Where are you taking this survey?
   a. In the Commuter Store
   b. Other Location

Please enter your user code below:

_______

**INTRODUCTION**

Thank you for taking this survey. We are very interested in what you have to say about The Commuter Store™. Your responses will be completely confidential, and we will not share your individual answers. They will be used only as combined with the answers of others.

For most questions, simply click your response or enter your answer in the box provided. If you mistakenly skip an important question, the next screen will highlight the unanswered question(s).

**THOSE COMPLETING THE SURVEY IN THE STORE WILL BE GIVEN THESE INSTRUCTIONS:** If you have any questions, feel free to ask the person who introduced you to the survey to help you. This survey should take about 12 minutes to complete. If you cannot complete the survey before needing to leave the store, you may enter your email address at any time, and the survey will be sent to you to finish at your convenience. However, the survey will no longer be available after May 16, 2012.

Once you have completed the survey, you will receive a $5 Starbucks Card as a thank you for your participation. Only one Starbucks card will be provided per person.

**THOSE COMPLETING THE SURVEY AT HOME WILL BE GIVEN THESE INSTRUCTIONS:** If you need to leave and come back, just use the same link you used to get here, and you’ll be returned to the last question you answered. If you have problems or questions, click on the “help” link at the bottom of each page.

At the end of the survey, you will be asked for your contact information so that we may send you a $5 Starbucks Card to thank you for your participation. Your personal information will not be shared or used for any other purpose. Only one Starbucks card will be provided per person.
A. COMMUTER STORE EXPERIENCE

Where was the store you visited located?
   a. Ballston
   b. Crystal City
   c. Rosslyn
   d. Shirlington
   e. The Mobile Commuter Store

A-1. Where did you first hear about The Commuter Store™? (Please choose only one)

[ROTATE ALL BUT LAST 2]

1. Advertisement
2. Website
3. Friend/Family/Co-Worker
4. Employer
5. Passing by
6. Brochure
7. Outdoor signage
8. Other ___________________________
9. Don’t know

A-2. To the best of your knowledge, what organization operates The Commuter Stores™?

____________________________________________________________________________________
____________________________________________________________________________________

A-3. What made you select this particular Store? (Please choose as many as apply)

[ROTATE ALL BUT LAST 2]

1. Near my home
2. Near my work
3. Only one I know of
4. Past experience
5. Referred by friend/family/co-worker
6. Referred by employer
7. Other ___________________________
8. Don’t know

A-4. How likely would you be to recommend The Commuter Store™ to someone who needs information or products related to traveling around Arlington County? Please use a scale of 0 to 10 for your answer where “0” means you are “not at all likely to recommend” and “10” means you are “extremely likely to recommend.”
A-5. How likely are you to visit a Commuter Store™ in the future? Please use a scale of 0 to 10 for your answer where “0” means you are “not at all likely to return” and “10” means you are “certain to return.”

Not at all likely to return
0 1 2 3 4 5 6 7 8 9 10 99

A-6. [IF PREVIOUS QUESTION IS LESS THAN 5] Why are you unlikely to return?

______________________________________________________________________________

A-7. When did you first visit The Commuter Store™?

1. Within the past 3 months
2. Between 3 and 6 months ago
3. Between 6 and 12 months ago
4. Between 1 and 4 years ago
5. Between 5 and 9 years ago
6. 10 or more years ago
7. Don’t know/Can’t remember

A-8. Did you make a purchase during your most recent visit to The Commuter Store™?

1. Yes
2. No [SKIP TO A-11]

A-9. What did you purchase? (Please choose as many as apply)

1. SmarTrip card
2. Other Metro fare card or pass (rail or bus)
3. Train Link card (TLC)
4. Other MARC pass or tickets
5. Other VRE pass or tickets
6. ART tokens
7. STAR coupon books
8. DASH monthly pass
9. Red Top Cab Coupons
10. DC Circulator ticket
11. Super Senior Taxi Coupons
12. Other ____________________________
A-10. Was the fare that you purchased discounted for age (Senior or Youth) or a disability?

1. Yes
2. No
3. Don’t know

A-11. [ASK ONLY OF THOSE WHO ANSWERED “NO” TO A-8] Why did you not make a purchase?

