

OCTOBER 2010

Caltrain Onboard Study

SUMMARY REPORT

Prepared by

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INTRODUCTION

This report details the findings of an onboard survey of Caltrain riders. The fieldwork on this study was conducted in October 2010. A total of 4,428 surveys were completed by Caltrain riders.

Key objectives of the survey include:

- Reporting trip characteristics, such as peak/off-peak/weekend use.
- Reporting personal travel characteristics, such as frequency of Caltrain use and primary reasons for riding Caltrain.
- Reporting demographic characteristics, such as marital status, age, income, etc.
- Ratings of seven specific service characteristics, including one overall assessment of the entire Caltrain experience.

This report includes the following key sections: Executive Overview, Charts/Key Findings, Detailed Results, and the Appendix. The Appendix of this report includes a copy of the questionnaire, interviewer training instructions, and information on routes sampled. Additional information is provided in the Verbatim Comments and Crosstabulated Tables.

Please note that the percentages included in this report may not add to 100% due to statistical rounding.

Questions regarding this project may be directed to: Christiane Kwok, Caltrain Market Research Specialist, 650.508.7926.

Methodology and Response Rate

The survey was conducted as an onboard self-administered questionnaire distributed to Caltrain riders. Surveyors boarded pre-selected trains, and attempted to distribute questionnaires to all passengers on a randomly selected car of the assigned train. Completed surveys were collected by these surveyors (who stayed onboard during the train route).

Specific steps were taken to ensure the highest possible response rate. This included using professional, experienced onboard surveyors on the project, making the questionnaire available in English and Spanish, and providing a business reply mail-back option for persons who did not have time to complete the survey onboard.

The overall response rate (83%) was high for a system-wide survey of this type. The response rate was calculated by dividing the total number of completes (4,428) by all eligible passengers riding on the sampled trains (5,318). Additional information on the survey distribution and response rate is provided in the Appendix of this report.

Field interviewing on this project was conducted from Tuesday, October 12, 2010 to Tuesday, October 26, 2010. The weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Saturday and Sunday trains were also surveyed at various times of the day. The dates of the field work were scheduled to avoid surveying during events that could impact ridership (such as Fleet Week and the San Francisco Giants' playoff games).

Surveyors returned completed questionnaires to Corey, Canapary & Galanis' office following the completion of the fieldwork. Editing, coding, and inputting were done in-house once the questionnaires were returned.

Sampling

In total, 4,428 surveys were completed by riders. This total equates to a system-wide margin of error of +/- 1.49% (at the 95% confidence level).

The sampling on the study was designed to achieve a cross section of riders utilizing trains at various times of the day. Surveys were conducted on weekdays and on Saturday and Sunday. We sampled a total of 56 weekday routes and 14 weekend routes. Of the 56 weekday routes surveyed, 20 were Limited trains, 16 were Local trains, and 20 were Bullet trains. For each train sampled, a specific car was selected, and we attempted to survey every passenger in the selected car.

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 4,428) who participated in the survey, the margin of error is +/- 1.49% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday Peak (n = 3,215). +/- 1.71% at the 95% confidence level;
- Weekday Offpeak (n = 810). +/- 3.41% at the 95% confidence level;
- Weekend (n = 403). +/- 4.83% at the 95% confidence level.

Weighting

Most survey responses in this report are weighted to show a proportional response for the true percentage of weekday/weekend and peak/offpeak ridership. Responses were weighted in accordance with data from the February, 2010 ridership counts as follows:

Segment	Number of Riders Feb 2010	Percentage of Total Ridership
Weekday Peak	146,970	72.7%
Weekday Offpeak	36,920	18.3%
Weekend	18,383	9.1%
TOTAL	202,273	100.0%

EXECUTIVE SUMMARY

- **Work is the most common reason cited for making a trip on Caltrain. Among the different time periods, the most likely trip purposes are:**
 - **Weekday Peak: work (86%) or school (7%) trip;**
 - **Weekday Offpeak: work (52%), social/recreational/cultural (27%), or school (12%) trips;**
 - **Weekend: social/recreational (62%), work (22%), shopping/personal errands (9%).**
- **Notably, more weekday off-peak riders were traveling for social/recreational/cultural reasons in 2010 (27%) than in 2007 (16%), and more weekend riders are traveling for work in 2010 (22%) than in 2007 (16%).**
- **About two-thirds (66%) of Caltrain riders use the service four or more days a week.**
- **Overall, 14% of riders use a Clipper or TransLink card to ride Caltrain (as of October 2010).**
- **Approximately 75% of Caltrain riders say they use the service to commute to work or school. Of these regular commuters, 18% indicate that they were first introduced to Caltrain by taking it to a leisure activity or other special event.**
- **Most Caltrain riders (82%) have visited the Caltrain website, www.caltrain.com. Weekday peak riders were most likely to have visited the site (86%). Weekend riders were least likely to have visited (71%).**
- **Over half of Caltrain riders (62%) had a car available for the trip they were taking while completing the survey. However, only 39% of weekend riders had a car available, compared to 70% of weekday peak riders.**
- **More than half of Caltrain riders (52%) use Caltrain to avoid traffic, while 40% use it to relax/reduce stress, and 36% do so to save money (including saving the cost of gas and wear and tear on their vehicles). Notably, 45% of weekday off-peak riders and 51% of weekend riders cited “Don’t have a car/don’t drive” as their main reason for using Caltrain.**
- **An increasing number of riders indicate they choose to ride Caltrain for environmental reasons. In 2003, 10% of weekday riders cited “helping the environment” as a reason for taking Caltrain. In 2007, that number jumped to 25%, and in 2010, to 35%.**
- **Caltrain riders speak more than 40 languages besides English in their homes. The most common languages include Spanish, Hindi or other Indian languages, Mandarin, Cantonese, and Tagalog.**
- **The “typical” Caltrain rider is an unmarried/unpartnered male who earns at least \$75,000 or more and has earned a bachelor’s degree or higher. He is most likely to obtain information on Caltrain from the website or printed materials on the train. This “typical” Caltrain rider is likely to check a variety of media sources, although he’s relying somewhat more on the Internet and less on newspapers, television, or radio.**

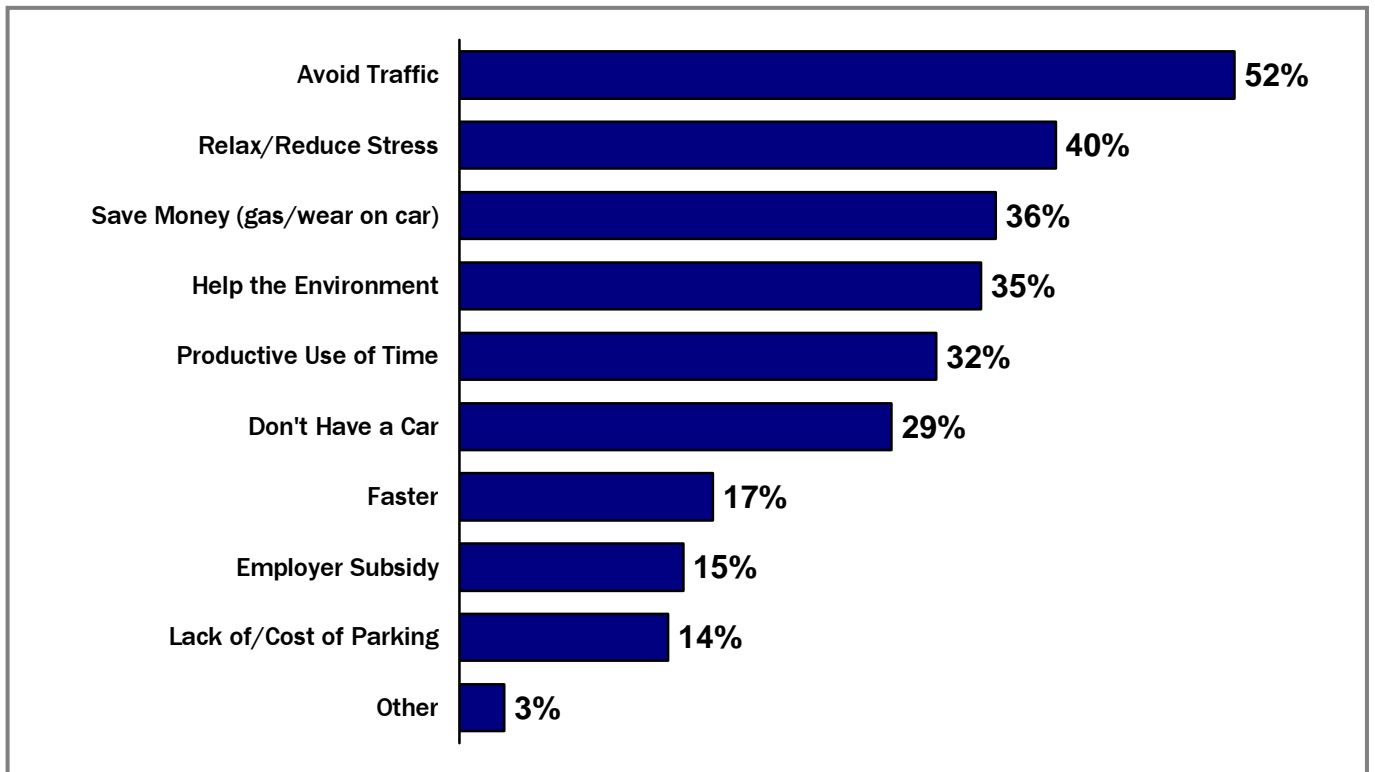
- The “typical” Caltrain weekday peak rider is a male in his mid-30s who uses the train to commute to work. His primary reasons for using the service is to avoid traffic and to reduce the stress of this commute. He earns between \$100,000 and \$150,000 a year and holds a bachelor’s degree or higher. He is most likely to obtain information on Caltrain from the website or printed materials on the train and is likely to check a variety of media sources, although he’s relying somewhat more on the Internet and less on newspapers, television, or radio.
- Overall rider satisfaction slipped slightly from mean of 4.02 (out of 5) in 2007 to 3.97 in 2010. All individual attributes slipped slightly with the exception of “Value for the money” which remained at 3.66. The greatest decline was in “Connection with other transit systems” which slipped from 3.57 in 2007 to 3.46 in 2010, a loss of 0.11 points. The lowest rating was given to “Convenience of schedule,” with a rating of 3.37 overall.

CHARTS – KEY FINDINGS

Note: Percentages included in this section may not add to 100% due to statistical rounding.

Main Reasons for Riding Caltrain

8. What are your main reasons for riding Caltrain?

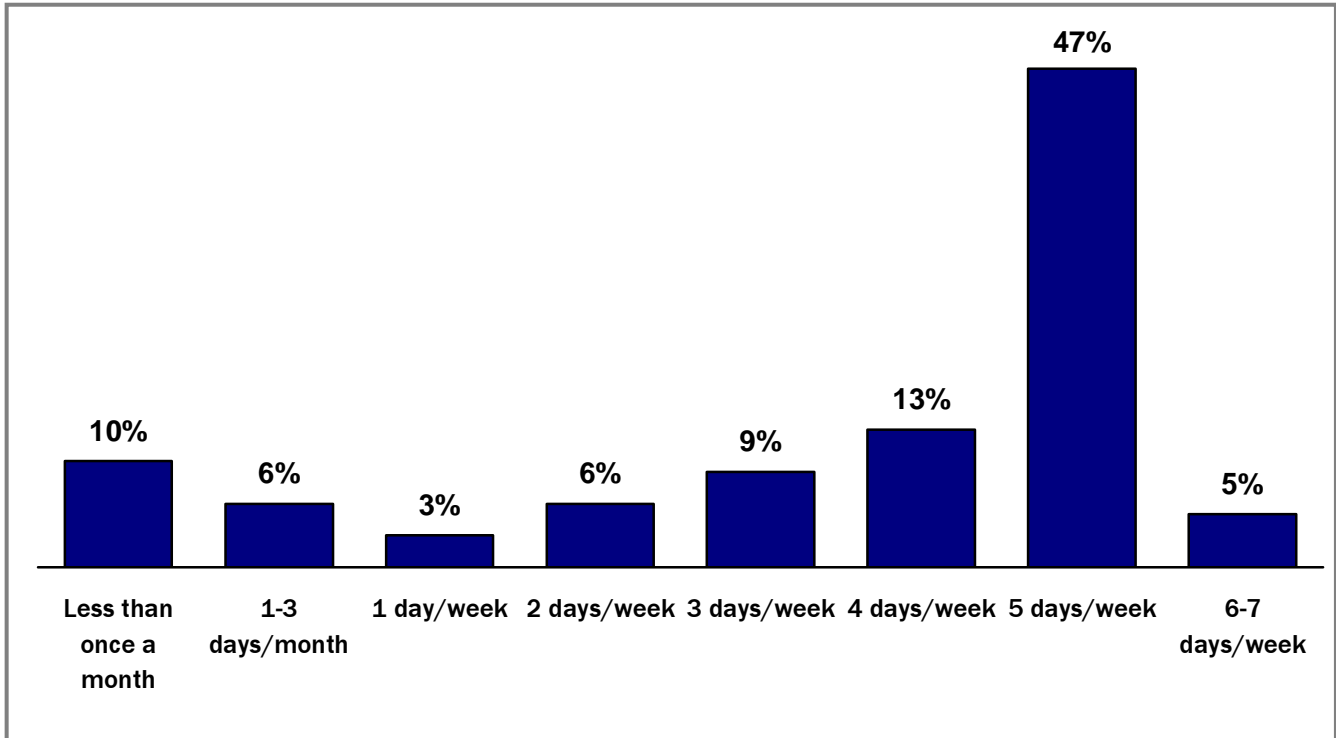


Base: Total (4,428)

[Note multiple answers accepted]

Frequency of Riding Caltrain - 2010

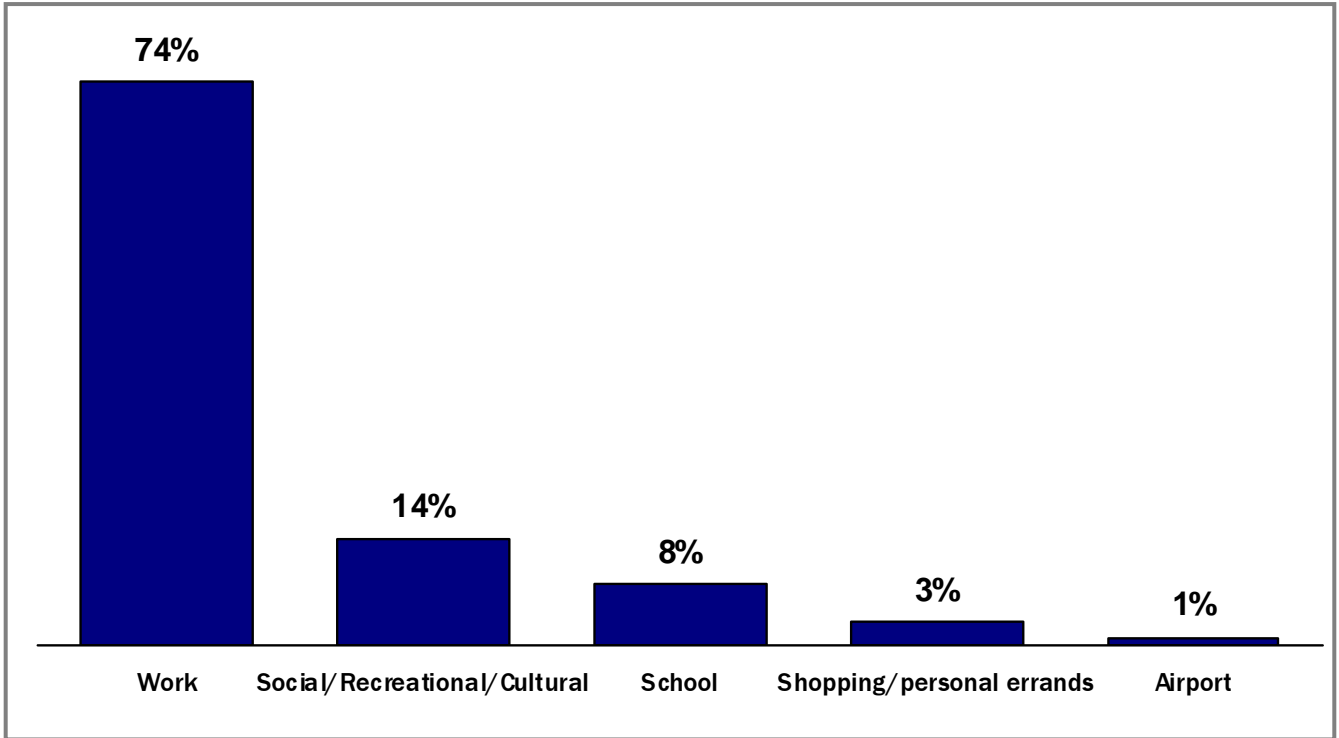
2. How often do you usually ride Caltrain?



