
APTA High-Speed Train Survey

May 2012



70 Hilltop Road, Suite 1001, Ramsey, NJ 07446
Phone: 201.986.1288 | Fax: 201.986.0119
www.technometrica.com

Table of Contents

Methodology_____ 3-4

Executive Summary_____ 5-6

Detailed Findings_____ 7-12

Demographics_____ 13-17

Methodology

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- Between May 8th and May 16th 2012, TechnoMetrica conducted a CATI (Computer-Assisted Telephone Interview) survey among randomly selected households within the continental United States. In order to minimize non-response bias, TechnoMetrica interviewers conducted the interviews during weeknights and weekends.
- The survey includes 1007 interviews using an RDD (Random Digit Dial) sample of both landline and cell phone numbers.
- The number of interviews completed in each region of the country is proportional to its representation in the total US population. To further assure representation to the American population, we weighted the data by gender, age, and race reflective of Census proportions.
- At the 95% confidence level, the margin of error for respondents' overall sample (1007) is +/- 3.2 percentage points; for subgroups, the margins of error are higher and depend upon the size of the sample.

Executive Summary

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Nearly two-thirds (62%) of Americans are likely to use high-speed trains - 35% are “*Very Likely*” to use and another 27% are “*Somewhat Likely*” to use. Cost, time and convenience will be important considerations for many Americans in their decision to travel by a high-speed train.

Cost

- Most Americans think it is “*Very Important*” for the high-speed train to be more economical than flying (59%) and driving (52%)

Time

- Time savings, compared to other modes of travel, will also be an important factor in decision making. For instance, 55% say they want faster travel compared to driving and another 47% mention compared to flying.

Convenience

- Integration with public transportation (49%), opportunity to visit other cities (33%) and less security hassles (38%) are also motivators to take a high-speed train.

Environment and Fun

- The thrill and experience of taking a high-speed train are very important to 39% . Forty-five percent of respondents strongly believe that it is important that high-speed trains are more environmentally friendly than other modes of transportation.

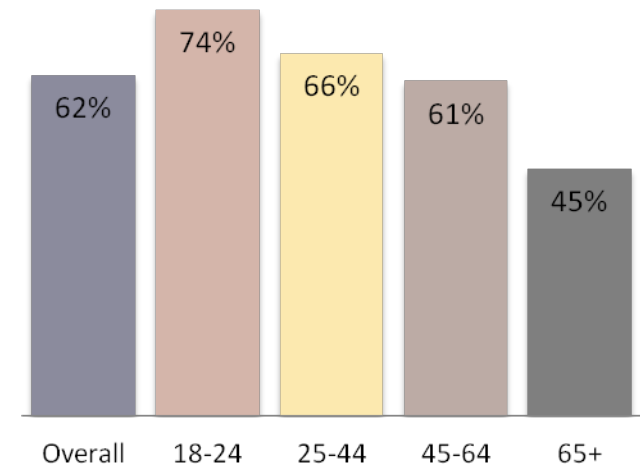
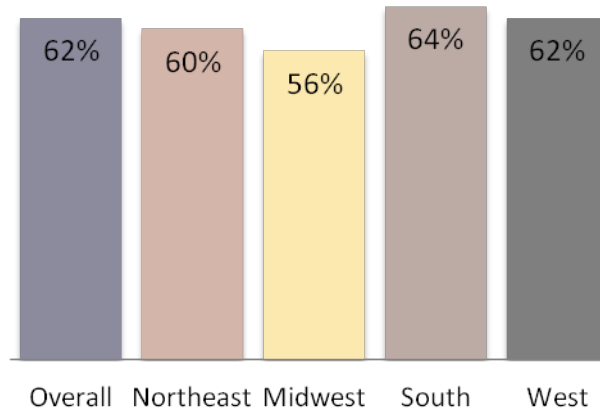
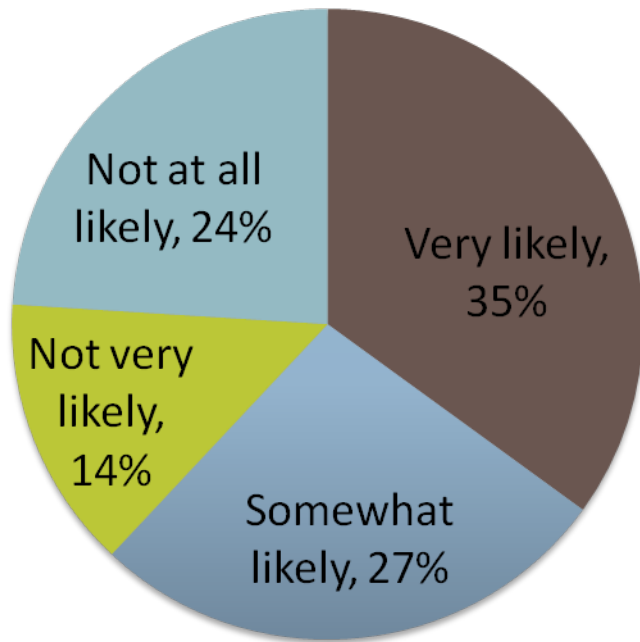
Detailed Findings

