

# MWR Strategies

## Andres McKenna Research

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N = 402 interviews in VA/DC  
404 interviews in MD

Margin of error =  $\pm 4.9\%$  in subset  
 $\pm 3.5\%$  in total

### PERSONAL/CONFIDENTIAL

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Hello, my name is \_\_\_\_\_ and we are conducting a survey of commuters in the DC metro area. This is not a sales call; we would just like to get your opinion on important issues. This is a short survey and will only take about nine minutes.

**[DO NOT PAUSE]**

1. Do you or does someone in your household regularly commute to or from work?

All    MD    VA

100%	100%	100%	YES
0%	0%	0%	NO

2. Are you aware of the construction of a new Woodrow Wilson Bridge and construction work being done on nearby highways in Virginia and Maryland?

All    MD    VA

100%	100%	100%	YES
0%	0%	0%	NO

3. Do you or does someone in your household have a commute to or from work that will be affected by the Woodrow Wilson Bridge Project?

All    MD    VA

100%	100%	100%	YES
0%	0%	0%	NO

4. In general, how long does it take you to commute to work in the morning? Just stop me when I get closest to the right time.

<u>All</u>	<u>VA</u>	<u>MD</u>	
6%	7%	4%	10 MINUTES
12%	18%	10%	20 MINUTES
15%	19%	16%	30 MINUTES
19%	20%	19%	40 MINUTES
11%	12%	13%	50 MINUTES
13%	13%	13%	60 MINUTES
21%	10%	23%	MORE THAN 60 MINUTES
2%	1%	1%	DON'T KNOW/REFUSED [NOT READ]

5. In general, how long does it take you to commute home in the evening? Just stop me when I get closest to the right time.

<u>All</u>	<u>VA</u>	<u>MD</u>	
6%	7%	4%	10 MINUTES
9%	11%	7%	20 MINUTES
14%	17%	11%	30 MINUTES
16%	16%	16%	40 MINUTES
14%	14%	13%	50 MINUTES
16%	16%	16%	60 MINUTES
24%	17%	31%	MORE THAN 60 MINUTES
2%	1%	2%	DON'T KNOW/REFUSED [NOT READ]

6. Thinking about the Woodrow Wilson Bridge Project for a moment, how many minutes, on average, do you think the project will add to your commute in the morning? Just stop me when I get closest to the right time.

<u>All</u>	<u>VA</u>	<u>MD</u>	
29%	41%	17%	LESS THAN 10 MINUTES
12%	9%	15%	10 MINUTES
15%	11%	19%	20 MINUTES
7%	5%	9%	30 MINUTES
3%	1%	5%	40 MINUTES
1%	1%	1%	50 MINUTES
3%	1%	4%	60 MINUTES
3%	1%	3%	MORE THAN 60 MINUTES
26%	31%	27%	DON'T KNOW/REFUSED [NOT READ]

7. And to the evening commute?

<u>All</u>	<u>VA</u>	<u>MD</u>	
28%	38%	18%	LESS THAN 10 MINUTES
10%	9%	12%	10 MINUTES
12%	9%	16%	20 MINUTES
9%	7%	12%	30 MINUTES
4%	1%	6%	40 MINUTES
2%	2%	3%	50 MINUTES
3%	2%	4%	60 MINUTES
3%	1%	5%	MORE THAN 60 MINUTES
28%	32%	24%	DON'T KNOW/REFUSED [NOT READ]

8. What methods of commuting have you tried? [ROTATED][ACCEPTED ALL]

<u>All</u>	<u>VA</u>	<u>MD</u>	
65%	68%	63%	DRIVING ALONE
28%	34%	21%	METRORAIL
27%	28%	27%	CAR OR VANPOOL
19%	17%	21%	METROBUS OR OTHER BUS SYSTEM
7%	8%	5%	TELEWORK EITHER FULL OR PART TIME
5%	8%	1%	V-R-E
1%	1%	2%	DON'T KNOW/REFUSED [NOT READ]

