



# Dulles Transit Market Research Study

March 23, 2001

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Press Release



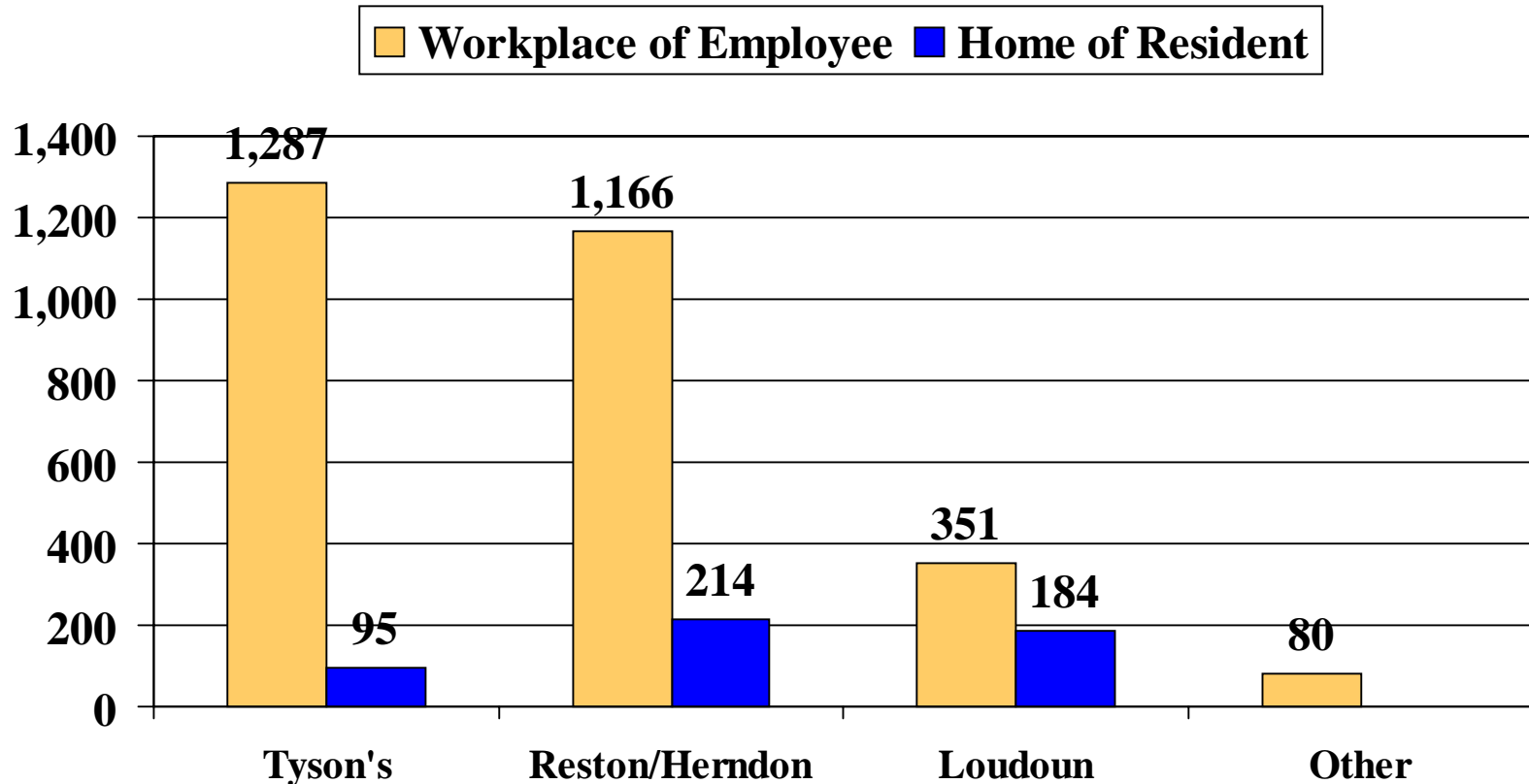
# Purpose of the Study

- Describe commute patterns and modes
- Characterize potential market for transit
- Identify factors that would encourage transit use

# Methodology

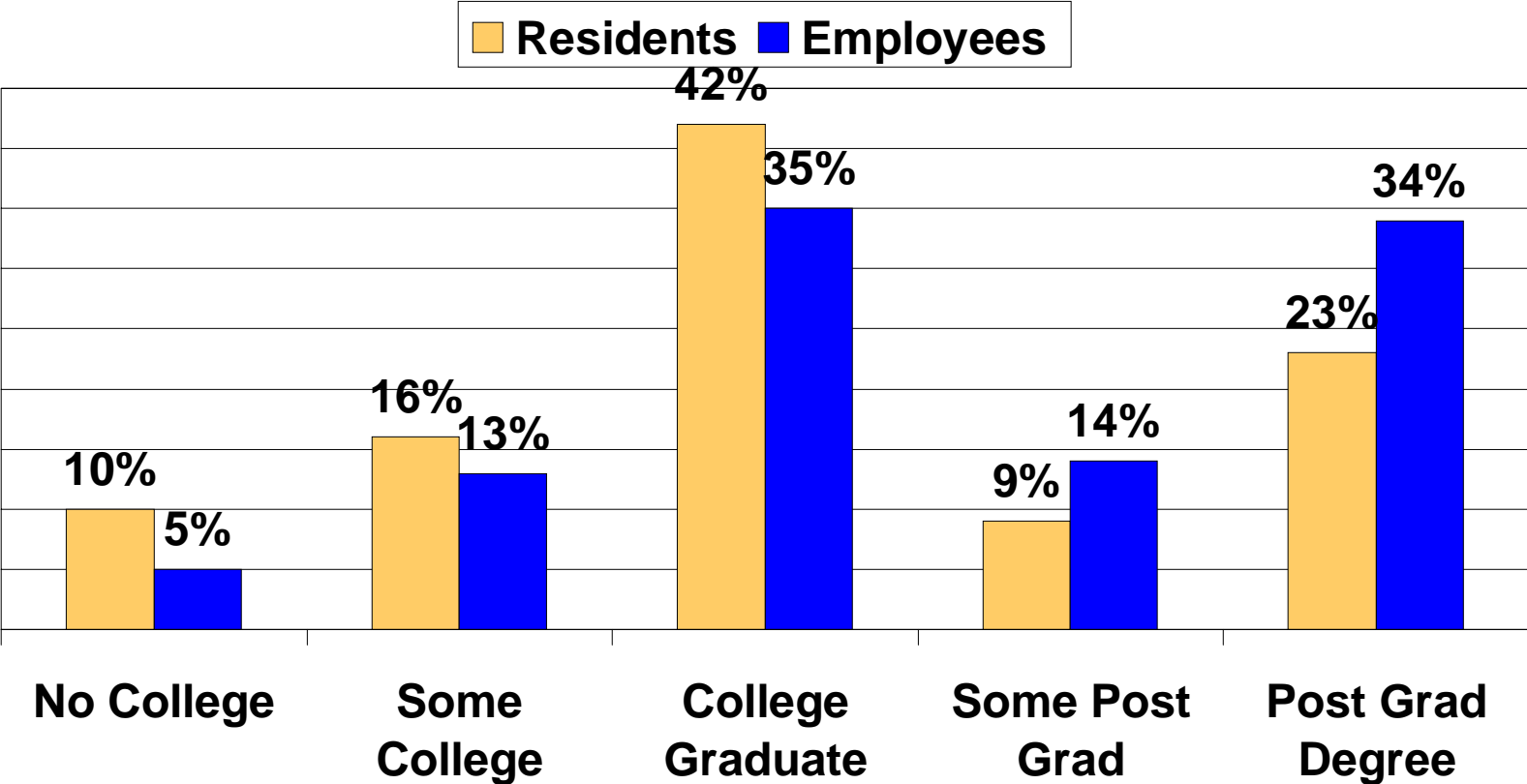
- Residential Survey (July)
  - 493 telephone interviews
- Employee Survey (August - October)
  - Internet
  - Password to Website
  - 3,150 respondents