High-Speed Train Travel

High-Speed Trains Have Universal Interest In America

Nearly two-third (62%) of Americans are likely to use high-speed trains.
 One-third (35%) are “Very Likely” and another 27% are “Somewhat Likely”.

(Base = All Respondents: 1007)



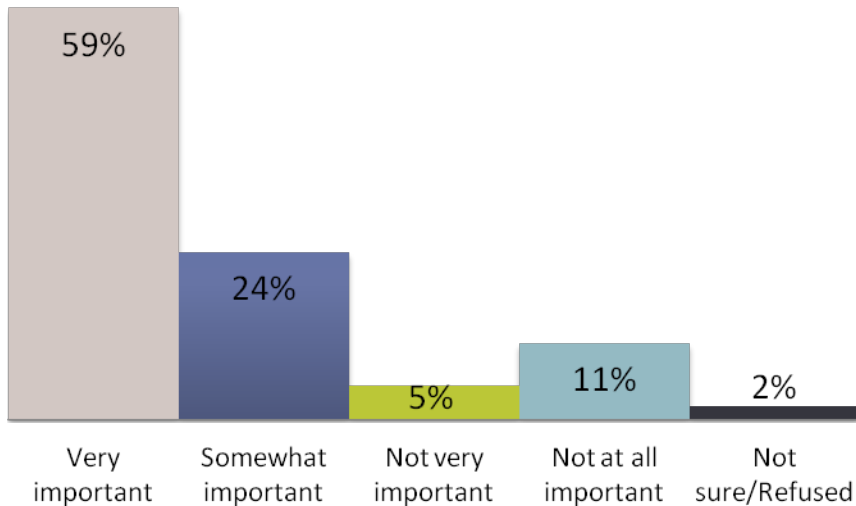
T6. Currently, there are proposals for broadening high-speed train service in America. High-speed train service would offer connections to major cities, for example from Miami to Orlando, St. Louis to Chicago, Los Angeles to San Francisco, Philadelphia to Boston, Washington to New York. If there were high-speed train travel options that connected major metro areas across the U.S., how likely are you to use the service for business or leisure travel?

Cost Is An Important Factor In Decision Making

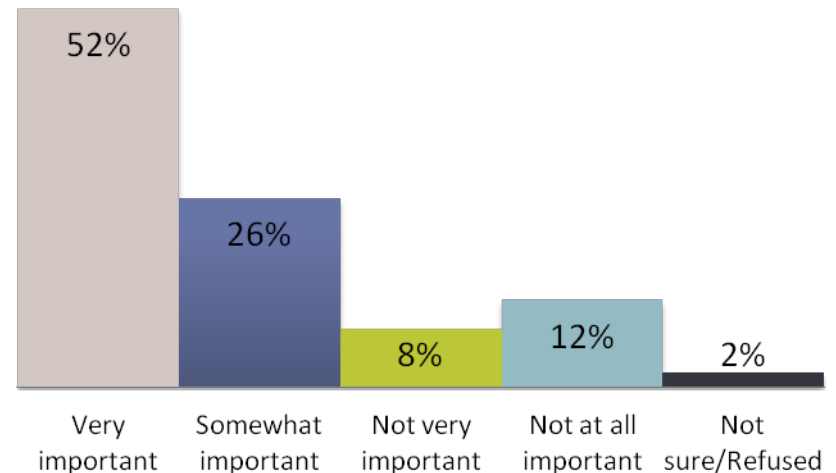
A majority (59%) say that it is “*Very Important*” that the cost of travel by high-speed train be cheaper than flying in order for them to favor the option. One in two (52%) believe it is “*Very Important*” that the high-speed train should be economical compared to driving.