Base: Total (4,428)

Trip Purpose

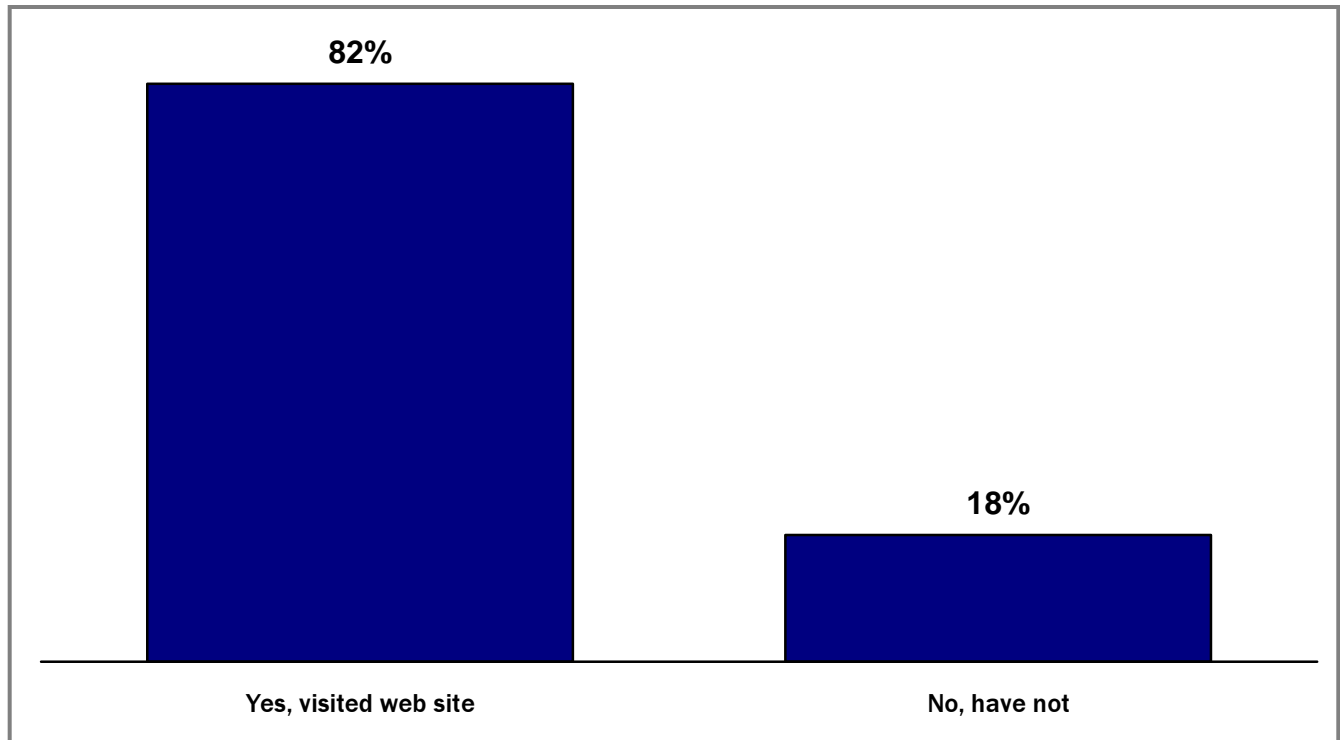
7. What is the main purpose of your trip today?



Base: Total (4,428)

Visited Caltrain Web Site

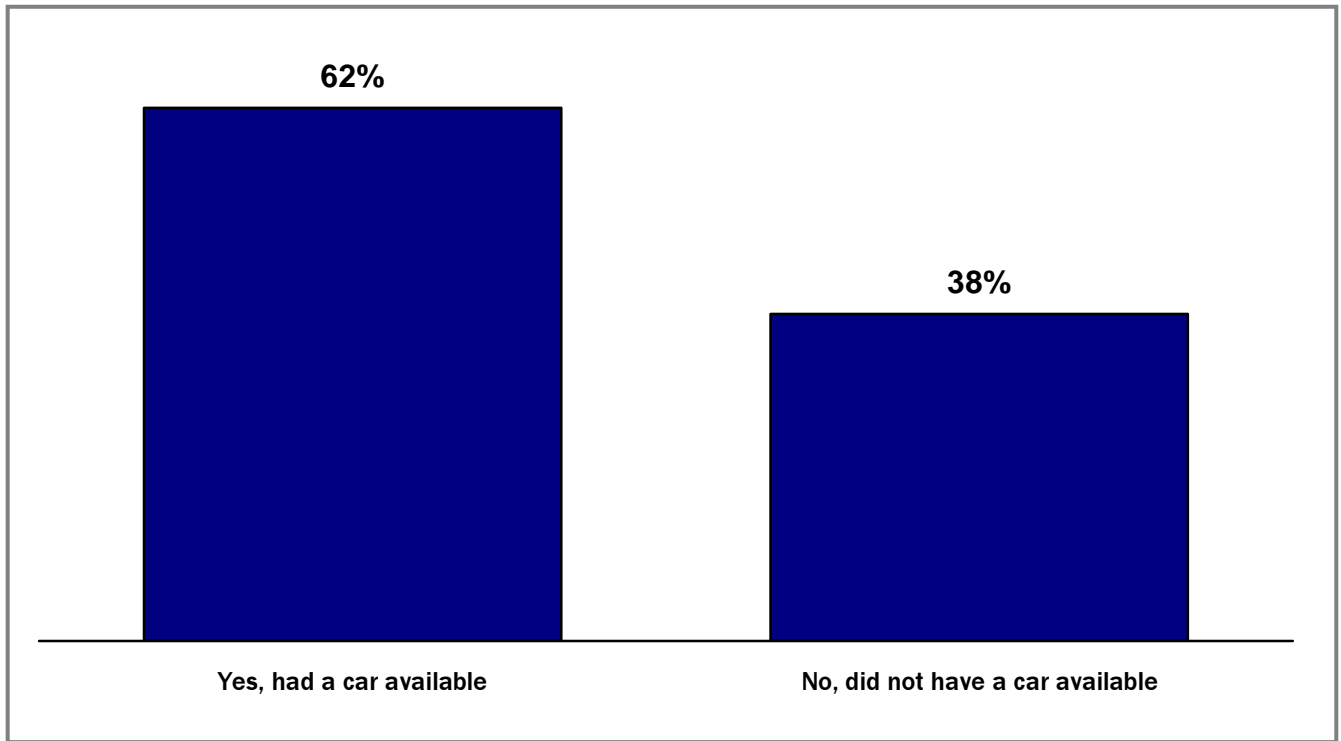
16. Have you ever visited www.caltrain.com?



Base: Total (4,428)

Car Availability

14. Did you have a car available to take this particular trip?

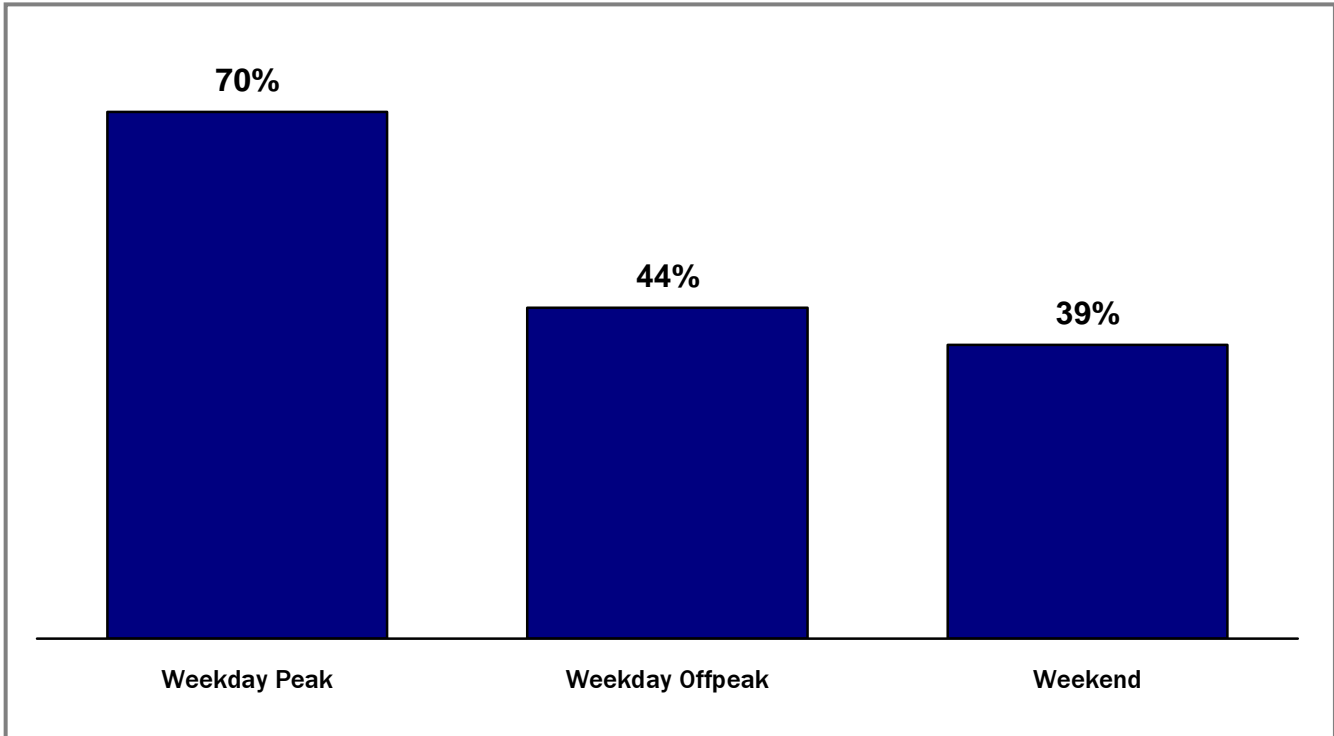


Base: Total (4,428)

Car Availability

Those Who Said “Yes” By Rider Segment

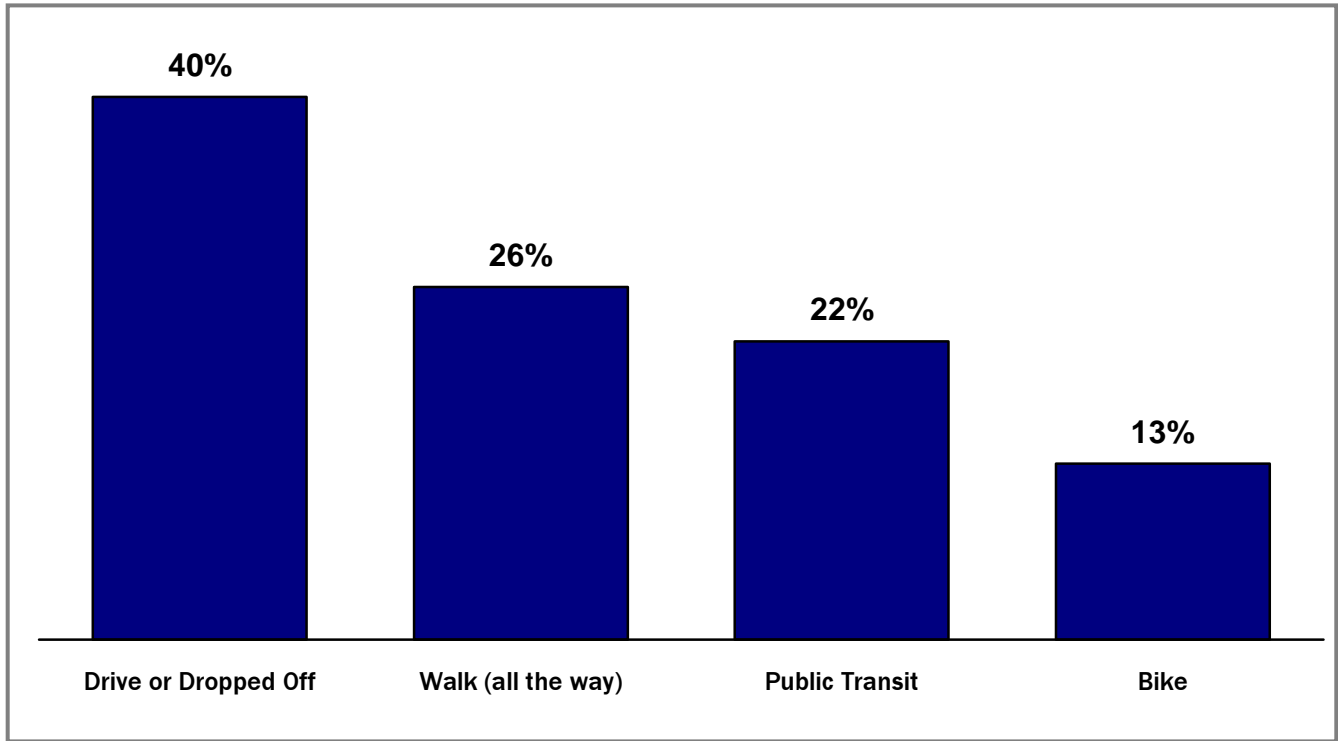
14. Did you have a car available to take this particular trip?



Base: Total (4,428)

Station Access by Mode

11a. How did you get to the station where you got on this train?

