10 Key Survey Findings About The Commuter Store® Customers

From the 2012 The Commuter Store® Study

June 2012
Key Highlights
2012 The Commuter Store® Study

1. 86% of those surveyed made a purchase while in the store and 4 in 10 people picked up free information or schedules while in the store

2. The store serves people from all over the Metro DC area with over 75% of The Commuter Store® customers surveyed living in other parts of the Metro DC Area

3. Only 9% said that they could not find what they were looking for and everyone who asked for assistance got the information or item they were looking for

4. Almost 3 in 10 respondents said they had started using The Commuter Store® within the past three months

5. 84% of respondents rated their experience at The Commuter Store® a 9 or 10 on a 10-point scale
Key Highlights (Continued)

6. 8 in 10 customers say that they are definitely coming back

7. The Commuter Store® staff scored very high (85% or above) on ratings of knowledge, helpfulness and professionalism

8. The Store has a net promoter score of 72%; this is the same score as the Apple Store and higher than Southwest Airlines (59%), Google (53%), and Amazon (70%)

9. Over half of respondents (54%) said they made some change to how they get around Arlington and Metro DC since they started using The Commuter Store®

10. Of those who made a change, 40% changed from driving alone to some other mode, and two-thirds said The Commuter Store® helped them make the change
Methodology

- Intercept survey conducted at five stores
  - Fieldwork conducted April 24, 2012 to May 1, 2012
  - Interceptors approached customers as they were leaving the store
  - They were asked to complete a short, seven-question intercept survey
- Interceptors asked respondents to also take a 12-minute online survey
  - $5 Starbucks gift card offered for completing the full survey
- Full survey was available in store at a web kiosk or computer and off-site
  - Respondents who wanted to complete the full survey off-site were asked for their email address
2012 Response Breakdown

<table>
<thead>
<tr>
<th>Store</th>
<th>Intercept Survey</th>
<th>Full Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballston</td>
<td>146</td>
<td>73</td>
</tr>
<tr>
<td>Crystal City</td>
<td>227</td>
<td>122</td>
</tr>
<tr>
<td>Rosslyn*</td>
<td>91</td>
<td>27</td>
</tr>
<tr>
<td>Shirlington*</td>
<td>37</td>
<td>11</td>
</tr>
<tr>
<td>Mobile</td>
<td>67</td>
<td>51</td>
</tr>
<tr>
<td>TOTAL</td>
<td>568</td>
<td>284</td>
</tr>
</tbody>
</table>

*The sample size for Shirlington and Rosslyn are too small to make meaningful comparisons. They are included in all total numbers.
86% of those surveyed made a purchase while in the store, and 4 in 10 people picked up free information or schedules while in the store.
86% of the Respondents Made a Purchase While at The Commuter Store®—This Is Slightly More Than Previous Years

A8. Did you make a purchase during your most recent visit to The Commuter Store®?

- 80% in 2007
- 79% in 2009
- 86% in 2012

- 16% of purchasers received a discounted fare for age or disability in 2009
- 13% of purchasers received a discounted fare for age or disability in 2012
- 80% of eligible respondents knew they could receive a senior discount in 2012

Most of the respondents that did not make a purchase said it was because they just needed information. A few did not know they could make purchases.
Almost 4 out of 10 Picked up a Free Schedule During Their Trip—Up Slightly from 2009

A21. While in the store, did you pick up a free schedule or brochure?

2007 n = 550
2009 n = 569
2012 n = 284
The store serves people from all over the Metro DC area with over 75% of The Commuter Store® customers surveyed living in other parts of the Metro DC Area.
The Commuter Store® Customers Live All Over the Region

78% of respondents are not Arlington Residents
64% of Respondents Who Live in Arlington Have Lived There for More Than Five Years

C2. How long have you lived in Arlington County?

- More than 10 years: 41% (2012), 42% (2009), 44% (2007)
- 6-10 years: 15% (2012), 15% (2009), 20% (2007)
- 2-5 years: 22% (2012), 27% (2009), 16% (2007)
- Less than 2 years: 22% (2012), 17% (2009), 20% (2007)

2007 n = 110
2009 n = 139
2012 n = 62
Only 9% said that they could not find what they were looking for, and everyone who asked for assistance got the information or item they were looking for.
Only 9% Said the Products or Services They Were Looking for Were Not Available

A23. Were there any local travel information products or travel services that you need or want that were not offered at the Store?

