



National Park Service
U.S. Department of the Interior

National Capital Parks Central

Washington, DC Visitor Transportation Survey

November 14, 2003



November 14, 2003

Susan Spain
Denver Service Center
12795 West Alameda Parkway
P.O. Box 25287
Denver, CO 80225

Dear Ms. Spain:

PricewaterhouseCoopers LLP ("PwC") and its subcontractors ETC Institute ("ETC") and KA Associates ("KA") are pleased to present the Washington, DC Visitor Transportation Report. This report profiles the findings of two visitor surveys conducted in the spring and summer of 2003. The primary objective of the survey research was to support the National Park Service ("NPS") in understanding the profiles, preferences and needs of visitors regarding transportation in the Washington, DC area. The results of this survey will be used to assist the NPS in developing transportation planning recommendations for the National Capital Parks Central ("NACC"), particularly in the Central/Memorial Core.

This visitor survey was the first known comprehensive evaluation of Washington, DC visitors' transportation preferences and needs. The recognition by NPS/NACC leadership that future transportation decisions should be firmly based on visitors preferences is to be commended.

Survey results indicate a high current use and satisfaction with public transportation. Additionally, walking is considered a desirable transportation alternative. Developing transportation options that link walking and vehicular transportation should result in high transportation use.

PwC makes no representation of warranty as to the accuracy or completeness of the information contained within this report, including estimates, and shall have no liability for any representations (expressed or implied) contained in, or for any omissions from, this report. The information and analyses provided to you in report form is intended solely for the internal use of the National Park Service and should not be relied on for any other purpose, or by any other entity. Neither this report, nor any of its contents, nor any reference to our firm, may be included or quoted in any offering circular or registration statement, prospectus, sales brochures, appraisal, loan or other agreement without prior written authorization.

It has been a pleasure to be of service to the National Park Service. If PwC may be of further assistance, please do not hesitate to contact us.

Respectively Submitted,



PricewaterhouseCoopers LLP

TABLE OF CONTENTS

1.0	INTRODUCTION	1
1.1	BACKGROUND.....	1
1.2	REPORT STRUCTURE	1
2.0	EXECUTIVE SUMMARY.....	2
2.1	KEY FINDINGS AND CONCLUSIONS.....	2
3.0	METHODS	13
3.1	SURVEY DESIGN.....	13
3.2	SURVEY ADMINISTRATION.....	13
3.3	SAMPLING PROCEDURES	16
3.4	WEIGHTING PROCEDURES	17
4.0	SURVEY RESULTS	19
4.1	PROFILE OF TRIP CHARACTERISTICS	19
4.2	VISITOR PROFILE DATA	25
4.3	PERCEPTIONS OF EXISTING TRANSPORTATION SERVICES	28
4.4	PREFERENCES FOR EXPANDED OR NEW TRANSPORTATION SERVICES	34
4.5	TRAVEL SURVEY DATA.....	46
	SECTION 5: CHARTS & GRAPHS	53
	SECTION I: TRIP PROFILE.....	54
	SECTION II: PERCEPTIONS OF EXISTING TRANSPORTATION SERVICES	60
	SECTION III: PREFERENCES FOR FUTURE EXPANDED OR NEW TRANSPORTATION SERVICES	68
	SECTION IV: VISITOR PROFILE DATA.....	81
	PART II TRAVEL DIARY DATA	87
	SECTION 6: ON SITE SURVEY BANNER CROSSTABS (PART I)	91
	SECTION 7: TRAVEL DIARY BANNER CROSSTABS (PART II)	175
	SECTION 8: SURVEY INSTRUMENTS	203

1.0 INTRODUCTION

1.1 BACKGROUND

In October of 2002, PricewaterhouseCoopers (“PwC”) and its subcontractors ETC Institute (“ETC”) and KA Associates (“KA”) were commissioned by the National Park Service (“NPS”), National Capital Parks Central (“NACC”) to conduct a Washington, DC visitor transportation survey during the spring and summer of 2003. As the NPS plans for potential growth in visitation in and around the Memorial core, it desires to evaluate alternative transportation systems. The research conducted as part of this study has been designed to assess the profiles, preferences and needs of visitors regarding transportation in the Washington, DC area. The results of this survey will be used to assist the NPS in developing transportation planning recommendations for the National Capital Parks-Central, particularly in the Central/Memorial Core.

1.2 REPORT STRUCTURE

The report is divided into eight main sections.

Section 2: Executive Summary: This includes an overview of the study’s key findings and conclusions.

Section 3: Methods: This section provides an outline of the survey design and implementation.

Section 4: Survey Results: This section presents the results of this study broken down as follows: Visitor Profile, Profile of Trip Characteristics, and Perceptions of Existing Transportation Services, Preferences for Future Expanded or New Transportation Services and Travel Diary Survey Findings

Section 5: Charts and Graphs of Key Survey Results.

Section 6: On-Site Survey Banner Cross-tabulations (Part I): This includes results for spring visitors, summer visitors, sightseeing users, non-sightseeing users, and the overall sample for all questions on the on-site survey.

Section 7: Travel Diary Banner Cross-tabulations and Results (Part II): This section includes the results from the Travel Diary

Section 8: Survey Documents: This includes copies of both survey instruments, (Part I: On-Site and Part II: Travel Diary)

2.0 EXECUTIVE SUMMARY

2.1 KEY FINDINGS AND CONCLUSIONS

The following sections summarize the key findings and conclusions of the study.

2.1.1 Visitor Profile

Type of Personal Travel Group: Visitors were primarily traveling with groups composed of family and friends. Families made up 62 percent of the groups, friends were 22 percent, individuals traveling alone accounted for nine percent, and business associates were two percent.

Age Distribution of Travel Groups: The personal travel groups include individuals of all ages. The greatest distribution is in the 25 to 44 year age group at 28 percent. The next largest group is the 45 to 64 age group at 25 percent. School age children (6 to 16) represent 18 percent and young adults (16 to 24) account for 17 percent. Children below the age of five and those over 65 constituted approximately 11 percent of the travel group.

Education and Employment: The majority of travel groups (83 percent) are comprised of individuals with some college education. Over 60 percent of the travel groups included individuals who were employed full time, with only 10 percent of the groups including retirees. The difference in each of these categories did not change materially by the season of visitation.

Geographic Profile: Reviewing zip codes provided as part of the travel diary indicates that 17 percent of visitors to the Metropolitan Washington, DC area would be considered local (District of Columbia, Maryland and Virginia), 70 percent are national (other U.S.) and approximately 3 percent are considered international. (Ten percent of the visitors did not provide home address information.) A map illustrating the geographic distribution of respondents is provided in the Section 5: Charts and Graphs of Key Survey Results.

Conclusions: *Transportation options and pricing policies should be developed that meet the needs of families and their travel group composition. The education and potential income level of visitors appears favorable for both transportation pricing and educational options.*

2.1.2 Profile of Trip Characteristics

Frequency of Visits to the Metropolitan Washington, DC Area: Approximately 34 percent of the survey respondents reported that this was their first visit to the metropolitan Washington, DC area, 42 percent indicated that they visited less than once per year, 12 percent reported that they visit at least once per year, and 12 percent indicated that they live in the metropolitan DC area. Further, first-time visitors are more likely to use sightseeing services than all other groups.

Primary Purpose of Visits to the Metropolitan Washington, DC Area: For the majority of respondents, the primary purpose of their current trip to the metropolitan Washington, DC area was pleasure or leisure (58 percent); 15 percent were visiting for convention or business/work activities; 13 percent were visiting friends/relatives, and six percent were visiting for school-related activities. These ratios align with recent 2002 survey data from the Travel Industry Association of America and the Washington Convention and Tourism Corporation regarding travel purpose. This survey indicated that leisure travelers represented 63 percent, business/convention was 30 percent, business/pleasure was four percent and other represented three percent.

Length of Stay in the Metropolitan Washington, DC Area: Visitor trip length data indicate that 10 percent of visitors spent only one day in the area compared with 13 percent that spent two days, 38 percent 3 to 4 days and 39 percent spending over five days. Overall, more than 60 percent of all visitors spend four days or less in the Washington, DC area. Those individuals visiting the area for five or more days tend to use sightseeing services at a greater rate than those who are staying less than five days. The average trip length data also closely correspond with past surveys completed by both the Washington, DC Convention and Visitors Bureau and the Travel Industry Association of America. The travel diary provided additional information on the time spent in the geographic focus area of this study. These data indicated that the majority (40 percent) of visitors spent three to four days visiting sites, followed by 23 percent spending only one day, 20 percent spending two days and 16 percent spending more than five days.

Percentage of Trips that Included Overnight Stays: For respondents living outside the metropolitan Washington, DC area, more than 90 percent indicated that their trip included an overnight stay. Seventy-four percent stayed in a hotel/motel/inn, 19 percent stayed with friends/relatives, and six percent stayed at RV/camping facilities, dorms/university settings or other accommodations.

Where Visitors are Staying During Their Trip: For respondents living outside the metropolitan Washington, DC area whose visit included an overnight stay, 25 percent stayed within walking distance of the National Mall and 22 percent stayed in Washington, DC. Collectively, 47 percent of the visitors stayed in the District of Columbia. Nearly one-half stayed in suburban areas, including 32 percent in Virginia suburbs and 16 percent in Maryland suburbs. Where an individual stayed during their visit appears to influence their transportation usage. A cross tab was conducted of where individuals stayed (Q4b) against methods of transportation used on the trip for which they were surveyed (Q9). Question nine allowed individuals to select all transportation methods that applied. Therefore, the results are not mutually exclusive, but indicate the distribution of methods used. Individuals who stayed within walking distance sought out taxi cabs (43 percent) as an alternative transport followed by sightseeing services (31 percent) and the subway (24 percent). Those individuals staying at other DC locations also used taxi cabs as an additional form of transportation (31 percent) followed by bus (27 percent) and subway (23 percent). For those staying in town, private (taxis, sightseeing services) and public transportation (subway, bus) appear to be used as an essential part of their travel modes. Parties staying in the Virginia suburbs selected “none of these” at 40 percent followed by subway (33 percent) and bus (29 percent) as their methods of transportation used. Individuals in the Maryland suburbs responded similarly with “none or these” at 17 percent, followed by subway (16 percent) and bus (14 percent). Since “car” was not included as an option in this question, it is necessary to interpret the responses to this question. If the majority of respondents considered “car” as the answer for “none of these,” it would appear that the car would be the primary mode of transportation used. The second mode of transit chosen by

suburban visitors was subway, indicating the potential of park and drive scenarios for those traveling in from the suburbs.

Percentage of Visitors Who Sought Information about Transportation Services in the Metropolitan Washington, DC Area before They Arrived: For respondents living outside the metropolitan Washington, DC area, approximately 37 percent sought information on transportation services before arriving. For this population that sought information in advance, 42 percent accessed information from a computer website, 38 percent obtained information from brochures/guides, 29 percent from the recommendation of a friend or relative, 21 percent used the National Park Service website, and 20 percent had learned about transportation services from a previous visit. This indicates that the majority (63 percent) of individuals make transportation planning decisions on-site versus in advance. This could be due to the reputation that Washington, DC has as being easily accessible, or simply a preference to leave this element of planning as an on-site activity.

How Visitors Learned about the Transportation Options that are Available in the DC Area after They Arrived. Once visitors arrived, for those living outside the metropolitan Washington, DC area, more than one-fourth (29 percent) asked a friend/relative, 22 percent got information from hotel/motel staff, 21 percent from a brochure/guidebook, and 11 percent from a tour guide. Overall, 61 percent sought out a person to inform them of transportation choices (friend/relative, hotel/motel staff, and tour guide).

Conclusions: *The opportunity to influence transportation behavior is greatest for first-time visitors. Therefore, identifying the most appropriate methods to educate these users is critical. Survey results indicate that using web-based media as well as involving the Washington, DC travel industry (hotels, tour guides) should be considered as a critical element of all marketing programs for transportation options.*

2.1.3 Perceptions of Existing Transportation Services

Driven or Parked a Car on this Trip: Over 54 percent of the respondents did not drive or park a car on the trip for which they were surveyed. Forty percent of all visitors surveyed indicated that they drove or parked a car. Excluding those who did not have an opinion, 41 percent of the visitors who had driven a car in the metropolitan Washington, DC area rated travel by car on or around the National Mall/Memorial area as difficult, 29 percent thought it was difficult to travel by car to destinations outside the National Mall/Memorial area, and 65 percent thought it was difficult to park around the National Mall/Memorial area. Visitors were more likely to have driven or parked a car during the summer than the spring (43 percent vs. 34 percent). The majority of individuals who drove or parked their car for the visit, tended to continue to use their car as the primary form of transportation (53 percent). Subway (36 percent), taxi-cabs (35 percent) and sightseeing (34 percent) were used by these visitors at almost equal percentages. This indicates that a segment of the car driving population will also be candidates for other forms of transportation.

Use of Non-Automobile Transportation by Visitors: Sixty-one percent of all visitors used the subway, 22 percent used a taxi cab, 18 percent used sightseeing services, and 13 percent used a public bus. Public transportation received favorable reviews by respondents. Excluding those who did not have an opinion, 92 percent of those surveyed thought the subway (Metro) was “easy” or “very easy” to use, five percent gave neutral ratings, and three percent thought it was difficult to use. Sixty percent of those surveyed thought public buses were “easy” or “very easy” to use, 25 percent gave neutral ratings, and 15 percent thought public buses were difficult to use. Private transportation also was considered easy to use. Excluding those who did not have an opinion, 79 percent of those surveyed thought sightseeing tours were “easy” or “very easy” to use, 16 percent gave neutral ratings, and five percent thought sightseeing tours were difficult to use. Taxi use was considered “easy” or “very easy” by over 76 percent of those surveyed. Seventeen percent gave neutral ratings, and seven percent thought taxi cabs were difficult to use.

Amount Spent on Transportation in the Metropolitan Washington, DC Area: Visitors were asked to indicate their expenditure per group per day by transportation type. Each of the categories was evaluated independently to estimate the mean expenditure by transportation type. The number of groups paying for each transportation type and the mean expenditure by type is presented in Exhibit 1.

Exhibit 1

Rental Car	141	\$44.65
Taxi Fares	246	\$19.48
Parking	274	\$13.46
Bus/Subway	750	\$12.37
Gas Fuel	292	\$10.23
Sightseeing Tours	364	\$47.89

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part I

The largest category of expenditures is bus/subway fares which supports the important role of public transit to visitors. A further analysis of these expenditures against each other does not indicate any clear package of transportation expenditures. For example, individuals with rental cars spent money on all other modes (i.e. gas, taxis, parking, bus/subway and sightseeing services). Further information on these expenditures can be found in Section 6 under Question 12.

Recognizing that the majority of these respondents are leisure visitors, an analysis was conducted on how these transportation expenditures compared to the overall travel budget of a leisure travel party to Washington, DC. Surveys conducted by the Travel Industry Association of America and the Washington, DC Convention and Tourism Corporation indicate that the average spending per leisure travel household for their entire trip was \$480.00 in 2002. Overall pricing of transportation systems must take into consideration the role of transit in the total travel budget of visitors.

Use of Sightseeing Services in the Metropolitan Washington, DC Area: Less than one-fifth (18 percent) of all visitors surveyed had used sightseeing services in the metropolitan Washington, DC area during their current trip, while 82 percent indicated that they had not used sightseeing

services in the Washington, DC area. The top three reasons that visitors were not using sightseeing services in the Washington, DC area were preference for walking or driving (41 percent); concerns over costs (17 percent); or unfamiliarity with the existence of the service (12 percent). For those individuals who used sightseeing services, a greater percentage stayed in the District (54 percent) versus all other locations (27 percent Virginia suburbs and 14 percent Maryland suburbs).

Sightseeing Service Used: Visitors were offered a list of sightseeing services that are offered in and around the Washington, DC metropolitan area. The largest percentage of sightseers used Tourmobile at 54 percent, followed by Old Town Trolley (29 percent), L'il Red Trolley (9 percent) and D.C. Ducks (8 percent). There were seasonal differences in part based upon when the services were offered. For example, DC Ducks was not operating during the spring survey period. Additionally, it may be that the type of vehicles offered by each company attracts different types of visitors by season. The survey did not include a listing of "walking" tours, but did include "other" as a category. In reviewing the written responses under "other" only several included walking or biking. The majority were charter bus services.

Satisfaction with Sightseeing Services: Among visitors who indicated that they had used sightseeing services in the metropolitan Washington, DC area, the overwhelming majority were generally satisfied with the service. On each of the nine characteristics of service, none of the positive ratings (a rating of "four" or "five" on a five-point scale, where "five" was very satisfied and "one" was very dissatisfied) scored lower than 70 percent. The highest level of satisfaction was recorded in the feeling of safety of the vehicles (90 percent) and the two lowest levels of satisfaction were in the areas of price of the services and services for the disabled at approximately seven and eight percent, respectively.

How Visitors Learned about Sightseeing Services in the Metropolitan Washington, DC Area: While use of guidebooks/brochures was the highest individual method used by visitors to find out about sightseeing services, "word of mouth" methods were greater when taken together. Between receiving information at the hotel (22 percent) and recommendations of friends/family (21 percent), "word of mouth" information represents 44 percent.

Conclusions: *The high usage rate and favorable impressions regarding the ease of use of public transportation by visitors is a positive sign for transportation planning. Therefore, using public transportation as a gateway to alternative transportation systems should be considered. While a certain individuals will continue to rely on their car for all transportation, survey results indicate that a portion of car drivers will use other forms of transit once their car is parked.*

Only a small percentage of the visitors currently use sightseeing services with In-depth commentary. However, non-use of sightseeing services does not preclude visitors from using other transportation services. Developing new types of transportation services that match the routing, but potentially not the commentary element of sightseeing services, should be considered. Transportation planners should evaluate the service and routing elements of Tourmobile and Old Town Trolley, for in-depth commentary options as they appear to meet the needs of visitors who use them.

2.1.4 Preferences for Future Expanded or New Transportation Services

Willingness to Use a Remote Parking Area and Shuttle Service: Seventy percent of respondents surveyed indicated that they would be willing to park 15 to 30 minutes from the National Mall/Memorial area if frequent shuttle service were available to take them to major attractions, 24 percent were not willing, and six percent did not have an opinion. Among visitors who would be willing to use a remote parking area, 66 percent indicated that they would be willing to pay for parking, 19 percent were not willing, and 15 percent did not have an opinion. Overall,

this equates to a total of 46 percent of all visitors willing to pay for remote parking (70 percent multiplied by 66 percent). Among those who indicated a willingness to use a remote parking area, 57 percent indicated that they would be willing to pay for shuttle service to/from the National Mall/Memorial area, 25 percent were not willing, and 18 percent did not have an opinion. Overall, only a small percentage of visitors indicated a willingness to pay for both parking and shuttle service (26 percent).

Desirability of Four Types of Frequent Transportation Services: Respondents were given four proposed transportation service options and asked to indicate the desirability of each one. The four types offered were as follows:

- Between visitor attractions only (no commentary);
- Between visitor attractions and other destinations (no commentary);
- General introductory orientation to Washington, DC area and visitor attractions; and
- In-depth educational or historical commentary about things on a particular route.

Each of these types of services received desirability ratings of over seventy percent. When asked which ONE of the services that the travel group would be most interested in using, the distribution of interest was relatively equally distributed as shown below.

- Between visitor attractions only (no commentary), 22 percent;
- Between visitor attractions and other destinations (no commentary), 16 percent;
- General introductory orientation to Washington, DC area and visitor attractions, 17 percent;
- In-depth educational or historical commentary about things on a particular route, 22 percent; and
- Non-desirability, 23 percent.

Overall, 38 percent of the respondents would choose a service without commentary, 39 percent would choose a service with commentary and the remaining 23 percent would not use the service. The multiplicity in responses indicates that visitors are open to considering several types of service options.

Willingness of Visitors to Wait to Use Transportation Services: Visitors were given six options regarding their willingness to wait for use of one of the four transportation service options that they selected. The majority (73 percent) of visitors were willing to wait a maximum of fewer than fifteen minutes between pickups. Fifty percent of respondents were willing to wait a maximum of fewer than ten minutes. People who used sightseeing services were willing to wait significantly longer for their preferred type of transportation service than people who did not use sightseeing services. Twenty-five percent of the sightseeing users surveyed would wait more than 15 minutes compared to just 13 percent of non-users.

Pricing Methods and Preferences: Each of the four transportation service options was given price points for consideration. The two that did not involve any commentary (attractions only and attractions plus other destinations) were grouped together and identified as “Without Commentary.” This resulted in three transportation service options for consideration. The price points varied and were established and represented on four different colored (blue, ivory, yellow, gold) survey documents. The price options included both per-trips as well as per-day charges. For the top two transportation service options, “Without Commentary” and “With Introductory Orientation,” visitors preferred the per-day versus per-trip pricing. For the “In-Depth Commentary” option, there was a lower interest in per-day versus per-trip and a higher non-desirability to pay overall. A further evaluation of individuals who indicated a preference for “In-depth Commentary”, indicates a higher non-desirability for per-trip payment (57 percent for In-depth versus 53 percent for all visitors) but a willingness to pay per day (43 percent for In-depth versus 17 percent for all visitors). Overall, visitors were significantly more willing to pay on a per-day versus per-trip basis, regardless of the type of service.

Exhibit 2

Yes	24%	67%	17%	51%	25%	17%
No	52%	17%	57%	30%	53%	58%
Don't Know	24%	16%	27%	19%	22%	25%

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part I

Additional analysis was done on each option by price point. At least 59 percent of those surveyed indicated that they would purchase a per day pass for service “Without Commentary” for \$10 or less; at least 54 percent would pay \$12 or less for a service with “Introductory Orientation”. Although 39 percent would pay \$15 per day for service with “In-depth Commentary”, less than 30 percent of visitors would pay \$20 or \$25 per day; and only 24 percent would pay \$30 per day.

While demand for “Introductory Orientation” was fairly constant across all price points (56 percent at \$6 to 54 percent at \$12); demand for “In-depth Commentary” dropped significantly with a doubling of fees (39 percent at \$15 to 24 percent at \$30). This may suggest that visitors are not too concerned about the daily cost of transportation services as long as the base price is less than some tolerable threshold.

Exhibit 3

Gold	1.00	40%	3.00	79%	2.00	23%	6.00	56%	3.00	23%	15.00	39%
Ivory	2.00	27%	5.00	72%	3.00	18%	8.00	52%	5.00	19%	20.00	29%
Blue	3.00	16%	7.00	61%	4.00	15%	10.00	56%	6.00	16%	25.00	30%
Yellow	4.00	13%	10.00	59%	5.00	12%	12.00	54%	8.00	13%	30.00	24%

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part I

The reasonableness of visitors’ selections was undertaken by comparing the fee structures outlined in Exhibit 3 with those currently charged by other transportation services offered in the area (Exhibit 4). The per-trip and per day charges of “Without Commentary” are comparable with the per-trip charges of Metro. For the category of “With In-depth Commentary” the most direct comparables are the sightseeing services offered in the area. Several of these services provide “all day” fares with many stops and re-boarding options. Others, such as DC Ducks, consist of a 90 minute tour non-stop tour. The price points selected by the majority of visitors (54 percent) for “With In-depth Commentary” closely align with those of the all-day sightseeing services. The remaining visitor response percentages do align with some of the shorter tours offered by the sightseeing services (e.g. Tourmobile’s Arlington Cemetery and Frederick Douglass National Historic Site tours). There does not appear to be a direct comparable for the “With Introductory Orientation” service; therefore, providing pricing comparables is difficult.

Exhibit 4

Per Trip = \$1.20 to \$3.60	Per Trip = \$1.20 - \$2.50	Tourmobile = \$20.00 to \$26.00
One Day = \$6.00	Regional One Day = \$3.00	DC Ducks = \$26.00
7 Day Short = \$20.00	Weekly = \$11.00	Li'l Red Trolley = \$28.00
7 Day Fast Pass = \$30.00		Old Town Trolley = \$26.00

Source: Washington Metropolitan Transit Authority and representative sightseeing services

Various Characteristics of Transportation Services: Respondents were asked to evaluate the importance of various characteristics of a transportation service which was divided into three major categories:

- Preferred Ticket Options and Payment Methods;
- Preferred Convenience Characteristics; and
- Preferred Educational Opportunities and Commentary.

Under pricing options, full-day passes were the most important element with over 73 percent of respondents choosing this characteristic. The next most important elements in this category were discounts for family passes (46 percent) and discounts for multi-day passes (41 percent). Under payment options, the responses were equally distributed between advance purchase, on-board purchase and locations prior to purchase at approximately 39 percent each. Recognizing the length of visits and group compositions, the desirability for full/multi-day and family passes is not surprising.

The convenience characteristics identified as most important by visitors were transportation services' links to public transit (Metro) stops (67 percent); ability to get off and re-board vehicles at designated stops (59 percent); and area orientation maps. Visitors were more concerned about boarding and routing convenience characteristics than vehicle convenience characteristics. All the vehicle convenience characteristics (storage of items, view, standing room, etc.) yielded responses under 35 percent compared to fifty percent or greater for the boarding and routing issues. It is interesting to note that the ability to be dropped off closer to major attractions than is possible by car received a lower response (56 percent) than desirability for Metro connections. This indicates that a large percentage of visitors view using Metro as a key component of their transportation options.

The educational opportunities/commentary identified as most important by visitors was live commentary by driver or guide (52 percent), recorded commentary to whole group (18 percent), and being able to choose educational themes or commentary (17 percent). Approximately 22 percent were not interested in any educational opportunities or commentary. Overall, this result would indicate that over 78 percent of the visitors want some sort of commentary.

When asked to select the single most important transportation services factor, visitors chose convenience by a wide margin (53 percent), followed by ticket options (22 percent), and educational options and commentary (11 percent). Approximately nine percent of the respondents selected none of these.

Conclusions: *Off site parking is an acceptable option to consider for transportation planning. However, survey results indicate that visitors' willingness to pay for either parking or shuttle service is limited. Determining effective price points to change behavior for off-site parking will be crucial in future transportation planning efforts. Any off site parking considered will need to be geographically located to meet the needs of visitors staying in Virginia and Maryland suburbs. When designing routing both from on-site and other destinations, it will be important to factor in recognition of the patience threshold of visitors. The majority indicated a waiting threshold of 15 minutes or less.*

Overall some level of commentary as part of transportation services is desirable to more than three out of four visitors. Determining the level of commentary that is affordable at acceptable price points will be an important component of future transportation planning.

Visitors overwhelmingly prefer per day versus per trip pricing particularly as the level of commentary increases. It is important to note that the price thresholds identified in the survey are not supported by market conditions. In many

cases visitors are presently paying for transportation services at prices that exceed their stated preferences. Visitor price preferences and thresholds, as well as current market conditions must all be considered when setting prices of transportation services.

Finally, the desirable characteristics under each of the three categories (convenience, price, education) are all elements of well-planned transportation system. Resultantly, meeting the preferences of visitors should be achievable. Overall, the most important convenience factor was linkages to public transit (Metro). Therefore, designing transportation routes that link to Metro stops should be considered.

2.1.5 Travel Diary Survey Findings

The travel diary (Part II) information was analyzed to develop several key findings regarding modes of travel used, number and type of attractions visited, and visitation order. The following paragraphs highlight the key information from this component of the survey. The NPS has received the travel diary database electronically. The mapping of this database will provide insight into the transportation routes that match visitor preferences.

Modes of Travel Used by Visitors to Travel between Major Attractions: The top three modes of transportation used by visitors to visit all attractions in the metropolitan Washington, DC area were: walking (43 percent), subway (19 percent), and car (16 percent). A review of the top five destinations for visitors indicates that walking was overwhelmingly the primary mode of transportation used (46 percent or greater) at a ratio of two to one over the next closest form of transportation.

Number and Types of Attractions Visited: The mean number of attractions visited by respondents was 15.13. The mean number of sites per day was 4.97. The top five attractions visited in order of their frequency of visits were the Washington Monument, Lincoln Memorial, Smithsonian National Air and Space Museum, Vietnam Veterans Memorial, and Smithsonian National Museum of American History. These attractions' popularity matches the visitation statistics that are available from both the NPS and the Smithsonian Institution.

Sequence that Visitors Visit Major Attractions: Provided in the exhibit below is information regarding when people visited the top ten destinations as well as a ranking of the number of people visiting the destinations by day.

Exhibit 5

Destinations	Day 1 Rank	%	Day 2 Rank	%	Day 3 Rank	%	Day 4 Rank	%
Washington Monument	2	46%	5	26%	6	13%	3	9%
Lincoln Memorial	1	49%	3	29%	8	11%	5	7%
National Air & Space Museum	4	40%	3	29%	5	15%	3	9%
Vietnam Veterans Memorial	2	46%	2	31%	8	11%	4	8%
The White House/White House Visitor Center	3	42%	1	32%	7	12%	4	8%
U.S. Capitol	4	40%	4	27%	3	19%	6	6%
Union Station	5	33%	6	25%	1	23%	1	12%
Arlington National Cemetery	5	33%	3	29%	2	20%	2	11%
National Museum of Natural History	5	33%	5	26%	1	23%	1	12%
National Museum of American History	5	33%	3	29%	4	17%	2	11%

Note: The duplication of numbers indicates that the percentage of responses was equal between each destination

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part II

Conclusions: *Visitors spend multiple days in the Memorial Core area. Developing pricing policies that provide for multi-day passes should be considered. Visitors' trip profiles indicate a mix of museums and monuments on each day. Therefore, transportation routings that factor in transit between these locations is essential. Finally, a large percentage of visitors view walking as their primary form of transportation during their visit. Evaluating routings that link a portion of walking and transit systems may satisfy a significant percentage of visitor needs.*

3.0 METHODS

3.1 SURVEY DESIGN

The survey instrument was designed through a collaborative process that involved both internal and external peer review. Representatives from the National Park Service, the consulting team (PwC, ETC and KA), and the Volpe Center participated in the design of the survey. The research team for all elements of survey implementation was ETC under the direction of the NPS.

The research team split the survey into two parts. Part I was designed to gather information about visitor profiles and to identify visitor needs for various transportation services. Part II was designed to gather more detailed travel information. Visitors were identified by a screening question that requested individuals stipulate whether they were in visiting the area for pleasure or non-pleasure/work. For those individuals who were identified as “non-pleasure/work,” no survey was administered.

The research team conducted a pretest of the survey on Jan 19-20, 2003. Five groups of nine people were asked discrete batteries of preliminary questions for the survey. None of the preliminary questions was asked of more than one survey group. The pretest was conducted to assess wording, clarity and response rate. Minor modifications to the survey instrument were made as a result of the pretest.

The revised survey instruments and sampling plan for Part I and Part II were developed recognizing industry standards and were submitted to the Office of Management and Budget (OMB) for approval. The only major modification to the survey requested by the OMB was to have four different price points for the amounts visitors would pay for transportation services on Questions 22-24 of Part I. Once the changes were made, OMB approved the survey and assigned an authorization code of 1024-0224 (NPS03-015) with an expiration date of January 31, 2004. Copies of the approved survey instruments are provided in Section 5 of this report.

3.2 SURVEY ADMINISTRATION

3.2.1 Survey Periods, Major Components and Incentives

The research team administered the survey during the spring and summer of 2003. The spring survey was administered from March 28 to April 2, 2003. The summer survey was administered from July 28 to August 2, 2003. A detailed description of the methods used to administer both parts of the survey is presented below.

- **Part I (Visitor Profile/Perceptions of Transportation).** Respondents completed the survey instrument for Part I in the presence of a survey administrator from ETC Institute. The survey administrator initially offered the respondent a bottle of water and a National Park Service lanyard to encourage participation in the survey. Visitors who did not initially agree to participate were also offered tickets for private tours of National Park Service attractions. Although the survey was designed to be self-administered, survey administrators read the survey questions and recorded responses for people who could not read or were not capable of completing the survey due to a physical limitation. The survey administrator collected the survey from respondents upon completion of

the survey. Respondents were assured that the information they provided would be kept completely confidential.

- Part II: Mail-Back Travel Diary.** Upon completion of Part I, the survey administrator asked the respondent to complete a Travel Diary to record the locations that the person visited during his or her stay in the metropolitan Washington, DC area. The survey administrator explained how to complete Part II (Travel Diary) and asked the respondent if he or she had any questions. The respondent was given a postage-paid envelope to return the Travel Diary to ETC Institute. Respondents were told that they would be sent a book to commemorate their trip to the Washington, DC area as an incentive for completing the document. In order to achieve the desired response rate, all survey respondents were sent a postcard within three days of completing the survey. Respondents who had not returned the survey within 10 days were also sent a follow-up letter and replacement survey.

3.2.2 Duration and Location of the Survey

The survey was administered from 9:30 a.m. to 4:30 p.m. at most locations with the exception of the Iwo Jima / U.S. Marine Corps War Memorial, where it was administered in the evening. The survey was administered at a total of 21 different locations throughout the metropolitan Washington, DC area, including the following:



National Park Sites

- C & O National Historic Park
- Franklin Delano Roosevelt Memorial
- Lincoln Memorial
- Iwo Jima/ U.S. M. C. War Memorial
- Tidal Basin Recreation Area

Smithsonian Sites

- National Museum of Natural History
- National Zoological Park
- National Postal Museum

Other Sites

- Georgetown
- U.S. Holocaust Memorial Museum
- International Spy Museum

- Ford's Theatre National Historic Site
- Frederick Douglass National Historic Site
- Washington Monument
- The White House/White House Visitor Center
- Thomas Jefferson Memorial

- National Museum of American History
- National Air & Space Museum

- Union Station
- Mount Vernon
- Arlington National Cemetery

Provided below is the distribution of number of surveys that were collected at each location during each survey period.

Exhibit 6

National Air & Space Museum/National Mall	0	186	186
National Museum of American History	54	0	54
Arlington National Cemetery	88	50	138
Franklin Delano Roosevelt Memorial	52	5	57
Frederick Douglass National Historic Site	0	12	12
Georgetown/C&O Canal National Historic Park	0	65	65
U.S. Holocaust Memorial Museum	12	0	12
Iwo Jima/ U.S.M.C War Memorial	16	18	34
Thomas Jefferson Memorial	52	0	52
Lincoln Memorial	75	0	75
Mount Vernon	47	35	82
National Zoological Park	0	77	77
National Museum of Natural History	68	0	68
National Postal Museum	7	0	7
Spy Museum/Ford's Theatre National Historic Site	0	30	30
Tidal Basin	18	0	18
Union Station	64	101	165
Washington Monument	62	123	185
The White House/White House Visitor's Center	69	0	69
Total	684	702	1386

3.2.3 Recruitment Strategy

The survey participants were contacted using one of two methods.

- At high-volume visitor destinations, such as the Washington Monument and the National Air & Space Museum, a random sample of visitors who passed a designated location near the attraction, such as a seating area, entrance door or a sidewalk, were asked to participate in the survey. On average, approximately 20 percent of the people who passed the designated location were asked to participate.

- At very low-volume visitor destinations, such as the Frederick Douglass National Historic Site, 100 percent of the visitors during the hours the survey was administered were asked to participate in the survey.

In order to ensure that an adequate number of surveys were completed by people who use sightseeing services, such as Tourmobile, some of the designated locations for administering the survey were located at or near stops for sightseeing services.

3.3 SAMPLING PROCEDURES

The sampling plan was designed as a stratified random sample to ensure that the survey would be representative of visitors who use sightseeing services and those who do not. Additionally, the sample was taken during two different visitation seasons (spring and summer) to address the variety of visitor groups that may be present. For example, school groups are often not present during the summer season.

3.3.1 Sampling Plan and Response Rates

The sampling plan for both parts of the survey is briefly described below.

- **Sampling Plan for Part I:** The sampling plan involved contacting a total of 1,500 visitors (750 during the spring and 750 during the summer) to participate in Part I of the survey. The goal was to obtain a minimum response rate of at least 70 percent, or 1,050 completed surveys, with at least 525 of the respondents being users of sightseeing services and 525 being non-users. The actual number of visitors asked to participate in the survey was 1,624 (798 during the spring and 826 during the summer). Of these, 1,386 people completed the survey (684 during the spring and 702 during the summer) for a response rate of 85 percent. A total of 562 (41 percent) of the respondents to Part I used sightseeing services; 824 did not (59 percent).
- **Sampling Plan for Part II:** The sampling plan was based on the assumption that 1,050 people would complete Part I. The goal was to have at least 38 percent of the 1,050 people who completed Part I return a completed Travel Diary, which would have been a total of 400 completed Travel Diaries. Of these, at least 200 were to be completed by users of sightseeing services and 200 were to be completed by non-users. The actual response rate to Part II of the survey was 45 percent (621 of the 1,386 people who completed Part I returned a properly completed travel diary). Of these, 304 were completed in the spring and 317 were completed during the summer. A total of 209 (34 percent) of the respondents to Part II used sightseeing services; 412 did not (66 percent).

3.3.2 Sampling Error

The sampling error for both parts of the survey is described below for each level of stratification.

- **Sampling Error for Part I:** The overall results for the sample of 562 people who used sightseeing services has a precision of at least ± 4.4 percent at the 95 percent level of confidence. The overall results for the sample of 824 people who did not use sightseeing services has a precision of at least ± 3.4 percent at the 95 percent level of confidence.
- **Sampling Error for Part II:** The overall results for the sample of 209 people who used sightseeing services has a precision of at least ± 6.8 percent at the 95 percent level of confidence. The overall results for the sample of 412 people who did not use sightseeing services has a precision of at least ± 4.9 percent at the 95 percent level of confidence.

3.4 WEIGHTING PROCEDURES

The NPS requested that the databases be provided in both a weighted and un-weighted format. The weighting factor was determined to be the ratio of sightseeing to non-sightseeing users. To determine the appropriate ratio for this weighting, the research team undertook procedures to identify the estimated percentages of sightseers to non-sightseers in the general population during each of the survey periods. This was achieved through two different methods which resulted in a similar outcome. During the spring period, the percentage was determined by administering Part I of the survey to a pure random sample of participants on the first two days. The resulting percentage was 17.5 percent. During the summer, one member of the research team was assigned to monitor the percentage of persons who used sightseeing services at each survey location. The interviewer asked 100 percent of the individuals who passed designated main entrance points of the attractions where surveys were being administered if they were using sightseeing services during their visit to the metropolitan Washington, DC area. The resulting percentage from this method was 18.4. The final determination from both these methods was determined to be approximately 18 percent. Since the persons who used sightseeing services represented a larger percentage of the sample for Part I and Part II than their actual portion of the visitor population, the survey data was weighted based on the percentage of persons who actually used sightseeing services.

- Weighting for Part I:** The percentage of respondents to Part I who did not use sightseeing services in the metropolitan Washington DC area was 59.5 percent. The percentage who did use sightseeing services was 40.5 percent. The ratio of non-users to users in the un-weighted sample was 1.47 (59.5 percent to 40.5 percent). The actual ratio of non-users to users was 4.56 (82 percent to 18 percent). Since the sampling methods lead to over sampling of people who used sightseeing services, weighting was needed to ensure that people who did not use sightseeing services were not underrepresented in the overall totals that are contained in this report. By holding the sample size of sightseeing users constant (a weighting factor of 1.0), the weighting factor for non-users was determined to be 3.1 (4.56 divided by 1.47). The weighting factors and sample distribution for the variables that were weighted for Part I is provided in Exhibit 7.

Exhibit 7

Sightseeing Service User	41 percent	1.0	18 percent
Non User	59 percent	3.1	82 percent

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part I

- Weighting for Part II:** The percentage of respondents to Part II who did not use sightseeing services in the metropolitan Washington DC area was 66.3 percent. The percentage who did use sightseeing services was 33.7 percent. The ratio of non-users to users in the un-weighted sample was 1.97 (66.3 percent to 33.7 percent). The actual ratio of non-users to users was 4.56 (82 percent to 18 percent). Since the sampling methods lead to over sampling of people who used sightseeing services, weighting was needed to ensure that people who did not use sightseeing services were not underrepresented in the overall sample. By holding the sample size of sightseeing users constant (a weighting factor of 1.0), the weighting factor for non-users was determined to be 2.3 (4.56 divided by 1.97). The weighting factors and sample distributions for the variables that were weighted for Part II are provided below:

Exhibit 8

Sightseeing Service User	34 percent	1.0	18 percent
Non User	66 percent	2.3	82 percent

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part II

4.0 SURVEY RESULTS

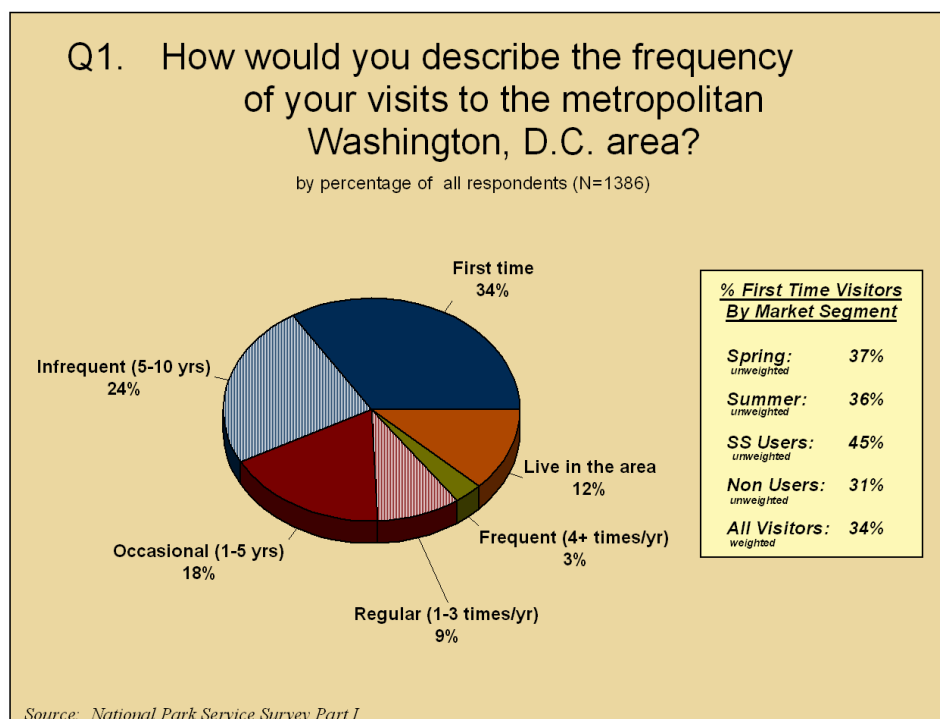
The results of the survey are summarized on the following pages. The discussion is organized into five major topics: visitor profile data, profile of trip characteristics, perceptions of existing transportation services, preferences for expanded transportation services, and travel diary findings. Charts and graphs showing overall results for most questions on the survey are provided in Section 5 of this report. Cross tabulation data is provided in Section 6 (Part I) and Section 7 (Part II) of this report. The overall results in this summary reflect the weighted totals. Results for individual subgroups (e.g., spring vs. summer and sightseeing service users vs. non-users) are not weighted.

4.1 PROFILE OF TRIP CHARACTERISTICS

4.1.1 Overall Findings

- Frequency of Visits to the Metropolitan Washington, D. C. Area:**
 Approximately 34% of the survey respondents reported that this was their first visit to the metropolitan Washington DC area, 42% indicated that they visited less than once per year, 12% reported that they visit at least once per year, and 12% indicated that they live in the metropolitan DC area.

Exhibit 9

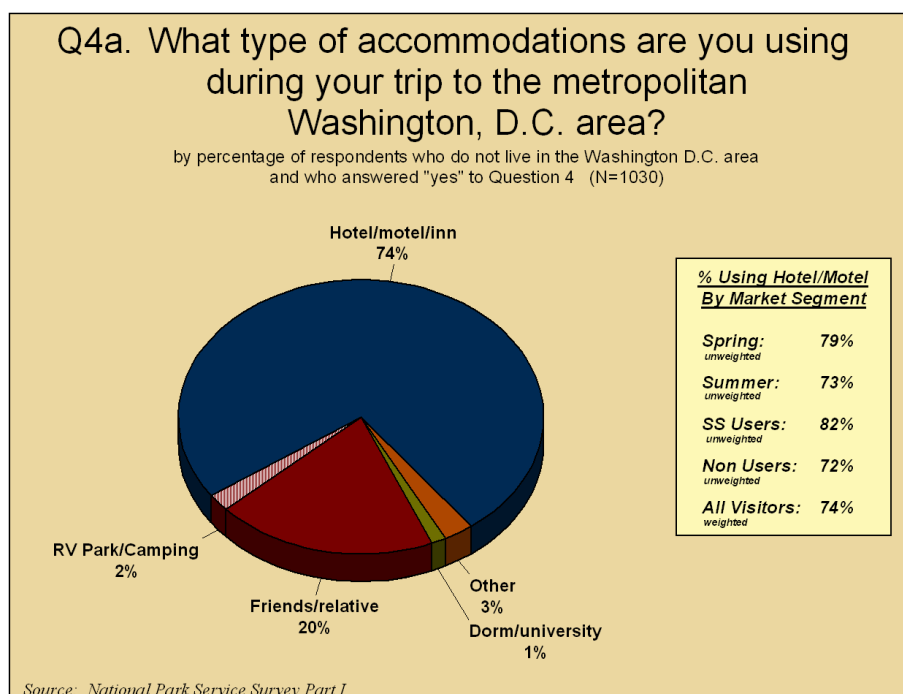


- Primary Purpose of Visits to the Metropolitan Washington, D. C. Area:**
 For the majority of respondents, the primary purpose of their current trip to the metropolitan Washington, D. C. area was pleasure (58 percent); 15 percent were

visiting for convention or business/work activities; 13 percent were visiting friends/relatives, and 6 percent were visiting for school-related activities.

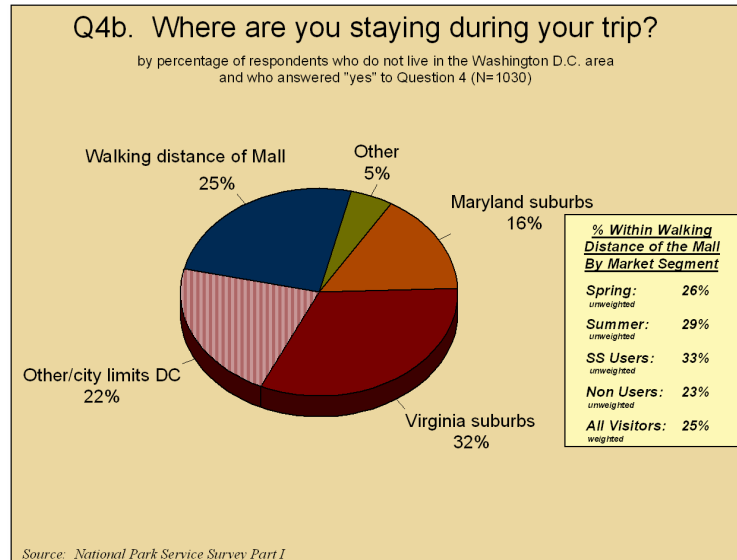
- **Number of Days Visitors Were Visiting the Metropolitan Washington, D C Area:** For respondents living outside the metropolitan Washington, DC area, 10 percent were staying only one day, 35 percent were staying two to three days, 37 percent were staying four to six days, and 18 percent were staying one week or longer.
- **Percentage of Trips that Included Overnight Stays:** For respondents living outside the metropolitan Washington, DC area, more than 90 percent indicated that their trip included an overnight stay.
- **Types of Accommodations Visitors Are Using:** For respondents living outside the metropolitan Washington, DC area whose visit included an overnight, nearly three-quarters (74 percent) stayed in a hotel/motel/inn, 19 percent stayed with friends/relatives, and 6 percent stayed at RV/Camping facilities, dorms/university settings or other accommodations.

Exhibit 10



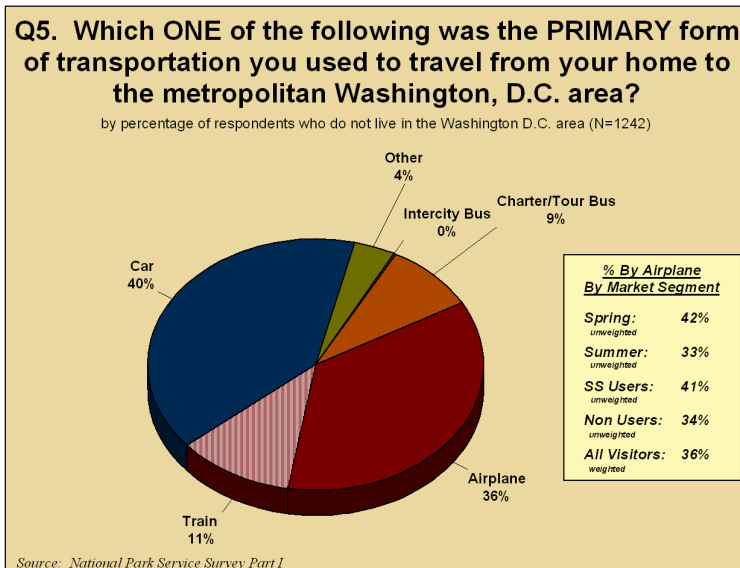
- Where Visitors Are Staying During Their Trip:** For respondents living outside the metropolitan Washington, DC area whose visit included an overnight stay, 25 percent stayed within walking distance of the National Mall and 22 percent stayed in Washington, DC. Nearly one-half stayed in suburban areas, including 32 percent in Virginia suburbs and 16 percent in Maryland suburbs.