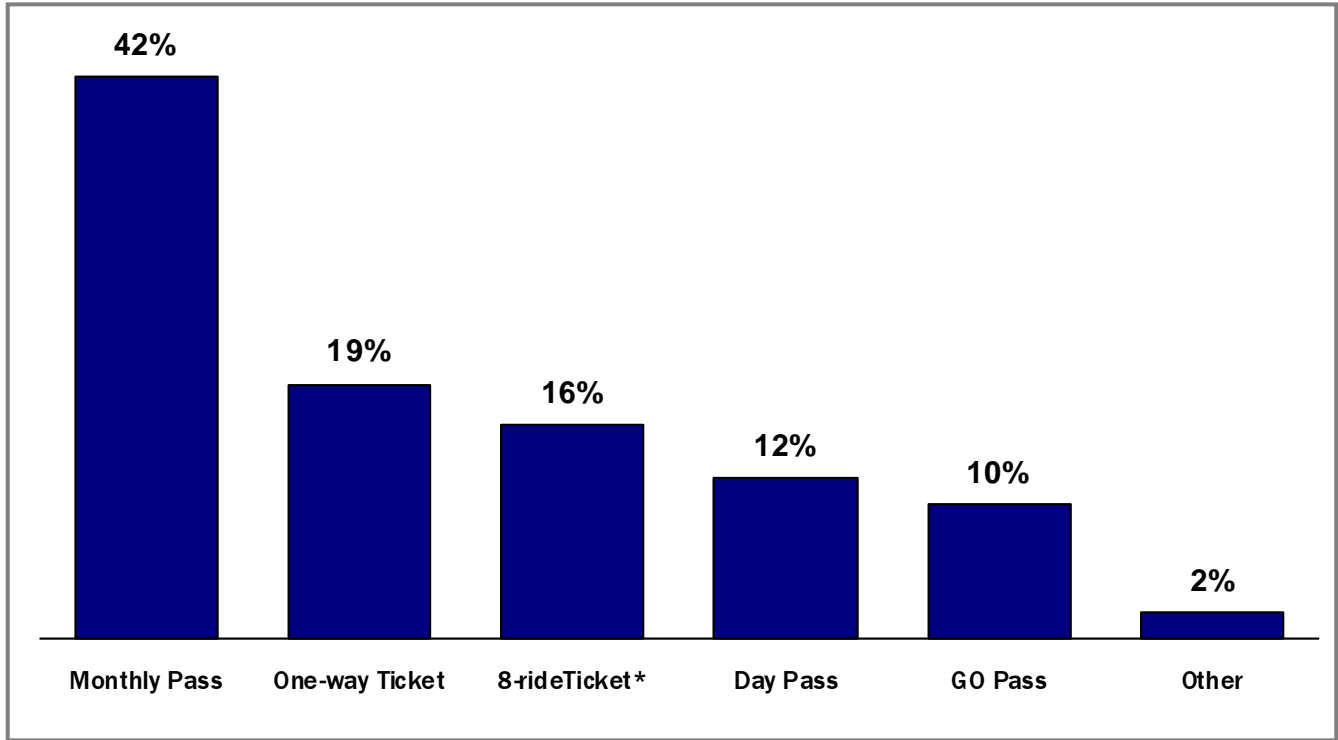


Base: Total (4,428)

[Note multiple answers accepted]

Fare Payment

4. How did you pay for this train trip (today)?

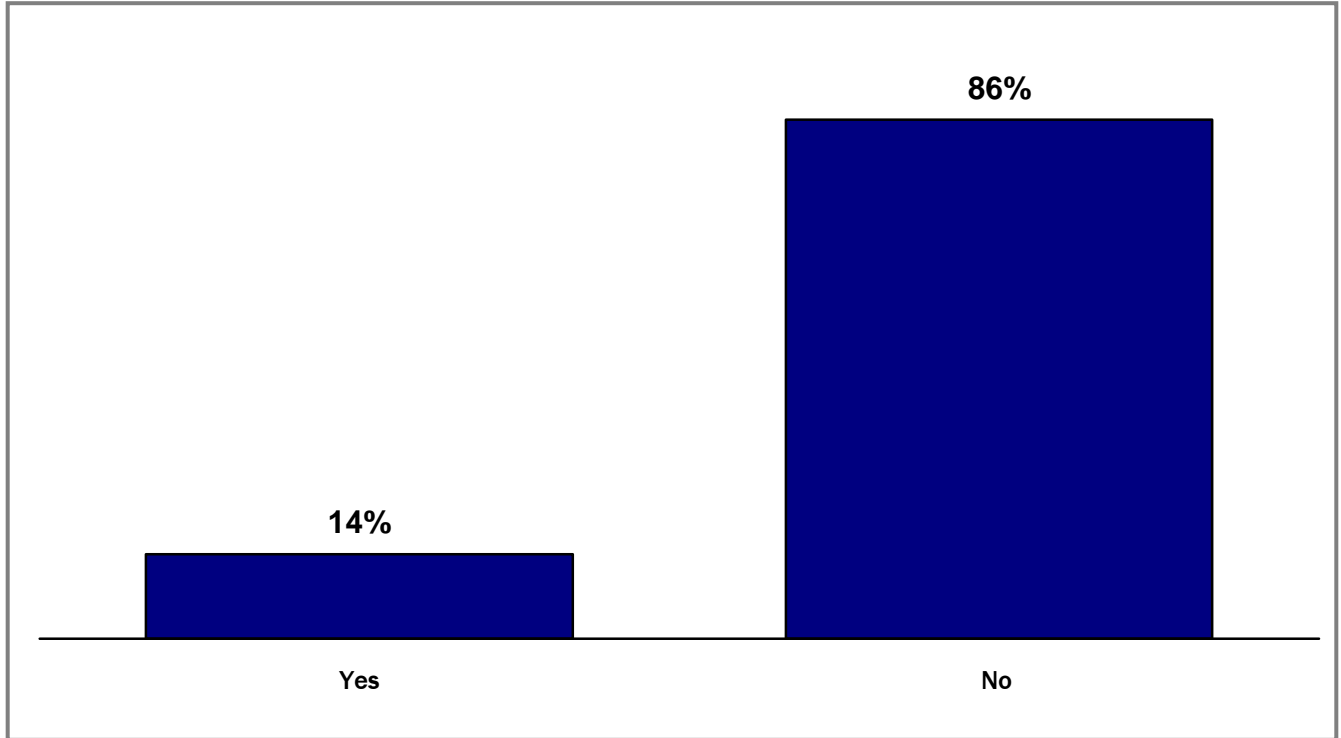


Base: Total (4,428)

Note: *In March, 2009, the 10-ride ticket was replaced by the 8-ride ticket.

Clipper/TransLink Use -2010

3. Do you currently use a Clipper/TransLink card on Caltrain?

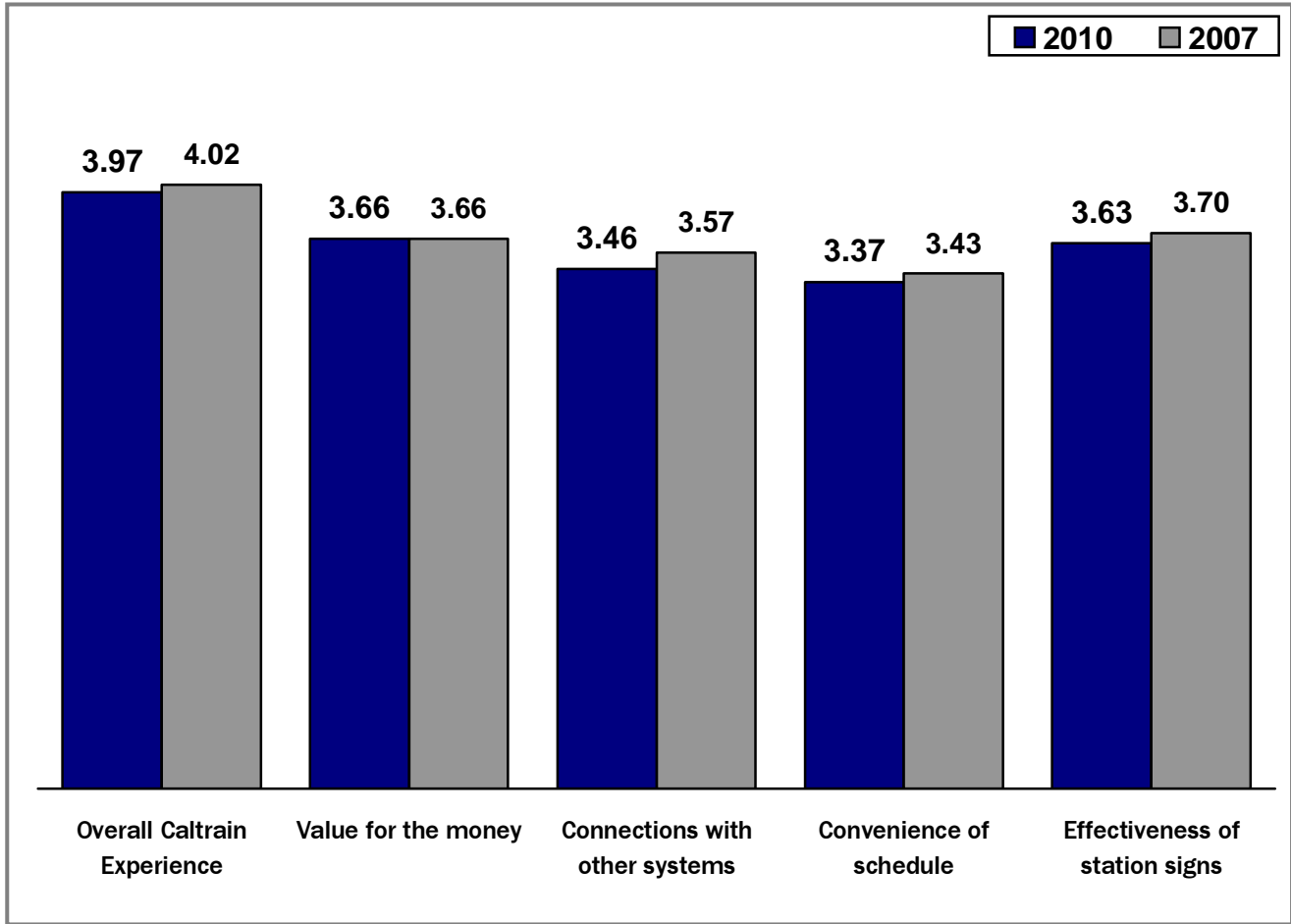


Base: Total (4,428)

Note : This question was not asked in 2007

ATTRIBUTE RATINGS (MEAN SCORES)

15. How well is Caltrain meeting your needs?



Base: Total (4,428)

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.

DETAILED RESULTS

Note: Percentages included in this section may not add to 100% due to statistical rounding.

TRIP-SPECIFIC INFORMATION

RIDER LONGEVITY

1. How long have you been riding Caltrain?

- Just over half of all riders have been using Caltrain for more than two years.
- New riders (those riding less than one year) were more likely to be riding during the weekday offpeak or weekend.

	Total	
	2010	
Base: (All Respondents)	4,428	
	(%)	
Less than 6 months	25	
6 months to less than 1 year	10	35% Less than a year
1 year to less than 2 years	13	
2 years to less than 4 years	20	
4 years or more	32	52% More than two years
	100	

	Weekday	Weekday	Weekend
	Peak	Off-Peak	
	2010	2010	2010
Base: (All Respondents)	3,215	810	403
	%	%	%
Less than 6 months	23	29	34
6 months to less than 1 year	10	10	6
1 year to less than 2 years	14	12	11
2 years to less than 4 years	21	18	17
4 years or more	32	31	32
	100	100	100

Note: This question was not asked in 2007

(See Statistical Table 1)

FREQUENCY OF RIDING CALTRAIN

2. How often do you usually ride Caltrain?

- In total, 84% of all riders use Caltrain at least once a week and 66% use it at least 4 days per week.
- Nearly half (49%) of weekend riders use the service at least once a week. This is an increase compared to 2007, when only 38% of weekend riders used it at least once a week.

	<u>Total</u>		
	2010	2007	
Base: (All Respondents)	4,428	4,204	
	(%)	(%)	
6 to 7 days/week	5	6	
5 days/week	47	48	
4 days/week	13	12	66% At least 4 days a week ^
3 days/week	9	9	
2 days/week	6	5	
1 day/week	3	3	84% At least once a week ^
1 to 3 days/month	6	6	
Less than once a month	10	11	
	100	100	

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
6 to 7 days/week	4	4	8	10	11	8
5 days/week	57	57	29	28	10	9
4 days/week	15	14	10	10	6	3
3 days/week	9	9	10	10	5	5
2 days/week	5	5	9	8	10	5
1 day/week	2	2	6	5	8	8
1 to 3 days/month	3	3	12	12	18	21
Less than once a month	6	6	18	17	34	41
	100	100	100	100	100	100

(See Statistical Table 2)

^Note: Because of rounding, combined percentage differs from individual percentages added together.

CLIPPER/TRANSLINK USE

3. Do you currently use a Clipper/TransLink Card on Caltrain?

- A notable 14% of Caltrain riders use a Clipper or TransLink card. This is notable given that Caltrain only began officially accepting Clipper/TransLink for fare payments about six months prior to this study in April 2010 (Caltrain began a 'soft launch' of Clipper in 2009).
- Clipper/TransLink card use is most prevalent among weekday peak riders; 15% of these riders use a Clipper or TransLink card (compared with only 9% of weekend riders and 13% of weekday off-peak riders).

	<u>Total</u>
	2010
Base: (All Respondents)	4,428
	(%)
Yes	14
No	86
	<hr/>
	100

	<u>Weekday</u>	<u>Weekday</u>	<u>Weekend</u>
	<u>Peak</u>	<u>Off-Peak</u>	<u>2010</u>
	2010	2010	2010
Base: (All Respondents)	3,215	810	403
	%	%	%
Yes	15	13	9
No	85	87	91
	<hr/>	<hr/>	<hr/>
	100	100	100

Note: This question was not asked in 2007

(See Statistical Table 3)

FARE PAYMENT

4. How did you pay for this train trip (today)?

- The Caltrain Monthly Pass is the most popular form of fare payment, with 42% of all passengers using this method.
- However, weekday off-peak riders were more likely to purchase a one-way ticket or day pass.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Caltrain Monthly Pass	42	43
One-way Ticket	19	18
8-ride Ticket*	16	-
Day Pass	12	11
GO Pass	10	8
10-ride Ticket*	-	19
Other	2	1
Non-paying passenger (employee, police, etc)	<1	<1
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Caltrain Monthly Pass	50	51	24	27	12	10
One-way Ticket	11	10	36	32	52	47
8-ride Ticket*	18	-	13	-	6	-
Day Pass	8	7	19	18	26	31
GO Pass	12	9	6	6	3	3
10-ride Ticket*	-	22	-	16	-	7
Other	2	<1	1	<1	1	<1
Non-paying passenger (employee, police, etc.)	<1	<1	<1	<1	<1	<1
	100	100	100	100	100	100

* In March, 2009, the 10-ride Ticket was replaced by the 8-ride Ticket.

(See Statistical Table 4)

FARE CATEGORY

5. What is your fare category?

- The majority (91%) of riders fit into the adult fare category.
- Youth riders were more likely to ride Caltrain on the weekend, while Senior and Disabled riders were more likely to ride during off-peak hours.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Adult	91	91
Youth	4	4
Senior	3	3
Disabled	1	2
Medicare Cardholder*	<1	-
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Adult	93	94	85	85	85	85
Youth	4	3	4	5	8	8
Senior	2	2	7	7	4	6
Disabled	1	1	3	3	2	1
Medicare Cardholder*	<1	-	1	-	1	-
	100	100	100	100	100	100

*This category did not exist in 2007.

(See Statistical Table 5)

ROUND TRIP VS. ONE-WAY TRIP

6. Are you making a round trip on Caltrain today? (That is, you either rode Caltrain earlier today or will ride later today?)