(Base = All Respondents: 1007)

Less Expensive Than Flying



Less Expensive Than Driving



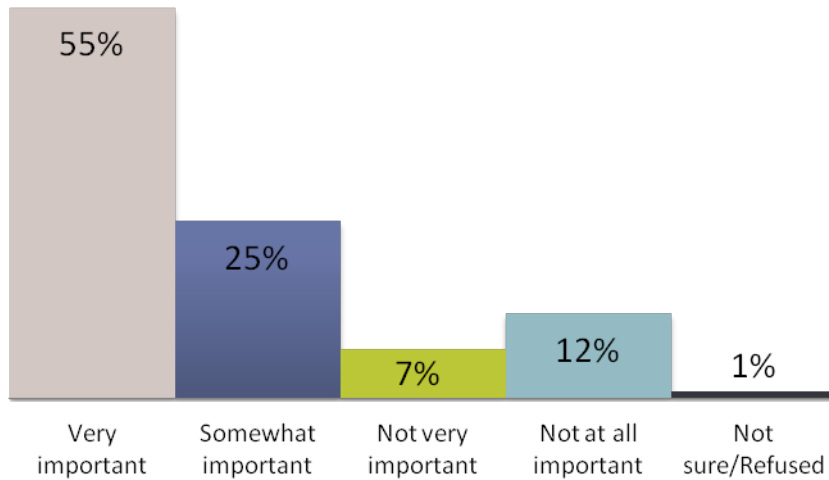
T7. How important would this factor be in your decision to use the service in place of other modes of travel

Time Savings Is Also An Important Factor In Decision Making

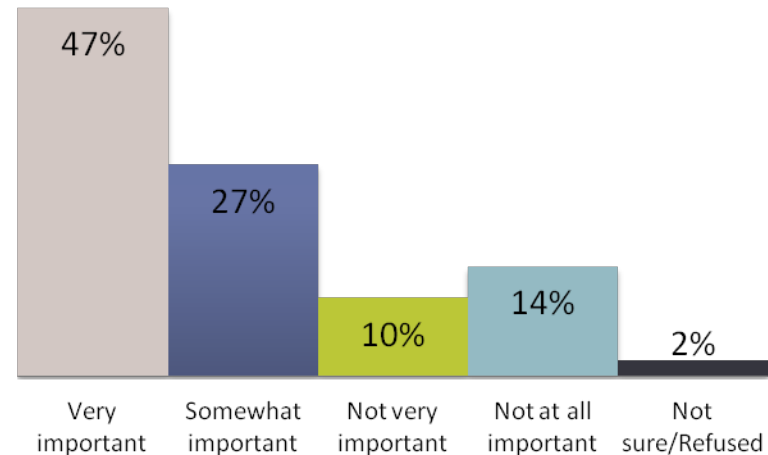
Many believe that the high-speed train should achieve time savings as compared to driving (55%) and flying (47%) to prefer the choice.

