



Dulles Transit Market Research Study

March 23, 2001

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Press Release



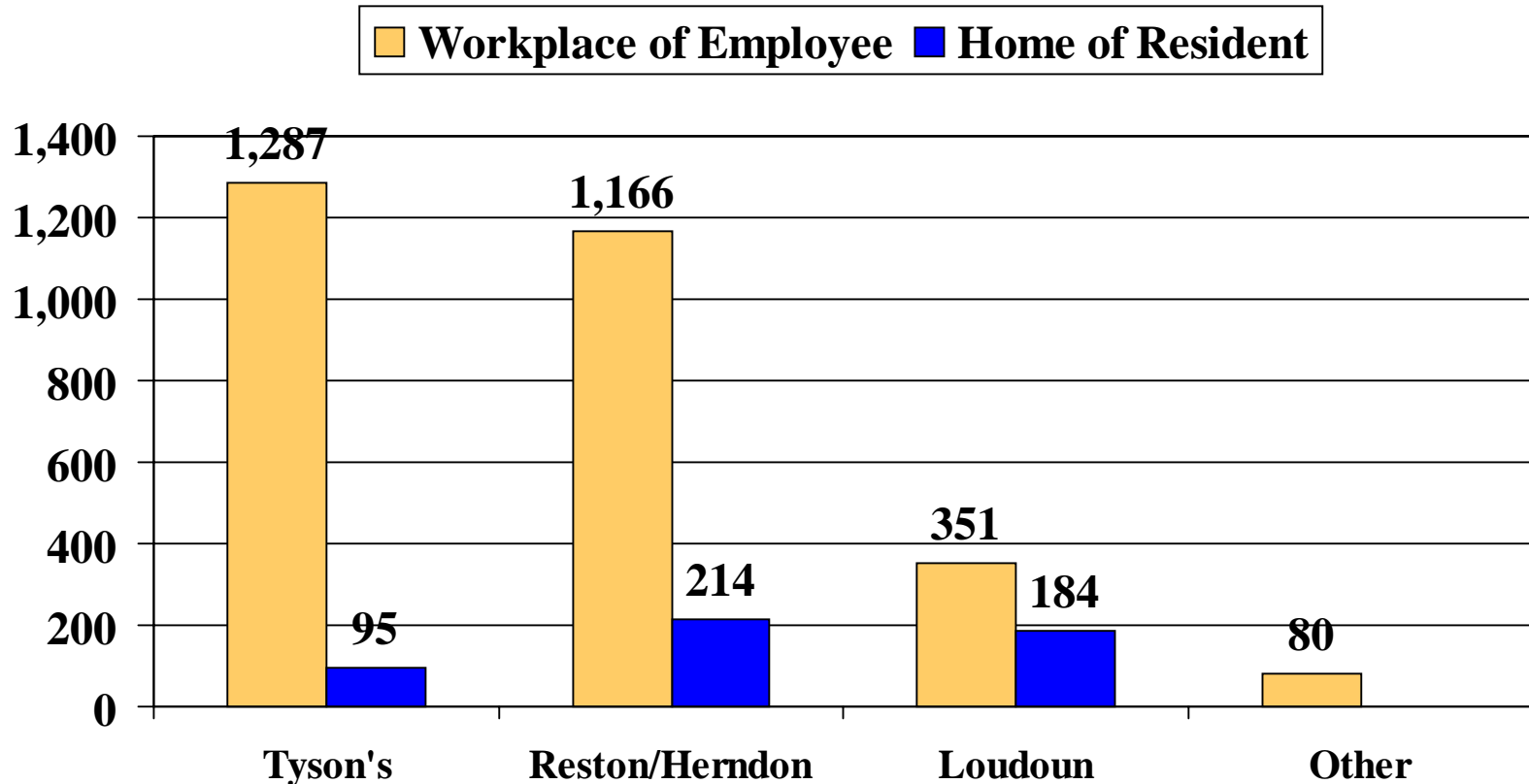
Purpose of the Study

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

Methodology

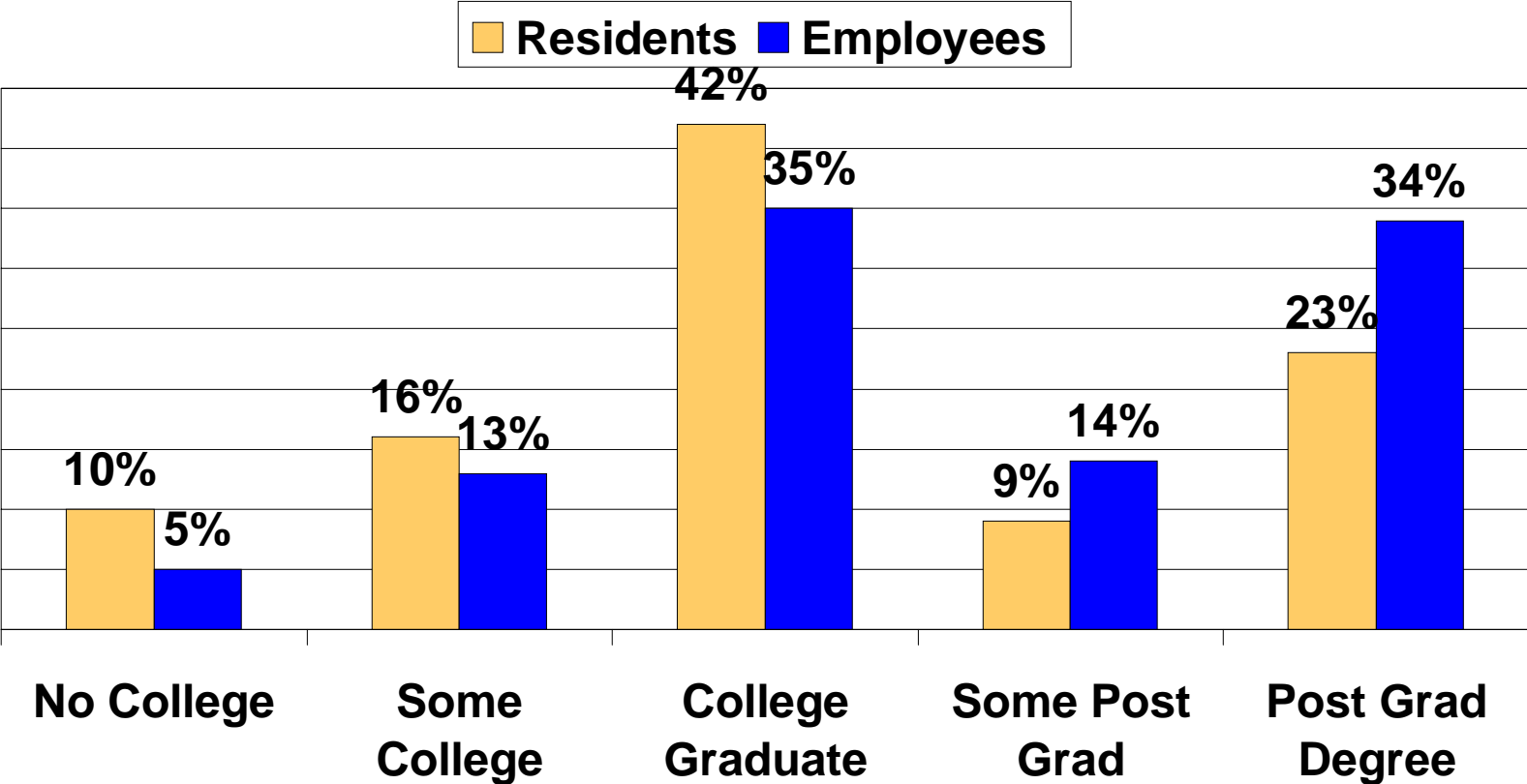
- Residential Survey (July)
 - 493 telephone interviews
- Employee Survey (August - October)
 - Internet
 - Password to Website
 - 3,150 respondents

