

# METROLINK CUSTOMER SATISFACTION SURVEY SUMMARY REPORT

PREPARED FOR THE  
ORANGE COUNTY TRANSPORTATION AUTHORITY



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## INTRODUCTION

The METROLINK system operates 164 daily trains on seven lines, serves 55 stations in southern California, and carries over 41,000 riders on a daily basis. Over the past two decades the system has expanded its service area, extended service hours, and enhanced the ability for passengers to connect from METROLINK to other transit services and destinations. Within Orange County, three lines serve a total of 11 stations, with 48 trains that provide both inter- and intra-county service and carry more than 14,000 passengers daily. In recent years OCTA has actively sought to improve customer satisfaction and expand ridership on METROLINK through service enhancements, promotional events, and marketing.

**MOTIVATION FOR RESEARCH** The primary motivation for this survey was to measure METROLINK's performance among existing customers who ride the system in Orange County. By profiling existing riders' use patterns, understanding their various needs and priorities with respect to METROLINK services, and measuring how well METROLINK is performing in meeting these needs, the survey can help OCTA develop strategies for sustaining and improving customer satisfaction in the future.

Specifically, the survey was designed to:

- Profile riders' travel patterns including frequency of riding METROLINK, trip purpose, origin, destination, and fare type.
- Measure their satisfaction with METROLINK service overall, their perceptions of changes in service, as well as how well METROLINK is performing on a variety of specific service dimensions.
- Solicit their opinions on how METROLINK service could be adjusted to better meet their needs.
- Identify the potential for increased ridership among existing riders, and the types of service changes that would prompt increased ridership.
- Gather detailed demographic information for existing riders.
- Allow for benchmarking and comparative analysis with prior research to identify differences in riders' profiles, behaviors and satisfaction.

In addition to this *METROLINK Customer Satisfaction Survey*, OCTA also commissioned a separate survey to profile the *potential* METROLINK market among non-riders who reside in Orange County. The results of the latter survey are presented in a separate report.<sup>1</sup>

**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 53). A total of 1,087 riders completed the survey and were selected using a stratified, two-stage cluster sampling technique that considers line, direction, day of week, and time of day to select trains for surveying. This approach provides a representative sample of primary units (trains) for the system. Once onboard, secondary units (individual riders) were selected using an interval based method (every

1. See *METROLINK Market Study*, report prepared by True North Research for OCTA, June 2012.

nth rider). Quotas were also established for each strata to ensure that the number of interviews completed per strata were proportional to overall ridership based on data provided by the Southern California Regional Rail Authority (SCRRA). Riders were provided with the option of completing the self-administered survey in English or Spanish language versions. Interviews were conducted between May 23 and June 1, 2012.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaires used for the interviews are contained at the back of this report (see *Questionnaire* on page 58), and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

**ACKNOWLEDGEMENTS** True North thanks Stella Lin, Nora Yeretian and Ellen Burton at OCTA, as well as Henning Eichler at the SCRRA, for contributing their valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of OCTA or METROLINK. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 800 survey research studies for public agencies, including more than 250 studies for California municipalities, special districts, and transportation planning agencies.



## JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### TODAY'S TRIP

- Nearly three-quarters (72%) of riders indicated that their METROLINK trip was work-related. Other purposes included visiting friends or family (12%), traveling to/from school (7%), entertainment or recreation purposes (6%), a personal or medical appointment (3%), and shopping (1%).
- When asked to identify the distance between the start location for their trip and the METROLINK station where they boarded, 29% reported that the start of their trip was less than two miles from the station, 28% indicated it was two to less than five miles from the station, 18% stated that their trip origin was five to less than 10 miles from the station, and one-quarter (26%) offered that they started their trip 10 or more miles away from the METROLINK station.
- By far the most common method of traveling to the METROLINK station was driving alone (44%). Other methods included bus (15%), drop-off (14%), walk (10%), carpool (6%), and bike (4%).
- Among riders surveyed in Orange County, the most common stations for boarding METROLINK were Irvine (18%), LA Union Station (17%), Tustin (11%), Laguna Niguel/Mission Viejo (8%), and Riverside-Downtown Station (7%).
- LA Union Station was the most common deboarding station (25%), followed by Oceanside (11%), Irvine (11%), and Tustin (9%) stations.
- Overall, 35% indicated that the distance between the deboarding station and their destination was less than two miles, 28% indicated it was two to less than five miles, 18% offered that was five to less than 10 miles, whereas 18% stated that the distance was 10 miles or more.
- Overall, 27% indicated that they drove alone from their deboarding station to their destination, 21% took a bus, 17% walked, and 14% expected to be picked-up at the station.
- Nearly half (45%) of riders indicated that they were monthly pass holders. Round-trip or one-way tickets accounted for an additional one-third (33%) of the fares reported by riders. The remaining fares included 10-Trip Ticket (8%), OCLINK Day Pass (7%), Seven Day Pass (6%), and some other type of fare (1%).
- Among those who used an OCLINK Day Pass, approximately one-third (35%) indicated that they were previously monthly pass holders, 43% indicated that they relied on round-trip and one-way tickets, 20% used 10-Trip Tickets, 0% typically used a Seven Day Pass, whereas 3% reported some other type of fare.
- Among all riders surveyed, 7% reported that their employer pays the entire cost of their pass/ticket, 7% indicated their employer pays between 50% and 99% of the cost, and 14% indicated that their employer pays between 1% and 49% of the cost of their pass/ticket.

### METROLINK RIDING PATTERNS

- Nearly half (48%) of riders surveyed indicated that they have been riding METROLINK for at least two years, and an additional 14% offered that they've been riding for one to two years. Approximately 13% reported that they've been riding METROLINK for six months to one

year, whereas 25% were relatively new to METROLINK haven first ridden less than six months prior to the interview.

- Although few reported riding six or seven days per week (3%), 43% offered that they typically ride METROLINK five days per week. Approximately 16% reported that they ride METROLINK four days per week, 8% three days per week, 10% one to two days per week, 7% one to three days per month, and 14% stated that they ride METROLINK less often than once per month.
- One in five riders (20%) indicated that they had ridden METROLINK on a Saturday or Sunday in the month prior to the interview.
- Work-related trips were the most common types of trips for which riders had used METROLINK, with nearly three-quarters (72%) of those surveyed indicating that they had used METROLINK for this purpose in the month prior to the interview.
- A substantial percentage of riders also reported using METROLINK to visit friends or family (18%) and/or for entertainment/recreation purposes (15%) during the month prior to the interview. Overall, less than one in ten riders indicated that they had used METROLINK in the past month to commute to/from school (7%), for personal/medical appointments (6%), or for shopping trips (5%).

## SATISFACTION WITH METROLINK

- The vast majority of riders provided positive assessments of METROLINK, with more than eight out of ten riders describing their riding experiences as excellent (27%) or good (56%). An additional 14% provided a rating of fair, whereas just 3% used poor or very poor to describe their experiences riding METROLINK.
- Approximately two-thirds (66%) of riders perceived that the overall quality of METROLINK services had stayed about the same since they begin riding, whereas one-quarter (25%) indicated that it had improved and 9% felt it had declined.
- When asked in an open-ended manner to identify ways that METROLINK service can be improved, one-third (33%) of riders did not identify a desired change to METROLINK service or indicated that they were not sure. Among the specific improvements that were requested, providing more trains/longer service hours (11%), additional routes/stations (9%), improving train reliability (8%), providing wi-fi (8%), and reducing the cost (7%) were the top-requested improvements to METROLINK service among those riding in Orange County.
- When asked to rate 20 aspects of METROLINK service, riders assigned the highest quality ratings to the availability of parking at stations (88% excellent or good), followed by sense of personal safety at stations or on trains (87%), security of their car while parked at a station (85%), helpfulness and courtesy of METROLINK conductors/train staff (84%), and value of riding METROLINK when compared to driving (83%).
- At the other end of the spectrum, riders were somewhat less positive in their assessments of the availability of train delay information (48% excellent or good), METROLINK's responsiveness to customers' concerns (55%), and the enforcement of Rules of Conduct among riders (67%).

## INCREASING RIDERSHIP

- When asked to identify the top three reasons why they choose to travel by train instead of by car, the most frequently mentioned reason was that traveling by train is more relaxing/less stressful (70%), followed by a desire to save wear and tear on their vehicle (47%), and that its a better value/costs less than driving (46%). Other frequently mentioned reasons included that its a better use of time/they can read or work on the train (42%), has more reliable

travel times/no traffic congestion (36%), is safer than driving (30%), and is faster than driving for certain types of trips (29%).

- Just 18% of those who participated in the survey indicated that they ride METROLINK because they do not have a car available or can not drive.
- During the next six months, nearly three-quarters (73%) of riders surveyed expected to ride METROLINK at the same frequency as they do now, 20% anticipated riding more frequently during this period, whereas 8% expected to ride less often than they do now.
- Nearly two-thirds (63%) of riders did not identify a service change or improvement that would cause them to ride METROLINK more frequently in the future. Among the specific improvements that were identified, the top-mentioned changes were improving the accessibility of train information/schedules (7%), reducing the cost (7%), increasing weekend service (5%), extending evening service hours (4%), and providing wi-fi (4%).
- Among the potential obstacles tested, that trains don't run frequently enough on weekends (37%) or weekdays (37%) were the most common perceived obstacles preventing respondents from riding METROLINK more often, followed by the price of tickets (35%), that train service ends before 7PM on weekends (32%), and that service ends before 10PM on weekdays (26%).
- Assuming that trains were regularly available, existing riders reported being most likely to use METROLINK to visit destinations in San Diego County (58% very or somewhat likely), followed by visit destinations in Los Angeles County (53%), and attend concerts or special events at the Grove, Honda Center or Angel Stadium (48%).
- At the other end of the spectrum, existing riders were substantially less likely to anticipate using METROLINK to visit destinations in Riverside County (28%), visit downtown Fullerton for shopping or dining (35%), or visit Old Town Orange for shopping or dining (36%).

## COMMUNICATIONS, PROMOTIONS & PURCHASE OPTIONS

- Nearly two-thirds (65%) of riders were aware of the Angels Express promotion. Awareness was also quite high for the \$10 Weekend Pass (64%), \$7 OCLINK Day Pass (55%), and Ducks Express (53%) when compared to the Beach Train (43%), Festival of Whales promotion (37%), and Lunar New Year Event (36%).
- With respect to *using* a promotion, 14% of riders indicated that they had taken advantage of the \$10 Weekend Pass, 11% had used the \$7 OCLINK Day Pass, and 6% had ridden the Angels Express. Fewer riders indicated that they had ridden the Beach Train (4%) or Ducks Express (3%) or taken advantage of the Lunar New Year Event (2%) or Festival of Whales promotions (1%).
- Approximately 12% of current riders surveyed indicated their first use of METROLINK was in response to a promotion such as discounted tickets or express service to a special event.
- OCTA's website was the most commonly used source of information about METROLINK with more than half of riders (55%) reporting that they use it at least occasionally. Other frequently used channels included the METROLINK *News Link* newsletter (38%) and METROLINK posters, brochures and flyers (35%).
- Overall, less than one in five riders indicated that they use Twitter (17%), email notices/e-newsletters (14%), Facebook (12%), radio (12%), or 511 (7%) at least occasionally for information about METROLINK.
- Current riders were quite mixed in the ways they would prefer to purchase METROLINK tickets. Although nearly half (47%) preferred to purchase tickets from a vending machine at the station, 26% desired to purchase online and print the ticket at home, 17% preferred to pur-

chase a ticket via their smart phone and have it reside as an image on the phone, and 9% preferred to purchase online or by phone and have the ticket mailed to their home.



## CONCLUSIONS

As noted in the *Introduction*, this study was designed to measure METROLINK’s performance among existing customers who ride the system in Orange County. By profiling existing riders’ use patterns, understanding their various needs and priorities with respect to METROLINK services, and measuring how well METROLINK is performing in meeting these needs, the survey can help OCTA develop strategies for sustaining and improving customer satisfaction in the future.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to ‘see the forest through the trees’ and note how the collective results of the survey answer some of the key questions that motivated the research.

*How are customers using METROLINK in Orange County?*

Although the *primary* goal of the study was to measure customer satisfaction with METROLINK services in Orange County (see below), the survey also provided an opportunity to develop an up-to-date profile of how riders are using the METROLINK system—including their frequency of use, trip purpose, and methods of getting to/from stations.

Users of METROLINK in Orange County tend to fall into one of two categories of riders. Most are experienced riders who have been traveling by METROLINK for at least a year, ride METROLINK at least four days per week, and use METROLINK to commute to/from work. These riders tend *not* to use METROLINK on weekends or use it for other types of trip purposes, such as visiting friends/family or for recreation/entertainment.

The second category captures about one-third of METROLINK riders. These are occasional riders who use the system less than two days per week, have typically been riding METROLINK for less than one year, and in addition to using it for work-related trips often use METROLINK for visiting friends/family or for recreation/entertainment purposes.

Frequency of ridership and trip purpose shapes other aspects of how riders access and/or use the METROLINK system. Frequent riders and those whose primary trip purpose was worked-related were substantially more likely than their respective counterparts to drive solo and travel shorter distances when accessing their boarding station (First Mile) and traveling from their boarding station to their ultimate destination (Last Mile). Frequent riders were also much more likely to be Monthly Pass holders, whereas infrequent riders relied heavily on tickets.

*How well is METROLINK performing in meeting riders’ needs in Orange County?*

Riders who use METROLINK in Orange County expressed high levels of satisfaction with their overall experiences riding METROLINK, as well as many specific aspects of the service. More than eight out of 10 riders described their overall riding experiences as excellent (27%) or good (56%), and an additional 14% provided a rating of fair. Although riders’ ratings of METROLINK varied somewhat by frequency of ridership, age and other factors, overall performance ratings for METROLINK were *con-*

*sistently* positive across all rider subgroups—with the percentage rating the service as excellent or good ranging from 74% to 99%.

Consistent with riders' high opinions of METROLINK'S *overall* performance, the vast majority also provided positive quality ratings to 18 of 20 specific service dimensions. The highest quality ratings were given to the availability of parking at stations (88% excellent or good), followed by sense of personal safety at stations or on trains (87%), security of their car while parked at a station (85%), helpfulness and courtesy of METROLINK conductors/train staff (84%), and value of riding METROLINK when compared to driving (83%).

The survey data also indicate that riders perceive that the quality of METROLINK service has generally remained steady or improved since they first began using the service. Just 9% of riders felt that the quality of METROLINK service has declined during this period.

*How can METROLINK service be improved to better meet riders' needs and/or increase ridership?*

Although riders were generally quite pleased with METROLINK'S performance in meeting their needs (see above), the survey did identify opportunities to improve their overall riding experiences as well as increase the frequency with which they ride METROLINK in the future.

Considering the list of performance aspects and their respective quality ratings (see *Rating METROLINK Performance on Specific Dimensions [n = 1,087]* on page 35), customers' open-ended responses about ways METROLINK service can be improved (see *Changes to Improve METROLINK Service [n = 1,087]* on page 34), as well as the responses to questions about potential obstacles and incentives to riding METROLINK (see *Increasing Ridership* on page 37), the top candidates for improving METROLINK service are increasing the *frequency* of weekend and weekday service, extending service hours later in the evening on both weekends and weekdays, improving the reliability of trains as well as availability of train delay information, providing wi-fi, improving METROLINK'S responsiveness to customer concerns, and better enforcement of the Rules of Conduct for riders. Frequent riders (5+ days per week) were especially likely to cite a need for improvement in the availability of train-delay information and responsiveness to customer concerns.

Its worth noting, moreover, that the obstacles that prevent *existing* riders from using METROLINK more frequently—as well as the service improvements desired—were generally quite similar to those identified by *potential* riders.<sup>2</sup> In particular, both groups identified expanded weekend service and extended evening hours as being among the most desired operational improvements that would increase their ridership. Assuming regular train service was available, both groups also reported

2. See *METROLINK Market Survey*, report prepared by True North Research for OCTA, June 2012.



the highest levels of interest in using METROLINK to visit destinations in San Diego County, Los Angeles County, and attend special events at the Grove, Honda Center or Angel Stadium.

*Do riders desire better options for purchasing tickets or passes?*

Yes. Nearly half (47%) of existing riders prefer the traditional method of purchasing tickets from a vending machine at the station, and 9% prefer to purchase a ticket online or by phone and have it mailed to their home. However, many riders would prefer the convenience of purchasing a ticket online and either printing the ticket at home (26%) or having the ticket reside as an image on their smart phone or tablet (17%). Preferences for these latter two purchasing options were even more pronounced among *potential* riders. With the growing penetration of smart phones among existing riders (estimated at 60% currently) and complaints from some riders about the length of time it takes to wait in line to purchase tickets from a vending machine, METROLINK should consider offering purchase methods that take advantage of smart phone and tablet technology.

*What have we learned about riders' use of the OCLINK Pass?*

In July 2011, OCTA introduced the OCLINK Pass to attract and encourage greater ridership of METROLINK and bus services in Orange County. The OCLINK Pass allows for unlimited ridership of METROLINK and OCTA bus services in Orange County using a single \$7 per-day ticket. Prior to the introduction of OCLINK, riders had to choose between purchasing tickets for specific trip segments or a weekly (or monthly) pass.

On the positive side, the survey results indicate that OCLINK Passes have been attractive to specific customer segments that OCTA had in mind when introducing the Pass, including students, new riders, and those who ride less frequently than five days per week. Although the OCLINK Pass was the fare type used by 7% of *all* riders surveyed, it was used by a higher percentage of students (13%), those who began riding METROLINK since the pass was introduced (9%), and those who ride METROLINK three to four days per week (11%).

One potential downside of the OCLINK Pass, however, is that a significant percentage of riders who were surveyed while using the Pass indicated that they switched to the OCLINK Pass from a fare type that generates more revenue for OCTA. More than one-third of OCLINK Pass users indicated that they previously held monthly passes.

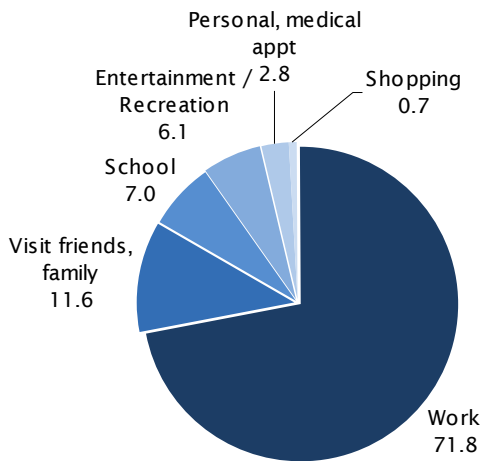
# TODAY'S TRIP

The opening series of questions in the survey were designed to gather information about the respondent's current trip using METROLINK, including trip purpose, origin, destination, and fare type.

**TRIP PURPOSE** Respondents were initially asked to identify the main purpose of their trip on METROLINK on the day of the interview. As shown in Figure 1 below, nearly three-quarters (72%) of riders indicated that their trip was work-related. Other purposes included visiting friends or family (12%), traveling to/from school (7%), entertainment or recreation purposes (6%), a personal or medical appointment (3%), and shopping (1%).

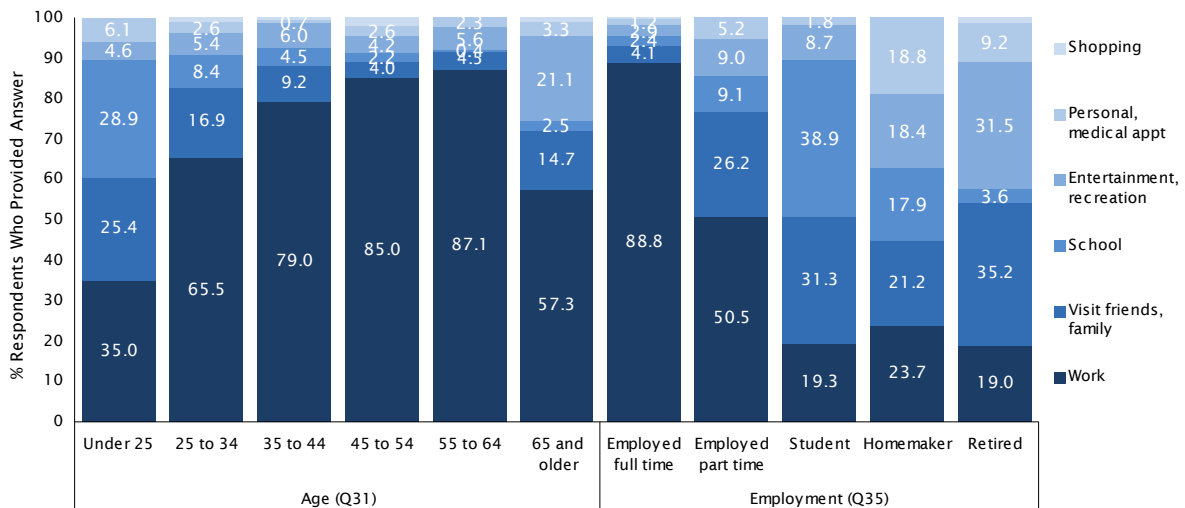
**Question 1** *What is the main purpose for your trip on METROLINK today?*

**FIGURE 1 MAIN PURPOSE OF TRIP [N = 1,077]**

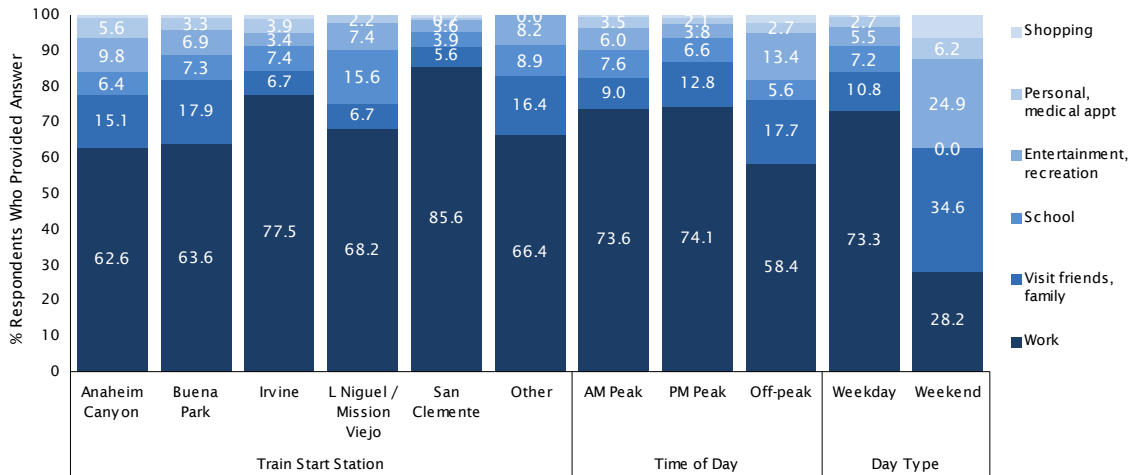


Figures 2-4 show how trip purpose varied across a host of rider characteristics, including their age, employment status, station at which they started their trip, time of day, frequency with which they ride METROLINK, access to a personal vehicle, and ticket type. When compared to their respective counterparts, using METROLINK for a work-related trip was most common among those 55 to 64 years of age, full-time employees, riders who boarded in San Clemente, riders who were interviewed during peak hours or on weekdays, those who ride at least five days per week, individuals who always have access to a personal vehicle, and monthly pass holders.

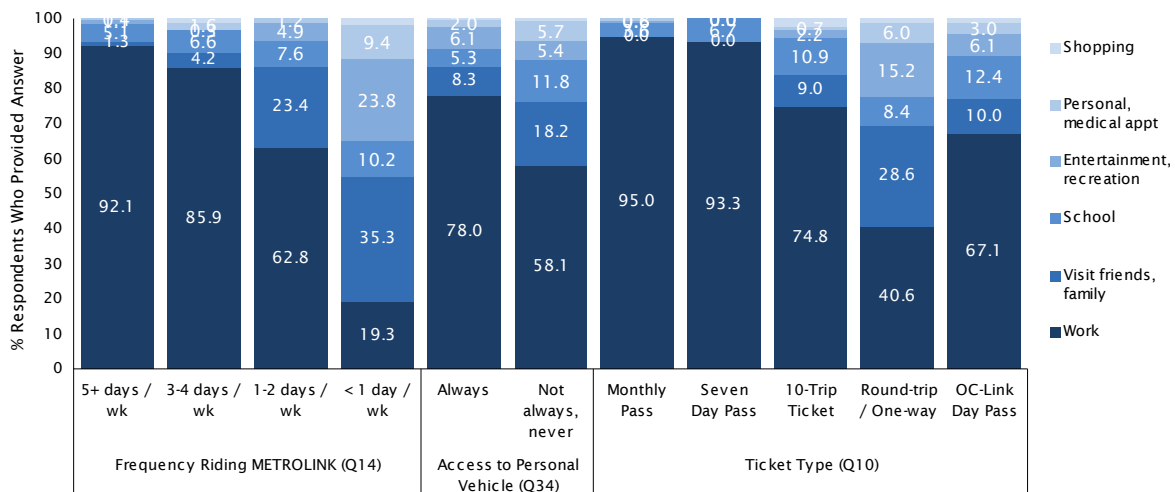
**FIGURE 2 MAIN PURPOSE OF TRIP BY AGE & EMPLOYMENT [N = 1,077]**



**FIGURE 3 MAIN PURPOSE OF TRIP BY TRAIN START STATION, TIME OF DAY & DAY TYPE [N = 1,077]**



**FIGURE 4 MAIN PURPOSE OF TRIP BY FREQUENCY OF RIDING METROLINK, ACCESS TO PERSONAL VEHICLE & TICKET TYPE [N = 1,077]**

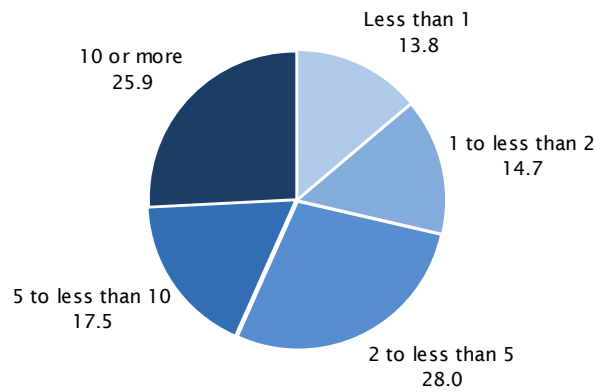


**DISTANCE FROM START TO STATION** Riders were next asked to identify the distance between the start location for their trip and the METROLINK station where they boarded. As shown in Figure 5 on the next page, the distance varied substantially depending on the rider. Approximately 29% reported that the start of their trip was less than two miles from the station, 28% indicated it was two to less than five miles from the station, 18% stated that their trip origin was five to less than 10 miles from the station, and one-quarter (26%) offered that they started their trip 10 or more miles away from the METROLINK station.

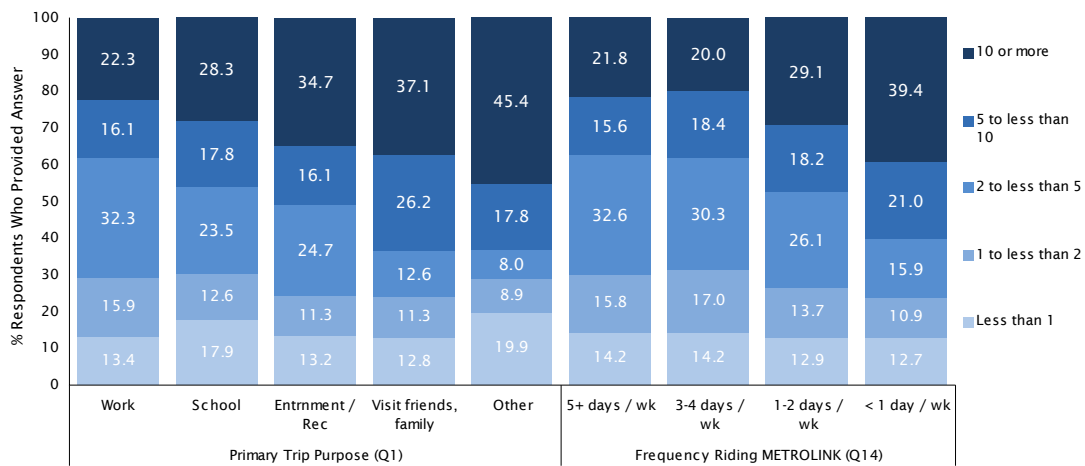
Its instructive to note that the distance between the start location and the METROLINK station was typically shortest for those using METROLINK for a work trip, those who ride at least three days per week, and for riders interviewed on the weekend (see Figures 6-9).