(Base = All Respondents: 1007)

Less Time Than Driving



Less Time Than Flying

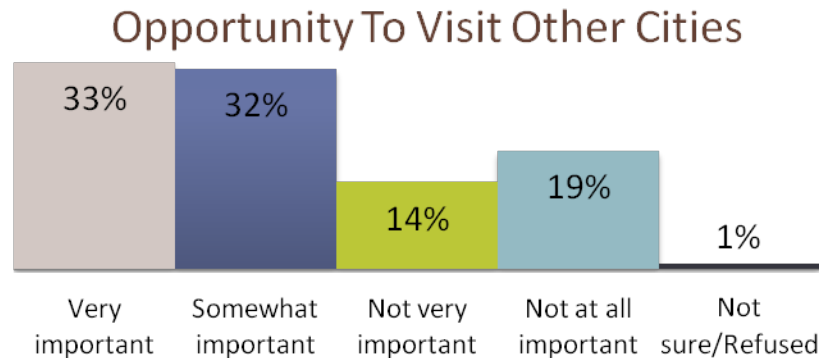
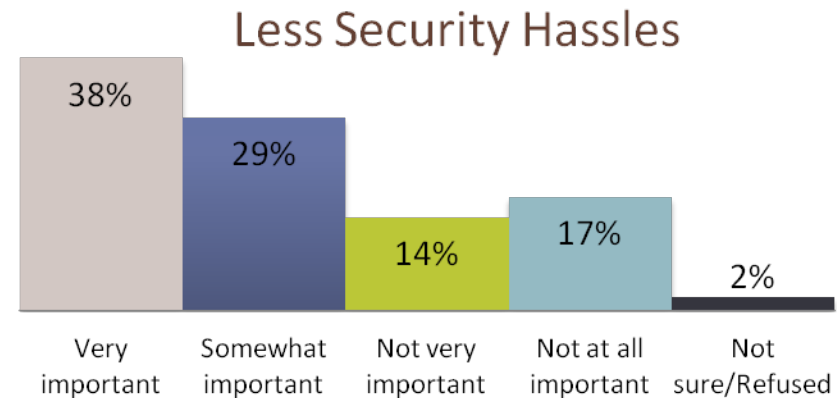
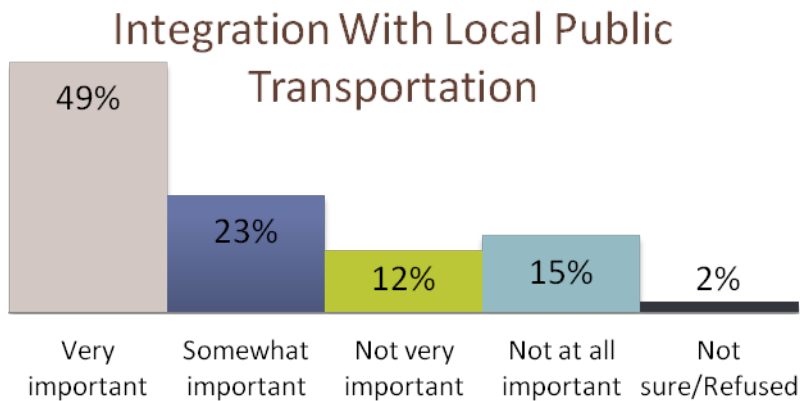


T7. How important would this factor be in your decision to use the service in place of other modes of travel

Convenience Is Also An Important Consideration

Integration with local public transportation (49%), less security hassles (38%), and opportunity to visit other cities (33%) are also secondary considerations.

(Base = All Respondents: 1007)



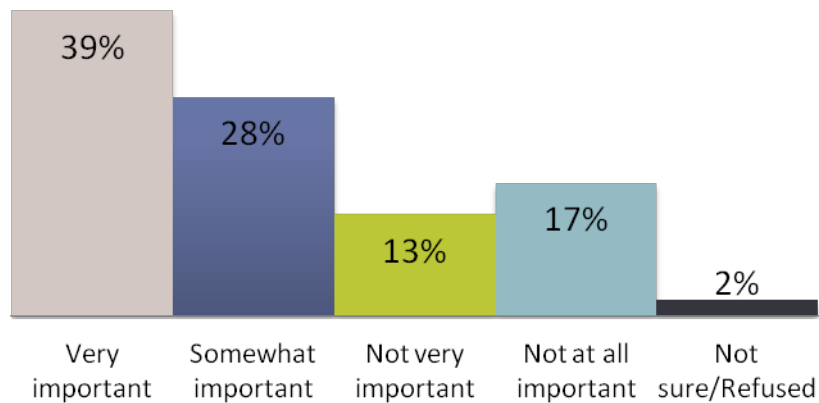
T7. How important would this factor be in your decision to use the service in place of other modes of travel

