Pool Rewards Survey Results – June 2010

1. **Question:** On a scale of 1 to 5 (with 1 being poor and 5 being excellent), how would you rate the ease of using the on-line 'Pool Rewards tracking system to enter in your daily carpool status?

   Results:
   1(Poor) = 7
   2 (Below Average) = 11
   3 (Average) = 22
   4 (Above Average) = 31
   5 (Excellent) = 38

   Total surveys = 109 (Average score = 3.75)

2. **Question:** Please choose the category below that best represents how much your monthly carpooling costs were during your participation in the 'Pool Rewards program (include gasoline, daily tolls, and parking)

   Results:
   $0-$50 = 11
   $50-$100 = 22
   $100-$150 = 25
   $150-$200 = 22
   $200-$250 = 9
   $250-$300 = 9
   More than $300 = 11

   If we assume the high cost for each group ($50, $100, $150, etc… and $350 for the 'More than $300' total), the average monthly carpool cost would be $175.68

3. **Question:** Please choose the category below that best represents how much money you saved monthly during your participation in the 'Pool Rewards program (include gasoline, daily tolls, and parking)

   Results:
   $0-$50 = 19
   $50-$100 = 36
   $100-$150 = 27
   $150-$200 = 15
   $200-$250 = 6
   $250-$300 = 4
   More than $300 = 2

   If we assume the high cost for each group ($50, $100, $150, etc… and $350 for the 'More than $300' total), the average monthly carpool savings would be $137.70

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

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4. **Question:** How many miles do you drive annually with your primary vehicle?

   Results:
   Under 5,000 = 4 (3%)
   5,000-10,000 = 20 (19%)
   10,000-15,000 = 29 (27%)
   15,000-25,000 = 38 (35%)
   More than 25,000 = 13 (12%)
   Don't know = 5 (4%)

5. **Question:** Did you alternate driving the carpool you participated in through 'Pool Rewards?

   Results:
   Yes = 79 (71%)
   No = 33 (29%)

6. **Question:** Did you split the costs with the members in your carpool?

   Results:
   Yes = 57 (53%)
   No = 52 (47%)

7. **Question:** What mechanism did you use to split the costs?

   Results:
   Exchanged Cash = 17 (15%)
   No cost-splitting, we just alternated driving = 24 (22%)
   Wrote a check = 6 (5%)
   No response = 51 (48%)
   Other = 11 (10%)
   Other responses:
   Share parking fee (1), partner pays parking & driver pays the rest (2), shared (1), tooks turns
   paying gas (3), rider pays parking and toll (1), split gas and parking (1), alternate vehicles (1),
   check (1)

8. **Question:** If there was a way to electronically split the costs of the carpool and a small
   transaction fee was involved, would you be interested in using such a system in the future?

   Results:
   Yes = 9 (8%)
   No = 24 (22%)
   No Response = 76 (70%)

9. **Question:** Do you plan to continue carpooling after participating in the 'Pool Rewards program?

   Results:
   Yes = 106 (98%)
   No = 3 (2%)

10. **Question:** Do you plan to continue carpooling with the same individual(s) in your current carpool?

    Result:
    Yes = 103 (94%)
    No = 3 (3%)
    No response = 3 (3%)

11. **Question:** Had you considered carpooling prior to learning about Pool Rewards?

    Results:
    Yes = 87 (80%)
    No = 22 (20%)

12. **Question:** On a scale of 1 to 5 (with 1 being poor and 5 being excellent), how valuable do you think the 'Pool Rewards incentive was to encourage you to start carpooling?

    Results:
    1(Poor) = 7
    2 (Below Average) = 6
    3 (Average) = 18
    4 (Above Average) = 29
    5 (Excellent) = 49

    Total surveys = 109 (Average score = 3.98)

13. **Question:** What changes, if any, would you recommend making to 'Pool Rewards for the future? Please limit your comments to 2000 characters.

    Results:
    (Results are based on comments from participants. A summary of those responses are below)

    Trip logging was a difficult/confusing process: (16)
    Improve interface for logging trips: (19)
    Allow more time to log trips: (24)
    Request to improve updates and communication: (7)
    Would not change the program/positive comment: (21)
    Extend participation period/increase payout: (10)

14. **Question:** Which of the following groups includes your age?

    Results:
    18-24 = 5 (5%)
    25-34 = 19 (17%)
    35-44 = 28 (26%)
    45-54 = 40 (37%)
    55-64 = 15 (14%)
    65 or older = 2 (1%)

15. **Question:** How many cars do you have in your household?

    Results:
    1 car = 24 (23%)
    2 cars = 55 (51%)
    3 cars = 18 (17%)
    4 cars = 6 (5%)
    5 cars = 4 (3%)
    More than 5 cars = 2 (1%)

16. **Question:** How many licensed drivers over the age of 16 live in your household?

    Results:
    1 = 19 (17%)
    2 = 67 (63%)
    3 = 14 (13%)
    4 = 6 (5%)
    5 = 1 (1%)
    More than 10 = 2 (1%)

17. **Question:** What is your sex?

    Results:
    Female = 63 (58%)
    Male = 46 (42%)

18. **Question:** Which one of the following best describes your racial background?

    Results:
    Asian = 17 (16%)
    Black or African-American = 6 (5%)
    Latino, Hispanic or Spanish = 5 (4.5%)
    Other = 5 (4.5%)
    White = 76 (70%)

19. **Question:** Please choose the category that best represents your annual income

    Results:
    $20,000-$29,000 = 2 (1%)
    $30,000-$39,000 = 5 (4%)
    $40,000-$59,000 = 16 (14%)
    $60,000-$79,000 = 22 (21%)
    $80,000 - $99,000 = 25 (24%)
    Over $100,000 = 39 (36%)