

SUMMARY CONCLUSIONS AND PERSPECTIVE

FOR

A SURVEY OF THE PUBLIC MANDATE FOR THE CURRENT PASSENGER MARKET AND THE
POTENTIAL MARKET FOR INTER-CITY RAIL PASSENGER TRAVEL IN THE UNITED STATES

Prepared for

AMTRAK

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Conducted by

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Is There a Public Mandate for AMTRAK?

A major finding of this study of a massive cross-section of 3,000 Americans 18 years of age and over, plus an oversample to provide an analysis of 1,000 people who have traveled 100 miles one way by train in the past 12 months, is that there is a clear and decisive public mandate for providing and continuing and improving inter-city passenger train travel in the United States.

There is general recognition that "along with airline, bus, and car travel, train travel between cities is a very important part of America's transportation system," a view held by 73-19% among all of the public. By almost an equivalent 75-15%, a solid majority also feel that "long distance passenger travel is important, because it might be needed in case of a national emergency." An even higher 82-10% agree with the basic proposition that "many people prefer to take a train for a pleasure or business trip, and they should have the opportunity to travel this way." The ultimate essentiality of railroads was agreed to by a massive 90-4% who believe that "although people take the trains for granted, many of the vital products this country produces and uses are transported by train."

Yet the mandate is not confined to seeing the absolute necessity of trains as freight transportation. The inter-city passenger

dimension is powerfully backed by the public as well. When asked for their priorities on national transportation policy, a majority of 56% of the public opted as "very important" a policy of "developing fast, comfortable, inter-city passenger trains." Almost as many, 54%, also thought a "very important" priority was "improving the quality and availability of rail passenger travel for passengers on trips 300 miles or more one way."

A higher priority in national transportation policy was given passenger rail service of 100 miles or more one way than was given to "improving the quality and availability of bus transportation, "building new airport facilities," and "developing new and faster methods of air travel."

There are distinct environmental advantages seen in sustaining and rebuilding the nation's passenger rail business. For example, by 56-14%, it is generally recognized by a majority of the public that of all major forms of transportation, "railroads pollute the least." And with the nation's fuel supplies running low, it is also recognized by 52-13% that the railroads use less fuel than any other form of transportation.

By 45-39%, the public feels that the federal government has a direct responsibility to see that rail passenger service is maintained on routes between major cities. Majorities of the public, in sharp contrast, do not believe that the federal government has similar responsibilities for the maintenance of air or bus services on an inter-city basis. What is more, by 53-30%, the public also believes that "the federal government has a responsibility to see that vital and important passenger services are improved."

A pivotal question, of course, in this by now clear public mandate for a federal role in insuring the continuance of passenger rail service is whether the American people are willing to endure a sustained period of subsidies to rebuild the passenger travel service in the country. By

64-22%, a sizeable majority agreed that "even with federal subsidies, it is worth it to have train travel for passengers between major cities available." To test the viability of the subsidy question thoroughly, the public was also presented with the proposition, "if railroads have to depend on the federal government to make up their losses, then we ought to do away with all passenger travel 100 miles or more one way." This proposition was rejected by a clear 49-32% margin.

Buttressing this general support for federal subsidies, the public made the mandate more specific when, by 69-19%, a solid majority backed the idea of "federal assistance in providing railroads with loans to buy new equipment." By 44-40%, a plurality even favored the open-ended proposition that federal assistance be provided "to cover operating costs." By a higher 56-27%, a majority supported "federal investment for fundamental changes in tracks and equipment that would improve train travel." By 60-25%, another sizable majority would back major "federal investment to make American passenger train travel as good as any in the world."

Finally, when asked about the consequences of ending passenger train travel between many cities as a result of making no money on runs, by an overwhelming 72-9%, a big majority of the public rendered the judgment that such a move would definitely create "more harm than good."

Up to this point in time, 31% of the public is familiar with the existence of AMTRAK. However, among those who have heard about the new inter-city rail organization are included a much higher 51% of the most affluent people earning incomes of \$15,000 and over, 50% of the college educated, 57% of the people who travel by train, and 63% of the heavy business travelers. These people are divided today on giving AMTRAK positive marks. More significantly, this same knowledgeable group expressed the view that "AMTRAK will be able to improve the quality of service between cities in passenger rail service" by a thumping margin of 65-21%.

Observation:

It is patently apparent from these results that there is a powerful mandate in the country for massive federal assistance to keep inter-city passenger rail facilities afloat, and, more than that, to see that such service is improved a great deal. What is more, the initial reaction to the concept of AMTRAK is essentially positive. In addition, there is much hope that AMTRAK's stated objectives of upgrading rail service will be realized.

This rather massive public support for the AMTRAK approach is all the more significant, for the current period this country is going through is characterized by a dominant public mood of deep suspicion of nearly all major institutions and certainly no widespread public cry for more federal participation in many areas of national life. Nonetheless, the evidence is clear that one major exception the American people would like to make is that the federal government become deeply involved in support of and the rebuilding of the nation's passenger service on an inter-city basis.

Where Inter-City Rail Passenger Service Stands Today

The obvious, major question stemming from this solid public mandate is: can AMTRAK generate a market demand for inter-city passenger train service sufficient to make such service profitable and viable economically? The bulk of this survey is devoted to assessing this question and in testing the waters to see if inter-city rail passenger service is a feasible proposition.

On the basis of the objective facts about today's market for passenger service by train 100 miles or more one way, the outlook might well look bleak from some of the major findings of this survey. For example, compared with the 68% of the public who took a trip 100 miles or more one way by car in the past 12 months, 23% who took a similar trip by air, and 11% who went that distance by bus, only a very small 4% of the American people went by rail on a trip 100 miles or more one way in the last 12 months. Incidentally, in an analysis of the key groups in the population who make up the mobile segments supporting the travel market,

three emerge as the heart of today's and tomorrow's traveling public: young people under 30, those who have had a college education, and people earning \$15,000 and over. This does not mean that public travel facilities should not be available and capable of servicing all groups in the population. However, in terms of mobility and growth of passenger traffic, the above three groups will represent the heart of the future market in the next five years.