# Number of Respondents

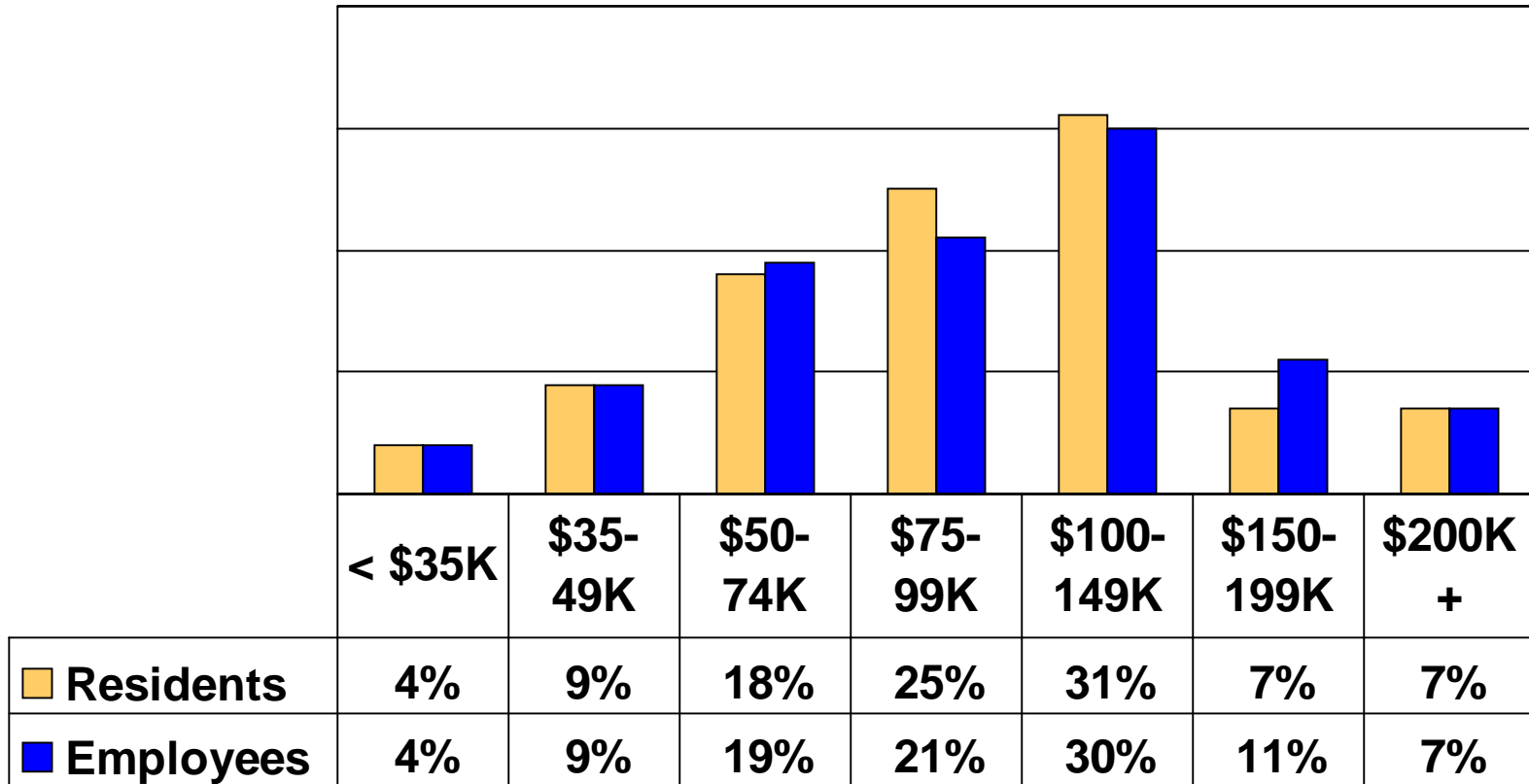


\* Employees do not add to the total. Some employees gave more than one workplace. More did not give any.