Number of Respondents

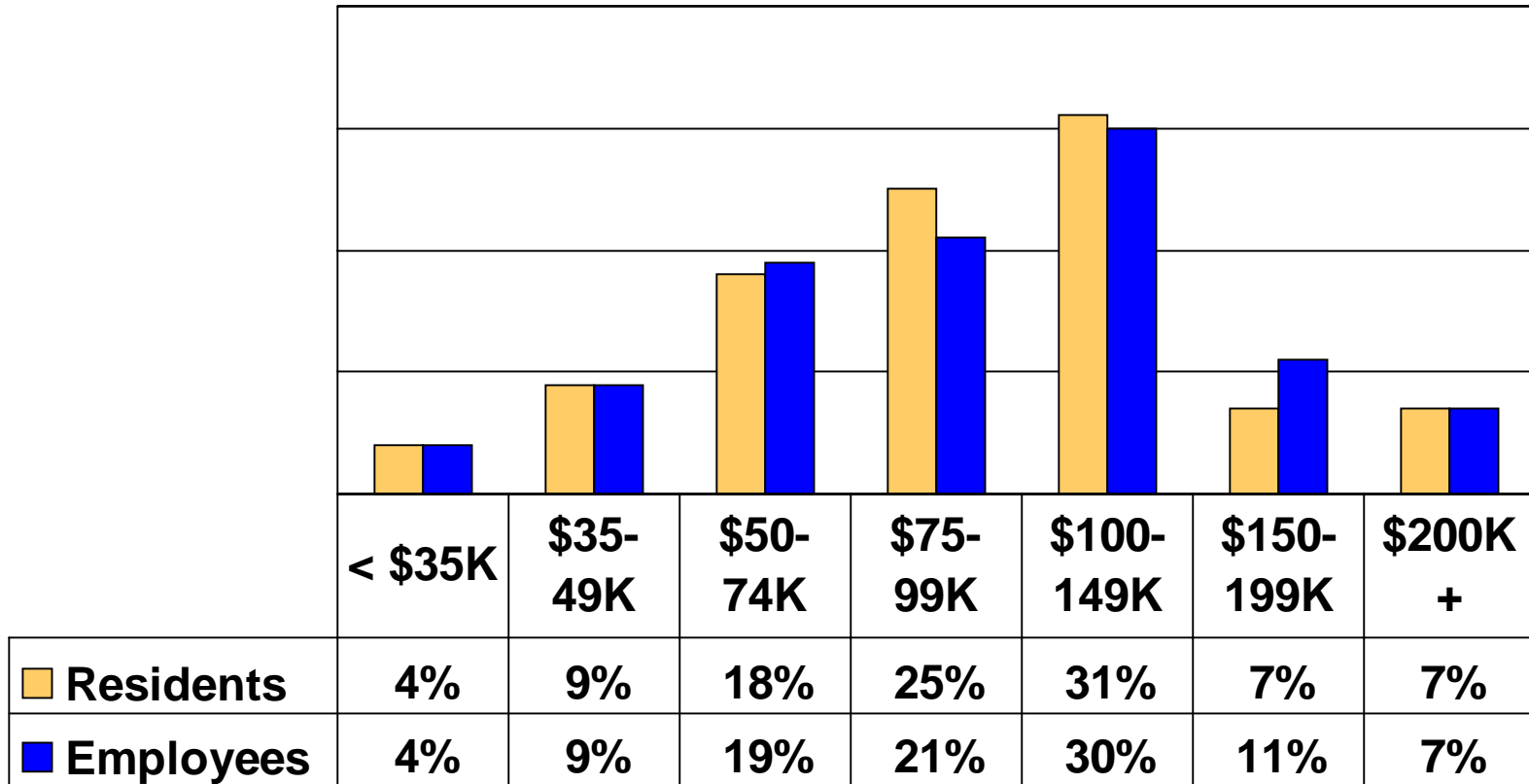


* Employees do not add to the total. Some employees gave more than one workplace. More did not give any.