Exhibit 11



- Primary Form of Transportation Used to Travel to the Metropolitan Washington, DC Area:** For respondents living outside the metropolitan Washington, DC area, the primary form of transportation to Washington, DC was by car (40 percent) and airplane (36 percent). Train was the primary form of transportation for 11 percent of the visitors; 9 percent used charter/tour buses, and 3 percent used other forms of transportation.

Exhibit 12

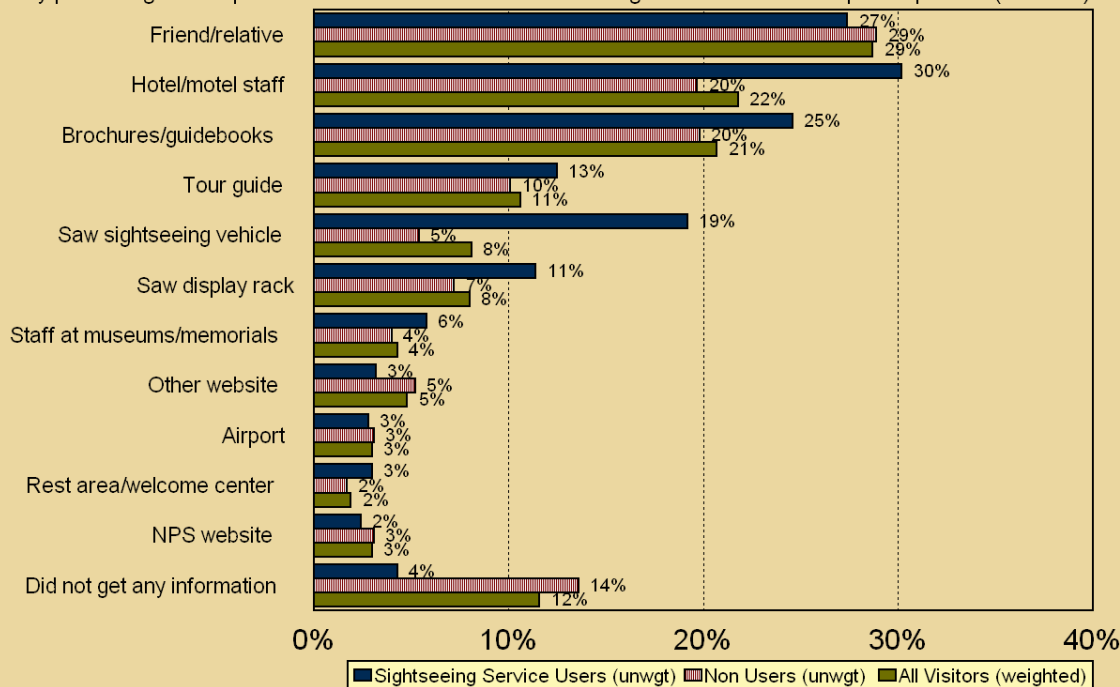


- Percentage of Visitors Who Sought Information about Transportation Services in the Metropolitan Washington, DC Area Before They Arrived:** For respondents living outside the metropolitan Washington, DC area, approximately 37 percent sought information on transportation services before arriving.
 - Among those who sought information on transportation **before** arriving, 42 percent accessed information from a computer website, 38 percent got information from brochures/guides, 29 percent from the recommendation of a friend or relative, 21 percent used the National Park Service website, and 20 percent had learned about transportation services from a previous visit.
- How Visitors Learned about the Transportation Options that Are Available in the DC Area After They Arrived:** For respondents living outside the metropolitan Washington, DC area, 88 percent sought information about transportation services **after** arriving in the area. More than one-fourth (29 percent) asked a friend/relative, 22 percent got information from a hotel/motel, 21 percent from a brochure/guidebook, and 11 percent from a tour guide.

Exhibit 13

Q7. AFTER you arrived in metropolitan Washington, D.C. area, how have you learned about the transportation options that are available?

by percentage of respondents who do not live in the Washington D.C. area - multiple responses (N=1242)



4.1.2 Notable Differences between Sightseeing Users and Non-Users

- People who used sightseeing services were approximately 50 percent more likely to be first-time visitors than people who did not use sightseeing services (45 percent sightseeing service users vs. 31 percent non-users).
- People who used sightseeing services were more likely to stay in the metropolitan Washington, DC area longer than people who did not use sightseeing services; 50 percent of the sightseeing service users stayed at least five days; only 36 percent of non-users stayed at least five days.
- People who used sightseeing services were more likely to stay at hotels or motels than people who did not use sightseeing services. (82 percent of sightseeing service users vs. 72 percent of non-users).
- People who did not use sightseeing services were more likely to stay with friends and relatives than people who used sightseeing services. (13 percent of sightseeing service users vs. 22 percent of non-users).
- People who used sightseeing services were more likely to stay within walking distance of the National Mall/Memorial area than people who did not use sightseeing services. (33 percent of sightseeing service users vs. 23 percent of non-users).
- People who used sightseeing services were more likely to travel to Washington DC by airplane than people who did not use sightseeing services. (41 percent of sightseeing service users vs. 34 percent of non-users).
- People who did not use sightseeing services were more likely to travel to Washington DC by car than people who used sightseeing services. (35 percent of sightseeing service users vs. 41 percent of non-users).
- People who used sightseeing services were more likely to travel to the Washington DC area for pleasure than people who did not use sightseeing services. (66 percent of sightseeing service users vs. 56 percent of non-users).

4.1.3 Notable Differences between Spring and Summer Visitors

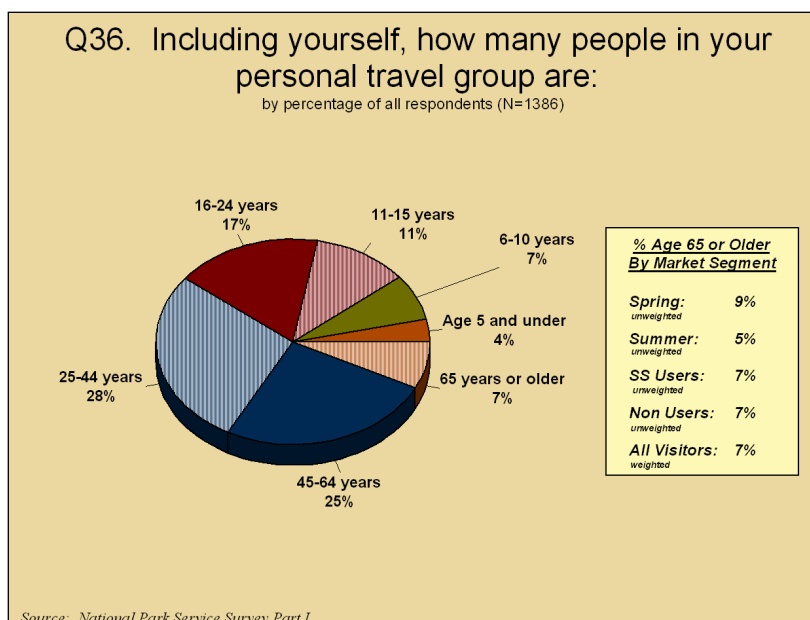
- Summer visitors were more likely to have traveled to the Washington DC area for pleasure than spring visitors. (65 percent in July vs. 54 percent in March).
- Spring visitors were slightly more likely to stay at hotels/motels than people who visited during the summer (73 percent in July vs. 79 percent in March).
- Summer visitors were more likely to stay with friends/relatives than people who visited during the spring (20 percent in July vs. 16 percent in March).
- Summer visitors were more likely to travel to the Washington DC area by car than spring visitors (47 percent in July vs. 31 percent in March).
- Spring visitors were twice as likely as summer visitors to have traveled to the Washington DC area by a charter/tour bus (5 percent in July vs. 11 percent in March).
- Spring visitors were more likely to have traveled to Washington DC area by airplane than summer visitors (33 percent in July vs. 42 percent in March).

4.2 VISITOR PROFILE DATA

4.2.1 Overall Findings

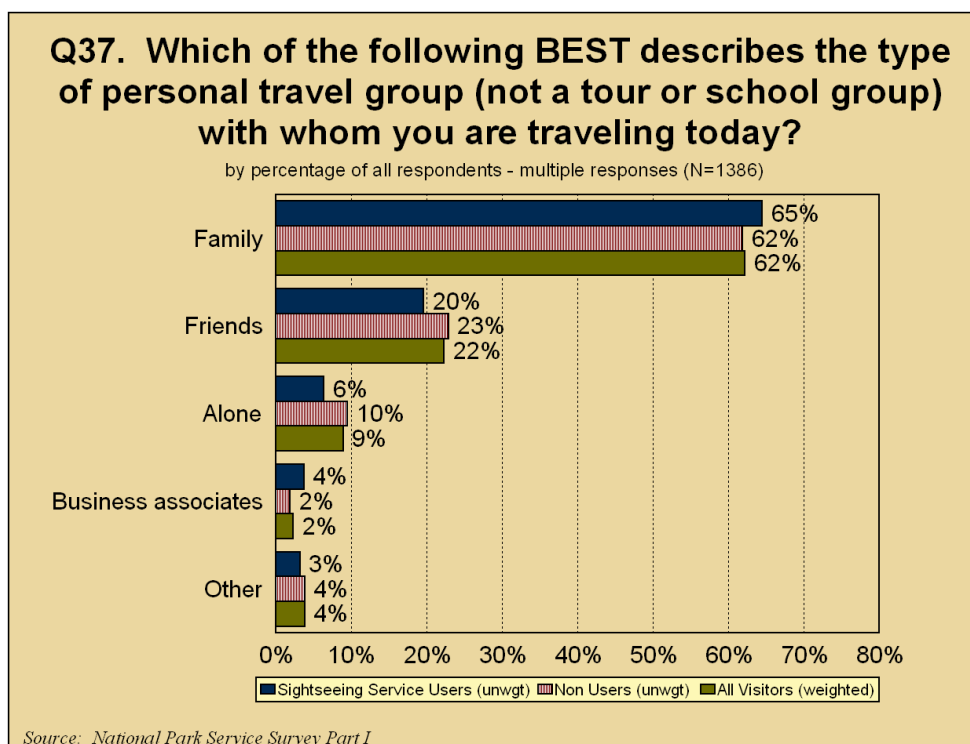
- **Make up of Travel Groups:** The personal travel groups include individuals of all ages. The greatest distribution is in the 25 to 64 age group with over 53 percent of the group composition in this category. Children below the age of five and Seniors constituted approximately 11 percent of the travel group

Exhibit 14



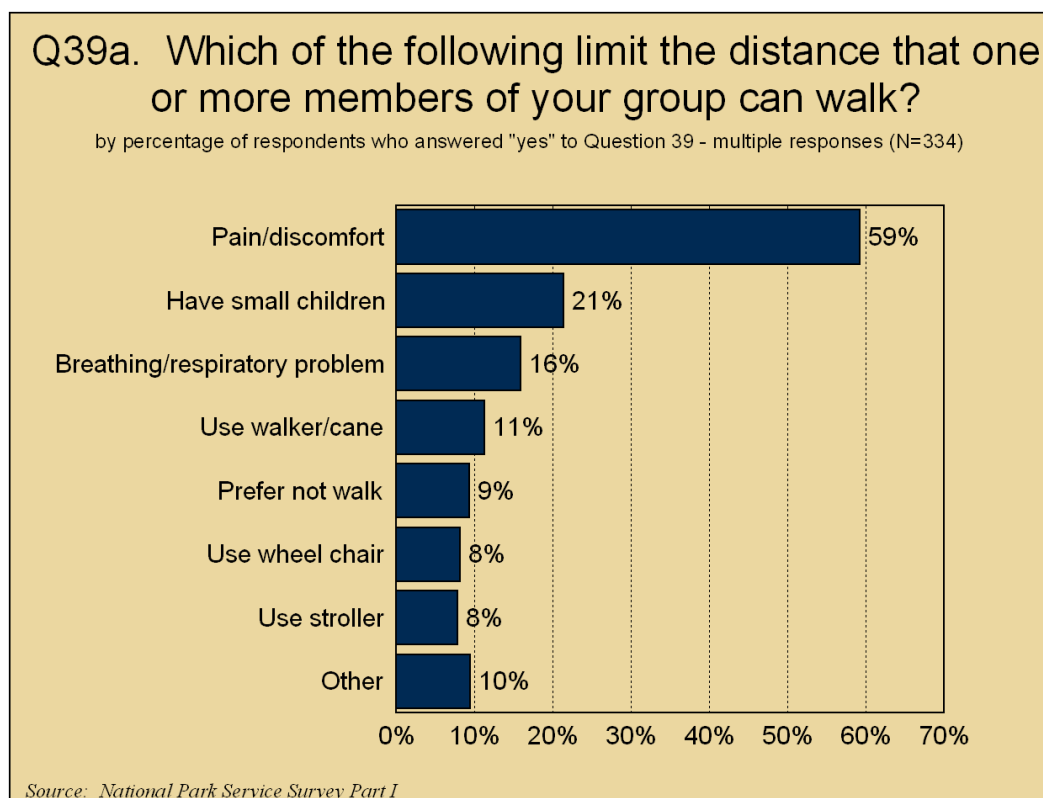
- **Gender of Visitor:** Respondents were evenly distributed across gender. Approximately 51 percent of the respondents were female while 49 percent were male.
- **Level of Education.** Respondents were highly educated with over 60 percent of the respondents having completed a four-year degree; 23 percent had college experience or vocational training, eight percent had a high school degree and two percent did not have a high school diploma or equivalent.
- **Employment Status.** Approximately 61 percent of respondents were employed full-time, seven percent worked part-time, 10 percent were retired, eight percent were full-time students, and six percent were not employed outside of the home.
- **Type of Personal Travel Group.** Visitors were primarily traveling with groups composed of family and friends. Families made up 62 percent of the groups, friends were 22 percent, individuals traveling alone accounted for nine percent, and business associates were two percent.

Exhibit 15



- **Guided Tours/School Groups:** About one-tenth (nine percent) of the visitors were part of a guided tour or school group.
- **Size of Travel Group:** For all visitors, the mean travel group size was 3.42. The group size did not shift dramatically between spring and summer (3.28 vs. 3.55) nor among sightseers and non-sightseers (3.42 vs. 3.40)
- **Individuals with Walking Limitation:** Nearly one-quarter (24 percent) of the visitors reported having an individual in their party who could only walk a limited distance.
 - For respondents from groups who had an individual who could only walk a limited distance, the primary reasons reported were pain/discomfort (59 percent), breathing difficulties (16 percent) and wheelchair or walker/cane user (20 percent).

Exhibit 16



4.2.2 Notable Differences between Sightseeing Users and Non-Users

- People who used sightseeing services were more likely to be age 55 or older than people who did not use sightseeing services. (22 percent of sightseeing service users vs. 17 of percent non-users).
- People who did not use sightseeing services were almost twice as likely to be full-time students as people who used sightseeing services (five percent of sightseeing service users vs. nine percent of non-users).
- People who did not use sightseeing services were almost twice as likely to be traveling alone as people who used sightseeing services (six percent of sightseeing service users vs. 10 percent of non-users).
- People who did not use sightseeing services were three times more likely to be traveling with someone whose movement is limited by a wheelchair than people who used sightseeing services (three percent of sightseeing service users vs. nine percent of non-users).
- People who did not use sightseeing services were four times more likely to be traveling with children whose movement is limited by use of a stroller than people who used sightseeing services (two percent of sightseeing service users vs. nine percent of non-users).

4.2.3 Notable Differences between Spring and Summer Visitors

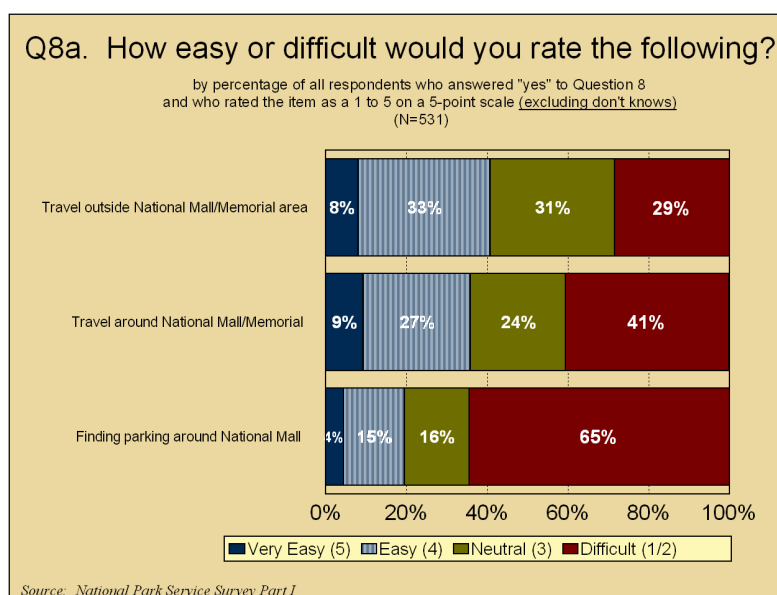
- Summer visitors were more likely to be between 25 and 54 years old than spring visitors. (75 percent in July vs. 63 percent in March).
- Spring visitors were more likely to be over age 55 than summer visitors (23 percent in March vs. 15 percent in July).
- Spring visitors were more likely to be under age 25 than summer visitors. (14 percent in March vs. 10 percent in July).
- Summer visitors were more likely to be traveling with their family than spring visitors. (72 percent in July vs. 54 percent in March).
- Spring visitors were more likely to be traveling alone than summer visitors (10 percent in March vs. six percent in July).

4.3 PERCEPTIONS OF EXISTING TRANSPORTATION SERVICES

4.3.1 Overall Findings

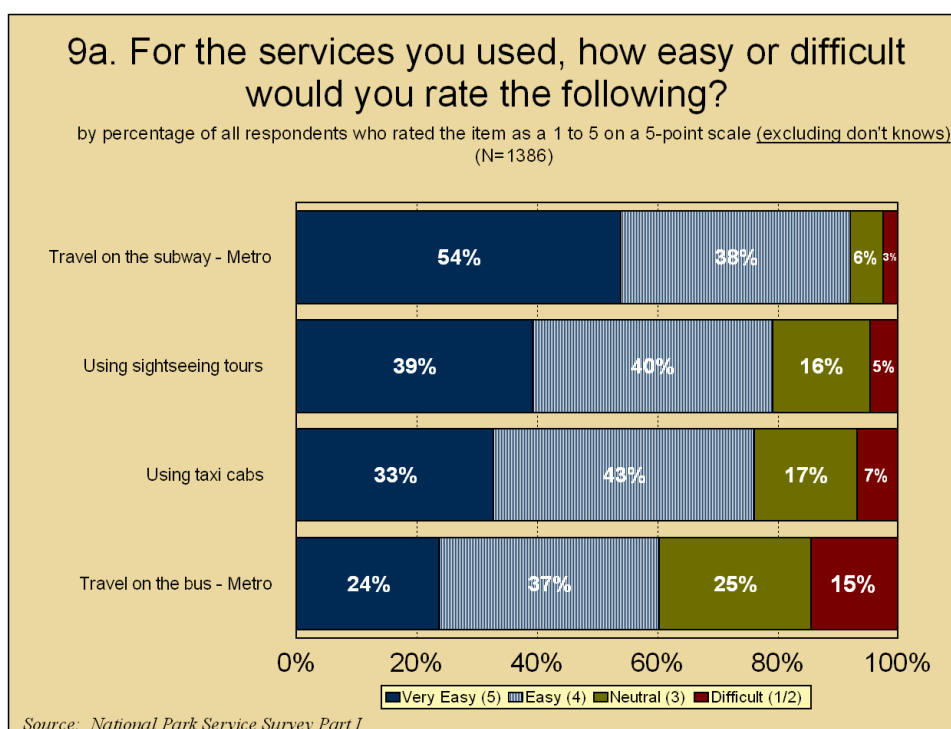
- **Perceptions of Travel by Car in the Metropolitan Washington, DC Area:** Forty percent of all visitors surveyed indicated that they drove or parked a car during their visit to the metropolitan Washington, DC area. Excluding those who did not have an opinion, 41 percent of the visitors who had driven a car in the metropolitan Washington DC area rated travel by car on or around the National Mall/Memorial area as difficult, 29 percent thought it was difficult to travel by car to destinations outside the National Mall/Memorial area, and 65 percent thought it was difficult to park around the National Mall/Memorial area.

Exhibit 17

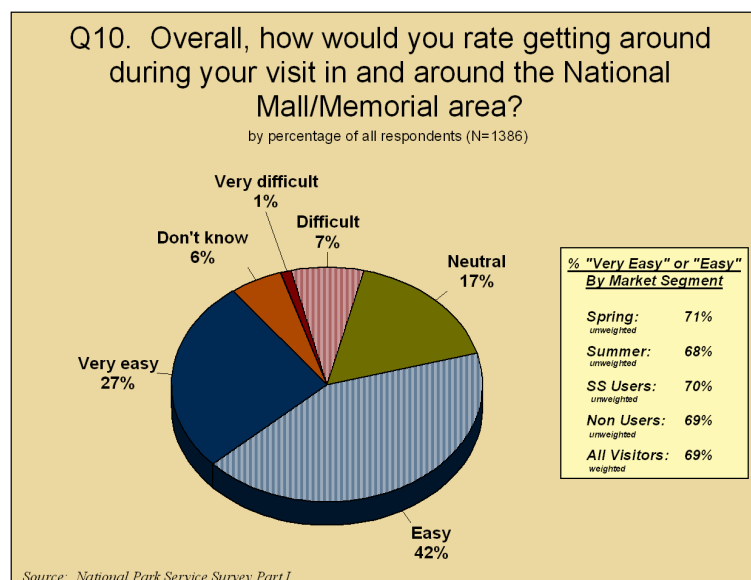


- **Use of Non-Automobile Transportation by Visitors:** Sixty-one percent of all visitors used the subway, 22 percent used a taxi cab, 18 percent used sightseeing services, and 13 percent used a public bus.
- **Perceptions of Subway Travel in the DC Area:** Excluding those who did not have an opinion, 92 percent of those surveyed thought the subway (Metro) was “easy” or “very easy” to use, five percent gave neutral ratings, and three percent thought it was difficult to use.
- **Perceptions of Public Bus Travel in the DC Area:** Excluding those who did not have an opinion, 60 percent of those surveyed thought public buses were “easy” or “very easy” to use, 25 percent gave neutral ratings, and 15 percent thought public buses were difficult to use.
- **Perceptions of Travel by Sightseeing Tours in the DC Area:** Excluding those who did not have an opinion, 79 percent of those surveyed thought sightseeing tours were “easy” or “very easy” to use, 16 percent gave neutral ratings, and five percent thought sightseeing tours were difficult to use.
- **Perceptions of Travel by Taxi in the DC Area:** Excluding those who did not have an opinion, 76 percent of those surveyed thought taxi cabs were “easy” or “very easy” to use, 17 percent gave neutral ratings, and seven percent thought taxi cabs were difficult to use.

Exhibit 18



- **How Easy Visitors Think It Is to Get Around the DC Area:** Excluding those who did not have an opinion, 73 percent of those surveyed thought it was “easy” or “very easy” to get around the metropolitan Washington, DC area, 18 percent gave neutral ratings, and nine percent thought it was difficult to travel around the metropolitan Washington, DC area.

Exhibit 19

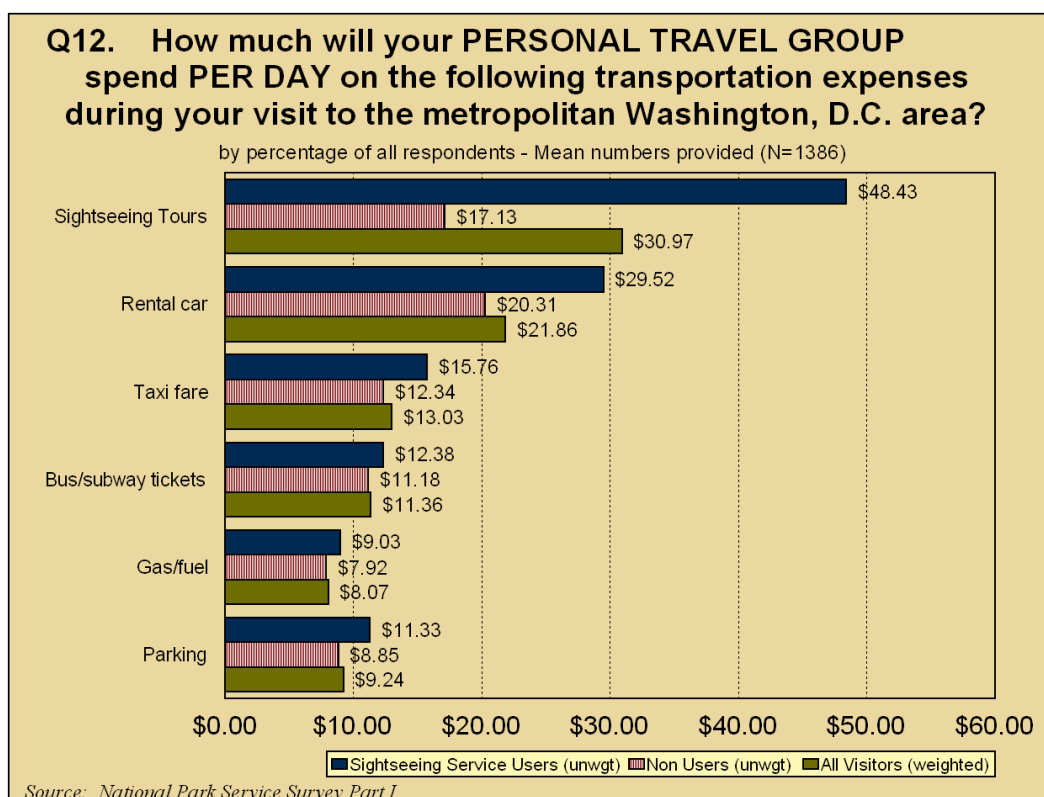
- **Perceptions of Visitor Directional Signage in the National Mall/Memorial Area:** More than two-thirds (69 percent) of those surveyed rated visitor directional signage and information in the National Mall/Memorial area as “very good” or “good;” 19 percent thought it was average; six percent thought it was “poor,” and six percent did not have an opinion.
- **Amount Spent on Transportation in the Metropolitan Washington, DC Area:** The mean per group per day expenditure spent on various transportation services is presented in Exhibit 20. The number of individuals making these expenditures is also noted.

Exhibit 20

Rental Car	141	\$44.65
Taxi Fares	246	\$19.48
Parking	274	\$13.46
Bus/Subway	750	\$12.37
Gas Fuel	292	\$10.23
Sightseeing Tours	364	\$47.89

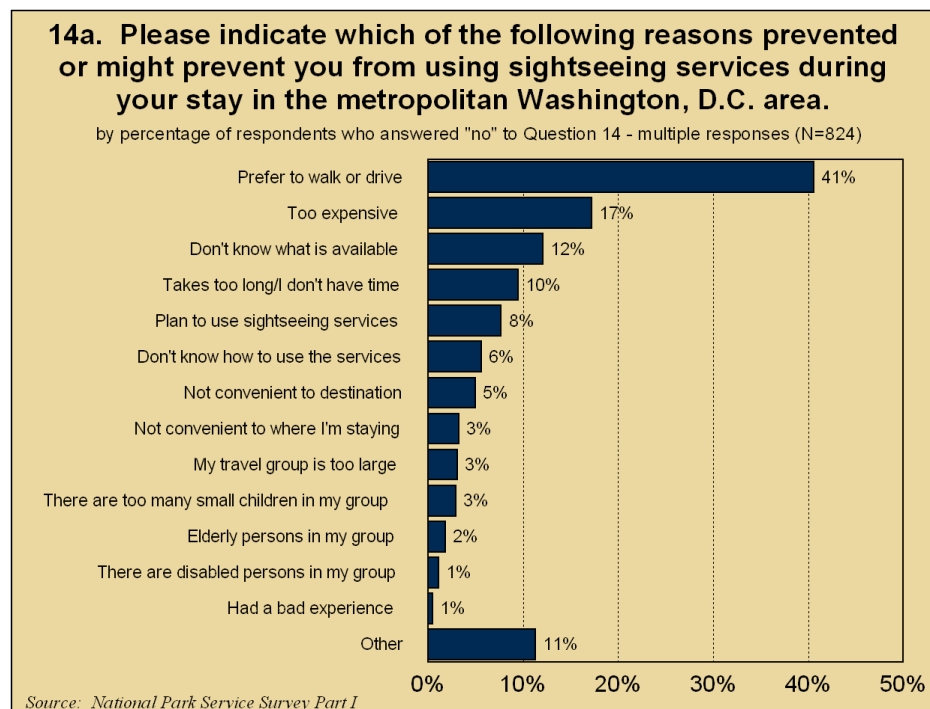
Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part I

Exhibit 21



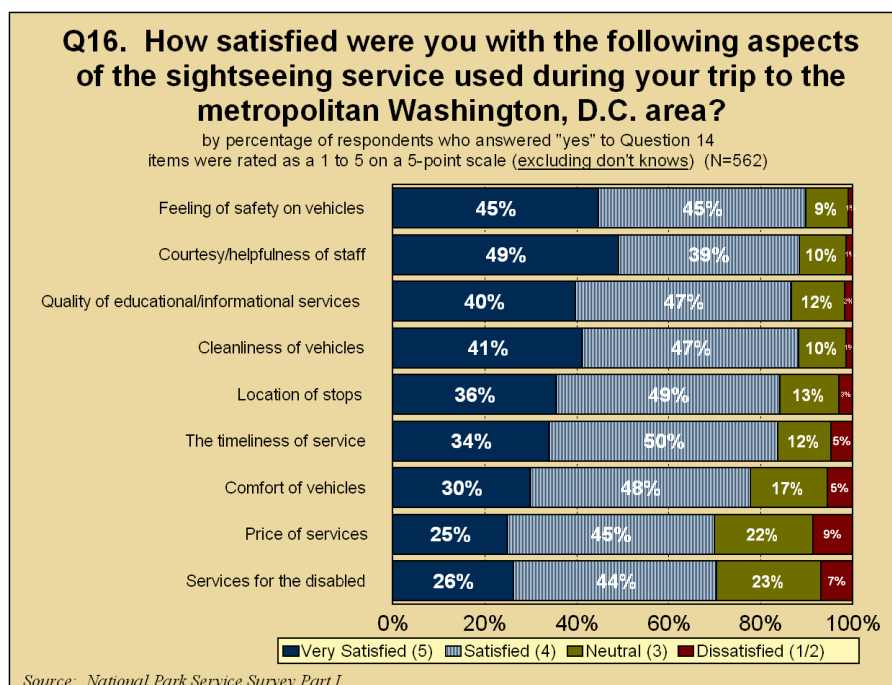
- **Use of Sightseeing Services in Cities outside the DC Area:** More than half (54 percent) of all visitors surveyed had used sightseeing services in another city, 39 percent indicated that they had not used sightseeing services in another city, and seven percent were not sure.
- **Use of Sightseeing Services in the Metropolitan Washington, DC Area:** Less than one-fifth (18 percent) of all visitors surveyed had used sightseeing services in the metropolitan Washington, DC area during their current trip, while 82 percent indicated that they had not used sightseeing services in the Washington, DC area.
- **Reasons that Visitors Did Not Use Sightseeing Services in the Metropolitan Washington, DC Area:** The top three reasons that visitors were not using sightseeing services in the Washington, DC area were that:
 - They preferred to walk or drive (41 percent);
 - They thought the services were too expensive (17 percent); and
 - They did not know what services were available (12 percent).

Exhibit 22



- Sightseeing Service Used:** The largest percentage of sightseers used Tourmobile at 54 percent, followed by Old Town Trolley at 29 percent, and Li'l Red Trolley, and DC Ducks at nine and eight percent respectively. Other services received seven percent.
- Satisfaction with Sightseeing Services:** Among visitors who indicated that they had used sightseeing services in the metropolitan Washington, DC area, most were generally satisfied with the service. The percentage of respondents who gave positive ratings (a rating of "four" or "five" on a five-point scale, where "five" was very satisfied and "one" was very dissatisfied), excluding those who did not have an opinion, is provided below for each of the service attributes that were rated:
 - 90 percent were satisfied with their feeling of safety on vehicles;
 - 88 percent were satisfied with the cleanliness of vehicles;
 - 88 percent were satisfied with the courtesy of staff;
 - 87 percent were satisfied with the quality of educational information;
 - 84 percent were satisfied with the timeliness of service;
 - 84 percent were satisfied with the location of stops;
 - 78 percent were satisfied with the comfort of vehicles;
 - 71 percent were satisfied with services for disabled people; and
 - 70 percent were satisfied with the price of the service.

Exhibit 23



- **How Visitors Learned About Sightseeing Services in the Metropolitan Washington DC Area:** The top ways that visitors who used sightseeing services learned about the service they used during their trip are listed below:
 - Guidebooks/brochures (26 percent);
 - Information at their hotel (22 percent);
 - Recommendation of a friend/family (21 percent); and
 - Saw a sightseeing vehicle (19 percent).

4.3.2 Notable Differences between Sightseeing Users and Non-Users

- People who used sightseeing services were more likely to use a cab than people who did not use sightseeing services.
- Thirty-one percent of people who used sightseeing services did not have an opinion about the ease of travel by subway compared to just 10 percent of people who used sightseeing services.
- People who used sightseeing services were just as likely to think it was easy or very easy to get around the National Mall/Memorial Area during their visit as people who did not use sightseeing services (70 percent sightseeing vs. 69 percent non-users).
- People who used sightseeing services were significantly more likely to have used sightseeing services in other cities (66 percent sightseeing vs. 51 percent non-users).

- People who used sightseeing services spent significantly more per day on rental car fees than people who did not use sightseeing services (\$29.52 sightseeing vs. \$20.31 non-user).

4.3.3 Notable Differences between Spring and Summer Visitors

In general, the time of year that the survey was administered did not significantly affect overall satisfaction with transportation services in the metropolitan DC area. The only major seasonal difference that was noted is listed below:

- Visitors were more likely to have driven or parked a car during the summer than the spring (43 percent vs. 34 percent).

4.4 PREFERENCES FOR EXPANDED OR NEW TRANSPORTATION SERVICES

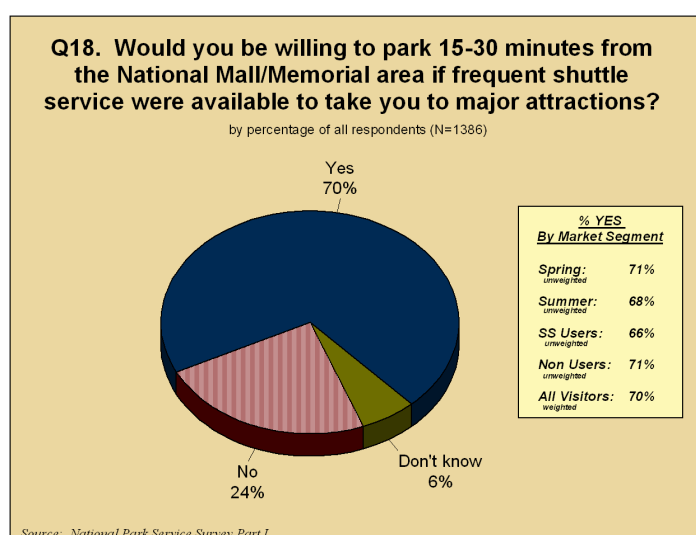
4.4.1 Overall Findings

- **Willingness to Use a Remote Parking Area and Shuttle Service:** Seventy percent of all respondents surveyed indicated that they would be willing to park 15 to 30 minutes from the National Mall/Memorial Area if frequent shuttle service were available to take them to major attractions, 24 percent were not willing, and six percent did not have an opinion.

Among visitors who would be willing to use a remote parking area, 66 percent indicated that they would be willing to pay for parking, 19 percent were not willing, and 15 percent did not have an opinion.

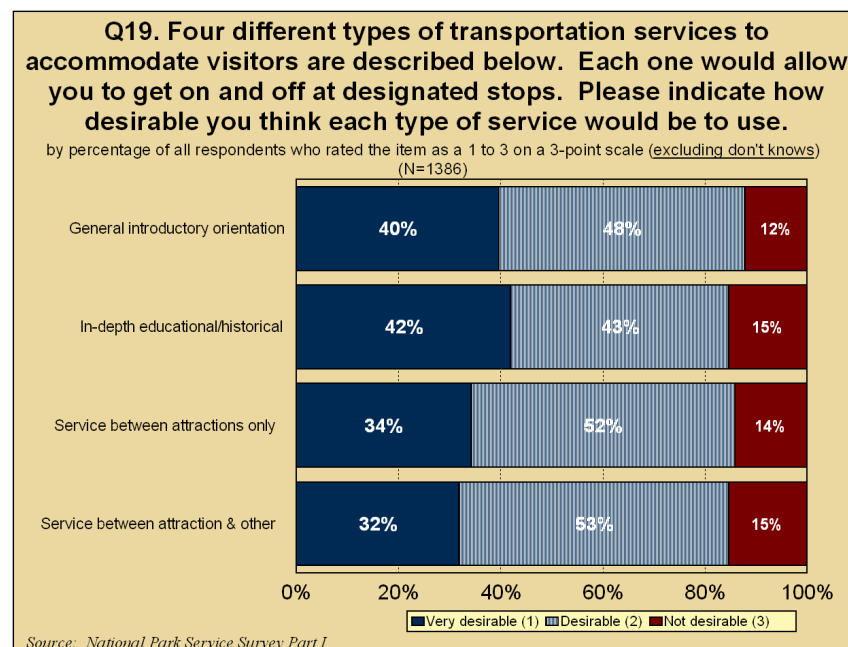
Among visitors who would be willing to use a remote parking area, 57 percent indicated that they would be willing to pay for shuttle service to/from the National Mall/Memorial area, 25 percent were not willing, and 18 percent did not have an opinion.

Exhibit 24



- Desirability of Frequent Transportation Services between Major Attractions:** Seventy-five percent of those surveyed thought frequent transportation services that only stopped at major attractions would be desirable even if the service did not provide commentary about the attractions, 12 percent did not think it would be desirable, and 13 percent did not have an opinion.
- Desirability of Frequent Transportation Services Between Major Attractions and Other Destinations:** 72 percent of those surveyed thought frequent transportation services that stopped at major attractions and other places such as offices, restaurants, and shopping areas would be desirable even if the service did not provide commentary about the attractions; 13 percent did not think it would be desirable, and 15 percent did not have an opinion.
- Desirability of Transportation Services with General Introductory Orientation to the Metropolitan Washington, DC Area:** Seventy-five percent of those surveyed thought transportation services that provided general introductory orientation to attractions in the metropolitan Washington, DC area would be desirable, 10 percent did not think it would be desirable, and 15 percent did not have an opinion.
- Desirability of Transportation Services with In-Depth Educational and Historical Commentary:** Seventy-three percent of those surveyed thought transportation services that provided In-depth educational and historical commentary would be desirable, 13 percent did not think it would be desirable, and 14 percent did not have an opinion.

Exhibit 25

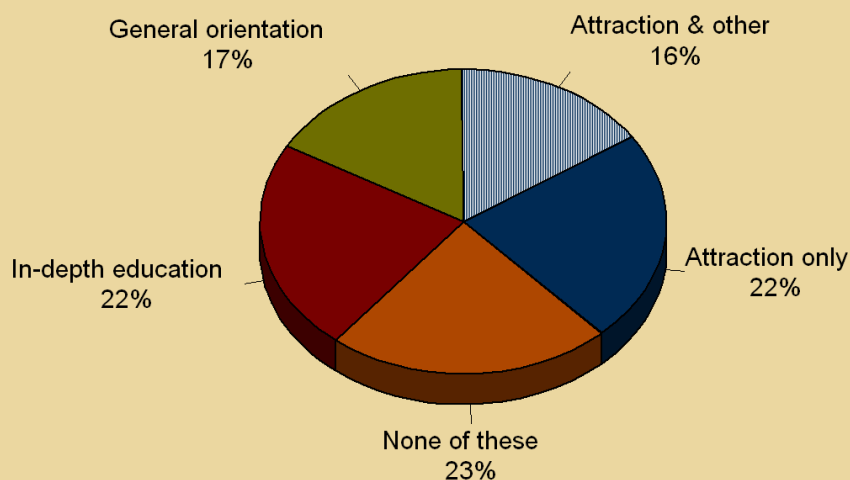


- **Preference for Commentary:** When asked which ONE of the services that the travel group would be most interested in using, the distribution of interest was relatively equally distributed. Non-commentary options (between attractions and attractions and other destinations) received over 38 percent responses. Introductory orientation received 17 percent, and In-depth Educational Commentary was 22 percent. Twenty three percent indicated that none of the options provided was desirable.

Exhibit 26

Q20. Which ONE of the services described above
(Question 19) would you be MOST interested in using?

by percentage of all respondents (N=1386)



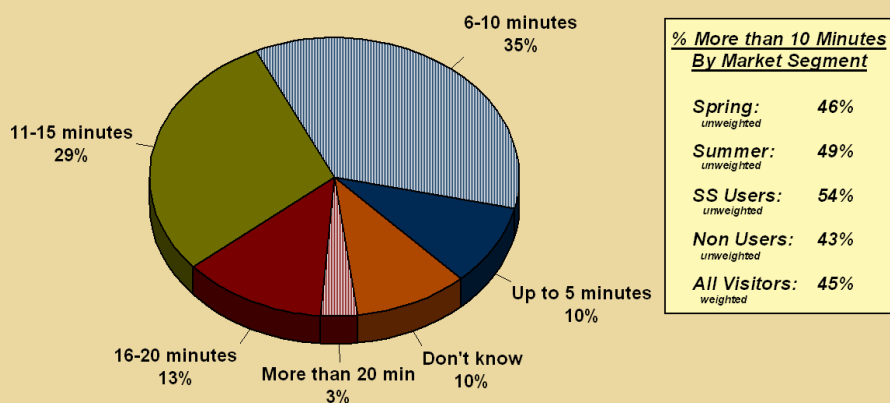
Source: National Park Service Survey Part I

- **Willingness of Visitors to wait to use Transportation Services:** Visitors were given six options regarding their willingness to wait for use of one of the four transportation services they selected. The majority (73 percent) of visitors were willing to wait less than fifteen minutes between pickups. Fifty percent of respondents were willing to wait less than ten minutes.

Exhibit 27

Q21. What is the longest time you would be willing to wait to use the service you selected as your "top choice" in question 20?

by percentage of all respondents (N=1386)



Source: National Park Service Survey Part I

- Pricing Methods and Preferences:** Each of the transportation service options was given price points for consideration. The two which did not involve any commentary (attractions only and attractions plus other destinations) were grouped together and identified as "Without Commentary." The price options included both per trip as well as per day charges. The option, "Without Commentary" measured the highest willingness to pay overall with a preference for daily passes (67 percent). "With Introductory Orientation," demonstrated the second highest level of desirability and again, per day passes were preferred (51 percent). "In-Depth Commentary" had a higher response to no payment than payment at a ratio of almost two to one.

Exhibit 28

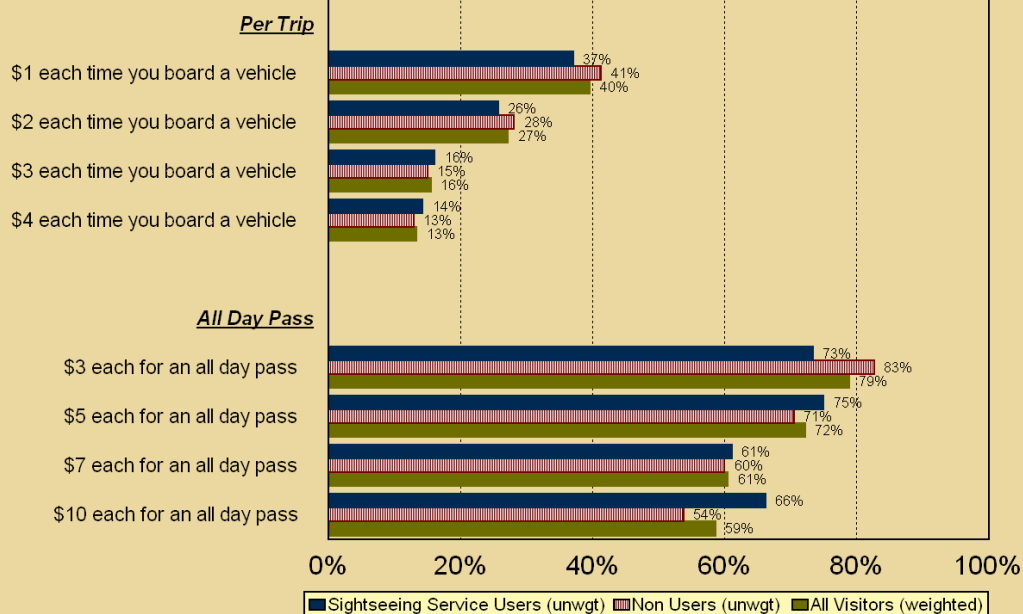
Yes	24%	67%	17%	51%	25%	17%
No	52%	17%	57%	30%	53%	58%
Don't Know	24%	16%	27%	19%	22%	25%

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part I

Exhibit 29

Q22. If transportation services, such as the ones WITHOUT COMMENTARY described in question 19A and 19B, were available in the Washington D.C. area, would you pay:

by percentage of all respondents (N=1386)

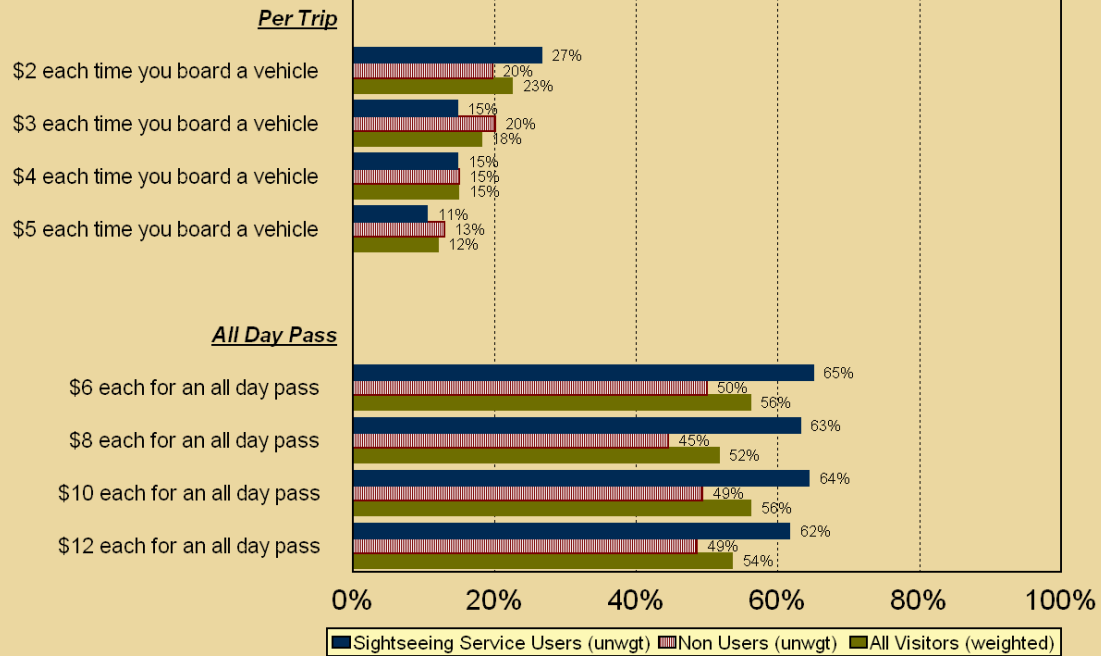


Source: National Park Service Survey Part I

Exhibit 30

Q23. If transportation services, such as the ones WITH INTRODUCTORY ORIENTATION described in question 19C were available in the metropolitan Washington, D.C. area would you pay:

by percentage of all respondents (N=1386)

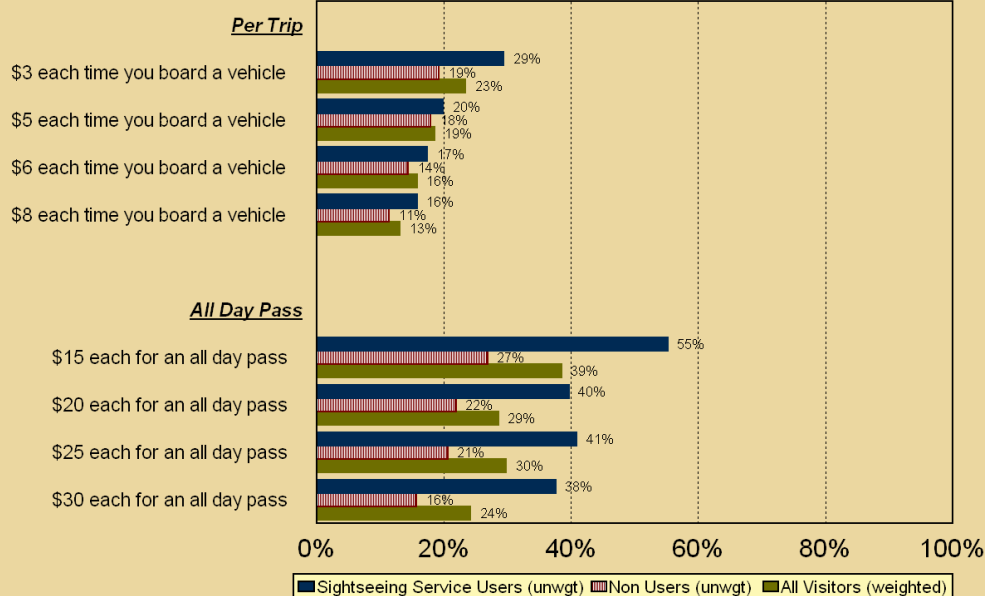


Source: National Park Service Survey Part I

Exhibit 31

Q24. If transportation services, such as the ones WITH IN-DEPTH COMMENTARY described in question 19D were available in the metropolitan Washington, D.C. area would you pay:

by percentage of all respondents (N=1386)



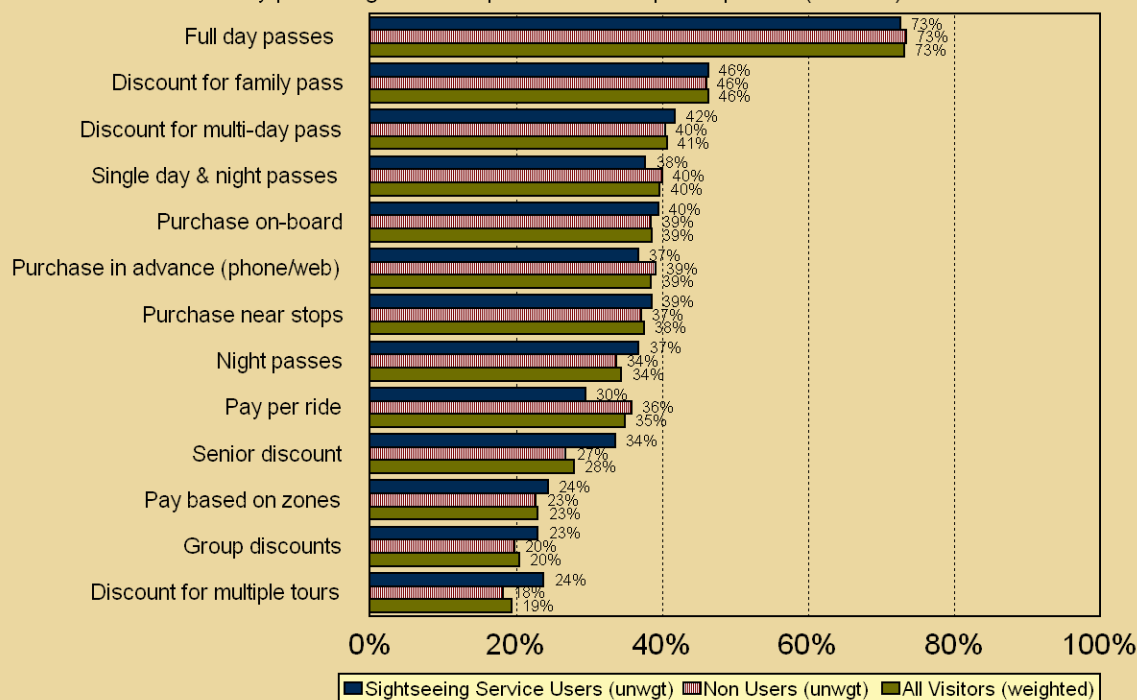
Source: National Park Service Survey Part I

- Preferred Ticket Options and Payment Methods:** The ticket options and payment methods most preferred by visitors were full-day passes (73 percent), discounts for family pass (46 percent), discounts for multi-day pass (41 percent), single day and night pass (40 percent), the ability to purchase tickets on-board (39 percent), the opportunity to purchase tickets in advance via phone or internet (39 percent), and the opportunity to purchase tickets near designated stops (38 percent).