Not only does passenger train travel lag far behind other competitive modes in terms of current travel practices, but when asked their expectations over the next few years, the public offered a disappointing outlook for the future of inter-city rail service demand. A sizable 63% of the public said it expected to travel by air more in the near-term future, while only 9% said less. In the case of car travel on trips 100 miles or more one way, 45% said they expected to use their autos more, with only 14% using it less. Bus travel appears to be in some trouble, with only 13% expecting to use this mode of transportation more for trips, compared with a much higher 37% who expect to use buses less.

Finally, in the case of using trains for trips 100 miles or more one way, only 15% expected to use them more in the next few years, while a much higher 48% expect to use them less. The picture among the under 30 group at first glance appears to be even more bleak: 54% less and only 14% more for train travel; among the college educated, 49% less and only 17% more; among the \$15,000 and over group, 53% less and 15% more.

Overall, air travel received a massive 80-10% positive rating on the service it renders in trips 100 miles or more one way, while car travel is rated 79-19% positive. Bus service, however, over the same distance is rated 38-53% negative. Train travel 100 miles or more one

way comes up with a better overall 48-40% rating on the positive side. However, among the young, train travel is no better than a 44-44% stand-off; among the college educated, train travel comes up with a 41-49% negative rating; and among the \$15,000 and over group, train travel is rated an even lower 32-55% negative.

When asked directly about inter-city passenger travel by train, by 62-13% a majority of the American public 18 years of age and over agreed that "passenger train travel just is not what it used to be." By 52-30% another majority complained that "inter-city trains don't go where I want to go." By 51-29% a majority feel that "train stations are inconveniently located, don't have adequate facilities, such as parking." By 41-20%, the public believes that "service and food on inter-city trains is not what it should be." By a narrow 38-37%, the public also thinks that "passenger cars are dirty, uncomfortable, and in poor repair." And by 37-36%, a plurality also hold the view that "railroads don't care about their passengers, and want service eliminated."

Given this rather extensive list of grievances and complaints about the inter-city rail service, it is little wonder that the railroad industry is viewed in a dominantly negative light by the American people. When given an ample list of positive and negative attributes, the public came up with essentially positive views about the airline, automotive, and motel industries. But when asked an identical list about railroads, here are the most frequently selected descriptions: "out of date" (34%), "backward management" (28%), "a bad financial investment" (21%), "poor labor relations" (21%), "poor quality services" (20%), "cold and impersonal" (15%). Positive attributes for the railroad industry could score no higher than these specifics: "public spirited" (9%), "highly competitive" (8%), "modern and progressive" (8%), "forward-looking management" (7%), "good financial investment" (6%), "high quality service" (6%), and "good labor relations" (6%).

In addition, when the public was asked about a number of specific services rendered by inter-city passenger rail capabilities, negatives continued to crop out: by 41-35%, the public was negative about the ability of trains to "reach their destinations quickly", indicating that any attempts to match the speed of airplanes would be a severe uphill road all the way. When asked to rate the railroads on their "flexibility on when to leave," the rating came up 42-25% negative. On "having good quality food available," train travel was given a 39-32% negative rating. On having "good food available at a reasonable price," the public's marks for train travel were again negative by 36-23%. Finally, on the dimension of having "modern washroom facilities," the result was no better than a 33-33% stand-off.

Observation:

If what has been reported up to now were the only evidence to go on, it would be easy to stop here and come to a recommendation that AMTRAK abandon its charter as a hopeless mission and quietly go out of business.

However, the powerful public mandate to continue AMTRAK, witnessed by the results in the first portion of this summary, make it necessary to dig deeper into the marketplace to see if there are not innovative ways and means of rebuilding and restructuring inter-city passenger railroading to make it a profitable proposition. The outcome of this intensive effort on the part of the Harris organization, as will be seen in the following parts of this summary, actually indicate that a turn-around for inter-city rail service for the traveling public is not only possible, but could be an entirely viable proposition -- provided that the men running AMTRAK take the view that the past, indeed, is truly prologue.

How Inter-City Passenger Rail Service Might Survive and Grow

Despite its current low penetration in the inter-city travel marketplace, train travel has a number of potentially propitious elements going for it, besides the public desire to see such service continued. For example, compared with the small 4% of the total population 18 years of age and over that have traveled by train 100 miles or more one way in the past year, among people in the East, a higher 7% have gone by train on such trips; among city residents, 6% have traveled by train; among the under 30 group, 6% have taken the train; among the college educated, 7% have chosen to travel by rail; and among the \$15,000 and over group, 6% have decided to take rail trips.

While these key groups are traveling by train for inter-city trips more than the rest of the population -- and they constitute the heart of the growth market in travel -- nonetheless current penetration even among them is relatively low. However, a critical fact to understand in assessing the marketing prospects for inter-city rail travel is that, if the current number of travelers per year were doubled, the total for the entire country would still come to no more than 8%.

Observation:

In an odd way, the very fact that inter-city passenger rail-roading has such a low base of passenger traffic today means that, in order to double the business, only 4 out of every 100 people in the population have to acquire the train habit. This in turn means that, compared with other mass means of transportation, rail travel has only a relatively limited capacity to offer. Looked on another way, it means that it is a limited commodity, which can be sold on a highly selective basis. This kind of approach raises some inter-

esting possibilities. For one thing, it means that a majority of the public can be averse to train travel, and yet the inter-city service can actually grow and prosper. For another, it means that if the keys to finding another 4% of the traveling public who can be attracted to trains can be obtained, then the job for AMTRAK is perhaps not as formidable as might appear, when train travel is compared to its giant competitors in air and automotive travel.