Yes 9%

Don't know 25%

No 65%

n = 284
Everyone Who Asked for Assistance Was Able to Get the Information They Needed

A25. Did you ask a staff member to help find the information you needed?

- Yes, and he or she was able to find it for me: 43%
- Yes, and he or she was able to print it for me: 19%
- Yes, but he or she was not able to find or print it: 0%
- No, I did not ask for assistance: 38%

n = 26

This question was not asked in 2009
Almost 3 in 10 respondents said they had started using The Commuter Store® within the past three months.
Almost 3 in 10 Respondents Said They Began Visiting The Commuter Store® Within the Past Three Months

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the past 3 months</td>
<td>29%</td>
</tr>
<tr>
<td>Between 3 and 6 months ago</td>
<td>7%</td>
</tr>
<tr>
<td>Between 6 and 12 months ago</td>
<td>9%</td>
</tr>
<tr>
<td>Between 1 and 4 years ago</td>
<td>32%</td>
</tr>
<tr>
<td>Between 5 and 9 years ago</td>
<td>15%</td>
</tr>
<tr>
<td>10 or more years ago</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know/Can't remember</td>
<td>2%</td>
</tr>
</tbody>
</table>

A7. When did you first visit The Commuter Store®?

n = 284
A Greater Portion of Ballston Respondents Began Using The Commuter Store® in the Past Three Months

A7. When did you first visit The Commuter Store®?

- Within the past 3 months: 51%
- Between 3 and 6 months ago: 27%
- Between 6 and 12 months ago: 19%
- Between 1 and 4 years ago: 14%
- Between 5 and 9 years ago: 11%
- 10 or more years ago: 7%
- Don't know/Can't remember: 4%

n = 284
84% of respondents rated their experience at The Commuter Store® a 9 or 10 on a 10-point scale
84% of Respondents Rate Their Experience at The Commuter Store® a 9 or 10

I-Q3. How would you rate your overall experience on today’s trip to The Commuter Store®?

- Excellent 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- Poor 0

n = 563
8 in 10 customers say that they are definitely coming back
More Than 8 out of 10 Respondents Are Certain to Return

A5. How likely are you to visit a Commuter Store® in the future?

- Certain to return: 73% (10)
- Not at all likely to return: 8% (9)
- Somewhat likely to return: 5% (8)
- Likely to return: 2% (7)
- Very likely to return: 2% (6)
- Somewhat more likely to return: 2% (5)
- Very much more likely to return: 4% (4)
- Not sure: 2% (3)
- Don’t know: 2% (1)

n = 284
The Commuter Store® staff scored very high (85% or above) on ratings of knowledge, helpfulness and professionalism.

Store Staff Was Rated Highly

A26. 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?

- The staff is helpful
  - 20% Strongly agree
  - 67% Agree
  - 87% Total agreement

- The staff is knowledgeable about products and information provided
  - 19% Strongly agree
  - 68% Agree
  - 87% Total agreement

- The staff is professional
  - 20% Strongly agree
  - 65% Agree
  - 85% Total agreement

n = 284
The store has a Net Promoter Score® of 72%; this is the same score as the Apple Store and higher than Southwest Airlines (59%), Google (53%), and Amazon (70%)*
The **Net Promoter Score** Subtracts Detractors from Promoters

A4. How likely would you be to recommend The Commuter Store® to someone who needs information or products related to traveling around Arlington County?
The Commuter Store® has a Net Promoter Score of 72%

Percentage of Promoters (Rating 9 or 10) 78%

Percentage of Detractors (Rating 0 to 6) 6%

Net Promoter Score 72%

The 2009 Net Promoter Score was 79%
Net Promoter Scores Vary Slightly by Location, but Are High Across the Board

<table>
<thead>
<tr>
<th>Location</th>
<th>% of Promoters</th>
<th>(-) % of Detractors</th>
<th>NPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballston</td>
<td>69%</td>
<td>12%</td>
<td>57%</td>
</tr>
<tr>
<td>Crystal City</td>
<td>84%</td>
<td>4%</td>
<td>80%</td>
</tr>
<tr>
<td>Rosslyn</td>
<td>74%</td>
<td>8%</td>
<td>66%</td>
</tr>
<tr>
<td>Shirlington</td>
<td>82%</td>
<td>0%</td>
<td>82%</td>
</tr>
<tr>
<td>The Mobile Commuter Store</td>
<td>81%</td>
<td>10%</td>
<td>71%</td>
</tr>
</tbody>
</table>
Arlington County Commuter Services Has High Net Promoter Scores