9. And which of the following is your typical method of commuting? [ROTATED]

<u>All</u>	<u>VA</u>	<u>MD</u>	
64%	66%	62%	DRIVE ALONE
14%	13%	16%	CAR OR VANPOOL [SKIP TO Q11]
11%	8%	10%	METRORAIL [SKIP TO Q11]
8%	7%	10%	METROBUS OR ANOTHER BUS SYSTEM [SKIP TO Q11]
2%	3%	--	V-R-E [SKIP TO Q11]
1%	--	1%	TELEWORK EITHER FULL OR PART TIME [SKIP TO Q11]
1%	2%	1%	DON'T KNOW/REFUSED [NOT READ]

10. Which of the following best describes why you don't use Metro or some other form of transit or carpooling? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
38%	39%	37%	IT IS NOT CONVENIENT
19%	18%	20%	IT DOES NOT WORK FOR MY OTHER COMMITMENTS SUCH AS ERRANDS OR POSSIBLE EMERGENCIES AT HOME
11%	11%	11%	IT TAKES TOO MUCH TIME
6%	6%	5%	THEY ARE NOT RELIABLE WHEN IT COMES TO SCHEDULING OR TIMING
2%	3%	2%	IT COSTS TOO MUCH
18%	19%	17%	OTHER <b>[RECORD]</b>
6%	5%	7%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

11. Which of the following best describes the most important reason why you commute the way you do? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
40%	37%	43%	IT IS THE MOST CONVENIENT
19%	17%	20%	IT WORKS BEST FOR MY OTHER COMMITMENTS
13%	17%	10%	IT SAVES ME THE MOST TIME
11%	13%	10%	IT IS THE MOST COST EFFECTIVE
8%	9%	6%	IT REDUCES STRESS
7%	7%	7%	OTHER <b>[RECORD]</b>
3%	1%	4%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

12. And what is the second most important reason? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
26%	29%	22%	IT SAVES ME THE MOST TIME
25%	27%	24%	IT IS THE MOST CONVENIENT
18%	16%	19%	IT IS THE MOST COST EFFECTIVE
17%	17%	20%	IT WORKS BEST FOR MY OTHER COMMITMENTS
--	--	--	IT REDUCES STRESS
8%	8%	7%	OTHER <b>[RECORD]</b>
7%	3%	9%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

13. Thinking generally about traffic, how annoyed are you about traffic?

<u>All</u>	<u>VA</u>	<u>MD</u>	
50%	52%	49%	VERY
33%	34%	31%	SOMEWHAT
7%	8%	7%	NOT VERY
8%	5%	12%	NOT AT ALL
1%	1%	1%	DON'T KNOW/REFUSED [NOT READ]

14. Do you usually commute to work by driving alone?

<u>All</u>	<u>VA</u>	<u>MD</u>	
71%	70%	73%	YES [SKIP TO QUESTION 17]
28%	30%	26%	NO [EXECUTE QUESTIONS 15 AND 16 AND THEN SKIP TO QUESTION 26]
1%	--	2%	DON'T KNOW/REFUSED [NOT READ]

15. What is the most important reason you use transit or car or vanpool?  
[ROTATED]

<u>All</u>	<u>VA</u>	<u>MD</u>	
23%	20%	27%	IT IS THE MOST CONVENIENT
19%	15%	23%	IT IS THE MOST COST EFFECTIVE
17%	18%	15%	IT SAVES ME THE MOST TIME
16%	18%	13%	LESS STRESS
11%	13%	8%	IT WORKS BEST FOR MY OTHER COMMITMENTS
3%	5%	2%	ALLOWS ME TO DO WORK OR READ WHILE TRAVELING
5%	4%	5%	OTHER [RECORD]
6%	7%	6%	DON'T KNOW/REFUSED [NOT READ]

16. And the second most important reason? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
20%	22%	17%	IT IS THE MOST COST EFFECTIVE
17%	17%	16%	IT IS THE MOST CONVENIENT
16%	16%	16%	IT SAVES ME THE MOST TIME
14%	13%	14%	LESS STRESS
9%	7%	11%	IT WORKS BEST FOR MY OTHER COMMITMENTS
10%	10%	11%	ALLOWS ME TO DO WORK OR READ WHILE TRAVELING
6%	7%	4%	OTHER <b>[RECORD]</b>
9%	7%	11%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