It an 8% penetration of the total travel market is a viable figure for making AMTRAK solvent -- a 100% increase in inter-city passenger traffic -- then the following analysis of facts from this research are highly relevant. The following table is drawn from an intensive series of questions asked about the elements which the public feels are determining in its decision to take trips and the mode of transportation to be used. First, the cross-section of travelers was asked to rank the elements by importance in making their travel decision, then train service was rated on each element, and finally people were asked which form of transportation -- plane, bus, or rail -- was best for each element, as far as they were concerned:

KEY ATTRIBUTES MOTIVATING INTER-CITY TRAVEL AND THE POTENTIAL ATTRACTION
OF TRAIN TRAVEL IN BUILDING ITS MARKET SHARE ON THEM

	Very Impor- tant %	Train Rating:		Train is Best Way to go			
		Posi- tive %	Nega- tive %	Total Public %	18 to 29 %	College %	\$15,000 and Over %
<u>13 Top Motivators for Travel</u>							
<u>Positive for train travel</u>							
Cost of trip	63	36	28	13	10	12	11
Personal comfort	46	45	31	19	11	16	13
Safety	41	67	11	36	29	33	31
Look out and see interesting things en route	31	63	18	38	31	43	43
Arrive rested and relaxed	13	50	26	18	14	15	13
Be able to get up and walk around	13	61	18	62	61	65	63
Arrive on time	9	42	31	16	12	17	13
Friendly, helpful employees	8	40	27	11	6	8	6
<u>Negative for train travel</u>							
Reach destination quickly	19	35	41	5	3	3	2
Flexible when can leave	15	25	42	8	6	6	6
Quality food available	18	32	39	15	9	13	11
Good food at reasonable prices	17	23	36	13	11	12	9
Modern washroom facilities	9	33	33	16	11	14	13
<u>Average potential penetration on all items</u>				<u>21</u>	<u>18</u>	<u>20</u>	<u>18</u>
<u>Current penetration by rail service</u>				<u>4</u>	<u>6</u>	<u>7</u>	<u>6</u>

The following conclusions can be drawn from this composite table:

1) Out of 13 top motivators that trigger travel and the form of travel to be utilized, inter-city train travel ranks favorably on eight and negative on five. Train travel emerges with respectable positive ratings from the total public on the top four, particularly: "cost of trip" (36-28%), "personal comfort" (45-31%), "safety" (67-11%), and "look out and be able to see interesting things en route" (63-18%).

2) Although train travel came out with a negative rating on five elements, in no case did a majority of the public come down on the negative motivators, indicating at least fairly close divisions where rail travel appeal is weak.

3) Although when asked on each of the 13 dimensions which form of transportation would be best to achieve that desired objective (air, bus, or rail), air travel emerged in most cases as the "best way to go"; nonetheless, in the aggregate for all 13 dimensions, train travel was singled out as the "best way to go" by 21% of the entire public. This 21% figure contrasts sharply with the current 4% who have taken a trip 100 miles or more one way in the past year.

4) Even among the three pivotal groups of travelers -- the under 30 group, the college educated, and those earning \$15,000 and over a year -- train travel shows a potential in traffic penetration roughly three times more than current usage among these key groups. And it must be borne in mind that all three previously expressed some highly critical comments about travel by train for inter-city trips.

Observation:

The point, of course, is that while train travel on an inter-city basis has a long way to go before it will have appeal to a majority of the young, the college educated, and the affluent, nevertheless among a substantial minority of all three groups, there is more than sufficient opportunity for AMTRAK to double the amount of business it does with them.

5) On a total market basis, only one dimension does not yield any real promise for inter-city train travel: "reaching the destination quickly", where no more than 5% of the total public and just 3% of the young and the better educated and 2% of the affluent singled out train travel as the "best way to travel" for this purpose.

Observation:

It is perfectly apparent that if AMTRAK tries to sell speed and shortness of the trip, it is bucking into the airlines' strongest motivator. While it is desirable to have higher speed trains and to shorten elapsed time in reaching destinations, it is also the least likely tack for AMTRAK to score through on. It would be best, in fact, to openly admit that inter-city rail travel is not a viable competitor and to emphasize other and much stronger appeals.

6) The optimum combination for rail travel to build its share of the traveler market clearly would be those areas which rank high in importance, where train travel receives a positive rating, and where the number who would select train travel as the "best way to go" is substantially above the current 4% market penetration level. When these criteria are applied, three candidates emerge: personal comfort (with a potential of 19% penetration), safety (with a market potential of 36%), and being able to look out and see interesting things while en route (a high 38% potential penetration). Another could be to have the option of getting up and walking around while in transit (a high potential 62% penetration).

Observation:

Actually, the four motivators blend well into a single theme that adds up to a kind of special personal freedom and comfort which is unique to train travel. It consists of the ability of the passenger to get up and stretch, take a stroll, to take in interesting sights, and to enjoy the trip with a feeling of security and safety. As such, this combination cannot be matched by other forms of transportation. Fortifying the power of this theme is another result from the survey that showed fully 44% of the public expressed the view that sightseeing en route to the destination on a trip was as important or more important than what one did at the ultimate destination. In other words, traveling by train can be a pleasurable experience in its own right. To be sure, claims of speed must be traded off against these other traveler benefits. But the evidence shows that such a trade-off can and will be made by enough potential train travelers to double AMTRAK's business volume in traffic.

There is still other information in the survey which points to the likelihood that AMTRAK has a much greater potential than has been realized. For example, by 63-25%, a solid majority of all the public feel that "there is something exciting about taking a trip by train." By 41-12%, a plurality feel that train service is improving under AMTRAK's control and direction.

Finally, the entire cross-section was asked a series of questions about improvements in train travel and how much difference each would make in the likelihood of their deciding to go by train on their next trip 100 miles or more one way. Here are the numbers who said each improvement would make a "great deal of difference" in persuading them to go by train:

- 61%, if trains almost always ran on time.
- 56%, if trains were new and were kept sparkling clean.
- 54%, if train attendants were friendly and attentive to your needs.

- 53%, if train terminals were modern and efficient.
- 52%, if the train terminal were located at a place convenient to where you live.
- 50%, if overnight trains had showers and modern, up-to-date bathrooms.
- 43%, if long distance trains provided facilities for carrying cars, so you could take yours with you.

Observation:

Here, on a rather lengthy and impressive roster of dimensions where improvements for train travel might be made, half or more of the entire traveling public expresses an optimism of positive response to changes in inter-city train travel. Obviously, from other data reviewed earlier in the study, it would be totally unrealistic to shoot for anything like half the traveling public.

Rather, if AMTRAK simply set its goal in the near-term future of an 8% instead of 4% share of the market, it could achieve this target by concentrating on what might be called an "inside out" story. AMTRAK could begin by stating that it did not have as much space available for travelers as other forms of transportation, that it was basically marketing a limited and select commodity and service. Train seats of modern, inter-city trains are meant for special people who can enjoy the pleasures of train travel.

The appeal should have a positive basis all the way, except for one qualifier. It should begin with a challenge to the prospective rider that he be willing to trade off speed of travel for such benefits as personal comfort, the ability to get up and stretch and walk around, to take in the sights while moving toward his destination, and to go in perfect safety with no anxieties while en route. And all of this at reasonable fares (another positive rating area).