# Education

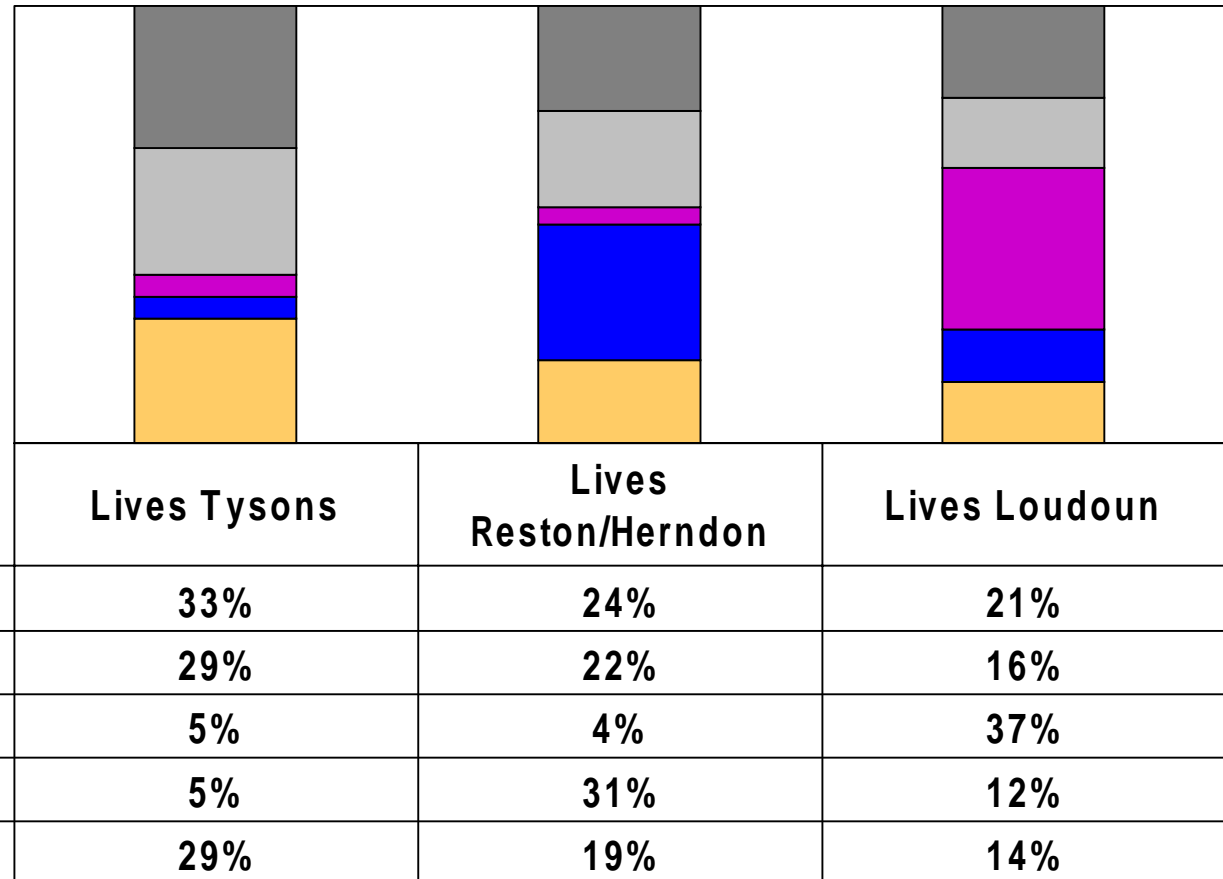


# Annual Household Income



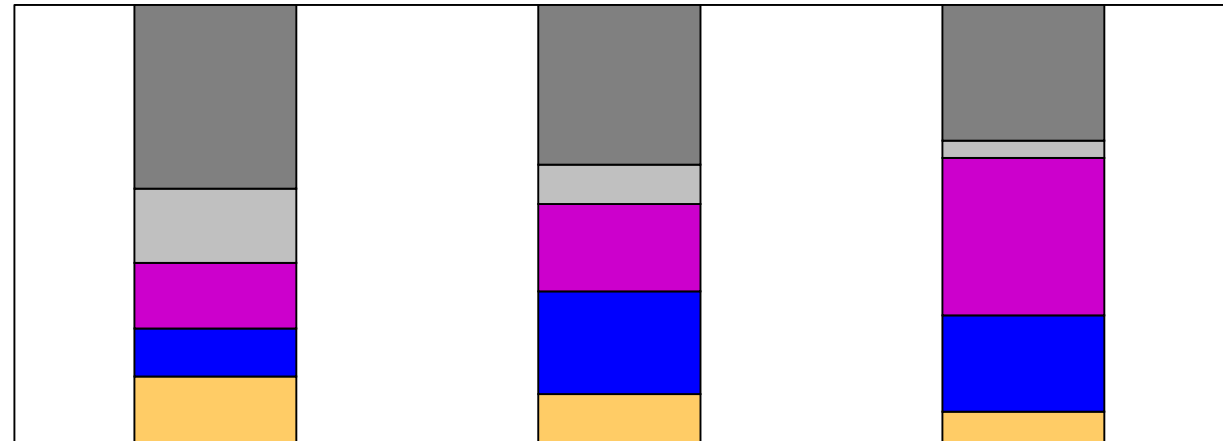
# Workplace by Residence

## *Telephone Survey of Residents*



# Residence by Workplace

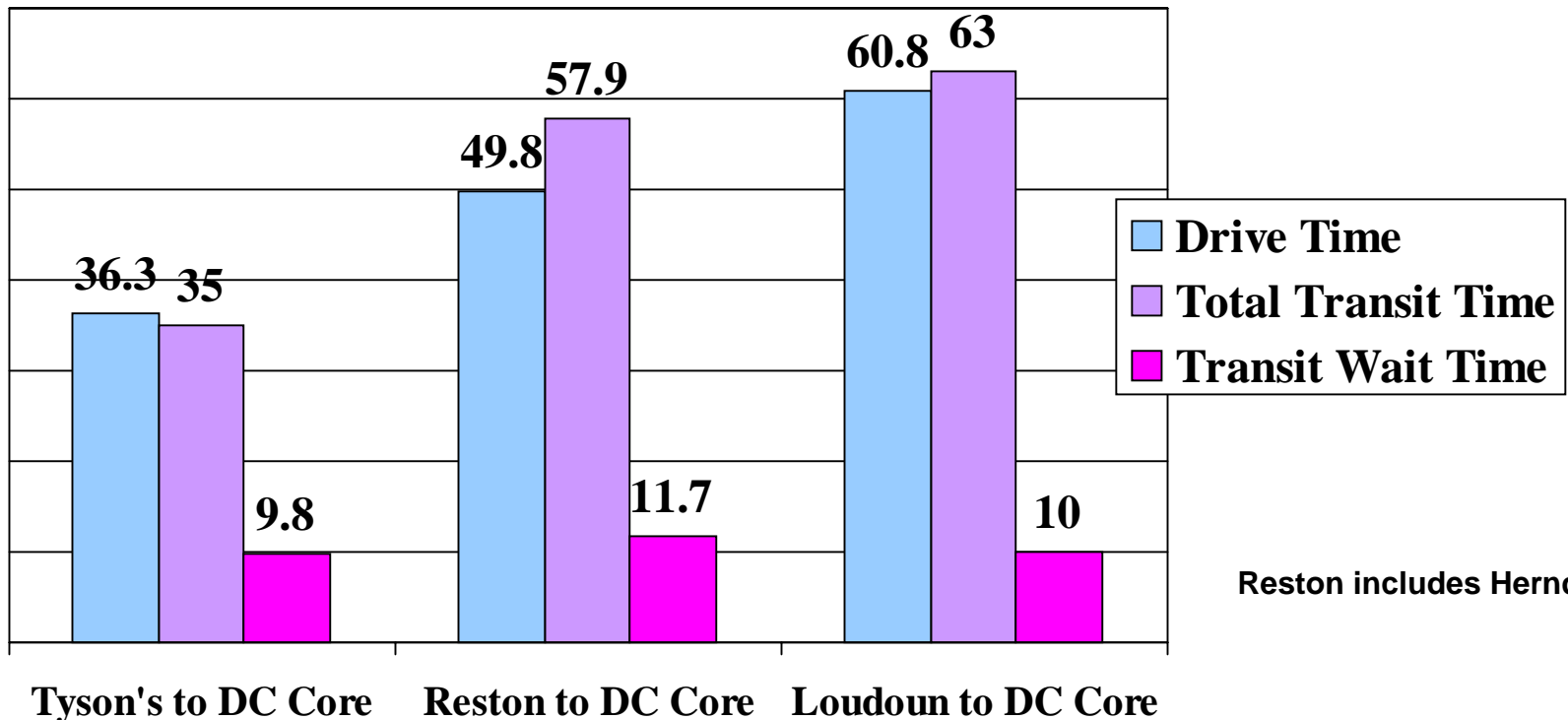
## *Internet Survey of Employees*



	Works Tysons	Works Reston/Herndon	Works Loudoun