Education

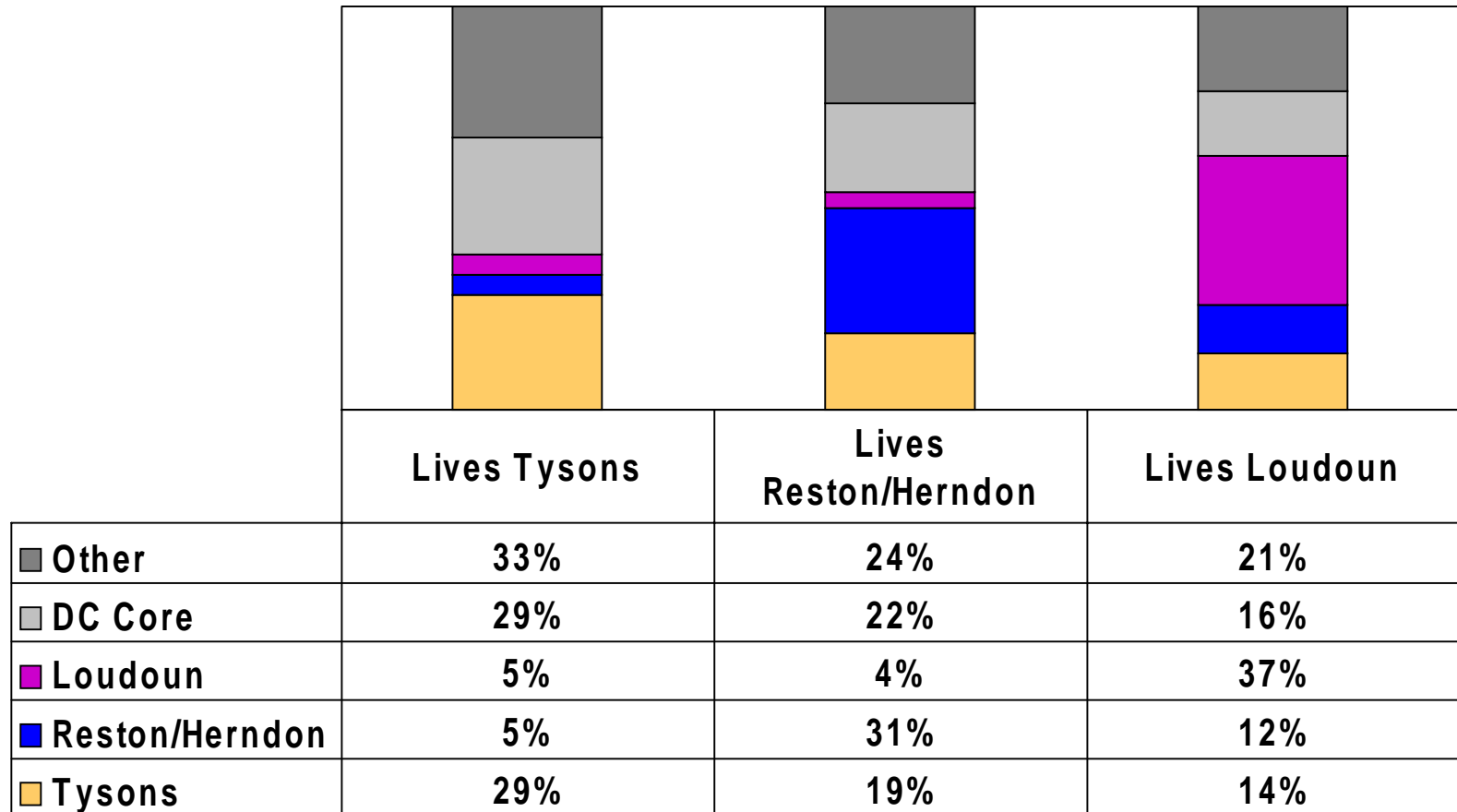


Annual Household Income



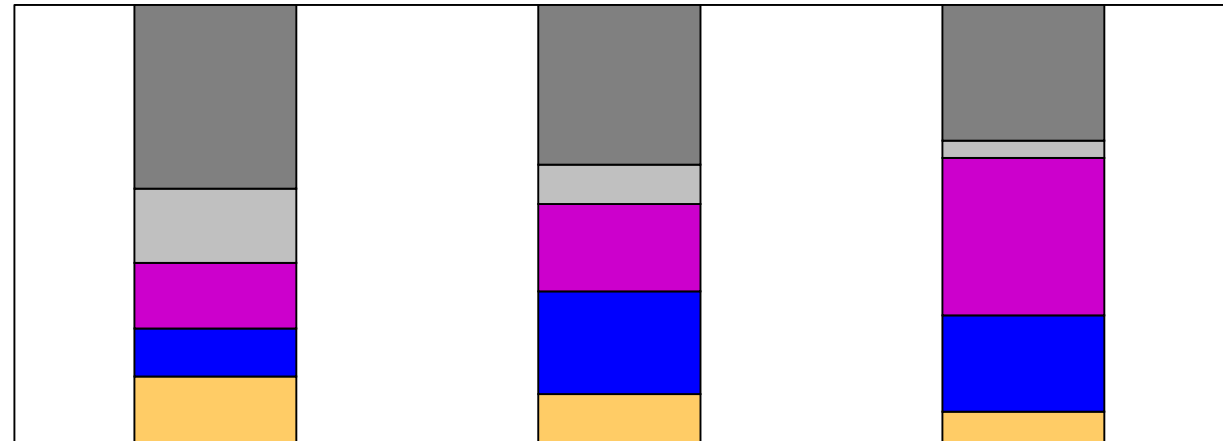
Workplace by Residence

Telephone Survey of Residents



Residence by Workplace

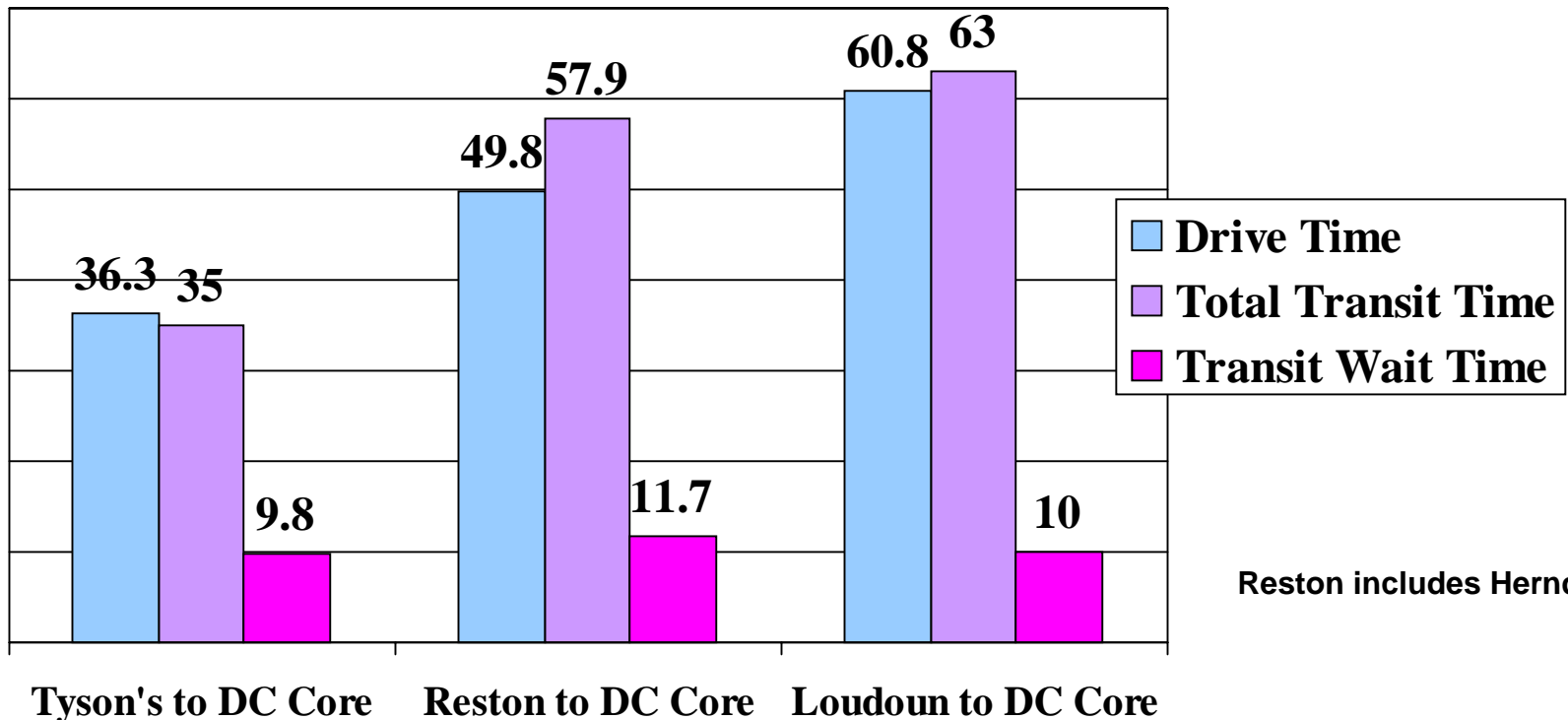