It should be noted that it is not recommended that the appeal to the general public get into matters such as the cleanliness and modernity of the train facilities nor into the quality of the food, nor into the helpfulness and courteousness of train attendants. These

elements should be discovered attributes which are merchandised on board the train, once the passenger has decided to try the service. Upon purchase of a ticket, the prospective passenger can be given a brochure which points up the efforts of AMTRAK to upgrade all of these personal services. Claims should not be made beyond what AMTRAK in fact is capable of delivering on. One interesting finding of this study is that the public is willing to give the railroads a chance to improve service and does not expect the millenium overnight. But visible evidence of improvements can go a long way toward enhancing the trip and toward convincing the rider who has been out of the train habit for a long time or forever that the trip was worth repeating again soon.

To get off on a price benefit is to play into the strength of the bus market. There is an affluent segment of the bus market which can be siphoned off by trains. To stress improvements in speed is simply to feed the strength of air travel. To emphasize the number of stops along the way is to play into the strength of car travel.

In fact, AMTRAK should forget about competing with other modes of transportation and should concentrate on selling positively those attributes which are unique and appealing about train travel. Basically, the plan outlined above is a method to employ a self-selection process among a minority of travelers who will grow to feel they belong to a rather distinctive class in society who prefer train travel. By stressing that AMTRAK has only a limited number of seats to sell turns current low usage into a sense of exclusivity. By advertising and promoting this approach among the young and the educated and the affluent, the entire air of traveling inter-city by train will also be more appealing to the lower middle income and less well educated, since they will view the process of traveling by train as an upgrading of their own experiences in travel. The entire mood about train travel can take on a simple, but elegance of style, which could be enormously appealing and successful.

While advertising is not within the province of the Harris firm, we would suggest that the kind of message suggested here can be communicated rather inexpensively in small but challenging ads, in effect taking the bold stand that unless you want something special in your travel, not the usual speed, not the usual crowding, not the usual cramped transit, then here are the unique qualities inherent in train travel. Basically, AMTRAK is in the fortunate

position of being able to openly discourage a majority of travelers not to go by train, but in the process to persuade a minimum of 4% more of the population 18 and over to go by train and perhaps to expand its share of market by considerably more.

It is the firm conviction of the Harris organization that such a tack will work and that the market for train travel can be expanded rapidly off its current base, given the evidence in this study. But, beyond this feasibility, there is a rather deep obligation that has also been expressed by a majority of the American people that they deem it advisable and desirable as a matter of national policy to have a viable inter-city rail service for passengers.

AMTRAK PRESENTATION TABLES

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Q. 14a

TABLE 1

TRANSPORTATION POLICIES CONSIDERED VERY IMPORTANT

	Total %	Mid- East %	Mid- west %	South %	West %	City- ties %	Sub- urbs %	Towns %	Rural %	18 to 29 %	30 to 49 %	50 and over %	8th Grade %	High School %	Col- lege %	Black %	White %	Men %	Wo- men %	Under \$5,000 %	\$5,000 to \$9,999 %	\$10,000 to \$14,999 %	\$15,000 and over %
Improved auto safety	90	92	90	90	89	90	90	91	90	90	90	90	92	91	88	88	91	87	93	92	90	90	89
Building new highways and expressways	63	59	60	74	54	59	62	63	67	61	65	61	66	66	56	65	62	65	60	62	64	64	54
Providing modern commuter trains and buses between central cities and their suburbs	62	68	58	57	68	64	74	60	50	61	64	62	56	57	73	54	63	65	60	56	59	69	72
Developing fast comfortable trains	56	60	51	54	61	59	60	56	48	52	55	59	52	53	62	55	56	57	55	55	53	61	57
Improving quality and availability of rail passenger travel on trips 300 miles or more one way	54	57	52	54	55	56	57	55	49	49	55	58	53	51	59	52	54	54	54	55	52	58	56
Improving the quality and availability of rail passenger travel on trips 300 miles or more one way	54	54	52	55	57	57	58	57	46	49	55	58	52	52	59	55	54	57	52	55	50	62	55
Improving quality and avail- ability of bus transportation	43	47	36	47	43	45	43	44	41	39	42	47	50	43	40	51	42	42	44	49	43	42	40
Building new airport facilities	42	42	37	47	41	43	46	44	37	43	43	41	39	43	42	42	42	45	39	39	38	45	47
Developing new and faster methods of air travel	24	29	18	27	21	27	25	22	21	29	24	21	25	23	24	33	23	27	21	23	23	26	24

Q.14d

TABLE 2

SOME STATEMENTS ABOUT RAILROAD TRANSPORTATION AND TRAVEL BY TRAIN

	Total Public %	East %	Mid- west %	South %	West %	Cities %	Sub- urbs %	Towns %	Rural %	18- 29 %	30- 49 %	50 and Over %	8th Grade %	High School %	Col- lege %
Even if it is necessary for the federal government to support the railroads with subsidies each year, it is worth it to have train travel for passengers in trips between major cities still available to the public															
Agree	64	71	66	56	61	68	65	67	57	62	63	66	65	65	62
Disagree	22	17	22	25	27	19	23	20	17	26	24	19	14	22	26
Not sure	14	12	12	19	12	13	12	13	16	12	13	15	21	13	12
Of all the forms of transportation, railroads pollute the least															
Agree	56	59	55	53	59	56	60	58	51	54	55	59	53	56	58
Disagree	14	11	18	13	14	14	12	16	16	17	15	11	12	15	14
Not sure	30	30	27	34	27	30	28	26	33	29	30	30	35	29	28
The federal government has a responsibility for seeing to it that vital and important passenger travel facilities such as long distance trains are improved and made attractive to travelers															
Agree	53	64	50	47	51	58	55	56	45	54	50	56	52	55	52
Disagree	30	22	34	31	36	26	31	30	34	34	34	25	21	29	37
Not sure	17	14	16	22	13	16	14	14	21	12	16	19	27	16	11
Transportation is using up more and more of our disappearing fuels, so it is important to keep the railroads going because they use up the least amount of fuel															
Agree	52	53	51	51	50	53	52	56	48	46	47	59	57	52	49
Disagree	13	12	16	11	14	12	13	13	15	18	14	9	9	13	16
Not sure	35	35	33	38	36	35	35	31	37	36	39	32	34	35	35
Passenger travel by train for any distance of 200 miles or more one way just has become outmoded and is not useful any more															
Agree	47	48	48	42	51	44	50	47	49	48	47	47	39	47	51
Disagree	38	39	40	36	39	42	38	39	35	38	39	38	39	38	39
Not sure	15	13	12	22	10	14	12	14	16	14	14	15	22	15	10
If the railroads have to depend on the federal government to make up their losses on intercity passenger travel then I'd rather see all passenger travel by train 100 miles or more done away with															
Agree	32	32	31	32	34	29	30	34	36	36	33	28	28	34	30
Disagree	49	51	52	44	51	51	53	50	42	46	49	51	44	48	54
Not sure	19	17	17	24	15	20	17	16	22	18	18	21	28	18	16