■ Other	42%	36%	31%
■ DC Core	17%	9%	4%
■ Loudoun	15%	20%	36%
■ Reston/Herndon	11%	23%	22%
■ Tysons	15%	11%	7%

# Residents' Reported Mean Drive Times Compared To Transit Times By Commute Pattern

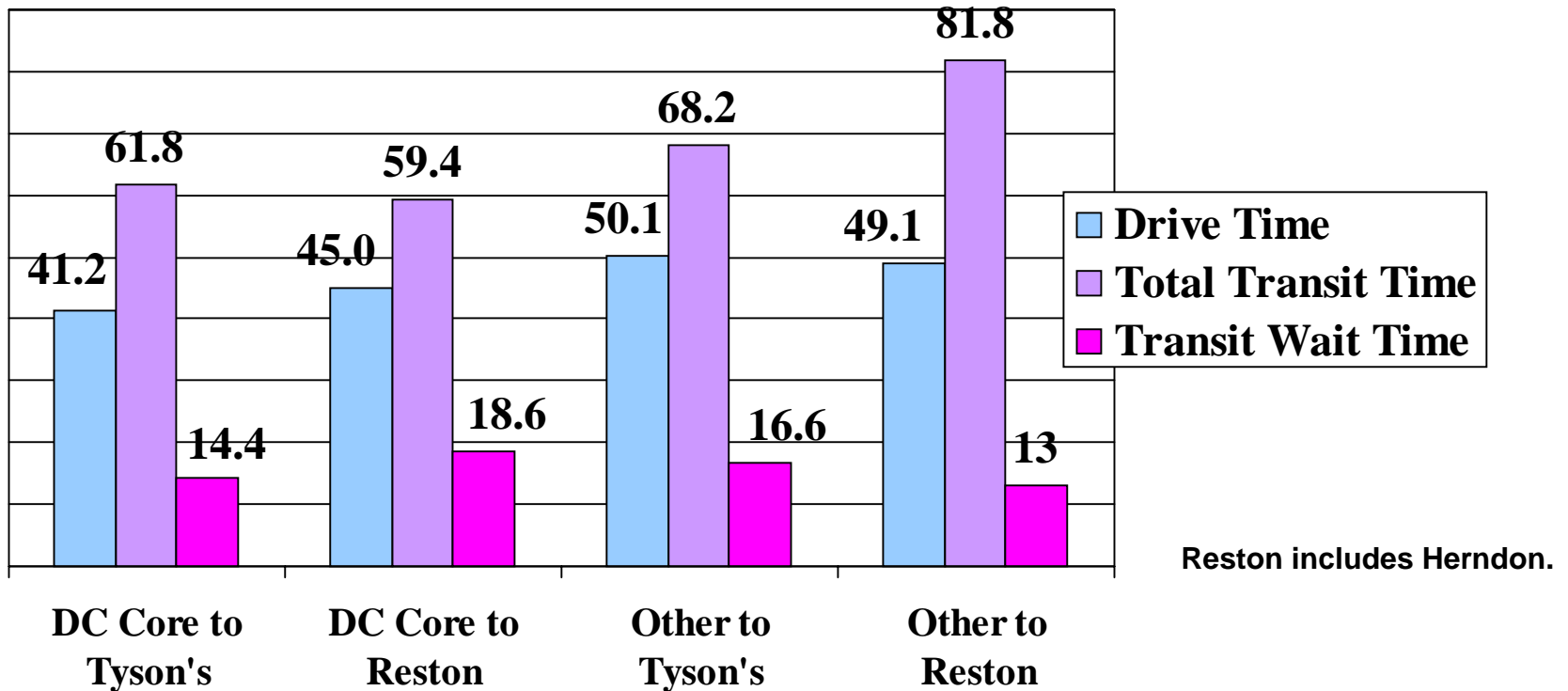
This chart shows only commute patterns with 10 or more respondents who use transit.