**Question 3** How far is [the place you are coming FROM] from the station where you boarded METROLINK?

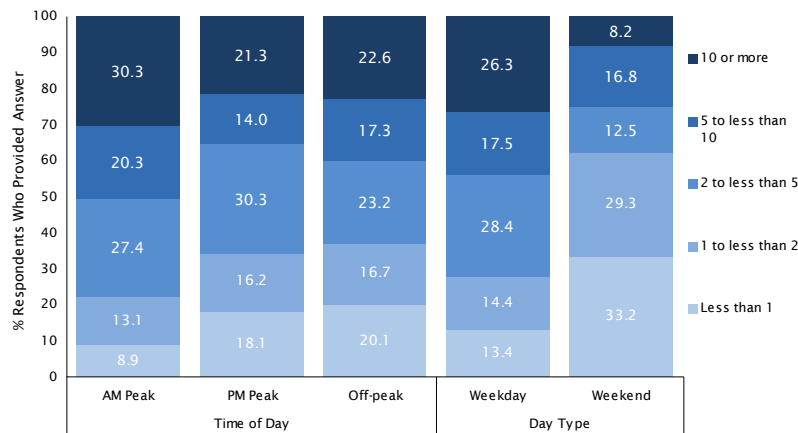
**FIGURE 5 DISTANCE IN MILES FROM START TO STATION [N = 1,053]**



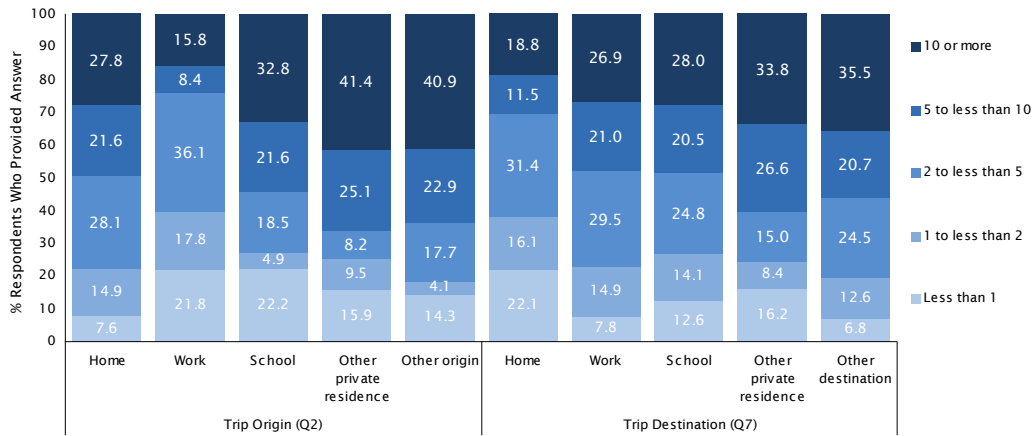
**FIGURE 6 DISTANCE IN MILES FROM START TO STATION BY PRIMARY TRIP PURPOSE & FREQUENCY OF RIDING METROLINK [N = 1,053]**



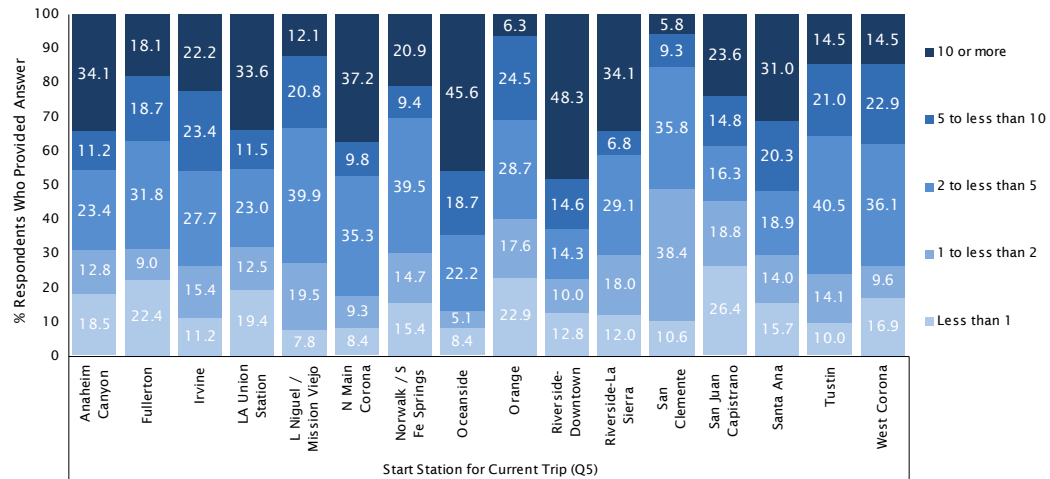
**FIGURE 7 DISTANCE IN MILES FROM START TO STATION BY TIME OF DAY & DAY TYPE [N = 1,053]**



**FIGURE 8 DISTANCE IN MILES FROM START TO STATION BY TRIP ORIGIN & TRIP DESTINATION [N = 1,053]**



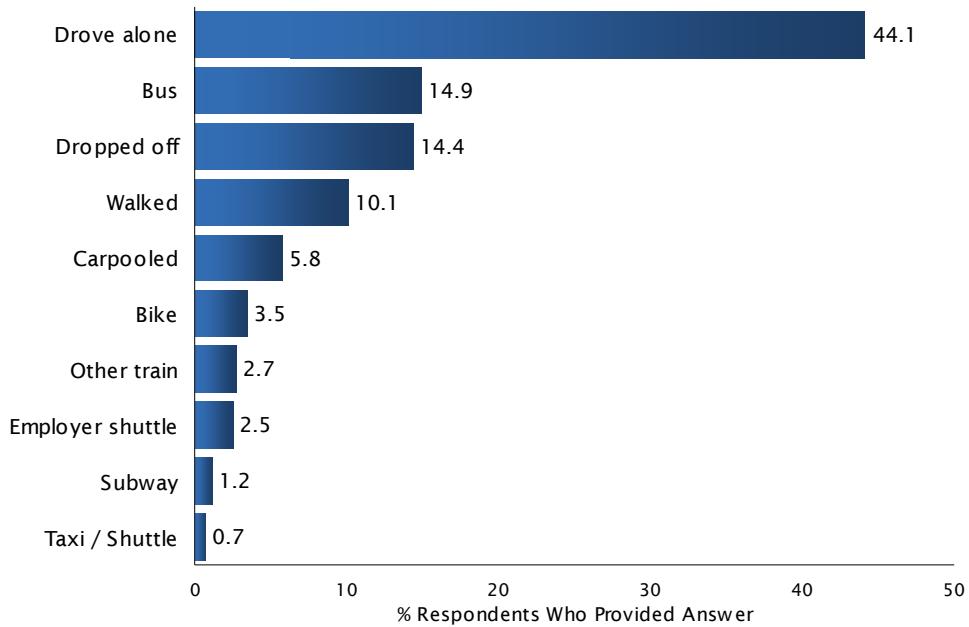
**FIGURE 9 DISTANCE IN MILES FROM START TO STATION BY START STATION FOR CURRENT TRIP [N = 1,053]**



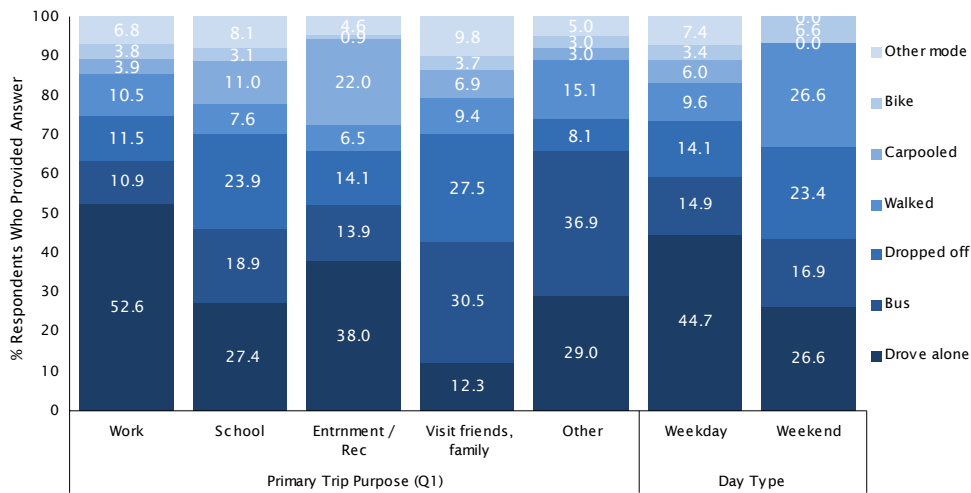
**FIRST MILE** Riders were next asked to indicate the mode they used to get to the METROLINK station for today's trip (see Figure 10). By far the most common method was driving alone (44%). Other methods included bus (15%), drop-off (14%), walk (10%), carpool (6%), and bike (4%). Use of a method *other* than driving alone was most commonly reported by those who were traveling to visit friends or family, weekend riders, people who ride METROLINK less often than one day per week, individuals who do not have regular access to a personal vehicle, riders whose trip originated from a private residence that was not their own, those whose trip *destination* was their home, and riders who began their METROLINK trip at LA Union Station (see Figures 11-14).

**Question 4** How did you get from this place to the station where you boarded METROLINK?

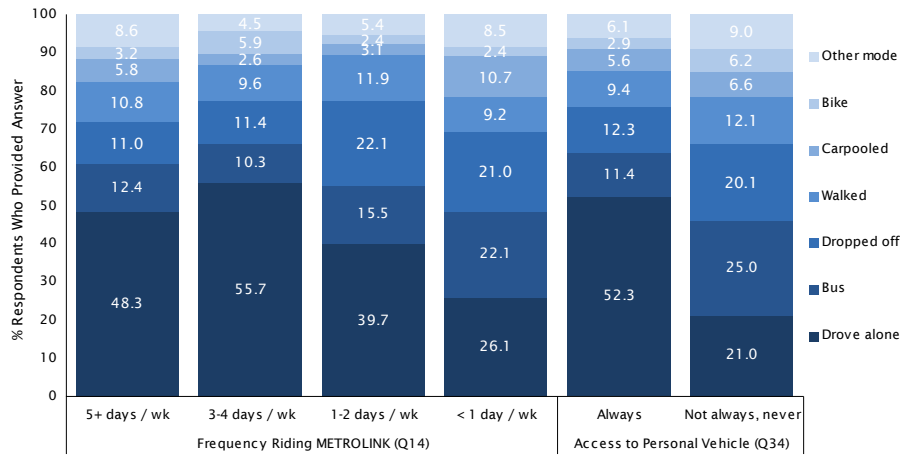
**FIGURE 10 TRAVEL MODE FROM START TO STATION [N = 1,077]**



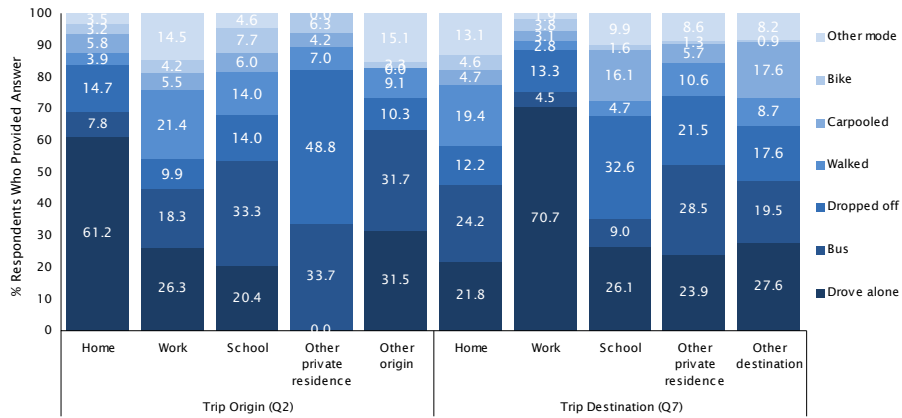
**FIGURE 11 TRAVEL MODE FROM START TO STATION BY PRIMARY TRIP PURPOSE & DAY TYPE [N = 1,077]**



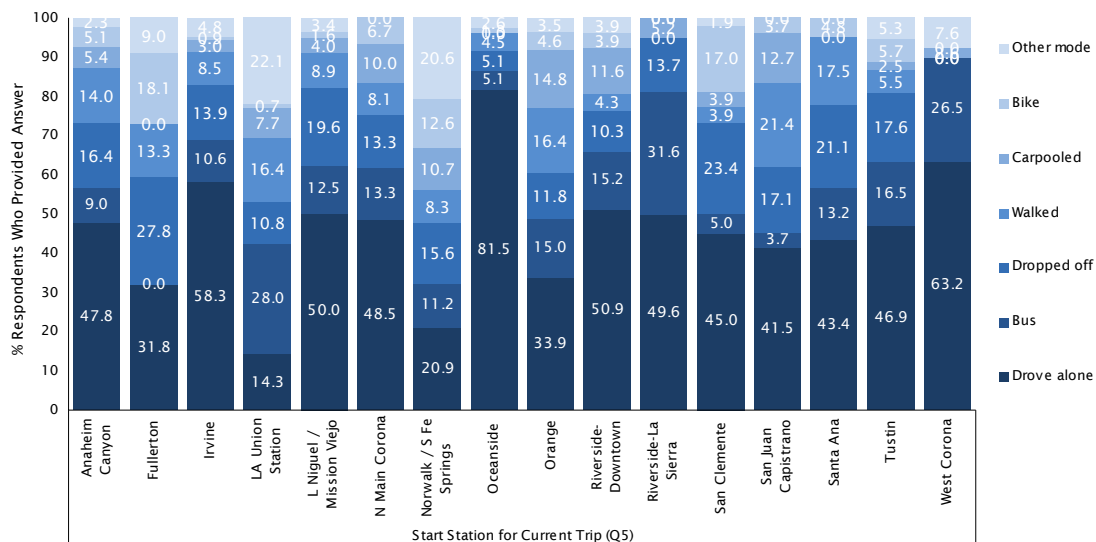
**FIGURE 12 TRAVEL MODE FROM START TO STATION BY FREQUENCY OF RIDING METROLINK & ACCESS TO PERSONAL VEHICLE [N = 1,077]**



**FIGURE 13 TRAVEL MODE FROM START TO STATION BY TRIP ORIGIN & TRIP DESTINATION [N = 1,077]**



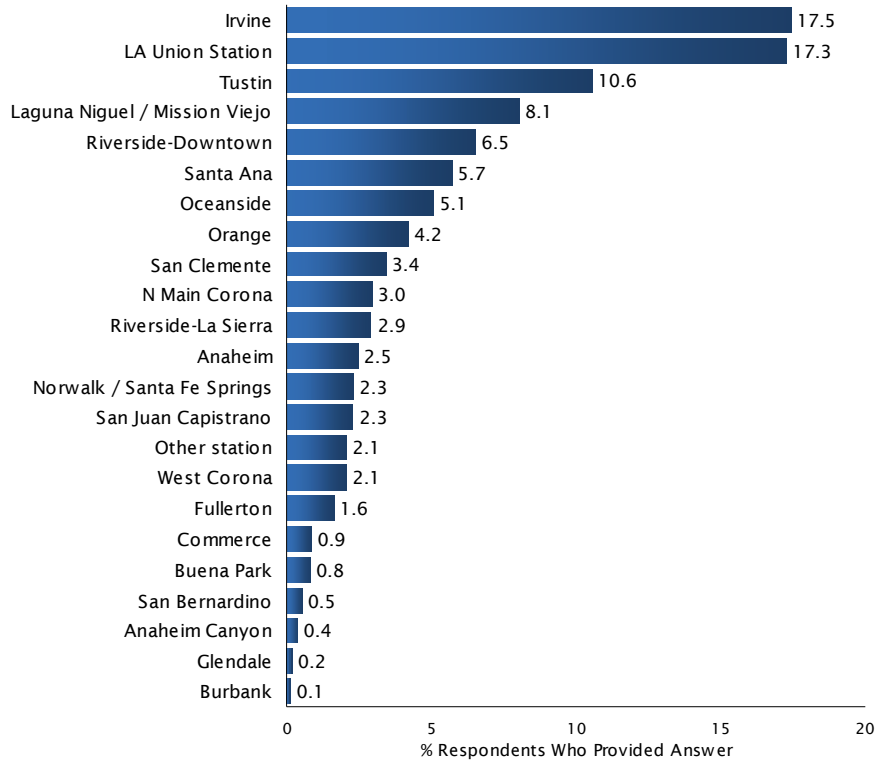
**FIGURE 14 TRAVEL MODE FROM START TO STATION BY START STATION FOR CURRENT TRIP [N = 1,077]**



**BOARDING STATION** Among riders surveyed, the most common stations for boarding were Irvine (18%), LA Union Station (17%), Tustin (11%), Laguna Niguel/Mission Viejo (8%), and Riverside-Downtown Station (7%) (Figure 15). Table 1 shows how the percentage of riders using each start station varied by trip origin and destination type. For example, among riders whose trip *origin* was their home, 18% boarded at the Irvine station, 7% at LA Union Station, etc.

**Question 5** *At what station did you board METROLINK for this trip?*

**FIGURE 15 START STATION FOR CURRENT TRIP [N = 1,076]**



**TABLE 1 START STATION FOR CURRENT TRIP BY TRIP ORIGIN & TRIP DESTINATION [N = 1,076]**

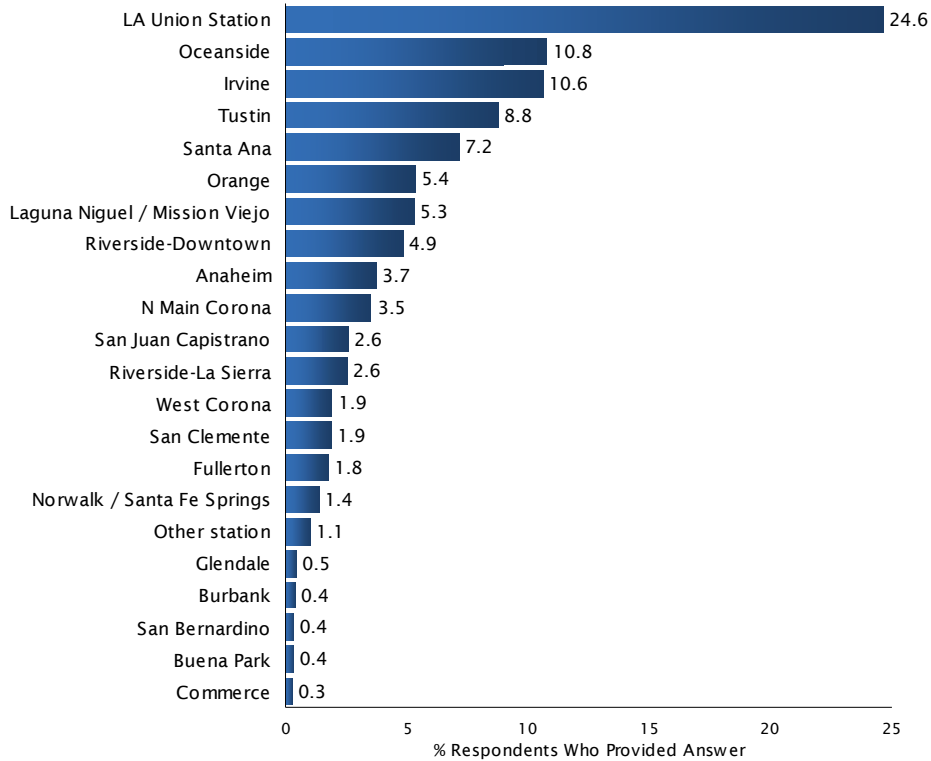
	Trip Origin (Q2)					Trip Destination (Q7)				
	Home	Work	School	Other private residence	Other origin	Home	Work	School	Other private residence	Other destination
Irvine	18	18	13	13	9	17	21	6	17	8
LA Union Station	7	28	13	36	42	29	4	13	42	20
Tustin	9	16	7	2	11	15	10	15	5	3
Laguna Niguel / Mission Viejo	11	5	2	12	0	6	11	14	1	7
Riverside-Downtown	7	4	17	3	17	5	6	0	8	19
Santa Ana	7	5	6	3	11	6	7	5	2	6
Oceanside	8	0	2	0	0	0	10	0	0	2
Orange	4	1	10	13	2	3	3	2	5	15
San Clemente	6	1	0	0	0	1	5	15	0	0
N Main Corona	4	2	0	6	0	2	4	0	4	3
Riverside-La Sierra	3	1	13	3	0	2	4	5	4	0
Anaheim	3	3	0	0	5	2	3	6	0	2
Norwalk / Santa Fe Springs	1	5	0	5	0	3	2	0	3	1
San Juan Capistrano	3	1	3	0	0	1	3	6	2	1
Other station	2	2	4	3	0	1	1	8	4	3
West Corona	3	1	0	0	0	1	3	2	0	2
Fullerton	2	2	5	0	0	2	2	0	0	3
Commerce	0	3	0	0	0	2	0	0	0	0
Buena Park	1	0	0	0	0	0	0	3	4	3
San Bernardino	0	1	0	0	3	1	0	0	0	2
Anaheim Canyon	0	0	3	0	0	0	1	0	0	0
Glendale	0	0	3	0	0	0	0	0	0	0
Burbank	0	1	0	0	0	0	0	0	0	0



**DEBOARDING STATION** Similar to Question 5, respondents were next asked to report the station at which they expected to get off the train for their current trip (Question 6). As shown in Figure 16 below, LA Union Station was the most common deboarding station (25%), followed by Oceanside (11%), Irvine (11%), and Tustin (9%) stations. Table 2 shows how the percentage of riders at each *deboarding* station varied by trip origin and destination type.

**Question 6** *At what station will you get off this train?*

**FIGURE 16** END STATION FOR CURRENT TRIP [N = 1,057]



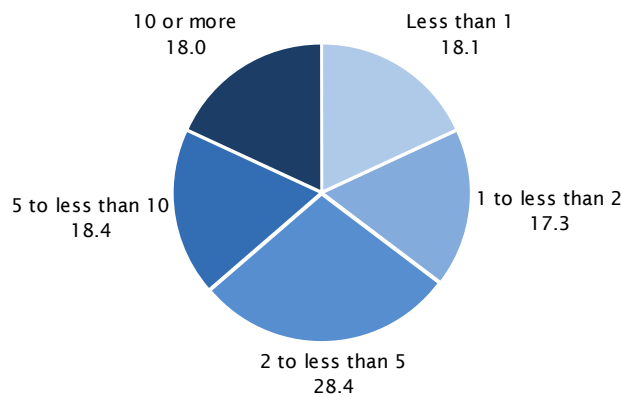
**TABLE 2** END STATION FOR CURRENT TRIP BY TRIP ORIGIN & TRIP DESTINATION [N = 1,057]

	Trip Origin (Q2)					Trip Destination (Q7)				
	Home	Work	School	Other private residence	Other origin	Home	Work	School	Other private residence	Other destination
LA Union Station	40	4	8	14	9	4	42	38	1	31
Oceanside	7	13	9	26	34	16	3	3	24	22
Irvine	9	13	0	22	12	11	12	2	18	2
Tustin	9	9	14	0	3	9	9	10	10	5
Santa Ana	9	6	11	8	0	6	7	22	12	3
Orange	6	4	0	3	0	4	6	10	5	3
Laguna Niguel / Mission Viejo	4	7	12	11	5	7	4	2	13	3
Riverside-Downtown	3	7	15	8	0	9	1	2	7	9
Anaheim	4	4	0	0	3	3	4	0	3	6
N Main Corona	0	11	0	0	0	9	0	3	0	2
San Juan Capistrano	2	2	14	0	16	3	1	2	0	7
Riverside-La Sierra	0	6	12	0	9	6	0	2	0	1
West Corona	0	5	0	0	0	5	1	0	0	1
San Clemente	1	3	5	0	0	3	1	0	0	0
Fullerton	2	2	0	2	5	1	2	3	3	0
Norwalk / Santa Fe Springs	2	0	0	4	0	1	2	0	0	0
Other station	1	2	2	0	0	2	1	0	0	3
Glendale	1	0	0	0	0	0	1	0	0	0
Burbank	1	0	0	0	0	0	1	0	0	0
San Bernardino	0	0	0	0	3	0	0	0	3	2
Buena Park	0	0	0	0	0	0	0	0	1	0
Commerce	1	0	0	0	0	0	1	0	0	0

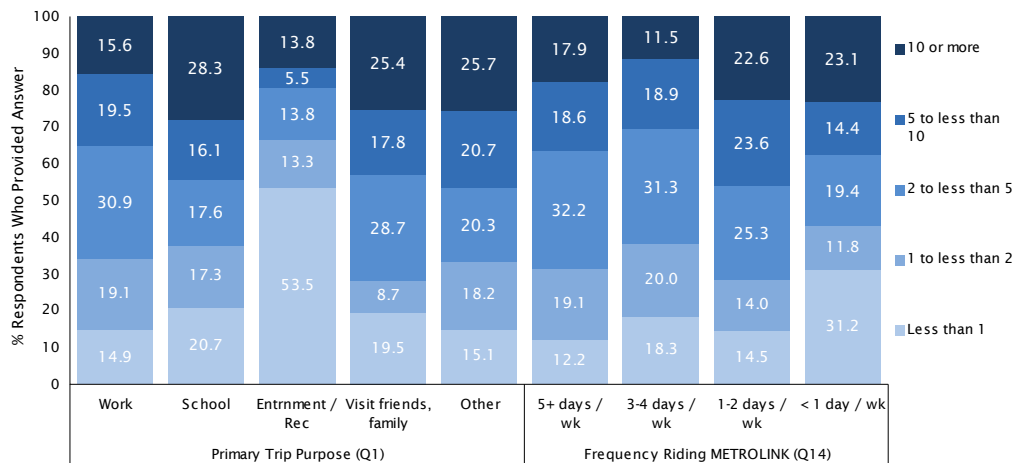
**DISTANCE FROM STATION TO DESTINATION** When asked to identify the distance between their deboarding station and their ultimate destination, riders generally reported a distance that was somewhat *shorter* than the distance from their trip origin and boarding station. Overall, 35% indicated that the distance between the deboarding station and their destination was less than two miles, 28% indicated it was two to less than five miles, 18% offered that was five to less than 10 miles, whereas 18% stated that the distance was 10 miles or more (Figure 17). For the interested reader, Figures 18-21 display how the reported distance between the deboarding station and destination varied across rider subgroups.