17. Thinking about the Woodrow Wilson Bridge Project, what is your plan to avoid the congestion created by the Bridge project? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
30%	32%	29%	DO NOTHING
24%	20%	27%	LEAVE EARLIER
25%	27%	22%	USE A DIFFERENT ROUTE
2%	1%	2%	CAR OR VANPOOL
2%	1%	3%	USE METRORAIL
1%	1%	1%	USE METROBUS OR ANOTHER BUS SYSTEM
1%	1%	2%	TELEWORK EITHER FULL OR PART TIME
0%	1%	0%	USE V-R-E
6%	6%	6%	OTHER <b>[NOT READ]</b>
9%	9%	9%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

18. And your second plan? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
19%	19%	19%	LEAVE EARLIER
15%	16%	15%	DO NOTHING
15%	15%	15%	USE A DIFFERENT ROUTE
4%	4%	5%	CAR OR VANPOOL
2%	2%	4%	USE METRORAIL
1%	1%	1%	USE METROBUS OR ANOTHER BUS SYSTEM
1%	2%	0%	TELEWORK EITHER FULL OR PART TIME
0%	0%	0%	USE V-R-E
10%	11%	9%	OTHER <b>[NOT READ]</b>
31%	30%	32%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

19. Which of the following incentives would be most likely to make you consider using transit or car or vanpools? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
43%	41%	44%	CONVENIENCE INCENTIVES
15%	17%	13%	TIME INCENTIVES
14%	14%	14%	MONETARY INCENTIVES
3%	2%	3%	OTHER <b>[RECORD]</b>
18%	21%	15%	NONE OF THE ABOVE <b>[NOT READ]</b>
7%	5%	10%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

20. And the second most likely? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
16%	17%	15%	CONVENIENCE INCENTIVES
36%	37%	35%	TIME INCENTIVES
16%	15%	17%	MONETARY INCENTIVES
2%	1%	2%	OTHER <b>[RECORD]</b>
21%	24%	18%	NONE OF THE ABOVE <b>[NOT READ]</b>
10%	7%	13%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

21. If you received a monetary incentive, to be spent on any mode of transit or vanpool, would you be . . . to consider using transit or vanpooling during the Bridge construction project?

<u>All</u>	<u>VA</u>	<u>MD</u>	
15%	12%	18%	MUCH MORE LIKELY
32%	31%	32%	SOMEWHAT MORE LIKELY
7%	7%	8%	SOMEWHAT LESS LIKELY
13%	13%	14%	MUCH LESS LIKELY
24%	31%	18%	IT WOULD MAKE NO DIFFERENCE [ <b>NOT READ</b> ]
9%	7%	11%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

22. How much a month would such an incentive have to be to cause you to consider increasing your use of transit or vanpools during the Bridge construction project? Just stop me when I get to the right number. (n = 581)

<u>All</u>	<u>VA</u>	<u>MD</u>	
6%	6%	5%	20 DOLLARS A MONTH
5%	5%	5%	30 DOLLARS A MONTH
10%	6%	14%	40 DOLLARS A MONTH
11%	10%	13%	50 DOLLARS A MONTH
2%	1%	2%	60 DOLLARS A MONTH
7%	7%	6%	75 DOLLARS A MONTH
23%	24%	21%	MORE THAN 75 DOLLARS A MONTH
24%	30%	19%	NOTHING WOULD CAUSE ME TO INCREASE MY USE OF TRANSIT [ <b>NOT READ</b> ]
13%	12%	14%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

