a	а		a	a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household	Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	583	113	86	106
	Free Otestica Decementica	32	7	7	3
	Free Station Promotion	5.5%	6.2%	8.1%	2.8%
	Eup Guide	14	1	0	3
	Tun Guide	2.4%	.9%	.0%	2.8%
	Metrolink Newsletter	51	13	12	10
		8.7%	11.5%	14.0%	9.4%
	Metrolink Website	143	20	16	28
5 How did		24.5%	17.7%	18.6%	26.4%
you hear	Public service	6	3	1	0
about	announcement (PSA) on	1.0%	2.7%	1.2%	.0%
Metrolink's	News article	18	5	0	5
weekend	News allicle	3.1%	4.4%	.0%	4.7%
service?	Newspaper ad/incert	18	5	2	3
	Newspaper au/Insert	3.1%	4.4%	2.3%	2.8%
	OCTA Website	24	7	3	5
	OCTA Website	4.1%	6.2%	3.5%	4.7%
	Word of mouth	214	40	34	43
	Word of mouth	36.7%	35.4%	39.5%	40.6%
	Othor	62	12	11	6
	Outer	10.6%	10.6%	12.8%	5.7%
	DKINA	1	0	0	0
	DK/NA	.2%	.0%	.0%	.0%

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	164	114
	Free Station Promotion	7 4.3%	8 7.0%
	Fun Guide	7 4.3%	3 2.6%
	Metrolink Newsletter	10 6.1%	6 5.3%
5 How did	Metrolink Website	44 26.8%	35 30.7%
you hear about	Public service announcement (PSA) on	2 1.2%	0 .0%
Metrolink's weekend	News article	7 4.3%	1 .9%
service?	Newspaper ad/insert	5 3.0%	3 2.6%
	OCTA Website	3 1.8%	6 5.3%
	Word of mouth	66 40.2%	31 27.2%
	Other	13 7.9%	20 17.5%
	DK/NA	0 .0%	1 .9%

		Household Income				
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
5. How did you hear about Metrolink's weekend service?	Free Station Promotion Fun Guide Metrolink Newsletter Metrolink Website Public service announcement (PSA) on local cable access channel News article Newspaper ad/insert OCTA Muchanism		a .a	a		a
	Word of mouth Other					
	DK/NA	.a	.a	.a	. ^a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 37

Total 600 Female 290 Male 310 Total 33 18 15 Free Station Promotion 5.5% 14 5.2% 5.8% Fun Guide 2.3% 51 8.5% 145 24.2% 9 2.9% 30 9.7% 75 24.2% 1.7% Metrolink Newsletter 7.2% link Website 24.1% Public service announcement (PSA) on 1.0% 19 .3% 1.6% 2.9% 11 3.2% 18 3.4% Newspaper ad/insert 3.0% 26 4.3% 222 37.0% 65 3.5% 14 4.5% 107 2.4% OCTA Website 4.1% Word of mouth 34.5% 31 10.0% 39.7% 34 Other 10.8% 11.7%

Comparisons of Column Proportions^b

DK/NA

		Gen	der
		Female	Male
		(A)	(B)
5. How did you hear about Metrolink's weekend service?	Free Station Promotion Fun Guide Metrolink Newsletter Metrolink Website Public service announcement (PSA) on local cable access channel News article Newspaper ad/insert OCTA Website Word of mouth Other		
		а	

DKINA - " Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

2%

0%

		LINE						
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound		
	Total	600	134	127	174	165		
	Free Station Promotion	33 5.5%	6 4.5%	9 7.1%	7 4.0%	11 6.7%		
	Fun Guide	14 2.3%	2 1.5%	0 .0%	9 5.2%	3 1.8%		
	Metrolink Newsletter	51 8.5%	7 5.2%	9 7.1%	17 9.8%	18 10.9%		
5 How did	Metrolink Website	145 24.2%	37 27.6%	31 24.4%	48 27.6%	29 17.6%		
you hear about	Public service announcement (PSA) on	6 1.0%	0 .0%	0 .0%	1 .6%	5 3.0%		
Metrolink's weekend	News article	19 3.2%	8 6.0%	5 3.9%	4 2.3%	2 1.2%		
service?	Newspaper ad/insert	18 3.0%	4 3.0%	1 .8%	4 2.3%	9 5.5%		
	OCTA Website	26 4.3%	5 3.7%	5 3.9%	4 2.3%	12 7.3%		
	Word of mouth	222 37.0%	42 31.3%	49 38.6%	71 40.8%	60 36.4%		
	Other	65 10.8%	23 17.2%	18 14.2%	9 5.2%	15 9.1%		
	DK/NA	1 .2%	0 .0%	0 .0%	0 .0%	1 .6%		

Comparisons of Column Proportions^b

			LI	NE	
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
	Free Station Promotion Fun Guide Metrolink Newsletter		.a		
5. How did you hear about	Metrolink Website Public service announcement (PSA) on local cable access channel	a	a		
weekend service?	News article Newspaper ad/insert OCTA Website				
	Word of mouth Other	с	с		
	DK/NA	. ^a	. ^a	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 40

		First-Ti	me Weekend	Riders
		Total	Yes	No
	Total	599	267	332
	Aware	294	128	166
6A. Once a month, the	Aware	49.1%	47.9%	50.0%
free.	Not Aware	303	137	166
		50.6%	51.3%	50.0%
	DK/NA	.3%	.7%	.0%
	Total	599	267	332
CD Minister of Constant	Aware	433	168	265
6B. Weekend fare is		72.3%	62.9%	79.8%
regular weekday fare.	Not Aware	159 26.5%	96 36.0%	63 19.0%
	DICALA	7	3	4
	DK/NA	1.2%	1.1%	1.2%
	Total	599	267	332
6C. Some shops and	A	313	137	176
restaurants around	Aware	52.3%	51.3%	53.0%
discounts to weekend	Not Aware	279	125	154
riders.		46.6%	46.8%	46.4%
	DK/NA	7	5	2
		1.2%	1.9%	.0%
6D. Metrolink stations are	Total	599	207	332
destinations, such as the	Aware	502	208	294
beach, Disneyland,		83.8%	77.9%	88.6%
Oceanside, and	Not Aware	97	59	38
Downtown L.A.		16.2%	22.1%	11.4%
	Total	555	207	070
6E. Metrolink stations are	Aware	456 76.1%	184	272
very close to fairs, festivals, and other		136	77	59
community events	Not Aware	22.7%	28.8%	17.8%
		7	6	1
	DRINA	1.2%	2.2%	.3%
	Total	599	267	332
	Aware	387	154	233
6F. Up to 3 children ages	Aware	64.6%	57.7%	70.2%
6 or under ride for free	Not Aware	193	106	87
		32.2%	39.7%	20.2%
	DK/NA	3.2%	2.6%	3.6%
	Total	599	267	332
		394	144	250
6G. There are free bus	Aware	65.8%	53.9%	75.3%
connections to and from Metrolink stations	Not Aware	204	122	82
metrolink stations.	Not Aware	34.1%	45.7%	24.7%
	DK/NA	1	1	0
		.2%	.4%	.0%

		First-Time Rid	Weekend ers
		Yes	No
		(A)	(B)
6A. Once a month, the	Aware		
weekend ride have been	Not Aware		
free.	DK/NA		. ^a
6B. Weekend fare is	Aware		A
discounted to half of the	Not Aware	В	
regular weekday fare.	DK/NA		
6C. Some shops and	Aware		
restaurants around	Not Aware		
Metrolink stations offer	DK/NA		
6D. Metrolink stations are	Aware		A
very close to recreational	Not Aware	В	
6E. Metrolink stations are	Aware		А
very close to fairs,	Not Aware	В	
festivals, and other	DK/NA	в	
	Aware		А
6F. Up to 3 children ages	Not Aware	в	
6 or under ride for free	DK/NA		
6G. There are free bus	Aware		А
connections to and from	Not Aware	В	
Metrolink stations.	DK/NA		а

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Page 41

Page 42

Comparisons of Column Proportions^b

		Frequence	sy or use
		Few times a month or more	Once a month or less
		(A)	(B)
6A. Once a month, the	Aware		
free.	Not Aware		
	Aware		
6B. Weekend fare is discounted to half of the	Not Aware		
regular weekday fare.	DK/NA		a
6C. Some shops and	Aware		
restaurants around	Not Aware		
Metrolink stations offer	DK/NA		
6D. Metrolink stations are	Aware		A
very close to recreational	Not Aware	В	
6E. Metrolink stations are	Aware		
very close to fairs,	Not Aware		
restivals, and other	DK/NA		. ^a
6E Up to 2 shildron ages	Aware		A
6 or under ride for free	Not Aware	В	
	DK/NA		
6G. There are free bus	Aware		
connections to and from	Not Aware		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Frequency of	Use
		Total	Few times a month or more	Once a month or less
	Total	328	189	139
6A. Once a month, the weekend ride have been	Aware	164 50.0%	93 49.2%	71 51.1%
free.	Not Aware	164 50.0%	96 50.8%	68 48.9%
	DK/NA			
	Total	328	189	139
6B. Weekend fare is	Aware	261 79.6%	147 77.8%	114 82.0%
discounted to half of the regular weekday fare.	Not Aware	63 19.2%	38 20.1%	25 18.0%
	DK/NA	4 1.2%	4 2.1%	0 .0%
	Total	328	189	139
6C. Some shops and restaurants around	Aware	173 52.7%	93 49.2%	80 57.6%
Metrolink stations offer discounts to weekend	Not Aware	153 46.6%	95 50.3%	58 41.7%
illers.	DK/NA	2 .6%	1 .5%	1 .7%
6D. Metrolink stations are	Total	328	189	139
destinations, such as the	Aware	290	160	130
beach, Disneyland, Oceanside, and Downtown L.A.	Not Aware	38 11.6%	29 15.3%	93.5%
	Total	328	189	139
6E. Metrolink stations are	Aware	268 81.7%	148 78.3%	120 86.3%
festivals, and other community events	Not Aware	59 18.0%	40 21.2%	19 13.7%
	DK/NA	1 .3%	1 .5%	0 .0%
	Total	328	189	139
6F. Up to 3 children ages	Aware	229 69.8%	121 64.0%	108 77.7%
6 or under ride for free	Not Aware	87 26.5%	58 30.7%	29 20.9%
	DK/NA	12 3.7%	10 5.3%	2 1.4%
	Total	328	189	139
6G. There are free bus connections to and from	Aware	246 75.0%	141 74.6%	105 75.5%
Metrolink stations.	Not Aware	82 25.0%	48 25.4%	34 24.5%
	DK/NA			

			Weekday Use	
		Total	Yes	No
	Total	600	191	409
		294	91	203
6A. Once a month, the	Aware	49.0%	47.6%	49.6%
weekend ride have been		304	99	205
free.	Not Aware	50.7%	51.8%	50.1%
	DKALA	2	1	1
	DK/NA	.3%	.5%	.2%
	Total	600	191	409
	A	434	152	282
6B. Weekend fare is	Aware	72.3%	79.6%	68.9%
discounted to half of the	Not Aware	159	38	121
regular weekday lare.	NOLAWATE	26.5%	19.9%	29.6%
	DK/NA	7	1	6
		1.2%	.5%	1.5%
	Total	600	191	409
6C. Some shops and		313	101	212
restaurants around	Aware	52.2%	52.9%	51.8%
Metrolink stations offer	Not Awara	280	88	192
discounts to weekend	NOL Aware	46.7%	46.1%	46.9%
ilders.		7	2	5
	DIVINA	1.2%	1.0%	1.2%
6D. Metrolink stations are	Total	600	191	409
very close to recreational		502	168	334
beach, Disneyland,	Aware	83.7%	88.0%	81.7%
Oceanside, and	Not Awara	98	23	75
Downtown L.A.	NOLAWAIE	16.3%	12.0%	18.3%
	Total	600	191	409
6F Metrolink stations are	Awara	456	151	305
very close to fairs,	Aware	76.0%	79.1%	74.6%
festivals, and other	Not Aware	137	39	98
community events		22.8%	20.4%	24.0%
	DK/NA	1 29/	1	6
		600	.5%	1.5%
	Total	000	101	403
	Aware	388	137	251
6F. Up to 3 children ages		64.7%	71.7%	61.4%
6 or under ride for free	Not Aware	193	50	143
		32.2%	26.2%	35.0%
	DK/NA	3.2%	2 1%	15
	Total	600	191	409
	rotai			
6G There are free buc	Aware	394	142	252
connections to and from		65.7%	74.3%	61.6%
Metrolink stations.	Not Aware	205	49	156
		34.2%	25.7%	38.1%
	DK/NA	2%	0%	2%
		.2.70	.070	.2 /0

		Weekd	ay Use
		Yes	No
		(A)	(B)
6A. Once a month, the	Aware		
weekend ride have been	Not Aware		
free.	DK/NA		
6B. Weekend fare is	Aware	В	
discounted to half of the	Not Aware		A
regular weekday fare.	DK/NA		
6C. Some shops and	Aware		
restaurants around	Not Aware		
discounts to wookond	DK/NA		
6D. Metrolink stations are	Aware		
very close to recreational	Not Aware		
6E. Metrolink stations are	Aware		
very close to fairs,	Not Aware		
community events	DK/NA		
6E Up to 2 shildron ages	Aware	В	
6 or under ride for free	Not Aware		A
	DK/NA		
6G. There are free bus	Aware	В	
connections to and from	Not Aware		А
Metrolink stations.	DK/NA	.a	

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Page 45

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
	Total	599	73	128	126	118
		294	38	64	66	54
6A. Once a month, the	Aware	49.1%	52.1%	50.0%	52.4%	45.8%
weekend ride have been	Not Awara	303	35	64	60	62
iree.	NOL Aware	50.6%	47.9%	50.0%	47.6%	52.5%
	DK/NA	2	0	0	0	2
	Total	599	73	128	126	118
		434	52	94	95	87
6B. Weekend fare is	Aware	72.5%	71.2%	73.4%	75.4%	73.7%
discounted to half of the		158	21	33	30	30
regular weekday fare.	Not Aware	26.4%	28.8%	25.8%	23.8%	25.4%
	DICINIA	7	0	1	1	1
	DK/NA	1.2%	.0%	.8%	.8%	.8%
	Total	599	73	128	126	118
6C. Some shops and		312	40	69	70	60
restaurants around	Aware	52.1%	54.8%	53.9%	55.6%	50.8%
Metrolink stations offer		280	32	59	54	57
discounts to weekend	Not Aware	46.7%	43.8%	46.1%	42.9%	48.3%
riders.		7	1	0	2	1
	DK/NA	1.2%	1.4%	.0%	1.6%	.8%
6D. Metrolink stations are	Total	599	73	128	126	118
destinations such as the		501	58	110	102	105
beach, Disneyland,	Aware	83.6%	79.5%	85.9%	81.0%	89.0%
Oceanside, and	Not Aware	98	15	18	24	13
Downtown L.A.	Not Aware	16.4%	20.5%	14.1%	19.0%	11.0%
	Total	599	73	128	126	118
6E. Metrolink stations are	Aware	455	48	99	96	98
very close to fairs,		76.0%	65.8%	77.3%	76.2%	83.1%
festivals, and other	Not Aware	137	24	26	29	20
community events		22.9%	32.9%	20.3%	23.0%	16.9%
	DK/NA	1.2%	1.4%	2.3%	.8%	.0%
	Total	599	73	128	126	118
	A	388	50	78	92	79
6F. Up to 3 children ages	Aware	64.8%	68.5%	60.9%	73.0%	66.9%
6 or under ride for free	Not Aware	192	21	49	30	38
	Not Aware	32.1%	28.8%	38.3%	23.8%	32.2%
	DK/NA	19 3.2%	2	1	4 3.2%	1
	Total	599	73	128	126	118
		393	44	83	88	82
6G. There are free bus	Aware	65.6%	60.3%	64.8%	69.8%	69.5%
connections to and from	Not Awara	205	29	45	38	35
metrolink stations.	Not Aware	34.2%	39.7%	35.2%	30.2%	29.7%
		1	0	0	0	1
	DIGINA	.2%	.0%	.0%	.0%	.8%

		A	lge
		45 to 54	55 and over
	Total	79	75
		37	35
6A. Once a month, the	Aware	46.8%	46.7%
weekend ride have been	Net America	42	40
tree.	Not Aware	53.2%	53.3%
	DK/NA	0	0
	Total	79	75
		55	51
6B. Weekend fare is	Aware	69.6%	68.0%
discounted to half of the	Net America	23	21
regular weekday fare.	Not Aware	29.1%	28.0%
		1	3
	DIGINA	1.3%	4.0%
	Total	79	75
6C. Some shops and	Aware	36	37
Netrolink stations offer		45.6%	49.3%
discounts to weekend	Not Aware	40	38
riders.		50.6%	50.7%
	DK/NA	3 00/	0%
6D Metrolink stations are	T -1-1	79	.0 %
very close to recreational	Total		
destinations, such as the	Aware	65	61
beach, Disneyland,		82.3%	81.3%
Oceanside, and	Not Aware	14	14
Downtown L.A.		70	10.7%
	Total	15	75
6E. Metrolink stations are	Aware	62	52
very close to fairs,		78.5%	69.3%
festivals, and other	Not Aware	20.3%	29.3%
community events		1	1
	DK/NA	1.3%	1.3%
	Total	79	75
		50	39
6F. Up to 3 children ages	Aware	63.3%	52.0%
6 or under ride for free	Not Aware	25	29
	Not Aware	31.6%	38.7%
	DK/NA	4	7
		5.1%	9.3%
	Total	79	/5
60 Thursday (111)	Aware	49	47
bG. There are free bus connections to and from		62.0%	62.7%
Metrolink stations.	Not Aware	30	28
		38.0%	37.3%
	DK/NA	0%	0%
		.0 /0	.0 /0

			A	ge	
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
6A. Once a month, the	Aware				
weekend ride have been	Not Aware				
free.	DK/NA	.a	. ^a	. ^a	
6B. Weekend fare is	Aware				
discounted to half of the	Not Aware				
regular weekday fare.	DK/NA	. ^a			
6C. Some shops and	Aware				
restaurants around	Not Aware				
Metrolink stations offer	DK/NA		. ^a		
6D. Metrolink stations are	Aware				
very close to recreational	Not Aware				
6E. Metrolink stations are	Aware				
very close to fairs,	Not Aware				
festivals, and other	DK/NA				. ^a
	Aware			F	
6 or under ride for free	Not Aware				
o of under fide for fiee	DK/NA				
6G. There are free bus	Aware				
connections to and from	Not Aware				
Metrolink stations.	DK/NA	а	а	а	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

	Comparisons of Column		
		Age	
		45 to 54	55 and over
		(E)	(F)
6A. Once a month, the	Aware		
weekend ride have been	Not Aware		
free.	DK/NA	.a	. ^a
6B. Weekend fare is	Aware		
discounted to half of the	Not Aware		
regular weekday fare.	DK/NA		
6C. Some shops and	Aware		
restaurants around	Not Aware		
discounts to wookond	DK/NA		. ^a
6D. Metrolink stations are	Aware		
very close to recreational	Not Aware		
6E. Metrolink stations are	Aware		
festivals and other	Not Aware		
community avante	DK/NA		
6F. Up to 3 children ages	Aware		
6 or under ride for free	Not Aware		_
	DK/NA		В
6G. There are free bus	Aware		
connections to and from	Not Aware		

Results are based on two-side fests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

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b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 49

Level of Education High School or less Some college College graduate Graduate school Total 233 110 76 Total 30 294 51 91 6A. Once a month, the weekend ride have been Aware 49.2% 52.4% 50.8% 46.4% 39.5% 111 47.6% 0 302 50.5% 86 48.0% 59 53.6% 46 60.5% Not A DK/NA .0% 233 1.1% 179 .0% 110 0% 76 .3% 598 Total 433 81 6B. Weekend fare is discounted to half of the regular weekday fare. Aware 73.6% 29 26.4% 72.4% 73.8% 58 72.1% 47 67.1% 24 Not A 26.4% 24.9% 26.3% 31.6% DK/NA 1.3% 1.7% 1.3% 1.2% <u>.0%</u> 110 Total 312 50 e shops and ints around 98 Aware 52.2% 279 46.7% 54.7% 80 44.7% nts ar 57.1% 45.5% 55 40.8% Not Aw 42.5% 50.0% 59.2% DK/NA 4.5% 110 1.2% 598 .6% 179 .0% 76 .4% 233 Total ns are 501 147 95 63 196 Aware 82.1% 32 17.9% 179 83.89 84.1% 37 86.4% 82.9% 13 Not Av 13.6% 110 17.1% 76 15.9% 233 16.2% 598 Total 171 73.4% 58 455 142 88 54 76.1% 136 79.3% 36 80.0% 21 71.1% 21 Not Aware 20.1% 19.1% 22.7% 24.9% 27.6% DK/NA 1.7% 233 <u>1.3%</u> 76 1.2% 598 .6% 179 <u>.9%</u> 110 Total 155 66.5% 70 123 68.7% 50 387 39 Aware 64.7% 192 63.6% 38 <u>51.3%</u> 34 6F. Up to 3 children ages 6 or under ride for free Not Aware <u>32.1%</u> 19 30.0% 27.9% 34.5% 44.7% DK/NA 3.4% 179 1.8% 110 3.9% 76 3.2% 598 3.4% 233 Total 148 63.5% 85 126 70.4% 53 393 46 6G. There are free bus connections to and from Metrolink stations. Aware 66.4% 37 65.7% 204 60.5% 29 Not Aware 33.6% 0 .0% 34.1% 36.5% 0 29.6% 38.2% DK/NA

Comparisons of Column Proportions^b

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
6A. Once a month, the	Aware				
weekend ride have been	Not Aware				
free.	DK/NA	. ^a		.a	.a
6B. Weekend fare is	Aware				
discounted to half of the	Not Aware			-	
regular weekday fare.	DK/NA				
6C. Some shops and	Aware				
Metrolink stations offer	Not Aware				
discounts to wookond	DK/NA			A	."
6D. Metrolink stations are	Aware				
very close to recreational	Not Aware				
6E. Metrolink stations are	Aware				
festivals and other	Not Aware				
community overte	DK/NA		_		
6F. Up to 3 children ages	Aware		D		
6 or under ride for free	Not Aware				
	DK/NA				
6G. There are free bus	Aware				
connections to and from	Not Aware			-	
Metrolink stations.	DK/NA	.a	.a	.a	

smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

1.3%

		Ethnicity				
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
	Total	596	331	125	56	
		292	149	63	30	
6A. Once a month, the weekend ride have been free.	Aware	49.0%	45.0%	50.4%	53.6%	
	Net America	302	182	60	26	
	NOLAWAIE	50.7%	55.0%	48.0%	46.4%	
		2	0	2	0	
	DIVINA	.3%	.0%	1.6%	.0%	
	Total	596	331	125	56	
	Awara	431	238	88	40	
6B. Weekend fare is	Aware	72.3%	71.9%	70.4%	71.4%	
discounted to half of the regular weekday fare.	Not Aware	158	92	33	14	
		26.5%	27.8%	26.4%	25.0%	
	DK/NA	1 001	1	4	2	
		1.2%	.3%	3.2%	3.0%	
	Total	596	331	125	50	
6C. Some shops and	A	311	159	71	31	
restaurants around	Aware	52.2%	48.0%	56.8%	55.4%	
discounts to weekend	Not Aware	278	170	53	24	
riders.		46.6%	51.4%	42.4%	42.9%	
	DK/NA	7	2	1	1	
		1.2%	.6%	.8%	1.8%	
6D. Metrolink stations are	Total	596	331	125	00	
destinations such as the	A	498	282	100	43	
beach, Disneyland,	Aware	83.6%	85.2%	80.0%	76.8%	
Oceanside, and	Not Aware	98	49	25	13	
Downtown L.A.	Not Aware	16.4%	14.8%	20.0%	23.2%	
	Total	596	331	125	56	
6F Metrolink stations are	Awara	453	249	90	46	
very close to fairs.	Aware	76.0%	75.2%	72.0%	82.1%	
festivals, and other	Not Aware	136	78	33	9	
community events		22.8%	23.6%	26.4%	16.1%	
	DK/NA	1.29/	4	2	1 00/	
		1.2%	1.2%	1.6%	1.8%	
	Total	590	- 331	120	50	
	Awara	386	203	83	39	
6F. Up to 3 children ages	Aware	64.8%	61.3%	66.4%	69.6%	
6 or under ride for free	Not Aware	192	116	37	17	
		32.2%	35.0%	29.6%	30.4%	
	DK/NA	18	12	5	0	
		3.0%	3.6%	4.0%	.0%	
	Total	330	- 331	125		
	Awara	390	210	76	42	
6G. There are free bus	Aware	65.4%	63.4%	60.8%	75.0%	
Metrolink stations	Not Aware	205	121	49	14	
metronnik stations.		34.4%	36.6%	39.2%	25.0%	
	DK/NA	1	0	0	0	
		20/0	11%	11%	11%	

		Ethn	icity
		Asian	Other
	Total	52	32
	A	28	22
6A. Once a month, the	Aware	53.8%	68.8%
free.	Not Aware	24	10
		46.2%	31.3%
	DK/NA	0	0
	Total	52	32
		38	27
6B. Weekend fare is	Aware	73.1%	84.4%
discounted to half of the		14	5
regular weekday fare.	Not Aware	26.9%	15.6%
		0	0
	BIGINA	.0%	.0%
	Total	52	32
6C. Some shops and	A	29	21
restaurants around	Aware	55.8%	65.6%
discounts to weekend	Not Aware	21	10
riders.		40.4%	31.3%
	DK/NA	3.8%	3 1%
6D Metrolink stations are	Total	52	32
very close to recreational	TOTAL	40	07
destinations, such as the	Aware	40	21
Deach, Disneyland, Oceanside, and		6	5
Downtown L.A.	Not Aware	11.5%	15.6%
	Total	52	32
6E Matrolink stations are		43	25
verv close to fairs.	Aware	82.7%	78.1%
festivals, and other	Not Aware	9	7
community events		17.3%	21.9%
	DK/NA	0%	0%
	Total	.070	.070
	TOTAL		
	Aware	38	23
6F. Up to 3 children ages		14	/1.9%
6 or under ride for free	Not Aware	26.9%	25.0%
	DICALA	0	1
	DIVINA	.0%	3.1%
	Total	52	32
	Aware	38	24
6G. There are free bus	Aware	73.1%	75.0%
Metrolink stations.	Not Aware	13	8
		25.0%	25.0%
	DK/NA	1 0%	0%
		1.370	.076

Page 53

Page 55

	A	721	04	02
6B. Weekend fare is	Aware	73.2%	74.3%	72.1%
discounted to half of the	Net America	149	26	21
regular weekday fare.	NOL Aware	25.6%	23.0%	24.4%
	DIZINIA	7	3	3
	DK/NA	1.2%	2.7%	3.5%
	Total	583	113	86
6C. Some shops and	A	308	66	45
restaurants around	Aware	52.8%	58.4%	52.3%
Metrolink stations offer discounts to weekend		269	47	39
discounts to weekend	NOL Aware	46.1%	41.6%	45.3%
riders.	DICINIA	6	0	2
	DK/NA	1.0%	.0%	2.3%
6D. Metrolink stations are	k stations are precreational s, such as the Aware 488	583	113	86
destinations such as the		488	91	67
beach. Disnevland.	Aware	83.7%	80.5%	77.9%
Oceanside, and	and, 05.7% 80.5% 77.9 d Not Aware 95 22 19 16.3% 19.5% 22.1	19		
Downtown L.A.	NOL Aware	16.3%	19.5%	22.1%
	Total	583	113	86
6E Motrolink stations are		445	84	60
very close to fairs.	Aware	76.3%	74.3%	69.8%
festivals, and other	Not Awara	131	27	24
community events	Not Aware	22.5%	23.9%	27.9%
		7	2	2
	DRINA	1.2%	1.8%	2.3%
	Total	583	113	86
	Awara	379	75	54
6F. Up to 3 children ages	Aware	65.0%	66.4%	62.8%
6 or under ride for free	Not Awara	185	35	26
	Not Aware	31.7%	31.0%	30.2%
	DK/NA	19	3	6
	DK/NA	3.3%	2.7%	7.0%
	Total	583	113	86

Aware

Not Aware DK/NA

Total

Aware

Not A DK/NA

Total

Aware

6A. Once a month, the weekend ride have beer

Comparisons	of	Column	Proportions ^b
00111pa1100110	•••	•••••	

				Ethnicity		
		Caucasian	Caucasian Latino(a)/ African- Hispanic American Asian C			
		(A)	(B)	(C)	(D)	(E)
6A. Once a month, the weekend ride have been free.	Aware Not Aware	а		а	а	а
6B. Weekend fare is discounted to half of the regular weekday fare.	Aware Not Aware	·	Δ		a	
6C. Some shops and restaurants around Metrolink stations offer	Aware Not Aware DK/NA					
6D. Metrolink stations are very close to recreational	Aware Not Aware					
6E. Metrolink stations are very close to fairs, festivals, and other	Aware Not Aware DK/NA				.a	.a
6F. Up to 3 children ages 6 or under ride for free	Aware Not Aware DK/NA			.a	.a	
6G. There are free bus connections to and from Metrolink stations.	Aware Not Aware	а	а	а		а

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 54

Household Inco

Under \$15,000

113

54.9%

51 45.1%

.0% 113

84

Total

583

292 50.1% 289 49.6%

.3% 583

427

\$15,000 to \$24,999

86

49

43 57.0% 37 43.0%

.0% 86

62

59 68.6% 27 31.4% 0 .0%

74 65.5% 39 34.5% 0

387 66.4% 195 33.4%

\$25,000 to \$49,999 106

55

51.9%

49 46.2%

1.9% 106

89

84.0% 17 16.0% 0

.0% 106

63 59.4% 42 39.6%

.9% 106

92

86.8% 14 13.2% 106

85 80.2% 20 18.9%

.9% 106

72 67.9% 32

30.2%

2 1.9% 106

71 67.0% 35 33.0% 0 .0%

6G. There are free bus connections to and from Metrolink stations.

			d Income
		\$50.000 to	\$100.000
		\$99,999	or higher
	Total	164	114
	A	81	45
6A. Once a month, the	Aware	49.4%	39.5%
free.	Not Aware	83	69
		50.6%	60.5%
	DK/NA	.0%	.0%
	Total	164	114
		118	74
6B. Weekend fare is	Aware	72.0%	64.9%
regular weekday fare.	Not Aware	46	39
rogalar noonaay laro.		28.0%	34.2%
	DK/NA	.0%	.9%
	Total	164	114
6C. Some shops and		84	50
restaurants around Metrolink stations offer discounts to weekend riders.	Aware	51.2%	43.9%
	Not Aware	77	64
		47.0%	56.1%
	DK/NA	3	0%
6D Metrolink stations are	Total	164	114
very close to recreational	Total	145	02
destinations, such as the	Aware	88.4%	81.6%
Oceanside, and		19	21
Downtown L.A.	Not Aware	11.6%	18.4%
	Total	164	114
6E. Metrolink stations are	Aware	132	84
very close to fairs,	Aware	80.5%	73.7%
festivals, and other	Not Aware	31	29
community events		10.9%	25.4%
	DK/NA	.6%	.9%
	Total	164	114
	Awara	109	69
6F. Up to 3 children ages	Aware	66.5%	60.5%
6 or under ride for free	Not Aware	49	43
		29.9%	2
	DK/NA	3.7%	1.8%
	Total	164	114
	A	115	68
6G. There are free bus	Aware	70.1%	59.6%
Metrolink stations.	Not Aware	49	45
		29.9%	39.5%
	DK/NA	.0%	.9%

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$50,000 to \$49,999 \$99,999		\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
6A. Once a month, the	Aware					
weekend ride have been	Not Aware					
free.	DK/NA	. ^a	. ^a		. ^a	. ^a
6B. Weekend fare is	Aware			E		
discounted to half of the	Not Aware					С
regular weekday fare.	DK/NA			.a	a	
6C. Some shops and	Aware					
restaurants around	Not Aware					
Metrolink stations offer	DK/NA	а				а
6D. Metrolink stations are	Aware					
very close to recreational	Not Aware					
6F Metrolink stations are	Awaro					
very close to fairs,	Not Aware					
festivals, and other						
community avanta	Awara					
6F. Up to 3 children ages	Aware Not Aware					
6 or under ride for free	Not Aware					
	DK/NA					
6G. There are free bus	Aware					
connections to and from	Not Aware					
Metrolink stations.	DK/NA	а	а	а	а	

Results are based on two-side lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 57

Page 58

Comparisons of Column Proportions^b

	Gender		
	Female	Male	
	(A)	(B)	
Aware			
Not Aware			
DK/NA			
Aware			
Not Aware			
DK/NA			
Aware			
Not Aware			
DK/NA			
Aware			
Not Aware			
Aware		A	
Not Aware	в		
DK/NA			
Aware		A	
Not Aware			
DK/NA			
Aware		A	
Not Aware	В		
DK/NA	.a		
	Aware Not Aware DK/NA Aware Not Aware DK/NA Aware Not Aware Not Aware DK/NA Aware DK/NA Aware DK/NA Aware DK/NA	Corr Female (A) Aware Not Aware DK/NA Aware Not Aware DK/NA Aware Not Aware DK/NA Aware Not Aware DK/NA Aware DK/NA Aware DK/NA Aware DK/NA	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

	Total	600	290	310
		294	134	160
6A. Once a month, the	Aware	49.0%	46.2%	51.6%
weekend ride have been		304	155	149
tree.	Not Aware	50.7%	53.4%	48.1%
	DICINIA	2	1	1
	DK/NA	.3%	.3%	.3%
	Total	600	290	310
		434	203	231
6B. Weekend fare is	Aware	72.3%	70.0%	74.5%
discounted to half of the		159	85	74
regular weekday fare.	Not Aware	26.5%	29.3%	23.9%
	DICIDIA	7	2	5
	DK/NA	1.2%	.7%	1.6%
	Total	600	290	310
6C. Some shops and	A	313	143	170
restaurants around Metrolink stations offer discounts to weekend riders.	Aware	52.2%	49.3%	54.8%
	Net Auren	280	143	137
discounts to weekend	Not Aware	46.7%	49.3%	44.2%
liders.	DK/NA	7	4	3
	DIVINA	1.2%	1.4%	1.0%
6D. Metrolink stations are	Total	600	290	310
destinations, such as the	A	502	240	262
beach, Disneyland,	Aware	83.7%	82.8%	84.5%
Oceanside, and	Not Aware	98	50	48
Downtown L.A.	Not Aware	16.3%	17.2%	15.5%
	Total	600	290	310
6F Metrolink stations are	Awara	456	208	248
very close to fairs,	Aware	76.0%	71.7%	80.0%
festivals, and other	Not Aware	137	80	57
community events		22.8%	27.6%	18.4%
		7	2	5
		1.2%	.7%	1.6%
	Total	600	290	310
	Aware	388	176	212
6F. Up to 3 children ages		64.7%	60.7%	68.4%
6 or under ride for free	Not Aware	193	104	89
	Aware 355 176 212 64.7% 60.7% 68.4% Not Aware 193 104 89 32.2% 35.9% 28.7% Dx(u) 19 10 9			
	DK/NA	19	10	2.0%
		600	3.4%	2.9%
	Total	000	230	510
C There are free hore	Aware	394	173	221
connections to and from		65.7%	59.7%	71.3%
Metrolink stations.	Not Aware	205	117	88
		34.2%	40.3%	28.4%
	DK/NA	20/	0	1
		.2%	.0%	.3%

Gende

		LINE				
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
	Total	600	134	127	174	165
		294	63	55	78	98
6A. Once a month, the	Aware	49.0%	47.0%	43.3%	44.8%	59.4%
weekend ride have been	Not Aware	304	71	71	96	66
	Hot Aware	50.7%	53.0%	55.9%	55.2%	40.0%
	DK/NA	2	0	1	0	1
	Total	600	134	127	174	165
	TOTAL	424	06	02	100	100
6B. Weekend fare is	Aware	434	90 71.6%	92	70.7%	74.5%
discounted to half of the		159	37	33	49	40
regular weekday fare.	Not Aware	26.5%	27.6%	26.0%	28.2%	24.2%
	DK/NA	7	1	2	2	2
		1.2%	.7%	1.6%	1.1%	1.2%
	Total	600	134	127	174	165
6C. Some shops and	Aware	313	73	57	86	97
restaurants around Metrolink stations offer	Aware	52.2%	54.5%	44.9%	49.4%	58.8%
discounts to weekend	Not Aware	280	59	67	87	67
riders.		40.7%	44.0%	32.0%	1	40.6%
	DK/NA	1.2%	1.5%	2.4%	.6%	.6%
6D. Metrolink stations are	Total	600	134	127	174	165
very close to recreational		502	117	106	143	136
beach, Disneyland,	Aware	83.7%	87.3%	83.5%	82.2%	82.4%
Oceanside, and	Not Aware	98	17	21	31	29
Downtown L.A.		16.3%	12.7%	16.5%	17.8%	17.6%
	Total	600	134	127	174	165
6E. Metrolink stations are	Aware	456	103	92	133	128
very close to fairs,		76.0%	76.9%	72.4%	76.4%	77.6%
festivals, and other	Not Aware	137	30	34	39	34
community events		7	1	20.0%	22.4%	20.6%
	DK/NA	1.2%	.7%	.8%	1.1%	1.8%
	Total	600	134	127	174	165
	Awara	388	83	78	118	109
6F. Up to 3 children ages	Aware	64.7%	61.9%	61.4%	67.8%	66.1%
6 or under ride for free	Not Aware	193	46	46	52	49
		19	5	30.276	4	7
	DK/NA	3.2%	3.7%	2.4%	2.3%	4.2%
	Total	600	134	127	174	165
	A	394	89	79	107	119
6G. There are free bus	Aware	65.7%	66.4%	62.2%	61.5%	72.1%
Connections to and from Metrolink stations	Not Aware	205	45	48	66	46
mononink stations.		34.2%	33.6%	37.8%	37.9%	27.9%
	DK/NA	20/	0	0	1	0

Page 61

		First-Time Weekend Riders		
		Total	Yes	No
	Manu much an an an	129	56	73
6C. Some shops and	very much encourage	41.2%	40.9%	41.5%
Netrolink stations offer	Somowhat oncourage	82	41	Weekend Riders Yes No 56 73 40.9% 41.5% 41 41.5% 40 62 29.3% 32.3% 208 294 115 163 55.3% 55.4% 57 76 27.4% 22.5% 36 55 115 18.7% 184 272 83 108 45.1% 39.7% 52 79 28.3% 29.0% 49 85 26.6% 31.3% 154 233 64 88 41.6% 37.8% 24 36 156.5% 15.5% 66 109 42.9% 46.8% 144 250 81 149 56.3% 59.6%
discounts to weekend	Somewhat encourage	26.2%	29.9%	
riders.	No offect	Total Yes No Total Yes No 129 56 73 ncourage 129 56 73 ncourage 82 41 41.5% ncourage 82 41 41.5% 102 40 62 33% 502 20.8 29.4% 35.2% sold 55.4% 55.3% 55.4% 91 36 55 55.4% 91 36 55 18.1% 102 at56 184 272 76 91 36 55 55 18.1% 17.3% 18.7% 72 ncourage 191 83 108 39.7% ncourage 131 52 79 78 accourage 152 64 88 33 asor 154 233 134 49 34 accourage 155% 42.66 %		
	Total Yes around around around tarons offer weekend Very much encourage Somewhat encourage to effect 129 129 129 82 82 82 82 82 82 82 82 82 82 82 82 82	35.2%		
	Total	502	208	294
bb. Metrolink stations are	Very much encourage vidend, ind 278 55.4% 115 55.4% 115 56.4% 115	163		
destinations such as the	very much encourage	55.4%	278 115 163 54% 55,53% 55,54% 133 57 76 6.5% 27,4% 25,9% 91 36 55 8.1% 17,3% 18,7% 456 184 272 191 83 108	
beach. Disnevland.	o	133	57	No 73 41.5% 41 23.3% 62 35.2% 294 163 55.4% 76 25.9% 55.9% 55.18.7% 272 108 39.7% 272 31.3% 88 37.8% 36 15.5% 109 46.8% 250
Oceanside, and	Somewhat encourage	26.5%	27.4%	
Downtown L.A.	No offerst	91	36	
	NO effect	18.1%	17.3%	
OF Material stations on	Total	456	184	272
6E Motrolink stations are	M	13.1% 11.3% 456 184 h encourage 191 83 41.9% 45.1% 131 52 28.7% 28.3%	83	108
6E. Metrolink stations are very close to fairs, festivals, and other	very much encourage	41.9%	45.1%	39.7%
festivals, and other	Companyhet and a second	131	52	79
community events	Somewhat encourage	28.7%	28.3%	29.0%
	Total 18.1% 17.3% 18 stations are airs, other Very much encourage 191 83 1 3irs, other Somewhat encourage 131 52 3 No effect 28.7% 28.3% 29 No effect 29.4% 26.6% 31	85		
	Somewhat encourage 191 83 airs, other ents 41.9% 45.1% 3 Somewhat encourage 131 52 No effect 134 49 29.4% 26.6% 357 Total 387 154	31.3%		
	Total	387	154	i 73 41 41 233% 62 8 294 5 163 5 55 % 55.4% 7 76 6 55 % 25.9% 4 272 4 272 4 272 4 29.0% 5 85 % 39.7% 4 233 4 233 4 233 4 233 4 233 6 85 % 31.3% 4 233 6 15.5% 5 109 % 15.5% 5 56 % 50 % 50 % 50 % 50 % 50
	such as the yland, nd A. Somewhat encourage 55.3% 26.5% 55.3% 27.4% No effect 133 57 tations are fairs, other 70 91 36 very much encourage 191 465 184 stations are vents Very much encourage 41.9% 45.1% Somewhat encourage 131 52 26.6% Very much encourage 131 52 28.7% Somewhat encourage 134 49 29.4% 26.6% Very much encourage 134 49 29.4% 26.6% Very much encourage 136 152 64 39.3% 41.6% 15.6% 15.6% No effect 175 66 60 24 15.6% 15.6% 15.6% 15.6% 15.6% No effect 175 66 66 141 42.9% No effect 175 66 66 142.9% 1414	88		
6F Up to 3 children ages	very much encourage	39.3%	41.6%	37.8%
6 or under ride for free	0	60	24	36
	Somewhat encourage	15.5%	15.6%	15.5%
	No offerst	ourage oc 41 41 26.2% 29.9% 23.3% 102 40 62 32.6% 29.2% 35.2% 502 208 294 ourage 278 115 163 ourage 278 115 163 ourage 278 27.4% 22.9% 91 36 55 91 36 55 18.1% 17.3% 18.7% 456 184 272 ourage 28.7% 28.3% 29.0% 131 52 79 39.7% ourage 28.7% 28.3% 20.0% 29.4% 26.6% 31.3% 387 154 233 387 154 233 ourage 152 64 88 39.3% ourage 39.3% 41.6% 37.8% 38 ourage 39.4 144 250 39.4 144		
	NO EIIECL	45.2%	42.9%	46.8%
	Total	394	144	250
	M	230	81	149
6G. There are free bus Very much encourage 230 58.4%	56.3%	59.6%		
connections to and from	Companyhet an example	80	29	51
Metrolink stations.	Somewhat encourage	20.3%	20.1%	20.4%
	No	84	34	50
	NO effect			

Comparisons of Column Proportions^b

		LINE				
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound	
		(A)	(B)	(C)	(D)	
6A. Once a month, the weekend ride have been free.	Aware Not Aware DK/NA	.a	D	D .ª	BC	
6B. Weekend fare is discounted to half of the regular weekday fare.	Aware Not Aware DK/NA					
6C. Some shops and restaurants around Metrolink stations offer dincounts tations affer 6D. Metrolink stations are very close to recreational	Aware Not Aware DK/NA Aware Not Aware					
6E. Metrolink stations are very close to fairs, festivals, and other	Aware Not Aware DK/NA					
6F. Up to 3 children ages 6 or under ride for free	Aware Not Aware DK/NA					
6G. There are free bus connections to and from Metrolink stations.	Aware Not Aware DK/NA	a	a		a	

Results are based on two-side tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-Time Weekend Riders		
		Total	Yes	No
	Total	294	128	166
		164	64	100
6A. Once a month, the	Very much encourage	55.8%	50.0%	60.2%
free.	Communication and an and an	73	36	37
	Somewhat encourage	24.8%	28.1%	22.3%
	No offect	57	28	29
	No effect	19.4%	21.9%	17.5%
6B. Weekend fare is	Total	433	168	265
	Manu much an an una	268	87	181
	very much encourage	61.9%	51.8%	68.3%
discounted to half of the	Somewhat encourage	110	53	57
regular weekday fare.		25.4%	31.5%	21.5%
	No offect	55	28	27
	No effect	12.7%	16.7%	10.2%
6C. Some shops and restaurants around	Total	313	137	176

Page 62

Comparisons of Column Proportions^a

		Riders	
		Yes	No
		(A)	(B)
6A. Once a month, the	Very much encourage		
weekend ride have been free.	Somewhat encourage No effect		
6B. Weekend fare is	Very much encourage		A
discounted to half of the regular weekday fare.	Somewhat encourage No effect	B B	
6C. Some shops and restaurants around	Very much encourage		
Metrolink stations offer discounts to weekend	Somewhat encourage No effect		
6D. Metrolink stations are very close to recreational	Very much encourage		
destinations, such as the beach, Disneyland,	Somewhat encourage No effect		
6E. Metrolink stations are very close to fairs.	Very much encourage		
festivals, and other community events	Somewhat encourage No effect		
6F. Up to 3 children ages 6 or under ride for free	Very much encourage		
	Somewhat encourage No effect		
6G. There are free bus	Very much encourage		
Metrolink stations.	Somewhat encourage		

First-Time Weekend

Results are based on two-sided fests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Frequency of Use		
		Total	Few times a month or more	Once a month or less	
6A. Once a month, the weekend ride have been free.	Total	164	93	71	
		99	56	43	
	Very much encourage	60.4%	60.2%	60.6%	
		36	19	17	
	Somewhat encourage	22.0%	20.4%	23.9%	
	No. 10. 11	29	18	11	
	NO effect	17.7%	19.4%	15.5%	
6B. Weekend fare is	Total	261	147	114	

			Frequency of Use		
		Total	Few times a month or more	Once a month or less	
		180	106	74	
6P. Weekend fare is	very much encourage	69.0%	72.1%	64.9%	
discounted to half of the	Somewhat encourage	55	27	28	
regular weekday fare.		21.1%	18.4%	24.6%	
	No effect	26	14	12	
		10.0%	9.5%	10.5%	
	Total	175	93	00	
6C. Some shops and	Very much encourage	72	46	26	
restaurants around	very much encourage	41.6%	49.5%	32.5%	
discounts to weekend	Somewhat encourage	40	17	23	
riders.		23.1%	18.3%	28.8%	
	No effect	61	30	31	
		35.3%	32.3%	38.8%	
6D Matrolink stations are	Total	290	100	130	
very close to recreational	Very much encourage	162	86	76	
destinations, such as the	very much encourage	55.9%	53.8%	58.5%	
beach, Disneyland,	Somewhat encourage	74	40	34	
Oceanside, and		25.5%	25.0%	26.2%	
Downtown L.A.	No effect	54	34	20	
		18.6%	21.3%	15.4%	
	Total	268	148	120	
6E. Metrolink stations are	Very much encourage	107	56	51	
very close to fairs,	very much encourage	39.9%	37.8%	42.5%	
festivals, and other	Somewhat encourage	77	42	35	
community events		28.7%	28.4%	29.2%	
	No effect	84	50	34	
		220	33.0%	20.3%	
	Total	225	121	100	
	Very much encourage	86	45	41	
6F. Up to 3 children ages	very much encourage	37.6%	37.2%	38.0%	
6 or under ride for free	Somewhat encourage	35	18	17	
		15.3%	14.9%	15.7%	
	No effect	108	58	50	
		2/6	47.9%	46.3%	
6G. There are free bus	Total	240	141	100	
	Very much encourage	147	91	56	
	rony-much encourage	59.8%	64.5%	53.3%	
Metrolink stations.	Somewhat encourage	50	29	21	
metromik stations.		20.3%	20.6%	20.0%	
	No effect	49	21	28	
		19.9%	14.9%	20.7%	

		Frequency of Use	
		Few times a month or more	Once a month or less
		(A)	(B)
6A. Once a month, the	Very much encourage		
weekend ride have been free.	Somewhat encourage No effect		
6B. Weekend fare is	Very much encourage		
discounted to half of the regular weekday fare.	Somewhat encourage No effect		
6C. Some shops and	Very much encourage	в	
Metrolink stations offer discounts to weekend discounts to weekend destinations, such as the beach, Disneyland,	Somewhat encourage No effect		
	Very much encourage		
	Somewhat encourage No effect		
6E. Metrolink stations are	Very much encourage		
festivals, and other	Somewhat encourage		
community events	No effect		
6F. Up to 3 children ages	Very much encourage		
6 or under ride for free	Somewhat encourage No effect		
6G. There are free bus	Very much encourage		
connections to and from Metrolink stations.	Somewhat encourage		А

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Weekday Use		
		Total	Yes	No
	Total	294	91	203
		164	51	113
6A. Once a month, the weekend ride have been free.	Very much encourage	55.8%	56.0%	55.7%
	Somewhat encourage	73	27	46
		24.8%	29.7%	22.7%
	No effect	57	13	44
		19.4%	14.3%	21.7%
6B. Weekend fare is discounted to half of the	Total	434	152	282

Page 65

		Weekday Use		
		Total	Yes	No
		268	98	170
	very much encourage	61.8%	64.5%	60.3%
6B. Weekend fare is	Communitation communitation	111	37	74
alsounted to nall of the	Somewhat encourage	25.6%	24.3%	26.2%
regular weekday lare.		55	17	38
	NO effect	12.7%	11.2%	13.5%
	Total	313	101	212
6C. Some shops and		129	44	85
restaurants around	Very much encourage	41.2%	43.6%	40.1%
Metrolink stations offer		82	25	57
discounts to weekend	Somewhat encourage	26.2%	24.8%	26.9%
riders.		102	32	70
	No effect	32.6%	31.7%	33.0%
	Total	502	168	334
6D. Metrolink stations are		278	89	189
very close to recreational	Very much encourage	55.4%	53.0%	56.6%
destinations, such as the		133	40	93
Oceanside, and	Somewhat encourage	26.5%	23.8%	27.8%
Downtown L.A.	No effect	91	39	52
		18.1%	23.2%	15.6%
	Total	456	151	305
	Very much encourage	191	56	135
6E. Metrolink stations are		41.9%	37.1%	44.3%
festivals and other		131	40	91
community events	Somewhat encourage	28.7%	26.5%	29.8%
· · · · · · · · · · · · · · · · · · ·		134	55	79
	No effect	29.4%	36.4%	25.9%
	Total	388	137	251
		153	51	102
	Very much encourage	39.4%	37.2%	40.6%
6 or under ride for free		60	18	42
	Somewhat encourage	15.5%	13.1%	16.7%
		175	68	107
	No effect	45.1%	49.6%	42.6%
6G. There are free bus connections to and from Metrolink stations.	Total	394	142	252
	Total			
	Very much encourage	230	91	139
		58.4%	64.1%	55.2%
	Somewhat encourage	80	23	57
		20.3%	16.2%	22.6%
	No effect	84	28	56
	no onoor	21.3%	19.7%	22.2%

Comparisons of Column Proportions^a

		moonaay ooo	
		Yes	No
		(A)	(B)
6A. Once a month, the	Very much encourage		
weekend ride have been free.	Somewhat encourage No effect		
6B. Weekend fare is	Very much encourage		
discounted to half of the regular weekday fare.	Somewhat encourage No effect		
6C. Some shops and restaurants around	Very much encourage		
Metrolink stations offer discounts to weekend	Somewhat encourage No effect		
6D. Metrolink stations are very close to recreational	Very much encourage		
destinations, such as the beach, Disneyland,	Somewhat encourage No effect	в	
6E. Metrolink stations are very close to fairs.	Very much encourage		
festivals, and other	Somewhat encourage		
community events	No effect	В	
6F. Up to 3 children ages	Very much encourage		
6 or under ride for free	Somewhat encourage No effect		
6G. There are free bus	Very much encourage		
connections to and from Metrolink stations.	Somewhat encourage		

No effect
Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the
smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
			Ane		
		Total	17 and under	18 to 24	25 to 34
	Total	294	38	64	66
		164	21	38	37
6A. Once a month, the weekend ride have been free. 6B. Weekend fare is discounted to half of the regular weekday fare. 6C. Some shops and restaurants around	Very much encourage	55.8%	55.3%	59.4%	56.1%
free.	Somowhat oncourage	73	9	14	18
	Somewhat encourage	24.8%	23.7%	21.9%	27.3%
	No offect	57	8	12	11
	No enect	19.4%	21.1%	18.8%	16.7%
	Total	434	52	94	95
	Voru much oncourage	268	34	58	55
6B. Weekend fare is	very much encourage	61.8%	65.4%	61.7%	57.9%
discounted to half of the regular weekday fare. So	Somewhat encourage	111	9	25	31
regular weekday lare.	comewnarencourage	25.6%	17.3%	26.6%	32.6%
No ef	No effect	55	9	11	9
		12.7%	17.3%	11.7%	9.5%
6C. Some shops and restaurants around Metrolink stations offer discounts to weekend riders.	Total	312	40	69	70
	Voru much oncourage	129	18	25	31
	very much encourage	41.3%	45.0%	36.2%	44.3%
	Somewhat encourage	82	6	22	16
	oomonnat onooarago	26.3%	15.0%	31.9%	22.9%
	No effect	101	16	22	23
		32.4%	40.0%	31.9%	32.9%
	Total	501	58	110	102
6D. Metrolink stations are	M	277	37	57	32.9% 102 55 53.9%
destinations, such as the	very much encourage	55.3%	63.8%	51.8%	53.9%
beach, Disneyland,	Somowhat oncourage	133	10	32	25
Oceanside, and	Somewhat encourage	26.5%	17.2%	29.1%	24.5%
Downtown L.A.	No effect	91	11	21	22
	No enect	18.2%	19.0%	19.1%	21.6%
	Total	455	48	99	96
6E Metrolink stations are	Manu much an an unan	190	18	38	39
very close to fairs.	very much encourage	41.8%	37.5%	38.4%	40.6%
festivals, and other	Somewhat encourage	131	11	28	27
community events		28.8%	22.9%	28.3%	28.1%
	No effect	134	19	33	30
	Tetal	29.5%	<u>39.6%</u> 50	33.3%	92
	Iotai	150			
	Very much encourage	153	16	28	38
6F. Up to 3 children ages		39.4%	32.0%	35.9%	38 % 41.3% 12
6F. Up to 3 children ages 6 or under ride for free Somewha	Somewhat encourage	15 59/	14	12	12 12
		15.5%	28.0%	15.4%	13.0%
	No effect	175	40.0%	48.7%	42
	Tetal	393	40.070	83	88
6G. There are free bus	rotai				
Metrolink stations	Very much encourage	230	24	47	54
Metrolink stations.	- in the second age	58.5%	54.5%	56.6%	61.4%

		Age			
		Total	17 and under	18 to 24	25 to 34
60. Thurs and face have	Somewhat oncourage	80	6	19	15
6G. There are free bus	Somewhat encourage	20.4%	13.6%	22.9%	17.0%
Metrolink stations	No offerst	83	14	17	19
metronink stations.	NO effect	21.1%	31.8%	20.5%	21.6%

Page 69

			Age	
		35 to 44	45 to 54	55 and over
	Total	54	37	35
		27	21	20
6A. Once a month, the weekend ride have been	Very much encourage	50.0%	56.8%	57.1%
free.	Somewhat encourage	16 29.6%	10 27.0%	6 17.1%
	No effect	11 20.4%	6 16.2%	9 25.7%
	Total	87	55	51
6B. Weekend fare is	Very much encourage	52 59.8%	36 65.5%	33 64.7%
discounted to half of the regular weekday fare.	Somewhat encourage	23 26.4%	12 21.8%	11 21.6%
	No effect	12 13.8%	7 12.7%	7 13.7%
	Total	60	36	37
6C. Some shops and restaurants around	Very much encourage	25 41.7%	16 44.4%	14 37.8%
Metrolink stations offer discounts to weekend	Somewhat encourage	13 21.7%	15 41.7%	10 27.0%
nuels.	No effect	22 36.7%	5 13.9%	27.0% 13 35.1% 61 31 50.8%
	Total	105	65	61
very close to recreational destinations, such as the	Very much encourage	57 54.3%	40 61.5%	31 50.8%
beach, Disneyland, Oceanside, and	Somewhat encourage	31 29.5%	15 23.1%	20 32.8%
Downtown L.A.	No effect	17 16.2%	10 15.4%	10 16.4%
	Total	98	62	52
6E. Metrolink stations are verv close to fairs.	Very much encourage	42 42.9%	31 50.0%	22 42.3%
festivals, and other community events	Somewhat encourage	34 34.7%	15 24.2%	16 30.8%
	No effect	22 22.4%	16 25.8%	14 26.9%
	Total	79	50	39
6E Up to 3 children ages	Very much encourage	40 50.6%	20 40.0%	11 28.2%
6 or under ride for free	Somewhat encourage	7 8.9%	8 16.0%	7 17.9%
	No effect	32 40.5%	22 44.0%	21 53.8%
6G. There are free bus	Total	82	49	47
connections to and from Metrolink stations.	Very much encourage	53 64.6%	25 51.0%	27 57.4%

			Age	
		35 to 44	45 to 54	55 and over
	0	16	12	12
6G. There are free bus	Somewnat encourage	19.5%	24.5%	25.5%
Motrolink stations	No 11 1	13	12	8
Metrolink stations.	No effect	15.9%	24.5%	17.0%

Comparisons of Column Proportions^a

		Age			
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
6A. Once a month, the	Very much encourage				
weekend ride have been free.	Somewhat encourage No effect				
6B. Weekend fare is	Very much encourage				
discounted to half of the regular weekday fare.	Somewhat encourage No effect				
6C. Some shops and restaurants around	Very much encourage				
Metrolink stations offer discounts to weekend	Somewhat encourage No effect				
6D. Metrolink stations are very close to recreational	Very much encourage				
destinations, such as the beach, Disneyland,	Somewhat encourage No effect				
6E. Metrolink stations are	Very much encourage				
festivals, and other community events	Somewhat encourage No effect				
6F. Up to 3 children ages 6 or under ride for free	Very much encourage				
	Somewhat encourage No effect				
6G. There are free bus	Very much encourage				
connections to and from Metrolink stations.	Somewhat encourage No effect				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		A	ge
		45 to 54	55 and over
		(E)	(F)
6A. Once a month, the	Very much encourage		
weekend ride have been free.	Somewhat encourage No effect		
6B. Weekend fare is	Very much encourage		
discounted to half of the regular weekday fare.	Somewhat encourage No effect		
6C. Some shops and	Very much encourage		
Metrolink stations offer discounts to weekend	Somewhat encourage No effect		
6D. Metrolink stations are very close to recreational	Very much encourage		
very close to recreational destinations, such as the beach, Disneyland,	Somewhat encourage No effect		
6E. Metrolink stations are	Very much encourage		
festivals, and other community events	Somewhat encourage No effect		
6F Up to 3 children ages	Very much encourage		
6 or under ride for free	Somewhat encourage No effect		
6G. There are free bus	Very much encourage		
connections to and from Metrolink stations.	Somewhat encourage No effect		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a.	. Tests are adjusted for all pairwise comp	arisons within a row of each inner	most subtable using the Bonferroni correction.

			Level of Educa	tion
		Total	High School or less	Some college
	Total	294	122	91
		164	66	61
6A. Once a month, the	Very much encourage	55.8%	54.1%	67.0%
weekend ride have been free.	Somewhat encourage	73	35	16
		24.8%	28.7%	17.6%
	No effect	19.4%	17.2%	15.4%
	Total	433	172	129
		268	106	86
6B. Weekend fare is	Very much encourage	61.9%	61.6%	66.7%
discounted to half of the	Somewhat encourage	111	41	34
		25.6%	23.8%	26.4%
	No effect	54 12.5%	25	7.0%
	Total	312	133	98
6C. Some shops and		120	60	41
restaurants around	Very much encourage	41.3%	45.1%	41
Metrolink stations offer	Company had a second as	82	33	34
discounts to weekend	Somewhat encourage	26.3%	24.8%	34.7%
	No effect	101	40	23
		32.4%	30.1%	23.5%
6D. Metrolink stations are	lotal	001	130	147
very close to recreational	Very much encourage	278	113	81
destinations, such as the		132	48	46
Oceanside, and	Somewhat encourage	26.3%	24.5%	31.3%
Downtown L.A.	No effect	91	35	20
		18.2%	17.9%	13.6%
	Total	455	1/1	142
6E. Metrolink stations are	Verv much encourage	191	73	61
very close to fairs,		42.0%	42.7%	43.0%
community events	Somewhat encourage	28.6%	28.1%	28.9%
	No offerst	134	50	40
	NO Effect	29.5%	29.2%	28.2%
	Total	387	155	123
	Very much encourage	152	61	53
6F. Up to 3 children ages	very much encourage	39.3%	39.4%	43.1%
6 or under ride for free	Somewhat encourage	60	32	17
		15.5%	62	53
	No effect	45.2%	40.0%	43.1%
6G. There are free bus	Total	393	148	126
connections to and from	Management	229	91	78
Metrolink stations.	very much encourage	58.3%	61.5%	61.9%

Page 73

		Level of Education		
		Total	High School or less	Some college
6G. There are free bus	Somewhat encourage	80	31	24
connections to and from Metrolink stations.	No effect	84	20.5 %	24
	No enect	21.4%	17.6%	19.0%

		Level of Education	
		College graduate	Graduate school
	Total	51	30
		26	11
6A. Once a month, the weekend ride have been	Very much encourage	51.0%	36.7%
free.	Somewhat encourage	13 25.5%	9 30.0%
	No effect	12 23.5%	10 33.3%
	Total	81	51
6B. Weekend fare is	Very much encourage	47	29
discounted to half of the regular weekday fare.	Somewhat encourage	21	15
		13	29.4%
	No effect	16.0%	13.7%
	Total	50	31
6C. Some shops and	Very much encourage	18	10
restaurants around Metrolink stations offer	Very mach encourage	36.0%	32.3%
discounts to weekend	Somewhat encourage	9	19.4%
riders.	No effect	23	15
	No eneci	46.0%	48.4%
6D Motrolink stations are	Total	95	63
very close to recreational	Very much encourage	45	39
destinations, such as the		24	14
Oceanside, and	Somewhat encourage	25.3%	22.2%
Downtown L.A.	No effect	26	10
		27.4%	15.9%
	lotal		
6E. Metrolink stations are	Very much encourage	32	25
very close to fairs, festivals, and other		27	14
community events	Somewhat encourage	30.7%	25.9%
	No effect	29	15 27.8%
	Total	70	39
	Very much encourage	23	15
6F. Up to 3 children ages 6 or under ride for free	Somewhat encourage	10	1
	No offert	14.3% 37	2.6%
	No enect	52.9%	59.0%
6G. There are free bus	Total	73	46
Metrolink stations.	Very much encourage	34 46.6%	26 56.5%

		Level of E	Education
		College graduate	Graduate school
6G. There are free bus	Somewhat encourage	16 21.9%	9 19.6%
connections to and from Metrolink stations.	No effect	23	11

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
6A. Once a month, the	Very much encourage		D		
weekend ride have been	Somewhat encourage				
iree.	No effect				
6B. Weekend fare is discounted to half of the regular weekday fare.	Very much encourage				
	Somewhat encourage				
	No effect				
6C. Some shops and restaurants around Metrolink stations offer discounts to weekend	Very much encourage				
	Somewhat encourage				
	No effect			В	В
6D. Metrolink stations are very close to recreational	Very much encourage				
destinations, such as the	Somewhat encourage				
Deach, Disneyland,	No effect			В	
6E. Metrolink stations are very close to fairs	Very much encourage				
festivals, and other	Somewhat encourage				
community events	No effect				
6F. Up to 3 children ages	Very much encourage				
6 or under ride for free	Somewhat encourage	D			
	No effect				
6G. There are free bus	Very much encourage				
connections to and from Metrolink stations.	Somewhat encourage				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				thnicity	
		Total	Caucasian	Latino(a)/ Hispanic	African- American
	Total	292	149	63	30
		163	80	36	17
6A. Once a month, the	Very much encourage	55.8%	53.7%	57.1%	56.7%
weekend ride have been		70		47	5
free.	Somewhat encourage	72	38	17	16 79/
		24.1%	25.5%	27.0%	10.7%
	No effect	19.5%	20.8%	15.9%	26.7%
	Total	431	238	88	40
	Total	000	447		
6B. Weekend fare is	Very much encourage	200	61.9%	55 62.5%	57.5%
discounted to half of the		111	60	24	37.5%
regular weekday fare.	Somewhat encourage	25.8%	25.2%	27.3%	20.0%
		54	31	9	9
	No effect	12.5%	13.0%	10.2%	22.5%
	Total	311	159	71	31
6C. Some shops and		129	63	31	15
restaurants around	Very much encourage	41.5%	39.6%	43.7%	48.4%
Metrolink stations offer	Somewhat encourage	81	46	18	3
discounts to weekend riders.	Somewhat encourage	26.0%	28.9%	25.4%	9.7%
	No effect	101	50	22	13
		32.5%	31.4%	31.0%	41.9%
00 Material and the second	Total	498	282	100	43
bD. Metrolink stations are	Voru much oncourses	278	155	60	22
destinations, such as the	very much encourage	55.8%	55.0%	60.0%	51.2%
beach, Disneyland,	Somewhat encourage	131	70	27	9
Oceanside, and	oomonnaeencourage	26.3%	24.8%	27.0%	20.9%
Downtown L.A.	No effect	89	57	13	12
		17.9%	20.2%	13.0%	27.9%
	Total	403	249	90	46
6E. Metrolink stations are	Verv much encourage	190	96	45	21
very close to fairs,		41.9%	38.6%	50.0%	45.7%
festivals, and other	Somewhat encourage	28.5%	27.7%	25	10.6%
community events		134	84	20	16
	No effect	29.6%	33.7%	22.2%	34.8%
	Total	386	203	83	39
		150	71	40	12
	Very much encourage	39.4%	35.0%	40	33.3%
6F. Up to 3 children ages		59	29	40.2 /0	4
o or under ride for free	Somewhat encourage	15.3%	14.3%	20.5%	10.3%
	No. March	175	103	26	22
	No effect	45.3%	50.7%	31.3%	56.4%
6G. There are free bus	Total	390	210	76	42
connections to and from		228	111	53	26
Metrolink stations.	Very much encourage	58 5%	52.9%	69.7%	61.9%

Page 77

		Ethnicity			
		Total	Caucasian	Latino(a)/ Hispanic	African- American
6G. There are free bus connections to and from Metrolink stations.	Somewhat encourage	78	42	16	4
		20.0%	20.0%	21.1%	9.5%
	No. 10. 11	84	57	7	12
	No enect	21.5%	27.1%	9.2%	28.6%

		Ethr	licity
		Asian	Other
	Total	28	22
		16	14
6A. Once a month, the	Very much encourage	57.1%	63.6%
free.	Somewhat encourage	7	5
	No effect	5	3
	Total	38	27
	Voru much oncourage	25	16
6B. Weekend fare is discounted to half of the	very much encourage	65.8%	59.3%
regular weekday fare.	Somewhat encourage	9 23.7%	10 37.0%
	No effect	4	1
	Total	10.5%	3.7%
6C. Some shops and		9	11
restaurants around Metrolink stations offer discounts to weekend riders.	Very much encourage	31.0%	52.4%
	Somewhat encourage	7	7
	No offerst	13	3
	NO effect	44.8%	14.3%
	Total	46	27
very close to recreational	Very much encourage	25	16
destinations, such as the		54.3%	59.3% 9
Oceanside, and	Somewhat encourage	34.8%	33.3%
Downtown L.A.	No effect	5	2
	Total	43	25
6F Metrolink stations are	Manu much an an una	16	12
very close to fairs,	very much encourage	37.2%	48.0%
festivals, and other community events	Somewhat encourage	16 37.2%	10 40.0%
	No effect	11	3
	Tetel	25.6%	12.0%
	TOLAI	17	
6F. Up to 3 children ages	Very much encourage	44.7%	47.8%
6 or under ride for free	Somewhat encourage	7	2
	No	14	10
	No effect	36.8%	43.5%
6G. There are free bus	Total	38	24
Connections to and from Metrolink stations.	Very much encourage	20	18
		67 69/	75 0%

		Ethnicity	
		Asian	Other
6G. There are free bus	Somewhat encourage	13 34.2%	3 12.5%
Metrolink stations.	No effect	5 13.2%	3 12.5%

			Ethnicity	
		Caucasian	Latino(a)/ Hispanic	African- American
		(A)	(B)	(C)
6A. Once a month, the	Very much encourage			
weekend ride have been free.	Somewhat encourage No effect			
6B. Weekend fare is	Very much encourage			
discounted to half of the regular weekday fare.	Somewhat encourage No effect			
6C. Some shops and restaurants around	Very much encourage			
Metrolink stations offer discounts to weekend	Somewhat encourage No effect			
6D. Metrolink stations are very close to recreational	Very much encourage			
destinations, such as the beach, Disneyland,	Somewhat encourage No effect			
6E. Metrolink stations are	Very much encourage			
festivals, and other community events	Somewhat encourage No effect			
6E Up to 2 shildron ages	Very much encourage			
6 or under ride for free	Somewhat encourage No effect	в		
6G. There are free bus	Very much encourage			
connections to and from Metrolink stations.	Somewhat encourage No effect	в		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. Comparisons of Column Proportions^a

		Ethn	icity
		Asian	Other
		(D)	(E)
6A. Once a month, the	Very much encourage		
weekend ride have been free.	Somewhat encourage No effect		
6B. Weekend fare is	Very much encourage		
discounted to half of the regular weekday fare.	Somewhat encourage No effect		
6C. Some shops and restaurants around	Very much encourage		
Metrolink stations offer discounts to weekend	Somewhat encourage No effect		
6D. Metrolink stations are very close to recreational	Very much encourage		
destinations, such as the beach, Disneyland,	Somewhat encourage No effect		
6E. Metrolink stations are	Very much encourage		
festivals, and other community events	Somewhat encourage No effect		
6F Up to 3 children ages	Very much encourage		
6 or under ride for free	Somewhat encourage No effect		
6G. There are free bus	Very much encourage		
connections to and from Metrolink stations.	Somewhat encourage No effect		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost sublable using the Bonferroni correction.