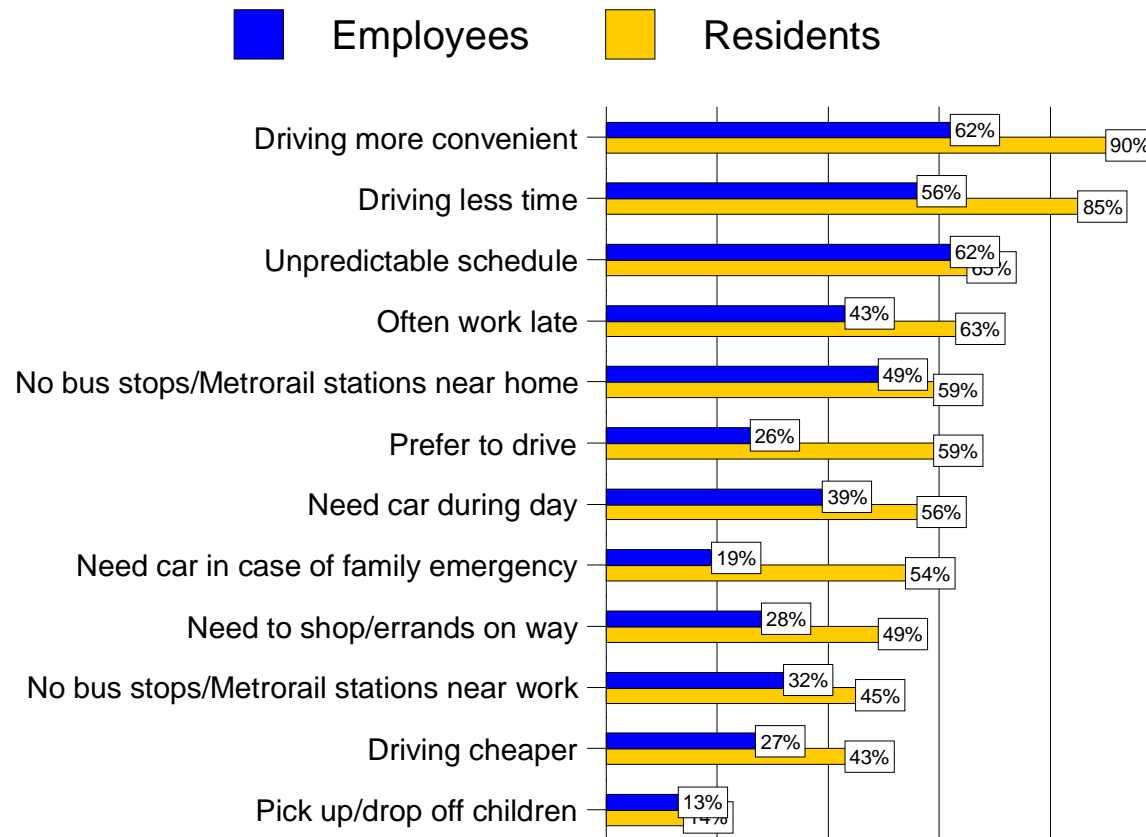
Reston includes Herndon.

# Employees' Reported Mean Drive Times Compared To Transit Times By Commute Pattern

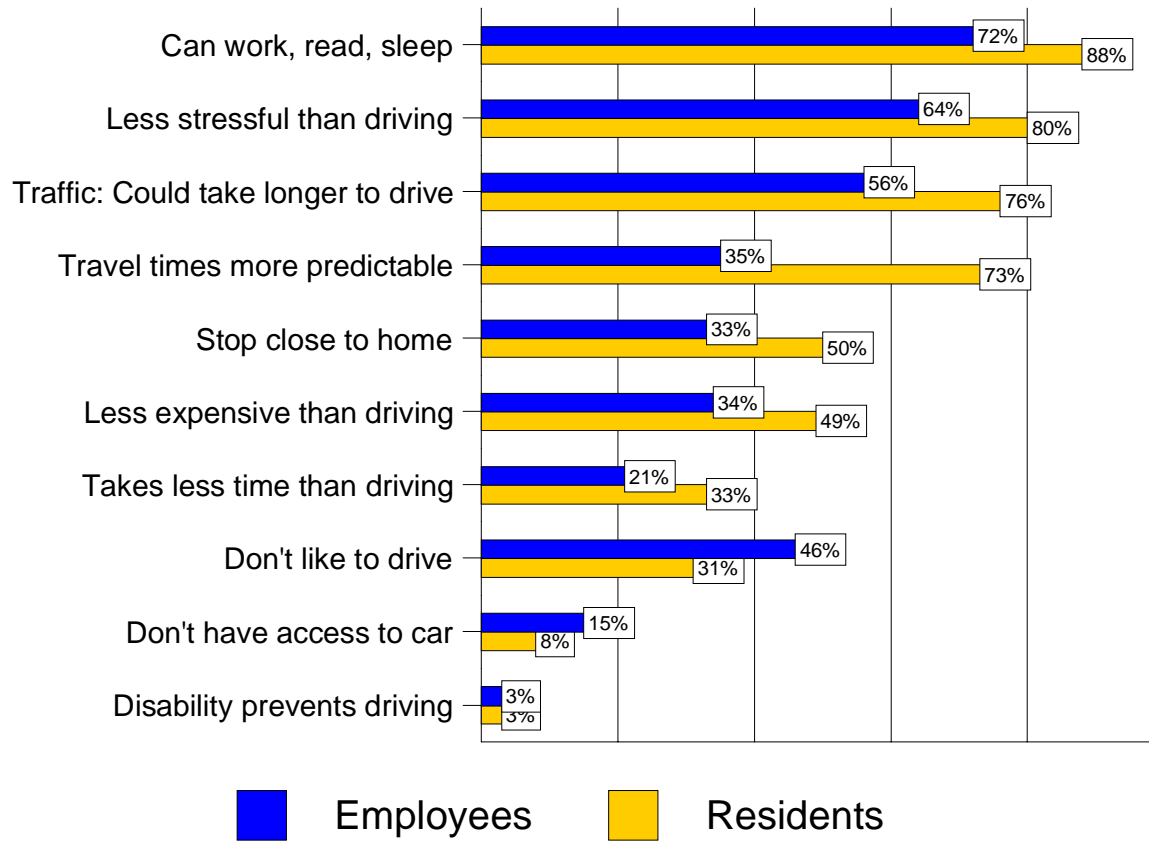
This chart shows only commute patterns with 8 or more respondents who use transit.