Exhibit 32

Q25. Which of the following ticket options and payment methods would be important to you if you were going to use a transportation service in the metropolitan Washington, D.C. area?

by percentage of all respondents - multiple responses (N=1386)



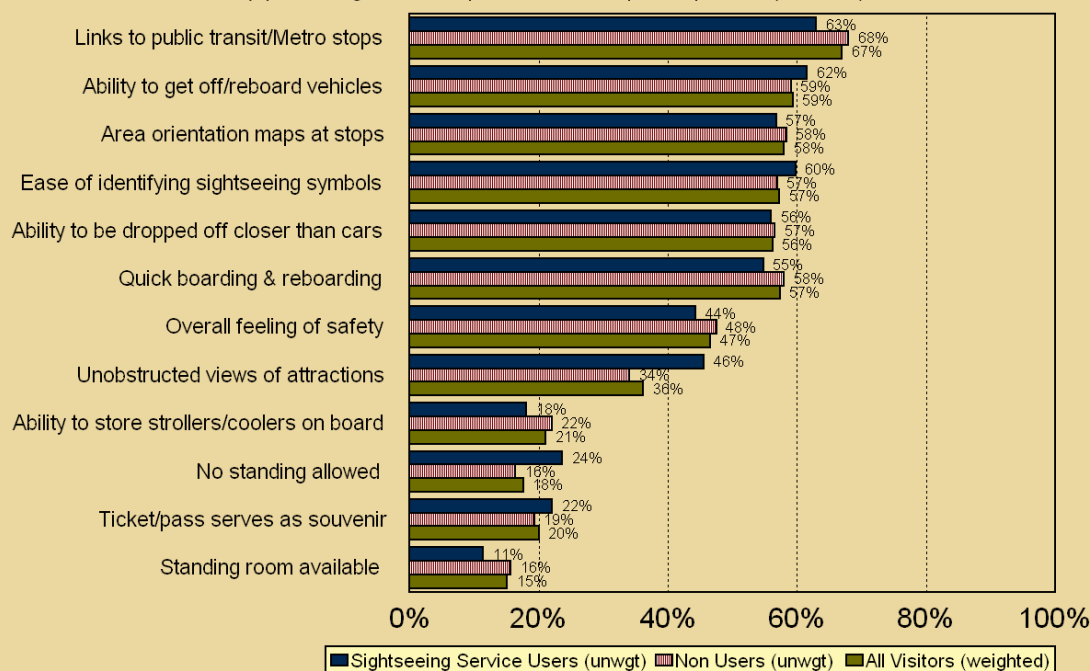
Source: National Park Service Survey Part I

- Preferred Convenience Characteristics:** The convenience characteristics identified as most important by visitors were transportation services' links to public transit (Metro) stops (67 percent), the ability to re-board vehicles at designated stops (59 percent), area orientation maps at designated stops (58 percent), quick boarding and re-boarding (57 percent), ease of identifying sightseeing service symbol at designated stops (e.g., Tourmobile symbol) (57 percent), and the ability to be dropped off closer to major attractions than is possible by car (56 percent).

Exhibit 33

Q26. Which of the following convenience characteristics would be important to you if you were going to use a transportation service in the metropolitan Washington, D.C. area?

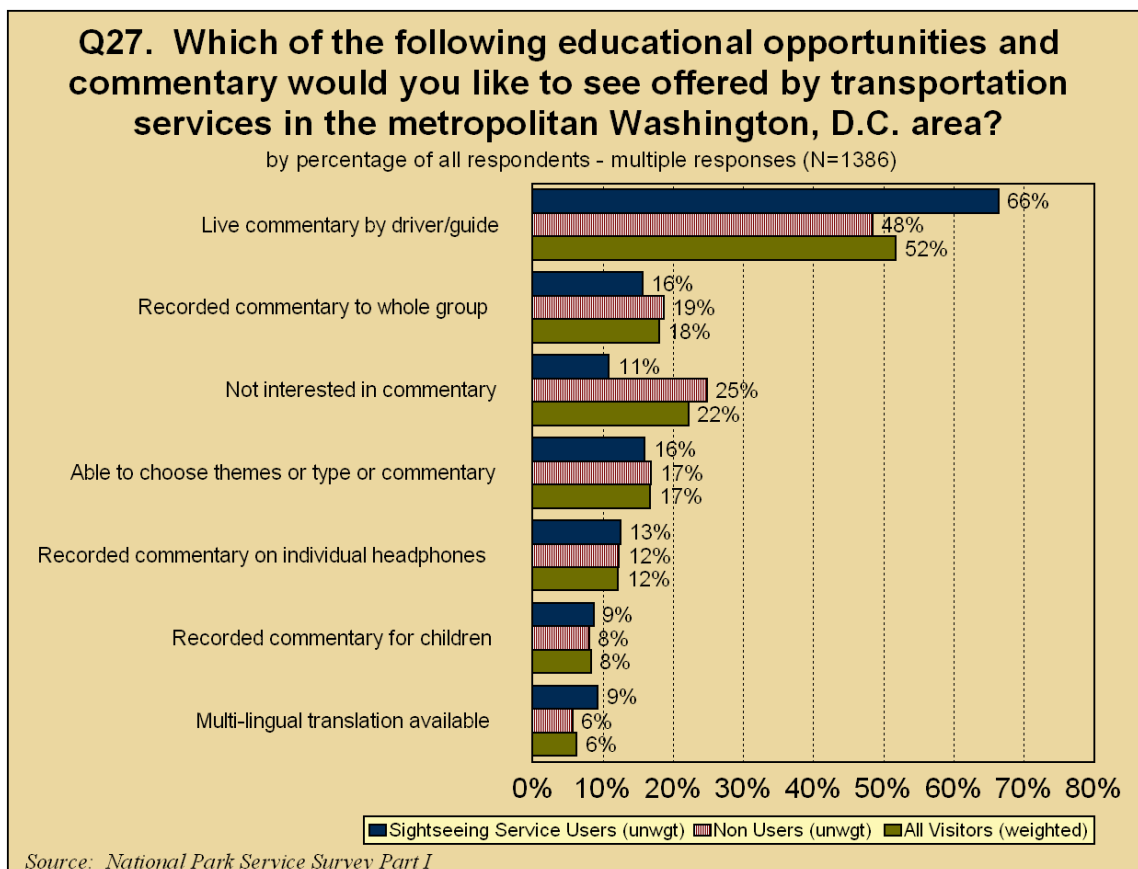
by percentage of all respondents - multiple responses (N=1386)



Source: National Park Service Survey Part I

- Preferred Educational Opportunities and Commentary:** The educational opportunities/commentary identified as most important by visitors was live commentary by driver or guide (52 percent), recorded commentary to whole group (18 percent), and being able to choose educational themes or commentary (17 percent). Approximately 22 percent were not interested in any educational opportunities or commentary.

Exhibit 34

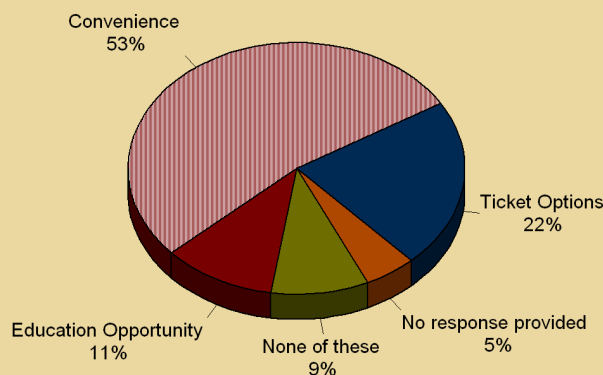


- Preferred Educational Themes:** Educational themes selected as most important to visitors were cultural heritage/history tours (73 percent), presidents (73 percent), war memorials (71 percent), Civil War (65 percent), natural areas (54 percent), and gardens (51 percent).
- Single Most Important Transportation Services Factor:** When asked to select the single most important transportation services factor, visitors chose convenience by a wide margin (53 percent), followed by ticket options (22 percent), and educational options and commentary (11 percent). Approximately nine percent of the respondents selected none of these.

Exhibit 35

Q28. Which ONE of the major categories described in questions 25-27 is the most important factor in your selection of transportation services for your visit to the metropolitan Washington, D.C. area?

by percentage of all respondents (N=1386)



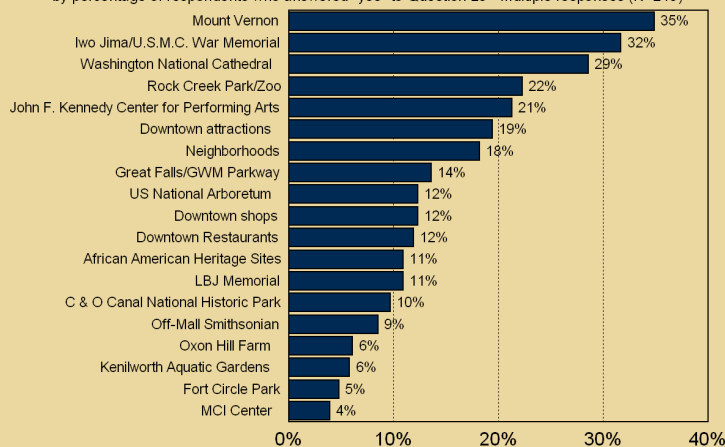
Source: National Park Service Survey Part I

- **Locations Not Accessible by Public Transit or Sightseeing Bus:** The majority of visitors (72 percent) responded that there were no locations that they were unable to visit due to a lack of public transit or sightseeing bus. However, 13 percent did indicate that there were locations that they were unable to visit due to a lack of public transport or sightseeing buses.

Exhibit 36

Q29a. Which destinations were you not able to visit because they were not accessible by public transit or a sightseeing service?

by percentage of respondents who answered "yes" to Question 29 - multiple responses (N=219)



Source: National Park Service Survey Part I

- **Specific Locations Not Accessible by Public Transit or Sightseeing Bus:**
For respondents who indicated that they were not able to visit a location because it was not accessible by public transit or sightseeing bus, the following specific locations were identified most frequently: Mount Vernon Estate and Gardens (35 percent), Iwo Jima Marine Corps Memorial (32 percent), Washington National Cathedral (29 percent), Rock Creek Park/National Zoo (22 percent), and the John F. Kennedy Center for the Performing Arts (21 percent).

4.4.2 Notable Differences between Sightseeing Users and Non-Users

- People who used sightseeing services were willing to wait significantly longer for their preferred type of transportation service than people who did not use sightseeing services. Twenty-five percent of the sightseeing users surveyed would wait more than 15 minutes compared to just 13 percent of non-users.
- People who used sightseeing services were more likely to select senior discounts as an important ticket option than those who did not use sightseeing services. (34 percent of sightseeing users vs. 27 percent of non-users).
- People who used sightseeing services were more likely to select unobstructed views as an important service characteristic than those who did not use sightseeing services (46 percent of sightseeing users vs. 34 percent of non-users).
- People who used sightseeing services were more likely to indicate that they were not able to visit some locations because the sites were not accessible by public transit or a sightseeing bus than people who did not use sightseeing services (23 percent of sightseeing users vs. 11 percent of non-users).
- People who used sightseeing services were more likely to be interested in live commentary by a driver/tour guide than people who did not use sightseeing services (66 percent of sightseeing users vs. 48 percent of non-users).

4.4.3 Notable Differences Between Spring and Summer Visitors

- Summer visitors were more likely to select a discounted family pass as an important ticket option than spring visitors. (51 percent in July vs. 41 percent in March).
- There were no significant differences between spring and summer visitors regarding the importance of various convenience characteristics of transportation services in the metropolitan Washington, DC area.
- Summer visitors were more likely to be interested in educational commentary about war memorial themes than people visiting during the spring (77 percent in July vs. 66 percent in March).

4.5 TRAVEL SURVEY DATA

4.5.1 Top Destinations for the Region

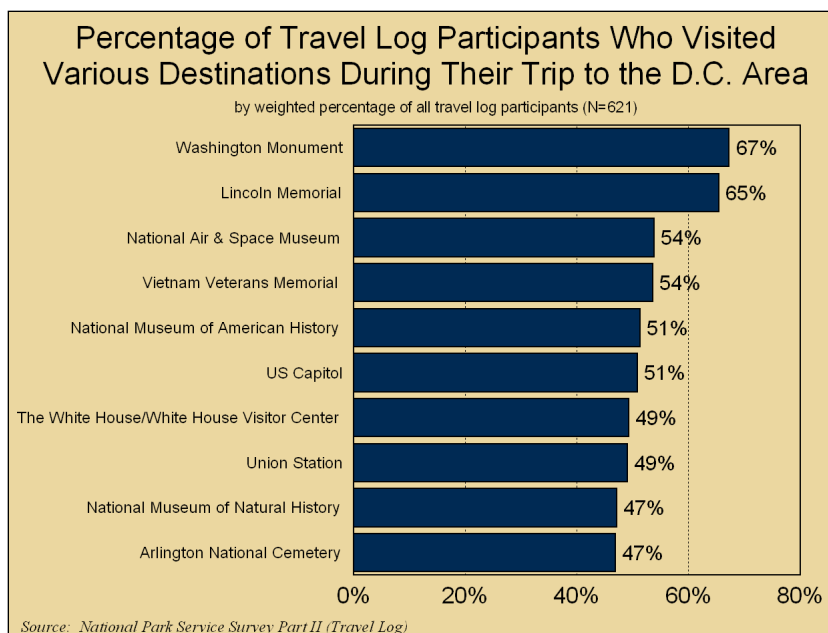
- All Visitors. The top ten visitor attractions based on the total number of trips that were made to the attraction by all people who completed a travel diary are listed below:

Exhibit 37

Top 10 Destinations – ALL VISITORS
Washington Monument
Lincoln Memorial
National Air & Space Museum
Vietnam Veterans Memorial
National Museum of American History
U.S. Capitol
The White House/White House Visitor Center
Union Station
National Museum of Natural History
Arlington National Cemetery

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part II

Exhibit 38



- **Users of Sightseeing Services:** The top ten visitor attractions based on the total number of trips that were made to the attraction by people who used sightseeing services during their visit are listed below:

Exhibit 39

Union Station
Arlington National Cemetery
Lincoln Memorial
Washington Monument
Vietnam Veterans Memorial
National Air & Space Museum
National Museum of American History
U.S. Capitol
The White House/White House Visitor Center
Korean War Veterans Memorial

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part II

- **Visitors Who Did Not Use Sightseeing Services:** The top ten visitor attractions based on the total number of trips that were made to the attraction by people who did not use sightseeing services during their visit are listed below:

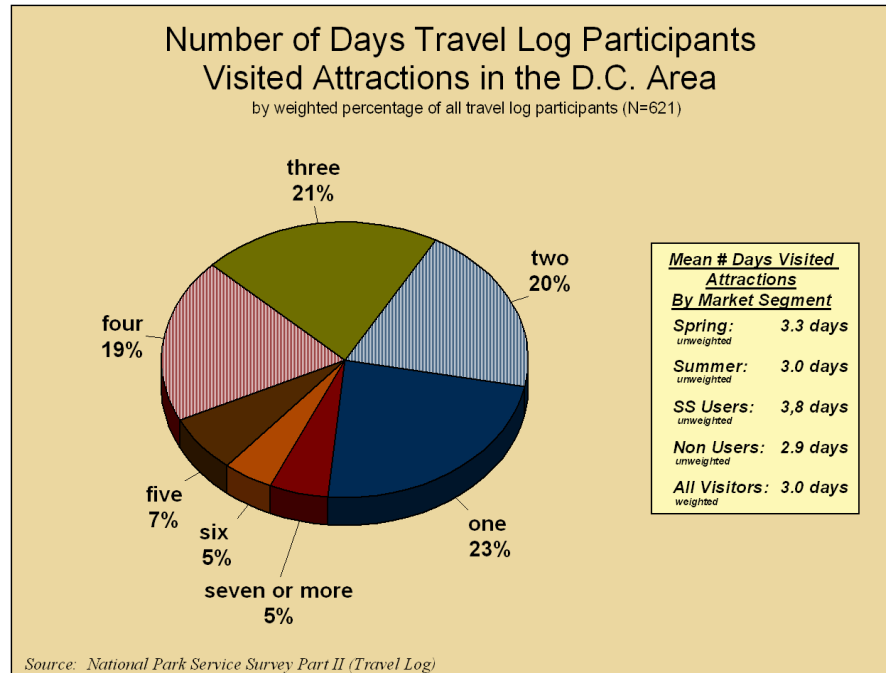
Exhibit 40

Washington Monument
Lincoln Memorial
Vietnam Veterans Memorial
National Air & Space Museum
National Museum of American History
U.S. Capitol
The White House/White House Visitor Center
National Museum of Natural History
Thomas Jefferson Memorial
Korean War Veterans Memorial

Source: NPS-NACC Washington, DC Visitor Transportation Survey- Part II

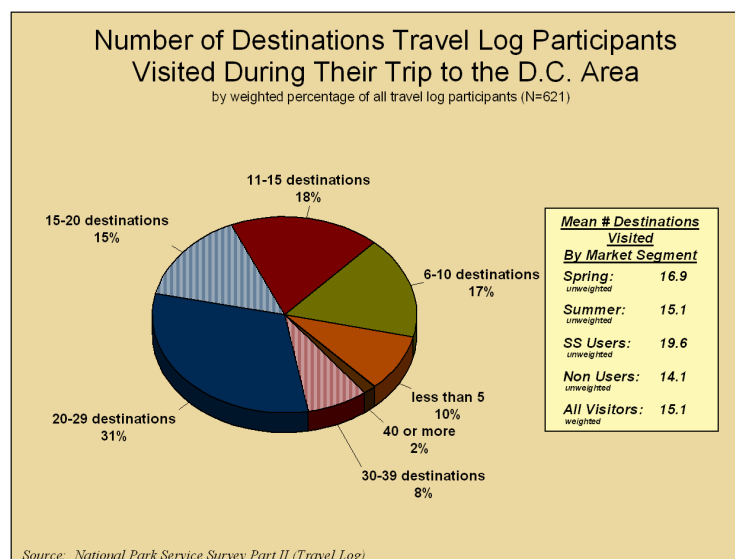
- **Number of Days Visitors Visited Attractions in the Washington DC Area:**
The mean number of travel days for all visitors was 3.04 days. The number of

days stayed relatively stable between spring and summer at 3.33 and 3.02 days each period. Sightseers typically spend longer than non-sightseers at 3.75 versus 2.88 days.

Exhibit 41

- Total Number of Destinations Visited By Visitors to the Washington DC Area:** The weighted mean number of total destinations visited by all visitors during a trip was 15.13. Spring visitors saw more sites than summer visitors with a mean number of visits at 16.91 versus 15.08. Sightseeing visitors visited five more sites than non-sightseeing visitors with a mean number of sites at 19.64 versus 14.11.

Exhibit 42



- **Number of Trips per Day:** For all respondents, the mean number of destinations visited per day was 4.97. The sightseers mean was slightly greater than non-sightseers at 5.24 versus 4.90 per day.

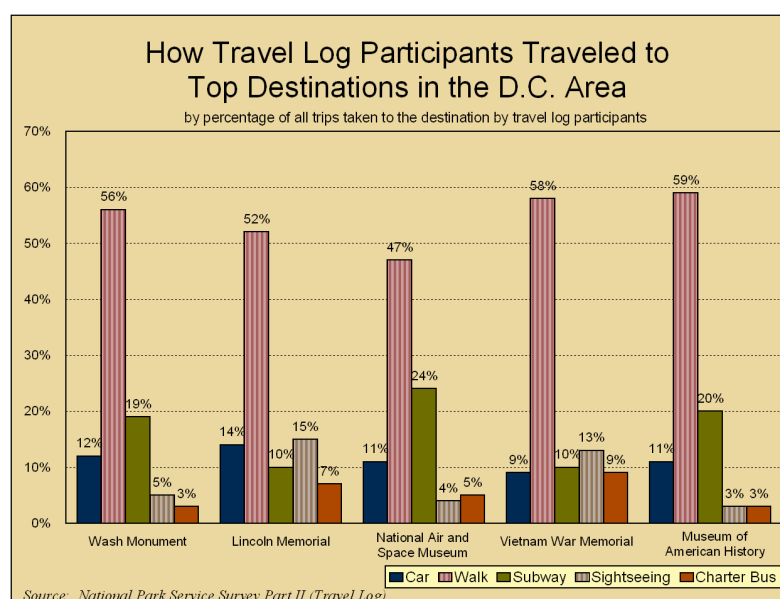
4.5.2 Modes of Travel Used by Visitors to Travel between Major Attractions

- **Primary Modes of Travel Used by All Visitors:** The top three modes of transportation used by visitors to visit all attractions in the metropolitan Washington, DC area were: walking (43 percent), subway (19 percent), and car (16 percent).
- **Modes of Travel from Where they Stayed to Attractions:** The top three modes of transportation used by visitors to travel from where they stayed to attractions was subway (28 percent), not specific (24 percent) and car (23 percent).
- **Mode of Travel from Attraction to Where they Stayed:** The top three modes of transportation used by visitors to travel from attractions to where they stayed was walking (38 percent), subway (23 percent), and car (21 percent).
- **Modes of Travel Used to Get to the Washington Monument:** The top three modes of transportation used by visitors to travel to the Washington Memorial were: walking (56 percent), subway (19 percent), and car (12 percent).
- **Modes of Travel Used to Get to the Lincoln Memorial:** The top three modes of transportation used by visitors to travel to the Lincoln Memorial were: walking (52 percent), sightseeing services (15 percent); and car (14 percent).
- **Modes of Travel Used to Get to the National Air and Space Museum:** The top three modes of transportation used by visitors to travel to the National Air

and Space Museum were: walking (47 percent); subway (24 percent), and car (11 percent).

- **Modes of Travel Used to Get to the Vietnam Veterans Memorial:** The top three modes of transportation used by visitors to travel to the Vietnam Veterans Memorial were: walking (58 percent), sightseeing service (13 percent), and subway (12 percent).
- **Modes of Travel Used to Get to the National Museum of American History:** The top three modes of transportation used by visitors to travel to the National Museum of American History were: walking (59 percent), subway (20 percent), and car (11 percent).

Exhibit 43



4.5.3 Sequence that Visitors Visit Major Attractions

- **Washington Monument:** Forty-six percent of all people who visit the Washington Monument visit the attraction on the first day they are in the Washington, DC area. Twenty-six percent visit on the second day of their trip, 13 percent visit on the third day of their trip, and 15 percent visit on the fourth day of their trip or later.
- **Lincoln Memorial:** Forty-nine percent of all people who visit the Lincoln Memorial visit the attraction on the first day they are in the Washington, DC area. Twenty-nine percent visit on the second day of their trip, 11 percent visit on the third day of their trip, and 11 percent visit on the fourth day of their trip or later.
- **National Air & Space Museum:** Forty percent of all people who visit the National Air and Space Museum visit the attraction on the first day they are in the Washington, DC area. Twenty-nine percent visit on the second day of their

trip, 15 percent visit on the third day of their trip, and 16 percent visit on the fourth day of their trip or later.

- **Vietnam Veterans Memorial:** Forty-six percent of all people who visit the Vietnam Veterans Memorial visit the attraction on the first day they are in the Washington, DC area. Thirty-one percent visit on the second day of their trip, 11 percent visit on the third day of their trip, and 12 percent visit on the fourth day of their trip or later.
- **National Museum of American History:** Thirty-three percent of all people who visit the National Museum of American History visit the attraction on the first day they are in the Washington, DC area. Twenty-nine percent visit on the second day of their trip, 17 percent visit on the third day of their trip, and 21 percent visit on the fourth day of their trip or later.
- **U.S. Capitol:** Forty percent of all people who visit the U.S. Capitol visit the attraction on the first day they are in the Washington, DC area. Twenty-seven percent visit on the second day of their trip, 19 percent visit on the third day of their trip, and 14 percent visit on the fourth day of their trip or later.
- **The White House/White House Visitor Center:** Forty-two percent of all people who visit the White House/White House Visitor Center visit the attraction on the first day they are in the Washington, DC area. Thirty-two percent visit on the second day of their trip, 12 percent visit on the third day of their trip, and 14 percent visit on the fourth day of their trip or later.
- **Union Station:** Thirty three percent of visitors to Union Station visited the site on the first day of their visit. Twenty five visited on the second day and 21 percent visited on day three. Eleven percent visited on the fourth day and the remaining ten percent visited on the fifth day or later.
- **National Museum of Natural History:** Thirty-three percent of all people who visit the National Museum of Natural History visit the attraction on the first day they are in the Washington, DC area. Twenty-six percent visit on the second day of their trip, 23 percent visit on the third day of their trip, and 18 percent visit on the fourth day of their trip or later.
- **Arlington National Cemetery:** Thirty-three percent of all people who visit Arlington National Cemetery visit the attraction on the first day they are in the Washington, DC area. Twenty-nine percent visit on the second day of their trip, 20 percent visit on the third day of their trip, and 18 percent visit on the fourth day of their trip or later.

4.5.4 Other Stops taken by Visitors

- **Trips involving Stops between Attractions:** Nineteen percent of all trips taken by visitors included a stop between attractions. These stops were identified as either eating, shopping or other. Of those individuals who reported stopping, over 70 percent cited eating as their reason. Other and shopping reported 26 and 24 percent respectively.

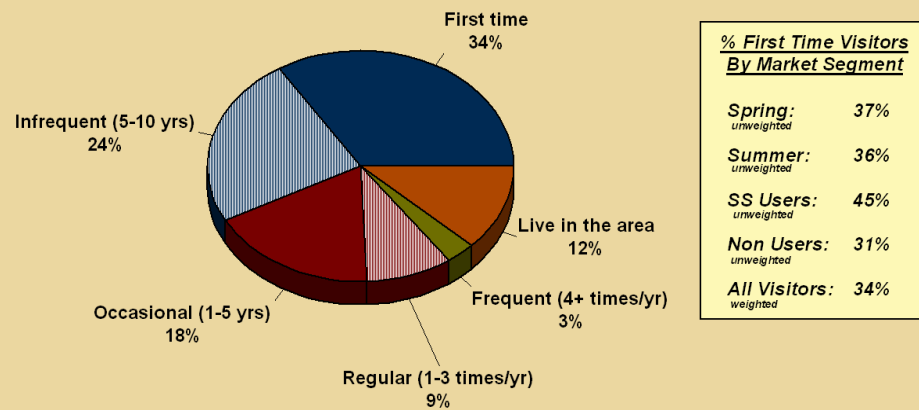
SECTION 5: CHARTS & GRAPHS

SECTION I: TRIP PROFILE

Exhibit 44

Q1. How would you describe the frequency of your visits to the metropolitan Washington, D.C. area?

by percentage of all respondents (N=1386)

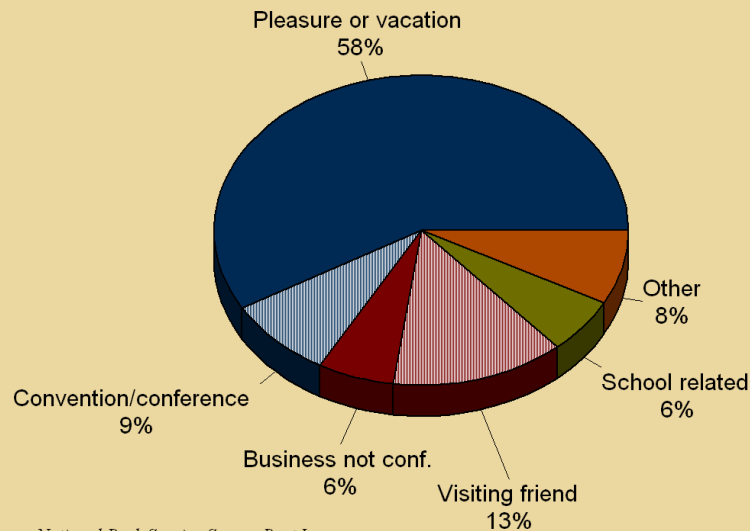


Source: National Park Service Survey Part I

Exhibit 45

Q2. Which ONE of the following BEST describes the PRIMARY purpose of your current trip to the metropolitan Washington, D.C. area?

by percentage of all respondents (N=1386)

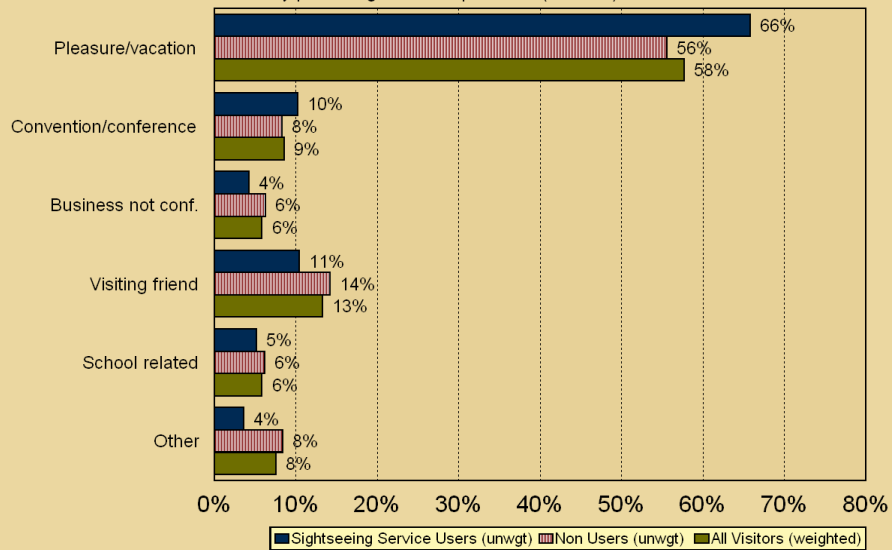


Source: National Park Service Survey Part I

Exhibit 46

Q2. Primary Trip Purpose
By Market Segment

by percentage of all respondents (N=1242)



Source: National Park Service Survey Part I

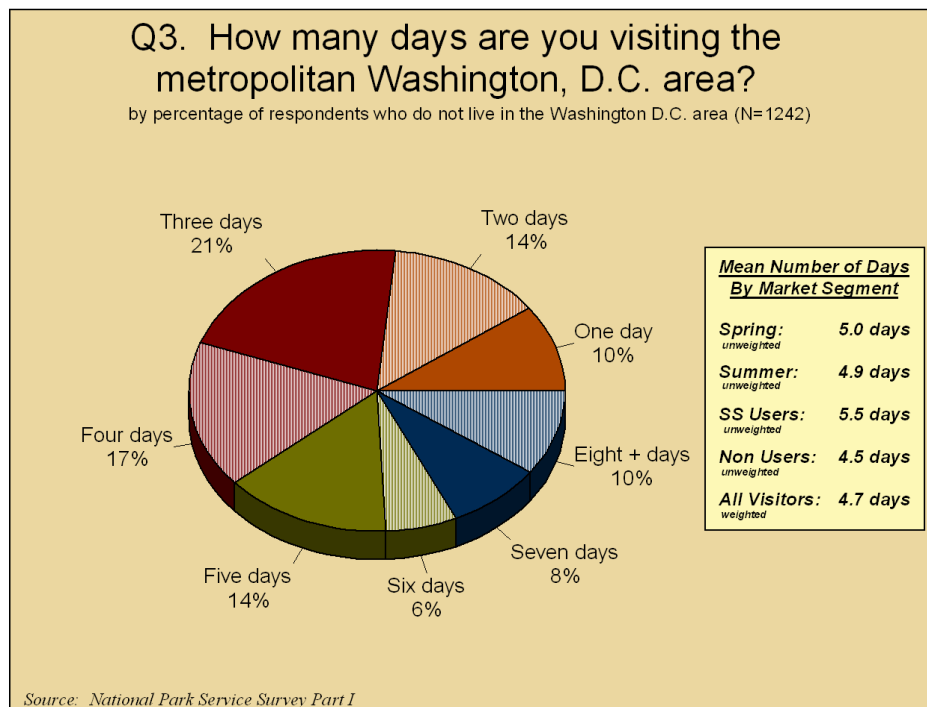
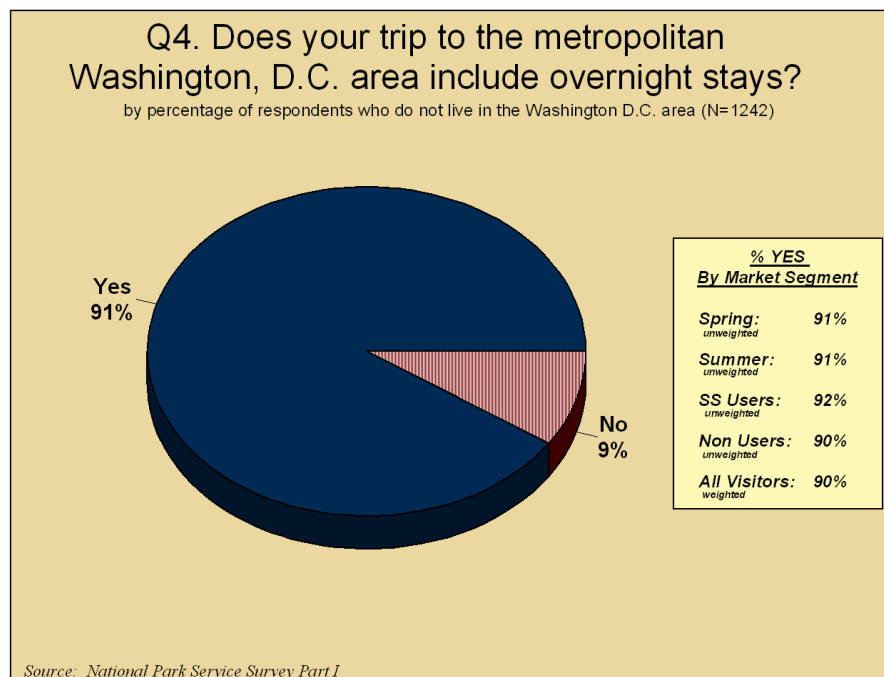
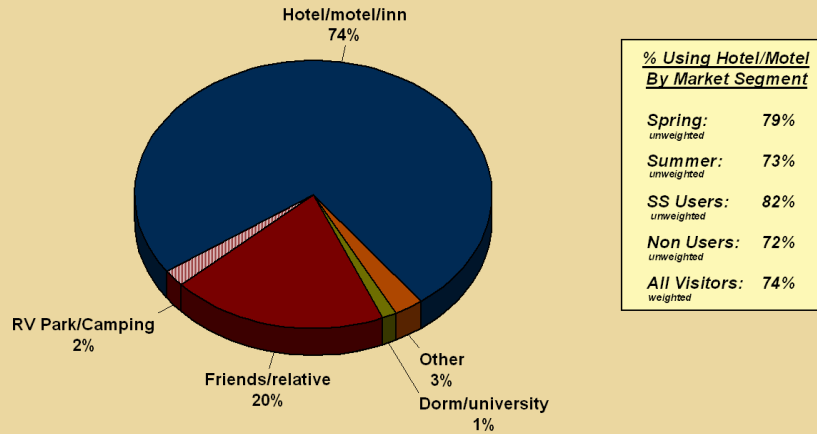
Exhibit 47**Exhibit 48**

Exhibit 49

Q4a. What type of accommodations are you using during your trip to the metropolitan Washington, D.C. area?

by percentage of respondents who do not live in the Washington D.C. area and who answered "yes" to Question 4 (N=1030)



Source: National Park Service Survey Part I

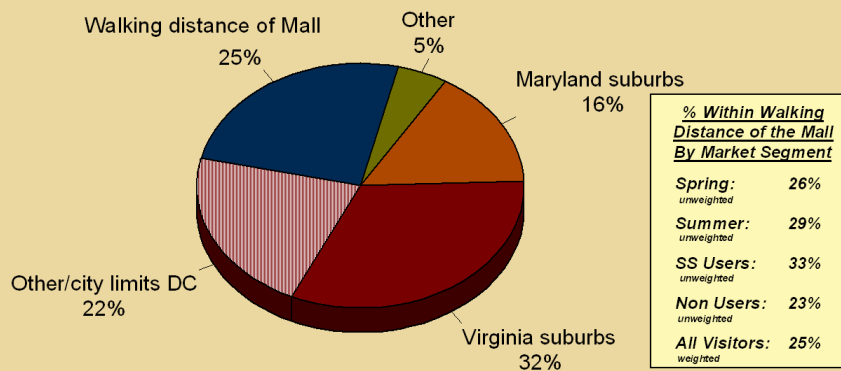
% Using Hotel/Motel By Market Segment

Spring: unweighted	79%
Summer: unweighted	73%
SS Users: unweighted	82%
Non Users: unweighted	72%
All Visitors: weighted	74%

Exhibit 50

Q4b. Where are you staying during your trip?

by percentage of respondents who do not live in the Washington D.C. area and who answered "yes" to Question 4 (N=1030)



Source: National Park Service Survey Part I

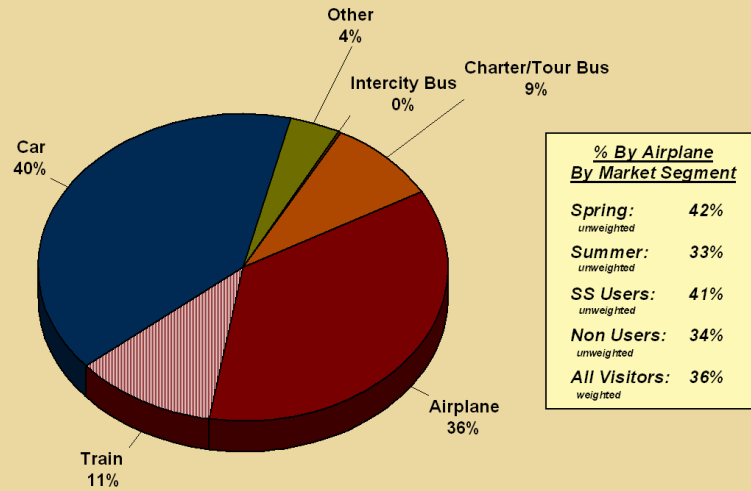
% Within Walking Distance of the Mall By Market Segment

Spring: unweighted	26%
Summer: unweighted	29%
SS Users: unweighted	33%
Non Users: unweighted	23%
All Visitors: weighted	25%

Exhibit 51

Q5. Which ONE of the following was the PRIMARY form of transportation you used to travel from your home to the metropolitan Washington, D.C. area?

by percentage of respondents who do not live in the Washington D.C. area (N=1242)

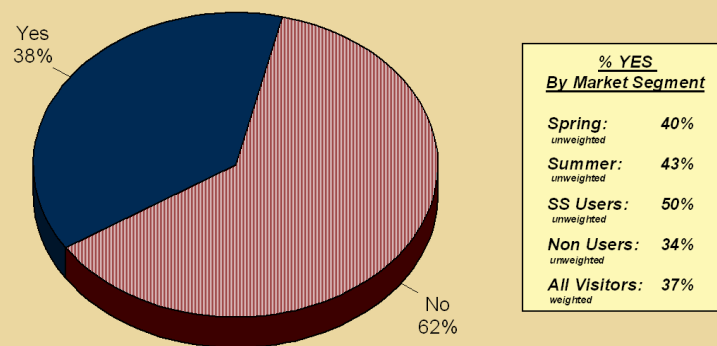


Source: National Park Service Survey Part I

Exhibit 52

Q6. Did you seek any information about transportation services in the metropolitan Washington, D.C. area BEFORE you arrived?

by percentage of respondents who do not live in the DC area (N=1242)



Source: National Park Service Survey Part I

Exhibit 53

Q6a. BEFORE you arrived in metropolitan Washington, D.C. area, how did you learn about the transportation options that are available in the area?

by percentage of respondents who do not live in the DC area and who answered "yes" to Question 6 - multiple responses (N=466)

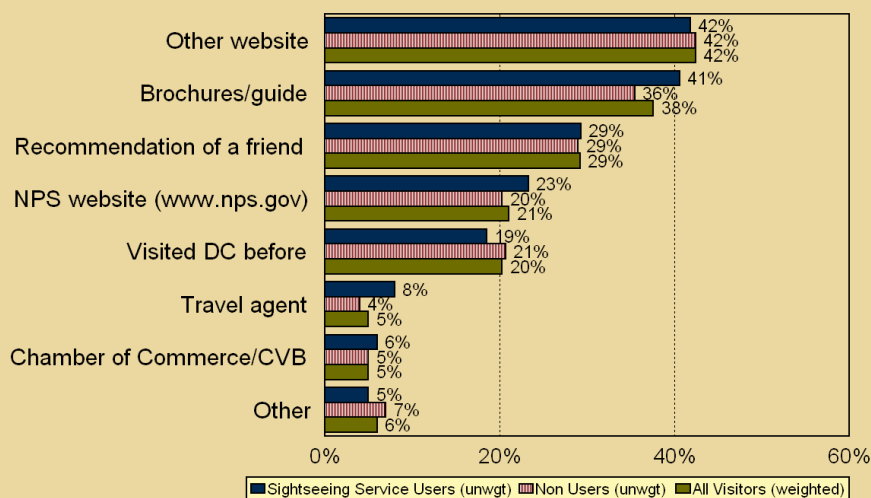
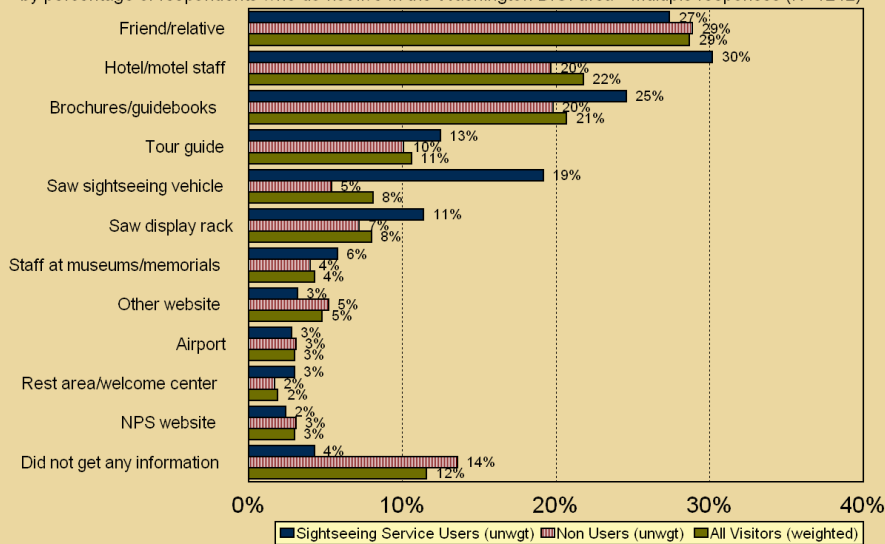


Exhibit 54

Q7. AFTER you arrived in metropolitan Washington, D.C. area, how have you learned about the transportation options that are available?

by percentage of respondents who do not live in the Washington D.C. area - multiple responses (N=1242)