- Weekday peak riders were most likely to make a round-trip on Caltrain, with 91% doing so.
- By contrast, only 58% of weekend riders made a round trip on Caltrain.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Yes (Making a round trip)	85	85
No	15	15
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Yes (Making a round trip)	90	90	75	77	58	62
No	10	10	25	23	42	38
	100	100	100	100	100	100

(See Statistical Table 6)

TRIP PURPOSE

7. What is the purpose of your trip today?*

- Nearly three-quarters of riders (74%) were making a trip on Caltrain to travel to or from work. This was the most common trip purpose for both weekday peak and weekday off-peak riders.
- Weekend riders most commonly cited social/recreational/cultural purposes for their trips (62%), with work and shopping being the second and third most common reasons for making a trip on Caltrain.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Work	74	74
Social/Recr./Cultural	14	12
School	8	9
Shopping	3	4
Airport	1	1
Medical	<1	1
Sporting event	-	1
Business/Work related	<1	<1
Other	1	<1
Don't know/Going home	1	<1

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Work	86	85	52	57	22	16
Social/Recr./Cultural	5	4	27	16	62	61
School	7	8	12	15	5	5
Shopping	1	2	5	8	9	12
Airport	1	1	3	3	3	2
Medical	<1	<1	-	3	<1	1
Sporting event	-	<1	-	1	-	3
Business/Work related	<1	<1	1	1	<1	<1
Other	<1	<1	1	<1	1	1
Don't know/Going home	<1	<1	1	1	1	2

(Multiple answers accepted)

(See Statistical Tables 7)

*Note: The 2010 response code options for question 7 were slightly different compared to 2007. In 2010, the options Medical, Sporting Event were dropped and shopping/personal errands became only shopping. Additionally, other-specify responses that were coded as Cultural was included in the Social/Recreational grouping for purposes of this report. The questionnaire itself only listed Social/Recreational as the response code.

MAIN REASONS FOR RIDING CALTRAIN

8. What are the main reasons for riding Caltrain?

- Avoiding traffic (52%), relaxing (40%), saving money (36%), and helping the environment (35%) were the top reasons given by Caltrain riders for using the service.
- Weekday peak riders most often cited avoiding traffic (59%) as a reason they take Caltrain. However, both weekday off-peak and weekend riders gave not having a car/ not driving as their top reason (45% and 51% respectively).

	Total		2010		
	2010	2007	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All Respondents)	4,428	4,204	3,215	810	403
	(%)	(%)	(%)	(%)	(%)
Avoid traffic	52	38	59	38	26
Relax/Reduce stress	40	26	43	31	27
Save money (gas, wear & tear)	36	28	40	25	17
Help the environment	35	25	38	28	24
Productive use of time	32	21	36	25	16
Don't have a car/Don't drive	29	26	22	45	51
Faster than other options	17	11	19	12	11
Employer subsidy	15	8	19	7	3
Lack of/Cost of parking	14	9	14	11	12
Exercise/Bicycle^	1	-	1	1	1
Convenient/Takes me where I need to go/Close to destination^	1	1	1	1	1
Like the train^	1	1	<1	<1	2
Safer than driving^	<1	1	<1	<1	2
Other	1	1	1	1	1
Tourist/visitor^	<1	<1	-	-	<1

(Multiple answers accepted)

^ Responses written by respondents and not provided on the survey instrument

Note: This is an open-ended question that has been coded using the above categories. Note that in 2010, the open-ended comments tended to be more robust than in 2007. Consequently, a higher number of codes were applied to the 2010 comments. For this reason, comparisons between the 2010 and 2007 percentages listed above should be avoided, as there do not appear to be significant year vs. year differences once the percentages are pro-rated.

(See Statistical Tables 8)

BOARDING STATION

9. At what station did you get ON this train?

Riders were most likely to board the train at San Francisco, San Jose-Diridon, Palo Alto, or Mountain View.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All Respondents)	4,428	3,215	810	403
	%	%	%	%
San Francisco	23	23	23	22
22 nd Street	4	4	2	2
Bayshore	<1	<1	<1	1
South San Francisco	1	1	1	1
San Bruno	1	1	2	3
Millbrae	8	8	9	4
Broadway	<1	-	-	1
Burlingame	1	1	2	2
San Mateo	2	2	2	3
Hayward Park	<1	<1	1	1
Hillsdale	5	5	4	3
Belmont	1	<1	2	1
San Carlos	2	1	2	3
Redwood City	5	5	5	7
Atherton	<1	-	-	<1
Menlo Park	3	2	4	4
Palo Alto	10	9	12	11
Stanford	<1	<1	-	-
California Ave	2	2	3	3
San Antonio	1	1	3	3
Mountain View	9	10	7	8
Sunnyvale	6	7	4	7
Lawrence	1	1	1	1
Santa Clara	2	1	3	2
College Park	<1	<1	-	-
San Jose Diridon	10	11	6	9
Tamien	2	2	2	-
Capitol	<1	<1	-	-
Blossom Hill	<1	<1	-	-
Morgan Hill	<1	1	-	-
San Martin	<1	<1	-	-
Gilroy	1	1	-	-
	100	100	100	100

(See Statistical Table 9)

ALIGHTING STATION

10. At which station will you get OFF this train?

More than one-third of riders got off the train at San Francisco. Palo Alto and Mountain View were second and third busiest, respectively, for alighting passengers.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All Respondents)	4,428	3,215	810	403
	%	%	%	%
San Francisco	27	27	26	31
22nd Street.....	3	3	2	2
Bayshore.....	<1	<1	<1	1
South San Francisco.....	1	1	1	<1
San Bruno	1	1	2	2
Millbrae	7	6	6	11
Broadway.....	<1	-	-	<1
Burlingame	1	1	2	2
San Mateo.....	2	2	4	3
Hayward Park	<1	<1	1	1
Hillsdale.....	3	3	3	3
Belmont.....	1	1	1	2
San Carlos.....	2	2	3	2
Redwood City	6	6	6	5
Atherton.....	-	-	-	-
Menlo Park.....	3	3	3	3
Palo Alto	11	11	12	9
Stanford.....	<1	-	-	<1
California Ave.....	3	3	3	2
San Antonio.....	1	1	2	1
Mountain View.....	9	10	6	8
Sunnyvale	6	7	4	3
Lawrence.....	2	2	2	1
Santa Clara	1	1	3	1
College Park.....	<1	1	-	-
San Jose Diridon.....	7	7	7	7
Tamien	1	1	1	<1
Capitol.....	-	-	-	-
Blossom Hill	<1	<1	-	-
Morgan Hill.....	<1	<1	<1^	-
San Martin	<1	<1	-	-
Gilroy	<1	<1	-	-
	100	100	100	100

^ Note: This station is not served by Caltrain during off-peak hours.

(See Statistical Table 10)

ACCESS AND EGRESS

11a. Getting to the station – How did you get to the station where you got on this train?

11b. Leaving the station – After you get off this train, how will you get from the station to your final destination

- Approximately 29% of all Caltrain riders drive to get to their station, while 26% walk all the way and 23% use some form of public transportation.
- Weekday peak riders were most likely to drive to (38%) the station. However, leaving the station, weekday peak riders were most likely to walk (27%) to reach their final destination
- Weekday off-peak and weekend riders were most likely to walk to or from the station. Getting to the station, 34% of both weekday off-peak and weekend riders used this mode. Leaving the station, 37% of weekday off-peak riders and 38% of weekend riders walked.
- Bicyclist ridership has nearly doubled, rising from 7% in 2007 to 13% in 2010.

Access and Egress Mode – 2010 Total

	ACCESS Total	EGRESS Total
Base: (All Respondents)	4,428	4,428
	%	%
Drove/Drive car*	29	22
Walked/Walk all the way	26	30
Bicycled#	13	13
Got dropped off/Picked up by car	11	10
Muni	7	9
Free Shuttle	5	8
VTA	4	4
BART	4	4
SamTrans	2	1
Taxi/Jitney^	1	1
Another Caltrain train	1	<1
AC Transit	<1	<1
Other	<1	1

(Multiple answers accepted)

(See Statistical Tables 11 & 12)

*Includes motorcycle/motor scooter

Note: Caltrain added bike car capacity in August of 2009

^ Responses written by respondents and not provided on the survey instrument

Access Mode – 2010 by period

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All Respondents)	4,428	3,215	810	403
	%	%	%	%
Drove Car*	29	38	17	18
Walked all the way	26	23	34	34
Bicycled#	13	14	10	13
Got dropped off by car	11	10	11	16
Muni	7	6	8	9
Free Shuttle.....	5	6	3	1
VTA.....	4	4	6	3
BART.....	4	3	7	4
SamTrans.....	2	1	2	1
Taxi/Jitney^	1	1	2	3
Another Caltrain train	1	<1	1	1
AC Transit.....	<1	<1	1	<1
Other.....	<1	<1	1	1

Egress Mode – 2010 by period

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All Respondents)	4,428	3,215	810	403
	%	%	%	%
Drove Car*	22	25	13	11
Walk all the way		30	27	37
Bicycled#	13	14	11	10
Get picked up by car	10	9	11	14
Muni	9	9	8	10
Free Shuttle.....	8	9	5	5
VTA.....	4	4	7	3
BART.....	4	3	5	9
SamTrans	1	1	2	1
Taxi/Jitney^	1	1	2	1
Another Caltrain train	<1	<1	<1	1
AC Transit.....	<1	<1	<1	<1
Other.....	1	1	1	1

(Multiple answers accepted)

(See Statistical Tables 11 & 12)

*Includes motorcycle/motor scooter

Note: Caltrain added bike car capacity in August of 2009

^ Responses written by respondents and not provided on the survey instrument

Access and Egress Mode – 2010 vs. 2007

	<u>ACCESS</u>		<u>EGRESS</u>	
	2010 Total	2007 Total	2010 Total	2007 Total
Base: (All Respondents)	4,428	4,204	4,428	4,204
	%	%	%	%
Drove/Drive car*	29	30	22	26
Walked/Walk all the way	26	28	30	29
Bicycled#	13	7	13	7
Got dropped off/Picked up by car	11	10	10	8
Muni	7	10	9	10
Free Shuttle	5	6	8	9
VTA	4	5	4	6
BART	4	3	4	3
SamTrans	2	2	1	2
Taxi/Jitney^	1	1	1	1
Another Caltrain train	1	1	<1	1
AC Transit	<1	-	<1	-
Other	<1	<1	1	1

(Multiple answers accepted)

(See Statistical Tables 11 & 12)

*Includes motorcycle/motor scooter

Note: Caltrain added bike car capacity in August of 2009

^ Responses written by respondents and not provided on the survey instrument

PARKING

12. Did you park in a Caltrain lot?

- Most riders who drive to or from Caltrain park in a Caltrain lot.

GETTING TO CALTRAIN

	<u>Total</u>	
	2010	2007
Base: (Those who drove)	1,276	1,214
	(%)	(%)
Yes (Parked in a Caltrain lot)	68	68
No	32	32
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (Those who drove)	1,072	1,027	136	116	69	71
	%	%	%	%	%	%
Yes (Parked in a Caltrain lot)	70	71	59	51	53	63
No	30	29	41	49	47	37
	100	100	100	100	100	100

LEAVING CALTRAIN

	<u>Total</u>	
	2010	2007
Base: (Those who drove)	891	1,214
	(%)	(%)
Yes (Parked in a Caltrain lot)	68	68
No	32	32
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (Those who drove)	755	1,027	95	116	41	71
	%	%	%	%	%	%
Yes (Parked in a Caltrain lot)	69	70	73	59	43	60
No	31	30	28	41	57	40
	100	100	100	100	100	100

(See Statistical Tables 13 & 14)

COMMUTER TRIPS

13. Do you currently commute to work or school on Caltrain?

13a. (If yes) Were you first introduced to Caltrain by taking it to a special event or leisure destination?

- Three quarters of all Caltrain riders use Caltrain to commute to work or school. As might be expected, Weekday peak riders were more likely to indicate this was true (85%) than Weekday off-peak (55%) and weekend (28%) riders.
- Of those who use Caltrain to commute to work or school, 18% were introduced to Caltrain by taking it to a special event or leisure destination. Weekday off-peak (23%) and weekend (31%) commuters were more likely to have been introduced to Caltrain in this manner than weekday peak riders (16%).

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Yes (Commute w/Caltrain)	75	72
No	25	28
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Yes (Commute w/Caltrain)	85	82	55	57	28	25
No	15	18	46	43	72	75
	100	100	100	100	100	100

	<u>Total</u>	
	2010	2007
Base: (Those who commute to work or school w/Caltrain)	3,201	2,959
	(%)	(%)
Yes (Introduced w/event)	18	17

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (Those who commute to work or school w/Caltrain)	2,667	2,436	428	428	108	95
	%	%	%	%	%	%
Yes (Introduced w/event)	16	17	23	17	31	22

(See Statistical Tables 15 &16)

CAR AVAILABILITY

14. Did you have a car available to take this particular trip?

- Nearly two-thirds of riders (62%) had a car available for the surveyed trip.
- Weekday peak riders were more likely to have a car available for the trip (70%) than either weekday off-peak (44%) or weekend (39%) riders.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Yes (Have car available)	62	63
No	38	37
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Yes (Have car available)	70	71	44	47	39	38
No	30	29	56	53	61	62
	100	100	100	100	100	100

(See Statistical Table 17)

SATISFACTION WITH CALTRAIN

SATISFACTION RATINGS

15. How well is Caltrain meeting your needs? Please rate . . .

- Overall rider satisfaction slipped slightly from 4.02 in 2007 to 3.97 in 2010. However, this was the highest rating given in 2010.
- The lowest rating was given to “Convenience of schedule,” with a rating of 3.37 overall.
- Weekend and weekday off-peak riders tended to give the most favorable ratings, while weekday peak riders gave the least favorable. However, this was not the case in rating “Value for Money,” where weekday peak riders rated this most highly, at 3.68, and weekday off-peak riders rated it lowest, at 3.59.