(continued)

Q.14d

SOME STATEMENTS ABOUT RAILROAD TRANSPORTATION AND TRAVEL BY TRAIN
(continued)

	Black %	White %	Men %	Women %	Under \$5,000 %	\$5,000 to \$9,999 %	\$10,000 to \$14,999 %	\$15,000 and over %	Train %	Plane %	Car %	Bus %	Heavy Busi- ness Travel- ers %	Heavy Plea- sure Travel- ers %
Even if it is necessary for the federal government to support the railroads with subsidies each year, it is worth it to have train travel for passengers in trips between major cities still available to the public														
Agree	66	64	63	65	62	67	67	63	75	64	64	65	61	61
Disagree	12	24	26	18	19	21	22	28	17	27	25	22	32	31
Not sure	22	12	11	17	19	12	11	9	8	9	11	13	7	8
Of all the forms of transportation, railroads pollute the least														
Agree	52	57	58	54	57	58	55	60	67	55	58	59	54	52
Disagree	10	15	16	12	9	15	17	14	11	15	16	16	21	18
Not sure	38	28	26	34	34	27	28	26	22	30	26	25	25	30
The federal government has a responsibility for seeing to it that vital and important passenger travel facilities such as long distance trains are improved and made attractive to travelers														
Agree	56	53	56	51	55	55	54	50	74	53	53	59	51	51
Disagree	16	33	32	27	21	30	34	38	20	34	33	30	36	41
Not sure	28	14	12	20	24	15	12	12	6	13	14	11	13	8
Transportation is using up more and more of our disappearing fuels, so it is important to keep the railroads going because they use up the least amount of fuel														
Agree	50	52	55	48	57	54	51	49	55	49	52	58	51	49
Disagree	7	14	17	10	8	13	13	18	15	16	15	12	17	21
Not sure	43	34	28	42	35	33	36	33	30	35	33	30	32	30
Passenger travel by train for any distance of 200 miles or more one way just has become outmoded and is not useful any more														
Agree	40	49	49	45	41	46	50	55	41	52	50	50	55	52
Disagree	35	39	38	39	39	41	37	37	51	37	38	39	35	37
Not sure	25	12	13	16	20	13	13	8	8	11	12	11	10	11
If the railroads have to depend on the federal government to make up their losses on intercity passenger travel, then I'd rather see all passenger travel by train 100 miles or more done away with														
Agree	29	33	35	29	27	33	33	36	34	33	35	34	34	38
Disagree	40	51	48	50	46	50	52	52	56	53	50	49	50	50
Not sure	31	16	17	21	27	17	15	12	10	14	15	17	16	12

Q.14d

SOME STATEMENTS ABOUT RAILROAD TRANSPORTATION AND TRAVEL BY TRAIN
(continued)

	Total Public %	East %	Mid- west %	South %	West %	Cities %	Sub- urbs %	Towns %	Rural %	18- 29 %	30- 49 %	50 and Over %	8th Grade %	High School %	Col- lege %
Although people take the trains for granted, many of the vital products this country produces and uses are transported by train															
Agree	90	89	92	90	89	91	90	90	89	91	90	89	86	90	92
Disagree	4	5	4	4	5	4	4	4	6	5	4	4	4	5	4
Not sure	6	6	4	6	6	5	6	6	5	4	6	7	10	5	4
Passenger travel by train could be pleasant and comfortable if the trains were cleaned up and made more convenient															
Agree	83	87	85	79	81	82	86	81	82	83	83	84	74	83	88
Disagree	6	5	5	6	6	8	4	6	4	7	6	5	8	6	4
Not sure	11	8	10	15	13	10	10	13	14	10	11	11	18	11	8
Many people prefer to take a train for a pleasure or business trip, and they should have the opportunity to travel this way															
Agree	82	86	81	81	81	86	83	84	78	81	81	84	83	84	80
Disagree	10	9	12	9	12	9	12	9	12	13	12	8	7	9	14
Not sure	8	5	7	11	7	5	5	7	10	6	7	8	10	7	6
Long distance train travel is important, because it might be needed in case of a national emergency															
Agree	75	74	76	77	68	72	74	79	75	65	74	81	82	78	66
Disagree	15	13	14	12	23	16	16	13	14	23	17	8	4	12	24
Not sure	10	13	10	11	9	12	10	8	11	12	9	11	14	10	10
If passenger trains were run more efficiently, they could make a profit and not depend on the federal government for support															
Agree	74	78	74	70	73	75	79	71	69	73	76	73	72	76	72
Disagree	9	7	10	8	12	9	10	8	9	11	10	7	4	8	12
Not sure	17	15	16	22	15	16	11	21	22	16	14	20	24	16	16
Along with airline, bus and car travel, train travel between cities is a very important part of America's transportation system															
Agree	73	80	73	71	67	74	75	73	72	69	73	77	78	75	69
Disagree	19	14	21	17	26	19	18	19	19	24	20	14	10	17	26
Not sure	8	6	6	12	7	7	7	8	9	7	7	9	12	8	5
The federal government should help out the railroads on passenger travel only to the point where they are finally made profitable again															
Agree	67	71	69	59	68	68	70	64	63	64	66	69	66	68	66
Disagree	20	17	19	20	23	19	19	20	20	25	21	15	11	20	24
Not sure	13	12	12	21	9	13	11	16	17	11	13	16	23	12	10

(continued)