SECTION II: PERCEPTIONS OF EXISTING TRANSPORTATION SERVICES

Exhibit 55

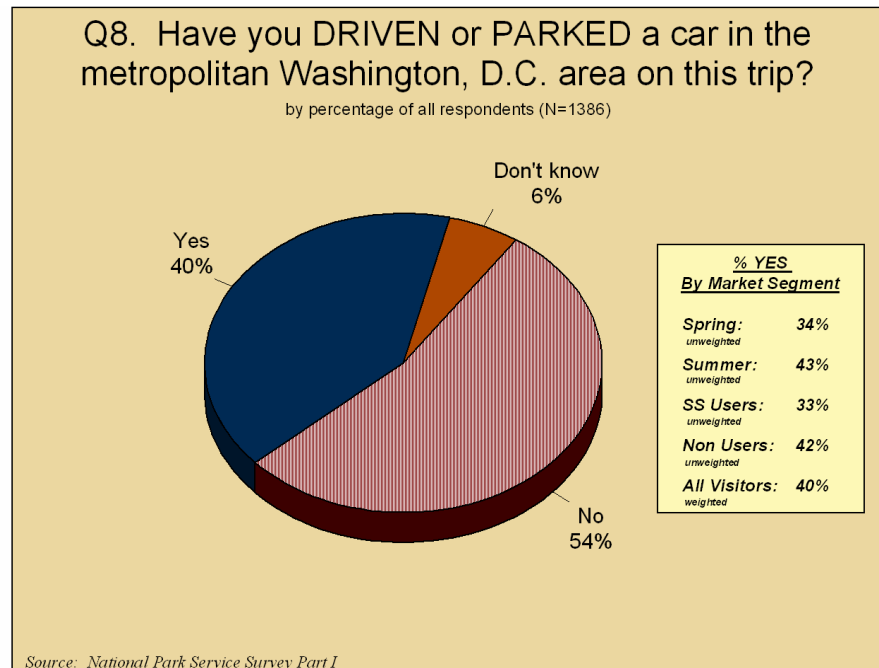


Exhibit 56

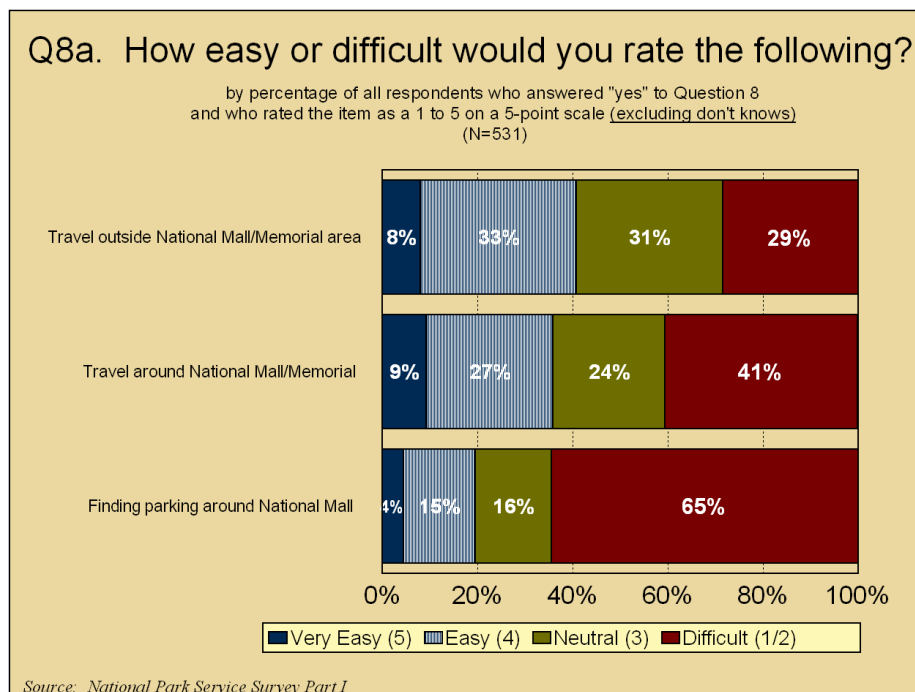


Exhibit 57

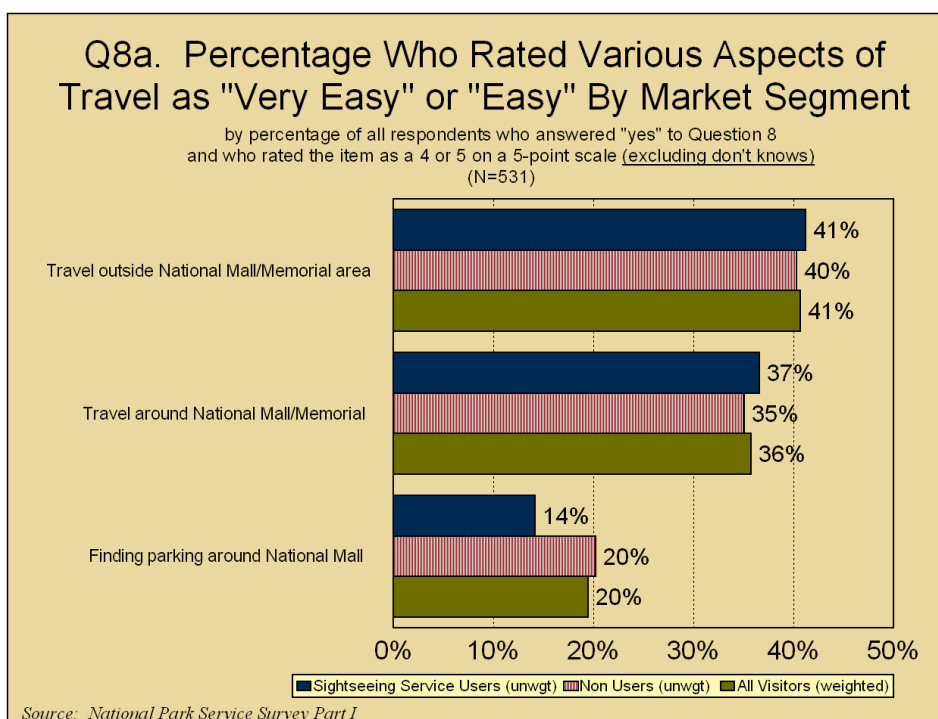


Exhibit 58

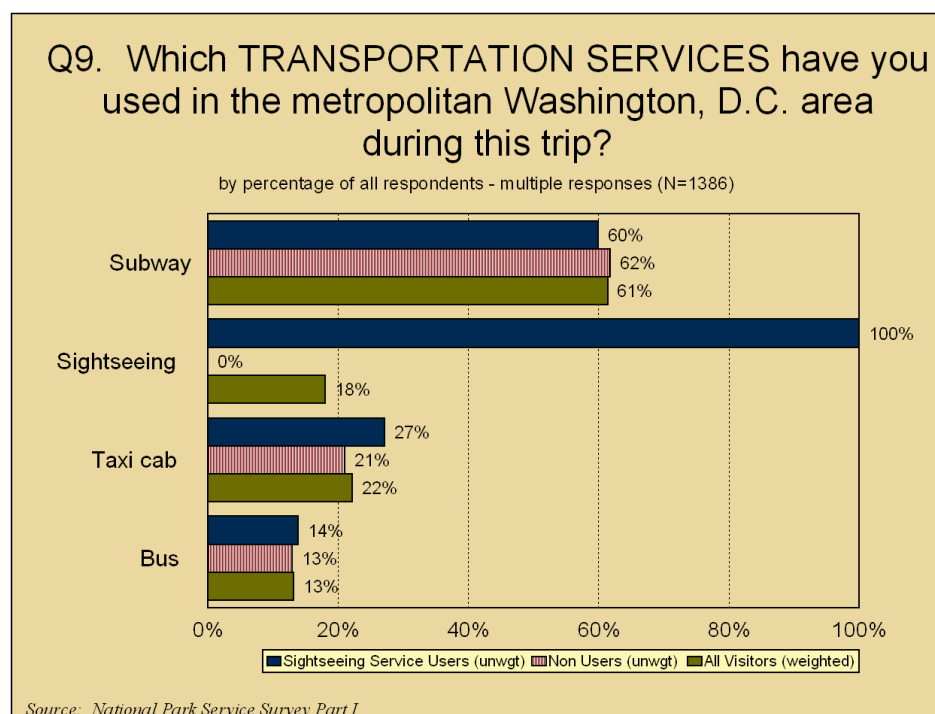


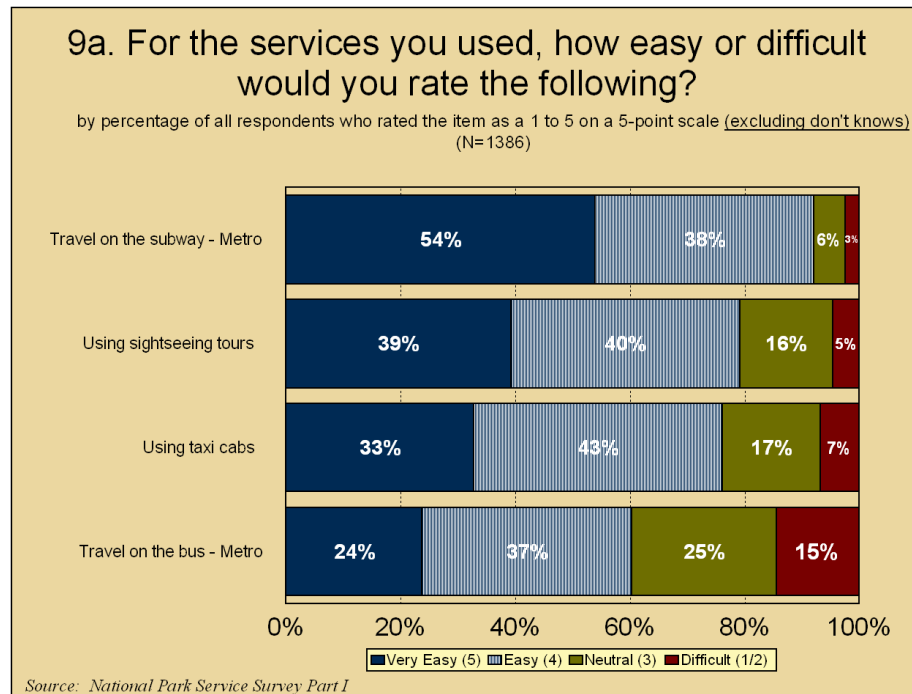
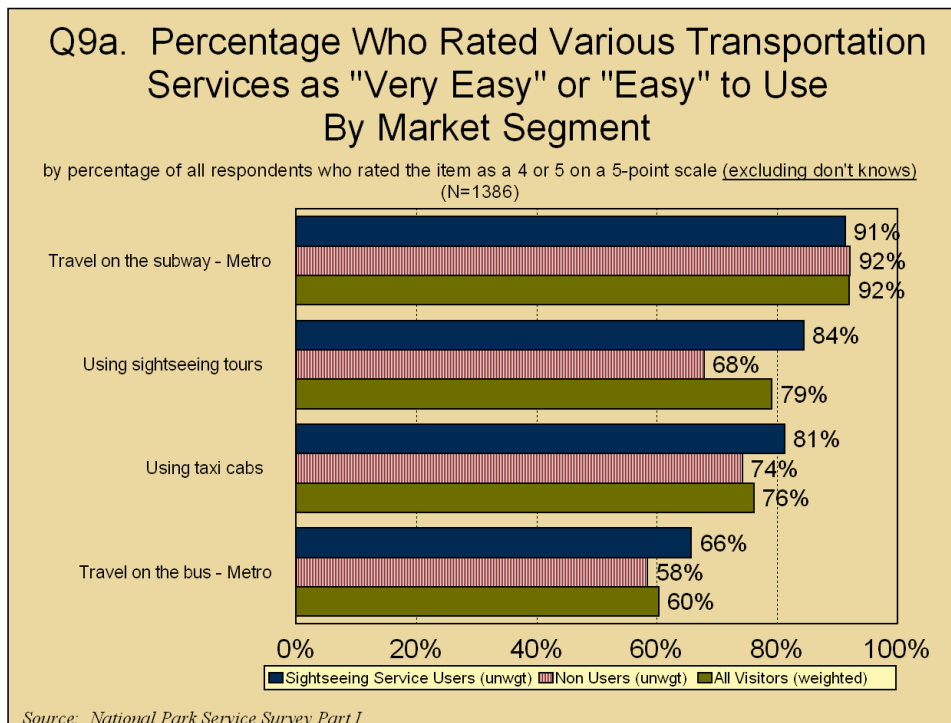
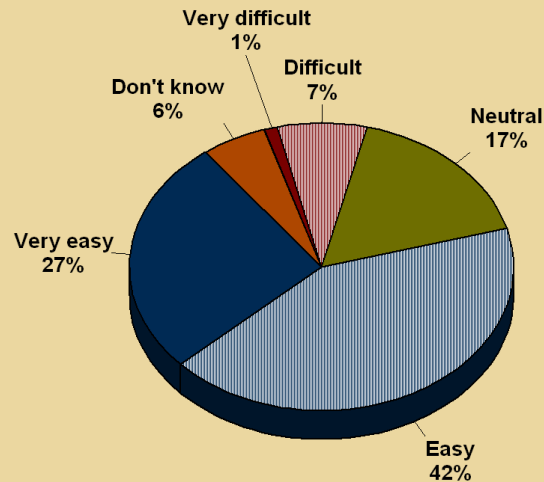
Exhibit 59**Exhibit 60**

Exhibit 61

Q10. Overall, how would you rate getting around during your visit in and around the National Mall/Memorial area?

by percentage of all respondents (N=1386)



% "Very Easy" or "Easy"
By Market Segment

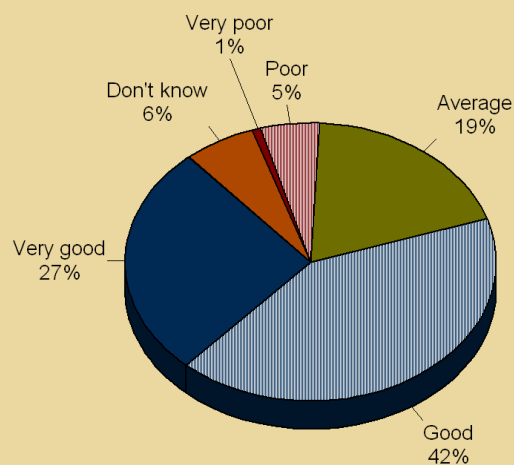
Spring: unweighted	71%
Summer: unweighted	68%
SS Users: unweighted	70%
Non Users: unweighted	69%
All Visitors: weighted	69%

Source: National Park Service Survey Part I

Exhibit 62

Q11. Overall, how would you rate the quality of visitor directional signage and information in and around the National Mall/Memorial area?

by percentage of all respondents (N=1386)



% "Very Good" or "Good"
By Market Segment

Spring: unweighted	70%
Summer: unweighted	67%
SS Users: unweighted	70%
Non Users: unweighted	68%
All Visitors: weighted	69%

Source: National Park Service Survey Part I

Exhibit 63

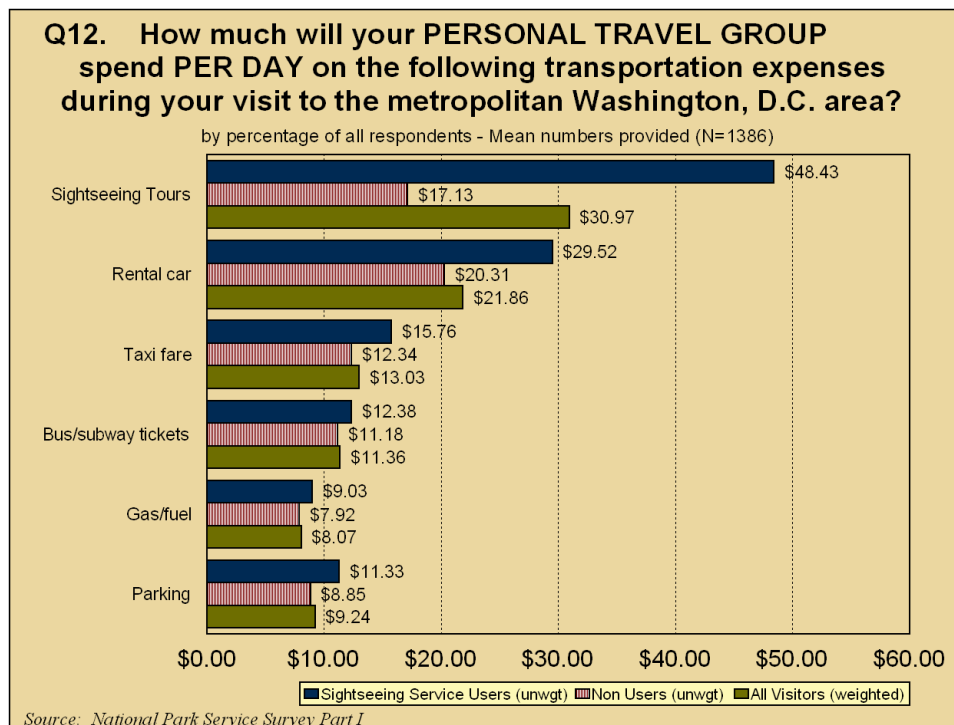


Exhibit 64

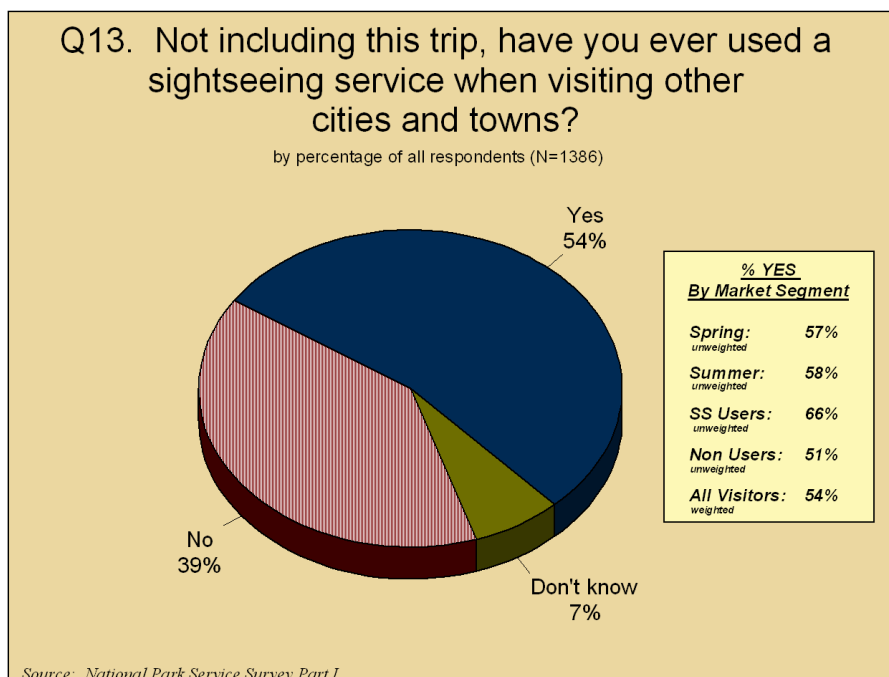
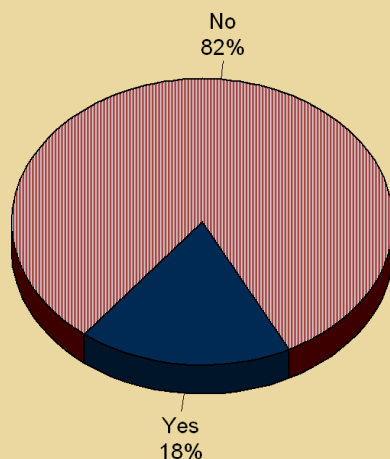


Exhibit 65

Q14. During this trip, have you used any sightseeing services (e.g., Tourmobile, Old Town Trolley) in the metropolitan Washington, D.C. area?

by percentage of all respondents (N=1386)



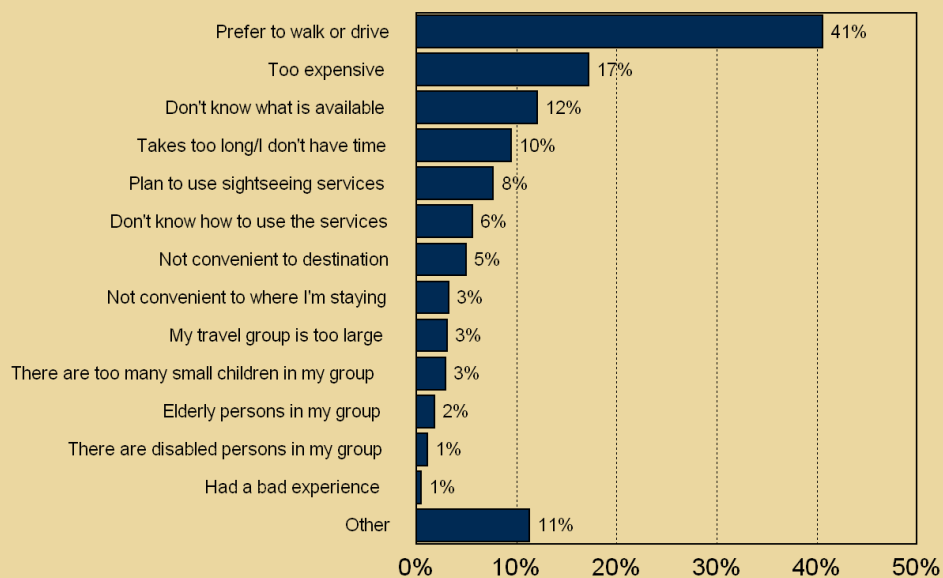
% YES	
By Market Segment	
Spring: unweighted	33%
Summer: unweighted	48%
SS Users: unweighted	100%
Non Users: unweighted	0%
All Visitors: weighted	18%

Source: National Park Service Survey Part I

Exhibit 66

14a. Please indicate which of the following reasons prevented or might prevent you from using sightseeing services during your stay in the metropolitan Washington, D.C. area.

by percentage of respondents who answered "no" to Question 14 - multiple responses (N=824)



Source: National Park Service Survey Part I

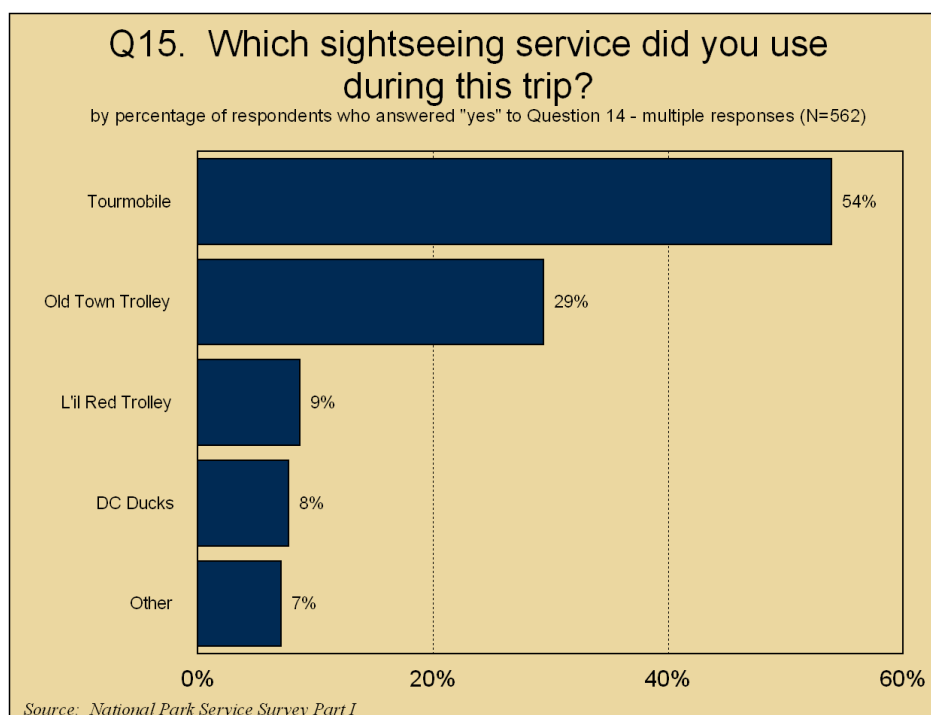
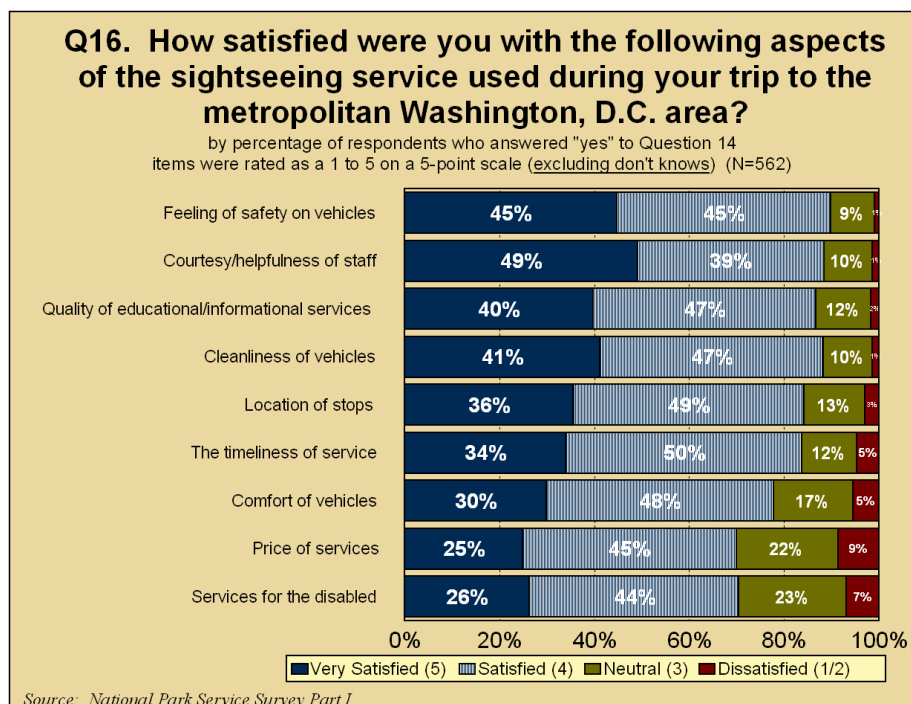
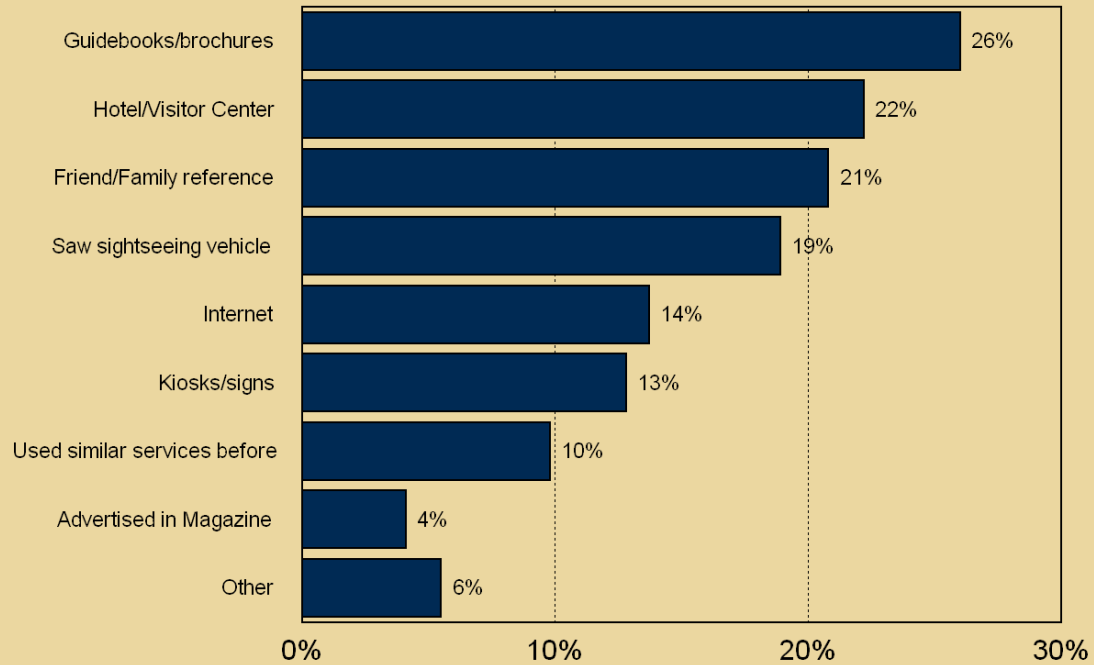
Exhibit 67**Exhibit 68**

Exhibit 69**Q17. How did you learn about the sightseeing service you used on this trip?**

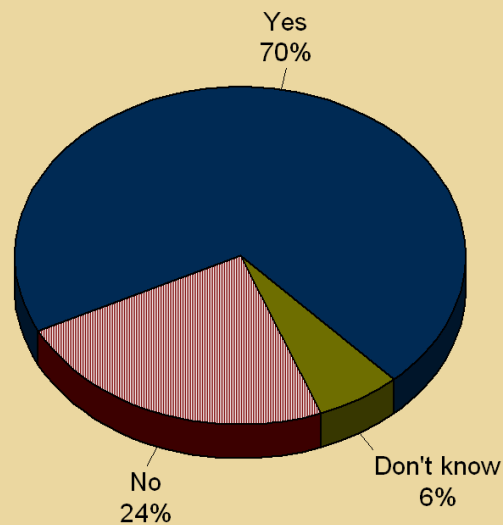
by percentage of respondents who answered "yes" to Question 14 (N=562)

*Source: National Park Service Survey Part I*

SECTION III: PREFERENCES FOR FUTURE EXPANDED OR NEW TRANSPORTATION SERVICES**Exhibit 70**

Q18. Would you be willing to park 15-30 minutes from the National Mall/Memorial area if frequent shuttle service were available to take you to major attractions?

by percentage of all respondents (N=1386)

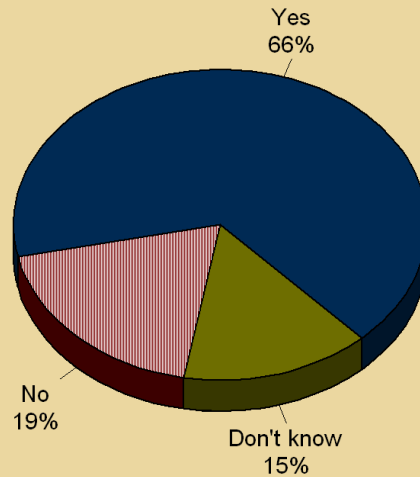


% YES	
By Market Segment	
Spring: unweighted	71%
Summer: unweighted	68%
SS Users: unweighted	66%
Non Users: unweighted	71%
All Visitors: weighted	70%

Source: National Park Service Survey Part I

Exhibit 71**Q18a. Would you be willing to pay for parking at a facility like the one described above in Question 18?**

by percentage of respondents who answered "yes" to Question 18 (N=956)

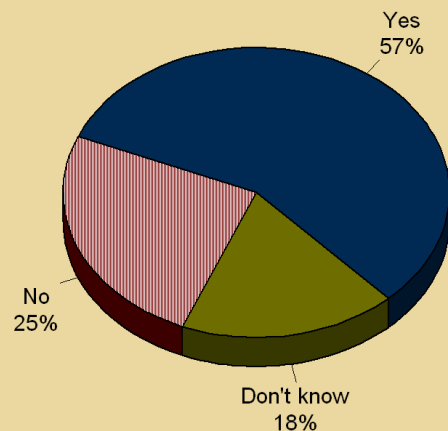


% YES	
By Market Segment	
Spring:	62%
unweighted	
Summer:	70%
unweighted	
SS Users:	66%
unweighted	
Non Users:	66%
unweighted	
All Visitors:	66%
weighted	

Source: National Park Service Survey Part I

Exhibit 72**Q18b. Would you be willing to pay to ride a shuttle from a facility like the one described above in Question 18?**

by percentage of respondents who answered "yes" to Question 18 (N=956)



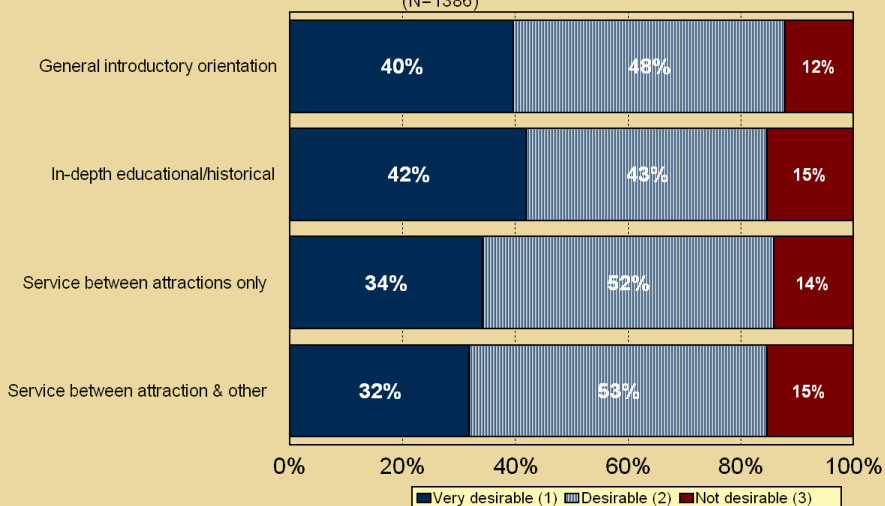
% YES	
By Market Segment	
Spring:	59%
unweighted	
Summer:	58%
unweighted	
SS Users:	63%
unweighted	
Non Users:	55%
unweighted	
All Visitors:	57%
weighted	

Source: National Park Service Survey Part I

Exhibit 73

Q19. Four different types of transportation services to accommodate visitors are described below. Each one would allow you to get on and off at designated stops. Please indicate how desirable you think each type of service would be to use.

by percentage of all respondents who rated the item as a 1 to 3 on a 3-point scale (excluding don't knows)
(N=1386)

**Exhibit 74**

Q19. Percentage Who Rated Various Types of Transportation Services as "Very Desirable" By Market Segment

by percentage of all respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
(N=1386)

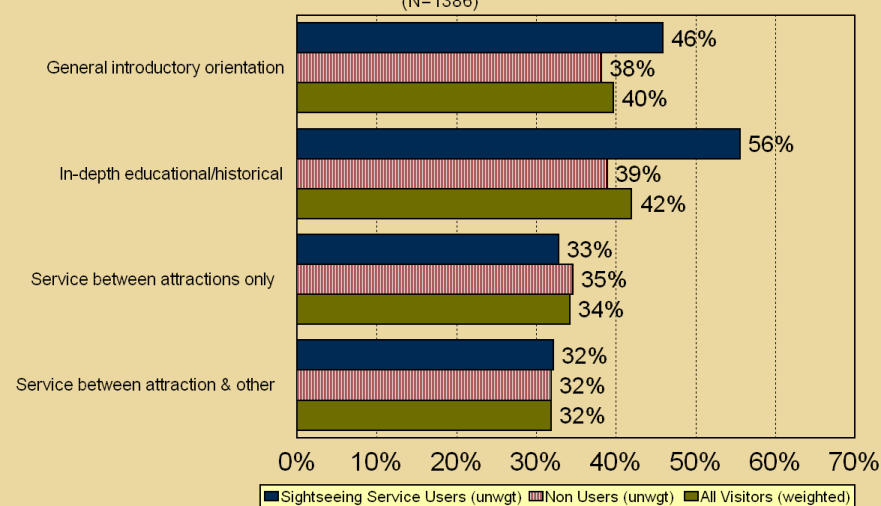
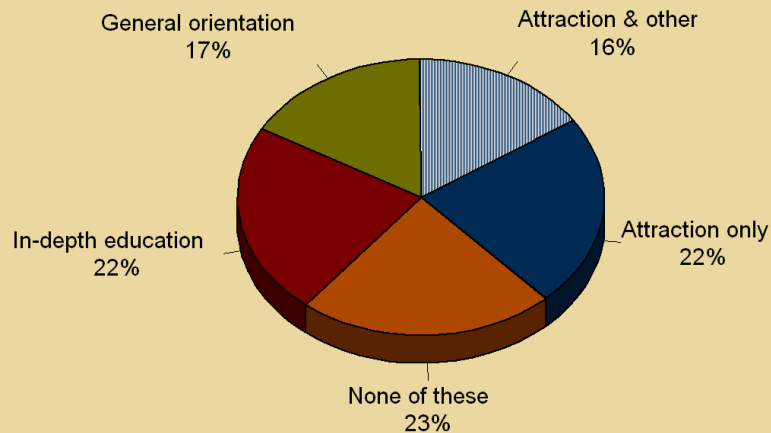


Exhibit 75

Q20. Which ONE of the services described above
(Question 19) would you be MOST interested in using?

by percentage of all respondents (N=1386)

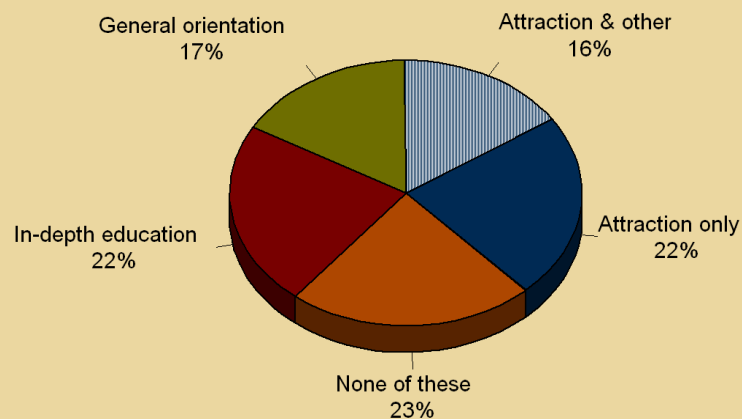


Source: National Park Service Survey Part I

Exhibit 76

Q20. Which ONE of the services described above
(Question 19) would you be MOST interested in using?

by percentage of all respondents (N=1386)

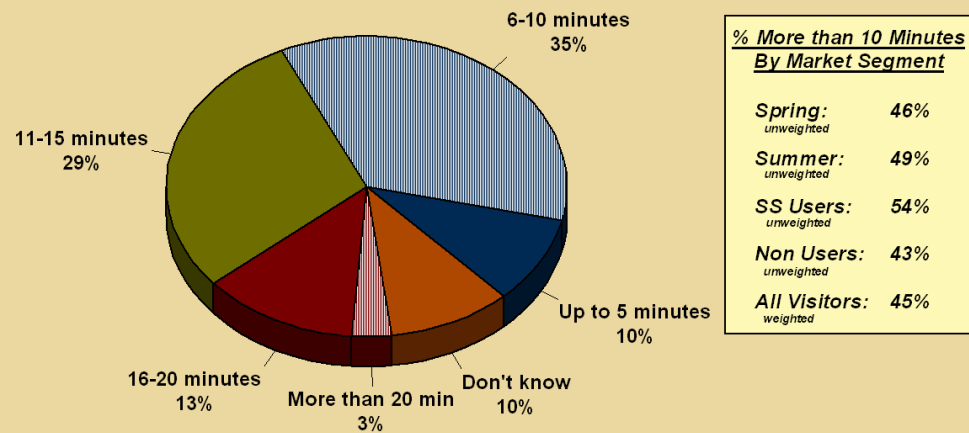


Source: National Park Service Survey Part I

Exhibit 77

Q21. What is the longest time you would be willing to wait to use the service you selected as your "top choice" in question 20?

by percentage of all respondents (N=1386)

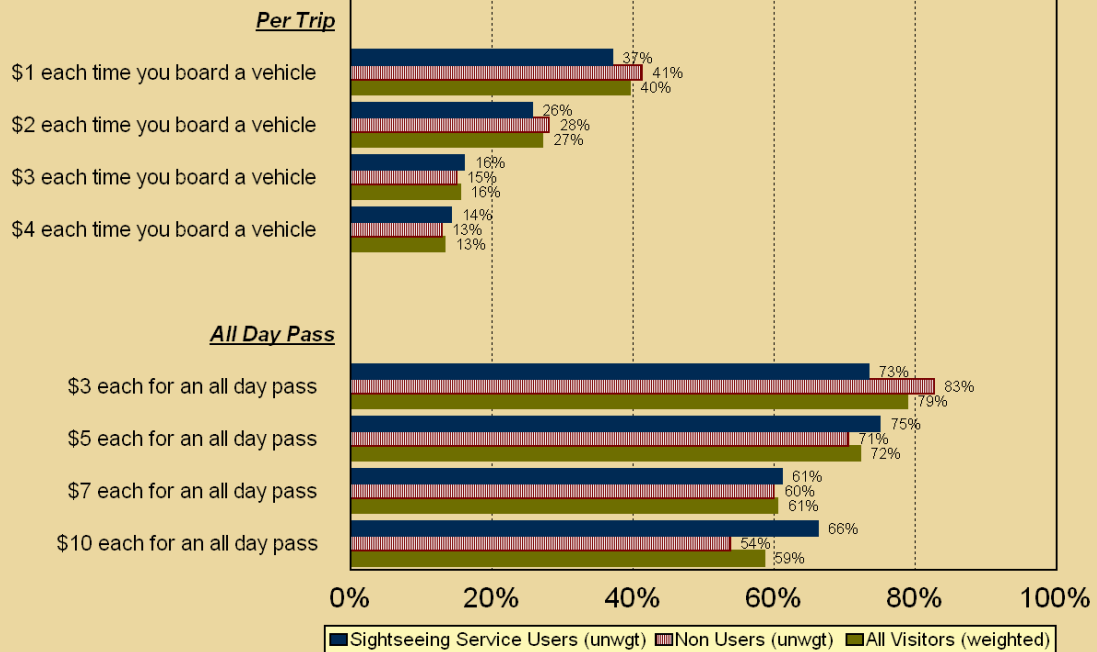


Source: National Park Service Survey Part I

Exhibit 78

Q22. If transportation services, such as the ones WITHOUT COMMENTARY described in question 19A and 19B, were available in the Washington D.C. area, would you pay:

by percentage of all respondents (N=1386)

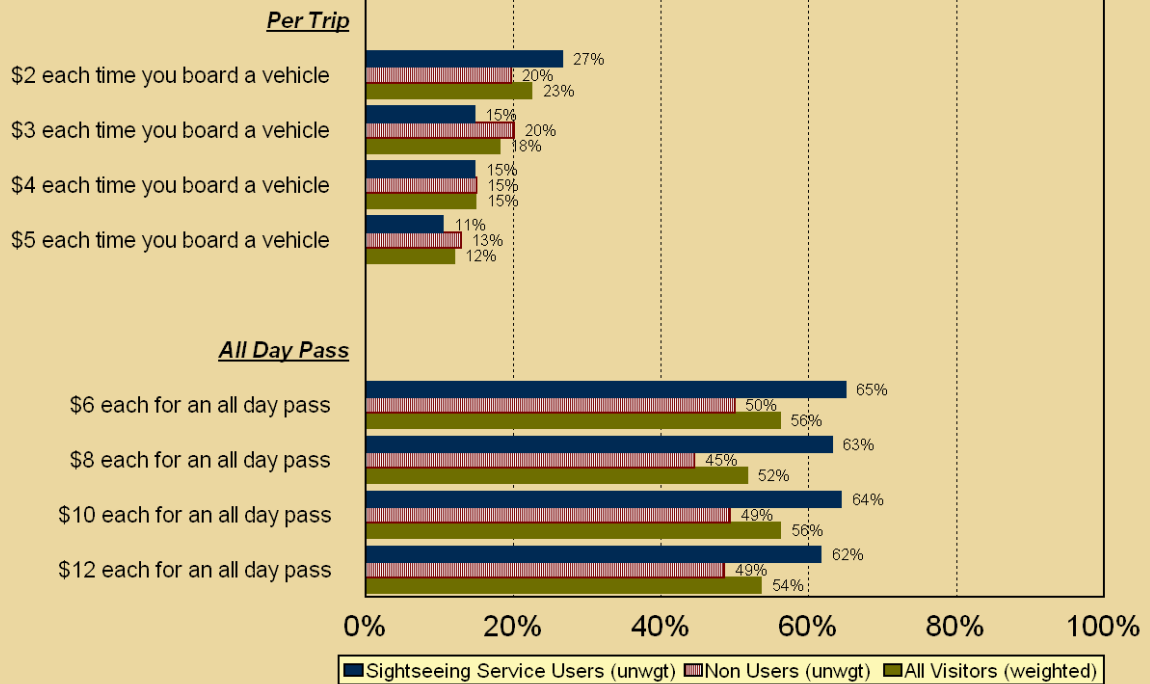


Source: National Park Service Survey Part I

Exhibit 79

Q23. If transportation services, such as the ones WITH INTRODUCTORY ORIENTATION described in question 19C were available in the metropolitan Washington, D.C. area would you pay:

by percentage of all respondents (N=1386)

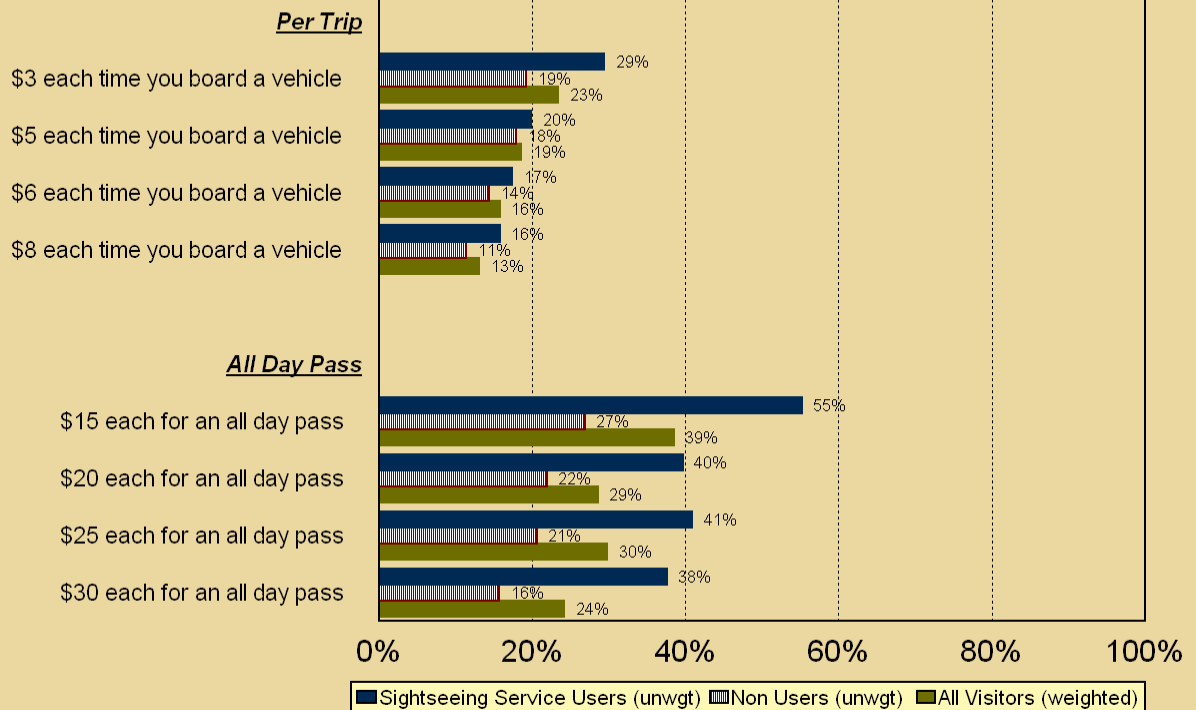


Source: National Park Service Survey Part I

Exhibit 80

Q24. If transportation services, such as the ones WITH IN-DEPTH COMMENTARY described in question 19D were available in the metropolitan Washington, D.C. area would you pay:

by percentage of all respondents (N=1386)

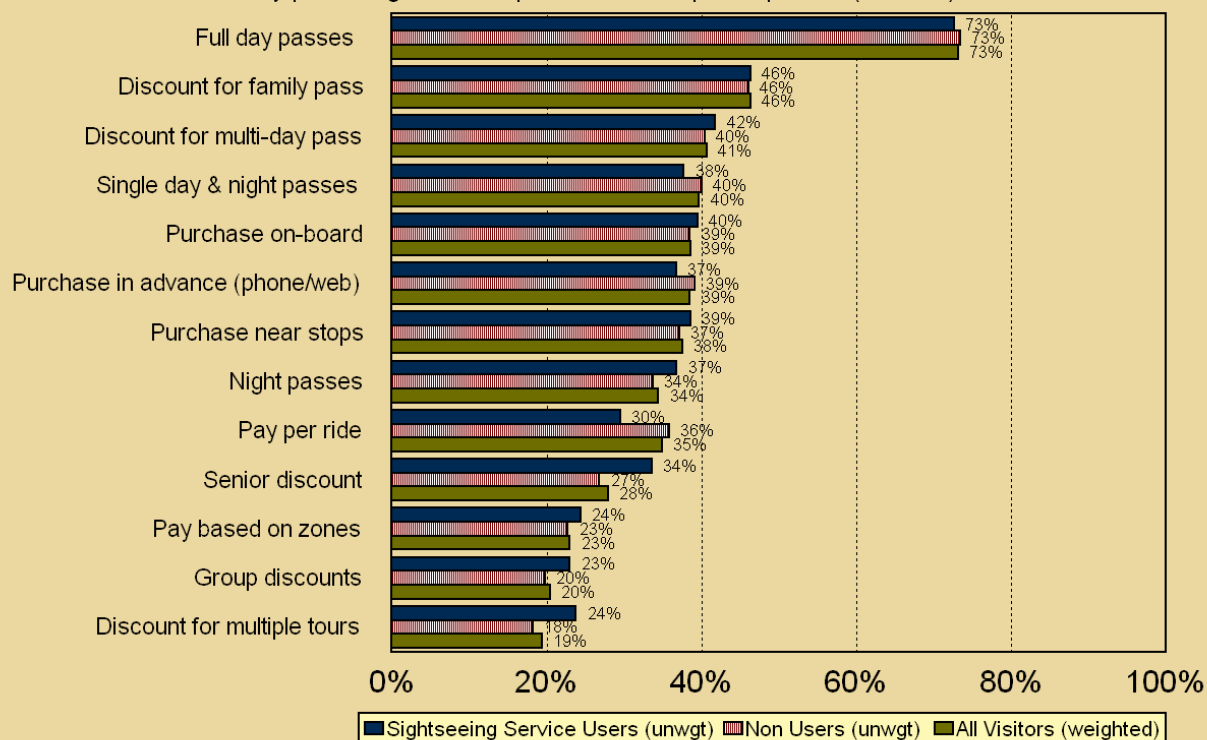


Source: National Park Service Survey Part I

Exhibit 81

Q25. Which of the following ticket options and payment methods would be important to you if you were going to use a transportation service in the metropolitan Washington, D.C. area?

by percentage of all respondents - multiple responses (N=1386)

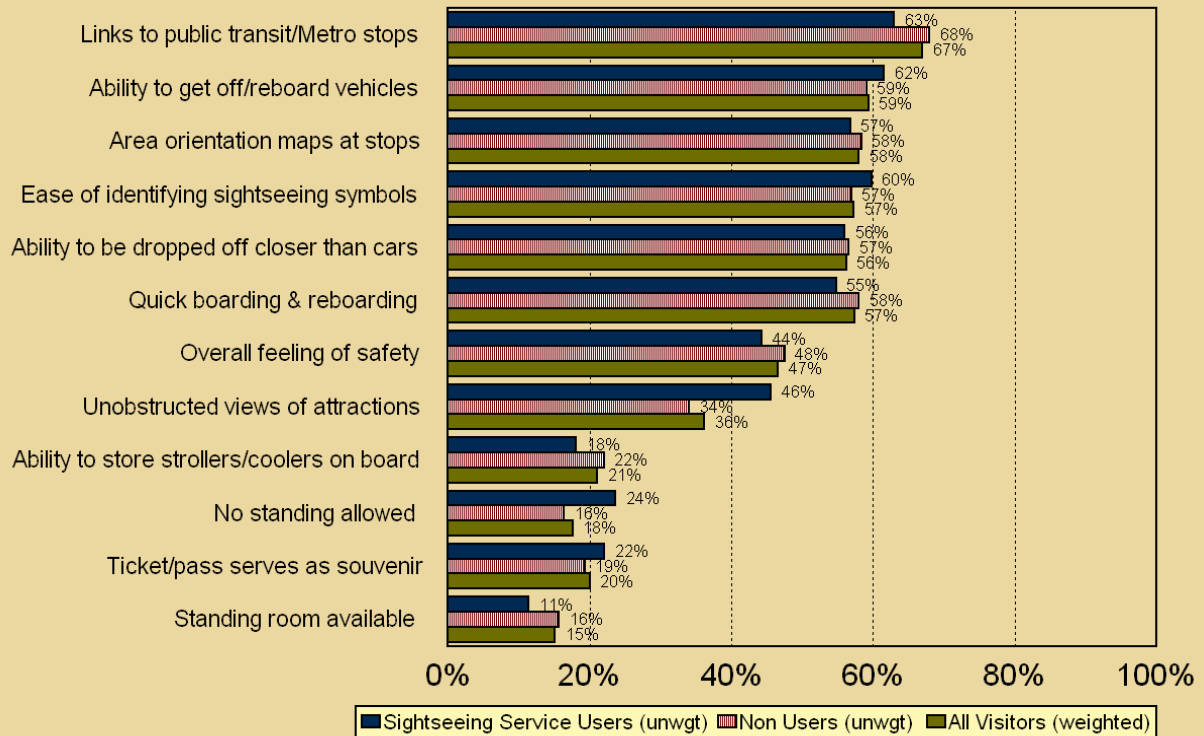


Source: National Park Service Survey Part I

Exhibit 82

Q26. Which of the following convenience characteristics would be important to you if you were going to use a transportation service in the metropolitan Washington, D.C. area?