**Question 8** *How far is [the place you are going to] from the station where you will be getting off METROLINK?*

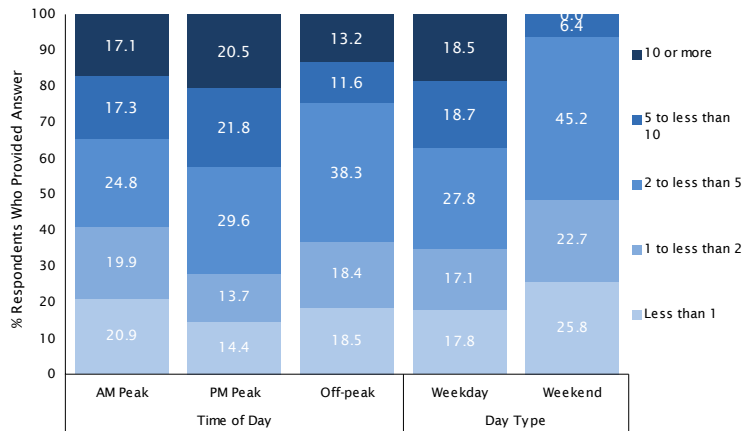
**FIGURE 17 DISTANCE IN MILES FROM STATION TO DESTINATION [N = 1,068]**



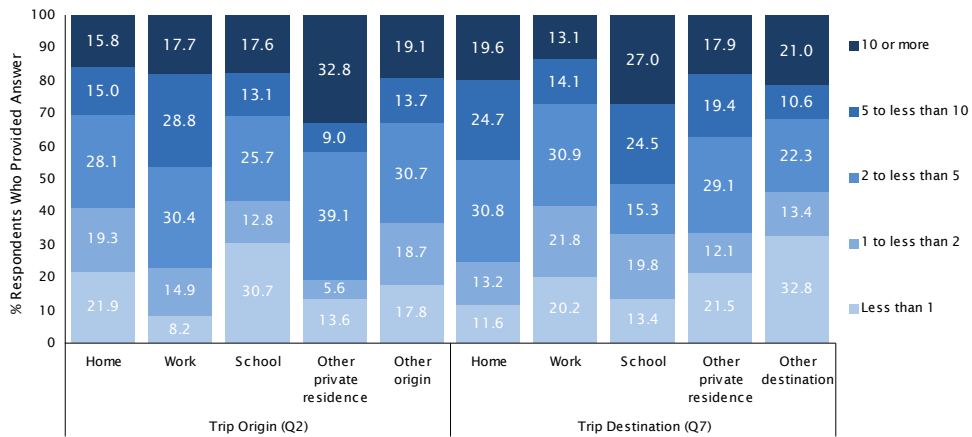
**FIGURE 18 DISTANCE IN MILES FROM STATION TO DESTINATION BY PRIMARY TRIP PURPOSE & FREQUENCY OF RIDING METROLINK [N = 1,068]**



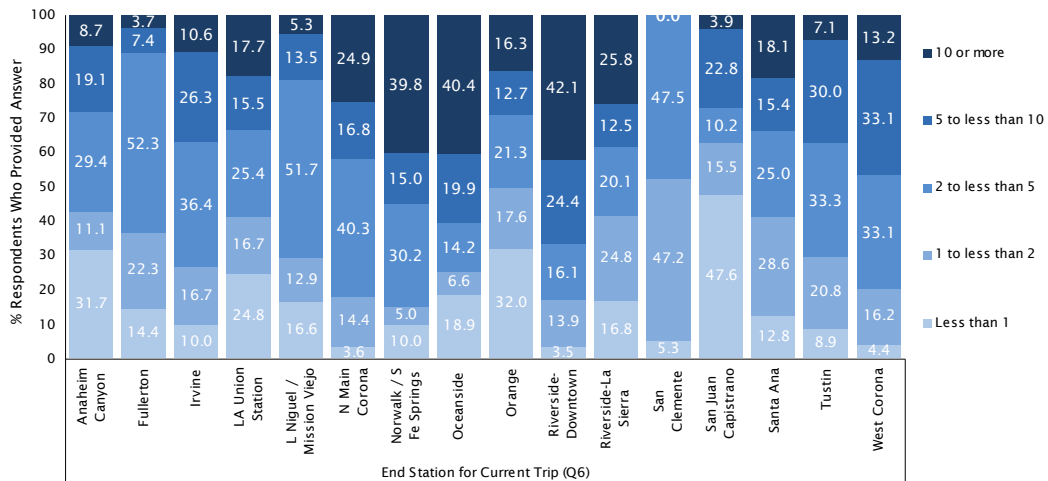
**FIGURE 19 DISTANCE IN MILES FROM STATION TO DESTINATION BY TIME OF DAY & DAY TYPE [N = 1,068]**



**FIGURE 20 DISTANCE IN MILES FROM STATION TO DESTINATION BY TRIP ORIGIN & TRIP DESTINATION [N = 1,068]**



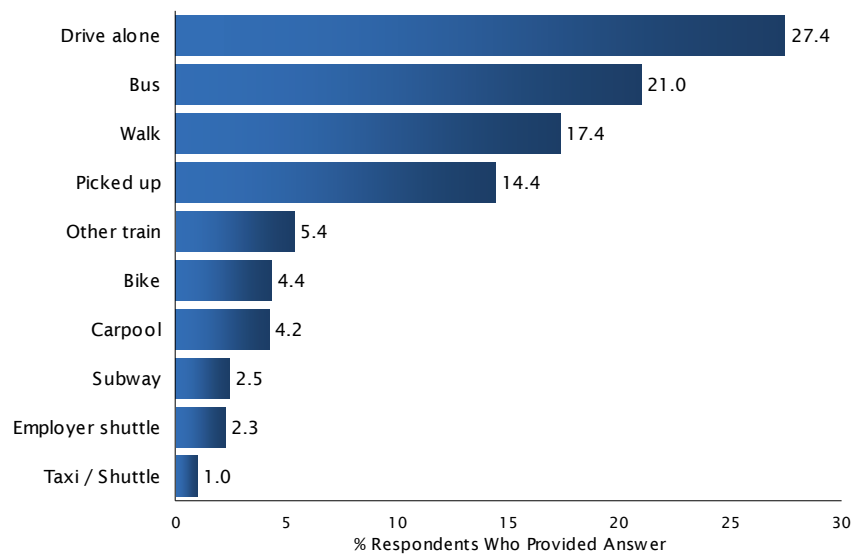
**FIGURE 21 DISTANCE IN MILES FROM STATION TO DESTINATION BY END STATION FOR CURRENT TRIP [N = 1,068]**



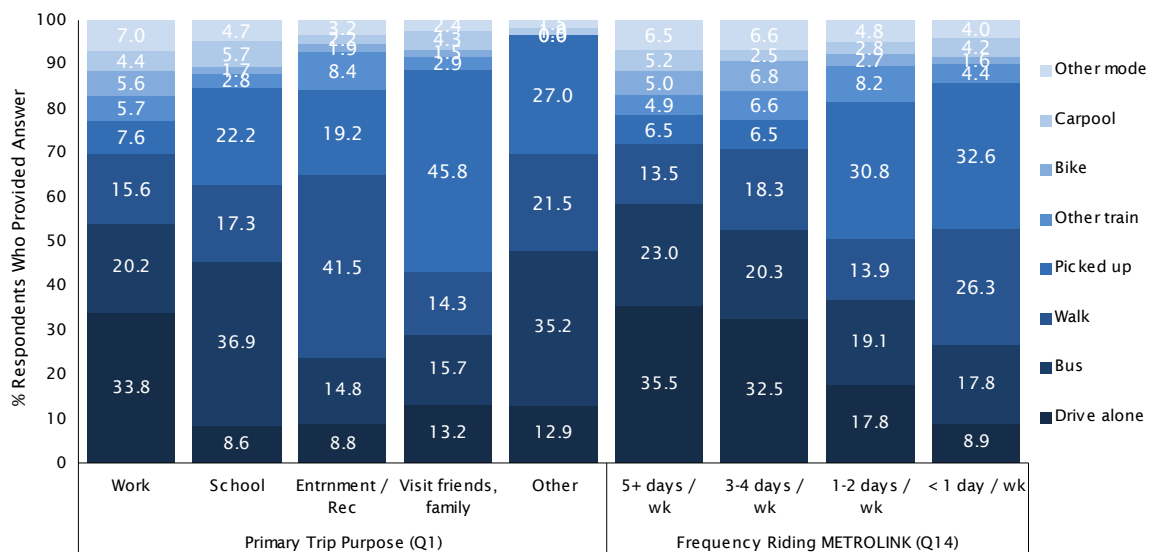
**LAST MILE** When compared to the method of transportation they used to travel to their boarding station (see *First Mile* on page 13), METROLINK riders exhibited a greater diversity of modes in how they traveled from the deboarding station to their destination. Overall, 27% indicated that they drove alone, 21% took a bus, 17% walked, and 14% expected to be picked-up at the station (Figure 22). Riders who were traveling for work, ride METROLINK at least five days per week, those who always have access to a personal vehicle, those who were interviewed during a weekday, riders whose trip origin was work and trip destination was their home, and riders deboarding at the North Main Corona station were the most likely to report driving alone (see Figures 23-26).

**Question 9** *How will you get from the station to this place?*

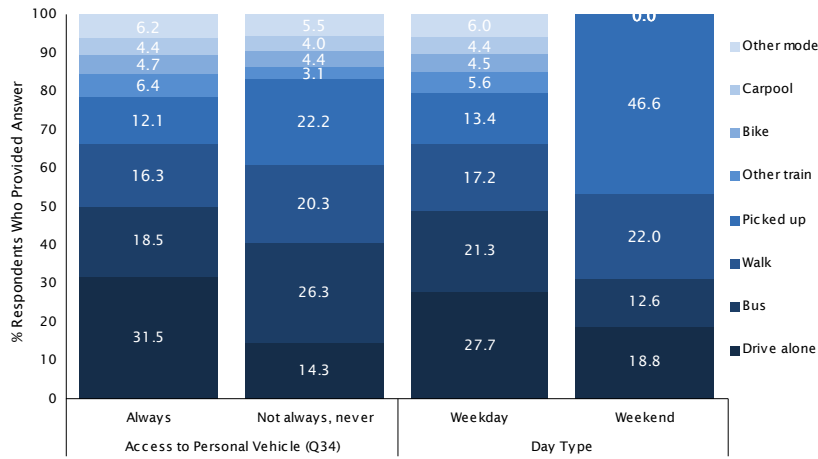
**FIGURE 22 TRAVEL MODE FROM STATION TO TRIP DESTINATION [N = 1,068]**



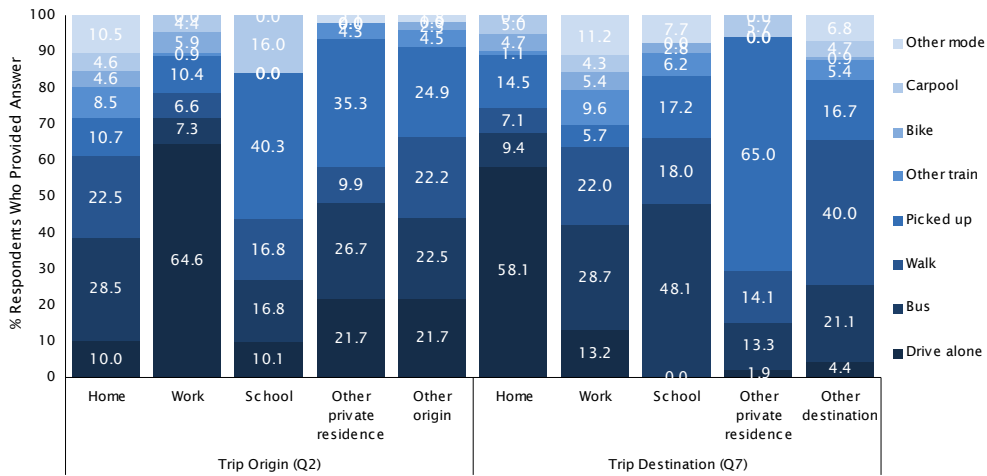
**FIGURE 23 TRAVEL MODE FROM STATION TO TRIP DESTINATION BY PRIMARY TRIP PURPOSE & FREQUENCY OF RIDING METROLINK [N = 1,068]**



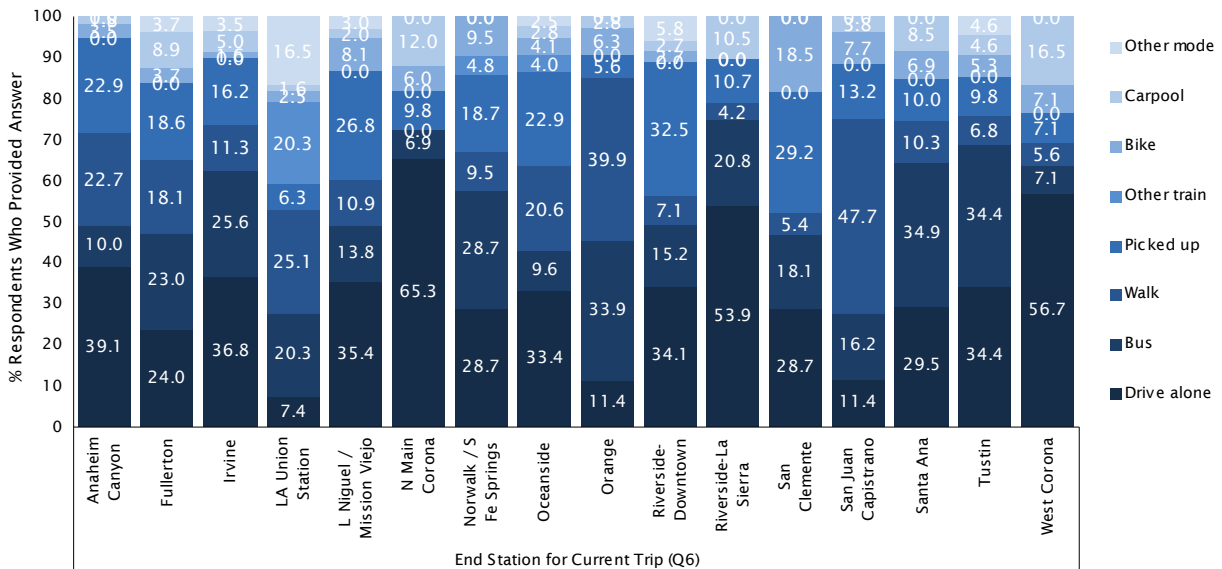
**FIGURE 24 TRAVEL MODE FROM STATION TO TRIP DESTINATION BY ACCESS TO PERSONAL VEHICLE & DAY TYPE [N = 1,068]**



**FIGURE 25 TRAVEL MODE FROM STATION TO TRIP DESTINATION BY TRIP ORIGIN & TRIP DESTINATION [N = 1,068]**



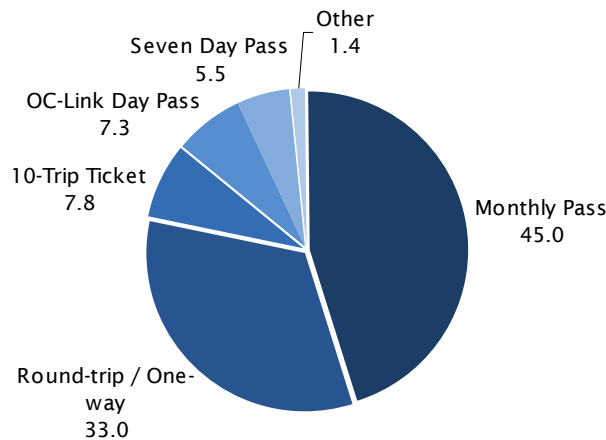
**FIGURE 26 TRAVEL MODE FROM STATION TO TRIP DESTINATION BY END STATION FOR CURRENT TRIP [N = 1,068]**



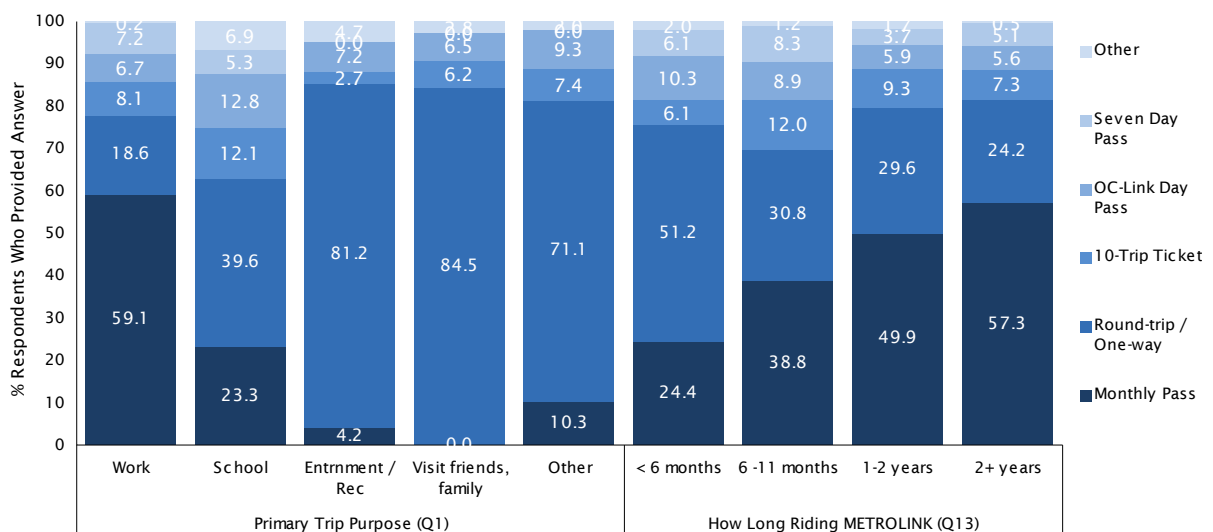
**FARE TYPE** Having collected basic information about the rider's current trip including purpose, origin, and destination, the survey next inquired as to the type of fare that the rider was using for the trip. As shown in Figure 27, nearly half (45%) of riders indicated that they were monthly pass holders. Round-trip or one-way tickets accounted for an additional one-third (33%) of the fares reported by riders. The remaining fares included 10-Trip Ticket (8%), OCLINK Day Pass (7%), Seven Day Pass (6%), and some other type of fare (1%). Overall, monthly pass holders were most frequently found among those who ride METROLINK for work, those who have been riding METROLINK for at least two years, individuals who ride METROLINK at least five days per week, those whose employer pays for less than half of their fare, and weekday riders (see Figures 28 & 29).

**Question 10** *What type of ticket are you using for today's trip?*

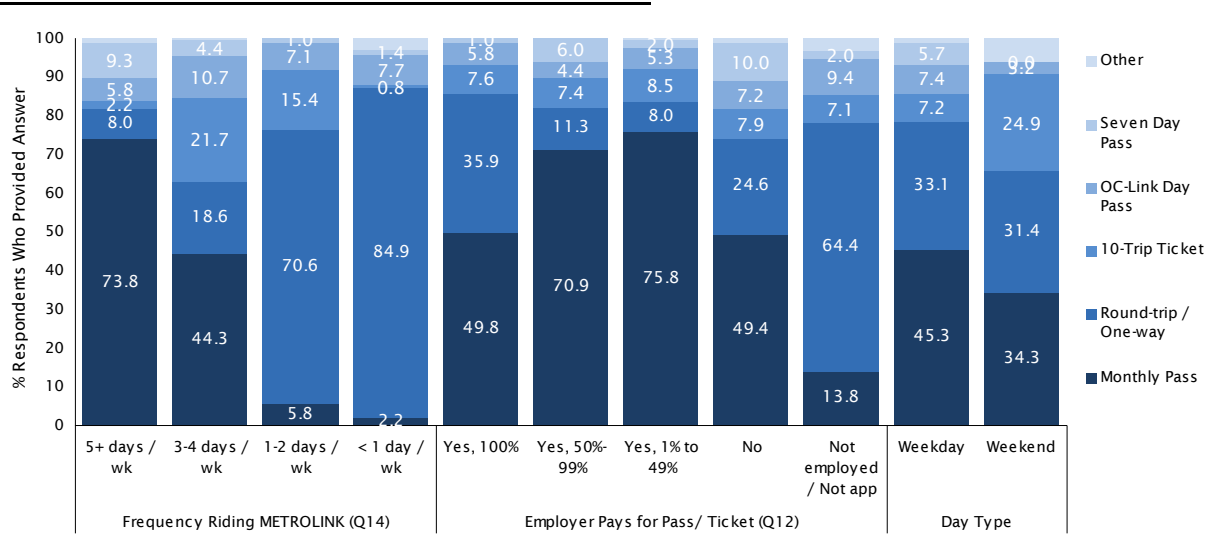
**FIGURE 27 TICKET TYPE [N = 1,069]**



**FIGURE 28 TICKET TYPE BY PRIMARY TRIP PURPOSE & HOW LONG RIDING METROLINK [N = 1,069]**



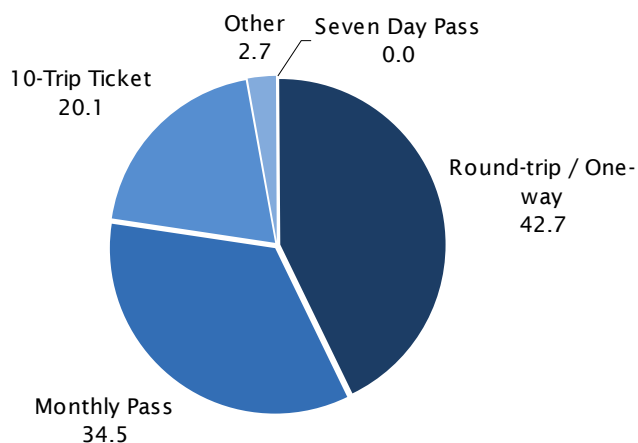
**FIGURE 29 TICKET TYPE BY FREQUENCY OF RIDING METROLINK, EMPLOYER PAYS FOR PASS/TICKET & DAY TYPE [N = 1,069]**



**FARE USED PRIOR TO OCLINK** Riders who reported using an OCLINK Pass for the current trip were asked in Question 11 to indicate the type of pass they used *prior* to OCLINK Passes being available. Approximately one-third (35%) indicated that they were previously monthly pass holders, 43% indicated that they relied on round-trip and one-way tickets, 20% used 10-Trip Tickets, 0% typically used a Seven Day Pass, whereas 3% reported some other type of fare (see Figure 30).

**Question 11** *If you use OCLINK Pass now, what type of pass did you use prior to the OCLINK Pass being available?*

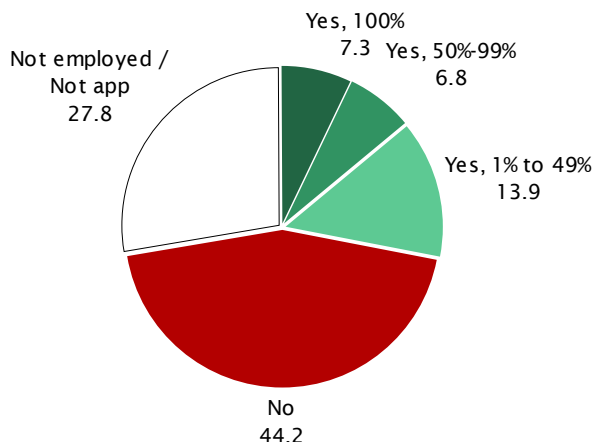
**FIGURE 30 TICKET TYPE PRIOR TO OCLINK [N = 52]**



**DOES YOUR EMPLOYER PAY FOR PASS?** The final question in the opening series asked riders whether their employer pays for their METROLINK pass or ticket. Approximately 28% offered that they were not employed and thus the question does not apply. An additional 44% indicated that they were employed, but their employer does not pay for any portion of their METROLINK pass or ticket. Among all riders surveyed, 7% reported that their employer pays the entire cost of their pass/ticket, 7% indicated their employer pays between 50% and 99% of the cost, and 14% indicated that their employer pays between 1% and 49% of the cost of their pass/ticket (Figure 31). Figure 32 presents the distribution of responses to Question 12 among *employed* respondents only, while Figure 33 shows how the percentage of employed respondents who reported that their employer pays for some portion of their pass/ticket varied by trip purpose,<sup>3</sup> frequency of riding METROLINK, and county of employment.

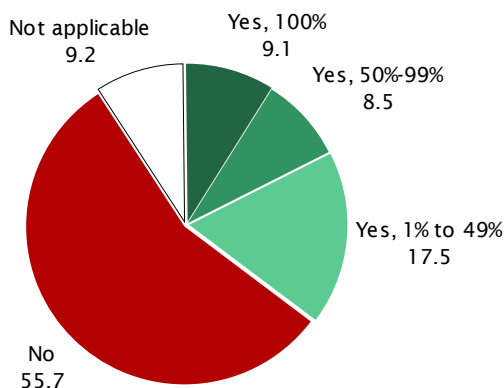
**Question 12** *Does your employer pay for your pass or ticket?*

**FIGURE 31 EMPLOYER PAYS FOR PASS/TICKET [N = 1,021]**



Next two figures among only those employed full or part time

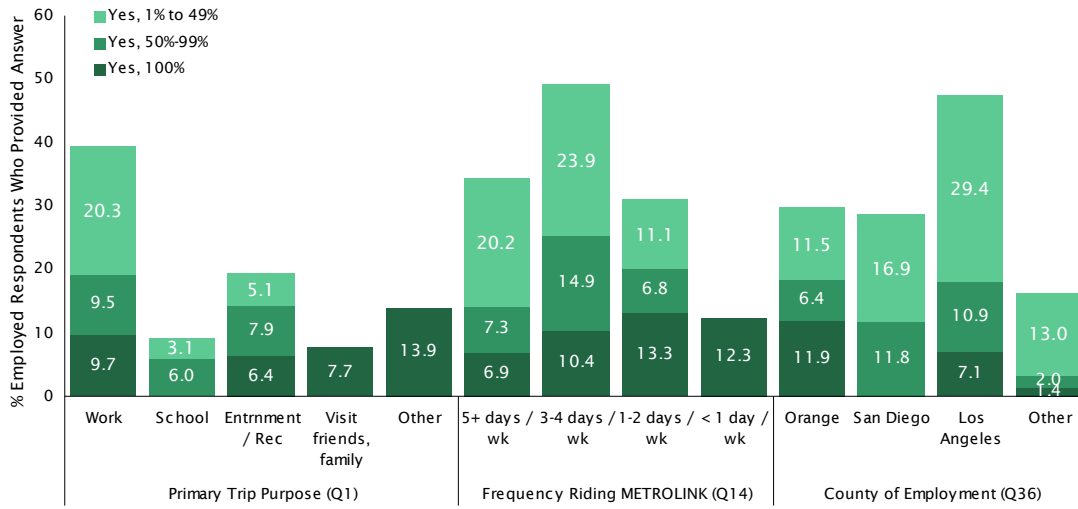
**FIGURE 32 EMPLOYER PAYS FOR PASS/TICKET [N = 811]**



3. Note that some individuals with monthly passes paid for by their employer happened to be surveyed for a trip that was not work-related.



**FIGURE 33 EMPLOYER PAYS FOR PASS/TICKET BY PRIMARY TRIP PURPOSE, FREQUENCY OF RIDING METROLINK & COUNTY OF EMPLOYMENT [N = 811]**



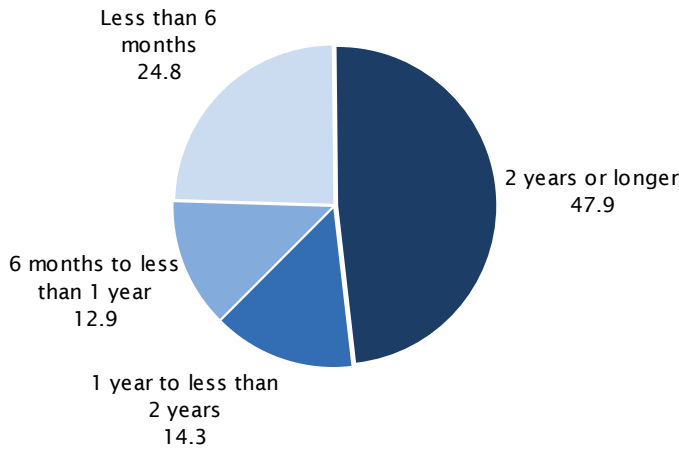
# METROLINK RIDING PATTERNS

Having gathered information about the respondent's *current* trip, the survey transitioned to profiling their ridership patterns in general—including how long they have been a METROLINK rider, the frequency with which they ride METROLINK, whether they ride METROLINK on weekends, and the types of trips for which they use METROLINK.

**HOW LONG HAVE YOU BEEN A METROLINK RIDER?** Nearly half (48%) of riders surveyed indicated that they have been riding METROLINK for at least two years, and an additional 14% offered that they've been riding for one to two years. Approximately 13% reported that they've been riding METROLINK for six months to one year, whereas 25% were relatively new to METROLINK haven first ridden less than six months prior to the interview (Figure 34).

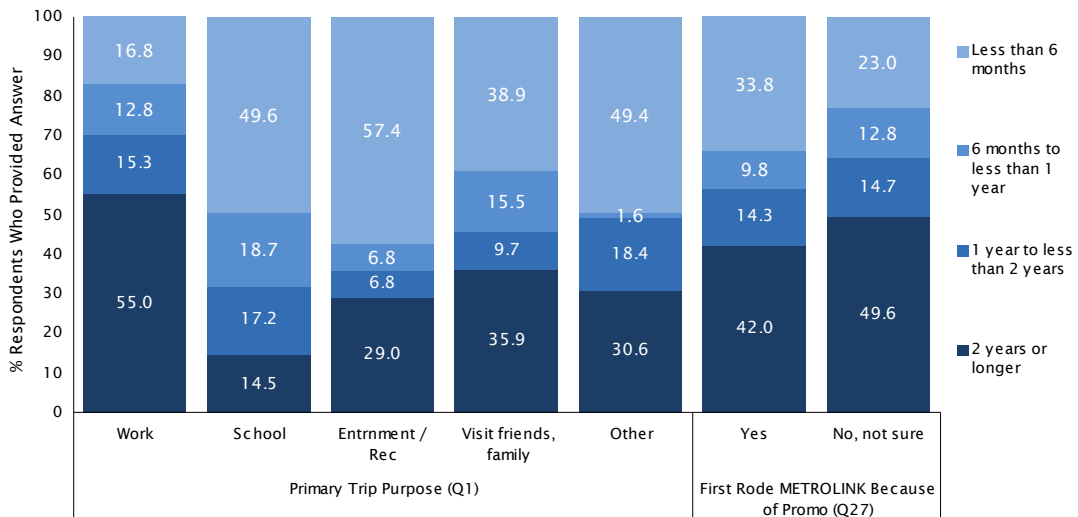
**Question 13** *How long have you been a METROLINK rider?*

**FIGURE 34** LENGTH OF TIME RIDING METROLINK [N = 1,050]



When compared to their respective counterparts, those whose primary trip purpose when surveyed was work-related and those who first rode METROLINK for reasons other than a promotion were the most likely to report having been a METROLINK rider for at least two years (Figure 35).