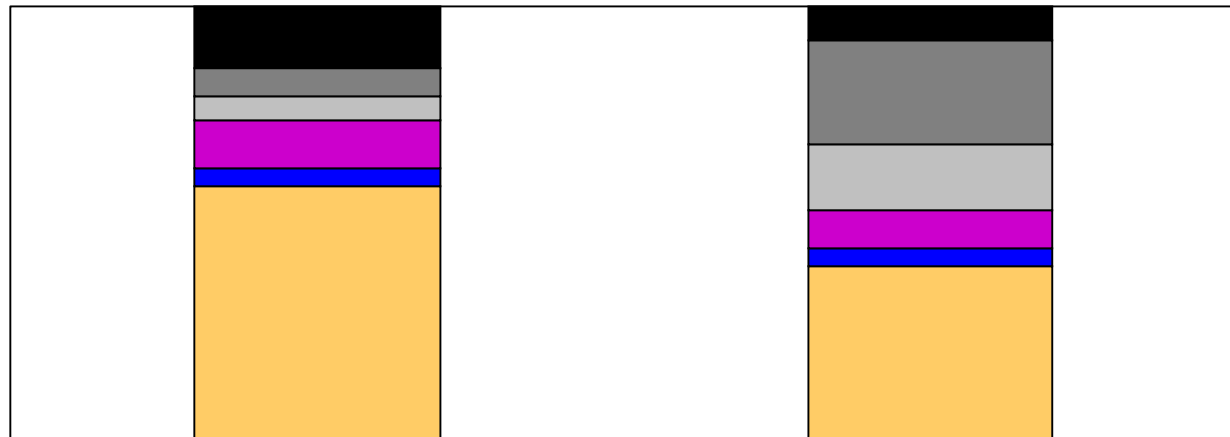
# Reasons Given for Driving Rather than Taking Transit