Page 81

Household Incor Under \$15,000 \$15,000 to \$24,999 \$25,000 to \$49,999 Total 292 62 49 55 Total 163 32 34 25 Very much encourage 6A. Once a month, the weekend ride have been 51.0% 61.8% 55.8% 51.6% 72 24.7% 57 15 15 hat encourage 27.3% 24.2% 15 30.6% No effect 19.5% 427 24.2% 84 18.4% 62 10.9% 89 Total 58 263 48 38 6B. Weekend fare is discounted to half of the regular weekday fare. Very much encourage 57.1% 23 27.4% 61.6% 110 61.3% 16 65.2% 22 Somewhat encourage 25.8% 54 25.8% 24.7% 9 No effect 12.6% 15.5% 12.9% 45 <u>10.1%</u> 63 Total 129 29 20 26 ne shops and ants around Very much encourage 43.9% 15 22.7% 22 41.9% 44.4% 41.3% 14 Somewhat encourag 26.0% 22.2% 22.2% 23 No effect 33.3% 91 33.3% 67 36.5% 92 32.1% 488 Total SD. Me 268 48 43 41 se to recreationa ions, such as the Very much encourage ery 52.2% 31 33.7% 54.9% 47.3% 61.2% ach. Di Somewhat encourage 30.8% 20 23.9% 10 26.8% anc 89 No effect 18.2% 445 <u>22.0%</u> 84 14.9% 60 <u>14.1%</u> 85 Total 184 29 40 6E. Metrolink statio very close to fairs, festivals, and other community events ns are Very much encourage 34.5% 26 31.0% 29 41.3% 130 48.3% 47.1% 28 Somewhat encourag <u>29.2%</u> 131 <u>32.9%</u> 17 26.7% 15 No effect 29.4% 34.5% 25.0% 54 20.0% Total 151 34 26 Very much encourage 6F. Up to 3 children ages 6 or under ride for free <u>39.8%</u> 59 34.7% 48.1% 47.2% 11 Sc 22.7% 32 15.3% 27 15.6% 13.0% 169 21 No effect 44.6% 42.7% 38.9% 59 37.5% 71 6G. There are free bus connections to and from Metrolink stations. Total 227 44 41 48 Very much encourage 58.7% 59.5% 69.5% 67.6%

 Household Encource

 Total
 Under \$15,000
 \$15,000 to \$24,999
 \$25,000 to \$24,999

 6G. There are free bus connections to and from Metrolink stations.
 Somewhat encourage No effect
 79 20.4%
 12 16.2%
 13 15.5%
 11 5.5%

 81
 18
 5
 12 10.9%
 12 8.5%
 10.9%

		Household Income	
		\$50,000 to	\$100,000
		\$99,999	or higher
	Total	81	45
		45	27
6A. Once a month, the	Very much encourage	55.6%	60.0%
free.	Company that an a summer of	18	9
	Somewhat encourage	22.2%	20.0%
	No effect	18	9
		22.2%	20.0%
	Total	118	/4
	Very much encourage	78	41
6B. Weekend fare is	very much encourage	66.1%	55.4%
regular weekday fare	Somewhat encourage	28	21
roganar weekuay rate.		23.7%	28.4%
	No effect	12	12
		10.2%	16.2%
	Total	84	50
6C. Some shops and	Very much encourage	38	16
restaurants around	very much encourage	45.2%	32.0%
discounts to weekend riders.	Somewhat encourage	25	16
		29.8%	32.0%
	No effect	21	18
	T -1-1	145	93
6D Metrolink stations are	Total		
very close to recreational	Very much encourage	87	49
destinations, such as the		60.0%	52.7%
beach, Disneyland,	Somewhat encourage	36	20
Oceanside, and		24.8%	21.5%
Downtown E.A.	No effect	15.2%	25.8%
	T 111	132	84
	Total	.52	
6E. Metrolink stations are	Very much encourage	54	32
very close to fairs,		40.9%	38.1%
festivals, and other	Somewhat encourage	38	22
community events		20.8%	30
	No effect	30.3%	35.7%
	Total	109	69
	Total		
	Very much encourage	32	33
6F. Up to 3 children ages		29.4%	47.8%
6 or under ride for free	Somewhat encourage	17.4%	7 2%
		58	31
	No effect	53.2%	44.9%
6G. There are free bus	Total	115	68
connections to and from		59	35
Metrolink stations.	Very much encourage	51.3%	51.5%
		01.070	01.070

		Household Income		
		\$50,000 to \$99,999	\$100,000 or higher	
6G. There are free bus	Somewhat encourage	31 27.0%	12 17.6%	
Metrolink stations.	No effect	25 21.7%	21 30.9%	

		Household Income				
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
6A. Once a month, the	Very much encourage					
weekend ride have been	Somewhat encourage					
free.	No effect					
6B. Weekend fare is	Very much encourage					
discounted to half of the	Somewhat encourage					
regular weekday fare.	No effect					
6C. Some shops and restaurants around	Very much encourage					
Metrolink stations offer	Somewhat encourage					
discounts to weekend	No effect					
6D. Metrolink stations are very close to recreational	Very much encourage					
destinations, such as the	Somewhat encourage					
beach, Disneyland,	No effect					
6E. Metrolink stations are very close to fairs.	Very much encourage					
festivals, and other	Somewhat encourage					
community events	No effect					
6F. Up to 3 children ages	Very much encourage					
6 or under ride for free	Somewhat encourage					
	No effect					
6G. There are free bus	Very much encourage					
Metrolink stations	Somewhat encourage					
notionations.	No effect					В

No erfect B Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Gender

		Gender	
	Total	Female	Male
6A. Once a month, the Total	294	134	160

Page 85

Page 86

Comparisons of Column Proportions^a

		Female (A)	Male (B)
6A. Once a month, the	Very much encourage		
weekend ride have been free.	Somewhat encourage No effect		
6B. Weekend fare is	Very much encourage		
discounted to half of the regular weekday fare.	Somewhat encourage No effect		
6C. Some shops and restaurants around	Very much encourage		
Metrolink stations offer discounts to weekend	Somewhat encourage No effect		
6D. Metrolink stations are very close to recreational	Very much encourage		
destinations, such as the beach, Disneyland,	Somewhat encourage No effect		
6E. Metrolink stations are	Very much encourage		
festivals, and other community events	Somewhat encourage No effect		
6E Up to 2 children ages	Very much encourage		
6 or under ride for free	Somewhat encourage No effect		
6G. There are free bus	Very much encourage		
connections to and from Metrolink stations.	Somewhat encourage		

Results are based on two-sided fests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Total	Female	Male
		164	77	87
6A. Once a month. the	Very much encourage	55.8%	57.5%	54.4%
weekend ride have been	· · · ·	73	28	45
free.	Somewhat encourage	24.8%	20.9%	28.1%
	No. 10. 11	57	29	28
	No effect	19.4%	21.6%	17.5%
	Total	434	203	231
	Manager and the second s	268	129	139
6B. Weekend fare is	very much encourage	61.8%	63.5%	60.2%
discounted to half of the	0	111	48	63
regular weekday fare.	Somewhat encourage	25.6%	23.6%	27.3%
		55	26	29
	No effect	12.7%	12.8%	12.6%
	Total	313	143	170
6C. Some shops and		129	51	78
restaurants around	Very much encourage	41.2%	35.7%	45.9%
Metrolink stations offer		82	38	44
discounts to weekend	Somewhat encourage	26.2%	26.6%	25.9%
riders.		102	54	48
	No effect	32.6%	37.8%	28.2%
		502	240	262
	lotal	502	240	202
Very close to recreational	Very much encourage	278	136	142
destinations such as the		55.4%	56.7%	54.2%
beach. Disneyland.	Company had an accurate	133	61	72
Oceanside, and	Somewhat encourage	26.5%	25.4%	27.5%
Downtown L.A.		91	43	48
	No effect	18.1%	17.9%	18.3%
	Total	456	208	248
6F Metrolink stations are	Manu much an an unan	191	92	99
very close to fairs	very much encourage	41.9%	44.2%	39.9%
festivals, and other	0	131	56	75
community events	Somewhat encourage	28.7%	26.9%	30.2%
	No. 10. 11	134	60	74
	No effect	29.4%	28.8%	29.8%
	Total	388	176	212
	Manu much an an unan	153	75	78
6F Up to 3 children ages	very much encourage	39.4%	42.6%	36.8%
6 or under ride for free	Computed on company	60	21	39
	Somewhat encourage	15.5%	11.9%	18.4%
	No. 10. 11	175	80	95
	No effect	45.1%	45.5%	44.8%
	Total	394	173	221
	Manu much an an un	230	106	124
6G. There are free bus	very much encourage	58.4%	61.3%	56.1%
connections to and from	0	80	28	52
Metrolink stations.	Somewhat encourage	20.3%	16.2%	23.5%
		84	39	45
	No effect	21.3%	22.5%	20.4%

Gend

84 39 45 21.3% 22.5% 20.4%

			LINE	
		Total	OC Outbound	OC Inbound
	Total	294	63	55
		164	29	31
6A. Once a month, the weekend ride have been free.	Very much encourage	55.8%	46.0%	56.4%
	Somewhat encourage	73 24.8%	22 34.9%	12 21.8%
	No effect	57	12	12
	Total	434	96	92
	Total	260	50	61
6B. Weekend fare is	Very much encourage	61.8%	59 61.5%	66.3%
regular weekday fare.	Somewhat encourage	111 25.6%	22 22.9%	21 22.8%
	No effect	55	15	10
	Total	12.7% 313	15.6% 73	10.9% 57
6C. Some shops and		120	25	27
restaurants around	Very much encourage	41.2%	34.2%	47.4%
Metrolink stations offer discounts to weekend	Somewhat encourage	82 26.2%	20	10
riders.		102	28	20
	No effect	32.6%	38.4%	35.1%
6D Metrolink stations are	Total	502	117	106
very close to recreational	Verv much encourage	278	67	60
destinations, such as the		55.4%	57.3%	56.6%
beach, Disneyland, Oceanside and	Somewhat encourage	26.5%	26.5%	25.5%
Downtown L.A.		91	19	19
	No effect	18.1%	16.2%	17.9%
	Total	456	103	92
6E. Metrolink stations are	Very much encourage	191	46	43
very close to fairs, festivals, and other		131	29	19
community events	Somewhat encourage	28.7%	28.2%	20.7%
	No effect	134	28	30
	Total	388	83	32.6%
		153	36	28
6F. Up to 3 children ages	Very much encourage	39.4%	43.4%	35.9%
6 or under ride for free	Somewhat encourage	60 15.5%	12 14 5%	6
	No	175	35	44
	No effect	45.1%	42.2%	56.4%
6G. There are free bus	Total	394	89	79
connections to and from Metrolink stations	Very much encourage	230	46	46
wetronink stations.	very much encourage	58.4%	51.7%	58.2%

			LINE		
		Total	OC Outbound	OC Inbound	
6G. There are free bus Sc	Somowhat oncourage	80	24	15	
	Somewhat encourage	20.3%	27.0%	19.0%	
Motrolink stations	No. offeret	84	19	18	
wetrollink stations.	No effect	21.3%	21.3%	22.8%	

Page 89

		LINE	
		IEOC Inbound	IEOC Outbound
	Total	78	98
		44	60
6A. Once a month, the	Very much encourage	56.4%	61.2%
free.	Somewhat encourage	18 23.1%	21 21.4%
	No effect	16 20.5%	17 17.3%
	Total	123	123
6B. Weekend fare is	Very much encourage	71	77
discounted to half of the	Somewhat encourage	34	34
regulai weekuay lale.	oomewnat encourage	27.6%	27.6%
	No effect	18	12
	Total	86	9.8%
FC Some chone and	Total	20	45
restaurants around	Very much encourage	37.2%	45
Metrolink stations offer	Somowhat oncourage	27	25
riders.	Somewhat encourage	31.4%	25.8%
	No effect	27	27
	Total	143	136
6D. Metrolink stations are		80	71
destinations, such as the	very much encourage	55.9%	52.2%
beach, Disneyland,	Somewhat encourage	38	37
Oceanside, and Downtown L.A.		26.6%	21.2%
	No effect	17.5%	20.6%
	Total	133	128
6E Motrolink stations are	M	49	53
very close to fairs,	very much encourage	36.8%	41.4%
festivals, and other	Somewhat encourage	44	39
community events		40	30.5%
	No effect	30.1%	28.1%
	Total	118	109
	Vonumuch oncourses	43	46
6F. Up to 3 children ages	very much encourage	36.4%	42.2%
6 or under ride for free	Somewhat encourage	23	19
		52	44
	No effect	44.1%	40.4%
6G. There are free bus	Total	107	119
connections to and from	Vonumuch encourage	69	69
Metrolink stations.	very much encourage	64.5%	58.0%

		LINE	
		IEOC Inbound	IEOC Outbound
	18	23	
6G. There are free bus	Somewhat encourage	16.8%	19.3%
Motrolink stations	N	20	27
Metrollink stations.	NO Effect	18.7%	22.7%

Comparisons of Column Proportions^a

			LI	NE	
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
6A. Once a month, the	Very much encourage				
free.	Somewhat encourage				
	No effect				
6B. Weekend fare is	Very much encourage				
regular weekday fare.	Somewhat encourage				
	No effect				
6C. Some shops and restaurants around	Very much encourage				
Metrolink stations offer	Somewhat encourage				
discounts to weekend	No effect				
6D. Metrolink stations are very close to recreational	Very much encourage				
destinations, such as the	Somewhat encourage				
beach, Disneyland,	No effect				
6E. Metrolink stations are very close to fairs,	Very much encourage				
festivals, and other	Somewhat encourage				
community events	No effect				
6F. Up to 3 children ages	Very much encourage				
6 or under ride for free	Somewhat encourage				
	No effect				
6G. There are free bus	Very much encourage				
Connections to and from Metrolink stations	Somewhat encourage				
metronink stations.	No effect				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

	First-Time Weekend Riders			
	Total	Yes	No	
6A. Once a month, the weekend ride have been free.	1.36	1.28	1.43	
6B. Weekend fare is	1.49	1.35	1.58	
6C. Some shops and	1.09	1.12	1.06	
6D. Metrolink stations are	1.37	1.38	1.37	
6E. Metrolink stations are	1.13	1.18	1.08	
6F. Up to 3 children ages 6	.94	.99	.91	
CC. There are free hour	4.07	1 22	1 40	

Comparisons of Column Means^a

	First-Time Rid	Weekend ers
	Yes	No
	(A)	(B)
6A. Once a month, the weekend ride have been free.		
6B. Weekend fare is discounted to half of the regular weekday fare.		A
6C. Some shops and restaurants around Metrolink stations offer discounts to weekend riders.		
6D. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.		
6E. Metrolink stations are very close to fairs, festivals, and other community events		
6F. Up to 3 children ages 6 or under ride for free		
6G. There are free bus connections to and from Metrolink stations.		

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Frequency of Use			
	Total	Few times a month or more	Once a month or less		
6A. Once a month, the weekend ride have been free.	1.43	1.41	1.45		
6B. Weekend fare is	1.59	1.63	1.54		
6C. Some shops and	1.06	1.17	.94		
6D. Metrolink stations are	1.37	1.33	1.43		
6E. Metrolink stations are	1.09	1.04	1.14		
6F. Up to 3 children ages 6	.90	.89	.92		
6G. There are free bus	1.40	1.50	1.27		

Comparisons of Column Means^a

	Frequence	cy of Use
	Few times	Once a
	a month or more	less
	(A)	(B)
6A. Once a month, the weekend ride have been free. 6B. Weekend fare is discounted to half of the regular weekday fare. 6C. Some shops and restaurants around Metrolink stations offer discounts to weekend riders. 6D. Metrolink stations are		
very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.		
6E. Metrolink stations are very close to fairs, festivals, and other community events		
6F. Up to 3 children ages 6 or under ride for free		
6G. There are free bus connections to and from Metrolink stations.	в	

Results are based on two-side tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Age 18 to 24

1.41

1.50 1.04

25 to 34

1.39

1.48 1.11

1.32 1.09 .96

35 to 44

1.30

1.46

1.05

1.38 1.20 1.10

17 and under

1.34

1.48

1.05

1.45

Total

1.36

1.49 1.09

1.03 1.37 1.12 .94

6A. Once a month, the weekend ride have been

6B

6D.

/eekend fare is ome shops and letrolink stations are

Page 93

Page 94

	1	Weekday Use			
	Total	Yes	No		
6A. Once a month, the weekend ride have been free.	1.36	1.42	1.34		
6B. Weekend fare is	1.49	1.53	1.47		
6C. Some shops and	1.09	1.12	1.07		
6D. Metrolink stations are	1.37	1.30	1.41		
6E. Metrolink stations are	1.13	1.01	1.18		
6F. Up to 3 children ages 6	.94	.88	.98		
6G. There are free bus	1.37	1.44	1.33		

Comparisons of Column Means^a

	Weeko	lay Use
	Yes	No
	(A)	(B)
6A. Once a month, the weekend ride have been free. 6B. Weekend fare is discounted to half of the regular weekday fare. 6C. Some shops and restaurants around Metrolink stations offer		
discounts to weekend riders. 6D. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown LA.		
6E. Metrolink stations are very close to fairs, festivals, and other community events		A
6F. Up to 3 children ages 6 or under ride for free		
6G. There are free bus connections to and from		

Metrolink stations. Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

	ļ	Age
	45 to 54	55 and over
6A. Once a month, the weekend ride have been free.	1.41	1.31
6B. Weekend fare is	1.53	1.51
6C. Some shops and	1.31	1.03
6D. Metrolink stations are	1.46	1.34
6E. Metrolink stations are	1.24	1.15
6F. Up to 3 children ages 6	.96	.74
AO Three on for here	4.07	4.40

Comparisons of Column Means^a

			A	ge		
	17 and under	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
	(A)	(B)	(C)	(D)	(E)	(F)
6A. Once a month, the weekend ride have been free.						
6B. Weekend fare is discounted to half of the regular weekday fare.						
6C. Some shops and restaurants around Metrolink stations offer discounts to weekend riders.						
6D. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.						
6E. Metrolink stations are very close to fairs, festivals, and other community events						
6F. Up to 3 children ages 6 or under ride for free						
6G. There are free bus connections to and from Metrolink stations						

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Le	evel of Education	ı	
	Total	High School or less	Some college	College graduate	Graduate school
6A. Once a month, the weekend ride have been free.	1.36	1.37	1.52	1.27	1.03
6B. Weekend fare is	1.49	1.47	1.60	1.42	1.43
6C. Some shops and	1.09	1.15	1.18	.90	.84
6D. Metrolink stations are	1.37	1.40	1.41	1.20	1.46
6E. Metrolink stations are	1.13	1.13	1.15	1.03	1.19
6F. Up to 3 children ages 6	.94	.99	1.00	.80	.79
6G. There are free bus	1.37	1.44	1.43	1.15	1.33

Comparisons of Column Means^a

	Level of Education			
	High School or less	Some college	College graduate	Graduate school
	(A)	(B)	(C)	(D)
6A. Once a month, the weekend ride have been free. 6B. Weekend fare is		D		
discounted to half of the regular weekday fare.				
6C. Some shops and				
restaurants around Metrolink stations offer				
discounts to weekend				
riders.				
6D. Metrolink stations are				
very close to recreational				
beach. Disneyland.				
Oceanside, and Downtown				
L.A.				
6E. Metrolink stations are				
very close to fairs, festivals,				
events				
6F. Up to 3 children ages 6 or under ride for free				
6G. There are free bus connections to and from Metrolink stations.				

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 97

			Ethn	icity		
	Total	Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
6A. Once a month, the weekend ride have been free.	1.36	1.33	1.41	1.30	1.39	1.50
6B. Weekend fare is	1.49	1.49	1.52	1.35	1.55	1.56
6C. Some shops and	1.09	1.08	1.13	1.06	.86	1.38
6D. Metrolink stations are	1.38	1.35	1.47	1.23	1.43	1.52
6E. Metrolink stations are	1.12	1.05	1.28	1.11	1.12	1.36
6F. Up to 3 children ages 6	.94	.84	1.17	.77	1.08	1.04
6G. There are free bus	1.37	1.26	1.61	1.33	1.39	1.63

Comparisons of Column Means^a



a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household	Income		
	Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
6A. Once a month, the weekend ride have been free.	1.36	1.27	1.33	1.51	1.33	1.40
6B. Weekend fare is	1.49	1.42	1.48	1.55	1.56	1.39
6C. Some shops and	1.10	1.11	1.11	1.05	1.20	.96
6D. Metrolink stations are	1.37	1.25	1.46	1.38	1.45	1.27
6E. Metrolink stations are	1.12	1.00	1.23	1.27	1.11	1.02
6F. Up to 3 children ages 6	.95	.92	1.09	1.10	.76	1.03
6G. There are free bus	1.38	1.35	1.61	1.51	1.30	1.21

Comparisons of Column Means^a

		Ho	usehold Inco	me	
	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
	(A)	(B)	(C)	(D)	(E)
6A. Once a month, the weekend ride have been free.					
6B. Weekend fare is discounted to half of the regular weekday fare.					
6C. Some shops and restaurants around Metrolink stations offer discounts to weekend					
riders.					
very close to recreational destinations, such as the					
beach, Disneyland, Oceanside, and Downtown L.A.					
6E. Metrolink stations are very close to fairs, festivals, and other community events					
6F. Up to 3 children ages 6 or under ride for free					
6G. There are free bus					
connections to and from Metrolink stations		E			

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Gender	
	Total	Female	Male
6A. Once a month, the weekend ride have been free.	1.36	1.36	1.37
6B. Weekend fare is	1.49	1.51	1.48
6C. Some shops and	1.09	.98	1.18
6D. Metrolink stations are	1.37	1.39	1.36
6E. Metrolink stations are	1.13	1.15	1.10
6F. Up to 3 children ages 6	.94	.97	.92
6G. There are free bus	1.37	1.39	1.36

Comparisons of Column Means^a

	Ger	nder
	Female	Male
	(A)	(B)
6A. Once a month, the weekend ride have been free. 6B. Weekend fare is discounted to half of the regular weekday fare. 6C. Some shops and restaurants around Metrolink stations offer discounts to weekend		A
riders. 6D. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.		
6E. Metrolink stations are very close to fairs, festivals, and other community events		
6F. Up to 3 children ages 6 or under ride for free		
6G. There are free bus connections to and from Metrolink stations.		

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			LINE		
	Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
6A. Once a month, the weekend ride have been free.	1.36	1.27	1.35	1.36	1.44
6B. Weekend fare is	1.49	1.46	1.55	1.43	1.53
6C. Some shops and	1.09	.96	1.12	1.06	1.19
6D. Metrolink stations are	1.37	1.41	1.39	1.38	1.32
6E. Metrolink stations are	1.13	1.17	1.14	1.07	1.13
6F. Up to 3 children ages 6	.94	1.01	.79	.92	1.02
6G. There are free bus	1.37	1.30	1.35	1.46	1.35

Comparisons of Column Means^a

		LI	NE	
	OC	OC	IEOC	IEOC
	Outbound	Inbound	Inbound	Outbound
	(A)	(B)	(C)	(D)
6A. Once a month, the weekend ride have been				
free.				
6B. Weekend fare is				
discounted to half of the regular weekday fare.				
6C. Some shops and				
restaurants around				
Metrolink stations offer				
discounts to weekend				
CD Maturaliuk stations are				
Very close to recreational				
destinations, such as the				
beach, Disneyland,				
Oceanside, and Downtown				
L.A.				
6E. Metrolink stations are				
very close to fairs, festivals,				
and other community				
events				
or under ride for free				
6G Thore are free buc				
connections to and from				
Metrolink stations.				

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 101

First-Total 599 Yes 267 No 332 Total 223 95 128 Fare/pricing 37.2% 11 35.6% 38.6% Parking at stations 1.8% 11 3.0% .9% 6 Payment method 1.8% 30 5.0% <u>1.9%</u> 14 1.8% Free shuttle service between station and Word of 4.8% 5.2% 35 5.8% 200 33.4% 73 23 8.6% 82 30.7% 32 3.6% 118 35.5% mou nendati Schedule 41 Travel time 12.2% 16 12.0% 8 3.0% 12.3% 8 2.4% Other 2.7%

Comparisons of Column Proportions^a

		First-Time Rid	First-Time Weekend Riders	
		Yes	No	
		(A)	(B)	
7. When deciding whether to take a Metrolink train on the weekend, what is the most important factor to you?	Fare/pricing Parking at stations Payment method Free shuttle service between station and origin/destination Word of mouth/recommendations by friends/family Schedule Travel time Other	В		

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Frequency of Use Few times a month or or less Total 328 189 139 Total 127 50 Fare/pricing 38.7% 40.7% 36.0% Parking at stations 1.1% .9% .7% W Payment method 1.8% 1.6% 2.2% Free shuttle service between station and Word of in on the 4.9% 11 4.2% 5.8% s the mos 3.4% 116 35.4% 41 mouth/rea dations 2.1% 5.0% portant ctor to you? Schedule <u>36.5%</u> 22 33.8% 19 Travel time 12.5% 11.6% 13.7% 4 2.9% 4 2.1% Other 2.4%

Comparisons of Column Proportions^a

		Frequency of Use		
		Few times a month or more	Once a month or less	
		(A)	(B)	
7. When deciding whether to take a Metrolink train on the weekend, what is the most important factor to you?	Fare/pricing Parking at stations Payment method Free shuttle service between station and origin/destination Word of mouth/recommendations by friends/family Schedule Travel time Other			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Weekday Use)
		Total	Yes	No
	Total	600	191	409
	E e un fa ato ta a	224	65	159
	Fare/pricing	37.3%	34.0%	38.9%
	Desking of stations	11	4	7
7. When	Parking at stations	1.8%	2.1%	1.7%
deciding	Devene at mosth and	11	5	6
whether to take	Payment method	1.8%	2.6%	1.5%
a Metrolink	Free shuttle service	30	9	21
train on the	between station and	5.0%	4.7%	5.1%
is the most	Word of	35	6	29
important	mouth/recommendations	5.8%	3.1%	7.1%
factor to you?	Sabadula	200	70	130
	Schedule	33.3%	36.6%	31.8%
	Travel time	73	24	49
	i ravei ume	12.2%	12.6%	12.0%
	Othor	16	8	8
	Other	2.7%	4.2%	2.0%

		Weekd	Weekday Use		
		Yes	No		
		(A)	(B)		
	Fare/pricing				
	Parking at stations				
7. When	Payment method				
deciding whether to take a Metrolink train on the weekend, what is the most important factor to you?	Free shuttle service between station and origin/destination				
	Word of mouth/recommendations by friends/family				
	Schedule				
	Travel time				
	Other				

Other Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
	Total	599	73	128	126	118
		223	30	45	58	36
	Fare/pricing	37.2%	41.1%	35.2%	46.0%	30.5%
	Parking at stations	11	0	1	2	1
7. When		1.8%	.0%	.8%	1.6%	.8%
deciding	Payment method	11	0	3	0	5
whether to take		1.8%	.0%	2.3%	.0%	4.2%
a Metrolink	Free shuttle service	30	3	6	9	5
train on the	between station and	5.0%	4.1%	4.7%	7.1%	4.2%
is the most	Word of	35	7	8	4	6
important	mouth/recommendations	5.8%	9.6%	6.3%	3.2%	5.1%
factor to you?	Sabadula	200	16	46	34	51
	Schedule	33.4%	21.9%	35.9%	27.0%	43.2%
	Tana di ma	73	14	16	16	14
	Travel ume	12.2%	19.2%	12.5%	12.7%	11.9%
	Other	16	3	3	3	0
	Other	2.7%	4.1%	2.3%	2.4%	.0%

Page 105

		1	Age		
		45 to 54	55 and over		
	Total	79	75		
		21	33		
	Fare/pricing	26.6%	44.0%		
	Parking at stations	5	2		
7. When	Parking at stations	6.3%	2.7%		
deciding	Payment method	1	2		
whether to take		1.3%	2.7%		
a Metrolink	Free shuttle service	5	2		
train on the	between station and	6.3%	2.7%		
is the most	Word of	4	6		
important	mouth/recommendations	5.1%	8.0%		
factor to you?	Sabadula	32	21		
	Schedule	40.5%	28.0%		
	Travel time	8	5		
	Travel time	10.1%	6.7%		
	Other	3	4		
	Other	2 00/	5 29/		

Comparisons of Column Proportions^b

			A	ge	
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Fare/pricing				
	Parking at stations	.a			
7. When	Payment method	. ^a		. ^a	
deciding	Free shuttle service				
a Metrolink	between station and				
train on the	origin/destination				
weekend, what	Word of mouth/recommendations				
is the most	by friends/family				
factor to you?	Schedule				А
lactor to you?	Travel time				
	Other				.a
esults are based o maller column proj	on two-sided tests with significar portion appears under the categ	nce level 0.05. ory with the la	For each sign arger column p	nificant pair, th roportion.	e key of the ca

Comparisons of Column Proportions^b

		Ag	je
		45 to 54	55 and over
		(E)	(F)
	Fare/pricing		
	Parking at stations		
7. When	Payment method		
deciding whether to take a Metrolink train on the weekend, what is the most important factor to you?	Free shuttle service between station and origin/destination		
	Word of mouth/recommendations by friends/family		
	Schedule		
	Travel time		
	Other		

Results are based on two-sided tests with significance level 0.05 role ach significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Level of Education				
		Total	High School or less	Some college	College graduate	Graduate school	
	Total	598	233	179	110	76	
	Fare/pricing	223 37.3%	96 41.2%	63 35.2%	40 36.4%	24 31.6%	
7. When	Parking at stations	11 1.8%	1 .4%	7 3.9%	2 1.8%	1 1.3%	
deciding whether to take	Payment method	11 1.8%	2 .9%	6 3.4%	2 1.8%	1 1.3%	
a Metrolink train on the	Free shuttle service between station and	30 5.0%	13 5.6%	8 4.5%	7 6.4%	2 2.6%	
is the most	Word of mouth/recommendations	34 5.7%	15 6.4%	7 3.9%	6 5.5%	6 7.9%	
factor to you?	Schedule	200 33.4%	65 27.9%	58 32.4%	45 40.9%	32 42.1%	
	Travel time	73 12.2%	32 13.7%	26 14.5%	7 6.4%	8 10.5%	
	Other	16 2.7%	9 3.9%	4 2.2%	1 .9%	2 2.6%	

			Level of	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	Fare/pricing				
	Parking at stations				
7. When	Payment method				
deciding whether to take a Metrolink train on the weekend, what is the most important factor to you?	Free shuttle service between station and origin/destination Word of mouth/recommendations by friends/family				
	Schedule				
	Travel time				
	Othor				

 Other

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

 a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			E	Ethnicity	
		Total	Caucasian	Latino(a)/ Hispanic	African- American
	Total	596	331	125	56
		224	129	46	23
	Fare/pricing	37.6%	39.0%	36.8%	41.1%
	Parking at stations	11	6	3	1
7. When		1.8%	1.8%	2.4%	1.8%
deciding	Payment method Free shuttle service	11	4	3	1
whether to take		1.8%	1.2%	2.4%	1.8%
a Metrolink		29	12	4	3
train on the	between station and	4.9%	3.6%	3.2%	5.4%
is the most	Word of	35	14	9	4
important	mouth/recommendations	5.9%	4.2%	7.2%	7.1%
factor to you?	Sebadula	198	114	41	15
	Schedule	33.2%	34.4%	32.8%	26.8%
	Travel time	72	42	16	8
	Traver time	12.1%	12.7%	12.8%	14.3%
	Other	16	10	3	1
	Other	2.7%	3.0%	2.4%	1.8%

		Ethn	icity
		Asian	Other
	Total	52	32
	Fare/pricing	18 34.6%	8 25.0%
7. When	Parking at stations	0 .0%	1 3.1%
deciding whether to take	Payment method	2 3.8%	1 3.1%
a Metrolink train on the	Free shuttle service between station and	4 7.7%	6 18.8%
is the most	Word of mouth/recommendations	4 7.7%	4 12.5%
factor to you?	Schedule	19 36.5%	9 28.1%
	Travel time	3 5.8%	3 9.4%
	Other	2 3.8%	0 .0%

Comparisons of Column Proportions^b

		Ethnicity				
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
7. When deciding whether to take a Metrolink train on the weekend, what is the most important factor to you?	Fare/pricing Parking at stations Payment method Free shuttle service between station and origin/destination Word of mouth/recommendations by friends/family Schedule Travel time				a	AB

Other
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b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 109

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
	Total	583	113	86	106	
	Farelariaina	212	50	33	34	
	Fare/pricing	36.4%	44.2%	38.4%	32.1%	
	Parking at stations	11	1	1	4	
7. When	r arking at stations	1.9%	.9%	1.2%	3.8%	
deciding	Bayment method	11	2	0 0	0	
whether to take	Fayment method	1.9%	1.8%	.0%	.0%	
a Metrolink	Free shuttle service	30	10	4	.0% 5 4.7%	
train on the	between station and	5.1%	8.8%	4.7%	4.7%	
is the most	Word of	35	11	4	6	
important	mouth/recommendations	6.0%	9.7%	4.7%	5.7%	
factor to you?	Sabadula	197	27	30	41	
	Schedule	33.8%	27 30 23.9% 34.9%	38.7%		
	Travel time	71	10	11	12	
	Traver tille	12.2%	8.8%	12.8%	1 12 3% 11.3%	
	Other	16	2	3	4	
	Other	2.7%	1.8%	3.5%	3.8%	

\$100,000 or higher 114 \$50,000 to \$99,999 164 Total 57 38 Fare/pricing 33.3% 34.8% Parking at stations 1.8% . When 1.8% Payment method 3.0% 3.5% Free shuttle service between station and Word of 4.3% in on the 3.5% kend, v s the most 9 5.5% 50 30.5% 29 17.7% 4.4% 49 43.0% mouth/reco nendations actor to you? Schedule 9 Travel time 7.9% Other 2.4% 2.6%

Comparisons of Column Proportions^b

Чо

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Fare/pricing					
	Parking at stations					
7. When	Payment method		. ^a	. ^a		
deciding whether to take a Metrolink	Free shuttle service between station and origin/destination					
weekend, what is the most important	Word of mouth/recommendations by friends/family					
factor to you?	Schedule					A
	Travel time					
	Other					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Gender	
		Total	Female	Male
	Total	600	290	310
	E e un fa al e la a	224	116	108
	Fare/pricing	37.3%	40.0%	34.8%
	Parking at stations	11	7	4
7. When	Farking at stations	1.8%	2.4%	1.3%
deciding	Poyment method	11	4	7
whether to take	Fayment method	1.8%	1.4%	2.3%
a Metrolink	Free shuttle service	30	17	13
train on the	between station and	5.0%	5.9%	4.2%
is the most	Word of	35	15	20
important	mouth/recommendations	5.8%	5.2%	6.5%
factor to you?	Schedule	200	96	104
	Schedule	33.3%	33.1%	33.5%
	Travel time	73	30	43
	naver time	12.2%	10.3%	13.9%
	Othor	16	5	11
	Other	2.7%	1.7%	3.5%

		Gender	
		Female	Male
		(A)	(B)
	Fare/pricing		
	Parking at stations		
7. When	Payment method		
deciding whether to take a Metrolink train on the weekend, what is the most important	Free shuttle service between station and origin/destination		
	Word of mouth/recommendations by friends/family		
factor to you?	Schedule		
	Travel time		
	Other		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			LINE	
		Total	OC Outbound	OC Inbound
	Total	600	134	127
	Earo/pricing	224	52	44
	rare/pricing 37.	37.3%	38.8%	34.6%
	Desking at stations	11	4	2
7. When	Parking at stations	1.8%	3.0%	1.6%
deciding	Design of the state of	11	3	1
whether to take	Payment method	1.8%	2.2%	.8%
a Metrolink	Free shuttle service	30	6	6
train on the	between station and	5.0%	4.5%	4.7%
weekend, what	Word of	35	8	4
important factor to you?	mouth/recommendations	5.8%	6.0%	3.1%
	0.1	200	43	51
	Schedule	33.3%	32.1%	40.2%
	Tanan I dan s	73	14	15
	i ravei time	12.2%	10.4%	11.8%
	0	16	4	4
	Other	2.7%	3.0%	3.1%

Page 113

		LIN	E
		IEOC Inbound	IEOC Outbound
	Total	174	165
	Fare/pricing	67 38.5%	61 37.0%
7. When	Parking at stations	1 .6%	4 2.4%
deciding whether to take	Payment method	3 1.7%	4 2.4%
a Metrolink train on the	Free shuttle service between station and	10 5.7%	8 4.8%
is the most	Word of mouth/recommendations	10 5.7%	13 7.9%
factor to you?	Schedule	58 33.3%	48 29.1%
	Travel time	21 12.1%	23 13.9%
	Other	4 2.3%	4 2.4%

Comparisons of Column Proportions^a

			LI		
		oc	oc	IEOC	IEOC
		Outbound	Inbound	Inbound	Outbound
		(A)	(B)	(C)	(D)
	Fare/pricing				
	Parking at stations				
7. When	Payment method				
deciding whether to take	Free shuttle service				
a Metrolink	between station and origin/destination				
train on the	Word of				
is the most	mouth/recommendations				
important	by friends/family				
factor to you?	Schedule				
	Travel time				
	Other				

execute are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

First-T No 332 Total 599 Yes 267 Total 32 54 86 Being able to do things not possible if driving 12.0% 16.3% 14.4% Convenient/efficient way to get to desired destination Cost-effective/cheaper than driving 158 85 73 27.3% 25.6% 54 26.4% 97 43 16.2% 44 7.3% 115 16.1% 15 5.6% 16.3% 29 8.7% Discounted ri 56 21.0% Do not need to fight traffic 17.8% 19.2% 13 Monthly free rides 9 2.7% 18 5.4% <u>1.5%</u> 15 2.2% Quality/comfort of trains 5.6% 4 1.5% 14 5.5% Shopping/dining dis near station 7% .0% Things to do/events near 25 5.2% 11 stati 4.2% 3.3% 12 Other 3.8% 4.1% 3.6% DK/NA .0%

Comparisons of Column Proportions^b

		First-Time Weekend Riders		
		Yes	No	
		(A)	(B)	
	Being able to do things not possible if driving			
	Convenient/efficient way to get to desired destination			
8. What do you like MOST about Metrolink's weekend service?	Cost-effective/cheaper than driving Discounted rides Do not need to fight traffic Monthly free rides Quality/comfort of trains Shopping/dining discounts near station Things to do/events near station Other		a	
	DK/NA	a		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Frequency of	Use
		Total	Few times a month or more	Once a month or less
	Total	328	189	139
	Being able to do things not	52	32	20
	possible if driving	15.9%	16.9%	14.4%
	Convenient/efficient way to	84	48	36
	get to desired destination	25.6%	25.4%	25.9%
	Cost-effective/cheaper	53	33	20
	than driving	16.2%	17.5%	14.4%
8. What do	Discounted rides	29	18	11
you like	Discounted rides	8.8%	9.5%	7.9%
MOST	Do not pood to fight troffic	8.8% 9.5% 59 28	31	
about	Do not need to light trainc	18.0%	14.8%	22.3%
Metrolink's	Monthly free rides	9	5	4
service?	montiny nee naes	2.7%	2.6%	2.9%
	Quality/comfort of trains	18	15	3
	quality/connort of trains	5.5%	7.9%	2.2%
	Shopping/dining discounts			
	Things to do/events near	11	5	6
	station	3.4%	2.6%	4.3%
	Other	12	4	8
	ound	3.7%	2.1%	5.8%
	DK/NA	1	1	0
	BININA	.3%	.5%	.0%

		Frequency of Use		
		Few times a month or more	Once a month or less	
		(A)	(B)	
	Being able to do things not possible if driving			
	Convenient/efficient way to get to desired destination			
8. What do you like MOST about	Cost-effective/cheaper than driving Discounted rides			
Metrolink's	Do not need to fight traffic			
service?	Monthly free rides Quality/comfort of trains	в		
	Things to do/events near station			
	Other			
	DK/NA		а	

DKINA Fesults are based on two-sided tests with significance level 0.05, or each significant pair, the key of the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 117

		Age					
		Total	17 and under	18 to 24	25 to 34	35 to 44	
	Total	599	73	128	126	118	
	Being able to do things not	87	10	20	20	20	
	possible if driving	14.5%	13.7%	15.6%	15.9%	16.9%	
	Convenient/efficient way to	158	14	35	28	33	
	get to desired destination	26.4%	19.2%	27.3%	22.2%	28.0%	
	Cost-effective/cheaper	97	8	27	18	21	
	than driving	16.2%	11.0%	21.1%	14.3%	17.8%	
	Discounted rides	43	7	9	10	7	
8. What do	Discounted nues	7.2%	9.6%	7.0%	7.9%	5.9%	
MOST	Do not need to fight traffic	115	18	19	33	18	
about		19.2%	24.7%	14.8%	26.2%	15.3%	
Metrolink's	Monthly free rides	13	2	1	4	2	
weekend	Monthly free rides	2.2%	2.7%	.8%	3.2%	1.7%	
service?	Quality/comfort of trains	33	5	9	6	6	
	Quality/connort of trains	5.5%	6.8%	7.0%	4.8%	5.1%	
	Shopping/dining discounts	4	0	1	0	0	
	near station	.7%	.0%	.8%	.0%	.0%	
	Things to do/events near	25	4	5	3	6	
	station	4.2%	5.5%	3.9%	2.4%	5.1%	
	Othor	23	5	2	3	5	
	Other	3.8%	6.8%	1.6%	2.4%	4.2%	
	DK/NA	1	0	0	1	0	
	DKINA	.2%	.0%	.0%	.8%	.0%	

			Weekday Use	
		Total	Yes	No
	Total	600	191	409
	Being able to do things not	87	22	65
	possible if driving	14.5%	11.5%	15.9%
	Convenient/efficient way to	158	56	102
	get to desired destination	26.3%	29.3%	24.9%
	Cost-effective/cheaper	97	35	62
	than driving	16.2%	18.3%	15.2%
	Discounted sides	44	17	27
8. What do	Discounted rides	7.3%	8.9%	6.6%
YOU LIKE	De materia das Caltados (Ca	115	31	84
about	Do not need to fight traffic	19.2%	16.2%	20.5%
Metrolink's		13	2	11
weekend	Monthly free rides	2.2%	1.0%	2.7%
service?		33	10	23
	Quality/comfort of trains	5.5%	5.2%	5.6%
	Shopping/dining discounts	4	1	3
	near station	.7%	.5%	.7%
	Things to do/events near	25	10	15
	station	4.2%	5.2%	3.7%
		23	7	16
	Other	3.8%	3.7%	3.9%
		1	0	1
	DK/NA	.2%	.0%	.2%

Comparisons of Column Proportions^b

		Weekd	lay Use
		Yes	No
		(A)	(B)
	Being able to do things not possible if driving		
	Convenient/efficient way to get to desired destination		
8. What do you like MOST about Metrolink's weekend service?	Cost-effective/cheaper than driving Discounted rides Do not need to fight traffic Monthly free rides Quality/comfort of trains Shopping/dining discounts near station Things to do/events near station Other		
	DK/NA	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 118

		Age		
		45 to 54	55 and over	
	Total	79	75	
	Balance and the state of the large state	8	9	
	possible if driving	10.1%	12.0%	
	Convenient/efficient way to	28	20	
	get to desired destination	35.4%	26.7%	
	Cost-effective/cheaper	10	13	
	than driving	12.7%	17.3%	
9 What do	Discounted rides	5	5	
8. What do	Discounted nues	6.3%	6.7%	
MOST	Do not need to fight traffic	15	12	
about	Be not need to light traine	19.0%	16.0%	
Metrolink's	Monthly free rides	3	1	
weekend	montility nee nides	3.8%	1.3%	
service?	Quality/comfort of trains	3	4	
	Quality/connort of trains	3.8%	5.3%	
	Shopping/dining discounts	1	2	
	near station	1.3%	2.7%	
	Things to do/events near	3	4	
	station	3.8%	5.3%	
	Other	3	5	
	Outer	3.8%	6.7%	
		0	0	
	BRINK	.0%	.0%	

Comparisons of Column Proportions^b

			A	ge	
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Being able to do things not possible if driving				
	Convenient/efficient way to get to desired destination				
8. What do	Cost-effective/cheaper than driving				
MOST	Discounted rides				
about	Do not need to fight traffic				
Metrolink's	Monthly free rides				
weekend	Quality/comfort of trains				
service?	Shopping/dining discounts near station	a		a	a
	Things to do/events near station				
	Other				
	DK/NA	а	a		.a

Results are based on two-sided tests with significance level 0.05. For each significant, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		A	ge
		45 to 54	55 and over
		(E)	(F)
	Being able to do things not possible if driving		
	Convenient/efficient way to get to desired destination		
8. What do	Cost-effective/cheaper than driving		
MOST	Discounted rides		
about	Do not need to fight traffic		
Metrolink's	Monthly free rides		
weekend	Quality/comfort of trains		
service?	Shopping/dining discounts near station		
	Things to do/events near station		
	Other		
	DK/NA	.a	.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			14	avel of Education	2	
		Total	High School or less	Some college	College graduate	Graduate school
	Total	598	233	179	110	76
	Being able to do things not possible if driving	87 14.5%	37 15.9%	25 14.0%	11 10.0%	14 18.4%
	Convenient/efficient way to get to desired destination	157 26.3%	49 21.0%	49 27.4%	36 32.7%	23 30.3%
	Cost-effective/cheaper than driving	97 16.2%	34 14.6%	33 18.4%	20 18.2%	10 13.2%
8. What do you like	Discounted rides	43 7.2%	23 9.9%	10 5.6%	6 5.5%	18.4% 23 30.3% 10 13.2% 4 5.3% 13 17.1% 1 1.3% 2 2.6%
MOST about	Do not need to fight traffic	115 19.2%	49 21.0%	31 17.3%	22 20.0%	13 17.1%
Metrolink's weekend	Monthly free rides	13 2.2%	7 3.0%	4 2.2%	1 .9%	1 1.3%
service?	Quality/comfort of trains	33 5.5%	14 6.0%	12 6.7%	5 4.5%	2 2.6%
	Shopping/dining discounts near station	4 .7%	1 .4%	2 1.1%	1 .9%	0 .0%
	Things to do/events near station	25 4.2%	9 3.9%	7 3.9%	4 3.6%	5 6.6%
	Other	23 3.8%	10 4.3%	5 2.8%	4 3.6%	4 5.3%
	DK/NA	1 .2%	0 .0%	1 .6%	0 .0%	0 .0%

Comparisons of Column Proportions^b

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	Being able to do things not possible if driving				
8. What do you like MOST about Metrolink's weekend service?	Convenient/efficient way to get to desired destination				
	Cost-effective/cheaper than driving Discounted rides				
	Monthly free rides Quality/comfort of trains				
	Shopping/dining discounts near station				а
	Things to do/events near station				
	Other				
	DK/NA	.a		.a	.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 121

		Ethnicity				
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
	Total	596	331	125	56	
	Being able to do things not possible if driving	86 14.4%	48 14.5%	18 14.4%	7 12.5%	
	Convenient/efficient way to get to desired destination	157 26.3%	94 28.4%	30 24.0%	13 23.2%	
	Cost-effective/cheaper than driving	97 16.3%	57 17.2%	18 14.4%	11 19.6%	
8. What do	Discounted rides	44 7.4%	20 6.0%	11 8.8%	2 3.6%	
MOST about	Do not need to fight traffic	114 19.1%	66 19.9%	29 23.2%	9 16.1%	
Metrolink's weekend	Monthly free rides	13 2.2%	5 1.5%	7 5.6%	1 1.8%	
service?	Quality/comfort of trains	32 5.4%	14 4.2%	6 4.8%	4 7.1%	
	Shopping/dining discounts near station	4 .7%	2 .6%	1 .8%	1 1.8%	
	Things to do/events near station	25 4.2%	10 3.0%	4 3.2%	7 12.5%	
	Other	23 3.9%	14 4.2%	1	1 1.8%	
	DK/NA	1	1	0	0	

		Ethnicity		
		Asian	Other	
	Total	52	32	
	Being able to do things not possible if driving	9 17.3%	4 12.5%	
	Convenient/efficient way to get to desired destination	17 32.7%	3 9.4%	
	Cost-effective/cheaper than driving	7 13.5%	4 12.5%	
8. What do	Discounted rides	5 9.6%	6 18.8%	
MOST about	Do not need to fight traffic	6 11.5%	4 12.5%	
Metrolink's weekend	Monthly free rides	0 .0%	0 .0%	
service?	Quality/comfort of trains	1 1.9%	7 21.9%	
	Shopping/dining discounts near station	0 .0%	0 .0%	
	Things to do/events near station	4 7.7%	0 .0%	
	Other	3 5.8%	4 12.5%	
	DK/NA	0 .0%	0.0%	

Comparisons of Column Proportions^b

				Ethnicity		
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
	Being able to do things not possible if driving					
	Convenient/efficient way to get to desired destination					
8. What do	Cost-effective/cheaper than driving					
YOU LIKE	Discounted rides					
about	Do not need to fight traffic					
Metrolink's	Monthly free rides		A		. ^a	. ^a
weekend	Quality/comfort of trains					ABD
service?	Shopping/dining discounts near station				a	a
	Things to do/events near station			A		a
	Other					В
	DK/NA		.a	.a	.a	a

DNNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 124

			Household	l Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	583	113	86	106
	Being able to do things not possible if driving	86 14.8%	23 20.4%	16 18.6%	17 16.0%
	Convenient/efficient way to get to desired destination	152 26.1%	23 20.4%	25 29.1%	24 22.6%
	Cost-effective/cheaper than driving	92 15.8%	18 15.9%	9 10.5%	18 17.0%
3. What do	Discounted rides	42 7.2%	9 8.0%	5 5.8%	10 9.4%
MOST	Do not need to fight traffic	114 19.6%	16 14.2%	17 19.8%	22 20.8%
Metrolink's weekend	Monthly free rides	13 2.2%	2 1.8%	2 2.3%	4 3.8%
service?	Quality/comfort of trains	33 5.7%	9 8.0%	7 8.1%	6 5.7%
	Shopping/dining discounts near station	4 .7%	1 .9%	0 .0%	0 .0%
	Things to do/events near station	25 4.3%	7 6.2%	3 3.5%	1 .9%
	Other	21 3.6%	5 4.4%	2 2.3%	3 2.8%
	DK/NA	1	0	0	1

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	164	114
	Being able to do things not possible if driving	18 11.0%	12 10.5%
	Convenient/efficient way to	44	36
	get to desired destination	26.8%	31.6%
	Cost-effective/cheaper	25	22
	than driving	15.2%	19.3%
0.100	Discounted rides	11	7
8. What do		6.7%	6.1%
MOST	Do not need to fight traffic	35	24
about	Do not need to light traffic	21.3%	21.1%
Metrolink's	Monthly free rides	5	0
weekend	montility free fides	3.0%	.0%
service?	Quality/comfort of trains	7	4
	Quality/connort of trains	4.3%	3.5%
	Shopping/dining discounts	3	0
	near station	1.8%	.0%
	Things to do/events near	8	6
	station	4.9%	5.3%
	Other	8	3
	Other	4.9%	2.6%
	DK/NA	0	0
	BRINA	.0%	.0%

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Being able to do things not possible if driving					
	Convenient/efficient way to get to desired destination					
8. What do	Cost-effective/cheaper than driving					
YOU LIKE	Discounted rides					
about	Do not need to fight traffic					
Metrolink's	Monthly free rides					. ^a
weekend	Quality/comfort of trains					
Service?	Shopping/dining discounts near station		a	а		a
	Things to do/events near					
	station					
	Other				-	
	DK/NA					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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Page 125

			Gender	
		Total	Female	Male
8. What do you like MOST about Metrolink's weekend	Total	600	290	310
	Being able to do things not possible if driving	87 14.5%	42 14.5%	45 14.5%
	Convenient/efficient way to get to desired destination	158 26.3%	83 28.6%	75 24.2%
	Cost-effective/cheaper than driving	97 16.2%	50 17.2%	47 15.2%
	Discounted rides	44 7.3%	19 6.6%	25 8.1%
	Do not need to fight traffic	115 19.2%	53 18.3%	62 20.0%
	Monthly free rides	13 2.2%	4 1.4%	9 2.9%
service?	Quality/comfort of trains	33 5.5%	14 4.8%	19 6.1%
	Shopping/dining discounts near station	4 .7%	3 1.0%	1 .3%
	Things to do/events near station	25 4.2%	12 4.1%	13 4.2%
	Other	23 3.8%	9 3.1%	14 4.5%
	DK/NA	1 .2%	1 .3%	0 .0%

Comparisons of Column Proportions^b

Female Male (A) (B) Being able to do things not possible if driving (A) (B) Convenient/Efficient way to get to desired destination Cost-effective/cheaper than driving (A) (B) 8. What do you like Cost-effective/cheaper than driving Discounted rides (A) (B) MOST about Do not need to fight traffic Metrolink's Wonthly free rides (A) (B) (A) Sevelend Quality/comfort of trains service? Taines to delevants near station (A) (B)			Gen	der
(A) (B) (B) (Convenient/efficient way to get to desired destination you like MOST Discounted rides Monthly free rides weekend Quality/comfort of trains service? Toince to defense to near			Female	Male
Being able to do things not possible if driving Convenient/dfficient way to get to desired destination Standard destination Cost-effective/chaper than driving Discounted rides MOST about Mostrink's Monthly free rides weekend Quality/comfort of trains service? Toince to defaust near			(A)	(B)
Convenient/efficient way to get to desired destination (Cost-effective/cheaper than driving MOST Discounted rides about Do not need to fight traffic Metrolink's Monthly free rides weekend Quality/comfort of trains services Toiprote deflayate near		Being able to do things not possible if driving		
8. What do you like Discounted rides about Do not need to fight traffic Metrolink's Monthly free rides weekend Quality/comfort of trains service? Shopping/dining discounts near station		Convenient/efficient way to get to desired destination		
station Other	8. What do you like MOST about Metrolink's weekend service?	Cost-effective/cheaper than driving Discounted rides Do not need to fight traffic Monthly free rides Quality/comfort of trains Shopping/dining discounts near station Things to do/events near station Other		

DK/NA ^a Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

134 127 165 600 174 Total 87 18 24 27 18 Being able to do things not possible if driving 14.5% 13.4% 13.8% 16.4% 14.2% 43 26.1% 18 Convenient/efficient way t get to desired destination 158 33 35.8% 18 <u>26.8%</u> 28 26.3% 97 <u>19.0%</u> 33 Cost-effective/cheaper than driving 16.2% 44 13.4% 22.0% 19.0% 12 10.9% 13 Discounted rides 6.3% 7.9% 8.2% 6.9% 35 7.3% Do not need to fight traffic 19.2% 11.9% 21.3% 20.1% 22.4% Monthly free rides 2.2% 33 4.6% 11 1.8% 12 .8% Quality/comfort of trains 5.5% 3.7% 3.9% 6.3% 7.3% Shopping/dining discount near station <u>-</u> 1.1% 11 7% .0% .6% Things to do/events near stati 4.2% 4.5% 1.6% 6.3% 3.6% Other 2.4% 3.0% 3.8% 7.5% <u>2.9%</u> 0 DK/NA 0%

Total

Comparisons of Column Proportions^b

			LI	NE	
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
	Being able to do things not possible if driving				
	Convenient/efficient way to get to desired destination	с			
8. What do	Cost-effective/cheaper than driving				
MOST	Discounted rides				
about	Do not need to fight traffic				
Metrolink's	Monthly free rides				
weekend	Quality/comfort of trains				
service?	Shopping/dining discounts near station		a		
	Things to do/events near station				
	Other				
	DK/NA	а		а	а

esuits are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 126

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		First-Ti	me Weekend	Riders
		Total	Yes	No
	Total	599	267	332
	Detter mining/shares	117	58	59
	Better pricing/cheaper 19.5%	19.5%	21.7%	17.8%
9. What is the	Better transit	40	12	28
single MOST	connections to stations	6.7%	4.5%	8.4%
important improvement you would like to see in Metrolink's weekend service?	Forther constant	52	25	27
	Earlier service	8.7%	9.4%	8.1%
	Later condex	86	39	47
	Later service	14.4%	14.6%	14.2%
	More convenient	36	22	14
	stations	6.0%	8.2%	4.2%
	More frequent	248	103	145
	trains/departure & arrival	41.4%	38.6%	43.7%
	Other	20	8	12
	Other			

		First-Time Rid	Weekend ers
		Yes	No
		(A)	(B)
	Better pricing/cheaper		
9. What is the	Better transit		
single MOST important improvement	Earlier service		
	Later service		
you would like to see in	More convenient stations	в	
Metrolink's weekend service?	More frequent trains/departure & arrival times		
	Other		

Other
Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the
smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Frequency of Use			
		Total	Few times a month or more	Once a month or less	
	Total	328	189	139	
	Better under bei der bei einen	57	32	25	
	Better pricing/cheaper	17.4%	16.9%	18.0%	
9. What is the	Better transit	28	18	10	
single MOST	connections to stations	8.5%	9.5%	7.2%	
important	Farlier consist	27	20	7	
improvement	Earlier service	8.2%	10.6%	5.0%	
you would like to	Later convice	47	26	21	
see in Metrolink's weekend service?	Later service	14.3%	13.8%	15.1%	
	More convenient	13	8	5	
	stations	4.0%	4.2%	3.6%	
	More frequent	144	82	62	
	trains/departure & arrival	43.9%	43.4%	44.6%	
	Other	12	3	9	
	Other	3.7%	1.6%	6.5%	

Comparisons of Column Proportions^a

		Frequen	cy of Use
		Few times a month or more	Once a month or less
		(A)	(B)
	Better pricing/cheaper		
9. What is the single MOST	Better transit connections to stations		
important	Earlier service		
improvement	Later service		
you would like to see in	More convenient stations		
Metrolink's weekend service?	More frequent trains/departure & arrival times		
	Other		А

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 129

ekday Us Total 600 Yes 191 **No** 409 Total 117 37 80 Better pricing/cheaper 19.5% 40 6.7% 52 8.7% 86 14.3% 19.6% 29 7.1% 34 19.4% Better transit connections to station <u>5.8%</u> 18 Earlier service 9.4% 29 15.2% 8.3% 57 13.9% 29 7.1% 165 40.3% 15 36 6.0% 249 41.5% More convenient 3.7% 84 44.0% More frequent 5 2.6% Ot 3.3% 3.7%

Comparisons of Column Proportions^a

		Weekd	ay Use
		Yes	No
		(A)	(B)
	Better pricing/cheaper		
9. What is the single MOST	Better transit connections to stations		
important	Earlier service		
improvement	Later service		
you would like to see in	More convenient stations		
Metrolink's weekend service?	More frequent trains/departure & arrival times		
	Othor		

Other
Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the
smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Age 18 to 24 128 Total 599 17 and under 25 to 34 126 35 to 44 118 Total 117 29 27 18 Better pricing/cheaper 19.5% 40 6.7% 52 21.4% 14 11.1% 30.1% 22.7% 15.3% Better transit connections to station 4.2% 12 5.5% 10 6.8% Earlier service 8.7% 86 14.4% 8.2% 11 15.1% 7.8% 20 15.6% 9 7.1% 16 12.7% 10.2% 14 11.9% More convenient 36 36 6.0% 248 41.4% 8 6.3% 50 39.7% 8.5% 56 47.5% 2.7% 22 30.1% stati 4.7% More frequent 42.2% 20 3.3% Ot 6.8% 1.6% 1.6% 2.5%

		Age		
		45 to 54	55 and over	
	Total	79	75	
9. What is the important important important important pour woll like been been in where were and the stations arvice? Beam of the stations of the service important is stations where frequent trains/departure & the stations is the stations in the stations is the stations is the stations in the stations is the stations is the stations in the stations is the stations is the stations in the stations is the stations in the stations is the station	Better pricing/cheaper	9 11.4%	12 16.0%	
	Better transit connections to stations	4 5.1%	5 6.7%	
	Earlier service	7 8.9%	8 10.7%	
	Later service	15 19.0%	10 13.3%	
	More convenient stations	3 3.8%	7 9.3%	
	More frequent trains/departure & arrival	38 48.1%	28 37.3%	
	Other	3 3.8%	5 6.7%	

		Age			
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Better pricing/cheaper				
9. What is the single MOST important improvement	Better transit connections to stations Earlier service Later service				
you would like to see in Metrolink's weekend service?	More convenient stations More frequent trains/departure & arrival times				
	011				

Other Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions^a

		Ag	ge
		45 to 54	55 and over
		(E)	(F)
9. What is the single MOST important improvement you would like to see in Metrolink's weekend service?	Better pricing/cheaper Better transit connections to stations Earlier service Later service More convenient stations More frequent trains/departure & arrival times Other		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Le	evel of Education	n	
		Total	High School or less	Some college	College graduate	Graduate school
	Total	598	233	179	110	76
	Better pricing/cheaper	116 19.4%	57 24.5%	32 17.9%	16 14.5%	11 14.5%
9. What is the single MOST	Better transit connections to stations	40 6.7%	19 8.2%	10 5.6%	6 5.5%	5 6.6%
important improvement you would like to see in	Earlier service	52 8.7%	20 8.6%	16 8.9%	11 10.0%	5 6.6%
	Later service	86 14.4%	37 15.9%	24 13.4%	17 15.5%	8 10.5%
weekend service?	More convenient stations	35 5.9%	18 7.7%	11 6.1%	4 3.6%	2 2.6%
	More frequent trains/departure & arrival	249 41.6%	74 31.8%	76 42.5%	55 50.0%	44 57.9%
	Other	20 3.3%	8 3.4%	10 5.6%	1 .9%	1 1.3%

Page 133

Page 134

Comparisons of Column Proportions^a

		Level of Education			
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
9. What is the single MOST important improvement you would like to see in Metrolink's weekend	Better pricing/cheaper Better transit connections to stations Earlier service Later service More convenient stations More frequent trains/departure & arrival			A	A
service?	times Other				

Conter
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		Ethnicity			
		Total	Caucasian	Latino(a)/ Hispanic	African- American
	Total	596	331	125	56
	Better pricing/cheaper	116 19.5%	63 19.0%	26 20.8%	10 17.9%
9. What is the single MOST	Better transit connections to stations	39 6.5%	19 5.7%	9 7.2%	4 7.1%
important improvement	Earlier service	52 8.7%	24 7.3%	9 7.2%	5 8.9%
you would like to see in Metrolink's	Later service	85 14.3%	54 16.3%	17 13.6%	7 12.5%
weekend service?	More convenient stations	36 6.0%	20 6.0%	10 8.0%	4 7.1%
	More frequent trains/departure & arrival	248 41.6%	137 41.4%	50 40.0%	24 42.9%
	Other	20 3.4%	14 4.2%	4 3.2%	2 3.6%

		Ethnicity		
		Asian	Other	
	Total	52	32	
	Better pricing/cheaper	11 21.2%	6 18.8%	
9. What is the single MOST improvement you would like to see in Metrolink's weekend service?	Better transit connections to stations	2 3.8%	5 15.6%	
	Earlier service	7 13.5%	7 21.9%	
	Later service	3 5.8%	4 12.5%	
	More convenient stations	2 3.8%	0 .0%	
	More frequent trains/departure & arrival	27 51.9%	10 31.3%	
	Other	0	0	

Comparisons of Column Proportions^b

		Ethnicity				
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
9. What is the single MOST important improvement you would like to see in Metrolink's weekend service?	Better pricing/cheaper Better transit connections to stations Earlier service Later service More convenient stations More frequent trains/departure & arrival times Other				.a	A

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household	l Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	583	113	86	106
	Detter undeter deter en en	113	39	14	18
	Better pricing/cheaper	19.4%	34.5%	16.3%	17.0%
9. What is the	Better transit	40	10	9	6
single MOST	connections to stations	6.9%	8.8%	10.5%	5.7%
important	Fadies consist	51	12	12	10
improvement	Earlier service	8.7%	10.6%	14.0%	9.4%
you would like to	Later constant	85	9	12	20
See III Metrolink's	Later service	14.6%	8.0%	14.0%	18.9%
weekend	More convenient	36	6	9	6
service?	stations	6.2%	5.3%	10.5%	5.7%
	More frequent	239	33	29	41
	trains/departure & arrival	41.0%	29.2%	33.7%	38.7%
	Other	19	4	1	5
	Other	3.3%	3.5%	1.2%	4.7%

		Household Income		
		\$50,000 to \$99,999	\$100,000 or higher	
	Total	164	114	
	Better pricing/cheaper	27	15	
	Better pricing/cheaper	16.5%	13.2%	
9. What is the	Better transit	11	4	
single MOST	connections to stations	6.7%	3.5%	
important	Earlier service	13	4	
improvement		7.9%	3.5%	
you would like to	Later condex	23	21	
See III Motrolink's	Later service	14.0%	18.4%	
weekend	More convenient	10	5	
service?	stations	6.1%	4.4%	
	More frequent	74	62	
	trains/departure & arrival	45.1%	54.4%	
	0.0	6	3	
	Other	3.7%	2.6%	

		Household Income				
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
9. What is the single MOST important improvement you would like to see in Metrolink's weakerd	Better pricing/cheaper Better transit connections to stations Earlier service Later service More convenient stations More frequent	BCDE				
service?	trains/departure & arrival times Other					AB

Security are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 137

Gender Total 600 Male 310 Female 290 Total 117 53 64 Better pricing/cheaper 19.5% 40 6.7% 52 8.7% 86 14.3% 20.6% 18 5.8% 33 10.6% 47 15.2% 18.3% 22 7.6% 19 Better transit connections to stations Earlier service 6.6% 39 13.4% ater service 14.3% 36 6.0% 249 41.5% 20 3.3% 13.4% 23 7.9% 123 42.4% 11 3.8% More convenient 4.2% 126 40.6% stati More frequent trains/departure & ar 9 Other 2.9%

Comparisons of Column Proportions^a

		Gender	
		Female	Male
		(A)	(B)
	Better pricing/cheaper		
9. What is the single MOST	Better transit connections to stations		
important	Earlier service		
improvement	Later service		
you would like to see in Metrolink's weekend service?	More convenient stations		
	More frequent trains/departure & arrival times		
	Other		

Other
Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the
smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

LINE OC Outbour 134 Total OC Inbound 600 127 Total 117 21 20 Better pricing/cheaper 117 19.5% 40 6.7% 52 8.7% 86 14.3% 36 14.9% 16.5% Better transit connections to stations 6 <u>4.7%</u> 14 <u>2.2%</u> 12 Earlier service 9.0% 20 14.9% 14 11.0% 16 12.6% Later service More convenient stations More frequent trains/departure & 36 6.0% 249 41.5% 8.2% 62 46.3% 2.4% 65 51.2% 20 3.3% 6 4.5% Other 1.6%

Page 139

		LIN	IE
		IEOC Inbound	IEOC Outbound
	Total	174	165
9. What is the single MOST	Better pricing/cheaper	43 24.7%	33 20.0%
	Better transit connections to stations	16 9.2%	15 9.1%
important improvement	Earlier service	9 5.2%	17 10.3%
see in	Later service	17 9.8%	33 20.0%
weekend service?	More convenient stations	15 8.6%	7 4.2%
	More frequent trains/departure & arrival	68 39.1%	54 32.7%
	Other	6 3.4%	6 3.6%

		LINE			
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
	Better pricing/cheaper				
9. What is the single MOST	Better transit connections to stations				
important	Earlier service				
improvement	Later service				С
you would like to see in Metrolink's weekend service?	More convenient stations				
	More frequent trains/departure & arrival times		D		
	Other				

Other Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First Time Meekend Didore			
		First-Li Total	me Weekend	Riders	
	Total	599	267	332	
	Home	337 56.3%	166 62.2%	171 51.5%	
	School or College	26 4.3%	6 2.2%	20 6.0%	
10. When you boarded	Taking care of personal business/errands	22 3.7%	10 3.7%	12 3.6%	
this train today, where	Recreation or entertainment	48 8.0%	19 7.1%	29 8.7%	
coming from?	Shopping	14 2.3%	8 3.0%	6 1.8%	
	Work	34 5.7%	6 2.2%	28 8.4%	
	Visiting friends or family	114 19.0%	49 18.4%	65 19.6%	
	Other	4 .7%	3 1.1%	1 .3%	

Comparisons of Column Proportions^a

		First-Time Weekend Riders		
		Yes	No	
		(A)	(B)	
	Home	В		
	School or College		A	
10. When you boarded	Taking care of personal			
this train today, where	Recreation or entertainment			
were you	Shopping			
from?	Work		A	
	Visiting friends or family			
	Other			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 141

ency of Us Few times a month or Once a month or less Total more 189 139 Total 169 87 82 Home 51.5% 46.0% 59.0% School or College 5.8% 12 6.3% 5.0% Taking care of personal business/errands 3.7% 29 8.8% 3.7% 14 7.4% 3.6% 15 Recreation or entertai 10.8% Shopping 1.8% 28 8.5% 64 2.6% .7% Work <u>12.2%</u> 41 3.6% 23 Visiting friends or family 19.5% 21.7% 16.5% Other .0% .3%

Comparisons of Column Proportions^b

		Frequence	cy of Use
		Few times a month or more	Once a month or less
		(A)	(B)
	Home		А
	School or College		
10. When you boarded	Taking care of personal business/errands		
today, where	Recreation or entertainment		
were you	Shopping		
from?	Work	В	
	Visiting friends or family		
	0.0		

Other Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the similer column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Total 600 Yes 191 No 409 Total 338 244 94 Home 56.3% 26 59.7% 16 49.2% School or College 3.9% 4.3% 22 3.7% 48 5.2% Taking care of personal business/errands 16 3.9% 34 8.3% <u>3.1%</u> 14 Recreation or entertainment 8.0% 7.3% 14 Shopping 2.3% 34 5.7% 114 4.2% 21 11.0% 37 1.5% 13 Work 3.2% Visiting friends or family 19.0% 4 .7% 18.8% 3 19.4% Other .7%

Comparisons of Column Proportions^a

		Weekday Use	
		Yes	No
		(A)	(B)
	Home		A
	School or College		
10. When you boarded this train	Taking care of personal business/errands		
today, where	Recreation or entertainment		
coming	Shopping	В	
from?	Work	В	
	Visiting friends or family		
	Other		

Results are based on two-sided tests with significance level 0.05 For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
10. When	Total	599	73	128	126	118
	Hama	338	50	51	68	76
	Home	56.4%	68.5%	39.8%	54.0%	64.4%
	School or College	26	0	19	5	1
		4.3%	.0%	14.8%	4.0%	.8%
10. When you boarded this train today, where were you coming	Taking care of personal business/errands	22	1	6	6	3
		3.7%	1.4%	4.7%	4.8%	2.5%
	Recreation or entertainment	48	4	8	8	10
		8.0%	5.5%	6.3%	6.3%	8.5%
		13	3	1	3	3
from?	Snopping	2.2%	4.1%	.8%	2.4%	2.5%
	Mark	34	0	10	12	5
	WORK	5.7%	.0%	7.8%	9.5%	4.2%
	Ministing fairnale on fourily.	114	15	32	24	20
	visiting mends or family	19.0%	20.5%	25.0%	19.0%	16.9%
	0	4	0	1	0	0
	Other	.7%	.0%	.8%	.0%	.0%

		4	lge
		45 to 54	55 and over
	Total	79	75
	Hama	47	46
	Home	59.5%	61.3%
	Sahaal as Callana	0	1
	School or College	.0%	1.3%
10. When	Taking care of personal	3	3
you boarded	business/errands	3.8%	4.0%
this train	Descention of entertainment	10	8
today, where	Recreation or entertainment	12.7%	10.7%
coming	Channing	1	2
from?	Shopping	1.3%	2.7%
	Work	5	2
	WORK	6.3%	2.7%
	Ministing fairnale on fourily	12	11
	visiting mends or family	15.2%	14.7%
	Othor	1	2
	Other	1.3%	2.7%

			A	ge	
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Home	В			В
	School or College	. ^a	CDF		
10. When you boarded this train	Taking care of personal business/errands				
today, where	Recreation or entertainment				
were you coming	Shopping				
from?	Work	. ^a			
	Visiting friends or family				
	Other	.a		.a	.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Page 145

Comparisons of Column Proportions^b

		Ag	je
		45 to 54	55 and over
		(E)	(F)
	Home		В
	School or College	. ^a	
10. When you boarded this train	Taking care of personal business/errands		
today, where	Recreation or entertainment		
were you	Shopping		
from?	Work		
	Visiting friends or family		
	Other		

 Other

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the larger column proportion.

 a. This category is not used in comparisons because its column proportion is equal to zero or one.

 b. Tests are adjusted for all pairwise comparisons within a row of each innermost suitable using the Bonferroni correction.