by percentage of all respondents - multiple responses (N=1386)



Source: National Park Service Survey Part I

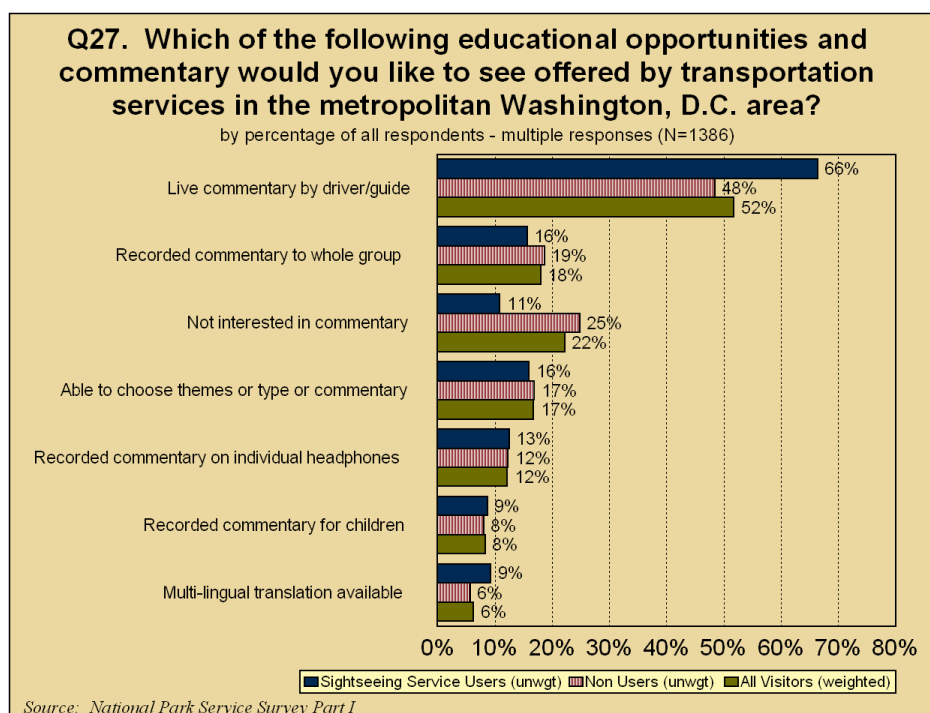
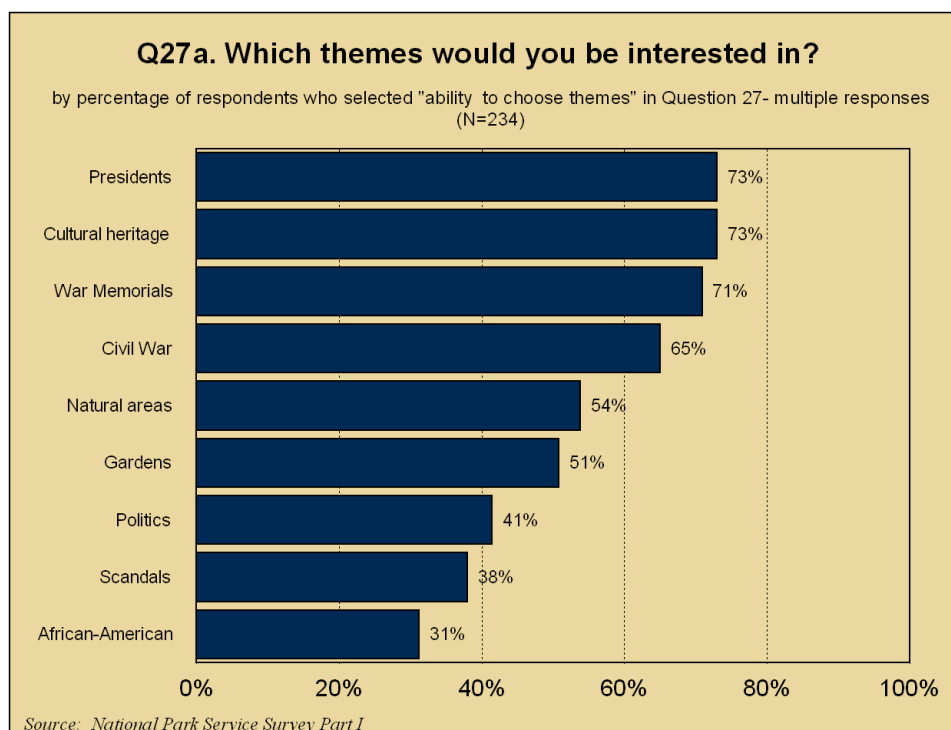
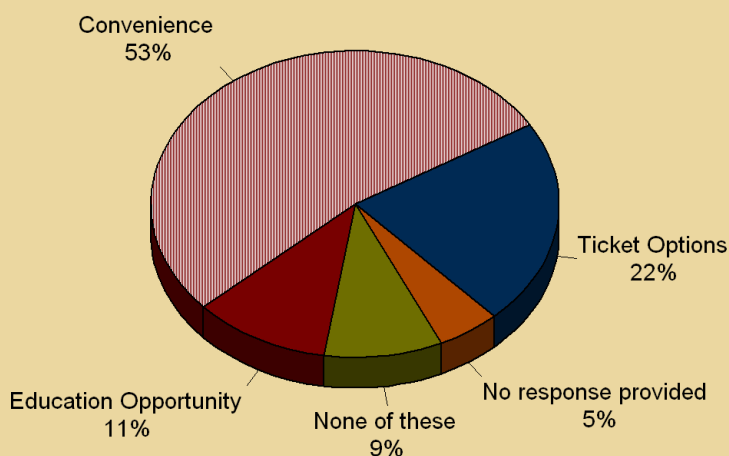
Exhibit 83**Exhibit 84**

Exhibit 85

Q28. Which ONE of the major categories described in questions 25-27 is the most important factor in your selection of transportation services for your visit to the metropolitan Washington, D.C. area?

by percentage of all respondents (N=1386)



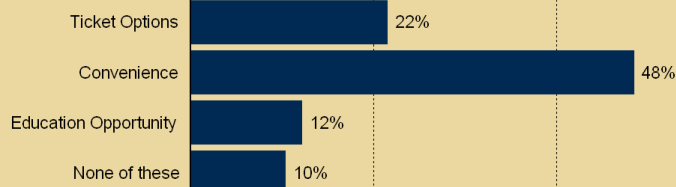
Source: National Park Service Survey Part I

Exhibit 86

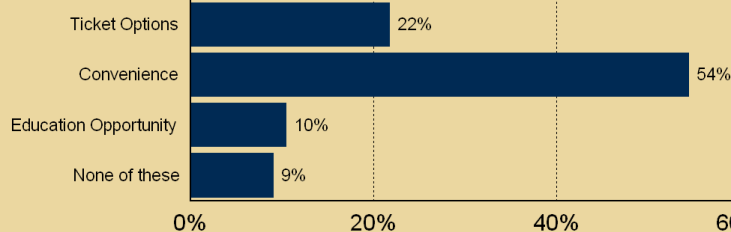
Q28. Most Important Factors in the Selection of Transportation Services by Market Segment

by percentage of all respondents who selected the item as their top choice (N=1386)

Sightseeing Service Users



Non Users

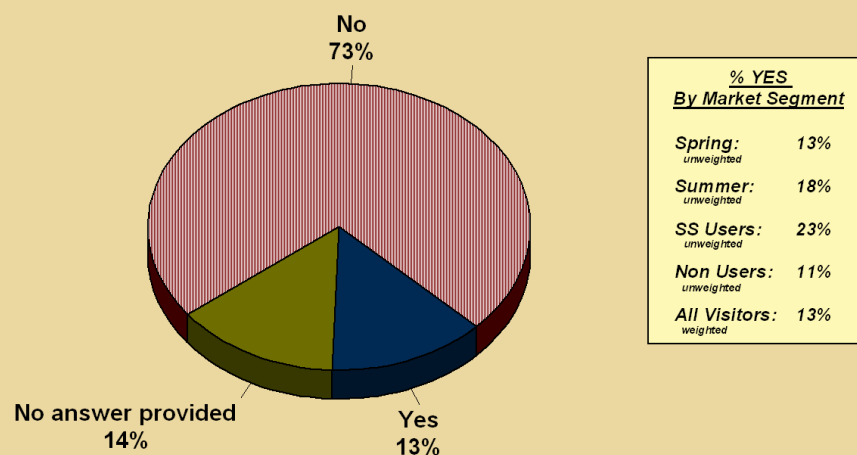


Source: National Park Service Survey Part I

Exhibit 87

Q29. Are there any other locations that you were not able to visit because they were not accessible by public transit or a sightseeing bus?

by percentage of all respondents (N=1386)

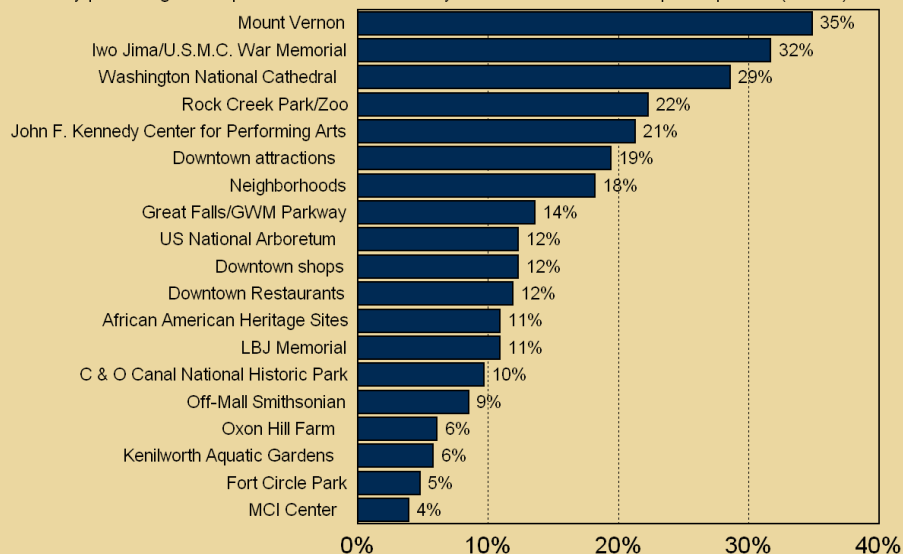


Source: National Park Service Survey Part I

Exhibit 88

Q29a. Which destinations were you not able to visit because they were not accessible by public transit or a sightseeing service?

by percentage of respondents who answered "yes" to Question 29 - multiple responses (N=219)



Source: National Park Service Survey Part I

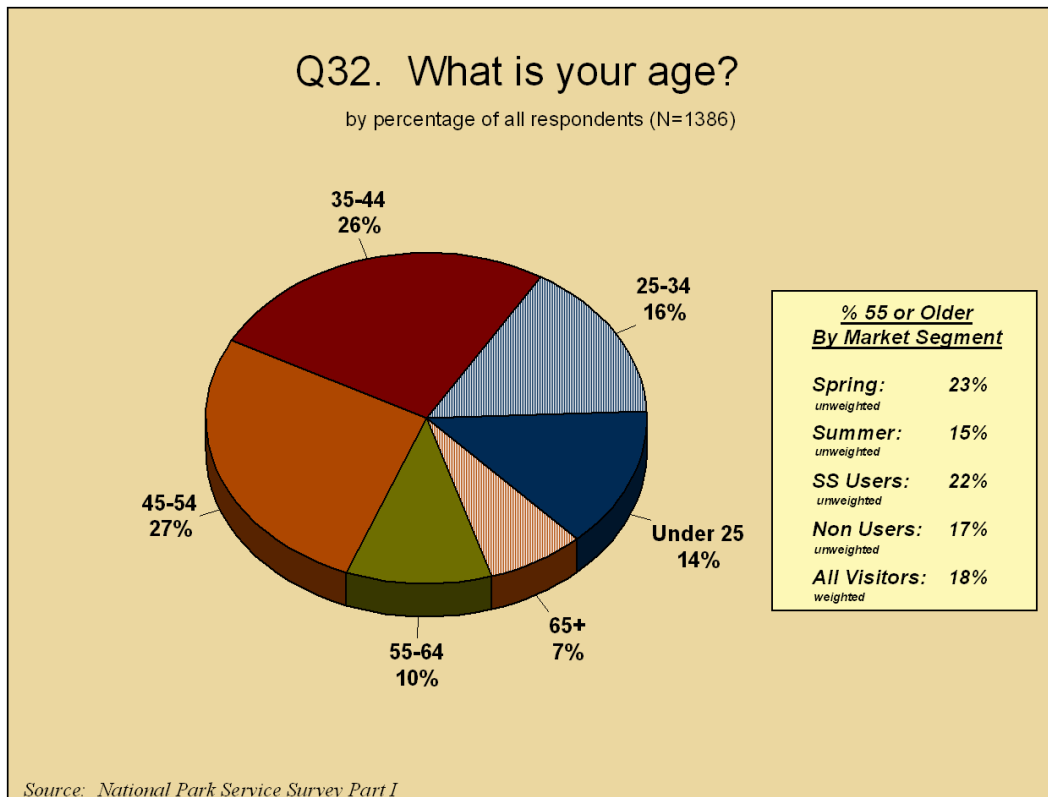
SECTION IV: VISITOR PROFILE DATA**Exhibit 89**

Exhibit 90

Q31: Home Zip Code of Respondents to Part I

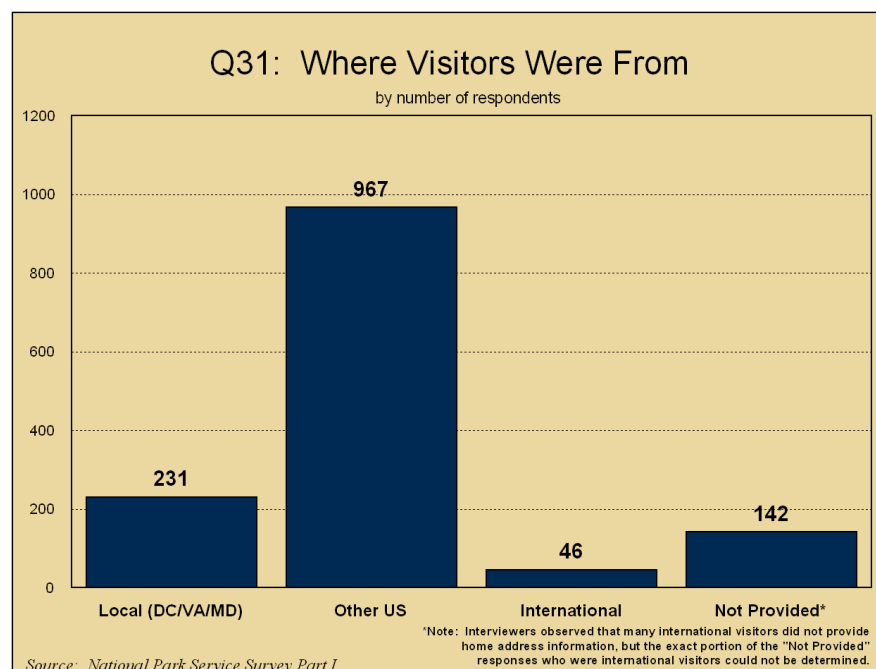
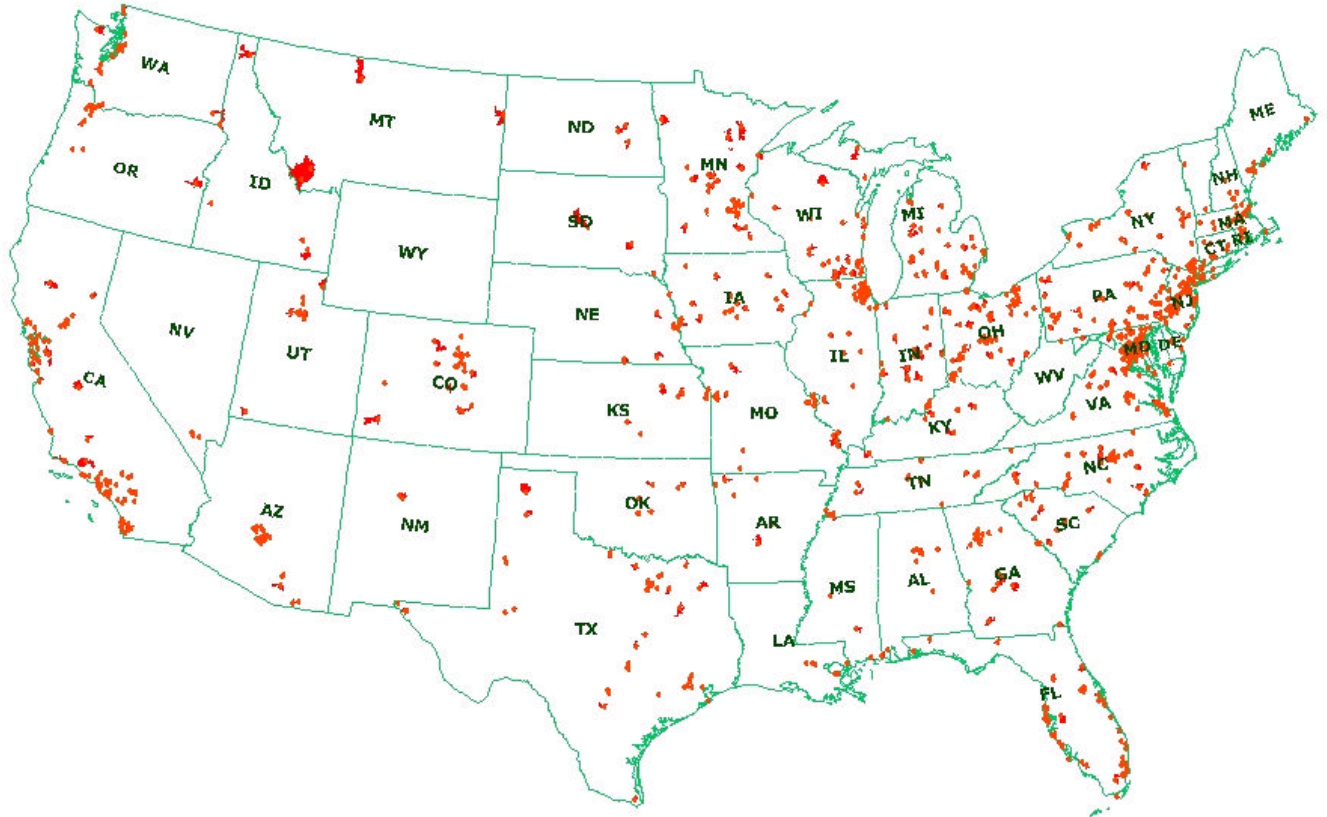


Exhibit 91

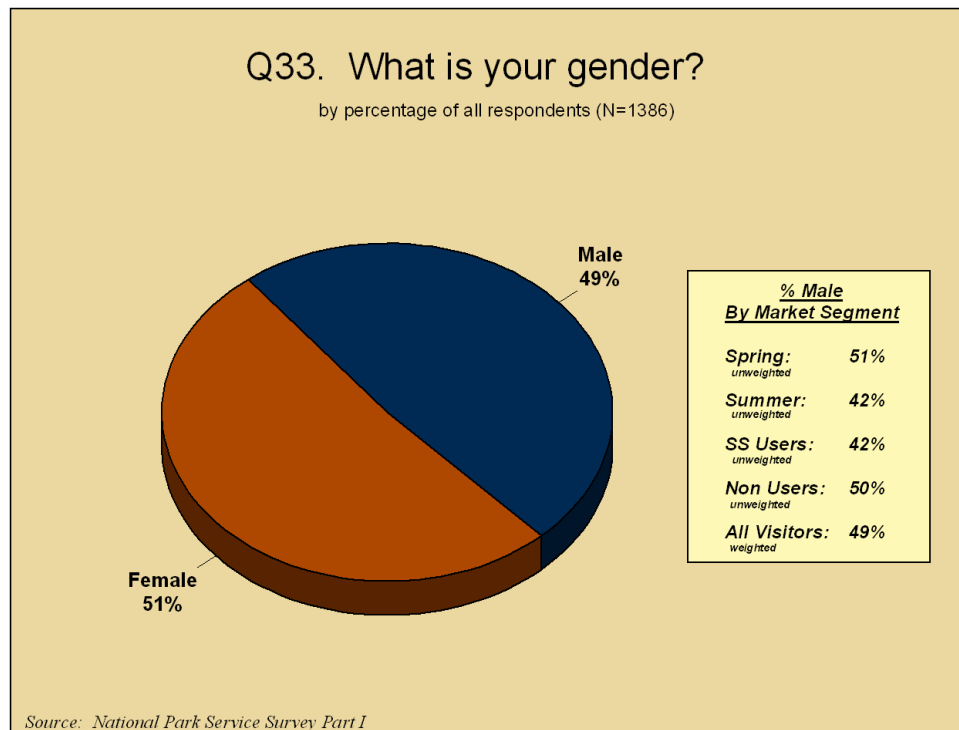


Exhibit 92

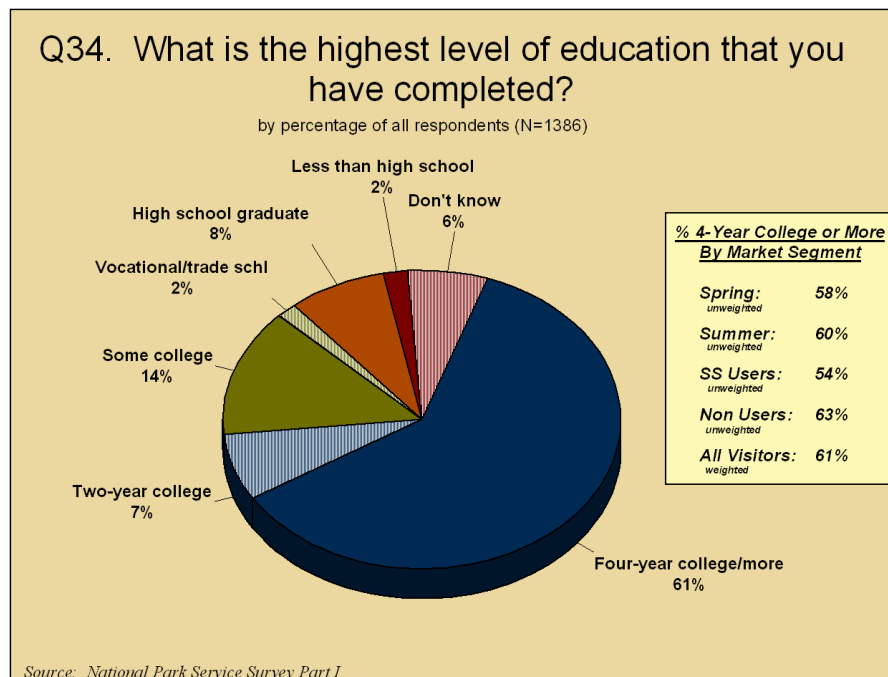
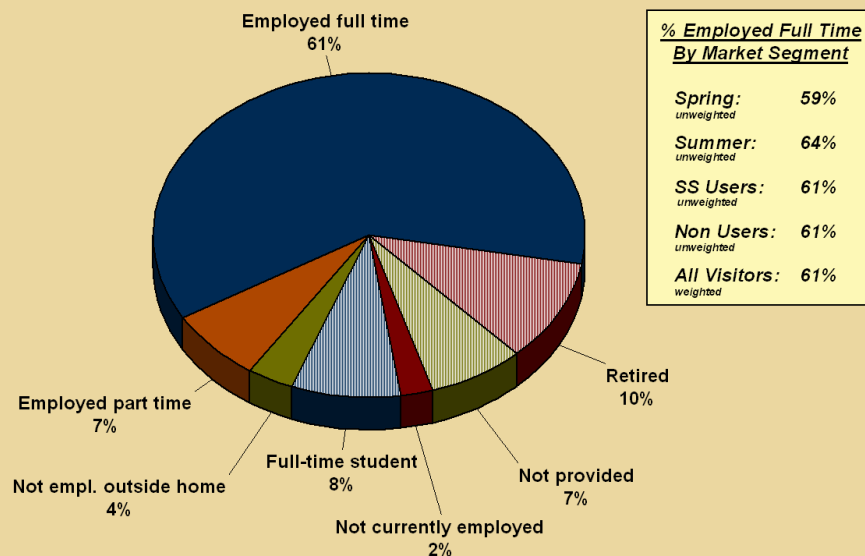


Exhibit 93

Q35. What is your current employment status?

by percentage of all respondents (N=1386)

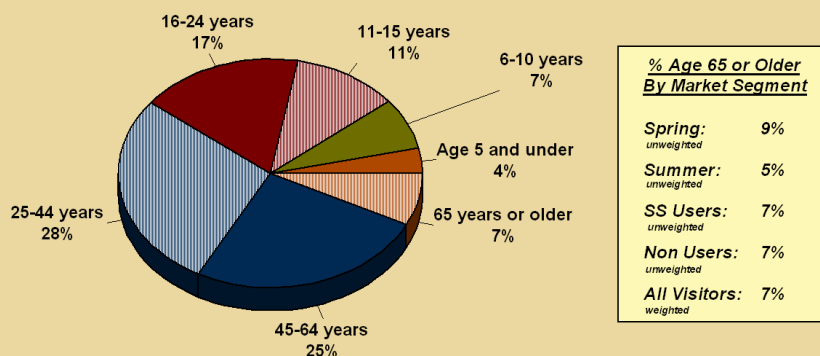


Source: National Park Service Survey Part I

Exhibit 94

Q36. Including yourself, how many people in your personal travel group are:

by percentage of all respondents (N=1386)

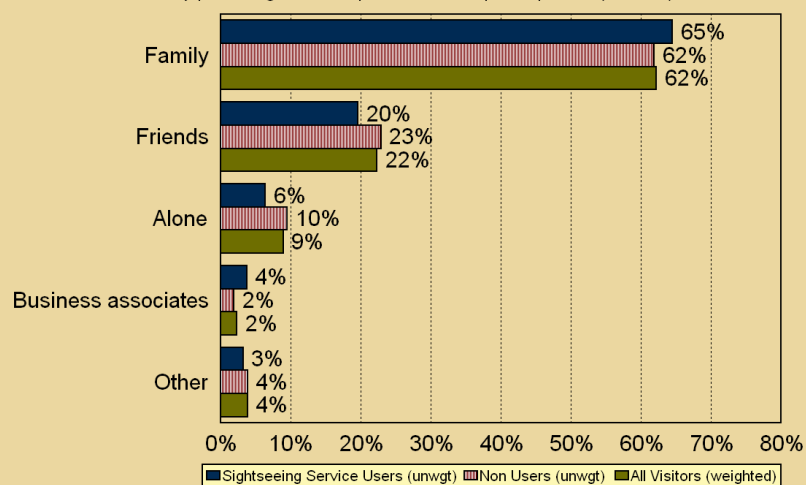


Source: National Park Service Survey Part I

Exhibit 95

Q37. Which of the following BEST describes the type of personal travel group (not a tour or school group) with whom you are traveling today?

by percentage of all respondents - multiple responses (N=1386)

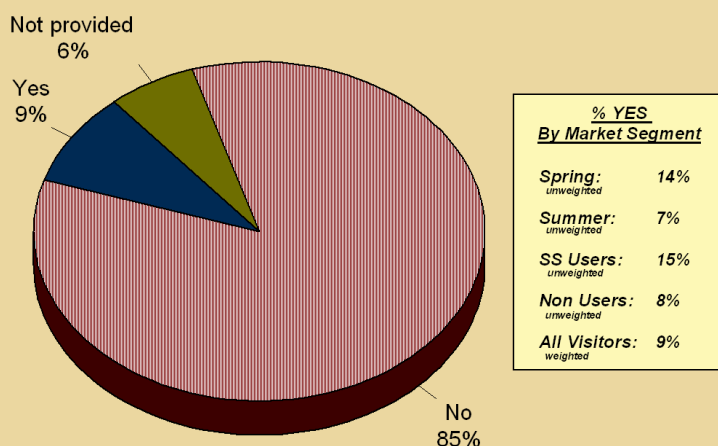


Source: National Park Service Survey Part I

Exhibit 96

Q38. On this visit were you and your personal group with a guided tour or school group?

by percentage of all respondents (N=1386)

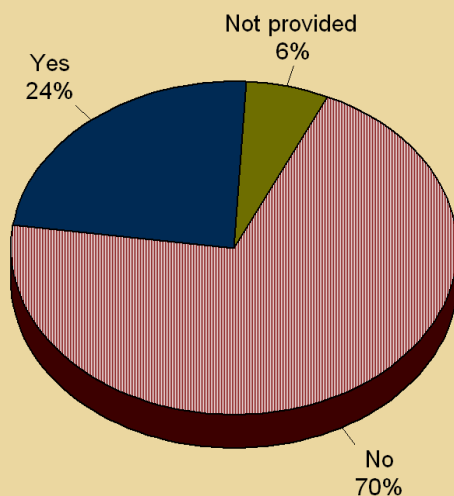


Source: National Park Service Survey Part I

Exhibit 97

Q39. Are there any individuals in your immediate travel party who can only walk limited distance because of their age or a physical condition?

by percentage of all respondents (N=1386)



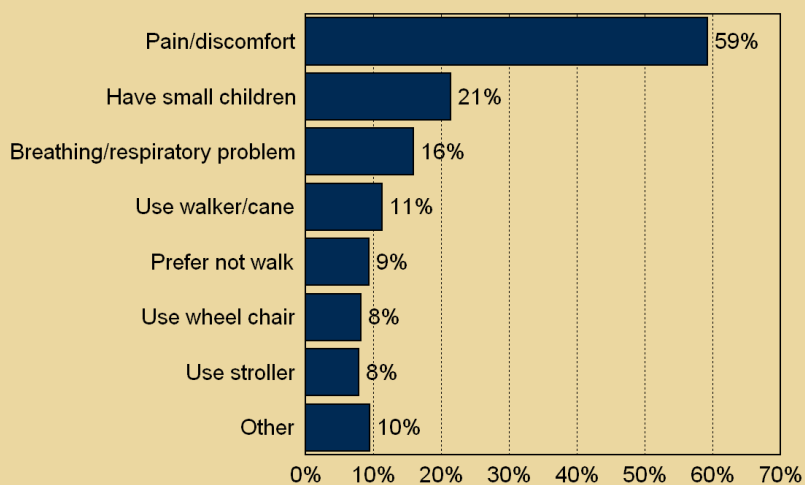
% YES By Market Segment	
Spring: unweighted	23%
Summer: unweighted	25%
SS Users: unweighted	25%
Non Users: unweighted	24%
All Visitors: weighted	24%

Source: National Park Service Survey Part I

Exhibit 98

Q39a. Which of the following limit the distance that one or more members of your group can walk?

by percentage of respondents who answered "yes" to Question 39 - multiple responses (N=334)



Source: National Park Service Survey Part I

PART II TRAVEL DIARY DATA

Exhibit 99

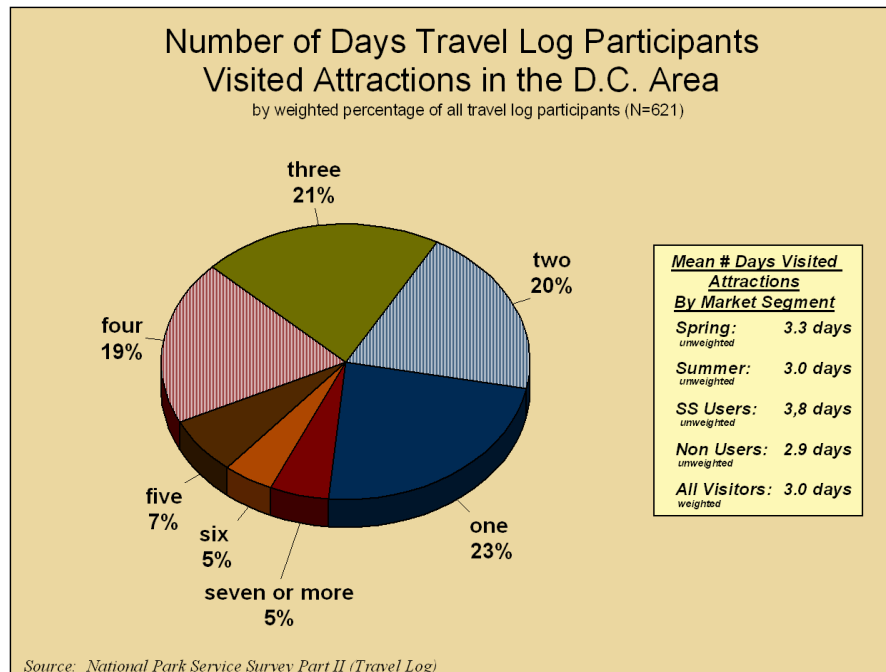


Exhibit 100

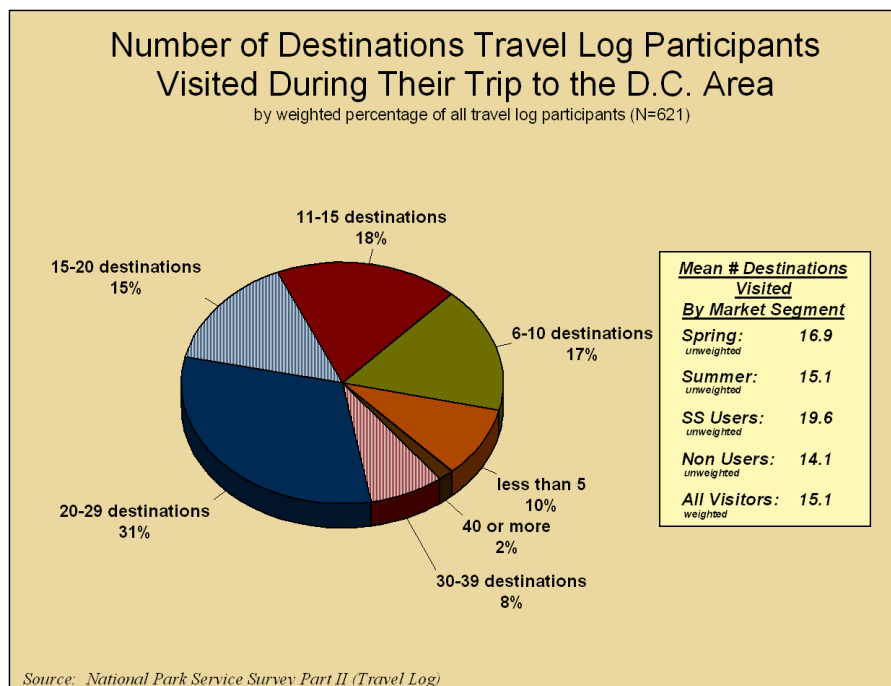


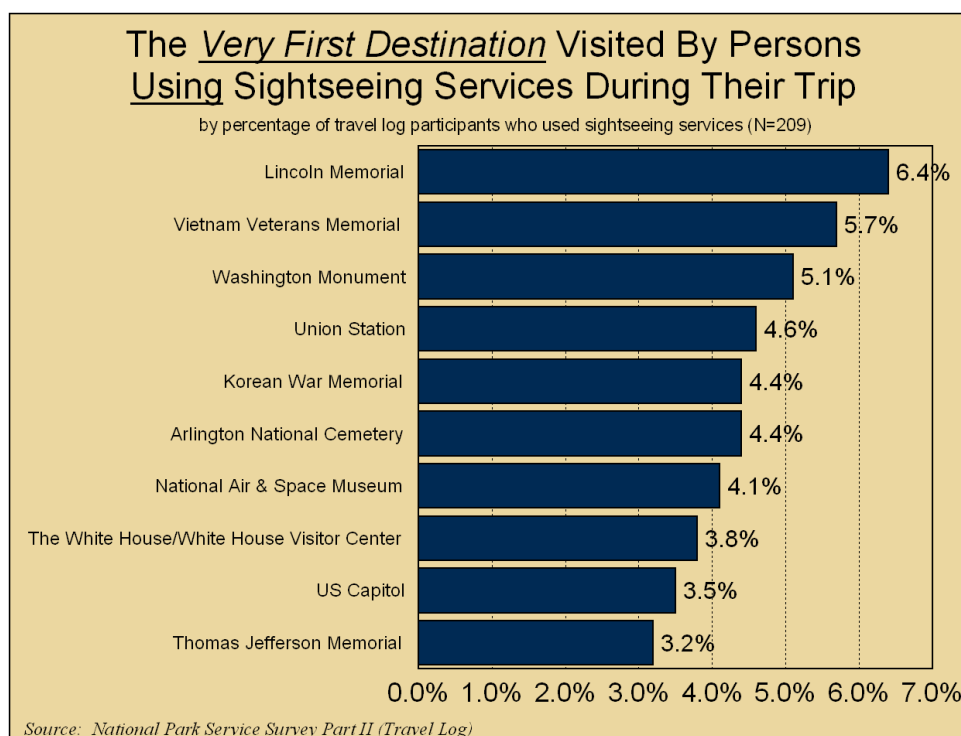
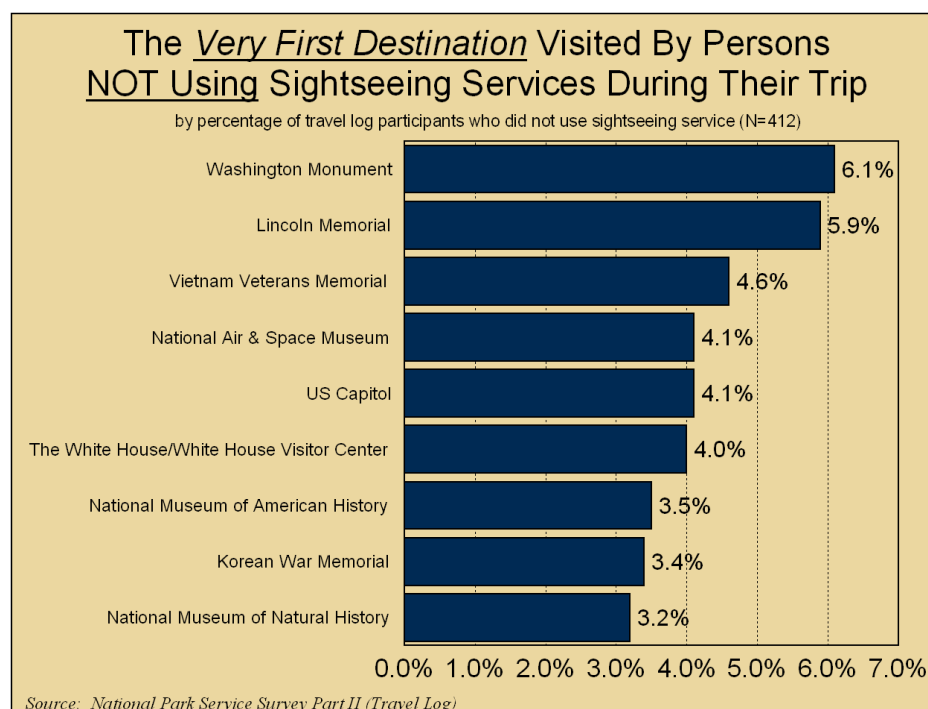
Exhibit 101**Exhibit 102**

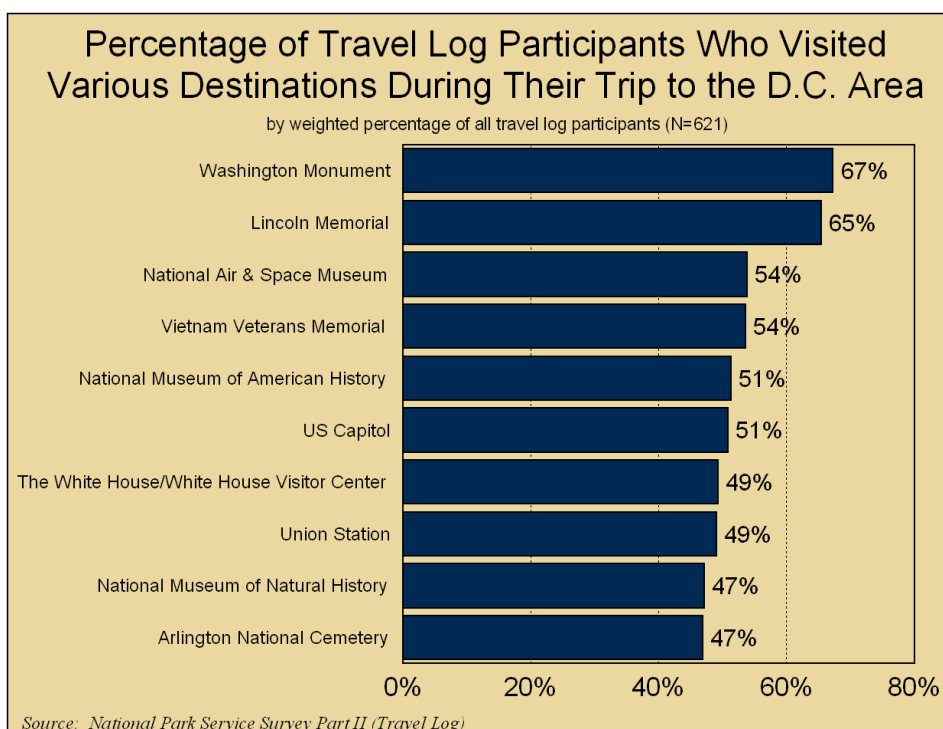
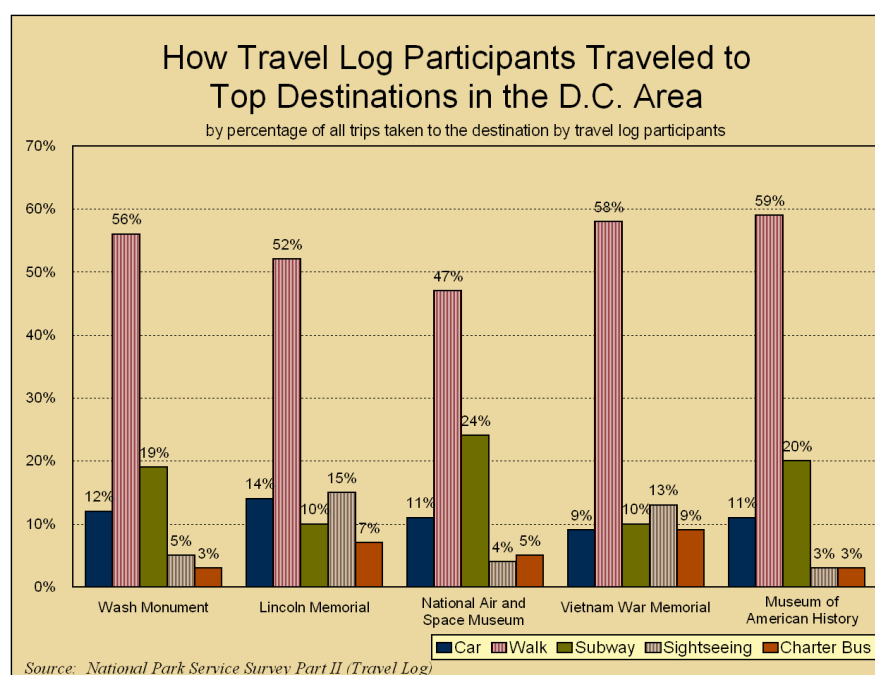
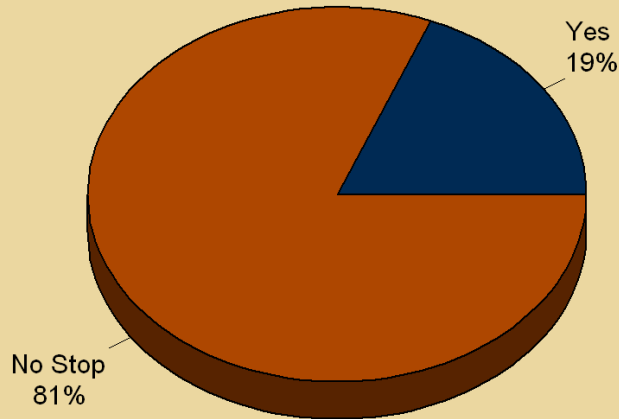
Exhibit 103**Exhibit 104**

Exhibit 105

Percentage of All Trips Taken By Travel Log Participants That Involved A Stop Between Destinations

by percentage of all trips taken to the destination by travel log participants



% of Trips Involving A Stop

By Market Segment

Spring: 19%
unweighted

Summer: 20%
unweighted

SS Users: 21%
unweighted

Non Users: 19%
unweighted

All Visitors: 19%
weighted

Source: National Park Service Survey Part II (Travel Log)

SECTION 6: ON SITE SURVEY BANNER CROSSTABS (PART I)

OVERVIEW

The following section contains banner crosstabs for the majority of questions that were included on Part I of the survey. For each question, the data is shown for five groups:

- The results for *persons who visited during the Spring of 2003* are shown in the column labeled “March.”
- The results for *persons who visited during the Summer of 2003* are shown in the column labeled “July.”
- The results for *persons who used sightseeing services* during their visit to the metropolitan Washington, DC area are shown in the column labeled “Yes.”
- The results for *persons who did NOT use sightseeing services* during their visit to the metropolitan Washington, DC area are shown in the column labeled “No.”
- The overall total for all visitors to the metropolitan Washington, DC area is shown in the column labeled “Weighted Total.”

Since the sampling methodology involved over sampling of persons who used sightseeing services, the overall results were weighted to ensure that persons who did not use sightseeing services were not underrepresented in the overall totals that are contained in this report. A detailed description of the weighting methodology is provided in Section 3: Methods.

Since the weighting process could change subgroup results and bias the subgroup data based on the variables that were weighted, the results shown for subgroups shown in this section (“March,” “July,” “Yes,” and “No”) have not been weighted.

The value of “N” reflects the number of respondents to a question. Since the total number of persons who participated in the survey was 1386, including 684 during the spring and 702 during the summer, N=1386 on questions that were administered to all respondents.

Q1. HOW WOULD YOU DESCRIBE THE FREQUENCY OF YOUR VISITS TO THE METROPOLITAN WASHINGTON, DC AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q1 Frequency of visits to Washington, DC

1=First time	37.0%	36.3%	45.2%	30.8%	33.6%
2=Infrequent	22.5%	25.5%	25.1%	23.3%	23.7%
3=Occasional	20.6%	14.2%	16.0%	18.3%	17.9%
4=Regular	8.2%	8.5%	6.4%	9.7%	9.0%
5=Frequent	2.5%	3.7%	2.7%	3.4%	3.2%
6=Live in area	9.1%	11.7%	4.6%	14.3%	12.5%
9=No answer	0.1%	0.0%	0.0%	0.1%	0.1%

Q2. WHICH ONE OF THE FOLLOWING BEST DESCRIBES THE PRIMARY PURPOSE OF YOUR CURRENT TRIP TO THE METROPOLITAN WASHINGTON, DC AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q2 Primary purpose of current trip

1=Pleasure	53.9%	65.4%	65.8%	55.6%	57.7%
2=Convention	11.3%	7.0%	10.3%	8.3%	8.6%
3=Business/work	4.8%	6.1%	4.3%	6.3%	5.9%
4=Visiting friend	12.0%	13.4%	10.5%	14.2%	13.3%
5=School related	10.2%	1.4%	5.2%	6.2%	5.9%
6=Other	6.6%	6.3%	3.6%	8.4%	7.6%
9=No answer	1.2%	0.4%	0.4%	1.1%	1.0%

Q2. OTHER:**Q2 Description of other**

AARP TRIP	LIVE IN CITY
ACCOMPANY FRIEND	LOOKING FOR HOUSING
AFFIRM ACTION RALLY	MISSION TRIPS
AFFIRMATIVE ACTION=	PHOTOGRAPHY
BIRTHDAY PARTY	PIT STOP
BRINGING GRAND KIDS	PROSPECTIVE RESIDENT
BROUGHT RELATIVES	PROTEST
BUSINESS	PROTESTING THE WAR
CANADA-USA EXCHANGE	RALLY
CEREMONY	RELATIVES VISITING
CHECKING GRAD SCHOOL	RELOCATING
CHURCH	RETURNING VETERAN
COME TO MT VERNON	REUNION
DAY OUT OF TIME	SENIOR CENTER TRIP
ESCORTING FRIENDS	SHOWING AROUND GUEST
FAMILY DAY OUT	SHOWING RELATIVES
FAMILY REUNION	SKATING COMPETITION
FAMILY VISITING	SOCCER TOURNAMENT
FIGURE SKATING	SURGERY
FUNERAL	TAKING FRIENDS AROUND
GUIDE TRAINER	TOUR COORDINATOR
HIGH SCHOOL CHOIR	TOUR GUIDE
HOCKEY	VISA FOR FRANCE
HOCKEY TOURNAMENT	VISIT AN EMBASSY
HOSTING VISITORS	VISITING COLLEGES
HUBBY HAS MEETING	WAITING FOR HUSBAND
I LIVE HERE	WEDDING
I LIVE IN DC	WEDDING/PHOTOGRAPHY
INTERN	WEEKEND TRIP
INTERNSHIP	WITH SCHOOL TOUR
KOREAN ARMY	WORK
LIVE HERE	WORKING
	WORLD FIGURE SKATING

**Q3. [ONLY IF YOU DO NOT LIVE IN THE METROPOLITAN WASHINGTON, DC AREA]
HOW MANY DAYS ARE YOU VISITING THE METROPOLITAN WASHINGTON, DC AREA?**

N=1242	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q3 How many days are you visiting</u>					
1=1	7.6%	9.7%	5.0%	11.4%	10.0%
2=2	12.1%	13.5%	11.3%	14.0%	13.5%
3=3	20.6%	18.8%	17.3%	21.6%	21.0%
4=4	16.3%	17.2%	16.1%	17.2%	16.8%
5=5	18.0%	12.2%	17.3%	13.5%	14.4%
6=6	6.1%	7.1%	7.7%	5.7%	6.1%
7=7	10.0%	9.0%	11.5%	7.9%	8.4%
8=8+	9.3%	12.4%	13.7%	8.6%	9.8%

**Q4. [ONLY IF YOU DO NOT LIVE IN THE METROPOLITAN WASHINGTON, DC AREA]
DOES YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA INCLUDE
OVERNIGHT STAYS?**

N=1242	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q4 Does trip include overnight stays</u>					
1=Yes	91.1%	90.5%	92.4%	89.6%	90.3%
2=No	8.9%	8.9%	7.6%	9.9%	9.3%
9=No answer	0.0%	0.5%	0.0%	0.5%	0.4%

Q4A. [IF YES TO Q#4] WHAT TYPE OF ACCOMMODATIONS ARE YOU USING DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA?