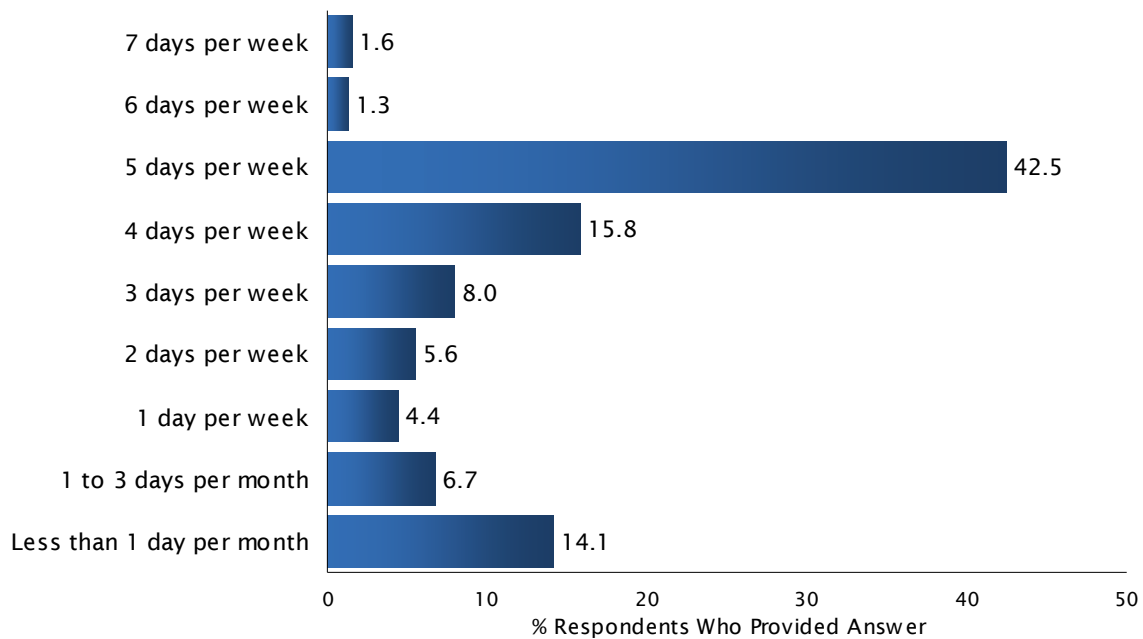
**FIGURE 35** LENGTH OF TIME RIDING METROLINK BY PRIMARY TRIP PURPOSE & FIRST RODE METROLINK BECAUSE OF PROMOTION [N = 1,050]



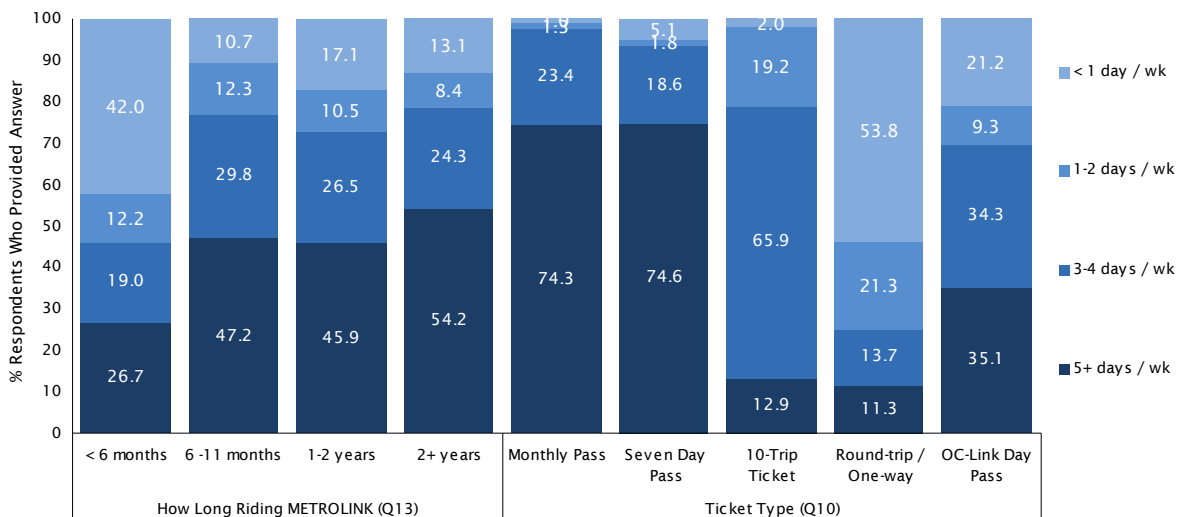
**FREQUENCY OF RIDING METROLINK** Whereas Question 13 inquired as to the length of time a respondent had been riding METROLINK, Question 14 sought to measure the *frequency* with which riders had been using METROLINK during the six months prior to the interview. Although few reported riding six or seven days per week (3%), 43% offered that they typically ride METROLINK five days per week. Approximately 16% reported that they ride METROLINK four days per week, 8% three days per week, 10% one to two days per week, 7% one to three days per month, and 14% stated that they ride METROLINK less often than once per month. Riding at least five days per week was most commonly reported by those who have been riding METROLINK for at least two years, and those with Monthly or Seven Day Passes (see Figure 37).

**Question 14** *In the past six months, how often have you ridden METROLINK?*

**FIGURE 36 FREQUENCY OF RIDING METROLINK [N = 1,056]**



**FIGURE 37 FREQUENCY OF RIDING METROLINK BY HOW LONG RIDING METROLINK & TICKET TYPE [N = 1,056]**

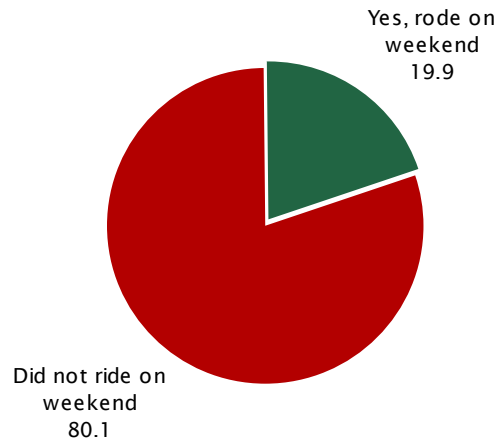


**WEEKEND RIDERS** Riders were surveyed while onboard METROLINK trains, which were selected on a proportional basis by line, direction, peak/off-peak, and day of the week. Because the vast majority of trains operate midweek, the vast majority of riders were surveyed midweek. Regardless of the day in which they were surveyed, all riders were asked if they had ridden METROLINK on a Saturday or Sunday in the past month.

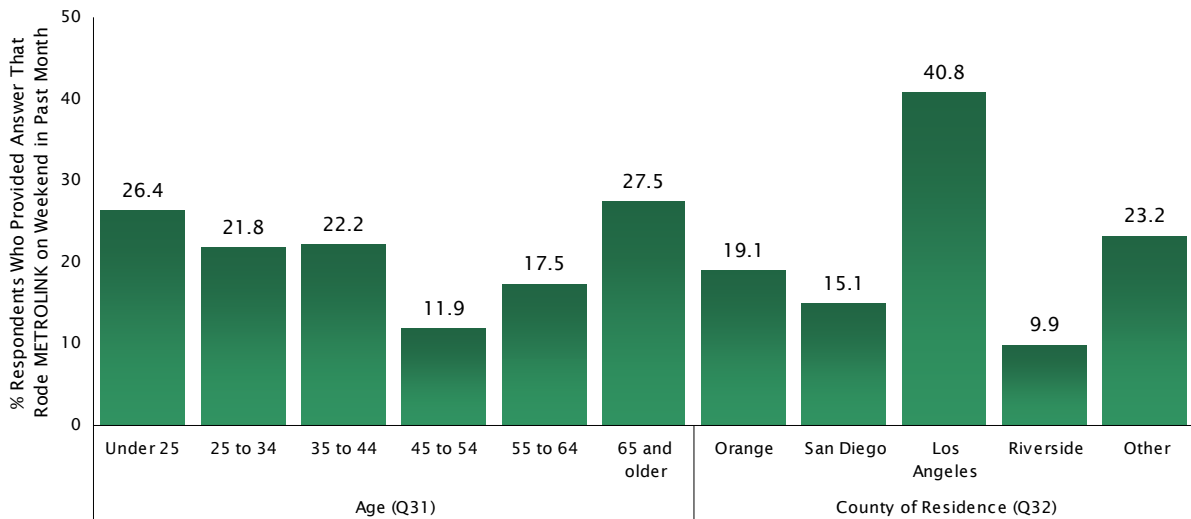
Overall, one in five riders (20%) indicated that they had ridden METROLINK on a Saturday or Sunday in the month prior to the interview (Figure 38). Those most likely to ride on a weekend were at the age extremes (under 25 or 65 or older), lived in Los Angeles County, lived in a household that earns less than \$30,000 annually, and reported not having regular access to a personal vehicle (see Figures 39 & 40).

**Question 15** *In the past month, have you ridden METROLINK on a Saturday or Sunday?*

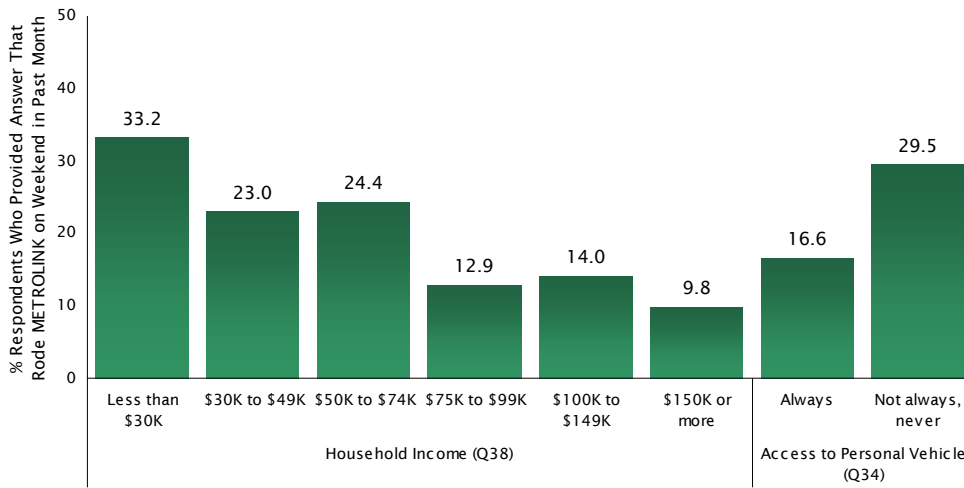
**FIGURE 38 RIDDEN ON WEEKEND IN PAST MONTH [N = 1,010]**



**FIGURE 39 RIDDEN ON WEEKEND IN PAST MONTH BY AGE & COUNTY OF RESIDENCE [N = 1,010]**



**FIGURE 40 RIDDEN ON WEEKEND IN PAST MONTH BY HOUSEHOLD INCOME & ACCESS TO PERSONAL VEHICLE [N = 1,010]**



**PRIOR USE OF METROLINK FOR TRIP PURPOSES** Although most riders surveyed indicated that their current trip was work-related, it is also possible that riders use METROLINK for a variety of trip purposes on other occasions. Accordingly, Question 16 sought to profile the various types of trips for which riders had used METROLINK in the month prior to the interview.

As expected, work-related trips were the most common types of trips for which riders had used METROLINK, with nearly three-quarters (72%) of those surveyed indicating that they've used METROLINK for this purpose during the period of interest. A substantial percentage of riders also reported using METROLINK to visit friends or family (18%) and/or for entertainment/recreation purposes (15%) during the month prior to the interview. Overall, less than one in ten riders indicated that they had used METROLINK in the past month to commute to/from school (7%), for personal/medical appointments (6%), or for shopping trips (5%).

**Question 16** *In the past month, have you used METROLINK for: \_\_\_\_\_?*

**FIGURE 41 TRIP TYPES IN PAST MONTH [N = 1,087]**

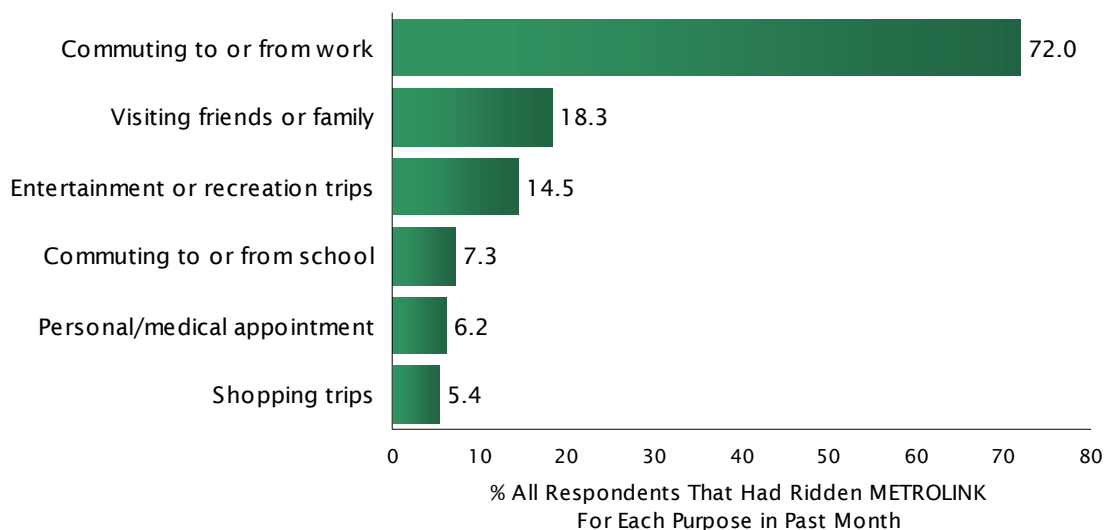
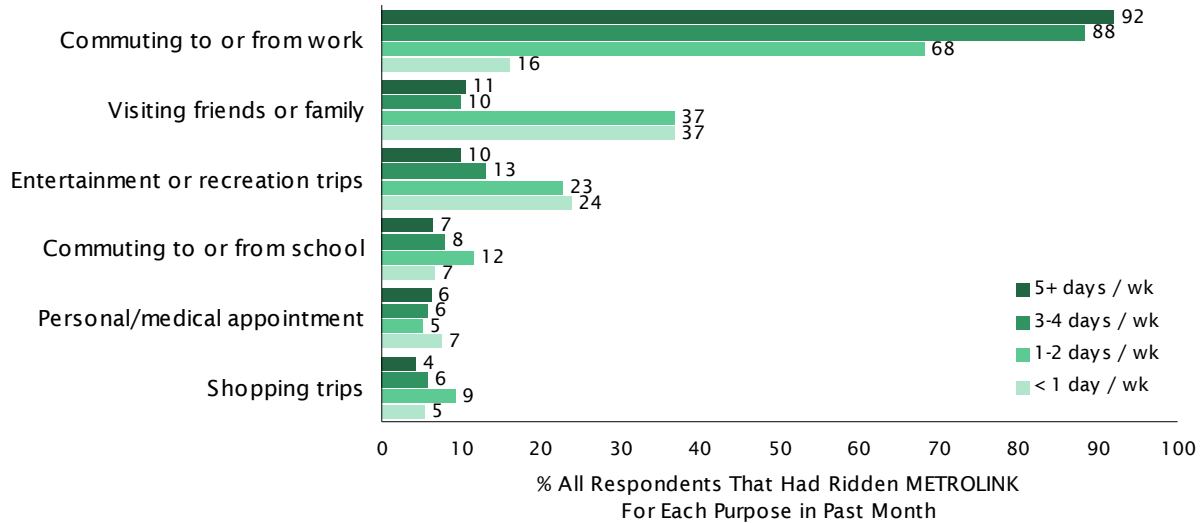


Figure 42 shows how trip purpose varied by frequency of ridership. Frequent riders (at least three days per week) were much more likely than infrequent riders to report having used METROLINK for commuting to or from work. Infrequent riders (less than three days per week), on the other hand, were more likely to state they've used METROLINK for visiting friends or family or for entertainment/recreation trips. The patterns revealed in Figure 42 suggest that most who ride METROLINK regularly for work rarely use METROLINK for other types of trips.

**FIGURE 42 TRIP TYPES IN PAST MONTH BY FREQUENCY OF RIDING METROLINK [N = 1,087]**



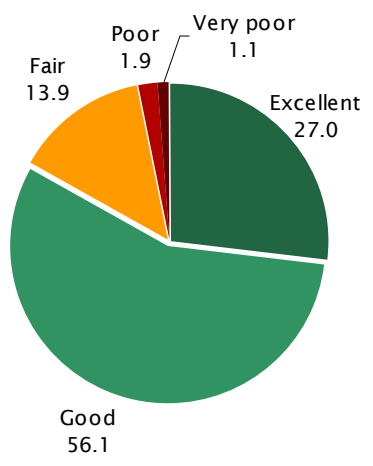
# SATISFACTION WITH METROLINK

Up to this point, the survey focused on gathering background information about riders' current and past use of METROLINK, including trip details (e.g., origin and destination), frequency of ridership, and trip purposes. At this point, the survey transitioned to measuring riders' *opinions* about METROLINK services including their overall satisfaction with METROLINK, how the service ranks on a variety of performance dimensions, and how it could be improved.

**OVERALL PERFORMANCE RATING** The first question in this series asked riders to rate their experiences riding METROLINK on a five-point scale of excellent, good, fair, poor or very poor. Because Question 17 does not reference a specific aspect of the service and explicitly asked respondents to rate their overall experiences, the findings of this question may be regarded as an *overall performance rating* for METROLINK.

**Question 17** Overall, how would you rate your experiences riding METROLINK?

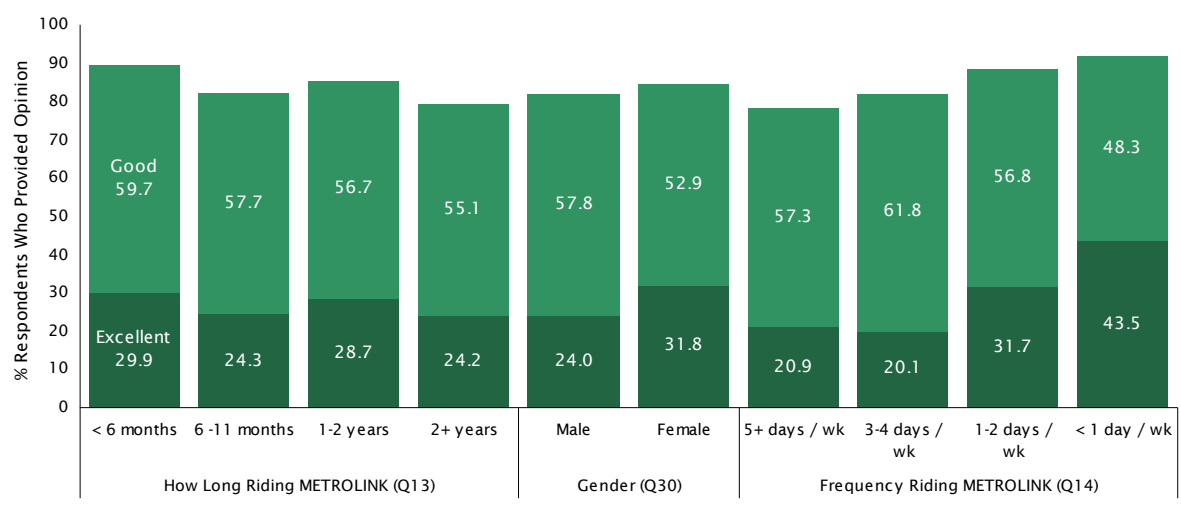
**FIGURE 43 RATING OF EXPERIENCES RIDING METROLINK [N = 1,069]**



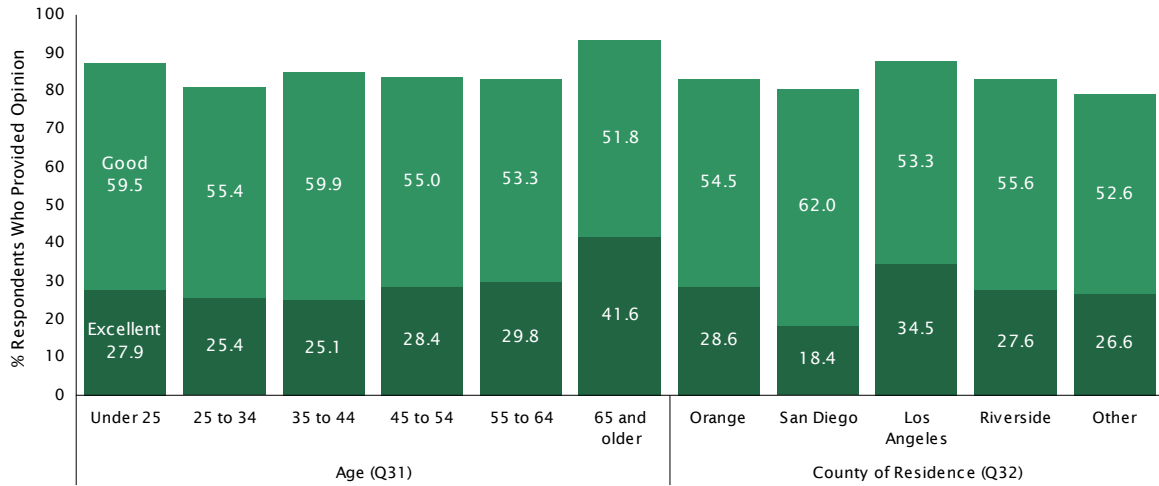
The vast majority of riders provided positive assessments of METROLINK, with more than eight out of ten riders describing their riding experiences as excellent (27%) or good (56%). An additional 14% provided a rating of fair, whereas just 3% used poor or very poor to describe their experiences riding METROLINK (Figure 43).

Although riders' ratings of METROLINK varied somewhat by frequency of ridership, age and other factors (see Figures 44-47), the most striking pattern is that the overall performance ratings for METROLINK were *consistently positive* across all subgroups.

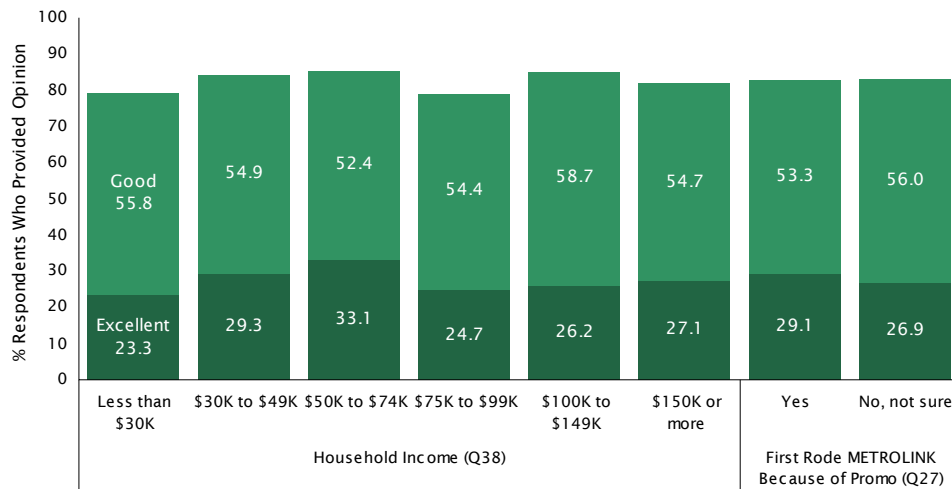
**FIGURE 44 RATING OF EXPERIENCES RIDING METROLINK BY HOW LONG RIDING METROLINK, GENDER, FREQUENCY OF RIDING METROLINK & ACCESS TO PERSONAL VEHICLE [N = 1,069]**



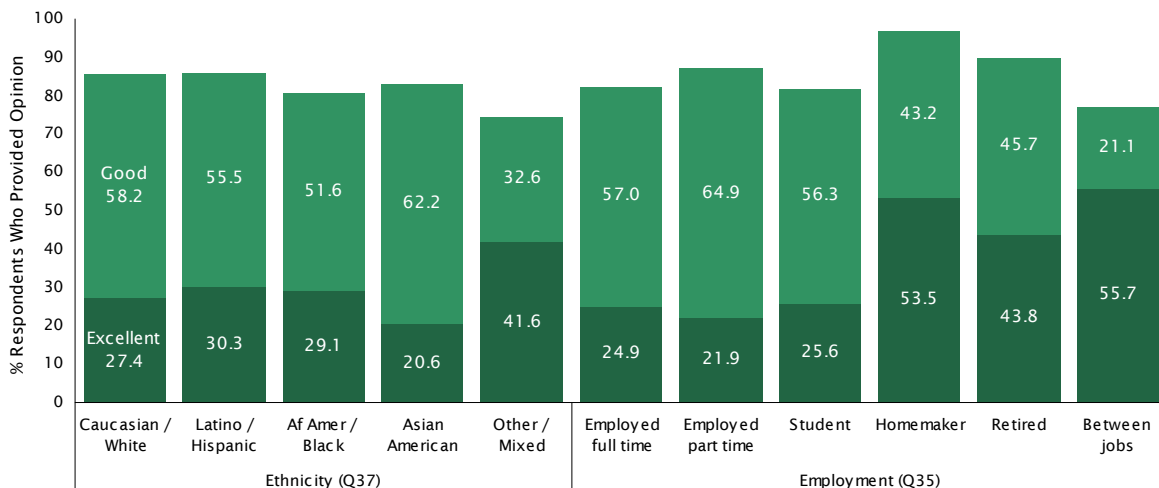
**FIGURE 45 RATING OF EXPERIENCES RIDING METROLINK BY AGE & COUNTY OF RESIDENCE [N = 1,069]**



**FIGURE 46 RATING OF EXPERIENCES RIDING METROLINK BY HOUSEHOLD INCOME & FIRST RODE METROLINK BECAUSE OF PROMO [N = 1,069]**



**FIGURE 47 RATING OF EXPERIENCES RIDING METROLINK BY ETHNICITY & EMPLOYMENT [N = 1,069]**

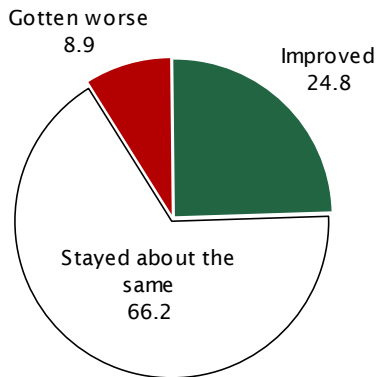




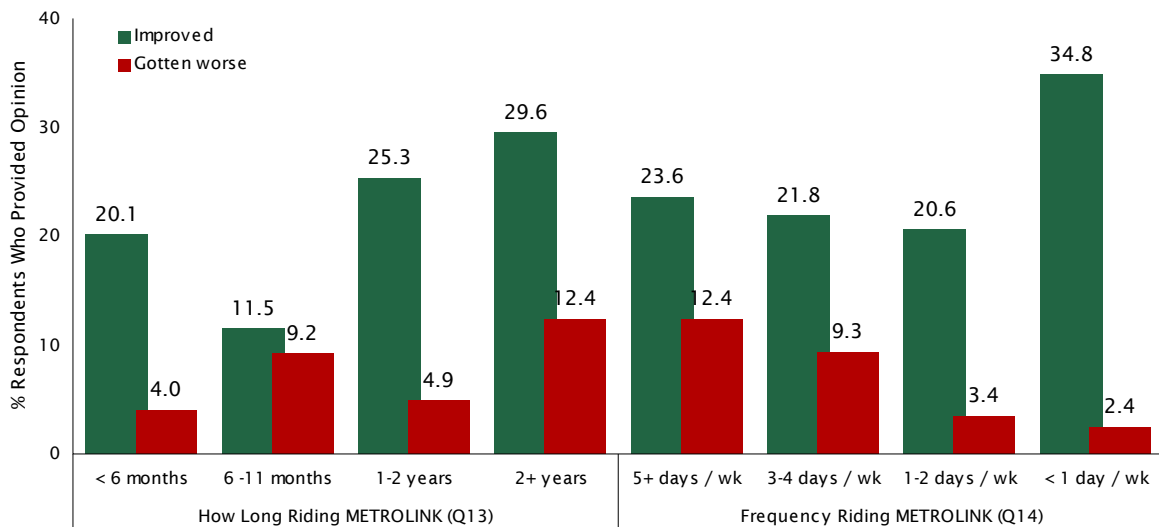
**TREND IN METROLINK PERFORMANCE** All riders were next asked whether they had noticed a change in the overall quality of METROLINK service since they began riding. Approximately two-thirds (66%) of riders indicated that the overall quality of METROLINK services had stayed about the same since they began riding, whereas one-quarter (25%) indicated that it had improved and 9% felt it had declined (Figure 48). The percentage who perceived that the quality of METROLINK service had improved was greater than the percentage who felt it had declined regardless of how long they had been riding METROLINK, or how frequently they do so (Figure 49).