			L	evel of Education	ı	
		Total	High School or less	Some college	College graduate	Graduate school
	Total	598	233	179	110	76
	Home	336 56.2%	127 54.5%	96 53.6%	62 56.4%	51 67.1%
	School or College	26 4.3%	15 6.4%	7 3.9%	2 1.8%	2 2.6%
10. When you boarded	Taking care of personal business/errands	22 3.7%	13 5.6%	3 1.7%	4 3.6%	2 2.6%
this train today, where	Recreation or entertainment	22 13 3 3.7% 5.6% 1.7% 48 13 19 8.0% 5.6% 10.6%	19 10.6%	7 6.4%	9 11.8%	
were you coming strom?	Shopping	14 2.3%	5 2.1%	4 2.2%	4 3.6%	1 1.3%
	Work	34 5.7%	8 3.4%	15 8.4%	8 7.3%	3 3.9%
	Visiting friends or family	114 19.1%	52 22.3%	33 18.4%	23 20.9%	6 7.9%
	Other	4 .7%	0 .0%	2 1.1%	0 .0%	2 2.6%

Comparisons of Column Proportions^b

		Level of Education			
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
10. When you boarded this train today, where were you coming from?	Home School or College Taking care of personal business/errands Recreation or entertainment Shopping Work Viciting friends or family	D			
	Other	a		а	

			Ethnicity			
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
	Total	596	331	125	56	
	Home	335 56.2%	198 59.8%	73 58.4%	28 50.0%	
10. When you boarded	School or College	25 4.2%	14 4.2%	5 4.0%	2 3.6%	
	Taking care of personal business/errands	22 3.7%	6 1.8%	5 4.0%	4 7.1%	
this train today, where	Recreation or entertainment	48 8.1%	31 9.4%	4 3.2%	3.6% 4 7.1% 4 7.1% 3	
coming from?	Shopping	14 2.3%	5 1.5%	2 1.6%	3 5.4%	
	Work	34 5.7%	15 4.5%	6 4.8%	6 10.7%	
	Visiting friends or family	114 19.1%	59 17.8%	4.8% 10.7 29 9 23.2% 16.1	9 16.1%	
	Other	4 .7%	3 .9%	1 .8%	0 .0%	

		Ethnicity		
		Asian	Other	
	Total	52	32	
	Home	23 44.2%	13 40.6%	
	School or College	1 1.9%	3 9.4%	
10. When you boarded	Taking care of personal business/errands	3 5.8%	4 12.5%	
this train today, where	Recreation or entertainment	6 11.5%	3 9.4%	
coming from?	Shopping	4 7.7%	0 .0%	
inom r	Work	4 7.7%	3 9.4%	
	Visiting friends or family	11 21.2%	6 18.8%	
	Other	0	0	

				Ethnicity		
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
	Home					
	School or College					
10. When you boarded this train	Taking care of personal business/errands					A
today, where	Recreation or entertainment					
were you	Shopping				А	. ^a
from?	Work					
	Visiting friends or family					
	Other				.a	.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household	I Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	583	113	86	106
	Home	332 56.9%	58 51.3%	38 44.2%	65 61.3%
	School or College	25 4.3%	6 5.3%	7 8.1%	3 2.8%
10. When you boarded	Taking care of personal business/errands	21 3.6%	4 3.5%	6 7.0%	4 3.8%
this train today, where	Recreation or entertainment	43 7.4%	6 5.3%	6 7.0%	6 5.7%
coming from?	Shopping	12 2.1%	4 3.5%	2 2.3%	2 1.9%
	Work	34 5.8%	5 4.4%	9 10.5%	6 5.7%
	Visiting friends or family	112 19.2%	29 25.7%	18 20.9%	19 17.9%
	Other	4	1	0	1

Page 149

		Househol	d Income	
		\$50,000 to \$100,000 \$99,999 or higher		
	Total	164	114	
	Home	93 56.7%	78 68.4%	
	School or College	5 3.0%	4 3.5%	
10. When you boarded	Taking care of personal business/errands	6 3.7%	1 .9%	
this train today, where	Recreation or entertainment	17 10.4%	8 7.0%	
coming from?	Shopping	4 2.4%	0 .0%	
	Work	10 6.1%	4 3.5%	
	Visiting friends or family	27 16.5%	19 16.7%	
	Other	2 1.2%	0 .0%	

Comparisons of Column Proportions^b

		Household Income				
		Under \$15,000 (A)	\$15,000 to \$24,999 (B)	\$25,000 to \$49,999 (C)	\$50,000 to \$99,999 (D)	\$100,000 or higher (E)
	Home					В
	School or College					
10. When you boarded this train	Taking care of personal business/errands					
today, where	Recreation or entertainment					
coming	Shopping					. ^a
from?	Work					
	Visiting friends or family					
	Other		а			а

Other Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Gender			
		Total	Female	Male	
	Total	600	290	310	
	Home	338	173	165	
	nome	56.3%	59.7%	53.2%	
	School or College	26	16	10	
	School of Conege	4.3%	5.5%	3.2%	
10. When you boarded	Taking care of personal	22	6	16	
	business/errands	3.7%	2.1%	5.2%	
this train	Procession or entertainment	48	21	27	
today, where	Recreation or entertainment	8.0%	7.2%	8.7%	
coming	Shonning	14	9	5	
from?	onopping	2.3%	3.1%	1.6%	
	Work	34	11	23	
	WOIK	5.7%	3.8%	7.4%	
	Visiting friends or family	114	52	62	
	visiting menus or failing	19.0%	17.9%	20.0%	
	Other	4	2	2	
	Other	70/	70/	60/	

Comparisons of Column Proportions^a

		Ger	ıder
		Female	Male
		(A)	(B)
	Home		
	School or College		
10. When you boarded this train	Taking care of personal business/errands		А
today, where	Recreation or entertainment		
coming	Shopping		
from?	Work		
	Visiting friends or family		
	Other		

Results are based on two-sided tests with significance level 0.05 For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				LINE		
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
	Total	600	134	127	174	165
	Home	338 56.3%	84 62.7%	60 47.2%	120 69.0%	74 44.8%
	School or College	26 4.3%	5 3.7%	7 5.5%	8 4.6%	6 3.6%
10. When you boarded this train today, where were you	Taking care of personal business/errands	22 3.7%	1 .7%	4 3.1%	5 2.9%	12 7.3%
	Recreation or entertainment	48 8.0%	9 6.7%	15 11.8%	6 3.4%	18 10.9%
coming from?	Shopping	14 2.3%	1 .7%	6 4.7%	4 2.3%	3 1.8%
	Work	34 5.7%	7 5.2%	7 5.5%	5 2.9%	15 9.1%
	Visiting friends or family	114 19.0%	25 18.7%	27 21.3%	25 14.4%	37 22.4%
	Other	4	2	1	1	0

		LINE			
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
	Home	D		ВD	
	School or College				
10. When you boarded	Taking care of personal business/errands				А
today, where	Recreation or entertainment		С		С
were you comina	Shopping				
from?	Work				
	Visiting friends or family				
	Other				.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-Ti	me Weekend	Riders
		Total	Yes	No
	Total	599	267	332
	Hanna	225	85	140
	Home	37.6%	31.8%	42.2%
	School or Collogo	17	7	10
	School of College	2.8%	2.6%	3.0%
	Taking care of personal	34	19	15
	business/errands	5.7%	7.1%	4.5%
12. Where	Procession or entertainment	111	67	44
will you be	Recreation of entertainment	18.5%	25.1%	13.3%
going	Shopping	21	9	12
anter you	Shopping	3.5%	3.4%	3.6%
geron	Work	25	10	15
	WORK	4.2%	3.7%	4.5%
	Visiting friends or family	158	67	91
	visiting menus or family	26.4%	25.1%	27.4%
	Other	7	2	5
	ound	1.2%	.7%	1.5%
	DK/NA	1	1	0
	DIVINA	2%	4%	0%

Comparisons of Column Proportions^b

		First-Time Weekend Riders		
		Yes	No	
		(A)	(B)	
	Home		A	
	School or College			
	Taking care of personal			
12. Where	business/errands			
will you be aoina	Recreation or entertainment	В		
after you	Shopping			
get off?	Work			
	Visiting friends or family			
	Other			
	DK/NA		.a	

BONNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 153

cy of Use Few times a month or Once a month or less Total 189 139 Total 139 80 59 Home 42.4% 42.3% 42.4% School or College 2.7% 15 <u>2.1%</u> 11 3.6% Taking care of personal business/errands 5.8% 19 10.1% 4.6% 2.9% 25 13.4% 12 18.0% Shopping 3.7% 14 3.7% 3.6% Work 3.7% 58 5.0% 32 4.3% 90 Visiting friends or family 27.4% 30.7% 23.0% Other 1.5% 1.6% 1.4% DK/N/

Comparisons of Column Proportions^a

Home School or College Taking care of personal			Frequence	cy of Use
(A) (B) Home School or College Taking care of personal			Few times a month or more	Once a month or less
Home School or College Taking care of personal 12. Where businers force and			(A)	(B)
will you be businessenands going Recreation or entertainment A after you get off? Work Visiting friends or family Other	12. Where will you be going after you get off?	Home School or College Taking care of personal business/errands Recreation or entertainment Shopping Work Visiting friends or family Other		A

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

No 409 Total 600 Yes 191 Total 152 226 74 Home 37.7% 38.7% 37.2% School or College 2.8% 5.2% 15 1.7% 19 Taking care of personal business/errands 5.7% 5.7% 111 18.5% 4.6% 92 22.5% 7.9% 19 Recreation or ent nu h 9.9% you Shopping 3.5% 3.1% 3.7% Work 4.2% 158 8.4% 47 2.2% 111 Visiting friends or family 26.3% 24.6% 27.1% Oth 1.2% 2.1% .7% DK/NA 0%

Comparisons of Column Proportions^b

		Weekday Use	
		Yes	No
		(A)	(B)
	Home		
	School or College	В	
12. Where	Taking care of personal business/errands		
will you be going	Recreation or entertainment		А
after you	Shopping		
get off?	Work	В	
	Visiting friends or family		
	Other		
	DK/NA	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
	Total	599	73	128	126	118
	11 mars	225	33	57	53	33
	ноте	37.6%	45.2%	44.5%	42.1%	28.0%
	Sabaal or Collogo	17	2	11	1	2
	School of College	2.8%	2.7%	8.6%	.8%	1.7%
	Taking care of personal	34	2	2	7	10
	business/errands	5.7%	2.7%	1.6%	5.6%	8.5%
12. Where	Pograption or optortainment	111	10	16	17	31
will you be	Recreation of entertainment	18.5%	13.7%	12.5%	13.5%	26.3%
going	Changing	21	3	2	5	3
after you	Shopping	3.5%	4.1%	1.6%	4.0%	2.5%
geronn	Mark	25	1	4	4	9
	WORK	4.2%	1.4%	3.1%	3.2%	7.6%
	Minister friende en femile.	158	21	35	38	30
	visiting menus or family	26.4%	28.8%	27.3%	30.2%	25.4%
	Othor	7	1	1	1	0
	Ottlei	1.2%	1.4%	.8%	.8%	.0%
	DICINA	1	0	0	0	0
	DK/NA	.2%	.0%	.0%	.0%	.0%

		1	Age
		45 to 54	55 and over
	Total	79	75
	Hama	28	21
	Home	35.4%	28.0%
	School or College	0	1
	School of Conege	.0%	1.3%
	Taking care of personal	7	6
	business/errands	8.9%	8.0%
12. Where	Recreation or entertainment	17	20
will you be		21.5%	26.7%
going	Ob an all an	5	3
after you	Snopping	6.3%	4.0%
geron	1411-	4	3
	WORK	5.1%	4.0%
		16	18
	visiting mends or family	20.3%	24.0%
	Other	2	2
	Other	2.5%	2.7%
		0	1
	DK/NA	.0%	1.3%

			A	ge	
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
	Home				
	School or College		С		
12 Where	Taking care of personal business/errands				
will you be going	Recreation or entertainment				
after you	Shopping				
get off?	Work				
	Visiting friends or family				
	Other				. ^a
	DK/NA	а	а	а	а

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Page 157

Comparisons of Column Proportions^b

		A	ge
		45 to 54	55 and over
		(E)	(F)
	Home		
	School or College	.a	
12. Where	Taking care of personal business/errands		
will you be going	Recreation or entertainment		
after you	Shopping		
get off?	Work		
	Visiting friends or family		
	Other		
	DK/NA	а	

DKINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Le	evel of Education	1	
		Total	High School or less	Some college	College graduate	Graduate school
	Total	598	233	179	110	76
	Home	225 37.6%	98 42.1%	58 32.4%	45 40.9%	24 31.6%
	School or College	17 2.8%	9 3.9%	6 3.4%	0 .0%	2 2.6%
	Taking care of personal business/errands	34 5.7%	10 4.3%	9 5.0%	9 8.2%	6 7.9%
12. Where will you be	Recreation or entertainment	111 18.6%	32 13.7%	37 20.7%	21 19.1%	21 27.6%
after you get off?	Shopping	21 3.5%	7 3.0%	10 5.6%	3 2.7%	1 1.3%
gotoni	Work	25 4.2%	7 3.0%	10 5.6%	7 6.4%	1 1.3%
	Visiting friends or family	157 26.3%	66 28.3%	48 26.8%	23 20.9%	20 26.3%
	Other	7 1.2%	4 1.7%	1 .6%	1 .9%	1 1.3%
	DK/NA	1 .2%	0	0 .0%	1 .9%	0 .0%

Comparisons of Column Proportions^b

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	Home				
	School or College			.a	
12. Where	Taking care of personal business/errands				
will you be going	Recreation or entertainment				А
after you	Shopping				
get off?	Work				
	Visiting friends or family				
	Other				
	DK/NA	.a	a		.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Ethnicity				
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
	Total	596	331	125	56	
	Home	226 37.9%	128 38.7%	46 36.8%	22 39.3%	
12. Where will you be	School or College	17 2.9%	9 2.7%	3 2.4%	0 .0%	
	Taking care of personal business/errands	34 5.7%	20 6.0%	4 3.2%	6 10.7%	
	Recreation or entertainment	110 18.5%	66 19.9%	18 14.4%	10 17.9%	
after you	Shopping	20 3.4%	8 2.4%	8 6.4%	1 1.8%	
goroni	Work	25 4.2%	8 2.4%	8 6.4%	3 5.4%	
	Visiting friends or family	156 26.2%	87 26.3%	37 29.6%	12 21.4%	
	Other	7 1.2%	4 1.2%	1 .8%	2 3.6%	
	DK/NA	1	1	0	0	

		Ethn	icity
		Asian	Other
	Total	52	32
	Home	18 34.6%	12 37.5%
	School or College	3 5.8%	2 6.3%
	Taking care of personal business/errands	2 3.8%	2 6.3%
12. Where will you be	Recreation or entertainment	13 25.0%	3 9.4%
going after you get off?	Shopping	1 1.9%	2 6.3%
geronn	Work	4 7.7%	2 6.3%
	Visiting friends or family	11 21.2%	9 28.1%
	Other	0 .0%	0 .0%
	DK/NA	0 .0%	0 .0%

				Ethnicity		
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
	Home					
	School or College			. ^a		
12. Where	Taking care of personal business/errands					
will you be aoina	Recreation or entertainment					
after you	Shopping					
get off?	Work					
	Visiting friends or family					
	Other				. ^a	.8
	DK/NA		.a	.a	.a	.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household	I Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	583	113	86	106
	Liama.	217	47	39	42
	поше	37.2%	41.6%	45.3%	39.6%
	School or Collogo	16	5	1	2
	School of College	2.7%	4.4%	1.2%	1.9%
	Taking care of personal	34	6	4	6
	business/errands	5.8%	5.3%	4.7%	5.7%
12. Where	Recreation or entertainment	110	18	11	13
will you be		18.9%	15.9%	12.8%	12.3%
going	Shopping	21	2	3	6
alter you aet off?		3.6%	1.8%	3.5%	5.7%
901 011 .	Work	25	4	3	2
	TOIN	4.3%	3.5%	3.5%	1.9%
	Visiting friends or family	153	30	23	34
	visiting menus of failing	26.2%	26.5%	26.7%	32.1%
	Other	6	1	2	1
	ound	1.0%	.9%	2.3%	.9%
	DK/NA	1	0	0	0
	DKINA	.2%	.0%	.0%	.0%

Page 161

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	164	114
	Home	55 33.5%	34 29.8%
	School or College	4 2.4%	4 3.5%
	Taking care of personal business/errands	11 6.7%	7 6.1%
12. Where will you be	Recreation or entertainment	35 21.3%	33 28.9%
going after you get off?	Shopping	4 2.4%	6 5.3%
9010111	Work	10 6.1%	6 5.3%
	Visiting friends or family	42 25.6%	24 21.1%
	Other	2 1.2%	0.0%
	DK/NA	1	0

Comparisons of Column Proportions^b

			Ho	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Home					
	School or College					
12. Where	Taking care of personal business/errands					
will you be going	Recreation or entertainment					С
after you	Shopping					
get off?	Work					
	Visiting friends or family					
	Other					.a
	DK/NA	.a	.a	.a		.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Gender			
		Total	Female	Male	
	Total	600	290	310	
	Home	226	108	118	
	nome	37.7%	37.2%	38.1%	
	School or College	17	11	6	
		2.8%	3.8%	1.9%	
	Taking care of personal	34	13	21	
	business/errands	5.7%	4.5%	6.8%	
12. Where will you be	Recreation or entertainment	111	48	63	
		18.5%	16.6%	20.3%	
going	Shopping	21	15	6	
anter you		3.5%	5.2%	1.9%	
901011	Mark.	25	10	15	
	WORK	4.2%	3.4%	4.8%	
	Visiting friends or family	158	81	77	
	visiting menus of family	26.3%	27.9%	24.8%	
	Othor	7	3	4	
	Other	1.2%	1.0%	1.3%	
	DK/NA	1	1	0	
	DIVINA	.2%	.3%	.0%	

Comparisons of Column Proportions^b

		Gender		
		Female	Male	
		(A)	(B)	
	Home			
	School or College			
12. Where	Taking care of personal business/errands			
will you be going	Recreation or entertainment			
after you	Shopping	В		
get off?	Work			
	Visiting friends or family			
	Other			
	DK/NA		. ^a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		LINE						
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound		
	Total	600	134	127	174	165		
	Home	226 37.7%	44 32.8%	60 47.2%	38 21.8%	84 50.9%		
	School or College	17 2.8%	4 3.0%	5 3.9%	2 1.1%	6 3.6%		
	Taking care of personal business/errands	34 5.7%	9 6.7%	8 6.3%	11 6.3%	6 3.6%		
12. Where will you be	Recreation or entertainment	111 18.5%	31 23.1%	16 12.6%	52 29.9%	12 7.3%		
going after you	Shopping	21 3.5%	6 4.5%	2 1.6%	7 4.0%	6 3.6%		
geronz	Work	25 4.2%	4 3.0%	2 1.6%	13 7.5%	6 3.6%		
	Visiting friends or family	158 26.3%	35 26.1%	32 25.2%	48 27.6%	43 26.1%		
	Other	7 1.2%	0 .0%	2 1.6%	3 1.7%	2 1.2%		
	DK/NA	1	1	0	0	0		

		LINE						
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound			
	Hama	(A)	(B)	(C)	(U)			
12. Where	Home School or College Taking care of personal business/errands		C		AC			
will you be going after you get off?	Recreation or entertainment Shopping Work	D		B D				
	Visiting friends or family Other DK/NA	.a	.8	.8	a			

DRNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-T	First-Time Weekend Riders			
		Total	Yes	No		
13. If Metrolink's weekend	Total	599	267	332		
service wasn't available,	Yes	287	112	175		
would you have		47.9%	41.9%	52.7%		
postponed or cancelled	Ne	312	155	157		
your traver plans today?	NO	EO 10/	EQ 10/	47 20/		

Comparisons of Column Proportions^a

		First-Time Rid	Weekend ers	
		Yes No		
		(A)	(B)	
13. If Metrolink's weekend service wasn't available, would you have	Yes		A	
postponed or cancelled your travel plans today?	No	В		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Frequency of Use			
		Total	Few times a month or more	Once a month or less	
13. If Metrolink's weekend	Total	328	189	139	
service wasn't available, would you have postponed or cancelled your travel plans today?	Yes	173 52.7%	101 53.4%	72 51.8%	
	No	155	88	67	

Comparisons of Column Proportions^a

		Frequency of Use		
		Few times a month or more	Once a month or less	
		(A)	(B)	
13. If Metrolink's weekend service wasn't available, would you have	Yes			
postponed or cancelled your travel plans today?	No			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 165

Page 166

		Weekday Use			
		Total	Yes	No	
13. If Metrolink's weekend	Total	600	191	409	
service wasn't available,	Yes	288	97	191	
would you have		48.0%	50.8%	46.7%	
postponed or cancelled	No	312	94	218	
your traver plans today i		E2 0%	40.0%	E2 20/	

Comparisons of Column Proportions^a

		Weekday Use		
		Yes	No	
		(A)	(B)	
13. If Metrolink's weekend service wasn't available, would you have	Yes			
postponed or cancelled	No			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Age					
		Total	17 and under	18 to 24	25 to 34	35 to 44	
13. If Metrolink's weekend service wasn't available, would you have postponed or cancelled your travel plans today?	Total	599	73	128	126	118	
	Yes	288	42	67	59	44	
		48.1%	57.5%	52.3%	46.8%	37.3%	
	Ne	311	31	61	67	74	
	NO	51.9%	42.5%	47.7%	53.2%	62.7%	

			Age		
		45 to 54	55 and over		
13. If Metrolink's weekend	Total	79	75		
service wasn't available,	Vec	31	45		
postponed or cancelled your travel plans today?	165	39.2%	60.0%		
	No	48	30		
		60.9%	40.0%		

Comparisons of Column Proportions^a

			Age						
		17 and under	18 to 24	25 to 34	35 to 44	45 to 54	55 and over		
		(A)	(B)	(C)	(D)	(E)	(F)		
13. If Metrolink's weekend service wasn't available, would you have	Yes						D		
postponed or cancelled your travel plans today?	No				F				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

lests are adjusted t	tor all pai	rwise compa	arisons withii	a row of	each inne	ermost subtal	ole using the	Bonferron

			Level of Education					
		Total	High School or less	Some college	College graduate	Graduate school		
13. If Metrolink's weekend	Total	598	233	179	110	76		
service wasn't available, would you have	Yes	287 48.0%	124 53.2%	81 45.3%	44 40.0%	38 50.0%		
postponed or cancelled your travel plans today?	No	311 52.0%	109 46.8%	98 54.7%	66 60.0%	38 50.0%		

Comparisons of Column Proportions^a

			Level of Education				
		High School or less	Some college	College graduate	Graduate school		
		(A)	(B)	(C)	(D)		
13. If Metrolink's weekend service wasn't available, would you have	Yes						
postponed or cancelled your travel plans today?	No						

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Ethnicity				
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
13. If Metrolink's weekend service wasn't available, would you have postponed or cancelled your travel plans today?	Total	596	331	125	56	
	Yes	286 48.0%	156 47.1%	69 55.2%	23 41.1%	
	No	310 52.0%	175 52.9%	56 44.8%	33 58.9%	

		Ethnicity	
		Asian	Other
13. If Metrolink's weekend service wasn't available, would you have postponed or cancelled your travel plans today?	Total	52	32
	N	24	14
	res	46.2%	43.8%
	No	28	18
	NO	53.8%	56.3%

		Ethnicity					
	Caucasian	Caucasian Latino(a)/ Hispanic		Asian	Other		
	(A)	(B)	(C)	(D)	(E)		
13. If Metrolink's weekend service wasn't available, Yes would you have							
postponed or cancelled No your travel plans today?							

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999		
13. If Metrolink's weekend	Total	583	113	86	106		
service wasn't available, would you have	Yes	279 47.9%	62 54.9%	45 52.3%	48 45.3%		
postponed or cancelled your travel plans today?	No	304 52.1%	51 45.1%	41 47.7%	58 54.7%		

Page 169

Page 170

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
13. If Metrolink's weekend service wasn't available, would you have postponed or cancelled your travel plans today?	Total	164	114
	Yes	81	43
		49.4%	37.7%
	Ne	83	71
	NO	50.6%	62.3%

Comparisons of Column Proportions^a

		Household Income					
	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher		
	(A)	(B)	(C)	(D)	(E)		
13. If Metrolink's weekend service wasn't available, would you have	s						
postponed or cancelled No your travel plans today?	•						

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Gender			
		Total	Female	Male		
13. If Metrolink's weekend service wasn't available, would you have postponed or cancelled your travel plans today?	Total	600	290	310		
	Yes	288 48.0%	148 51.0%	140 45.2%		
	No	312 52.0%	142 49.0%	170 54.8%		

Comparisons of Column Proportions^a

		Gender		
		Female	Male	
		(A)	(B)	
13. If Metrolink's weekend service wasn't available, would vou have	Yes			
postponed or cancelled your travel plans today?	No			

Your devel pairs today? Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		LINE					
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound	
13. If Metrolink's weekend	Total	600	134	127	174	165	
service wasn't available, would you have	Yes	288 48.0%	50 37.3%	60 47.2%	91 52.3%	87 52.7%	
your travel plans today?	No	312	84	67	83	78	

Comparisons of Column Proportions^a

		LINE				
		OC Outbound (A)	OC Inbound (B)	IEOC Inbound (C)	IEOC Outbound (D)	
13. If Metrolink's weekend service wasn't available, would you have	Yes				A	
postponed or cancelled your travel plans today?	No	D				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-Time Weekend Riders			
		Total	Yes	No	
14. What transportation would you have taken instead for this trip today?	Total	312	155	157	
	Driving	207 66.3%	112 72.3%	95 60.5%	
	Other public transit	92 29.5%	35 22.6%	57 36.3%	
	Other	13	8	5	

Comparisons of Column Proportions^a

		First-Time Weekend Riders	
		Yes	No
		(A)	(B)
14. What transportation	Driving	В	
would you have taken instead for this trip	Other public transit		A
today?	Other		

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Frequency of Use			
		Total	Few times a month or more	Once a month or less	
	Total	155	88	67	
14 What transportation	But days	93	51	42	
would you have taken	Driving	60.0%	58.0%	62.7%	
instead for this trip	Other public transit	57	34	23	
today?	Other public transit	36.8%	38.6%	34.3%	
	Other	5	3	2	
	Other		0 404	0.001	

		Frequency of Use		
		Few times a month or more	Once a month or less	
		(A)	(B)	
14. What transportation	Driving			
would you have taken instead for this trip	Other public transit			
today?	Other			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Weekday Use Total 312 No 218 Total 207 50 157 Driving 66.3% 53.2% 72.0% you have ta d for this tri 38 54 Other public transit 29.5% 40.4% 24.8% Other 6 6.4% 4.2%

Comparisons of Column Proportions^a

		Weekday Use	
		Yes No	
		(A)	(B)
14. What transportation	Driving		A
would you have taken instead for this trip	Other public transit	В	
today?	Other		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 173

		Age		
		45 to 54	55 and over	
	Total	48	30	
14 What transportation	Driving Other public transit Other	32	22	
would you have taken		66.7%	73.3%	
instead for this trip		16	8	
today?		33.3%	26.7%	
		0	0	
		.0%	.0%	

Comparisons of Column Proportions^b

		Age			
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
14. What transportation	Driving				
would you have taken instead for this trip	Other public transit				

today? Other Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larear column proportion. Comparisons of Column Proportions^b

		A	Age	
		45 to 54	55 and over	
		(E)	(F)	
14. What transportation	Driving			
would you have taken instead for this trip	Other public transit			
today2	Other	а	а	

today? Other a a a Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Level of Education					
		Total High School or less Some college Graduate school					
14. What transportation would you have taken instead for this trip today? Other provide the second s	Total	311	109	98	66	38	
	Driving	206	70	62	48	26	
		66.2%	64.2%	63.3%	72.7%	68.4%	
	Other nublic transit	92	32	33	17	10	
	Other public transit	29.6%	29.4%	33.7%	25.8%	26.3%	
	Other	13	7	3	1	2	
	Other	4.2%	6.4%	3.1%	1.5%	5.3%	

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
	Total	311	31	61	67	74
	Driving	206	20	37	46	49
would you have taken		66.2%	64.5%	60.7%	68.7%	66.2%
instead for this trip		92	7	20	18	23
today?		29.6%	22.6%	32.8%	26.9%	31.1%
	Other	13	4	4	3	2
	Other	4.2%	12.9%	6.6%	4.5%	2.7%

Page 174

Comparisons of Column Proportions^a

		Level of Education				
		High School or less	Some college	College graduate	Graduate school	
		(A)	(B)	(C)	(D)	
14. What transportation	Driving					
would you have taken instead for this trip	Other public transit					
today?	Other					

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			E	Ethnicity	
		Total	Caucasian	Latino(a)/ Hispanic	African- American
14. What transportation	Total	310	175	56	33
	Driving	205	129	35	20
		66.1%	73.7%	62.5%	60.6%
instead for this trip	Other public transit	92	41	17	12
today?		29.7%	23.4%	30.4%	36.4%
	Other	13	5	4	1
		4.2%	2.9%	7.1%	3.0%

		Ethnicity		
		Asian	Other	
14. What transportation would you have taken instead for this trip today?	Total	28	18	
	Driving	16 57.1%	5 27.8%	
	Other public transit	11 39.3%	11 61.1%	
	Other	1	2	

				Ethnicity		
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
14. What transportation	Driving	E				
would you have taken instead for this trip	Other public transit					А
today?	Other					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Household	Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	304	51	41	58
14. What transportation	Batatan	203	27	20	33
	Driving	66.8%	52.9%	48.8%	56.9%
instead for this trip	Other work if a transmit	89	20	19	23
today?	Other public transit	29.3%	39.2%	46.3%	39.7%
	Other	12	4	2	2
	Other	3.9%	7.8%	4.9%	3.4%

		Household Income		
		\$50,000 to \$100,000 \$99,999 or higher		
14. What transportation would you have taken instead for this trip today?	Total	83	71	
	Driving	64 77.1%	59 83.1%	
	Other public transit	18 21.7%	9 12.7%	
	Other	1	3	

Comparisons of Column Proportions^a

		Household Income				
		Under \$15,000 to \$25,000 to \$50,000 to \$1 \$15,000 \$24,999 \$49,999 \$99,999 or				
		(A)	(B)	(C)	(D)	(E)
14. What transportation	Driving				A B	ABC
would you have taken instead for this trip	Other public transit	E	DE	E		
today?	Other					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Gender			
		Total	Female	Male	
	Total	312	142	170	
14 What transportation	Driving	207	98	109	
would you have taken		66.3%	69.0%	64.1%	
instead for this trip	Other nublic transit	92	41	51	
today?	Other public transit	29.5%	28.9%	30.0%	
	Other	13	3	10	
	Other	4.2%	2.1%	5.9%	

Comparisons of Column Proportions^a

		Gender	
		Female	Male
		(A)	(B)
14. What transportation	Driving		
would you have taken instead for this trip	Other public transit		
today?	Other		

today? Other Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 177

OC tbou OC Inbound Total 0 312 84 67 Total 207 54 34 50.7% 14. What transportation would you have taken instead for this trip Drivina 66.3% 64.3% 92 29.5% 31 46.3% Other public transi 32.1% Other 4.2% 3.6% 3.0%

IEOC IEOC 78 Total 52 14. What transportation would you have taken instead for this trip Drivina 66.7% 80.7% 21 26.9% Other public transi 15.7% Other 3.6% 6.4%

Comparisons of Column Proportions^a

		LINE			
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
14. What transportation	Driving			В	
would you have taken instead for this trip	Other public transit		с		
today?	Other				

Results are based on two-sided leads with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-T	ime Weekend	Riders
		Total	Yes	No
	Total	599	267	332
	B11	28	9	19
	Віке	4.7%	3.4%	5.7%
	Deluc	259	133	126
15. How	Drive	43.2%	49.8%	38.0%
do you	Get dropped off by	141	59	82
typically	someone	23.5%	22.1%	24.7%
get to and	Take public transit	125	45	80
Metrolink	Take public transit	20.9%	16.9%	24.1%
stations?	Walk	35	15	20
	Walk	5.8%	5.6%	6.0%
	Other	10	6	4
	Other	1.7%	2.2%	1.2%
	DK/NA	1	0	1
	DK/NA	.2%	.0%	.3%

		First-Time Weekend Riders		
		Yes No		
		(A)	(B)	
	Bike			
15. How do you typically get to and from Metrolink stations?	Drive	В		
	Get dropped off by someone			
	Take public transit		А	
	Walk			
	Other			
	DK/NA	а		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
 a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Frequency of	Use
		Total	Few times a month or more	Once a month or less
	Total	328	189	139
	Bike	19 5.8%	9 4.8%	10 7.2%
15. How	Drive	124 37.8%	58 30.7%	66 47.5%
do you typically get to and from Metrolink stations?	Get dropped off by someone	81 24.7%	50 26.5%	31 22.3%
	Take public transit	80 24.4%	57 30.2%	23 16.5%
	Walk	19 5.8%	14 7.4%	5 3.6%
	Other	4 1.2%	1 .5%	3 2.2%
	DK/NA	1	0	1

Comparisons of Column Proportions^t

		Frequency of Use	
		Few times a month or more	Once a month or less
		(A)	(B)
	Bike		
	Drive		A
15. How do you typically get to	Get dropped off by someone		
and from Metrolink	Take public transit	В	
stations?	Walk		
	Other		
	DK/NA	a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Weekday Use	
		Total	Yes	No
	Total	600	191	409
	Bike	28	12	16
		4.7%	6.3%	3.9%
	Delive	259	64	195
15. How	Drive	43.2%	33.5%	47.7%
do you	Get dropped off by	141	42	99
typically	someone	23.5%	22.0%	24.2%
get to and	Taka public transit	125	57	68
Metrolink	Take public transit	20.8%	29.8%	16.6%
stations?	Walk	36	14	22
	VValk	6.0%	7.3%	5.4%
	046-5-	10	2	8
	Other	1.7%	1.0%	2.0%
	DK/NA	1	0	1
	DK/NA	.2%	.0%	.2%

Comparisons of Column Proportions^b

		Weekd	Weekday Use		
		Yes	No		
		(A)	(B)		
	Bike				
	Drive		A		
15. How do you	Get dropped off by				
and from	someone				
Metrolink	Take public transit	В			
stations?	Walk				
	Other				
	DK/NA	.a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 182

Page 181

				Age		
		Total	17 and under	18 to 24	25 to 34	35 to 44
	Total	599	73	128	126	118
	Bike	28	4	3	5	9
	Biito	4.7%	5.5%	2.3%	4.0%	7.6%
	Debre	258	19	37	52	59
15. How	Drive	43.1%	26.0%	28.9%	41.3%	50.0%
do you	Get dropped off by	141	33	37	28	20
typically	someone	23.5%	45.2%	28.9%	22.2%	16.9%
get to and	Take public transit	125	10	36	31	21
Motrolink		20.9%	13.7%	28.1%	24.6%	17.8%
stations?	Malla	36	6	11	9	8
oluliono.	walk	6.0%	8.2%	8.6%	7.1%	6.8%
	0.0	10	1	4	1	1
	Other	1.7%	1.4%	3.1%	.8%	.8%
	DICINA	1	0	0	0	0
	DK/NA	2%	0%	0%	0%	0%

		Age		
		45 to 54	55 and over	
	Total	79	75	
	Dit.	4	3	
15. How do you typically get to and from Metrolink stations?	Bike	5.1%	4.0%	
	Deluc	45	46	
15. How	Drive	57.0%	61.3%	
do you	Get dropped off by	15	8	
typically	someone	19.0%	10.7%	
get to and	Tako public transit	12	15	
Metrolink	Take public transit	15.2%	20.0%	
stations?	Walk	1	1	
	TTAIN	1.3%	1.3%	
	Other	1	2	
	outer	1.3%	2.7%	
	DK/NA	1	0	
	Engine	1.3%	0%	

Comparisons of Column Proportions^b

			Age				
		17 and under	18 to 24	25 to 34	35 to 44		
		(A)	(B)	(C)	(D)		
15. How do you typically get to and from Metrolink stations?	Bike Drive Get dropped off by someone	CDEF	F		ΑB		
	Take public transit Walk Other	а	а	а	а		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. Comparisons of Column Proportions^b

55 and 45 to 54 ove (E) (F) Bike ΑB ΑB Drive d off by Get dr Othe DK/N/

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Level of Education					
		Total	High School or less	Some college	College graduate	Graduate school	
	Total	598	233	179	110	76	
	Bike	28	10	9	2	7	
15. How	Drive	258 43.1%	72	82 45.8%	60 54.5%	44	
do you typically	Get dropped off by someone	141 23.6%	75 32.2%	37 20.7%	21 19.1%	8 10.5%	
get to and from Metrolink	Take public transit	125 20.9%	54 23.2%	37 20.7%	22 20.0%	12 15.8%	
stations?	Walk	35 5.9%	20 8.6%	9 5.0%	3 2.7%	3 3.9%	
	Other	10 1.7%	2 .9%	5 2.8%	2 1.8%	1 1.3%	
	DK/NA	1 .2%	0 .0%	0 .0%	0 .0%	1 1.3%	

		Level of Education				
		High School or less college graduate	High Some College G School or college graduate	Some College college graduate		
		(A)	(B)	(C)	(D)	
15. How do you typically get to and from	Bike Drive Get dropped off by someone Take public transit	D	A	A	A	
Metrolink stations?	Walk Other DK/NA	,a	a	a		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Ethnicity			
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
	Total	596	331	125	56	
	Dil.	28	17	5	0	
	Bike	4.7%	5.1%	4.0%	.0%	
	Duting	257	168	40	22	
15. How	Drive	43.1%	50.8%	32.0%	39.3%	
do you	Get dropped off by	139	68	35	13	
typically	someone	23.3%	20.5%	28.0%	23.2%	
get to and	Taka public transit	125	54	34	15	
Metrolink	Take public transit	21.0%	16.3%	27.2%	26.8%	
stations?	Walk	36	22	8	4	
	Walk	6.0%	6.6%	6.4%	7.1%	
	Othor	10	2	2	2	
	Other	1.7%	.6%	1.6%	3.6%	
	DKALA	1	0	1	0	
	DK/NA	.2%	.0%	.8%	.0%	

Page 185

		Ethnicity		
		Asian	Other	
	Total	52	32	
	Bike	3 5.8%	3 9.4%	
15. How	Drive	21 40.4%	6 18.8%	
do you typically	Get dropped off by someone	9 17.3%	14 43.8%	
from Metrolink	Take public transit	16 30.8%	6 18.8%	
stations?	Walk	2 3.8%	0 .0%	
	Other	1 1.9%	3 9.4%	
	DK/NA	0 .0%	0 .0%	

Comparisons of Column Proportions^b

		Ethnicity				
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
15. How do you typically get to and from Metrolink stations?	Bike Drive Get dropped off by someone Take public transit Walk Other DK/NA	B E .ª		.a .a	.a	A A .a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Household Inco \$15,000 to \$24,999 \$25,000 to \$49,999 Total Under \$15,000 113 583 86 106 Total 27 6 Bike 4.6% 252 43.2% 136 5.3% 24 21.2% 37 3.5% 1.9% 3.5% 30 34.9% 16 18.6% 25 29.1% 49 46.2% Drive 27 25.5% 22 20.8% Get dropped off by someone 23.3% 121 20.8% 32.7% 40 35.4% Take public transit 36 6.2% 10 1.7% 12 14.0% Walk 4.4% 2.8% Other 2.8% .0% .9% 0 DK/NA .2% .0% 0%

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	164	114
	B11	11	5
	Віке	6.7%	4.4%
	Deiter	86	63
15. How	Drive	52.4%	55.3%
lo you	Get dropped off by	36	20
ypically	someone	22.0%	17.5%
jet to and	Take public transit	21	13
Metrolink	Take public transit	12.8%	11.4%
stations?	10/-11/	8	8
	waik	4.9%	7.0%
	Othor	2	4
	Other	1.2%	3.5%
	DKALA	0	1
	DR/NA	0%	0.0%

		Household Income					
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher	
		(A)	(B)	(C)	(D)	(E)	
	Bike						
	Drive			A	A	A B	
15. How do you typically get to	Get dropped off by someone						
and from Metrolink	Take public transit	DE	DE				
stations?	Walk		С				
	Other		. ^a				
	DK/NA	a	.a	.a	.a		

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			Gender	
		Total	Female	Male
	Total	600	290	310
	Bike	28 4.7%	8 2.8%	20 6.5%
15. How	Drive	259 43.2%	136 46.9%	123 39.7%
do you typically	Get dropped off by someone	141 23.5%	71 24.5%	70 22.6%
from Metrolink	Take public transit	125 20.8%	62 21.4%	63 20.3%
stations?	Walk	36 6.0%	11 3.8%	25 8.1%
	Other	10 1.7%	2 .7%	8 2.6%
	DK/NA	1 2%	0	1

Comparisons of Column Proportions^b

		Ger	nder
		Female	Male
		(A)	(B)
	Bike		A
	Drive		
15. How do you	Get dropped off by		
typically get to	someone		
Metrolink	Take public transit		
stations?	Walk		A
	Other		
	DK/NA	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
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Page 189

				LINE		
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
	Total	600	134	127	174	165
	Bike	28 4.7%	8 6.0%	5 3.9%	10 5.7%	5 3.0%
15. How	Drive	259 43.2%	62 46.3%	48 37.8%	91 52.3%	58 35.2%
do you typically	Get dropped off by someone	141 23.5%	27 20.1%	25 19.7%	39 22.4%	50 30.3%
from Metrolink	Take public transit	125 20.8%	26 19.4%	37 29.1%	21 12.1%	41 24.8%
stations?	Walk	36 6.0%	7 5.2%	11 8.7%	12 6.9%	6 3.6%
	Other	10 1.7%	3 2.2%	1 .8%	1 .6%	5 3.0%
	DK/NA	1	1	0	0	0

Comparisons of Column Proportions^b

			LI	NE	
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
	Bike				
	Drive			D	
15. How do you typically get to	Get dropped off by someone				
and from Metrolink	Take public transit		С		С
stations?	Walk				
	Other				
	DK/NA		. ^a	. ^a	. ^a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-Time Weekend Riders		
		Total	Yes	No
	Total	599	267	332
	Long the second	164	75	89
16. What is the maximum	Less than 30 min	27.4%	28.1%	26.8%
amount of time you are	20 to loss than 60 min	176	79	97
a Motrolink station and	30 to less than 00 mm	29.4%	29.6%	29.2%
your final destination?	60 min or more	242	105	137
your man dostination	oo min or more	40.4%	39.3%	41.3%
		17	8	9
	DIVINA	2.8%	3.0%	2.7%

Comparisons of Column Proportions^a

		First-Time Rid	Weekend ers
		Yes No	
		(A)	(B)
16. What is the maximum	Less than 30 min		
amount of time you are willing to travel between	30 to less than 60 min		
a Metrolink station and	60 min or more		
your final destination?	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Frequency of Use		
		Total	Few times a month or more	Once a month or less
	Total	328	189	139
	1	87	44	43
16. What is the maximum	Total 328 189 dimum a are ween Less than 30 min 26.5% 87 23.3% 44 23.3% 33 30 to less than 60 min 29.6% 97 30.7% 58 29.7% 58	30.9%		
amount of time you are	00.4 × 1 × × 4 × × 00 × 1 ×	97	58	39
willing to travel between	Less than 30 min 30 to less than 60 min	29.6%	30.7%	28.1%
a Metrolink station and	60 min en mens	135	83	52
your mai destination	60 min or more	41.2%	43.9%	37.4%
	DICINA	9	4	5
	DK/NA	2 7%	2 1%	3.6%

Comparisons of Column Proportions^a

		Frequence	cy of Use
		Few times a month or more (A)	Once a month or less (B)
16. What is the maximum	Less than 30 min		
amount of time you are willing to travel between	30 to less than 60 min		
a Metrolink station and your final destination?	60 min or more DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 191

			Weekday Use)
		Total	Yes	No
	Total	600	191	409
	Long them bounds	Weekday Use Total Yes No 600 191 409 nin 164 45 119 27.3% 23.6% 29.1% 60 min 29.3% 30.4% 28.9% 243 82 161 40,6% 42.9% 39.4% 17 6 27.7%	119	
16. What is the maximum Les	Less than 30 min		23.6%	29.1%
amount of time you are	20 to loss than 60 min	176	58	118
willing to travel between	So to less than oo min	29.3%	30.4%	28.9%
vour final destination?	60 min en mens	243	82	161
your mar destination	60 min or more	40.5%	42.9%	39.4%
	DICINA	17	6	11
	DR/NA	0.00/	0.401	0 70/

		Weekd	ay Use
		Yes	No
		(A)	(B)
16. What is the maximum	Less than 30 min		
amount of time you are willing to travel between	30 to less than 60 min		
a Metrolink station and	60 min or more		
your final destination?	DK/NA		

DNNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Age	•	
		Total	17 and under	18 to 24	25 to 34
	Total	599	73	128	126
	Long the constru	164	13	28	39
16. What is the maximum	Less than 30 min	27.4%	17.8%	21.9%	31.0%
amount of time you are	30 to less than 60 min 60 min or more	175	22	40	25
willing to travel between		29.2%	30.1%	31.3%	19.8%
a metrolink station and		243	35	58	58
your man destination :		40.6%	47.9%	45.3%	46.0%
	DIZINA	17	3	2	4
	DK/NA	2.8%	4.1%	1.6%	3.2%

			Age	
		35 to 44	45 to 54	55 and over
16. What is the maximum	Total	118	79	75
	Long them 00 mile	38	25	21
	Less than 30 min	32.2%	31.6%	28.0%
amount of time you are	20 to loss than 60 min	38	22	28
willing to travel between	SU to less than 60 min	32.2%	27.8%	37.3%
a metrolink station and	60 min en mere	40	29	23
your man destination?	ou min or more	33.9%	36.7%	30.7%
	DICINA	2	3	3
	DK/NA	1.7%	3.8%	4.0%

Comparisons of Column Proportions^a

		Age				
		17 and under	18 to 24	25 to 34	35 to 44	
		(A)	(B)	(C)	(D)	
16. What is the maximum amount of time you are willing to travel between	Less than 30 min					
	30 to less than 60 min					
a Metrolink station and	60 min or more					
your final destination?	DK/NA					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. Comparisons of Column Proportions^a

		Ag	je
		45 to 54	55 and over
		(E)	(F)
16. What is the maximum	Less than 30 min		
amount of time you are willing to travel between	30 to less than 60 min		
a Metrolink station and	60 min or more		
your final destination?	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. 9. Tests are adultshed for all nativities compressions with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 193

			Level of Educat	tion
		Total	High School or less	Some college
	Total	598	233	179
16. What is the maximum	Less than 30 min	163 27.3%	47 20.2%	48 26.8%
amount of time you are willing to travel between	30 to less than 60 min	176 29.4%	71 30.5%	63 35.2%
your final destination?	60 min or more	242 40.5%	107 45.9%	67 37.4%
	DK/NA	17	8	1

Page 194

		Level of I	Education
		College graduate	Graduate school
	Total	110	76
	Less then 20 min	40	28
16. What is the maximum amount of time you are	Less than 50 min	36.4%	36.8%
	20 to loss then 60 min	27	15
willing to travel between	Total 110 aximum Less than 30 min 40 30 to less than 60 min 24,5% 60 min or more 38 50 K/NA 55	24.5%	19.7%
a Metrolink station and	60 min en mens	38	30
your man destination?	60 min or more	34.5%	39.5%
	DICALA	5	3
	DK/NA	4.6%	2.0%

Comparisons of Column Proportions^a

		Level of Education				
		High School or less	Some college	College graduate	Graduate school	
		(A)	(B)	(C)	(D)	
16. What is the maximum	Less than 30 min			A	А	
amount of time you are willing to travel between	30 to less than 60 min					
a Metrolink station and	60 min or more					
your final destination?	DK/NA					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction rection.

а.	l ests are adju	usted for all	pairwise	comparisons	within a ro	w of each	innermost	subtable us	sing the l	Bonferroni	correctior

		Ethnicity				
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
	Total	596	331	125	56	
	1	164	102	25	12	
16. What is the maximum	Less than 30 min	27.5%	30.8%	20.0%	21.4%	
amount of time you are	20 to less then 60 min	175	95	42	16	
willing to travel between	SU to less than 60 min	29.4%	28.7%	33.6%	28.6%	
a metrolink station and	60 min en mene	240	122	56	28	
your mai destination?	60 min or more	40.3%	36.9%	44.8%	50.0%	
	DIZINIA	17	12	2	0	
	DK/NA	2.9%	3.6%	1.6%	.0%	

		Ethn	icity
		Asian	Other
16. What is the maximum amount of time you are willing to travel between a Metrolink station and your final destination?	Total	52	32
	Less than 30 min	15 28.8%	10 31.3%
	30 to less than 60 min	14 26.9%	8 25.0%
	60 min or more	22 42.3%	12 37.5%
	DK/NA	1	2

			Ethnicity	
		Caucasian	Latino(a)/ Hispanic	African- American
		(A)	(B)	(C)
16. What is the maximum	Less than 30 min			
amount of time you are willing to travel between	30 to less than 60 min			
a Metrolink station and your final destination?	60 min or more DK/NA			.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. Comparisons of Column Proportions^b

		Ethnicity		
		Asian	Other	
		(D)	(E)	
16. What is the maximum amount of time you are willing to travel between a Metrolink station and your final destination?	Less than 30 min			
	30 to less than 60 min			
	60 min or more			
	DK/NA			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
	Total	583	113	86	106	
	Less than 30 min	160	19	19	29	
16. What is the maximum	Less than 50 mm	27.4%	16.8%	22.1%	27.4%	
amount of time you are	30 to less than 60 min	172	39	27	35	
Maturalials atotion and	30 10 1033 11411 00 11111	29.5%	34.5%	31.4%	33.0%	
vour final destination?	60 min or more	238	53	40	40	
your mar accunation.	oo min or more	40.8%	46.9%	46.5%	37.7%	
	DICINA	13	2	0	2	
	DK/NA	2.2%	1.8%	.0%	1.9%	

Page 197

\$50,000 to \$99,999 \$100,000 or higher 114 Total 44 49 Less than 30 min 16. What is the maximum amount of time you are willing to travel between 29.9% 38.6% 54 32.9% 57 30 to less than 60 mi 14.9% on and 48 60 min or more 34.8% 42.1% 5 4.4% DK/NA 2.4%

Comparisons of Column Proportions^b

			Ho	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
16. What is the maximum	Less than 30 min					А
amount of time you are willing to travel between	30 to less than 60 min	E		E	E	
a Metrolink station and	60 min or more					
your final destination?	DK/NA		.a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Gender		
		Total	Female	Male
16. What is the maximum	Total	600	290	310
	Less than 30 min	164	86	78
		27.3%	29.7%	25.2%
amount of time you are	30 to less than 60 min	176	85	91
a Motrolink station and		29.3%	29.3%	29.4%
your final destination?	60 min or more	243	110	133
your man destination?	of min of more	40.5%	37.9%	42.9%
	DKALA	17	9	8
	DRINA	2.8%	3.1%	2.6%

Comparisons of Column Proportions^a

		Ger	der
		Female	Male
		(A)	(B)
16. What is the maximum	Less than 30 min		
amount of time you are willing to travel between	30 to less than 60 min		
a Metrolink station and	60 min or more		
your final destination?	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			LINE			
		Total	OC Outbound	OC Inbound		
	Total	600	134	127		
16. What is the maximum	Less than 30 min	164	40	42		
		27.3%	29.9%	33.1%		
amount of time you are	30 to less than 60 min	176	41	35		
willing to travel between a Metrolink station and your final destination?		29.3%	30.6%	27.6%		
	60 min en mere	243	48	45		
	60 min or more	40.5%	35.8%	35.4%		
	DIZINA	17	5	5		
	DK/NA	0.00/	0.70/	0.00/		

Page 199

		LIN	E
		IEOC Inbound	IEOC Outbound
	Total	174	165
	Less than 30 min	43	39
16. What is the maximum		24.7%	23.6%
amount of time you are	30 to less than 60 min	48	52
a Metrolink station and		27.6%	31.5%
your final destination?	60 min en mene	81	69
Joan man accumation :	of min of more	46.6%	41.8%
		2	5
	DIVINA	1.1%	3.0%

			LI	NE	
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
16. What is the maximum	Less than 30 min				
amount of time you are willing to travel between	30 to less than 60 min				
a Metrolink station and your final destination?	60 min or more DK/NA				

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-Ti	First-Time Weekend Riders		
		Total	Yes	No	
	Total	191	58	133	
		83	21	62	
18. How many weekdays per week do vou		43.5%	36.2%	46.6%	
	2	36	13	23	
		18.8%	22.4%	17.3%	
	3	25	9	16	
ride Metrolink?		13.1%	15.5%	12.0%	
		14	4	10	
	4	7.3%	6.9%	7.5%	
	-	33	11	22	
	5	17.3%	19.0%	16.5%	

Comparisons of Column Proportions^a

		First-Time Weekend Riders	
		Yes	No
		(A)	(B)
	1		
18. How many	2		
week do you	3		
ride Metrolink?	4		
	5		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Frequency of Use		
		Total	Few times a month or more	Once a month or less	
	Total	131	91	40	
		62	40	22	
18 How many	1	47.3%	44.0%	55.0%	
	2	23	15	8	
weekdays per	2	17.6%	16.5%	20.0%	
week do you ride Metrolink?	2	15	13	2	
	3	11.5%	14.3%	5.0%	
		10	9	1	
	4	7.6%	9.9%	2.5%	
	-	21	14	7	
	5	40.00/	45 40/	47 50/	

Comparisons of Column Proportions^a

		Frequency of Use	
		Few times a month or more	Once a month or less
		(A)	(B)
18. How many weekdays per week do you ride Metrolink?	1 2 3 4 5		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 201

Page 202

		Weekday Use		
		Total	Yes	No
	Total	191	191	
18. How many weekdays per		83	83	
	43.	43.5%	43.5%	
	2	36	36	
		18.8%	18.8%	
week do you	3 25 13.1%	25	25	
ride Metrolink?		13.1%	13.1%	
	4	14	14	
	4 7.3	7.3%	7.3%	
	5	33	33	
	5	17 29/	47.00/	

Comparisons of Column Proportions^a



Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Age				
		Total	17 and under	18 to 24	25 to 34	35 to 44	
	Total	191	28	43	42	36	
	4	83	16	26	13	12	
		43.5%	57.1%	60.5%	31.0%	33.3%	
18. How many weekdays per week do you ride Metrolink?	2	36	8	8	7	6	
		18.8%	28.6%	18.6%	16.7%	16.7%	
	2	25	3	1	10	7	
	3	13.1%	10.7%	2.3%	23.8%	19.4%	
	4	14	0	4	4	3	
	-	7.3%	.0%	9.3%	9.5%	8.3%	
	5	33	1	4	8	8	
	3	17.3%	3.6%	9.3%	19.0%	22.2%	

		Age	
		45 to 54	55 and over
	Total	23	19
		6	10
		26.1%	52.6%
18. How many	2	6	1
weekdays per		26.1%	5.3%
week do you	3	1	3
ride Metrolink?		4.3%	15.8%
	4	1	2
		4.3%	10.5%
	5	9	3
		39.1%	15.8%

Comparisons of Column Proportions^b

		Age					
	17 and under	18 to 24	25 to 34	35 to 44	45 to 54	55 and over	
	(A)	(B)	(C)	(D)	(E)	(F)	
18. How many 2 weekdays per 3 week do you ride Metrolink? 4 5	a		В		A		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

This category is not used in comparisons because its column proportion is equal to zero or one.
 Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Le	evel of Education	n	
		Total	High School or less	Some college	College graduate	Graduate school
	Total	191	81	58	33	19
		83 43.5%	37 45.7%	22 37.9%	16 48.5%	8 42.1%
18. How many weekdays per	2	36 18.8%	21 25.9%	8 13.8%	6 18.2%	1 5.3%
week do you ride Metrolink?	3	25 13.1%	9 11.1%	8 13.8%	3 9.1%	5 26.3%
	4	14 7.3%	4 4.9%	8 13.8%	0 .0%	2 10.5%
	5	33 17.3%	10 12.3%	12 20.7%	8 24.2%	3 15.8%

			Level of E	ducation					
		High School or less	High Some College Graduate School or college graduate school						
		(A)	(B)	(C)	(D)				
18. How many weekdays per week do you ride Metrolink?	1 2 3 4 5			a					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				Ethn	icity		
		Total	Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
	Total	191	104	38	19	21	9
		83	45	18	8	9	3
	1	43.5%	43.3%	47.4%	42.1%	42.9%	33.3%
18 How many	2	36	18	9	5	3	1
weekdays per	-	18.8%	17.3%	23.7%	26.3%	14.3%	11.1%
week do you	2	25	13	2	1	7	2
ride Metrolink?	3	13.1%	12.5%	5.3%	5.3%	33.3%	22.2%
		14	9	4	0	0	1
	4	7.3%	8.7%	10.5%	.0%	.0%	11.1%
		33	19	5	5	2	2
	3	17.3%	18.3%	13.2%	26.3%	9.5%	22.2%

Comparisons of Column Proportions^b

				Ethnicity		
		Caucasian	Latino(a)/ Hispanic	African- American	Asian	Other
		(A)	(B)	(C)	(D)	(E)
18. How many weekdays per week do you ride Metrolink?	1 2 3 4 5			.8	B .ª	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 205

Comparisons of Column Proportions^a

		Ger	ıder
		Female	Male
		(A)	(B)
18. How many weekdays per week do you ride Metrolink?	1 2 3 4 5		A

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				LINE		
		Total	OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
	Total	191	36	48	52	55
		83	18	26	21	18
	1	43.5%	50.0%	54.2%	40.4%	32.7%
18 How many	•	36	5	10	10	11
weekdays per	2	18.8%	13.9%	20.8%	19.2%	20.0%
week do you	2	25	4	6	7	IEOC Outbound 55 18 32.7% 11 20.0% 8 14.5% 6 10.9% 21.8%
ride Metrolink?	3	13.1%	11.1%	12.5%	13.5%	14.5%
		14	5	1	2	6
	4	7.3%	13.9%	2.1%	3.8%	10.9%
	-	33	4	5	12	12
	9	17.3%	11.1%	10.4%	23.1%	21.8%

Comparisons of Column Proportions^a

			LI	NE	
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
18. How many weekdays per week do you ride Metrolink?	1 2 3 4				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

				Household	Income		
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
	Total	187	33	37	26	48	43
		79	13	14	13	19	20
	1	42.2%	39.4%	37.8%	50.0%	39.6%	46.5%
18. How many	2	36	12	6	2	10	6
weekdays per	-	19.3%	36.4%	16.2%	7.7%	20.8%	14.0%
week do you	2	25	4	7	3	7	4
ride Metrolink?	3	13.4%	12.1%	18.9%	11.5%	14.6%	9.3%
		14	3	3	3	1	4
		7.5%	9.1%	8.1%	11.5%	2.1%	9.3%
	-	33	1	7	5	11	9
	9	17.6%	3.0%	18.9%	19.2%	22.9%	20.9%

Comparisons of Column Proportions^a

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
18. How many weekdays per week do you ride Metrolink?	1 2 3 4 5					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			Gender	
		Total	Female	Male
	Total	191	89	102
		83	42	41
	1	43.5%	47.2%	40.2%
18. How many	2	36	16	20
weekdays per	-	18.8%	18.0%	19.6%
week do you	2	25	12	13
ride Metrolink?	3	13.1%	13.5%	12.7%
	4	14	9	5
	-	7.3%	10.1%	4.9%
	5	33	10	23
	-	17.3%	11.2%	22.5%

Page 206

		First-Time Weekend Riders		
		Total	Yes	No
	Total	599	267	332
	March and Physics	275	129	146
19. If you heard that you	Much more likely	45.9%	48.3%	44.0%
only need to purchase one	0	176	76	100
ticket for your entire trip	Somewhat more likely	29.4%	28.5%	30.1%
Amtrak and Metrolink	No offect	146	60	86
And Med Olink	No effect	24.4%	22.5%	25.9%
	DKALA	2	2	0
	DK/NA	3%	7%	0%

Comparisons of Column Proportions^b

		First-Time Weekend Riders	
		Yes No	
		(A)	(B)
19. If you heard that you	Much more likely		
only need to purchase one ticket for your entire	Somewhat more likely		
trip that may include bus,	No effect		
Amtrak and Metrolink	DK/NA		.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one. st subtable using the Bonferroni correction.

b. Tests are adjusted for all pairwise comparisons within a row of each inr	nermos
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		Frequency of Use			
		Total	Few times a month or more	Once a month or less	
	Total	328	189	139	
		144	85	59	
19. If you heard that you	Much more likely	43.9% 45.0%	42.4%		
ticket for your entire trip	0	99	59	40	
that may include bus,	Somewhat more likely	30.2%	31.2%	28.8%	
Amtrak and Metrolink	No offerst	85	45	40	
	No effect 25.9	25.9%	23.8%	28.8%	
	DK/NA				

		Frequency of Use	
		Few times a month or more	Once a month or less
		(A)	(B)
19. If you heard that you only need to purchase	Much more likely		
one ticket for your entire trip that may include bus.	Somewhat more likely		
Amtrak and Metrolink	No effect		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Weekday Use		
		Total	Yes	No
	Total	600	191	409
	Much man likely	276	98	178
19. If you heard that you	wuch more likely	46.0%	51.3%	43.5%
only need to purchase one	Computed many likely	176	46	130
ticket for your entire trip	Somewhat more likely	29.3%	24.1%	31.8%
Amtrak and Metrolink	No offerst	146	46	100
	No effect	24.3%	24.1%	24.4%
	DK/NA	2	1	1
	DK/NA	.3%	.5%	2%

Comparisons of Column Proportions^a

		Weekday Use	
		Yes	No
		(A)	(B)
19. If you heard that you	Much more likely		
only need to purchase one ticket for your entire	Somewhat more likely		
trip that may include bus,	No effect		
Amtrak and Metrolink	DK/NA		

Results and meturinits... DKINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Age			
		Total	17 and under	18 to 24	25 to 34
	Total	599	73	128	126
	March and Physics	276	34	59	67
19. If you heard that you	wuch more likely	46.1%	46.6%	46.1%	53.2%
only need to purchase one	Companyhat mana likalu	175	23	45	33
ticket for your entire trip	Somewhat more likely	29.2%	31.5%	35.2%	26.2%
Amtrak and Metrolink	No offerst	146	16	23	26
	NO effect	24.4%	21.9%	18.0%	20.6%
	DK/NA	2	0	1	0
	DKINA	.3%	.0%	.8%	.0%

Page 209

		Age		
		35 to 44	45 to 54	55 and over
19. If you heard that you	Total	118	79	75
	March and Planks	49	39	28
	much more likely	41.5%	49.4%	37.3%
only need to purchase one	Computed many likely	34	19	21
ticket for your entire trip	Somewhat more likely	28.8%	24.1%	28.0%
Amtrak and Metrolink	No offect	34	21	26
	NO Ellect	28.8%	26.6%	34.7%
	DIZ/NA	1	0	0
	DK/NA	00/	0.0%	0.0%

Comparisons of Column Proportions^b

		Age			
		17 and under	18 to 24	25 to 34	35 to 44
		(A) (B) (C) (D)			(D)
19. If you heard that you	Much more likely				
only need to purchase one ticket for your entire	Somewhat more likely				
trip that may include bus,	No effect				
Amtrak and Metrolink	DK/NA	.a		.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larver column proportion. Comparisons of Column Proportions^b

		Age		
		45 to 54	55 and over	
		(E)	(F)	
19. If you heard that you	Much more likely			
only need to purchase one ticket for your entire	Somewhat more likely			
trip that may include bus,	No effect			
Amtrak and Metrolink	DK/NA	а	а	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Level of Education High School or less Some college Total Total 598 233 179 275 113 80 Much more likely 19. If you heard that you only need to purchase or ticket for your entire trip that may include bus, 46.0% 48.5% 44.7% 176 29.4% 145 63 27.0% 57 56 Somew hat more likely <u>31.3%</u> 42 No effect 24.2% 24.5% 23.5% DK/NA
		Level of Education		
		College graduate	Graduate school	
	Total	110	76	
	Much more likely	47	35	
19. If you heard that you		42.7%	46.1%	
only need to purchase one	Somowhat more likely	34	23	
ticket for your entire trip	Somewhat more likely	30.9%	30.3%	
Amtrak and Metrolink	No effect	28	18	
Antrak and Metrolink	NO effect	25.5%	23.7%	
	DK/NA	1	0	
	DK/NA	.9%	.0%	

		Level of Education				
		High School or less	Some college	College graduate	Graduate school	
		(A)	(B)	(C)	(D)	
19. If you heard that you	Much more likely					
only need to purchase one ticket for your entire	Somewhat more likely					
trip that may include bus, Amtrak and Metrolink	No effect DK/NA	a			.8	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Ethnicity			
		Total	Caucasian	Latino(a)/ Hispanic	African- American
19. If you heard that you only need to purchase one	Total	596	331	125	56
		276	130	67	33
	Much more likely	46.3%	39.3%	53.6%	58.9%
	Computed many likely	174	103	35	12
ticket for your entire trip	Somewhat more likely	29.2%	31.1%	28.0%	21.4%
Amtrak and Metrolink	No offect	144	97	23	11
	NO effect	24.2%	29.3%	18.4%	19.6%
	DK/NA	2	1	0	0
	DK/NA	.3%	.3%	.0%	.0%

Page 213

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
	Total	583	113	86	106	
19. If you heard that you	Much more likely	267	54	45	48	
		45.8%	47.8%	52.3%	45.3%	
only need to purchase one		172	35	26	30	
ticket for your entire trip	Somewhat more likely	29.5%	31.0%	30.2%	28.3%	
Amtrak and Metrolink	No offect	142	23	15	28	
	No effect	24.4%	20.4%	17.4%	26.4%	
	DK/NA	2	1	0	0	
	DK/NA	.3%	.9%	.0%	.0%	

		Ethnicity		
		Asian	Other	
19. If you heard that you only need to purchase one ticket for your entire trip that may include bus, Amtrak and Metrolink	Total	52	32	
	Much more likely	29 55.8%	17 53.1%	
	Somewhat more likely	16 30.8%	8 25.0%	
	No effect	7 13.5%	6 18.8%	
	DK/NA	0 .0%	1 3.1%	

Comparisons of Column Proportions^b

	Ethnicity		
	Caucasian	Latino(a)/ Hispanic	African- American
	(A)	(B)	(C)
Much more likely			
Somewhat more likely			
No effect DK/NA		a	.a
	Much more likely Somewhat more likely No effect DK/NA	Caucasian (A) Much more likely Somewhat more likely No effect DK/NA	Ethnicity Caucasian Latino(a)/ Hispanic (A) (B) Much more likely (B) No effect (B) DK/NA (B)

category with the results are based on two-sided tests with significance level U.U.S. For each significant pa smaller column proportion appears under the category with the larger column proportion. Comparisons of Column Proportions^b

		Ethn	icity
		Asian	Other
		(D)	(E)
19. If you heard that you	Much more likely		
only need to purchase one ticket for your entire	Somewhat more likely		
trip that may include bus,	No effect		
Amtrak and Metrolink	DK/NA	.a	A

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

\$50,000 to \$99,999 \$100,000 or higher 164 114 Total 43 Much more likely 19. If you heard that you only need to purchase or ticket for your entire trip that may include bus, 47.0% 37.7% 46 28.0% 35 30.7% vhat more likely 41 No effect 25.0% 0 30.7% DK/NA

Comparisons of Column Proportions^b

9%

			HO	usenola inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
19. If you heard that you	Much more likely					
only need to purchase one ticket for your entire	Somewhat more likely					
trip that may include bus,	No effect					
Amtrak and Metrolink	DK/NA		.a	.a	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Gender		
		Total	Female	Male
19. If you heard that you	Total	600	290	310
	March and Physics	276	136	140
	Much more likely	46.0%	46.9%	45.2%
only need to purchase one	Somewhat more likely	176	87	89
ticket for your entire trip		29.3%	30.0%	28.7%
that may include bus, Amtrak and Metrolink	No effect	146	67	79
	NO effect	24.3%	23.1%	25.5%
	DKALA	2	0	2
	DK/NA	.3%	.0%	.6%

		Gender	
		Female	Male
		(A)	(B)
19. If you heard that you	Much more likely		
only need to purchase one ticket for your entire	Somewhat more likely		
trip that may include bus,	No effect		
Amtrak and Metrolink	DK/NA	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		LINE		
		Total	OC Outbound	OC Inbound
	Total	600	134	127
19. If you heard that you only need to purchase one	Much more likely	276	64	66
		46.0%	47.8%	52.0%
	Somowhat more likely	176	35	37
ticket for your entire trip	Somewhat more likely	29.3%	26.1%	29.1%
Amtrak and Metrolink	No offect	146	34	23
	No enect	24.3%	25.4%	18.1%
		2	1	1
	DK/NA	.3%	.7%	.8%

		LINE		
		IEOC Inbound	IEOC Outbound	
19. If you heard that you only need to purchase one ticket for your entire trip that may include bus, Amtrak and Metrolink	Total	174	165	
	Much more likely	76 43.7%	70 42.4%	
	Somewhat more likely	57 32.8%	47 28.5%	
	No effect	41 23.6%	48 29.1%	
	DK/NA	0	0	

Comparisons of Column Proportions^b

		LINE			
		OC Outbound	IEOC Outbound		
		(A)	(B)	(C)	(D)
19. If you heard that you	Much more likely				
only need to purchase one ticket for your entire	Somewhat more likely				
trip that may include bus,	No effect				
Amtrak and Metrolink	DK/NA			.a	a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		First-Time Weekend Riders		
		Total	Yes	No
	Total	599	267	332
00.16	March and Physics	324	149	175
20. If you heard that you	Much more likely	54.1%	55.8%	52.7%
trip between Los Angeles.	Somowhat more likely	164	69	95
Orange County and San	Somewhat more likely	27.4%	25.8%	28.6%
Diego without the need to	No effect	105	45	60
transfer trains	NO effect	17.5%	16.9%	18.1%
	DK/NA	6	4	2
	DIVINA	1.0%	1.5%	.6%

Page 217

Page 218

Comparisons of Column Proportions^a

		First-Time Weekend Riders	
		Yes No	
		(A)	(B)
20. If you heard that you can take one integrated	Much more likely		
trip between Los Angeles,	Somewhat more likely		
Diego without the need to	No effect		
transfer trains	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Frequency of Use			
		Total	Few times a month or more	Once a month or less	
	Total	328	189	139	
20. If you heard that you	Much more likely	173 52.7%	102 54.0%	71 51.1%	
trip between Los Angeles, Orange County and San	Somewhat more likely	93 28.4%	52 27.5%	41 29.5%	
Diego without the need to transfer trains	No effect	60 18.3%	33 17.5%	27 19.4%	
	DK/NA	2	2	0	

Comparisons of Column Proportions^b

		Frequency of Use	
		Few times a month or more	Once a month or less
		(A)	(B)
20. If you heard that you can take one integrated	Much more likely		
trip between Los Angeles,	Somewhat more likely		
Diego without the need to	No effect		
transfer trains	DK/NA		а

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Total 600 Yes No 409 Total 325 214 20. If you heard that you can take one integrated trip between Los Angeles Much more likely 54.2% 164 27.3% 105 58.1% 50 52.3% 114 27.9% hat more likel nty and San ut the need 26.2% 27 78 No effect 17.5% 14.1% 19.1% DK/NA 1.0%

Comparisons of Column Proportions^a

		Weekday Use	
		Yes	No
		(A)	(B)
20. If you heard that you can take one integrated	Much more likely		
trip between Los Angeles,	Somewhat more likely		
Diego without the need to	No effect		
transfer trains	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Age			
		Total	17 and under	18 to 24	25 to 34
	Total	599	73	128	126
00 K	March and Physics	324	37	77	66
20. If you heard that you can take one integrated	much more likely	54.1%	50.7%	60.2%	52.4%
trip between Los Angeles.	Companyhat mana likalu	164	19	37	38
Orange County and San	Somewhat more likely	27.4%	26.0%	28.9%	30.2%
Diego without the need to	No offect	105	17	13	21
transfer trains	No effect 17	17.5%	23.3%	10.2%	16.7%
	DK/NA	6	0	1	1
	DR/NA	1.0%	.0%	.8%	.8%

		Age		
		35 to 44	45 to 54	55 and over
	Total	118	79	75
20 Kuran based that were	Much man Block	59	46	39
20. If you heard that you can take one integrated trip between Los Angeles.	Much more likely	50.0%	58.2%	52.0%
	Somowhat more likely	32	21	17
Orange County and San	Somewhat more likely	27.1%	26.6%	22.7%
Diego without the need to transfer trains	No effect	24	12	18
	NO effect	20.3%	15.2%	24.0%
	DK/NA	3	0	1
	DIVINA	0.50/	0.01	4.00/

		Age			
		17 and under	18 to 24	25 to 34	35 to 44
		(A)	(B)	(C)	(D)
20. If you heard that you can take one integrated	Much more likely				
trip between Los Angeles,	Somewhat more likely				
Diego without the need to	No effect				
transfer trains	DK/NA	.a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. **Comparisons of Column Proportions**^b

		Age		
		45 to 54	55 and over	
		(E)	(F)	
20. If you heard that you can take one integrated	Much more likely			
trip between Los Angeles,	Somewhat more likely			
Orange County and San Diego without the need to	No effect			
transfer trains	DK/NA	.a		

Transfortrains ... DNNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Level of Education			
		Total	High School or less	Some college	
	Total	598	233	179	
20. If you heard that you	Much more likely	324 54.2%	122 52.4%	97 54.2%	
trip between Los Angeles, Orange County and San	Somewhat more likely	164 27.4%	60 25.8%	53 29.6%	
Diego without the need to transfer trains	No effect	104 17.4%	50 21.5%	27 15.1%	
	DK/NA	6 1.0%	1	2	

Page 221

		Level of Education	
		College graduate	Graduate school
	Total	110	76
20. If you heard that you can take one integrated trip between Los Angeles, Orange County and San Diego without the neet to transfer trains	Much more likely	63 57.3%	42 55.3%
	Somewhat more likely	28 25.5%	23 30.3%
	No effect	18 16.4%	9 11.8%
	DK/NA	1	2

Comparisons of Column Proportions^a

		Level of Education			
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
20. If you heard that you	Much more likely				
can take one integrated trip between Los Angeles,	Somewhat more likely				
Orange County and San Diego without the need to	No effect				
transfer trains	DK/NA				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

а.	Tests ar	re adjusted	for al	l pairwise	comparis	ons withi	n a row o	f each	innermosi	subtable	e using the	e Bonferroni	correction

		Ethnicity				
		Total	Caucasian	Latino(a)/ Hispanic	African- American	
	Total	596	331	125	56	
20 If you beard that you	Much man Block	325	167	75	32	
can take one integrated	which more likely	54.5%	50.5%	60.0%	57.1%	
trin between Los Angeles	Somewhat more likely	162	104	33	11	
Orange County and San		27.2%	31.4%	26.4%	19.6%	
Diego without the need to	No effect	103	58	16	12	
transfer trains	No effect	17.3%	17.5%	12.8%	21.4%	
	DK/NA	6	2	1	1	
	DK/NA	1.0%	.6%	.8%	1.8%	

		Ethr	icity
		Asian	Other
	Total	52	32
20. If you heard that you	Much more likely	32 61.5%	19 59.4%
trip between Los Angeles, Orange County and San Diego without the need to transfer trains	Somewhat more likely	10 19.2%	4 12.5%
	No effect	10 19.2%	7 21.9%
	DK/NA	0	2

Comparisons of Column Proportions^b

			Ethnicity		
		Caucasian	Latino(a)/ Hispanic	African- American	
		(A)	(B)	(C)	
20. If you heard that you can take one integrated	Much more likely				
trip between Los Angeles,	Somewhat more likely				
Diego without the need to	No effect				
transfer trains	DK/NA				

Results are based on two-sided tests with significance level 0.05. For each significant pa smaller column proportion appears under the category with the larger column proportion. Comparisons of Column Proportions^b

		Ethr	icity
		Asian	Other
		(D)	(E)
20. If you heard that you	Much more likely		
trip between Los Angeles,	Somewhat more likely		
Diego without the need to	No effect		
transfer trains	DK/NA	.a	A

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
20. If you heard that you	Total	583	113	86	106	
	Much more likely	313 53.7%	59 52.2%	47 54.7%	60 56.6%	
trip between Los Angeles, Orange County and San	Somewhat more likely	162 27.8%	33 29.2%	26 30.2%	23 21.7%	
Diego without the need to transfer trains	No effect	102 17.5%	19 16.8%	13 15.1%	21 19.8%	
	DK/NA	6 1.0%	2 1.8%	0 .0%	2 1.9%	

		Household Income		
		\$50,000 to \$99,999	\$100,000 or higher	
	Total	164	114	
20. If you heard that you	Much more likely	84 51.2%	63 55.3%	
trip between Los Angeles, Orange County and San	Somewhat more likely	49 29.9%	31 27.2%	
Diego without the need to transfer trains	No effect	30 18.3%	19 16.7%	
	DK/NA	1	1	

			Ho	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
20. If you heard that you can take one integrated	Much more likely					
trip between Los Angeles, Orange County and San	Somewhat more likely					
Diego without the need to	No effect					
transfer trains	DK/NA		a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Gender			
		Total	Female	Male	
20 Kusu based that you	Total	600	290	310	
	Much man Block	325	163	162	
can take one integrated	much more likely	54.2%	56.2%	52.3%	
trip between Los Angeles,	Somewhat more likely	164	75	89	
Orange County and San		27.3%	25.9%	28.7%	
Diego without the need to	No offect	105	50	55	
transfer trains	No enect	17.5%	17.2%	17.7%	
	DKALA	6	2	4	
	DK/NA	1.0%	.7%	1.3%	

Page 225

Comparisons of Column Proportions^a

		Gen	ıder
		Female	Male
		(A)	(B)
20. If you heard that you	Much more likely		
trip between Los Angeles,	Somewhat more likely		
Diego without the need to	No effect		
transfer trains	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

			LINE	
		Total	OC Outbound	OC Inbound
	Total	600	134	127
	Much man Block	325	79	83
can take one integrated	Much more likely	54.2%	59.0%	65.4%
trip between Los Angeles,	Somewhat more likely	164	34	24
Orange County and San	Somewhat more likely	27.3%	25.4%	18.9%
Diego without the need to	No offect	105	19	17
transfer trains	NO effect	17.5%	14.2%	13.4%
	DKALA	6	2	3
	DK/NA	1.0%	1.5%	2.4%

		LIN	E
		IEOC Inbound	IEOC Outbound
	Total	174	165
20. If you heard that you can take one integrated trip between Los Angeles, Orange County and San Diego without the need to transfer trains	Much more likely	84 48.3%	79 47.9%
	Somewhat more likely	57 32.8%	49 29.7%
	No effect	33 19.0%	36 21.8%
	DK/NA	0	1

Comparisons of Column Proportions^b

		LINE			
		OC Outbound	OC Inbound	IEOC Inbound	IEOC Outbound
		(A)	(B)	(C)	(D)
20. If you heard that you	Much more likely		CD		
can take one integrated trip between Los Angeles,	Somewhat more likely			в	
Orange County and San Diego without the need to	No effect				
transfer trains	DK/NA			. ^a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 227

		v	Weekend Travel			
		Total	Local	Non-Local		
	Total	547	320	289		
		178	101	99		
6. Do you know	res	32.6%	31.5%	34.3%		
about Metrolink's	Ne	362	215	186		
weekend service?	NO	66.3%	67.4%	64.5%		
	DIZINIA	6	4	4		
	DK/NA	1.2%	1.1%	1.2%		

		Weekend Travel	
		Local	Non-Local
		(A)	(B)
6. Do you know about	Yes		
Metrolink's weekend	No		
service?	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Travel Time			
		Total	AM	PM	
6. Do you know	Total	468	306	162	
	Yes	155 33.1%	104 34.0%	51 31.2%	
about Metrolink's weekend service?	No	310 66.2%	199 65.2%	110 68.1%	
	DK/NA	4	2	1 .7%	

Comparisons of Column Proportions^{a,b}

		Travel Time	
		AM	PM
		(A)	(B)
6. Do you know about	Yes		
Metrolink's weekend	No		
service?			

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost sublable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 1

		Age					
		Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
	Total	585	69	109	110	122	174
	N	186	19	24	34	45	64
6. Do you know	res	31.7%	27.5%	22.2%	30.9%	36.5%	36.6%
about Metrolink's	Ne	393	50	85	76	74	108
weekend service?	r NO	67.3%	72.5%	77.8%	69.1%	60.8%	62.0%
		6	0	0	0	3	2
	DK/NA	1.0%	.0%	.0%	.0%	2.7%	1.4%

Comparisons of Column Proportions^{b,c}

		Age					
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over	
		(A)	(B)	(C)	(D)	(E)	
6. Do vou know about	Yes						
Metrolink's weekend	No						
service?	DK/NA	.a	. ^a	. ^a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

This category is not used in comparisons because its column proportion is equal to zero or one

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Ethnicity				
		Total	White	Hispanic/ Latino(a)	Asian	Other	
6. Do you know about Metrolink's weekend service?	Total	574	279	191	92	27	
	Yes	187 32.6%	106 37.8%	42 21.8%	37 40.4%	10 38.4%	
	No	380 66.3%	170 60.9%	147 77.2%	55 59.6%	15 57.4%	
	DK/NA	6 1.1%	4	2	0	1 4.2%	

Comparisons of Column Proportions^{b,c}

		Ethnicity				
		White	Hispanic/ Latino(a)	Asian	Other	
		(A)	(B)	(C)	(D)	
6. Do you know about	Yes	В		В		
Metrolink's weekend service?	No DK/NA		AC	.a		

Results are based on two-side lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

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proportions tests.