N=base of survey participants		VERY SATISFIED			VERY DISSATISFIED		NOT APPLICABLE	MEAN SCORE
OCT 2010	N=4428	5	4	3	2	1	[]	(5 Pt. Scale)
Overall Caltrain Experience								
October 2010		32	49	16	2	1	<1	3.97
October 2007		31	46	17	3	2	<1	4.02
Value for the money								
October 2010		27	34	26	8	2	2	3.66
October 2007		24	32	30	9	3	2	3.66
Satisfaction with www.caltrain.com								
October 2010		23	33	24	6	2	12	3.63
October 2007	N=3215^	23	45	24	6	2	<1	3.82
Effectiveness of station signs								
October 2010		29	33	21	9	5	4	3.63
October 2007		25	36	22	8	5	4	3.70
Connections with other transit systems								
October 2010		19	25	21	9	4	23	3.46
October 2007		19	25	20	9	5	22	3.57
Convenience of schedule								
October 2010		19	31	32	14	4	1	3.37
October 2007		17	33	29	14	6	1	3.43

^In 2007, this question was only asked of riders who indicated that they had visited the website

(See Statistical Tables 18-23)

Satisfaction with Caltrain by Rider Segments

N=base of survey participants (4428)	VERY SATISFIED		VERY DISSATISFIED			NOT APPLICABLE	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
Overall Caltrain Experience	32	49	16	2	1	<1	3.97
Weekday Peak.....	29	52	16	3	1	<1	3.96
Weekday Off-Peak.....	37	41	18	3	1	<1	3.99
Weekend.....	42	42	13	1	2	1	3.98
Value for the money	27	34	26	8	2	2	3.66
Weekday Peak.....	26	36	27	7	2	2	3.68
Weekday Off-Peak.....	29	29	26	12	3	2	3.59
Weekend.....	32	33	24	7	3	1	3.64
Satisfaction with www.caltrain.com	23	33	24	6	2	12	3.63
Weekday Peak.....	20	34	26	6	2	12	3.60
Weekday Off-Peak.....	30	28	20	5	2	15	3.72
Weekend.....	35	31	15	4	2	14	3.74
Effectiveness of station signs	29	33	21	9	5	4	3.63
Weekday Peak.....	27	34	21	9	5	5	3.60
Weekday Off-Peak.....	36	31	19	7	4	2	3.74
Weekend.....	37	30	19	8	4	2	3.68
Connections with other transit systems	19	25	21	9	4	23	3.46
Weekday Peak.....	17	26	21	9	3	25	3.45
Weekday Off-Peak.....	25	23	21	8	6	17	3.45
Weekend.....	32	22	19	8	3	17	3.58
Convenience of schedule	19	31	32	14	4	1	3.37
Weekday Peak.....	18	32	33	14	3	<1	3.39
Weekday Off-Peak.....	20	29	28	17	6	1	3.28
Weekend.....	29	26	28	13	4	2	3.45

(See Statistical Tables 18-23)

NEWS AND INFORMATION SOURCES

CALTRAIN WEBSITE

16. Have you ever visited www.caltrain.com?

- Most riders (82%) have visited www.caltrain.com, with weekday peak riders (86%) somewhat more likely to do so than weekday off-peak (75%) and weekend (71%) riders.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Yes (Visited website)	82	80
No	18	20
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Yes (Visited website)	86	85	75	69	71	61
No	14	15	25	31	29	39
	100	100	100	100	100	100

(See Statistical Table 24)

REASONS FOR VISITING SITE

16a. (If yes) Reason(s) for Visiting Website

- Schedule and fare information was the most common reason for visiting the website, and this was true for all rider segments.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (Those who visited site)	3,466	2,628	575	263
Schedule/fare information	98	97	99	98
Baseball services	6	6	5	9
Special events	6	6	6	8
Service status/delays/accidents^	4	4	2	1
Bicycle information^	1	1	<1	-
Transit connections/trip planning^	1	1	1	1
Complaints/comments^	1	1	<1	<1
News^	1	1	<1	1
Other	3	3	1	<1

(Multiple answers accepted)

Partial list, the answers shown were selected by with 1% or more of respondents. For a complete list, see statistical table 24.

^ Responses written by respondents and not provided on the survey instrument

(See Statistical Table 25)

SOURCES FOR LOCAL NEWS

17. What are your main sources for local news?

- The Internet appears to be a popular source for local news; however, newspapers, radio, and television are also used by a significant portion of riders.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All respondents)	4,428	3,215	810	403
Name of website written in	45	47	38	37
“None” checked	17	16	21	24
Left entirely blank.....	38	37	41	39
	100	100	100	100
Name of newspaper written in.....	28	29	25	24
“None” checked	27	26	30	29
Left entirely blank.....	45	45	45	46
	100	100	100	100
Name/call letters of radio station written in	26	29	19	17
“None” checked	25	23	29	30
Left entirely blank.....	50	48	52	53
	100	100	100	100
Name of TV station/channel written in	25	26	23	22
“None” checked	28	28	30	32
Left entirely blank.....	46	46	47	46
	100	100	100	100
Name of other media written in	4	4	3	3
“None” checked	24	24	23	26
Left entirely blank.....	73	73	73	71
	100	100	100	100

(See Statistical Table 26 – 30)

Top Newspaper Sources

- Larger regional newspapers topped the list of Newspaper Sources, followed by nationwide and city-specific publications.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All respondents)	4,428	3,215	810	403
Name of newspaper written in.....	28	29	25	24
“None” checked	27	26	30	29
Left entirely blank.....	45	45	45	46
	100	100	100	100

(See Statistical Table 26)

	Total	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
San Jose Mercury	9	13
San Francisco Chronicle	9	15
New York Times	3	2
San Francisco Examiner	3	3
Wall Street Journal	1	2
San Mateo Daily Journal	1	1
Palo Alto Daily News	1	2

(Multiple answers accepted)

Partial list, the answers shown were selected by with 1% or more of respondents. For a complete list, see statistical table 31.

(See Statistical Table 31)

Top Radio Sources

- KQED/NPR was by far the most popular radio station among those indicating they listen to the radio as a news source.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All respondents)	4,428	3,215	810	403
Name/call letters of radio station written in	26	29	19	17
“None” checked	25	23	29	30
Left entirely blank.....	50	48	52	53
	100	100	100	100

(See Statistical Table 27)

	Total	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
KQED/NPR (88.5)	13	13
KCBS (740/106.9)	4	5
KGO (810)	2	4
KNBR (680)	2	1
KFOG (104.5)	1	1
KLIV (1590)	1	-
KYLD (94.9)	1	-
KALW (91.7)	1	-
KSFO (560)	1	-
KLLC (97.3)	1	-

(Multiple answers accepted)

Partial list, the answers shown were selected by with 1% or more of respondents. For a complete list, see statistical table 32.

(See Statistical Table 32)

Top Internet Sources

- Yahoo! was the most popular Internet source. Other top sites included Google and MSN, with SFGate.com being the highest ranked Internet source affiliated with other media.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All respondents)	4,428	3,215	810	403
Name of internet website written in	45	47	38	37
“None” checked	17	16	21	24
Left entirely blank.....	38	37	41	39
	100	100	100	100

(See Statistical Table 28)

	Total	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Yahoo.com	10	11
SFGate.com	9	10
Google.com	8	6
CNN.com	5	6
NYTimes.com	3	2
SJMercuryNews.com	2	1
MSN.com	2	2
Twitter	1	-
BBC.com	1	2
MSNBC.com	1	1
Wallstreetjournal.com	1	-
Huffingtonpost.com	1	-
NPR.org	1	-

(Multiple answers accepted)

Partial list, the answers shown were selected by with 1% or more of respondents. For a complete list, see statistical table 33.

(See Statistical Table 33)

Top Television Sources

- KTVU (Channel 2/Fox) remains the most popular television station among those who use television as a news source, followed by KGO (Channel 7/ABC) and KNTV (Channel 11/NBC).

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All respondents)	4,428	3,215	810	403
Name of TV station/channel written in	25	26	23	22
“None” checked	28	28	30	32
Left entirely blank.....	46	46	47	46
	100	100	100	100

(See Statistical Table 29)

	Total	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
KTVU – Channel 2 (Fox)	5	7
KGO – Channel 7 (ABC)	4	5
KNTV – Channel 11 (NBC)	4	4
KRON – Channel 4	4	4
KPIX – Channel 5 (CBS)	3	3
CNN – Channels 56/57	2	3
PBS-Unspecified	1	-

(Multiple answers accepted)

Partial list, the answers shown were selected by with 1% or more of respondents. For a complete list, see statistical table 34.

(See Statistical Table 34)

Top Other Sources

- When asked if they used other sources for local news, riders volunteered word of mouth as well as mobile phone applications.

	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All respondents)	4,428	3,215	810	403
Name of other media written in	4	4	3	3
“None” checked	24	24	23	26
Left entirely blank.....	73	73	73	71
	100	100	100	100

(See Statistical Table 30)

	Total 2010
Base: (All Respondents)	4,428
	(%)
Word of mouth	1
Mobile phone applications	1
Magazines/Books	<1
Other	<1

(Multiple answers accepted)

(See Statistical Table 35)

CALTRAIN INFORMATION

18. How do you get schedules and other Caltrain information?

- While 62% of riders got schedules and other Caltrain information from the Caltrain website, 52% received such information from printed material onboard the train. These were the two most popular forms of obtaining Caltrain information among all rider sub-groups.
- Notably, however, weekend riders were much more likely to use the website as printed material on the train.

	Total (4,428) %	Weekday Peak (3,215) %	Weekday Off-Peak (810) %	Weekend (403) %
Base: (All Respondents)				
Caltrain website (www.caltrain.com)	62	63	58	63
Printed material on train.....	52	56	43	36
Station information boards.....	25	23	30	27
Mobile phone/PDA/iCaltrain.com^	14	15	11	9
Conductor.....	4	5	3	5
Caltrain customer service (1-800-660-4287) ..	3	2	3	5
“Caltrain Connection” newsletter.....	1	1	1	2
Twitter^	1	1	1	1
Google Maps/Google^	1	1	1	1
Word of mouth^	1	1	1	1
Schedule/brochure at station (not specified)^.	1	1	<1	1
511 (phone number or website)^	1	<1	1	1
School^	<1	<1	-	-
Hotel/Motel/Convention/Visitor’s Center^	<1	<1	-	<1
Other transit^.....	<1	<1	<1	<1
Work^.....	<1	<1	-	-
Internet (other/not specified)^	<1	<1	-	<1
Other	1	1	1	2

(Multiple answers accepted)

(See Statistical Table 36)

^ Responses written by respondents and not provided on the survey instrument

RIDER DEMOGRAPHICS

GENDER AND MARITAL STATUS

- About 60% of Caltrain riders are men.
- Overall, 49% of riders are single and 45% are married/partnered.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Male	60	57
Female	40	43
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Male	60	58	61	59	57	53
Female	40	42	39	41	43	47
	100	100	100	100	100	100

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Single	49	45
Married	41	44
Divorced	4	5
Domestic partnership	4	4
Separated	1	1
Widowed	1	1
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Single	44	42	57	50	65	59
Married	46	48	32	36	25	29
Divorced	5	5	4	7	4	6
Domestic partnership	4	5	4	4	3	4
Separated	1	1	1	1	2	2
Widowed	<1	1	2	2	1	1
	100	100	100	100	100	100

(See Statistical Tables 37 & 41)

EDUCATION

22. What is the highest level of education you have completed?

- Over three-quarters (77%) of Caltrain riders are college graduates.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Some high school	4	4
High school graduate	6	7
Some college/technical school	13	15
College graduate	43	42
Post graduate degree	34	34
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Some high school	4	3	5	5	7	6
High school graduate	4	5	9	11	13	12
Some college/technical school	11	13	17	20	22	18
College graduate	47	43	34	37	33	38
Post graduate degree	35	36	34	27	25	27
	100	100	100	100	100	100

(See Statistical Table 42)

EMPLOYMENT STATUS

23. What is your current employment status?

- Three-fourths (75%) of riders are employed full-time, while 84% are employed in some capacity.
- While nearly 83% of weekday peak riders are employed full-time, this drops to only about 55% of weekday off-peak riders and 52% of weekend riders.
- Conversely, nearly 24% of weekend riders are students, who account for only 7% of weekday peak riders and 16% of weekday off-peak riders.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Employed full time	75	77
Student	10	8
Employed part-time	8	7
Unemployed	3	3
Retired	2	3
Homemaker	1	1
Self-employed	1	1
Disabled	<1	<1
Other	<1	<1
	100	100

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Employed full time	83	85	55	57	52	58
Student	7	6	16	13	24	19
Employed part-time	6	5	14	15	12	7
Unemployed	2	2	5	6	5	7
Retired	1	1	7	7	4	6
Homemaker	<1	<1	3	2	2	2
Self-employed	<1	1	2	1	1	1
Disabled	<1	<1	-	<1	<1	-
Other	<1	<1	<1	-	1	-
	100	100	100	100	100	100

(See Statistical Table 43)

AGE*

- The mean age for all riders, 37.2 years of age, drops somewhat for Weekend riders, to 33.6 years, and rises slightly for weekday peak riders, to 37.7 years.

	<u>Total</u>	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Ages 13-17	4	3
Ages 18-24	13	14
Ages 25-34	35	33
Ages 35-44	20	21
Ages 45-54	15	16
Ages 55-64	9	9
Ages 65 or older	3	3
	100	100

MEAN AGE (In years) 37.2 37.5

	<u>Weekday Peak</u>		<u>Weekday Off-Peak</u>		<u>Weekend</u>	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Ages 13-17	4	3	4	4	8	6
Ages 18-24	11	11	17	18	26	24
Ages 25-34	36	35	35	30	29	29
Ages 35-44	22	23	18	18	16	16
Ages 45-54	16	17	12	15	13	11
Ages 55-64	10	10	7	8	5	7
Ages 65 or older	2	2	7	6	3	6
	100	100	100	100	100	100

MEAN AGE (In years) 37.7 37.9 37.1 37.3 33.6 35.1

(See Statistical Table 44)

*A small percentage of respondents were under the age of 13; since riders 13 and over were targeted for this survey, those responses have been removed.

ANNUAL HOUSEHOLD INCOME

- Caltrain riders have a mean income of about \$104,000.
- More than half of weekend riders (and 40% of weekday off-peak riders) earn less than \$50,000 per year, compared with 23% of weekday peak riders.
- The mean income for weekday peak riders is \$112,000, compared with \$87,000 for weekday off-peak riders and \$77,000 for weekend riders.

	Total	
	2010	2007
Base: (All Respondents)	4,428	4,204
	(%)	(%)
Less than \$30,000 a year	15	14
\$30,000-\$49,999 a year	13	12
\$50,000-\$74,999 a year	14	17
\$75,000-\$99,999 a year	14	15
\$100,000-\$149,999 a year	20	20
\$150,000-\$199,999 a year	11	10
\$200,000+ a year	12	12
	100	100

MEAN INCOME (In \$000) \$104 \$101

Recap (%)

Earn less than \$75,000 42 43
 Earn \$75,000 or more 58 57

	Weekday Peak		Weekday Off-Peak		Weekend	
	2010	2007	2010	2007	2010	2007
Base: (All Respondents)	3,215	3,039	810	778	403	387
	%	%	%	%	%	%
Less than \$30,000 a year	11	9	24	26	35	31
\$30,000 to \$49,999 a year	12	10	16	17	17	15
\$50,000 to \$74,999 a year	14	18	14	14	13	17
\$75,000 to \$99,999 a year	15	15	13	13	8	11
\$100,000 to \$149,999 a year	22	23	18	15	12	10
\$150,000 to \$199,999 a year	13	12	7	6	6	5
\$200,000 or more a year	14	13	9	9	10	11
	100	100	100	100	100	100

MEAN INCOME (In \$000) \$112 \$109 \$87 \$79 \$77 \$78

Recap (%)

Earn less than \$75,000 37 37 53 57 64 63
 Earn \$75,000 or more 63 63 47 43 36 37

(See Statistical Table 45)

LANGUAGES

26. Which languages are spoken in your home?

- Caltrain riders speak 42 languages on a regular basis besides English.
- Spanish, Indian languages, Mandarin, Cantonese, and Tagalog were among the most popular languages in addition to English.

	Total (4,428)	Weekday Peak (3,215)	Weekday Off-Peak (810)	Weekend (403)
	%	%	%	%
English	97	98	96	94
Spanish	13	12	15	14
Hindi or other Indian language.....	7	8	5	3
Mandarin.....	4	4	4	2
Cantonese	3	3	2	3
Tagalog.....	3	2	3	3
French	2	2	2	3
German	1	1	1	2
Vietnamese.....	1	1	1	1
Russian	1	1	1	1
Korean.....	1	1	1	1
Italian.....	1	1	1	1
Japanese	1	1	1	1
Persian/Farsi.....	1	1	<1	1

Other languages spoken on a regular basis (at least 1 response in survey):

- | | |
|------------------------|--------------------------------|
| Portuguese | Swedish |
| Hebrew | Afrikaans |
| Thai | Croatian |
| Arabic | Chinese (other/ not specified) |
| American Sign Language | Bohemian/Czech |
| Polish | Tongan |
| Urdu | Indonesian |
| Greek | Hungarian |
| Finnish | Bulgarian |
| Danish | Ilocano |
| Turkish | Khmer |
| Nepali | Samoan |
| Burmese | Serbian |
| Dutch | Tibetan |
| | Swiss (Romanche) |

(Multiple answers accepted)

(See Statistical Table 46)

ENGLISH IN THE HOME

27. In your home, is English spoken...

- Almost all riders (96%) speak English very well or well.