23. Assuming a monetary incentive of 50 dollars a month if you commuted by transit or vanpool, would you . . . ?

<u>All</u>	<u>VA</u>	<u>MD</u>	
9%	7%	10%	COMMUTE ENTIRELY BY TRANSIT OR VANPOOL
22%	20%	24%	USE TRANSIT OR VANPOOLS MOST DAYS DURING THE MONTH
21%	20%	22%	USE TRANSIT OR VANPOOLS A FEW DAYS A MONTH
33%	42%	25%	NOT CHANGE HOW MUCH I USE TRANSIT OR VANPOOLS [ <b>NOT READ</b> ]
15%	11%	20%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

24. Again, assuming a monetary incentive of 50 dollars a month if you commuted by transit or vanpool, would it . . .

<u>All</u>	<u>VA</u>	<u>MD</u>	
15%	13%	16%	SUBSTANTIALLY INCREASE THE NUMBER OF TIMES YOU USE TRANSIT OR VANPOOLS EACH MONTH
25%	26%	23%	SOMEWHAT INCREASE THE NUMBER OF TIMES YOU USE TRANSIT OR VANPOOLS EACH MONTH
45%	47%	42%	MAKE NO DIFFERENCE IN THE NUMBER OF TIMES I USE TRANSIT OR VANPOOLS
16%	14%	19%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

25. Assuming a monetary incentive of 50 dollars a month, what would be your plan to avoid the congestion created by the Woodrow Wilson Bridge Project?  
**[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
23%	26%	21%	DO NOTHING
19%	15%	24%	LEAVE EARLIER
14%	13%	14%	USE A DIFFERENT ROUTE
10%	10%	9%	USE METRORAIL
6%	7%	6%	CAR OR VANPOOL
4%	4%	5%	USE METROBUS OR ANOTHER BUS SYSTEM
2%	3%	0%	USE V-R-E
2%	4%	1%	TELEWORK EITHER FULL OR PART TIME
3%	4%	2%	OTHER <b>[NOT READ]</b>
16%	15%	18%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

26. Which of the following comes closest to your thoughts about the Woodrow Wilson Bridge Project?

<u>All</u>	<u>VA</u>	<u>MD</u>	
47%	47%	46%	IT IS A NECESSARY AND WORTHWHILE PROJECT AND I THINK IT WILL EVENTUALLY MAKE TRAVELING EASIER
35%	34%	36%	IT IS AN ANNOYANCE BUT IT WILL PROBABLY MAKE TRAVELING EASIER EVENTUALLY
8%	9%	7%	IT IS AN ANNOYANCE AND IT WILL PROBABLY HAVE NO EFFECT ON TRAFFIC
4%	4%	3%	IT IS A COMPLETE WASTE OF TIME AND MONEY
7%	7%	8%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

27. With respect to the Wilson Bridge Project, which of the following would you prefer?

<u>All</u>	<u>VA</u>	<u>MD</u>	
37%	38%	35%	A SHORTER CONSTRUCTION SCHEDULE, WHICH WOULD MEAN MORE INTENSE TRAFFIC CONGESTION FOR A SHORTER PERIOD OF TIME
36%	33%	40%	A LONGER CONSTRUCTION SCHEDULE, WHICH WOULD MEAN LESS INTENSE TRAFFIC CONGESTION FOR A LONGER PERIOD OF TIME
23%	26%	19%	IT MAKES NO DIFFERENCE TO ME [ <b>NOT READ</b> ]
5%	4%	6%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

28. Did you know that part of the Bridge project includes efforts to reduce the traffic congestion by advocating alternatives to driving alone?

<u>All</u>	<u>VA</u>	<u>MD</u>	
38%	40%	37%	YES
59%	58%	59%	NO
3%	2%	4%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

29. Have you ever heard of Bridge Bucks?

<u>All</u>	<u>VA</u>	<u>MD</u>	
3%	3%	4%	YES
96%	97%	95%	NO
1%	1%	1%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

30. Have you ever heard of Mission Possible?

<u>All</u>	<u>VA</u>	<u>MD</u>	
7%	6%	8%	YES
92%	93%	91%	NO
1%	1%	1%	DON'T KNOW/REFUSED [ <b>NOT READ</b> ]

31. How would you prefer to receive commuter-related information about the Bridge project? **[ROTATED]**

<u>All</u>	<u>VA</u>	<u>MD</u>	
30%	28%	31%	MORNING TELEVISION NEWS
25%	28%	21%	DRIVE-TIME RADIO
19%	21%	16%	NEWSPAPER
9%	8%	9%	BEING ON AN E-MAIL LIST
8%	7%	10%	WEBSITE
4%	4%	5%	OTHER <b>[NOT READ]</b>
6%	4%	7%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

We have a few questions for demographic purposes . . .