# Reasons Given for Taking Transit Rather than Driving

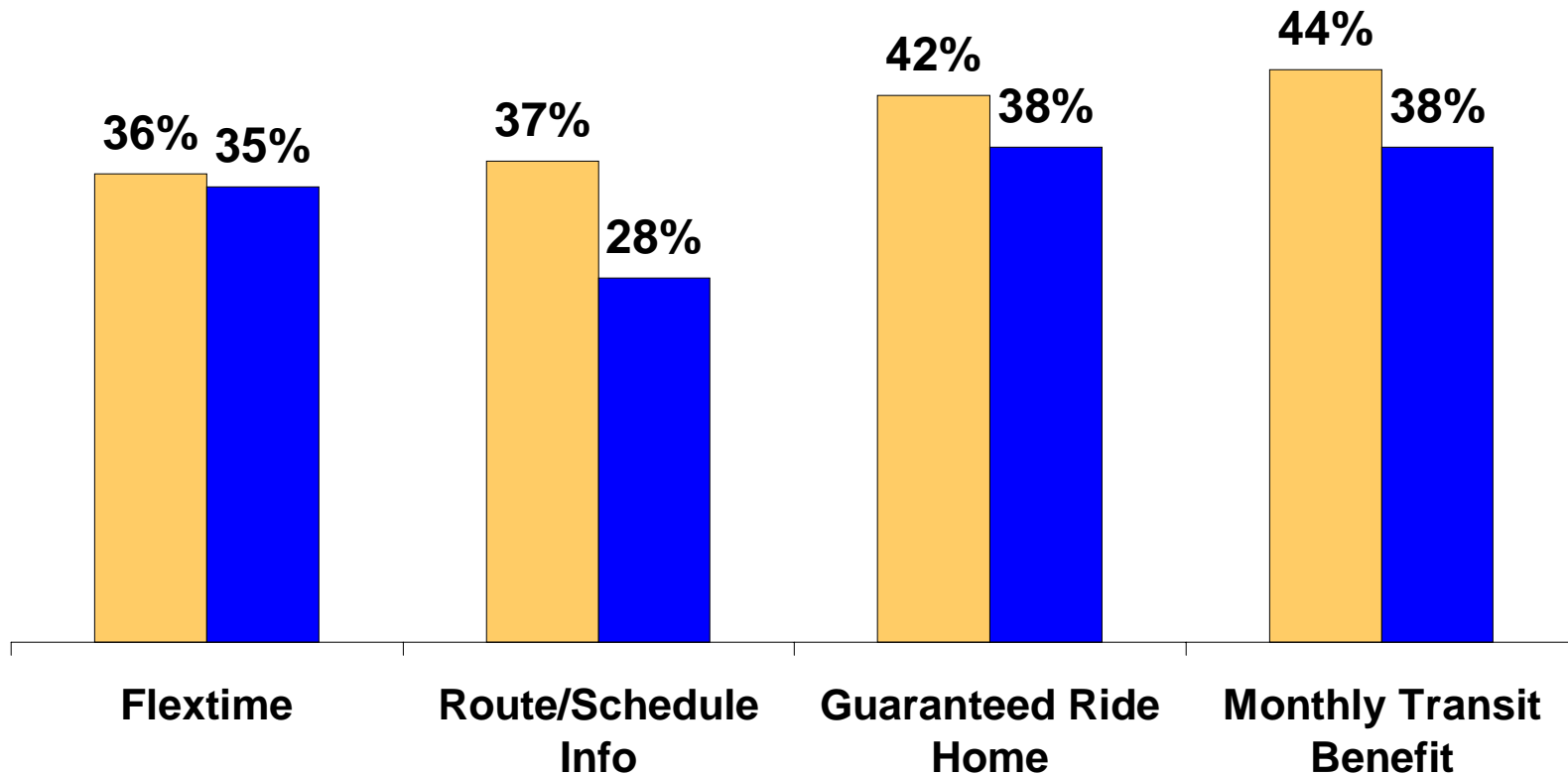


# Percent of Resident Drivers Who Would Consider Transit If It Took . . .

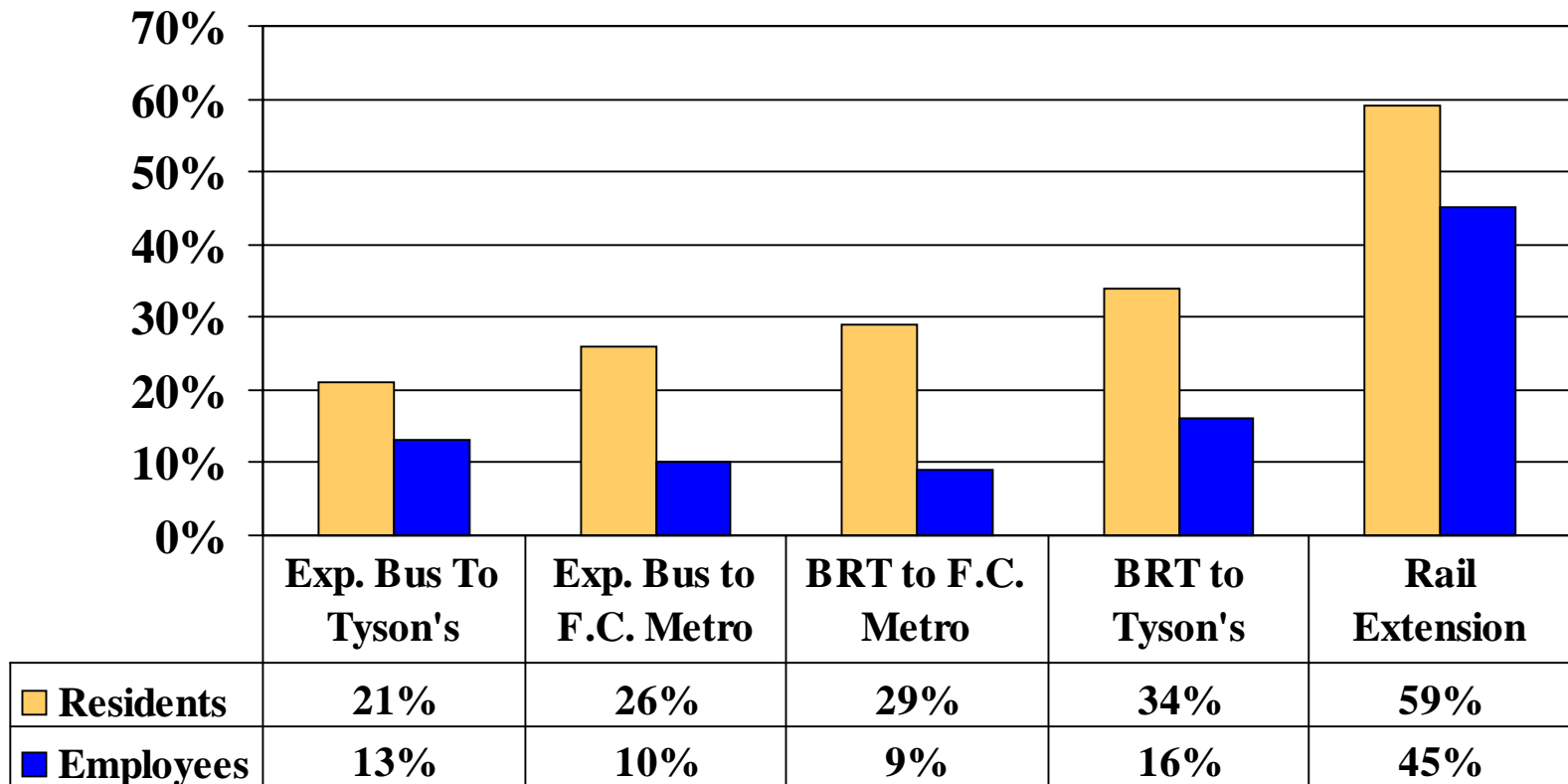


	Residents	Employees
■ Wouldn't Consider	13%	8%
■ 20+ Min. Less	6%	24%
■ 15 Min. Less	5%	15%
■ 10 Min. Less	10%	9%
■ 5 Min. Less	4%	4%
■ Same Time as Driving	53%	40%

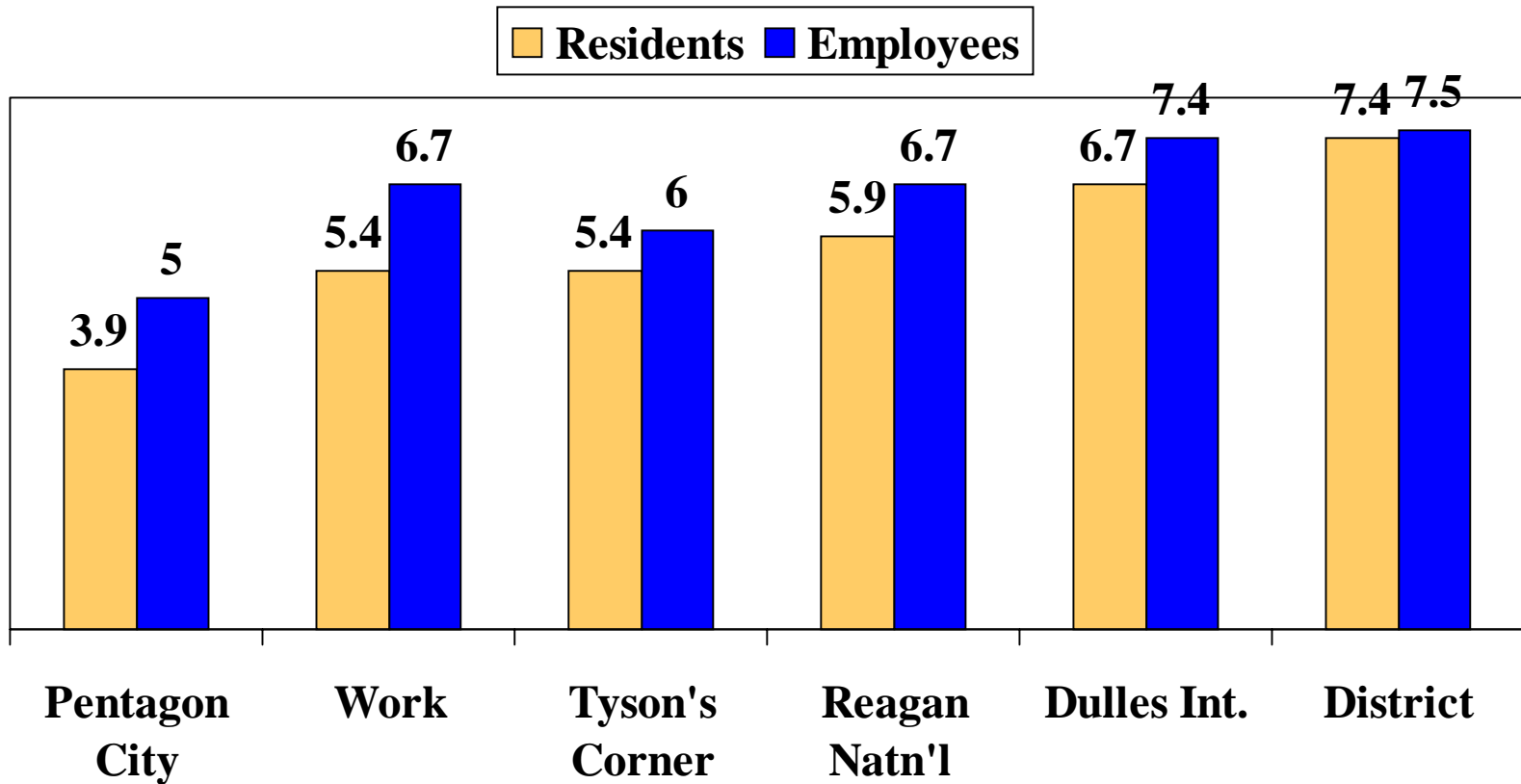
# Percent of Drivers Who Would Switch to Transit If Offered