Internet Survey of Employees



	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

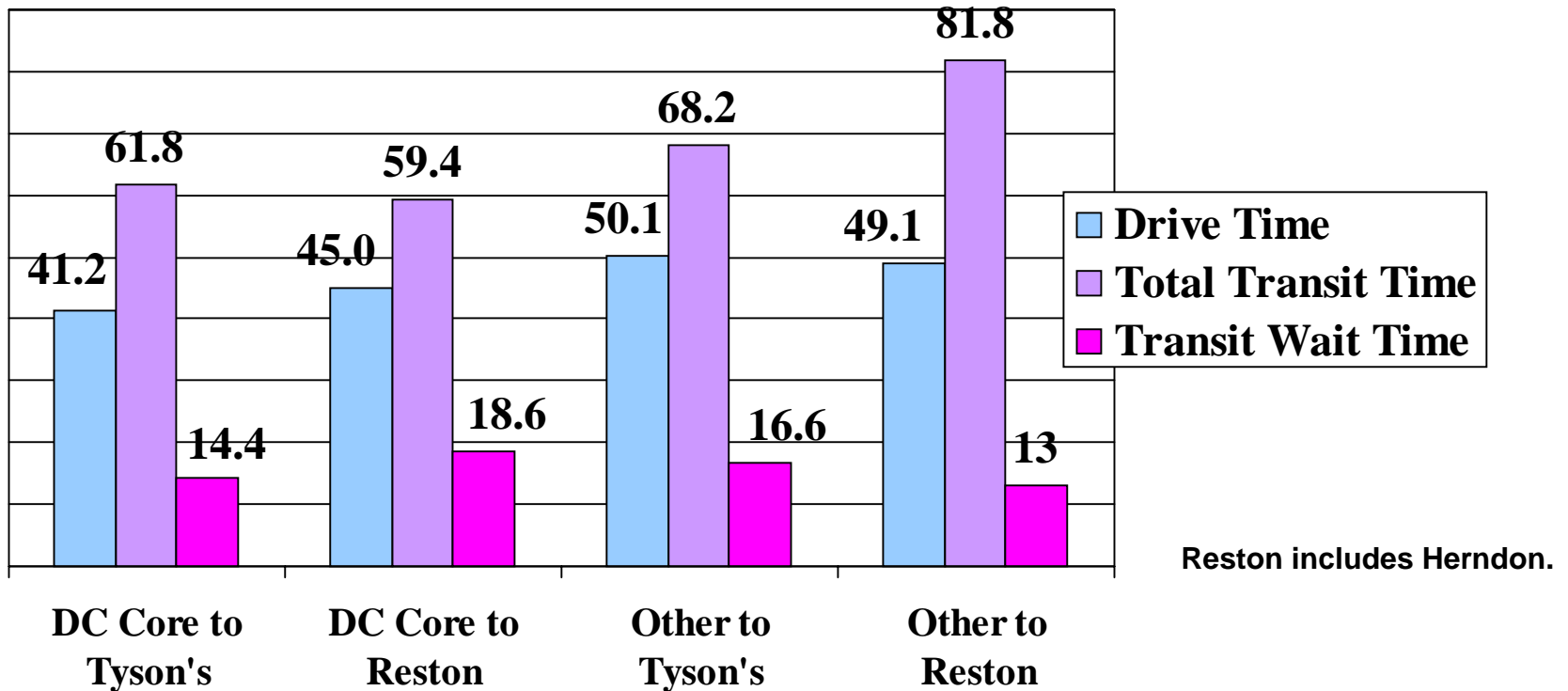
This chart shows only commute patterns with 10 or more respondents who use transit.