Q.14d

SOME STATEMENTS ABOUT RAILROAD TRANSPORTATION AND TRAVEL BY TRAIN
(continued)

	Black %	White %	Men %	Women %	\$5,000 to \$15,000				Train %	Plane %	Car %	Bus %	Heavy Busi- ness Travelers %	Heavy Plea- sure Travelers %
					Under \$5,000 %	to \$9,999 %	to \$14,999 %	and over \$15,000 %						
Although people take the trains for granted, many of the vital products this country produces and uses are transported by train														
Agree	86	91	92	88	88	90	91	92	90	91	91	91	90	91
Disagree	3	4	5	4	4	5	4	5	5	4	4	4	6	5
Not sure	11	5	3	8	8	5	5	3	5	5	5	5	4	4
Passenger travel by train could be pleasant and comfortable if the trains were cleaned up and made more convenient														
Agree	77	84	83	83	80	81	85	90	87	87	85	86	82	83
Disagree	7	6	7	5	6	6	6	4	9	5	5	6	5	7
Not sure	16	10	10	12	14	13	9	6	4	8	10	8	13	7
Many people prefer to take a train for a pleasure or business trip, and they should have the opportunity to travel this way														
Agree	83	82	81	84	84	83	85	79	91	79	82	87	69	82
Disagree	4	11	12	9	7	11	9	16	5	14	12	9	21	12
Not sure	13	7	7	7	9	6	6	5	4	7	6	6	10	6
Long distance train travel is important, because it might be needed in case of a national emergency														
Agree	75	75	74	75	79	76	75	68	71	66	73	74	62	68
Disagree	9	16	18	12	9	13	17	23	16	24	18	13	29	24
Not sure	16	9	8	13	12	11	8	9	13	70	9	13	9	8
If passenger trains were run more efficiently, they could make a profit and not depend on the federal government for support														
Agree	73	74	74	73	73	72	78	75	69	73	74	77	71	74
Disagree	3	9	11	7	5	10	10	13	14	13	10	9	16	12
Not sure	24	17	15	20	22	18	12	12	17	14	16	14	13	14
Along with airline, bus and car travel, train travel between cities is a very important part of American's transportation system														
Agree	76	73	72	75	77	75	74	67	89	67	72	76	60	68
Disagree	10	20	22	15	11	17	21	29	8	26	22	17	34	26
Not sure	14	7	6	10	12	8	5	4	3	7	6	7	6	6
The federal government should help out the railroads on passenger travel only to the point where they are finally made profitable again														
Agree	63	67	66	67	64	68	70	68	65	65	67	66	63	64
Disagree	13	21	22	17	16	19	19	24	26	25	22	23	27	27
Not sure	24	12	12	16	20	13	11	8	9	10	11	11	10	9

TABLE 3
GOVERNMENT RESPONSIBILITY FOR MAINTAINING TRAVEL

	<u>Has</u> <u>responsibility</u> %	<u>Does not have</u> <u>responsibility</u> %	<u>Not sure</u> %
To maintain inter-city bus travel	31	52	17
To maintain inter-city air travel	33	50	17
To maintain inter-city rail travel	45	39	16

Q.17b1.

TABLE 4
WHETHER FAVOR FEDERAL ASSISTANCE IN PROVIDING FOR GROUND
FACILITIES FOR THE RAILROADS

	<u>Favor</u> %	<u>Oppose</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>56</u>	<u>30</u>	<u>14</u>
East	61	25	14
Midwest	55	34	11
South	52	29	19
West	58	32	10
Cities	61	26	13
Suburbs	59	29	12
Towns	54	30	16
Rural	50	33	17
18 to 29	59	30	11
30 to 49	56	31	13
50 and over	55	28	17
8th grade	57	21	22
High school	56	30	14
College	57	32	11
Black	64	15	21
White	55	32	13
Men	56	34	10
Women	57	25	18
Under \$5,000	57	23	20
\$5,000 to \$9,999	57	30	13
\$10,000 to \$14,999	57	32	11
\$15,000 and over	59	32	9

Q.17b2.

TABLE 5
 WHETHER FAVOR FEDERAL ASSISTANCE IN PROVIDING
 RAILROADS WITH LOANS TO BUY EQUIPMENT

	<u>Favor</u> %	<u>Oppose</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>69</u>	<u>19</u>	<u>12</u>
East	71	17	12
Midwest	70	21	9
South	63	18	19
West	73	21	6
Cities	70	18	12
Suburbs	72	20	8
Towns	71	16	13
Rural	64	21	15
18 to 29	70	20	10
30 to 49	70	19	11
50 and over	67	19	14
8th grade	64	14	22
High school	67	20	13
College	74	20	6
Black	64	10	26
White	69	20	11
Men	72	20	8
Women	66	18	16
Under \$5,000	65	16	19
\$5,000 to \$9,999	69	19	12
\$10,000 to \$14,999	73	19	8
\$15,000 and over	74	21	5

Q.17b3.

TABLE 6
WHETHER FAVOR FEDERAL GOVERNMENT ASSISTING RAILROADS
BY PROVIDING FUNDS TO COVER OPERATING COSTS

	<u>Favor</u> %	<u>Oppose</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>44</u>	<u>40</u>	<u>16</u>
East	50	33	17
Midwest	41	46	13
South	41	38	21
West	43	46	11
Cities	47	37	16
Suburbs	46	40	14
Towns	41	41	18
Rural	39	43	18
18 to 29	45	41	14
30 to 49	44	42	14
50 and over	43	39	18
8th grade	45	29	26
High school	44	40	16
College	43	46	11
Black	59	18	23
White	42	45	15
Men	44	45	11
Women	44	36	20
Under \$5,000	47	31	22
\$5,000 to \$9,999	45	40	15
\$10,000 to \$14,999	42	44	14
\$15,000 and over	43	48	9

Q.17c.