		Aware of Weekend Service		
		Total	Yes	No
6. Do you know about Metrolink's weekend service?	Total	594	192	401
	Yes	192	192	0
		32.4%	100.0%	.0%
	Ne	401	0	401
	NO	67.6%	.0%	100.0%
	DK/NA			

Comparisons of Column Proportions^{b,c}

	Aware of Weekend Service		
	Yes	No	
	(A)	(B)	
6. Do you know Yes	a	a	
weekend service? No	a	a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Internet Access				
		Total	Yes	No		
	Total	598	495	103		
	Yes	190	168	22		
6. Do you know		31.8%	33.9%	21.7%		
about Metrolink's	Ne	401	321	81		
weekend service?	No	67.1%	64.8%	78.3%		
	DIZINIA	6	6	0		
	DK/NA	1 1%	1 3%	0%		

Comparisons of Column Proportions^{b,c}

		Internet	Access
		Yes	No
		(A)	(B)
6. Do vou know about	Yes	В	
Metrolink's weekend	No		A
service?	DK/NA		а

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 2

		Level of Education					
		Total	High School or less	Some college	College graduate	Graduate school	
	Total	594	184	151	162	97	
6 D	Yes	192	39	58	65	30	
6. Do you know		32.3%	21.5%	38.3%	40.1%	30.5%	
about Metrolink's	Ne	396	142	92	97	65	
weekend service?	NO DK/NA	66.6%	77.1%	60.8%	59.9%	66.9%	
		6	3	1	0	2	
		4.40/	4 40/	00/	00/	0.5%	

Comparisons of Column Proportions^{b,c}

		Level of Education				
		High School or less	Some college	College graduate	Graduate school	
		(A)	(B)	(C)	(D)	
6. Do you know about Metrolink's weekend service?	Yes No DK/NA	ВC	A	A .ª		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Primary Language				
		Total	English	Spanish	Other		
	Total	599	448	105	46		
		191	165	14	12		
6. Do you know	Yes	31.9%	36.9%	13.2%	26.0%		
about Metrolink's	Ne	401	277	91	34		
weekend service?	NO DK/NA	67.0%	61.7%	86.8%	74.0%		
		6	6	0	0		
		1.1%	1.4%	.0%	.0%		

Comparisons of Column Proportions^{b,c}

		Primary Language			
		English	Spanish	Other	
		(A)	(B)	(C)	
6. Do you know about	Yes	В			
Metrolink's weekend	No		A		
service?	DK/NA		.a	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are advinced for all inclusions are advinced for all inclusions and the second secon

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column

			Household Income							
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher			
	Total	479	36	46	87	169	140			
	Vee	153	6	8	19	60	60			
6. Do you know	res	32.1%	17.5%	17.7%	22.5%	35.5%	42.4%			
about Metrolink's	No	321	29	38	67	107	80			
weekenu service?	NO	67.0%	79.4%	82.3%	77.5%	63.1%	57.1%			
	DIZINIA	4	1	0	0	2	1			
	DK/NA	0.0%	2 10/	0%	0.0%	1 59/	59/			

		Household Income					
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher	
		(A)	(B)	(C)	(D)	(E)	
6. Do you know about	Yes					ВC	
Metrolink's weekend	No		E	E			
service?	DK/MA		а	а			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests

		Gender			
		Total	Male	Female	
	Total	600	296	304	
	Vee	192	102	90	
6. Do you know	res	32.0%	34.4%	29.7%	
about Metrolink's	Ne	401	191	210	
weekend service?	No DK/NA	66.9%	64.6%	69.2%	
		6	3	3	
		1.1%	1.1%	1.1%	

Comparisons of Column Proportions^{a,b}

		Gender	
		Male	Female
		(A)	(B)
6. Do you know about	Yes		
Metrolink's weekend	No		
service?	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 5

		Internet Access			
		Total	Yes	No	
7. Инна на н	Total	408	327	81	
	N	303	259	45	
heard of the	res	74.3%	79.0%	55.4%	
Metrolink Rail System?	Ne	101	65	36	
	NO	24.7%	19.8%	44.6%	
	DIZINIA	4	4	0	
	UN/NA				

Comp

		Internet Access		
		Yes	No	
		(A)	(B)	
7. Have you heard	Yes	В		
of the Metrolink	No		А	
Rail System?	DK/NA		.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. This category is not used in comparisons because its column proportion is equal to zero or one

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Age					
		Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
	Total	399	50	85	76	77	110
7. Have you heard of the Metrolink Rail System?	Yes	298 74.6%	28 55.2%	57 66.7%	54 70.0%	67 86.9%	93 84.1%
	No	97 24.3%	22 44.8%	26 30.4%	23 30.0%	10 13.1%	16 14.4%
	DK/NA	4 1.0%	0 .0%	2 2.9%	0 .0%	0 .0%	2 1.5%

Comparisons of Column Proportions^{b,c}

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
7. Have you heard	Yes				AB	AB
of the Metrolink	No	DE				
Rail System?	DK/NA	a		.a	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Have vou	
ard of the	
etrolink Rail	ľ
/stem?	

Total

No

DK/NA

k Rail

. Have you heard of the Metrolink

Rail System?

269

72.9%

26.4%

Local

(A)

Comparisons of Column Proportions^{a,b}

Yes

No

DK/NA

154

70.4%

29.2%

Non-Loca

(B)

AM

143

70.6%

28.5%

146

76.9%

42

22.2%

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column

PM 112

71.2%

28.2%

Comparisons of Column Proportions^{a,b}

Total 314

70.8%

28.4%

		Trave	Time
		AM	PM
		(A)	(B)
. Have you heard	Yes		
of the Metrolink	No		
Rail System?	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests

Page 6

		Ethnicity				
		Total	White	Hispanic/ Latino(a)	Asian	Other
7. Have you heard of the Metrolink Rail System?	Total	387	174	149	55	17
	Yes	284 73.4%	152 87.6%	81 54.5%	43 78.4%	13 80.0%
	No	99 25.5%	21 12.0%	66 44.3%	10 18.5%	3 20.0%
	DK/NA	4	1	2	2	0

Comparisons of Column Proportions^{b,c}

			Ethnicity				
		White	Hispanic/ Latino(a)	Asian	Other		
		(A)	(B)	(C)	(D)		
7. Have you heard of the Metrolink	Yes No	В	AC	В			
Rail System?	DK/NA				а		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Level of Education				
		Total	High School or less	Some college	College graduate	Graduate school	
	Total	402	144	93	97	67	
7. Have you heard of the Metrolink Rail System?	Yes	297	81	78	77	62	
		73.9%	55.9%	83.5%	79.5%	91.2%	
	Ne	101	62	15	18	6	
	NO	25.0%	42.9%	16.5%	18.0%	8.8%	
	DIZALA	4	2	0	2	0	
	DK/NA	1 00/	1 20/	0.00/	2 59/	0.0/	

Comparisons of Column Proportions^{b,c}

		Level of Education				
		High School or less	Some college	College graduate	Graduate school	
		(A)	(B)	(C)	(D)	
7. Have you heard	Yes		A	A	A	
of the Metrolink	No	BCD				
Rail System?	DK/NA		.a		. ^a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one

h Terts are divisited for all nainwise comparisons within a row of each innermost subtable using the Ronferroni correction Page 8 c. cei counts or some categones are not integers. I ney were rounded to the nearest integers before performing column proportions tests.

303	259	45
74.3%	79.0%	55.4%
101	65	36
24.7%	19.8%	44.6%
4	4	0
1.0%	1.3%	.0%
	303 74.3% 101 24.7% 4 1.0%	303 259 74.3% 79.0% 101 65 24.7% 19.8% 4 4 1.0% 1.3%

arisons of Col	lumn Proport	ions ^{b,c}
	Internet	Access
	Yes	No
	(A)	(B)
uheard Yes	В	

86.9%	84.1%
10	16
13.1%	14.4%
0	2
0%	1.5%
.076	1.370

		Primary Language				
		Total	English	Spanish	Other	
7. Have you heard of the Metrolink Rail System?	Total	408	283	91	34	
	Yes	303 74.3%	240 84.7%	42 46.6%	21 61.9%	
	No	101 24.7%	41 14.4%	49 53.4%	11 33.1%	
	DK/NA	4	2	0	2	

		Pri	Primary Language		
		English Spanish Other			
		(A)	(B)	(C)	
7. Have you heard	Yes	BC			
of the Metrolink	No		A	A	
Rail System?	DK/NA		.a	A	

Besults are based on two-side tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

				Household	I Income		
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
	Total	325	30	38	67	109	81
	Vee	240	15	21	44	91	69
heard of the	res	73.9%	51.3%	55.2%	65.2%	83.1%	85.9%
Metrolink Rail	No	82	15	15	23	18	11
System?	NU	25.3%	48.7%	40.3%	33.7%	16.9%	14.1%
	DIZINIA	2	0	2	1	0	0
	DR/NA	.8%	.0%	4.6%	1.1%	.0%	.0%

Comparisons of Column Proportions^{b,c}

			Household Income					
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher		
		(A)	(B)	(C)	(D)	(E)		
7. Have you heard	Yes				AB	ABC		
of the Metrolink	No	DE	DE	E				
Rail System?	DK/NA	. ^a			. ^a	. ^a		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 9

		Weekend Travel			
		Total	Local	Non-Local	
	Total	178	101	99	
	Need flexibility of car	30 17.0%	15	17	
	No reason to take weekend train	60	38	27	
	No way to get from station to destination	15	10	8 7.9%	
	Not safe [accidents]	1	1	1	
9. What is the primary	Not safe [crime]	1 .6%	1 1.1%	0 .0%	
reason why you have	Prefer comfort and convenience of car	6 3.6%	2 2.1%	4 4.3%	
never taken one of Metrolink's	Schedule is inconvenient	14 8.0%	7 7.1%	12 12.1%	
weekend trains?	Station not close enough	22 12.6%	12 11.5%	14 14.6%	
	Takes too long	5 2.6%	2 2.4%	2 2.2%	
	Too crowded/uncomfortable	1 .4%	1 .7%	0 .0%	
	Too expensive	5 2.8%	3 3.2%	2 1.8%	
	Other	11 6.2%	6 5.9%	7 6.6%	
	DK/NA	6 3.4%	2 2.1%	5 5.4%	

Comparisons of Column Proportions^{b,c}

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 11 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Gender	
		Total	Male	Female
	Total	408	194	214
7		303	149	155
heard of the	Yes	74.3%	76.5%	72.4%
Metrolink Rail	No	101	44	57
System?	NO	24.7%	22.7%	26.5%
	DIZINIA	4	2	2
	DK/NA	1.0%	.9%	1.2%

Comparisons of Column Proportions^{a,b}

		Gei	nder
		Male	Fema
		(A)	(B)
7. Have you heard	Yes		
of the Metrolink	No		
Rail System?	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Total 155 AM 104 PM 51 Total 18 Need flexibility of car 17.6% 31 19.3% 18.2% No reason to take w train 32.7% 30.0% 38.1% No way to get from station to destination 5.8% 9.0% 6.9% Not safe [accide nts] .9% 1.4% .0% Not safe [crime] 7% .0% 2.2% Prefer comfort and convenience of car 6.1% 4.1% .0% Schedule is inconvenient 8.7% 8.2% 9.6% not close enough 11.5% 10.5% 13.8% Takes too long 2.5% 3.0% 1.4% Too ded/uncomfortable .0% Too expensive 2.7% 3.3% 1.4% Othe 8.9% 7.2% 3.7% DK/NA 4.4% 3.4%

Comparisons of Column Proportions^{b,c}

		Trave	l Time
		AM	PM
		(A)	(B)
9. What is the primary reason why you have never taken one of Metrolink's weekend trains?	Need flexibility of car No reason to take weekend train No way to get from station to destination Not safe [accidents] Not safe [crime] Prefer comfort and convenience of car Schedule is inconvenient Station not close enough Takes too long Too crowded/uncomfortable Too expensive Other	.a 	a a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

C. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		W	eekday Ride	rs
		Total	Yes	No
	Total	189	41	148
	Need flexibility of car	32 17.0%	5 12.9%	27 18.1%
	No reason to take weekend train	66 35.0%	14 34.4%	52 35.2%
	No way to get from station to destination	15 7.8%	3 7.0%	12 8.0%
	Not safe [accidents]	1 .8%	0.0%	1 1.0%
9. What is the primary	Not safe [crime]	1 .6%	1 2.8%	0 .0%
reason why you have	Prefer comfort and convenience of car	6 3.4%	3 7.0%	4 2.4%
one of Metrolink's	Schedule is inconvenient	14 7.5%	4 10.1%	10 6.7%
weekend trains?	Station not close enough	24 12.8%	4 9.4%	20 13.7%
	Takes too long	5 2.4%	1 1.8%	4 2.6%
	Too crowded/uncomfortable	1 .4%	1 1.8%	0 .0%
	Too expensive	5 2.6%	2 6.0%	2 1.7%
	Other	12 6.2%	2 5.2%	10 6.5%
	DK/NA	7 3.6%	1 1.8%	6 4.1%

		Weekda	y Riders
		Yes	No
		(A)	(B)
	Need flexibility of car		
	No reason to take weekend train		
	No way to get from station to destination		
9. What is	Not safe [accidents]	. ^a	
reason why	Not safe [crime]		. ^a
you have never taken	Prefer comfort and convenience of car		
one of	Schedule is inconvenient		
Metrolink's	Station not close enough		
weekend	Takes too long		
trains r	Тоо		а
	crowded/uncomfortable		
	Too expensive		
	Other		
	DK/NA		

DKNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 13 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			A	ge	
		Total	18 to 24	25 to 34	35 to 44
	Total	186	19	24	34
	Need flexibility of car	32 17.5%	6 33.3%	4 15.9%	5 14.1%
	No reason to take weekend train	65 35.0%	9 48.1%	7 29.0%	17 49.2%
	No way to get from station to destination	15 8.0%	0.0%	0.0%	1 2.1%
	Not safe [accidents]	1 .8%	0 .0%	0.0%	0 .0%
9. What is the primary	Not safe [crime]	1 .6%	0 .0%	0 .0%	0 .0%
reason why you have	Prefer comfort and convenience of car	6 3.1%	1 3.6%	0 .0%	1 4.2%
never taken one of	Schedule is inconvenient	14 7.6%	0 .0%	3 14.2%	2 6.3%
weekend trains?	Station not close enough	24 13.1%	0 .0%	5 19.9%	6 17.7%
	Takes too long	5 2.5%	0 .0%	2 7.0%	0 .0%
	Too crowded/uncomfortable	1	0	0	1 2.1%
	Too expensive	5 2.6%	0.0%	0.0%	0 .0%
	Other	10 5.3%	3 15.0%	3 14.0%	1
	DK/NA	7	0	0	1

		le.	tornot Accor	c
		Total	Yes	s No
	Total	190	168	22
	Need flexibility of car	33 17.4%	29 17.2%	4 18.8%
	No reason to take weekend train	67 35.4%	58 34.8%	9 39.8%
	No way to get from station to destination	15 7.8%	12 7.4%	2 11.0%
	Not safe [accidents]	1 .8%	1 .4%	1 3.2%
9. What is the primary	Not safe [crime]	1 .6%	1 .7%	0 .0%
reason why you have	Prefer comfort and convenience of car	6 3.4%	6 3.4%	1 3.2%
never taken one of	Schedule is inconvenient	14 7.4%	13 8.0%	1 3.2%
weekend trains?	Station not close enough	24 12.7%	23 13.6%	1 6.4%
	Takes too long	5 2.4%	5 2.7%	0 .0%
	Too crowded/uncomfortable	1 .4%	1 .4%	0 .0%
	Too expensive	5 2.6%	2 1.5%	2 11.0%
	Other	11 5.7%	10 6.0%	1 3.2%
	DK/NA	7 3.6%	7 4.0%	0 .0%

Comparisons of Column Proportions^{b,c}

		Internet Access		
		Yes	No	
		(A)	(B)	
	Need flexibility of car			
	No reason to take weekend train			
	No way to get from station to destination			
9. What is	Not safe [accidents]			
reason why	Not safe [crime]		. ^a	
you have	Prefer comfort and			
never taken	convenience of car			
one of	Schedule is inconvenient			
Metrolink's	Station not close enough			
weekend	Takes too long		. ^a	
trains?	Тоо		а	
	crowded/uncomfortable		-	
	Too expensive		A	
	Other			
	DICALA		а	

DK/NA a Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 14 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Age		
		45 to 54	55 and over	
	Total	45	64	
	Need flexibility of car	11	6	
		25.0%	9.8%	
	No reason to take weekend train No way to get from station	10	22	
		21.370	033.270	
	to destination	° 17.4%	10.0%	
		0	1	
	lot safe [accidents]	.0%	2.3%	
9. What is	Not cofe [orimo]	0	1	
the primary reason why you have	Not sale [crime]	.0%	1.8%	
	Prefer comfort and	1	3	
	convenience of car	1.6%	4.5%	
never taken	Schodulo is inconvenient	6	3	
Metrolink's	Schedule is inconvenient	12.8%	4.5%	
weekend	Station and close enough	5	9	
trains?	Station not close enough	10.4%	13.7%	
	Tabas to show a	0	3	
	Takes too long	.0%	4.5%	
	Тоо	0	0	
	crowded/uncomfortable	.0%	.0%	
	Tee evenesius	1	3	
	Too expensive	3.2%	5.5%	
	Other	1	2	
	Other	1.6%	3.4%	
	DICINA	3	3	
	DK/NA	6.4%	5.0%	

Comparisons of Column Proportions^{b,c}

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
	Need flexibility of car					
	No reason to take weekend train					
	No way to get from station	а	а			
	to destination					
9. What is	Not safe [accidents]	. ^a	.a	.a	.a	
the primary	Not safe [crime]	.a	.a	.a	.a	
vou have	Prefer comfort and		а			
never taken	convenience of car		•			
one of	Schedule is inconvenient	. ^a				
Metrolink's	Station not close enough	.a				
weekend trains?	Takes too long	.a		.a	.a	
	Too	а	а		а	а
	crowded/uncomfortable					
	Too expensive	a	a	a		
	Other					
	DK/NA	а	а			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Page 15

Page 16 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. C. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

				Ethnicity		
		Total	White	Hispanic/ Latino(a)	Asian	Other
	Total	187	106	42	37	10
	Need flexibility of car	32 17.2%	13 12.2%	7 16.7%	10 27.3%	3 27.1%
	No reason to take weekend train	66 35.4%	40 38.1%	17 41.6%	10 27.3%	3 26.6%
	No way to get from station to destination	15 7.9%	8 7.5%	5 12.5%	2 4.5%	0 .0%
	Not safe [accidents]	1 .8%	1 1.4%	0 .0%	0 .0%	0 .0%
9. What is the primary	Not safe [crime]	1 .6%	0 .0%	0 .0%	0 .0%	1 11.0%
reason why you have	Prefer comfort and convenience of car	6 3.4%	5 4.8%	0 .0%	0 .0%	1 13.2%
one of Metrolink's	Schedule is inconvenient	14 7.6%	8 7.5%	2 4.2%	3 9.1%	1 11.0%
weekend trains?	Station not close enough	23 12.4%	15 13.9%	5 12.5%	5 13.6%	0 .0%
	Takes too long	5 2.4%	3 2.7%	0 .0%	2 4.5%	0 .0%
	Too crowded/uncomfortable	1 .4%	1 .7%	0 .0%	0 .0%	0 .0%
	Too expensive	5 2.6%	1 1.4%	3 8.3%	0 .0%	0 .0%
	Other	11 5.6%	5 5.2%	0 .0%	5 13.6%	1 11.0%
	DK/NA	7 3.6%	5 4.8%	2 4.2%	0 .0%	0 .0%

		Ethnicity				
		White	Hispanic/ Latino(a)	Asian	Other	
		(A)	(B)	(C)	(D)	
	Need flexibility of car					
	No reason to take weekend train					
	No way to get from station to destination				a	
9. What is	Not safe [accidents]		.a	.a	.a	
reason why	Not safe [crime]	. ^a	. ^a	. ^a		
you have never taken	Prefer comfort and convenience of car		a	a		
one of	Schedule is inconvenient					
Metrolink's	Station not close enough				. ^a	
weekend	Takes too long		.a		.a	
trains?	Тоо		а	а	а	
	crowded/uncomfortable		•		•	
	Too expensive		A	.a	.a	
	Other		.a			
	DK/NA			.a	. ^a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all optimize adjusted for all provides the second se

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 17

Level of Education High School or less Some college College graduate Graduate school Total 30 192 39 65 Total 33 8 3 Need flexibility of car 17.2% 67 20.4% 19.0% 17.2% 9.7% No reason to take weekend train 21 32.2% 21 54.4% <u>35.0%</u> 15 31.0% 23.5% No way to get from station to destination 3 7.7% 9.9% 5.5% 7.0% 10.7% 0 Not safe [accidents] . 1.1% 1.8% .7% .0% <u>.0%</u> 0 Not safe [crime] .6% 6 1.7% .0% .0% .0% Prefer comfort and convenience of car 5.5% 3.3% 14 1.7% 2.4% 2.4% Schedule is inconvenient 7.4% 1.8% 5.0% 6.6% 21.1% 24 12.6% Station not close enough 5.5% 13.9% <u>13.0%</u> 0 18.7% Takes too long 2.4% .0% 6.6% .0% 0 2.4% 0 Too crowded/uncomfortable 1.2% .0% .4% <u>.0%</u> 0 Too expensive 2.6% 13 4.4% 3.0% 2.2% .0% 3
11.4% Other 6.5% 11.2% 3.2% DK/NA

Page 18

Comparisons of Column Proportions^{b,c}

			Level of E	ducation	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	Need flexibility of car				
	No reason to take weekend train				
	No way to get from station to destination				
9. What is	Not safe [accidents]		.a		.a
the primary	Not safe [crime]	. ^a	. ^a		.a
vou have	Prefer comfort and				
never taken	convenience of car				
one of	Schedule is inconvenient				
Metrolink's	Station not close enough				
weekend	Takes too long	. ^a		.a	
trains?	Тоо	а		а	а
	crowded/uncomfortable				
	Too expensive				.a
	Other	. ^a			
	DK/NA	. ^a			.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Primary L	anguage	
		Total	English	Spanish	Other
	Total	191	165	14	12
	Need flexibility of car	33 17.3%	22 13.2%	5 37.5%	6 51.2%
	No reason to take weekend train	67 35.2%	63 38.2%	3 25.0%	1 6.1%
	No way to get from station to destination	15 7.8%	13 7.9%	2 12.5%	0 .0%
	Not safe [accidents]	1 .8%	1 .9%	0 .0%	0 .0%
9. What is the primary	Not safe [crime]	1 .6%	1 .7%	0 .0%	0 .0%
reason why you have	Prefer comfort and convenience of car	6 3.3%	6 3.9%	0 .0%	0 .0%
one of Metrolink's	Schedule is inconvenient	14 7.4%	11 6.5%	2 12.5%	2 14.3%
weekend trains?	Station not close enough	23 12.2%	22 13.0%	0 .0%	2 14.3%
	Takes too long	5 2.4%	3 1.7%	0 .0%	2 14.3%
	Too crowded/uncomfortable	1 .4%	1 .4%	0 .0%	0 .0%
	Too expensive	5 2.6%	5 3.0%	0 .0%	0 .0%
	Other	13 6.6%	13 7.6%	0 .0%	0 .0%
	DK/NA	7 3.5%	5 3.0%	2 12.5%	0 .0%

		Pri	imary Langua	ge
		English	Spanish	Other
		(A)	(B)	(C)
	Need flexibility of car		A	A
	No reason to take weekend train			
	No way to get from station to destination			a
9. What is	Not safe [accidents]		a	.a
the primary	Not safe [crime]		.a	.a
you have	Prefer comfort and convenience of car		a	a
one of	Schedule is inconvenient			
Metrolink's	Station not close enough		.a	
weekend	Takes too long		.a	A
trains?	Too crowded/uncomfortable		a	a
	Too expensive		.a	. ^a
	Other		.a	.a
	DK/NA			а

Results are based on two-sided tests with significance level 0.06. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 21 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	60	60
	Need flexibility of car	6 10.4%	14 23.5%
	No reason to take weekend train	22 37.4%	17 28.0%
	No way to get from station to destination	2 3.6%	5 8.9%
9 What is	Not safe [accidents]	1 1.2%	0 .0%
the primary reason why you have	Prefer comfort and convenience of car	2 3.5%	2 3.6%
never taken one of	Schedule is inconvenient	6 10.7%	5 8.9%
Wetrolink's weekend	Station not close enough	11 17.9%	4 6.0%
rains ?	Takes too long	1 2.4%	3 5.3%
	Too crowded/uncomfortable	0 .0%	1 1.2%
	Too expensive	1 1.2%	2 2.9%
	Other	4 6.4%	4 6.9%
	DK/NA	3 5.3%	3 4.8%

Comparisons of Column Proportions^{b,c}

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Need flexibility of car					
	No reason to take weekend train					
9. What is	No way to get from station to destination	a	a			
the primary	Not safe [accidents]	.a	.a			.a
reason why you have	Prefer comfort and convenience of car		a			
never taken one of	Schedule is inconvenient Station not close enough	. ^a		. ^a		
weekend	Takes too long	. ^a	. ^a	. ^a		
trains?	Too crowded/uncomfortable	a	a	a	a	
	Too expensive	. ^a		. ^a		
	Other	.a	.a			
	DK/NA	. ^a	.a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

Page 23 Pe c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Household	d Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	153	6	8	19
	Need flexibility of car	28	2	1	4
	Need nexibility of car	18.0%	38.7%	8.8%	21.5%
	No reason to take weekend	50	1	2	7
	train	32.6%	22.6%	26.3%	38.0%
	No way to get from station	10	0	0	2
	to destination	6.4%	.0%	.0%	12.6%
	Not cofo [accidente]	1	0	0	1
	Not sale [accidents]	.9%	.0%	.0%	3.7%
9. What is					
reason why	Prefer comfort and	6	1	0	1
vou have	convenience of car	3.7%	11.3%	.0%	3.7%
never taken	Only shale to be an environment	13	0	2	0
one of	Schedule is inconvenient	8.8%	.0%	21.2%	.0%
Metrolink's	Station and close enough	20	2	3	1
weekend	Station not close enough	13.3%	27.4%	35.0%	7.4%
trains?	Takas tas lana	5	0	0	0
	Takes too long	3.0%	.0%	.0%	.0%
	Тоо	1	0	0	0
	crowded/uncomfortable	.5%	.0%	.0%	.0%
	Tee expensive	3	0	1	0
	Too expensive	2.1%	.0%	8.8%	.0%
	Other	10	0	0	2
	ottiel	6.4%	.0%	.0%	9.5%
	DK/NA	7	0	0	1
	DRINA	4.4%	.0%	.0%	3.7%

		Gender			
		Total	Male	Female	
	Total	192	102	90	
	Need flexibility of car	33	18	15	
		17.2%	17.7%	16.7%	
	No reason to take weekend train	67 35.0%	38 37.6%	29 32.2%	
	No way to get from station to destination	15 7.7%	9 8.4%	6 7.0%	
	Not safe [accidents]	1	0	1	
		.7%	.0%	1.6%	
9. What is the primary	Not safe [crime]	1 .6%	1 1.1%	0.0%	
reason why	Prefer comfort and	6	3	4	
nover taken	convenience of car	3.3%	2.8%	3.9%	
one of	Schedule is inconvenient	14 7.4%	10 10.1%	4.3%	
weekend	Station not close enough	24 12.6%	9	15	
trains?	Takes too long	5	1	3	
	Тоо	1	0	1	
	crowded/uncomfortable	.4%	.0%	.8%	
	Too expensive	5 2.6%	4	1	
	Other	13 6.5%	6 5.6%	7	
	DK/NA	7	2	4	

Comparisons of Column Proportions^{b,c}

		Ger	nder
		Male	Female
		(A)	(B)
	Need flexibility of car		
	train		
	No way to get from station to destination		
9. What is the primary	Not safe [accidents]	. ^a	
reason why	Not safe [crime]		. ^a
you have never taken	Prefer comfort and convenience of car		
one of Metrolink's	Schedule is inconvenient		
weekend	Takes too long		
trains?	Тоо	а	
	crowded/uncomfortable	-	
	Too expensive		
	Other		
	DK/NA		

ANNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 22

		V	leekend Trav	el
		Total	Local	Non-Local
	Total	178	101	99
		25	12	15
11aA. Once a month,	Yes	14.1%	11.5%	15.2%
there was a weekend free	No	151	89	83
nuo promotion		85.0%	88.5%	83.4%
	DK/NA	1	0	1
	T	.0%	101	99
	Total			
11aB. Weekend fare is	Yes	20	13	10
currently discounted to		11.0%	12.7%	10.4%
weekdav fare	No	100	97.20/	0.6%
		09.0%	01.3%	09.0%
	DK/NA			
	Total	178	101	99
11aC. Some shops and	Vee	12	6	7
restaurants around	res	7.0%	6.4%	6.8%
discounts to weekend	No	165	93	92
riders		92.6%	92.9%	93.2%
	DK/NA	4%	7%	0%
	Total	178	101	99
11aD. Metrolink stations	Total	120	70	74
are very close to	Yes	72.5%	71.3%	74 74 4%
such as the beach.		47	28	25
Disneyland, Oceanside,	NO	26.6%	28.0%	24.8%
and Downtown L.A.	DK/NA	1	1	1
		.8%	.7%	.7%
	Total	170	101	99
11aE. Metrolink stations	Yes	72	39	42
festivals and other		40.4%	38.7%	42.4%
community recreational	No	104 58.2%	59.6%	55 1%
events		2	2	2
	DK/NA	1.4%	1.7%	2.5%
	Total	178	101	99
		29	14	17
11aF. Up to 3 children	Yes	16.3%	14.3%	17.2%
ages 6 or under ride for free	No	145	83	81
		81.3%	82.2%	82.0%
	DK/NA	2 3%	3 4%	7%
	Total	178	101	99
11aG You can obtain	Total		00	
schedule information	Yes	111	61 49/	64 29/
online		67	39	35
	No	37.5%	38.6%	35.0%

		v	eekend Trav	/el
		Total	Local	Non-Loca
11aG. You can obtain	DIZALA	1	0	1
schedule information	DK/NA	.4%	.0%	.7%
	Total	178	101	99
	N	68	32	44
11aH You can take your	res	38.3%	32.3%	44.7%
bike on the train	No	103	63	51
	NO	57.8%	62.9%	51.4%
		7	5	4
	DR/NA	3.9%	4.8%	3.9%
	Total	178	101	99
11al. There are free bus	N	45	20	28
connections to and from	res	25.6%	19.8%	28.7%
Metrolink stations	Ne	133	81	71
	NO	74.4%	80.2%	71.3%
	Total	178	101	99
11a L Thora is planty of	N	118	70	66
free and convenient	res	66.2%	69.5%	66.2%
parking at Metrolink	Ne	54	29	28
stations	NO	30.3%	28.7%	28.2%
		6	2	6
	DIGINA	3.5%	1.8%	5.6%
	Total	178	101	99
	No.	112	68	58
11aK. The train you ride	res	62.9%	67.5%	58.8%
on is clean and	No	62	30	38
comortable	NO	34.6%	30.1%	38.3%
		5	2	3
	DIGINA	2.6%	2.4%	2.9%

Comparisons of Column Proportions^{b,c}

		Weeker	nd Travel
		Local	Non-Local
		(A)	(B)
11aA. Once a month,	Yes		
here was a weekend free	No		
de promotion	DK/NA	.a	
1aB. Weekend fare is	Yes		
urrently discounted to	No		
TaC. Some shops and	Yes		
letrolink stations offer	No		
iccounts to wookond	DK/NA		."
reverv close to	Yes		
creational destinations,	NO		
and an the beach	DK/NA		
re verv close to fairs.	No		
stivals and other			
ammunity reasonational	Yes		
rar. Op to 5 children	No		
ee	DK/NA		
aG. You can obtain	Yes		
chedule information	No		
nline	DK/NA	.a	
	Yes		A
aH. You can take your	No		
Ke on the train	DK/NA		
al. There are free bus	Yes		
onnections to and from	No		
aJ. There is plenty of	Yes		
ee and convenient	No		
atione	DK/NA		
aK. The train you ride	Yes		
n is clean and	No		
mionable	DK/NA		

Comfortable
 DKINA
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			Travel Time	
		Total	AM	PM
	Total	155	104	51
11aA. Once a month, there was a weekend free	Yes	25 16.3%	19 18.4%	6 11.9%
ride promotion	No	128 82.8%	84 80.2%	45 88.1%

		Travel Time		
		Total	AM	PM
11aA. Once a month,	DK/NA	1	1	0
there was a weekend free	DK/NA	.9%	1.4%	.0%
	Total	155	104	51
11aB. Weekend fare is	Vec	20	12	8
currently discounted to	103	12.6%	11.3%	15.3%
half of the regular	AL.	135	92	43
weekday fare	No	87.4%	88.7%	84.7%
	DK/NA			
	Total	155	104	51
11aC. Some shops and		12	10	1
restaurants around	Yes	7.6%	9.9%	2.8%
Metrolink stations offer		142	93	49
discounts to weekend	No	91.9%	89.4%	97.2%
riders		1	1	0
	DK/NA	.5%	.7%	.0%
	Total	155	104	51
11aD. Metrolink stations		114	82	31
are very close to	Yes	73.4%	78.9%	61.9%
recreational destinations,		40	21	10
Dispeviand Oceanside	No	25.7%	20.4%	36.6%
and Downtown L.A.		1	1	1
	DK/NA	9%	7%	1 /1%
	Total	155	104	51
11aE. Metrolink stations		68	48	20
are very close to fairs,	Yes	44.2%	46.0%	40.4%
festivals and other		85	56	28
community recreational	No	54.7%	54.0%	56.2%
events		2	0	2
	DK/NA	1.1%	.0%	3.4%
	Total	155	104	51
		26	17	8
11aF. Up to 3 children	Yes	16.7%	16.7%	16.7%
ages 6 or under ride for		125	86	39
free	No	81.1%	82.6%	77.9%
	DICIDIA	3	1	3
	DK/NA	2.2%	.7%	5.4%
	Total	155	104	51
		102	65	37
11aG. You can obtain	Yes	65.9%	62.5%	73.0%
schedule information		52	38	14
online	No	33.6%	36.8%	27.0%
		1	1	0
	DK/NA	5%	7%	0%
	Total	155	104	51
11aH. You can take your	rotar			
bike on the train	Yes	63	47	15
	100	40 69/	45 49/	20 69/

			Travel Time	
		Total	AM	PM
	No	87	55	33
11aH. You can take your	NO	56.4%	52.5%	64.6%
bike on the train		5	2	2
	DIVINA	2.9%	2.1%	4.8%
	Total	155	104	51
11al. There are free bus	Vee	41	28	13
connections to and from	res	26.4%	26.7%	25.8%
Metrolink stations	Ne	114	76	38
	NO	73.6%	73.3%	74.2%
	Total	155	104	51
11a There is plenty of	Vee	107	71	36
free and convenient	res	68.8%	68.1%	70.4%
parking at Metrolink	Ne	42	28	14
stations	NO	27.1%	26.6%	28.2%
		6	6	1
	DIVINA	4.1%	5.4%	1.4%
	Total	155	104	51
	Vee	97	69	29
11aK. The train you ride	res	62.9%	66.0%	56.6%
on is clean and	Ne	54	32	21
comfortable	NO	34.6%	31.0%	42.0%
	DIZINIA	4	3	1
	DK/NA	2.5%	3.0%	1.4%

		Trave	l Time
		AM	PM
		(A)	(B)
11aA. Once a month,	Yes		
there was a weekend free	No		
ride promotion	DK/NA		.a
11aB. Weekend fare is	Yes		
currently discounted to	No		
11aC. Some shops and	Yes		
restaurants around	No		
Metrolink stations offer	DK/NA		.a
11aD. Metrolink stations	Yes	в	
are very close to	No		A
recreational destinations,	DK/NA		
11aE. Metrolink stations	Yes		
are very close to fairs,	No		
festivals and other	DK/NA	.a	
11aF. Up to 3 children	Yes		
ages 6 or under ride for	No		
free	DK/NA		
11aG. You can obtain	Yes		
schedule information	No		
online	DK/NA		.a
	Yes		
11aH. You can take your	No		
bike on the train	DK/NA		
11al. There are free bus	Yes		
connections to and from	No		
11aJ. There is plenty of	Yes		
free and convenient	No		
parking at Metrolink	DK/NA		
11aK The train you ride	Yes		
on is clean and	No		
comfortable	DK/NA		

comfortable
 DKNA
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		Weekday Riders		rs
		Total	Yes	No
	Total	189	41	148
11aA. Once a month, there was a weekend free	Yes	26	7	19
ride promotion		162	33	12.9%
	No	85.3%	80.7%	86.6%

Page 29

		W	eekday Ride	rs
		Total	Yes	No
11aA. Once a month,	DIZINIA	1	1	1
there was a weekend free	DK/NA	.8%	1.8%	.5%
	Total	189	41	148
		22	6	15
11aB. Weekend fare is	Yes	11.5%	15.6%	10.3%
balf of the regular		168	35	133
weekday fare	No	99.5%	94.4%	90.7%
		00.3 %	04.470	03.7 %
	DK/NA			
	Total	189	41	148
11aC. Some shops and		14	3	11
restaurants around	Yes	7.3%	7.0%	7.4%
Metrolink stations offer		175	38	137
discounts to weekend	No	92.3%	93.0%	92.1%
riders		1	0	1
	DK/NA	.4%	.0%	.5%
	Total	189	41	148
11aD. Metrolink stations		120	20	106
are very close to	Yes	71.0%	72.2%	71.6%
recreational destinations,		52	10	/1.0%
Such as the beach,	No	27.3%	25.0%	27.9%
and Downtown L.A.		1	1	1
	DK/NA	.8%	1.8%	.5%
	Total	189	41	148
	Total			
are very close to fairs	Yes	80	14	66
festivals and other		42.2%	33.3%	44.7%
community recreational	No	56.5%	62.5%	54.9%
events		2	2	1
	DK/NA	1.3%	4.2%	5%
	Total	189	41	148
	Total			
11aE Up to 2 shildren	Yes	32	8	24
ages 6 or under ride for		17.2%	19.5%	16.5%
free	No	155	32	121
		00.0%	10.9%	3
	DK/NA	2.2%	3.5%	1.8%
	Total	189	41	148
	TOLAI			
11aG You can obtain	Yes	120	31	89
schedule information		63.6%	75.9%	60.2%
online	No	26.1%	22.4%	20.9%
		1	1	0
	DK/NA	4%	1.8%	0%
	T	189	41	148
11aH. You can take your	Total			
bike on the train	Yes	70	21	49
		37.0%	50.7%	33.2%

		Weekuay Rivers		
		Total	Yes	No
	Nia.	112	19	94
11aH. You can take your	NO	59.3%	45.8%	63.0%
bike on the train		7	1	6
	DRINA	3.7%	3.5%	3.8%
	Total	189	41	148
11al. There are free bus	Mar.	51	14	37
connections to and from	res	26.8%	34.6%	24.6%
Metrolink stations	Ma	139	27	112
	NO	73.2%	65.4%	75.4%
	Total	189	41	148
11a L There is plenty of	Vac	125	33	92
free and convenient	res	66.1%	80.0%	62.2%
parking at Metrolink	No	60	7	52
stations	NO	31.6%	18.2%	35.3%
		4	1	4
	DRINA	2.3%	1.8%	2.4%
	Total	189	41	148
	Vac	119	36	83
11aK. The train you ride	res	63.0%	87.9%	56.1%
on is clean and	Ma	65	4	61
comortable	NO	34.2%	10.4%	40.8%
		5	1	5
	DRINA	2.8%	1.8%	3.1%

		Weekda	y Riders
		Yes	No
		(A)	(B)
A. Once a month,	Yes		
re was a weekend free	No		
promotion	DK/NA		
B. Weekend fare is	Yes		
ently discounted to	No		
C. Some shops and	Yes		
aurants around	No		
ounte to weekend	DK/NA	.a	
D. Metrolink stations	Yes		
very close to	No		
h ac the heach	DK/NA		
. Metrolink stations	Yes		
very close to fairs,	No		
munity recreational	DK/NA		
. Up to 3 children	Yes		
6 or under ride for	No		
	DK/NA		
6. You can obtain	Yes		
edule information	No		A
ne	DK/NA		
H. You can take vour	Yes	В	
e on the train	No		A
The sector 1	DK/NA		
. There are free bus nections to and from	Yes		
There is plant of	No		
and convenient	res	в	
king at Metrolink	NO		A
	DK/NA	P	
K. The train you ride	res	в	
s clean and	NO		A

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		Internet Access			
		Total Yes No			
	Total	190	168	22	
11aA. Once a month, there was a weekend free	Yes	28 14.7%	24 14.4%	4 17.5%	
nue promotion	No	161 84.5%	142 84.8%	18 82.5%	

Page 33

		lr	ternet Acces	s
		Total	Yes	No
	No	111	95	16
11aH. You can take your	NO	58.5%	56.7%	71.5%
bike on the train		7	5	2
	DIVINA	3.7%	2.7%	11.0%
	Total	190	168	22
11al. There are free bus	Vee	52	46	5
connections to and from	res	27.2%	27.6%	23.9%
Metrolink stations	No	139	122	17
	NO	72.8%	72.4%	76.1%
	Total	190	168	22
11a L There is plenty of	N	126	111	15
free and convenient	res	66.1%	65.8%	68.5%
parking at Metrolink	No	58	51	7
stations	NO	30.6%	30.5%	31.5%
		6	6	0
	DIVINA	3.3%	3.8%	.0%
	Total	190	168	22
	Vee	118	108	10
11aK. The train you ride on is clean and	res	61.8%	64.2%	43.2%
	No	68	56	12
comortable	NO	35.5%	33.1%	53.5%
		5	5	1
	DR/INA	2.8%	2.7%	3.2%

			nternet Acces	s
		Total	Yes	No
11aA. Once a month,		1	1	0
there was a weekend free	DR/NA	.8%	.9%	.0%
	Total	190	168	22
44-D 100-10-00 (6-00-1		22	19	3
11aB. Weekend fare is	Yes	11.4%	11.0%	14.2%
half of the regular		168	150	18
weekday fare	No	88.2%	89.0%	82.5%
	DIZINIA	1	0	1
	DR/NA	.4%	.0%	3.2%
	Total	190	168	22
11aC. Some shops and		14	11	2
restaurants around	Yes	7.3%	6.8%	11.0%
Metrolink stations offer		175	156	19
discounts to weekend	No	91.9%	92.8%	85.8%
nuers	DK/NA	1	1	1
	DK/NA	.8%	.4%	3.2%
	Total	190	168	22
11aD. Metrolink stations		137	122	15
are very close to	Yes	72.1%	72.6%	68.5%
such as the beach.		52	45	7
Disneyland, Oceanside,	NO	27.2%	26.6%	31.5%
and Downtown L.A.	DK/NA	1	1	0
	DK/NA	.8%	.9%	.0%
	Total	190	168	22
11aE. Metrolink stations		82	74	7
are very close to fairs,	Yes	42.9%	44.1%	33.6%
festivals and other		106	91	15
community recreational	No	55.8%	54.4%	66.4%
events		2	2	0
	DRINA	1.3%	1.5%	.0%
	Total	190	168	22
		32	29	3
11aF. Up to 3 children	Yes	17.1%	17.4%	14.2%
ages 6 or under ride for	No	153	135	18
tree	NO	80.4%	80.1%	82.5%
	DK/NA	5	4	1
	BRINA	2.6%	2.5%	3.2%
	Total	190	168	22
		121	113	8
11aG. You can obtain	res	63.7%	67.4%	36.3%
schedule information	No	68	54	14
onime	NO	35.9%	32.2%	63.7%
	DK/NA	1	1	0
	BRINA	.4%	.4%	.0%
ddall Van aan taka m	Total	190	168	22
hike on the train		72	68	4
bine on the train	Yes	07.00/	10 501	

Comparisons of Column Proportions^{b,c}

		Internet	Access
		Yes	No
		(A)	(B)
11aA. Once a month, there was a weekend free ride promotion	Yes No DK/NA		a
11aB. Weekend fare is currently discounted to	Yes No		
11aC. Some shops and	DK/NA Yes		
Metrolink stations offer	No DK/NA		
11aD. Metrolink stations are very close to recreational destinations.	Yes No		
11aE. Metrolink stations	DK/NA Yes		.ª
festivals and other	No DK/NA		.a
11aF. Up to 3 children ages 6 or under ride for free	Yes No DK/NA		
11aG. You can obtain schedule information	Yes No	В	А
online	DK/NA Yes	в	.a
bike on the train	No DK/NA		
11al. There are free bus connections to and from	Yes No		
11aJ. There is plenty of free and convenient	Yes No		
atations 11aK. The train you ride	DK/NA Yes		. ^a
on is clean and comfortable	No DK/NA		

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c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Age					
		Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and over	
11aA. Once a month,	Total	186	19	24	34	45	64	
there was a weekend free ride promotion	Yes	27 14.6%	1	1	3	8	15	

		Age						
		Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and over	
11aA Once a month	No	157	18	23	30	37	48	
there was a weekend free		84.6%	96.4%	97.0%	88.7%	82.6%	75.6%	
ride promotion	DK/NA	1	0	0	1	0	1 10/	
		.0%	.0%	.0%	2.1%	.0%	64	
	Iotal	100	15	24		40	04	
11aB. Weekend fare is	Yes	22	2	2	2	7	8	
currently discounted to		11.7%	9.2%	10.0%	6.3%	16.8%	12.4%	
half of the regular	No	163	17	22	32	37	55	
weekday fare		87.9%	90.8%	90.0%	93.7%	83.2%	80.5%	
	DK/NA	1%	0%	0%	0%	0%	1 1%	
	T	186	19	24	34	45	64	
	Iotal	100	15	24		40		
11aC. Some shops and	Yes	14	0	1	2	5	6	
Metrolink stations offer		7.5%	.0%	3.0%	6.3%	11.9%	9.0%	
discounts to weekend	No	170	19	23	31	39	57	
riders		91.7%	100.0%	97.0%	91.6%	88.1%	89.9%	
	DK/NA	0.0/	0%	0%	2.10/	0%	1 10/	
		.0%	.0%	.0%	2.1%	.0%	64	
11aD Metrolink stations	Total	100	15	24	- 34	40	04	
are very close to	Yes	133	12	18	23	31	49	
recreational destinations,	103	71.7%	65.9%	73.1%	68.2%	69.8%	76.2%	
such as the beach,	No	51	6	7	10	13	15	
Disneyland, Oceanside,		27.5%	34.1%	26.9%	29.7%	28.6%	23.8%	
and Downtown L.A.	DK/NA	1	0	0	1	1	0	
		.8%	.0%	.0%	2.1%	1.6%	.0%	
	Total	186	19	24	34	45	64	
11aE. Metrolink stations	Vee	78	9	7	11	23	29	
are very close to fairs,	res	42.2%	49.8%	27.8%	31.3%	50.7%	45.2%	
restivals and other	No	105	10	17	22	22	34	
events	no	56.5%	50.2%	72.2%	63.6%	49.3%	53.6%	
	DK/NA	2	0	0	2	0	1	
		1.3%	.0%	.0%	5.1%	.0%	1.1%	
	Total	186	19	24	34	45	64	
	Vee	32	3	6	6	7	11	
11aF. Up to 3 children	res	17.5%	14.5%	24.1%	18.5%	15.7%	16.7%	
ages 6 or under ride for	No	148	16	18	27	36	51	
	no	79.9%	85.5%	75.9%	79.4%	80.5%	79.5%	
	DK/NA	5	0	0	1	2	2	
		2.6%	.0%	.0%	2.1%	3.8%	3.9%	
	Total	186	19	24	34	45	64	
11aG. You can obtain schedule information		118	11	21	20	31	35	
	Yes	63.6%	55.9%	85.8%	59.8%	70.6%	54.5%	
		67	8	3	13	13	29	
schedule information	N			11001	00 40/	00 40/	45 50/	
online	No	36.0%	44.1%	14.2%	38.1%	29.4%	45.5%	
schedule information online		<u>36.0%</u> 1	<u>44.1%</u> 0	14.2%	38.1%	29.4%	45.5%	
online	No DK/NA	36.0% 1 .4%	44.1% 0 .0%	0 .0%	1 2.1%	0 .0%	45.5% 0 .0%	

				4	ge		
		Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
	Vee	67	2	10	12	21	22
	res	36.2%	12.9%	40.0%	35.5%	47.0%	34.5%
11aH. You can take your	Ne	111	17	15	21	22	37
bike on the train	NO	60.0%	87.1%	60.0%	62.4%	49.2%	58.2%
	DIZINIA	7	0	0	1	2	5
	DK/NA	3.8%	.0%	.0%	2.1%	3.8%	7.2%
	Total	186	19	24	34	45	64
11al. There are free bus		48	3	5	8	12	21
connections to and from	Yes	25.7%	13.6%	19.9%	23.7%	25.9%	32.3%
Metrolink stations	N	138	16	19	26	33	43
	NO	74.3%	86.4%	80.1%	76.3%	74.1%	67.7%
	Total	186	19	24	34	45	64
11a L Thora is planty of		121	8	15	23	29	46
free and convenient	res	65.2%	42.6%	60.0%	66.9%	66.0%	72.5%
parking at Metrolink	N	58	11	10	11	12	15
stations	NO	31.4%	57.4%	40.0%	31.0%	27.6%	23.2%
		6	0	0	1	3	3
	DK/NA	3.4%	.0%	.0%	2.1%	6.4%	4.3%
	Total	186	19	24	34	45	64
		113	9	11	23	33	36
11aK. The train you ride	res	60.8%	45.5%	47.0%	67.0%	75.1%	57.1%
on is clean and comfortable		68	10	12	11	11	23
	NO	36.4%	54.5%	50.0%	30.9%	24.9%	36.8%
	DKALA	5	0	1	1	0	4
	DK/NA	2.8%	.0%	3.0%	2.1%	.0%	6.0%

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
11aA. Once a month,	Yes					
there was a weekend free	No					
ride promotion	DK/NA	.a	. ^a		. ^a	
11aB. Weekend fare is	Yes					
balf of the regular	No					
wookdow foro	DK/NA	."			."	
11aC. Some shops and	Yes	.ª				
Metrolink stations offer	No	."				
discounts to weakand	DK/NA		."		."	
are very close to	res					
recreational destinations,	NO DK/NA	а	a			а
11aE Matrolink stations	UK/NA	-	•			
are very close to fairs.	No					
festivals and other		а	а		а	
community recreational	Vac		•			
ages 6 or under ride for	No					
free	DK/NA	а	а			
11aC You can obtain	Yes					
schedule information	No					
online	DK/NA	a	a		a	.a
	Yes					
11aH. You can take your	No	D				
Dike on the train	DK/NA	.a	.a			
11al. There are free bus	Yes					
connections to and from	No					
11aJ. There is plenty of	Yes					
free and convenient	No	E				
stations	DK/NA	.a	.a			
11aK. The train you ride	Yes					
on is clean and	No					
comfortable	DK/NA	.8			a	

Comparisons of Column Proportions^{b,c}

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 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
 a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Ethnicity						
		Total	White	Hispanic/ Latino(a)	Asian	Other			
11aA. Once a month,	Total	187	106	42	37	10			

				Ethnicity		
		Total	White	Hispanic/ Latino(a)	Asian	Other
	Yes	26	14	5	5	3
11aA Once a month		13.9%	12.9%	12.5%	13.6%	27.7%
there was a weekend free	No	160	90	36	32	7
ride promotion		85.3%	85.7%	87.5%	86.4%	72.3%
	DK/NA	1	1	0	0	0
		.8%	1.4%	.0%	.0%	.0%
	Total	187	106	42	37	10
11aB Weekend fare is	Vee	22	15	3	2	2
currently discounted to	res	11.6%	14.3%	8.3%	4.5%	21.1%
half of the regular	No	165	90	38	36	8
weekday fare		88.0%	85.0%	91.7%	95.5%	78.9%
	DK/NA	1	1	0	0	0
		.4%	.7%	.0%	.0%	.0%
	Total	187	106	42	37	10
11aC. Some shops and	×	14	11	2	0	1
restaurants around	Yes	7.4%	10.9%	4.2%	.0%	6.6%
Metrolink stations offer		172	93	40	37	10
discounts to weekend	NO	91.8%	87.8%	95.8%	100.0%	93.4%
Tiuers		1	1	0	0	0
	DRINA	.8%	1.4%	.0%	.0%	.0%
11aD. Metrolink stations	Total	187	106	42	37	10
		134	76	35	22	7
are very close to	Yes	71.6%	71.7%	83.3%	50.1%	71.3%
recreational destinations,		52	28	7	15	3
Disnevland, Oceanside.	No	27.6%	26.9%	16.7%	40.9%	28.7%
and Downtown L.A.		1	1	0	0	0
	DK/NA	.8%	1.4%	.0%	.0%	.0%
	Total	187	106	42	37	10
11aE Metrolink stations		80	50	17	10	6
are very close to fairs.	Yes	42.6%	49.0%	41.6%	27.3%	55.8%
festivals and other		105	53	23	27.070	5
community recreational	No	56.1%	50.3%	54.2%	72.7%	44.2%
events	DICIDIA	2	1	2	0	0
	DK/NA	1.3%	.7%	4.2%	.0%	.0%
	Total	187	106	42	37	10
		21	12	10	7	2
11aF. Up to 3 children	Yes	16.8%	11.6%	25.0%	18.2%	20.1%
ages 6 or under ride for		151	90	31	29	8
free	No	80.6%	85.7%	75.0%	77.3%	76.8%
		5	3	0	2	0
	DK/NA	2.6%	2.7%	.0%	4.5%	3.0%
	Total	187	106	42	37	10
11aG You can obtain	Total	447	00	04	05	
schedule information	Yes	117	66	24	25	8
online		60	02.0%	58.3%	12	76.7%
	No	69	39	17	12	2
		30.9%	30.7%	41.7%	31.8%	23.3%

				Ethnicity		
		Total	White	Hispanic/ Latino(a)	Asian	Other
11aG. You can obtain		1	1	0	0	0
schedule information	DIVINA	.4%	.7%	.0%	.0%	.0%
	Total	187	106	42	37	10
	×	67	44	14	8	5
11aH You can take your	res	35.8%	41.5%	33.3%	22.7%	49.0%
bike on the train		113	58	26	27	5
	NO	60.4%	55.1%	62.6%	72.7%	51.0%
	DIZINIA	7	4	2	2	0
	DK/NA	3.8%	3.4%	4.2%	4.5%	.0%
	Total	187	106	42	37	10
11al. There are free bus		50	29	14	7	5
connections to and from	Yes	26.6%	27.5%	33.3%	18.2%	51.1%
Metrolink stations		137	77	28	30	5
	No	73.4%	72.5%	66.7%	81.8%	48.9%
	Total	187	106	42	37	10
		123	77	26	20	7
11aJ. There is plenty of	Yes	65.7%	72.8%	62.5%	54.5%	64.7%
nee and convenient		60	27	14	17	2
stations	NO	32.0%	25.8%	33.4%	45.5%	24.3%
	DICIDIA	4	1	2	0	1
	DK/NA	2.3%	1.4%	4.2%	.0%	11.0%
	Total	187	106	42	37	10
		116	70	30	17	6
11aK. The train you ride on is clean and comfortable	res	62.1%	66.3%	70.8%	45.5%	55.6%
		66	32	12	19	5
	NO	35.0%	30.3%	29.2%	50.0%	44.4%
	DIZINIA	5	4	0	2	0
	DK/NA	2.8%	3.4%	.0%	4.5%	.0%

			Ethni	icity	
		White	Hispanic/ Latino(a)	Asian	Other
		(A)	(B)	(C)	(D)
11aA. Once a month,	Yes				
there was a weekend free ride promotion	No DK/NA		а	а	а
11aB. Weekend fare is	Yes				
currently discounted to	No				
half of the regular	DK/NA		.a	. ^a	. ^a
11aC. Some shops and	Yes			. ^a	
restaurants around Metrolink stations offer	No			.ª	_
discounts to wookond	DK/NA		.a	. ^a	.a
are very close to	Yes				
recreational destinations,			а	а	а
11aE. Metrolink stations	Yes		·	·	
are very close to fairs,	No				
festivals and other	DK/NA			. ^a	. ^a
11aF. Up to 3 children	Yes				
ages 6 or under ride for	No				
Iree	DK/NA		·ª		
11aG. You can obtain	No				
online			а	a	а
	Yes				
11aH. You can take your bike on the train	No				
bike on the train	DK/NA				. ^a
11al. There are free bus	Yes				
	No				
free and convenient	Yes				
parking at Metrolink	DK/NA			.a	
11aK. The train you ride	Yes				
on is clean and	No				
connortable	DK/NA		а		а

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 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the
smaller column proportion appears under the category with the larger column proportion.
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 C. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column
 proportions tests.

		Level of Education							
		Total	High School or less	Some college	College graduate	Graduate school			
11aA. Once a month, there was a weekend free	Total	192	39	58	65	30			

Page 41

		Level of Education					
		Total	High School or less	Some college	College graduate	Graduate school	
	Yes	28	5	12	10	1	
11aA. Once a month.		14.6%	13.4%	19.9%	15.1%	4.8%	
there was a weekend free	No	163	34	46	55	28	
ride promotion		84.6%	86.6%	78.9%	83.8%	95.2%	
	DK/NA	70/	0%	1 20/	1 10/	0%	
		.7 /0	30	5.8	65	30	
	Iotal	152			00	50	
11aB. Weekend fare is	Yes	22	5	6	9	3	
currently discounted to		11.3%	11.7%	9.7%	13.2%	9.7%	
half of the regular	No	170	35	52	56	27	
weekday fare		88.3%	88.3%	90.3%	85.7%	90.3%	
	DK/NA	19/	0%	0%	1 10/	0%	
		.+%	.0%	.0%	65	.0%	
	Total	152			00		
11aC. Some shops and	Yes	14	3	6	4	1	
Metrolink stations offer		7.2%	8.1%	9.9%	5.5%	4.8%	
discounts to weekend	No	177	36	52	60	28	
riders		92.0%	91.9%	90.1%	92.3%	95.2%	
	DK/NA	70/	0%	0%	1	0%	
		.7 /0	30	58	65	30	
11aD. Metrolink stations are very close to	Iotal	152			00	50	
	Yes	139	30	41	46	22	
recreational destinations,		72.3%	76.0%	70.6%	70.4%	74.9%	
such as the beach,	No	52	9	17	19	7	
Disneyland, Oceanside,		26.9%	24.0%	29.4%	28.5%	22.1%	
and Downtown E.A.	DK/NA	70/	0%	0%	1 10/	2.4%	
	Treet	192	39	.0 %	65	30	
	Total						
TTAE. Metrolink stations	Yes	82	18	28	23	12	
festivals and other		42.5%	40.4%	49.0%	30.1%	38.9%	
community recreational	No	56.2%	40.2%	29	42	61 19/	
events		2	45.270	1	03.5%	0	
	DK/NA	1.3%	4.4%	1.2%	.0%	.0%	
	Total	192	39	58	65	30	
	- ottai	22	6	10	10	7	
11aF. Up to 3 children	Yes	32	16.1%	17.1%	14.0%	22.0%	
ages 6 or under ride for		155	33	48	51	22.0%	
free	No	80.5%	83.9%	82.4%	78.1%	78.0%	
		5	0	0	5	0	
	DK/NA	2.5%	.0%	.5%	7.0%	.0%	
	Total	192	39	58	65	30	
11aG. You can obtain		121	10	41	38	23	
schedule information	Yes	63.2%	48.3%	70.2%	58.8%	78.9%	
online		70	20	17	26	6	
	No	26 49/	E1 70/	20.0%	40.19/	21.19/	

		Level of Education					
		Total	High School or less	Some college	College graduate	Graduate school	
11aG. You can obtain schedule information	DK/NA	1 .4%	0 .0%	0 .0%	1 1.1%	0 .0%	
	Total	192	39	58	65	30	
11aH. You can take your	Yes	72 37.5%	14 35.1%	22 37.2%	25 38.1%	12 39.8%	
bike on the train	No	113 58.8%	26 64.9%	35 60.3%	36 55.9%	16 54.3%	
	DK/NA	7 3.7%	0 .0%	1 2.5%	4 5.9%	2 5.9%	
	Total	192	39	58	65	30	
11al. There are free bus connections to and from Metrolink stations	Yes	52 26.9%	9 23.4%	21 36.4%	13 19.6%	9 29.2%	
	No	140 73.1%	30 76.6%	37 63.6%	52 80.4%	21 70.8%	
	Total	192	39	58	65	30	
11aJ. There is plenty of free and convenient	Yes	126 65.5%	21 53.9%	41 71.5%	42 63.8%	22 73.2%	
parking at Metrolink stations	No	60 31.2%	18 46.1%	14 23.8%	21 31.8%	7 24.4%	
	DK/NA	6 3.3%	0 .0%	3 4.7%	3 4.4%	1 2.4%	
	Total	192	39	58	65	30	
11aK. The train you ride	Yes	119 62.1%	25 64.4%	37 64.7%	39 60.4%	17 57.6%	
on is clean and comfortable	No	68 35.2%	13 33.8%	20 35.3%	23 35.2%	11 36.7%	
	DK/NA	5 2.8%	1 1.8%	0 .0%	3 4.4%	2 5.7%	

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
11aA. Once a month, there was a weekend free ride promotion	Yes No DK/NA	.a			.8
half of the regular 11aC. Some shops and	No DK/NA Yes	.a	. ^a		.8
restaurants around Metrolink stations offer discounts to unakond 11aD. Metrolink stations	No DK/NA Yes	.a	.8		. ^a
are very close to recreational destinations, 11aE. Metrolink stations are very close to fairs,	No DK/NA Yes No	.a	. ^a		
11aF. Up to 3 children ages 6 or under ride for free	DK/NA Yes No DK/NA	a		.a	.a .a
11aG. You can obtain schedule information online	Yes No DK/NA	.a	.8		.8
11aH. You can take your bike on the train	Yes No DK/NA	.a			
11al. There are free bus connections to and from 11aJ. There is plenty of free and convenient parking at Metrolink	Yes No Yes No				
11aK. The train you ride on is clean and	Yes No				

<u>controltable DK/NA</u>
<u>a</u>
Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

	Primary Language				
	Total	English	Spanish	Other	
11aA. Once a month, Total	191	165	14	12	

Page 45

		Primary Language				
		Total	English	Spanish	Other	
	Total	191	165	14	12	
ddell Ven een tekenson	Yes	71 37.2%	63 38.2%	5 37.5%	3 22.7%	
bike on the train	No	113 59.1%	95 57.6%	9	9 77.3%	
	DK/NA	7 3.7%	7	0	0	
	Total	191	165	14	12	
11al. There are free bus connections to and from	Yes	52 27.1%	47 28.2%	3 25.0%	2 14.3%	
Metrolink stations	No	139 72.9%	119 71.8%	10 75.0%	10 85.7%	
	Total	191	165	14	12	
11aJ. There is plenty of free and convenient	Yes	125 65.3%	107 64.7%	9 62.5%	9 77.3%	
parking at Metrolink stations	No	60 31.4%	53 32.1%	5 37.5%	2 14.3%	
	DK/NA	6 3.3%	5 3.2%	0 .0%	1 8.4%	
	Total	191	165	14	12	
11aK. The train you ride	Yes	118 61.9%	106 64.2%	9 62.5%	3 28.5%	
on is clean and comfortable	No	68 35.3%	56 33.6%	5 37.5%	7 57.2%	
	DK/NA	5 2.8%	4 2.2%	0 .0%	2 14.3%	

	_		Primary I	anguage	
		Total	English	Spanish	Other
		28	23	3	2
	Yes	14.7%	13.9%	25.0%	14.3%
11aA. Once a month,		162	141	10	10
there was a weekend free	No	84.6%	85.3%	75.0%	85.7%
ride promotion		1	1	0	0
	DK/NA	.8%	.9%	.0%	.0%
	Total	191	165	14	12
		22	17	3	2
11aB. Weekend fare is	Yes	11.4%	10.0%	25.0%	14.3%
half of the regular		169	148	10	10
weekday fare	No	88.3%	89.6%	75.0%	85.7%
	DIZALA	1	1	0	0
	DK/NA	.4%	.4%	.0%	.0%
	Total	191	165	14	12
11aC. Some shops and		14	12	2	0
restaurants around	Yes	7.3%	7.4%	12.5%	.0%
Metrolink stations offer	No	176	152	12	12
riders	NU	92.0%	91.8%	87.5%	100.0%
114610		1	1	0	0
		.8%	.9%	.0%	.0%
ddan Materikala dathara	Total	191	165	14	12
11aD. Metrolink stations	Vee	138	121	9	8
recreational destinations.	res	72.2%	73.5%	62.5%	65.4%
such as the beach,	No	52	42	5	4
Disneyland, Oceanside,	110	27.1%	25.7%	37.5%	34.6%
and Downtown L.A.	DK/NA	1	1	0	0
		.8%	.9%	.0%	.0%
	Total	191	165	14	12
11aE. Metrolink stations		82	72	5	4
are very close to fairs,	res	42.7%	43.6%	37.5%	36.9%
festivals and other	No	107	91	9	7
events	110	56.0%	54.9%	62.5%	63.1%
	DK/NA	2	2	0	0
		1.3%	1.5%	.0%	.0%
	Total	191	165	14	12
	Vec	32	22	7	3
11aF. Up to 3 children	res	17.0%	13.4%	50.0%	28.5%
free	No	154	138	7	8
		80.4%	83.6%	50.0%	71.5%
	DK/NA	5	5	0	0
		2.0%	3.0%	.0%	.0%
	Total	131	103	14	12
44-0 X	Yes	120	104	9	7
TTaG. You can obtain	105	63.0%	63.0%	62.5%	63.1%
online	No	70	60	5	4
		36.6%	36.5%	37.5%	36.9%

Comparisons of Column Proportions^{b,c}

		Primary Language		
		English	Spanish	Other
		(A)	(B)	(C)
11aA. Once a month,	Yes			
there was a weekend free	No			
ride promotion	DK/NA		.a	.a
11aB. Weekend fare is	Yes			
currently discounted to	No			
wookdow foro	DK/NA		."	."
11aC. Some shops and	Yes			."
Metrolink stations offer	No			."
discounts to weakand	DK/NA			."
are very close to	res			
recreational destinations,			а	а
11aE Metrolink stations	Vac		•	•
are very close to fairs,	No			
festivals and other	DK/NA		а	а
11aE Up to 3 children	Yes		Å	
ages 6 or under ride for	No	В		
free	DK/NA		.a	.a
11aG. You can obtain	Yes			
schedule information	No			
online	DK/NA		.a	. ^a
11aH You can take your	Yes			
bike on the train	No			
	DK/NA		.a	. ^a
11al. There are free bus	Yes			
connections to and from	No			
11aJ. There is plenty of	Yes			
parking at Metrolink	NO		а	
otationa	DK/NA	<u> </u>	."	
11aK. The train you ride	Tes	C		
comfortable			а	Δ
	1.			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Household	d Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	153	6	8	19
		22	2	0	4
11aA. Once a month,	Yes	14.4%	27.4%	.0%	18.4%
there was a weekend free	Ne	130	5	8	16
ride promotion	NO	84.7%	72.6%	100.0%	81.6%
	DK/NA	1	0	0	0
		.9%	.0%	.0%	.0%
	Total	155	0	•	19
11aB. Weekend fare is	Yes	15	2	1	2
currently discounted to		10.0%	27.4%	8.8%	12.6%
half of the regular	No	137	5	7	17
weekday lare		09.6%	12.0%	91.2%	07.4%
	DK/NA	.5%	.0%	.0%	.0%
	Total	153	6	8	19
11oC Some chone and	rotur	10	2	0	1
restaurants around	Yes	7.7%	27.4%	0%	7.4%
Metrolink stations offer		140	5	8	18
discounts to weekend	No	91.4%	72.6%	100.0%	92.6%
riders		1	0	0	0
	DR/NA	.9%	.0%	.0%	.0%
	Total	153	6	8	19
11aD. Metrolink stations	Vee	110	5	7	13
recreational destinations,	res	71.9%	77.4%	91.2%	65.7%
such as the beach,	No	42	1	1	7
Disneyland, Oceanside,		27.6%	22.6%	8.8%	34.3%
and Downtown L.A.	DK/NA	1	0%	0%	0%
	Tatal	153	.0%	.0%	19
44.5	rotar				
are very close to fairs.	Yes	63	2 29 7%	4	8
festivals and other		40.9%	4	4	42.7%
community recreational	No	57.5%	61.3%	47.5%	57.3%
events		2	0	0	0
	DK/NA	1.6%	.0%	.0%	.0%
	Total	153	6	8	19
	Vee	28	3	2	3
11aF. Up to 3 children ages 6 or under ride for free	res	18.4%	54.7%	29.9%	16.3%
	No	121	2	6	16
		78.9%	33.9%	70.1%	83.7%
	DK/NA	2 7%	11.2%	0	0%
	T	153	6	.0%	.0%
11aG. You can obtain	Iotal	133		3	15
online	Yes	100	3	5	12
		65.4%	54.7%	65.0%	62.0%

			Household	I Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	N -	52	3	3	7
11aG. You can obtain	NO	34.2%	45.3%	35.0%	38.0%
online	DK/NA	1	0	0	0
	Total	153	6	8	19
11aH You can take your	Yes	56 36.7%	3 50.0%	6 73.7%	4 20.0%
bike on the train	No	93	3	2	16
	No	60.8%	50.0%	26.3%	80.0%
		4	0	0	0
	DIGINA	2.5%	.0%	.0%	.0%
11al. There are free bus connections to and from Metrolink stations	Total	153	6	8	19
	Yes	42 27.5%	5 77.4%	2 26.3%	5 27.3%
	No	111	1	6	14
		72.5%	22.6%	73.7%	72.7%
	Total	153	6	8	19
11aJ. There is plenty of free and convenient	Yes	104 67.8%	4 61.3%	5 65.0%	14 71.5%
parking at Metrolink stations	No	46 29.9%	1 11.3%	3 35.0%	6 28.5%
		4	2	0	0
	DIGINA	2.3%	27.4%	.0%	.0%
	Total	153	6	8	19
	Yes	97	6	7	11
11aK. The train you ride		63.3%	88.7%	91.2%	54.7%
comfortable	No	52 34.2%	1 11.3%	1 8.8%	8 41.6%
	DIZINIA	4	0	0	1
	DK/NA	2.5%	.0%	.0%	3.7%

 Household Income

 \$50,000 to
 \$100,000

 \$99,999
 or higher

 60
 60
 Total 10 16.3% 49 82.5% 11aA. Once a month, there was a weekend free ride promotion Yes 11.8% 52 87.0% DK/NA 1.2% 60 <u>1.2%</u> 60 Total 11aB. Weekend fare is currently discounted to half of the regular weekday fare 5 6 9.7% 54 90.3% 0 .0% 60 7.7% 55 91.1% 1 DK/NA <u>1.2%</u> 60 Total 11aC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders 4 7.2% 55 91.6% 4 7.1% 55 91.7% Yes DK/NA 1.2% 60 1.2% 60 Total 11aD. Metrolink stations are very close to recreational destinations such as the beach, Disneyland, Oceanside, and Downtown L.A. 43 72.9% 15 25.9% 42 69.7% 18 30.3% 0 ns. DK/NA <u>1.2%</u> 60 <u>.0%</u> 60 Total 11aE. Metrolink station are very close to fairs, festivals and other 24 39.3% 35 57.8% 24 40.5% 35 58.3% Yes 1 DK/NA 1.2% 60 2.9% 60 Total 10 9 11aF. Up to 3 children ages 6 or under ride for free 16.0% 49 82.2% 9 15.9% 48 80.1% 2 DK/NA 1.7% 60 4.0% 60 11aG. You can obtain schedule information online Total 38 62.7% 42 70.4%

		Househol	Household Income		
		\$50,000 to \$99,999	\$100,000 or higher		
11-C Veu een ehtein	No	22	17		
cohodulo information	NO	37.3%	28.4%		
online		0	1		
	DIVINA	.0%	1.2%		
	Total	60	60		
11aH. You can take your		17	26		
	Yes	28.5%	43.8%		
bike on the train	AL.	42	30		
	NO	70.3%	50.9%		
	DICIDIA	1	3		
	DK/NA	1.2%	5.3%		
	Total	60	60		
11al. There are free bus	Yes	16	14		
connections to and from		26.7%	23.2%		
Metrolink stations		44	46		
	NO	73.3%	76.8%		
	Total	60	60		
dda I. There is also by af		37	44		
free and convenient	Yes	61.4%	74.1%		
parking at Metrolink		22	15		
stations	NO	36.7%	24.7%		
	DIZALA	1	1		
	DK/NA	1.9%	1.2%		
	Total	60	60		
		34	40		
11aK. The train you ride	Yes	56.0%	67.0%		
on is clean and		24	19		
comfortable	NO	40.0%	31.8%		
	DIZINIA	2	1		
	DR/NA	4.0%	1.2%		

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
11aA. Once a month,	Yes					
there was a weekend free	No		.a			
ride promotion	DK/NA	.a	.a	.a		
11aB. Weekend fare is	Yes					
currently discounted to	No					
half of the regular	DK/NA	.a	.a	. ^a		. ^a
11aC. Some shops and	Yes		.a			
restaurants around	No		.a			
Metrolink stations offer	DK/NA	.a	.a	.a		
11aD. Metrolink stations	Yes					
are very close to	No					
recreational destinations,	DK/NA	.a	.a	.a	.a	
11aE. Metrolink stations	Yes					
are very close to fairs,	No					
festivals and other	DK/NA	.a	a	.a		
11aF Up to 3 children	Yes					
ages 6 or under ride for	No					
free	DK/NA		а	а		
11aG You can obtain	Yes					
schedule information	No					
online	DK/NA	а	а	а	а	
	Yes					
11aH. You can take your	No					
bike on the train	DK/NA	а	а	а		
11al. There are free bus	Yes	F				
connections to and from	No					А
11aJ. There is plenty of	Yes					<u> </u>
free and convenient	No					
parking at Metrolink	DK/NA	DE	а	а		
etatione Adalo The tester second	Vac	02				
on is clean and	No -					
comfortable	DICALA	а	а			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
 This category is not used in comparisons because its column proportion is equal to zero or one.
 Test or exclusted feel in the intervenue with the larger column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Gender Total Male Female			
11aA. Once a month,	Total	192	102	90	
there was a weekend free ride promotion	Yes	28 14.6%	19 18.3%	9 10.5%	

Page 53

			Gender	
		Total	Male	Female
	Vee	72	40	32
	res	37.5%	39.7%	35.0%
11aH. You can take your	Ma	113	60	53
bike on the train	NO	58.8%	58.9%	58.8%
	DIZINIA	7	1	6
	DK/NA	3.7%	1.4%	6.2%
	Total	192	102	90
11al. There are free bus	×	52	31	21
connections to and from	res	26.9%	30.4%	23.0%
Metrolink stations	N	140	71	69
	NO	73.1%	69.6%	77.0%
	Total	192	102	90
11a L Thora is planty of	No.	126	66	60
free and convenient	res	65.5%	64.4%	66.8%
parking at Metrolink	N	60	33	27
stations	NO	31.2%	32.6%	29.7%
		6	3	3
	DR/NA	3.3%	3.1%	3.5%
	Total	192	102	90
	×	119	62	58
11aK. The train you ride	res	62.1%	60.6%	63.8%
on is clean and	Ne	68	37	31
comfortable	NO	35.2%	36.3%	33.8%
	DKALA	5	3	2
	DK/NA	2.8%	3 1%	2 1%