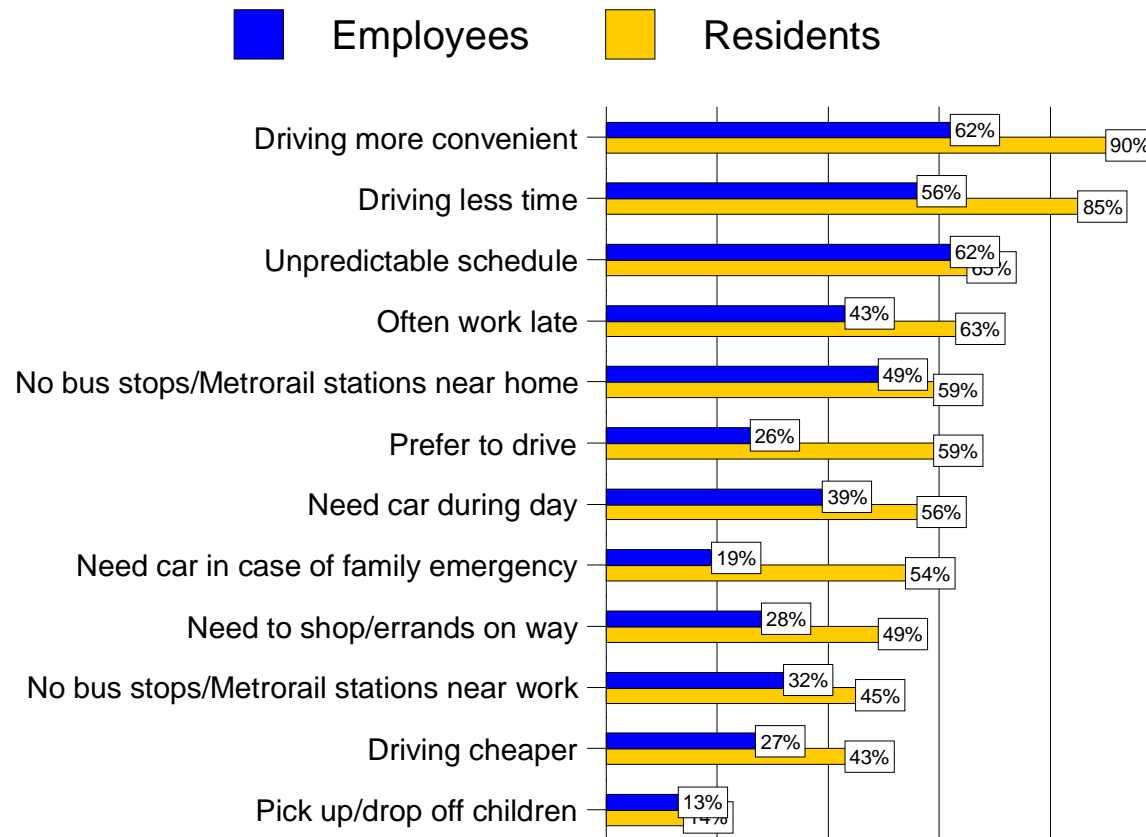
Reston includes Herndon.

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

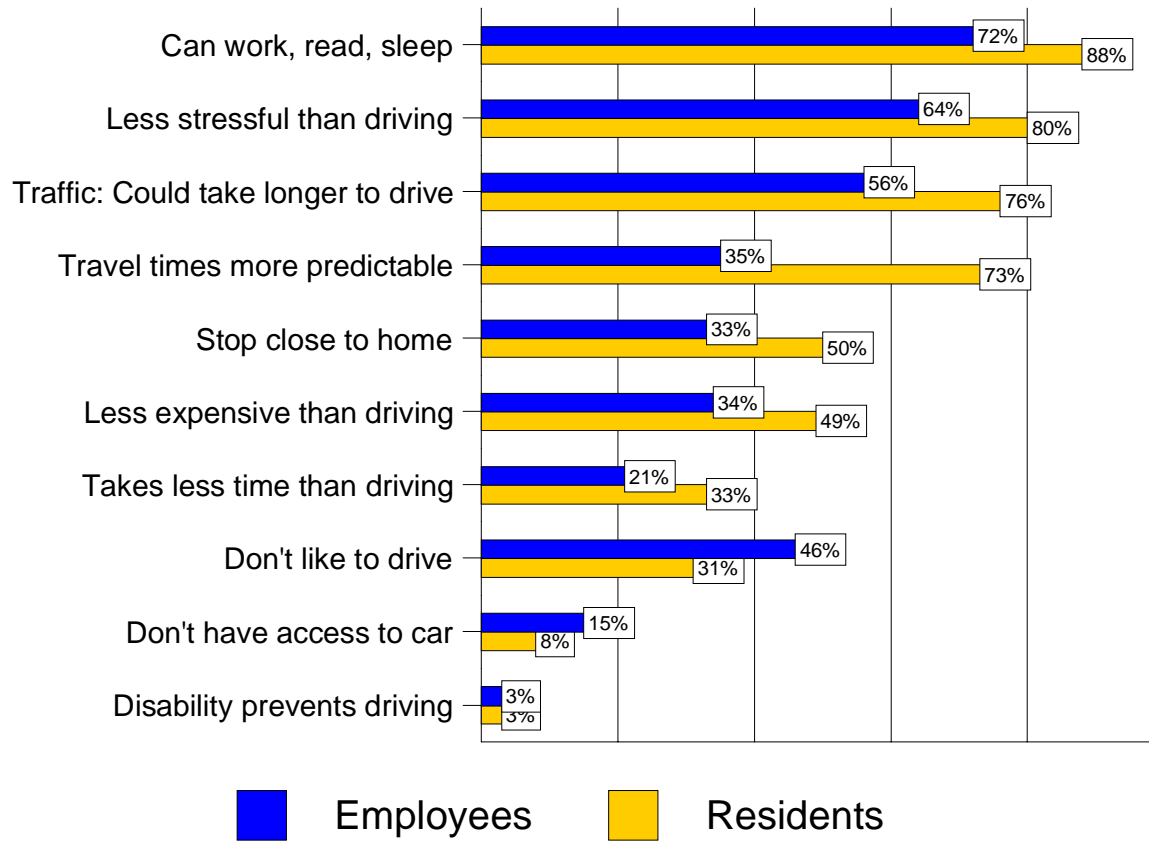
This chart shows only commute patterns with 8 or more respondents who use transit.