32. What time do you usually start to commute to work in the morning? Just stop me when I get to the closest time.

<u>All</u>	<u>VA</u>	<u>MD</u>	
13%	11%	16%	5:00 AM
12%	11%	14%	5:30 AM
14%	12%	16%	6:00 AM
15%	15%	15%	6:30 AM
15%	15%	14%	7:00 AM
9%	11%	8%	7:30 AM
7%	10%	4%	8:00 AM
4%	5%	3%	8:30 AM
3%	4%	3%	9:00 AM
4%	4%	3%	LATER THAN 9:00
4%	3%	5%	DON'T KNOW/REFUSED <b>[NOT READ]</b>

33. And what time do you usually start to commute home in the evening?

<u>All</u>	<u>VA</u>	<u>MD</u>	
12%	10%	13%	3:00 PM
9%	6%	13%	3:30 PM
11%	10%	12%	4:00 PM
15%	13%	16%	4:30 PM
18%	20%	15%	5:00 PM
10%	13%	8%	5:30 PM
10%	13%	6%	6:00 PM
4%	4%	4%	6:30 PM
3%	4%	3%	7:00 PM
4%	4%	5%	LATER THAN 7:00
5%	4%	6%	DON'T KNOW/REFUSED [NOT READ]

34. Where do you commute to work?

<u>All</u>	<u>VA</u>	<u>MD</u>	
38%	33%	42%	WASHINGTON, DC
14%	19%	8%	ALEXANDRIA
10%	12%	8%	ARLINGTON
9%	4%	15%	PRINCE GEORGES COUNTY
8%	10%	5%	FAIRFAX COUNTY
18%	20%	17%	OTHER [NOT READ]
4%	2%	5%	DON'T KNOW/REFUSED [NOT READ]

35. What is your age please?

<u>All</u>	<u>VA</u>	<u>MD</u>	
23%	23%	24%	UNDER 35
58%	61%	56%	35 TO 54
16%	15%	17%	55 AND OVER
3%	2%	3%	DON'T KNOW/REFUSED [NOT READ]

36. What is the highest level of education you have reached?

<u>All</u>	<u>VA</u>	<u>MD</u>	
2%	1%	3%	SOME HIGH SCHOOL
17%	11%	22%	HIGH SCHOOL DIPLOMA
47%	45%	49%	SOME COLLEGE OR A COLLEGE DEGREE
32%	41%	24%	SOME POSTGRADUATE WORK OR A POSTGRADUATE OR PROFESSIONAL DEGREE
3%	2%	3%	DON'T KNOW/REFUSED [NOT READ]

37. How many days a month do you typically use transit or take a car or vanpool?

<u>All</u>	<u>VA</u>	<u>MD</u>	
34%	35%	32%	LESS THAN 5
11%	9%	12%	BETWEEN 5 AND TEN
4%	3%	4%	BETWEEN 10 AND 15
13%	12%	14%	BETWEEN 15 AND 20
32%	35%	28%	MORE THAN 20
7%	5%	9%	DON'T KNOW/REFUSED [NOT READ]

38. Into which category does your annual household income fall? Just stop me when I get to right category.

<u>All</u>	<u>VA</u>	<u>MD</u>	
7%	7%	7%	LESS THAN \$40,000
31%	25%	37%	\$40 TO \$80,000
45%	51%	40%	MORE THAN \$80,000
16%	17%	16%	DK/REFUSED [NOT READ]

39. Gender [BY OBSERVATION]

<u>All</u>	<u>VA</u>	<u>MD</u>	
48%	48%	48%	MALE
52%	52%	52%	FEMALE