			Gender	
		Total	Male	Female
		163	82	80
11aA. Once a month,	No	84.6%	81.0%	88.7%
ride promotion	DK/NA	1	1	1
nde promotion	DK/NA	.7%	.7%	.8%
	Total	192	102	90
		22	10	12
currently discounted to	Yes	11.3%	9.9%	12.9%
half of the regular	Ne	170	91	79
weekday fare	NO	88.3%	89.4%	87.1%
	DK/NA	1	1	0
		.4%	.7%	.0%
	Total	192	102	90
11aC. Some shops and	Vec	14	8	6
restaurants around	res	7.2%	7.7%	6.7%
discounts to weekend	No	177	92	84
riders		92.0%	90.9%	93.3%
	DK/NA	1	1 49/	0
		./%	1.4%	.0%
11aD Metrolink stations	Total	152	102	50
are very close to recreational destinations, such as the beach, Dispeviand Oceanside	Yes	139	77	61
		72.3%	76.1%	68.1%
	No	52	24	27
Disneyland, Oceanside,		26.9%	23.9%	30.4%
and Downtown L.A.	DK/NA	7%	0%	1.6%
	T	192	102	90
	Total	102	102	
11aE. Metrolink stations	Yes	82	50	32
festivals and other		42.5%	49.2%	35.0%
community recreational	No	56.2%	49	59 65.0%
events		2	2	03.0%
	DK/NA	1.3%	2.4%	.0%
	Total	192	102	90
		22	10	14
11aF. Up to 3 children	Yes	16.9%	18.5%	15.2%
ages 6 or under ride for		155	82	73
free	No	80.5%	80.5%	80.6%
		5	1	4
	DKINA	2.5%	1.0%	4.3%
	Total	192	102	90
		121	70	51
11aG. You can obtain	Yes	63.2%	68.7%	57.0%
schedule information		70	32	38
online	No	36.4%	31.3%	42.2%
	DK/NA	1	0	1
	BRINA	.4%	.0%	.8%
2 2 11 XZ 2 1		102	100	00

Page 54

Comparisons of Column Proportions^{b,c}

		Ge	nder
		Male	Female
		(A)	(B)
11aA. Once a month, there was a weekend free ride promotion	Yes No		
11aB. Weekend fare is currently discounted to half of the regular	Yes		
11aC. Some shops and restaurants around	DK/NA Yes No		
Metrolink stations offer discounts to workend 11aD. Metrolink stations	DK/NA Yes		.a
are very close to recreational destinations, cuch as the baseb	No DK/NA Ves	.ª B	
are very close to fairs, festivals and other	No DK/NA	U	A .a
11aF. Up to 3 children ages 6 or under ride for free	Yes No DK/NA		
11aG. You can obtain schedule information online	Yes No DK/NA	. ^a	
11aH. You can take your bike on the train	Yes No DK/NA		
11al. There are free bus connections to and from	Yes No		
11aJ. There is plenty of free and convenient parking at Metrolink	Yes No DK/NA		
11aK. The train you ride on is clean and comfortable	Yes No DK/NA		

Besuits are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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		٧	Veekend Trav	el
		Total	Local	Non-Local
12AA. Once a month,	Total	547	320	289
there was a weekend free	No #	208	120	107
ride promotion	NO effect	38.1%	37.6%	37.1%

		V	/eekend Trav	el
		Total	Local	Non-Local
		182	111	97
	Somewhat More Likely	33.2%	34.7%	33.4%
12AA. Once a month,		154	85	85
there was a weekend free	Much More Likely	28.1%	26.6%	29.5%
nde promotion	DKALA	3	3	0
	DK/NA	.6%	1.0%	.0%
	Total	547	320	289
		199	117	104
ADAD Marken data to	No effect	36.5%	36.7%	36.0%
Currently discounted to		178	111	84
half of the regular	Somewhat More Likely	32.6%	34.6%	29.1%
weekday fare		167	90	100
	Much More Likely	30.5%	28.1%	34.6%
	DIZINIA	2	2	1
	DK/NA	.4%	.5%	.2%
	Total	547	320	289
		251	120	120
12AC Some shops and	No effect	46.0%	13.5%	18.0%
restaurants around		175	116	82
Metrolink stations offer discounts to weekend	Somewhat More Likely	32.0%	36.3%	28.5%
		114	60	66
riders	Much More Likely	20.9%	18.9%	22.9%
		6	4	2
	DK/NA	1.1%	1.3%	.6%
	Total	547	320	289
	Total	-		
12AD. Metrolink stations	No effect	211	118	120
are very close to		38.6%	37.0%	41.6%
recreational destinations,	Somewhat More Likely	181	107	94
such as the beach,		33.2%	33.4%	32.4%
and Downtown L A	Much More Likely	150	91	25.6%
and Downtown E.A.		21.470	20.0 %	23.0 %
	DK/NA	8%	1.0%	5%
	T	547	320	289
	Totar	0.1	020	200
	No effect	223	124	120
12AE. Metrolink stations		40.8%	38.9%	41.3%
festivals and other	Somewhat More Likely	171	104	89
community recreational		31.4%	32.6%	30.8%
events	Much More Likely	148	27.1%	27.2%
		27.0%	27.1%	21.5%
	DK/NA	8%	1 3%	6%
	T. (.)	547	320	289
	Total		020	203
1015 11-1-0-1-111	No effect	334	191	173
12AF. Up to 3 children		61.1%	59.8%	59.8%
free	Somewhat More Likely	111	70	61
		20.4%	21.8%	21.1%
	Much More Likely	95	53	52
		17.4%	16.7%	18.0%

		v	eekend Trav	rel
		Total	Local	Non-Loca
12AF. Up to 3 children	DK/NA	6	6	3
ages 6 or under ride for	DK/NA	1.2%	1.7%	1.1%
	Total	547	320	289
	No effect	210	121	111
	No effect	38.3%	38.0%	38.2%
12AG. You can obtain	Somowhat Mora Likoly	194	122	97
schedule information	Somewhat more Likely	35.4%	38.0%	33.5%
omme	Much More Likely	135	73	77
	much more Likely	24.8%	22.9%	26.6%
	DK/NA	8	3	5
		1.5%	1.1%	1.7%
	Total	547	320	289
	No offers	334	183	184
	No enect	61.1%	57.4%	63.7%
12AH. You can take your	Somewhat More Likely	108	69	54
bike on the train	Somewhat wore Likely	19.8%	21.7%	18.6%
	Much More Likely	99	63	48
	inden more Likely	18.0%	19.6%	16.5%
	DK/NA	6	4	3
		1.1%	1.3%	1.2%
	Total	547	320	289
	No offect	244	145	127
	NO Effect	44.6%	45.2%	43.9%
12AI. There are free bus	Somewhat More Likely	160	95	81
Motrolink stations	Somewhat more Likely	29.2%	29.8%	28.0%
Metrollik stations	Much More Likely	138	75	80
	inden inere Entery	25.3%	23.4%	27.7%
	DK/NA	5	5	1
		.9%	1.5%	.5%
	Total	547	320	289
	No. 10. 11	204	122	107
124 There is plenty of	NO Effect	37.4%	38.3%	36.9%
free and convenient	Computed Many Likely	168	99	87
parking at Metrolink	Somewhat more Likely	30.6%	30.9%	30.1%
stations	Much More Likely	167	95	92
	much more Likely	30.6%	29.6%	31.7%
		8	4	4
		1.4%	1.2%	1.3%
	Total	547	320	289
	No effect	179	111	90
	No eneci	32.8%	34.9%	31.1%
12AK. The train you ride	Somewhat More Likely	168	99	84
comfortable	Comential more Likely	30.7%	30.9%	28.9%
comortable	Much More Likely	194	107	112
		35.5%	33.4%	38.8%
	DK/NA	6	2	3
		11%	8%	1 2%

Page 58

Comparisons of Column Proportions^{b,c}

		Weekend Travel	
		Local	Non-Local
		(A)	(B)
ADA I Three is also for all	No effect		
free and convenient	Somewhat More Likely		
parking at Metrolink	Much More Likely		
stations	DK/NA		
	No effect		
12AK. The train you ride on is clean and	Somewhat More Likely		
comfortable	Much More Likely		
	DK/NA		

DKNA Results are based on two-side tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell could so as some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Travel Time	
		Total	AM	PM
	Total	468	306	162
	No offect	169	105	63
	Conce a month, was a weekend free promotion Somewhat More Likely 164 106 35.0% 34.4% 106 35.0% 34.6% 34.6% 34.6% 34.6% promotion Much More Likely 133 93 28.4% 30.5% 30.5% 6% 6% 22.2% 6% 6% 6% 6% 6% DKINA 2 2 2.5% 6% 6% 306 306	39.1%		
12AA. Once a month,		58		
there was a weekend free	Somewhat More Likely	35.0%	34.6%	35.8%
ride promotion	Much Mans Likely	133	93	40
	Much More Likely	28.4%	30.5%	24.6%
	No effect 100 36.0% 34.4% Somewhat More Likely 164 106 Much More Likely 133 93 PK/NA 2 2 .5% .6% .6% Total 468 306 No effect 159 105 .35.1% 34.3% .34.3% Much More Likely 164 105 .36.0% 34.0% 34.2% Somewhat More Likely 164 105 .35.1% 34.3% .34.3% Much More Likely 144 96 .30.8% 31.2% .2% DK/NA 1 1 .2% .2% .2% .2% .2% .2%	1		
	DK/NA	.5%	.6%	.4%
	Total	468	306	162
	Total 468 300 No effect 159 100 34.0% 34.2 Somewhat More Likely 164 100	159	105	54
12AB Weekend fare is		34.0%	34.2%	33.5%
currently discounted to		105	59	
half of the regular	Somewhat More Likely	35.1%	34.3%	36.6%
weekday fare	Much More Likely	144	96	48
	Much More Likely	30.8%	31.2%	29.9%
	DICALA	NA 2 2 all 93 30.5 na 5% 6% all 468 306 affect 159 105 affect 36.0% 34.2% all 468 306 affect 159 105 affect 36.4% 34.2% affect 164 105 affect 36.3% 34.2% affect 36.3% 34.2% affect 35.1% 34.3% affect 36.8% 31.2% NA 2% 2% all 468 306 affect 205 133 affect 43.7% 43.3%	1	0
	DK/NA	.2%	.2%	.0%
	Total	468	306	162
12AC. Some shops and	No offerst	205	133	72
restaurants around	Some shops and irants around No effect	43.7%	43.3%	44.5%
Metrolink stations offer	Computed Mars Likely	158	98	59
discounts to weekend	Somewhat More Likely	33.6%	32.1%	36.5%
nuers	Much Man I Statu	100	70	30
	Much More Likely	21.4%	22.0%	18.6%

Comparisons of Column Proportions^{b,c}

		Weeke	nd Travel
		Local	Non-Local
		(A)	(B)
	No effect		
12AA. Once a month, there was a weekend free	Somewhat More Likely		
ride promotion	Much More Likely		
	DK/NA		.a
	No effect		
12AB. Weekend fare is currently discounted to	Somewhat More Likely		
half of the regular weekday fare	Much More Likely DK/NA		
12AC. Some shops and	No effect		
Metrolink stations offer	Somewhat More Likely	В	
discounts to weekend riders	Much More Likely		
12AD. Metrolink stations	No effect		
are very close to recreational destinations,	Somewhat More Likely		
such as the beach,	Much More Likely		
and Downtown L.A.	DK/NA		
12AE. Metrolink stations	No effect		
are very close to fairs, festivals and other	Somewhat More Likely		
community recreational	Much More Likely		
events	DK/NA		
	No effect		
12AF. Up to 3 children ages 6 or under ride for	Somewhat More Likely		
free	Much More Likely		
	DK/NA		
	No effect		
12AG. You can obtain schedule information	Somewhat More Likely		
online	Much More Likely		
	DK/NA		
	No effect		
12AH. You can take your	Somewhat More Likely		
bike on the train	Much More Likely		
	DK/NA		
	No effect		
12AI. There are free bus connections to and from	Somewhat More Likely		
Metrolink stations	Much More Likely		
	DK/NA		

Results are based on two-side tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Travel Time			
		Total	AM	PM	
12AC. Some shops and	DIVINA	6	5	1	
restaurants around	DK/NA	1.3%	1.7%	.4%	
	Total	468	306	162	
		167	0.9	60	
12AD. Metrolink stations	No effect	35.6%	32.1%	12.3%	
are very close to		162	113	49	
such as the beach	Somewhat More Likely	34.5%	36.8%	30.2%	
Disneyland, Oceanside,		135	91	44	
and Downtown L.A.	Much More Likely	28.9%	29.8%	27.0%	
	DK/NA	5	4	1	
	DR/NA	1.0%	1.3%	.4%	
	Total	468	306	162	
		179	114	65	
12AE. Metrolink stations	No effect	38.3%	37.3%	40.3%	
are very close to fairs,		148	100	48	
festivals and other	Somewhat More Likely	31.5%	32.7%	29.4%	
community recreational	Much Mans Libelu	137	90	47	
events	Much More Likely	29.3%	29.5%	28.8%	
		4	2	2	
	Brutov	.9%	.6%	1.5%	
	Total	468	306	162	
12AF. Up to 3 children ages 6 or under ride for		280	179	100	
	No effect	59.7%	58.5%	62.0%	
	Somewhat More Likely	96	65	31	
		20.4%	21.2%	19.0%	
Tree	Much More Likely	88	58	30	
	Much More Likely	18.9%	19.1%	18.6%	
	DK/NA	5	4	1	
		1.0%	1.3%	.4%	
	Total	468	306	162	
	No. 10. 11	168	107	61	
	NO ETTECT	35.8%	35.0%	37.3%	
12AG. You can obtain	Somewhat More Likely	179	123	56	
online	Comonitat more Entery	38.1%	40.1%	34.5%	
	Much More Likely	114	68	46	
		24.3%	22.2%	28.2%	
	DK/NA	1 99/	2 7%	0%	
		/68	306	162	
	Total			102	
	No effect	285	183	101	
		60.8%	59.9%	62.6%	
12AH. You can take your	Somewhat More Likely	93	58	35	
bike on the train		19.0%	61	21.0%	
	Much More Likely	18.4%	20.0%	15.4%	
		4	3	1	
	DK/NA	.9%	1.1%	.4%	
12AI. There are free bus	Total	468	306	162	
connections to and from	Total				

			Travel Time	
		Total	AM	PM
	No offect	197	123	74
	Noenect	42.0%	40.2%	45.3%
1241 Those are free hore	Somowhat Mora Likely	143	94	50
connections to and from	Somewhat More Likely	30.6%	30.6%	30.6%
Metrolink stations	Much More Likely	124	86	38
	much more Energy	26.4%	27.9%	23.4%
		5	4	1
	DIVINA	1.0%	1.3%	.6%
	Total	468	306	162
	No offerst	163	104	59
124 There is plenty of	No effect	34.8%	34.0%	36.3%
free and convenient	Companyhet Mars I Hele	151	104	47
parking at Metrolink	Somewhat wore Likely	32.2%	34.0%	28.8%
stations	Much Mans Libelu	147	91	56
	Much More Likely	31.4%	29.8%	34.4%
	DK/NA	7	6	1
	DRINA	1.5%	2.1%	.4%
	Total	468	306	162
	No offerst	147	92	54
	No effect	31.3%	30.1%	33.6%
12AK. The train you ride	Companyhet Mars Likely	148	105	44
on is clean and	Somewhat More Likely	31.7%	34.2%	26.9%
comfortable	Much Moro Likoly	169	105	63
	Much wore Likely	36.0%	34.4%	39.0%
	DK/NA	5	4	1
	DRINA	1.0%	1.3%	.4%

Page 62

Comparisons of Column Proportions^{b,c}

		I ravel lime	
		AM	PM
		(A)	(B)
dod 1 Three is also to a	No effect		
free and convenient	Somewhat More Likely		
parking at Metrolink	Much More Likely		
	DK/NA		
	No effect		
12AK. The train you ride on is clean and	Somewhat More Likely		
comfortable	Much More Likely		
	DK/NA		

DKNA Results are based on two-side tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell could so as some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Aware of Weekend Service		
		Total	Yes	No
	Total	594	192	401
	No. 18. 11	230	88	142
	NO effect	38.8%	46.0%	35.4%
12AA. Once a month,	Computed Many Likely	197	61	137
there was a weekend free	Somewhat more Likely	33.3%	31.7%	34.0%
inde promotion	Much More Likely	161	39	122
	Much wore Likely	27.2%	20.3%	30.4%
	DK/NA	5	4	1
		.8%	2.0%	.2%
	Total	594	192	401
	No effect	227	95	132
12AB Weekend fare is		38.2%	49.5%	32.8%
currently discounted to	Companyhat Mara Likalu	188	52	136
half of the regular	Somewhat more Likely	31.7%	27.2%	33.8%
weekday fare	Much More Likely	174	43	131
	Much More Likely	29.3%	22.4%	32.7%
	DK/NA	5	2	3
	DRINA	.8%	.9%	.8%
	Total	594	192	401
12AC. Some shops and	No. offered	280	115	165
restaurants around	No errect	47.2%	60.1%	41.1%
Metrolink stations offer		183	50	133
discounts to weekend	Somewhat wore Likely	30.9%	26.2%	33.1%
nuers	Much More Likely	123	26	97
	wach wore Likely	20.7%	13.3%	24.2%

Comparisons of Column Proportions^{b,c}

		Travel Time	
		AM	PM
		(A)	(B)
	No effect		
12AA. Once a month, there was a weekend free	Somewhat More Likely		
ride promotion	Much More Likely		
	No effect		
12AB. Weekend fare is currently discounted to	Somewhat More Likely		
half of the regular weekday fare	Much More Likely		
noonady hard	DK/NA		. ^a
12AC. Some shops and	No effect		
Metrolink stations offer	Somewhat More Likely		
discounts to weekend riders	Much More Likely		
12AD Metrolink stations	No offoot		۵
are very close to	Somewhat More Likely		~
such as the beach,	Much More Likely		
Disneyland, Oceanside,	DK/NA		
12AE. Metrolink stations	No effect		
are very close to fairs, festivals and other	Somewhat More Likely		
community recreational	Much More Likely		
events	DK/NA		
	No effect		
ages 6 or under ride for	Somewhat More Likely		
free	Much More Likely		
	DK/NA		
12AG You can obtain	No enect		
schedule information	Somewhat More Likely		
online	Much More Likely		а
	DK/NA No effect		·
12AH You can take your	Somewhat More Likely		
bike on the train	Much More Likely		
	DK/NA		
	No effect		
12AI. There are free bus connections to and <u>from</u>	Somewhat More Likely		
Metrolink stations	Much More Likely		
	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Aware of Weekend Service			
		Total	Yes	No	
12AC. Some shops and	DIZINIA	7	1	7	
restaurants around	DR/NA	1.2%	.4%	1.6%	
	Total	594	192	401	
		233	104	129	
12AD. Metrolink stations	No effect	39.2%	54.0%	32.1%	
are very close to		188	56	132	
recreational destinations,	Somewhat More Likely	31.6%	29.3%	32.8%	
Disneyland Oceanside		168	29	139	
and Downtown L.A.	Much More Likely	28.3%	15.1%	34.6%	
		5	3	2	
	DK/NA	.9%	1.6%	.5%	
	Total	594	192	401	
	Total				
	No effect	247	110	136	
12AE. Metrolink stations		41.6%	57.5%	34.0%	
festivals and other	Somewhat More Likely	181	49	132	
community recreational		30.5%	25.6%	32.9%	
events	Much More Likely	160	30	130	
		27.0%	15.7%	32.3%	
	DK/NA	0%	1 20/	3	
		.9%	1.3%	.0%	
	Total	594	192	401	
	No effect	362	137	226	
	No effect	61.1%	71.1%	56.2%	
12AF. Up to 3 children	Somewhat More Likely	119	25	94	
ages 6 or under ride for		20.1%	13.2%	23.4%	
Iree	Much More Likely	104	24	80	
	much more Likely	17.6%	12.7%	19.9%	
		8	6	2	
		1.3%	2.9%	.5%	
	Total	594	192	401	
		234	96	138	
	No effect	39.4%	49.9%	34.4%	
12AG. You can obtain		206	62	144	
schedule information	Somewhat More Likely	34.7%	32.4%	35.8%	
online	Much Mans I Statu	144	28	116	
	Much More Likely	24.3%	14.6%	28.9%	
	DK/MA	10	6	4	
	DR/NA	1.6%	3.1%	1.0%	
	Total	594	192	401	
		365	139	226	
12AH. You can take your bike on the train	No effect	61.6%	72.5%	56.3%	
		113	31	82	
	Somewhat More Likely	19.1%	16.3%	20.4%	
		110	18	92	
	Much More Likely	18.5%	9.4%	22.9%	
	DICINA	5	3	1	
	DK/NA	.8%	1.8%	.4%	
12AI. There are free bus	Total	594	192	401	
connections to and from	Tottal				

		Aware	of Weekend	Service
		Total	Yes	No
	No offect	275	111	164
	No effect	46.3%	57.7%	40.8%
1241 Those are free hore	Somowhat Mora Likely	169	47	123
12AI. There are free bus	Somewhat wore Likely	28.5%	24.4%	30.5%
Metrolink stations	Much More Likely	144	33	111
	Much More Likely	24.2%	17.0%	27.7%
	DK/NA	6	2	4
	DIVINA	.9%	.9%	1.0%
	Total	594	192	401
	No offect	228	105	123
124 There is plenty of	NO effect	38.4%	54.6%	30.6%
free and convenient	Somewhat More Likely	177	45	132
parking at Metrolink		29.9%	23.3%	33.0%
stations	Much Mars I Statu	181	38	143
	Much More Likely	30.4%	19.5%	35.6%
	DICINA	8	5	3
	DK/NA	1.3%	2.6%	.7%
	Total	594	192	401
	No offerst	201	101	100
	No effect	33.8%	52.5%	24.9%
12AK. The train you ride	O	176	43	133
on is clean and	Somewhat More Likely	29.7%	22.4%	33.1%
comfortable	Much Mars Likely	209	47	162
	Much More Likely	35.1%	24.3%	40.4%
	DICINA	8	2	7
	DK/NA	1.4%	.9%	1.6%

Page 66

Comparisons of Column Proportions^{a,b}

		Aware of Weekend Service	
		Yes	No
		(A)	(B)
424 There is planty of	No effect	В	
free and convenient	Somewhat More Likely		А
parking at Metrolink	Much More Likely		А
Stations	DK/NA		
	No effect	В	
12AK. The train you ride on is clean and	Somewhat More Likely		А
comfortable	Much More Likely		Α
	DK/NA		

DKINA Besults are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Weekday Riders		
		Total	Yes	No
	Total	189	41	148
	No. 10. 11	87	16	71
	NO Effect	46.1%	39.8%	47.9%
12AA. Once a month,	Company hat Mana Likely	60	19	41
there was a weekend free	ee Somewhat More Likely	31.6%	46.2%	27.6%
ride promotion	Much Mars I Statu	39	6	33
	Much More Likely	20.6%	14.0%	22.4%
		3	0	3
	DR/NA	1.7%	.0%	2.1%
	Total	189	41	148
	No effect	93	10	83
12AB Weekend fare is		49.3%	24.5%	56.2%
currently discounted to	Somowhat Mora Likely	51	15	36
half of the regular	Somewhat More Likely	27.1%	37.1%	24.3%
weekday fare	Much More Likely	43	14	29
	Much More Likely	22.7%	34.2%	19.5%
		2	2	0
	DIGINA	.9%	4.2%	.0%
	Total	189	41	148
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend	No effect	114	16	98
	No effect	60.5%	39.7%	66.2%
	Somowhat Mora Likely	50	15	35
	Somewhat More Likely	26.5%	37.2%	23.6%
riders	Much More Likely	25	9	15
	Much More Likely	13.0%	23.1%	10.2%
	DICINIA			

Comparisons of Column Proportions^{a,b}

		Aware of Weekend Service	
		Yes	No
		(A)	(B)
	No effect	В	
12AA. Once a month, there was a weekend free	Somewhat More Likely		
ride promotion	Much More Likely		А
	DK/NA	В	
404D Missional Com 15	No effect	В	
currently discounted to	Somewhat More Likely		
half of the regular weekday fare	Much More Likely DK/NA		A
12AC. Some shops and	No effect	В	
restaurants around Metrolink stations offer	Somewhat More Likely		
discounts to weekend riders	Much More Likely DK/NA		A
12AD. Metrolink stations	No effect	В	
recreational destinations,	Somewhat More Likely		
Disneyland, Oceanside,	Much More Likely DK/NA		A
12AE. Metrolink stations	No effect	В	
are very close to fairs, festivals and other	Somewhat More Likely		
community recreational	Much More Likely		A
events	DK/NA	_	
	No effect	В	
12AF. Up to 3 children ages 6 or under ride for	Somewhat More Likely		А
free	Much More Likely		А
	DK/NA	В	
12AG. You can obtain	No effect Somewhat More Likely	В	
schedule information online	Much More Likely		А
	DK/NA	_	
	No effect	В	
12AH. You can take your bike on the train	Somewhat More Likely		
	Much More Likely		A
	No effect	в	
12AI. There are free bus connections to and from	Somewhat More Likely		
Metrolink stations	Much More Likely		А

DK/NA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Weekday Riders		
		Total	Yes	No
	T -1-1	189	41	148
	Total			
12AD. Metrolink stations are very close to	No effect	101	20	81
	No enect	53.3%	49.6%	54.3%
recreational destinations,	Somewhat More Likely	56	13	44
such as the beach,	Comewhat more Likely	29.7%	30.5%	29.5%
Disneyland, Oceanside,	Much More Likely	29	8	21
and Downtown L.A.	inden more Entery	15.3%	19.9%	14.1%
		3	0	3
	Biolot	1.7%	.0%	2.1%
	Total	189	41	148
		108	10	89
12AF Metrolink stations	No effect	57.2%	16.1%	60.2%
are very close to fairs,		/19	9	40
festivals and other	Somewhat More Likely	25.9%	22.8%	26.8%
community recreational		30	11	19
events	Much More Likely	15.9%	26.6%	13.0%
		2	20.070	0
	DK/NA	Q%	1 2%	0%
		189	4.2.70	148
	Iotal	105		140
	No offect	135	23	112
	No ellect	71.1%	55.5%	75.4%
12AF. Up to 3 children	Companyhet Mana Likely	25	12	13
ages 6 or under ride for	Somewhat More Likely	13.4%	29.1%	9.1%
Iree	Much More Likely	24	6	18
		12.9%	15.4%	12.2%
	DK/NA	5	0	5
	DRINA	2.6%	.0%	3.3%
	Total	189	41	148
		04	17	77
	No effect	40.6%	41.20/	51.0%
12AG. You can obtain		62	15	/18
schedule information	Somewhat More Likely	32.9%	35.4%	32.2%
online		28	10	18
	Much More Likely	1/ 8%	23.4%	12.4%
		5	0	5
	DK/NA	2.7%	0%	3.5%
	T	189	41	148
	Total			
12AH. You can take your bike on the train	No effect	136	24	112
		72.1%	59.4%	75.6%
	Somewhat More Likely	31	13	18
	Comentatione Likely	16.6%	32.6%	12.1%
	Much More Likely	18	3	15
	Lindiy	9.5%	8.0%	9.9%
	DK/NA	3	0	3
		1.8%	.0%	2.3%
12AI. There are free bus	Total	189	41	148
connections to and from		109	20	89
Metrolink stations	No effect	57.6%	49.3%	59.9%
		01.070	10.070	00.070

		v	leekday Ride	rs
		Total	Yes	No
	Somewhat More Likely	47	14	32
	Somewhat wore Likely	24.8%	35.3%	21.8%
12AI. There are free bus	Much Moro Likoly	32	6	25
Metrolink stations	Much wore Likely	16.7%	15.4%	17.1%
moti onniti otationo	DK/NA	2	0	2
	DKINA	.9%	.0%	1.2%
	Total	189	41	148
		103	16	87
12A Thora is planty of	No effect	54.5%	39.1%	58.7%
free and convenient	Somewhat More Likely	45	14	30
parking at Metrolink		23.6%	35.0%	20.5%
stations	Much More Likely	37	11	26
		19.3%	25.9%	17.5%
	DK/NA	5	0	5
	DIVINA	2.6%	.0%	3.3%
	Total	189	41	148
	No. 181.14	99	17	82
	No effect	52.3%	40.5%	55.6%
12AK. The train you ride on is clean and comfortable	Companyhat Mars Likely	43	11	32
	Somewhat More Likely	22.7%	27.0%	21.5%
	Much Mars Likely	47	13	33
	Much More Likely	24.6%	32.5%	22.4%
	DK/NA	1	0	1
	DK/NA	.4%	.0%	.5%

Page 70

Comparisons of Column Proportions^{b,c}

		Weekday Riders	
		Yes	No
		(A)	(B)
	No effect		
12AK. The train you ride on is clean and	Somewhat More Likely		
comfortable	Much More Likely		
	DK/NA	.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Internet Access		
		Total	Yes	No
	Total	598	495	103
	No effect	229	192	38
	No effect	38.3%	38.7%	36.5%
12AA. Once a month,	Somowhat Mora Likely	198	157	41
there was a weekend free	Somewhat more Likely	33.1%	31.8%	39.7%
nue promotion	Much More Likely	166	143	23
	Much More Likely	27.8%	28.9%	22.4%
	DK/MA	5	3	1
	DR/NA	.8%	.6%	1.4%
	Total	598	495	103
12AB. Weekend fare is currently discounted to half of the regular weekday fare	No effect	226	187	39
	No effect	37.7%	37.8%	37.5%
	Somewhat More Likely	189	148	42
		31.6%	29.8%	40.5%
	Much More Likely	178	156	23
		29.8%	31.4%	22.0%
		5	5	0
	DIGINA	.8%	1.0%	.0%
	Total	598	495	103
	No effect	280	239	41
12AC. Some shops and	No effect	46.8%	48.2%	40.0%
restaurants around	Somowhat Mora Likely	183	150	34
Metrolink stations offer	Somewhat More Likely	30.6%	30.2%	32.6%
riders	Much More Likely	128	101	26
nuers	Much More Likely	21.4%	20.4%	25.7%
	DK/NA	7	6	2
		1.2%	1.1%	1.7%
12AD. Metrolink stations are very close to	Total	598	495	103
recreational destinations,	No effect	232	185	46
such as the beach,	No enect	38.7%	37.4%	45.1%

Comparisons of Column Proportions^{b,c}

		Weekda	y Riders
		Yes	No
		(A)	(B)
	No effect		
12AA. Once a month, there was a weekend free	Somewhat More Likely	В	
ride promotion	Much More Likely		
	DK/NA	. ^a	
	No effect		A
12AB. Weekend fare is currently discounted to	Somewhat More Likely		
half of the regular	Much More Likely	в	
weekday fare	DK/NA	_	а
12AC. Some shops and	No effect		A
restaurants around Metrolink stations offer	Somewhat More Likely		
discounts to weekend	Much More Likely	р	
12AD Metrolink stations	No effect	в	
are very close to	No enect		
recreational destinations,	Somewhat More Likely		
Such as the beach, Dispeviand, Oceanside	Much More Likely		
and Downtown I A	DK/NA	. ^a	
12AE. Metrolink stations	No effect		
are very close to fairs, festivals and other	Somewhat More Likely		
community recreational	Much More Likely	в	
events	DK/NA		a
	No effect		A
12AF. Up to 3 children	Somewhat More Likely	в	
ages 6 or under ride for	Much Mans Libelu		
1166	MUCH MORE LIKERY	а	
	No offect		
124G You can obtain	No enect		
schedule information	Somewhat More Likely		
online	Much More Likely		
	DK/NA	.a	
	No effect		A
12AH. You can take your	Somewhat More Likely	В	
bike on the train	Much More Likely		
	DK/NA	а	
	No effect		
12AI. There are free bus	Somewhat More Likely		
connections to and from			
metrolink stations	Much More Likely		
	DK/NA	."	
12AJ. There is plenty of	No effect		A
free and convenient	Somewhat More Likely		
stations	Much More Likely		
and the second	BICOLO.		

DKINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Internet Access		
		Total	Yes	No
12AD Metrolink stations		189	153	36
are very close to	Somewhat More Likely	31.5%	30.9%	34.6%
recreational destinations.		173	153	20
such as the beach,	Much More Likely	28.9%	30.8%	19.7%
Disneyland, Oceanside,		5	5	1
and Downtown L.A.	DK/NA	.9%	.9%	.7%
	Total	598	495	103
	Total			
	No effect	247	213	34
12AE. Metrolink stations		41.2%	42.9%	33.1%
festivals and other	Somewhat More Likely	182	146	36
community recreational		30.4%	29.4%	35.0%
events	Much More Likely	164	135	30
		27.5%	27.2%	28.8%
	DK/NA	6	2	3
		.9%	.5%	3.1%
	Total	598	495	103
		364	316	47
	No effect	60.8%	63.9%	45.9%
12AF. Up to 3 children		120	84	36
ages 6 or under ride for	Somewhat More Likely	20.0%	16.9%	35.2%
free		107	90	17
	Much More Likely	17.9%	18.2%	16.6%
		8	5	2
	DK/NA	1.3%	1.1%	2.4%
	Total	598	495	103
		0.05	100	17
	No effect	235	188	47
12AG You can obtain		39.3%	38.0%	45.5%
schedule information	Somewhat More Likely	205	165	40
online		34.3%	33.3%	39.0%
	Much More Likely	148	130	13
		24.0%	27.4%	12.5%
	DK/NA	1.6%	1 20/	2 10/
		509	1.5 %	102
	lotal	556	435	105
	No effect	365	317	48
	no oneor	61.0%	63.9%	47.1%
12AH. You can take your	Somewhat More Likely	115	85	30
bike on the train	Comon nation Clinery	19.2%	17.2%	28.8%
	Much More Likely	112	91	21
		18.7%	18.3%	20.7%
	DK/NA	7	3	3
		1.1%	.6%	3.4%
	Total	598	495	103
		274	233	41
12AI. There are free bus	No effect	45.8%	47.0%	40.0%
connections to and from		170	132	38
Metrolink stations	Somewhat More Likely	28.4%	26.7%	36.7%
	Marcala Marca I Marka	149	127	22
	Much More Likely	24.9%	25.5%	21.6%

		Internet Access			
		Total	Yes	No	
12AI. There are free bus	DKALA	6	4	2	
connections to and from	DR/NA	.9%	.8%	1.7%	
	Total	598	495	103	
	No offers	229	193	36	
124 There is plenty of	No enect	38.3%	38.9%	35.4%	
free and convenient	Computed Mars Likely	177	135	42	
parking at Metrolink	Somewhat wore Likely	29.6%	27.3%	40.8%	
stations	Much More Likely	183	162	21	
		30.6%	32.7%	20.7%	
	DK/NA	9	5	3	
		1.4%	1.1%	3.1%	
	Total	598	495	103	
	No. 18. 11	200	164	36	
	No effect	33.4%	33.0%	35.1%	
12AK. The train you ride	Companyhet Mana Likely	177	137	41	
on is clean and	Somewhat More Likely	29.7%	27.6%	39.8%	
comfortable	March March 1 North	213	187	26	
	Much More Likely	35.6%	37.8%	25.1%	
	DICALA	8	8	0	
	DK/NA	1.4%	1.7%	.0%	

Page 74

Comparisons of Column Proportions^{b,c}

		Internet	Access
		Yes	No
		(A)	(B)
404 L There is also to a	No effect		
free and convenient	Somewhat More Likely		А
parking at Metrolink	Much More Likely	в	
stations	DK/NA		
	No effect		
12AK. The train you ride on is clean and	Somewhat More Likely		А
comfortable	Much More Likely	В	
	DK/NA		.a

 DKNA
 3^a

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the larger column proportion.
 a. This category is not used in comparisons because its column proportion.

 a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell could so as some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Comparisons of Column Proportions ^{b,c}	

		Internet	Access
		Yes	No
		(A)	(B)
	No effect		
12AA. Once a month, there was a weekend free	Somewhat More Likely		
ride promotion	Much More Likely		
	DK/NA		
42AD Maskand famile	No effect		
currently discounted to	Somewhat More Likely		А
half of the regular	Much More Likely		
weekday fare	DK/NA		a
12AC Some shops and	No effect		
restaurants around	Somewhat More Likely		
Metrolink stations offer	March Marca I States		
riders	MUCH MORE LIKELY		
12AD. Metrolink stations	No effect		
are very close to	Company hat Mana Likely		
recreational destinations,	Somewhat more Likely		
Disneyland, Oceanside,	Much More Likely	В	
and Downtown L.A.	DK/NA		
12AE. Metrolink stations	NO effect		
estivals and other	Somewhat More Likely		
community recreational	Much More Likely		
events	DK/NA	_	A
	No effect	В	
12AF. Up to 3 children	Somewhat More Likely		A
ree	Much More Likely		
	DK/NA		
	No effect		
12AG. You can obtain	Somewhat More Likely		
online	Much More Likely	в	
	DK/NA		
	No effect	В	
12AH. You can take your	Somewhat More Likely		А
bike on the train	Much More Likely		
	DK/NA		A
	No effect		
12AI. There are free bus connections to and from	Somewhat More Likely		A
Metrolink stations	Much More Likely		
	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Age			
		Total	18 to 24	25 to 34	35 to 44
	Total	585	69	109	110
	No 11 1	227	20	39	33
	NO Effect	38.8%	28.7%	35.9%	30.0%
12AA. Once a month, there was a weekend free	Somewhat More Likely	189	28	38	39
ride promotion	,	32.3%	41.0%	34.9%	35.2%
	Much More Likely	164	21	32	35
		5	0	23.1%	32.070
	DK/NA	.8%	.0%	.0%	2.8%
	Total	585	69	109	110
		221	25	30	36
404 D 18/2 - 12	No effect	37.9%	35.8%	27.1%	32.9%
12AB. Weekend fare is	Computer Mana Likely	182	20	39	40
half of the regular	Somewhat more Likely	31.1%	29.0%	35.5%	36.0%
weekday fare	Much More Likely	177	23	41	32
	much more Likely	30.2%	32.7%	37.4%	28.8%
	DK/NA	5	2	0	2
		.8%	2.5%	.0%	2.2%
	Total	585	69	109	110
	No offect	276	17	51	43
12AC. Some shops and	No enect	47.2%	24.8%	46.4%	38.8%
Metrolink stations offer	Somewhat More Likely	175	33	33	36
discounts to weekend		30.0%	48.1%	30.7%	32.7%
riders	Much More Likely	126	19	25	26
		21.0%	27.1%	22.9%	23.4%
	DK/NA	1.2%	0%	0%	5.1%
	Total	585	69	109	110
	- ottai	000	45		
12AD. Metrolink stations	No effect	228	15	38	29
are very close to		182	30	29	20.4%
recreational destinations,	Somewhat More Likely	31.1%	43.4%	26.5%	40.7%
Disneyland, Oceanside,		169	24	42	33
and Downtown L.A.	Much More Likely	29.0%	34.9%	38.7%	30.0%
		5	0	0	3
	DIGINA	.9%	.0%	.0%	2.8%
	Total	585	69	109	110
	No offect	241	20	38	39
12AE. Metrolink stations	No effect	41.3%	28.7%	35.2%	35.3%
are very close to fairs,	Somewhat More Likely	176	28	33	35
community recreational	inoro Entry	30.1%	40.2%	30.2%	32.0%
events	Much More Likely	162	20	38	34
		27.6%	28.6%	34.5%	30.5%
	DK/NA	5	2 5%	0%	2 20%
		595	2.5%	.0%	2.2%
12AF. Up to 3 children	Total	505	09	109	110
ages 6 or under ride for	No effect	356	40	57	53
		60.9%	57 3%	51.9%	17.6%

			Age			
		Total	18 to 24	25 to 34	35 to 44	
12AK. The train you ride on is clean and comfortable	Much Man Librit	210	34	43	33	
	Much More Likely	36.0%	49.8%	39.8%	30.0%	
	DIZINIA	8	0	1	1	
	DK/NA	1.4%	.0%	.7%	1.3%	

			~	Tetel 494-24 254-24			
		Total	18 to 24	25 to 34	35 to 4		
	Somewhat More Likely	114	17	27	29		
12AF. Up to 3 children		19.5%	24.7%	25.0%	25.8%		
ages 6 or under ride for	Much More Likely	18.3%	18.0%	23.1%	23.7%		
free		8	0	0	3		
	DK/NA	1.3%	.0%	.0%	2.8%		
	Total	585	69	109	110		
	No offerst	229	22	34	34		
	No effect	39.2%	31.6%	30.8%	31.2%		
12AG. You can obtain schedule information	Somewhat More Likely	200	26	43	48		
online		34.2%	38.4%	39.7%	43.7%		
	Much More Likely	146	19	32	25		
		10	21.570	29.5 %	22.07		
	DK/NA	1.7%	2.5%	.0%	2.2%		
	Total	585	69	109	110		
		256	27	69	55		
	No effect	60.9%	53.4%	62.1%	19.4%		
		110	16	16	27		
bike on the train	Somewhat More Likely	18.8%	23.0%	14.9%	24.7%		
	March March 1994	112	16	24	28		
	Much More Likely	19.1%	23.6%	22.3%	25.2%		
	DK/NA	7	0	1	1		
		1.1%	.0%	.7%	.7%		
	Total	585	69	109	110		
	No effect	269	20	46	47		
1241 Those are free hore	No enect	46.0%	28.3%	42.3%	42.8%		
connections to and from	Somewhat More Likely	162	25	34	34		
Metrolink stations		27.7%	35.7%	31.4%	31.1%		
	Much More Likely	25.3%	34.6%	26.3%	24.8%		
		6	1	0	1		
	DK/NA	1.0%	1.4%	.0%	1.3%		
	Total	585	69	109	110		
		224	21	36	38		
124 There is plenty of	No effect	38.4%	30.5%	32.8%	34.5%		
free and convenient	Somewhat More Likely	172	24	38	38		
parking at Metrolink	Contentiat more Likely	29.4%	35.3%	34.6%	34.4%		
stations	Much More Likely	180	24	36	34		
		30.7% Q	0	0	30.4%		
	DK/NA	1.5%	.0%	.0%	.7%		
	Total	585	69	109	110		
12AK. The train you ride		194	18	30	35		
on is clean and	No effect	33.2%	26.2%	27.6%	31.9%		
comfortable	O	172	17	35	41		
	Somewhat wore Likely	29.4%	24.0%	31.9%	36.8%		

35 to 44 29

		Age	
		45 to 54	55 and over
	Total	122	174
		45	89
	No effect	37.3%	51.2%
12AA. Once a month,	O	36	48
there was a weekend free	Somewhat More Likely	29.3%	27.6%
nue promotion	Much More Likely	40	36
		32.8%	20.8%
	DK/NA	6%	4%
	Total	122	174
	Total		
	No effect	46	84 48.4%
12AB. Weekend fare is		39	44
half of the regular	Somewhat More Likely	31.9%	25.3%
weekday fare	Much More Likely	36	46
	Much More Likely	29.4%	26.2%
	DK/NA	1	0
		.6%	.0%
	Total	122	174
	No effect	61	104
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend	No enect	49.8%	59.9%
	Somewhat More Likely	36	36
		29.8%	20.7%
riders	Much More Likely	25	32
		0	2
	DK/NA	.0%	1.0%
	Total	122	174
		47	99
12AD. Metrolink stations	No effect	38.5%	56.7%
recreational destinations,	Somewhat More Likely	34	44
such as the beach,	Comewhat more Likely	27.6%	25.6%
Disneyland, Oceanside,	Much More Likely	39	31
and Downtown L.A.		32.1%	17.8%
	DK/NA	1.8%	0%
	Total	122	174
	Total	50	01
12AE. Metrolink stations	No effect	53 43.5%	52.4%
are very close to fairs, festivals and other community recreational		33	47
	Somewhat More Likely	27.4%	26.7%
	Much More Likely	36	35
		29.2%	20.1%
	DK/NA	0	1
		.0%	.8%
12AF. Up to 3 children	Total	122	174
free	No effect	77	131
Tree		62.8%	75.0%

		ļ	de
		45 to 54	55 and over
		21	20
	Somewhat More Likely	17.2%	11.5%
12AF. Up to 3 children		24	20
ages 6 or under ride for	Much More Likely	19.4%	11.3%
liee	DIZALA	1	4
	DR/NA	.6%	2.2%
	Total	122	174
		53	87
	No effect	43.1%	49.8%
12AG. You can obtain		31	51
schedule information	Somewhat More Likely	25.3%	29.2%
online		37	32
	Much More Likely	30.4%	18.6%
		1	4
	DK/NA	1.2%	2.4%
	Total	122	174
	TOTAL		
	No effect	66	131
		54.2%	75.2%
12AH. You can take your	Somewhat More Likely	28	22
bike on the train		23.1%	12.7%
	Much More Likely	28	16
		22.6%	9.1%
	DK/NA	0	5
		.0%	3.0%
	Total	122	1/4
	No	60	96
	NO effect	49.3%	55.2%
12AI. There are free bus	Somowhat Mora Likely	32	36
connections to and from	Somewhat more Likely	26.6%	20.7%
Metrolink stations	Much More Likely	29	39
	Inden more Likely	23.6%	22.7%
		1	2
		.6%	1.4%
	Total	122	174
		42	87
424 There is planty of	No effect	34.8%	49.9%
free and convenient		35	37
parking at Metrolink	Somewhat More Likely	28.4%	21.3%
stations	Much Man I State	42	45
	WILCH WORE LIKELY	34.4%	25.9%
	DK/NA	3	5
	DININA	2.4%	2.8%
	Total	122	174
12AK. The train you ride		43	68
on is clean and	No effect	35.0%	39.0%
comfortable		31	49
	Somewhat More Likely	25.7%	28.0%

		4	Age	
		45 to 54	55 and over	
12AK. The train you ride on is clean and comfortable	Much Moro Likoly	44	55	
	Much More Likely	36.5%	31.5%	
	DK/NA	3	3	
		2.8%	1.5%	

Comparisons of Column Proportions ^{b,c}						
				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and
		(A)	(B)	(C)	(D)	(E)
	No effect					AC
12AA. Once a month, there was a weekend free	Somewhat More Likely					
ride promotion	Much More Likely					
	DK/NA	. ^a	.a			
12AP Weekend fare in	No effect					В
currently discounted to	Somewhat More Likely					
weekday fare	Much More Likely					
	DK/NA		.a			. ^a
12AC. Some shops and	No effect		A		A	AC
restaurants around Metrolink stations offer	Somewhat More Likely	E				
discounts to weekend	Much More Likely					
riders	DK/NA	.ª	.a	E	.a	
12AD. Metrolink stations	No effect					ABCD
recreational destinations,	Somewhat More Likely					
Disneyland, Oceanside,	Much More Likely	E	E		E	
and Downtown L.A.	DK/NA	. ^a	.a			.8
12AE. Metrolink stations	No effect					ABC
are very close to fairs, festivals and other	Somewhat More Likely					
community recreational	Much More Likely		_			
events	DK/NA		."		."	
	No effect					вс
12AF. Up to 3 children ages 6 or under ride for	Somewhat More Likely		E	E		
tree	Much More Likely		-			
	DK/NA	."	· "			
	NO ETTECT					BC
schedule information	Somewhat More Likely			D		
online	Much More Likely					
	DK/NA		.a			
	No effect					ACD
12AH. You can take your	Somewhat More Likely					
bike on the train	Much More Likely	E	E	E	E	
	DK/NA	. ^a			.a	
	No effect				A	A
12AI. There are free bus connections to and from	Somewhat More Likely					
Metrolink stations	Much More Likely DK/NA		.a			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions^{b,c}

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
424 J. There is planty of	No effect					В
free and convenient	Somewhat More Likely					
parking at Metrolink	Much More Likely					
stations	DK/NA	. ^a	. ^a			
	No effect					
12AK. The train you ride on is clean and	Somewhat More Likely					
comfortable	Much More Likely					
	DK/NA	.a				

 DKNA
 **

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the larger column proportion.
 **

 a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell could so as some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Ethnicity			
	Total	White	Hispanic/ Latino(a)		
Total	574	279	191		
No. offeret	222	124	44		
No ellect	38.7%	44.5%	23.1%		
12AA. Once a month, there was a weekend free Somewhat More Like	190	84	87		
ride promotion	33.1%	30.1%	45.5%		
Much More Likely	157	68	60		
	27.4%	24.4%	31.4%		
DK/NA	5	3	0%		
Total	574	279	191		
	0.10				
No effect	216	122	54		
12AB. Weekend fare is	37.7%	43.8%	28.4%		
currently discounted to Somewhat More Like	ly 21.0%	20.5%	27.4%		
nair of the regular	169	70	64		
Much More Likely	29.5%	25.2%	33.3%		
	5	1	2		
DK/NA	.8%	.5%	.9%		
Total	574	279	191		
	273	162	49		
12AC. Some shops and No effect	47.5%	58.1%	25.7%		
restaurants around	174	67	83		
Metrolink stations offer Somewhat More Like	30.3%	24.1%	43.7%		
riders Much More Likely	121	47	57		
	21.0%	16.8%	29.7%		
DK/NA	6	3	2		
	1.1%	1.0%	.9%		
Total	574	279	191		
12AD Metrolink stations No effect	221	122	51		
are very close to	38.6%	43.8%	26.6%		
recreational destinations, Somewhat More Like	182	89	70		
such as the beach,	31.6%	31.9%	36.6%		
and Downtown L A Much More Likely	28.0%	22.0%	26.9%		
	20.9%	23.0%	0		
DK/NA	.9%	1.3%	.0%		
Total	574	279	191		
	235	13/	42		
12AE. Metrolink stations No effect	41.0%	48.0%	22.0%		
are very close to fairs,	176	83	76		
festivals and other Somewhat More Like	y 30.6%	29.8%	40.1%		
community recreational	157	60	69		
events Much More Likely	27.4%	21.3%	36.1%		
	6	2	3		
DK/NA					
DK/NA	1.0%	.8%	1.8%		

		Ethnicity		
		Total	White	Hispanic/ Latino(a)
	No offect	349	206	79
	NU ellect	60.8%	73.8%	41.5%
12AE Up to 3 children	Somewhat More Likely	115	35	66
ages 6 or under ride for	Contentiat more Entery	20.0%	12.6%	34.8%
free	Much More Likely	102	34	43
		17.8%	12.1%	22.8%
	DK/NA	1 20/	4	2
	Total	574	279	191
	10101	004	400	50
	No effect	224	123	56
12AG. You can obtain		39.1%	44.1%	29.5%
schedule information	Somewhat More Likely	34.6%	30.3%	44.6%
online		141	69	44.070
	Much More Likely	24.6%	24.6%	23.2%
		10	3	5
	DK/NA	1.7%	1.0%	2.7%
	Total	574	279	191
	No	348	199	80
	NO Effect	60.6%	71.3%	41.7%
12AH. You can take your	Somewhat More Likely	110	41	57
bike on the train	Contentiat more Entery	19.1%	14.7%	30.1%
	Much More Likely	110	38	49
		19.1%	13.5%	25.5%
	DK/NA	1 20/	1	5
		574	.5%	2.7%
	Total	5/4	215	191
	No effect	262	156	56
42AL Those are free hus		45.7%	56.0%	29.3%
connections to and from	Somewhat More Likely	163	62	79
Metrolink stations		28.4%	22.3%	41.4%
	Much More Likely	144	20.7%	20,40/
		25.1%	20.1%	20.4%
	DK/NA	8%	1.0%	9%
	Total	574	279	191
		222	100	45
	No effect	222	120	40
12AJ. There is plenty of		169	73	73
free and convenient	Somewhat More Likely	29.5%	26.0%	38.3%
stations		174	74	69
	Much More Likely	30.3%	26.3%	36.1%
	DK/NA	9	5	3
	DKINA	1.5%	1.8%	1.8%
12AK. The train you ride	Total	574	279	191
on is clean and		192	109	42
comfortable	No effect	33.5%	39.2%	21.8%

		Ethnicity			
		Total	White	Hispanic/ Latino(a)	
	Computed Mars Likely	170	77	70	
	Somewhat more Likely	29.7%	27.7%	36.6%	
12AK. The train you ride on is clean and comfortable	Much More Likely	205	90	78	
		35.7%	32.1%	40.6%	
	DK/NA	6	3	2	
		1.1%	1.0%	.9%	

		Ethnicity	
		Asian	Other
	Total	92	27
12AA. Once a month, there was a weekend free	No effect	43 46.7%	13 47.4%
	Somewhat More Likely	20	9
ride promotion	Much More Likely	27	5
	DK/NA	23.470	0
	Total	92	27
	No effect	36 39.4%	9 32.5%
12AB. Weekend fare is currently discounted to half of the regular	Somewhat More Likely	24 25.7%	10
weekday fare	Much More Likely	30 33.1%	8 31.5%
	DK/NA	2	0
	Total	92	27
12AC. Some shops and	No effect	55 59.6%	12 44.4%
restaurants around Metrolink stations offer	Somewhat More Likely	20 22.0%	8 29.1%
discounts to weekend riders	Much More Likely	15 16.5%	7 26.4%
	DK/NA	2	0
	Total	92	27
12AD. Metrolink stations	No effect	41 44,9%	10 38.4%
recreational destinations,	Somewhat More Likely	19 20.2%	10 36.1%
Disneyland, Oceanside, and Downtown L.A.	Much More Likely	30 33.1%	7 25.5%
	DK/NA	2 1.8%	0
	Total	92	27
12AE. Metrolink stations	No effect	53 57.7%	11 41.4%
are very close to fairs, festivals and other	Somewhat More Likely	14 14.7%	9 32.7%
community recreational events	Much More Likely	25 27.6%	7 25.9%
	DK/NA	0	0
12AF. Up to 3 children	Total	92	27

		Ethr	licity
		Asian	Other
	No effect	57 61.4%	14 53.5%
12AF. Up to 3 children	Somewhat More Likely	14	5
ages 6 or under ride for free	Much More Likely	20	7
	DK/NA	2	0
	Total	92	27
	No effect	37 40.4%	14 52.7%
12AG. You can obtain schedule information	Somewhat More Likely	29 32.0%	5 19.6%
online	Much More Likely	24 25.7%	7
	DK/NA	2	0
	Total	92	27
	No effect	65 70.6%	14 51.2%
12AH. You can take your bike on the train	Somewhat More Likely	8 9.2%	5 17.5%
	Much More Likely	19 20.2%	8 31.3%
	DK/NA	0 .0%	0 .0%
	Total	92	27
	No effect	45 48.6%	11 39.4%
connections to and from Metrolink stations	Somewhat More Likely	20 22.0%	7 26.1%
	Much More Likely	27 29.4%	9 34.6%
	DK/NA	0 .0%	0 .0%
	Total	92	27
12AJ. There is plenty of	No effect	50.4%	37.7%
free and convenient parking at Metrolink	Somewhat More Likely	20.2%	25.2%
stations	Much More Likely	27	37.1%
	DK/NA	.0%	.0%
12AK. The train you ride on is clean and	Total	92	27
comfortable	No effect	41.2%	30.1%

		Ethnicity	
		Asian	Other
12AK. The train you ride on is clean and comfortable	Somewhat More Likely	20 22.0%	6 23.1%
	Much More Likely	32 34.9%	13 46.7%
	DK/NA	2 1.8%	0.0%

			Ethn	icity	
		White	Hispanic/ Latino(a)	Asian	Other
		(A)	(B)	(C)	(D)
	No effect	В		В	В
12AA. Once a month,	Somewhat More Likely		AC		
ride promotion	Much More Likely				
	DK/NA		. ^a		.a
12AB Weekend fare is	No effect	В			
currently discounted to	Somewhat More Likely				
half of the regular weekday fare	Much More Likely				
weekday late	DK/NA				. ^a
12AC. Some shops and	No effect	В		В	
restaurants around Metrolink stations offer	Somewhat More Likely		AC		
discounts to weekend	Much More Likely		А		
riders	DK/NA				. ^a
12AD. Metrolink stations	No effect	В		В	
recreational destinations,	Somewhat More Likely		С		
such as the beach, Dispeviand, Oceanside	Much More Likely		A		
and Downtown L.A.	DK/NA		. ^a		.a
12AE. Metrolink stations	No effect	В		В	
are very close to fairs, festivals and other	Somewhat More Likely	С	С		
community recreational	Much More Likely		A		
events	DK/NA	_		.a	.a
4045 11-1-0-1-11-1	No effect	в		В	
12AF. Up to 3 children ages 6 or under ride for	Somewhat More Likely		AC		
free	Much More Likely		А		
	DK/NA				.a
404.0 Maria and a late la	No effect	в			
schedule information	Somewhat More Likely		A		
online	Much More Likely				
	DK/NA				.a
	No effect	В		В	
12AH. You can take your	Somewhat More Likely		AC		
Dike on the train	Much More Likely		А		
	DK/NA		А	.a	.a
4241 These are free here	No effect	В		В	
connections to and from	Somewhat More Likely		AC		
Metrolink stations	Much More Likely				
	DK/NA			a	.a

Comparisons of Column Proportions^{b,c}

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions^{b,c}

		Ethnicity			
		White	Hispanic/ Latino(a)	Asian	Other
		(A)	(B)	(C)	(D)
	No effect	В		В	
12AJ. There is plenty of free and convenient	Somewhat More Likely		AC		
stations	Much More Likely			а	а
	No effect	в		в	
12AK. The train you ride on is clean and	Somewhat More Likely				
comfortable	Much More Likely DK/NA				a

 DKNA
 a

 Besults are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the larger column proportion.
 a

 a. This category is not used in comparisons because its column proportion.
 b
 b

 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 b

Cell could so as some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Level of Educa	tion
		Total	High School or less	Some college
	Total	594	184	151
	No effect	227	53	61
12AA Once a month		38.2%	28.8%	40.5%
there was a weekend free	Somewhat More Likely	198	/5	33.5%
ride promotion		164	55	39
	Much More Likely	27.6%	30.2%	25.5%
		5	0	1
	DIVINA	.8%	.0%	.5%
	Total	594	184	151
	No effect	224	64	60
12AB. Weekend fare is		37.6%	34.8%	39.4%
currently discounted to	Somewhat More Likely	189	68	40
half of the regular		176	57.0%	20.2%
weekday late	Much More Likely	29.7%	27.3%	33.9%
		5	2	1
	DK/NA	.8%	.9%	.5%
	Total	594	184	151
	No 11 1	278	59	64
12AC. Some shops and	No effect	46.8%	32.3%	42.5%
restaurants around	Somewhat More Likely	182	77	45
discounts to weekend	,	30.7%	42.2%	29.5%
riders	Much More Likely	127	44	39
		21.3%	24.0%	25.9%
	DK/NA	1.2%	1.5%	2.1%
	Total	594	184	151
		228	56	60
12AD. Metrolink stations	No effect	38.5%	30.5%	39.8%
recreational destinations,	Somewhat More Likely	188	74	45
such as the beach,	Comewhat more Likely	31.6%	40.3%	29.8%
Disneyland, Oceanside, and Downtown L A	Much More Likely	173	54	45
		5	0	23.5 /0
	DK/NA	.9%	.0%	.5%
	Total	594	184	151
		243	49	72
12AE. Metrolink stations	No effect	41.0%	26.9%	47.3%
are very close to fairs,	Somewhat More Likely	182	69	46
community recreational	Comewhat wore Likely	30.6%	37.3%	30.3%
events	Much More Likely	163	61	33
		27.5%	33.4%	21.9%
	DK/NA	9%	2.3%	5%
12AF. Up to 3 children	Total	594	184	151
ages 6 or under ride for	Total			

			Level of Educa	tion
		Total	High School or less	Some college
	No effect	361	79	105
		60.7%	43.3%	69.7%
12AF Up to 3 children	Somewhat More Likely	119	60	24
ages 6 or under ride for		20.0%	32.7%	15.5%
free	Much More Likely	107	43	22
		18.0%	23.6%	14.3%
	DK/NA	0	1%	5%
	T	594	184	151
	lotal	004	104	101
	No effect	231	57	73
1010 Mars and alterta	NO ENCEL	38.9%	30.9%	48.2%
12AG. You can obtain schedule information	Somewhat More Likely	207	85	44
online		34.8%	46.2%	28.8%
	Much More Likely	146	39	32
	,	24.6%	21.0%	21.4%
	DK/NA	10	3	2
		1.6%	1.9%	1.6%
	Total	594	184	151
		362	84	94
	No effect	60.9%	45.7%	61.9%
		114	53	24
bike on the train	Somewhat More Likely	19.1%	28.7%	16.0%
		112	45	33
	Much More Likely	18.8%	24.6%	21.6%
	DICALA	7	2	1
	DK/NA	1.1%	.9%	.5%
	Total	594	184	151
		271	61	67
	No effect	45.6%	33.3%	44.4%
12AI. There are free bus	Computer Mars Libely	169	64	48
connections to and from	Somewhat More Likely	28.5%	35.0%	31.7%
wetrolink stations	Much More Likely	149	54	36
	Much wore Likely	25.0%	29.4%	23.5%
		6	4	1
	Ensité	.9%	2.3%	.5%
	Total	594	184	151
	No offerst	227	56	70
124.1 There is plenty of	No enect	38.2%	30.6%	46.3%
free and convenient	Somewhat More Likely	177	73	35
parking at Metrolink	Comewhat wore Likely	29.8%	39.5%	22.8%
stations	Much More Likely	181	52	43
	mach wore Likery	30.5%	28.6%	28.3%
		9	2	4
	Ensité	1.4%	1.3%	2.6%
12AK. The train you ride	Total	594	184	151
on is clean and	No	198	50	53
comfortable	No effect	33.2%	27.2%	35.2%

			evel of Educat	tion
		Total	High School or less	Some college
	Somewhat More Likely	176 29.7%	66 36.2%	40 26.7%
12AK. The train you ride on is clean and	Much More Likely	212 35.7%	65 35.6%	57 37.6%
contortable	DK/NA	8 1.4%	2 .9%	1 .5%

		Level of I	Education
		College graduate	Graduate school
	Total	162	97
	No effect	77 47.6%	36 37.0%
12AA. Once a month, there was a weekend free	Somewhat More Likely	43 26.4%	29 30.2%
ride promotion	Much More Likely	38 23.7%	32 32.8%
	DK/NA	4 2.4%	0 .0%
	Total	162	97
124B Weekend fare is	No effect	70 42.9%	30 31.3%
currently discounted to	Somewhat More Likely	42	40
half of the regular weekday fare	Much More Likely	25.6% 49	41.6% 26
		2	0
	DK/NA	1.5%	.0%
	Total	162	97
12AC. Some shops and	No effect	97 59.7%	58 59.3%
restaurants around Metrolink stations offer	Somewhat More Likely	38 23.5%	22 22.6%
riders	Much More Likely	26 15.9%	18 18.1%
	DK/NA	1 .9%	0.0%
	Total	162	97
12AD. Metrolink stations	No effect	76 46.8%	36 37.3%
recreational destinations, such as the beach,	Somewhat More Likely	37 23.1%	31 32.0%
Disneyland, Oceanside, and Downtown L.A.	Much More Likely	45 27.7%	29 30.0%
	DK/NA	4 2.4%	1 .7%
	Total	162	97
12AE. Metrolink stations	No effect	80 49.4%	42 43.5%
are very close to fairs, festivals and other	Somewhat More Likely	38 23.6%	29 30.0%
events	Much More Likely	43 26.5%	26 26.5%
	DK/NA	1 .4%	0 .0%
12AF. Up to 3 children	Total	162	97

		Level of I	Education
		College graduate	Graduate school
	No effect	113 69.5%	63 64.8%
12AF. Up to 3 children	Somewhat More Likely	22 13.8%	13 13.3%
free	Much More Likely	25 15.2%	17 18.0%
	DK/NA	2 1.5%	4
	Total	162	97
	No effect	71 43.5%	31 32.3%
12AG. You can obtain schedule information	Somewhat More Likely	43 26.5%	35 36.3%
online	Much More Likely	47 28.7%	29 29.6%
	DK/NA	2	2
	Total	162	97
	No effect	118 72.5%	67 68.8%
12AH. You can take your	Somewhat More Likely	21	16 16.0%
Sike on the train	Much More Likely	23 14.0%	11
	DK/NA	1	3
	Total	162	97
	No effect	96 59.4%	46 47.5%
12AI. There are free bus connections to and from	Somewhat More Likely	31 19.3%	26 26.4%
Metrolink stations	Much More Likely	35 21.3%	25 25.4%
	DK/NA	0	1 7%
	Total	162	97
	No effect	72 44.4%	29 29.9%
12AJ. There is plenty of free and convenient	Somewhat More Likely	40	30 31.2%
stations	Much More Likely	49	37
	DK/NA	1	1
12AK. The train you ride	Total	.9% 162	.7%
on is clean and comfortable	No effect	75 46.4%	19 19.6%

		Level of I	Education
		College graduate	Graduate school
	Somewhat More Likely	33 20.4%	37 37.7%
12AK. The train you ride on is clean and	Much More Likely	49 30.3%	40 41.7%
comortable-	DK/NA	5 3.0%	1

			Level of I	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	No effect			A	
12AA. Once a month,	Somewhat More Likely	С			
ride promotion	Much More Likely				
	DK/NA	.a			.a
12AP Weekend fare is	No effect				
currently discounted to	Somewhat More Likely				с
weekday fare	Much More Likely				
	DR/NA			AB	
12AC. Some shops and restaurants around					
Metrolink stations offer	Somewhat More Likely	CD			
discounts to weekend	Much More Likely				
12AD Motrolink stations	DK/NA				."
are very close to recreational destinations.	Somewhat More Likely	с			
such as the beach,	Much More Likely				
Disneyland, Oceanside,	DK/NA	.a			
12AE. Metrolink stations	No effect		А	A	A
are very close to fairs, festivals and other	Somewhat More Likely	С			
community recreational	Much More Likely				
events	DK/NA				
	No effect		A	A	A
ages 6 or under ride for	Somewhat More Likely	BCD			
free	Much More Likely				
	DK/NA				
12AG You can obtain	No effect		A		
schedule information	Somewhat More Likely	BC			
online	Much More Likely				
	DK/NA				
	No effect		A	A	A
12AH. You can take your	Somewhat More Likely	BC			
Dike oh the train	Much More Likely				
	DK/NA				
4241 These are first hus	No effect			AB	
connections to and from	Somewhat More Likely	С			
Metrolink stations	Much More Likely				
	DK/NA			.a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions^{b,c}

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
424 There is planty of	No effect		A	A	
free and convenient	Somewhat More Likely	ВC			
parking at Metrolink stations	Much More Likely DK/NA				
	No effect		D	A D	
12AK. The train you ride on is clean and	Somewhat More Likely	с			с
comfortable	Much More Likely DK/NA				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Primary I	anguage	
		Total	English	Spanish	Other
	Total	599	448	105	46
	No effect	230	184	25	21
	NO ETTECT	38.4%	41.0%	23.9%	46.3%
12AA. Once a month,	Computer Manual State	198	135	56	8
there was a weekend free	Somewhat More Likely	33.1%	30.1%	53.0%	17.1%
ride promotion	Much Mana I Statu	166	125	24	17
	wuch wore Likely	27.7%	27.9%	23.2%	36.5%
	DK/NA	5	5	0	0
	BRINA	.8%	1.0%	.0%	.0%
	Total	599	448	105	46
	No offerst	226	184	25	18
12AB Weekend fare is	NO effect	37.8%	40.9%	23.9%	38.9%
currently discounted to	Somewhat More Likely	189	132	49	9
half of the regular	Somewhat More Likely	31.6%	29.5%	46.3%	18.7%
weekday fare	Much More Likely	178	130	30	19
	MUCH MOLE LIKELY	29.8%	28.9%	28.1%	42.4%
		5	3	2	0
	DIGINA	.8%	.7%	1.7%	.0%
12AC. Some shops and	Total	599	448	105	46
restaurants around	No offerst	281	235	25	21
Metrolink stations offer	No effect	46.9%	52.5%	23.9%	44.9%
ridore	Somowhat Mora Likely	183	116	56	12
nuers	Somewhat wore Likely	30.6%	25.8%	53.0%	26.0%

			Primary I	_anguage	
		Total	English	Spanish	Other
12AC. Some shops and		128	90	24	13
restaurants around	Much More Likely	21.3%	20.1%	23.2%	29.1%
Metrolink stations offer		7	7	0	0
discounts to weekend	DK/NA	1.2%	1.6%	.0%	.0%
	Total	599	448	105	46
					10
12AD. Metrolink stations	No effect	232	191	23	18
are very close to		38.8%	42.6%	22.2%	39.6%
recreational destinations,	Somewhat More Likely	189	127	52	9
such as the beach,		31.5%	28.4%	49.7%	20.1%
Disneyland, Oceanside,	Much More Likely	1/3	125	30	18
and Downtown L.A.		28.9%	27.9%	28.1%	40.4%
	DK/NA	5	5	0	0
		.9%	1.2%	.0%	.0%
	Total	599	448	105	46
		247	203	17	27
12AF Metrolink stations	No effect	/1 3%	45.2%	16.6%	59.6%
are very close to fairs,		182	132	47	3
festivals and other	Somewhat More Likely	30.3%	20.4%	47	6.8%
community recreational		164	111	38	15
events	Much More Likely	27.4%	24.7%	26.4%	22.5%
		21.470	24.170	2	0
	DK/NA	9%	7%	2 3%	0%
		.5 /0	.1 /0	2.3%	.0 %
	Total	355	440	105	40
	No. 181.11	364	302	34	29
	NO effect	60.8%	67.4%	32.1%	62.4%
12AF. Up to 3 children		120	66	50	3
ages 6 or under ride for	Somewhat More Likely	20.0%	14.8%	48.0%	6.9%
tree	Marcala Marca I Marka	107	72	21	14
	Much More Likely	17.9%	16.1%	19.9%	30.7%
		8	8	0	0
	DK/NA	1.3%	1.7%	.0%	.0%
	Total	599	448	105	46
	Total				
	No effect	234	192	23	19
12AC You can obtain		39.1%	42.9%	22.2%	41.1%
schedule information	Somewhat More Likely	207	137	57	13
online		34.5%	30.5%	54.6%	27.5%
	Much More Likely	148	110	24	14
		24.8%	24.5%	23.2%	31.4%
	DK/NA	10	10	0	0
		1.6%	2.2%	.0%	$\begin{array}{cccccccccccccccccccccccccccccccccccc$
	Total	599	448	105	46
		366	298	35	33
	No effect	61.1%	66.4%	33.8%	71.5%
40411		115	70	43	1
TZAH. You can take your	Somewhat More Likely	19.2%	15.6%	41.4%	3.1%
bike on the train		112	74	26	12
	Much More Likely	18.7%	16.5%	24.8%	25.4%
		7	7	24.0 %	23.470
	DK/NA	1 10/	1 59/	0%	0%
		1.170	1.5%	.0%	.0%

			Primary I	anguage	
		Total	English	Spanish	Other
	Total	599	448	105	46
	No effect	274	231	25	19
12AI. There are free bus	Somewhat More Likely	45.8%	106	57	40.5%
Metrolink stations	Much More Likely	28.4% 149	23.6%	54.6% 23	14.8% 19
	MUCH MOLE LIKELY	24.8%	23.8%	21.5%	42.5%
	DK/NA	6 .9%	5 1.0%	0.0%	1 2.2%
	Total	599	448	105	46
	No effect	230 38.4%	189 42.2%	18 17.2%	23 50.1%
12AJ. There is plenty of free and convenient	Somewhat More Likely	177	111	57 54.6%	9
stations	Much More Likely	183	140	30 28.1%	14
	DK/NA	9	9	18 23 17.2% 50.1% 57 9 54.6% 20.1% 30 14 28.1% 29.8% 0 0 0% 0%	
	Total	599	448	105	46
	No effect	200 33.4%	165 36.8%	20 18.9%	15 33.7%
12AK. The train you ride on is clean and	Somewhat More Likely	177	121	47	9
comfortable	Much More Likely	213	158	37	18
	-	8	4	2	40.4%

Page 102

Comparisons of Column Proportions^{b,c}

		Pri	imary Langua	ge
		English	Spanish	Other
		(A)	(B)	(C)
	No effect	В		В
12AJ. There is plenty of free and convenient	Somewhat More Likely		AC	
parking at Metrolink	Much More Likely			
Stations	DK/NA		. ^a	. ^a
	No effect	В		
12AK. The train you ride on is clean and	Somewhat More Likely		AC	
comfortable	Much More Likely			
				Δ

 DKINA
 A

 Besults are based on two-sided tests with significance level 0.05. For each significant pict, the key of the category with the larger column proportion.
 A

 a. This category is not used in comparisons because its column proportion.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell course of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Com	iparisons of Column P	roportions		
		Pri	imary Langua	ge
		English	Spanish	Other
		(A)	(B)	(C)
	No effect	В		В
2AA. Once a month, here was a weekend free	Somewhat More Likely		AC	
ide promotion	Much More Likely			
	DK/NA		.a	.a
	No effect	В		
2AB. Weekend fare is urrently discounted to	Somewhat More Likely		AC	
alf of the regular	Much More Likely			
bonady rate	DK/NA			. ^a
AC. Some shops and	No effect	В		В
staurants around etrolink stations offer	Somewhat More Likely		AC	
scounts to weekend	Much More Likely			
	DK/NA			
AD. Metrolink stations	No effect	в		
creational destinations,	Somewhat More Likely		AC	
sneyland, Oceanside,	Much More Likely		_	_
d Downtown L.A.	DK/NA			
E. Metrolink stations	No effect	в		в
tivals and other	Somewhat More Likely	С	AC	
mmunity recreational	Much More Likely		А	
ents	DK/NA			. ^a
	No effect	В		В
AF. Up to 3 children	Somewhat More Likely		AC	
e	Much More Likely			А
	DK/NA		.a	.a
	No effect	В		
AG. You can obtain	Somewhat More Likely		AC	
nequie information	Much More Likely			
	DK/NA		а	а
	No effect	в		В
AH. You can take your	Somewhat More Likely		AC	
ke on the train	Much More Likely			
	DK/NA		а	а
	No effect	в		
2AI. There are free bus onnections to and from	Somewhat More Likely		AC	
letrolink stations	Much More Likely			AB

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
	Total	479	36	46	87	
		177	7	10	35	
	No effect	37.0%	18.3%	22.7%	40.6%	
12AA. Once a month,	Somewhat More Likely	164	24	16	35	
ride promotion	Comewhat more Likely	34.2%	65.1%	34.9%	40.0%	
nue promotion	Much More Likely	135	6	19	17	
		28.1%	16.5%	40.9%	19.5%	
	DK/NA	7%	0%	1.6%	0%	
	Total	479	36	46	87	
		167	5	10	21	
	No effect	3/ 9%	12.7%	22.7%	35.7%	
12AB. Weekend fare is		156	18	17	29	
half of the regular	Somewhat More Likely	32.6%	49.0%	36.5%	32.9%	
weekday fare	Much More Likely	153	14	19	27	
	Much More Likely	32.0%	38.4%	40.8%	31.4%	
	DK/NA	2	0	0	0	
		.5%	.0%	.0%	.0%	
	Total	479	30	40	87	
	No effect	215	7	12	36	
12AC. Some shops and	NO effect	44.9%	19.3%	25.1%	42.0%	
Metrolink stations offer	Somewhat More Likely	151	18	18	29	
discounts to weekend		31.7%	49.0%	38.7%	33.1%	
riders	Much More Likely	22.5%	31.7%	28.7%	24.9%	
		4	0	3	0	
	DK/NA	.9%	.0%	7.5%	.0%	
	Total	479	36	46	87	
		179	5	15	33	
12AD. Metrolink stations	No effect	37.3%	14.7%	33.3%	37.8%	
recreational destinations,	Somewhat More Likely	157	21	15	29	
such as the beach,	Comonitat more Entery	32.7%	56.6%	32.7%	34.1%	
Disneyland, Oceanside, and Downtown L.A.	Much More Likely	139 29.1%	10	16 34.0%	24 28.1%	
		4	0	0	0	
	DK/NA	.8%	.0%	.0%	.0%	
	Total	479	36	46	87	
	No. 181.11	192	7	16	34	
12AE. Metrolink stations	No effect	40.1%	19.3%	34.2%	39.4%	
are very close to fairs,	Somewhat More Likely	150	18	13	28	
community recreational	Zikery	31.4%	49.0%	28.1%	32.0%	
events	Much More Likely	131	10	17	25	
		27.4%	26.9%	37.7%	28.6%	
	DK/NA	1.0%	4.8%	0%	0%	
12AF. Up to 3 children	Total	479	36	46	87	
ages 6 or under ride for	Total					