<table>
<thead>
<tr>
<th>Service</th>
<th>Net Promoter Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Commuter Store™</td>
<td>72%</td>
</tr>
<tr>
<td>2007 ATP Services</td>
<td>61%*</td>
</tr>
<tr>
<td>2007 CommuterDirect.com (Individuals)</td>
<td>82%*</td>
</tr>
<tr>
<td>2007 CommuterDirect.com (Corporate)</td>
<td>96%*</td>
</tr>
<tr>
<td>2011 BikeArlington</td>
<td>58%*</td>
</tr>
<tr>
<td>2011 WalkArlington</td>
<td>49%*</td>
</tr>
<tr>
<td>2008 ART</td>
<td>84%*</td>
</tr>
</tbody>
</table>

*Note: Net Promoter Score for these studies was calculated using a 5-point scale. Beginning with the 2009 Commuter Store Study, this is being updated to the appropriate 11-point scale. Score differences between the scales are minor.
Over half of respondents (54%) said they made some change to how they get around Arlington and Metro DC since they started using The Commuter Store®
Overall, Many Respondents Said They Made a Change to How They Get Around Arlington and Metro DC Since Using The Commuter Store®

<table>
<thead>
<tr>
<th>Change Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Started riding train or ride train more often</td>
<td>27%</td>
</tr>
<tr>
<td>Started riding bus or ride bus more often</td>
<td>19%</td>
</tr>
<tr>
<td>Started walking to destinations or walk to destinations more often</td>
<td>4%</td>
</tr>
<tr>
<td>Started carpooling or carpool more often</td>
<td>1%</td>
</tr>
<tr>
<td>Started bicycling to destinations or bicycle to destinations more often</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>No, I did not make any changes</td>
<td>46%</td>
</tr>
</tbody>
</table>

I-Q7. Since you first started going to The Commuter Store®, have you made any of the following changes in how you get around Arlington County and the Washington metropolitan region?

n = 568
Thinking About Travel to Work, Respondents Who Made a Change Said They Started Riding the Train or Bus or They Ride It More Often

B1. Since you first started going to The Commuter Store®, have you made any of the following changes in how you travel to work?

- Started riding train to work: 13%
- Ride train to work more often: 17%
- Started riding bus to work: 7%
- Ride bus to work more often: 9%
- Started riding bicycle to work: 1%
- Ride bicycle to work more often: 1%
- Started walking to work: 2%
- Walk to work more often: 1%
- Started teleworking: 3%
- Telework more often: 2%
- Other (please specify): 3%

No, I did not make any of these changes: 43%

43% of respondents made at least one change

n = 284
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 or around the Washington metropolitan region?

- Started riding train: 8%
- Ride train more often: 15%
- Started riding bus: 8%
- Ride bus more often: 13%
- Started riding bicycle to destinations: 2%
- Ride bicycle to destinations more often: 1%
- Started walking to destinations: 3%
- Walk to destinations more often: 4%
- Other: 1%
- No, I did not make any of these changes: 56%

38% of respondents made at least one change.

B6. 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 or around the Washington metropolitan region?
Of those who made a change in their work travel, 40% changed from driving alone to some other mode, and two-thirds said The Commuter Store® helped them make the change.
4 out of 10 Respondents Who Changed Modes Shifted from Driving Alone

- Drove alone all or most days: 40%
- Rode a train or bus all or most days: 37%
- Carpooled or vanpooled all or most days: 7%
- Walked all or most days: 3%
- Teleworked all or most days: 2%
- Didn’t work then: 5%
- Other: 7%

Common reasons for making a change include high cost of gas and parking, convenience and job changes.

B5. How did you typically travel to work before you made this change?
Over One-Third of Respondents Said The Commuter Store® Helped Them to Make a Change to Their Work Travel

B3. Did any information, service or benefit you received from The Commuter Store® influence you or assist you to make this change?

- Yes 36%
- No 54%
- Don't know 10%

n = 117
The Commuter Store® is helping people find travel options for all trips around the Metro DC region.