Results of Online Regional Student Mobility Survey

October 5, 2018
Survey Respondents

• Online survey conducted by Metrolink
• Data collection: April – September 2018
• 578 valid responses (college and university students)
• 42% of respondents live on campus
• 78% are younger than 25 yrs.
• 57% are full-time students
• 56% have household incomes of less than $15,000
• 68% have household incomes of less than $30,000
Most students look for alternatives to driving

Q12. Do you have a license to drive? Q13. Do you have access to a vehicle? Q14. Do you prefer not having to drive yourself? Q15. If public transportation was readily available, would you consider using public transportation more often instead of driving?

N=314
Driving alone and taking transit are most popular

Q 5. How often do you use the travel options below to get to and from campus? (Always, Frequently, Rarely, Never) N=338

Travel modes used always or frequently to travel to/from campus

- Bus: 46%
- Drive alone: 46%
- Train: 43%
- Walk: 37%
- Carpool: 21%
- Uber/Lyft/other ride share: 18%
- Bike: 14%
- ZIP Car: 3%
Students want reliable, affordable, and convenient transportation

Q16. What features would your preferred form of transportation have? (Extremely important, Very important, Somewhat important, Don’t care)
N=535

Extremely or Very Important Features of Preferred Transportation

- Safe: 94%
- Gets me to my destination quickly: 94%
- Gets me to my destination exactly when I need to be: 95%
- Affordable: 97%
- Reliable: 98%
- Comfortable: 79%
- Environmentally responsible: 76%
- Energy efficient: 69%
- Technologically advanced (Wi-Fi access, charging...): 58%
- Allows me to socialize: 24%
- Extremely important: 0%
- Very important: 50%
- Somewhat important: 0%
- Don’t care: 0%
The personal vehicle most meets students’ needs

Q17. On a scale from 1 (Worst) to 5 (Best) how well do the following transportation modes meet your needs?  
N=512

Transportation modes meeting students’ needs (Top 2 Box)

- Personal vehicle: 69%
- Uber/Lyft/other ride share: 44%
- Metrolink train: 39%
- Car pool: 37%
- Bike: 33%
- Bus: 33%
- Walk: 32%
- ZIP Car/other car rental: 12%
- Metro Rail (subway, Gold Line, Expo Line, etc.): 36%
Suburban living is most popular but many students are undecided

Q22. Where do you prefer to live and work?
N=490

Preference for living and working

- Live downtown and work in suburb: 2%
- Live and work downtown: 17%
- Live and work in suburb: 21%
- Live in suburb and work downtown: 29%
- Don't know/ it depends: 31%
Convenient transit can influence location decisions

Q23. Would convenient access to public transportation influence where you decide to live and/or work?  
N=494

Convenient access to public transportation influences location decisions?

- YES: 88%
- NO: 12%
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TO PROVIDE SAFE, EFFICIENT, DEPENDABLE AND ON-TIME TRANSPORTATION SERVICE THAT OFFERS OUTSTANDING CUSTOMER EXPERIENCE AND ENHANCES QUALITY OF LIFE.