

Citizens for Modern Transit Commuter Survey

Let us know your thoughts on taking the MetroLink, MetroBus or MCT (Madison County Transit)! Please check the circles. Completed surveys returned by December 15, 2011 will be entered into a drawing for a brand new KINDLE FIRE. Drawing will be held on December 20, 2011.

Why Do You Commute_____

- 1) Do you use public transit (MetroLink, MetroBus, MCT) for your work commute?
 - Yes
 - No
 - Sometimes

- 2) If you do not use public transit for your commute, what is the reason? *Please select all that apply.*
 - I use public transit
 - It costs too much
 - It's not located near my home/work
 - It takes too long
 - I don't feel safe taking public transit
 - I don't know how to use public transit
 - Other_____

- 3) What type of public transit do you use for your commute? *Please select all that apply.*
 - Bus
 - Metrolink
 - Bus & MetroLink
 - Call-A-Ride
 - Madison County Transit (MCT)
 - I do not use public transit for my commute

- 4) Why do you use public transit to commute? *Please select all that apply.*
 - Cost savings
 - One car household
 - Faster than driving
 - Do not own an automobile
 - Environmentally friendly
 - Relaxing
 - Don't have a driver's license
 - Gas prices
 - Employer encourages transit use
 - I do not use public transit to commute
 - Other_____

More questions on reverse side . . .

Messaging & Marketing

1. Do you think Metro does a good job of marketing the MetroBus and MetroLink?
 - Yes
 - No
 - Yes for MetroLink, No for MetroBus
 - No for MetroLink, yes for Metrobus
 - I don't know

2. Using public transit can save me money.
 - Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
 - I don't know

3. Using public transit is better for the environment than driving.
 - Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
 - I don't know

4. Using public transit is more convenient than driving my own vehicle.
 - Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
 - I don't know

5. Using public transit can get me to work more quickly than driving my own vehicle.
 - Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
 - I don't know

6. Are you familiar with Citizens for Modern Transit's education campaign: "Transit: Some of us ride it, All of use need it!"

- Yes
 - If yes, where did you see or hear the campaign? *Please select all that apply.*
 - Radio
 - TV
 - Billboards
 - Bus Stop
 - Other _____
- No

7. **Take A Seat:** Which of these transit slogans do you prefer? *Select only one.*

- Take a seat, put money in your pocket
- Take a seat, sit back and relax on your commute
- Take a seat, Make a stand for MetroLink and MetroBus
- Take a seat. Make a stand for less traffic.
- Take a seat. Transit will have you there in no time.

8. Why did you choose that particular slogan? _____

9. **Can't Stand:** Which of these transit slogans do you prefer? *Select only one.*

- Can't stand pollution? Take a seat.
- Can't stand traffic? Take a seat.
- Can't stand high gas prices? Take a seat.

10. Why did you choose that particular slogan? _____

11. **Stand Up:** Which of these transit slogans do you prefer? *Select only one.*

- Stand up to high gas prices. Take a seat.
- Stand up to pollution. Take a seat.
- Stand up to traffic. Take a seat.

12. Why did you choose that particular slogan? _____

13. **Variations:** Which of these transit slogans do you prefer? *Select only one.*

- Go places. Take a seat.
- Rise up. Take a seat.
- Stand tall. Take a seat.
- Want to save money? Take a seat.
- Sick of high gas prices? Take a seat.
- Need a ride? Take a seat.

14. Why did you choose that particular slogan? _____

15. Based on the slogans above, suggest one or more of your own

- _____
- _____
- _____

16. Do you think marketing affects (positively or negatively) how the public views transit?

- Yes, positively
 - Why/how? _____
- Yes, negatively
 - Why/how? _____
- No

17. Does marketing affect whether or not you use public transit?

- Yes
- No
- Sometimes

Transit & Commuting Incentives _____

1) Does your company offer transit incentives and amenities? *If yes, select all that apply.*

- My company does not offer transit incentives and amenities
- I do not know if my company offers transit incentive and amenities
- Guaranteed Ride Home program
- Cash Out Parking
- Telecommuting
- Flex-time
- Workstation Hoteling
- Pre-payroll Tax Deductions
- Subsidized Transit Passes
- Subsidized bicycle commuting
- Showers/Lockers
- Other _____

2) Do you participate or use your company's transit incentives and amenities? *If yes, select all that apply.*

- Guaranteed Ride Home program
- Cash Out Parking
- Telecommuting
- Flex-time
- Workstation Hoteling
- Pre-payroll Tax Deductions
- Subsidized Transit Passes
- Subsidized bicycle commuting
- Showers/Lockers
- Other _____
- My company does not offer transit incentives and amenities

3) Would you still be a transit commuter without incentives?

- Yes
- No
- I am not a transit commuter

4) What incentives/ amenities are most important in your opinion? Please List (up to 3):

- _____
- _____
- _____

Demographics

1) Gender

- Male
- Female

2) Age Range

- 18 – 25
- 26 – 35
- 36 – 45
- 46 – 55
- 56 – 65
- 66 and older

3) Do you own and automobile, scooter, motorcycle? *If yes, select all that apply*

- Automobile
- Motorcycle
- Scooter
- I do not own any

4) What is your primary mode(s) of transportation for commuting?

- MetroLink
- Bus & MetroLink
- Bus
- Automobile
- Motorcycle
- Scooter
- Bicycle
- Walk

- 5) Where do you live?
- St. Louis City
 - St. Louis County
 - St. Clair County, IL
 - Madison County, IL
 - Jefferson County
 - St. Charles County
- 6) Where is your employer located?
- St. Louis City
 - i. Downtown
 - ii. Other _____
 - St. Louis County
 - iii. Downtown Clayton
 - iv. Other _____
 - My employer is not located in St. Louis City or County
- 7) How often do you use public transportation (MetroBus, MetroLink, MCT) to commute to work?
- Daily
 - 3 times or more per week
 - 1 – 2 days per week
 - Less 4 times per month
 - Never
- 8) How often do you use public transportation (MetroBus, MetroLink, MCT) **outside of work hours?**
- Daily
 - 3 times or more per week
 - 1 – 2 days per week
 - Less 4 times per month
 - Never

NAME: _____
 ADDRESS: _____
 CITY/STATE/ZIP: _____
 EMAIL: _____ PHONE: _____

Thank you for participating in the Citizens for Modern Transit Commuter Survey. The drawing will be held on Dec. 20, 2011. Please make sure your survey is filled out completely to be entered into the drawing for the new KINDLE FIRE. The survey is also available online at www.cmt-stl.org.

(CMT reserves the right to reject any survey for any reason.)