**Question 18** *Since you began riding METROLINK, would you say that the overall quality of METROLINK service has generally improved, gotten worse, or stayed about the same?*

**FIGURE 48 QUALITY OF METROLINK SERVICE OVER TIME [N = 1,021]**



**FIGURE 49 QUALITY OF METROLINK SERVICE OVER TIME BY HOW LONG RIDING METROLINK & FREQUENCY OF RIDING METROLINK [N = 1,021]**

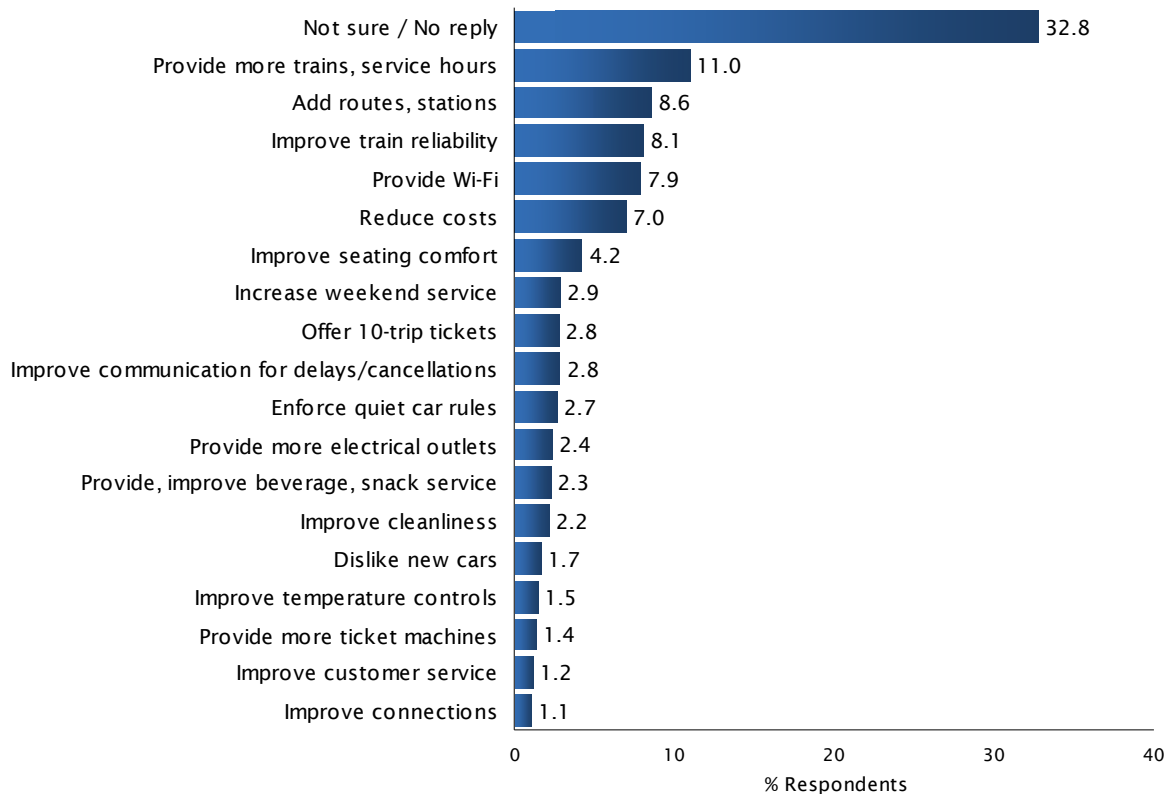


**HOW CAN METROLINK SERVICE BE IMPROVED?** Riders were next asked to indicate the aspect of METROLINK service that they would most want to improve. This question was asked in an open-ended manner, which allowed respondents to mention any improvement that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 50.

Approximately one-third (33%) of riders did not identify a desired change to METROLINK service or indicated that they were not sure. Among the specific improvements that were requested, providing more trains/longer service hours (11%), additional routes/stations (9%), improving train reliability (8%), providing wi-fi (8%), and reducing the cost (7%) were the top-requested improvements to METROLINK service among those riding in Orange County.

**Question 19** *If you could improve one aspect of METROLINK service, what change would you most want?*

**FIGURE 50 CHANGES TO IMPROVE METROLINK SERVICE [N = 1,087]**



**RATING METROLINK ON PERFORMANCE DIMENSIONS** Whereas Question 17 was designed to measure METROLINK's *overall* performance, Question 20 sought to profile METROLINK'S performance on a variety of different dimensions that can shape customer satisfaction. For each aspect of METROLINK service shown in Figure 51, riders were simply asked to rate METROLINK'S performance using the now familiar five-point scale of excellent, good, fair, poor, or very poor.

To allow for an apples-to-apples comparison of the ratings, only respondents who held an opinion were included in Figure 51. Those who did not have an opinion were removed from this analysis. The percentage who held an opinion for each item is shown to the right of the label in parentheses. Thus, for example, among the 86% of respondents who expressed an opinion about availability of parking at METROLINK stations, 48% rated the service as excellent and 40% provided a rating of good.

Overall, riders assigned the highest quality ratings to the availability of parking at stations (88% excellent or good), followed by sense of personal safety at stations or on trains (87%), security of their car while parked at a station (85%), helpfulness and courtesy of METROLINK conductors/train staff (84%), and value of riding METROLINK when compared to driving (83%).

At the other end of the spectrum, riders were somewhat less positive in their assessments of the availability of train delay information (48%), METROLINK’s responsiveness to customers’ concerns (55%), and the enforcement of Rules of Conduct among riders (67%).

**Question 20** Please rate METROLINK's performance in the following areas...

**FIGURE 51 RATING METROLINK PERFORMANCE ON SPECIFIC DIMENSIONS [N = 1,087]**

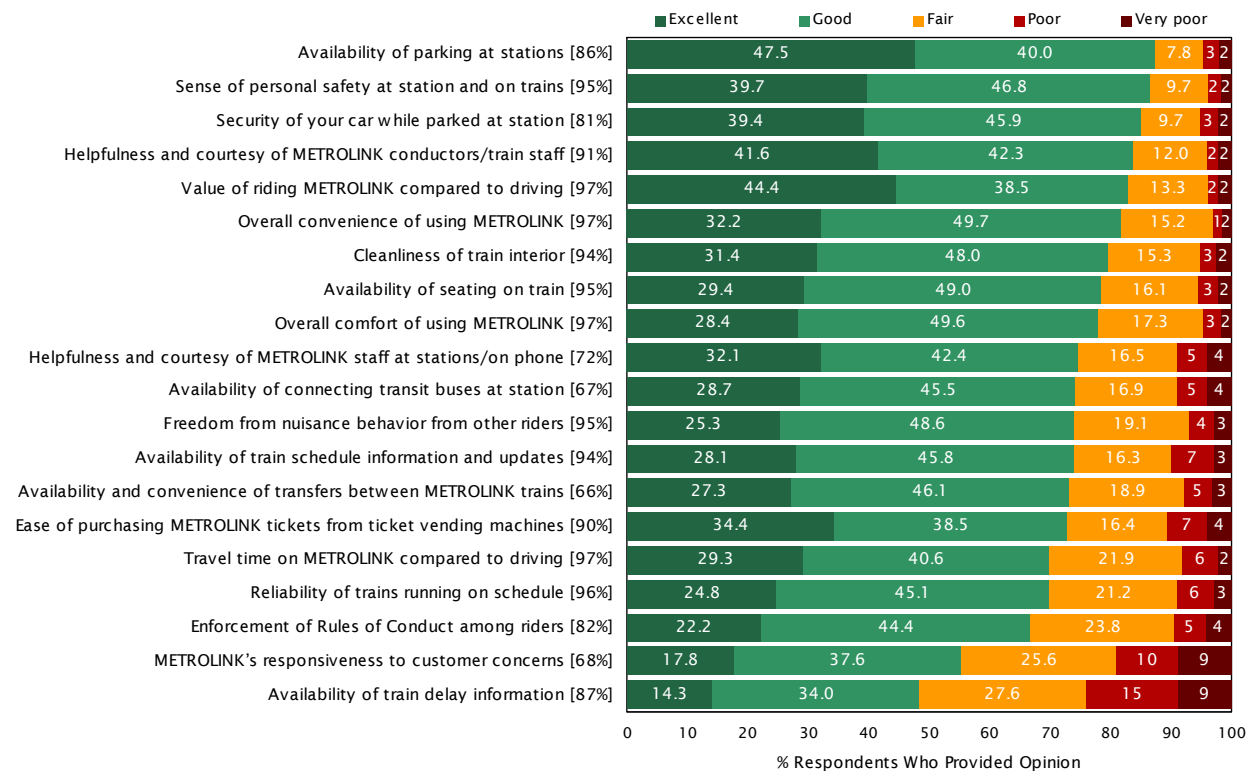


Table 3 on the next page shows how the ratings of each performance dimension varied according to frequency of ridership. Although many dimensions were rated similarly regardless of frequency of ridership, it is worth noting that frequent riders (3+ days per week) were substantially less positive than their counterparts in how they rated the availability of train delay information, METROLINK’s responsiveness to customers’ concerns, enforcement of Rules of Conduct, and reliability of trains running on schedule.

**TABLE 3 RATING METROLINK PERFORMANCE ON SPECIFIC DIMENSIONS BY FREQUENCY OF RIDING METROLINK (SHOWING % EXCELLENT + GOOD) [N = 1,087]**

	Frequency Riding METROLINK (Q14)			
	5+ days / wk	3-4 days / wk	1-2 days / wk	< 1 day / wk
Availability of parking at stations	88	87	87	86
Sense of personal safety at station and on trains	86	84	92	89
Security of your car while parked at station	86	84	87	84
Helpfulness and courtesy of METROLINK conductors/train staff	81	83	89	89
Value of riding METROLINK compared to driving	83	82	83	83
Overall convenience of using METROLINK	82	80	85	83
Cleanliness of train interior	74	78	87	90
Availability of seating on train	72	77	87	89
Overall comfort of using METROLINK	74	75	81	88
Helpfulness and courtesy of METROLINK staff at stations/on phone	68	71	81	88
Availability of connecting transit buses at station	69	74	82	80
Freedom from nuisance behavior from other riders	69	73	81	81
Availability of train schedule information and updates	69	73	86	79
Availability and convenience of transfers between METROLINK trains	69	71	83	80
Ease of purchasing METROLINK tickets from ticket vending machines	73	67	72	80
Travel time on METROLINK compared to driving	71	63	67	77
Reliability of trains running on schedule	61	69	83	83
Enforcement of Rules of Conduct among riders	60	64	77	84
METROLINK's responsiveness to customer concerns	43	53	71	84
Availability of train delay information	38	43	58	77

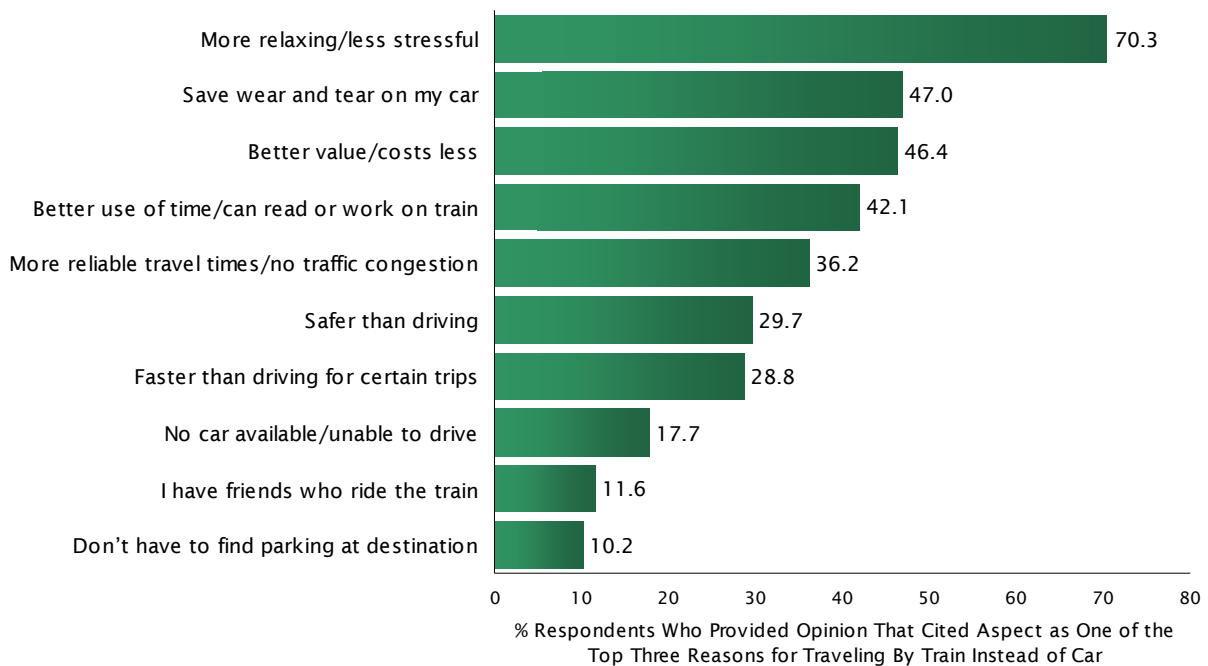
## INCREASING RIDERSHIP

In addition to measuring customers' satisfaction with METROLINK, one of the primary goals of the survey was to identify opportunities to increase the *frequency* with which existing riders use METROLINK in the future. Accordingly, the survey included a series of questions that measured riders' primary reasons for choosing METROLINK, gauged their interest in riding more frequently in the future, identified barriers or obstacles that may prevent those who are interested in riding METROLINK more frequently from acting on these interests, and identified operational improvements or promotions that could spur additional ridership.

**MAIN REASONS FOR RIDING METROLINK** The first question in this series asked individuals to identify the top three reasons why they choose to travel by train instead of by car.<sup>4</sup> The most frequently mentioned reason was that traveling by train is more relaxing/less stressful (70%), followed by a desire to save wear and tear on their vehicle (47%), and that its a better value/costs less than driving (46%). Other frequently mentioned reasons included that its a better use of time/they can read or work on the train (42%), has more reliable travel times/no traffic congestion (36%), is safer than driving (30%), and is faster than driving for certain types of trips (29%). Just 18% of those who participated in the survey indicated that they ride the train because they do not have a car available or can not drive. Figure 53 on the next page shows how the responses to Question 21 varied by frequency of ridership.

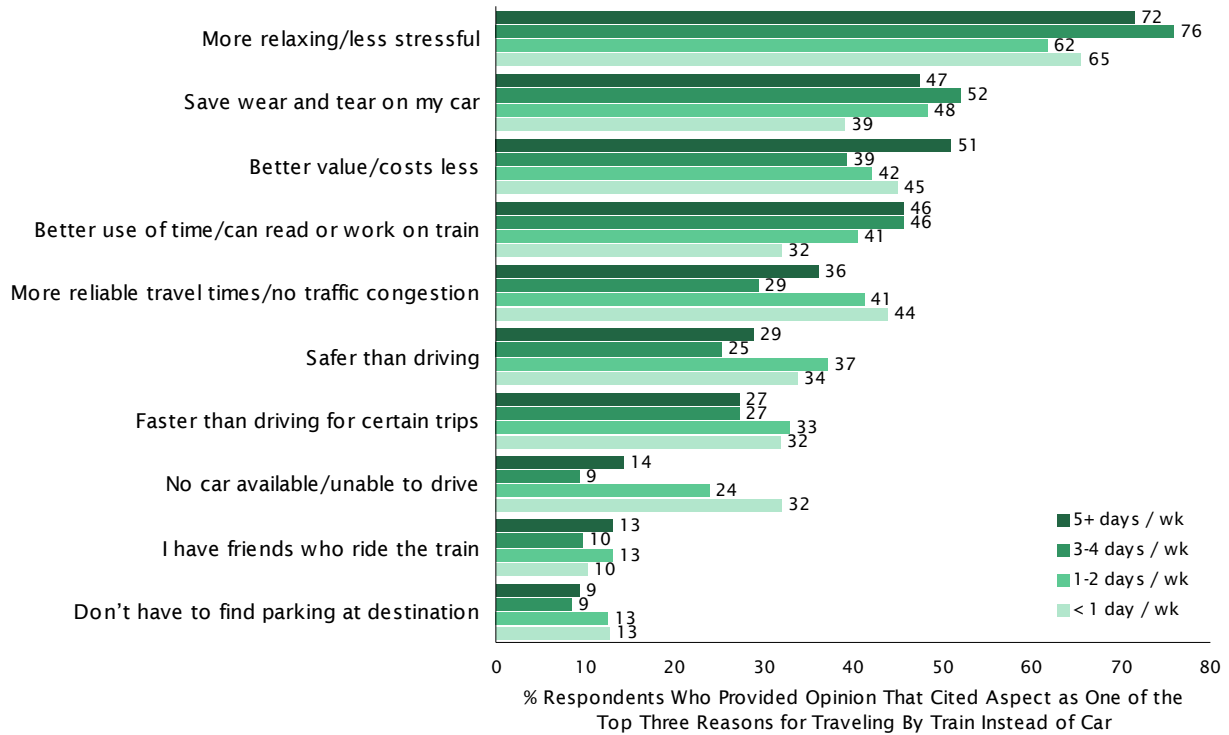
**Question 21** *Please indicate the top three reasons why you travel by train instead of by car. Write '1' for the most important reason, '2' for the second, and '3' for the third.*

**FIGURE 52 TOP REASONS FOR TRAVELING BY TRAIN INSTEAD OF CAR [N = 796]**



4. Although the questionnaire asked the respondent to *rank* the top three reasons, in practice many respondents simply checked the top three reasons without ranking them. For this reason, the results are conveyed as a percentage of respondents who identified the reason as being among their top three for choosing to ride a train.

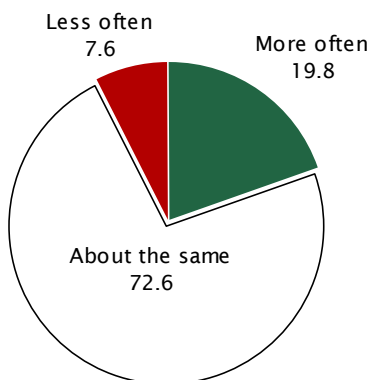
**FIGURE 53 TOP REASONS FOR TRAVELING BY TRAIN INSTEAD OF CAR BY FREQUENCY OF RIDING METROLINK [N = 796]**



**EXPECTED CHANGE IN METROLINK RIDERSHIP** The survey next asked whether—realistically—riders anticipated that in the next six months they would ride METROLINK more often, less often, or at about the same frequency as they do currently. Overall, nearly three-quarters (73%) of riders surveyed expected to ride METROLINK at the same frequency as they do now, 20% anticipated riding more frequently during this period, whereas 8% expected to ride less often than they do now.

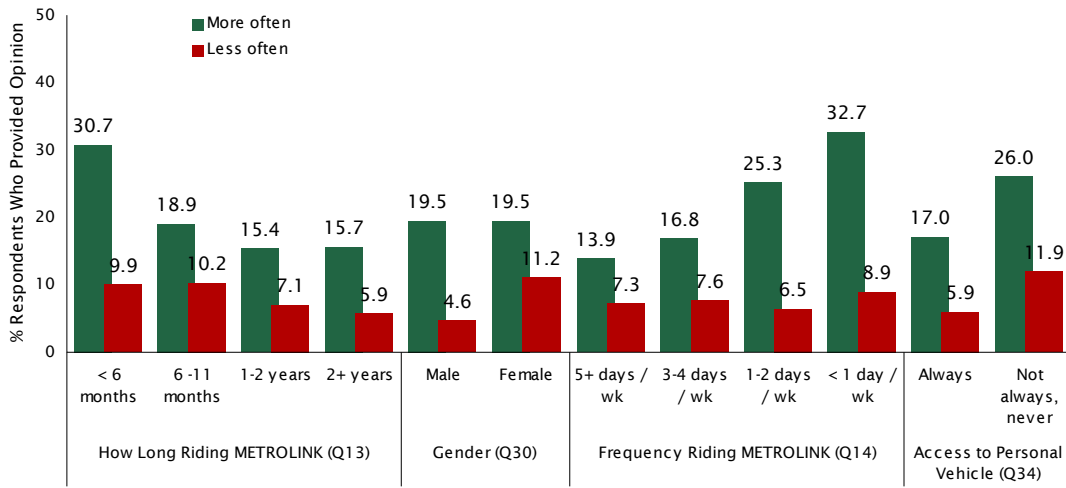
**Question 22** *Realistically, in the next six months do you think you will ride METROLINK more often, less often, or about the frequency as you do now?*

**FIGURE 54 METROLINK TRAVEL IN NEXT SIX MONTHS [N = 1,021]**

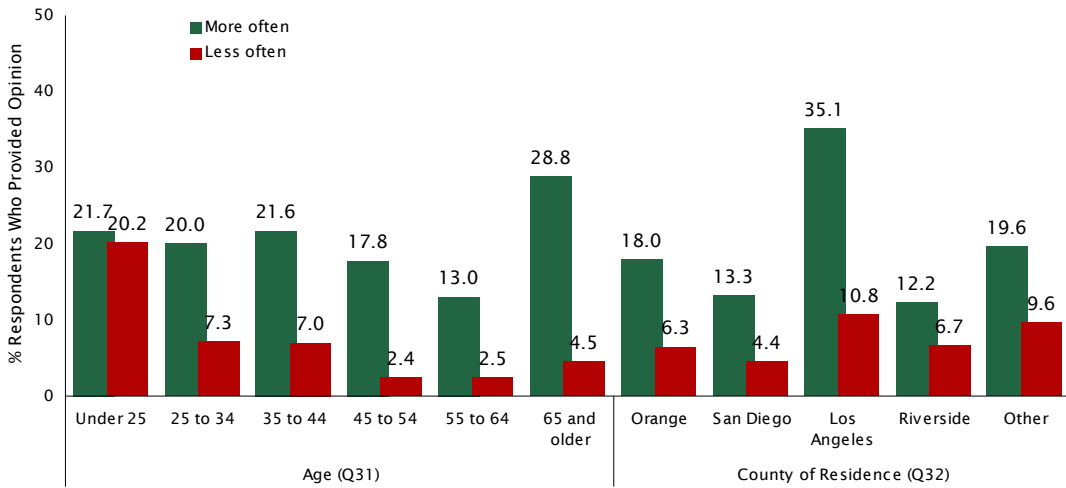


When compared to their respective counterparts, an anticipated increase in frequency of ridership was most commonly reported by those who had been riding METROLINK for less than six months, those who currently ride less than one day per week, individuals who do not always have access to a personal vehicle, seniors, those who live in Los Angeles County, riders from households that earn less than \$30,000 annually, those who first rode METROLINK in response to a promotion, African Americans, homemakers, and retired individuals (see Figures 55-58).

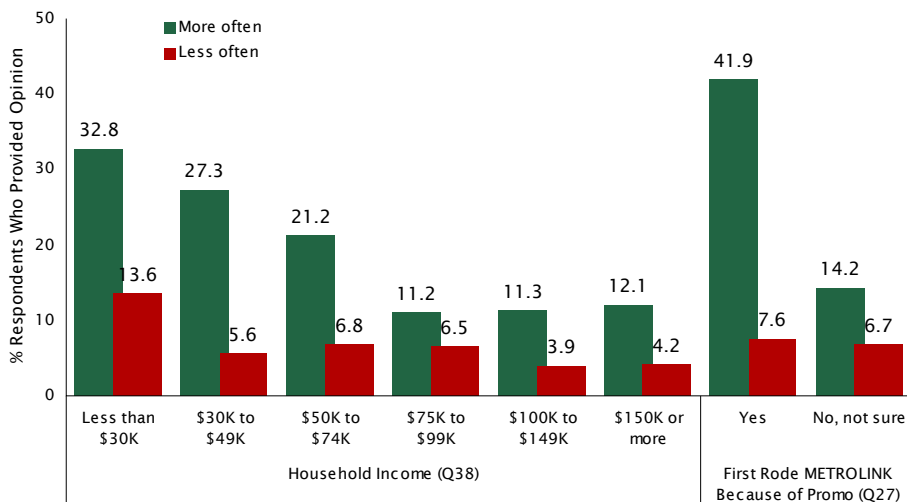
**FIGURE 55 METROLINK TRAVEL IN NEXT SIX MONTHS BY HOW LONG RIDING METROLINK, GENDER, FREQUENCY OF RIDING METROLINK & ACCESS TO PERSONAL VEHICLE [N = 1,021]**



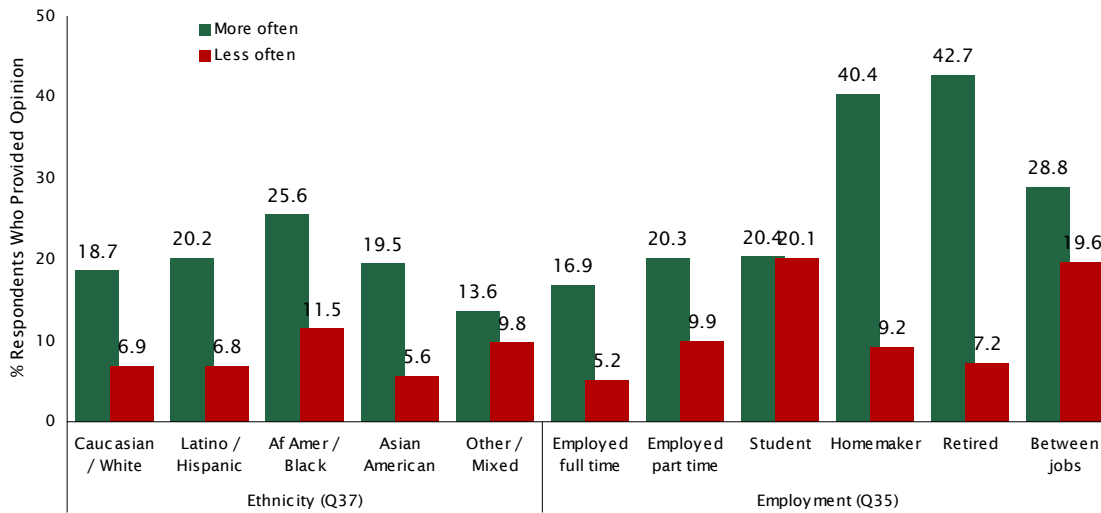
**FIGURE 56 METROLINK TRAVEL IN NEXT SIX MONTHS BY AGE & COUNTY OF RESIDENCE [N = 1,021]**



**FIGURE 57 METROLINK TRAVEL IN NEXT SIX MONTHS BY HOUSEHOLD INCOME & FIRST RODE METROLINK BECAUSE OF PROMO [N = 1,021]**



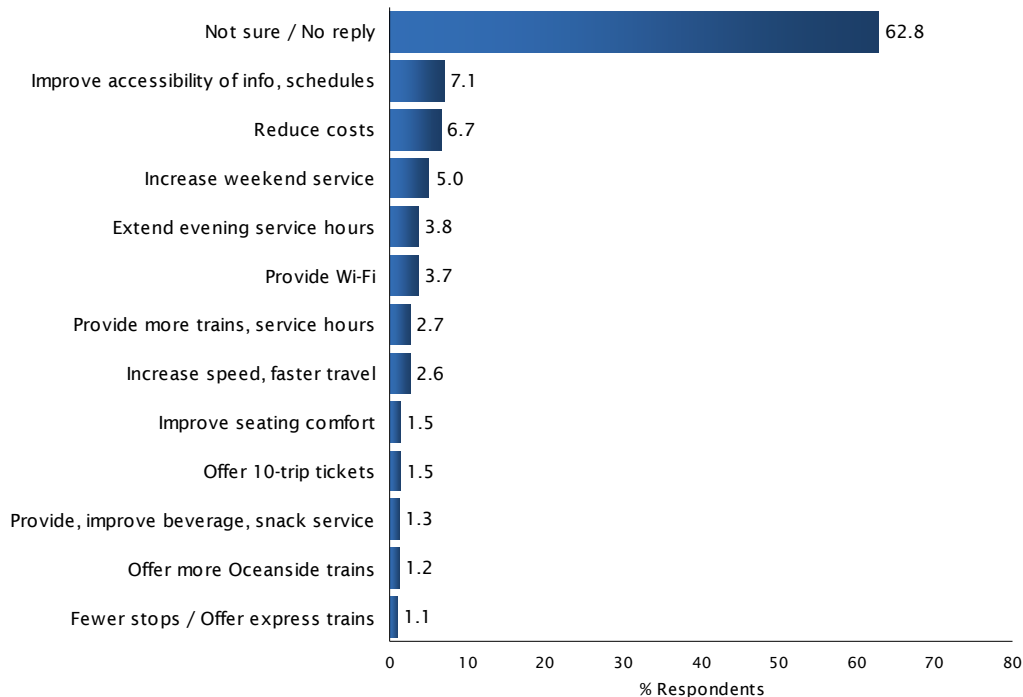
**FIGURE 58 METROLINK TRAVEL IN NEXT SIX MONTHS BY ETHNICITY & EMPLOYMENT [N = 1,021]**



**CHANGES TO INCREASE FREQUENCY OF RIDERSHIP** Riders were next asked if there were any specific changes or improvements that could be made to METROLINK service that would cause them to ride more often. Question 23 was administered in an open-ended manner, which allowed respondents to mention any change or improvement that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 59.

**Question 23** *Are there specific changes or improvements to METROLINK service that would cause you to ride more often?*

**FIGURE 59 CHANGES TO METROLINK THAT WOULD INCREASE RIDERSHIP [N = 1,087]**





Nearly two-thirds (63%) of riders did not identify a service change or improvement that would cause them to ride METROLINK more frequently in the future. Among the specific improvements that were identified, the top-mentioned changes were improving the accessibility of train information/schedules (7%), reducing the cost (7%), increasing weekend service (5%), extending evening service hours (4%), and providing wi-fi (4%).