TABLE 7
 WHETHER FAVOR MAJOR FEDERAL GOVERNMENT INVESTMENT FOR
 FUNDAMENTAL CHANGES IN TRACKS AND EQUIPMENT THAT WOULD
 GREATLY IMPROVE TRAIN TRAVEL

	<u>Favor</u> %	<u>Oppose</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>56</u>	<u>27</u>	<u>17</u>
East	62	21	17
Midwest	52	33	15
South	52	25	23
West	57	31	12
Cities	58	26	16
Suburbs	59	27	14
Towns	59	24	17
Rural	48	31	21
18 to 29	59	26	15
30 to 49	55	29	16
50 and over	53	27	20
8th grade	54	20	26
High school	54	28	18
College	58	29	13
Black	56	15	29
White	55	29	16
Men	57	30	13
Women	53	25	22
Under \$5,000	56	21	23
\$5,000 to \$9,999	54	28	18
\$10,000 to \$14,999	56	31	13
\$15,000 and over	61	29	10

Q.17d.

TABLE 8
 WHETHER WOULD FAVOR A MAJOR FEDERAL GOVERNMENT
 INVESTMENT THAT WOULD MAKE AMERICAN PASSENGER
 TRAIN TRAVEL AS GOOD AS ANY IN THE WORLD

	<u>Favor</u> %	<u>Oppose</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>60</u>	<u>25</u>	<u>15</u>
East	68	18	14
Midwest	56	30	14
South	54	25	21
West	62	28	10
Cities	64	23	13
Suburbs	64	23	13
Towns	63	22	15
Rural	50	30	20
18 to 29	63	25	12
30 to 49	59	26	15
50 and over	59	24	17
8th grade	59	19	22
High school	61	24	15
College	60	29	11
Black	67	10	23
White	59	27	14
Men	60	28	12
Women	60	22	18
Under \$5,000	63	18	19
\$5,000 to \$9,999	60	25	15
\$10,000 to \$14,999	61	28	11
\$15,000 and over	61	29	10

Q.16b3.

TABLE 9

CONSEQUENCES OF ENDING TRAIN TRAVEL BETWEEN MANY
CITIES AND MAKING NO MONEY

	More Harm Than Good %	More Good Than Harm %	Not Sure %
<u>Total</u>	<u>72</u>	<u>9</u>	<u>19</u>
East	77	7	16
Midwest	71	11	18
South	68	9	23
West	74	10	16
Cities	71	9	20
Suburbs	76	9	15
Towns	71	9	20
Rural	71	9	20
18 to 29	71	13	16
30 to 49	71	8	21
50 and over	74	7	19
8th grade	72	6	22
High school	72	9	19
College	72	10	18
Black	63	9	28
White	73	9	18
Men	71	11	18
Women	74	7	19
Under \$5,000	73	7	20
\$5,000 to \$9,999	74	9	17
\$10,000 to \$14,999	73	9	18
\$15,000 and over	72	11	17
Train travelers	79	9	13

Q.12a.

TABLE 10
WHETHER FAMILIAR WITH AMTRAK

	<u>Familiar</u> %	Not <u>Familiar</u> %	Not <u>Sure</u> %
<u>Total</u>	<u>31</u>	<u>64</u>	<u>5</u>
East	29	63	8
Midwest	35	61	4
South	23	73	4
West	38	60	2
Cities	33	61	6
Suburbs	37	60	3
Towns	29	68	3
Rural	23	72	5
18 to 29	30	65	5
30 to 49	33	62	5
50 and over	30	65	5
8th grade	14	80	6
High school	23	72	5
College	50	46	4
Black	14	78	8
White	33	63	4
Men	40	55	5
Women	22	73	5
Under \$5,000	17	78	5
\$5,000 to \$9,999	28	67	5
\$10,000 to \$14,999	36	60	4
\$15,000 and over	51	46	3
Plane travelers	48	48	4
Train travelers	57	38	5
Car travelers	36	60	4
Bus travelers	37	59	4
Heavy business travelers	63	34	3
Heavy pleasure travelers	45	52	3

Q.12b.

TABLE 11
AMTRAK JOB RATING
(Base: those familiar with Amtrak)

	<u>Excellent</u> %	<u>Pretty Good</u> %	<u>Only Fair</u> %	<u>Poor</u> %	<u>Not Sure</u> %	<u>Positive</u> %	<u>Negative</u> %
<u>Total</u>	<u>9</u>	<u>31</u>	<u>27</u>	<u>15</u>	<u>18</u>	<u>40</u>	<u>42</u>
East	12	39	21	9	19	51	30
Midwest	7	25	30	26	12	32	56
South	10	29	28	10	23	39	38
West	9	29	30	15	17	38	45
Cities	9	31	24	13	23	40	37
Suburbs	9	33	26	14	18	32	40
Towns	16	25	31	16	12	41	47
Rural	6	30	32	16	16	36	48
18 to 29	8	37	28	14	13	45	42
30 to 49	10	29	28	14	19	39	42
50 and over	10	27	25	16	22	37	41
8th grade	14	34	26	8	18	48	34
High school	12	32	22	14	20	34	36
College	7	29	30	16	18	36	46
Black	11	24	24	16	25	25	40
White	9	30	28	11	19	39	43
Men	9	30	27	16	18	39	43
Women	11	31	28	15	18	39	43
Under \$5,000	11	30	24	13	22	41	37
\$5,000 to \$9,999	10	34	27	9	20	44	36
\$10,000 to \$14,999	9	29	30	18	14	38	48
\$15,000 and over	9	30	26	16	19	39	42
Train travelers	15	36	23	16	10	51	38

Q.12c.

TABLE 12
WHY RATE AMTRAK THAT WAY
(Base: those familiar with Amtrak)

		<u>Total</u>
		<u>%</u>
2	<u>Positive</u>	
00	Good service, have ridden Amtrak,	
56	like service	12
38	Shown improvements, has good possibilities	12
45	Good publicity, advertising, good public	
	relations	8
37	More modern coaches, new equipment,	
40	cleaner trains	6
47	Needed public service, many people use	
48	trains	4
42	Price is right, economical mode of trans-	
42	portation	2
41	Less pollution, keeps cars out of cities	2
	All other	4
34		
36	<u>Negative</u>	
46		
40	Curtailing service, trains only run to	
43	major cities	17
	Need time for improvement, just starting out	9
43	Poor management, inefficient management,	
43	lack of know-how	8
	Unfavorable publicity	7
37	Trains do not run on schedule	4
36	All other	12
48		
42	<u>Not Sure</u>	15
38		

Q.13.