______________________________________________________________

A-12. Do you typically purchase transit passes, tokens or tickets through any sources other than The Commuter Store™? (Please select all that apply)

1. No, I do not typically purchase transit passes, tokens or tickets from any other source
2. No, I only purchase transit passes, tokens or tickets through The Commuter Store
3. Yes, online at CommuterDirect.com
4. Yes, online at WMATA.com (Washington Metropolitan Area Transit Authority)
5. Yes, online through another website ____________________________
6. Yes, with an agent at an Amtrak ticket counter
7. Yes, at an Amtrak Quick-Trak kiosk
8. Yes, at the VRE sales office
9. Yes, at a VRE ticket kiosk
10. Yes, through my employer
11. Yes, through another source _________________________________
12. Don’t know

A-13. Do you typically look for local travel information through any sources other than The Commuter Store™? (Please select all that apply)

1. No, I do not typically look for local travel information from any other source
2. No, I only use The Commuter Store™ for local travel information
3. Yes, online at CommuterDirect.com
4. Yes, online at CommuterPage.com
5. Yes, online at WMATA.com (Washington Metropolitan Area Transit Authority)
6. Yes, online at VRE.org
7. Yes, online at mte.maryland.gov (Maryland Transit Administration)
8. Yes, online through another website
9. Yes, at a train station or bus stop
10. Yes, through my employer
11. Yes, from friends, family or co-worker (referral)
12. Yes, from another source _________________________________
13. Don’t know

A-14. Following is a list of commuter information and assistance services available in Arlington County. In the first column, check all the services or benefits that you have used. For those that you have not used, please indicate if you are aware of them or not.
<table>
<thead>
<tr>
<th>Service</th>
<th>Have used in the past 1</th>
<th>Have not used, but am aware 2</th>
<th>Am not aware 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Arlington County Commuter Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. CommuterPage.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. CommuterDirect.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. BikeArlington</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>e. WalkArlington</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Arlington Transit (ART)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Metro/WMATA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Commuter Connections (Metropolitan Washington Council of Governments)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>i. Virginia Railway Express (VRE)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>j. Telework!VA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>k. Arlington’s Car Free Diet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>l. Maryland Transit Administration (MTA)/MARC</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A-15. To what extent do you agree with the following statements regarding this particular Commuter Store™? Please use a scale of 1 to 5 for your answer where “1” means you “strongly disagree” and “5” means you “strongly agree.” [ROTATE STATEMENTS]

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree 1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly agree 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. The location of the store is convenient to my work or home</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. The store hours are convenient for my schedule</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. This store is easy to find</td>
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<td></td>
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<tr>
<td>d. It is a pleasant location in which to shop</td>
<td></td>
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</tr>
<tr>
<td>e. It’s easy to find my way around in the store*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. The sound level is about right*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. The lighting is about right*</td>
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</tr>
</tbody>
</table>

*These questions will not be asked of respondents who shopped at the Ballston or Shirlington location.

A-16. What, if any, other comments would you like to make on the ratings you gave?

________________________________________________________________________

________________________________________________________________________

A-17. **FOR THE BALLSTON LOCATION ONLY.** Did you ever visit the Ballston Commuter Store™ when it was in the mall?
1. Yes
2. No [SKIP TO A-19]
3. Don’t know [SKIP TO A-19]

A-18. **FOR THE BALLSTON LOCATION ONLY.** Please rate the new store compared to the old store on the following factors. Please use a 1 to 5 scale where “1” means “the new location is far worse” and “5” means “the new location is far superior.”

1. Overall shopping experience
2. The convenience of the location
3. Obtaining the items I need (ex. Passes, schedules, etc.)

A-19. Which of the following describes how you feel about the hours of The Commuter Store™?

(Please select all that apply)[Rotate Options]

1. The stores should open earlier in the morning [Ask A-20.1]
2. The stores should stay open later in the evening [Ask A-20.2]
3. The stores need more weekend hours[Ask A-20.3]
4. The current store hours are fine

A-20. You indicated that you would like the commuter stores to have extended hours.

1. How early should The Commuter Stores™ open in the morning? _____
2. How late should The Commuter Stores™ stay open in the evening? _____
3. When should The Commuter Stores™ be open during the weekend? _____

A-21. While in the store, did you pick up a free schedule or brochure?

1. Yes
2. No [SKIP TO A-23]

A-22. What specifically did you pick up? (ex., VRE or MARC schedule, Bike map, etc.)