**OBSTACLES TO RIDING METROLINK MORE FREQUENTLY** Regardless of their stated interest in riding METROLINK more frequently in the future, all riders were next presented with the list of issues shown in Figure 60 and asked whether each issue keeps them from riding METROLINK more often. Among the potential obstacles tested, that trains don't run frequently enough on weekends (37%) or weekdays (37%) were the most common perceived obstacles preventing them from riding METROLINK more often, followed by the price of tickets (35%), that train service ends before 7PM on weekends (32%), and that service ends before 10PM on weekdays (26%).

**Question 24** *Please indicate whether any of the following reasons keep you from riding METROLINK more often.*

**FIGURE 60 SPECIFIC OBSTACLES TO RIDING METROLINK [N = 1,000]**

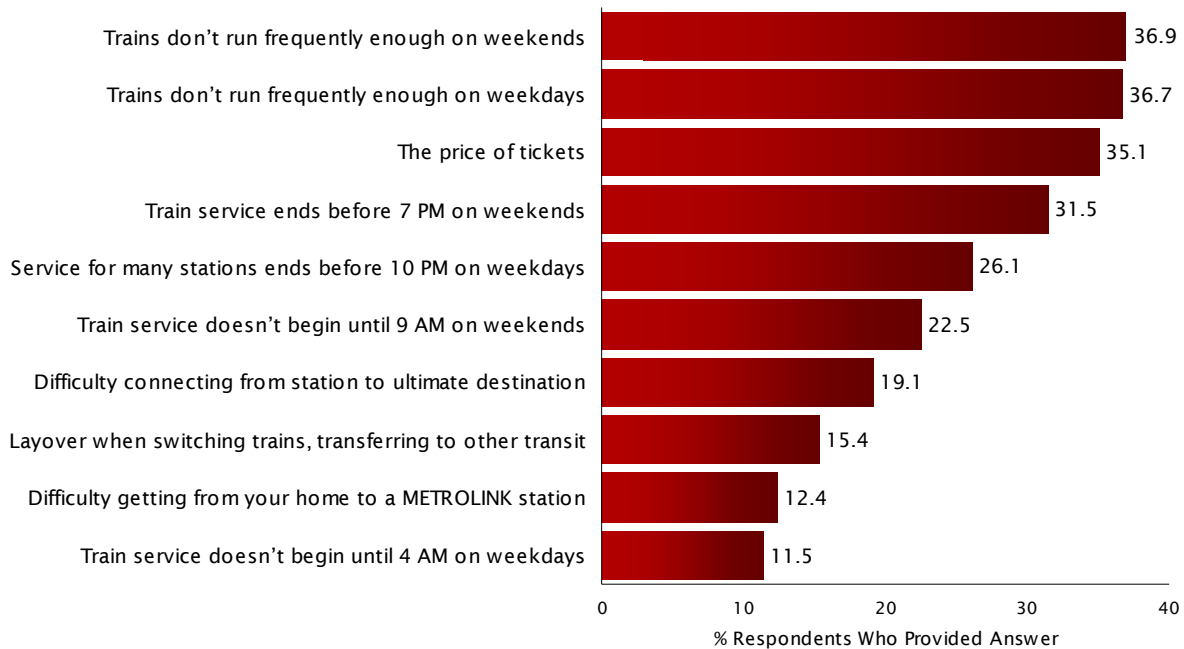
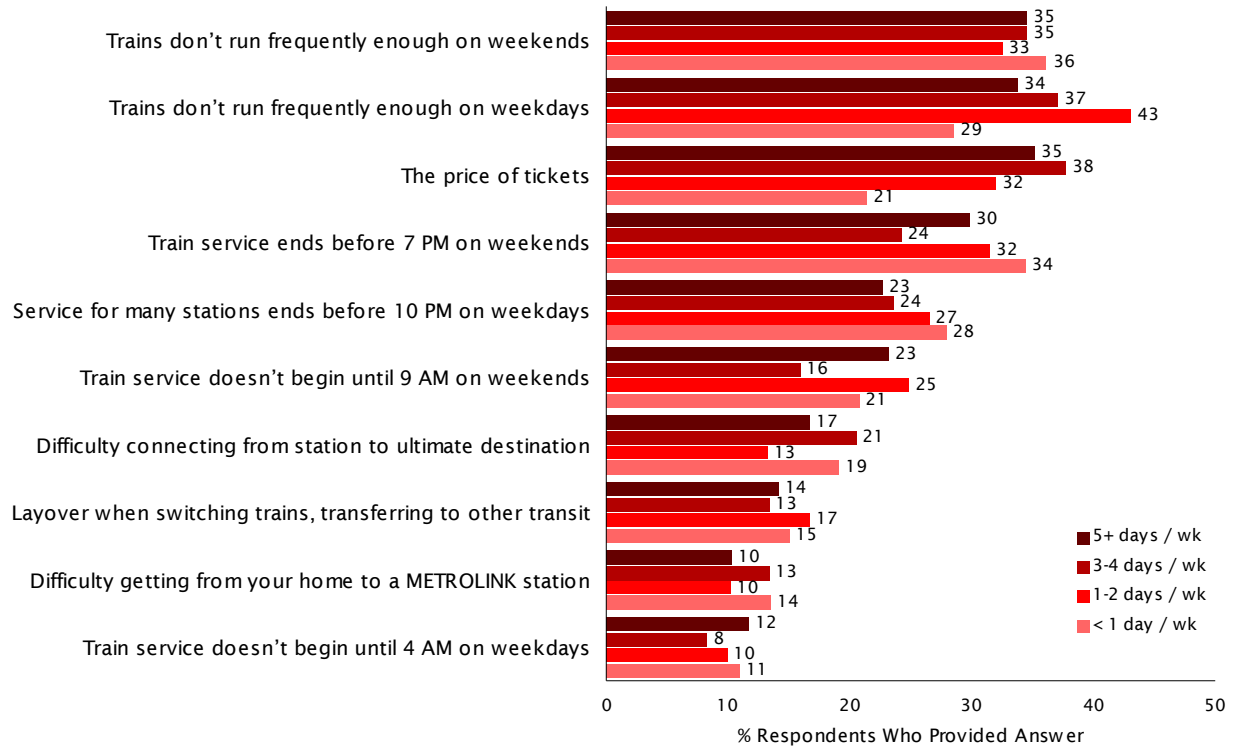


Figure 61 on the next page shows how the percentage who rated each item as an obstacle to riding METROLINK more often varied by the frequency with which they currently ride METROLINK. In general, the top-mentioned obstacles were similar regardless of frequency of ridership, although it is worth noting that infrequent riders were less likely to mention ticket prices and more likely to mention train service ending too early on weekdays or weekends as reasons why they do not ride METROLINK more often.

**FIGURE 61 SPECIFIC OBSTACLES TO RIDING METROLINK BY FREQUENCY OF RIDING METROLINK [N = 1,000]**



**LIKELIHOOD OF USING METROLINK FOR SPECIFIC EVENTS/DESTINATIONS**

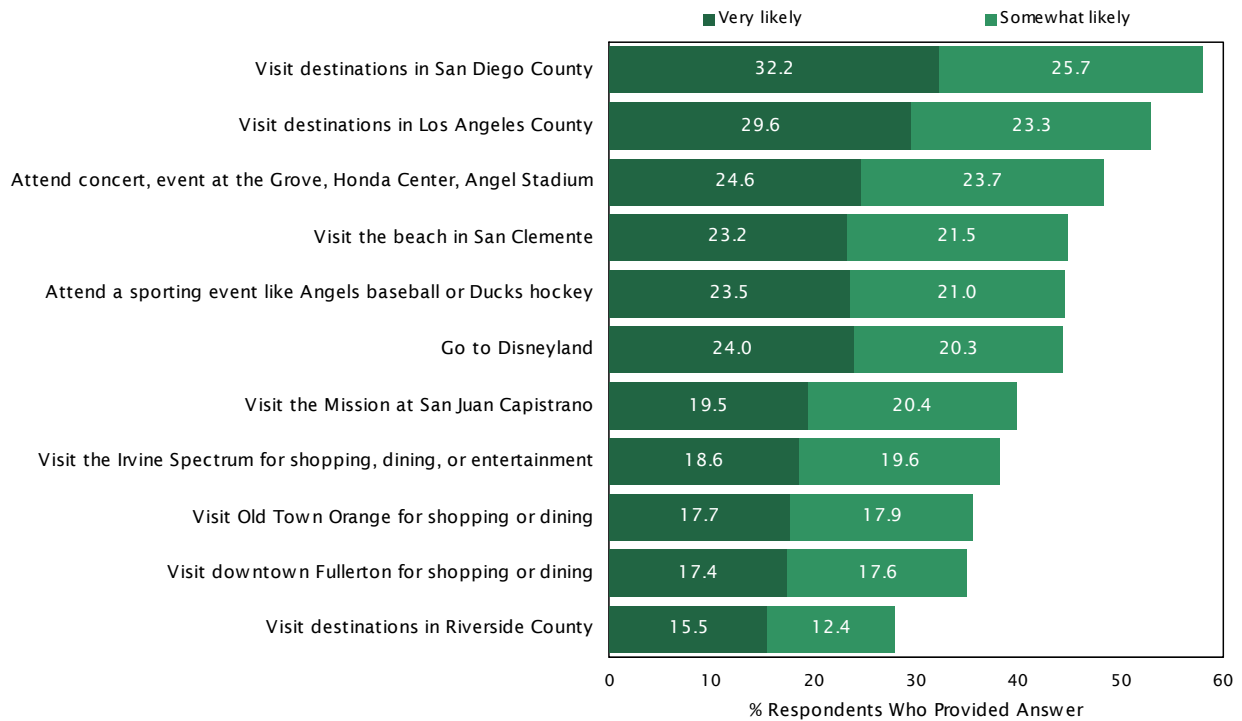
Whereas the prior question focused on potential obstacles to riding METROLINK more frequently, Question 25 sought to identify the level of interest existing riders have in using METROLINK to travel to specific events and destinations assuming that there were trains available for that purpose on a regular basis. For each item shown on the left of Figure 62, respondents were simply asked how likely they would be to use METROLINK for this purpose assuming regularly available trains.

Overall, existing riders reported being most likely to use METROLINK to visit destinations in San Diego County (58% very or somewhat likely), followed by visit destinations in Los Angeles County (53%), and attend concerts or special events at the Grove, Honda Center or Angel Stadium (48%). At the other end of the spectrum, existing riders were substantially less likely to anticipate using METROLINK to visit destinations in Riverside County (28%), visit downtown Fullerton for shopping or dining (35%), or visit Old Town Orange for shopping or dining (36%).

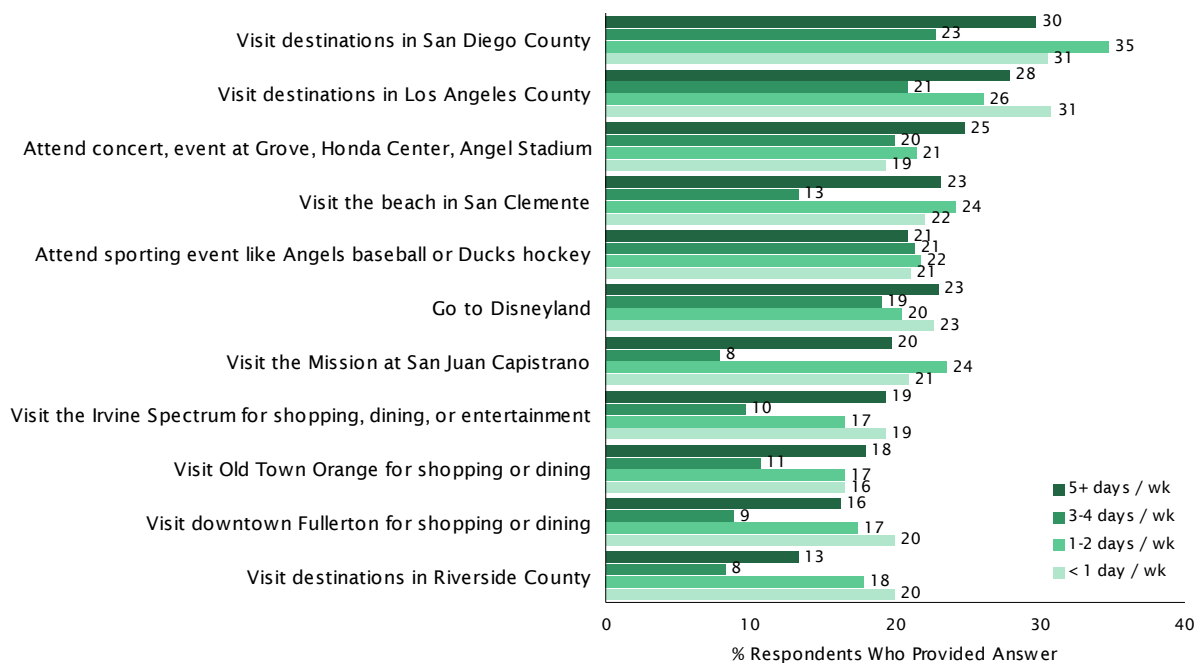
For the interested reader, Figure 63 displays how the reported likelihood of using METROLINK to visit each destination varied by frequency of ridership.

**Question 25** *If there were trains available on a regular basis, how likely would you be to use METROLINK to: -----? Would you be very likely, somewhat likely, or not likely?*

**FIGURE 62 LIKELIHOOD OF USING METROLINK FOR SPECIFIC EVENTS OR DESTINATIONS [N = 972]**



**FIGURE 63 LIKELIHOOD OF USING METROLINK FOR SPECIFIC EVENTS OR DESTINATIONS BY FREQUENCY OF RIDING METROLINK (SHOWING % VERY LIKELY) [N = 972]**



## COMMUNICATIONS, PROMOTIONS & PURCHASE OPTIONS

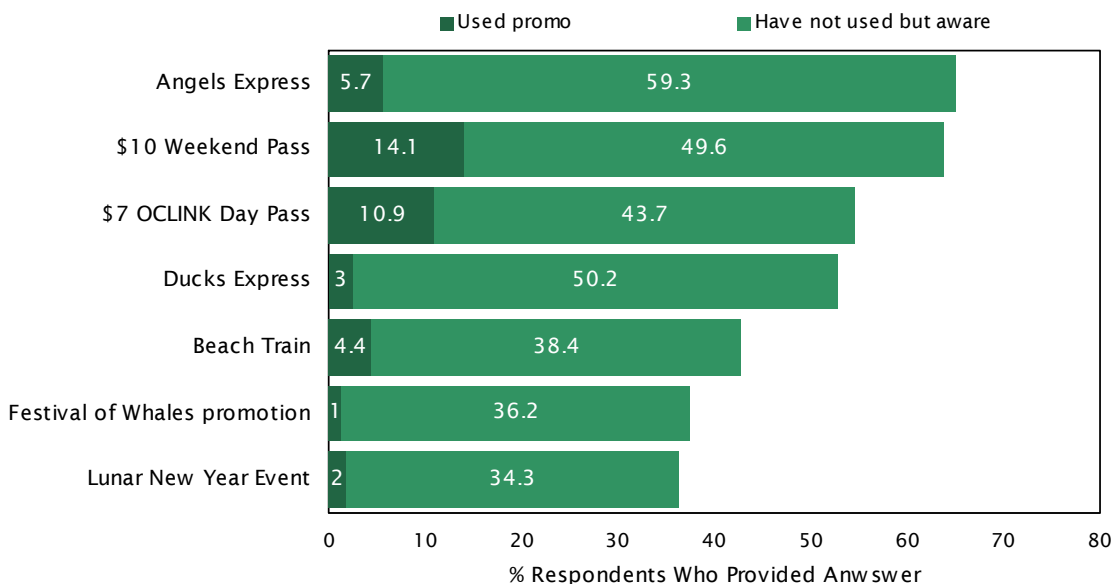
The final substantive section of the survey focused on riders' awareness and use of METROLINK promotions in Orange County, their original motivation for riding METROLINK, their use of various channels for METROLINK-related information, as well as their preferred method for purchasing tickets.

**AWARENESS & USE OF METROLINK PROMOTIONS** OCTA offers various promotions throughout the year to encourage METROLINK ridership, including the Angels Express, \$10 Weekend Passes, and promotions for special events such as the Lunar New Year Event. For each of the promotions shown in Figure 64, riders were simply asked if they had previously taken advantage/used the promotion and—if not—whether they were previously aware of the promotion. Overall, nearly two-thirds (65%) of riders were aware of the Angels Express. Awareness was also quite high for the \$10 Weekend Pass (64%), \$7 OCLINK Day Pass (55%), and Ducks Express (53%) when compared to the Beach Train (43%), Festival of Whales promotion (37%), and Lunar New Year Event (36%).

With respect to *using* a promotion, 14% of riders indicated that they had taken advantage of the \$10 Weekend Pass, 11% had used the \$7 OCLINK Day Pass, and 6% had ridden the Angels Express. Fewer riders indicated that they had ridden the Beach Train (4%) or Ducks Express (3%) or taken advantage of the Lunar New Year Event (2%) or Festival of Whales promotions (1%).

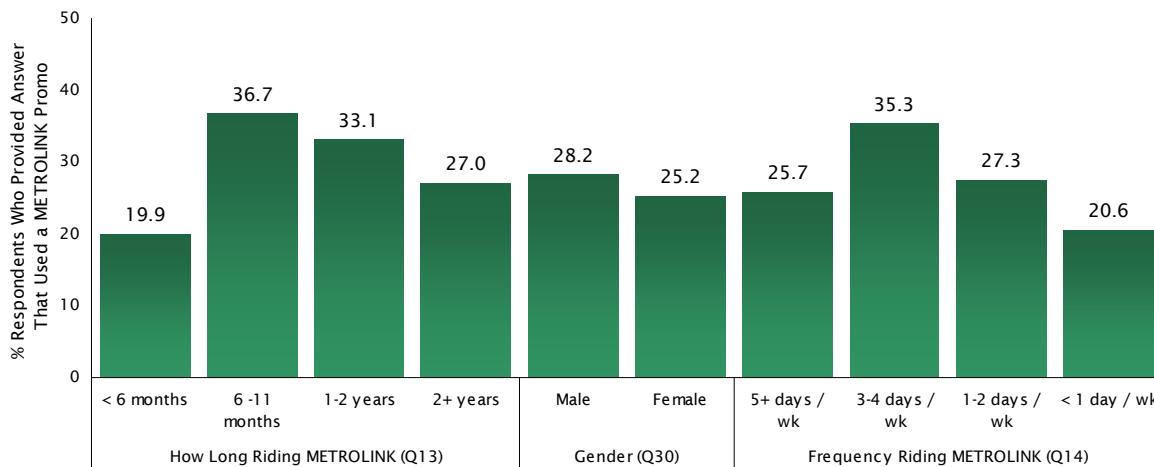
**Question 26** *Please indicate whether you've taken advantage of the following METROLINK promotions and, if not, whether you were previously aware of the promotion.*

**FIGURE 64 AWARENESS AND USE OF METROLINK PROMOTIONS [N = 971]**

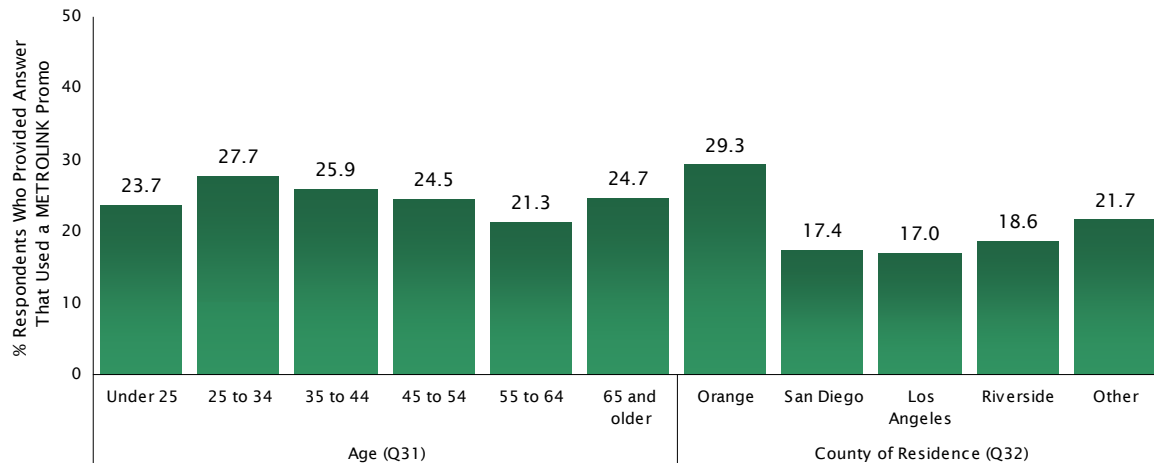


Figures 65-68 combine the data from Question 26 to show the percentage of respondents in each subgroup that was aware of *and* had used at least one of the promotions listed in Figure 64. In general, riders who had been using METROLINK between 6 and 11 months, males, those who ride METROLINK three to four days per week, those who live in Orange County, individuals who reside in households that earn between \$30,000 and \$49,999 annually, individuals who do not always have access to a personal vehicle, riders of 'other'/mixed ethnic backgrounds, and homemakers were the most likely to be aware of *and* have used at least one METROLINK promotion.

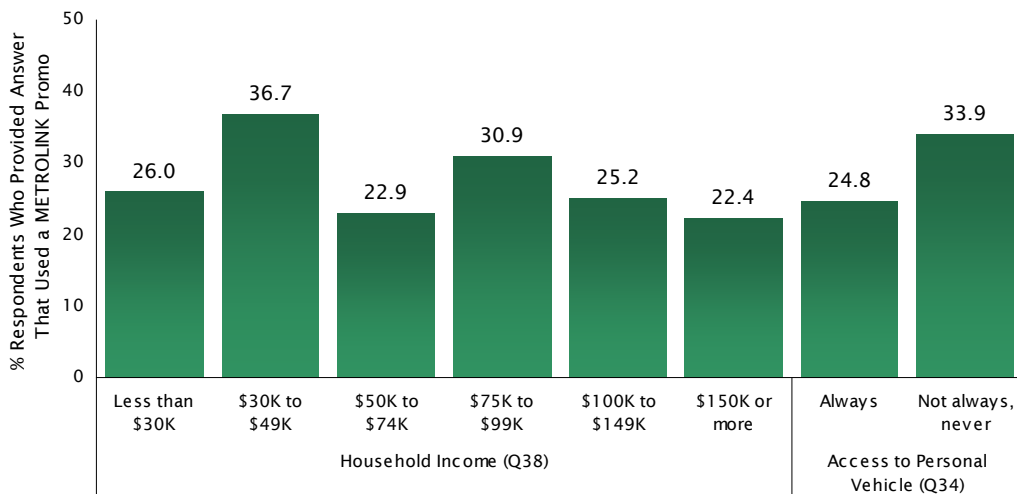
**FIGURE 65 AWARENESS AND USE OF METROLINK PROMOTIONS BY HOW LONG RIDING METROLINK, GENDER & FREQUENCY OF RIDING METROLINK [N = 971]**



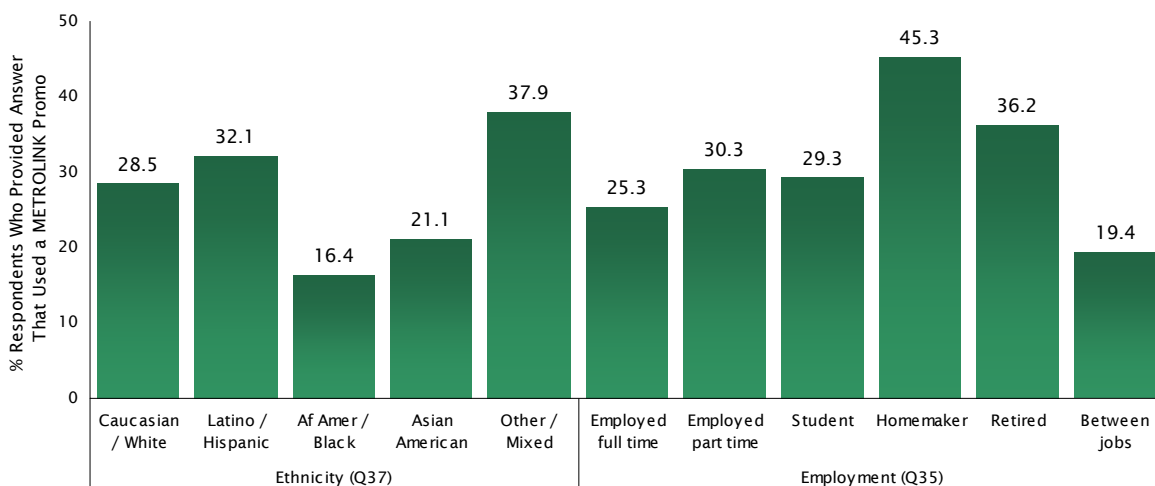
**FIGURE 66 AWARENESS AND USE OF METROLINK PROMOTIONS BY AGE & COUNTY OF RESIDENCE [N = 971]**



**FIGURE 67 AWARENESS AND USE OF METROLINK PROMOTIONS HOUSEHOLD INCOME & ACCESS TO PERSONAL VEHICLE [N = 971]**



**FIGURE 68 AWARENESS AND USE OF METROLINK PROMOTIONS BY ETHNICITY & EMPLOYMENT [N = 971]**

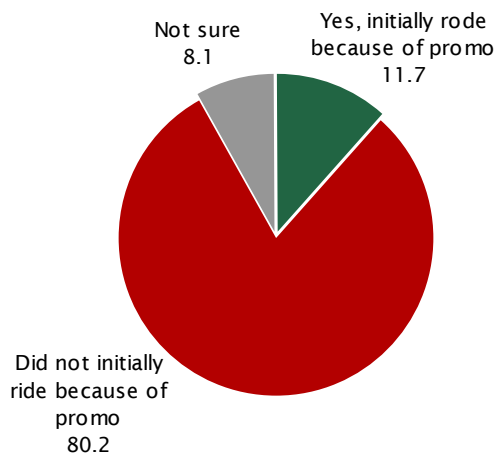


**DID YOU FIRST RIDE METROLINK DUE TO A PROMOTION?** Keeping with the promotions theme, the survey next asked respondents if the first time they rode METROLINK was in response to a promotion such as discounted tickets or express service to a special event. As shown in Figure 69 on the next page, approximately 12% of current riders surveyed indicated their first use of METROLINK was indeed in response to a promotion. The remainder indicated that they did not first ride METROLINK in response to a promotion (80%) or could not recall (8%).

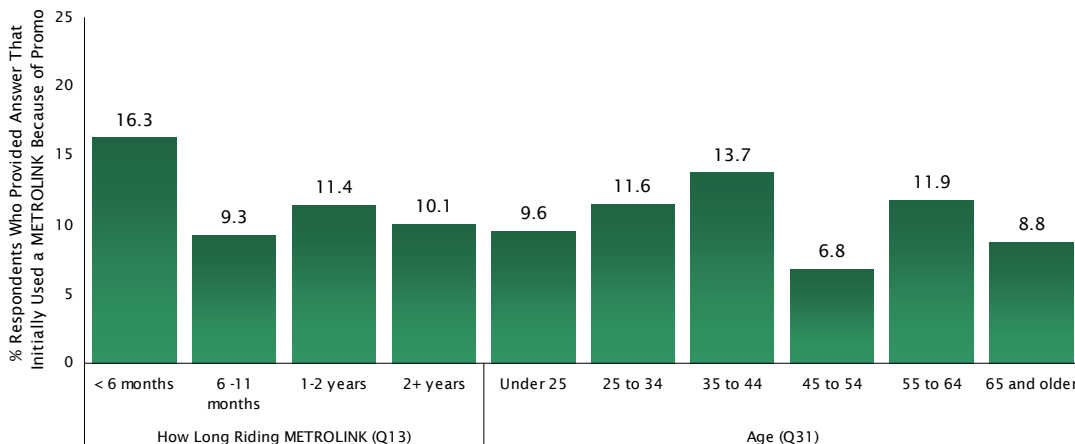
For the interested reader, Figures 70-73 demonstrate that promotions were most effective in prompting initial ridership in certain segments of the population, including those who began riding in the past six months, residents of Los Angeles County, African Americans, individuals who live in households that earn less than \$50,000 annually, students, homemakers and retired individuals.

**Question 27** Thinking back to the first time you rode METROLINK, did you ride it because of a promotion such as discounted tickets or express service to a special event?