	Total
	2010
Base: (All Respondents)	4,428
	(%)
Very well	85
Well	11
Not well	3
Not at all	1
	<hr/> 100

	Weekday	Weekday	Weekend
	Peak	Off-Peak	2010
	2010	2010	2010
Base: (All Respondents)	3,215	810	403
	%	%	%
Very well	86	82	80
Well	11	12	13
Not well	2	4	5
Not at all	1	1	3
	<hr/> 100	<hr/> 100	<hr/> 100

Note: This question was not asked in 2007

(See Statistical Table 47)

ETHNICITY

28. Which of the following best describes your ethnic background?

- Caltrain has a diverse ridership.

	Total (4,428)	Weekday Peak (3,215)	Weekday Off-Peak (810)	Weekend (403)
	%	%	%	%
Base: (All Respondents)				
White/Caucasian.....	60	61	55	61
Hispanic/Latino.....	14	12	17	20
Chinese.....	9	10	9	9
Indian (Southeast Asian).....	7	8	5	3
Black/African American.....	6	5	7	5
Filipino.....	4	4	5	5
Asian (Other/Not specified).....	3	3	3	2
Japanese.....	2	2	2	3
Vietnamese.....	1	1	1	1
Korean.....	1	1	1	1
Pacific Islander.....	1	1	1	1
Native American.....	1	1	1	1
Middle Eastern.....	1	1	1	1
Other.....	2	2	1	2

(Multiple answers accepted)

(See Statistical Table 48)

ZIP CODE/HOME AREA

- Most Caltrain riders live in Santa Clara, San Mateo, or San Francisco counties. These three counties are home to more than 90% of all riders.

By County Base: (All Respondents)	Total (4,428) %	Weekday Peak (3,215) %	Weekday Off-Peak (810) %	Weekend (403) %
Santa Clara County	35	37	30	28
San Mateo County.....	34	34	33	32
San Francisco County.....	24	24	25	23
Alameda County.....	2	1	3	3
Santa Cruz County.....	1	1	1	<1
San Benito County	<1	<1	<1	-
Contra Costa County	<1	<1	1	<1
Other California.....	2	1	3	4
Out of State	2	1	5	10
	100	100	100	100

(See Statistical Table 39)

- Nearly half (47%) of all Caltrain riders live in San Francisco, San Jose, or San Mateo.

By City	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (All Respondents)	(4,428)	(3,215)	(810)	(403)
	%	%	%	%
San Francisco	24	24	25	23
San Jose	15	17	10	6
San Mateo	8	8	8	8
Sunnyvale	6	7	5	7
Mountain View	6	6	6	9
Redwood City	6	6	5	6
Palo Alto (Including East Palo Alto)	5	5	6	5
Burlingame	3	3	2	3
Santa Clara	3	3	3	2
Menlo Park	2	2	3	3
San Carlos	2	2	2	3
Cupertino	2	2	1	1
Belmont	2	2	2	2
San Bruno	1	1	2	1
Los Altos	1	1	2	1
Millbrae	1	1	1	1
Daly City	1	1	1	<1
Gilroy	1	1	-	-
South San Francisco	1	1	1	<1
Campbell	1	1	1	<1
Los Gatos	1	1	<1	<1
Oakland	1	<1	1	1
Morgan Hill	1	1	<1	<1
Stanford	1	<1	1	2

Partial list, the answers shown were selected by 1% or more of respondents overall. For a complete list, see statistical table 38.

(See Statistical Table 38)

APPENDICES

Survey Distribution and Response

	Total	Weekday	Weekend
Refused	237	188	49
Left train	22	21	1
Children under 13	75	35	40
Sleeping	101	94	7
Language barrier	52	38	14
Already participated	218	178	40
Partials / qst. distributed but not returned	468	372	96
Other	<u>10</u>	<u>6</u>	<u>4</u>
TOTAL NON-RESPONSE	1,183	932	251
TOTAL COMPLETES	4,428	3,782	646
PASSENGERS ON SAMPLED CARS			
<i>(Total completes+total non-response)</i>	<u>5,611</u>	<u>4,714</u>	<u>897</u>

<u>Response Rate & % of Riders Who Completed Survey</u>			
PASSENGERS ON SAMPLED CARS	5,611	4,714	897
Less:			
Children Under 13	(75)	(35)	(40)
Already participated	(218)	(178)	(40)
POTENTIAL RESPONDENTS	<u>5,318</u>	<u>4,501</u>	<u>817</u>
TOTAL COMPLETES	4,428	3,782	646
Response Rate ¹	83.3%	84.0%	79.1%
% of Riders Who Completed Survey ²	78.9%	80.2%	72.0%

¹ Total Completes divided by Potential Respondents

² Total Completes divided by Passengers on Sampled Cars

NOTE: Data above is NOT weighted.



25. Annual household income (before taxes):
- Less than \$30,000/year
 - \$30,000 - \$49,999
 - \$50,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 - \$149,999
 - \$150,000 - \$199,999
 - \$200,000 or more



26. Which languages are spoken in your home?
- English
 - Spanish
 - Mandarin
 - Cantonese
 - Tagalog
 - Vietnamese
 - Hindi or other Indian language
 - Other - specify: _____



27. In your home, is English spoken:
- Very well
 - Well
 - Not well
 - Not at all

28. Which of the following best describes your ethnic background? (Check ALL that apply)
- White/Caucasian
 - Hispanic/Latino
 - Black/African American
 - Chinese
 - Filipino
 - Vietnamese
 - Other race - specify: _____

May we contact you in the future to ask your opinion of Caltrain service? No Yes (Please fill out contact information below.)

Name _____ Phone Number _____

E-mail Address _____

Comments or Suggestions for Caltrain

Thank you for completing this survey! Please return it to a surveyor on the train or mail it to us by Oct. 29, 2010. (No postage necessary. Please fold, then tape the side where indicated; no staples.)

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY
 CALTRAIN, MARKETING DEPT
 PO BOX 3006
 SAN CARLOS CA 94070-9927



Dear Caltrain Passenger,

Please take a moment to complete this survey to help Caltrain serve you better. We appreciate your patronage – thank you for riding Caltrain!

Your responses are confidential and will be used for statistical purposes only. One survey per passenger please. Return your completed survey to onboard surveyor or drop in the mail. (No postage necessary.)

1. How long have you been riding Caltrain?
 - This is my first trip
 - Less than 6 months
 - 6 months to less than 1 year
 - 1 year to less than 2 years
 - 2 years to less than 4 years
 - 4 years or more
2. How often do you usually ride Caltrain?
 - 6-7 days/week
 - 5 days/week
 - 4 days/week
 - 3 days/week
 - 2 days/week
 - 1 day/week
 - 1-3 days/month
 - Less than once a month
3. Do you currently use a Clipper/TransLink card on Caltrain?
 - Yes
 - No
4. How did you pay for this train trip (today)? (If you use Clipper/TransLink, select type of fare loaded on card.)
 - One-way ticket
 - Day Pass
 - 8-ride Ticket
 - Caltrain Monthly Pass
 - GO Pass
 - Other - specify: _____
5. What is your fare category?
 - Adult (Age 18 through 64)
 - Senior (Age 65 & older)
 - Medicare cardholder
 - Youth (Age 17 & younger)
 - Disabled
6. Are you making a round trip on Caltrain today? (That is, you either rode Caltrain earlier today or will ride later today.)
 - Yes
 - No
7. What is the main purpose of your trip today? (Check only ONE)
 - Work
 - School
 - Airport (SFO, San Jose Int'l)
 - Social/recreational
 - Shopping
 - Other - specify: _____

(Please tape closed here)

Run ID _____

Please open →

8. What are your main reasons for riding Caltrain?
 Productive use of time Don't have a car/don't drive
 Help the environment Employer subsidy
 Avoid traffic Lack of/cost of parking
 Relax/reduce stress Faster than other options
 Save money (gas, wear and tear on car)
 Other - specify: _____

9. At which station did you get **ON** this train?
 _____(station)

10. At which station will you get **OFF** this train?
 _____(station)

- | | |
|--|--|
| <p>11a. Getting to the station
 How did you get to the station where you got on this train?
 (Please check only one.)</p> | <p>11b. Leaving the station
 After you get off this train, how will you get from the station to your final destination?
 (Please check only one.)</p> |
| <input type="checkbox"/> Drove car | <input type="checkbox"/> Drive car |
| <input type="checkbox"/> Walked all the way | <input type="checkbox"/> Walk all the way |
| <input type="checkbox"/> Another <i>Caltrain</i> train | <input type="checkbox"/> Another <i>Caltrain</i> train |
| <input type="checkbox"/> BART | <input type="checkbox"/> BART |
| <input type="checkbox"/> SamTrans | <input type="checkbox"/> SamTrans |
| <input type="checkbox"/> Muni | <input type="checkbox"/> Muni |
| <input type="checkbox"/> VTA | <input type="checkbox"/> VTA |
| <input type="checkbox"/> AC Transit | <input type="checkbox"/> AC Transit |
| <input type="checkbox"/> Got dropped off by car | <input type="checkbox"/> Get picked up by car |
| <input type="checkbox"/> Bicycled | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Free shuttle | <input type="checkbox"/> Free shuttle |
| <input type="checkbox"/> Other - specify: _____ | <input type="checkbox"/> Other - specify: _____ |

12. Did you park in a Caltrain lot?
 No Yes

[2]

13. Do you currently commute to work or school on Caltrain?
 (Ride at least 3 days a week)
 No Yes →
- a. Were you first introduced to Caltrain by taking it to a special event or leisure destination (like a SF Giants game or concert)?
 No Yes

14. Did you have a car available to take *this particular* trip?
 No Yes

15. How well is Caltrain meeting your needs?
 Please rate each item below, where 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

	Very Satisfied					Very Dissatisfied	
a. Overall Caltrain experience	5	4	3	2	1	NA	
b. Value for the money	5	4	3	2	1	NA	
c. Overall satisfaction with www.caltrain.com	5	4	3	2	1	NA	
d. Connections with other transit systems (i.e. SamTrans, BART, Muni, VTA)	5	4	3	2	1	NA	
e. Convenience of schedule (goes where you want to go, when you want to go)	5	4	3	2	1	NA	
f. Effectiveness of station signs	5	4	3	2	1	NA	

16. Have you ever visited www.caltrain.com?
 No Yes →
- a. Reason(s) for visiting Caltrain website. (Check all that apply)
 Schedule/fare information
 Baseball service
 Special events (i.e. concerts, Bay to Breakers)
 Other - specify: _____

[3]

17. What are your main sources for local news?
 (Write specific source; if media type is not used, please check "None.")
- Newspaper _____ None
 Radio _____ None
 Internet _____ None
 TV _____ None
 Other _____ None

18. How do you get schedules and other Caltrain information?
 (Check all that apply)
- Printed material on train
 Conductor
 Station information boards
 Caltrain customer service (1.800.880.4287)
 Caltrain website (www.caltrain.com)
 "Caltrain Connection" newsletter
 Other - specify: _____

19. What is your home ZIP code? _____

20. Gender:
 Male Female

21. Marital Status:
 Married Single
 Divorced Widowed
 Separated Domestic Partnership

22. What is the highest level of education you have completed?
 Some high school College graduate
 High school graduate Post graduate degree
 Some college or technical school

23. What is your current employment status?
 Employed full time (40 or more hours per week)
 Employed part time (fewer than 40 hours per week)
 Student Homemaker
 Retired Unemployed
 Other - specify: _____

24. Age:
 Under 13 25-34 55-64
 13-17 35-44 65 or older
 18-24 45-54

[4]

Continued on back →



25. Ingreso económico anual (antes de pagar impuestos):

- Menos de \$30,000/año
- \$30,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 o más



26. ¿Qué idiomas se hablan en su casa?

- Inglés
- Español
- Mandarin
- Cantones
- Tagalo
- Vietnamita
- Hindi u otro idioma Indio
- Otro - especifique: _____



27. En su casa, se habla Inglés:

- Muy bien
- Bien
- No muy bien
- No se habla

28. ¿Cuál de las siguientes categorías mejor describe su grupo étnico? (Marque todas las que sean pertinentes.)

- Blanco / Caucásico
- Hispano/Latino
- Negro / Africano americano
- Chino
- Filipino
- Vietnamita
- Otra raza - especifique: _____

¿Nos podemos poner en contacto con usted en el futuro para obtener su opinión acerca del servicio de Caltrain?

- No
- Sí (Por favor llene la información de contacto a continuación.)

Nombre _____ Número de Teléfono _____

Dirección de correo electrónico _____

Comentarios o Sugerencias para Caltrain

¡Gracias por completar esta encuesta! Por favor entréguese al encargado de la encuesta en el tren o envíela por correo antes del 29 de Octubre. (No necesita estampilla. Por favor sele la parte superior donde se indica; no usar grapas.)

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY
CALTRAIN, MARKETING DEPT
PO BOX 3006
SAN CARLOS CA 94070-9927



Estimado Pasajero de Caltrain,

Por favor tome un momento para completar esta encuesta para ayudar a Caltrain a servirle mejor. Apreciamos su patrocinio – ¡Gracias por viajar con Caltrain!

Sus respuestas son confidenciales y serán usadas para estadísticas solamente. Una encuesta por pasajero por favor. Entregue su encuesta completa al encargado a bordo o envíela por correo (no necesita estampilla).