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
	Somewhat More Likely Much More Likely	155	21	18	27	
		32.5%	56.4%	38.0%	31.1%	
12AK. The train you ride		164	14	16	27	
on is clean and		34.2%	37.7%	34.0%	31.5%	
comortable		4	0	0	2	
	DK/NA	.8%	.0%	.0%	2.8%	

			Household	d Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	No effect	290	9	20	50
		60.5%	26.1%	43.5%	57.4%
12AF. Up to 3 children	Somewhat More Likely	97	18	13	28
ages 6 or under ride for		20.2%	49.8%	27.2%	32.5%
free	Much More Likely	87	9 24.1%	14	9
		5	0	0	0
	DK/NA	1.1%	.0%	.0%	.0%
	Total	479	36	46	87
		183	5	18	37
	NO Effect	38.3%	13.5%	38.6%	42.2%
12AG. You can obtain	Somewhat More Likely	175	21	17	35
online	Comewhat more Likely	36.6%	58.5%	36.5%	39.9%
onnine	Much More Likely	114	8	12	15
		23.9%	23.2%	24.9%	17.9%
	DK/NA	6 1 2%	2	0%	0
	T	479	4.0%	46	.0%
	Iotal				
12AH. You can take your bike on the train	No effect	291	9	18	55
		60.7%	25.0%	39.7%	63.4%
	Somewhat More Likely	20.0%	50.9%	9 19.7%	14
		90	9	19	17
	Much More Likely	18.8%	24.1%	40.6%	20.1%
	DICINA	2	0	0	1
	DK/NA	.5%	.0%	.0%	.8%
	Total	479	36	46	87
	No. 181.14	214	5	14	38
	NO effect	44.8%	12.7%	31.1%	44.3%
12AI. There are free bus	Somewhat More Likely	142	20	15	29
Metrolink stations	,	29.7%	55.7%	32.7%	33.6%
	Much More Likely	120	11	17	19
		25.1%	31.6%	36.2%	22.1%
	DK/NA	5%	0%	0%	0%
	Total	479	36	46	87
		190	4	10	22
DP To 12AJ. There is plenty of free and convenient parking at Metrolink stations	No effect	37.6%	4	22.0%	37.0%
		150	21	18	30
	Somewhat More Likely	31.4%	56.4%	38.7%	34.8%
	Much Mars Likeb	145	10	18	24
	Much More Likely	30.3%	28.1%	39.3%	28.2%
	DK/NA	3	2	0	0
		.7%	4.8%	.0%	.0%
12AK. The train you ride	Total	479	36	46	87
on is clean and	Netterst	155	2	13	30
comortable	No effect	32.5%	5.9%	28.0%	34.5%

	Household Inc		d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	169	140
	No effect	57 34.0%	67 47.9%
12AA. Once a month, there was a weekend free ride promotion 12AB. Weekend fare is currently discounted to half of the regular weekday fare 12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders	Somewhat More Likely	56 33.2%	33 23.7%
ride promotion	Much More Likely	53 31.4%	40 28.4%
	DK/NA	2 1.4%	0 .0%
	Total	169	140
104D Mississides 1	No effect	59 34.7%	62 44.5%
Currently discounted to	Somewhat More Likely	53 31.5%	39 28.1%
weekday fare	Much More Likely	55 32.4%	39 27.4%
	DK/NA	2 1.4%	0
	Total	169	140
12AC. Some shops and	No effect	76 45.0%	84 59.8%
restaurants around Metrolink stations offer	Somewhat More Likely	54 32.0%	33 23.5%
discounts to weekend riders	Much More Likely	38 22.5%	23 16.7%
	DK/NA	1 .4%	0 .0%
	Total	169	140
12AD. Metrolink stations	No effect	57 33.7%	68 48.7%
recreational destinations, such as the beach,	Somewhat More Likely	49 28.8%	43 30.4%
Disneyland, Oceanside, and Downtown L.A.	Much More Likely	61 36.1%	28 19.9%
	DK/NA	2 1.4%	1 1.0%
	Total	169	140
12AE. Metrolink stations	No effect	67 39.5%	68 48.6%
are very close to fairs, festivals and other	Somewhat More Likely	48 28.1%	44 31.7%
events	Much More Likely	51 30.5%	28 19.7%
	DK/NA	3 1.9%	0 .0%
12AF. Up to 3 children	Total	169	140

		Housebol	d Income
		\$50.000 to	\$100.000
		\$99,999	or higher
	No offect	113	98
	NU ellect	66.7%	69.5%
12AE Up to 3 children	Somewhat More Likely	19	19
ages 6 or under ride for		11.0%	13.8%
free	Much More Likely	36	20
		21.0 %	3
	DK/NA	1.3%	2.2%
	Total	169	140
		66	50
	No effect	38.9%	11.4%
12AG. You can obtain		59	44
schedule information	Somewhat More Likely	34.7%	31.4%
online	March March 1 North	43	36
	Much More Likely	25.6%	25.5%
		1	2
		.9%	1.7%
	Total	169	140
	No offect	111	98
	NU ellect	65.6%	69.5%
12AH. You can take your	Somewhat More Likely	30	25
bike on the train		17.6%	17.6%
	Much More Likely	27	18
		2	0
	DK/NA	1.0%	.0%
	Total	169	140
		81	76
	No effect	48.1%	53.9%
12AI. There are free bus	Companyhet Mars I Hely	43	35
connections to and from	Somewhat wore Likely	25.2%	25.0%
Metrolink stations	Much More Likely	44	28
		26.3%	20.1%
	DK/NA	1	1
	T	169	140
	rotai		
	No effect	71	63
12AJ. There is plenty of		42.3%	44.6%
free and convenient	Somewhat More Likely	26.4%	26.5%
stations		52	40
	Much More Likely	30.9%	28.4%
	DK/NA	1	1
	DIVINA	.4%	.5%
12AK. The train you ride	Total	169	140
on is clean and		56	55
comfortable	No effect	33.0%	38.9%

		Household Income		
		\$50,000 to \$99,999	\$100,000 or higher	
12AK. The train you ride on is clean and comfortable	Somewhat More Likely	50 29.7%	40 28.6%	
	Much More Likely	62 36.9%	45 31.9%	
	DK/NA	1	1	

		Household Income				
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	No effect					AB
12AA. Once a month, there was a weekend free	Somewhat More Likely	DE				
ride promotion	Much More Likely					
	DK/NA	.a		. ^a		. ^a
AGAD Minches of fear in	No effect					A
currently discounted to	Somewhat More Likely					
nait of the regular weekday fare	Much More Likely					
noonaay lare	DK/NA	. ^a	. ^a	. ^a		. ^a
12AC. Some shops and	No effect				A	AB
restaurants around Metrolink stations offer	Somewhat More Likely	E				
discounts to weekend	Much More Likely					
riders	DK/NA	. ^a	D	.a		. ^a
12AD. Metrolink stations	No effect					A
recreational destinations,	Somewhat More Likely	DE				
Such as the beach, Disneyland Oceanside	Much More Likely				E	
and Downtown L.A.	DK/NA	. ^a	.a	.a		
12AE. Metrolink stations	No effect					A
are very close to fairs, festivals and other	Somewhat More Likely					
community recreational	Much More Likely					
events	DK/NA		.a	.a		. ^a
	No effect			A	AB	AB
12AF. Up to 3 children ages 6 or under ride for	Somewhat More Likely	DE		DE		
free	Much More Likely		С			
	DK/NA	.a	.a	.a		
	No effect			A	A	A
12AG. You can obtain schedule information	Somewhat More Likely	E				
online	Much More Likely		_	_		
	DK/NA		."			
	No effect			A	AB	AB
12AH. You can take your bike on the train	Somewhat More Likely	BCDE				
	Much More Likely		DE			
	DK/NA	.a	.a			·a
	No effect			A	A	A
12AI. There are free bus connections to and from	Somewhat More Likely	DE				
Metrolink stations	Much More Likely					
	DK/NA					

Comparisons of Column Proportions^{b,c}

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Page 111

Page 110

Comparisons of Column Proportions^{b,c}

		Household Income				
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	No effect			A	A	A
12AJ. There is plenty of free and convenient	Somewhat More Likely	DE				
parking at Metrolink	Much More Likely					
Stations	DK/NA		. ^a	.a		
	No effect			A	A	A
12AK. The train you ride on is clean and	Somewhat More Likely	DE				
comfortable	Much More Likely					
	DK/NA	а	а			

 DKNA
 3
 3

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the larger column proportion.
 a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell could so as some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Gender		
		Total	Male	Female
	Total	600	296	304
	No 11 1	231	116	115
	NO Effect	38.5%	39.3%	37.7%
12AA. Once a month, there was a weekend free ride promotion	0	198	90	109
	Somewhat More Likely	33.0%	30.3%	35.7%
	Much Mana I Skalu	166	86	80
	Much wore Likely	27.7%	29.1%	26.3%
	DK/NA	5	4	1
	DRINA	.8%	1.3%	.2%
	Total	600	296	304
	No effect	227	117	111
12AB Weekend fare is		37.9%	39.4%	36.4%
currently discounted to	Somewhat More Likely	189	92	97
half of the regular		31.6%	31.2%	31.9%
weekday fare	Much More Likely	178	86	92
	much more Likely	29.7%	29.1%	30.4%
	DK/NA	5	1	4
	DIGINA	.8%	.2%	1.4%
	Total	600	296	304
12AC. Some shops and	No offect	282	141	141
restaurants around	NO effect	47.0%	47.7%	46.3%
Metrolink stations offer	Somowhat Mora Likely	183	89	95
riders	Somewhat wore Likely	30.5%	29.9%	31.1%
	Much More Likely	128	63	64
	much more Likely	21 20/	24.49/	21.10/

		Gender			
		Total	Male	Female	
12AC. Some shops and		7	3	4	
restaurants around	DK/NA	1.2%	1.0%	1.5%	
	Total	600	296	304	
		222	101	102	
12AD. Metrolink stations	No effect	233	131	102	
are very close to		190	96	102	
recreational destinations,	Somewhat More Likely	31.4%	20.1%	33.7%	
such as the beach, Disneyland, Oceanside, and Downtown L.A.		173	76	97	
	Much More Likely	28.8%	25.6%	32.0%	
		5	3	2	
	DK/NA	.9%	1.1%	.7%	
	Total	600	296	304	
	Total				
	No effect	248	128	120	
12AE. Metrolink stations		41.4%	43.4%	39.4%	
festivals and other	Somewhat More Likely	182	88	94	
community recreational		30.3%	29.6%	31.0%	
events	Much More Likely	164	76	88	
		27.4%	25.7%	29.0%	
	DK/NA	6	4	2	
		.9%	1.3%	.0%	
	Total	600	290	304	
	No effect	365	194	171	
		60.9%	65.6%	56.3%	
12AF. Up to 3 children	Somewhat More Likely	120	48	72	
ages 6 or under ride for		20.0%	16.3%	23.5%	
liee	Much More Likely	107	48	59	
	inden incre Entery	17.8%	16.3%	19.4%	
	DK/NA	8	5	2	
		1.3%	1.8%	.8%	
	Total	600	296	304	
		235	118	117	
	No effect	39.2%	39.8%	38.6%	
12AG. You can obtain		207	107	99	
schedule information	Somewhat wore Likely	34.4%	36.3%	32.7%	
online	Much More Likely	148	65	83	
	inden inere Entery	24.7%	22.1%	27.3%	
	DK/NA	10	6	4	
		1.6%	1.9%	1.4%	
	Total	600	296	304	
		367	159	208	
	No effect	61.1%	53.7%	68.4%	
12AH. You can take your	Computed Mans Libert	115	61	54	
bike on the train	Somewhat More Likely	19.1%	20.5%	17.8%	
	Much More Likely	112	72	40	
	mach wore Likely	18.6%	24.4%	13.0%	
	DK/NA	7	4	2	
	BRINA	1.1%	1.4%	.8%	
12AI. There are free bus	Total	600	296	304	
connections to and from					

			Gender	
		Total	Male	Female
	No offect	275	140	136
	Noenect	45.9%	47.3%	44.6%
1241 Those are free hore	Somowhat Mora Likely	170	72	98
connections to and from	Contentiat more Likely	28.4%	24.3%	32.3%
Metrolink stations	Much Moro Likoly	149	80	69
	Much More Likely	24.8%	27.1%	22.6%
	DK/NA	6	4	2
	DK/NA	.9%	1.3%	.6%
	Total	600	296	304
	No offect	231	117	114
12A.I There is plenty of	No ellect	38.5%	39.5%	37.6%
free and convenient	Somewhat More Likely	177	81	96
parking at Metrolink		29.5%	27.3%	31.7%
stations	Much Man I Statu	183	94	89
	Much More Likely	30.5%	31.9%	29.2%
	DK/NA	9	4	5
	DIVINA	1.4%	1.3%	1.5%
	Total	600	296	304
	No offect	201	101	101
	No enect	33.6%	34.0%	33.1%
12AK. The train you ride	Somewhat More Likely	177	81	96
on is clean and	Somewhat wore Likely	29.6%	27.5%	31.6%
connontable	Much More Likely	213	110	103
	Much wore Likely	35.5%	37.0%	34.0%
	DK/NA	8	4	4
	BIUNA	1.4%	1.5%	1.3%

Page 114

Comparisons of Column Proportions^{a,b}

		Gender	
		Male	Female
		(A)	(B)
ADA I Three is also for all	No effect		
12AJ. There is plenty of free and convenient parking at Metrolink	Somewhat More Likely		
	Much More Likely		
	DK/NA		
	No effect		
12AK. The train you ride on is clean and	Somewhat More Likely		
comfortable	Much More Likely		
	DK/NA		

DKINA Besults are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

	v	leekend Trav	el
	Total	Local	Non-Local
12AA. Once a month, there was a weekend free ride promotion	.90	.89	.92
12AB. Weekend fare is	.94	.91	.99
12AC. Some shops and	.75	.75	.75
12AD. Metrolink stations are	.89	.92	.84
12AE. Metrolink stations are	.86	.88	.86
12AF. Up to 3 children ages	.56	.56	.58
12AG. You can obtain	.86	.85	.88
12AH. You can take your	.56	.62	.52
12AI. There are free bus	.81	.78	.84
12AJ. There is plenty of free	.93	.91	.95
12AK. The train you ride on	1.03	.99	1.08

Comparisons of Column Proportions^{a,b}

		Gen	ıder
		Male Female	
	No 10 1	(A)	(B)
12AA. Once a month,	No effect Somewhat More Likely		
ride promotion	Much More Likely		
	DK/NA		
12AP Weekend fore is	No effect		
currently discounted to	Somewhat More Likely		
weekday fare	Much More Likely DK/NA		
12AC. Some shops and	No effect		
restaurants around Metrolink stations offer	Somewhat More Likely		
discounts to weekend	Much More Likely		
12AD Motrolink stations	DR/NA	P	
are very close to	No effect	ь	
recreational destinations, such as the beach.	Somewhat More Likely		
Disneyland, Oceanside,	Much More Likely		
124F Metrolink stations	No effect		
are very close to fairs,	Somewhat More Likely		
community recreational	Much More Likely		
events	DK/NA		
	No effect	В	
12AF. Up to 3 children ages 6 or under ride for	Somewhat More Likely		А
free	Much More Likely		
	DK/NA		
12AG You can obtain	No effect		
schedule information	Somewhat More Likely		
online	Much More Likely		
	DK/NA No effect		Α
12AH. You can take your	Somewhat More Likely		
bike on the train	Much More Likely	в	
	DK/NA		
	No effect		
12AI. There are free bus connections to and from	Somewhat More Likely		А
Metrolink stations	Much More Likely		
	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Means^{a,b}



Results are been on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

		Travel Time	
	Total	AM	PM
12AA. Once a month, there was a weekend free ride promotion	.92	.96	.85
12AB. Weekend fare is	.97	.97	.96
12AC. Some shops and	.77	.79	.74
12AD. Metrolink stations are	.93	.98	.85
12AE. Metrolink stations are	.91	.92	.88
12AF. Up to 3 children ages	.59	.60	.56
12AG. You can obtain	.88	.87	.91
12AH. You can take your	.57	.60	.53
12AI. There are free bus	.84	.88	.78
12AJ. There is plenty of free	.97	.96	.98
40 Alf. The Ansin convolution and	1.05	1.04	1.05

Comparisons of Column Means^{a,b}

	Trave	l Time
	AM	PM
	(A)	(B)
12AA. Once a month, there was a weekend free ride promotion 12AB. Weekend fare is currently discounted to half of the regular weekday fare 12AC. Some shops and Metrolink stations offer discounts to weekend riders 12AD. Metrolink stations are very close to recreational destinations, such as the	(4)	
beach, Disneyland, Oceanside, and Downtown L.A.		
12AE. Metrolink stations are very close to fairs, festivals and other community recreational events 12AF. Up to 3 children ages 6 or under ride for free		
12AG. You can obtain schedule information online		
bike on the train		
12AI. There are free bus connections to and from Metrolink stations		
12AJ. There is plenty of free and convenient parking at Metrolink stations		
12AK. The train you ride on is clean and comfortable		

Securitarily contracts Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a Tests are solutisted for all nainties commissions within a mu of each innermost subtable using the Bonferroni correction of the state of the second a Test second s

D. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons. пp

Comparisons of Column Means^{a,b}

	Aware of Ser	Weekend vice
	Yes	No
	(A)	(B)
12AA. Once a month, there was a weekend free ride promotion		А
12AB. Weekend fare is currently discounted to half of the regular weekday fare		А
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders		A
12AD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.		A
12AE. Metrolink stations are very close to fairs, festivals and other community recreational events		А
12AF. Up to 3 children ages 6 or under ride for free		А
12AG. You can obtain schedule information online		А
12AH. You can take your bike on the train		А
12AI. There are free bus connections to and from Metrolink stations		А
12AJ. There is plenty of free and convenient parking at Metrolink stations		А
12AK. The train you ride on is clean and comfortable		A

s dear and comfortable Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

	Aware	of Weekend	Service
	Total	Yes	No
12AA. Once a month, there was a weekend free ride promotion	.88	.74	.95
12AB. Weekend fare is	.91	.73	1.00
12AC. Some shops and	.73	.53	.83
12AD. Metrolink stations are	.89	.61	1.02
12AE. Metrolink stations are	.85	.58	.98
12AF. Up to 3 children ages	.56	.40	.63
12AG. You can obtain	.85	.64	.94
12AH. You can take your	.57	.36	.66
12AI. There are free bus	.78	.59	.87
12AJ. There is plenty of free	.92	.64	1.05
12AK. The train you ride on	1.01	.72	1.16

	V	Veekday Ride	rs
	Total	Yes	No
12AA. Once a month, there was a weekend free ride promotion	.74	.74	.74
12AB. Weekend fare is	.73	1.10	.63
12AC. Some shops and	.53	.83	.44
12AD. Metrolink stations are	.61	.70	.59
12AE. Metrolink stations are	.58	.79	.53
12AF. Up to 3 children ages	.40	.60	.35
12AG. You can obtain	.64	.82	.59
12AH. You can take your	.36	.49	.33
12AI. There are free bus	.59	.66	.57
12AJ. There is plenty of free	.64	.87	.57
12AK. The train you ride on	.72	.92	.67

Comparisons of Column Means^{a,b}

	Weekda	y Riders
	Yes	No
	(A)	(B)
12AA. Once a month, there was a weekend free ride promotion		
12AB. Weekend fare is currently discounted to half of the regular weekday fare	В	
12AC. Some shops and restaurants around Metrolink stations offer	в	
discounts to weekend riders		
12AD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown		
12AE. Metrolink stations are very close to fairs, festivals and other community recreational events 12AF. Up to 3 children ages 6 or under ride for free	в	
12AG. You can obtain schedule information online 12AH. You can take your bike on the train		
12AI. There are free bus connections to and from Metrolink stations		
12AJ. There is plenty of free and convenient parking at Metrolink stations	в	
12AK. The train you ride on is clean and comfortable		

- In scient and comfortable Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. Tests are adjusted for all naivuise comparisons within a row of each innarmost subtable using the Bodermoi corration D. Ceri counts in some subtables are not integers. I ney were rounded to the nearest integers before performing pairwise comparisons.

			A	ge		
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
12AA. Once a month, there was a weekend free ride promotion	.89	1.01	.93	1.02	.96	.69
12AB. Weekend fare is	.92	.97	1.10	.96	.91	.78
12AC. Some shops and	.74	1.02	.76	.84	.71	.58
12AD. Metrolink stations are	.90	1.13	1.04	1.04	.93	.61
12AE. Metrolink stations are	.86	1.00	.99	.95	.86	.67
12AF. Up to 3 children ages	.57	.61	.71	.75	.56	.35
12AG. You can obtain	.86	.96	.99	.91	.87	.68
12AH. You can take your	.58	.70	.60	.76	.68	.32
12AI. There are free bus	.79	1.06	.84	.82	.74	.67
12AJ. There is plenty of free	.92	1.04	1.00	.96	1.00	.75
12AK. The train you ride on	1.03	1.24	1.12	.98	1.01	.92

	l	nternet Acces	s
	Total	Yes	No
12AA. Once a month, there was a weekend free ride promotion	.89	.90	.86
12AB. Weekend fare is	.92	.94	.85
12AC. Some shops and	.74	.72	.85
12AD. Metrolink stations are	.90	.93	.74
12AE. Metrolink stations are	.86	.84	.96
12AF. Up to 3 children ages	.57	.54	.70
12AG. You can obtain	.85	.89	.66
12AH. You can take your	.57	.54	.73
12AI. There are free bus	.79	.78	.81
12AJ. There is plenty of free	.92	.94	.85
12AK The train you ride on	1.02	1.05	90

Comparisons of Column Means^{a,b}

	Internet	Access
	Yes	No
	(A)	(B)
12AA. Once a month, there was a weekend free ride promotion		
12AB. Weekend fare is currently discounted to half of the regular weekday fare		
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend		
rucers 12AD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown	в	
L.A. 12AE. Metrolink stations are very close to fairs, festivals and other community recreational events 12AF. Up to 3 children ages		
6 or under ride for free 12AG. You can obtain schedule information online	в	
12AH. You can take your bike on the train		А
12AI. There are free bus connections to and from Metrolink stations		
12AJ. There is plenty of free and convenient parking at Metrolink stations		
12AK. The train you ride on is clean and comfortable		

Is stear and controllations Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. • Taste are adjusted for all painwise comparisons within a row of each innormat subtable using the Bonfarmin correction Paget

D. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Comparisons of Column Means^{a,b}

			Age		
	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
	(A)	(B)	(C)	(D)	(E)
12AA. Once a month, there was a weekend free ride promotion			E		
12AB. Weekend fare is currently discounted to half of the regular weekday fare		E			
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders	E				
12AD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.	E	E	E	E	
12AE. Metrolink stations are very close to fairs, festivals and other community recreational events		E			
12AF. Up to 3 children ages 6 or under ride for free		E	E		
12AG. You can obtain schedule information online		E			
12AH. You can take your bike on the train	Е	E	E	E	
12AI. There are free bus connections to and from Metrolink stations	E				
12AJ. There is plenty of free and convenient parking at Metrolink stations					
12AK. The train you ride on is clean and comfortable					

Is clear and comprised Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

	Ethnicity					
	Total	White	Hispanic/ Latino(a)	Asian	Other	
12AA. Once a month, there was a weekend free ride promotion	.89	.80	1.08	.82	.72	
12AB. Weekend fare is	.92	.81	1.05	.94	.99	
12AC. Some shops and	.73	.58	1.04	.56	.82	
12AD. Metrolink stations are	.90	.79	1.10	.88	.87	
12AE. Metrolink stations are	.86	.73	1.14	.70	.85	
12AF. Up to 3 children ages	.56	.37	.81	.60	.73	
12AG. You can obtain	.85	.80	.94	.85	.75	
12AH. You can take your	.58	.42	.83	.50	.80	
12AI. There are free bus	.79	.64	.99	.81	.95	
12AJ. There is plenty of free	.92	.80	1.12	.79	.99	
12AK. The train you ride on	1.02	.93	1.19	.94	1.17	

Comparisons of Column Means^{a,b}

		Ethn	icity	
	White (A)	Hispanic/ Latino(a)	Asian	Other
		(B)	(C)	(D)
12AA. Once a month, there was a weekend free ride promotion		A		
12AB. Weekend fare is currently discounted to half of the regular weekday fare		A		
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders		AC		
12AD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.		A		
12AE. Metrolink stations are very close to fairs, festivals and other community recreational events		AC		
12AF. Up to 3 children ages 6 or under ride for free 12AG. You can obtain		A		
schedule information online 12AH. You can take your bike on the train		AC		
12AI. There are free bus connections to and from Metrolink stations		A		
12AJ. There is plenty of free and convenient parking at Metrolink stations		AC		
12AK. The train you ride on is clean and comfortable		А		

Is clean and comtortable Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Page 125

Level of Education High School or less Some college College graduate Graduate school Total 12AA. Once a month, there was a weekend free ride promotion 12AB. Weekend fare is 12AC. Some shops and 12AD. Metrolink stations are 12AF. Up to 3 children ages 12AF. Up to 3 children ages 12AF. You can take your 12AI. There are free bus 12AJ. There are free bus 12AJ. There is plenty of free 12AK. The train you ride on .89 1.01 .85 .96 .76 .94 .87 .92 .92 .96 74 83 74 .44 60 .41 .41 .78 1.08 .62 .86 .98 .82 .92 1.02 1.08 1.02

Comparisons of Column Means^{a,b}

	Level of Education					
	High School or less	Some college	College graduate	Graduate school		
	(A)	(B)	(C)	(D)		
12AA. Once a month, there was a weekend free ride promotion	с					
12AB. Weekend fare is currently discounted to half of the regular weekday fare						
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders	CD	с				
12AD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown L.A.						
12AE. Metrolink stations are very close to fairs, festivals and other community recreational events	ВC					
12AF. Up to 3 children ages 6 or under ride for free	BCD					
12AG. You can obtain schedule information online						
12AH. You can take your bike on the train	CD					
12AI. There are free bus connections to and from Metrolink stations	с					
12AJ. There is plenty of free and convenient parking at Metrolink stations						
12AK. The train you ride on	с			С		

is clean and comfortable Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.
	Primary Language					
	Total	English	Spanish	Other		
12AA. Once a month, there was a weekend free ride promotion	.89	.87	.99	.90		
12AB. Weekend fare is	.92	.88	1.04	1.03		
12AC. Some shops and	.74	.67	.99	.84		
12AD. Metrolink stations are	.90	.85	1.06	1.01		
12AE. Metrolink stations are	.86	.79	1.20	.74		
12AF. Up to 3 children ages	.57	.48	.88	.68		
12AG. You can obtain	.85	.81	1.01	.90		
12AH. You can take your	.57	.49	.91	.54		
12AI. There are free bus	.79	.72	.98	1.02		
12AJ. There is plenty of free	.92	.89	1.11	.80		
12AK. The train you ride on	1.02	.98	1.16	1.07		

	Primary Language			
	English	Spanish	Other	
	(A)	(B)	(C)	
12AA. Once a month, there was a weekend free ride promotion 12AB. Weekend fare is currently discounted to half				
f the regular weekday fare 2AC. Some shops and estaurants around letrolink stations offer iscounts to weekend ders		A		
AD. Metrolink stations are ry close to recreational estinations, such as the each, Disneyland, ceanside, and Downtown A.				
AE. Metrolink stations are y close to fairs, festivals d other community reational events		AC		
AF. Up to 3 children ages or under ride for free		А		
AG. You can obtain hedule information online AH. You can take your ke on the train		AC		
2AI. There are free bus onnections to and from letrolink stations		A		
2AJ. There is plenty of free nd convenient parking at etrolink stations		A		
AK. The train you ride on clean and comfortable				

Is clean and comfortable
Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key
of the smaller category appears under the category with larger mean.

a Taste are adjusted for all beinging comparisons within a row of each innermet subtable using the Bonfermi correction
Page 129
b. Cell counts in some subtables are not integers. I hey were rounded to the nearest integers before performing pairwise

		Но	usehold Inco	me	
	Under \$15,000	\$100,000 or higher			
	(A)	(B)	(C)	(D)	(E)
12AA. Once a month, there was a weekend free ride promotion					
12AB. Weekend fare is currently discounted to half of the regular weekday fare					
12AC. Some shops and restaurants around Metrolink stations offer discounts to weekend riders	E	E			
12AD. Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside, and Downtown	E			E	
12AE. Metrolink stations are very close to fairs, festivals and other community recreational events					
12AF. Up to 3 children ages 6 or under ride for free 12AG. You can obtain	CDE	E			
schedule information online 12AH. You can take your bike on the train	DE	CDE			
12AI. There are free bus connections to and from Metrolink stations	E	E			
12AJ. There is plenty of free and convenient parking at Metrolink stations					
12AK. The train you ride on is clean and comfortable					

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

	Household Income						
	Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher	
12AA. Once a month, there was a weekend free ride promotion	.91	.98	1.19	.79	.97	.80	
12AB. Weekend fare is	.97	1.26	1.18	.96	.98	.83	
12AC. Some shops and	.77	1.12	1.04	.83	.77	.57	
12AD. Metrolink stations are	.92	1.14	1.01	.90	1.02	.71	
12AE. Metrolink stations are	.87	1.08	1.04	.89	.91	.71	
12AF. Up to 3 children ages	.57	.98	.86	.53	.54	.44	
12AG. You can obtain	.85	1.10	.86	.76	.87	.84	
12AH. You can take your	.58	.99	1.01	.56	.50	.43	
12AI. There are free bus	.80	1.19	1.05	.78	.78	.66	
12AJ. There is plenty of free	.93	1.18	1.17	.91	.89	.84	
12AK. The train you ride on	1.02	1.32	1.06	.97	1.04	.93	

Gondo 12AA. Once a month, there was a weekend free ride promotion 12AB. Weekend fare is 12AC. Some shops and 12AD. Metrolink stations are 12AF. Up to 3 children ages 12AF. Up to 3 children ages 12AK. You can toktain 12AH. You can take your 12AJ. There are free bus 12AJ. There is plenty of free 12AK. The train you ride on Total Female Male .89 .89 .90 .92 .74 .94 .75 .90 .74 .98 .90 .63 .81 .82 .50 .82 .70 .80 .92 1.03 .90 .86 .89 .44 .78 .92 1.02 .92 1.01

Comparisons of Column Means^{a,b}

	Ge	nder
	Male	Female
	(A)	(B)
2AA. Once a month, there		
vas a weekend free ride		
romotion		
2AB. Weekend fare is		
currently discounted to half		
f the regular weekday fare		
ZAC. Some shops and		
estaurants around		
liscounts to weekend		
iders		
2AD. Metrolink stations are		
ery close to recreational		
estinations, such as the		
each, Disneyland,		
Dceanside, and Downtown		
.A.		
2AE. Metrolink stations are		
ery close to fairs, festivals		
recreational events		
2AF Up to 3 children ages		
or under ride for free		A
2AG. You can obtain		
schedule information online		
12AH. You can take your	р	
bike on the train	D	
12AI. There are free bus		
connections to and from		
Metrolink stations		
2AJ. There is plenty of free		
and convenient parking at		
vetrolink stations		
2AK. The train you ride on		
is clean and comfortable		

comparisons.

Is clean and comtortable Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. • Taste are adjusted for an invites commarisone within a row of application and innamost subtable using the Ronfermal comprision D. Cel counts in some subtables are not integers. They were rounded to the nearest integers before performing pairways

		Weekend Travel			
		Total	Local	Non-Local	
	Total	547	320	289	
		146	90	75	
	No effect	26.8%	28.3%	26.0%	
13A. Metrolink train	0	163	93	87	
tickets costs you less	Somewhat wore Likely	29.8%	29.1%	30.1%	
than driving your car	Much Mana I Skalu	223	125	123	
	Much wore Likely	40.7%	39.1%	42.6%	
		15	11	4	
		2.8%	3.5%	1.3%	
	Total	547	320	289	
	No effect	331	190	173	
	No effect	60.4%	59.4%	59.7%	
13B. You can subscribe to	Somowhat Moro Likely	106	63	56	
low-cost Internet access while on the train	Comewhat wore Likely	19.3%	19.8%	19.3%	
	Much More Likely	108	65	59	
	much more Likely	19.7%	20.3%	20.4%	
	DK/NA	3	1	2	
		.6%	.4%	.6%	
	Total	547	320	289	
	No effect	297	169	159	
		54.3%	52.8%	54.9%	
13C. You can plug in a	Somewhat More Likely	106	66	54	
laptop while on the train		19.3%	20.5%	18.8%	
	Much More Likely	141	84	73	
		25.8%	26.2%	25.4%	
	DK/NA	3	1	2	
		.0%	.4%	.0%	
	Total	347	520	203	
13D. You can connect free	No effect	166	100	84	
of charge to clearly		30.4%	31.2%	29.1%	
to take you to recreational	Somewhat More Likely	163	100	81	
destinations, such as		29.0%	120	20.1%	
Disneyland, shopping,	Much More Likely	39.7%	37.6%	12.5	
and entertainment		1	0	1	
	DK/NA	.1%	.0%	.2%	
	Total	547	320	289	
		187	108	96	
	No effect	34.1%	33.8%	33.2%	
42E Veu een nurskere		176	104	92	
tickets online	Somewhat More Likely	32.2%	32.5%	31.8%	
tickets online		181	105	100	
	Much More Likely	33.1%	32.9%	34.7%	
	DK/NA	3	2	1	
	DKINA	.6%	.8%	.2%	
42E Trains have a	Total	547	320	289	
cafe/food car		231	137	115	
	No effect	42.2%	42.9%	39.7%	

Page 133

		Weekend Travel			
		Total	Local	Non-Local	
13K. You can take		1	1	1	
Metrolink to the beach and	DIVINA	.3%	.2%	.2%	
	Total	547	320	289	
	No offerst	211	119	109	
	NO effect	38.6%	37.2%	37.8%	
13L. You can enjoy family	Computed Mars Likely	141	86	75	
time while riding Metrolink	Somewhat wore Likely	25.8%	27.0%	25.8%	
	Much Mana I Stalu	187	110	101	
	Much More Likely	34.1%	34.3%	35.1%	
	DKALA	8	5	4	
	DK/NA	1.5%	1.5%	1.3%	

		v	leekend Trav	el
		Total	Local	Non-Local
		150	80	89
	Somewhat More Likely	27.5%	25.2%	30.6%
3F. Trains have a		161	100	83
cafe/food car	Much More Likely	29.5%	31.2%	28.7%
	DICALA	4	2	3
	DK/NA	.8%	.7%	1.0%
	Total	547	320	289
	No offerst	207	114	113
	NO effect	37.8%	35.7%	39.2%
13G. Riding the train is	Somowhat Moro Likoly	144	83	80
much safer than driving	Somewhat more Likely	26.4%	25.8%	27.6%
your car	Much More Likely	191	120	95
	much more Likely	35.0%	37.5%	32.7%
		5	3	1
		.8%	1.0%	.5%
	Total	547	320	289
		114	67	61
	No effect	20.8%	21.0%	21.1%
		138	79	70
13H. You can avoid traffic	Somewhat More Likely	25.2%	24.7%	24.3%
		291	171	157
	Much More Likely	53.3%	53.5%	54.3%
	DICALA	4	3	1
	DK/NA	.7%	.8%	.4%
	Total	547	320	289
	No effect	134	75	71
		24.4%	23.6%	24.6%
13I. Your trip is more	Somewhat More Likely	171	101	89
relaxing and enjoyable		31.3%	31.7%	30.7%
than driving	March March 1994	236	140	126
	Much More Likely	43.1%	43.8%	43.6%
	DK/NA	6	3	3
	DKMA	1.2%	1.0%	1.1%
	Total	547	320	289
	No offerst	199	114	106
	No effect	36.4%	35.6%	36.7%
13J. Traveling by	Somowhat Mora Likely	194	113	102
Metrolink is fun	Somewhat wore Likely	35.5%	35.5%	35.3%
	Much More Likely	141	85	75
	much more Likely	25.8%	26.5%	26.1%
	DK/NA	13	8	6
		2.3%	2.4%	1.9%
	Total	547	320	289
12K You can take	No offerst	185	106	100
TSK. TOU Can take Metrolink to the beach and	No effect	33.9%	33.2%	34.7%
other recreation	0	167	102	85
destinations	Somewhat More Likely	30.6%	31.8%	29.5%
	Much Mass Likeb	193	111	103
	Much More Likely	35.2%	34.8%	35.5%

Page 134

Comparisons of Column Proportions^{b,c}

		weeke	iu iravei
		Local	Non-Local
		(A)	(B)
	No effect		
13A. Metrolink train tickets costs you less	Somewhat More Likely		
than driving your car	Much More Likely		
	DK/NA		
	No effect		
13B. You can subscribe to low-cost Internet access	Somewhat More Likely		
while on the train	Much More Likely		
	DK/NA		
	No effect		
13C. You can plug in a	Somewhat More Likely		
raptop while on the train	Much More Likely		
	DK/NA		
13D. You can connect free	No effect		
of charge to clearly marked Metrolink shuttles	Somewhat More Likely		
destinations, such as	Much More Likely		
Disnevland, shopping.	DK/NA	. ^a	
	No effect		
13E. You can purchase	Somewhat More Likely		
	Much More Likely		
	DK/NA		
	No effect		
13F. Trains have a	Somewhat More Likely		
care/rood car	Much More Likely		
	DK/NA		
	No effect		
13G. Riding the train is much safer than driving	Somewhat More Likely		
your car	Much More Likely		
	DK/NA		
	No effect		
13H. You can avoid traffic	Somewhat More Likely		
	Much More Likely		
	DK/NA		
	No effect		
13I. Your trip is more relaxing and enjoyable	Somewhat More Likely		
than driving	Much More Likely		
	DK/NA		

EVICA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Weeker	id Travel
		Local	Non-Local
		(A)	(B)
	No effect		
13J. Traveling by	Somewhat More Likely		
Metrolink is fun	Much More Likely		
	DK/NA		
	No effect		
13K. You can take Metrolink to the beach and	Somewhat More Likely		
other recreation	Much More Likely		
destinations	DK/NA		
	No effect		
13L. You can enjoy family	Somewhat More Likely		
time while riding Metrolink	Much More Likely		
	DK/NA		

DidNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Travel Time			
		Total	AM	PM		
	Total	468	306	162		
	No effect	117	72	45		
		24.9%	23.5%	27.6%		
13A. Metrolink train	Somowhat Mora Likely	144	96	48		
tickets costs you less	Somewhat wore Likely	30.7%	31.4%	29.3%		
than driving your car	Much More Likely	194	129	65		
		41.3%	42.0%	40.1%		
	DK/NA	14	9	5		
		3.1%	3.1%	3.0%		
	Total	468	306	162		
	No effect	275	183	93		
		58.8%	59.7%	57.2%		
13B. You can subscribe to	0	95	70	25		
low-cost Internet access	Somewhat More Likely	20.3%	22.7%	15.6%		
while on the train	And the Annual Market	95	52	43		
	Much More Likely	20.4%	17.1%	26.7%		
	DIVALA	2	2	1		
	DK/NA	.5%	.6%	.4%		
13C. You can plug in a	Total	468	306	162		
laptop while on the train	No. officer	243	157	86		
aptop mine-on the train	NO Effect	51.9%	51.2%	53.1%		

Page 137

		Travel Time			
		Total	AM	PM	
13H You can avoid traffic		3	1	2	
	Branot	.6%	.3%	1.0%	
	Total	468	306	162	
	No. 10. 11	104	65	39	
	No effect	22.3%	21.3%	24.2%	
13I. Your trip is more relaxing and enjoyable	Computer Mars Likely	149	96	52	
	Somewhat more Likely	31.8%	31.5%	32.4%	
than driving	Much More Likely	210	142	68	
	Inden more Elkery	44.7%	46.2%	41.9%	
	DKALA	6	3	2	
	DR/NA	1.2%	1.0%	1.5%	
	Total	468	306	162	
13J. Traveling by Metrolink is fun		162	100	62	
	No effect	34.5%	32.7%	38.1%	
		172	112	60	
	Somewhat More Likely	36.6%	36.5%	37.0%	
		124	86	39	
	Much More Likely	26.6%	27.9%	24.0%	
		10	9	1	
	DK/NA	2.2%	2.9%	.9%	
	Total	468	306	162	
		151	96	55	
4016 16-16-16-16-16-16-16-16-16-16-16-16-16-1	No effect	32.3%	31.3%	34.1%	
13K. You can take Motrolink to the beach and		146	97	49	
other recreation	Somewhat More Likely	31.2%	31.6%	30.5%	
destinations	Marcala Marca I Marka	170	113	57	
	Much More Likely	36.4%	36.9%	35.4%	
	DKALA	1	1	0	
	DK/NA	.2%	.2%	.0%	
	Total	468	306	162	
131 You can enjoy family		176	111	66	
	No effect	37.7%	36.1%	40.5%	
	0	121	77	44	
time while riding Metrolink	Somewhat More Likely	25.9%	25.3%	27.0%	
	Much Mars Likeb	166	114	52	
	Much More Likely	35.4%	37.2%	32.0%	
	DKALA	5	4	1	
	DRMA	1.09/	4 40/	40/	

			Travel Time	
		Total	AM	PM
	Somowhat Moro Likely	92	63	29
	Somewhat wore Likely	19.6%	20.6%	17.8%
13C. You can plug in a	Much Mana I Statu	131	84	47
laptop while on the train	MUCH MOLE LIKELY	28.0%	27.4%	29.1%
		2	2	0
	Brator	.5%	.8%	.0%
	Total	468	306	162
13D. You can connect free		133	79	53
of charge to clearly	No effect	28.3%	25.9%	32.8%
marked Metrolink shuttles	O	143	88	54
to take you to recreational	Somewhat More Likely	30.5%	28.9%	33.5%
Dispoyland, shopping	Much Mana I Statu	192	138	55
and entertainment	Much wore Likely	41.1%	45.0%	33.7%
		1	1	0
		.2%	.2%	.0%
	Total	468	306	162
		155	100	55
	No effect	33.2%	32.8%	34.0%
13F. You can purchase	O	152	98	54
tickets online	Somewhat More Likely	32.5%	32.1%	33.3%
	Much Mora Likely	158	106	52
	MUCH MOLE LIKELY	33.8%	34.7%	32.3%
		2	1	1
	Branov	.5%	.5%	.4%
	Total	468	306	162
		193	124	69
	No effect	41.3%	40.7%	42.5%
13F. Trains have a	Computer Manual State	123	91	33
cafe/food car	Somewhat wore Likely	26.3%	29.6%	20.0%
	Much Mora Likely	148	87	61
	Inden more Likely	31.6%	28.5%	37.4%
	DK/NA	4	4	0
		.8%	1.2%	.0%
	Total	468	306	162
	No offect	170	113	57
	No effect	36.4%	37.0%	35.2%
13G. Riding the train is	Somewhat More Likely	125	86	39
vour car	Comentatione Likely	26.7%	28.1%	24.0%
your our	Much More Likely	168	104	64
		35.9%	33.9%	39.7%
	DK/NA	5	3	2
		1.0%	.9%	1.0%
	Total	408	306	162
	No effect	89	62	27
	Roenect	19.0%	20.2%	16.9%
T3H. You can avoid traffic	Somewhat More Likely	118	81	37
	Comewhat more Likely	25.3%	26.6%	22.9%
	Much More Likely	258	162	96
		55.1%	52.9%	59.2%

Page 138

Comparisons of Column Proportions^{b,c}

		Trave	i i ime
		AM	PM
		(A)	(B)
	No effect		
13A. Metrolink train tickets costs you less	Somewhat More Likely		
than driving your car	Much More Likely		
	DK/NA		
	No effect		
13B. You can subscribe to low-cost Internet access	Somewhat More Likely		
while on the train	Much More Likely		A
	DK/NA		
	No effect		
13C. You can plug in a lanton while on the train	Somewhat More Likely		
aptop while on the train	Much More Likely		_
	DK/NA		
13D. You can connect free	No effect		
marked Metrolink shuttles	Somewhat More Likely		
destinations, such as	Much More Likely	В	
Disnevland. shopping.	DK/NA		."
	No effect		
13E. You can purchase	Somewhat More Likely		
tickets offinite	Much More Likely		
	DK/NA		
	No effect		
13F. Trains have a	Somewhat More Likely	В	
	Much More Likely		A
	DK/NA		. ^a
	No effect		
13G. Riding the train is much safer than driving	Somewhat More Likely		
your car	Much More Likely		
	DK/NA		
	No effect		
13H. You can avoid traffic	Somewhat More Likely		
	Much More Likely		
	DK/NA		
	No effect		
13I. Your trip is more relaxing and enjoyable	Somewhat More Likely		
than driving	Much More Likely		
	DK/NA		

VKNA Results are based on two-side lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Trave	Time
		AM	PM
		(A)	(B)
	No effect		
13J. Traveling by	Somewhat More Likely		
Metrolink is fun	Much More Likely		
	DK/NA		
4014	No effect		
13K. You can take Metrolink to the beach and other recreation	Somewhat More Likely		
	Much More Likely		
uesunations	DK/NA		. ^a
	No effect		
13L. You can enjoy family	Somewhat More Likely		
time while riding Metrolink	Much More Likely		

DK/NA
Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Aware	Aware of Weekend Service		
		Total	Yes	No	
	Total	594	192	401	
	No offerst	165	76	88	
	NO effect	27.7%	39.8%	22.0%	
13A. Metrolink train	Companyhet Mars I ikalu	173	60	113	
tickets costs you less	Somewhat More Likely	29.1%	31.1%	28.1%	
than driving your car	Much Mana I Statu	240	51	189	
	Much More Likely	40.4%	26.6%	47.0%	
	DK/NA	17	5	12	
		2.8%	2.5%	2.9%	
	Total	594	192	401	
	No effect	362	145	217	
	No ellect	61.1%	75.7%	54.1%	
13B. You can subscribe to	0	113	24	88	
Iow-cost Internet access	Somewhat more Likely	19.0%	12.7%	22.0%	
while on the train	Much More Likely	114	18	95	
	inden more Likely	19.2%	9.6%	23.8%	
	DK/NA	5	4	1	
	BIGINA	.8%	2.0%	.2%	
13C. You can plug in a	Total	594	192	401	
laptop while on the train	No offect	324	120	205	
- aprop	No enect	54.7%	62.4%	51.0%	

Page 141

		Aware of Weekend Service			
		Total	Yes	No	
4211 Very een eveld treffie	DIZINIA	5	1	4	
ISH. You can avoid trainc	DR/NA	.9%	.4%	1.1%	
	Total	594	192	401	
		153	67	86	
	No effect	25.7%	34.7%	21.4%	
13I. Your trip is more		187	66	120	
relaxing and enjoyable	Somewhat More Likely	31.4%	34.6%	29.9%	
than driving	Much More Likely	247	55	191	
		41.5%	28.7%	47.7%	
	DIVALA	8	4	4	
	DK/NA	1.3%	2.0%	1.0%	
	Total	594	192	401	
13J. Traveling by Metrolink is fun		225	90	135	
	NO effect	37.9%	47.1%	33.5%	
		203	58	145	
	Somewhat More Likely	34.1%	30.2%	36.0%	
	Much More Likely	149	36	114	
		25.2%	18.6%	28.3%	
	DIZINIA	16	8	8	
	DRINA	2.8%	4.1%	2.1%	
	Total	594	192	401	
		207	86	120	
12K You can take	No effect	34.8%	45.0%	30.0%	
Metrolink to the beach and	Somewhat More Likely	176	59	118	
other recreation		29.7%	30.6%	29.3%	
destinations	Much Mana I Stalu	208	46	161	
	Much More Likely	35.0%	24.0%	40.2%	
	DK/NA	3	1	2	
	DRINA	.5%	.4%	.5%	
	Total	594	192	401	
		236	89	147	
13L. You can enjoy family time while riding Metrolink	No effect	39.8%	46.5%	36.6%	
	One of the second second second	152	44	108	
	Somewhat wore Likely	25.6%	22.7%	27.0%	
	Much More Likely	196	54	142	
	wach wore Likely	33.0%	28.2%	35.3%	
	DK/MA	9	5	5	
	DK/NA	1.6%	2.6%	1 1%	

		Aware of Weekend Service		
		Total	Yes	No
		111	35	76
	Somewhat more Likely	18.8%	18.4%	18.9%
13C. You can plug in a laptop while on the train		153	33	120
	Much More Likely	25.8%	17.1%	29.9%
		5	4	1
	DK/NA	.8%	2.0%	.2%
	T	594	192	401
	Total			
13D. You can connect free	No effect	186	78	108
of charge to clearly	No enect	31.4%	40.9%	26.8%
marked Metrolink shuttles	Somewhat More Likely	174	55	119
destinations, such as	Contentiat more Likely	29.4%	28.6%	29.7%
Dispeyland shopping	Much More Likely	232	58	174
and entertainment	Much More Likely	39.0%	30.1%	43.3%
	DK/NA	1	1	1
	DIVINA	.2%	.4%	.2%
	Total	594	192	401
			0.5	105
	No effect	209	85	125
		35.2%	44.1%	31.0%
13E. You can purchase	Somewhat More Likely	182	59	123
tickets online		30.7%	30.9%	30.5%
	Much More Likely	198	47	150
	inden more Enterly	33.3%	24.6%	37.5%
		5	1	4
	Brandet	.8%	.4%	1.0%
	Total	594	192	401
		255	100	165
	No effect	42.0%	51.0%	29.6%
		42.5%	52	104
13F. Trains have a	Somewhat More Likely	26.6%	27.00/	26.0%
cate/food car		20.0%	27.0%	20.0%
	Much More Likely	1/5	37	24.59
		29.5%	19.1%	34.5%
	DK/NA	6	2	4
		1.0%	1.1%	.9%
	Total	594	192	401
	Northeast	226	94	133
	No effect	38.1%	48.8%	33.0%
13G. Riding the train is		162	53	108
much safer than driving	Somewhat More Likely	27.2%	27.8%	27.0%
your car		199	43	156
	Much More Likely	33.6%	22.6%	38.9%
		6	1	5
	DK/NA	1.0%	.7%	1.1%
	Total	594	192	401
	Total			
	No effect	131	60	71
		22.1%	31.2%	17.7%
ISH. You can avoid traffic	Somewhat More Likely	146	52	95
	Somewhat wore Likely	24.6%	26.8%	23.6%
	Much More Likely	311	80	231
	mach more Likely	52.4%	41.6%	57.6%

Page 142

Comparisons of Column Proportions^{a,b}

		Aware of weekend Service	
		Yes	No
		(A)	(B)
	No effect	В	
13A. Metrolink train tickets costs you less	Somewhat More Likely		
than driving your car	Much More Likely		А
	No effect	в	
13B. You can subscribe to low-cost Internet access	Somewhat More Likely		А
while on the train	Much More Likely		А
	DK/NA	В	
	NO effect	в	
13C. You can plug in a lanton while on the train	Somewhat More Likely		
aptop millo on the train	Much More Likely	_	A
	DK/NA	в	
13D. You can connect free	No effect	В	
or charge to clearly narked Metrolink shuttles o take you to recreational destinations, such as Disnevland, shopping.	Somewhat More Likely		
to take you to recreational destinations such as	Much More Likely		A
to take you to recreational destinations, such as Disnevland. shopping. 13E. You can purchase	DK/NA		
	No effect	В	
13E. You can purchase	Somewhat More Likely		
13E. You can purchase tickets online	Much More Likely		А
	DK/NA	_	
	No effect	В	
13F. Trains have a	Somewhat More Likely		
cale/lood car	Much More Likely		A
	DK/NA		
400 Distance de la terrete	No effect	в	
much safer than driving	Somewhat More Likely		
your car	Much More Likely		A
	Dr./NA	D	
	Somewhat More Likely	в	
13H. You can avoid traffic	Much Mars Likely		
			A
	No effect	в	
13I. Your trip is more		U	
relaxing and enjoyable	Somewhat More Likely		
than driving	Much More Likely		A

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Aware of Weekend Service	
		Yes No	
		(A)	(B)
	No effect	В	
13J. Traveling by	Somewhat More Likely		
Metrolink is fun	Much More Likely		A
	DK/NA		
101/	No effect	В	
Metrolink to the beach and	Somewhat More Likely		
other recreation	Much More Likely		A
destillations	DK/NA		
	No effect	В	
13L. You can enjoy family	Somewhat More Likely		
time while riding Metrolink	Much More Likely		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Weekday Riders

		TOtal	les	NO
	Total	189	41	148
		75	13	61
	No effect	39.4%	32.8%	41.2%
13A. Metrolink train	0	59	14	44
tickets costs you less	Somewhat More Likely	31.1%	35.0%	29.9%
than driving your car	Much Mans I Statu	51	13	38
	wuch wore Likely	27.0%	32.1%	25.5%
	DK/NA	5	0	5
	DR/NA	2.6%	.0%	3.3%
	Total	189	41	148
	No effect	144	28	115
		75.8%	69.4%	77.6%
13B. You can subscribe to	Somowhat Mora Likely	23	8	15
low-cost Internet access	Somewhat More Likely	12.3%	20.6%	10.1%
while on the train	Much More Likely	18	4	14
	WUCH WORE LIKELY	9.7%	10.0%	9.7%
	DK/NA	4	0	4
		2.1%	.0%	2.6%
13C. You can plug in a	Total	189	41	148
laptop while on the train	No offect	118	22	96
aptop mine on the train	NO EITECL			

Page 145

		Weekday Riders		
		Total	Yes	No
12H You can avoid traffic		1	0	1
ISH. Tou can avoid trainc	DR/NA	.4%	.0%	.5%
	Total	189	41	148
	No offect	66	10	56
	NO effect	34.8%	25.2%	37.4%
13I. Your trip is more	Somewhat More Likely	64	10	54
than driving	Contentiat more Likely	34.0%	24.5%	36.7%
than driving	Much More Likely	55	21	35
	much more Likely	29.1%	50.3%	23.3%
	DK/NA	4	0	4
	DR/NA	2.1%	.0%	2.6%
	Total	189	41	148
		89	16	73
13J. Traveling by Metrolink is fun	No effect	46.9%	39.2%	49.0%
		57	14	42
	Somewhat More Likely	30.1%	35.3%	28.6%
	Much More Likely	36	10	26
		18.9%	23.7%	17.5%
		8	1	7
	DK/NA	4.2%	1.8%	4.9%
	Total	189	41	148
		85	15	70
	No effect	44.8%	35.4%	47.3%
13K. You can take		58	15	43
other recreation	Somewhat More Likely	30.5%	35.6%	29.1%
destinations		46	12	34
	Much More Likely	24.4%	29.0%	23.1%
		1	0	1
	DK/NA	.4%	.0%	.5%
	Total	189	41	148
		88	11	77
13L. You can enjoy family	No effect	46.3%	26.3%	51.8%
		43	9	33
	Somewhat More Likely	22.5%	22.4%	22.6%
time while halling wetrollink		54	21	33
	Much More Likely	28.6%	51.3%	22.3%
		5	0	5
	DK/NA	2 69/	0%	2 20/

		v	eekday Ride	rs
		Total	Yes	No
	Somewhat More Likely	34	9	26
	Contentinat more Entery	18.2%	21.6%	17.2%
13C. You can plug in a	Much More Likely	33	10	23
laptop while on the train	,	17.4%	24.9%	15.3%
	DK/NA	4	0	4
		2.1%	.0%	2.6%
	Total	189	41	148
13D. You can connect free	No. 181.11	78	16	62
of charge to clearly	NO effect	41.1%	38.8%	41.7%
marked Metrolink shuttles	Somewhat More Likely	54	12	42
to take you to recreational	Contentiat more Likely	28.5%	29.0%	28.4%
Disnevland, shopping.	Much More Likely	57	13	44
and entertainment	much more Likely	30.0%	32.1%	29.4%
	DK/NA	1	0	1
		.4%	.0%	.5%
	Total	189	41	148
		83	13	69
	No effect	43.8%	32.8%	46.8%
13F. You can purchase	O	59	14	46
tickets online	Somewhat More Likely	31.4%	32.9%	30.9%
	Much Mars Likelu	46	14	32
	Much wore Likely	24.5%	34.2%	21.8%
	DK/NA	1	0	1
	DIVINA	.4%	.0%	.5%
	Total	189	41	148
		98	19	79
	No effect	51.8%	47.4%	53.0%
3E Traine have a		53	12	41
cafe/food car	Somewhat More Likely	28.2%	29.5%	27.9%
	Marcala Marca I Martin	36	9	26
	Much More Likely	18.9%	23.1%	17.7%
		2	0	2
	DIVINA	1.1%	.0%	1.5%
	Total	189	41	148
		92	12	80
	No effect	48.6%	30.5%	53.6%
13G. Riding the train is	Companying Mana Librahy	52	12	40
much safer than driving	Somewhat wore Likely	27.7%	29.4%	27.2%
your car	Much More Likely	43	16	27
	much more Likely	22.9%	40.1%	18.2%
	DK/NA	1	0	1
		.8%	.0%	1.0%
	Total	189	41	148
	No	58	10	48
	No effect	30.8%	25.2%	32.3%
13H. You can avoid traffic	Companying Mana Libert	51	4	47
	Somewhat More Likely	26.7%	8.8%	31.6%
	Much More Likely	80	27	53
	Much more Likely	42.2%	66.0%	35.6%

Page 146

Comparisons of Column Proportions^{b,c}

		Weekda	y Riders
		Yes	No
		(A)	(B)
	No effect		
13A. Metrolink train tickets costs you less	Somewhat More Likely		
than driving your car	Much More Likely		
	DK/NA	. ^a	
	No effect		
13B. You can subscribe to low-cost Internet access	Somewhat More Likely		
while on the train	Much More Likely		
	DK/NA	.a	
	No effect		
13C. You can plug in a	Somewhat More Likely		
laptop while on the train	Much More Likely		
	DK/NA	.a	
13D. You can connect free	No effect		
of charge to clearly marked Metrolink shuttles	Somewhat More Likely		
to take you to recreational	Much More Likely		
Disneyland shopping	DK/NA	.a	
biante internet.	No effect		
13E. You can purchase	Somewhat More Likely		
tickets online	Much More Likely		
	DK/NA	.a	
	No effect		
13F. Trains have a	Somewhat More Likely		
cafe/food car	Much More Likely		
	DK/NA	.a	
	No effect		A
13G. Riding the train is much safer than driving	Somewhat More Likely		
your car	Much More Likely	В	
	DK/NA	.a	
	No effect		
13H. You can avoid traffic	Somewhat More Likely		A
	Much More Likely	В	
	DK/NA	.a	
	No effect		
13I. Your trip is more	Somewhat More Likely		
than driving	Much More Likely	В	
	Entory		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Yes No (A) (B) 13J. Traveling by Metrolink is fun Somewhat More Likely DK/NA Image: Comparison of the			Weekda	y Riders
(A) (B) No effect Image: Comparison of the section of the secti			Yes	No
No effect No effect 13J. Traveling by Metrolink is fun Somewhat More Likely DK/NA Huch More Likely DK/NA 13K. You can take Metrolink to the beach and other recreation destinations Somewhat More Likely DK/NA A 13L. You can enjoy family time while riding Metrolink DK/NA Somewhat More Likely Much More Likely B			(A)	(B)
13.J. Traveling by Metrolink is fun Somewhat More Likely DK/NA Huch More Likely DK/NA 13K. You can take Metrolink to the beach and other recreation destinations Somewhat More Likely DK/NA Jack More Likely DK/NA 13L. You can enjoy family time while riding Metrolink Somewhat More Likely Much More Likely Jack More Likely		No effect		
Metrolink is fun Much More Likely DK/NA Mo effect 13K. You can take Metrolink to the beach and other recreation destinations Somewhat More Likely DK/NA ************************************	13J. Traveling by	Somewhat More Likely		
DK/NA No effect 13K. You can take Somewhat More Likely other recreation Somewhat More Likely other recreation Much More Likely DK/NA No effect 13L. You can enjoy family Somewhat More Likely time while riding Metrolinik Somewhat More Likely Much More Likely B	Metrolink is fun	Much More Likely		
13K. You can take Metrolink to the beach and other recreation destinations No effect Somewhat More Likely DK/NA No effect A 13L. You can enjoy family time while riding Metrolink A Somewhat More Likely Much More Likely B		DK/NA		
Note for the beach and bea	12K You can take	No effect		
other recreation destinations Much More Likely DK/NA DK/NA A No effect A 13L. You can enjoy family time while riding Metrolink Much More Likely B	Metrolink to the beach and	Somewhat More Likely		
DK/NA a No effect A 13L_You can enjoy family time while riding Metrolink Somewhat More Likely Much More Likely B	other recreation	Much More Likely		
No effect A 13L. You can enjoy family Somewhat More Likely time while riding Metrolink Much More Likely B	acountationo	DK/NA	. ^a	
13L. You can enjoy family time while riding Metrolink Nore Likely Much More Likely B		No effect		A
time while riding Metrolink Much More Likely B	13L. You can enjoy family	Somewhat More Likely		
	time while riding Metrolink	Much More Likely	В	

 DKINA
 a

 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the larger column proportion.

 a. This category is not used in comparisons because its column proportion is equal to zero or one.

 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Internet Access		
		Total	Yes	No
	Total	598	495	103
	No effect	165	135	30
	No enect	27.6%	27.2%	29.6%
13A. Metrolink train		173	153	19
tickets costs you less	Somewhat more Likely	28.8%	30.9%	18.8%
than driving your car	Much Mana I Statu	244	194	50
	which wore Likely	40.8%	39.2%	48.5%
	DK/NA	17	13	3
		2.8%	2.7%	3.1%
	Total	598	495	103
	No effect	365	308	57
	NO effect	61.0%	62.2%	55.0%
13B. You can subscribe to		113	95	19
Iow-cost Internet access	Somewhat more Likely	18.9%	19.1%	18.2%
while on the train	Much More Likely	116	89	27
	MUCH MOLE LIKELY	19.3%	18.0%	26.0%
	DK/NA	5	4	1
	DK/NA	.8%	.8%	.7%
13C. You can plug in a	Total	598	495	103
laptop while on the train	No offect	327	263	63
	No enect	54.6%	53.1%	61.7%

Page 149

		Internet Access			
		Total	Yes	No	
4211 Very series available	DKALA	5	5	0	
TSH. YOU can avoid trainc	DK/NA	.9%	1.0%	.0%	
	Total	598	495	103	
		153	125	28	
	No effect	25.6%	25.2%	27.5%	
13I. Your trip is more		186	158	27	
relaxing and enjoyable than driving	Somewhat More Likely	31.0%	32.0%	26.4%	
than driving	Marcala Marca I Marka	252	206	46	
	Much More Likely	42.1%	41.6%	44.4%	
	DKALA	8	6	2	
	DK/NA	1.3%	1.2%	1.7%	
	Total	598	495	103	
		226	189	36	
13J. Traveling by Metrolink is fun	No effect	37.8%	38.2%	35.4%	
	0	202	171	30	
	Somewhat More Likely	33.7%	34.6%	29.3%	
	Marcala Marca I Marka	154	120	35	
	Much More Likely	25.8%	24.1%	33.9%	
	DK/NA	16	15	1	
	DK/NA	2.7%	3.0%	1.4%	
	Total	598	495	103	
		206	165	42	
42K You say take	No effect	34.5%	33.3%	40.6%	
Metrolink to the beach and	Annual states and the second	176	150	26	
other recreation	Somewhat More Likely	29.5%	30.3%	25.3%	
destinations	Much Mana I Skalu	213	178	35	
	Much More Likely	35.5%	35.8%	34.2%	
	DK/NA	3	3	0	
	DR/NA	.5%	.6%	.0%	
	Total	598	495	103	
	No offerst	237	203	34	
	No effect	39.6%	41.0%	32.8%	
13L. You can enjoy family	Computer Mars Likely	150	127	23	
time while riding Metrolink	Somewhat More Likely	25.1%	25.7%	22.2%	
	Much More Likely	202	158	43	
	much more Likely	33.7%	32.0%	41.9%	
		9	6	3	
	DIMINA	1 60/	1 20/	2 10/	

		li li	nternet Acces	S
		Total	Yes	No
	0	112	98	14
	Somewhat More Likely	18.8%	19.8%	13.9%
13C. You can plug in a		155	130	25
laptop while on the train	Much More Likely	25.9%	26.2%	24.3%
		5	5	0
	DK/NA	.8%	.9%	.0%
	Total	598	495	103
12D You can connect free		107	146	41
of charge to clearly	No effect	31.2%	20.4%	30.0%
marked Metrolink shuttles		173	148	25
to take you to recreational	Somewhat More Likely	29.0%	29.9%	24.6%
destinations, such as		23.076	200	37
Disneyland, shopping,	Much More Likely	39.6%	40.4%	35.6%
and entertainment		1	1	00.070
	DK/NA	2%	3%	0%
	T-1-1	598	495	103
	Iotal	550	400	100
	No effect	210	152	58
	No effect	35.1%	30.6%	56.7%
13E. You can purchase tickets online	Somewhat More Likely	183	171	13
	Somewhat more Likely	30.7%	34.4%	12.5%
	Much More Likely	200	169	32
	Much wore Likely	33.5%	34.0%	30.8%
	DK/NA	5	5	0
	DIVINA	.8%	.9%	.0%
	Total	598	495	103
		256	211	44
	No effect	42.7%	42.6%	43.2%
13F Trains have a	0	161	142	18
cafe/food car	Somewhat More Likely	26.8%	28.7%	17.8%
		176	138	39
	Much More Likely	29.5%	27.8%	37.6%
	DKALA	6	4	1
	DK/NA	1.0%	.9%	1.4%
	Total	598	495	103
		228	186	42
	No effect	38.1%	37.5%	40.6%
13G. Riding the train is		162	139	23
much safer than driving	Somewhat More Likely	27.0%	28.0%	22.6%
your car		203	166	37
	Much More Likely	33.9%	33.4%	36.1%
		6	5	1
	DK/NA	1.0%	1.1%	.7%
	Total	598	495	103
		132	107	25
	No effect	22.0%	21.6%	24.1%
13H. You can avoid traffic		144	119	25
	Somewhat More Likely	24.1%	24.0%	24.7%
		317	264	53
	Much Moro Likoly	0.17	234	00

Page 150

Comparisons of Column Proportions^{b,c}

		Internet Access	
		Yes	No
		(A)	(B)
	No effect		
13A. Metrolink train tickets costs you less	Somewhat More Likely	В	
than driving your car	Much More Likely DK/NA		
	No effect		
13B. You can subscribe to low-cost Internet access	Somewhat More Likely		
while on the train	Much More Likely DK/NA		
	No effect		
13C. You can plug in a	Somewhat More Likely		
laptop while on the train	Much More Likely DK/NA		а
13D. You can connect free	No effect		A
of charge to clearly marked Metrolink shuttles	Somewhat More Likely		
destinations, such as	Much More Likely		
Disnevland, shopping.	DK/NA No effect		A
13E. You can purchase	Somewhat More Likely	В	
tickets online	Much More Likely		
	DK/NA No effect		
13F. Trains have a	Somewhat More Likely	В	
	Much More Likely DK/NA No effect		A
13G. Riding the train is	Somewhat More Likely		
your car	Much More Likely		
	DK/NA No effect		
13H. You can avoid <u>traffic</u>	Somewhat More Likely		
	Much More Likely DK/NA		.a
13I. Your trip is more	Somewhat More Likely		
relaxing and enjoyable than driving	Much More Likely		
	DIC/NA		

EXUNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Internet	Access
		Yes	No
		(A)	(B)
	No effect		
13J. Traveling by	Somewhat More Likely		
Metrolink is fun	Much More Likely		А
	DK/NA		
ADK. Veu een teke	No effect		
Metrolink to the beach and	Somewhat More Likely		
other recreation	Much More Likely		
destillations	DK/NA		. ^a
	No effect		
13L. You can enjoy family	Somewhat More Likely		
time while riding Metrolink	Much More Likely		

- DKINA
 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
 a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Age				
		Total	18 to 24	25 to 34	35 to 44	
	Total	585	69	109	110	
		160	13	23	23	
	No effect	27.4%	19.5%	20.8%	21.2%	
13A. Metrolink train	Computer Manual Statu	168	22	34	35	
tickets costs you less	Somewhat More Likely	28.8%	31.8%	30.8%	32.0%	
man driving your car	Much More Likely	239	32	49	49	
	much more Likely	40.9%	46.1%	44.6%	44.2%	
	DK/NA	17	2	4	3	
		2.8%	2.5%	3.8%	2.6%	
	Total	363	09	103		
	No effect	356	33	54	55	
12D. Veu een eukeenike te		60.9%	48.5%	49.2%	49.6%	
low-cost Internet access	Somewhat More Likely	108	20	21	26	
while on the train		18.5%	29.4%	19.7%	23.4%	
	Much More Likely	10.8%	22.1%	31 1%	29	
		5	0	0	1	
	DK/NA	.8%	.0%	.0%	.7%	
	Total	585	69	109	110	
13C. You can plug in a laptop while on the train		318	28	40	52	
	No effect	54.4%	40.9%	37.0%	47.1%	
	Somewhat More Likely	110	10	32	21	
		18.8%	14.4%	29.7%	19.1%	
	Much More Likely	152	31	36	37	
		25.9%	44.7%	33.3%	33.2%	
	DK/NA	.8%	.0%	.0%	.7%	
	Total	585	69	109	110	
13D. You can connect free		185	16	28	21	
of charge to clearly	No effect	31.7%	22.7%	25.6%	18.8%	
marked Metrolink shuttles	Somewhat More Likely	167	26	35	34	
to take you to recreational	Comewhat wore Likely	28.5%	37.9%	32.0%	30.7%	
Disneyland, shopping,	Much More Likely	231	27	46	56	
and entertainment		39.5%	39.4%	42.4%	50.5%	
	DK/NA	1	0	0	0%	
	Total	585	69	10%	110	
		204	15	26	07	
	No effect	34.9%	22.3%	20	2/ 0%	
42E Vau aan awakaa		181	22.070	36	41	
13E. You can purchase tickets online	Somewhat More Likely	30.9%	40.0%	33.0%	37.2%	
	March March 1 North	195	26	47	40	
	Much More Likely	33.4%	37.7%	43.1%	36.6%	
	DK/NA	5	0	0	1	
		.8%	.0%	.0%	1.3%	
13F. Trains have a	Total	585	69	109	110	
cafe/food car	No effect	250	23	45	39	
	No effect	42.8%	33.9%	41.2%	35.5%	

Page 153

3K

		Age			
		Total	18 to 24	25 to 34	35 to 44
	Somewhat Mara Likely	156	11	34	25
	Somewhat more Likely	26.6%	15.4%	31.1%	22.6%
13F. Trains have a	Much More Likely	173	35	30	45
cafe/food car	maon more Energy	29.6%	50.6%	27.7%	40.6%
	DK/NA	6	0	0	1
		1.0%	.0%	.0%	1.3%
	Total	585	69	109	110
13G. Riding the train is much safer than driving your car	No offers	222	18	35	39
	NO effect	38.0%	26.2%	31.9%	34.9%
	Somewhat More Likely	158	19	31	26
	Contential more Entery	27.1%	27.9%	28.3%	23.5%
,	Much More Likely	198	32	42	45
		33.9%	45.9%	38.2%	40.3%
	DK/NA	1.0%	0	2	1 20/
		585	.0%	1.0%	1.3%
	lotal	505	05	103	110
13H. You can avoid traffic	No effect	129	10	15	21
		22.1%	14.1%	14.2%	18.6%
	Somewhat More Likely	141	12	25	28
		24.1%	17.5%	23.0%	25.3%
	Much More Likely	52.0%	47 69.5%	61.2%	55.4%
		5	00.5 %	2	1
	DK/NA	9%	0%	1.6%	7%
	Total	585	69	109	110
	Total		10		
	No effect	149	13	18	24
13I. Your trip is more		25.5%	18.8%	16.7%	21.5%
relaxing and enjoyable	Somewhat More Likely	30.9%	20 28 5%	33.0%	32.8%
than driving		247	36	52	50
	Much More Likely	42.3%	52.7%	48.1%	45.0%
	DICALA	8	0	2	1
	DK/NA	1.3%	.0%	2.3%	.7%
	Total	585	69	109	110
		223	18	37	37
	No effect	38.2%	26.4%	34.1%	33.2%
13 L Traveling by		196	34	36	45
Metrolink is fun	Somewhat More Likely	33.5%	49.4%	33.2%	40.4%
	Much Moro Likoly	151	17	34	28
	much more Likely	25.9%	24.2%	31.1%	25.7%
	DK/NA	14	0	2	1
		2.4%	.0%	1.6%	.7%
	Total	585	69	109	110
13K. You can take	No offect	200	13	29	28
Metrolink to the beach and	No enect	34.3%	19.2%	26.6%	25.1%
other recreation	Somewhat More Likely	172	24	31	36
destinations	Comentar more Likely	29.4%	34.1%	28.4%	32.2%
	Much More Likely	209	32	49	46
		35.8%	46.6%	44.9%	42.0%

			Ag	ge	
		Total	18 to 24	25 to 34	35 to 44
'ou can take	DICALA	3	0	0	1
link to the beach and	DR/NA	.5%	.0%	.0%	.7%
	Total	585	69	109	110
	No 10 1	234	25	38	34
	NO effect	40.1%	36.5%	35.1%	31.2%
You can enjoy family while riding Metrolink	0	145	16	26	26
	Somewhat More Likely	24.8%	22.7%	23.5%	23.6%
-	Much Moro Likoly	196	28	45	47