# Percent of Residents and Employees “Likely” to Use New Transit

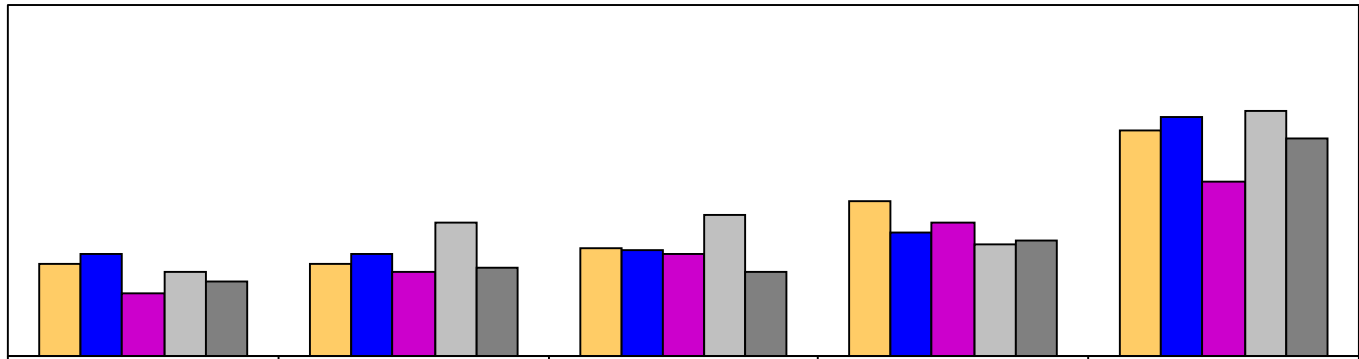


# Mean Likelihood of Using Metrorail To Go To ....



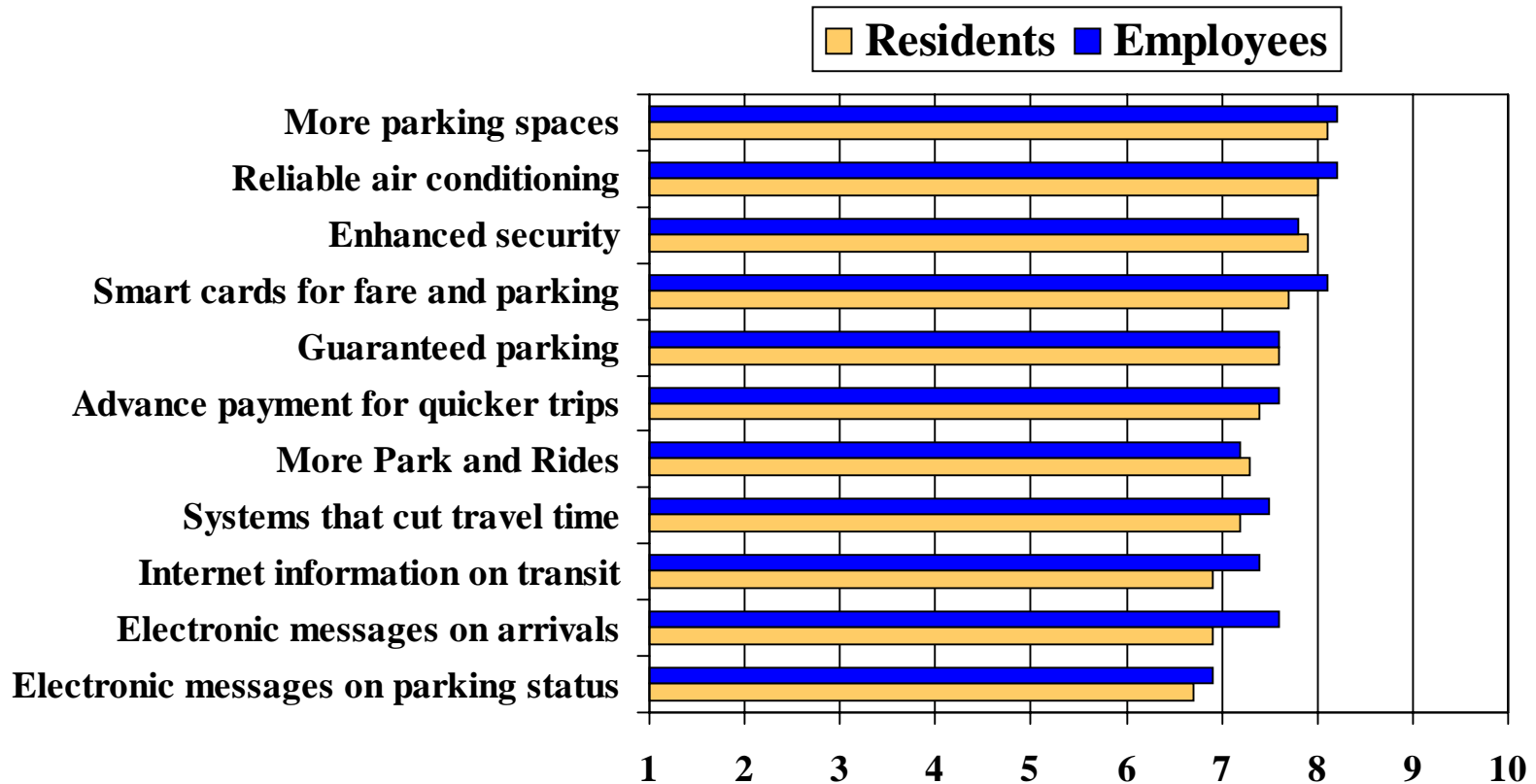
# Percent of Residents Likely to Use New Transit by Workplace

■ Tysons
 ■ Reston
 ■ Loudoun
 ■ DC Core
 ■ Other



	Exp Bus to Tysons	Exp Bus to FC Metrorail	BRT to FC Metrorail	BRT to Tysons Metrorail	Rail Extension
<span style="color: orange;">■</span> Tysons	26%	26%	31%	44%	64%
<span style="color: blue;">■</span> Reston	29%	29%	30%	35%	68%
<span style="color: magenta;">■</span> Loudoun	18%	24%	29%	38%	50%
<span style="color: lightgray;">■</span> DC Core	24%	38%	40%	32%	70%
<span style="color: gray;">■</span> Other	21%	25%	24%	33%	62%

# The Most Important Transit System Improvements



“Parking attendant” inadvertently omitted from the employee questionnaire.