Ancillary Considerations

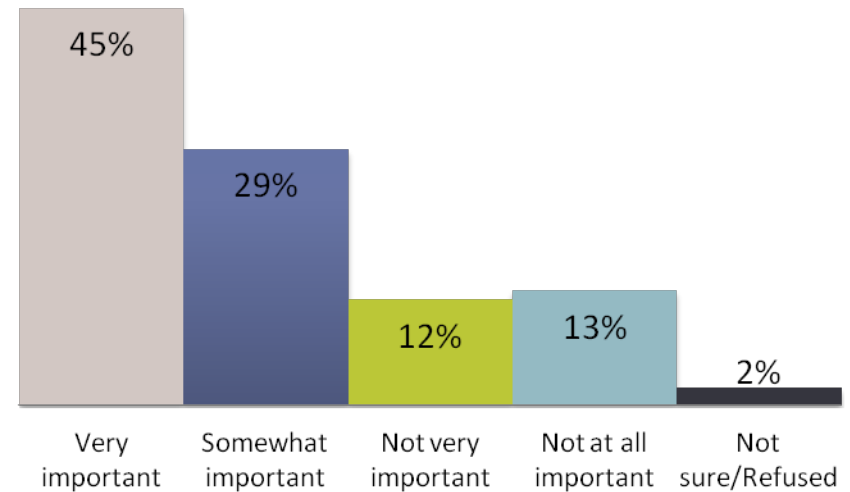
In addition to cost, time and convenience, environment and high-speed train experience are also considerations.

(Base = All Respondents: 1007)

Experience Of Travelling



Environmentally Friendlier

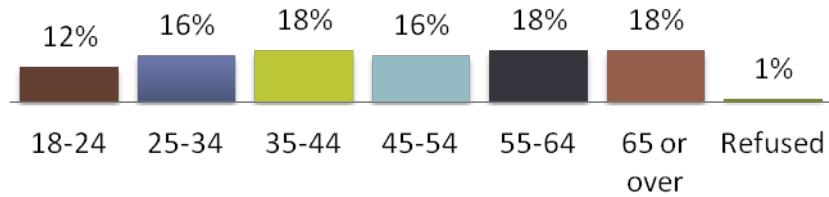


T7. How important would this factor be in your decision to use the service in place of other modes of travel