33.5% 9

0

DK/NA

		Age		
		45 to 54	55 and over	
	Total	122	174	
		40	61	
	No effect	32.4%	35.2%	
13A. Metrolink train		29	48	
tickets costs you less	Somewhat More Likely	23.8%	27.8%	
than driving your car		53	57	
	Much More Likely	43.2%	32.9%	
		1	7	
	DIVINA	.6%	4.0%	
	Total	122	174	
	No #	76	138	
	NO Effect	62.7%	79.2%	
13B. You can subscribe to	Somewhat More Likely	23	17	
IOW-COST Internet access	Contentiat more Likely	19.0%	9.9%	
	Much More Likely	22	15	
		18.3%	8.7%	
	DK/NA	0	4	
		.0%	2.2%	
	lotal	122	174	
	No effect	67	130	
		55.3%	74.8%	
13C. You can plug in a	Somewhat More Likely	24	22	
laptop while on the train		20.0%	12.0%	
	Much More Likely	24.7%	10.2%	
		0	4	
	DK/NA	.0%	2.2%	
	Total	122	174	
13D You can connect free		37	85	
of charge to clearly	No effect	29.9%	48.6%	
marked Metrolink shuttles	0	35	37	
to take you to recreational	Somewhat wore Likely	28.7%	21.1%	
Disneyland, shopping.	Much More Likely	50	52	
and entertainment		40.7%	29.8%	
	DK/NA	1	1	
		.0%	.4%	
	Total	122	1/4	
	No effect	42	93	
		34.8%	53.4%	
13E. You can purchase	Somewhat More Likely	33	43	
tickets online		45	37	
	Much More Likely	36.9%	21.0%	
	DIVINIA	1	2	
	DK/NA	1.2%	1.0%	
	Total	122	174	
13F. Trains have a		47	96	
calendou cal	No effect	20.20/	55 19/	

		A	ge
		45 to 54	55 and over
	Somewhat More Likely	38	48
425 Tasing basis a		31.5%	27.4%
cafe/food car	Much More Likely	29.1%	15.8%
	DICALA	1	3
	DK/NA	1.2%	1.7%
	Total	122	174
	No effect	48	82
13G. Riding the train is		39.8%	47.2%
much safer than driving	Somewhat More Likely	24.7%	29.9%
your car	Much More Likely	43	38
	Much More Likely	35.0%	21.6%
	DK/NA	1	2
	T	.0%	1.2%
	Iotal		
	No effect	23	61 35.0%
13H. You can avoid traffic		32	44
	Somewhat More Likely	26.2%	25.2%
	Much More Likely	66	68
		54.2%	38.8%
	DK/NA	.8%	1.0%
	Total	122	174
	No offect	32	62
421 Varustain in manua	NO ellect	26.6%	35.4%
relaxing and enjoyable	Somewhat More Likely	36	53
than driving		29.5%	56
	Much More Likely	42.7%	32.4%
	DK/NA	1	3
		1.2%	1.8%
	Total	122	1/4
	No effect	48	84
		39.0%	48.1%
13J. Traveling by Motrolink is fun	Somewhat More Likely	28.7%	26.5%
	March March 1 North	36	36
	Much More Likely	29.8%	20.6%
	DK/NA	3	8
	T	2.6%	4.8%
	Iotal		
13K. You can take	No effect	44	86 49.5%
Metrolink to the beach and other recreation		34	48
destinations	Somewhat More Likely	27.8%	27.6%
	Much More Likely	43	38
		35.3%	22.1%

Page 157

		Age	
		45 to 54	55 and over
13K. You can take		1	1
Metrolink to the beach and	DIVINA	.6%	.8%
	Total	122	174
	No effect	47	89
		38.9%	51.1%
13L. You can enjoy family	Somewhat More Likely	38	40
time while riding Metrolink		30.9%	23.0%
	Marcala Marcara I. Marcara	36	39
	Much More Likely	29.6%	22.3%
	DKANA	1	6
	DR/NA	.6%	3.6%

Comparisons of Column Proportions^{b,c}

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
	No effect					
13A. Metrolink train tickets costs vou less	Somewhat More Likely					
than driving your car	Much More Likely DK/NA No effect					ABCD
13B. You can subscribe to	Somewhat More Likely	Е		Е		
while on the train	Much More Likely DK/NA No effect	E .ª	E .ª	E	.a	ABCD
13C. You can plug in a	Somewhat More Likely		E			
laptop while on the train	Much More Likely DK/NA	D E .ª	E .ª	E	E .ª	
13D. You can connect free of charge to clearly	No effect					ABCD
marked Metrolink shuttles to take you to recreational	Somewhat More Likely			_		
destinations, such as Disnevland, shopping.	Much More Likely DK/NA No effect	.a	.a	.a		ABCD
13E. You can purchase	Somewhat More Likely					
tickets online	Much More Likely DK/NA No effect	.a	E .ª	E	E	ACD
13F. Trains have a	Somewhat More Likely					
	Much More Likely DK/NA No effect	BDE .ª	.a	E		А
13G. Riding the train is much safer than driving	Somewhat More Likely					
your car	Much More Likely DK/NA No effect	E .ª	E	E		ABCD
13H. You can avoid traffic	Somewhat More Likely					
	Much More Likely DK/NA No effect	E .ª	E			в
13I. Your trip is more relaxing and enjoyable	Somewhat More Likely					
than driving	Much More Likely	E				

Results are based on two-sided fests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
	No effect					A
13J. Traveling by	Somewhat More Likely	DE				
Metrolink is fun	Much More Likely DK/NA No effect	.a				ABC
Metrolink to the beach and	Somewhat More Likely					
other recreation destinations	Much More Likely DK/NA No effect	E .ª	E .ª	E		с
13L. You can enjoy family time while riding Metrolink	Somewhat More Likely					
	Much More Likely DK/NA	E .ª	E .ª	E		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Ethnicity	
		Total	White	Hispanic/ Latino(a)
	Total	574	279	191
	No 11	158	93	32
	No effect	27.6%	33.4%	16.5%
13A. Metrolink train tickets costs you less than driving your car	Computer Mars Likely	164	84	54
	Somewhat more Likely	28.5%	30.2%	28.2%
	Much More Likely	236	94	100
	Much More Likely	41.0%	33.5%	52.5%
	DK/NA	17	8	5
	Branot	2.9%	2.8%	2.7%
	Total	574	279	191
	No offect	350	202	84
13B. You can subscribe to low-cost Internet access while on the train	No enect	61.0%	72.4%	44.0%
	Somewhat More Likely	107	44	45
	Somewhat more Likely	18.7%	15.8%	23.7%
	Much More Likely	112	30	60
		19.5%	10.8%	31.4%
	DK/NA	5	3	2
		.8%	1.0%	.9%
	Total	574	279	191
	No effect	316	179	88
		55.1%	64.1%	46.1%
13C. You can plug in a	Somewhat More Likely	103	49	28
aptop while on the train		18.0%	17.6%	14.6%
	Much More Likely	150	48	73
		26.1%	17.2%	38.4%
	DK/NA	5	3	2
		.0%	270	.9%
	Total	5/4	219	191
13D. You can connect free	No effect	179	102	47
of charge to clearly		31.2%	36.4%	24.8%
to take you to recreational	Somewhat More Likely	169	87	50
destinations, such as		29.4%	31.1%	26.4%
Disneyland, shopping,	Much More Likely	225	89	93
and entertainment		39.2%	32.0%	48.8%
	DK/NA	3%	5%	0%
	T	574	279	191
	Total	014	213	131
	No effect	206	116	56
		35.8%	41.4%	29.1%
13E. You can purchase	Somewhat More Likely	173	87	56
ickets online		30.2%	31.0%	29.3%
	Much More Likely	191	/4	79
		33.3%	26.3%	41.5%
	DK/NA	4	1 20/	0%
13E Traine have a		.0%	270	.0%
cafe/food car	lotal	514	215	131

Page 161

Ethnie Hispanic Latino(a) Total White 241 42.0% 158 137 51 26.6% No effect 49.1% 87 Somewhat More Likely 13F. Trains have a cafe/food car 31.1% 27.4% 24.6% 169 29.5% 93 48.8% Much More Likely 17.7% DK/NA 2.1% 279 1.0% <u>.0%</u> 191 Total 218 37.9% 155 45 23.7% 47 126 No effect 45.0% 13G. Riding the train is much safer than driving 88 Somewhat More Likely 195 27.1% 195 33.9% 31.3% 62 22.1% 47 24.8% 98 51.6% our ca h More Likely Mu 6 4 0 1.5% 279 1.0% 574 .0% 191 Total 124 78 21 No effect 124 21.6% 141 24.6% 27.8% 73 11.1% 36 19.1% 133 13H. You can avoid traffic Somewhat More Likely 26.0% 127 305 53.1% Much More Likely 45.5% 69.8% DK/NA .7% 574 .8% 279 .0% 191 Total 145 25.3% 179 88 31.4% 31 16.4% No effect 13I. Your trip is more relaxing and enjoyable than driving 45 Somewhat More Likely 31.2% 242 42.1% 34.2% 92 32.9% 23.7% 111 58.1% Much More Likely 8 DK/NA <u>1.4%</u> 574 1.5% 279 <u>1.8%</u> 191 Total 213 37.1% 194 33.9% 46 No effect 98 35.2% 23.9% 13J. Traveling by Metrolink is fun Somewhat More Likely 66 34.6% 78 40.6% 150 47 Much More Likely <u>16.7%</u> 9 26.2% DK/NA 3.3% 279 .9% 191 2.9% 574 13K. You can take Metrolink to the beach and Total 47 24.7% 196 111 other recrea No effect

34.29

39.7%

Ethnic Hispanic/ Latino(a) Total White 169 29.5% Somewhat More Likely 13K. You can take Metrolink to the beach and other recreation destinations 34.0% 24.6% 206 Much More Likely 35.8% 25.3% 50.7% DK/NA 1.0% 279 .5% 574 .0% 191 Total 227 138 42 No effect 49.4% 21.9% 39.5% 143 77 27.7% 60 47 24.6% 99 13L. You can enjoy family time while riding Metrolink Somewhat More Likely 24.9% 195 Much More Likely 33.9% 21.3% 51.7% DK/NA 9 1.7% 4 1.5% 1.8%

Page 164

		Ethn	icity
		Asian	Other
	Total	92	27
		28	9
	No effect	30.2%	34.0%
13A. Metrolink train		24	5
tickets costs you less	Somewhat More Likely	25.7%	18.9%
than driving your car		37	13
	Much More Likely	40.4%	47.2%
	DICALA	3	0
	DK/NA	3.7%	.0%
	Total	92	27
		58	14
	No effect	63.3%	53.3%
13B. You can subscribe to	O	15	7
low-cost Internet access	Somewhat More Likely	16.5%	25.8%
while on the train	Much Mans Likelu	19	6
	wuch wore Likely	20.2%	20.9%
		0	0
	DINNA	.0%	.0%
	Total	92	27
	No. 10. 11	45	13
	NO effect	48.6%	49.6%
13C. You can plug in a	Somowhat Mora Likely	25	3
laptop while on the train	Somewhat more Likely	27.6%	9.6%
	Much Man I Statu	22	11
	which wore Likely	23.9%	40.8%
		0	0
	DIVINA	.0%	.0%
	Total	92	27
13D. You can connect free	No offerst	26	7
of charge to clearly	No enect	28.3%	27.6%
marked Metrolink shuttles	Somewhat More Likely	25	8
destinations, such as	Comewhat more Likely	27.6%	29.7%
Disnevland, shopping.	Much More Likely	41	11
and entertainment		44.1%	42.7%
	DK/NA	0	0
		.0%	.0%
	Total	92	27
	No effect	29	8
	No enect	32.0%	29.9%
13E. You can purchase	Somewhat More Likely	30	7
tickets online	Comewhat wore Likely	33.1%	26.9%
	Much More Likely	32	12
	Likely	34.9%	43.2%
	DK/NA	0	0
		.0%	.0%
		92	27

		Ethi	nicity
		Asian	Other
		46	11
	No effect	50.4%	42.8%
	Somewhat More Likely	25	4
13F. Trains have a	Contentiat more Likely	27.6%	13.6%
cafe/food car	Much More Likely	20	12
		22.0%	43.6%
	DK/NA	.0%	.0%
	Total	92	27
		41	0
	No effect	41	32.5%
13G. Riding the train is		20	5
much safer than driving	Somewhat More Likely	22.0%	18.29
your car	Much Moro Likolu	29	13
	Much wore Likely	31.2%	49.4%
	DK/NA	2	0
		1.8%	.0%
	Total	92	27
	No offect	19	8
	NO effect	21.0%	28.2%
13H You can avoid traffic	Somewhat More Likely	30	3
Tori. Tou can avoid traine		33.1%	12.4%
	Much More Likely	41	59.20
		2	0
	DK/NA	1.8%	1.2%
	Total	92	27
		23	7
	No effect	24.7%	25.5%
13I. Your trip is more	O	36	6
relaxing and enjoyable	Somewhat wore Likely	38.6%	22.0%
unan unving	Much More Likely	34	14
		36.7%	52.5%
	DK/NA	0	0
	Total	92	27
	10101		
	No effect	30	40.00
40.1 Terror Providence		27	40.07
13J. Traveling by Metrolink is fun	Somewhat More Likely	29.4%	23.9%
	Much Mana Libaba	22	9
	WUCH WORE LIKELY	23.9%	34.9%
	DK/NA	7	0
12K Veu een teke		7.3%	1.2%
Metrolink to the beach and	Total	92	27
other recreation	No effect	35	9
destinations	No effect	37.5%	32.39

Page 165

		Ethnicity	
		Asian	Other
13K. You can take	Somewhat More Likely	24 25.7%	7 25.1%
Metrolink to the beach and other recreation destinations	Much More Likely	34 36.7%	11 42.7%
	DK/NA	0 .0%	0 .0%
	Total	92	27
	No effect	41 44.9%	7 27.6%
13L. You can enjoy family time while riding Metrolink	Somewhat More Likely	19 20.2%	5 19.3%
	Much More Likely	30 33.1%	14 53.1%
	DK/NA	2	0

Page 166

Comparisons of Column Proportions^{b,c}

			Eun	icity	
		White	Hispanic/ Latino(a)	Asian	Other
		(A)	(B)	(C)	(D)
	No effect	В		В	
13A. Metrolink train	Somewhat More Likely				
than driving your car	Much More Likely		Α		
	DK/NA				. ^a
	No effect	В		В	
13B. You can subscribe to	Somewhat More Likely				
while on the train	Much More Likely		A		
	DK/NA			.a	. ^a
	No effect	BC			
13C. You can plug in a	Somewhat More Likely				
laptop while on the train	Much More Likely		А		А
	DK/NA			. ^a	. ^a
13D. You can connect free	No effect	В			
marked Metrolink shuttles	Somewhat More Likely				
to take you to recreational	Much More Likely		А		
Disnevland, shopping.	DK/NA		. ^a	. ^a	.a
	No effect	В			
13E. You can purchase	Somewhat More Likely				
tickets online	Much More Likely		А		
	DK/NA		. ^a	. ^a	. ^a
	No effect	В		В	
13F. Trains have a	Somewhat More Likely				
cafe/food car	Much More Likely		AC		А
	DK/NA	_	. ^a	. ^a	. ^a
120 Diding the train is	No effect	В		В	
much safer than driving	Somewhat More Likely				
your car	Much More Likely		AC		А
	DK/NA		.ª		. ^a
	No effect	В			
13H. You can avoid traffic	Somewhat More Likely				
	Much More Likely		AC		
	DK/NA	D	.a		
131 Your trip is more	No effect	в			
relaxing and enjoyable	Somewhat More Likely				
than driving	Much More Likely		AC		

DKINA a a Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Ethnicity			
		White	Hispanic/ Latino(a)	Asian	Other
		(A)	(B)	(C)	(D)
	No effect	В		В	
13J. Traveling by	Somewhat More Likely				
Metrolink is fun	Much More Likely		AC		
	DK/NA			В	
	No effect	В			
Metrolink to the beach and	Somewhat More Likely				
other recreation	Much More Likely		A		
	DK/NA		.a	.a	.a
	No effect	В		В	
13L. You can enjoy family	Somewhat More Likely				
time while riding Metrolink	Much More Likely DK/NA		AC		A .a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Level of Educa	tion
		Total	High School or less	Some college
	Total	594	184	151
	No 11	162	40	45
	No effect	27.3%	21.7%	29.9%
13A. Metrolink train	Somewhat More Likely	172	52	43
than driving your car	Contentiat more Likely	28.9%	28.4%	28.4%
	Much More Likely	246	87	57
		41.3%	47.4%	37.5%
	DK/NA	2.5%	2.5%	4.2%
	Total	594	184	151
	TOLAI	0.04	=0	101
	No effect	361	79	101
13B. You can subscribe to		113	42.8%	23
low-cost Internet access while on the train	Somewhat More Likely	19.1%	24.7%	15.4%
		116	60	24
	Much More Likely	19.5%	32.5%	15.6%
	DK/NA	5	0	3
	DK/NA	.8%	.0%	2.1%
	Total	594	184	151
	No offerst	322	88	84
	NO effect	54.3%	47.9%	55.7%
13C. You can plug in a	Somewhat More Likely	112	25	26
laptop while on the train		18.9%	13.4%	17.0%
	Much More Likely	155	71	39
		20.1%	38.7%	25.1%
	DK/NA	.8%	.0%	1.6%
	Total	594	184	151
12D Vou on one of ferr	Total	104	E1	50
of charge to clearly	No effect	184	27.6%	22.2%
marked Metrolink shuttles		174	49	45
to take you to recreational	Somewhat More Likely	29.3%	26.5%	30.1%
destinations, such as	March March 1 Nacha	235	84	56
and entertainment	Much More Likely	39.5%	45.9%	36.7%
	DK/NA	1	0	0
		.2%	.0%	.0%
	Total	594	184	151
	No offect	208	56	58
	No effect	35.0%	30.7%	38.6%
13E. You can purchase	Somewhat More Likely	182	50	42
tickets online		30.7%	27.4%	27.4%
	Much More Likely	199	75	51
		33.5%	41.1%	33.5%
	DK/NA	.8%	.8%	.5%
13F. Trains have a	Total	594	184	151
cafe/food car	Total			

Page 169

		Level of Education			
		Total	High School or less	Some college	
	No effect	252	56	66	
		42.5%	30.6%	43.7%	
13F. Trains have a	Somewhat More Likely	26.9%	20.7%	26.1%	
cafe/food car	Much More Likely	176	89	44	
		29.7%	48.2%	28.8%	
	DK/NA	1.0%	.4%	1.4%	
	Total	594	184	151	
13G. Riding the train is much safer than driving	No effect	225	51	55	
		37.8%	28.0%	36.3%	
	Somewhat More Likely	163	41	48	
your car		202	91	46	
	Much More Likely	34.0%	49.4%	30.6%	
		4	1	2	
	DK/NA	.7%	.4%	1.4%	
	Total	594	184	151	
	No offerst	130	33	42	
	No effect	21.8%	17.9%	28.1%	
1011	Somewhat More Likely	145	26	42	
13H. You can avoid traπic		24.4%	14.0%	28.0%	
	Much More Likely	316 53.2%	125 68.0%	66 43.4%	
	DK/NA	3	0	1	
		.6%	.2%	.5%	
	Total	594	184	151	
	No effect	150 25.3%	37 20.4%	43 28.6%	
13I. Your trip is more		186	41	43	
relaxing and enjoyable	Somewhat More Likely	31.2%	22.5%	28.1%	
than driving	Much Moro Likoly	251	102	62	
	MUCH MOLE LIKELY	42.2%	55.8%	41.1%	
	DK/NA	8	2	3	
	Total	594	184	151	
		222	51	62	
	No effect	37.5%	28.0%	41.4%	
13J. Traveling by	Somowhat Mara Likely	201	59	46	
Metrolink is fun	Somewhat wore Likely	33.8%	32.0%	30.4%	
	Much More Likely	154	70	33	
		16	3	10	
	DK/NA	2.8%	1.7%	6.4%	
13K. You can take	Total	594	184	151	
Metrolink to the beach and		202	50	59	
destinations	No effect	34.1%	27.1%	39.1%	

Level of Educatior High School or less Some college Total 176 29.7% 213 35.8% 48 26.0% Somewhat More Likely 28.2% 13K. You can take Metrolink to the bea 86 49 Much More Likely ther recre 46.9% 32.2% DK/NA .5% 594 .5% 151 .0% 184 Total 234 56 63 No effect 234 39.4% 150 25.3% 201 33.8% 9 1.6% 30.7% 37 41.6% 39 26.0% 46 13L. You can enjoy family time while riding Metrolink Somewhat More Likely 37 20.2% 88 47.7% Much More Likely 30.2% DK/NA 2 1.3% 3 2.1%

		Level of I	Education
		College graduate	Graduate school
	Total	162	97
	No effect	58	19
13A. Metrolink train		35.7%	19.9%
tickets costs you less	Somewhat More Likely	25.0%	37.0%
than driving your car	Much More Likely	62	40
		38.0%	41.3%
	DK/NA	1.3%	1.7%
	Total	162	97
	No effect	114	66
13B. You can subscribe to low-cost Internet access		70.5%	68.3%
	Somewhat More Likely	17.3%	17.1%
while on the train	Much More Likely	18	14
		11.3%	14.6%
	DK/NA	1	0
	Total	162	.0 %
	Total	100	51
	No effect	61.4%	52.3%
13C. You can plug in a	Somewhat More Likely	33	29
laptop while on the train		20.3%	17
	Much More Likely	17.0%	17.9%
	DK/NA	2	0
	Total	162	.0 %
13D. You can connect free		58	25
of charge to clearly	No effect	35.6%	26.2%
marked Metrolink shuttles to take you to recreational	Somewhat More Likely	48	32
destinations, such as		55	40
and entertainment	Much More Likely	34.2%	40.7%
	DK/NA	1	0
	Total	162	97
		64	29
	No effect	39.6%	29.7%
13E. You can purchase	Somewhat More Likely	50	40
tickets online		46	27
	Much More Likely	28.5%	27.7%
	DK/NA	1	1
13F. Trains have a	Total	162	97
cafe/food car			

		Level of	Education
		College graduate	Graduate school
	No effect	86 53.0%	44 45.5%
13F Trains have a	Somewhat More Likely	46	36
cafe/food car	Much More Likely	27	17
	DK/NA	3	0
	Total	162	97
	No effect	80 49.4%	38 39.3%
13G. Riding the train is much safer than driving your car	Somewhat More Likely	47 29.3%	27 28.2%
	Much More Likely	33 20.4%	32 32.6%
	DK/NA	1	0
	Total	162	97
	No effect	45 27.6%	10
13H. You can avoid traffic	Somewhat More Likely	40	37
	Much More Likely	76	49
	DK/NA	1	1 1.0%
	Total	162	97
	No effect	53 32.8%	16 16.7%
13I. Your trip is more relaxing and enjoyable	Somewhat More Likely	64 39.3%	38 39.2%
than driving	Much More Likely	43	43 44 1%
	DK/NA	2	0
	Total	162	97
	No effect	72 44.2%	37 38.1%
13J. Traveling by Metrolink is fun	Somewhat More Likely	56 34.8%	40 40.7%
	Much More Likely	31 19.3%	20 20,4%
	DK/NA	3	1
13K. You can take Metrolink to the beach and	Total	162	97
other recreation	No effect	62	31

Page 173

		Level of Education		
		College graduate	Graduate school	
13K. You can take	Somewhat More Likely	53 32.6%	33 33.9%	
Metrolink to the beach and other recreation	Much More Likely	45 27.6%	33 34.0%	
destinations	DK/NA	2 1.3%	0 .0%	
	Total	162	97	
	No effect	77 47.7%	37 38.0%	
13L. You can enjoy family time while riding Metrolink	Somewhat More Likely	43 26.4%	31 31.9%	
	Much More Likely	38 23.5%	29 30.1%	
	DK/NA	4 2.4%	0 .0%	

Comparisons of Column Proportions^{b,c}

			Level of L	ducation	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	No effect			A D	
13A. Metrolink train tickets costs you less	Somewhat More Likely				
than driving your car	Much More Likely				
	DK/NA				
	No effect		A	A	A
low-cost Internet access	Somewhat More Likely				
while on the train	Much More Likely	BCD			_
	DK/NA	.ª			.ª
	No enect				
13C. You can plug in a lanton while on the train	Somewhat More Likely				A
	Much More Likely	CD			а
13D. You can connect free	No effect				
of charge to clearly	Somowhat Mora Likely				
to take you to recreational	Somewhat more Likely				
destinations, such as	Much More Likely	а	а		а
Disneviand, shoppind.	No effect				
13E. You can purchase	Somewhat More Likely				
tickets online	Much More Likely				
	DK/NA				
	No effect			А	
13F. Trains have a	Somewhat More Likely				А
cafe/food car	Much More Likely	BCD			
	DK/NA				. ^a
	No effect			A	
13G. Riding the train is much safer than driving	Somewhat More Likely				
your car	Much More Likely	BCD			
	DK/NA				.a
	No effect			U	
13H. You can avoid traffic	Somewhat More Likely		A		A
	Much More Likely	BCD			
	No effect			D	
13I. Your trip is more	Somowhat Mora Likely			^	^
relaxing and enjoyable	Somewhat wore Likely			~	A .
	Much More Likely	вС	C		a

Page 176

			Level of	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
	No effect			A	
13J. Traveling by	Somewhat More Likely				
Metrolink is fun	Much More Likely	BCD			
	DK/NA				
4016	No effect				
Metrolink to the beach and	Somewhat More Likely				
other recreation	Much More Likely	ВC			
doolinationo	DK/NA	. ^a			.a
	No effect			A	
13L. You can enjoy family	Somewhat More Likely				
time while riding Metrolink	Much More Likely	BCD			а

BONNA
 Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion.
 a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Primary Language			
		Total	English	Spanish	Other
	Total	599	448	105	46
	No effect	164	139	15	11
	No enect	27.4%	31.0%	13.9%	24.1%
13A. Metrolink train	Somowhat Mora Likely	173	133	28	12
then driving your ear	Somewhat wore Likely	28.8%	29.6%	26.5%	26.0%
than driving your car	Much More Likely	246	165	61	19
	41.0%	36.9%	57.9%	42.5%	
	DKALA	17	11	2	3
	DR/NA	2.8%	2.5%	1.7%	7.4%
	Total	599	448	105	46
	No. 10. 11	365	309	32	24
	NO effect	61.0%	69.0%	30.5%	52.9%
13B. You can subscribe to		113	76	28	9
low-cost Internet access	Somewhat more Likely	18.9%	17.0%	26.5%	20.1%
while on the train	Much More Likely	116	58	45	12
	Wuch wore Likely	19.3%	13.0%	43.0%	26.9%
	DK/NA	5	5	0	0
	BRINK	.8%	1.0%	.0%	.0%
13C. You can plug in a	Total	599	448	105	46

Page 177

		Primary Language			
		Total	English	Spanish	Other
	Much Mars I Bab	317	208	83	25
13H. You can avoid traffic	Much More Likely	52.9%	46.4%	79.5%	55.2%
	DKALA	5	3	0	2
	DR/NA	.9%	.8%	.0%	3.7%
	Total	599	448	105	46
		152	128	15	9
	NO effect	25.4%	28.6%	13.9%	20.4%
13I. Your trip is more		187	153	21	14
relaxing and enjoyable	Somewhat more Likely	31.3%	34.1%	19.9%	29.7%
than driving	Much Mora Likely	252	161	68	23
	Much More Likely	42.0%	35.9%	64.6%	49.9%
		8	6	2	0
		1.3%	1.3%	1.7%	.0%
	Total	599	448	105	46
	No. 18. 11	225	190	18	16
	No effect	37.5%	42.5%	17.2%	35.9%
13J. Traveling by	Somewhat More Likely	203	152	38	13
Metrolink is fun		34.0%	33.9%	36.4%	29.1%
	Much More Likely	154	93	49	13
		25.8%	20.8%	46.3%	27.6%
	DK/NA	16	13	0	3
		2.7%	2.9%	.0%	7.4%
	Total	599	448	105	46
	No effect	207	174	20	14
13K. You can take	NO effect	34.6%	38.7%	18.9%	30.0%
Metrolink to the beach and	Somewhat More Likely	176	136	28	13
other recreation	Comewhat more Likely	29.4%	30.3%	26.5%	27.5%
destinations	Much More Likely	213	136	57	19
		35.5%	30.3%	54.6%	42.5%
	DK/NA	3	3	0	0
		.5%	.6%	.0%	.0%
	Total	599	448	105	46
	No effect	237	202	20	15
	No enect	39.6%	45.1%	18.9%	33.1%
13L. You can enjoy family	Somewhat More Likely	152	119	24	8
time while riding Metrolink	Comentatione Likely	25.4%	26.6%	23.2%	18.6%
	Much More Likely	201	118	61	22
	Indon moro Likely	33.5%	26.3%	57.9%	48.3%
	DK/NA	9	9	0	0
	DAMA	1.6%	2.1%	.0%	.0%

			Primary I	anguage	
		Total	English	Spanish	Other
	No offerst	327	272	39	16
13C. You can plug in a laptop while on the train	NO Effect	54.6%	60.7%	37.1%	35.9%
	0	112	82	17	13
	Somewhat More Likely	18.7%	18.3%	16.6%	27.5%
	Adverte Adverte Adverter	155	89	49	17
	Much More Likely	25.9%	20.0%	46.3%	36.5%
	DICALA	5	5	0	0
	DK/NA	.8%	1.0%	.0%	.0%
	Total	599	448	105	46
13D. You can connect free		196	151	25	10
of charge to clearly	No effect	21.0%	22.6%	22.0%	22.2%
marked Metrolink shuttles		31.0%	33.0%	23.9%	22.270
to take you to recreational	Somewhat More Likely	20.2%	20.2%	20	25.2%
destinations, such as		29.2%	29.2%	20.3%	35.3%
Disneyland, shopping,	Much More Likely	237	105	52	19
and entertainment		39.5%	30.8%	49.7%	42.5%
	DK/NA	1	1	0	0%
		.2%	.3%	.0%	.0%
	Total	599	440	105	40
	No. 181.11	211	168	30	12
	NO effect	35.2%	37.5%	28.8%	26.9%
13F You can purchase	0	183	143	26	14
tickets online	Somewhat More Likely	30.6%	32.0%	24.8%	30.6%
	Adverte Adverte Adverter	200	132	49	19
	WILCH WORE LIKELY	33.4%	29.5%	46.3%	42.5%
	DICALA	5	5	0	0
	DK/NA	.8%	1.0%	.0%	.0%
	Total	599	448	105	46
		256	017		15
	No effect	42.00/	40.50/	23	22.7%
		42.0%	40.3%	22.2%	33.1%
13F. Trains have a	Somewhat More Likely	26.9%	20.20/	19 20/	22.2%
cate/food car		176	20.3 /0	62	16
	Much More Likely	20.5%	90	50.6%	24.19/
		23.3 %	21.5 /0	0.070	04.170
	DK/NA	1.0%	1 3%	0%	0%
		599	1.0%	105	.070
	Iotal	000		100	
	No offect	228	193	22	13
	No enect	38.0%	43.2%	20.5%	27.8%
13G. Riding the train is	Somewhat More Likely	162	124	23	16
much safer than driving	Contentiat more Likely	27.1%	27.6%	21.5%	35.0%
your car	Much Moro Likoly	203	127	61	15
	Much More Likely	33.9%	28.2%	57.9%	33.5%
	DK/NA	6	4	0	2
		1.0%	1.0%	.0%	3.7%
	Total	599	448	105	46
		131	111	11	9
13H. You can avoid traffic	No effect	21.9%	24.8%	10.6%	18.0%
		146	125	10.070	10.578

Page 178

Comparisons of Column Proportions^{b,c}

		Pri	mary Langua	ge
		English	Spanish	Other
		(A)	(B)	(C)
	No effect	В		
13A. Metrolink train tickets costs you less	Somewhat More Likely			
than driving your car	Much More Likely DK/NA No effect	в	A	в
13B. You can subscribe to	Somewhat More Likely	5		5
while on the train	Much More Likely		A	A
	DK/NA No effect	ВC	."	. ^a
13C. You can plug in a	Somewhat More Likely			
laptop while on the train	Much More Likely		A	A
13D. You can connect free	No effect			
marked Metrolink shuttles	Somewhat More Likely			
destinations, such as Disnevland, shopping.	Much More Likely DK/NA No effect		A .ª	.a
13E. You can purchase	Somewhat More Likely			
tickets online	Much More Likely DK/NA No effect	в	A .ª	. ^a
13F. Trains have a	Somewhat More Likely			
cate/food car	Much More Likely DK/NA No effect	в	A C .ª	.a
13G. Riding the train is	Somewhat More Likely	D		
much safer than driving your car	Much More Likely		AC	
	No effect	в		
13H. You can avoid traffic	Somewhat More Likely	В		
	Much More Likely DK/NA		A C a	
	No effect	В		
13I. Your trip is more relaxing and enjoyable	Somewhat More Likely	В		
than driving	Much More Likely		A	а

		Primary Language			
		English	Spanish	Other	
		(A)	(B)	(C)	
	No effect	В		В	
13J. Traveling by	Somewhat More Likely				
Metrolink is fun	Much More Likely		A		
	DK/NA		.a		
4016 14-11-11-11-1	No effect	В			
13K. You can take Metrolink to the beach and	Somewhat More Likely				
other recreation	Much More Likely		A		
	DK/NA		. ^a	. ^a	
	No effect	В			
13L. You can enjoy family	Somewhat More Likely				
time while riding Metrolink	Much More Likely		A	A	
	DK/NA		а	а	

DiviNN
 and the state of the category with the smaller column proportion appears under the category with the smaller column proportion appears under the category with the larger column proportion.
 This category is not used in comparisons because its column proportion is equal to zero or one.
 This category is not used in comparisons within a row of each innermost subtable using the Bonferroni correction.
 Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Household	I Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	479	36	46	87
13A. Metrolink train tickets costs you less than driving your car		124	4	11	23
	No effect	25.8%	10.7%	24.2%	26.8%
	0	145	11	6	23
	Somewhat More Likely	30.4%	30.7%	12.2%	26.3%
than driving your car	Much Mora Likely	200	20	29	37
	WILCH WORE LIKELY	41.8%	53.8%	63.6%	42.4%
	DK/NA	9	2	0	4
		2.0%	4.8%	.0%	4.5%
	Total	479	36	46	87
	No offers	290	13	19	49
	No effect	60.5%	36.6%	41.9%	56.7%
13B. You can subscribe to	Somowhat Mora Likely	86	8	5	16
low-cost Internet access	Somewhat more Likely	18.1%	23.1%	10.6%	18.8%
while on the train	Much More Likely	99	12	22	21
	Indent more Likely	20.7%	33.5%	47.5%	23.7%
	DK/NA	3	2	0	1
		.7%	6.8%	.0%	.8%
	Total	479	36	46	87
	No offers	250	19	16	45
	NO effect	52.3%	51.0%	34.2%	52.3%
13C. You can plug in a	Somewhat More Likely	95	5	4	16
aptop while on the train	Contentiat more Likely	19.9%	13.5%	8.4%	18.5%
	Much More Likely	130	10	27	25
	,	27.2%	28.8%	57.4%	29.3%
	DK/NA	3	2	0	0
		.1%	6.8%	.0%	.0%
	Total	479	30	46	87
13D. You can connect free	No effect	140	12	8	31
of charge to clearly		29.3%	31.8%	17.4%	35.7%
to take you to recreational	Somewhat More Likely	141	6	13	25
destinations, such as		29.4%	17.5%	29.0%	29.4%
Disneyland, shopping,	Much More Likely	197	18	25	30
and entertainment		41.2%	50.7%	53.7%	34.9%
	DK/NA	2%	0%	0%	0%
	Total	479	36	46	87
	10101	400	10		
	No effect	160	12	11	31
		33.3%	31.8%	23.0%	35.3%
13E. You can purchase	Somewhat More Likely	32.2%	11.6%	23.3%	38.4%
tickets online		163	21	25.5%	22
	Much More Likely	34.0%	56.6%	53.7%	25.4%
		2	0	0	1
	DK/NA	.5%	.0%	.0%	.8%
13F. Trains have a	Total	479	36	46	87
cafe/food car	Total				

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
	No effect	196	9 24.1%	14 29.5%	37	
	O	136	7	9	21	
13F. Trains have a	Somewhat wore Likely	28.3%	18.3%	18.4%	23.9%	
cafe/food car	Much More Likely	144	21	24	28	
		30.0%	0	52.1%	32.1%	
	DK/NA	.8%	.0%	.0%	.8%	
	Total	479	36	46	87	
	No. 1997. 14	179	8	11	30	
	NO ETTECT	37.4%	22.2%	24.2%	34.5%	
13G. Riding the train is	Somewhat More Likely	135	8	10	22	
your car		28.3%	23.1%	22.1%	25.1%	
	Much More Likely	33.9%	54.7%	53.7%	40.4%	
	DIVALA	2	0	0	0	
	DK/NA	.5%	.0%	.0%	.0%	
	Total	479	36	46	87	
	No effect	98	4	6	20	
		20.5%	10.7%	13.6%	23.2%	
13H. You can avoid traffic	Somewhat More Likely	24.7%	27.0%	10.0%	22.2%	
	Much More Likely	261	23	35	47	
		54.6%	62.3%	76.4%	54.6%	
	DK/NA	.2%	.0%	.0%	.0%	
	Total	479	36	46	87	
	No offect	113	7	6	21	
	NO Ellect	23.7%	20.3%	12.1%	24.3%	
relaxing and eniovable	Somewhat More Likely	155	7	11	22	
than driving		206	20.3 %	30	42	
	Much More Likely	43.0%	54.7%	64.9%	48.4%	
		5	2	0	1	
		1.0%	4.8%	.0%	1.7%	
	Total	479	30	46	87	
	No effect	177	8	10	38	
		36.9%	22.2%	20.6%	43.9%	
13J. Traveling by Metrolink is fun	Somewhat More Likely	34.9%	27.7%	27.4%	26.6%	
	Much More Likely	124	18	22	25	
	Much wore Likely	25.9%	50.0%	46.8%	28.7%	
	DK/NA	11	0	2	1	
13K. You can take		2.3%	.0%	5.2%	.8%	
Metrolink to the beach and	lotal	4,5		40	07	
other recreation	No effect	154	11	10	29	

		Household Income				
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	
	Somowhat Mara Likely	148	5	13	26	
13K. You can take	Somewhat wore Likely	31.0%	12.7%	27.4%	29.9%	
Metrolink to the beach and	Much More Likely	176	21	23	32	
other recreation	Much More Likely	36.7%	57.6%	49.9%	37.1%	
destinations	DICALA	1	0	0	0	
	DK/NA	.2%	.0%	.0%	.0%	
	Total	479	36	46	87	
	No 10 1	188	10	12	33	
	NO effect	39.3%	26.9%	26.7%	38.6%	
131 You can enjoy family	0	118	10	6	21	
time while riding Metrolink	Somewhat More Likely	24.6%	27.0%	13.7%	23.8%	
	Marcala Marca I Marta	168	15	28	32	
	Much More Likely	35.1%	41.3%	59.6%	36.7%	
	DICALA	5	2	0	1	
	DK/NA	1.0%	4.8%	.0%	.8%	

		Househol	d Income
		\$50,000 to	\$100,000
	T	169	140
	Iotal	100	
	No effect	35	50
13A Metrolink train		20.8%	35.7%
tickets costs you less	Somewhat More Likely	60	46
than driving your car		70	32.0%
	Much More Likely	41.5%	31.6%
	DIVINA	4	0
	DK/NA	2.3%	.0%
	Total	169	140
		110	98
	No effect	64.9%	70.1%
13B. You can subscribe to	Somewhat More Likely	33	24
iow-cost internet access while on the train	Comewhat wore Likely	19.5%	17.1%
while on the train	Much More Likely	26	18
		15.7%	12.9%
	DK/NA	0%	0%
	Tetel	169	140
	TOLAI		
	No effect	88	83
400		38	32
13C. You can plug in a laptop while on the train	Somewhat More Likely	22.7%	22.7%
	Much Mars Likebu	42	26
	Much More Likely	25.0%	18.3%
	DK/NA	1	0
		.4%	.0%
	lotal	105	140
13D. You can connect free	No effect	46	43
marked Metrolink shuttles		27.5%	30.8%
to take you to recreational	Somewhat More Likely	29.4%	32.5%
destinations, such as	March March 1 North	72	52
and entertainment	Much More Likely	42.7%	36.7%
	DK/NA	1	0
		.4%	.0%
	Total	169	140
	No effect	56	50
		33.3%	36.0%
13E. You can purchase	Somewhat More Likely	55	50
tickets online		56	35.9%
	Much More Likely	33.1%	28.1%
		1	0
	DK/NA	.9%	.0%
13F. Trains have a	Total	169	140
cafe/food car			

	much more Likely	28.4%	16.3%
	DK/NA	2	1
	Total	169	140
		59	71
	No effect	35.0%	50.2%
13G. Riding the train is much safer than driving	Somewhat More Likely	51 30.0%	44
your car	Marcela Marcela Marcha	57	25
	Much wore Likely	33.7%	18.1%
	DK/NA	2	0
		1.3%	.0%
	Total	105	140
	No effect	37	30
		22.1%	21.7%
13H. You can avoid traffic	Somewhat More Likely	42	43
		24.9%	67
	Much More Likely	52.5%	47.8%
		1	0
	DK/NA	.4%	.2%
	Total	169	140
	Nie offent	38	41
	NO effect	22.7%	29.3%
13I. Your trip is more	Somewhat More Likely	66	48
than driving	,	39.3%	34.1%
	Much More Likely	63	51
		37.5%	30.1%
	DK/NA	4%	.5%
	Total	169	140
	No	59	62
	No effect	35.2%	44.0%
13J. Traveling by	Somewhat More Likely	64	57
Metrolink is fun	Likely	38.0%	40.5%
	Much More Likely	42	17
		24.7%	12.4%
	DK/NA	2.1%	3.1%
13K. You can take	Total	169	140
other recreation	No effect	52	52
destinations	No enect	31.0%	36.9%

No effect

13F. Trains have a cafe/food car Somewhat More Likely

Page 185

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Somewhat More Likely	52	53
13K. You can take	,	30.6%	38.0%
Metrolink to the beach and	Much More Likely	64	35
other recreation	maon more Entery	38.0%	25.1%
destinations	DK/NA	1	0
	DIVINA	.4%	.0%
	Total	169	140
	No. 181.11	70	63
	NO effect	41.3%	44.6%
131 You can enjoy family		39	42
time while riding Metrolink	Somewhat More Likely	23.4%	29.6%
	Much Mars Likely	57	36
	Much wore Likely	33.9%	25.8%
	DKANA	2	0
	DK/NA	1.4%	.0%

Comparisons of Column Proportions^{b,c}

\$100,000

47.3

\$50,00

29.3%

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
	No effect	(A)	(D)	(C)	(D)	A D
13A. Metrolink train tickets costs vou less	Somewhat More Likely				в	
than driving your car	Much More Likely DK/NA No effect		E .ª		AB	.ª A B
13B. You can subscribe to low-cost Internet access	Somewhat More Likely					
while on the train	Much More Likely DK/NA No effect	E	D E .ª		.a	.ª B
13C. You can plug in a	Somewhat More Likely					
laptop while on the train	Much More Likely DK/NA	D	C D E .ª	.a		.a
13D. You can connect free of charge to clearly	No effect					
marked Metrolink shuttles to take you to recreational	Somewhat More Likely					
destinations, such as Disnevland, shopping.	DK/NA No effect	.a	. ^a	.a		.a
13E. You can purchase	Somewhat More Likely			А		А
tickets online	Much More Likely DK/NA No effect	CE .ª	C E .ª			.a
13F. Trains have a	Somewhat More Likely					
cafe/food car	Much More Likely DK/NA No effect	DE .ª	D E .ª			AB
13G. Riding the train is	Somewhat More Likely					
your car	Much More Likely DK/NA No effect	E .ª	E .ª	E .ª	E	.a
13H. You can avoid traffic	Somewhat More Likely					
	Much More Likely DK/NA No effect	.a	D E .ª	.a		
13I. Your trip is more	Somewhat More Likely					
than driving	Much More Likely DK/NA		D E .ª			

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

			Ho	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	No effect					В
13J. Traveling by	Somewhat More Likely					
Metrolink is fun	Much More Likely	DE	DE	E		
	DK/NA	. ^a				
4016	No effect					
Metrolink to the beach and	Somewhat More Likely					А
other recreation destinations	Much More Likely	E	E			
accumations	DK/NA	. ^a	.a	.a		.a
	No effect					
13L. You can enjoy family	Somewhat More Likely					
time while riding metrolink	Much More Likely		DE			
	DK/NA		.a			.a

BUNA
 Besuits are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion.
 a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Gender		
		Total	Male	Female
	Total	600	296	304
	No. 10. 11	165	86	80
	NO Effect	27.6%	28.9%	26.2%
13A. Metrolink train	Computer Manual State	173	91	82
tickets costs you less	Somewhat more Likely	28.8%	30.7%	26.8%
than driving your car	Much More Likely	246	111	134
	MUCH MOLE LIKELY	40.9%	37.6%	44.2%
	DK/NA	17	8	8
	DK/NA	2.8%	2.7%	2.8%
	Total	600	296	304
	No offect	366	179	187
	NO effect	61.1%	60.6%	61.5%
13B. You can subscribe to		113	55	59
Iow-cost Internet access	Somewhat more Likely	18.9%	18.5%	19.3%
while on the train	Much More Likely	116	60	56
	MUCH MOLE LIKELY	19.3%	20.2%	18.4%
	DK/NA	5	2	2
	DK/NA	.8%	.7%	.8%
13C. You can plug in a lanton while on the train	Total	600	296	304

Page 189

			Gender	
		Total	Male	Female
		317	149	168
1011	Much More Likely	52.8%	50.2%	55.3%
13H. You can avoid traπic	DKALA	5	3	2
	DK/NA	.9%	.9%	.8%
	Total	600	296	304
	No 10 1	153	82	72
13I Your trip is more	No effect	25.6%	27.6%	23.5%
13I. Your trip is more	r trip is more g and enjoyable Somewhat More Likely iving		90	97
relaxing and enjoyable			30.4%	32.0%
than driving	Much Mana I Statu	252	121	131
	DK/NA		40.9%	43.0%
			3	5
	DIVINA	1.3%	1.1%	1.5%
	Total	600	296	304
13J. Traveling by Metrolink is fun	No 10 1	226	125	101
	NO ETIECL	37.6%	42.3%	33.1%
	Somewhat More Likely	203	102	102
		33.9%	34.4%	33.4%
	Much More Likely	154	64	90
		25.7%	21.7%	29.6%
	DK/NA	16	5	12
	DK/NA		1.6%	3.8%
	Total	600	296	304
	No effect	208	108	101
13K You can take	NO effect	34.7%	36.3%	33.1%
Metrolink to the beach and	Companyhet Mars Likely	176	89	87
other recreation	Contentiat more Likely	29.4%	30.1%	28.7%
destinations	Much More Likely	213	97	115
	much more Likely	35.4%	32.8%	38.0%
	DK/NA	3	2	1
		.5%	.7%	.2%
	Total	600	296	304
	No offect	237	124	113
	No enect	39.5%	42.0%	37.0%
13L. You can enjoy family	Somewhat More Likely	152	70	82
time while riding Metrolink	Elikely	25.3%	23.7%	26.9%
	Much More Likely	202	97	105
		33.6%	32.7%	34.4%
	DK/NA	9	5	5
		2 2 0/	2 120/	2 420/

		Gender		
		Total	Male	Female
	No. 181.11	328	156	172
	NO effect	54.7%	52.8%	56.6%
	0	112	68	44
13C. You can plug in a	Somewhat More Likely	18.7%	23.1%	14.4%
laptop while on the train	Adverte Adverte Adverter	155	70	85
	Much More Likely	25.8%	23.5%	28.0%
	DICALA	5	1	3
	DK/NA	.8%	.5%	1.0%
	Total	600	296	304
13D. You can connect free		187	96	91
of charge to clearly	No effect	31.1%	32.3%	30.0%
marked Metrolink shuttles		175	88	87
to take you to recreational	Somewhat More Likely	29.2%	29.6%	28.7%
destinations, such as		237	112	125
Disneyland, shopping, and entertainment	Much More Likely	39.5%	37.9%	41.0%
	DICINIA	1	1	1
	DK/NA	.2%	.2%	.2%
	Total	600	296	304
		212	100	102
	No effect	25.2%	26.9%	22.7%
13E. You can purchase tickets online		183	98	86
	Somewhat More Likely	30.6%	33.0%	28.2%
	Much More Likely	200	85	115
		33.4%	28.8%	37.9%
		5	4	1
	DK/NA	.8%	1.3%	.2%
	Total	600	296	304
		257	124	13/
	No effect	12.9%	/1.8%	/3.0%
		161	86	74
13F. I rains have a	Somewhat More Likely	26.8%	29.1%	24.4%
cale/loou car		176	83	93
	Much More Likely	29.4%	28.1%	30.7%
		6	3	3
	DK/NA	1.0%	1.0%	.9%
	Total	600	296	304
		228	121	107
	No effect	38.0%	40.8%	35.2%
13G. Riding the train is		163	81	82
much safer than driving	Somewhat More Likely	27.2%	27.4%	27.1%
your car		203	92	111
	Much More Likely	33.8%	31.1%	36.4%
	DICALA	6	2	4
	DK/NA	1.0%	.7%	1.3%
	Total	600	296	304
		100	71	61
13H. You can avoid traffic	No effect	132	22.0%	20.1%
		146	23.9%	72
	Somewhat More Likely	24.4%	24.9%	23.8%
		24.470	24.570	23.070

Page 190

Comparisons of Column Proportions^{a,b}

		96	nuei
		Male	Female
		(A)	(B)
	No effect		
13A. Metrolink train tickets costs you less	Somewhat More Likely		
than driving your car	Much More Likely		
	DK/NA		
	No effect		
13B. You can subscribe to low-cost Internet access	Somewhat More Likely		
while on the train	Much More Likely		
	DK/NA		
	No effect		
13C. You can plug in a laptop while on the train	Somewhat More Likely	В	
	Much More Likely		
42D Veu een eenneet free	DK/NA		
of charge to clearly	No effect		
marked Metrolink shuttles	Somewhat More Likely		
destinations, such as	Much More Likely		
Disnevland. shopping.	DK/NA		
	NO effect		
13E. You can purchase	Somewhat More Likely		
tickets online	Much More Likely		A
	DK/NA		
	No effect		
13F. Trains have a	Somewhat More Likely		
cate/tood car	Much More Likely		
	DK/NA		
	No effect		
13G. Riding the train is much safer than driving	Somewhat More Likely		
your car	Much More Likely		
	DK/NA		
	No effect		
13H. You can avoid traffic	Somewhat More Likely		
	Much More Likely		
	DK/NA		
	No effect		
131. Your trip is more relaxing and enjoyable	Somewhat More Likely		
than driving	Much More Likely		
	DK/NA		

VKNA Results are based on two-side lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

		Gen	ıder
		Male	Female
		(A)	(B)
	No effect	В	
13J. Traveling by	Somewhat More Likely		
Metrolink is fun	Much More Likely		А
	DK/NA		
4016 14-11-11-11-1	No effect		
Metrolink to the beach and	Somewhat More Likely		
other recreation	Much More Likely		
destinations	DK/NA		
	No effect		
13L. You can enjoy family	Somewhat More Likely		
time while riding Metrolink	Much More Likely		
	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

	Weekend Travel			
	Total	Local	Non-Local	
13A. Metrolink train tickets costs you less than driving your car	1.14	1.11	1.17	
13B. You can subscribe to	.59	.61	.60	
13C. You can plug in a	.71	.73	.70	
13D. You can connect free	1.09	1.06	1.14	
13E. You can purchase	.99	.99	1.02	
13F. Trains have a cafe/food	.87	.88	.89	
13G. Riding the train is	.97	1.02	.94	
13H. You can avoid traffic	1.33	1.33	1.33	
13I. Your trip is more	1.19	1.20	1.19	
13J. Traveling by Metrolink	.89	.91	.89	
13K. You can take Metrolink	1.01	1.02	1.01	
13L. You can enjoy family	.95	.97	.97	

Comparisons of Column Means^{a,b}

	Weeke	nd Trav
	Local	Non-
	(A)	(
13A. Metrolink train tickets		
costs you less than driving		
your car		
13B. You can subscribe to		
Iow-cost Internet access		
42C You can alwa in a		
lanton while on the train		
12D. You can connect free		
of charge to clearly marked		
Metrolink shuttles to take		
you to recreational		
destinations, such as		
Disneyland, shopping, and		
entertainment		
13E. You can purchase		
12E Trains have a safe/feed		
car		
12G Biding the train is		
much safer than driving		
vour car		
- 13H. You can avoid traffic		
13I. Your trip is more		
relaxing and enjoyable than		
driving		
13J. Traveling by Metrolink		
is fun		
13K. You can take Metrolink		
to the beach and other		
recreation destinations		
13L. You can enjoy family		
time while riding Metrolink		

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

 b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons

Page 193

ivel Tin Total PM AM 13A. Metrolink train tickets costs you less than driving your car 13B. You can subscribe to 13C. You can plug in a 13D. You can connect free 13E. You can purchase 13F. Trains have a cafe/foor 13G. Riding the train is 13H. You can avoid traffic 1.17 1.19 1.13 .61 .57 .69 .76 76 76 1.19 1.02 .88 .97 .95 1.05 .9 1.00 13H. You can avoid traffic 13I. Your trip is more 13J. Traveling by Metrolink 13K. You can take Metrolin 1.33 1.25 1.43 1.36 1.23 .92 .86 1.01 1.04 1.06 You can enjoy family .98 1.01 .91

Comparisons of Column Means^{a,b}

	Trave	I Time
	AM	PM
	(A)	(B)
13A. Metrolink train tickets costs you less than driving your car 13B. You can subscribe to low-cost Internet access while on the train		
19C. You can plug in a laptop while on the train 13D. You can connect free of charge to clearly marked Metrolink shuttes to take you to recreational destinations, such as Disneyland, shopping, and entertainment 13E. You can purchase tickets online 13F. Trains have a cafelfood car	В	
13G. Riding the train is much safer than driving your car		
13I. Your trip is more relaxing and enjoyable than driving		
13J. Traveling by Metrolink is fun		
13K. You can take Metrolink to the beach and other recreation destinations		
13L. You can enjoy family time while riding Metrolink		

comparisons.

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Page 195

Aware of Weekend Servi Total Yes No 13A. Metrolink train tickets costs you less than driving your car 13B. You can subscribe to 13C. You can plug in a 13D. You can connect free 13E. You can purchase 13F. Trains have a cafe/food 13G. Riding the train is 13H. You can avoid traffic 1.13 .86 1.26 .58 .79 1.08 .98 .86 1.17 .96 1.06 .74 13H. You can avoid traffic 13I. Your trip is more 13J. Traveling by Metrolink 13K. You can take Metrolinl 1.31 1.16 1.10 .94 1.40 .87 .95 1.00 .79 1.10 13L. You can enjoy family .93 .81

Comparisons of Column Means^{a,b}

	Aware of Ser	Weekend vice
	Yes	No
	(A)	(B)
13A. Metrolink train tickets costs you less than driving your car		А
13B. You can subscribe to low-cost Internet access while on the train		A
13C. You can plug in a laptop while on the train		А
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment		A
13E. You can purchase tickets online		А
13F. Trains have a cafe/food car		А
13G. Riding the train is much safer than driving your car		А
13H. You can avoid traffic		A
13I. Your trip is more relaxing and enjoyable than driving		A
13J. Traveling by Metrolink is fun		A
13K. You can take Metrolink to the beach and other recreation destinations		А
13L. You can enjoy family time while riding Metrolink		A

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

Page 196 b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

	١	Veekday Ride	rs
	Total	Yes	No
13A. Metrolink train tickets costs you less than driving your car	.87	.99	.84
13B. You can subscribe to	.33	.41	.30
13C. You can plug in a	.54	.71	.49
13D. You can connect free	.89	.93	.88
13E. You can purchase	.81	1.01	.75
13F. Trains have a cafe/food	.67	.76	.64
13G. Riding the train is	.74	1.10	.64
13H. You can avoid traffic	1.11	1.41	1.03
13I. Your trip is more	.94	1.25	.85
13J. Traveling by Metrolink	.71	.84	.67
13K. You can take Metrolink	.80	.94	.76
131 You can anioy family	82	1 25	69

	Weekda	y Riders
	Yes	No
	(A)	(B)
13A. Metrolink train tickets		
costs you less than driving		
12D You can automite to		
ISB. FOU Call Subscribe to		
while on the train		
13C. You can plug in a		
laptop while on the train		
13D. You can connect free		
of charge to clearly marked		
you to recreational		
destinations, such as		
Disneyland, shopping, and		
entertainment		
13E. You can purchase		
tickets online		
car		
13G. Riding the train is		
much safer than driving	В	
your car		
13H. You can avoid traffic	В	
13I. Your trip is more		
relaxing and enjoyable than	В	
ariving		
13J. I raveling by wetrolink		
13K You can take Metrolink		
to the beach and other		
recreation destinations		
13L. You can enjoy family	P	
time while riding Metrolink	5	

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. Page 197

comparisons.

			A	ge		
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
13A. Metrolink train tickets costs you less than driving your car	1.14	1.27	1.25	1.24	1.11	.98
13B. You can subscribe to	.59	.74	.82	.77	.56	.28
13C. You can plug in a	.71	1.04	.96	.86	.69	.34
13D. You can connect free	1.08	1.17	1.17	1.32	1.11	.81
13E. You can purchase	.98	1.15	1.19	1.12	1.02	.67
13F. Trains have a cafe/food	.87	1.17	.86	1.05	.91	.60
13G. Riding the train is	.96	1.20	1.06	1.05	.95	.74
13H. You can avoid traffic	1.31	1.54	1.48	1.37	1.36	1.04
13I. Your trip is more	1.17	1.34	1.32	1.24	1.16	.97
13J. Traveling by Metrolink	.87	.98	.97	.92	.91	.71
13K. You can take Metrolink	1.01	1.27	1.18	1.17	.99	.72
13L. You can enjoy family	.93	1.04	1.06	1.12	.91	.70

Comparisons of Column Means^{a,b}

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 and over	
	(A)	(B)	(C)	(D)	(E)	
13A. Metrolink train tickets costs you less than driving your car						
13B. You can subscribe to low-cost Internet access while on the train	E	E	E	E		
13C. You can plug in a laptop while on the train	E	E	E	E		
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment	E	E	E	E		
13E. You can purchase tickets online	E	E	E	E		
13F. Trains have a cafe/food car	E		E	E		
13G. Riding the train is much safer than driving your car	E	E	E			
13H. You can avoid traffic	E	E	E	E		
13I. Your trip is more relaxing and enjoyable than driving	E	E				
13J. Traveling by Metrolink is fun						
13K. You can take Metrolink to the beach and other recreation destinations	E	E	E			
13L. You can enjoy family time while riding Metrolink	E	E	E			

Results are based on two-side lests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

Page 199 b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

	Ir	ternet Acces	s
	Total	Yes	No
13A. Metrolink train tickets costs you less than driving your car	1.13	1.12	1.19
13B. You can subscribe to	.58	.55	.71
13C. You can plug in a	.71	.73	.63
13D. You can connect free	1.08	1.11	.96
13E. You can purchase	.98	1.03	.74
13F. Trains have a cafe/food	.87	.85	.94
13G. Riding the train is	.96	.96	.95
13H. You can avoid traffic	1.31	1.32	1.27
13I. Your trip is more	1.17	1.17	1.17
13J. Traveling by Metrolink	.88	.85	.98
13K. You can take Metrolink	1.01	1.03	.94
13L. You can enjoy family	.94	.91	1.09

Comparisons of Column Means^{a,b}

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

comparisons. Page 198

			Ethnicity		
	Total	White	Hispanic/ Latino(a)	Asian	Other
13A. Metrolink train tickets costs you less than driving your car	1.14	1.00	1.37	1.11	1.13
13B. You can subscribe to	.58	.38	.87	.57	.68
13C. You can plug in a	.71	.53	.92	.75	.91
13D. You can connect free	1.08	.96	1.24	1.16	1.15
13E. You can purchase	.97	.85	1.12	1.03	1.13
13F. Trains have a cafe/food	.87	.68	1.22	.72	1.01
13G. Riding the train is	.96	.77	1.28	.86	1.17
13H. You can avoid traffic	1.32	1.18	1.59	1.24	1.30
13I. Your trip is more	1.17	1.02	1.43	1.12	1.27
13J. Traveling by Metrolink	.89	.71	1.17	.83	.95
13K. You can take Metrolink	1.02	.85	1.26	.99	1.10
13L. You can enjoy family	.94	.72	1.30	.88	1.26

	Ethnicity					
	White	Hispanic/ Latino(a)	Asian	Other		
	(A)	(B)	(C)	(D)		
13A. Metrolink train tickets costs you less than driving your car		A				
13B. You can subscribe to low-cost Internet access while on the train		AC				
13C. You can plug in a laptop while on the train		А				
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment		A				
13E. You can purchase tickets online		А				
13F. Trains have a cafe/food car		AC				
13G. Riding the train is much safer than driving your car		AC				
13H. You can avoid traffic		AC				
13I. Your trip is more relaxing and enjoyable than driving		AC				
13J. Traveling by Metrolink is fun		AC				
13K. You can take Metrolink to the beach and other recreation destinations		A				
13L. You can enjoy family time while riding Metrolink		AC		А		

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

		L	evel of Education	1	
	Total	High School or less	Some college	College graduate	Graduate school
13A. Metrolink train tickets costs you less than driving your car	1.14	1.26	1.08	1.02	1.22
13B. You can subscribe to	.58	.90	.48	.40	.46
13C. You can plug in a	.72	.91	.70	.55	.66
13D. You can connect free	1.09	1.18	1.03	.99	1.14
13E. You can purchase	.99	1.10	.95	.89	.98
13F. Trains have a cafe/food	.87	1.18	.85	.63	.72
13G. Riding the train is	.96	1.21	.94	.71	.93
13H. You can avoid traffic	1.31	1.50	1.15	1.19	1.42
13I. Your trip is more	1.17	1.36	1.13	.94	1.27
13J. Traveling by Metrolink	.88	1.10	.79	.75	.82
13K. You can take Metrolink	1.02	1.20	.93	.89	1.02
13L. You can enjoy family	.94	1.17	.88	.75	.92

Page 201

Comparisons of Column Means^{a,b}

	Level of Education					
	High School or less	Some college	College graduate	Graduate school		
	(A)	(B)	(C)	(D)		
13A. Metrolink train tickets costs you less than driving your car	с					
13B. You can subscribe to low-cost Internet access while on the train	BCD					
13C. You can plug in a laptop while on the train	С					
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment						
13E. You can purchase tickets online						
13F. Trains have a cafe/food car	BCD					
13G. Riding the train is much safer than driving your car	BCD					
13H. You can avoid traffic	BC					
relaxing and enjoyable than driving	С			С		
13J. Traveling by Metrolink is fun	BCD					
13K. You can take Metrolink to the beach and other recreation destinations	ВC					
13L. You can enjoy family time while riding Metrolink	ВC					

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

	Primary Language				
	Total	English	Spanish	Other	
13A. Metrolink train tickets costs you less than driving your car	1.14	1.06	1.45	1.20	
13B. You can subscribe to	.58	.43	1.13	.74	
13C. You can plug in a	.71	.59	1.09	1.01	
13D. You can connect free	1.09	1.03	1.26	1.20	
13E. You can purchase	.98	.92	1.18	1.16	
13F. Trains have a cafe/food	.87	.73	1.37	1.00	
13G. Riding the train is	.96	.85	1.37	1.06	
13H. You can avoid traffic	1.31	1.22	1.69	1.38	
13I. Your trip is more	1.17	1.07	1.51	1.29	
13J. Traveling by Metrolink	.88	.78	1.29	.91	
13K. You can take Metrolink	1.01	.92	1.36	1.13	
131 You can enjoy family	9/1	81	1 30	1 15	

Comparisons of Column Means^{a,b}

	Pri	mary Langua	ge
	English	Spanish	Other
	(A)	(B)	(C)
13A. Metrolink train tickets costs you less than driving your car		А	
13B. You can subscribe to low-cost Internet access while on the train		AC	А
13C. You can plug in a laptop while on the train		A	А
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment		A	
13E. You can purchase tickets online		A	
13F. Trains have a cafe/food car		AC	
13G. Riding the train is much safer than driving your car		A	
13H. You can avoid traffic		А	
13I. Your trip is more relaxing and enjoyable than driving		A	
13J. Traveling by Metrolink is fun		AC	
13K. You can take Metrolink to the beach and other recreation destinations		A	
13L. You can enjoy family time while riding Metrolink		А	А

comparisons.

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

		Household Income				
	Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
13A. Metrolink train tickets costs you less than driving your car	1.16	1.45	1.39	1.16	1.21	.96
13B. You can subscribe to	.60	.97	1.06	.67	.51	.43
13C. You can plug in a	.75	.76	1.23	.77	.73	.59
13D. You can connect free	1.12	1.19	1.36	.99	1.15	1.06
13E. You can purchase	1.01	1.25	1.31	.90	1.00	.92
13F. Trains have a cafe/food	.89	1.34	1.23	.89	.87	.69
13G. Riding the train is	.96	1.32	1.29	1.06	.99	.68
13H. You can avoid traffic	1.34	1.52	1.63	1.31	1.30	1.26
13I. Your trip is more	1.19	1.36	1.53	1.24	1.15	1.07
13J. Traveling by Metrolink	.89	1.28	1.28	.85	.89	.67
13K. You can take Metrolink	1.05	1.28	1.27	1.04	1.07	.88
13L. You can enjoy family	.96	1.15	1.33	.98	.92	.81

		Ho	usehold Inco	me	
	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
	(A)	(B)	(C)	(D)	(E)
13A. Metrolink train tickets costs you less than driving your car	E	E			
13B. You can subscribe to low-cost Internet access while on the train	DE	DE			
13C. You can plug in a laptop while on the train		CDE			
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational destinations, such as Disneyland, shopping, and entertainment					
13E. You can purchase tickets online					
13F. Trains have a cafe/food car	DE	E			
13G. Riding the train is much safer than driving your car	E	E	E	E	
13H. You can avoid traffic					
13I. Your trip is more relaxing and enjoyable than driving		DE			
13J. Traveling by Metrolink is fun	E	CDE			
13K. You can take Metrolink to the beach and other recreation destinations					
13L. You can enjoy family time while riding Metrolink		DE			

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Page 205

Page 207

Gende 13A. Metrolink train tickets costs you less than driving your car 13B. You can subscribe to 13C. You can plug in a 13D. You can connect free 13F. Trains have a cafeflood 13G. Riding the train is 13H. You can avoid traffic 13J. You can avoid traffic 13J. You can take Metrolink 13K. You can take Metrolink 13K. You can enjoy family Total Male Female 1.14 1.18 1.09 .58 .71 .56 .71 .59 .71 1.08 .98 .86 .71 1.06 .92 .86 .90 1.11 1.04 .87 1.01 96 1.31 1.17 1.27 1.13 1.35 .88 .79 .96 1.05 1.01

.94

.96

.91

.97

Comparisons of Column Means^{a,b}

3L. You can enjoy family

	Gei	nder
	Male	Female
	(A)	(B)
13A. Metrolink train tickets costs you less than driving your car		
13B. You can subscribe to low-cost Internet access while on the train		
13C. You can plug in a laptop while on the train		
13D. You can connect free of charge to clearly marked Metrolink shuttles to take you to recreational		
destinations, such as Disneyland, shopping, and entertainment		
13E. You can purchase tickets online		
13F. Trains have a cafe/food car		
13G. Riding the train is much safer than driving your car		
13H. You can avoid traffic		
13I. Your trip is more relaxing and enjoyable than driving		
13J. Traveling by Metrolink is fun		A
13K. You can take Metrolink to the beach and other recreation destinations		
13L. You can enjoy family time while riding Metrolink		

time while rding Metrolink Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

comparisons.