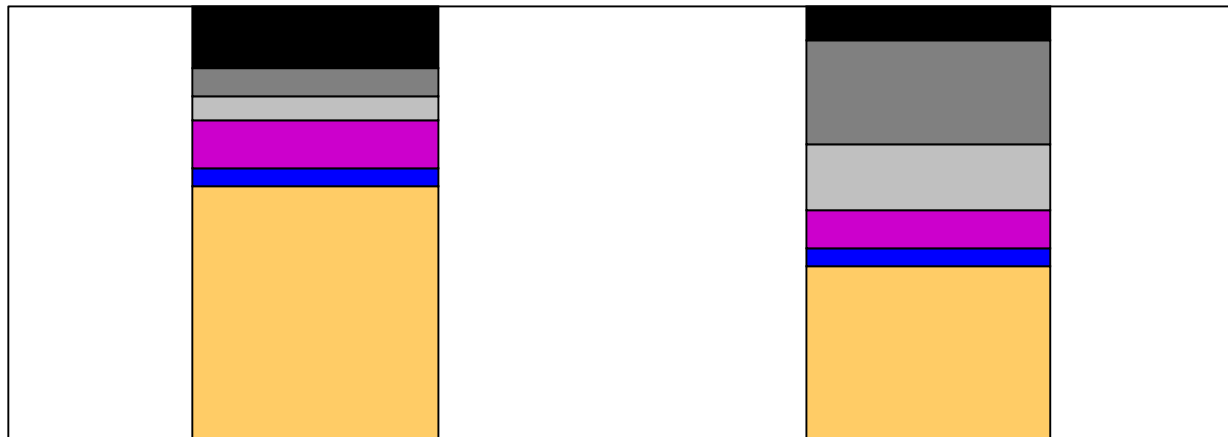
Reasons Given for Driving Rather than Taking Transit



Reasons Given for Taking Transit Rather than Driving

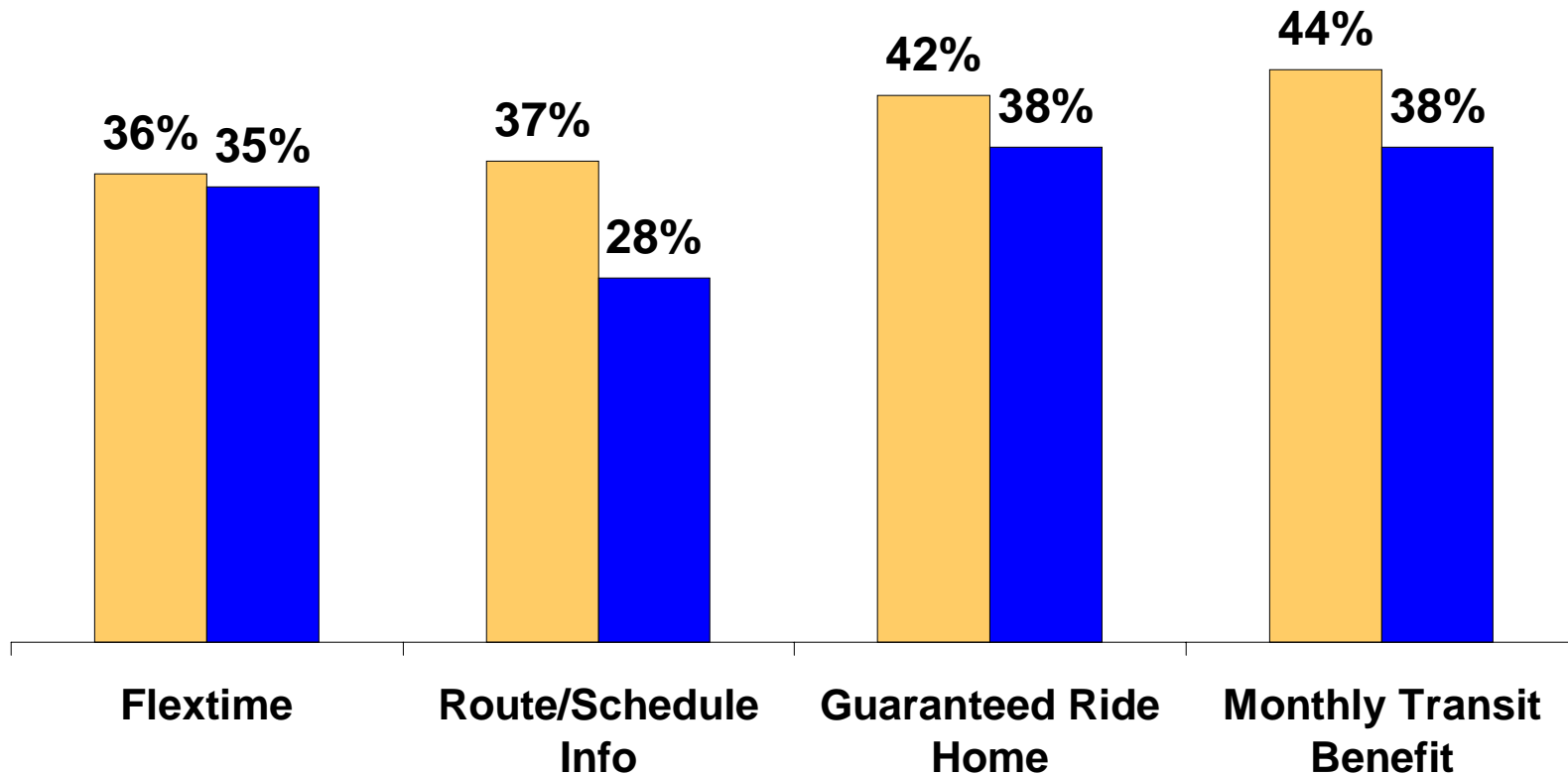


Percent of Resident Drivers Who Would Consider Transit If It Took . . .