Demographics

Demographics

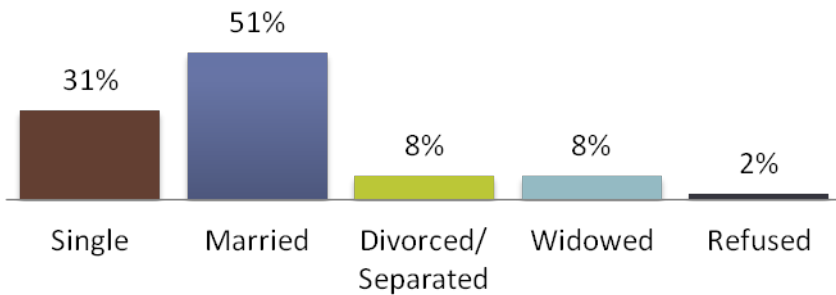
Age



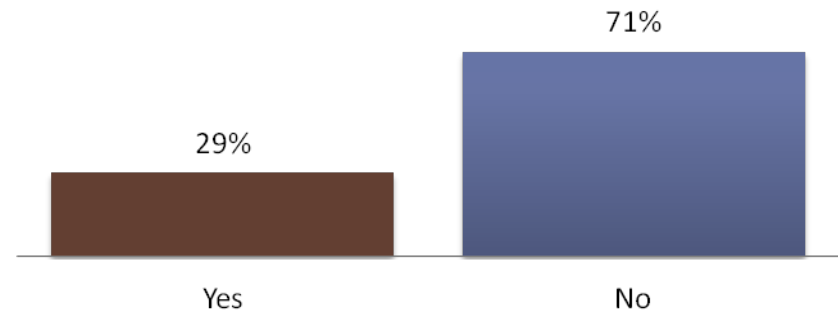
Gender



Marital Status

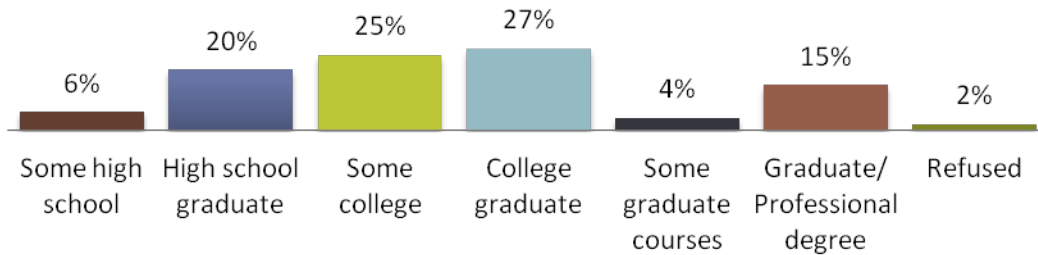


Have Children

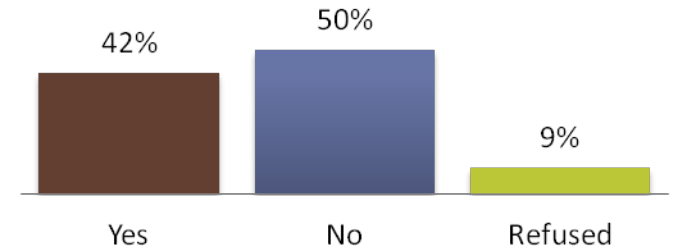


Demographics

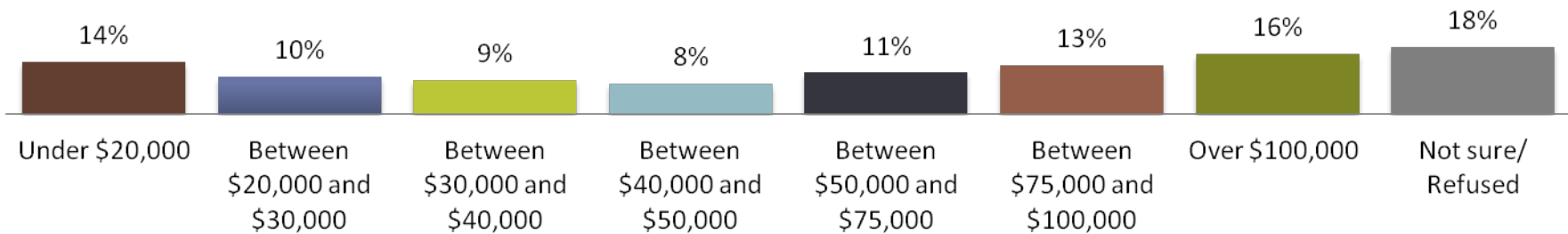
Education Level