		Weekend Travel		
		Total	Local	Non-Local
	Total	547	320	289
		122	77	56
14A. You can take one integrated train trip	No effect	22.3%	24.0%	19.5%
between Los Angeles.	Communitat Mana Likely	154	91	82
Orange County and San	Somewhat wore Likely	28.2%	28.4%	28.2%
Diego without the need to transfer trains	Much More Likely	264	148	149
		48.3%	46.4%	51.4%
	DK/NA	6	4	2
		1.2%	1.2%	.8%
	Total	547	320	289
	No offerst	132	76	65
14B. You only need to	No effect	24.2%	23.7%	22.5%
purchase one ticket for		143	85	80
your entire trip that may include bus, Amtrak, and/or Metrolink	Somewhat wore Likely	26.2%	26.6%	27.8%
	Much Moro Likely	268	156	143
	Much More Likely	49.0%	48.9%	49.5%
	DK/NA	3	2	1
	UN/NA	001		

Comparisons of Column Proportions^{a,b}

		TEEKEI	u mavei
		Local	Non-Local
		(A)	(B)
14A. You can take one integrated train trip	No effect		
between Los Angeles,	Somewhat More Likely		
Diego without the need	Much More Likely		
to transfer trains	DK/NA		
14B. You only need to	No effect		
purchase one ticket for your entire trip that may	Somewhat More Likely		
include bus, Amtrak, and/or Metrolink	Much More Likely DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 208

			Travel Time	
		Total	AM	PM
14A. You can take one	Total	468	306	162
	No effect Somewhat More Likely	97	60	37
		20.7%	19.6%	22.9%
between Los Angeles.		136	83	53
Orange County and San	Somewhat more Likely	29.1%	27.2%	32.7%
Diego without the need to transfer trains	Much More Likely	229	159	70
		48.8%	51.8%	43.1%
	DK/NA	6	4	2
		1.3%	1.4%	1.3%
	Total	468	306	162
		105	67	39
14B. You only need to	No effect	22.5%	21.7%	23.9%
purchase one ticket for	Somowhat Mora Likoly	122	84	38
your entire trip that may include bus, Amtrak,	Somewhat more Likely	26.1%	27.5%	23.3%
	Much Moro Likoly	238	153	85
andron metrolillik	Much more Likely	50.8%	49.9%	52.4%
	DK/NA	3	2	1
	DRINA	7%	8%	1%

		Trave	l Time
		AM	PM
		(A)	(B)
14A. You can take one integrated train trip	No effect		
between Los Angeles,	Somewhat More Likely		
Diego without the need	Much More Likely		
to transfer trains	DK/NA		
14B. You only need to	No effect		
purchase one ticket for your entire trip that may	Somewhat More Likely		
include bus, Amtrak,	Much More Likely		
and/or Metrolink	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Aware	of Weekend S	Service
		Total	Yes	No
	Total	594	192	401
		138	53	85
14A. You can take one	No effect	23.3%	27.8%	21.1%
between Los Angeles.	Somewhat More Likely	167	56	110
Orange County and San		28.1%	29.3%	27.5%
Diego without the need	Much More Likely	282	80	202
to transfer trains		47.5%	41.6%	50.2%
	DK/NA	7	2	5
		1.2%	1.3%	1.1%
	Total	594	192	401
	No. 1811	146	52	94
14B. You only need to	NO effect	24.7%	27.3%	23.4%
purchase one ticket for	Computed Mana Likely	157	64	93
your entire trip that may	Somewhat More Likely	26.4%	33.1%	23.2%
and/or Metrolink	Much Mans I State	285	74	211
	Much More Likely	48.1%	38.7%	52.6%
	DK/NA	5	2	3
	DRINA	001		0.01

Comparisons of Column Proportions^{a,b}

		Aware of Weekend Service	
		Yes	No
		(A)	(B)
14A. You can take one integrated train trip	No effect		
between Los Angeles,	Somewhat More Likely		
Diego without the need	Much More Likely		A
to transfer trains	DK/NA		
14B. You only need to	No effect		
purchase one ticket for your entire trip that may	Somewhat More Likely	В	
include bus, Amtrak, and/or Metrolink	Much More Likely DK/NA		A

Results are based on two-side lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 209

		Weekday Riders		
		Total	Yes	No
14A. You can take one	Total	189	41	148
	No. 18. 14	53	8	45
	NO Effect	27.9%	19.2%	30.2%
between Los Angeles.		56	12	44
Orange County and San Diego without the need to transfer trains	Somewhat More Likely	29.7%	29.3%	29.8%
	Much More Likely	78	21	57
		41.2%	51.5%	38.3%
	DK/NA	2	0	2
		1.3%	.0%	1.7%
	Total	189	41	148
	No offect	52	10	42
14B. You only need to	Noenect	27.3%	23.3%	28.4%
purchase one ticket for	Somowhat Mara Likely	63	9	53
your entire trip that may include bus, Amtrak, and/or Metrolink	Somewhat more Likely	33.0%	22.4%	36.0%
	Much More Likely	73	22	51
	much more Likely	38.8%	54.2%	34.5%
		2	0	2
	UNINA			

Comparisons of Column Proportions^{b,c}

		Weekda	y Riders
		Yes	No
		(A)	(B)
14A. You can take one	No effect		
ntegrated train trip between Los Angeles,	Somewhat More Likely		
Orange County and San	Much More Likely		
to transfer trains	DK/NA	. ^a	
14B. You only need to	No effect		
purchase one ticket for your entire trip that may	Somewhat More Likely		
include bus, Amtrak,	Much More Likely	В	
and/or Metrolink	DK/NA	а	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

at A Total 598 Yes 495 No 103 Total 114 140 26 4A. You can take one ntegrated train trip No effect 23.0% 137 27.7% 239 48.3% 23.3% 166 24.9% 28 27.3% 47 os A newhat More Likely 27.7% 286 Much More Likely 47.8% 45.4% DK/NA 1.2% .9% 495 2.4% 598 Tota 147 30 No effect 23.5% 29.6% 24.6% 156 138 18 Somewhat More Likely 27.8% 238 48.0% 17.5% 53 51.1% 26.0% Much More Likely 290 48.6% DK/NA 1.7

Comparisons of Column Proportions^{a,b}

		meennoe	100000
		Yes	No
		(A)	(B)
14A. You can take one integrated train trip	No effect		
between Los Angeles,	Somewhat More Likely		
Diego without the need	Much More Likely		
to transfer trains	DK/NA		
14B. You only need to	No effect		
purchase one ticket for your entire trip that may	Somewhat More Likely	В	
include bus, Amtrak, and/or Metrolink	Much More Likely DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Aç	je	
		Total	18 to 24	25 to 34	35 to 44
	Total	585	69	109	110
14A. You can take one integrated train trip	No effect	136	18	17	22
		23.3%	26.8%	15.3%	19.7%
between Los Angeles, Orange County and San	Somewhat More Likely	163 27.9%	12 18.0%	37 34.2%	28 25.6%
Diego without the need to transfer trains	Much More Likely	278 47.5%	38 55.3%	54 49.8%	60 54.0%
	DK/NA	7	0	1	1
	Total	585	69	109	110
14B. You only need to	No effect	145 24.8%	20 29.3%	20 18.8%	25 23.0%
purchase one ticket for your entire trip that may include bus, Amtrak, and/or Metrolink	Somewhat More Likely	152 26.0%	16 23.3%	31 28.0%	30 26.7%
	Much More Likely	284	33	57	55
	DK/NA	40.5%	0	1	1,7%

		Age		
		45 to 54	55 and over	
	Total	122	174	
		22	57	
14A. You can take one integrated train trip	No effect	18.0%	33.0%	
between Los Angeles.	Companying Mana Likely	38	47	
Orange County and San	Somewhat wore Likely	31.4%	26.9%	
Diego without the need	Much Mana I Statu	59	67	
to transfer trains	Much More Likely	48.0%	38.7%	
		3	2	
	DRINA	2.6%	1.4%	
	Total	122	174	
	No	24	55	
14B. You only need to	NO effect	19.9%	31.3%	
purchase one ticket for	Somowhat Mora Likoly	34	42	
your entire trip that may	Somewhat wore Likely	27.5%	24.4%	
and/or Metrolink	Much Moro Likoly	63	75	
	Much More Likely	52.0%	43.3%	
		1	2	
	DIVINA	.6%	1.0%	

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
14A. You can take one integrated train trip	No effect					ВD
between Los Angeles, Orange County and San	Somewhat More Likely					
Diego without the need	Much More Likely					
to transfer trains	DK/NA	.a				
14B. You only need to	No effect					
your entire trip that may	Somewhat More Likely					
include bus, Amtrak,	Much More Likely					
and/or Metrolink	DK/NA	.a				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 213

Ethnic White Hispanic Latino(a Total 574 279 191 Total 135 80 26 I4A. You can take one ntegrated train trip No effect 23.5% 28.5% 13.7% 3.7 43 22.8% 120 2.7° 28.5% 90 32.2% 106 38.0% 4 23.3% 161 28.1% 271 47.2% 7 Somewhat More Likely Id S Much More Likely 62.7% 2 DK/NA 1.3% 279 1.2% 574 .9% 191 Total 140 24.4% 152 83 32 16.6% No effect 29.8% 81 38 Somewhat More Likely 26.5% 276 48.2% 28.9% 113 40.5% 20.0% 119 62.5% Much More Likely DK/NA 0%

		Ethnicity	
		Asian	Other
	Total	92	27
14A. You can take one	No effect	24 25.7%	6 22.0%
between Los Angeles, Orange County and San	Somewhat More Likely	29 31.2%	4 14.5%
Diego without the need to transfer trains	Much More Likely	38 41.2%	17 63.5%
	DK/NA	2 1.8%	0 .0%
	Total	92	27
14B. You only need to	No effect	22 23.9%	4 15.7%
purchase one ticket for your entire trip that may	Somewhat More Likely	29 31.2%	8 30.1%
and/or Metrolink	Much More Likely	41 44.9%	13 50.0%
	DK/NA	0	1

Comparisons of Column Proportions^{b,c}

			Ethni	city	
		White	Hispanic/ Latino(a)	Asian	Other
		(A)	(B)	(C)	(D)
14A. You can take one	No effect	В			
integrated train trip between Los Angeles,	Somewhat More Likely				
Orange County and San	Much More Likely		AC		
to transfer trains	DK/NA				. ^a
14B. You only need to	No effect	В			
purchase one ticket for your entire trip that may	Somewhat More Likely				
include bus, Amtrak,	Much More Likely		AC		
and/or Metrolink	DK/NA			a	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
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c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Level of Educat	tion
		Total	High School or less	Some college
	Total	594	184	151
14A. You can take one	No effect	136 22.9%	40 22.1%	35 23.4%
between Los Angeles, Orange County and San	No effect 136 40 22.9% 22.1% Somewhat More Likely 167 35 Much More Likely 284 10.0% Much More Likely 47.8% 58.0% DK/NA 7 2 Total 594 184 No effect 144 41	41 27.3%		
Diego without the need to transfer trains	No effect 135 40 22.9% 22.1% Somewhat More Likely 167 35 28.2% 19.0% Much More Likely 284 107 JKINA 7 2 Total 594 184	72 47.9%		
	DK/NA	7 1.2%	2 .9%	2 1.4%
	Total	594	184	151
14B. You only need to	No effect	144 24.3%	41 22.6%	39 25.5%
purchase one ticket for your entire trip that may	Somewhat More Likely	157 26.5%	37 19.9%	46 30.2%
and/or Metrolink	Total No effect Somewhat More Likely Much More Likely DK/NA Total No effect Somewhat More Likely Much More Likely DK/NA	288 48.6%	104 56.6%	66 43.8%
	DK/NA	4	2	1

		Level of Education	
		College graduate	Graduate school
	Total	162	97
14A. You can take one integrated train trip between Los Angeles, Orange County and San	No effect	42 25.7%	18 18.9%
	Somewhat More Likely	56 34.3%	36 36.6%
Diego without the need to transfer trains	Much More Likely	64 39.1%	41 42.7%
	DK/NA	1 .9%	2 1.7%
	Total	162	97
14B. You only need to	No effect	45 27.6%	19 20.1%
purchase one ticket for your entire trip that may include bus, Amtrak, and/or Metrolink	Somewhat More Likely	48 29.7%	27 27.8%
	Much More Likely	68 41.8%	51 52.1%
	DK/NA	1	0

			Level of I	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
14A. You can take one	No effect				
between Los Angeles,	Somewhat More Likely			А	А
Orange County and San Diego without the need	Much More Likely	с			
to transfer trains	DK/NA				
14B. You only need to	No effect				
purchase one ticket for your entire trip that may	Somewhat More Likely				
include bus, Amtrak,	Much More Likely	С			
and/or Metrolink	DK/NA				а

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are djusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

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Page 217

Total 599 English 448 banisl Other 46 105 Total 139 112 10 16 4A. You can take one ntegrated train trip No effect 23.2% 167 27.9% 286 47.7% 25.0% 138 15.6% 21 19.9% 22.6% what More Likely Son 18.0% 30.8% 191 68 Much More Likely 64.6% 42.6% 59.5% DK/NA 1.2% 1.6% .0% 105 .0% Total 599 448 46 146 24.4% 157 20 18.9% No effect 24.4% 25.7% 135 14 Somewhat More Likely 26.3% 290 48.5% 30.2% 194 43.3% 13.2% 71 67.9% 18.0% Much More Likely 25 55.1% DK/NA 2.59

Comparisons of Column Proportions^{b,c}

		Pri	Primary Language		
		English	Spanish	Other	
		(A)	(B)	(C)	
14A. You can take one integrated train trip	No effect				
between Los Angeles,	Somewhat More Likely				
Diego without the need	Much More Likely		А		
to transfer trains	DK/NA		. ^a	. ^a	
14B. You only need to	No effect				
purchase one ticket for your entire trip that may	Somewhat More Likely	В			
include bus, Amtrak,	Much More Likely		A		
and/or Metrolink	DK/NA				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
 b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

ehold In \$15,000 to \$24,999 \$25,000 to \$49,999 Under \$15,000 Total 479 46 87 Total 102 15 14A. You can take one integrated train trip between Los Angeles, No effect 17.5% 21.4% 13.5% 19.6% 138 28.8% 26 30.4% newhat More Likely 26.9% 14.0% 44 Much More Likely 49.2% 59.6% 66.5% 50.4% DK/NA 1.7% .6% 479 .0% 46 Total 36 87 No effect 21.8% 23.6% 127 23.1% 23.5% 24 5 Somewhat More Likely 24 27.9% 41 47.7% 26.4% 238 49.6% 12.7% 23 64.2% 10.9% 31 67.4% Much More Likely DK/NA 30/

		Household Income		
		\$50,000 to \$99,999	\$100,000 or higher	
	Total	169	140	
14A. You can take one integrated train trip between Los Angeles, Orange County and San Diego without the need to transfer trains	No effect	40 23.9%	33 23.4%	
	Somewhat More Likely	50 29.4%	46 32.5%	
	Much More Likely	78 46.3%	61 43.6%	
	DK/NA	1 .4%	1 .5%	
	Total	169	140	
14B. You only need to	No effect	40 23.6%	34 24.5%	
purchase one ticket for your entire trip that may include bus, Amtrak, and/or Metrolink	Somewhat More Likely	43 25.5%	50 35.4%	
	Much More Likely	85 50.5%	56 40.1%	
	DK/NA	1	0	

		Household Income				
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
14A. You can take one integrated train trip	No effect					
between Los Angeles,	Somewhat More Likely					
Diego without the need	Much More Likely					
to transfer trains	DK/NA		.8			
14B. You only need to	No effect					
purchase one ticket for your entire trip that may	Somewhat More Likely					В
include bus, Amtrak,	Much More Likely		E			
and/or Metrolink	DK/NA	. ^a	.a			. ^a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 2	221
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		Weekend Travel			
		Total	Local	Non-Local	
	Total	547	320	289	
	Discounted travel or promotions	54 9.9%	32 10.2%	32 10.9%	
15. Aside from what	Make system more convenient	163 29.7%	97 30.5%	87 30.2%	
we have already discussed so far, what else might encourage you to try Metrolink's weekend service?	Improve safety/amenities on trains	29 5.3%	20 6.3%	12 4.3%	
	Increase public awareness of system	50 9.1%	28 8.8%	28 9.8%	
	Ride with a friend day	19 3.6%	11 3.4%	11 3.8%	
	Improve disabled access	3 .5%	2 .7%	1 .2%	
	Nothing not already mentioned	73 13.3%	39 12.3%	39 13.5%	
	Other	4 .7%	3 1.0%	1 .5%	
	DK/NA	188 34.4%	110 34.4%	95 32.8%	

Comparisons of Column Proportions^{a,b}

DKINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Gender	
		Total	Male	Female
	Total	600	296	304
		140	70	69
14A. You can take one	No effect	23.3%	23.7%	22.8%
between Los Angeles.	Companying Mana Liberty	167	80	87
Orange County and San	Somewhat More Likely	27.9%	27.0%	28.8%
Diego without the need	Much More Likely	286	140	146
to transfer trains		47.7%	47.4%	48.0%
	DK/NA	7	6	1
		1.2%	1.9%	.5%
	Total	600	296	304
	No. 18. 11	147	69	78
14B. You only need to	No effect	24.5%	23.4%	25.6%
purchase one ticket for	Somewhat More Likely	157	91	66
your entire trip that may	Somewhat wore Likely	26.2%	30.7%	21.9%
include bus, Amtrak,	Much Mana I Statu	290	133	157
	Much More Likely	48.4%	45.0%	51.7%
		5	2	3
	DRINA	8%	8%	8%

Comparisons of Column Proportions^{a,b}

		Gender	
		Male	Female
		(A)	(B)
14A. You can take one	No effect		
between Los Angeles,	Somewhat More Likely		
Orange County and San Diego without the need	Much More Likely		
to transfer trains	DK/NA		
14B. You only need to	No effect		
purchase one ticket for your entire trip that may	Somewhat More Likely	В	
include bus, Amtrak,	Much More Likely		
and/or Metrolink	DK/NA		

Results are based on two-sided lests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

vel Tir AM 306 PM 162 Total 468 Total 47 27 20 Discounted travel or promotions 10.1% 9.0% 12.3% Make system more convenient 140 54 33.5% 30.0% 28.1% 17 Improve safety/amenities on trains 5.7% 44 9.5% 5.6% 33 10.8% 5.9% 11 on trains Increase public awareness of syste 6.9% 18 Ride with a friend day 3.9% 4.2% 3.2% Improve disabled access .6% 64 .7% 45 Nothing not already mentioned 19 14.6% 13.6% 11.7% Other .8% 154 .8% 9% DK/NA 32.89 31.39 35.79

Comparisons of Column Proportions^{a,b}

		Trave	I Time
		AM	PM
		(A)	(B)
	Discounted travel or promotions		
15. Aside from what we have already discussed so far, what else might encourage you to try Metrolink's weekend service?	Make system more convenient		
	Improve safety/amenities on trains		
	Increase public awareness of system		
	Ride with a friend day		
	Improve disabled access		
	Nothing not already mentioned		
	Other		
	DK/NA		

EXINA Example Control of the set of the set

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Aware	of Weekend	Service
		Total	Yes	No
	Total	594	192	401
15. Aside from what we have already discussed so far, what else might encourage you to try Metrolink's weekend service?	Discounted travel or promotions	55 9.2%	22 11.2%	33 8.3%
	Make system more convenient	167 28.2%	56 29.2%	111 27.7%
	Improve safety/amenities on trains	29 4.9%	10 5.3%	19 4.7%
	Increase public awareness of system	51 8.7%	13 6.7%	38 9.6%
	Ride with a friend day	19 3.3%	10 5.4%	9 2.3%
	Improve disabled access	5 .8%	1 .7%	3 .8%
	Nothing not already mentioned	77 13.0%	29 15.2%	48 12.0%
	Other	5 .8%	0	5 1.2%
	DK/NA	221	65	156

		Aware of Weekend Service	
		Yes	No
		(A)	(B)
	Discounted travel or promotions		
	Make system more		
5. Aside from	convenient		
what we have already discussed so far, what else might encourage	Improve safety/amenities on trains		
	Increase public		
	awareness of system		
ou to try	Ride with a friend day	в	
Metrolink's	Improve disabled access		
eekena service?	Nothing not already mentioned		
	Other	.a	
	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 225

		W	eekday Ride	rs
		Total	Yes	No
	Total	189	41	148
	Discounted travel or	21	7	13
	promotions	10.8%	17.9%	8.9%
15. Aside	Make system more	56	13	43
from what	convenient	29.6%	32.9%	28.7%
we have	Improve safety/amenities	10	6	4
discussed	on trains	5.4%	14.9%	2.8%
so far what	Increase public	13	3	10
else might	awareness of system	6.8%	6.3%	7.0%
encourage	Pide with a friend day	10	1	9
you to try	Ride with a friend day	5.4%	3.5%	6.0%
Metrolink's	Improve disabled access	1	0	1
weekend	improve disabled access	.4%	.0%	.5%
service?	Nothing not already	29	7	22
	mentioned	15.4%	16.2%	15.2%
	Other			
	DKALA	64	9	55
	DK/NA	34.0%	22.4%	37.3%

Comparisons of Column Proportions^{b,c}

		Weekda	y Riders
		Yes	No
		(A)	(B)
45 Anisha funnu	Discounted travel or promotions		
15. Aside from what we have	Make system more convenient		
discussed so far, what else	Improve safety/amenities on trains	в	
might encourage you	Increase public awareness of system		
to try	Ride with a friend day		
Metrolink's weekend service?	Improve disabled access	.a	
	Nothing not already mentioned		
	DK/NA		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			iternet Acces	3
		Total	Yes	No
	Total	598	495	103
	Discounted travel or	56	49	7
	promotions	9.3%	9.9%	6.8%
15 Aside	Make system more	168	139	29
from what	convenient	28.1%	28.1%	28.0%
we have	Improve safety/amenities	29	19	10
already	on trains	4.9%	3.8%	9.8%
discussed	Increase public	55	45	10
so far, what	awareness of system	9.1%	9.0%	9.6%
ense might	Ride with a friend day	19	17	3
you to try	Ride with a mend day	3.3%	3.4%	2.5%
Metrolink's	Improve disabled access	5	1	3
weekend	improve disabled access	.8%	.3%	3.1%
service?	Nothing not already	76	64	12
	mentioned	12.8%	13.0%	11.7%
	Other	5	5	0
	Ottiel	.8%	1.0%	.0%
	DK/NA	222	189	34
	DIGINA	37.1%	38.1%	32.6%

Comparisons of Column Proportions^{b,c}

		Internet Access	
		Yes	No
		(A)	(B)
	Discounted travel or promotions		
AT Antida farma	Make system more convenient		
15. Aside from what we have	Improve safety/amenities on trains		А
so far, what else	Increase public awareness of system		
you to try	Ride with a friend day		
Metrolink's weekend service?	Improve disabled access		A
	Nothing not already mentioned		
	Other		.a

DKINA Besults are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
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			A	ge	
		Total	18 to 24	25 to 34	35 to 44
	Total	585	69	109	110
	Discounted travel or	55	7	11	12
	promotions	9.4%	10.7%	9.8%	11.2%
15 Aside	Make system more	163	19	36	25
from what	convenient	27.9%	27.5%	32.6%	22.6%
we have	Improve safety/amenities	29	5	11	4
already	on trains	5.0%	7.7%	9.8%	3.8%
discussed	Increase public	55	5	0	12
so far, what	awareness of system	9.3%	7.2%	.0%	11.0%
eise might	Dide with a friend day	19	3	2	0
vou to try	Ride with a mend day	3.2%	5.0%	2.0%	.0%
Metrolink's	Increase discripted excess	5	0	1	1
weekend	improve disabled access	.8%	.0%	.7%	.7%
service?	Nothing not already	73	6	5	16
	mentioned	12.5%	8.9%	4.5%	14.7%
	Other	5	0	0	4
	Other	.8%	.0%	.0%	3.8%
	DK/NA	218	27	50	41
	DR/NA	37.2%	39.6%	46.0%	37.5%

		1	Age
		45 to 54	55 and over
	Total	122	174
	Discounted travel or	13	12
	promotions	10.8%	6.6%
Acido	Make system more	36	48
om what	convenient	29.5%	27.3%
e have	Improve safety/amenities	6	3
Iready	on trains	4.6%	1.9%
iscussed	Increase public	18	19
o far, what	awareness of system	15.0%	11.0%
se might		5	8
ncourage	Ride with a friend day	4.1%	4.7%
u to try		1	2
eekend	Improve disabled access	.6%	1.4%
rvice?	Nothing not already	16	29
	mentioned	13.4%	16.9%
	-	0	1
	Other	.0%	.4%
		36	63
	DK/NA	29.3%	36.1%

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
15. Aside from what we have	Discounted travel or promotions Make system more convenient Improve safety/amenities on trains		E			
so far, what else might encourage you to try	Increase public awareness of system Ride with a friend day		a	.a		
Metrolink's weekend service?	Improve disabled access Nothing not already mentioned	.a				в
	Other DK/NA	.a	. ^a	E		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

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Page 229

			Le	Level of Education				
		Total	High School or less	Some college	College graduate	Graduate school		
	Total	594	184	151	162	97		
	Discounted travel or	54	17	10	21	7		
	promotions	9.1%	9.0%	6.8%	12.8%	6.8%		
15. Aside	Make system more	167	48	40	37	42		
from what	convenient	28.1%	26.2%	26.7%	22.9%	42.8%		
we have	Improve safety/amenities	27	9	5	7	7		
already	on trains	4.6%	4.7%	3.1%	4.1%	7.5%		
discussed	Increase public	55	11	17	14	12		
so far, what	awareness of system	9.2%	5.9%	11.5%	8.8%	12.5%		
ense might	Ride with a friend day	19	2	11	4	2		
you to try	Rue with a menu day	3.3%	1.2%	7.2%	2.6%	2.2%		
Metrolink's	Improve disabled access	5	1	2	2	0		
weekend	improve disabled access	.8%	.4%	1.1%	1.3%	.0%		
service?	Nothing not already	78	30	20	19	8		
	mentioned	13.1%	16.3%	13.4%	11.9%	8.7%		
	Othor	5	0	3	2	0		
	Other	.8%	.0%	1.8%	1.3%	.0%		
	DK/NA	219	71	56	66	26		
	DR/NA	36.9%	38.7%	36.9%	40.7%	26.8%		

Comparisons of Column Proportionsb,c

			Level of I	Education	
		High School or less		College graduate	Graduate school
		(A)	(B)	(C)	(D)
15. Aside from what we have already discussed so far, what else might encourage you to try Metrolink's weekend service?	Discounted travel or promotions Make system more convenient Improve safety/amenities on trains Increase public awareness of system Ride with a friend day Improve disabled access Nothing not already mentioned		Α		ABC .ª
	Other DK/NA	.a			.a

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.
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				Ethnicity		
		Total	White	Hispanic/ Latino(a)	Asian	Other
	Total	574	279	191	92	27
	Discounted travel on	54	27	16	7	7
	promotions	9.4%	9.8%	8.4%	7.3%	24.8%
15 Aside	Make system more	166	82	56	24	6
from what	convenient	28.9%	29.3%	29.3%	25.7%	20.9%
we have	Improve safety/amenities	29	9	10	8	2
already	on trains	5.1%	3.2%	5.5%	9.2%	8.5%
discussed	Increase public	54	34	19	0	4
so far, what	awareness of system	9.3%	12.1%	10.0%	.0%	16.0%
else might		17	9	5	0	3
vou to try	Ride with a mend day	3.0%	3.3%	2.7%	.0%	11.0%
Metrolink's	Improve disabled access	4	4	0	0	0
weekend	improve disabled access	.6%	1.3%	.0%	.0%	.0%
service?	Nothing not already	73	34	25	14	6
	mentioned	12.7%	12.1%	13.1%	14.7%	21.2%
	Other	4	2	2	0	0
	Other	.7%	.8%	.9%	.0%	.0%
	DICINA	209	100	66	43	4
	DK/NA	36.4%	26.0%	34.6%	46.7%	14.0%

Comparisons of Column Proportions^{b,c}

			Ethn	icity	
		White	Hispanic/ Latino(a)	Asian	Other
		(A)	(B)	(C)	(D)
	Discounted travel or promotions				В
de la state des es	Make system more convenient				
15. Aside from what we have	Improve safety/amenities on trains				
so far, what else	Increase public awareness of system			a	
you to try	Ride with a friend day			. ^a	
Metrolink's	Improve disabled access		. ^a	. ^a	. ^a
weekend service?	Nothing not already mentioned				
	Other			.a	.a
	DK/NA			D	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

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Page 230

			Primary L	.anguage	
		Total	English	Spanish	Other
	Total	599	448	105	46
	Discounted travel or	56	43	7	6
	promotions	9.3%	9.6%	6.6%	13.3%
15 Aside	Make system more	168	125	33	10
from what	convenient	28.1%	27.9%	31.5%	21.7%
we have	Improve safety/amenities	29	17	9	3
already	on trains	4.9%	3.8%	8.3%	7.4%
discussed	Increase public	55	46	9	0
so far, what	awareness of system	9.1%	10.2%	8.3%	.7%
else might	Dide with a friend day	19	14	5	0
vou to try	Ride with a mend day	3.3%	3.2%	5.0%	.0%
Metrolink's	Increase disclosed as a sec	5	5	0	0
weekend	improve disabled access	.8%	1.0%	.0%	.0%
service?	Nothing not already	78	60	12	6
	mentioned	13.0%	13.4%	11.6%	12.7%
	Othor	5	5	0	0
	Other	.8%	1.1%	.0%	.0%
	DK/NA	221	165	34	22
	DIVINA	36.9%	36.9%	32.1%	48.0%

Comparisons of Column Proportions^{b,c}

		Pri	Primary Language		
		English	Spanish	Other	
		(A)	(B)	(C)	
	Discounted travel or promotions				
de activitations	Make system more convenient				
15. Aside from what we have	Improve safety/amenities on trains				
so far, what else	Increase public awareness of system				
you to try	Ride with a friend day			. ^a	
Metrolink's weekend service?	Improve disabled access Nothing not already mentioned		. ^a	.a	
	Other		. ^a	.ª	
	DK/NA				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Household	l Income	
		Total	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999
	Total	479	36	46	87
	Discounted travel or	42	5	3	7
	promotions	8.8%	14.6%	6.9%	7.7%
15 Asida	Make system more	135	14	18	14
from what	convenient	28.2%	37.3%	38.7%	16.6%
we have	Improve safety/amenities	25	3	2	4
already	on trains	5.2%	9.6%	5.3%	4.1%
discussed	Increase public	49	3	0	13
so far, what	awareness of system	10.3%	8.6%	.0%	15.5%
else might	Dide with a friend day.	16	1	1	2
vou to try	Ride with a menu day	3.3%	4.0%	1.6%	2.5%
Metrolink's	Improve disabled access	4	0	1	0
weekend	improve disabled access	.8%	.0%	1.6%	.0%
service?	Nothing not already	64	4	6	14
	mentioned	13.4%	11.5%	12.8%	15.7%
	Other	4	0	2	0
	Other	.9%	.0%	3.8%	.0%
	DICINA	170	7	16	40
	DK/NA	35.6%	18.3%	34.8%	45.7%

		Househol	d Income
		\$50,000 to \$99,999	\$100,000 or higher
	Total	169	140
	Discounted travel or	13 7.5%	14 10.1%
15. Aside	Make system more	44	45
from what we have already	Improve safety/amenities on trains	9 5.5%	6 4.3%
discussed so far, what	Increase public awareness of system	16 9.4%	17 11.9%
else might encourage	Ride with a friend day	10 6.0%	1 1.0%
Metrolink's weekend	Improve disabled access	3 1.7%	0 .0%
service?	Nothing not already mentioned	18 10.6%	22 16.0%
	Other	1 .4%	2 1.2%
	DK/NA	64 37.8%	44 31.4%

			HO	usenola inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Discounted travel or promotions					
15 Acido from	Make system more convenient		С			
what we have already discussed	Improve safety/amenities on trains					
so far, what else might encourage	Increase public awareness of system		а			
you to try	Ride with a friend day					_
Metrolink's	Improve disabled access	·ª		. ^a		.a
weekend service?	Nothing not already mentioned					
	Other	. ^a		.a		
	DK/NA			A		

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 233

Gende Total 600 Male 296 Female 304 Total 56 20 36 Discounted travel or promotions 9.3% 6.7% 11.8% Make system more convenient 168 28.0% 90 29.6% 17 78 26.3% 12 Improve safety/amenities on trains Increase public awareness of system 29 4.8% 55 9.1% 4.1% 22 7.5% 5.6% 32 10.6% 19 g Ride with a friend day 3.1% 3.2% 3.4% Improve disabled access .8% 36 11.8% 2 .7% 42 14.3% .8% 78 Nothing not already mentioned 13.0% Other .8% 124 41.9% .8% .8% 222 98 DK/NA 37.0% 32.3%

Comparisons of Column Proportions^{a,b}

		Gender		
		Male	Male Female	
		(A)	(B)	
15. Aside from what we have already discussed so far, what else might encourage you to try Metrolink's weekend service?	Discounted travel or promotions Make system more convenient Improve safety/amenities on trains Increase public awareness of system Ride with a friend day Improve disabled access Nothing not already mentioned Other		A	

DKINA B Results are based on two-sided tests with significant elevel 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		N	eekend Trav	el
		Total	Local	Non-Local
	Total	547	320	289
	F	25	13	16
	Email	4.6%	3.9%	5.7%
	Kiecks at stations	14	5	10
	Riosks at stations	2.6%	1.4%	3.3%
	Local Newspaper	36	17	22
	Local Newspaper	6.6%	5.3%	7.7%
		10	8	3
	2.1.1.1.00	1.8%	2.6%	1.1%
	OC Register	12	8	4
	e e negionel	2.1%	2.5%	1.2%
47 Milestia	Phone Book/Yellow	19	7	13
vour most	Pages	3.5%	2.3%	4.4%
preferred	Postal mail	37	20	19
source for		6.8%	6.2%	6.5%
getting	Printed timetable	12	7	7
information		2.2%	2.3%	2.3%
about	Radio	9	6	4
transit in		1.7%	2.0%	1.3%
vour area?	тv	42	24	25
,		7.8%	7.4%	8.5%
	Website - Metrolink	51	29	26
		9.3%	9.1%	9.1%
	Website - OCTA	35	21	15
		0.3%	0.5%	4.5%
	Website - other	22.4%	22.0%	24.2%
	Mand of mouth/Existed on	17	10	7
	Family	3.2%	3 1%	2.6%
		11	7	2.3 %
	Other	1.9%	2.3%	1.7%
		39	26	17
	DK/NA	7.1%	8.2%	5.8%

		Weekend Travel	
		Local	Non-Local
		(A)	(B)
	Email		
	Kiosks at stations		
	Local Newspaper		
	LA Times		
47 140 4 1-	OC Register		
17. What is	Phone Book/Yellow		
preferred	Pages		
source for	Postal mail		
getting	Printed timetable		
information	Radio		
apout	тv		
transit in	Website - Metrolink		
your area?	Website - OCTA	В	
	Website - other		
	Word of mouth/Friends or Family		
	Other		
	DK/NA		

DKINA
Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the
smaller column proportion appears under the category with the larger column proportion.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column
proportions tests.

			Travel Time	
		Total	AM	PM
	Total	468	306	162
	Email	24 5.2%	17 5.6%	7 4.5%
	Kiosks at stations	13 2.9%	8 2.5%	6 3.5%
	Local Newspaper	32 6.8%	23 7.6%	9 5.5%
	LA Times	5 1.1%	5 1.5%	1 .4%
	OC Register	8 1.8%	5 1.7%	3 2.0%
17. What is	Phone Book/Yellow Pages	15 3.2%	8 2.8%	6 3.9%
your most preferred source for	Postal mail	36 7.6%	30 9.7%	6 3.7%
getting information	Printed timetable	10 2.1%	5 1.6%	5 3.0%
about public	Radio	9 2.0%	7 2.3%	2 1.5%
transit in your area?	тv	40 8.6%	21 6.9%	19 11.7%
	Website - Metrolink	45 9.7%	33 10.8%	12 7.6%
	Website - OCTA	32 6.7%	23 7.5%	8 5.2%
	Website - other	146 31.2%	90 29.6%	56 34.4%
	Word of mouth/Friends or Family	14 3.1%	8 2.5%	7 4.1%
	Other	10 2.1%	7 2.2%	3 2.0%
	DK/NA	28 5.9%	16 5.3%	11 7.0%

Page 237

Comparisons of Column Proportions^{a,b}

		Trave	Time
		AM PM	
		(A)	(B)
	Email		
	Kiosks at stations		
	Local Newspaper		
	LA Times		
47 140 - 41-	OC Register		
Vour most	Phone Book/Yellow		
preferred	Pages		
source for	Postal mail	В	
getting	Printed timetable		
information	Radio		
about	TV		
public transit in your area?	Website - Metrolink		
	Website - OCTA		
	Website - other		
	Word of mouth/Friends or Family		
	Other		
	DK/NA		

Diviva Besuits are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Aware	of Weekend S	Service
		Total	Yes	No
	Total	594	192	401
		27	13	14
	Email	4.5%	6.7%	3.5%
	Reader at stations	16	5	12
	KIOSKS at Stations	2.7%	2.4%	2.9%
	Local Newspaper	43	17	26
	Local Newspaper	7.3%	8.8%	6.6%
	I A Times	10	5	5
	2.1.1.1.00	1.6%	2.5%	1.2%
	OC Register	12	6	6
		2.0%	2.9%	1.5%
17 What is	Phone Book/Yellow	19	4	15
vour most	rages	3.2%	2.0%	3.8%
preferred	Postal mail	39	10	28
source for		0.5%	0.4%	7.1%
getting	Printed timetable	1.0%	1 20/	2.2%
about		1.5 %	1.376	2.2.70
public	Radio	1.6%	1.9%	1.5%
transit in		44	12	32
your area?	тv	7.5%	6.2%	8.0%
		52	22	30
	website - Metrolink	8.8%	11.4%	7.5%
		36	11	25
	Website - OCTA	6.1%	5.8%	6.2%
	Website - other	193	59	134
		32.5%	30.8%	33.3%
	Word of mouth/Friends or	20	6	14
	Family	3.4%	3.1%	3.6%
	Other	11	2	8
		1.8%	1.3%	2.0%
	DK/NA	50	7.49/	36

		Aware of Weekend Service	
		Yes No	
		(A)	(B)
	Email		
	Kiosks at stations		
	Local Newspaper		
	LA Times		
47 Milestia	OC Register		
your most	Phone Book/Yellow Pages		
source for	Postal mail		
getting	Printed timetable		
information	Radio		
about	тv		
transit in	Website - Metrolink		
vour area?	Website - OCTA		
	Website - other		
	Word of mouth/Friends or		
	Family		
	Other		
	DK/NA		

BINK Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		W	eekday Ride	rs
		Total	Yes	No
	Total	189	41	148
	Email	13 6.8%	2 5.3%	11 7.3%
	Kiosks at stations	5 2.4%	1 3.5%	3 2.1%
	Local Newspaper	17 8.9%	0 .0%	17 11.4%
	LA Times	5 2.6%	1 1.8%	4 2.8%
	OC Register	6 3.0%	1 3.5%	4 2.8%
17. What is	Phone Book/Yellow Pages	4 2.0%	1 1.8%	3 2.1%
preferred source for	Postal mail	10 5.5%	2 5.9%	8 5.4%
getting information	Printed timetable	2 1.3%	1 1.8%	2 1.1%
about public	Radio	4 1.9%	0 .0%	4 2.4%
your area?	тv	12 6.3%	2 6.0%	9 6.4%
	Website - Metrolink	22 11.6%	9 23.1%	12 8.4%
	Website - OCTA	11 5.9%	3 7.7%	8 5.4%
	Website - other	57 30.2%	16 38.0%	42 28.0%
	Word of mouth/Friends or Family	6 3.2%	0 .0%	6 4.1%
	Other	2 1.3%	0 .0%	2 1.7%
	DK/NA	13 7.1%	1 1.8%	13 8.6%

Page 241

Comparisons of Column Proportions^{b,c}

		Weekday	Riders
		Yes No	
		(A)	(B)
	Email		
	Kiosks at stations		
	Local Newspaper	. ^a	
	LA Times		
	OC Register		
17. What is	Phone Book/Yellow		
preferred	Pages		
source for	Postal mail		
getting	Printed timetable		
information	Radio	. ^a	
about	TV		
transit in your area?	Website - Metrolink	В	
	Website - OCTA		
	Website - other		
	Word of mouth/Friends or	а	
	Family		
	Other	. ^a	
	DK/NA		

DKINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell cours to some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Ir	nternet Acces	s
		Total	Yes	No
	Total	598	495	103
	Email	29	29	0
	Eman	4.8%	5.8%	.0%
	Kiosks at stations	16	11	6
		2.1 /0	2.2 /0	11
	Local Newspaper	7.3%	6.7%	10.6%
		8	6	2
	LA TIMES	1.3%	1.1%	2.4%
	OC Basister	12	11	1
	OC Register	1.9%	2.2%	3 3 0% 6 5.5% 11 10.8% 2 2.4% 1 7% 6.5% 4 1% 6 5.7% 20 19.7% 20 19.7% 20 2.4% 9 9
17. What is your most preferred source for	Phone Book/Yellow	19	12	7
	Pages	3.2%	2.5%	6.5%
	Bostal mail	39	35	4
	Fostarman	6.5%	7.0%	4.1%
getting	Brinted timetable	12	6	6
information	Finted timetable	2.0%	1.3%	5.7%
about	Radio	9	8	2
public	Radio	1.6%	1.6%	1.7%
transit in	ту	44	24	20
your area?		7.4%	4.8%	19.7%
	Website - Metrolink	52	50	2
		8.7%	10.0%	2.4%
	Website - OCTA	39	30	9
		6.5%	6.1%	8.5%
	Website - other	193	190	3
		32.2%	38.3%	3.1%
	Word of mouth/Friends or	20	13	
	Family	3.4%	2.6%	7.2%
	Other	11	2	8
		1.8%	.4%	8.1%
	DK/NA	51	3/	12 00/
		0 1 1/2		1 2 8 %

		Internet	Access
		Yes	No
		(A)	(B)
	Email		. ^a
	Kiosks at stations		
	Local Newspaper		
	LA Times		
47 140 - 4 1-	OC Register		
17. What is	Phone Book/Yellow		
preferred	Pages		~
source for	Postal mail		
getting	Printed timetable		A
information	Radio		
about	TV		A
transit in	Website - Metrolink	В	
vour area?	Website - OCTA		
	Website - other	В	
	Word of mouth/Friends or		^
	Family		~
	Other		A
	DK/NA		A

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.
a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

		Age			
		Total	18 to 24	25 to 34	35 to 44
	Total	585	69	109	110
	E	29	4	10	5
	Email	4.9%	5.1%	9.1%	4.8%
	Kiecke at stations	14	2	2	2
	Riosks at stations	2.5%	2.5%	2.3%	1.6%
	Local Newspaper	43	8	2	2
	Local Newspaper	7.4%	11.1%	1.6%	2.2%
	LA Times	8	0	0	0
		1.4%	.0%	.0%	.0%
	OC Register	11	1	1	1
		1.9%	1.0%	1.3%	.7%
17 What is	Phone Book/Yellow	18	2	0	7
your most preferred source for getting information	Pages	3.2%	2.5%	.0%	6.3%
	Postal mail	38	6	10	4
		6.5%	8.6%	8.9%	3.5%
	Printed timetable	12	0	5	3
	Radio	2.1%	.0%	4.5%	3.1%
nublic		1.6%	2	0%	2.0%
transit in		1.0%	2.5%	.0%	2.9%
your area?	тv	7.0%	7.4%	9.6%	5.3%
		52	3	7	16
	Website - Metrolink	8.9%	4.5%	6.0%	14.6%
		38	5	5	9
	Website - OCTA	6.5%	7.6%	4.5%	8.3%
		188	24	48	43
	Website - other	32.2%	34.5%	44.3%	38.9%
	Word of mouth/Friends or	20	5	1	3
	Family	3.5%	7.6%	.7%	2.8%
	Other	11	0	1	2
	Other	1.8%	.0%	.7%	1.6%
	DK/NA	51	3	7	4
	DR/NA	8.7%	5.0%	6.6%	3.5%

Page 245

45 to 54 122 55 and ove 174 Total 5 Email 4.3% 2.6% Kiosks at stations .0% 12 10.0% 4.9% 19 Local Newspaper 11.0% LA Times . 4.2% .6% OC Register 1.8% 3.4% Phone Book/Yellow Pages 1.4% 4.7% Postal mail 5.5% 7.4% Printed timetable 1.4% 1.2% Radio 1.1% 1.8% τν <u>6.4%</u> 16 <u>6.6%</u> 11 Website - Metrolink 12.8% 6.2% Website - OCTA 6.3% 6.2% 43 31 17.5% Website - other 35.1% Word of mouth/Frie Family 4.0% 3.7% Other 4.2% 28 16.1% .6% 9 7.0% DK/NA

Comparisons of Column Proportions^{b,c}

				Age		
		18 to 24	25 to 34	35 to 44	45 to 54	55 and over
		(A)	(B)	(C)	(D)	(E)
	Email					
	Kiosks at stations				.a	
	Local Newspaper					В
	LA Times	. ^a	. ^a	.a		
	OC Register					
17. What is	Phone Book/Yellow		а			
preferred	Pages					
source for	Postal mail					
getting	Printed timetable	. ^a				
information	Radio		. ^a			
about	тv					
public	Website - Metrolink					
vour area?	Website - OCTA					
your arou.	Website - other	E	E	E	E	
	Word of mouth/Friends or					
	Family					
	Other	. ^a				
	DK/NA					С

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell courts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

				Ethnicity		
		Total	White	Hispanic/ Latino(a)	Asian	Other
	Total	574	279	191	92	27
		29	11	7	8	2
	Email	5.0%	4.1%	3.6%	9.2%	6.8%
	Realized at stations	15	7	7	0	1
	Kiosks at stations	2.7%	2.6%	3.6%	.0%	4.2%
	La cal Management	Ethnicity Total White Hispanic/ Latino(a) As 574 279 191 5 29 11 7 7 5.0% 4.1% 3.6% 9: 15 7 7 6 27% 2.6% 3.6% 0: 41% 3.6% 9: 15 7 7 6 3.6% 0: 42 23 12 7 3.6% 0: 7.3% 8.3% 6.4% 7. 3.5% 1.8% 1.1 12 8 2 7 3.5% 1.3% 1.8% 1.1 18 5 7 3.6% 5.6% 5.6% 5.6% 1.1 12 3 5 7 3.3% 1.4 17 1.3% 2.7% 0.0 1.1% 1.0% 2.7% 0.1 1.7% 3.5% 1.1 3.5% 3.5% 1.1	7	1		
	Local Newspaper	7.3%	8.3%	6.4%	7.3%	5.4%
	I A Times	9	4	3	2	0
	LA Times	1.5%	1.3%	1.8%	1.8%	.0%
	OC Desister	12	8	2	2	0
	OC Register	2.0%	2.8%	.9%	1.8%	1.2%
	Phone Book/Yellow	18	5	7	5	1
7. What is	Pages	3.2%	1.8%	3.6%	5.5%	4.2%
your most	Postal mail	38	14	17	7	0
ource for		6.6%	4.9%	9.1%	7.3%	.0%
source for getting information	Printed timetable	12	3	5	3	1
		2.1%	1.0%	2.7%	3.7%	2.5%
about	Desite.	9	4	5	0	1
oublic	Radio	1.7%	1.3%	2.7%	.0%	2.5%
ransit in	TV	43	11	28	3	2
our area?	10	7.5%	3.9%	14.7%	3.7%	7.3%
	March - March - March - March	52	28	10	10	5
	website - Metrolink	9.1%	10.0%	5.5%	11.0%	19.5%
	Mahaita OCTA	37	14	19	2	2
	Website - OCTA	6.4%	4.9%	10.0%	1.8%	8.7%
		180	100	43	35	7
	Website - other	31.3%	35.9%	22.4%	37.5%	26.0%
	Word of mouth/Friends or	20	12	10	0	2
	Family	3.6%	4.2%	5.5%	.0%	9.0%
	Other	10	4	5	0	0
	Other	1.7%	1.5%	2.7%	.0%	.0%
	DK/NA	48	32	9	8	1
	DK/NA	8.4%	11.4%	4.6%	9.2%	2.5%

		Ethnicity				
		White	Hispanic/ Latino(a)	Asian	Other	
		(A)	(B)	(C)	(D)	
	Email					
	Kiosks at stations			. ^a		
	Local Newspaper					
	LA Times				. ^a	
	OC Register					
17. What is	Phone Book/Yellow					
preferred	Pages					
source for	Postal mail				. ^a	
getting	Printed timetable					
information	Radio			. ^a		
about	TV		AC			
transit in	Website - Metrolink				В	
vour area?	Website - OCTA					
,	Website - other	В		В		
	Word of mouth/Friends or			а		
	Family					
	Other			. ^a	. ^a	
	DK/NA					

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
 c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

proportions tests.

Page 249

Level of Education High School or less Some college College graduate Graduate school Total 594 184 151 162 97 Total Email 4.8% 1.7% 5.8% 6.3% 6.8% Kiosks at stations 2.5% 44 <u>3.1%</u> 18 4.7% 1.8% .4% 11 e Local Newspaper 7.4% 10 10.1% 5.9% 6.7% 5.9% LA Times 1.6% 12 2.4% 5.4% .4% .0% OC Register 2.0% 1.2% 3.4% 1.8% 1.5% Phone Book/Yellow Pages 2.4% 3.2% 39 3.8% 14 3.3% 10 3.5% 6 Postal mail 6.5% 12 7.5% 6.5% 5.8% 6.0% Printed timetable 2.0% 3.2% 3.7% .4% .0% Radio 1.6% 44 3.6% 29 .0% 1.3% .7% τν 7.4% <u>15.9%</u> 11 2.8% 21 2.2% 5.4% 14 Website - Metrolink 5.8% 15 12.9% 12 8.8% 39 9.2% 6.8% Website - OCTA 8.0% 7.7% 62 6.5% 190 4.2% 5.4% Website - other 32.0% 20 18.6% 10 33.4% 38.5% 44.1% Word of mouth/Friends or Family <u>3.4%</u> 11 5.3% 3.5% 4.0% .9% Other 1.8% 3.8% 15 8.1% .5% .9% 14 1.5% 49 4 DK/NA 4.4% 8.3% 10.59 8.8%

Comparisons of Column Proportions^{b,c}

			Level of E	Education	
		High School or less	Some college	College graduate	Graduate school
		(A)	(B)	(C)	(D)
17. What is your most preferred source for getting information about public transit in your area?	Email Kiosks at stations Local Newspaper LA Times OC Register Phone Book/Yellow Pages Postal mail Printed timetable Radio TV Website - Metrolink Website - Other Website - Other Word of mouth/Friends or Family Other	BCD	.a .a .A	A	А .ª А
	DK/NA				

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Primary I	Language	
		Total	English	Spanish	Other
	Total	599	448	105	46
	Email	29	24	2	3
	Email	4.8%	5.3%	1.7%	7.4%
	Kiesks at stations	16	10	5	1
	Rioska at atationa	2.7%	2.2%	5.0%	2.5%
	Local Newspaper	44	33	9	2
	Local Newspaper	7.3%	7.3%	8.3%	5.3%
	I A Times	10	10	0	0
	LA TIMES	1.6%	2.2%	.0%	.0%
	OC Pagistar	12	10	2	0
	OC Register	1.9%	2.2%	1.7%	.0%
	Phone Book/Yellow	19	11	5	3
17. What is	Pages	3.2%	2.4%	5.0%	7.4%
our most	Postal mail	39	33	5	1
source for		6.5%	7.3%	5.0%	1.6%
aettina	Printed timetable	12	5	5	2
nformation		2.0%	1.2%	5.0%	3.7%
about	Dedie	9	6	3	0
public	Radio	1.6%	1.3%	3.3%	.0%
transit in	TV	44	15	26	3
your area?	IV IV	7.4%	3.3%	24.8%	7.4%
	Mahaita Maturlink	52	39	7	6
	Website - Wetrolink	8.7%	8.7%	6.6%	13.4%
	Website OCTA	39	27	12	0
	Website - OCTA	6.5%	5.9%	11.6%	.0%
		192	162	12	17
	Website - other	32.0%	36.2%	11.6%	38.1%
	Word of mouth/Friends or	20	17	3	0
	Family	3.4%	3.8%	3.3%	.0%
	044-04	11	7	3	0
	Other	1.8%	1.6%	3.3%	.0%
	DKANA	51	41	4	6
	UK/NA	9 59/	0.10/	4.00/	12 20/

		Primary Language			
		English	Spanish	Other	
		(A)	(B)	(C)	
17. What is your most preferred source for	Email Kiosks at stations Local Newspaper LA Times OC Register Phone Book/Yellow Pages Postal mail		.a	.a 	
source for getting information about public	Printed timetable Radio TV Website - Metrolink		A A C	.a	
transit in your area?	Website - other Website - other Word of mouth/Friends or Family Other DK/NA	В	A	.ª B	

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Testo and outlet of the individual statement of the statement

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Page 253

House hold Inco \$25,000 to \$49,999 \$15,000 to \$24,999 Total Under \$15,000 479 36 46 87 Total 23 0 Email 4.8% .0% .0% .8% 4.8% 13 2.8% 33 7.0% 5 1.1% Kiosks at stations 11.5% 4.7% 2.8% Local Newspaper .0% 8.4% 9.3% 0 LA Times 0 .0% .0% .0% 9 OC Register 2.0% 16 5.2% .0% 2.8% Phone Book/Yellow Pages 7. What is 3.3% 34 6.8% 5.7% 3.8% 9 10.5% 4 Postal mail 7.2% 11 2.4% 6.8% 3.8% Printed timetable 4.8% . 4.7% 5.3% 6 Radio 1.3% 34 7.1% 39 8.2% 35 7.4% 156 32.6% 16 4.8% 10 .0% 2.0% τν 26.6% 14.4% 6.5% Website - Metrolink 8.4% 5.3% .0% 8
18.1% Website - OCTA 17.5% 2.8% 9 Website - other 19.0% 12.6% 25.9% 4 Word of mouth/Friends or Family 3.4% 6.8% 5.3% 4.5% 8 1.7% 37 7.8% 2 3.8% Other 1.2% 13 2.0% DK/NA 15.1%

		Household Income	
		\$50,000 to \$99,999	\$100,000 or higher
17. What is your most preferred source for getting information about public transit in	Total	169	140
	Email	15	8
		4	5.5%
	Kiosks at stations	2.3%	.5%
	Local Newspaper	10 5.9%	11 8.2%
	LA Times	1	4
	OC Register	2	3
	Phone Book/Yellow	1.0%	2.0%
17. What is your most	Pages	2.4%	1.7%
preferred	Postal mail	14 8.2%	7 5.0%
getting	Printed timetable	2	1
about	Radio	1 4%	2
transit in your area?	тv	6	7
	Website - Metrolink	17	13
	Website - OCTA	9 5.3%	9 6.5%
	Website - other	65 38.4%	55 39.5%
	Word of mouth/Friends or Family	5 2.7%	3
	Other	3	1
	DK/NA	12	12
		7.0%	8.9%

			Но	usehold Inco	me	
		Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or higher
		(A)	(B)	(C)	(D)	(E)
	Email		. ^a		С	
	Kiosks at stations	E				
	Local Newspaper	. ^a				
	LA Times	.a	.a	.a		
47 340 - 4 1-	OC Register	.a				
your most	Phone Book/Yellow Pages					
preferred source for	Postal mail					
getting	Printed timetable					
information	Radio		.a			
about	TV	CDE	D			
transit in	Website - Metrolink	. ^a				
your area?	Website - OCTA	С	CD			
	Website - other				A	A
	Word of mouth/Friends or Family					
	Other					
	DK/NA	a	а			

DKNNA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. This category is not used in comparisons because its column proportion is equal to zero or one. b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

			Gender	
		Total	Male	Female
	Total	600	296	304
	Email	29 4.8%	15 5.0%	14 4.6%
	Kiosks at stations	16 2.7%	1	15 4.9%
	Local Newspaper	44 7.3%	29 9.9%	14 4.8%
	LA Times	10 1.6%	5 1.7%	5 1.6%
	OC Register	12 1.9%	6 2.1%	5 1.7%
17. What is	Phone Book/Yellow Pages	19 3.2%	10 3.4%	9 3.0%
preferred source for	Postal mail	39 6.5%	15 4.9%	24 7.9%
getting information	Printed timetable	12 2.0%	5 1.7%	7 2.4%
about public	Radio	9 1.6%	2 .7%	7 2.4%
your area?	τν	44 7.4%	20 6.8%	24 7.9%
	Website - Metrolink	52 8.7%	26 8.7%	26 8.7%
	Website - OCTA	39 6.5%	20 6.9%	18 6.0%
	Website - other	193 32.2%	102 34.4%	91 30.0%
	Word of mouth/Friends or Family	20 3.4%	11 3.8%	9 3.0%
	Other	11 1.8%	7 2.5%	3 1.0%
	DK/NA	51 8.5%	21 7.0%	30 9.9%

Page 257

Page 258

Comparisons of Column Proportions^{a,b}

		Ge	nder
		Male	Female
		(A)	(B)
	Email		
	Kiosks at stations		A
	Local Newspaper	В	
	LA Times		
47 140-141-	OC Register		
17. What is	Phone Book/Yellow	ster ook/Yellow	
preferred	Pages		
source for	Postal mail		
getting	Printed timetable		
information	Radio		
about	TV		
transit in	Website - Metrolink		
vour area?	Website - OCTA		
	Website - other		
	Word of mouth/Friends or Family		
	Other		
	DK/NA		

DKINA Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion. a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Metrolink Weekends Segmentation Study



The following appendix contains the questionnaires that were used in the study, including questions and response alternatives.

2007 OCTA/METROLINK WEEKEND RIDER SURVEY

The Orange County Transportation Authority commissioned this survey to understand better who takes Metrolink Rail and to better serve riders like yourself. Thank you very much for your valuable time and input!

1. Is this your first time riding Metrolink on a weekend?

Yes (CONTINUE TO QUESTION 2)

If you are a first-time rider today:

- 2. What made you decide to use Metrolink's weekend service for the first time today? (PLEASE CHECK ALL THAT APPLY.)
 - Convenient / efficient way to get to desired destination
 - Cost-effective / cheaper than driving
 - Do not drive / no access to an automobile
 - Do not like to drive / like being able to do things not possible if driving
 - Never rode before, wanted to try
 - **Ride is discounted**
 - □ Ride is free
 - □ Shopping / dining discounts near station
 - □ Things to do / events near station
 - U Word of mouth / recommendations by friends or family
 - Other PLEASE SPECIFY:

No (GO TO QUESTION 3)

If you have used Metrolink weekend service before:

- 3. How long ago did you first ride Metrolink on a weekend? (PLEASE CHECK THE BEST ANSWER.)
 - 2 to 3 weeks ago
 - 1 month ago
 - 2 to 3 months ago
 - □ 4 to 6 months ago
 - More than 6 months ago
- 4. How often do you ride Metrolink on a weekend? (PLEASE CHECK THE BEST ANSWER.)
 - Every Saturday and Sunday
 - Either Saturday or Sunday (but not both) every weekend
 - Given Few times a month
 - Once a month
 - Given Few times a year
 - Once a year or less often
- **CONTINUE TO QUESTION 5.**
- 5. How did you hear about Metrolink's weekend service? (PLEASE CHECK THE BEST ANSWER.)
 - Free Station Promotion
 - Fun Guide
 - Metrolink Newsletter
 - Metrolink Website
 - Device announcement (PSA) on local cable access channel

were not aware of this feature before, please check the "Not aware" box.

• Other – PLEASE SPECIFY:

- Newspaper ad / insert
- OCTA Website
- U Word of mouth
- 6. Consider each feature of Metrolink's weekend service listed below from a to g. Did it very much or somewhat encourage you to try Metrolink's weekend service, or did it have no effect on you? If you

		Very much encourage	Somewhat encourage	No effect	Not aware
a.	Once a month, the weekend ride have been free.				
b.	Weekend fare is discounted to half of the regular weekday fare.				
C.	Some shops and restaurants around Metrolink stations offer discounts to weekend riders.				
d.	Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside and Downtown L.A.				
e.	Metrolink stations are very close to fairs, festivals and other community events				
f.	Up to 3 children ages 6 or under ride for free.				
g.	There are free bus connections to and from Metrolink stations.				

- 7. When deciding whether to take a Metrolink train on the weekend, what is the most important factor to you? (PLEASE CHECK THE BEST ANSWER.)
 - □ Fare / pricing □ Schedule Parking at stations Travel time Payment method □ Free shuttle service between station and origin / destination
 - Word of mouth/recommendations by friends / family
 - □ Other PLEASE SPECIFY:

- News article

8. What do you like MOST about Metrolink's weekend service? (PLEASE CHECK THE BEST ANSWER.)	
 Being able do things not possible if driving Convenient / efficient way to get to desired destination Cost-effective / cheaper than driving Discounted rides Other - PLEASE SPECIFY:	 Do not need to fight traffic Monthly free rides Quality / comfort of trains Shopping / dining discounts near station Things to do/events near station
 What is the single MOST important improvement you would like to see in Metrolink's weekend service? (PLEASE CHECK THE BEST ANSWER.) 	
 Better pricing / cheaper Better transit connections to stations Earlier service Other - PLEASE SPECIFY:	 Later service More convenient stations More frequent trains / departure & arrival times
10. When you boarded this train today, where were you coming from? (PLEASE CHECK THE BEST ANSWER.)	
 Home School or College Taking care of personal business/errands Recreation or entertainment – PLEASE SPEC Shopping – PLEASE SPECIFY LOCATION: Other - PLEASE SPECIFY: 	Work Visiting friends or family IFY LOCATION:
11. Which station will you be getting off? (PLEASE CHECK THE BEST ANSWER.)	
 Anaheim or Anaheim Canyon Fullerton Irvine or Laguna Niguel / Mission Viejo Los Angeles Union Station Oceanside Orange 	 Riverside San Bernardino San Clemente N. Beach or San Clemente Pier San Juan Capistrano Santa Ana or Tustin
12. Where will you be going after you get off? (PLEASE CHECK THE BEST ANSWER.)	
 Home School or College Taking care of personal business/errands Recreation or entertainment – PLEASE SPEC Shopping – PLEASE SPECIFY LOCATION: Other - PLEASE SPECIFY: 	Work Visiting friends or family IFY LOCATION:
13. If Metrolink's weekend service weren't available, would you have postponed or cancelled your travel plans today?	
Yes (GO TO QUESTION 15)	□ No (CONTINUE TO QUESTION 14)
14. What transportation would you have taken instead for this trip today? (PLEASE CHECK THE BEST ANSWER.)	
 Driving Other public transit - PLEASE SPECIFY: Other, PLEASE SPECIFY: 	
15. How do you typically get to and from Metrolink stations? (PLEASE CHECK THE BEST ANSWER.)	
 Bike Drive Get dropped off by someone Other, PLEASE SPECIFY:	 Take public transit Walk

16. What is the maximum amount of time you are willing to travel between a Metrolink station and your final destination? (ENTER NUMBER OF MINUTES): _____ minutes
| 17. Do you ride Metrolink during the week | (? | | | |
|---|--|-------------------|---|--|
| Yes (CONTINUE TO QUESTION | l 18) | | No (GO TO QUESTI | ON 19) |
| 18. How many weekdays per week do yo | u ride Metrolink? (| (EN | TER 1 to 5): | _ weekdays |
| If you heard that you only need to pur
and Metrolink, would this make you m
trains, or does it have no effect on you | chase one ticket f
luch more likely, s
J? (PLEASE CHEC | or y
om
K T | /our entire trip that n
ewhat more likely to
HE BEST ANSWER.) | nay include the bus, Amtrak
use Metrolink's weekend |
| Much more likely | Somewhat mo | re l | ikely [| ☐ No effect |
| 20. If you heard that you can take one inte
without the need to transfer trains, wo
Metrolink's weekend trains, or does it | egrated trip betwe
uld this make you
have no effect on | en
I mi
yo | Los Angeles, Orang
uch more likely, som
u? (PLEASE CHECK | e County and San Diego
ewhat more likely to use
THE BEST ANSWER.) |
| Much more likely | Somewhat mo | re l | ikely (| ❑ No effect |
| 21. What is your most preferred source for
CHECK THE BEST ANSWER.) | or getting informati | ion | about public transit i | in your area? (PLEASE |
| E-mail Kiosks at stations Local Newspaper OC Register L.A. Times Phone Book / Yellow Pages Postal mail Other, PLEASE SPECIFY: | | | Printed timetable
Radio
TV
Metrolink website
OCTA website
Website - other
Word of mouth / Fri | iends or Family |
| 22. If you were to receive information abo
be more likely to use the information? | ut public transit in | і уо | ur native language i | nstead of English, would you |
| C Yes | ⊐ No | | Not app | licable |
| The following quest | ions are used for | r st | atistical compariso | ons only. |
| 23. What is your home zip code? | | 24. | . Which city do you li | ive in? |
| 25. What is your age? (PLEASE CHECK TI | HE BEST ANSWER | R.) | | |
| Under 13 13 to 17 18 to 24 25 to 34 | | | 35 to 44
45 to 54
55 to 64
65 or older | |
| 26. What is the last grade or level you con | mpleted in school | ? (P | PLEASE CHECK THE | BEST ANSWER.) |
| Grade School / Some high sch High School graduate (12 yea Technical/vocational school Graduate, professional, doctor | nool
rs)
rate degree (e.g., | | Some college (2 ye
College graduate (4
Some graduate sch
S, DVM, JD, LLM, M | ear degree)
4 year degree)
nool
IA, MS, MBA, MD, PhD) |
| 27. Which ethnic group do you consider y
APPLY.) | ourself a part of o | or fe | el closest to? (PLEA | SE CHECK ALL THAT |
| White Hispanic / Latino(a) Black / African American Other, PLEASE SPECIFY: | | | Asian
Native Hawaiian or
American Indian or | Pacific Islander
Alaska Native |
| Which of the following best describes the total income including everyone in your household <u>before</u> taxes in
2006? (PLEASE CHECK THE BEST ANSWER.) | | | | |
| Under \$15,000 \$15,000 to \$24,999 \$25,000 to \$49,999 \$50,000 to \$74,999 | | | \$75,000 to \$99,999
\$100,000 to \$149,9
\$150,000 to \$199,9
\$200,000 or higher |)
999
999 |

These are all the questions I have for you today. Thank you very much for your time and participation!

INTERVIEWER – PLEASE FILL IN	EVERY FIELD BELOW:

INTERVIEWER ID:		DATE &	TIME:
STARTING LOCATION:	Oceanside	L.A. Union	San Bernardino
ROUTE NUMBER:			
[IF OCEANSIDE:]	□ 655 □ 657	□ 659 □ 856	□ 858 □ 860
[IF L.A. UNION:]	□ 656 □ 658	□ 660 □ 857	□ 859 □ 861
[IF SAN BERNARDINO:]	□ 655 □ 657	□ 659 □ 856	□ 858 □ 860
INTERVIEW LANGUAGE:			
WEATHER: SUNNY D		LIGHT RAIN 🛛 H	HEAVY RAIN / STORM
RESPONDENT GENDER:		MALE	

Godbe Research March 2007 FINAL

2007 OCTA/METROLINK POTENTIAL WEEKEND RIDER SURVEY

Hello, my name is ______ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning issues that are important to local residents and we would like to get your opinions. It should just take a few minutes of your time.

[IF NEEDED:] This is a study about issues of importance to residents in your community. This is only a survey, and I am <u>not</u> selling anything.

For statistical reasons, I would like to speak to the youngest male currently at home that is at least 18 years of age. [IF NO MALE AT LEAST 18 AVAILABLE, THEN ASK]:

Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age. [IF NO FEMALE AT LEAST 18 AVAILABLE, THEN ASK FOR CALLBACK TIME]

Screener

i. To begin, may I have your zip code to verify that your residence falls within the scope of this research?

Zip Code ------[Don't read] Refused/DK/NA------99 [THANK & TERMINATE]

ii. Do you live in Orange County?

Yes	1
103	I. I
No	2 ITHANK & TERMINATEI
NO	
[Don't read] Refused/DK/NA	

iii. Have you ever taken a Metrolink train on a Saturday or Sunday?

Yes ------1 [THANK & TERMINATE*] No -----2 [Don't read] Refused/DK/NA------3 [THANK & TERMINATE*]

[*POLITELY DISMISS WITH "THANK YOU, BUT WE ARE LOOKING FOR NON-WEEKEND RIDERS."]

[DO NOT READ RESPONSE CATEGORIES UNLESS SPECIFICALLY NOTED. SELECT CATEGORY FROM PRE-CODED ANSWER LIST BASED ON RESPONDENT'S ANSWERS.]

Weekend Travel

1. Where do you normally travel to on weekends? [ALLOW FOR MULTIPLE RESPONSES.]

Central Orange County1	
Local (within 5-10 miles of home)2	
Los Angeles (or any point north of Orange County)3	
North Orange County4	
Riverside (or any point east of Orange County)5	
San Diego (or any point south of Orange County)6	
South Orange County7	
West Orange County 8	
Out of state / out of country9 [SKIP TO Q3]	
Other [Specify:] 98 [SKIP TO Q3]	
[Don't read] Refused/DK/NA 99 [SKIP TO Q3]	

2. [IF Q1 = 1 TO 8] Generally speaking, what time of the day do you prefer to travel on weekends? [ROUND TO THE NEAREST HOUR.]

Early morning (6 to 8 am)	1
Morning (9 am to 11 am)	2
Afternoon (12 to 2 pm)	3
Late afternoon (3 to 5 pm)	4
Early evening (6 to 8 pm)	5
Late evening (9 to 11 pm)	6
Late night/overnight (11 pm to 5 am)	7
[Don't read] Refused/DK/NA	99

Typical Transportation Mode and Public Transit Experience

3. In the last 12 months, what type of transportation do you typically use to go to work, school, recreation or other places you visit frequently? [IF MORE THAN ONE RESPONSE, PROBE FOR MOST TYPICAL MODE. IF RESPONDENT SAYS "METROLINK," VERIFY THAT IT'S WEEKDAY SERVICE. IF WEEKEND, POLITELY DISMISS. IF RESPONDENT SAYS "TRAIN" OR "RAIL," FIND OUT WHETHER IT'S AMTRAK OR METROLINK.]

Amtrak1	[CONTINUE]
Bike2	[SKIP TO Q6]
Bus3	[CONTINUE]
Carpool4	[SKIP TO Q6]
Drive alone5	[SKIP TO Q6]
Metrolink Weekday Service6	[CONTINUE]
Train or Rail other than Amtrak or Metrolink7	[CONTINUE]
Walk8	[SKIP TO Q6]
Other [Specify:] 98	[SKIP TO Q6]
[Don't read] Refused/DK/NA99	[SKIP TO Q6]

4. [IF Q3 = 1, 3, 6 OR 7, PUBLIC TRANSIT USERS] In this 12-month period, how often did you take public transit?

Everyday	1
Few times a week	2
Few times a month	3
Once a month	4
Few times a year	5
Once a year or less often	6
DK/NA	99

5. [IF Q3 = 1, 3, 6 OR 7, PUBLIC TRANSIT USERS] Did you take public transit mainly for commuting or recreational purposes?

Commuting	1
Recreation	2
[Don't read] Both	3
[Don't read] Refused/DK/NA	99

Awareness of and Reason for Not Using Metrolink Weekend Service

6. Earlier, you mentioned that you have never used Metrolink's weekend service. Do you know about Metrolink's weekend service?

Yes1	[SKIP TO Q8]
No2	[CONTINUE]
[Don't read] Refused/DK/NA99	[CONTINUE]

7. [IF Q6 = 2 OR 99, UNAWARE OF WEEKEND SERVICE] Have you heard of the Metrolink Rail System?

Yes	1 [SKIP TO Q12]
No	2 [READ
DES	CRIPTION OF METROLINK AND SKIP TO Q12]
[Don't read] Refused/DK/N	A 99 [READ
DES	CRIPTION OF METROLINK AND SKIP TO Q12]

[Metrolink is a commuter rail system jointly operated by Orange, Los Angeles, Riverside, San Bernardino, and Ventura counties. Metrolink offers service on three lines in Orange County.]

8. [IF Q6 = 1, AWARE OF METROLINK WEEKEND SERVICE] How did you hear about Metrolink's weekend service? [ALLOW FOR MULTIPLE RESPONSES.]

Free Station Promotion	1
Fun Guide	2
OCTA Website	3
Metrolink Website	4
News article	5
Metrolink Newsletter	6
Newspaper ad/insert	7
Public service announcement (PSA) on local cable	
access channel	8
Word of mouth	9
Other [SPECIFY:]	98
DK/NA	99

9. [IF Q6 = 1, AWARE OF METROLINK WEEKEND SERVICE] What is the primary reason why you have never taken one of Metrolink's weekend trains?

Need flexibility of car	1
No reason to take weekend train	2
No way to get from station to destination	3
Not enough parking at the station	4
Not reliable/late	5
Not safe [accidents]	6
Not safe [crime]	7
Prefer comfort and convenience of car	8
Schedule is inconvenient	9
Station not close enough	10
Takes too long	11
Too crowded/uncomfortable	12
Too expensive	13
Other [specify:]	98
[Don't read] Refused/DK/NA	99

10. [IF Q6 = 1, AWARE OF METROLINK WEEKEND SERVICE. SKIP IF Q3 = 6, TYPICALLY USE METROLINK WEEKDAY SERVICE] Have you ever used Metrolink during the week?

•	Yes		1	
1	No			`
	INU			-
	[Don't read]	Refused/DK/NA-	95	J

Awareness and Impact on Likelihood of Usage

11. [IF Q6 = 1, AWARE OF METROLINK WEEKEND SERVICE] Metrolink weekend service offers a series of service features and benefits to riders. I'm going to read each of these features to you. Please first tell me whether you know about it, and then if knowing about it affects your likelihood of trying Metrolink's weekend service.

Here's the [FIRST/NEXT]: ______. Do you know about this feature? [GET ANSWER TO "A. AWARENESS" AND THEN ASK]: Does knowing about this feature make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF ANSWER IS "MORE LIKELY," ASK]: Is that much more likely or somewhat more likely? [FILL IN ANSWER FOR "B. IMPACT ON LIKELIHOOD OF USAGE".]

12. [IF Q6 = 2 OR 99, UNAWARE OF METROLINK WEEKEND SERVICE] Metrolink weekend service offers a series of service features and benefits to riders. I'm going to read each of these features to you. Please tell me whether knowing about it affects your likelihood of trying Metrolink's weekend service.

Here's the [FIRST/NEXT]: ______. Does knowing about this feature make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF ANSWER IS "MORE LIKELY," ASK]: Is that much more likely or somewhat more likely? [FILL IN ANSWERS FOR "B. IMPACT ON LIKELIHOOD OF USAGE" ONLY.]

a. Awareness

	RANDOMIZE	Yes	<u>No</u>	[DON'T READ] <u>DK/NA</u>
A.	Once a month, there was a weekend free ride promotion	1	2	99
D.	weekday fare	1	2	99
C.	Some shops and restaurants around Metrolink stations offer discounts to weekend riders	1	2	99
D.	Metrolink stations are very close to recreational destinations, such as the beach, Disneyland, Oceanside and	_		
_	Downtown L.A	1	2	99
E.	Metrolink stations are very close to fairs, festivals and other		_	
	community recreational events	1	2	99
F.	Up to 3 children ages 6 or under ride for free	1	2	99
G.	You can obtain schedule information online	1	2	99
Η.	You can take your bike on the train	1	2	99
I.	There are free bus connections to and from Metrolink stations	1	2	99
J.	There is plenty of free and convenient parking at Metrolink			
	stations	1	2	99
K.	The train you ride on is clean and comfortable	1	2	99

b. Impact on Likelihood of Usage

	RANDOMIZE	No Effect	Somewhat More Likely	Much More Likely	[DON'T READ] DK/NA
Α.	Once a month, there was a weekend free ride promotion	0	1	2	99
В.	Weekend fare is currently discounted to half of the regular weekday fare	0	1	2	99
C.	Some shops and restaurants around Metrolink	0	1	2	99
D.	Metrolink stations are very close to recreational destinations, such as the beach, Disneyland,	0		2	00
E.	Metrolink stations are very close to fairs, festivals	0	1	2	99
F.	Up to 3 children ages 6 or under ride for free	0	1	2	99
G.	You can obtain schedule information online	0	1	2	99
Η.	You can take your bike on the train	0	1	2	99
Ι.	There are free bus connections to and from Metrolink stations	0	1	2	99
J.	There is plenty of free and convenient parking at Metrolink stations	0	1	2	99
K.	The train you ride on is clean and comfortable	0	1	2	99

Potential Impact of Marketing and Policy

13. Next, I'm going to read to you a list of potential benefits for riding Metrolink's weekend trains. After hearing each, please tell me if it would affect your likelihood of trying Metrolink's weekend service.

Here's the first/next one: ______. Does hearing this make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF MORE LIKELY, ASK]: Is that much more likely or somewhat more likely?

	RANDOMIZE	No Effect	Somewhat More Likely	Much More Likely	[DON'T READ] DK/NA
Α.	A Metrolink train ticket costs you less than driving				
	your car	0	1	2	99
В.	You can subscribe to low-cost Internet access				
	while on the train	0	1	2	99
C.	You can plug in a laptop while on the train	0	1	2	99
D.	You can connect free of charge to clearly marked				
	Metrolink shuttles to take you to recreational				
	destinations such as Disnevland shopping				
	and entertainment	0	1	?	qa
E	Vou con purchase tickets online	0	1 1	<u>2</u>	00
		0		2	99
⊢.	I rains have a cate/food car	0	1	2	99
G.	Riding the train is much safer than driving your car	0	1	2	99
Η.	You can avoid traffic	0	1	2	99
Ι.	Your trip is more relaxing and enjoyable than driving	iq0	1	2	99
J.	Traveling by Metrolink is fun	0	1	2	99
K	You can take Metrolink to the beach and other				
	recreation destinations	0	1	2	99
L.	You can enjoy family time while riding Metrolink	0	1	2	99

14. On a related matter, I'm going to read to you two potential travel options via the Los Angeles-San Diego corridor, or LOSSAN corridor. After hearing each option, please tell me if it would affect your likelihood of trying Metrolink's weekend service.

Here's the first/next one: ______. Does hearing this make you more likely to try Metrolink's weekend trains or does it have no effect on you? [IF MORE LIKELY, ASK]: Is that much more likely or somewhat more likely?

[IF NEEDED: The LOSSAN corridor is a rail right-of-way that runs from San Diego to San Luis Obispo, through Orange County, Los Angeles County and Santa Barbara. This right-of-way is used by Amtrak's Pacific Surfliner train service.]

	RANDOMIZE	<u>No Effect</u>	Somewhat More <u>Likely</u>	Much More <u>Likely</u>	[DON'T READ] <u>DK/NA</u>
Α.	You can take one integrated train trip between				
	Los Angeles, Orange County and San Diego				
	without the need to transfer trains	0	1	2	99
В.	You only need to purchase one ticket for your entire)			
	trip that may include bus, Amtrak and/or Metrolink	0	1	2	99

- 15. Aside from what we have already discussed so far, what else might encourage you to try Metrolink's weekend service?
- 16. What is the maximum amount of time you are willing to travel between a Metrolink station and your final destination? _____ minutes [ENTER "9999" IF RESPONDENT CANNOT / DOES NOT GIVE AN ANSWER.]
- 17. What is your most preferred source for getting information about public transit in your area? [DON'T READ LIST. RECORD ONE RESPONSE.]

E-mail	1
Kiosks at stations	2
Local Newspaper	3
LA Times	4
OC Register	5
Phone Book / Yellow Pages	6
Postal mail	7
Printed timetable	8
Radio	9
TV	10
Website - Metrolink	11
Website - OCTA	12
Website - other	13
Word of mouth / Friends or Family	14
Other [Specify]	98
[Don't read] Refused/DK/NA	99

To wrap things up, I have a few background questions for comparison purposes.

A. Do you have regular access to the Internet?

Yes	1
No	2
[Don't read] Refused/DK/NA	99

B. How many motor vehicles are in your household?

Enter number: _______ [Don't read] Refused/DK/NA-----99 C. What is your age?

18 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 or older	6
[DON'T READ] DK/NA	99

D. Which ethnic group do you consider yourself a part of or feel closest to? [ALLOW MULTIPLE RESPONSES.]

White	1
Hispanic/Latino[a]	2
Black/African American	3
Asian	4
Native Hawaiian or Pacific Islander	5
American Indian or Alaska Native	6
Other [SPECIFY:]98
DK/NA	99

E. What is the last grade or level you completed in school? [DO NOT READ CHOICES]

Grade School / Some high school	- 1
High School graduate [12 years]	-2
Technical/vocational school	- 3
Some college [2 year degree]	-4
College graduate [4 year degree]	- 5
Some graduate school	- 6
Graduate, professional, doctorate degree	
[DDS, DVM, JD, LLM, MA, MS, MBA,	
MD, PhD]	- 7
[Don't read] DK/NA	- 8

F. What is the primary language of speech in your household?

English1	[GOTO QH]
Chinese2	[CONTINUE]
Filipino/Tagalog3	[CONTINUE]
Spanish4	[CONTINUE]
Vietnamese5	[CONTINUE]
Other, [SPECIFY]: 98	[CONTINUE]
DK/NA/REFUSED 99	[GOTO QH]

G. If you were to receive information about public transit in your native language instead of English, would you be more likely to use the information?

Yes	1
No	2
DK/NA/REFUSED	99

H. To wrap things up, can you please tell me if your household income is more or less than \$50,000 per year?

L	ess		1	[SKIP	ТΟ	H1]
N	lore		2	İ SKIP	то	H2]
[[Don't rea	d] Refused/DK/NA	3	SKIP	ΤО	QI]

H1. Please stop me when I reach the category that best describes your total household income.

Under \$15,000	1
\$15,000-\$24,999	2
\$25,000-\$49,999	3
[Don't Read] DK/NA	99

H2. Please stop me when I reach the category that best describes your total household income.

\$50,000-\$74,999	7
\$75,000-\$99,999	8
\$100,000-\$149,999	9
\$150,000-\$199,999	- 10
\$200,000 or higher	- 11
[Don't Read] DK/NA	- 12

These are all the questions I have for you today. Thank you very much for your time and participation.

I. Respondent's Sex:

Male	1	
Female	2)

J. Respondent's Language:

English	1
Spanish	2

PHONE	
DATE OF INTERVIEW	VALIDATED BY
NUMBER:	



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Orange County – Southern California and Southwest 4695 MacArthur Court, 11th Floor Newport Beach, CA 92660

Northern California 60 Stone Pine Road Half Moon Bay, CA 94019-1739

Seattle Office – Pacific Northwest 601 108th Avenue NE, Suite 1900 Bellevue, WA 98004

Philadelphia Office – East Coast 2044 E. Wellington Road Newtown, PA 18940