2012 The Commuter Store® Study

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OVERALL STUDY PURPOSE:

The purpose of this study is to understand how The Commuter Store® concept is currently performing, identify ways to improve products and service delivery, measure the overall impact of investment in The Commuter Store® and benchmark against the 2007 and 2009 studies.

OBJECTIVES OF RESEARCH:

- Profile current The Commuter Store® users
- Identify what prompts store visit
- Assess the current customer experience and satisfaction with The Commuter Stores®
- Identify store users’ needs for commuter information, fare media and trip planning assistance services
- Understand extent to which store is meeting consumer needs
- Find perceived opportunities and challenges with stores’ existing products/services
- Identify return on investment/impact/results
- Evaluate the impact of shifting the Ballston location from inside the mall to the outdoor kiosk
METHODOLOGY:

<table>
<thead>
<tr>
<th>Mode of Data Collection</th>
<th>Store intercepts</th>
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<tbody>
<tr>
<td></td>
<td>– 7 question intercept survey</td>
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<td>– A follow-up online survey with the option to complete it in store or at another location</td>
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<td>– Respondents were offered a $5 Gourmet Coffee Card for completing the online survey</td>
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<tr>
<td>Completed Surveys</td>
<td>568 intercept surveys / 284 online surveys</td>
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<tr>
<td></td>
<td>– Ballston – 146 intercept surveys / 73 online surveys</td>
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<td></td>
<td>– Crystal City – 227 intercept surveys / 122 online surveys</td>
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<td></td>
<td>– Rosslyn – 91 intercept surveys / 27 online surveys</td>
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<td></td>
<td>– Shirlington – 37 intercept surveys / 11 online surveys</td>
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<td></td>
<td>– Mobile – 67 intercept surveys / 51 online surveys</td>
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<tr>
<td>Survey Population</td>
<td>Visitors to the five The Commuter Store® locations between 4/24/2012 and 5/1/2012</td>
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<td>Survey Instrument</td>
<td>Tablet intercept questionnaire and online questionnaire</td>
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<tr>
<td>Criteria for Participation</td>
<td>The Commuter Store® customer</td>
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SELECTED KEY FINDINGS:

Demographics of The Commuter Store® Survey Respondents

≠ Slightly more men than women participated in the survey (53% were male). This is similar to the 2009 study.
≠ Slightly more minority respondents were captured in this study than in previous years, especially Blacks.
≠ The income distribution of respondents in this study was similar to that in the 2009 study, with just over a third of respondents making less than $60,000 per year.
≠ Distribution across generations is similar to 2009, with slightly fewer silent generation respondents in the sample.
≠ 78% of the respondents did not live in Arlington.
≠ Similar to previous years, the majority of respondents were transit riders with only 5% reporting driving alone as their main way to get to work.

Customer Behavior

≠ Almost 3 in 10 respondents said that they began using The Commuter Store® within the past three months and for 15% of respondents this was their first time in the stores.
≠ Most respondents (87%) said they visit the stores once a month or more.
≠ In this study, a larger portion of respondents heard about the store from an employer, and referrals from friends and families had decreased.
≠ Similar to previous years, respondents chose locations that were close to home or work.
≠ 81% of respondents came into the store specifically to purchase tickets, and 86% made a purchase and 38% picked up a free schedule during their trip.

Store Experience

≠ The Commuter Store® maintained its high levels of customer satisfaction with 91% of respondents giving the store an 8, 9 or 10 on a 10-point scale.
The Net Promoter Score is 72%. This is slightly lower than in 2009, but still very high.

**Store Impact**

- 43% of respondents made some sort of change to their work travel, and 38% of respondents made at least one change to non-work travel since they began using The Commuter Store®.
- 36% of those who made work travel changes and 39% of those who made non-work travel changes said the stores influenced or assisted them in making the change.
- 4 in 10 people who made a change in their travel behavior changed from driving alone to some shared mode.

**OTHER RELATED STUDIES, PLANS & DOCUMENTS:**

2007 The Commuter Store® Study  
2009 The Commuter Store® Study

**AVAILABLE DOCUMENTS:**

| Questionnaires | Data Tables | Final Report |

**KEY WORDS:**

ACCS, Arlington County, Arlington County Commuter Services, attitudes, awareness, Commuter assistance services, commuters, Commuter Store, commuting, demographics, driving trips, evaluation, non-commute trips, performance measurement, satisfaction, scorecard, services, TDM, TDM Planning and Administration, The Commuter Store, The Mobile Commuter Store, Transit, Transportation Alternatives, Transportation Demand Management, Transportation Needs, Transportation Options, Transportation System