1. ¿Cuánto tiempo ha estado viajando Caltrain?
 - Este es mi primer viaje
 - Menos de 6 meses
 - Entre 6 meses y menos de un año
 - Entre 1 año y menos de 2 años
 - Entre 2 años y menos de 4 años
 - 4 años o más
2. ¿Con que frecuencia viaja en Caltrain?
 - 6-7 días/semana
 - 5 días/semana
 - 4 días/semana
 - 3 días/semana
 - 2 días/semana
 - 1 días/semana
 - 1-3 días/mes
 - Menos de una vez al mes
3. En la actualidad, ¿usa usted una tarjeta Clipper/TransLink para Caltrain?
 - Sí
 - No
4. ¿Cómo pagó por este viaje en el tren? (Si usa Clipper/TransLink, seleccione el tipo de tarifa que tiene programada en su tarjeta.)
 - Boleto de un viaje
 - Pase diario
 - Boleto de 8 viajes
 - Pase mensual de Caltrain
 - GO Pass
 - Otro - especifique: _____
5. ¿Cuál es la categoría de su tarifa?
 - Adulto (Años 18 through 64)
 - Persona mayor (Años 65 o mayor)
 - Poseedor de tarjeta Medicare
 - Joven (Años 17 y menor)
 - Discapacitado
6. ¿Esta haciendo un viaje de ida y vuelta en Caltrain este día? (Si ya viajó en Caltrain más temprano este día o viajara más tarde este día?)
 - Sí
 - No
7. ¿Cuál es el propósito de su viaje este día? (Marque solo UNO)
 - Trabajo
 - Escuela
 - Aeropuerto (SFO, Int'l de San José)
 - Otro - especifique: _____
 - Social/recreativo
 - Compras

(Este espacio por favor no lo use)

8. ¿Cuáles son las razones principales de viajar en Caltrain?
- Uso más productivo del tiempo
 - No tengo carro/no manejo
 - Ayudar al medio ambiente
 - Subsidio del empleador
 - Evitar el tráfico
 - Falta del costo del estacionamiento
 - Relajarse/reducir estrés
 - Mas rápido que otras opciones
 - Ahorrar dinero (gasolina, uso y desgaste del carro)
 - Otro - especifique: _____

9. ¿En qué estación ABORDÓ este tren?
 _____(estación)

10. ¿En qué estación se APEÓ de este tren?
 _____(estación)

- | | |
|---|---|
| <p>11a. Llegando a la estación
 ¿Cómo llego a la estación en la que abordó este tren? (Por favor marque solo una.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Manejé en carro <input type="checkbox"/> Hice todo el recorrido a pie <input type="checkbox"/> Otro tren de Caltrain <input type="checkbox"/> BART <input type="checkbox"/> SamTrans <input type="checkbox"/> Muni <input type="checkbox"/> VTA <input type="checkbox"/> AC Transit <input type="checkbox"/> Me trajeron en carro <input type="checkbox"/> Bicicleta <input type="checkbox"/> Bus gratis <input type="checkbox"/> Otro - especifique: _____ | <p>11b. Dejando la estación
 Después de apearse de este tren, ¿cómo llegará de la estación a su destino final? (Por favor marque solo una.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Manejaré en carro <input type="checkbox"/> Haré todo el recorrido a pie <input type="checkbox"/> Otro tren de Caltrain <input type="checkbox"/> BART <input type="checkbox"/> SamTrans <input type="checkbox"/> Muni <input type="checkbox"/> VTA <input type="checkbox"/> AC Transit <input type="checkbox"/> Me recogerán en carro <input type="checkbox"/> Bicicleta <input type="checkbox"/> Bus gratis <input type="checkbox"/> Otro - especifique: _____ |
|---|---|

12. ¿Se estacionó usted en un estacionamiento de Caltrain?
 No Sí

[2]

13. ¿Viaja diariamente al trabajo o escuela en Caltrain? (viaja por lo menos tres días a la semana)
- No Sí →
- a. ¿Fue su primera introducción a Caltrain cuando viajó hacia un evento especial o de diversión (como a un juego de los Gigantes de SF o concierto)?

No Sí

14. ¿Disponía de un carro para hacer este viaje particular?
 No Sí

15. ¿En qué medida satisface Caltrain sus necesidades? Por favor califique cada frase que aparece a continuación usando una escala del 1=Muy insatisfecho al 5=Muy satisfecho. Si la pregunta no es pertinente, marque NA (No Aplica).

	Muy Satisfecho	4	3	2	1	NA
a. La experiencia general en Caltrain	5	4	3	2	1	NA
b. El valor del servicio recibido por el dinero pagado	5	4	3	2	1	NA
c. Satisfacción general con www.caltrain.com	5	4	3	2	1	NA
d. Conexiones con otros sistemas de tránsito (SamTrans, BART, Muni, VTA, etc.)	5	4	3	2	1	NA
e. Conveniencia de horarios (va donde usted quiere ir, cuando usted quiere ir)	5	4	3	2	1	NA
f. Efectividad de las señales en las estaciones	5	4	3	2	1	NA

16. ¿Ha visitado usted www.caltrain.com en alguna ocasión?
- No Sí →
- a. Razón(es) para visitar el sitio de Internet. (Marque todos los que apliquen)

 - Horario/información de tarifas
 - Servicio de Baseball
 - Eventos especiales (conciertos, Bay to Breakers)
 - Otro - especifique: _____

[3]

17. ¿Cuáles son sus fuentes principales de noticias locales? (Anote la fuente específica; si no usa el tipo de medios, por favor marque "ninguno.")
- Periódico _____ Ninguno
 - Radio _____ Ninguno
 - Internet _____ Ninguno
 - TV _____ Ninguno
 - Otro _____ Ninguno

18. ¿Cómo obtiene los horarios u otra información de Caltrain? (Marque todos los que sean pertinentes.)
- Material impreso en los trenes
 - Conductor
 - Boletines de información de las estaciones
 - Servicio al cliente de Caltrain (1.800.660.4287)
 - Página web de Caltrain (www.caltrain.com)
 - Folleto informativo "Caltrain Connection"
 - Otro - especifique: _____

19. ¿Cuál es el código postal de su residencia?
 _ _ _ _ _

20. Sexo: Hombre Mujer

21. Estado civil:

- Casado Soltero
- Divorciado Viudo
- Separado Vive en pareja

22. ¿Cuál es el grado más alto de educación que usted completó?

- Algo de preparatoria Graduado de la universidad
- Graduado de preparatoria Post graduado
- Algo de universidad o escuela técnica

23. ¿Cuál es su estado de empleo en la actualidad?

- Empleado tiempo completo (40 horas o más por semana)
- Empleado medio tiempo (menos de 40 horas por semana)
- Estudiante Ama de casa
- Jubilado Desempleado
- Otro - especifique: _____

24. Edad:

- Menos de 13 25-34 55-64
- 13-17 35-44 65 o mayor
- 18-24 45-54

[4] Continúa al dorso →

INTERVIEWER INSTRUCTIONS

Caltrain On-Board Survey (October 2010)

PROJECT OVERVIEW: This project is a passenger survey that seeks to learn who rides Caltrain and why. It is a self-administered questionnaire to be distributed onboard Caltrain trains. The questionnaires will be handed out and collected on sampled Caltrain routes. The field work will take place October 12-30, 2010. Surveyors will be working alone on most routes.

GENERAL GUIDELINES

- Please act professionally at all times.
- Please be punctual. Arrive at the station 15 minutes prior to train departure time.
- As representatives of Caltrain and Corey, Canapary & Galanis, you are expected to dress in casual business attire. This means:
 - Long trousers and collared shirts for men (jacket optional).
 - For women, slacks and a blouse/shirt are acceptable. Skirts or dresses may also be worn.
 - Wear comfortable, closed toed shoes. You will be standing/walking most of your shift.
 - NO t-shirts, sweatshirts/sweat pants/other workout wear, open-toed shoes, denim, clothing with logos/messages prominently displayed, or hats
- All surveyors must wear their Caltrain badges and have a valid photo ID at all times while surveying. Contact CC&G IMMEDIATELY if your badge is lost.
- Each train will have 5 cars. The average number of passengers will vary significantly by run. We anticipate a high response rate based on previous experience with this onboard survey. Please have sufficient surveys and pencils at the start of each shift.
- Please identify yourself to the train conductor at the beginning of each run and explain that you will be surveying one car on the train.
- If asked what the purpose of the survey is, you may tell passengers that the study is designed to measure customer satisfaction and solicit rider suggestions. Caltrain is interested in their opinion.

SAFETY

Working on a moving train can be challenging at times. Your safety and the safety of the passengers around you is an important concern. Please hold on to a handrail or bar at all times when you are standing or walking on the train. Allow passengers the time to find a seat or a safe place to stand before offering them a survey. Do not block passengers entering or exiting the train.

DISTRIBUTION OF QUESTIONNAIRES

Distributing (and collecting) questionnaires from passengers is your primary task on this project. For each of your runs, you should strive to get the questionnaire into the hands of every (or nearly every) passenger on your assigned train car. Your approach as a surveyor will make a tremendous difference in whether or not riders agree to do the survey.

BEGINNING OF SHIFT

As you leave for your shift, be sure you have:

- Caltrain schedule(s)
- Caltrain system authorization badge
- Caltrain authorization letter
- Name badge
- Photo ID
- Interviewer Survey Schedule
- Apron
- Pencils
- Questionnaires - English questionnaires in packets of 50; Spanish questionnaires in packets of 10
- Completed Questionnaire Envelope(s)
- Survey control sheets
- Rubber bands
- Interviewer Instructions (this document)
- Clipboard; and
- Time sheet for this project
- Watch

SURVEY CONTROL SHEET (Blue Card)

It is very important that you enter information accurately on your survey control sheet. A separate survey control sheet (small blue card) will be used for each surveyor on each train run. A run is one trip on one train from the boarding point to the end of the line or the point at which you exit the train.

AT THE START OF EACH RUN YOU SHOULD ENTER:

- ✓ the current date and day
- ✓ route number of the train
- ✓ your last name
- ✓ the specific station where you are boarding the train to start the run. (*“Trip Start Location”*)
- ✓ the time the run started (actual time the train left the station)

PROCEDURE FOR DISTRIBUTING QUESTIONNAIRES

- You must write the train # on all questionnaires that are distributed. To do this, you should pre-number questionnaires prior to each train run. Use the “Riders per car” estimate on your schedule to determine the amount of questionnaires that you should pre-number. You may need to number additional questionnaires on some runs.
- Caltrain trains have 5 cars. You will be distributing questionnaires on only one of these cars. The train car for you to survey will be pre-assigned and listed on your Interviewer Survey Schedule. For example - “Train car number: 2” – means that you will survey the second car on the train. Be sure to only survey this assigned car.
 - ⇒ Please note that there may be rare occasions when a train may have fewer cars than your assigned train car number or a car is closed off. IF the car number on your assignment sheet

exceeds the length of the train, board the train and hand out questionnaires on the car which is in the same position your assigned car would be on a 5-car train.

⇒ For example, car 4 out of 5 is one car from the end of the train. If your train was only 3 cars long, you would hand out questionnaires in car 2 (which is one car from the end of the train).

⇒ Note the actual car selected and # of cars on train on the Completed Questionnaires envelope (next to the Car Number) whenever:

- Your train has fewer than 5 cars; and/or
- You must survey a different car than originally assigned (as explained above).

- Attempt to distribute surveys to all passengers on this car who appear to be 13 or older. All riders traveling in a group should be given a questionnaire.

Do not distribute questionnaires to:

- Passengers who appear to be under 13 years of age
- Employees of Caltrain
- Passengers who tell you that they have already participated in this survey on a previous trip (within the last week or so). But do include passengers that may have participated in other previous surveys.
- Sleeping passengers

- As you hand out surveys give a short introduction about the survey. Be easygoing and friendly. Do not ask riders if they want to fill out the survey; rather, use a positive approach. Phrases we have found to work well include: “We need your opinions on this Caltrain survey.” If they hesitate you might add: “We want to know what you think.”
- Instruct passengers to return completed surveys to you.
- After surveys are distributed, walk through the train car every few minutes and watch for people who may have questions or are finished. Be polite: “I’ll take the survey if you are done”, or “I can take that for you”. Attempt to collect every survey you distribute.
- Passengers who do not have the time or inclination to complete the questionnaire on board can mail the survey back, postage paid (note mail panel on survey instrument). Mention this option as a last resort. We have found that when a potential respondent takes the questionnaire home with him/her, they are less likely to complete and return the questionnaire.
- If time permits, offer assistance to patrons who are blind or unable to fill out the survey (you will need to excuse yourself to hand out questionnaires to new riders boarding the train).
- Keep a tally of all non-responses (passengers under 13, refusals, already participated, etc.) on your survey control sheet.

DEFINITIONS:

LANGUAGE BARRIER: Spanish speaking passengers who refuse a questionnaire are tallied as “refusals” since we have a Spanish instrument. Only passengers who speak a language other than English or Spanish are tallied as language barrier.

LEFT TRAIN: This is a non-response that occurs when the surveyor cannot offer a questionnaire because of the short distance of the rider’s trip. If the rider refuses because of time constraints, it is important to offer the “mail back option”. We anticipate very few “Left Train” dispositions on this project.

Keeping track of Distributed Questionnaires

You will need to keep track of the number of questionnaires distributed. You can do this as follows:

- At the beginning of your first shift, note how many COMPLETE packs of 50 English questionnaires and 10 Spanish questionnaires you have.
- At the end of your first run, note how many packs of each you have left, and count the number remaining in any partial packets. Use these numbers to calculate the number of questionnaires distributed.

EXAMPLE: You get on board your first train of your first shift with 3 packets of 50 English questionnaires and 2 packets of 10 Spanish questionnaires, for a total of 170 questionnaires.

3 packets x 50 questionnaires each =	150	English questionnaires
2 packets x 10 questionnaires each =	20	Spanish questionnaires
	170	TOTAL

At the end of your first run, you see that you have

1 complete packet x 50 questionnaires =	50	English questionnaires
1 partial packet of	30	English questionnaires
1 complete packet x 10 questionnaires =	10	Spanish questionnaires
1 partial packet of	3	Spanish questionnaires
	93	Total Questionnaires remaining

This means you distributed 77 questionnaires (170 - 93).

Of these, 70 were English (150 - 50 - 30 = 70) and 7 were Spanish (20 - 10 - 3 = 7).

You will also count the number of completed questionnaires you collected. In this case, you have 60 English and 3 Spanish questionnaires (63 total).

This means 14 passengers (77 - 63 = 14) took their surveys with them.

Looking at what you started with and what you have left, you can also readily determine that of these 14, 10 were English surveys (70 - 60 = 10) and 4 were Spanish (7 - 3 = 4).

You will record this information as appropriate on the Survey Control Sheet and Completed Questionnaire envelope.

Also, note that you will now begin your second run with 80 English and 13 Spanish questionnaires.

Practice

Remember that you will now begin your second run with 80 English and 13 Spanish questionnaires.

If, at the end of your second run, you are left with 45 English and 3 Spanish unused questionnaires . . . how many did you distribute? (Write your answer below. Use the back of this sheet as needed to do the math.)

English _____ Spanish _____ TOTAL DISTRIBUTED _____

If you have 25 English and 4 Spanish completed questionnaires returned, how many did passengers take with them?

English _____ Spanish _____ TOTAL W/PASSENGERS _____

AT THE END OF EACH RUN

- ✓ Go through the car of the train and pick up any remaining questionnaires or pencils left on the seats.

On the Survey Control Sheet enter:

- ✓ Location/station where you exited the train
- ✓ The time that the run ended (the time the train arrived)
- ✓ The total number of questionnaires *DISTRIBUTED* for both English and Spanish.
- ✓ The total number of questionnaires *RETURNED* (combine English and Spanish)
- ✓ All returned surveys and the completed survey control sheet should be rubber banded together and placed in the Completed Questionnaire Envelope labeled for that specific run. You will have several Completed Questionnaire Envelopes at the end of your shift.
- ✓ The bottom half of the Completed Questionnaires envelope should be filled in by you at the end of your run. Fill in all information. (*Combine* information from individual tally sheets if working in teams.)

AT THE END OF THE SHIFT

Make sure that all completed work from all the runs you have done that day are placed in your Completed Questionnaire Envelopes. Fill out the information requested and return these envelopes to the CC&G office.

IMPORTANT ITEMS TO REMEMBER

- All survey data collected is confidential and must be treated with care. Any sharing or use of data is cause for immediate dismissal and may result in criminal charges.
- Under our contract with Caltrain, the badge and authorization letter you are provided with today allows you to access Caltrain free of charge in order to conduct this survey. This may only be used when working on this study. Any misuse will be embarrassing to all and is cause for immediate dismissal.