________________________________________________________________________
________________________________________________________________________

A-23. Were there any local travel information products or travel services that you need or want that were not offered at the Store?

1. Yes
2. No [SKIP TO A-26]
3. Don’t know [SKIP TO A-26]
A-24. Please list any local travel information products or travel services that you need or want that are not offered at the Store.

________________________________________________________________________________________

________________________________________________________________________________________

A-25. Did you ask a staff member to help find the information you needed?

1. Yes, and he or she was able to find it for me
2. Yes, and he or she was able to print it for me
3. Yes, but he or she was not able to find it or print it
4. No, I did not ask for assistance

A-26. Next, think about the customer service in the Store. How strongly do you agree with the following statements regarding the staff in this particular Commuter Store™? Please use a scale of 1 to 5 for your answer where “1” means you “strongly disagree” and “5” means you “strongly agree.”

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. The staff is professional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. The staff is knowledgeable about products and information provided</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. The staff is helpful</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A-27. What, if any, other comments would you like to make on the ratings you gave?

________________________________________________________________________________________

________________________________________________________________________________________

B. TRAVEL CHANGES

B-1. Since you first started going to The Commuter Store™, have you made any of the following changes in how you travel to work? (Please check all that apply)

1. Not currently working [SKIP TO B-6]
2. This is my first time at the Commuter Store [SKIP TO SECTION C]
3. Started riding train to work
4. Ride train to work more often
5. Started riding bus to work
6. Ride bus to work more often
7. Started riding bicycle to work
8. Ride bicycle to work more often
9. Started walking to work
10. Walk to work more often
11. Started carpooling or vanpooling to work
12. Carpool or vanpool to work more often
13. Started teleworking
14. Telework more often
15. Other (please specify): _______________________
16. No, I did not make any of these changes [SKIP TO B-6]

B-2. What influenced your decision to make this change?

_____________________________________________________________________________

B-3. Did any information, service or benefit you received from The Commuter Store™ influence you or assist you to make this change?

1. Yes
2. No [SKIP TO B-5]
3. Don’t know [SKIP TO B-5]

B-4. What information, service or benefit of The Commuter Store™ influenced or assisted your decision?

_____________________________________________________________________________

B-5. How did you typically travel to work before you made this change? (Please check only one)

1. Didn’t work then
2. Drove alone all or most days
3. Rode a train or bus all or most days
4. Carpooled or vanpooled all or most days
5. Walked all or most days
6. Bicycled all or most days
7. Teleworked all or most days
8. Other ____________________

B-6. Since you first started going to The Commuter Store™, have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region? (Please check all that apply)

1. Started riding train
2. Ride train more often
3. Started riding bus
4. Ride bus more often
5. Started riding bicycle to destinations
6. Ride bicycle to destinations more often
7. Started walking to destinations
8. Walk to destinations more often
9. Other: ____________________
10. No, I did not make any of these changes [SKIP TO SECTION C]
B-7. About how many one-way, non-work trips do you make per month now by any of these types of transportation, and how many did you make before you started going to The Commuter Store\textsuperscript{TM}?

_____ One-way trips per month NOW
_____ One-way trips per month BEFORE GOING TO Commuter Store\textsuperscript{TM}

B-8. Did any information, service or benefit you received from The Commuter Store\textsuperscript{TM} influence you or assist you to make this change?

1. Yes
2. No [SKIP TO SECTION C]
3. Don’t know or don’t remember [SKIP TO SECTION C]

B-9. What information, service or benefit of The Commuter Store\textsuperscript{TM} influenced or assisted your decision?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

C. DEMOGRAPHICS

These last few questions are for classification purposes.

C-1. What is your home zip code? _ _ _ _ _

[IF ANSWER TO Q21 IS 22101, 22201, 22202, 22203, 22204, 22205, 22206, 22207, 22209, 22211, 22213, ASK C-2. OTHERWISE SKIP TO C-3]

C-2. How long have you lived in Arlington County?

1. Less than 2 years
2. 2-5 years
3. 6-10 years
4. More than 10 years
5. Don’t know

C-3. What is your current employment status?