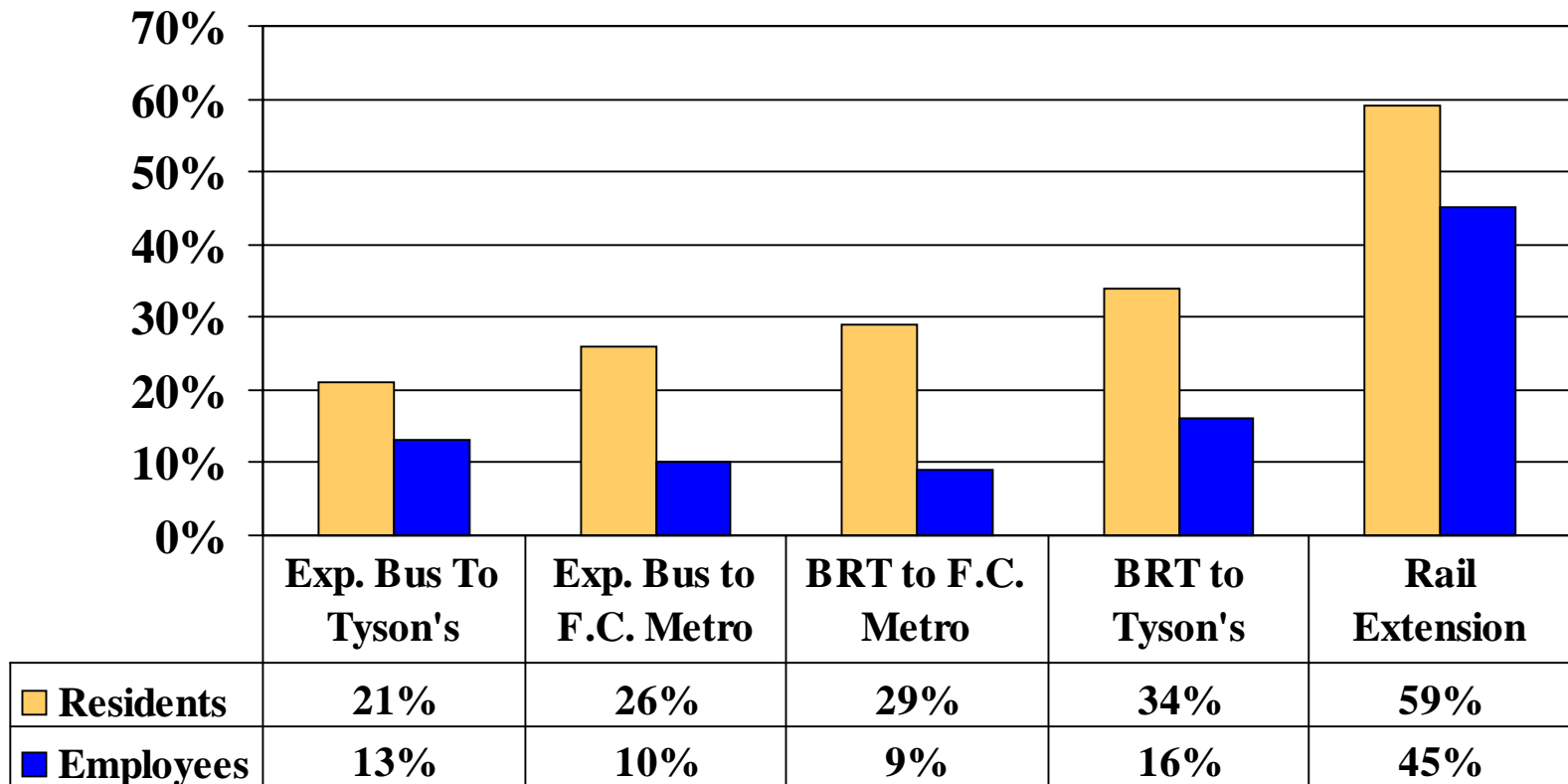


	Residents	Employees
■ Wouldn't Consider	13%	8%
■ 20+ Min. Less	6%	24%
■ 15 Min. Less	5%	15%
■ 10 Min. Less	10%	9%
■ 5 Min. Less	4%	4%
■ Same Time as Driving	53%	40%

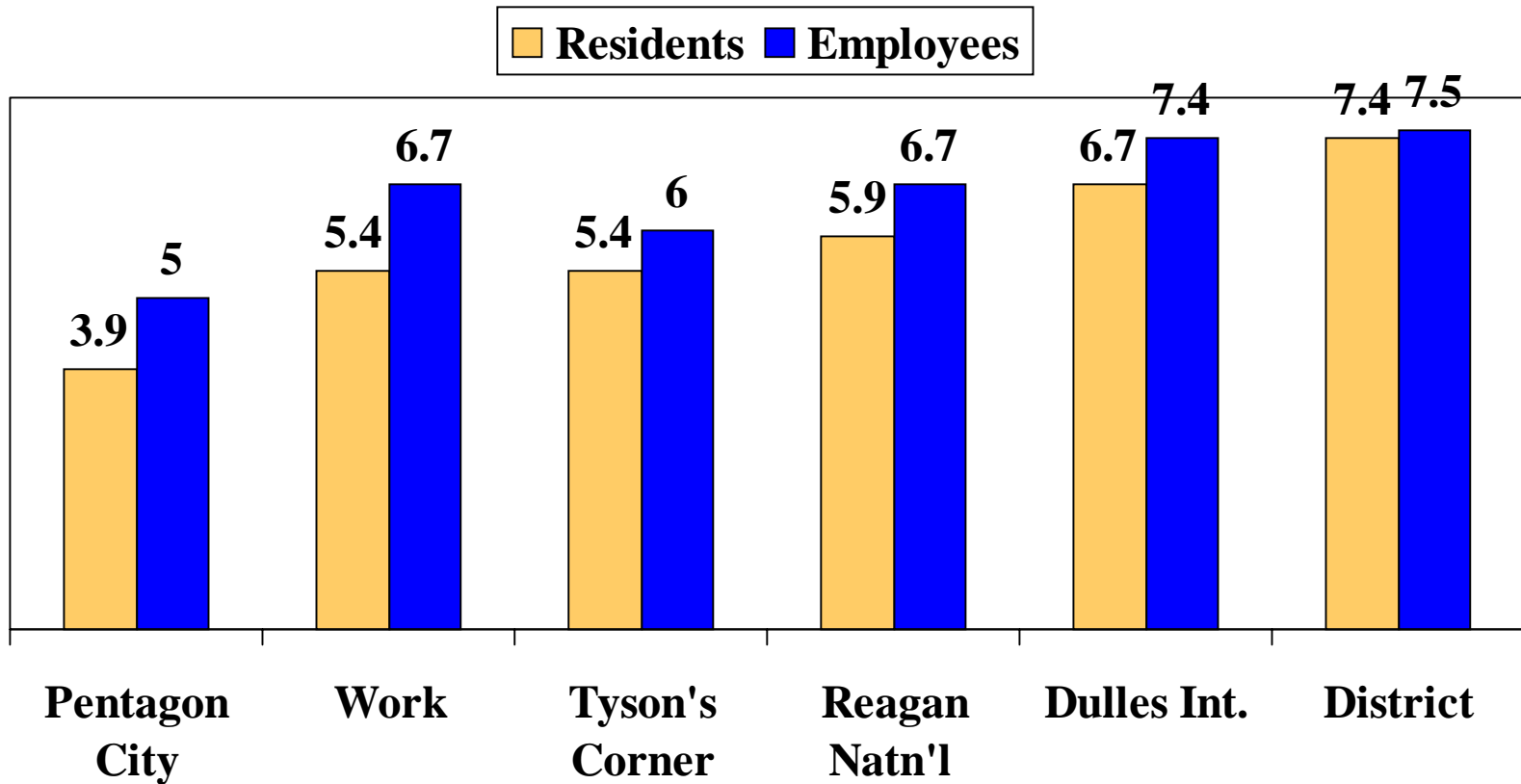
Percent of Drivers Who Would Switch to Transit If Offered