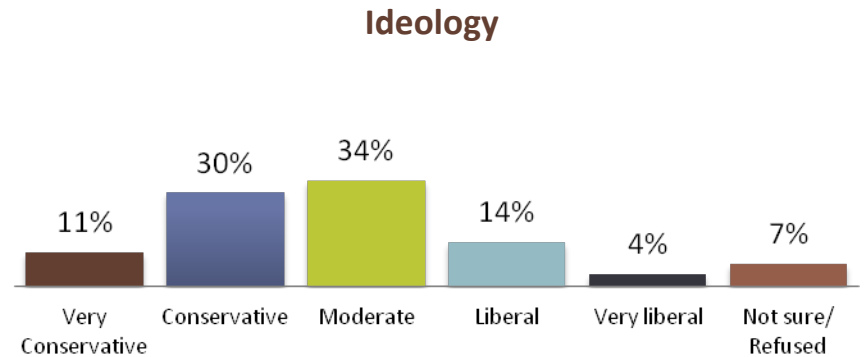
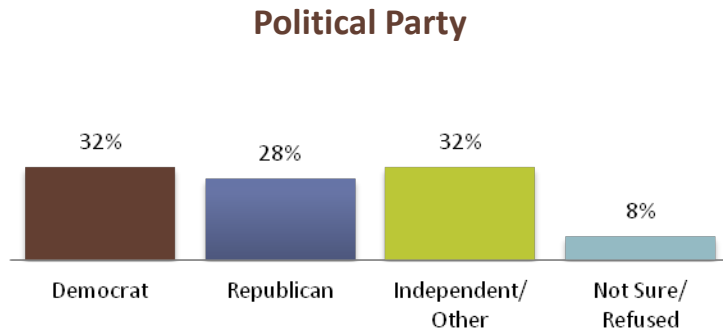
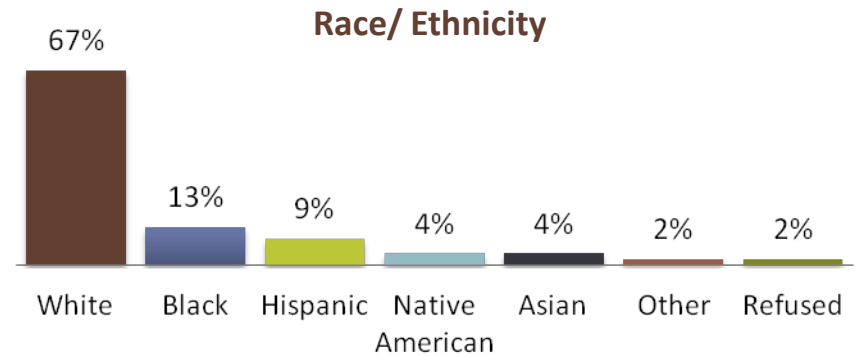
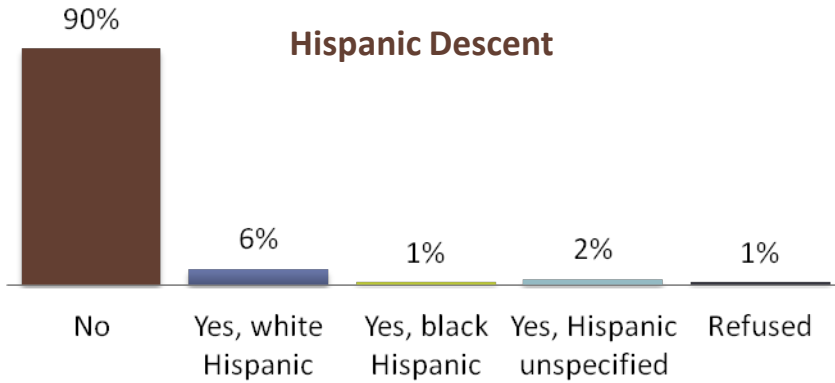
Invested \$10,000+ In Stocks



Household Income

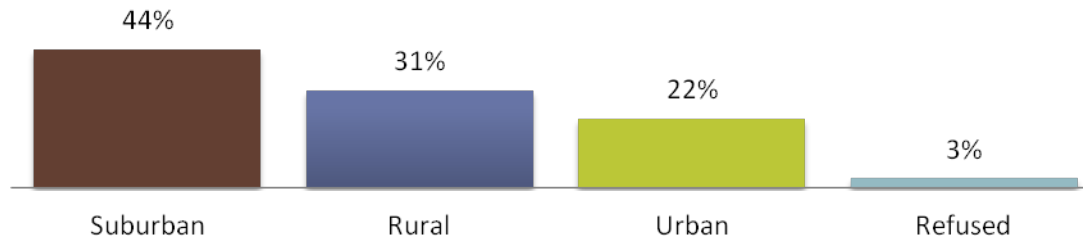


Demographics



Demographics

Area Type



Region