N=1030	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q4a Type of accommodations using

1=Hotel/motel/inn	79.0%	73.2%	81.5%	71.9%	73.9%
2=Friends	15.5%	19.6%	12.8%	21.2%	19.4%
3=RV Park/Camping	1.1%	3.4%	2.6%	1.9%	2.1%
4=Dorm/university	1.1%	1.4%	1.3%	1.2%	1.3%
5=Other	2.4%	2.2%	1.5%	3.0%	2.7%
9=No answer	0.7%	0.2%	0.2%	0.7%	0.6%

Q4A. OTHER:

Q4a Description of other

4H CONFERENCE CENTER	HOSTEL
AIRFORCE BASE	MILITARY BASE
APARTMENT	MILITARY BILLET
BOLLING AFB	MILITARY INN
BOTH FRIENDS & HOTEL	MILITARY TPU
CONDO TIMESHARE	NATIONAL 4-H CENTER
CONDO-FAIRFIELD	NAVAL HOSPITAL
CORPORATE APARTMENT	NAVY LODGE
HI HOSTEL	PRIVATE
	TIMESHARE

Q4B. [IF YES TO Q#4] WHERE ARE YOU STAYING DURING YOUR TRIP?

N=1030	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q4b Where are you staying

1=Walking distance	26.2%	28.6%	32.8%	23.0%	25.1%
2=Other DC location	21.5%	22.0%	21.5%	21.9%	21.7%
3=Virginia suburbs	31.3%	30.2%	27.4%	33.5%	32.4%
4=Maryland suburbs	15.5%	14.9%	13.7%	16.5%	15.8%
5=Other	3.7%	2.6%	3.0%	3.3%	3.3%
9=No answer	1.7%	1.6%	1.5%	1.8%	1.7%

Q4B. OTHER:Q4b Description of other

501 NEW YORK AVE	FOUR SEASONS HOTEL
ALEXANDRIA	FT BELVOIR
ALEXANDRIA VA	GEORGETOWN AREA
ARLINGTON	GMU
BALTIMORE MD	MARRIOTT HOTEL
BETHESDA	METRO CENTER
BOLLING AFB	NEARBY
CAPITOL HILL	PENTAGON CITY
CRYSTAL CITY	QUANTICO VA
DIFFERENT EVERY NIGHT	SHERATON NATL HOTEL
FOGGY BOTTOM/GEORGETOWN	TRINITY COLLEGE
	VIENNA VA

Q5. [ONLY IF YOU DO NOT LIVE IN THE METROPOLITAN WASHINGTON, DC AREA] WHICH ONE OF THE FOLLOWING WAS THE PRIMARY FORM OF TRANSPORTATION YOU USED TO TRAVEL FROM YOUR HOME TO THE METROPOLITAN WASHINGTON, DC AREA?

N=1242	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q5 Primary form of transportation</u>					
1=Car	30.5%	46.5%	34.5%	41.2%	39.7%
2=Train	13.0%	11.5%	14.1%	10.8%	11.4%
3=Airplane	41.5%	32.8%	41.4%	34.1%	35.7%
4=Charter/Tour Bus	11.4%	5.3%	7.0%	9.6%	9.1%
5=Intercity Bus	0.3%	0.0%	0.0%	0.3%	0.2%
6=Other	2.9%	2.9%	2.4%	3.3%	3.3%
9=No answer	0.3%	0.9%	0.6%	0.6%	0.6%

Q5. OTHER:

Q5 Description of other

BY FOOT	PRIVATE PLANE
FASTRAN	RV
METRO	SUBWAY
MOTOR HOME	TAXI
ON FOOT	TROLLEY
OUR OWN BUS	WALK
	WALKING

Q6. [ONLY IF YOU DO NOT LIVE IN THE METROPOLITAN WASHINGTON, DC AREA] DID YOU SEEK ANY INFORMATION ABOUT TRANSPORTATION SERVICES IN THE METROPOLITAN WASHINGTON, DC AREA BEFORE YOU ARRIVED?

N=1242	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q6 Seek any info on trans before arrive

1=Yes	39.6%	42.7%	50.0%	34.1%	37.4%
2=No	59.9%	56.8%	49.6%	65.3%	62.0%
9=No answer	0.5%	0.5%	0.4%	0.6%	0.6%

Q6A. [IF YES TO Q#6] BEFORE YOU ARRIVED IN THE METROPOLITAN WASHINGTON, DC AREA, HOW DID YOU LEARN ABOUT THE TRANSPORTATION OPTIONS THAT ARE AVAILABLE IN THE AREA?

N=466	Survey time		Q14 Used service in Washington, DC area		Total
	March M	July J	Yes 1	No 2	

Q6a How learned about transportation

1=NPS website	24.1%	19.7%	23.3%	20.3%	21.1%
2=Other website	40.5%	43.6%	41.8%	42.4%	42.4%
3=Travel agent	6.9%	5.6%	8.0%	4.1%	5.1%
4=Recommendation	28.9%	29.5%	29.3%	29.0%	29.2%
5=Brochures/guide	40.1%	36.3%	40.6%	35.5%	37.6%
6=Chamber of Comm	6.5%	4.3%	5.6%	5.1%	5.2%
7=Visited before	19.4%	19.7%	18.5%	20.7%	20.3%
8=Other	4.7%	6.8%	4.8%	6.9%	6.4%
9=None selected	3.0%	3.8%	3.6%	3.2%	3.4%

Q6A. OTHER:**Q6a Description of other**

AAA	INTERNET
AAA TOUR BOOK	LIBRARY
AAA TRAVEL BOOK	MD HWY VISITORS CTR
AGENDA	METRO WEBSITE
CONGRESSMANS OFFICE	OUR CONGRESSMAN
FL HOUSE	OUR GUIDE
FROM CAMPGROUND	REP JOHN TANNER-TN
FROMMERS.COM	SCHOOL
HOTEL FRONT DESK	WIFE HANDLED

**Q7. [ONLY IF YOU DO NOT LIVE IN THE METROPOLITAN WASHINGTON, DC AREA]
AFTER YOU ARRIVED IN METROPOLITAN WASHINGTON, DC AREA, HOW HAVE YOU
LEARNED ABOUT THE TRANSPORTATION OPTIONS THAT ARE AVAILABLE?**

N=1242	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q7 After arrived how learned about trans</u>					
01=Tour guide	14.6%	7.6%	12.5%	10.1%	10.6%
02=Friend/relative	27.8%	28.7%	27.4%	28.9%	28.7%
03=Hotel/motel	23.5%	25.0%	30.2%	19.7%	21.8%
04=Saw sightseeing	10.9%	11.8%	19.2%	5.4%	8.1%
05=Saw display rack	10.0%	8.1%	11.4%	7.2%	8.0%
06=Airport	4.0%	1.9%	2.8%	3.1%	3.0%
07=Staff at museums	4.7%	4.8%	5.8%	4.0%	4.3%
08=NPS website	2.6%	3.1%	2.4%	3.1%	3.0%
09=Other website	4.0%	4.7%	3.2%	5.2%	4.8%
10=Brochure/guide	22.7%	21.1%	24.6%	19.8%	20.7%
11=Rest area	2.4%	2.1%	3.0%	1.7%	1.9%
12=Other	3.5%	5.3%	4.1%	4.7%	4.6%
13=Did not get any	11.1%	8.1%	4.3%	13.6%	11.6%
99=No answer	12.7%	18.9%	15.3%	16.1%	16.0%

Q7. OTHER:**Q7 Description of other**

1ST STOP	OFFICERS ON STREET
800 NUMBERS	OUR KOREAN GUIDE
AAA	PAST EXPERIENCE
AAA TRAVEL BOOK	PAST VISIT
AIRPORT PORTER	PEOPLE WHO LIVE HERE
ASKED PEOPLE	PHONE
BEEN BEFORE	PRE-ARRANGED TRIP
BEEN HERE BEFORE	PREVIOUS EXPERIENCE
BOOKS	PREVIOUS RESIDENT
CALLED METRO	PREVIOUS TRIPS TO DC
CAMPGROUND	PRIOR EXPERIENCE
CAMPGROUND PERSONNEL	PRIOR VISITS
CAMPGROUND STAFF	RANDOM PEOPLE ON STREET
CONFERENCE CENTER	REP JOHN TANNER
FORMER RESIDENT	RESTAURANT STAFF
HEARD OF METRO	RV PARK
INFORMATION DESK	SENATORS OFFICE
JUST LOOKING AROUND	TEACHER
LIVED HERE BEFORE	TOUR LEADER
MAP	TRIAL & ERROR
MEMORY	UNION STATION
METRO INFO AT STATION	USED TO LIVE HERE
METRO STATION	WALKED

Q8. HAVE YOU DRIVEN OR PARKED A CAR IN THE METROPOLITAN WASHINGTON, DC AREA ON THIS TRIP?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q8 Driven or parked on this trip

1=Yes	33.6%	42.9%	32.7%	42.1%	40.2%
2=No	60.1%	50.6%	59.4%	52.4%	53.9%
3=Don't know	6.1%	6.3%	7.7%	5.2%	5.7%
9=No answer	0.1%	0.3%	0.2%	0.2%	0.2%

Q8A. [IF YES] HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING?

N=531	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q8a Travel around National Mall/Memorial

5=Very easy	7.4%	9.6%	10.3%	7.8%	8.3%
4=Easy	21.7%	24.6%	21.7%	24.2%	24.1%
3=Neutral	20.9%	18.9%	15.2%	22.2%	21.4%
2=Difficult	26.5%	20.6%	21.2%	24.2%	23.4%
1=Very Difficult	13.9%	15.6%	19.0%	12.7%	13.3%
9=Don't know	9.6%	10.6%	12.5%	8.9%	9.5%

Q8A. [IF YES] HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING?

N=531	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q8b Outside National Mall/Memorial area

5=Very easy	5.2%	8.0%	7.1%	6.6%	6.8%
4=Easy	28.3%	26.6%	26.1%	28.0%	27.9%
3=Neutral	25.7%	25.2%	22.8%	26.8%	26.2%
2=Difficult	21.7%	15.6%	13.6%	20.7%	19.6%
1=Very Difficult	5.2%	7.0%	10.9%	3.7%	4.7%
9=Don't know	13.9%	17.6%	19.6%	14.1%	14.9%

Q8c Finding parking around National Mall

5=Very easy	3.9%	3.3%	3.3%	3.7%	3.6%
4=Easy	9.6%	12.3%	7.6%	13.0%	12.3%
3=Neutral	17.4%	9.3%	12.0%	13.3%	13.1%
2=Difficult	27.8%	27.2%	29.9%	26.2%	26.9%
1=Very Difficult	23.0%	27.6%	23.9%	26.5%	25.7%
9=Don't know	18.3%	20.3%	23.4%	17.3%	18.4%

**Q8A. [IF YES] HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING?
(EXCLUDING DON'T KNOWS)**

N=531	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q8a Travel around National Mall/Memorial

5=Very easy	8.2%	10.8%	11.8%	8.5%	9.2%
4=Easy	24.0%	27.5%	24.8%	26.6%	26.6%
3=Neutral	23.1%	21.2%	17.4%	24.4%	23.6%
2=Difficult	29.3%	23.0%	24.2%	26.6%	25.8%
1=Very Difficult	15.4%	17.5%	21.7%	13.9%	14.7%

Q8b Outside National Mall/Memorial area

5=Very easy	6.1%	9.7%	8.8%	7.7%	8.0%
4=Easy	32.8%	32.3%	32.4%	32.6%	32.7%
3=Neutral	29.8%	30.6%	28.4%	31.2%	30.8%
2=Difficult	25.3%	19.0%	16.9%	24.2%	23.0%
1=Very Difficult	6.1%	8.5%	13.5%	4.4%	5.5%

**Q8A. [IF YES] HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING?
(EXCLUDING DON'T KNOWS)**

N=531	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q8c Finding parking around National Mall

5=Very easy	4.8%	4.2%	4.3%	4.5%	4.4%
4=Easy	11.7%	15.4%	9.9%	15.7%	15.1%
3=Neutral	21.3%	11.7%	15.6%	16.0%	16.0%
2=Difficult	34.0%	34.2%	39.0%	31.7%	33.0%
1=Very Difficult	28.2%	34.6%	31.2%	32.1%	31.5%

**Q9. WHICH TRANSPORTATION SERVICES HAVE YOU USED IN THE
METROPOLITAN WASHINGTON, DC AREA DURING THIS TRIP?**

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q9 Which transportation service has used

A=Subway	60.1%	62.0%	60.0%	61.8%	61.4%
B=Bus	13.9%	12.8%	13.9%	13.0%	13.2%
C=Taxi cab	26.0%	21.2%	27.2%	21.1%	22.2%
D=Sightseeing	13.7%	22.8%	100.0%	0.0%	18.0%
E=None of these	20.7%	15.4%	0.0%	30.3%	24.8%

Q9A. FOR THE SERVICES YOU USED, HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q9a Travel on the subway-Metro

5=Very easy	41.8%	42.6%	34.6%	49.0%	45.9%
4=Easy	31.3%	31.1%	28.1%	34.0%	32.5%
3=Neutral	4.6%	4.3%	4.0%	4.9%	4.7%
2=Difficult	2.9%	1.1%	2.0%	1.9%	1.9%
1=Very difficult	0.0%	0.4%	0.0%	0.3%	0.3%
9=Don't know	19.4%	20.6%	31.4%	9.9%	14.8%

Q9b Travel on the bus-Metro

5=Very easy	5.0%	5.2%	4.0%	6.1%	5.7%
4=Easy	9.4%	9.3%	10.5%	8.4%	8.8%
3=Neutral	5.6%	6.3%	5.5%	6.3%	6.1%
2=Difficult	2.7%	2.5%	2.0%	3.1%	2.8%
1=Very difficult	0.4%	0.5%	0.0%	0.9%	0.7%
9=Don't know	77.0%	76.2%	78.1%	75.3%	75.9%

Q9A. FOR THE SERVICES YOU USED, HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q9c Using sightseeing tours

5=Very easy	15.7%	19.1%	34.4%	2.6%	9.6%
4=Easy	13.6%	17.9%	28.9%	4.4%	9.8%
3=Neutral	4.8%	6.3%	8.9%	2.6%	4.0%
2=Difficult	0.8%	1.8%	2.4%	0.3%	0.8%
1=Very difficult	0.2%	0.5%	0.4%	0.3%	0.3%
9=Don't know	64.9%	54.4%	25.1%	89.7%	75.5%

Q9d Using taxi cabs

5=Very easy	12.3%	12.7%	14.8%	10.5%	11.3%
4=Easy	16.1%	12.7%	13.4%	15.2%	14.9%
3=Neutral	5.2%	5.9%	4.5%	6.4%	5.9%
2=Difficult	1.5%	1.8%	1.6%	1.7%	1.7%
1=Very difficult	0.6%	0.5%	0.4%	0.7%	0.6%
9=Don't know	64.3%	66.4%	65.2%	65.5%	65.6%

Q9A. FOR THE SERVICES YOU USED, HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING? (EXCLUDING DON'T KNOWS)

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q9a Travel on the subway-Metro

5=Very easy	51.9%	53.6%	50.4%	54.4%	53.9%
4=Easy	38.8%	39.2%	40.9%	37.7%	38.1%
3=Neutral	5.7%	5.4%	5.8%	5.4%	5.5%
2=Difficult	3.6%	1.4%	2.9%	2.1%	2.2%
1=Very difficult	0.0%	0.5%	0.0%	0.4%	0.3%

Q9b Travel on the bus-Metro

5=Very easy	21.7%	21.8%	18.0%	24.6%	23.7%
4=Easy	40.8%	39.1%	47.7%	33.8%	36.6%
3=Neutral	24.2%	26.3%	25.2%	25.4%	25.2%
2=Difficult	11.7%	10.5%	9.0%	12.7%	11.8%
1=Very difficult	1.7%	2.3%	0.0%	3.5%	2.7%

Q9A. FOR THE SERVICES YOU USED, HOW EASY OR DIFFICULT WOULD YOU RATE THE FOLLOWING? (EXCLUDING DON'T KNOWS)

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q9c Using sightseeing tours

5=Very easy	44.8%	42.0%	45.9%	25.4%	39.2%
4=Easy	38.8%	39.2%	38.5%	42.4%	39.9%
3=Neutral	13.7%	13.7%	11.9%	25.4%	16.2%
2=Difficult	2.2%	3.9%	3.2%	3.4%	3.2%
1=Very difficult	0.5%	1.2%	0.5%	3.4%	1.4%

Q9d Using taxi cabs

5=Very easy	34.4%	37.8%	42.6%	30.3%	32.7%
4=Easy	45.2%	37.8%	38.6%	43.9%	43.4%
3=Neutral	14.5%	17.6%	13.1%	18.7%	17.1%
2=Difficult	4.3%	5.3%	4.5%	5.1%	4.9%
1=Very difficult	1.6%	1.6%	1.1%	2.0%	1.8%

Q10. OVERALL, HOW WOULD YOU RATE GETTING AROUND DURING YOUR VISIT IN AND AROUND THE NATIONAL MALL/MEMORIAL AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q10 Rate how getting around during visit</u>					
1=Very easy	28.7%	26.1%	29.4%	26.0%	26.6%
2=Easy	42.3%	41.5%	40.9%	42.5%	42.3%
3=Neutral	14.9%	18.7%	15.7%	17.6%	17.1%
4=Difficult	7.3%	7.4%	7.3%	7.4%	7.3%
5=Very difficult	1.3%	1.0%	1.2%	1.1%	1.1%
9=Don't know	5.6%	5.4%	5.5%	5.5%	5.6%

Q11. OVERALL, HOW WOULD YOU RATE THE QUALITY OF VISITOR DIRECTIONAL SIGNAGE AND INFORMATION IN AND AROUND THE NATIONAL MALL/MEMORIAL AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q11 Rate visitor directional signage</u>					
1=Very good	26.1%	28.2%	28.8%	26.0%	26.9%
2=Good	43.9%	39.0%	40.7%	41.9%	41.7%
3=Average	16.7%	21.9%	18.3%	20.0%	19.3%
4=Poor	6.0%	3.6%	3.9%	5.3%	5.0%
5=Very poor	0.9%	0.7%	1.1%	0.6%	0.7%
9=Don't know	6.4%	6.6%	7.1%	6.1%	6.4%

Q12. (ALL) HOW MUCH WILL YOUR PERSONAL TRAVEL GROUP SPEND PER DAY ON THE FOLLOWING TRANSPORTATION EXPENSES DURING YOUR VISIT TO THE METROPOLITAN WASHINGTON, D.C. AREA?

Note: Paying Users equals the number of people who provided expenditure data for the item; this number may not be the same as the percentage of persons who used certain type of transportation because some people who said they used a service did not provide expenditure information. The Overall Sample Has 1386 Respondents.

Q12a Rental car

Paying users = 141 persons

Q12b Taxi fare

Paying users = 246 persons

Q12c Parking

Paying users = 274 persons

Q12d Bus/subway tickets

Paying users = 750 persons

Q12e Gas/fuel

Paying users = 292 persons

Q12f Sightseeing Tours

Paying users = 364 persons

Q12. (RENTAL CAR USERS ONLY) HOW MUCH WILL YOUR PERSONAL TRAVEL GROUP SPEND PER DAY ON THE FOLLOWING TRANSPORTATION EXPENSES DURING YOUR VISIT TO THE METROPOLITAN WASHINGTON, D.C. AREA?

The amount RENTAL CAR USERS Paid

Q12a Rental car

Mean = \$44.65

Median = \$40

Paying users = 141 of the 141 rental car users also used a rental car

Q12b Taxi fare

Mean = \$15.55

Median = \$10

Paying users = 38 of the 141 rental car users also paid for a taxi

Q12c Parking

Mean = \$12.30

Median = \$10

Paying users = 60 of the 141 rental car users also paid for parking

Q12d Bus/subway tickets

Mean = \$10.49

Median = \$6

Paying users = 72 of the 141 rental car users also used the bus/subway

Q12e Gas/fuel

Mean = \$8.64

Median = \$5

Paying users = 72 of the 141 rental car users also paid for gas

Q12f Sightseeing Tours

Mean = \$34.63

Median = \$24.50

Paying users = 54 of the 141 rental car users also used sightseeing services

Q12. (TAXI USERS ONLY) HOW MUCH WILL YOUR PERSONAL TRAVEL GROUP SPEND PER DAY ON THE FOLLOWING TRANSPORTATION EXPENSES DURING YOUR VISIT TO THE METROPOLITAN WASHINGTON, D.C. AREA?

The amount TAXI USERS Paid

Q12a Rental car

Mean = \$23.87

Median = \$5

Paying users = 54 of the 246 taxi users also used a rental car

Q12b Taxi fare

Mean = \$19.48

Median = \$15

Paying users = 246 of the 246 taxi users also used a taxi

Q12c Parking

Mean = \$11.11

Median = \$10

Paying users = 75 of the 246 taxi users also paid for parking

Q12d Bus/subway tickets

Mean = \$10.92

Median = \$5

Paying users = 167 of the 246 taxi users also used the us/subway

Q12e Gas/fuel

Mean = \$7.12

Median = \$4

Paying users = 59 of the 246 taxi users also paid for gas

Q12f Sightseeing Tours

Mean = \$39.77

Median = \$20

Paying users = 108 of the 246 taxi users also used sightseeing services

Q12. (PARKING USERS ONLY) HOW MUCH WILL YOUR PERSONAL TRAVEL GROUP SPEND PER DAY ON THE FOLLOWING TRANSPORTATION EXPENSES DURING YOUR VISIT TO THE METROPOLITAN WASHINGTON, D.C. AREA?

The amount PARKING USERS Paid

Q12a Rental car

Mean = \$27.89

Median = \$25

Paying users = 79 of the 274 parking users also used a rental car

Q12b Taxi fare

Mean = \$12.24

Median = \$10

Paying users = 78 of the 274 parking users also used a taxi

Q12c Parking

Mean = \$13.56

Median = \$12

Paying users = 274 of the 274 parking users also paid for parking

Q12d Bus/subway tickets

Mean = \$12.01

Median = \$10

Paying users = 165 of the 274 parking users also used the bus/subway

Q12e Gas/fuel

Mean = \$9.23

Median = \$5

Paying users = 147 of the 274 parking users also paid for gas

Q12f Sightseeing Tours

Mean = \$39.41

Median = \$25

Paying users = 112 of the 274 parking users also used sightseeing services

Q12. (BUS/SUBWAY USERS ONLY) HOW MUCH WILL YOUR PERSONAL TRAVEL GROUP SPEND PER DAY ON THE FOLLOWING TRANSPORTATION EXPENSES DURING YOUR VISIT TO THE METROPOLITAN WASHINGTON, D.C. AREA?

The amount BUS/SUBWAY USERS Paid

Q12a Rental car

Mean = \$20.13

Median = \$0

Paying users = 145 of the 750 bus users also used a rental car

Q12b Taxi fare

Mean = \$12.07

Median = \$10

Paying users = 227 of the 750 bus users also used a taxi

Q12c Parking

Mean = \$8.63

Median = \$5

Paying users = 221 of the 750 bus users also paid for parking

Q12d Bus/subway tickets

Mean = \$12.37

Median = \$6

Paying users = 750 of the 750 bus users also used a bus/subway

Q12e Gas/fuel

Mean = \$6.48

Median = \$5

Paying users = 183 of the 750 bus users also paid for gas

Q12f Sightseeing Tours

Mean = \$34.06

Median = \$20

Paying users = 257 of the 750 bus users also used sightseeing services

Q12. (GAS PURCHASERS ONLY) HOW MUCH WILL YOUR PERSONAL TRAVEL GROUP SPEND PER DAY ON THE FOLLOWING TRANSPORTATION EXPENSES DURING YOUR VISIT TO THE METROPOLITAN WASHINGTON, D.C. AREA?

The amount GAS USERS Paid

Q12a Rental car

Mean = \$26.92

Median = \$28

Paying users = 109 of the 292 people who paid for gas also used a rental car

Q12b Taxi fare

Mean = \$8.43

Median = \$0

Paying users = 83 of the 292 people who paid for gas also used a taxi

Q12c Parking

Mean = \$10.11

Median = \$10

Paying users = 173 of the 292 people who paid for gas also paid for parking

Q12d Bus/subway tickets

Mean = \$9.97

Median = \$6

Paying users = 159 of the 292 people who paid for gas also used the bus/subway

Q12e Gas/fuel

Mean = \$10.23

Median = \$10

Paying users = 292 of the 292 people who paid for gas also paid for gas

Q12f Sightseeing Tours

Mean = \$31.81

Median = \$20

Paying users = 108 of the 292 people who paid for gas also used sightseeing services

Q12. (SIGHTSEEING SERVICE USERS ONLY) HOW MUCH WILL YOUR PERSONAL TRAVEL GROUP SPEND PER DAY ON THE FOLLOWING TRANSPORTATION EXPENSES DURING YOUR VISIT TO THE METROPOLITAN WASHINGTON, D.C. AREA?

The amount SIGHTSEEING USERS Paid

Q12a Rental car

Mean = \$26.21

Median = \$9.50

Paying users = 86 of the 364 persons who used sightseeing services also used a rental car

Q12b Taxi fare

Mean = \$14.41

Median = \$10

Paying users = 123 of the 364 persons who used sightseeing services also used a taxi

Q12c Parking

Mean = \$11.38

Median = \$10

Paying users = 127 of the 364 persons who used sightseeing services also paid for parking

Q12d Bus/subway tickets

Mean = \$11.62

Median = \$6

Paying users = 222 of the 364 persons who used sightseeing services also used a bus/subway

Q12e Gas/fuel

Mean = \$9.55

Median = \$6

Paying users = 101 of the 364 persons who used sightseeing services also paid for gas

Q12f Sightseeing Tours

Mean = \$47.89

Median = \$30

Paying users = 364 of the 364 persons who used sightseeing services also used sightseeing services

Q13. NOT INCLUDING THIS TRIP, HAVE YOU EVER USED A SIGHTSEEING SERVICE WHEN VISITING OTHER CITIES AND TOWNS?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q13 Ever used sightseeing in other city

1=Yes	56.7%	58.0%	66.0%	51.4%	53.7%
2=No	35.0%	35.9%	26.0%	41.9%	39.3%
9=Don't know	8.3%	6.1%	8.0%	6.7%	7.0%

Q14. DURING THIS TRIP, HAVE YOU USED ANY SIGHTSEEING SERVICES (E.G., TOURMOBILE, OLD TOWN TROLLEY) IN THE METROPOLITAN WASHINGTON, DC AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q14 Used SS service in Washington, DC area

1=Yes	33.0%	47.9%	100.0%	0.0%	18.0%
2=No	67.0%	52.1%	0.0%	100.0%	82.0%

Q14A. PLEASE INDICATE WHICH OF THE FOLLOWING REASONS PREVENTED OR MIGHT PREVENT YOU FROM USING SIGHTSEEING SERVICES DURING YOUR STAY IN THE METROPOLITAN WASHINGTON, DC AREA.

N=824	Survey time		Weighted Total
	March	July	
	M	J	
<u>Q14a Preventing factors</u>			
00=Plan to use	8.1%	7.4%	7.7%
01=Don't know what	10.7%	14.2%	12.1%
02=Don't know how	4.6%	6.8%	5.6%
03=Takes too long/	6.6%	13.4%	9.5%
04=Too expensive	13.1%	21.9%	17.2%
05=Had a bad exper	0.2%	0.8%	0.5%
06=Prefer to walk or drive	39.3%	42.1%	40.6%
07=Elderly in group	2.2%	1.4%	1.8%
08=Travel group too large	3.7%	2.5%	3.1%
09=Disabled in group	1.1%	1.1%	1.1%
10=Small children	1.3%	4.9%	2.9%
11=Not convenient to destination	4.1%	6.3%	5.0%
12=Not convenient to where staying	3.1%	3.6%	3.2%
13=Other	12.9%	9.0%	11.3%
99=None chosen	21.6%	17.2%	19.6%

Q14A. OTHER:**Q14a Description of other**

A RELATIVE HELPS ME	METRO IS CONVENIENT
ALREADY DID IT	METRO WAS ENOUGH
BEING SHOWN AROUND	NO INTEREST
CAME ON TOUR BUS	NO NEED
CAN GET THERE ON OWN	NO NEED THIS TRIP
DID NOT WANT TO	NO STRUCTURED TOURS
DO IT MYSELF	NO TIME
DO ON MY OWN	NO TIME THIS TRIP
DONT LIKE GROUPS	NOT FUN
DONT LIKE THEM	NOT HERE AS TOURIST
DONT NEED	NOT INTENDED
DONT NEED THEM	NOT INTERESTED
DONT WANT SET ROUTE	NOT PREFERRED
FAMILIAR WITH AREA	NOT SIGHTSEEING MOST
FAMILY TOUR GUIDE	ONLY FOR FIRST VISIT
FREE TROLLEYS	ONLY HERE SHORT TIME
FRIEND GIVES TOURS	ONLY WANT SEE LIMIT
FRIEND KNOWS AREA	OTHER PLANS
FRIEND SHOWED AROUND	PLANNED MY OWN TRIPS
FRIENDS	PREFER BEING ALONE
HAD OWN AGENDA	PREFER BY OURSELVES
HATE NARRATED TOURS	PREFER ON MY OWN
HAVE FRIEND AS GUIDE	PREFER OWN TIMETABLE
HAVE HAD TOUR BEFORE	PREFER TO GO MY OWN
HAVE NO INTEREST	PROVIDED BY SCHOOL
HIRED PRIVATE GUIDE	RELATIVES WITH ME
I DONT LIKE THEM	RV TOUR-SPECIAL BUS
I GO MY OWN PACE	SET MY OWN SCHEDULE
I KNOW THE AREA	SISTER IS TOUR GUIDE
I LIVE HERE	THEY WERE AT LUNCH
INCLUDED IN TOUR	TOUR BUS TRIP
JUST A FEW EXHIBITS	TOURED LOCATIONS
JUST HAVENT YET	USE GUIDEBOOK ON OWN
JUST MEETING PEOPLE	USE OURSELVES
KNOW WHAT I WANT	USED CHARTERED BUS
LACK OF TIME	USED TOUR BUS
LIKE TO BE ON OWN	USED TROLLEY LAST YR
LIKE TO WALK	WE DID CHARTER
LIKE TO WALK INSTEAD	WE DONT WANT TO
LIMITED SITES	WE HAVE OUR OWN BUS
LIVE HERE	WHERE TO PARK
LOCAL FAMILY MEMBER	WITH A TOUR GROUP

Q15. WHICH SIGHTSEEING SERVICE DID YOU USE DURING THIS TRIP?

N=562	Survey time		Weighted Total
	March M	July J	
<u>Q15 Which service did you use</u>			
1=DC Ducks	3.1%	10.7%	7.7%
2=L'il Red Trolley	10.2%	7.7%	8.7%
3=Old Town Trolley	25.7%	31.8%	29.4%
4=Tourmobile	57.5%	51.5%	53.9%
5=Other	9.7%	5.4%	7.1%
9=No answer	3.5%	4.5%	4.1%

Q15. OTHER.**Q15 Description of other**

ALL ABOUT TOWN	GRAYLINE
ARLINGTON BUS	GUIDE FOR BUS
ARLINGTON NATIONAL CEMETERY	LIMO
ARLINGTON NATIONAL	MATZ
BIKE THE SITES	MT VERNON
BIKE TOUR	PKG TOUR
CHRISTIAN HERITAGE	POTOMAC MILLS BUS
DELUXE TRANSPORTATION	PRIVATE
DUCKS	PRIVATE TOUR COMPANY
EASY TOUR	RENTAL BUS
ELD	RILEY
ELD TOURS	TOUR SERVICE
EXPRESS TOUR	VAN
FOOT	VIP TOURS
FROM OUR HOTEL	YOUNG TOUR BUS CO

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA?

N=562	Survey time		Weighted Total
	March M	July J	

Q16a Timeliness of service

5=Very satisfied	28.3%	32.1%	30.6%
4=Satisfied	44.7%	45.2%	45.0%
3=Neutral	11.9%	9.5%	10.5%
2=Dissatisfied	2.2%	3.9%	3.2%
1=Very dissatisfied	1.3%	0.9%	1.1%
9=Don't know	11.5%	8.3%	9.6%

Q16b Location of stops

5=Very satisfied	29.2%	33.3%	31.7%
4=Satisfied	44.7%	42.9%	43.6%
3=Neutral	11.9%	11.0%	11.4%
2=Dissatisfied	0.9%	2.1%	1.6%
1=Very dissatisfied	0.4%	1.5%	1.1%
9=Don't know	12.8%	9.2%	10.7%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA?

N=562	Survey time		Weighted Total
	March M	July J	

Q16c Feeling of safety on vehicles

5=Very satisfied	37.6%	42.3%	40.4%
4=Satisfied	41.2%	40.5%	40.7%
3=Neutral	7.5%	8.9%	8.4%
2=Dissatisfied	0.4%	0.6%	0.5%
1=Very dissatisfied	0.4%	0.3%	0.4%
9=Don't know	12.8%	7.4%	9.6%

Q16d Cleanliness of vehicles

5=Very satisfied	34.1%	39.3%	37.2%
4=Satisfied	42.0%	42.9%	42.5%
3=Neutral	11.1%	8.0%	9.3%
2=Dissatisfied	0.9%	1.2%	1.1%
1=Very dissatisfied	0.0%	0.3%	0.2%
9=Don't know	11.9%	8.3%	9.8%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA?

N=562	Survey time		Weighted Total
	March M	July J	

Q16e Courtesy/helpfulness of staff

5=Very satisfied	43.4%	44.9%	44.3%
4=Satisfied	35.0%	35.7%	35.4%
3=Neutral	8.4%	9.8%	9.3%
2=Dissatisfied	0.0%	0.9%	0.5%
1=Very dissatisfied	0.9%	0.6%	0.7%
9=Don't know	12.4%	8.0%	9.8%

Q16f Comfort of vehicles

5=Very satisfied	26.5%	27.1%	26.9%
4=Satisfied	41.6%	44.0%	43.1%
3=Neutral	15.5%	14.9%	15.1%
2=Dissatisfied	3.5%	3.6%	3.6%
1=Very dissatisfied	0.4%	1.8%	1.2%
9=Don't know	12.4%	8.6%	10.1%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA?

N=562	Survey time		Weighted Total
	March M	July J	

Q16g Quality of educational/information

5=Very satisfied	33.2%	37.2%	35.6%
4=Satisfied	43.4%	41.4%	42.2%
3=Neutral	8.4%	11.9%	10.5%
2=Dissatisfied	1.3%	0.3%	0.7%
1=Very dissatisfied	0.9%	0.6%	0.7%
9=Don't know	12.8%	8.6%	10.3%

Q16h Price of services

5=Very satisfied	23.0%	21.7%	22.2%
4=Satisfied	37.6%	42.3%	40.4%
3=Neutral	19.9%	19.0%	19.4%
2=Dissatisfied	5.3%	7.4%	6.6%
1=Very dissatisfied	1.3%	0.9%	1.1%
9=Don't know	12.8%	8.6%	10.3%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA?

N=562	Survey time		Weighted Total
	March	July	
	M	J	
<u>Q16i Services for the disabled</u>			
5=Very satisfied	12.4%	13.4%	13.0%
4=Satisfied	20.4%	22.9%	21.9%
3=Neutral	11.5%	11.0%	11.2%
2=Dissatisfied	1.3%	2.4%	2.0%
1=Very dissatisfied	1.8%	1.2%	1.4%
9=Don't know	52.7%	49.1%	50.5%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA? (EXCLUDING DON'T KNOWS)

N=562	Survey time		Weighted Total
	March M	July J	

Q16a Timeliness of service

5=Very satisfied	32.0%	35.1%	33.9%
4=Satisfied	50.5%	49.4%	49.8%
3=Neutral	13.5%	10.4%	11.6%
2=Dissatisfied	2.5%	4.2%	3.5%
1=Very dissatisfied	1.5%	1.0%	1.2%

Q16b Location of stops

5=Very satisfied	33.5%	36.7%	35.5%
4=Satisfied	51.3%	47.2%	48.8%
3=Neutral	13.7%	12.1%	12.7%
2=Dissatisfied	1.0%	2.3%	1.8%
1=Very dissatisfied	0.5%	1.6%	1.2%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA? (EXCLUDING DON'T KNOWS)

N=562	Survey time		Weighted Total
	March M	July J	

Q16c Feeling of safety on vehicles

5=Very satisfied	43.1%	45.7%	44.7%
4=Satisfied	47.2%	43.7%	45.1%
3=Neutral	8.6%	9.6%	9.3%
2=Dissatisfied	0.5%	0.6%	0.6%
1=Very dissatisfied	0.5%	0.3%	0.4%

Q16d Cleanliness of vehicles

5=Very satisfied	38.7%	42.9%	41.2%
4=Satisfied	47.7%	46.8%	47.1%
3=Neutral	12.6%	8.8%	10.3%
2=Dissatisfied	1.0%	1.3%	1.2%
1=Very dissatisfied	0.0%	0.3%	0.2%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA? (EXCLUDING DON'T KNOWS)

N=562	Survey time		Weighted Total
	March M	July J	

Q16e Courtesy/helpfulness of staff

5=Very satisfied	49.5%	48.9%	49.1%
4=Satisfied	39.9%	38.8%	39.3%
3=Neutral	9.6%	10.7%	10.3%
2=Dissatisfied	0.0%	1.0%	0.6%
1=Very dissatisfied	1.0%	0.6%	0.8%

Q16f Comfort of vehicles

5=Very satisfied	30.3%	29.6%	29.9%
4=Satisfied	47.5%	48.2%	47.9%
3=Neutral	17.7%	16.3%	16.8%
2=Dissatisfied	4.0%	3.9%	4.0%
1=Very dissatisfied	0.5%	2.0%	1.4%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA? (EXCLUDING DON'T KNOWS)

N=562	Survey time		Weighted Total
	March M	July J	

Q16g Quality of educational/information

5=Very satisfied	38.1%	40.7%	39.7%
4=Satisfied	49.7%	45.3%	47.0%
3=Neutral	9.6%	13.0%	11.7%
2=Dissatisfied	1.5%	0.3%	0.8%
1=Very dissatisfied	1.0%	0.7%	0.8%

Q16h Price of services

5=Very satisfied	26.4%	23.8%	24.8%
4=Satisfied	43.1%	46.3%	45.0%
3=Neutral	22.8%	20.8%	21.6%
2=Dissatisfied	6.1%	8.1%	7.3%
1=Very dissatisfied	1.5%	1.0%	1.2%

Q16. HOW SATISFIED WERE YOU WITH THE FOLLOWING ASPECTS OF THE SIGHTSEEING SERVICE USED DURING YOUR TRIP TO THE METROPOLITAN WASHINGTON, DC AREA? (EXCLUDING DON'T KNOWS)

N=562	Survey time		Weighted Total
	March	July	
	M	J	
<u>Q16i Services for the disabled</u>			
5=Very satisfied	26.2%	26.3%	26.3%
4=Satisfied	43.0%	45.0%	44.2%
3=Neutral	24.3%	21.6%	22.7%
2=Dissatisfied	2.8%	4.7%	4.0%
1=Very dissatisfied	3.7%	2.3%	2.9%

Q17. HOW DID YOU LEARN ABOUT THE SIGHTSEEING SERVICE YOU USED ON THIS TRIP?

N=562	Survey time		Weighted Total
	March M	July J	
<u>Q17 How learned about sightseeing service</u>			
1=Kiosks/signs	9.7%	14.9%	12.8%
2=Advertised	2.7%	5.1%	4.1%
3=Friend/family	18.1%	22.6%	20.8%
4=Saw sightseeing	15.9%	20.8%	18.9%
5=Internet	12.8%	14.3%	13.7%
6=Hotel/Visitor	20.4%	23.5%	22.2%
7=Used similar	10.2%	9.5%	9.8%
8=Guidebooks/broch	26.5%	25.6%	26.0%
9=Other	7.1%	4.5%	5.5%
0=None chosen	12.8%	13.1%	13.0%

Q17. OTHER:**Q17 Description of other**

ACQUAINTANCE	PRE-ARRANGED
AMTRAK	SCHOOL TRIP
ARLINGTON CT GUARD	TEACHER
CAMPGROUND	TOUR BUS
CONFERENCE	TOUR CO
CONGRESSMAN	TRAVEL AGENT
ENTERTAINMENT BOOK	WALKING
GIRL SCOUTS	WEBSITE
	WORK

Q18. WOULD YOU BE WILLING TO PARK 15-30 MINUTES FROM THE NATIONAL MALL/MEMORIAL AREA IF FREQUENT SHUTTLE SERVICE WERE AVAILABLE TO TAKE YOU TO MAJOR ATTRACTIONS?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q18 Willing park 15-30 mins-National Mall

1=Yes	70.6%	67.7%	66.1%	71.2%	70.3%
2=No	21.7%	25.9%	24.6%	23.4%	23.5%
9=No answer	7.6%	6.4%	9.3%	5.5%	6.2

Q18A. WOULD YOU BE WILLING TO PAY FOR PARKING AT A FACILITY LIKE THE ONE DESCRIBED ABOVE IN QUESTION 18?

N=956	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q18a Willing to pay for parking

1=Yes, likely	62.4%	70.3%	66.3%	66.3%	66.3%
2=No, unlikely	21.0%	17.3%	19.1%	19.1%	19.1%
9=Don't know	16.6%	12.4%	14.6%	14.5%	14.7%

Q18b Willing to pay for shuttle ride

1=Yes, likely	59.0%	57.7%	63.1%	55.4%	56.8%
2=No, unlikely	23.1%	25.3%	21.3%	26.0%	25.1%
9=Don't know	17.9%	17.1%	15.6%	18.6%	18.1%

Q19. FOUR DIFFERENT TYPES OF TRANSPORTATION SERVICES TO ACCOMMODATE VISITORS ARE DESCRIBED BELOW. EACH ONE WOULD ALLOW YOU TO GET ON AND OFF AT DESIGNATED STOPS. PLEASE INDICATE HOW DESIRABLE YOU THINK EACH TYPE OF SERVICE WOULD BE TO USE.

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q19a Service between attractions only

3=Very desirable	27.2%	31.3%	27.5%	30.5%	29.8%
2=Desirable	45.1%	41.0%	37.6%	46.7%	45.1%
1=Not desirable	12.9%	15.4%	18.7%	11.1%	12.4%
9=Don't know	14.8%	12.3%	16.2%	11.7%	12.6%

Q19b Service between attraction & other

3=Very desirable	25.1%	29.1%	26.9%	27.3%	27.1%
2=Desirable	43.9%	42.3%	38.5%	46.2%	44.8%
1=Not desirable	13.2%	15.8%	18.2%	12.0%	13.1%
9=Don't know	17.8%	12.8%	16.4%	14.5%	14.9%

Q19c General introductory orientation

3=Very desirable	34.9%	35.6%	38.9%	32.8%	33.9%
2=Desirable	39.9%	41.6%	39.4%	41.7%	41.2%
1=Not desirable	8.2%	10.4%	6.4%	11.3%	10.4%
9=Don't know	16.9%	12.4%	15.3%	14.1%	14.5%

Q19. FOUR DIFFERENT TYPES OF TRANSPORTATION SERVICES TO ACCOMMODATE VISITORS ARE DESCRIBED BELOW. EACH ONE WOULD ALLOW YOU TO GET ON AND OFF AT DESIGNATED STOPS. PLEASE INDICATE HOW DESIRABLE YOU THINK EACH TYPE OF SERVICE WOULD BE TO USE.

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q19d In-depth educational/historical

3=Very desirable	37.0%	41.3%	47.4%	33.6%	36.1%
2=Desirable	36.1%	35.5%	32.6%	38.0%	36.7%
1=Not desirable	10.6%	11.3%	5.2%	14.8%	13.2%
9=Don't know	16.3%	12.0%	14.8%	13.6%	14.0%

Q19. FOUR DIFFERENT TYPES OF TRANSPORTATION SERVICES TO ACCOMMODATE VISITORS ARE DESCRIBED BELOW. EACH ONE WOULD ALLOW YOU TO GET ON AND OFF AT DESIGNATED STOPS. PLEASE INDICATE HOW DESIRABLE YOU THINK EACH TYPE OF SERVICE WOULD BE TO USE. (EXCLUDING DON'T KNOWS)

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q19a Service between attractions only

3=Very desirable	31.9%	35.7%	32.8%	34.6%	34.2%
2=Desirable	52.9%	46.8%	44.9%	52.9%	51.6%
1=Not desirable	15.2%	17.5%	22.3%	12.5%	14.2%

Q19b Service between attraction & other

3=Very desirable	30.5%	33.3%	32.2%	31.9%	31.9%
2=Desirable	53.4%	48.5%	46.1%	54.1%	52.7%
1=Not desirable	16.1%	18.1%	21.7%	14.1%	15.4%

Q19c General introductory orientation

3=Very desirable	42.0%	40.7%	45.9%	38.2%	39.7%
2=Desirable	48.1%	47.5%	46.5%	48.6%	48.2%
1=Not desirable	9.9%	11.9%	7.6%	13.2%	12.1%

Q19. FOUR DIFFERENT TYPES OF TRANSPORTATION SERVICES TO ACCOMMODATE VISITORS ARE DESCRIBED BELOW. EACH ONE WOULD ALLOW YOU TO GET ON AND OFF AT DESIGNATED STOPS. PLEASE INDICATE HOW DESIRABLE YOU THINK EACH TYPE OF SERVICE WOULD BE TO USE. (EXCLUDING DON'T KNOWS)

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q19d In-depth educational/historical

3=Very desirable	44.2%	46.9%	55.6%	38.9%	42.0%
2=Desirable	43.2%	40.3%	38.3%	43.9%	42.7%
1=Not desirable	12.6%	12.8%	6.1%	17.2%	15.3%

Q20. WHICH ONE OF THE SERVICES DESCRIBED ABOVE WOULD YOU BE MOST INTERESTED IN USING?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q20 Which service most interested in

A=Attraction only	20.3%	19.8%	13.7%	24.4%	22.4%
B=Attraction/other	14.9%	14.8%	12.8%	16.3%	15.8%
C=General orientation	16.1%	17.9%	17.4%	16.7%	16.7%
D=In-depth education	24.6%	24.2%	29.5%	20.9%	22.4%
Z=None chosen	24.1%	23.2%	26.5%	21.7%	22.7%

Q21. WHAT IS THE LONGEST TIME YOU WOULD BE WILLING TO WAIT TO USE THE SERVICE YOU SELECTED AS YOUR "TOP CHOICE" IN QUESTION 20?

N=1386

N=1386			Q14 Used SS service in Washington, DC area		Weighted Total
Survey time					
March M	July J		Yes 1	No 2	
<u>Q21 Longest time wait for service</u>					
1=Up to 5 minutes	8.8%	8.8%	7.0%	10.1%	9.5%
2=6-10 minutes	33.9%	32.9%	27.6%	37.3%	35.4%
3=11-15 minutes	28.9%	30.2%	30.1%	29.2%	29.2%
4=16-20 minutes	14.1%	14.8%	19.8%	10.8%	12.7%
5=More than 20 minutes	3.4%	3.6%	4.5%	2.8%	3.1%
9=Don't know	10.9%	9.7%	11.1%	9.7%	10.0%

Q22A. IF TRANSPORTATION SERVICES, SUCH AS THE ONES WITHOUT COMMENTARY DESCRIBED IN QUESTION 19A & 19B, WERE AVAILABLE IN THE METROPOLITAN WASHINGTON, DC AREA, HOW MUCH WOULD YOU PAY PER TRIP?