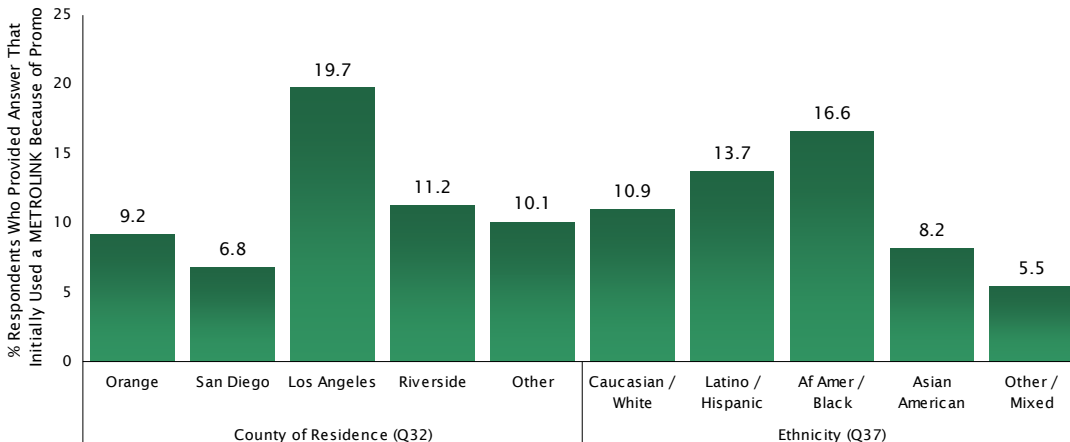
**FIGURE 69 INITIALLY RODE METROLINK BECAUSE OF PROMOTION [N = 933]**



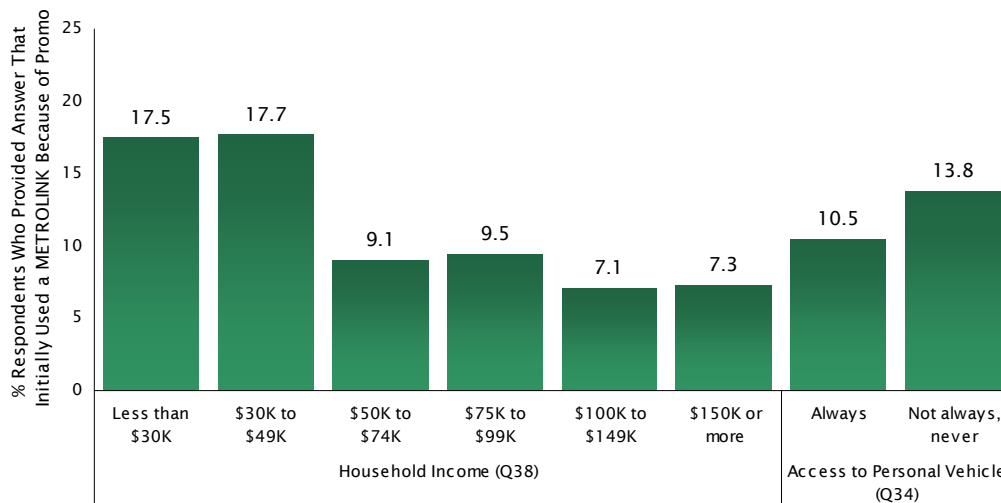
**FIGURE 70 INITIALLY RODE METROLINK BECAUSE OF PROMOTION BY HOW LONG RIDING METROLINK & AGE [N = 933]**



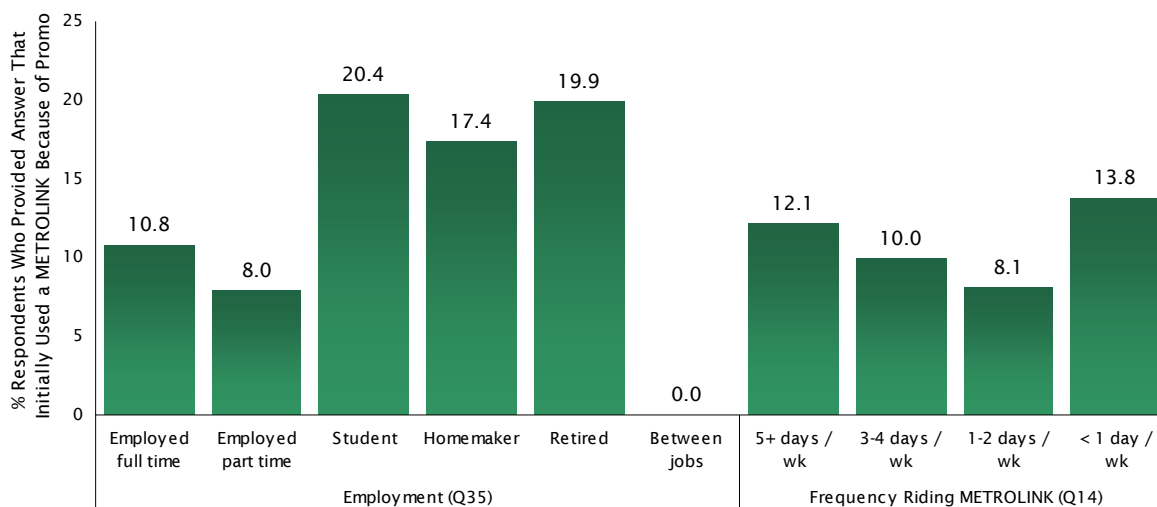
**FIGURE 71 INITIALLY RODE METROLINK BECAUSE OF PROMOTION BY COUNTY OF RESIDENCE & ETHNICITY [N = 933]**



**FIGURE 72 INITIALLY RODE METROLINK BECAUSE OF PROMOTION BY HOUSEHOLD INCOME & ACCESS TO PERSONAL VEHICLE [N = 933]**



**FIGURE 73 INITIALLY RODE METROLINK BECAUSE OF PROMOTION EMPLOYMENT & FREQUENCY OF RIDING METROLINK [N = 933]**



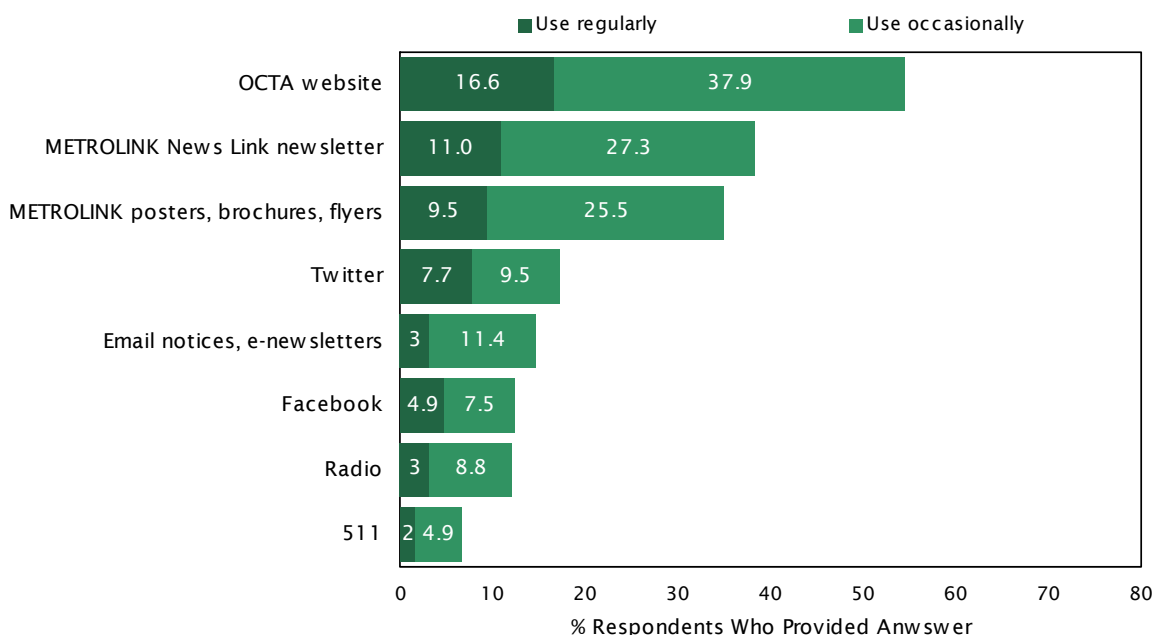
**SOURCES OF METROLINK INFORMATION** METROLINK riders can turn to a number of different sources for information about METROLINK, including the OCTA website, newsletters, posters and flyers, and social media like Twitter and Facebook. Question 28 was designed to gauge how frequently riders rely on these various channels for information about METROLINK.

Overall, OCTA’s website was the most commonly used source of information about METROLINK with more than half of riders (55%) reporting that they use it at least occasionally. Other frequently used channels included the METROLINK *News Link* newsletter (38%) and METROLINK posters, brochures and flyers (35%). Overall, less than one in five riders indicated that they use Twitter (17%), email notices/e-newsletters (14%), Facebook (12%), radio (12%), or 511 (7%) at least occasionally for information about METROLINK.



**Question 28** Please indicate how often you use the following sources for information about METROLINK.

**FIGURE 74 FREQUENCY OF USING SOURCES FOR METROLINK INFORMATION [N = 994]**



Tables 4 and 5 display how the percentage of riders who stated that they use each channel *regularly* for information about METROLINK varied by key rider segments, including by frequency of riding METROLINK, age, ethnicity, and length of being a METROLINK rider.

**TABLE 4 FREQUENCY OF USING SOURCES FOR METROLINK INFORMATION BY FREQUENCY RIDING METROLINK & AGE [N = 933]**

	Frequency Riding METROLINK (Q14)				Age (Q31)					
	5+ days / wk	3-4 days / wk	1-2 days / wk	< 1 day / wk	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
OCTA website	14	23	23	12	18	19	18	14	17	12
METROLINK News Link newsletter	14	12	12	4	6	8	9	12	15	21
METROLINK posters, brochures, flyers	11	10	12	6	7	8	8	8	14	17
Twitter	10	8	6	4	7	12	12	8	3	3
Facebook	5	2	6	8	6	6	7	4	2	2
Email notices, e-newsletters	4	4	3	1	0	2	2	3	6	5
Radio	2	1	6	6	4	3	4	3	1	2
511	1	2	1	3	4	2	0	0	1	3

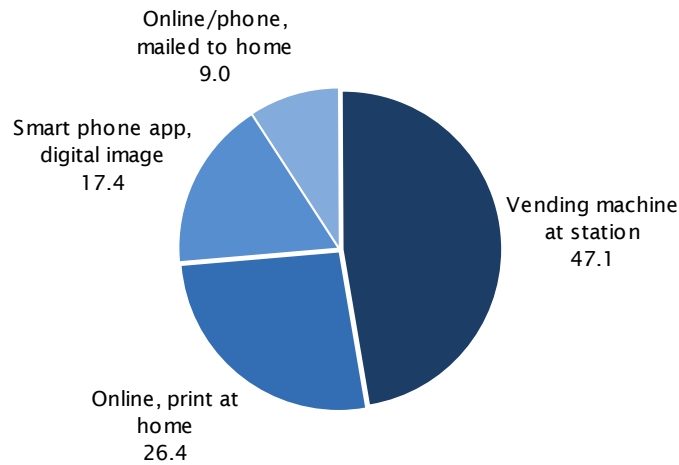
**TABLE 5 FREQUENCY OF USING SOURCES FOR METROLINK INFORMATION BY ETHNICITY & HOW LONG RIDING METROLINK [N = 933]**

	Ethnicity (Q37)					How Long Riding METROLINK (Q13)			
	Caucasian / White	Latino / Hispanic	Af Amer / Black	Asian American	Other / Mixed	< 6 months	6 -11 months	1-2 years	2+ years
OCTA website	17	17	10	19	17	16	24	21	14
METROLINK News Link newsletter	12	13	7	7	8	8	12	7	14
METROLINK posters, brochures, flyers	11	8	7	8	8	11	11	7	9
Twitter	7	7	4	13	8	6	8	8	9
Facebook	3	10	10	3	7	9	5	4	3
Email notices, e-newsletters	3	3	4	3	5	2	2	1	4
Radio	2	6	7	0	9	5	4	0	3
511	1	3	4	2	5	2	2	0	2

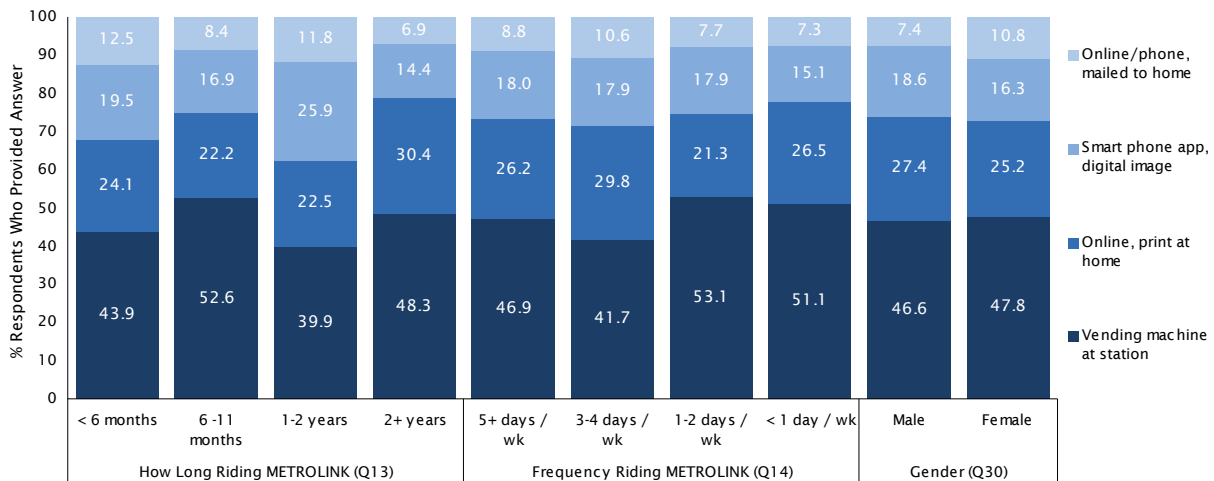
**PURCHASE PREFERENCES** The final substantive question of the survey was designed to gauge riders’ preferences with respect to various methods of purchasing METROLINK tickets—some of which aren’t currently available but could be in the future. As shown in Figure 75, current riders were quite mixed in the ways they would prefer to purchase METROLINK tickets. Although nearly half (47%) preferred to purchase tickets from a vending machine at the station, 26% desired to purchase online and print the ticket at home, 17% preferred to purchase a ticket via their smart phone and have it reside as an image on the phone, and 9% preferred to purchase online or by phone and have the ticket mailed to their home. For the interested reader, Figures 75-79 show how ticket purchasing preferences varied across current rider subgroups.

**Question 29** *If each of the following options were available, which would you prefer to use to purchase a METROLINK pass or ticket?*

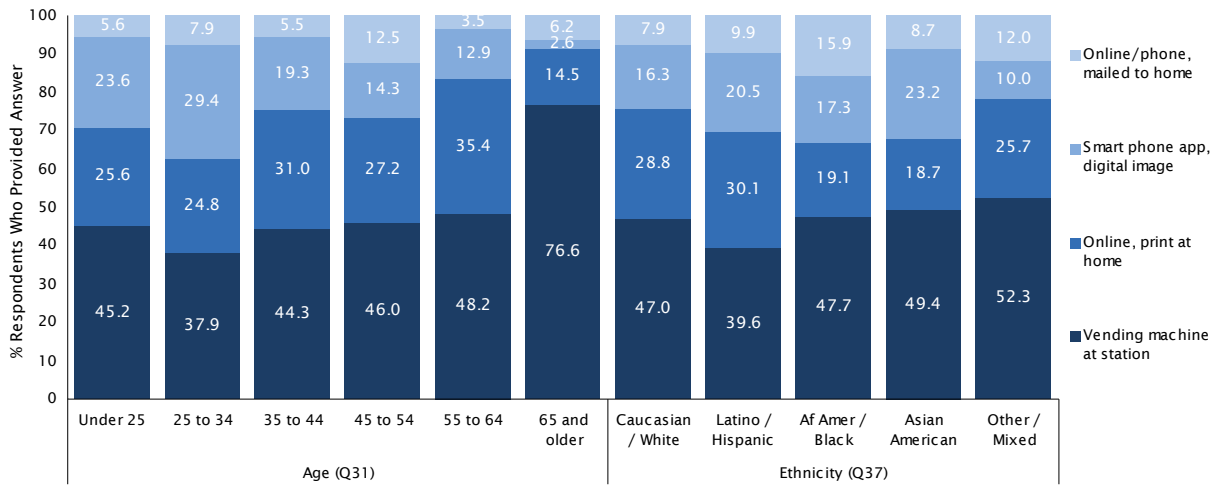
**FIGURE 75 PREFERENCE FOR PURCHASING METROLINK TICKETS [N = 925]**



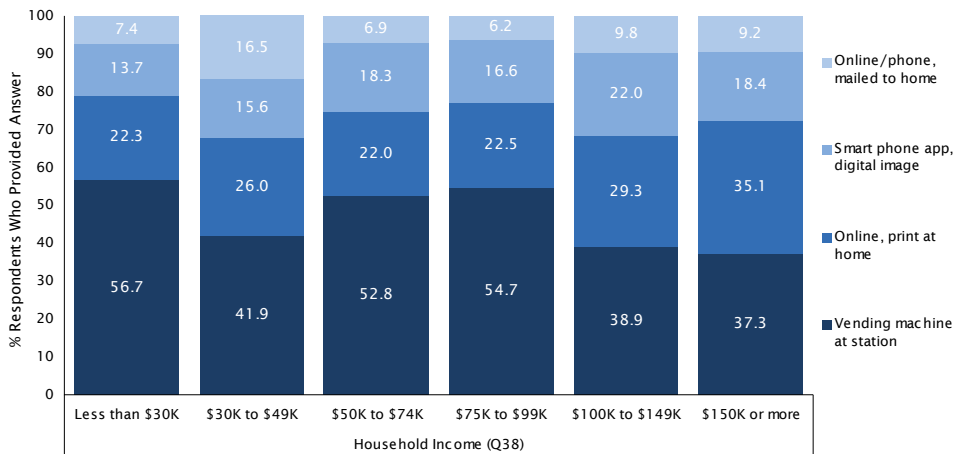
**FIGURE 76 PREFERENCE FOR PURCHASING METROLINK TICKETS BY HOW LONG RIDING METROLINK, FREQUENCY OF RIDING METROLINK & GENDER [N = 925]**



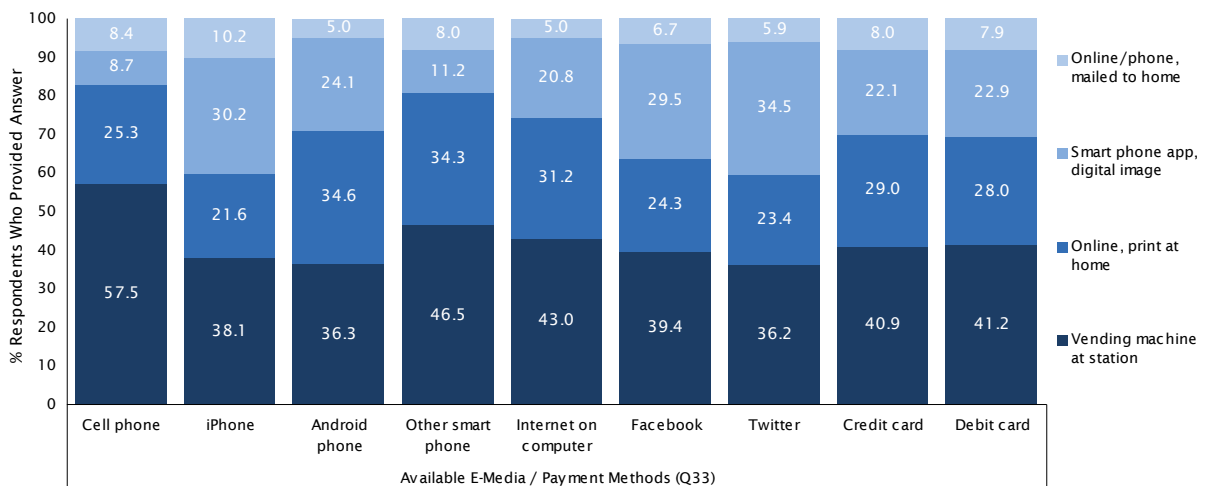
**FIGURE 77 PREFERENCE FOR PURCHASING METROLINK TICKETS BY AGE & ETHNICITY [N = 925]**



**FIGURE 78 PREFERENCE FOR PURCHASING METROLINK TICKETS BY HOUSEHOLD INCOME [N = 925]**



**FIGURE 79 PREFERENCE FOR PURCHASING METROLINK TICKETS BY AVAILABLE E-MEDIA / PAYMENT METHODS [N = 925]**





## BACKGROUND & DEMOGRAPHICS

**TABLE 6 DEMOGRAPHICS OF SAMPLE [N = 1,087]**

<i>Total Respondents</i>	<i>1,087</i>
<b>Q30 Gender</b>	
Male	54.4
Female	41.9
Prefer not to answer	3.6
<b>Q31 Age</b>	
Under 25	11.4
25 to 34	16.6
35 to 44	17.3
45 to 54	17.5
55 to 64	14.5
65 and older	5.8
Prefer not to answer	16.7
<b>Q32 ZIP code of residence (county)</b>	
Orange	43.1
San Diego	8.9
Los Angeles	8.5
Riverside	14.4
San Bernardino	3.0
Other CA County	3.5
Outside CA	1.4
Prefer not to answer	17.2
<b>Q33 Electronic media and available payment methods</b>	
Cell phone	32.2
iPhone	32.5
Android phone	20.9
Other smart phone	7.8
Internet on computer	56.5
Facebook	35.9
Twitter	16.8
Credit card	50.8
Debit card	51.4
Prefer not to answer	0.1
<b>Q34 Access to personal vehicle</b>	
Always	70.7
Sometimes	12.8
Rarely	4.6
Never	5.9
Prefer not to answer	6.0
<b>Q35 Employment status</b>	
Employed full time	68.0
Employed part time	8.4
Student	8.9
Homemaker	3.0
Retired	4.2
Between jobs	2.5
Prefer not to answer	5.1
<b>Q36 ZIP code of work (county)</b>	
Orange	25.4
San Diego	3.4
Los Angeles	23.1
Riverside	1.7
San Bernardino	0.6
Other CA County	2.2
Outside CA	1.0
Not employed	18.5
Not sure / Prefer not to answer	24.2
<b>Q37 Ethnicity</b>	
Caucasian/White	48.5
Latino/Hispanic	16.7
African American/Black	7.2
American Indian	2.4
Asian American	14.0
Pacific Islander	0.9
Other ethnicity	1.0
Prefer not to answer	9.3
<b>Q38 Household income</b>	
Less than \$20K	8.6
\$20K to \$29K	7.6
\$30K to \$39K	6.6
\$40K to \$49K	6.9
\$50K to \$59K	5.7
\$60K to \$74K	8.9
\$75K to \$99K	12.6
\$100K to \$149K	14.7
\$150K to \$200K	7.7
\$200K or more	6.7
Prefer not to answer	14.0

Table 6 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in creating the sample (see *Methodology* on page 53), the results shown are representative of METROLINK ridership on the Orange County Line and IEOC Line in Orange County.<sup>5</sup> Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by rider characteristics (see crosstabulations in Appendix A for a full breakdown of each question), the information is also valuable for understanding METROLINK ridership in Orange County.<sup>6</sup>

- 
5. Although the 91 Line also serves three stations in Orange County, because it primarily serves Riverside and Los Angeles Counties it was not included in this study.
  6. Its important to note that the sample is representative of ridership, but not necessarily individual riders. It correctly reflects the balance of ridership and rider characteristics on the system during the study period at a given point, but because some riders will ride more frequently than others (and thus are more likely to be surveyed) the demographic breakdown naturally overrepresents the characteristics of frequent riders. See Footnote 7 for more information on this topic.



## M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with Stella Lin, Nora Yeretian and Ellen Burton at OCTA, as well as Henning Eichler at the Southern California Regional Rail Authority, to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated that they used the OCLINK Day Pass (Question 10) for their trip were asked what type of fare they used prior to OCLINK (Question 11). The questionnaire included with this report (see *Questionnaire* on page 58) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

**PRE-TEST & TRANSLATION** Prior to fielding the survey, the questionnaire was pre-tested internally by True North and by our data collection team. Once finalized, the survey was professionally translated into Spanish to give respondents the option of participating in English or Spanish.

**SAMPLE** METROLINK riders were selected for the survey using a stratified, two-stage cluster sampling technique that considered line, direction, day of week, and time of day to select trains for surveying. Once the strata were established, trains were selected on a random basis into their appropriate strata. This approach provides a representative sample of primary units (trains) for the system. Once onboard, secondary units (individual riders) were selected using an interval based method (every *n*th rider). Quotas were also established for each strata to ensure that the number of interviews completed per strata was proportional to overall ridership based on ridership data provided by the Southern California Regional Rail Authority (SCRRA) for the month of March, 2012. Table 7 on the next page displays the trains that were included in the sample, their appropriate strata, the number of interviews completed per train, as well as the adjusted total interviews after weighting to ensure that the final sample was representative by strata.

Riders were sampled while they were onboard a METROLINK train in Orange County, although they need not be a resident of Orange County to qualify for the survey. Both the OC Line and the IEOC Line were included in the sample. Although the 91 Line also serves three stations in Orange County, because it primarily serves Riverside and Los Angeles Counties it was not included in this study.

**TABLE 7 DISTRIBUTION OF COMPLETED SURVEYS BY TRAIN DETAIL**

Train	Day Type	Line	Direction	Peak	Start Station	Start Time	Start	End Station	End Time	End	Strata	Completed Surveys	Weighted Surveys
							AM/PM			AM/PM			
601	Weekday	OC	Inbound/north	AM Peak	San Clemente	5:02	AM	Buena Park	6:04	AM	1	61	43
603	Weekday	OC	Inbound/north	AM Peak	San Clemente	5:39	AM	Buena Park	6:41	AM	1	138	96
607	Weekday	OC	Inbound/north	AM Peak	San Clemente	6:59	AM	Buena Park	8:02	AM	1	120	84
681	Weekday	OC	Inbound/north	AM Peak	L Niguel/Mission Viejo	4:05	AM	Buena Park	4:53	AM	1	38	27
683	Weekday	OC	Inbound/north	AM Peak	Irvine	7:05	AM	Buena Park	7:43	AM	1	56	39
687	Weekday	OC	Inbound/north	AM Peak	L Niguel/Mission Viejo	8:40	AM	Buena Park	9:26	AM	1	42	29
600	Weekday	OC	Outbound/south	AM Peak	Buena Park	8:27	AM	San Clemente	9:33	AM	2	34	43
609	Weekday	OC	Inbound/north	Off-Peak	San Clemente	3:46	PM	Buena Park	4:57	PM	3	23	24
602	Weekday	OC	Outbound/south	Off-Peak	Buena Park	3:51	PM	San Clemente	5:02	PM	4	28	28
684	Weekday	OC	Outbound/south	Off-Peak	Buena Park	2:52	PM	L Niguel/Mission Viejo	3:45	PM	4	24	24
689	Weekday	OC	Inbound/north	PM Peak	Irvine	5:10	PM	Buena Park	5:46	PM	5	40	28
606	Weekday	OC	Outbound/south	PM Peak	Buena Park	6:10	PM	San Clemente	7:18	PM	6	40	63
608	Weekday	OC	Outbound/south	PM Peak	Buena Park	6:57	PM	San Clemente	8:05	PM	6	59	93
640	Weekday	OC	Outbound/south	PM Peak	Fullerton	4:50	PM	L Niguel/Mission Viejo	5:35	PM	6	10	16
688	Weekday	OC	Outbound/south	PM Peak	Buena Park	5:17	PM	L Niguel/Mission Viejo	6:15	PM	6	42	66
664	Weekend	OC	Outbound/south	Off-Peak	Buena Park	5:07	PM	San Clemente	6:06	PM	8	11	23
850	Weekday	IE	Inbound/north	AM Peak	San Clemente	7:58	AM	Anaheim Canyon	8:49	AM	9	9	10
803	Weekday	IE	Outbound/south	AM Peak	Anaheim Canyon	5:50	AM	San Clemente	6:43	AM	10	41	44
805	Weekday	IE	Outbound/south	AM Peak	Anaheim Canyon	6:22	AM	Irvine	6:53	AM	10	40	43
807	Weekday	IE	Outbound/south	AM Peak	Anaheim Canyon	6:58	AM	L Niguel/Mission Viejo	7:40	AM	10	34	36
809	Weekday	IE	Outbound/south	AM Peak	Anaheim Canyon	8:09	AM	L Niguel/Mission Viejo	8:50	AM	10	34	36
802	Weekday	IE	Inbound/north	Off-Peak	San Juan Capistrano	1:50	PM	Anaheim Canyon	2:31	PM	11	16	14
813	Weekday	IE	Outbound/south	Off-Peak	Anaheim Canyon	4:12	PM	Irvine	4:45	PM	12	10	5
851	Weekday	IE	Outbound/south	Off-Peak	Anaheim Canyon	11:24	AM	San Clemente	12:16	PM	12	12	7
804	Weekday	IE	Inbound/north	PM Peak	L Niguel/Mission Viejo	4:00	PM	Anaheim Canyon	4:36	PM	13	30	40
806	Weekday	IE	Inbound/north	PM Peak	Irvine	4:55	PM	Anaheim Canyon	5:20	PM	13	40	54
808	Weekday	IE	Inbound/north	PM Peak	San Clemente	4:50	PM	Anaheim Canyon	5:55	PM	13	45	60
859	Weekend	IE	Outbound/south	Off-Peak	Anaheim Canyon	10:01	AM	San Clemente	10:50	AM	14	10	11

**STATISTICAL MARGIN OF ERROR** By using a probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of METROLINK ridership on the OC and IEOC Lines. The results of the survey can thus be used to estimate ridership characteristics for *all* ridership on the OC and IEOC Lines. Because not all riders participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,087 riders for a particular question and what would have been found if the survey had been completed by all 396,060 riders on the system in a typical month.<sup>7</sup>

For example, in estimating the percentage of riders whose trip purpose was work-related (Question 1), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

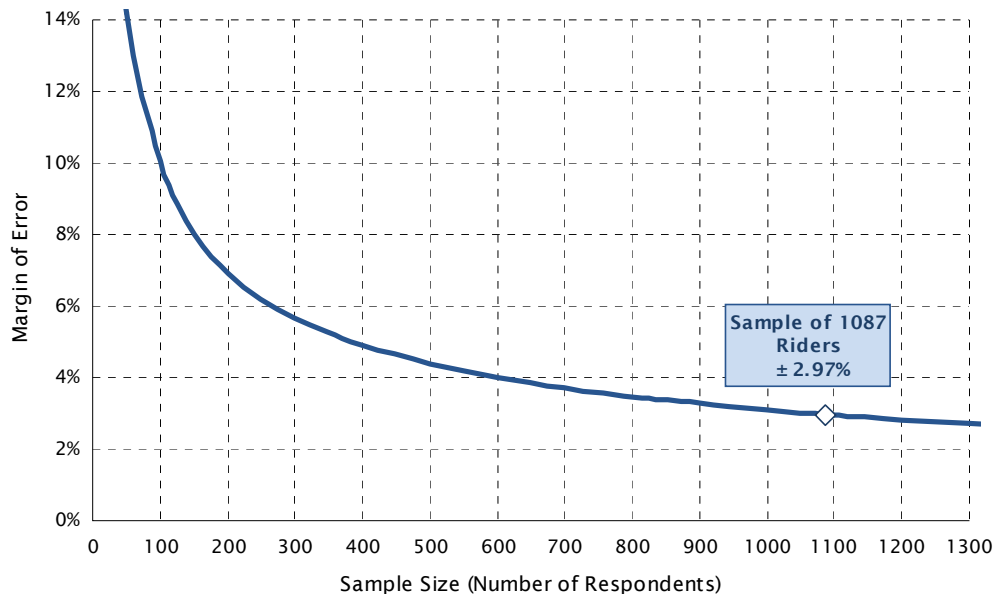
where  $\hat{p}$  is the proportion of survey respondents who reported that their trip purpose was work related (0.72 for 72% in this example),  $N$  is the population size of riders for the month (396,060),  $n$  is the sample size that received the question (1,087), and  $t$  is the upper  $\alpha/2$  point for the t-distribution with  $n - 1$  degrees of freedom (1.96 for a 95% confidence interval). Solving

7. This estimate treats individual riders as distinct units each time they ride METROLINK. In other words, if the same individual rides METROLINK 10 times, they are treated as 10 'riders'. We chose this approach to estimating the margin of error because trip characteristics captured in the survey will vary for the same individual depending on the trip they are taking at the time they were surveyed. Moreover, the analyses presented in this report treat a respondent as a rider on the system for a particular trip—not as an individual—such that the estimates are representative of ridership on the system at a given point in time. Because individuals vary in their frequency of riding METROLINK, to conduct the analyses at the 'customer' or individual level the data would first need to be weighted to account for frequency of ridership and the unequal probabilities of being selected into the sample.

the equation using these values reveals a margin of error of  $\pm 2.7\%$ . This means that with 72% of survey riders indicating their trip was work-related, we can be 95% confident that the actual percentage of riders who were using METROLINK for work-related trips is between 69% and 75%.