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

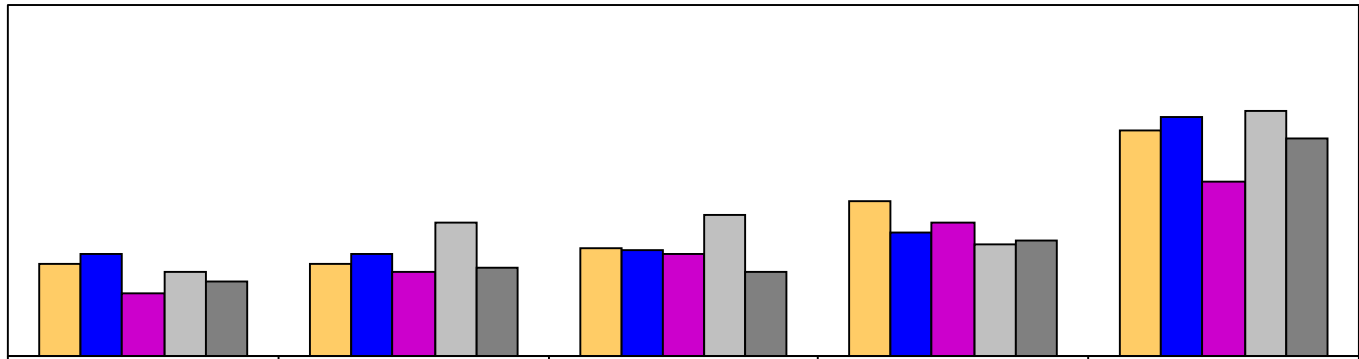


Mean Likelihood of Using Metrorail To Go To



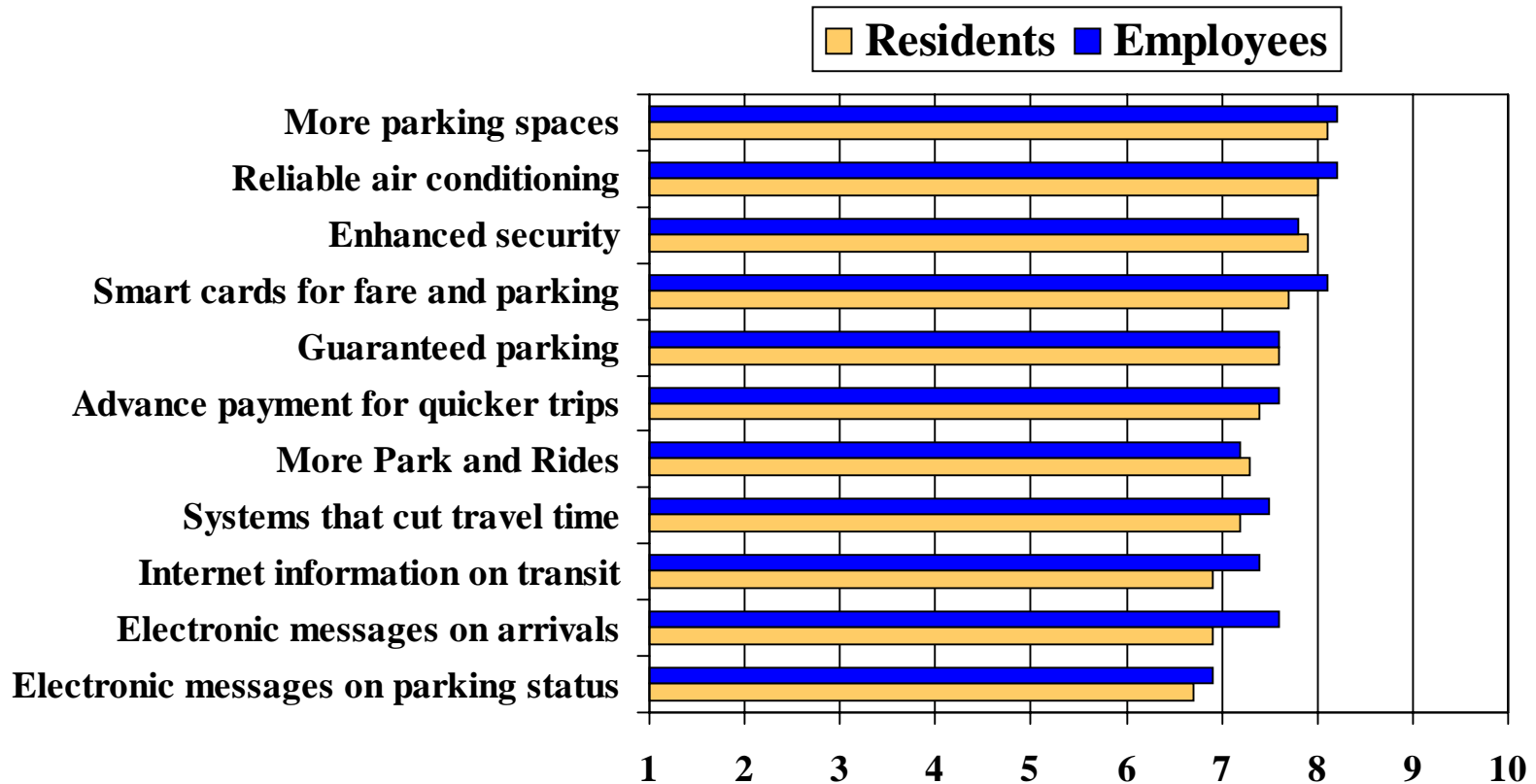
Percent of Residents Likely to Use New Transit by Workplace

■ 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
■ Tysons	26%	26%	31%	44%	64%
■ Reston	29%	29%	30%	35%	68%
■ Loudoun	18%	24%	29%	38%	50%
■ DC Core	24%	38%	40%	32%	70%
■ Other	21%	25%	24%	33%	62%

The Most Important Transit System Improvements



“Parking attendant” inadvertently omitted from the employee questionnaire.