N=1386	Code				Weighted Total
	Blue \$3	Ivory \$2	Yellow \$4	Gold \$1	

ALL RESPONDENTS

Yes, likely	15.5%	27.2%	13.4%	39.6%	24.4%
No, unlikely	58.4%	44.4%	66.5%	34.8%	51.8%
Don't know	26.1%	28.3%	20.1%	25.6%	23.7%

Spring

Yes, likely	13.5%	27.1%	15.3%	35.8%	22.9%
No, unlikely	58.3%	41.2%	64.8%	37.6%	51.5%
Don't know	28.2%	31.6%	19.9%	26.7%	25.6%

Summer

Yes, likely	17.5%	27.3%	11.4%	43.0%	26.2%
No, unlikely	58.4%	47.5%	68.3%	32.3%	52.2%
Don't know	24.1%	25.1%	20.4%	24.7%	21.6%

Sightseeing visitors

Yes, likely	16.1%	25.7%	14.3%	37.1%	23.4%
No, unlikely	54.4%	43.4%	62.4%	32.2%	48.0%
Don't know	29.5%	30.9%	23.3%	30.8%	28.7%

Non-sightseeing visitors

Yes, likely	15.0%	28.1%	12.9%	41.3%	24.7%
No, unlikely	61.7%	45.1%	69.0%	36.5%	52.7%
Don't know	23.3%	26.8%	18.1%	22.1%	22.6%

Q22B. IF TRANSPORTATION SERVICES, SUCH AS THE ONES WITHOUT COMMENTARY DESCRIBED IN QUESTION 19A & 19B, WERE AVAILABLE IN THE METROPOLITAN WASHINGTON, DC AREA, HOW MUCH WOULD YOU PAY ALL DAY? (ALL RESPONDENTS)

N=1386	Code				Weighted Total
	Blue	Ivory	Yellow	Gold	
	\$7	\$5	\$10	\$3	
ALL RESPONDENTS					
Yes, likely	60.5%	72.2%	58.6%	78.9%	67.2%
No, unlikely	20.7%	13.1%	22.7%	7.4%	17.2%
Don't know	18.8%	14.7%	18.7%	13.7%	15.7%
Spring					
Yes, likely	63.2%	71.2%	59.1%	79.4%	67.5%
No, unlikely	19.6%	13.0%	22.7%	7.3%	17.3%
Don't know	17.2%	15.8%	18.2%	13.3%	15.2%
Summer					
Yes, likely	57.8%	73.2%	58.1%	78.5%	66.8%
No, unlikely	21.7%	13.1%	22.8%	7.5%	17.0%
Don't know	20.5%	13.7%	19.2%	14.0%	16.2%
Sightseeing visitors					
Yes, likely	61.1%	75.0%	66.2%	73.4%	68.8%
No, unlikely	18.8%	10.3%	13.5%	7.7%	12.7%
Don't know	20.1%	14.7%	20.3%	18.9%	18.5%
Non-sightseeing visitors					
Yes, likely	60.0%	70.5%	53.8%	82.7%	66.8%
No, unlikely	22.2%	14.7%	28.6%	7.2%	18.1%
Don't know	17.8%	14.7%	17.6%	10.1%	15.0%

Q23A. IF TRANSPORTATION SERVICES, WITH INTRODUCTORY ORIENTATION DESCRIBED IN QUESTION 19C, WERE AVAILABLE IN THE METROPOLITAN WASHINGTON, DC AREA, PER TRIP (ALL RESPONDENTS)

N=1386	Code				Weighted Total
	Blue \$4	Ivory \$3	Yellow \$5	Gold \$2	

ALL RESPONDENTS

Yes, likely 14.9% 18.1% 12.0% 22.5% 16.9%

No, unlikely 57.8% 51.4% 65.0% 46.7% 56.5%

Don't know 27.4% 30.6% 23.0% 30.8% 26.5%

Spring

Yes, likely 14.1% 16.9% 13.1% 21.2% 16.1%

No, unlikely 56.4% 48.0% 63.1% 49.7% 55.6%

Don't know 29.4% 35.0% 23.9% 29.1% 28.2%

Summer

Yes, likely 15.7% 19.1% 10.8% 23.7% 17.8%

No, unlikely 59.0% 54.6% 67.1% 44.1% 57.5%

Don't know 25.3% 26.2% 22.2% 32.3% 24.6%

Sightseeing visitors

Yes, likely 14.8% 14.7% 10.5% 26.6% 16.8%

No, unlikely 54.4% 52.2% 63.2% 36.4% 51.3%

Don't know 30.9% 33.1% 26.3% 37.1% 31.9%

Non-sightseeing visitors

Yes, likely 15.0% 20.1% 12.9% 19.7% 17.0%

No, unlikely 60.6% 50.9% 66.2% 53.8% 57.7%

Don't know 24.4% 29.0% 21.0% 26.4% 25.4%

Q23B. IF TRANSPORTATION SERVICES, WITH INTRODUCTORY ORIENTATION DESCRIBED IN QUESTION 19C, WERE AVAILABLE IN THE METROPOLITAN WASHINGTON, DC AREA, ALL DAY (ALL RESPONDENTS)

N=1386	Code				Weighted Total
	Blue	Ivory	Yellow	Gold	
	\$10	\$8	\$12	\$6	
ALL RESPONDENTS					
Yes, likely	56.2%	51.7%	53.6%	56.1%	50.6%
No, unlikely	24.0%	28.6%	27.4%	25.4%	30.4%
Don't know	19.8%	19.7%	19.0%	18.5%	19.0%
Spring					
Yes, likely	57.1%	48.0%	54.0%	55.8%	50.7%
No, unlikely	22.1%	28.8%	26.7%	26.1%	28.9%
Don't know	20.9%	23.2%	19.3%	18.2%	20.4%
Summer					
Yes, likely	55.4%	55.2%	53.3%	56.5%	50.5%
No, unlikely	25.9%	28.4%	28.1%	24.7%	32.1%
Don't know	18.7%	16.4%	18.6%	18.8%	17.4%
Sightseeing visitors					
Yes, likely	64.4%	63.2%	61.7%	65.0%	63.6%
No, unlikely	14.1%	19.9%	15.8%	16.1%	16.4%
Don't know	21.5%	16.9%	22.6%	18.9%	20.0%
Non-sightseeing visitors					
Yes, likely	49.4%	44.6%	48.6%	50.0%	47.8%
No, unlikely	32.2%	33.9%	34.8%	31.7%	33.5%
Don't know	18.3%	21.4%	16.7%	18.3%	18.7%

Q24A. IF TRANSPORTATION SERVICES, SUCH AS THE ONES WITH IN-DEPTH COMMENTARY DESCRIBED IN QUESTION 19D, WERE AVAILABLE IN THE METROPOLITAN WASHINGTON, DC AREA, PER TRIP? (ALL RESPONDENTS)

N=1386	Code				Weighted Total
	Blue	Ivory	Yellow	Gold	
	\$6	\$5	\$8	\$3	
ALL RESPONDENTS					
Yes, likely	15.8%	18.6%	13.1%	23.4%	16.7%
No, unlikely	56.5%	50.3%	66.2%	46.7%	58.0%
Don't know	27.7%	31.1%	20.7%	29.9%	25.3%
Spring					
Yes, likely	16.0%	15.8%	15.3%	20.6%	15.1%
No, unlikely	57.7%	48.0%	64.2%	50.3%	57.7%
Don't know	26.4%	36.2%	20.5%	29.1%	27.2%
Summer					
Yes, likely	15.7%	21.3%	10.8%	25.8%	18.4%
No, unlikely	55.4%	52.5%	68.3%	43.5%	58.3%
Don't know	28.9%	26.2%	21.0%	30.6%	23.3%
Sightseeing visitors					
Yes, likely	17.4%	19.9%	15.8%	29.4%	20.7%
No, unlikely	49.7%	44.9%	58.6%	34.3%	46.7%
Don't know	32.9%	35.3%	25.6%	36.4%	32.6%
Non-sightseeing visitors					
Yes, likely	14.4%	17.9%	11.4%	19.2%	15.8%
No, unlikely	62.2%	53.6%	71.0%	55.3%	60.5%
Don't know	23.3%	28.6%	17.6%	25.5%	23.7%

Q24B. IF TRANSPORTATION SERVICES, SUCH AS THE ONES WITH IN-DEPTH COMMENTARY DESCRIBED IN QUESTION 19D, WERE AVAILABLE IN THE METROPOLITAN WASHINGTON, DC AREA, ALL DAY? (ALL RESPONDENTS)

N=1386	Code				Weighted Total
	Blue	Ivory	Yellow	Gold	
	\$25	\$20	\$30	\$15	
<u>ALL RESPONDENTS</u>					
Yes, likely	29.8%	28.6%	24.2%	38.5%	25.2%
No, unlikely	46.8%	46.7%	54.5%	38.5%	52.6%
Don't know	23.4%	24.7%	21.3%	23.1%	22.2%
<u>Spring</u>					
Yes, likely	31.3%	26.0%	19.9%	37.0%	24.3%
No, unlikely	43.6%	46.9%	57.4%	39.4%	51.8%
Don't know	25.2%	27.1%	22.7%	23.6%	23.9%
<u>Summer</u>					
Yes, likely	28.3%	31.1%	28.7%	39.8%	26.3%
No, unlikely	50.0%	46.4%	51.5%	37.6%	53.5%
Don't know	21.7%	22.4%	19.8%	22.6%	20.3%
<u>Sightseeing visitors</u>					
Yes, likely	40.9%	39.7%	37.6%	55.2%	43.5%
No, unlikely	30.9%	31.6%	38.3%	23.1%	30.8%
Don't know	28.2%	28.7%	24.1%	21.7%	25.7%
<u>Non-sightseeing visitors</u>					
Yes, likely	20.6%	21.9%	15.7%	26.9%	21.2%
No, unlikely	60.0%	55.8%	64.8%	49.0%	57.4%
Don't know	19.4%	22.3%	19.5%	24.0%	21.4%

Q25. WHICH OF THE FOLLOWING TICKET OPTIONS AND PAYMENT METHODS WOULD BE IMPORTANT TO YOU IF YOU WERE GOING TO USE A TRANSPORTATION SERVICE IN THE METROPOLITAN WASHINGTON, DC AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q25 Ticket options/payment method

01=Pay per ride	32.3%	34.2%	29.5%	35.8%	34.9%
02=Pay based on zones	24.6%	22.2%	24.4%	22.7%	23.0%
03=Full day passes	72.1%	74.1%	72.6%	73.4%	73.2%
04=Night passes	32.2%	37.7%	36.8%	33.7%	34.4%
05=Day/night passes	38.2%	40.0%	37.7%	40.0%	39.7%
06=Disc multi-day	41.7%	40.3%	41.8%	40.4%	40.7%
07=Disc family pass	41.1%	51.1%	46.3%	46.1%	46.3%
08=Senior discount	31.1%	28.1%	33.6%	26.8%	27.9%
09=Group discounts	22.4%	19.8%	23.0%	19.8%	20.4%
10=Disc multiple tours	20.2%	20.8%	23.8%	18.2%	19.4%
11=Purchase in adv	35.7%	40.5%	36.7%	39.1%	38.5%
12=Purchase on-board	36.1%	41.6%	39.5%	38.5%	38.6%
13=Purchase at stops	36.7%	38.7%	38.6%	37.1%	37.5%
99=None of these	9.8%	8.8%	11.4%	7.9%	8.6%

Q26. WHICH OF THE FOLLOWING CONVENIENCE CHARACTERISTICS WOULD BE IMPORTANT TO YOU IF YOU WERE GOING TO USE A TRANSPORTATION SERVICE IN THE METROPOLITAN WASHINGTON, DC AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q26 Important convenience characteristic</u>					
01=Link to transit stops	64.5%	67.4%	63.0%	68.0%	67.0%
02=Ease of identifying stops	55.1%	61.0%	59.8%	56.9%	57.3%
03=Area orientation maps	57.2%	58.3%	56.8%	58.4%	58.0%
04=Quick boarding	53.7%	59.7%	54.8%	58.0%	57.4%
05=Ability to get on & off	58.6%	61.5%	61.6%	59.1%	59.4%
06=Ticket/pass is souvenir	18.9%	21.9%	22.1%	19.3%	20.0%
07=Dropped off close	55.0%	57.7%	56.0%	56.6%	56.2%
08=Feeling of safety	46.2%	46.2%	44.3%	47.5%	46.6%
09=Ability to store items	18.7%	22.1%	18.1%	22.0%	21.1%
10=Unobstructed view	39.2%	38.3%	45.6%	34.1%	36.2%
11=No standing allowed	17.0%	21.7%	23.7%	16.4%	17.6%
12=Standing room space	14.0%	13.8%	11.4%	15.7%	15.1%
99=None of these	10.7%	11.1%	13.0%	9.5%	10.1%

Q27. WHICH OF THE FOLLOWING EDUCATIONAL OPPORTUNITIES AND COMMENTARY WOULD YOU LIKE TO SEE OFFERED BY TRANSPORTATION SERVICES IN THE METROPOLITAN WASHINGTON, DC AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q27 Educational opportunities/commentary

0=Not interested	18.7%	19.5%	10.9%	24.8%	22.2%
1=Live commentary	53.8%	57.5%	66.4%	48.4%	51.8%
2=recorded to whole group	18.6%	16.4%	15.7%	18.7%	18.0%
3=Individual headphones	11.5%	13.1%	12.5%	12.3%	12.2%
4=multi-lingual	6.6%	7.7%	9.3%	5.7%	6.3%
5=Children commentary	7.6%	9.1%	8.7%	8.1%	8.3%
6=Able to choose theme	16.4%	17.2%	16.7%	16.9%	16.8%
9=No answer	11.4%	9.7%	12.8%	9.0%	9.6%

Q27A. WHICH THEMES WOULD YOU BE INTERESTED IN?

N=234	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q27a Which themes interested in</u>					
01=Cultural heritage	72.6%	76.0%	77.7%	72.1%	73.0%
02=African-American	32.7%	30.6%	34.0%	30.0%	31.2%
03=Civil War	61.1%	69.4%	67.0%	64.3%	65.0%
04=Gardens	53.1%	47.1%	47.9%	51.4%	50.8%
05=Natural areas	55.8%	49.6%	51.1%	53.6%	53.8%
06=Presidents	72.6%	73.6%	74.5%	72.1%	73.0%
07=War Memorials	77.0%	66.1%	73.4%	70.0%	70.9%
08=Politics	38.9%	44.6%	44.7%	40.0%	41.4%
09=Scandals	33.6%	42.1%	39.4%	37.1%	38.0%
10=Other	3.5%	6.6%	4.3%	5.7%	5.5%

Q27A. OTHER:**Q27a Description of other**

ARCHITECTURE	GHOST/HAUNTING
ASIAN AMERICAN	HISPANIC-LATINO HERITAGE
CHILDREN INTEREST	MEXICAN AMER HERITAGE
COLONIAL US	MUSIC-SPORTS
EUROPE CONNECTIONS	TECHNOLOGY
	TOURIST TIPS

Q28. WHICH ONE OF THE MAJOR CATEGORIES DESCRIBED IN QUESTIONS 25-27 IS THE MOST IMPORTANT FACTOR IN YOUR SELECTION OF TRANSPORTATION SERVICES FOR YOUR VISIT TO THE METROPOLITAN WASHINGTON, DC AREA?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q28 Most important category

1=Ticket Options	20.8%	22.5%	21.5%	21.7%	21.7%
2=Convenience	53.4%	50.6%	48.4%	54.4%	53.1%
3=Educational Options	10.5%	11.7%	12.1%	10.4%	11.0%
4=None of these	14.8%	4.4%	10.3%	9.0%	9.2%
9=No response	0.6%	10.8%	7.7%	4.5%	5.1%

Q28. IF NONE, WHAT IS MOST IMPORTANT TO YOU?

Q28 What is most important to you

BRINGING MY FRIENDS	PRICE-FREQUENCY
COST	PRIOR METRO EXPERIENCE
DRIVER SPEAKS ENGLISH	SAFETY
EASE PURCHASE TICKET	SECURITY
EXPENSE	SIGNS-GETTING AROUND
FAMILY	TICKET OPTIONS-EDUCATION
FAMILY TIME	TIME AVAILABLE
FLEXIBILITY	VACATION
IT WAS THERE	WASHINGTON DANGEROUS
MAP W/ METRO LOCATION	WHERE IT GOES/FREQUENCY

Q29. ARE THERE ANY OTHER LOCATIONS THAT YOU WERE NOT ABLE TO VISIT BECAUSE THEY WERE NOT ACCESSIBLE BY PUBLIC TRANSIT OR A SIGHTSEEING BUS?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q29 Locations missed-lack of transit</u>					
1=Yes	13.2%	18.4%	22.5%	11.3%	13.3%
2=No	71.1%	67.5%	60.4%	75.3%	72.7%
9=No answer	15.7%	14.1%	17.1%	13.4%	14.1%

Q29A. WHICH DESTINATIONS WERE YOU NOT ABLE TO VISIT BECAUSE THEY WERE NOT ACCESSIBLE BY PUBLIC TRANSIT OR A SIGHTSEEING SERVICE ?

N=219	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	
<u>Q29a Which locations not able to visit</u>					
01=Rock Creek Park/Zoo	16.7%	24.0%	19.0%	23.7%	22.3%
02=Afri/American Sites	10.0%	10.1%	8.7%	11.8%	10.9%
03=C&O Canal National Historic Park	10.0%	7.0%	5.6%	11.8%	9.7%
04=Iwo Jima Memorial	32.2%	31.0%	31.0%	32.3%	31.7%
05=LBJ Memorial	11.1%	7.8%	7.1%	11.8%	10.9%
06=MCI Center	3.3%	5.4%	5.6%	3.2%	3.9%
07=Kenilworth Aquatic	5.6%	7.0%	7.1%	5.4%	5.8%
08=Fort Circle Park	3.3%	7.0%	6.3%	4.3%	4.8%
09=Oxon Hill Farm	5.6%	6.2%	5.6%	6.5%	6.1%
10=Downtown shops	10.0%	14.7%	13.5%	11.8%	12.3%
11=Downtown restaurants	11.1%	12.4%	12.7%	10.8%	11.9%
12=Great Falls/GW Pkwy	10.0%	14.0%	10.3%	15.1%	13.6%
13=Washington Cathedral	27.8%	29.5%	29.4%	28.0%	28.6%
14=Off-Mall Smithsonian	5.6%	9.3%	7.1%	8.6%	8.5%
15=National Arboretum	13.3%	7.8%	6.3%	15.1%	12.3%
16=Downtown attractions	18.9%	18.6%	17.5%	20.4%	19.4%
17=Neighborhoods	17.8%	18.6%	19.0%	17.2%	18.2%
18=John F. Kennedy Center for the Performing Arts	22.2%	20.2%	20.6%	21.5%	21.3%
19=Mount Vernon	31.1%	34.9%	31.0%	36.6%	34.9%
00=None of these	4.4%	0.8%	1.6%	3.2%	2.7%
99=Other	17.8%	16.3%	15.9%	18.3%	17.2%

Q29A. OTHER(S):**Q29a Other**

ARLINGTON	MANASSAS BATTLEFIELD
AWAKENING	MT VERNON
BIRD WATCHING	NEWSEUM
CAPITOL	NOT ENOUGH TIME
CATHEDRAL IMMACULATE	OTHER SHOPPING
CHILDRENS MUSEUM	PENTAGON
DUMBARTON OAKS	POPE JOHN PAUL GALLERY
FRANKLIN DELANO ROOSEVELT MEMORIAL	ROOSEVELT ISLAND
FORD'S THEATRE	SEVERAL CLOSED
HAINS PARK	TEDDY ROOSEVELT MEM
THOMAS JEFFERSON MEMORIAL	THE AWAKENING
LEESBURG SHOPPING	THEODORE ROOSEVELT
LIMITS ON CAPITOL	THOMAS JEFFERSON MEMORIAL
LIMITS ON THE WHITE HOUSE/WHITE HOUSE VISITOR CENTER	TREASURY DEPT
LINCOLN MEMORIAL	THE WHITE HOUSE/WHITE HOUSE VISITOR CENTER
	WIMSA MEMORIAL

Q30. OPEN ENDED COMMENTS**Q30 Comment**

A/C ON TOUR MOBILES	BETTER SIGNS TO GEORGETOWN
ACCOMODATIONS	BETTER SOUND
ADD METRO STOP-WASH MEMORIAL	BIKE RENTALS
ADD POINT TO POINT SERVICE	BIKES
ADEQUATE BUS LOADNG PLACE	BILINGUAL GUIDED VISITS
ADVERTISE BUS SERVICE MORE	BUILDING FOR PAY PARKING
AFFORDABILITY A BIG ISSUE	BUS AT MAJOR LOCATIONS
AFFORDABLE TRANSPORTATION	BUS SPEAKER QUALITY IMPORTANT
AIRPORT SHUTTLE EXPENSIVE	BUSES
AREA FOR VISITOR PARKING	BUSES ARE OFF SCHEDULE
ASSURE GUIDE CAN BE HEARD	BUY METRO AT SHADY GROVE
ATTENDANTS NOT AVAILABLE	BUY TICKET W/ CREDIT CARD
ATTRACTIONS TICKET SYSTEM	CAN'T GET BUS SCHEDULE/MAP
AUTOMATED TICKET BOOTHS	CAPITOL TO LINCOLN MEM
BE ABLE TO PARK & RIDE	CARD USE LIKE METRO
BEST METRO TICKET DEALS	CHEAP SIMPLE FARE SYSTEM
BETTER ACCESS FOR HANDICAP	CHEAP WHEELCHAIR RENTALS
BETTER ATTRACTION SIGNS	CHEAPER
BETTER DIRECTIONS	CHEAPER FARES
BETTER INFO ABOUT METRO	CHEAPER PARKING
BETTER INFO FOR DISABLED	CHEAPER TRANS FROM PA-DC
BETTER INFO FOR METRO	CITY IS CLEAN & SAFE
BETTER INFO IN HOTELS	CLEANER FACILITIES ON BUS
BETTER INFO-ADVANCE TICKETS	CLEAR & BIG METRO SIGNS
BETTER MAPS AT THE HOTELS	CLEAR DESCRIPTION
BETTER MAPS W/ ST LOCATOR	CLEARER BUS RT DIRECTIONS
BETTER MARKING ON ROADS	CLEARER ROAD SIGNS
BETTER METRO MALL ACCESS	CLOSER STATIONS
BETTER PARKING	CLOSER TO MAJOR ATTRACTIONS
BETTER ROAD & HWY SIGNS	COMMENTARY
BETTER ROADS	CONFUSING
BETTER SCHEDULES FOR BUS	CONFUSING AT TIMES
BETTER SIGNAGE	CONSIDERATION FOR DISABLED
BETTER SIGNAGE FOR PARKING	COST EFFECTIVE
BETTER SIGNING REQUIRED	CREATE NEW LOT-KEEP TREES
BETTER SIGNS	DAY PASS FOR TOURISTS
BETTER SIGNS FOR DISABLED	DIFFICULT FOR HANDICAPPED
BETTER SIGNS FOR DRIVERS	DIRECTIONS AT METRO EXITS
BETTER SIGNS FOR METRO	DIRECTIONS TO METRO STATION
BETTER SIGNS FOR SITES	DIRECTIONS TO MONUMENTS

Q30. COMMENTS (CONTINUED)

DISAPPOINTED IN BUS TOUR	FREE SHUTTLES
DISCOUNTS FOR PM ONLY	FREQUENT STOPS
DISCOURAGE TERRORISM	GARAGES NEAR MALL MUSEUMS
DISTANT PARKING AREAS	GET RID OF CONSTRUCTION
DONT CRAMP PEOPLE ON BUS	GET TRANS INFO AT HOTELS
DOUBLE DECK BUS	GLEN ECHO PARK-ANNAPOLIS
DOWNTOWN TO GEORGETOWN	GO TO MOUNT VERNON
DRIVER DIDNT TELL OF SITE	GOLF CART RENTALS
DRIVER MUST BE FRIENDLY	GOOD SCRIPT
DRIVING DIFFICULT	GOOD TRANSPORTATION
EARLIER ATTRACTION SIGNS	GOT LOST IN DOWNTOWN AREA
EASIER FOR DISABLED	GRASS POORLY KEPT
EASIER SIGHTSEEING STOPS	GREAT AS IT IS
EASY ACCESS TO BOARDING	GREAT METRO
EASY ACCESS TO TOUR INFO	GUIDE TO SITES & TRANSPORT
EASY CITY TO GET AROUND	HAD TO USE TAXIS-EXPENSIVE
EASY TO FIND PARKING	HARD FINDING HWY TO HOTEL
EASY TO TRAVEL	HAVE CLOSED CLOSE LOTS
EASY TOURIST-FRIENDLY	HAVE CURRENT MAPS AVAILABLE
ENFORCE EXISTING RULES	HAVE MAPS ON BUSES
ENHANCED METRO SERVICE	HAVE SHUTTLE ALONG MALL
EVERYTHING SEEMS FINE	HELICOPTER
EVERYTHING WAS GREAT	HONEST CABS
EXPAND METRO	HOTEL SHUTTLE TO TOURSTOP
EXPENSE IS A FACTOR	HOTEL/METRO STOP SHUTTLE
EXTEND METRO INTO SUBURBS	HOTELS
EXTEND METRO LINE	HOW BEST TO MOVE IN MALL
EXTEND METROTRAIN SERVICE	HOW TO BUY METRO TICKETS
EXTENDED HOURS AT SMITHSONIAN	HWY SIGNS NEED IMPROVEMENT
EXTENSIVE COMMENTARY	HWY THRUWAYS TO SUBURBS
FABULOUS JOB	I AM PRETTY HAPPY
FINANCIALLY-FRIENDLY	I DONT TRAVEL MUCH TO DC
FIRST EXPERIENCE W/ METRO	I LOVE IT
FIX THE GEORGETOWN ROADS	IM A SIGHTSEEING PERSON
FLEXIBLE PAYMENT OPTIONS	IMPROVE HIGHWAY SIGNS
FOLLOW LONDON PUBLIC TRANSIT	IMPROVE PARKING NEAR MALL
FREE BUSES ALONG MALL	IMPROVE RD SURFACE MAINTENANCE
FREE MALL PEOPLE MOVERS	IMPROVE SOUND SYSTEMS
FREE SHUTTLE ON MALL	IMPROVED SIGNAGE
FREE SHUTTLE OR MALL CAB	IN VIRGINIA

Q30. COMMENTS (CONTINUED)

INCREASE SIGNAGE	LOW PRICE TRANSPORTATION
INDEX SHOWING CLOSEST ONE	LOWER RATES
INFO ABOUT TRANSPORTATION	LOWER TAXI FARES
INFO IN DIFFERENT LANGUAGE	MAKE EASIER FOR DISABLED
INFO IN PUBLIC PLACES	MAKE INFO MORE ACCESSIBLE
INFO ON EASY WAY TO SITES	MAKE IT AFFORDABLE
INFO ON HOW TO GET TRAINS	MAKE IT EASIER
INFO ON THE TIME TO WALK	MAKE IT FREE
INFO PERSON TO ANSWER ??	MAKE MAPS MORE AVAILABLE
INFORM ABOUT TICKET SALES	MAKE SITES MORE ACCESSIBLE
INFORM WHAT TICKET NEEDED	MAKE SUBWAY NOTICEABLE
INFORMATIONAL SIGNS	MAKE SURE CLEAR VOICE
INFORMATIONAL WEBSITE	MAKE TRANSPORTATION FREE
INSTRUCTIONS-METRO TICKET	MALL TRAM TO MOVE PEOPLE
IT'S GOOD LIKE IT IS NOW	MAPS SUPERIMPOSED OVER
IT'S PRETTY GOOD	MAPS W/ NEW STREETS-HWYS
IT'S REALLY QUITE GOOD	MARK DISPENSERS BETTER
IWO JIMA BY TOURMOBILE	MARK METRO STOPS BETTER
KEEP IT INEXPENSIVE	MARKED TROLLEY TOUR STOPS
KEEP METRO FARES LOW	MASS TRANSIT
KEEP METRO OPEN 24/7	MEMORIAL
KIOSKS WITH MAPS IN MALL	METRO CLOSED DOOR QUICKLY
LABEL BUILDINGS BETTER	METRO HAS BEEN GREAT
LARGER METRO SIGNS ON STREET	METRO INFO AT ALL HOTELS
LARGER MORE VISIBLE SIGNS	METRO IS EASY TO USE
LARGER SIGNS W/ BIG TYPE	METRO IS GREAT
LATER METRO OPERATION HRS	METRO IS SO EASY
LEAFLETS IN HOTELS	METRO IS TOO FAR APART
LESS DISTANCE BTWN STOPS	METRO IS VERY CONVENIENT
LESS HASSLE FROM POLICE	METRO IS VERY GOOD
LESS STUPID LONG SURVEYS	METRO MAP CLARIFICATION
LIKE TO PICNIC FROM CAR	METRO NEAR LINCOLN
LIMIT COMMUTER TRAFFIC	METRO STOP BY FDR & JEFFERSON
LIST TRANS TIMES AT STOPS	METRO STOP CLOSE MEMORIAL
LOCATIONS	METRO STOPS-MORE DETAIL
LONG DISTANCE AROUND MALL	METRO TO AIRPORT
LOOK AT BOSTON & NYC	METRO TO DULLES
LOOP BUS SERV-GEORGETOWN	METRO TO GEORGETOWN
LOVE THE SUBWAY	METRO WEBSITE VERY GOOD
LOVED RIDE GUIDE-INTERNET	

Q30. COMMENTS (CONTINUED)

METRO/TOUR INTERCHANGES	MORE STOPS
MODEL AFTER SACRAMENTO	MORE STOPS BY ATTRACTIONS
MORE AND LARGER SIGNS	MORE STREET PARKING
MORE BUSES	MORE SYMBOLS FOR ATTRACTION
MORE BUSES IN AREAS	MORE TIMELY BUS DEPARTURE
MORE BUSES IN METRO	MORE TRANS-LESS COST
CHEAPER PARKING	MORE VISITOR INFO AREAS
CLOSER PARKING-SHUTTLE	MULTI LANGUAGES ON SIGNS
MORE COMFY SEATS	MULTI STOP NEAR ATTRACTIONS
MORE CONVENIENT PARKING	NEED AREA MAPS
MORE EASY TRANS TO MUSEUM	NEED CLEARER STREET SIGNS
MORE EXTENSIVE SUBWAY	NEED ECONOMICAL TRANSPORT
MORE FREQUENT BUSES	NEED MORE PARKING
MORE FREQUENT PICK UPS	NEED MORE PUBLIC PARKING
MORE HANDICAPPED PARKING	NIGHTTIME FREQUENCY
MORE HANDICAPPED SHUTTLES	NO HEAVY TRAFFIC
MORE INFO AREAS	NO MORE THAN 10 MIN WAIT
MORE INFO ON BUS STOPS	NO SIGNS FOR THE ZOO
MORE INFO ON METRO SVCS	NOT ENOUGH GOOD SIGNAGE
MORE INFO ON MONUMENTS	NOT HAPPY W/ GUIDED TOUR
MORE LEG ROOM ON BUS	NOWHERE TO GET INFO
MORE METRO DIRECTION SIGN	NPS SERVICES WONDERFUL
MORE METRO LINES	OFFER VISITOR DISCOUNTS
MORE METRO SERVICE	OK
MORE METRO STOPS	OLDER PEOPLE-TROUBLE WALK
MORE ONE WAY STREETS	ONLY PUB TRANS-TOUR AREAS
MORE OPEN AIR TROLLEYS	OPEN ALL GOVT BUILDINGS
MORE PARKING	OPEN CLOSED PARKING LOTS
MORE PARKING FOR CARS	OR SHUTTLE BUSES FROM
MORE PARKING FOR TOUR BUS	OVERALL IVE BEEN PLEASED
MORE PARKING IN GENERAL	PARK FREE THEN RIDE METRO
MORE PARKING PLEASE	PARK OUTSIDE MALL
MORE PARKING SPACES	PARKING
MORE PUBLIC RESTROOMS	PARKING ALTERNATIVES
MORE SIGNS	PARKING ALWAYS AN ISSUE
MORE SIGNS FOR DRIVERS	PARKING DECKS
MORE SIGNS FOR TOURISTS	PARKING GARAGES UNDERGROUND
MORE SIGNS FOR VISITORS	PARKING IN WASHINGTON DC
MORE SIGNS FOR WALKERS	PARKING IS A PROBLEM
MORE SPACE FOR BAGGAGE	PARKING IS IMPOSSIBLE

Q30. COMMENTS (CONTINUED)

PARKING LOTS	SIGNS HELP TO CHANGE LANE
PARKING MORE EFFICIENT	SIGNS ON ALL ESCALATORS
PAY FOR SHUTTLE AS NEEDED	SIGNS POINTING TO ATTRACT
PAYMENT OPTIONS & FARES	SIGNS POINTING TO STOPS
PLACE FOR CHARTER BUSES	SIGNS WHERE TRANS LOCATED
PLACES FOR BUSES TO PARK	SIMPLICITY-DESTINATN INFO
PLEASED W/ TRANSPORTATION	SINGLE RELIABLE BUS SVC
PUBLIC TRANSPORTATION	SOMEONE TO HELP VISITORS
PUBLICIZE METRO SERVICES	SPEAK MORE CLEARLY
PURCHASE TICKET FOR METRO	STOP CLOSER TO ATTRACTION
PURCHASE TICKETS ONLINE	STOP CLOSER TO WASH MONUMENT
QUICK "ON/OFF" TOWN CTR	STOPS NOT NEAR INTERESTS
REASONABLY PRICED PARKING	STREET IDENTIFICATION
REDUCING FARES	STREETCAR WOULD BE USEFUL
REGULAR BUS SERVICE FOR MALL	STREETS HARD TO NAVIGATE
REGULATE COST OF CAB FARE	STRT PARK MORE THAN 3 HRS
RELIEF FROM THE HEAT	STRUGGLED WITH SIGNAGE
REOPEN THE WHITE HOUSE/WHITE HOUSE VISITOR CENTER AREA	STRUGGLES WITH/ BUS INFO
ROAD SIGNS	SUBWAY IS OUTSTANDING
RUSHHOUR TRAFFIC STANDS	SUBWAY TO GEORGETOWN
SAFE PARKING AREA	TAXIS ARE VERY EXPENSIVE
SAFETY	TELL VISITORS TO AVOID
SECURITY	THE SYSTEM IS VERY GOOD
SEEMS PRETTY GOOD TO ME	THERE IS A LOT OF WALKING
SHOULD HAVE METER LIKE NY	TOILETS IN METRO STATIONS
SHOULDN'T HAVE LINES	TOO HARD TO UNDERSTAND
SHUTTLE ARL TO LINCOLN	TOO MUCH WALKING
SHUTTLE BUS FOR LOW PRICE	TOO SECURITY CONSCIOUS
SHUTTLE FOR SIGHTS	TOP 10 SITES & HOW GET TO
SHUTTLE METRO TO MALL	TOUR GUIDES SLOW DOWN
SHUTTLE SERVICE	TOUR GUIDES SPEAK CLEARLY
SHUTTLE UP & DOWN MALL	TOURIST LOT TO PARK CLOSE
SHUTTLE WITH COMMENTARY	TOURMOBILE TO LEAVE LATER
SHUTTLE WOULD BE GREAT	TOURMOBILE TOO EXPENSIVE
SHUTTLES INTO MALL	TRAFFIC LIGHTS TOO LOW
SHUTTLES WOULD BE GREAT	TRAIN SCH INFO IN HOTEL
SIGNAGE	TRAMS TO SITES
SIGNS FAR AWAY & TOO FEW	TRANS FROM METRO TO ATTRACTIONS
SIGNS FOR OTHER INTERESTS	TRANS S/B EASY TO IDENTIFY
SIGNS FOR PARKING	

Q30. COMMENTS (CONTINUED)

TRANSFER SYSTEM	VERY CONVENIENT TRIP
TRANSIT ACCESS FAR AWAY	VERY DANGEROUS
TRANSPORT NOT CONVENIENT	VERY GOOD METRO SYSTEM
TRANSPORTATION EASY QUICK	VERY HAPPY
TRANSPORTATION	VERY HELPFUL
TRANSPORTATION GREAT	VIRGINIA-WASHINGTON DC
TRANSPORTATION OPTIONS	VISIBLE KIOSKS WITH INFO
TRANSPORTATION WAS GOOD	VISIBLE PARK & RIDE OPTION
TROLLEY CARS	WAIT LESS FOR PUBLIC TRAIN
TROLLEY SERVICE	WAITED OVER 45 MIN
TROLLEY SYSTEM	WALKED-DROVE-TOOK TRAIN
TROLLEYS	WALKING HARD FOR ELDERLY
TROLLEYS ALONG MALL	WALKING IS GOOD
TWO OR MORE SVCS USEFUL	WALKWAYS ALONG BRIDGES
UNACCESSIBLE FOR HANDICAP	WARM AREA TO WAIT FOR BUS
UNCLEAR TICKET DISPENSERS	WE ARE DOING GREAT
UNDERGRND PKNG NEAR MALL	WE NEED A SHUTTLE
UNHAPPY-MANY PLACES CLOSED	WEBSITE INFORMATION
UNIFORM TAXI FARES	WEEKLY PASS-BUS & SUBWAY
UP EARLY TO GET IN LINE	WELL MARKED BUSES
UPDATE AT HOTELS RE CLOSE	WELL MARKED DESTINATIONS
USE CREDIT CARD FOR TOURS	WHAT DO STOPS LOOK LIKE
USE MORE SIGNS	WHERE ATTRACTIONS ARE YOU ARE DOING OK
USE TAXI-METER IN TAXIS	YOUR METRO IS VERY GOOD
VERY CONVENIENT & EASY	YOU'RE DOING A GREAT JOB

31. WHAT IS YOUR U.S. ZIP CODE OR COUNTRY OF ORIGIN?**Q31: US ZIP CODES REPRESENTED IN THE SURVEY**

00459	02893	06902	08755	11756	15147
00970	02895	06905	08848	11776	15202
01020	02906	07031	08857	11791	15217
01035	02920	07055	08857	11796	15221
01104	02920	07065	09139	12020	15237
01150	03037	07080	09460	12065	15301
01235	03090	07083	10002	12110	15557
01507	03103	07095	10009	12143	15748
01522	03103	07302	10009	12180	15906
01532	03253	07307	10021	12203	16137
01604	03304	07422	10022	12203	16327
01702	03572	07719	10024	12208	16335
01720	04092	07730	10128	12581	16336
01827	04093	07731	10514	12764	16664
01841	04096	07741	10536	13044	16801
01915	04103	07751	10541	13167	16870
02054	04107	07821	10550	13413	17011
02103	04562	07920	10562	13676	17036
02119	04572	07928	10566	13753	17111
02138	04630	07961	10566	13760	17201
02158	05047	08026	10598	14009	17201
02176	05120	08054	10603	14220	17225
02215	05344	08057	10956	14226	17344
02452	05482	08066	10965	14526	17350
02476	06010	08070	10970	14546	17406
02476	06033	08087	11004	14623	17551
02481	06333	08093	11106	14624	17579
02563	06405	08204	11205	14850	17749
02602	06515	08234	11210	14850	17815
02602	06525	08534	11235	15066	17821
02663	06790	08540	11235	15066	17976
02861	06820	08723	11554	15102	18018
02871	06883	08736	11554	15147	18045

18064	20002	20190	20852	21113	22101
18328	20002	20191	20853	21144	22102
18410	20002	20191	20854	21144	22151
18411	20002	20210	20854	21157	22151
18421	20003	20247	20854	21158	22152
18518	20003	20603	20855	21202	22152
18709	20006	20636	20855	21204	22152
18901	20007	20680	20874	21229	22153
19010	20008	20684	20874	21230	22153
19020	20008	20706	20878	21231	22181
19027	20008	20707	20878	21234	22182
19038	20008	20710	20882	21236	22193
19067	20008	20710	20886	21401	22201
19083	20009	20715	20886	21532	22202
19102	20009	20715	20895	21702	22202
19104	20011	20743	20901	21702	22202
19106	20011	20744	20901	21702	22202
19111	20016	20745	20902	21767	22203
19145	20016	20746	20906	21769	22204
19149	20016	20746	20910	21774	22204
19320	20016	20755	20910	21801	22205
19382	20024	20762	20910	22003	22205
19464	20024	20770	20910	22003	22206
19468	20032	20772	20912	22003	22207
19518	20036	20778	20912	22015	22209
19539	20037	20783	20912	22015	22209
19602	20044	20784	21043	22015	22209
19808	20044	20784	21043	22026	22302
19809	20109	20815	21045	22030	22302
19963	20109	20816	21045	22032	22302
19971	20110	20816	21045	22032	22302
20001	20110	20817	21045	22033	22302
20001	20147	20832	21046	22033	22303
20001	20148	20841	21048	22033	22304
20001	20148	20847	21050	22039	22304
20001	20165	20850	21078	22042	22304
20002	20171	20851	21111	22043	22304

22304	23663	28025	30328	33156	35235
22307	23692	28043	30339	33165	35244
22308	23692	28227	30565	33176	36111
22310	23805	28227	30904	33196	36123
22310	24012	28227	30909	33324	36201
22311	24014	28277	31005	33328	36541
22314	24401	28314	31007	33331	36619
22401	24401	28443	31023	33406	37027
22406	24506	28466	31025	33412	37130
22406	25401	28551	31047	33436	37186
22443	25402	28704	31088	33481	37211
22556	25419	28787	31548	33547	37220
22556	26505	28804	31730	33712	37347
22701	26505	28806	31907	33713	37660
22801	27023	29123	32174	33777	37748
22802	27104	29204	32308	33779	37909
22903	27278	29207	32504	33782	37919
22903	27312	29325	32536	33947	37922
22911	27403	29348	32634	33957	38103
22911	27406	29349	32765	34117	38116
23112	27511	29369	32765	34135	38138
23112	27517	29412	32789	34224	38305
23113	27517	29464	32792	34236	38358
23185	27539	29532	32825	34237	38654
23226	27539	29642	32905	34242	39110
23233	27545	29649	32926	34293	39465
23233	27603	29687	32937	34476	39564
23298	27610	29803	32937	34476	40059
23320	27612	30002	32940	34652	40160
23325	27612	30004	32968	34655	40165
23464	27614	30019	33021	34677	40204
23507	27807	30033	33021	34677	40207
23518	27870	30062	33021	34997	40215
23601	27896	30096	33036	35071	40220
23602	27896	30135	33071	35117	40222
23608	27896	30294	33138	35117	40353
23663	28025	30307	33139	35173	40503

40517	44240	46151	48616	51454	54489
41017	44240	46216	48654	51501	54501
41042	44273	46236	48657	51503	54703
41051	44312	46375	48686	51503	54880
42025	44313	46383	48809	51576	54914
42221	44333	46408	48821	52205	55021
42539	44431	46792	48827	52240	55044
43004	44644	46825	48917	52245	55104
43017	44667	46845	49004	52404	55109
43023	44811	47201	49017	52428	55112
43054	44827	47302	49050	53066	55124
43064	44830	47374	49201	53081	55314
43065	44830	47401	49201	53081	55316
43081	44830	47408	49203	53105	55316
43081	44875	47630	49305	53115	55331
43085	44883	47802	49307	53129	55347
43107	44904	47802	49315	53144	55369
43113	45042	47807	49506	53150	55378
43205	45066	47809	49506	53151	55386
43215	45140	47809	49509	53190	55418
43229	45208	47842	49677	53202	55419
43229	45220	47905	49686	53219	55419
43230	45324	48014	49686	53406	55422
43326	45370	48054	49849	53511	55735
43604	45429	48079	49896	53545	55744
43605	45458	48079	50021	53546	55746
43612	45458	48079	50022	53551	55778
44026	45458	48106	50055	53577	55944
44087	45502	48134	50105	53593	55946
44118	45701	48170	50208	53716	56175
44122	45750	48170	50252	53959	56310
44123	45750	48180	50263	54020	56345
44135	45806	48192	50310	54054	56345
44135	45873	48234	50548	54220	56360
44139	45879	48393	50662	54228	56367
44203	46060	48446	51055	54300	56368
44221	46140	48453	51245	54311	56374

56588	60521	65807	74015	78232	80920
56716	60558	66062	74075	78502	81005
57069	60618	66203	74137	78566	81005
57301	60618	66213	74801	78705	81006
57501	60618	66502	75006	78729	81323
58416	60646	66610	75007	78746	81410
58443	61107	66611	75019	78751	83201
58480	61111	66618	75019	79029	83234
59270	61230	67205	75028	79118	83501
59522	61265	67502	75070	79372	83501
59725	61571	68005	75077	79379	83686
59725	61726	68046	75160	79705	83864
60005	61727	68046	75218	79762	84014
60008	61821	68144	75454	79924	84040
60008	62034	68310	75460	79927	84062
60015	62254	68649	75686	79927	84064
60016	62411	68978	75751	80015	84074
60044	62975	68978	76040	80015	84088
60056	62990	70001	76040	80020	84093
60060	63005	70001	76239	80117	84095
60089	63011	70119	76308	80123	84121
60091	63031	70130	76311	80127	84123
60093	63034	70461	76513	80128	84780
60126	63116	70769	76655	80134	85044
60137	63121	70817	77025	80206	85048
60137	63123	70820	77068	80233	85050
60156	63701	72104	77079	80234	85205
60175	63755	72116	77082	80303	85208
60193	64000	72124	77088	80435	85213
60194	64014	72672	77373	80446	85224
60304	64034	72756	77475	80477	85226
60440	64076	72760	77551	80501	85233
60471	64081	72761	77571	80525	85234
60504	64086	72811	78065	80601	85248
60515	64151	73034	78209	80601	85248
60515	64601	73069	78216	80816	85254
60516	65686	73071	78217	80915	85254

85260	90840	92372	94114	95602	98059
85283	91016	92373	94115	95610	98072
85302	91016	92373	94116	95670	98102
85308	91030	92392	94131	95678	98103
85351	91206	92392	94304	95765	98106
85613	91320	92392	94306	95816	98115
85629	91321	92399	94402	95821	98225
85650	91335	92530	94521	95963	98248
85712	91362	92532	94531	96122	98270
85750	91367	92543	94551	96786	98362
85750	91750	92679	94564	96818	98406
87114	91754	92708	94566	97068	98422
87124	91902	92801	94579	97076	98501
89117	92009	92835	94591	97123	98531
89128	92021	92878	94706	97124	98531
89129	92037	93023	94709	97203	98531
89142	92040	93033	94901	97212	98607
90008	92040	93033	95003	97219	98632
90024	92064	93117	95006	97221	98632
90025	92075	93117	95073	97302	98684
90278	92092	93312	95125	97305	99403
90278	92108	93402	95129	97401	99504
90293	92121	93402	95407	97489	99611
90740	92130	93637	95472	97602	
90803	92160	93907	95472	97918	
90803	92223	94022	95476	98007	
90815	92372	94109	95602	98007	

Q31: COUNTRY OF ORIGIN (IF OUTSIDE THE U.S.)