SCHEDULE

- You will receive a schedule for the project today. Prior to leaving training, it is your responsibility to review the schedule and be sure you can make ALL shifts as currently assigned. If you cannot make any shift, notify Carol immediately.
- Surveying on this project must take place around the Giants' playoff schedule and has been scheduled in accordance with current game time information. There is a possibility this may change. Should a shift need to be postponed or adjusted, you will be notified as soon as possible. This is most likely to affect afternoon and evening runs.
- Once the fieldwork begins, it is important to adhere to the shifts as assigned. If you cannot make an assigned shift, please notify CC&G immediately.
- Starting shifts late, missed shifts, or covering trains/cars other than those assigned may be cause for dismissal.

CONTACT INFORMATION

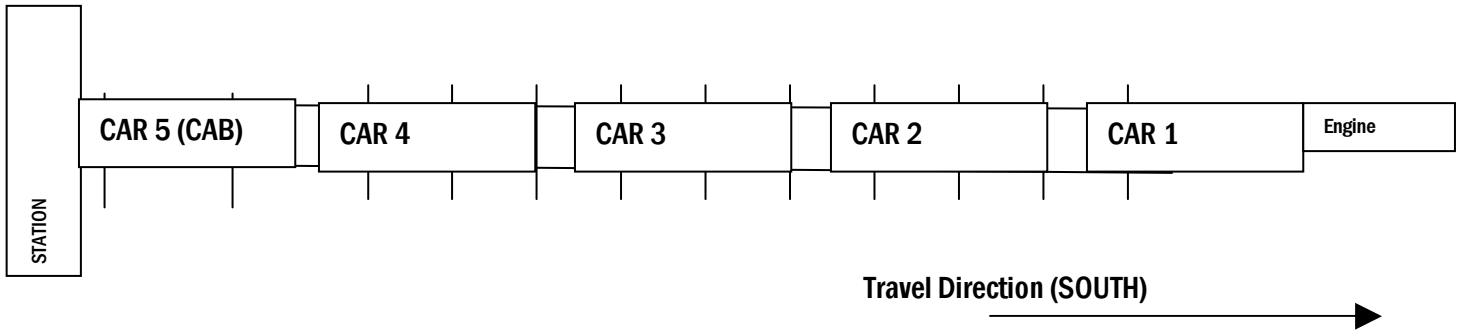
- COREY, CANAPARY & GALANIS RESEARCH
Project Manager - Jon Canapary (Cell 415-577-2428)
Field Supervisor - Elizabeth Grant
CCG 800 Number is 1 (800) 877-1201
- CALTRAIN
Christiane Kwok, SamTrans/Caltrain Marketing
650-508-7926
- Shuttle Contact (to check on the status of your scheduled shuttle)
LimoStop 1-800-786-7180

NOTES

INFORMATION ON CALTRAIN TRAINS

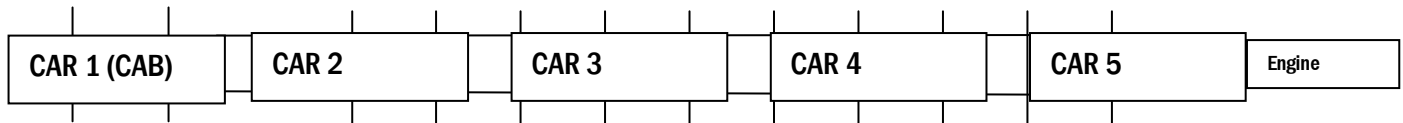
The **FIRST** car is always at the **FRONT** of the train. When travelling south, the engine is in front of the train and **PULLS** the train. When travelling north, the engine is at the end of the train and **PUSHES** the train. For example:

At the San Francisco/4th & King station:



At the San Jose-Diridon Station:

STATION



Trainset Type: Caltrain operates two types of equipment, Gallery and Bombardier. (See below.)

Gallery equipment looks like the picture below and has a center car entry:



Bombardier equipment looks like the picture below and has two entry doors, one on either end of the car:



All runs end either at San Francisco/4th & King, Gilroy, or San Jose-Diridon stations. If your run ends at San Jose Diridon, the train MAY be continuing past this station. Be sure you exit the train at San Jose-Diridon. Check your Caltrain schedule before your run.

October 2010 Schedule

Train #	Type	TIME PERIOD	Station Boarding	Departure Time	Station Exiting	Time Exiting	Day Surveying	Date Surveying	Direction N: North S: South	Packet ID#	Train car #	Bike Car
150	Local	OFFPEAK	San Francisco/4th & King	1:07p	San Jose-Diridon	2:38p	TUE	12-Oct	S	1	2	M
159	Local	OFFPEAK	San Jose-Diridon	3:05p	San Francisco/4th & King	4:38p	TUE	12-Oct	N	2	3	N
378	Bullet	PM PEAK	San Francisco/4th & King	5:33p	San Jose-Diridon	6:32p	TUE	12-Oct	S	3	4	N
154	Local	OFFPEAK	San Francisco/4th & King	2:07p	San Jose-Diridon	3:38p	TUE	12-Oct	S	4	5	Y
365	Bullet	PM PEAK	San Jose-Diridon	4:25p	San Francisco/4th & King	5:24p	TUE	12-Oct	N	5	5	N
369	Bullet	PM PEAK	San Jose-Diridon	4:45p	San Francisco/4th & King	5:44p	TUE	12-Oct	N	6	2	N
190	Local	OFFPEAK	San Francisco/4th & King	7:30p	San Jose-Diridon	9:01p	TUE	12-Oct	S	7	3	N
195	Local	OFFPEAK	San Jose-Diridon	9:30p	San Francisco/4th & King	11:01p	TUE	12-Oct	N	8	5	N
256	Limited	OFFPEAK	San Francisco/4th & King	2:37p	San Jose-Diridon	4:00p	TUE	12-Oct	S	9	3	N
267	Limited	PM PEAK	San Jose-Diridon	4:39p	San Francisco/4th & King	6:02p	TUE	12-Oct	N	10	4	M
270	Limited	PM PEAK	San Francisco/4th & King	4:56p	Gilroy	7:07p	TUE	12-Oct	S	11	2	M
221	Limited	AM PEAK	Gilroy	6:30a	San Francisco/4th & King	8:48a	WED	13-Oct	N	12	2	N
134	Local	OFFPEAK	San Francisco/4th & King	9:07a	San Jose-Diridon	10:38a	WED	13-Oct	S	13	3	N
103	Local	AM PEAK	San Jose-Diridon	5:05a	San Francisco/4th & King	6:36a	WED	13-Oct	N	14	5	N
312	Bullet	AM PEAK	San Francisco/4th & King	6:59a	San Jose-Diridon	7:58a	WED	13-Oct	S	15	1	N
231	Limited	AM PEAK	San Jose-Diridon	8:22a	San Francisco/4th & King	9:45a	WED	13-Oct	N	16	5	N
305	Bullet	AM PEAK	San Jose-Diridon	5:45a	San Francisco/4th & King	6:42a	WED	13-Oct	N	17	4	Y
314	Bullet	AM PEAK	San Francisco/4th & King	7:14a	San Jose-Diridon	8:13a	WED	13-Oct	S	18	2	Y
233	Limited	AM PEAK	San Jose-Diridon	8:40a	San Francisco/4th & King	10:02a	WED	13-Oct	N	19	2	N
102	Local	AM PEAK	San Francisco/4th & King	4:55a	San Jose-Diridon	6:26a	WED	13-Oct	S	20	5	Y
313	Bullet	AM PEAK	San Jose-Diridon	6:45a	San Francisco/4th & King	7:42a	WED	13-Oct	N	21	4	Y
322	Bullet	AM PEAK	San Francisco/4th & King	7:59a	San Jose-Diridon	8:58a	WED	13-Oct	S	22	1	N
237	Limited	OFFPEAK	San Jose-Diridon	9:40a	San Francisco/4th & King	11:02a	WED	13-Oct	N	23	3	N

Train #	Type	TIME PERIOD	Station Boarding	Departure Time	Station Exiting	Time Exiting	Day Surveying	Date Surveying	Direction N: North S: South	Packet ID#	Train car #	Bike Car
257	Limited	OFFPEAK	San Jose-Diridon	2:40p	San Francisco/4th & King	4:02p	THUR	14-Oct	N	24	5	N
368	Bullet	PM PEAK	San Francisco/4th & King	4:33p	San Jose-Diridon	5:32p	THUR	14-Oct	S	25	2	Y
281	Limited	PM PEAK	San Jose-Diridon	6:05p	San Francisco/4th & King	7:29p	THUR	14-Oct	N	26	1	Y
260	Limited	PM PEAK	San Francisco/4th & King	3:37p	San Jose-Diridon	5:00p	THUR	14-Oct	S	27	4	N
379	Bullet	PM PEAK	San Jose-Diridon	5:45p	San Francisco/4th & King	6:44p	THUR	14-Oct	N	28	1	Y
288	Limited	PM PEAK	San Francisco/4th & King	6:56p	San Jose-Diridon	8:12p	THUR	14-Oct	S	29	5	Y
193	Local	OFFPEAK	San Jose-Diridon	8:30p	San Francisco/4th & King	10:01p	THUR	14-Oct	N	30	2	N
261	Limited	PM PEAK	San Jose-Diridon	3:44p	San Francisco/4th & King	5:03p	THUR	14-Oct	N	31	1	Y
274	Limited	PM PEAK	San Francisco/4th & King	5:20p	San Jose-Diridon	6:28p	THUR	14-Oct	S	32	5	Y
189	Local	PM PEAK	San Jose-Diridon	6:50p	San Francisco/4th & King	8:21p	THUR	14-Oct	N	33	4	M
372	Bullet	PM PEAK	San Francisco/4th & King	5:14p	San Jose-Diridon	6:11p	THUR	14-Oct	S	34	1	N
383	Bullet	PM PEAK	San Jose-Diridon	6:25p	San Francisco/4th & King	7:24p	THUR	14-Oct	N	35	4	M
192	Local	OFFPEAK	San Francisco/4th & King	8:40p	San Jose-Diridon	10:11p	THUR	14-Oct	S	36	3	N
382	Bullet	PM PEAK	San Francisco/4th & King	6:14p	San Jose-Diridon	7:11p	THUR	14-Oct	S	37	1	N
191	Local	OFFPEAK	San Jose-Diridon	7:30p	San Francisco/4th & King	9:01p	THUR	14-Oct	N	38	1	Y
194	Local	OFFPEAK	San Francisco/4th & King	9:40p	San Jose-Diridon	11:11p	THUR	14-Oct	S	39	4	N
421	Local	WEEKEND	San Jose-Diridon	7:00a	San Francisco/4th & King	8:36a	SAT	16-Oct	N	40	3	N
424	Local	WEEKEND	San Francisco/4th & King	9:15a	San Jose-Diridon	10:51a	SAT	16-Oct	S	41	4	N
429	Local	WEEKEND	San Jose-Diridon	11:00a	San Francisco/4th & King	12:36p	SAT	16-Oct	N	42	5	N
434	Local	WEEKEND	San Francisco/4th & King	2:15p	San Jose-Diridon	3:51p	SAT	16-Oct	S	43	5	Y
439	Local	WEEKEND	San Jose-Diridon	4:00p	San Francisco/4th & King	5:36p	SAT	16-Oct	S	44	5	N
422	Local	WEEKEND	San Francisco/4th & King	8:15a	San Jose-Diridon	9:51a	SUN	17-Oct	S	47	3	N
427	Local	WEEKEND	San Jose-Diridon	10:00a	San Francisco/4th & King	11:36a	SUN	17-Oct	N	48	4	M
430	Local	WEEKEND	San Francisco/4th & King	12:15p	San Jose-Diridon	1:51p	SUN	17-Oct	S	49	4	N
435	Local	WEEKEND	San Jose-Diridon	2:00p	San Francisco/4th & King	3:36p	SUN	17-Oct	N	50	4	M

Train #	Type	TIME PERIOD	Station Boarding	Departure Time	Station Exiting	Time Exiting	Day Surveying	Date Surveying	Direction N: North S: South	Packet ID#	Train car #	Bike Car
220	Limited	AM PEAK	San Francisco/4th & King	7:44a	San Jose-Diridon	9:05a	TUE	19-Oct	S	55	3	N
215	Limited	AM PEAK	San Jose-Diridon	6:50a	San Francisco/4th & King	7:57a	TUE	19-Oct	N	60	1	Y
324	Bullet	AM PEAK	San Francisco/4th & King	8:14a	San Jose-Diridon	9:13a	TUE	19-Oct	S	61	2	Y
319	Bullet	AM PEAK	San Jose-Diridon	7:03a	San Francisco/4th & King	8:02a	TUE	19-Oct	N	62	5	N
226	Limited	AM PEAK	San Francisco/4th & King	8:19a	San Jose-Diridon	9:28a	TUE	19-Oct	S	63	3	N
206	Limited	AM PEAK	San Francisco/4th & King	6:11a	San Jose-Diridon	7:24a	WED	20-Oct	S	56	4	N
323	Bullet	AM PEAK	San Jose-Diridon	7:45a	San Francisco/4th & King	8:42a	WED	20-Oct	N	57	3	N
309	Bullet	AM PEAK	San Jose-Diridon	6:03a	San Francisco/4th & King	7:02a	WED	20-Oct	N	54	2	N
276	Limited	PM PEAK	San Francisco/4th & King	5:27p	Gilroy	7:47p	WED	20-Oct	S	65	2	M
210	Limited	AM PEAK	San Francisco/4th & King	6:44a	San Jose-Diridon	8:06a	THUR	21-Oct	S	64	2	M
217	Limited	AM PEAK	Gilroy	6:07a	San Francisco/4th & King	8:19a	THUR	21-Oct	N	66	2	N
332	Bullet	AM PEAK	San Francisco/4th & King	8:59a	San Jose-Diridon	9:58a	THUR	21-Oct	S	58	3	N
143	Local	OFFPEAK	San Jose-Diridon	11:10a	San Francisco/4th & King	12:41p	THUR	21-Oct	N	59	3	N
442	Local	WEEKEND	San Francisco/4th & King	6:15p	San Jose-Diridon	7:51p	SAT	23-Oct	S	45	1	N
447	Local	WEEKEND	San Jose-Diridon	8:00p	San Francisco/4th & King	9:36p	SAT	23-Oct	N	46	1	Y
433	Local	WEEKEND	San Jose-Diridon	1:00p	San Francisco/4th & King	2:36p	SUN	24-Oct	N	51	1	Y
436	Local	WEEKEND	San Francisco/4th & King	3:15p	San Jose-Diridon	4:51p	SUN	24-Oct	S	52	4	N
441	Local	WEEKEND	San Jose-Diridon	5:00p	San Francisco/4th & King	6:36p	SUN	24-Oct	N	53	3	N

Train #	Type	TIME PERIOD	Station Boarding	Departure Time	Station Exiting	Time Exiting	Day Surveying	Date Surveying	Direction N: North S: South	Packet ID#	Train car #	Bike Car
146	Local	OFFPEAK	San Francisco/4th & King	12:07p	San Jose-Diridon	1:38p	TUE	26-Oct	S	67	4	N
155	Local	OFFPEAK	San Jose-Diridon	2:10p	San Francisco/4th & King	3:41p	TUE	26-Oct	N	68	3	N
362	Bullet	PM PEAK	San Francisco/4th & King	4:09p	San Jose-Diridon	5:06p	TUE	26-Oct	S	69	1	N
373	Bullet	PM PEAK	San Jose-Diridon	5:25p	San Francisco/4th & King	6:24p	TUE	26-Oct	N	70	1	Y