1. Employed full-time (35 hours or more per week)
2. Employed part-time (less than 35 hours per week)
3. Student full-time [SKIP TO C-8]
4. Not employed (keeping house, stay-at-home parent, retired, disabled, looking for work) [SKIP TO C-8]
5. Other ___________________________ [SKIP TO C-8]
C-4. What type of transportation do you typically use to get to work? (Please choose only the one type you use most days in a typical week, for the longest distance part of your trip)

1. Metrorail
2. Commuter train (MARC, VRE, Amtrak)
3. Bus
4. Drive alone
5. Carpool (ride with co-workers, friends or family members)
6. Vanpool (with co-workers or others who work nearby)
7. Bicycle (most of the trip from home to work)
8. Walk (most of the trip from home to work)
9. Telework (work from home)
10. Other __________________________

C-5. Do you ever use any of the following other types of transportation to get to work? (Please check all that apply)

PROGRAMMER – SHOW ONLY MODES NOT CHECKED IN PREVIOUS QUESTION

1. Metrorail
2. Commuter train (MARC, VRE, Amtrak)
3. Bus
4. Drive alone
5. Carpool (ride with co-workers, friends or family members)
6. Vanpool (with co-workers or others who work nearby)
7. Bicycle (most of the trip from home to work)
8. Walk (most of the trip from home to work)
9. Telework (work from home)
10. No, I don’t ever use any of these types of transportation
11. Other __________________________

C-6. How often do you typically use any of these types of transportation to get to work? (Please check only one)

1. Three or more days per week (in addition to my primary mode of transportation)
2. Two days per week
3. One day per week
4. A few times per month
5. Once per month
6. A few times per year
7. Only in emergencies
8. Other __________________________

C-7. What is your work zip code? _ _ _ _

C-8. In what year were you born? 19__
C-9.  **[IF BORN BEFORE 1947]** Are you aware that you could qualify for a senior discount when purchasing transit passes, tokens or tickets through The Commuter Store™?

1. Yes
2. No
3. Don’t know

C-10. Which one of the following best describes your racial background?

1. African-American or Black
2. American Indian or Alaska Native
3. Asian
4. Hispanic or Latino
5. Native Hawaiian or Other Pacific Islander
6. White, non-Hispanic
7. Other _____________________
8. Don’t know
9. Prefer not to answer

C-11. Which category best represents your household’s total annual income?

1. Less than $20,000
2. $20,000 - $39,999
3. $40,000 - $59,999
4. $60,000 - $79,999
5. $80,000 - $99,999
6. $100,000 - $119,999
7. $120,000 - $139,999
8. $140,000 - $159,999
9. $160,000 - $179,999
10. $180,000 - $199,999
11. $200,000 or more
12. Don’t know
13. Prefer not to answer

C-12. Are you . . .

1. Male
2. Female

C-13. What, if any, other suggestions or comments would you like to share with the Commuter Store™?

________________________________________________________________________
________________________________________________________________________
C-14. Thank you for taking the time to share your opinions. The opinions you shared in this survey will be very helpful to The Commuter Store™. From time to time, we would like to test new transportation services and programs with a panel made up of people like you. Panel members would share their opinions with us through short email surveys. We would not use your email for any other purpose – just periodic feedback. Would you be interested in possibly participating on such a panel?

1. Yes
2. No [GO TO CLOSE]

C-15. Thank you for agreeing to participate. Please provide your email address:

Email ________________________________

D.   CLOSE

[FOR THOSE COMPLETING THE SURVEY AT THE COMMUTER STORE]
The Commuter Store™ and Arlington County Commuter Services thank you very much for your participation in this survey. By completing the survey, you are eligible to receive a $5 Starbucks gift card. In order to receive this gift, you must show this screen to an authorized person (either the person who approached you to take this survey or a Commuter Store™ employee).

[FOR THOSE COMPLETING THE SURVEY AT HOME]
The Commuter Store™ and Arlington County Commuter Services thank you very much for your participation in this survey. As a token of our appreciation, a $5 Starbucks card will be mailed to you if you provide a valid mailing address below:

First Name: ________________________________
Last Name: ________________________________
Company: _________________________________
Address 1: _________________________________
Address 2: _________________________________
City: ______________________________
State: ________________________________
Zip: ________________________________

[CHECKBOX] Check here if you do not want the Starbucks card.

Only one Starbucks card will be provided per person. Please allow four to six weeks for delivery. Again, your answers are completely confidential. We will only use your name and address to mail you the incentive. If you have any questions, please contact the Southeastern Institute of Research at 800-807-8981.