Figure 80 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e.,  $\hat{p} = 0.5$ ). For this survey, the maximum margin of error is  $\pm 2.97\%$  for questions answered by all 1,087 riders.

**FIGURE 80 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING**



Within this report, figures and tables show how responses to certain questions varied by subgroups such as employment status, age of the respondent, and frequency of METROLINK ridership. Figure 80 above is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**DATA COLLECTION** Individual riders were approached by a member of the interviewing team while onboard a designated METROLINK train and asked to complete a self-administered survey. Questionnaire's were available in English and Spanish languages, depending on the preference of the respondent (see *Questionnaire* on page 58). Interviews were conducted between May 23 and June 1, 2012.

**DATA PROCESSING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-ended responses, and preparing frequency analyses and crosstabulations. The final data were weighted by strata to ensure that the final interview count was representative of ridership on the OC and IEOC lines by line, direction, peak/off-peak, and day of week (see Table 7 on page 55).



**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

# QUESTIONNAIRE

## ENGLISH VERSION



Thank you for sharing your opinions with METROLINK. By completing this short survey, you will help us improve our services and better serve your transportation needs. Your survey responses will be kept confidential. Any personal information you provide will not be reported or shared.

### TODAY'S TRIP

- Q1** What is the main purpose for your trip on METROLINK today?
- Work commute/work appointment
  - School
  - Shopping
  - Entertainment/Recreation
  - Visit friends/family
  - Personal/Medical appointment
- Other purpose: \_\_\_\_\_
- Q2** What is the name of the place you are coming FROM (such as, Costco, Disneyland, home, name of your employer)?
- Place name: \_\_\_\_\_
- Q3** How far is this place from the station where you boarded METROLINK?
- Less than 1 mile
  - 1 mile to less than 2 miles
  - 2 miles to less than 5 miles
  - 5 miles to less than 10 miles
  - 10 miles or more
- Q4** How did you get from this place to the station where you boarded METROLINK?
- Drove alone in a car
  - Carpooled
  - Was dropped off at station
  - Employer shuttle/van
  - Bus
  - Rode a bike
  - Walked
- Other mode: \_\_\_\_\_
- Q5** At what station did you board METROLINK for this trip (such as, Irvine, Riverside downtown, LA Union Station)?
- Departing station: \_\_\_\_\_
- Q6** At what station will you get off this train? (such as, Irvine, Riverside downtown, LA Union Station)?
- Arriving station: \_\_\_\_\_
- Q7** What is the name of the place you are going TO (such as, Costco, Disneyland, home, name of your employer)?
- Place name: \_\_\_\_\_
- Q8** How far is this place from the station where you will be getting off METROLINK?
- Less than 1 mile
  - 1 mile to less than 2 miles
  - 2 miles to less than 5 miles
  - 5 miles to less than 10 miles
  - 10 miles or more

- Q9** How will you get from the station to this place?
- Drive alone in a car
  - Carpool
  - Will be picked up at station
  - Employer shuttle/van
  - Bus
  - Ride a bike
  - Walk
- Other mode: \_\_\_\_\_

- Q10** What type of ticket are you using for today's trip?
- Monthly Pass
  - Seven Day Pass
  - 10 trip ticket
  - Round trip or one-way ticket
  - OC-Link Day Pass
  - Weekend Pass
- Other type: \_\_\_\_\_

- Q11** If you use OCLink Pass now, what type of pass did you use prior to the OCLink Pass being available?
- Monthly Pass
  - Seven Day Pass
  - 10 trip ticket
  - Round trip or one-way ticket
- Other type: \_\_\_\_\_

- Q12** If you're employed, does your employer pay for your pass or ticket?
- Yes, employer pays for 100% of cost
  - Yes, employer pays for 50% to 99% of cost
  - Yes, employer pays for 1% to 49% of cost
  - No
  - Does not apply

### METROLINK RIDING PATTERNS

- Q13** How long have you been a METROLINK rider?
- Less than 6 months
  - 6 months to less than 1 year
  - 1 year to less than 2 years
  - 2 years or longer
- Q14** In the past six months, how often have you ridden METROLINK?
- 7 days per week
  - 6 days per week
  - 5 days per week
  - 4 days per week
  - 3 days per week
  - 2 days per week
  - 1 day per week
  - 1 to 3 days per month
  - Less than once per month
- Q15** In the past month, have you ridden METROLINK on a Saturday or Sunday?
- Yes
  - No
- Q16** In the past month, have you used METROLINK for: \_\_\_\_\_?

	Yes	No
Commuting to or from work	<input type="checkbox"/>	<input type="checkbox"/>
Commuting to or from school	<input type="checkbox"/>	<input type="checkbox"/>
Shopping trips	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment or recreation trips	<input type="checkbox"/>	<input type="checkbox"/>
Visiting friends or family	<input type="checkbox"/>	<input type="checkbox"/>
Personal or medical appointments	<input type="checkbox"/>	<input type="checkbox"/>

### SATISFACTION WITH SERVICE

- Q17** Overall, how would you rate your experiences riding METROLINK?
- Very poor
  - Poor
  - Fair
  - Good
  - Excellent
- Q18** Since you began riding METROLINK, would you say that the overall quality of METROLINK service has generally improved, gotten worse, or stayed about the same?
- Improved
  - Gotten worse
  - Stayed about the same
- Q19** If you could improve one aspect of METROLINK service, what change would you most want?

- Q20** Please rate METROLINK's performance in the following areas:

	Very poor	Poor	Fair	Good	Excellent	Not sure
Value of riding METROLINK compared to driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel time on METROLINK compared to driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of trains running on schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall comfort of using METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall convenience of using METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of parking at stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security of your car while parked at station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sense of personal safety at station and on trains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and convenience of transfers between METROLINK trains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of connecting transit buses at station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of train interior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of seating on train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freedom from nuisance behavior from other riders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of train schedule information and updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of train delay information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
METROLINK's responsiveness to customer concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enforcement of Rules of Conduct among riders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness and courtesy of METROLINK conductors/train staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness and courtesy of METROLINK staff at stations/on phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of purchasing METROLINK tickets from ticket vending machines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**INCREASING RIDERSHIP**

**Q21** Please indicate the top three reasons why you travel by train instead of by car. In the right column below, insert a '1' for the most important reason, '2' for the second, and '3' for the third.

No car available/Unable to drive	
Better value/Costs less	
Safer than driving	
More relaxing/less stressful	
Save wear and tear on my car	
Faster than driving for certain trips	
More reliable travel times/No traffic congestion	
Better use of time/Can read or work on train	
I have friends who ride the train	
Don't have to find parking at destination	

**Q22** Realistically, in the next six months do you think you will ride METROLINK more often, less often, or about the same frequency as you do now?

More often .....

Less often .....

About the same .....

**Q23** Are there specific changes or improvements to METROLINK service that would cause you to ride more often? *If yes, please describe below.*

**Q24** Please indicate whether any of the following reasons keep you from riding METROLINK more often?

	Yes, this keeps me from riding more often	No
Train service doesn't begin until 4 AM on <u>weekdays</u>	<input type="checkbox"/>	<input type="checkbox"/>
Train service for many stations ends before 10 PM on <u>weekdays</u>	<input type="checkbox"/>	<input type="checkbox"/>
Train service doesn't begin until 9 AM on <u>weekends</u>	<input type="checkbox"/>	<input type="checkbox"/>
Train service ends before 7 PM on <u>weekends</u>	<input type="checkbox"/>	<input type="checkbox"/>
Trains don't run frequently enough on <u>weekdays</u>	<input type="checkbox"/>	<input type="checkbox"/>
Trains don't run frequently enough on <u>weekends</u>	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty connecting from a station to your ultimate destination	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty getting from your home to a METROLINK station	<input type="checkbox"/>	<input type="checkbox"/>
The price of tickets	<input type="checkbox"/>	<input type="checkbox"/>
The layover time when switching trains or transferring to other transit options	<input type="checkbox"/>	<input type="checkbox"/>

**Q25** If there were trains available on a regular basis, how likely would you be to use METROLINK to: \_\_\_\_\_?

	Very likely	Somewhat likely	Not likely	Not sure
Visit downtown Fullerton for shopping, dining or entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit the Irvine Spectrum for shopping, dining or entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit Old Town Orange for shopping or dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit the Mission at San Juan Capistrano	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit the beach in San Clemente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend a sporting event like Angels baseball or Ducks hockey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend a concert or special event at the Grove, Honda Center or Angel Stadium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to Disneyland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit destinations in San Diego County	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit destinations in Los Angeles County	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit destinations in Riverside County	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**COMMUNICATIONS, PROMOTIONS, PURCHASE OPTIONS**

**Q26** Please indicate whether you've taken advantage of the following METROLINK promotions and, if not, whether you were previously aware of the promotion.

	Used this promotion	Have not used, but aware	Not aware
Angels Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ducks Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$7 OCLINK Day Pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunar New Year Event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festival of Whales promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$10 Weekend Pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q27** Thinking back to the first time you rode METROLINK, did you ride it because of a promotion such as discounted tickets or express service to a special event?

Yes .....

No .....

Not sure .....

**Q28** Please indicate how often you use each of the following sources for information about METROLINK.

	Use Regularly	Use Occasionally	Don't Use
OCTA website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
METROLINK News Link newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notices or e-newsletters from OCTA sent by email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OCTA posters, brochures & flyers about METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q29** If each of the following options were available, which would you prefer to use to purchase a METROLINK pass or ticket?

Buy ticket at vending machine at station.....

Buy pass or ticket online or by phone and have it mailed to your home.....

Buy ticket online and print it at home.....

Buy ticket on smart phone and have it stay as an image on your phone.....

**BACKGROUND & DEMOGRAPHICS**

**Q30** Please indicate your gender.

Male .....

Female .....

**Q31** In what year were you born?

Birth year (yyyy): \_\_\_\_\_

**Q32** What is the ZIP code of your home?

5-digit ZIP code: \_\_\_\_\_

**Q33** Which of the following electronic media and payment methods do you currently have access to? *Check all that apply.*

Cell phone (not a smartphone) .....

iPhone .....

Android phone .....

Other smartphone .....

Internet on my computer .....

Facebook .....

Twitter .....

Other social media: \_\_\_\_\_

Credit card .....

Debit card .....

**Q34** How often do you have access to a personal vehicle?

Always .....

Sometimes .....

Rarely .....

Never .....

**Q35** Which of the following best describes your employment status?

Employed full-time .....

Employed part-time .....

Student .....

Homemaker .....

Retired .....

Between jobs .....

**Q36** If you're employed, what is the ZIP code of your work?

5-digit ZIP code: \_\_\_\_\_

**Q37** What ethnic group do you consider yourself a part of or feel closest to?

Caucasian/White .....

Latino/Hispanic/Mexican .....

African-American/Black .....

American Indian or Alaskan Native .....

Asian (Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian) .....

Pacific Islander .....

Other ethnicity: \_\_\_\_\_

**Q38** Please indicate your household's total annual income before taxes.

Less than \$20,000 .....

\$20,000 to less than \$30,000 .....

\$30,000 to less than \$40,000 .....

\$40,000 to less than \$50,000 .....

\$50,000 to less than \$60,000 .....

\$60,000 to less than \$75,000 .....

\$75,000 to less than \$100,000 .....

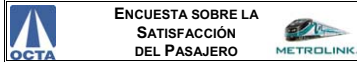
\$100,000 to less than \$150,000 .....

\$150,000 to less than \$200,000 .....

\$200,000 or more .....

Thank you for your time and opinions! Please return the survey to the attendant when you are finished.

SPANISH VERSION



Muchas gracias por compartir su opinión con METROLINK. Al completar esta corta encuesta, usted nos ayudará a mejorar nuestros servicios y a mejor servir sus necesidades de transporte. Sus respuestas a la encuesta serán totalmente confidenciales. Cualquier información personal que usted proporcione no será reportada ni compartida.

SU VIAJE DE HOY

- Q1** ¿Cuál es el propósito principal de su viaje en METROLINK el día de hoy?
- Viaje al trabajo/cita de trabajo
- Escuela
- Ir de compras
- Entretenimiento/Recreación
- Visitar amigos/familia
- Cita personal/cita médica
- Otro propósito: \_\_\_\_\_
- Q2** ¿Cómo se llama el lugar de donde usted VIENE (tal y como, Costco, Disneylandia, casa, nombre de su empleador)?
- Nombre del lugar: \_\_\_\_\_
- Q3** ¿Qué tan lejos queda este lugar de la estación en donde usted abordó el METROLINK?
- Menos de 1 milla
- De 1 milla a menos de 2 millas
- De 2 millas a menos de 5 millas
- De 5 millas a menos de 10 millas
- 10 millas o más
- Q4** ¿Cómo llegó de este lugar a la estación en donde abordó el METROLINK?
- Manejó usted solo en un vehículo
- Compartió el viaje en el vehículo con otras personas
- Alguien lo dejó en la estación
- Transporte colectivo de corta distancia/camioneta del empleador
- Autobús
- En bicicleta
- A pie
- Otra modalidad de transporte: \_\_\_\_\_
- Q5** ¿En qué estación abordó el METROLINK para este viaje (tal y como, Irvine, centro de Riverside, estación LA Union Station)?
- Estación de donde salió: \_\_\_\_\_
- Q6** ¿En qué estación se bajará de este tren (tal y como, Irvine, centro de Riverside, estación LA Union Station)?
- Estación a donde llegará: \_\_\_\_\_
- Q7** ¿Cómo se llama el lugar hacia donde se DIRIGE (tal y como, Costco, Disneylandia, casa, nombre de su empleador)?
- Nombre del lugar: \_\_\_\_\_
- Q8** ¿Qué tan lejos está el lugar de la estación en donde se bajará del METROLINK?
- Menos de 1 milla
- De 1 milla a menos de 2 millas
- De 2 millas a menos de 5 millas
- De 5 millas a menos de 10 millas
- 10 millas o más

**Q9** ¿Cómo llegará de la estación a este lugar?

- Manejará solo en un vehículo
- Compartirá el viaje en un vehículo con otras personas
- Alguien lo recogerá en la estación
- Transporte colectivo de corta distancia/camioneta del empleador
- Autobús
- Irá en bicicleta
- Irá a pie

Otra modalidad de transporte: \_\_\_\_\_

**Q10** ¿Qué tipo de boleto estará usando para el viaje el día de hoy?

- Pase mensual
- Pase diario de siete días
- Boleto de 10 viajes
- Boleto de viaje redondo o de viaje sencillo
- Pase diario OC-Link
- Pasa de fin de semana

Otro tipo: \_\_\_\_\_

**Q11** Si usted usa el Pase OCLink ahora, ¿qué tipo de pase usó antes de que estuviera disponible el Pase OCLink?

- Pase mensual
- Pase diario de siete días
- Boleto de 10 viajes
- Boleto de viaje redondo o de viaje sencillo

Otro tipo: \_\_\_\_\_

**Q12** Si usted tiene empleo, ¿paga su empleador por su pase o su boleto?

- Sí, el empleador paga el 100% del costo
- Sí, el empleador paga del 50% al 99% del costo
- Sí, el empleador paga del 1% al 49% del costo
- No
- No es aplicable

TENDENCIAS DEL VIAJAR EN EL METROLINK

**Q13** ¿Cuánto tiempo tiene siendo pasajero de METROLINK?

- Menos de 6 meses
- De 6 meses a menos de 1 año
- 1 año a menos de 2 años
- 2 años o más

**Q14** En los últimos seis meses, ¿con qué frecuencia ha viajado en el METROLINK?

- 7 días a la semana
- 6 días a la semana
- 5 días a la semana
- 4 días a la semana
- 3 días a la semana
- 2 días a la semana
- 1 día a la semana
- 1 a 3 días al mes
- Menos de una vez al mes

**Q15** En el último mes, ¿ha viajado en el METROLINK en un sábado o domingo?

- Sí
- No

**Q16** En el último mes, ¿ha usado el METROLINK para: \_\_\_\_\_?

	Sí	No
Viajar a y de su trabajo	<input type="checkbox"/>	<input type="checkbox"/>
Viajar a y de su escuela	<input type="checkbox"/>	<input type="checkbox"/>
Viajes para ir de compras	<input type="checkbox"/>	<input type="checkbox"/>
Viajes de entretenimiento o recreación	<input type="checkbox"/>	<input type="checkbox"/>
Visitar a amigos o familia	<input type="checkbox"/>	<input type="checkbox"/>
Citas personales o citas médicas	<input type="checkbox"/>	<input type="checkbox"/>

SATISFACCIÓN CON LOS SERVICIOS

**Q17** En términos generales, ¿cómo calificaría su experiencia viajando en METROLINK?

- Muy mala
- Mala
- Regular
- Buena
- Excelente

**Q18** Desde que empezó a viajar en METROLINK, ¿diría que la calidad en términos generales del servicio del METROLINK generalmente ha mejorado, ha empeorado, o se ha mantenido más o menos igual?

- Mejorado
- Empeorado
- Se ha mantenido más o menos igual

**Q19** Si usted pudiera mejorar algún aspecto del servicio del METROLINK, ¿qué cambio desearía más?

**Q20** Por favor califique el servicio de METROLINK en las siguientes áreas:

	Muy mala	Mala	Regular	Buena	Excelente	No está asignado
El ahorro al viajar en METROLINK comparado con manejar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tiempo de viaje en METROLINK comparado con manejar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confiabilidad de los trenes corriendo según lo programado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comodidad en términos generales de usar el METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conveniencia en términos generales de usar el METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de estacionamiento en las estaciones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seguridad de su auto mientras está estacionado en una estación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sentido de seguridad personal en la estación y en los trenes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad y conveniencia de los transbordos entre trenes del METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de conexiones con autobuses de transporte público en la estación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limpieza del interior del tren	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de asientos en el tren	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No tener molestias públicas de otros pasajeros	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de información y actualizaciones de los horarios y días de servicio de los trenes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de información de demoras de los trenes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interés que tiene METROLINK en las preocupaciones o problemas de los pasajeros	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El hacer cumplir las Reglas de Conducta entre pasajeros	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ayuda y amabilidad de los conductores/personal en los trenes METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ayuda y amabilidad del personal de METROLINK en las estaciones, o por teléfono	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilidad en la compra de boletos del METROLINK en las máquinas expendedoras de boletos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**AUMENTO EN EL NÚMERO DE PASAJEROS TRANSPORTADOS**

**Q21** Favor de indicar las tres principales razones por las que usted viaja en tren en vez de auto. En la siguiente columna de la derecha, ponga un número '1' para la razón más importante, '2' para la segunda de importancia y un número '3' por la tercera razón.

No dispone de un vehículo / No puede manejar	
Más ahorro/Cuesta menos	
Más seguro que manejar	
Más relajante/menos estresante	
Ahorro el desgaste de mi auto	
Más rápido que manejar para ciertos viajes	
Tiempos de viaje más confiables/No hay congestión del tránsito	
Mejor uso del tiempo/Puedo leer o trabajar	
Tengo amistades que viajan en el tren	
No tengo que encontrar estacionamiento en mi punto de destino	

**Q22** De manera realista, en los próximos seis meses ¿piensa que viajará en METROLINK con más frecuencia, con menos frecuencia, o más o menos con igual frecuencia que como lo hace ahora?

Con más frecuencia.....

Con menos frecuencia.....

Más o menos igual.....

**Q23** ¿Hay cambios o mejoras específicas al servicio de METROLINK que harían que viajara en el tren con más frecuencia? Si contestó que sí, sírvase describirlas más abajo.

**Q24** Favor de indicar ya sea si cualquiera de las siguientes razones le impiden viajar en el METROLINK con mayor frecuencia

	Si, esto me impide viajar con mayor frecuencia	No
El servicio de tren no comienza sino hasta las 4 AM los días hábiles	<input type="checkbox"/>	<input type="checkbox"/>
El servicio de tren en muchas de las estaciones termina antes de las 10 PM los días hábiles	<input type="checkbox"/>	<input type="checkbox"/>
El servicio de tren no comienza sino hasta las 9 AM los fines de semana	<input type="checkbox"/>	<input type="checkbox"/>
El servicio de tren termina antes de las 7 PM los fines de semana	<input type="checkbox"/>	<input type="checkbox"/>
Los trenes no viajan con suficiente frecuencia los fines de semana	<input type="checkbox"/>	<input type="checkbox"/>
Los trenes no viajan con suficiente frecuencia los días hábiles	<input type="checkbox"/>	<input type="checkbox"/>
Es difícil hacer conexión desde una de las estaciones a su destino final	<input type="checkbox"/>	<input type="checkbox"/>
Es difícil llegar desde su casa a la estación de METROLINK	<input type="checkbox"/>	<input type="checkbox"/>
El precio de los boletos	<input type="checkbox"/>	<input type="checkbox"/>
El tiempo de espera al cambiar de trenes o al transbordar a otras opciones de transporte público	<input type="checkbox"/>	<input type="checkbox"/>

**Q25** Si hubiera trenes disponibles en forma regular, ¿qué tan probable sería que usara el METROLINK para: \_\_\_\_\_?

	Muy probablemente	Algo probablemente	No muy probablemente	No está seguro
Visitar el centro de Fullerton para ir de compras, a comer o por diversión	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ir al Irvine Spectrum de compras, a comer o por diversión	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ir a Old Town Orange de compras o a comer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitar la Misión de San Juan Capistrano	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitar la playa en San Clemente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asistir a un evento deportivo como el béisbol de los Angeles o juegos de hockey de los Ducks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asistir a un concierto o evento especial en el Grove, Honda Center o el Estadio de los Angeles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ir a Disneylandia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitar destinos en el Condado de San Diego	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitar destinos en el Condado de Los Angeles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitar destinos en el Condado de Riverside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**COMUNICACIONES, PROMOCIONES, OPCIONES DE COMPRA**

**Q26** Favor de indicar si ha aprovechado algunas de las siguientes promociones del METROLINK y, si no, si se enteró de la promoción.

	Usó esta promoción	No lo usó pero supo de la promoción	No supo
Angels Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ducks Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pase Diario OCLINK de \$7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evento del Año Nuevo Lunar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoción del Festival de las Ballenas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tren a la Playa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pase de Fin de Semana de \$10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q27** Pensando en la primera vez que viajó en METROLINK, ¿viajó porque había una promoción tal y como boletos de descuento o servicio directo a un evento especial?

Sí.....

No.....

No está seguro.....

**Q28** Favor de indicar con qué frecuencia usa cada una de las siguientes fuentes de información acerca del METROLINK.

	La usa regularmente	La usa de vez en cuando	No la usa
Sitio Web de OCTA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carta Informativa de Noticias del METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avisos o cartas informativas electrónicas del OCTA enviadas por correo electrónico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carteles, folletos y material impreso del OCTA acerca del METROLINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q29** Si cada una de las siguientes opciones estuvieran disponible, ¿cuál preferiría usar para comprar un pase o boleto del METROLINK?

Comprar el boleto en la máquina expendedora en la estación.....

Comprar el pase o el boleto a través del Internet o por teléfono y que se lo envíen a su casa.....

Comprar el boleto a través del Internet e imprimirlo en casa.....

Comprar el boleto a través de un teléfono inteligente y mantenerlo como una imagen en su teléfono.....

**ANTECEDENTES Y DATOS DEMOGRÁFICOS**

**Q30** Favor de indicar su género.

Masculino.....

Femenino.....

**Q31** ¿En qué año nació?

Año de su nacimiento (aaaa): \_\_\_\_\_

**Q32** ¿Cuál es el código postal de su domicilio?

Código Postal de 5 dígitos: \_\_\_\_\_

**Q33** ¿A cuáles de los siguientes medios electrónicos y métodos de pago actualmente tiene usted acceso?

- Teléfono celular (no un teléfono inteligente)
- iPhone.....
- Teléfono Android.....
- Otro teléfono inteligente.....
- Internet en mi computadora.....
- Facebook.....
- Twitter.....

Otro medio social: \_\_\_\_\_

Tarjeta de crédito.....

Tarjeta de débito.....

**Q34** ¿Con qué frecuencia tiene usted acceso a un vehículo personal?

- Siempre.....
- A veces.....
- Rara vez.....
- Nunca.....

**Q35** ¿Cuál de las siguientes descripciones, mejor describe su categoría de empleo?

- Trabajo tiempo completo.....
- Trabajo tiempo parcial.....
- Estudiante.....
- Ama de casa.....
- Jubilado.....
- Entre trabajos.....

**Q36** Si tiene empleo, ¿cuál es el Código Postal de su trabajo?

Código Postal de 5 dígitos: \_\_\_\_\_

**Q37** ¿De cuál grupo étnico se considera usted parte o se siente más identificado?

- Caucásico/Blanco.....
- Latino/Hispano/Mexicano.....
- Afroamericano/Negro.....
- Indio Americano o Nativo de Alaska.....
- Asiático (Coreano, Japonés, Chino, Vietnamita, Filipino u otro Asiático).....
- De las Islas del Pacífico.....

Otra etnicidad: \_\_\_\_\_

**Q38** Favor de indicar el total de ingresos anuales antes de impuestos de su familia.

- Menos de \$20,000.....
- \$20,000 a menos de \$30,000.....
- \$30,000 a menos de \$40,000.....
- \$40,000 a menos de \$50,000.....
- \$50,000 a menos de \$60,000.....
- \$60,000 a menos de \$75,000.....
- \$75,000 a menos de \$100,000.....
- \$100,000 a menos de \$150,000.....
- \$150,000 a menos de \$200,000.....
- \$200,000 ó más.....

¡Muchas gracias por su tiempo y sus opiniones! Por favor devuelva la encuesta al asistente cuando haya terminado.