AUSTRALIA	JAPAN
CANADA	MEXICO
ENGLAND	NEW ZEALAND
FINLAND	SCOTLAND
GERMANY	SOUTH KOREA
HOLLAND	SPAIN
INDIA	UKRAINE
	UNITED KINGDOM

Q32. WHAT IS YOUR AGE ?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q32 Age

24=Under 25	13.5%	10.2%	7.0%	14.9%	13.7%
34=25 to 34	14.1%	16.7%	14.6%	16.0%	15.7%
44=35 to 44	22.3%	30.0%	26.7%	25.9%	25.9%
54=45 to 54	27.0%	28.1%	29.5%	26.4%	26.9%
64=55 to 64	12.9%	9.6%	13.2%	9.9%	10.4%
65=65+	10.2%	5.4%	9.0%	6.9%	7.3%

Q33. WHAT IS YOUR GENDER?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q33 Gender

1=Male	51.2%	42.1%	41.8%	49.9%	48.6%
2=Female	48.8%	57.9%	58.2%	50.1%	51.4%

Q34. WHAT IS THE HIGHEST LEVEL OF EDUCATION THAT YOU HAVE COMPLETED?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q34 Level of education

1=Less than high	2.5%	1.4%	2.1%	1.8%	1.9%
2=High school grad	9.4%	7.4%	9.3%	7.8%	8.1%
3=Vocational/trade	2.2%	2.1%	3.4%	1.3%	1.7%
4=Some college	13.1%	14.2%	13.2%	14.0%	13.8%
5=Two-year college	7.4%	7.4%	7.7%	7.2%	7.2%
6=Four-year college	58.2%	59.8%	53.8%	62.5%	61.1%
7=Don't know	6.9%	7.5%	10.4%	5.1%	6.0%
9=No answer	0.3%	0.0%	0.0%	0.2%	0.3%

Q35. WHAT IS YOUR CURRENT EMPLOYMENT STATUS?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	

Q35 Current employment status

1=Retired	12.1%	9.0%	11.3%	10.0%	10.3%
2=Full-time employ	58.8%	63.5%	61.0%	61.3%	61.1%
3=Part-time employ	7.8%	6.8%	7.2%	7.4%	7.4%
4=Not employed outside home	2.8%	3.7%	2.7%	3.6%	3.5%
5=Full-time student	8.4%	5.6%	4.5%	8.6%	8.0%
6=Not currently	2.1%	2.7%	2.1%	2.6%	2.4%
7=Decline to answer	8.1%	8.7%	11.3%	6.4%	7.3%

Q36. INCLUDING YOURSELF, HOW MANY PEOPLE IN YOUR PERSONAL TRAVEL GROUP ARE:**All respondents (weighted total)**

	Mean	Percentage
Q36 Age 5 years and under	0.12	3.5 %
Q36 6-10 years	0.25	7.3 %
Q36 11-15 years	0.39	11.4 %
Q36 16-24 years	0.59	17.3 %
Q36 25-44 years	0.95	27.8 %
Q36 45-64 years	0.87	25.4 %
Q36 65 years or older	0.25	7.3 %
TOTAL Persons Per Group	3.42 persons	100.0 %

Spring (unweighted)

	Mean	Percentage
Q36 Age 5 years and under	0.07	2.1 %
Q36 6-10 years	0.12	3.7 %
Q36 11-15 years	0.34	10.4 %
Q36 16-24 years	0.62	18.9 %
Q36 25-44 years	0.90	27.4 %
Q36 45-64 years	0.94	28.7 %
Q36 65 years or older	0.29	8.8 %
TOTAL Persons Per Group	3.28 persons	100.0 %

Summer (unweighted)

	Mean	Percentage
Q36 Age 5 years and under	0.15	4.2 %
Q36 6-10 years	0.39	11.0%
Q36 11-15 years	0.47	13.2 %
Q36 16-24 years	0.50	14.1 %
Q36 25-44 years	1.00	28.2 %
Q36 45-64 years	0.84	23.7 %
Q36 65 years or older	0.20	5.6 %
TOTAL Persons Per Group	3.55 persons	100.0 %

Q36. INCLUDING YOURSELF, HOW MANY PEOPLE IN YOUR PERSONAL TRAVEL GROUP ARE (CONTINUED)**Sightseeing visitors (unweighted)**

	Mean	Percentage
Q36 Age 5 years and under	0.08	2.3 %
Q36 6-10 years	0.25	7.3 %
Q36 11-15 years	0.46	13.5 %
Q36 16-24 years	0.48	14.0 %
Q36 25-44 years	0.97	28.4 %
Q36 45-64 years	0.95	27.8 %
Q36 65 years or older	0.23	6.7 %
TOTAL Persons Per Group	3.42 persons	100.0 %

Non-sightseeing visitors (unweighted)

	Mean	Percentage
Q36 Age 5 years and under	0.13	3.8 %
Q36 6-10 years	0.25	7.4 %
Q36 11-15 years	0.37	10.9 %
Q36 16-24 years	0.61	17.9 %
Q36 25-44 years	0.94	27.6 %
Q36 45-64 years	0.85	25.0 %
Q36 65 years or older	0.25	7.4 %
TOTAL Persons Per Group	3.40 persons	100.0 %

Q37. WHICH OF THE FOLLOWING BEST DESCRIBES THE TYPE OF PERSONAL TRAVEL GROUP (NOT A TOUR OR SCHOOL GROUP) WITH WHOM YOU ARE TRAVELING TODAY ?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q37 Type of personal travel group</u>					
1=Alone	10.1%	6.4%	6.4%	9.5%	8.9%
2=Family	53.9%	71.8%	64.6%	61.9%	62.2%
3=Friends	26.2%	17.1%	19.6%	22.9%	22.3%
4=Business assoc	3.2%	2.1%	3.7%	1.9%	2.3%
5=Other	4.8%	2.3%	3.2%	3.8%	3.8%
9=No answer	9.5%	5.8%	9.8%	6.2%	6.9%

Q37. OTHER:

Q37 Description of other

BUS TOUR	PARTNER
BUS TRIP	ROYAL CANADIAN ARMY
CHURCH	RV'S
CLOSEUP	SCHOOL
CLUB	SCHOOL GROUP
COLLEAGUES	SCHOOL RELATED
CONFERENCE COLLEAGUE	SCHOOL REUNION
CONTIKI	STUDENTS
COUPLE	TEACHERS
GEOLOGY CLUB	TEAM
MISSIONARY TRIP	TOUR
	WORK

Q38. ON THIS VISIT WERE YOU AND YOUR PERSONAL GROUP WITH A GUIDED TOUR OR SCHOOL GROUP?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q38 On guided tour or school group

1=Yes	14.2%	7.3%	15.0%	7.8%	9.1%
2=No	78.3%	85.6%	75.2%	86.6%	84.5%
9=No answer	7.5%	7.1%	9.8%	5.6%	6.4%

Q39. ARE THERE ANY INDIVIDUALS IN YOUR IMMEDIATE TRAVEL PARTY WHO CAN ONLY WALK LIMITED DISTANCES BECAUSE OF THEIR AGE OR A PHYSICAL CONDITION?

N=1386	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March M	July J	Yes 1	No 2	

Q39 Person with physical condition

1=Yes	22.9%	25.4%	25.2%	23.5%	23.6%
2=No	69.5%	68.8%	65.9%	71.3%	70.5%
9=No answer	7.6%	5.8%	8.9%	5.2%	5.9%

Q39A. WHICH OF THE FOLLOWING LIMIT THE DISTANCE THAT ONE OR MORE MEMBERS OF YOUR GROUP CAN WALK?

N=334	Survey time		Q14 Used SS service in Washington, DC area		Weighted Total
	March	July	Yes	No	
	M	J	1	2	
<u>Q39a Which limits distance can walk</u>					
1=Pain/discomfort	60.9%	62.9%	68.1%	57.5%	59.3%
2=Use wheel chair	7.7%	5.6%	2.8%	9.3%	8.2%
3=Use walker/cane	17.3%	5.6%	10.6%	11.4%	11.3%
4=Use stroller	3.2%	9.0%	2.1%	9.3%	7.9%
5=Breathing/respi	13.5%	15.7%	11.3%	17.1%	15.9%
6=Small children	13.5%	25.3%	15.6%	22.8%	21.4%
7=Prefer not walk	12.8%	8.4%	13.5%	8.3%	9.4%
8=Other	9.0%	9.0%	7.8%	9.8%	9.5%
9=No answer	1.9%	2.8%	2.1%	2.6%	2.5%

Q39A. OTHER:

Q39a Description of other

AGE	HEART DISEASE
AGE-80 YRS OLD	HUMID WEATHER
AGE-87 YRS OLD	KNEE REPLACEMENT
ANKLE SURGERY	KNEE SURGERY
BAD KNEE	OLD AGE
BAD KNEE & DIABETES	PARKINSONS
CRUTCHES	PHYSICAL DISABILITY
DIABETES	PREGNANCY
END OF PREGNANCY	PREGNANT
FAT	RECENT KNEE SURGERY
HEART	RECENT SURGERY
HEART CONDITION	STROKES

SECTION 7: TRAVEL DIARY BANNER CROSSTABS (PART II)

NUMBER OF DAYS RESPONDENTS VISITED ATTRACTIONS IN THE DC AREA

N=621	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
	<u>TOTAL TRAVEL_DAYS</u>				
one day	19.4%	22.4%	11.0%	26.0%	23.4%
two days	14.8%	23.3%	15.3%	21.1%	19.8%
three days	22.7%	20.2%	23.9%	20.1%	21.1%
four days	24.0%	17.0%	23.9%	18.7%	19.2%
five days	7.6%	6.9%	10.0%	5.8%	6.8%
six days	4.6%	5.0%	6.2%	4.1%	4.5%
seven days	3.9%	1.6%	2.9%	2.7%	2.8%
more than 7 days	3.0%	3.5%	6.7%	1.5%	2.4%

NUMBER OF DAYS VISITORS VISITED ATTRACTIONS IN THE WASHINGTON DC AREA

TOTAL TRAVEL_DAYS	Mean
For Entire Sample	3.04 days
Date	
J=July	3.02 days
M=March	3.33 days
Used Sightseeing Service	
1=Yes	3.75 days
2=No	2.88 days

NOTE: the *number of days that respondents visited attractions* in Part II of the survey was usually less than the *number of days that respondents visited they area* in Part I of the survey because many respondents did not record travel data for their arrival and departure days. For example, a person who arrived on Wednesday evening and departed Sunday morning may have indicated that he or she was visiting the area for five days on Part I, but only recorded travel data for the three day that he or she actually visited attractions (Thursday, Friday, and Saturday).

TOTAL NUMBER OF ATTRACTIONS THAT RESPONDENTS VISITED DURING THEIR VISIT TO THE DC AREA

N=621	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
	<u>TOTAL TRIPS</u>				
less than 5	9.5%	10.1%	3.3%	13.1%	11.3%
5-9 destinations	16.8%	23.0%	13.9%	23.1%	21.6%
10-14 destinations	18.4%	20.5%	16.3%	21.1%	19.8%
15-19 destinations	14.8%	19.9%	18.7%	16.7%	16.9%
20-29 destinations	31.3%	17.0%	31.1%	20.4%	22.8%
30-39 destinations	7.6%	7.6%	12.9%	4.9%	6.3%
40 or more	1.6%	1.9%	3.8%	0.7%	1.3%

TOTAL NUMBER OF DESTINATIONS VISITED BY VISITORS TO THE WASHINGTON DC AREA

TOTAL TRIPS	Mean
Weighted Total	15.13 destinations
Date	
J=July	15.08 destinations
M=March	16.91 destinations
Used Sightseeing Services	
1=Yes	19.64 destinations
2=No	14.11 destinations
# Visited Per Day	
All Respondents (weighted)	4.97 destinations per day
Sightseeing Users	5.24 destinations per day
Non Users	4.90 destinations per day

TOP DESTINATIONS VISITED: ALL VISITORS

<u>END LOCATION CODE</u>	<u>Number</u>	<u>Percent</u>
Place stayed	3863	22.2 %
Other	1727	9.9 %
Washington Monument	783	4.5 %
Lincoln Memorial	761	4.4 %
National Air & Space Museum	626	3.6 %
Vietnam Veterans Memorial	624	3.6 %
National Museum of American History	597	3.4 %
US Capitol	592	3.4 %
The White House/White House Visitor Center	574	3.3 %
Union Station	571	3.3 %
National Museum of Natural History	548	3.2 %
Arlington National Cemetery	546	3.1 %
Thomas Jefferson Memorial	499	2.9 %
Korean War Veterans Memorial	499	2.9 %
Smithsonian Castle	373	2.1 %
Franklin Delano Roosevelt Memorial	362	2.1 %
Downtown Restaurants	311	1.8 %
US Holocaust Memorial Museum	265	1.5 %
Georgetown	255	1.5 %
National Gallery of Art	242	1.4 %
Mount Vernon	239	1.4 %
National Zoological Park	216	1.2 %
Ford's Theatre National Historical Site	198	1.1 %
US Library of Congress	194	1.1 %
Iwo Jima/U.S.M.C. War Memorial	188	1.1 %
Washington National Cathedral	173	1.0 %
Old Town Alexandria	169	1.0 %
International Spy Museum	153	0.9 %
Hirschhorn Museum/Sculpture Garden	141	0.8 %
US Supreme Court	127	0.7 %
Downtown Shops	106	0.6 %
National Postal Museum	94	0.5 %
John F. Kennedy Center for the Performing Arts	93	0.5 %
Bureau of Engraving and Printing	91	0.5 %
Freer Gallery of Art/Arthur M. Sackler Gallery	73	0.4 %
FBI Building	69	0.4 %
George Washington Memorial Parkway/Great Falls	60	0.3 %
National Shrine of the Immaculate Conception	47	0.3 %
US Navy Memorial	47	0.3 %
National Building Museum	42	0.2 %
Tidal Basin	40	0.2 %
C&O Canal National Historic Park	33	0.2 %
Renwick Gallery	31	0.2 %
Rock Creek Park	29	0.2 %
US National Archives	27	0.2 %
Corcoran Gallery of Art	22	0.1 %
Frederick Douglass National Historic Site	15	0.1 %
National Portrait Gallery	14	0.1 %
National Law Enforcement Officer's Memorial	13	0.1 %
Decatur House	11	0.1 %
African American Civil War Memorial	11	0.1 %
Capital Children's Museum	7	0.0 %
Anacostia Neighborhood Museum	4	0.0 %
Weighted Total	17395	100.0 %

TOP DESTINATIONS VISITED: MARCH VISITORS ONLY

END LOCATION CODE	Number	Percent
Place stayed	1118	21.8 %
Other	578	11.2 %
Lincoln Memorial	218	4.2 %
Washington Monument	197	3.8 %
Union Station	193	3.8 %
Vietnam Veterans Memorial	183	3.6 %
Arlington National Cemetery	183	3.6 %
National Museum of American History	174	3.4 %
Thomas Jefferson Memorial	164	3.2 %
The White House/White House Visitor Center	158	3.1 %
Korean War Veterans Memorial	156	3.0 %
US Capitol	156	3.0 %
National Air & Space Museum	154	3.0 %
National Museum of Natural History	153	3.0 %
Smithsonian Castle	119	2.3 %
Franklin Delano Roosevelt Memorial	118	2.3 %
US Holocaust Memorial Museum	82	1.6 %
Downtown Restaurants	79	1.5 %
Mount Vernon	78	1.5 %
Ford's Theatre National Historical Site	77	1.5 %
Iwo Jima/U.S.M.C. War Memorial	74	1.4 %
Georgetown	69	1.3 %
Washington National Cathedral	64	1.2 %
National Gallery of Art	61	1.2 %
US Library of Congress	52	1.0 %
Old Town Alexandria	50	1.0 %
US Supreme Court	42	0.8 %
National Zoological Park	40	0.8 %
John F. Kennedy Center for the Performing Arts	39	0.8 %
International Spy Museum	35	0.7 %
Downtown Shops	34	0.7 %
Hirschhorn Museum/Sculpture Garden	30	0.6 %
National Postal Museum	28	0.5 %
Freer Gallery of Art/Arthur M. Sackler Gallery	25	0.5 %
Bureau of Engraving and Printing	18	0.4 %
FBI Building	17	0.3 %
George Washington Memorial Parkway/Great Falls	17	0.3 %
Tidal Basin	15	0.3 %
National Shrine of the Immaculate Conception	14	0.3 %
US Navy Memorial	14	0.3 %
Renwick Gallery	13	0.3 %
National Building Museum	8	0.2 %
Corcoran Gallery of Art	8	0.2 %
US National Archives	7	0.1 %
African American Civil War Memorial	6	0.1 %
C&O Canal National Historic Park	5	0.1 %
Rock Creek Park	5	0.1 %
National Portrait Gallery	4	0.1 %
Decatur House	3	0.1 %
National Law Enforcement Officer's Memorial	3	0.1 %
Capital Children's Museum	1	0.0 %
Frederick Douglass National Historic Site	1	0.0 %
Anacostia Neighborhood Museum	0	0.0 %
Total	5140	100.0 %

TOP DESTINATIONS VISITED: JULY VISITORS ONLY

END LOCATION CODE	Number	Percent
Place stayed	1059	22.3 %
Other	403	8.5 %
Washington Monument	237	5.0 %
Lincoln Memorial	211	4.4 %
National Air & Space Museum	204	4.3 %
Vietnam Veterans Memorial	177	3.7 %
Union Station	177	3.7 %
US Capitol	176	3.7 %
National Museum of American History	168	3.5 %
The White House/White House Visitor Center	163	3.4 %
Arlington National Cemetery	160	3.4 %
National Museum of Natural History	149	3.1 %
Korean War Veterans Memorial	129	2.7 %
Thomas Jefferson Memorial	113	2.4 %
Downtown Restaurants	95	2.0 %
Smithsonian Castle	87	1.8 %
Georgetown	81	1.7 %
Franklin Delano Roosevelt Memorial	79	1.7 %
National Zoological Park	76	1.6 %
US Holocaust Memorial Museum	72	1.5 %
National Gallery of Art	70	1.5 %
US Library of Congress	56	1.2 %
Mount Vernon	55	1.2 %
International Spy Museum	54	1.1 %
Old Town Alexandria	46	1.0 %
Hirschhorn Museum/Sculpture Garden	44	0.9 %
Ford's Theatre National Historical Site	40	0.8 %
Iwo Jima/U.S.M.C. War Memorial	39	0.8 %
US Supreme Court	38	0.8 %
Washington National Cathedral	36	0.8 %
Bureau of Engraving and Printing	34	0.7 %
National Postal Museum	28	0.6 %
Downtown Shops	26	0.5 %
Freer Gallery of Art/Arthur M. Sackler Gallery	18	0.4 %
FBI Building	18	0.4 %
George Washington Memorial Parkway/Great Falls	17	0.4 %
C&O Canal National Historic Park	16	0.3 %
National Building Museum	15	0.3 %
National Shrine of the Immaculate Conception	13	0.3 %
John F. Kennedy Center for the Performing Arts	12	0.3 %
Rock Creek Park	10	0.2 %
US Navy Memorial	9	0.2 %
US National Archives	8	0.2 %
Frederick Douglass National Historic Site	8	0.2 %
Corcoran Gallery of Art	5	0.1 %
National Portrait Gallery	4	0.1 %
National Law Enforcement Officer's Memorial	4	0.1 %
Anacostia Neighborhood Museum	3	0.1 %
Decatur House	3	0.1 %
Capital Children's Museum	3	0.1 %
Renwick Gallery	3	0.1 %
Tidal Basin	3	0.1 %
African American Civil War Memorial	1	0.0 %
Total	4755	100.0 %

TOP DESTINATIONS VISITED: SIGHTSEEING SERVICE USERS ONLY

END LOCATION CODE	Number	Percent
Place stayed	880	21.4 %
Other	417	10.2 %
Union Station	213	5.2 %
Arlington National Cemetery	183	4.5 %
Lincoln Memorial	170	4.1 %
Washington Monument	164	4.0 %
Vietnam Veterans Memorial	150	3.7 %
National Air & Space Museum	150	3.7 %
National Museum of American History	140	3.4 %
US Capitol	134	3.3 %
The White House/White House Visitor Center	124	3.0 %
Korean War Veterans Memorial	119	2.9 %
National Museum of Natural History	116	2.8 %
Thomas Jefferson Memorial	105	2.6 %
Smithsonian Castle	77	1.9 %
Downtown Restaurants	72	1.8 %
Franklin Delano Roosevelt Memorial	72	1.8 %
US Holocaust Memorial Museum	67	1.6 %
Georgetown	63	1.5 %
Ford's Theatre National Historical Site	57	1.4 %
Mount Vernon	53	1.3 %
Iwo Jima/U.S.M.C. War Memorial	49	1.2 %
Washington National Cathedral	46	1.1 %
National Gallery of Art	43	1.0 %
US Supreme Court	41	1.0 %
US Library of Congress	41	1.0 %
Old Town Alexandria	39	0.9 %
International Spy Museum	36	0.9 %
National Zoological Park	35	0.9 %
National Postal Museum	27	0.7 %
Downtown Shops	24	0.6 %
Bureau of Engraving and Printing	23	0.6 %
John F. Kennedy Center for the Performing Arts	21	0.5 %
Hirschhorn Museum/Sculpture Garden	20	0.5 %
Freer Gallery of Art/Arthur M. Sackler Gallery	19	0.5 %
George Washington Memorial Parkway/Great Falls	14	0.3 %
National Building Museum	12	0.3 %
FBI Building	12	0.3 %
C&O Canal National Historic Park	11	0.3 %
National Shrine of the Immaculate Conception	11	0.3 %
US Navy Memorial	7	0.2 %
Renwick Gallery	7	0.2 %
Corcoran Gallery of Art	7	0.2 %
US National Archives	7	0.2 %
Rock Creek Park	5	0.1 %
African American Civil War Memorial	4	0.1 %
Frederick Douglass National Historic Site	4	0.1 %
Decatur House	3	0.1 %
National Portrait Gallery	3	0.1 %
National Law Enforcement Officer's Memorial	3	0.1 %
Tidal Basin	3	0.1 %
Anacostia Neighborhood Museum	2	0.0 %
Capital Children's Museum	1	0.0 %
Total	4106	100.0 %

TOP DESTINATIONS VISITED: PEOPLE WHO DID NOT USE SIGHTSEEING SERVICES ONLY

END LOCATION CODE	Number	Percent
Place stayed	1297	22.4 %
Other	564	9.7 %
Washington Monument	270	4.7 %
Lincoln Memorial	259	4.5 %
Vietnam Veterans Memorial	210	3.6 %
National Air & Space Museum	208	3.6 %
National Museum of American History	202	3.5 %
US Capitol	198	3.4 %
The White House/White House Visitor Center	197	3.4 %
National Museum of Natural History	186	3.2 %
Thomas Jefferson Memorial	172	3.0 %
Korean War Veterans Memorial	166	2.9 %
Arlington National Cemetery	160	2.8 %
Union Station	157	2.7 %
Smithsonian Castle	129	2.2 %
Franklin Delano Roosevelt Memorial	125	2.2 %
Downtown Restaurants	102	1.8 %
National Gallery of Art	88	1.5 %
Georgetown	87	1.5 %
US Holocaust Memorial Museum	87	1.5 %
National Zoological Park	81	1.4 %
Mount Vernon	80	1.4 %
US Library of Congress	67	1.2 %
Iwo Jima/U.S.M.C. War Memorial	64	1.1 %
Ford's Theatre National Historical Site	60	1.0 %
Old Town Alexandria	57	1.0 %
Hirschhorn Museum/Sculpture Garden	54	0.9 %
Washington National Cathedral	54	0.9 %
International Spy Museum	53	0.9 %
US Supreme Court	39	0.7 %
Downtown Shops	36	0.6 %
John F. Kennedy Center for the Performing Arts	30	0.5 %
National Postal Museum	29	0.5 %
Bureau of Engraving and Printing	29	0.5 %
Freer Gallery of Art/Arthur M. Sackler Gallery	24	0.4 %
FBI Building	23	0.4 %
George Washington Memorial Parkway/Great Falls	20	0.3 %
National Shrine of the Immaculate Conception	16	0.3 %
US Navy Memorial	16	0.3 %
Tidal Basin	15	0.3 %
National Building Museum	11	0.2 %
C&O Canal National Historic Park	10	0.2 %
Rock Creek Park	10	0.2 %
Renwick Gallery	9	0.2 %
US National Archives	8	0.1 %
Corcoran Gallery of Art	6	0.1 %
National Portrait Gallery	5	0.1 %
Frederick Douglass National Historic Site	5	0.1 %
National Law Enforcement Officer's Memorial	4	0.1 %
Decatur House	3	0.1 %
Capital Children's Museum	3	0.1 %
African American Civil War Memorial	3	0.1 %
Anacostia Neighborhood Museum	1	0.0 %
Total	5789	100.0 %

WHERE SIGHTSEEING SERVICE USERS WENT ON THEIR FIRST DAY IN THE DC AREA

END LOCATION CODE	Number	Percent
Place stayed	236	20.3 %
Other	89	7.7 %
Lincoln Memorial	75	6.4 %
Vietnam Veterans Memorial	66	5.7 %
Washington Monument	59	5.1 %
Union Station	53	4.6 %
Korean War Veterans Memorial	51	4.4 %
Arlington National Cemetery	51	4.4 %
National Air & Space Museum	48	4.1 %
The White House/White House Visitor Center	44	3.8 %
US Capitol	41	3.5 %
Thomas Jefferson Memorial	37	3.2 %
Smithsonian Castle	31	2.7 %
National Museum of American History	25	2.1 %
National Museum of Natural History	23	2.0 %
Georgetown	22	1.9 %
Downtown Restaurants	21	1.8 %
Franklin Delano Roosevelt Memorial	20	1.7 %
Ford's Theatre National Historical Site	13	1.1 %
Iwo Jima/U.S.M.C. War Memorial	13	1.1 %
US Holocaust Memorial Museum	12	1.0 %
International Spy Museum	11	0.9 %
US Library of Congress	11	0.9 %
US Supreme Court	11	0.9 %
Washington National Cathedral	10	0.9 %
Old Town Alexandria	10	0.9 %
Mount Vernon	10	0.9 %
National Gallery of Art	8	0.7 %
John F. Kennedy Center for the Performing Arts	8	0.7 %
Bureau of Engraving and Printing	6	0.5 %
Downtown Shops	5	0.4 %
Hirschhorn Museum/Sculpture Garden	4	0.3 %
George Washington Memorial Parkway/Great Falls	4	0.3 %
National Zoological Park	4	0.3 %
National Shrine of the Immaculate Conception	4	0.3 %
Rock Creek Park	3	0.3 %
African American Civil War Memorial	3	0.3 %
National Postal Museum	3	0.3 %
C&O Canal National Historic Park	2	0.2 %
US Navy Memorial	2	0.2 %
Frederick Douglass National Historic Site	2	0.2 %
National Building Museum	2	0.2 %
Tidal Basin	2	0.2 %
FBI Building	2	0.2 %
Freer Gallery of Art/Arthur M. Sackler Gallery	1	0.1 %
US National Archives	1	0.1 %
Capital Children's Museum	1	0.1 %
Anacostia Neighborhood Museum	1	0.1 %
Corcoran Gallery of Art	1	0.1 %
National Portrait Gallery	1	0.1 %
Decatur House	0	0.0 %
National Law Enforcement Officer's Memorial	0	0.0 %
Renwick Gallery	0	0.0 %
Total	1163	100.0 %

WHERE NON-USERS OF SIGHTSEEING SERVICES WENT ON THEIR FIRST DAY IN THE DC AREA

END LOCATION CODE	Number	Percent
Place stayed	448	20.9 %
Other	161	7.5 %
Washington Monument	131	6.1 %
Lincoln Memorial	127	5.9 %
Vietnam Veterans Memorial	99	4.6 %
National Air & Space Museum	89	4.1 %
US Capitol	88	4.1 %
The White House/White House Visitor Center	86	4.0 %
National Museum of American History	76	3.5 %
Korean War Veterans Memorial	73	3.4 %
National Museum of Natural History	68	3.2 %
Thomas Jefferson Memorial	67	3.1 %
Smithsonian Castle	61	2.8 %
Union Station	60	2.8 %
Arlington National Cemetery	55	2.6 %
Franklin Delano Roosevelt Memorial	52	2.4 %
Georgetown	34	1.6 %
Downtown Restaurants	33	1.5 %
National Gallery of Art	30	1.4 %
Mount Vernon	24	1.1 %
Iwo Jima/U.S.M.C. War Memorial	24	1.1 %
Hirschhorn Museum/Sculpture Garden	23	1.1 %
US Library of Congress	21	1.0 %
Old Town Alexandria	20	0.9 %
National Zoological Park	19	0.9 %
US Holocaust Memorial Museum	18	0.8 %
International Spy Museum	15	0.7 %
Bureau of Engraving and Printing	14	0.7 %
Washington National Cathedral	14	0.7 %
Ford's Theatre National Historical Site	12	0.6 %
Downtown Shops	11	0.5 %
George Washington Memorial Parkway/Great Falls	9	0.4 %
US Supreme Court	9	0.4 %
US Navy Memorial	9	0.4 %
Tidal Basin	9	0.4 %
Freer Gallery of Art/Arthur M. Sackler Gallery	8	0.4 %
National Postal Museum	8	0.4 %
John F. Kennedy Center for the Performing Arts	8	0.4 %
FBI Building	5	0.2 %
National Shrine of the Immaculate Conception	4	0.2 %
C&O Canal National Historic Park	4	0.2 %
US National Archives	4	0.2 %
Frederick Douglass National Historic Site	3	0.1 %
Rock Creek Park	3	0.1 %
National Portrait Gallery	2	0.1 %
National Building Museum	2	0.1 %
African American Civil War Memorial	2	0.1 %
Renwick Gallery	2	0.1 %
National Law Enforcement Officer's Memorial	1	0.0 %
Capital Children's Museum	1	0.0 %
Anacostia Neighborhood Museum	0	0.0 %
Decatur House	0	0.0 %
Corcoran Gallery of Art	0	0.0 %
Total	2146	100.0 %

WHERE SIGHTSEEING SERVICE USERS WENT ON THEIR SECOND DAY IN THE DC AREA

END LOCATION CODE	Number	Percent
Place stayed	203	18.4 %
Other	93	8.4 %
Union Station	71	6.4 %
Arlington National Cemetery	65	5.9 %
Lincoln Memorial	57	5.2 %
Vietnam Veterans Memorial	49	4.5 %
National Museum of American History	43	3.9 %
Washington Monument	42	3.8 %
National Museum of Natural History	39	3.5 %
Korean War Veterans Memorial	38	3.5 %
The White House/White House Visitor Center	35	3.2 %
National Air & Space Museum	34	3.1 %
US Capitol	33	3.0 %
Thomas Jefferson Memorial	30	2.7 %
US Holocaust Memorial Museum	24	2.2 %
Franklin Delano Roosevelt Memorial	24	2.2 %
Ford's Theatre National Historical Site	20	1.8 %
Smithsonian Castle	18	1.6 %
Iwo Jima/U.S.M.C. War Memorial	17	1.5 %
Downtown Restaurants	16	1.5 %
Washington National Cathedral	16	1.5 %
Mount Vernon	14	1.3 %
US Library of Congress	13	1.2 %
National Gallery of Art	13	1.2 %
US Supreme Court	12	1.1 %
National Zoological Park	11	1.0 %
Old Town Alexandria	8	0.7 %
Georgetown	8	0.7 %
George Washington Memorial Parkway/Great Falls	6	0.5 %
National Postal Museum	6	0.5 %
International Spy Museum	6	0.5 %
Downtown Shops	5	0.5 %
Hirschhorn Museum/Sculpture Garden	4	0.4 %
Freer Gallery of Art/Arthur M. Sackler Gallery	4	0.4 %
Bureau of Engraving and Printing	4	0.4 %
John F. Kennedy Center for the Performing Arts	4	0.4 %
National Building Museum	2	0.2 %
C&O Canal National Historic Park	2	0.2 %
Corcoran Gallery of Art	2	0.2 %
FBI Building	2	0.2 %
Renwick Gallery	2	0.2 %
National Portrait Gallery	1	0.1 %
Rock Creek Park	1	0.1 %
US Navy Memorial	1	0.1 %
African American Civil War Memorial	1	0.1 %
National Shrine of the Immaculate Conception	1	0.1 %
US National Archives	1	0.1 %
Anacostia Neighborhood Museum	0	0.0 %
Decatur House	0	0.0 %
Capital Children's Museum	0	0.0 %
National Law Enforcement Officer's Memorial	0	0.0 %
Tidal Basin	0	0.0 %
Frederick Douglass National Historic Site	0	0.0 %
Total	1101	100.0 %

WHERE NON-USERS OF SIGHTSEEING SERVICES WENT ON THEIR SECOND DAY IN THE DC AREA

END LOCATION CODE	Number	Percent
Place stayed	333	21.3 %
Other	160	10.2 %
Lincoln Memorial	74	4.7 %
Washington Monument	70	4.5 %
The White House/White House Visitor Center	64	4.1 %
National Air & Space Museum	62	4.0 %
Vietnam Veterans Memorial	62	4.0 %
National Museum of American History	58	3.7 %
US Capitol	53	3.4 %
Korean War Veterans Memorial	50	3.2 %
Thomas Jefferson Memorial	46	2.9 %
National Museum of Natural History	44	2.8 %
Arlington National Cemetery	42	2.7 %
Union Station	34	2.2 %
Downtown Restaurants	33	2.1 %
Smithsonian Castle	31	2.0 %
National Zoological Park	31	2.0 %
Franklin Delano Roosevelt Memorial	29	1.9 %
US Holocaust Memorial Museum	27	1.7 %
Georgetown	24	1.5 %
National Gallery of Art	23	1.5 %
US Library of Congress	19	1.2 %
Ford's Theatre National Historical Site	18	1.1 %
Mount Vernon	17	1.1 %
International Spy Museum	16	1.0 %
Hirschhorn Museum/Sculpture Garden	16	1.0 %
Iwo Jima/U.S.M.C. War Memorial	16	1.0 %
Washington National Cathedral	14	0.9 %
Downtown Shops	14	0.9 %
FBI Building	12	0.8 %
Old Town Alexandria	10	0.6 %
US Supreme Court	9	0.6 %
Freer Gallery of Art/Arthur M. Sackler Gallery	6	0.4 %
National Postal Museum	6	0.4 %
US Navy Memorial	5	0.3 %
Tidal Basin	4	0.3 %
John F. Kennedy Center for the Performing Arts	4	0.3 %
Renwick Gallery	4	0.3 %
Bureau of Engraving and Printing	3	0.2 %
National Shrine of the Immaculate Conception	3	0.2 %
Corcoran Gallery of Art	3	0.2 %
US National Archives	3	0.2 %
C&O Canal National Historic Park	2	0.1 %
Frederick Douglass National Historic Site	2	0.1 %
Rock Creek Park	2	0.1 %
George Washington Memorial Parkway/Great Falls	2	0.1 %
Decatur House	1	0.1 %
Capital Children's Museum	1	0.1 %
National Law Enforcement Officer's Memorial	1	0.1 %
National Building Museum	1	0.1 %
National Portrait Gallery	1	0.1 %
African American Civil War Memorial	1	0.1 %
Anacostia Neighborhood Museum	0	0.0 %
Total	1566	100.0 %

WHERE SIGHTSEEING SERVICE USERS WENT ON THEIR THIRD DAY IN THE DC AREA

END LOCATION CODE	Number	Percent
Place stayed	170	20.8 %
Other	81	9.9 %
National Air & Space Museum	41	5.0 %
Washington Monument	36	4.4 %
National Museum of Natural History	35	4.3 %
Arlington National Cemetery	35	4.3 %
Union Station	35	4.3 %
National Museum of American History	33	4.0 %
US Capitol	28	3.4 %
Lincoln Memorial	28	3.4 %
Thomas Jefferson Memorial	23	2.8 %
Vietnam Veterans Memorial	23	2.8 %
The White House/White House Visitor Center	20	2.4 %
Korean War Veterans Memorial	20	2.4 %
Smithsonian Castle	18	2.2 %
US Holocaust Memorial Museum	16	2.0 %
Franklin Delano Roosevelt Memorial	15	1.8 %
Ford's Theatre National Historical Site	14	1.7 %
Downtown Restaurants	13	1.6 %
Mount Vernon	13	1.6 %
International Spy Museum	10	1.2 %
Georgetown	10	1.2 %
Iwo Jima/U.S.M.C. War Memorial	10	1.2 %
US Supreme Court	9	1.1 %
National Gallery of Art	9	1.1 %
Bureau of Engraving and Printing	8	1.0 %
Washington National Cathedral	8	1.0 %
FBI Building	7	0.9 %
Freer Gallery of Art/Arthur M. Sackler Gallery	6	0.7 %
US Library of Congress	6	0.7 %
Old Town Alexandria	5	0.6 %
John F. Kennedy Center for the Performing Arts	5	0.6 %
National Postal Museum	5	0.6 %
Downtown Shops	4	0.5 %
Hirschhorn Museum/Sculpture Garden	4	0.5 %
National Zoological Park	3	0.4 %
National Shrine of the Immaculate Conception	2	0.2 %
US National Archives	2	0.2 %
Frederick Douglass National Historic Site	2	0.2 %
George Washington Memorial Parkway/Great Falls	2	0.2 %
National Law Enforcement Officer's Memorial	1	0.1 %
Anacostia Neighborhood Museum	1	0.1 %
Renwick Gallery	1	0.1 %
Corcoran Gallery of Art	1	0.1 %
Capital Children's Museum	0	0.0 %
National Building Museum	0	0.0 %
Rock Creek Park	0	0.0 %
Decatur House	0	0.0 %
National Portrait Gallery	0	0.0 %
C&O Canal National Historic Park	0	0.0 %
US Navy Memorial	0	0.0 %
Tidal Basin	0	0.0 %
African American Civil War Memorial	0	0.0 %
Total	818	100.0 %

WHERE NON-USERS OF SIGHTSEEING SERVICES WENT ON THEIR THIRD DAY IN THE DC AREA

END LOCATION CODE	Number	Percent
Place stayed	237	24.0 %
Other	116	11.7 %
National Museum of Natural History	40	4.0 %
US Capitol	36	3.6 %
Union Station	36	3.6 %
Arlington National Cemetery	33	3.3 %
Washington Monument	31	3.1 %
National Museum of American History	30	3.0 %
Thomas Jefferson Memorial	27	2.7 %
Lincoln Memorial	25	2.5 %
National Air & Space Museum	24	2.4 %
National Gallery of Art	23	2.3 %
US Holocaust Memorial Museum	22	2.2 %
The White House/White House Visitor Center	21	2.1 %
Smithsonian Castle	20	2.0 %
Vietnam Veterans Memorial	19	1.9 %
Ford's Theatre National Historical Site	18	1.8 %
Korean War Veterans Memorial	18	1.8 %
Downtown Restaurants	18	1.8 %
National Zoological Park	18	1.8 %
US Library of Congress	17	1.7 %
Franklin Delano Roosevelt Memorial	16	1.6 %
Iwo Jima/U.S.M.C. War Memorial	15	1.5 %
Mount Vernon	14	1.4 %
US Supreme Court	12	1.2 %
Georgetown	12	1.2 %
Old Town Alexandria	9	0.9 %
Hirschhorn Museum/Sculpture Garden	8	0.8 %
International Spy Museum	8	0.8 %
Bureau of Engraving and Printing	7	0.7 %
Downtown Shops	7	0.7 %
John F. Kennedy Center for the Performing Arts	7	0.7 %
National Postal Museum	6	0.6 %
George Washington Memorial Parkway/Great Falls	6	0.6 %
Washington National Cathedral	5	0.5 %
Freer Gallery of Art/Arthur M. Sackler Gallery	4	0.4 %
FBI Building	4	0.4 %
National Building Museum	3	0.3 %
C&O Canal National Historic Park	3	0.3 %
National Portrait Gallery	2	0.2 %
Rock Creek Park	2	0.2 %
National Shrine of the Immaculate Conception	2	0.2 %
Corcoran Gallery of Art	2	0.2 %
Decatur House	1	0.1 %
National Law Enforcement Officer's Memorial	1	0.1 %
Tidal Basin	1	0.1 %
Renwick Gallery	1	0.1 %
US National Archives	1	0.1 %
Anacostia Neighborhood Museum	0	0.0 %
African American Civil War Memorial	0	0.0 %
US Navy Memorial	0	0.0 %
Capital Children's Museum	0	0.0 %
Frederick Douglass National Historic Site	0	0.0 %
Total	988	100.0 %

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: WASHINGTON MONUMENT

N=434

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	9.6%	11.8%	7.9%	12.6%	12.1%
Taxi	1.0%	2.1%	1.2%	1.9%	1.7%
Sightseeing serv	7.6%	6.8%	16.5%	1.5%	4.5%
Public Bus	3.0%	1.3%	1.8%	2.2%	2.6%
Subway	21.8%	16.0%	17.1%	19.6%	19.3%
Walk	47.2%	59.5%	45.7%	58.9%	56.2%
Charter/School Bus	6.6%	1.3%	3.7%	3.7%	3.4%
Other	1.5%	0.8%	1.8%	0.7%	0.9%
Not specific	9.1%	7.6%	9.8%	7.4%	8.0%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: LINCOLN MEMORIAL

N=429

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	9.6%	15.6%	7.6%	15.8%	14.1%
Taxi	2.3%	1.4%	1.8%	1.9%	1.7%
Sightseeing serv	20.6%	20.9%	41.2%	7.3%	14.6%
Public Bus	2.3%	0.5%	1.2%	1.5%	1.6%
Subway	10.1%	9.0%	7.6%	10.8%	9.7%
Walk	45.0%	50.7%	37.1%	54.8%	51.5%
Charter/School Bus	11.0%	1.4%	3.5%	8.1%	7.4%
Other	2.3%	0.9%	1.8%	1.5%	1.7%
Not specific	2.3%	3.3%	3.5%	2.3%	2.6%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: NATIONAL AIR & SPACE MUSEUM

N=358

N=358	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
	<u>MODE</u>				
Car	6.5%	11.8%	6.0%	12.0%	10.7%
Taxi	1.9%	2.0%	2.0%	1.9%	1.9%
Sightseeing serv	5.8%	6.9%	14.7%	0.5%	3.8%
Public Bus	1.9%	1.5%	2.0%	1.4%	1.6%
Subway	19.5%	26.0%	22.0%	24.0%	24.0%
Walk	44.8%	45.6%	40.0%	49.0%	46.5%
Charter/School Bus	7.1%	2.5%	2.0%	6.3%	5.3%
Other	4.5%	1.0%	3.3%	1.9%	2.4%
Not specific	12.3%	8.3%	12.7%	8.2%	9.3%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: VIETNAM VETERANS MEMORIAL

N=624

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	7.5%	10.0%	5.3%	9.7%	8.7%
Taxi	1.5%	0.0%	0.7%	0.8%	0.8%
Sightseeing serv	12.6%	12.4%	39.3%	4.0%	12.5%
Public Bus	2.7%	0.0%	2.0%	1.3%	1.4%
Subway	10.5%	8.2%	8.7%	9.7%	9.5%
Walk	50.8%	65.6%	42.7%	62.4%	57.7%
Charter/School Bus	15.0%	2.7%	3.3%	11.2%	9.3%
Other	3.3%	1.0%	2.7%	2.1%	2.2%
Not specific	2.7%	2.1%	1.3%	2.7%	2.4%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: NATIONAL MUSEUM OF AMERICAN HISTORY

N=597

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	10.8%	10.7%	6.4%	12.0%	10.7%
Taxi	0.3%	1.4%	3.6%	0.0%	0.8%
Sightseeing serv	3.3%	3.4%	10.7%	1.1%	3.4%
Public Bus	4.6%	0.7%	3.6%	2.4%	2.7%
Subway	21.2%	18.2%	27.9%	17.3%	19.8%
Walk	56.5%	60.8%	50.0%	61.3%	58.6%
Charter/School Bus	5.9%	0.7%	1.4%	3.9%	3.4%
Other	0.0%	1.4%	0.0%	0.9%	0.7%
Not specific	9.2%	7.2%	5.7%	9.0%	8.2%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: US CAPITOL

N=332

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	2.6%	11.9%	3.7%	10.1%	8.6%
Taxi	0.6%	1.7%	2.2%	0.5%	0.8%
Sightseeing serv	6.4%	7.4%	16.4%	0.5%	4.1%
Public Bus	4.5%	1.1%	1.5%	3.5%	3.0%
Subway	19.9%	23.3%	14.2%	26.8%	23.3%
Walk	44.2%	48.3%	42.5%	49.0%	47.8%
Charter/School Bus	14.1%	3.4%	7.5%	9.1%	9.8%
Other	2.6%	2.8%	4.5%	1.5%	2.0%
Not specific	10.3%	6.3%	9.7%	7.1%	7.6%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: THE WHITE HOUSE/WHITE HOUSE VISITOR CENTER

N=574

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	6.9%	9.8%	4.0%	9.6%	8.4%
Taxi	2.4%	4.6%	1.6%	4.0%	3.5%
Sightseeing serv	5.9%	8.1%	20.2%	3.3%	7.0%
Public Bus	1.0%	1.1%	3.2%	0.4%	1.0%
Subway	17.6%	10.9%	20.2%	12.7%	14.3%
Walk	51.6%	59.6%	39.5%	60.0%	55.6%
Charter/School Bus	7.6%	2.8%	3.2%	5.8%	5.2%
Other	2.1%	2.1%	2.4%	2.0%	2.1%
Not specific	6.2%	4.9%	8.1%	4.9%	5.6%

HOW ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: UNION STATION

N=370

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	7.3%	9.0%	6.6%	10.2%	8.4%
Taxi	4.7%	1.7%	2.3%	4.5%	3.7%
Sightseeing serv	15.5%	19.2%	27.7%	3.2%	12.3%
Public Bus	3.1%	1.7%	1.9%	3.2%	3.0%
Subway	19.2%	26.6%	21.1%	24.8%	23.1%
Walk	32.6%	30.5%	26.3%	38.9%	34.2%
Charter/School Bus	7.8%	2.3%	1.9%	9.6%	6.8%
Other	5.2%	6.2%	8.0%	2.5%	4.6%
Not specific	10.9%	6.8%	9.4%	8.3%	8.9%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: NATIONAL MUSEUM OF NATURAL HISTORY

N=548

	DATE		USED_SS_SERVICE_ Q14		Total
	March	July	Yes	No	
<u>MODE_1ST</u>					
Car	4.6%	10.3%	2.6%	8.6%	7.3%
Taxi	0.4%	1.9%	0.9%	1.2%	1.1%
Sightseeing serv	4.2%	3.4%	9.5%	2.3%	3.8%
Public Bus	3.2%	0.0%	2.6%	1.4%	1.6%
Subway	16.8%	20.2%	20.7%	17.8%	18.4%
Walk	51.9%	65.0%	57.8%	58.3%	58.2%
Charter/School Bus	7.7%	0.8%	3.4%	4.6%	4.4%
Other	2.5%	1.1%	2.6%	1.6%	1.8%
Not specific	11.2%	1.5%	3.4%	7.4%	6.6%

How ALL VISITORS TRAVELED TO TOP TEN DESTINATIONS: ARLINGTON CEMETARY

N=343

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	19.7%	26.3%	19.7%	26.3%	24.4%
Taxi	0.0%	1.9%	1.1%	0.6%	0.9%
Sightseeing serv	18.0%	19.4%	29.5%	6.3%	13.7%
Public Bus	6.6%	0.6%	3.3%	4.4%	3.8%
Subway	21.3%	26.3%	21.3%	26.3%	24.5%
Walk	16.4%	17.5%	15.3%	18.8%	17.0%
Charter/School Bus	12.0%	3.1%	3.3%	13.1%	9.7%
Other	3.8%	1.3%	2.2%	3.1%	2.9%
Not specific	11.5%	13.1%	11.5%	13.1%	13.0%

How ALL VISITORS TRAVELED TO THE PLACE WHERE THEY STAYED

N=2177

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	17.9%	22.1%	14.9%	23.4%	21.4%
Taxi	4.0%	3.3%	4.4%	3.2%	3.3%
Sightseeing serv	6.6%	6.0%	11.6%	2.8%	4.8%
Public Bus	4.7%	2.4%	4.5%	2.9%	3.4%
Subway	24.2%	21.3%	21.5%	23.7%	23.3%
Walk	34.7%	41.0%	37.5%	37.9%	37.9%
Charter/School Bus	8.6%	1.4%	3.4%	6.2%	5.6%
Other	2.5%	1.8%	2.8%	1.7%	2.0%
Not specific	4.4%	7.1%	5.0%	6.2%	5.9%

HOW ALL VISITORS TRAVELED FROM THE PLACE WHERE THEY STAYED TO ATTRACTIONS IN THE METROPOLITAN WASHINGTON DC AREA

N=2177

	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	
<u>MODE</u>					
Car	17.4%	24.7%	15.7%	24.5%	22.9%
Taxi	4.0%	3.9%	5.0%	3.2%	3.5%
Sightseeing serv	2.4%	2.2%	4.9%	0.5%	1.5%
Public Bus	5.7%	2.8%	5.2%	3.7%	4.3%
Subway	24.5%	30.2%	26.5%	27.8%	27.5%
Walk	14.2%	19.7%	16.4%	17.3%	16.9%
Charter/School Bus	8.1%	2.1%	3.1%	6.6%	5.9%
Other	3.8%	2.3%	4.7%	1.9%	2.5%
Not specific	27.1%	21.1%	25.1%	23.5%	23.9%

PERCENTAGE OF TRIPS THAT INVOLVED A STOP BETWEEN ATTRACTIONS

N=17395	DATE		Used Service	Sightseeing	Weighted Total
	March	July	Yes	No	

STOPS

yes	19.1%	19.7%	20.5%	19.1%	19.4%
no	80.9%	80.3%	79.5%	80.9%	80.6%

REASONS THAT VISITORS STOPPED BETWEEN DESTINATIONS

N=1948	DATE		Used Sightseeing Service		Weighted Total
	March	July	Yes	No	

STOP_REASON

Shop	25.3%	24.7%	26.4%	24.0%	24.4%
Eat	69.4%	70.4%	66.2%	72.7%	71.1%
Other	29.1%	27.0%	34.4%	23.2%	26.2%

WHEN PEOPLE VISITED TOP 10 DESTINATIONS (WEIGHTED TOTAL)

N=17395	Destination					
	Lincoln Memorial	National Air Space	Museum of American History	US Capitol	Vietnam Vet Memorial	Washington Monument
<u>DAY_NUMBER</u>						
day 1	48.6%	40.3%	33.3%	40.4%	46.0%	46.1%
day 2	28.9%	28.9%	29.3%	27.0%	30.8%	25.8%
day 3	11.0%	14.9%	16.8%	18.6%	10.6%	13.4%
day 4	7.1%	8.5%	11.4%	6.3%	7.7%	8.6%
day 5	3.0%	5.1%	5.4%	3.7%	2.7%	3.7%
day 6	0.8%	1.6%	2.2%	2.2%	1.1%	1.3%
day 7 or later	0.5%	0.8%	1.7%	1.9%	1.1%	1.1%

N=17395	Destinations			
	Arlington Cemetery	Museum of Natural History	Union Station	White House
<u>DAY_NUMBER</u>				
day 1	32.8%	32.7%	32.7%	41.6%
day 2	28.8%	25.5%	25.4%	31.9%
day 3	20.0%	22.6%	21.2%	12.0%
day 4	10.8%	12.0%	10.9%	8.2%
day 5	3.8%	3.3%	5.6%	4.7%
day 6	0.9%	2.7%	2.5%	0.9%
day 7 or later	2.9%	1.1%	1.8%	0.7%

SECTION 8: SURVEY INSTRUMENTS