Q.9e

TABLE 13
AMTRAK'S ABILITY TO IMPROVE QUALITY OF PASSENGER SERVICE

	Will be Able to Improve %	Will Not be Able to Improve %	Not Sure %
<u>Total</u>	<u>65</u>	<u>21</u>	<u>14</u>
East	71	15	14
Midwest	58	26	16
South	61	22	17
West	70	20	10
Cities	63	19	18
Suburbs	72	16	12
Towns	65	26	9
Rural	55	29	16
18 to 29	69	22	9
30 to 49	65	20	15
50 and over	62	21	17
8th grade	61	12	27
High school	66	19	15
College	64	23	13
Black	67	17	16
White	64	22	14
Men	64	24	12
Women	66	16	18
Under \$5,000	60	21	19
\$5,000 to \$9,999	67	18	15
\$10,000 to \$14,999	69	18	13
\$15,000 and over	63	24	13

Q.9e.

TABLE 14
WORD PROFILE OF THE RAILROAD INDUSTRY

	<u>Total</u> %
<u>Positive</u>	
Public spirited	9
Highly competitive	8
Modern and progressive	8
Forward looking management	7
Good financial investment	6
High quality of products and services	6
Good labor relations	6
<u>Negative</u>	
Out of date	34
Backward management	28
Not good financial investment	21
poor labor relations	20
Poor quality of goods and services	20
Cold and impersonal	15
Get together to fix prices	8
No phrase applies	2
Not sure	20

1.

TABLE 15
HAVE TRAVELED BY CAR OVER 100 MILES ONE WAY IN LAST TWELVE MONTHS

	Took <u>Trip</u> %	No <u>Trip</u> %
<u>Total</u>	<u>68</u>	<u>32</u>
East	63	37
Midwest	71	29
South	66	34
West	76	24
Cities	60	40
Suburbs	74	26
Towns	73	27
Rural	69	31
18 to 29	75	25
30 to 49	73	27
50 and over	60	40
8th grade	44	56
High school	66	34
College	83	17
Black	40	60
White	72	28
Men	72	28
Women	65	35
Under \$5,000	45	55
\$5,000 to \$9,999	68	32
\$10,000 to \$14,999	80	20
\$15,000 and over	83	17

1.

TABLE 16
HAVE TRAVELED BY PLANE OVER 100 MILES ONE WAY IN LAST TWELVE MONTHS

	Took Trip %	No Trip %
<u>Total</u>	<u>23</u>	<u>77</u>
East	24	76
Midwest	22	78
South	19	81
West	32	68
Cities	27	73
Suburbs	32	68
Towns	18	82
Rural	14	86
18 to 29	29	71
30 to 49	23	77
50 and over	19	81
8th grade	17	83
High school	17	83
College	40	60
Black	14	86
White	24	76
Men	26	74
Women	20	80
Under \$5,000	12	88
\$5,000 to \$9,999	17	83
\$10,000 to \$14,999	21	79
\$15,000 and over	45	55

Q.1.

TABLE 17
HAVE TRAVELED BY BUS OVER 100 MILES ONE WAY IN LAST TWELVE MONTHS

	Took <u>Trip</u> %	No <u>Trip</u> %
<u>Total</u>	<u>11</u>	<u>89</u>
East	12	88
Midwest	7	93
South	12	88
West	14	86
Cities	14	86
Suburbs	9	91
Towns	9	91
Rural	10	90
18 to 29	16	84
30 to 49	7	93
50 and over	11	89
8th grade	10	90
High school	10	90
College	12	88
Black	22	78
White	9	91
Men	10	90
Women	12	88
Under \$5,000	12	88
\$5,000 to \$9,999	12	88
\$10,000 to \$14,999	9	91
\$15,000 and over	10	90

Q.1.

TABLE 18
HAVE TRAVELED BY TRAIN OVER 100 MILES ONE WAY IN LAST TWELVE MONTHS

	Took Trip %	No Trip %
<u>Total</u>	<u>4</u>	<u>96</u>
East	7	93
Midwest	3	97
South	3	97
West	4	96
Cities	6	94
Suburbs	4	96
Towns	3	97
Rural	3	97
18 to 29	6	94
20 to 49	5	95
50 and over	3	97
8th grade	2	98
High school	3	97
College	7	93
Black	7	93
White	4	96
Men	4	96
Women	4	96
Under \$5,000	3	97
\$5,000 to \$9,999	4	96
\$10,000 to \$14,999	4	96
\$15,000 and over	6	94

Q.6a.

TABLE 19
MAIN ADVANTAGES OF TRAIN TRAVEL

	<u>Total Public</u> %	<u>Train Travelers</u> %	<u>Plane Travelers</u> %	<u>Car Travelers</u> %	<u>Bus Travelers</u> %
Can look at scenery	41	38	45	42	37
Can walk around, talk to people; not confined to seat	26	30	23	27	32
Can relax, sleep; don't have to drive	24	32	22	24	28
Safe	18	19	13	17	16
Inexpensive	17	24	21	18	19
Comfortable	15	18	13	14	18
Good, convenient food and drinks; dining, club, cocktail car	14	15	10	14	17
Fast; not many stops	8	8	7	8	10
Station convenient, well situated	7	15	13	8	11
Sleeping berths, compartments	6	4	5	6	4
Friendly; get to know people	6	12	7	7	8
Good, friendly service	5	7	4	4	7
Fun	4	4	4	4	4
Convenient	3	2	2	2	3
Convenient restrooms	3	3	1	3	5
Good for short distances	2	2	4	2	1
Slower pace	2	4	2	2	2
Easy travel with small children	2	4	1	3	3
All other answers	7	6	11	8	6

NOTE: Total comes to more than 100%, since some people volunteered more than one advantage.

Q.6b.

TABLE 20
MAIN DISADVANTAGES OF TRAIN TRAVEL

	Total Public	Train Travelers	Plane Travelers	Car Travelers	Bus Travelers
	%	%	%	%	%
Slow; makes too many stops	39	43	49	40	33
Station too far away; not enough stops	17	13	13	17	17
Not clean	11	13	16	13	11
Inconvenient schedules	10	16	15	12	12
No passenger service here	10	4	8	11	11
Uncomfortable	8	12	11	9	9
Bad, discourteous service	8	18	14	9	11
Rundown, poorly kept equipment	7	12	9	7	10
Expensive food	6	10	7	6	8
Layovers; have to change trains on long trips	6	6	5	7	5
Bad food	5	10	7	5	7
Don't stick to schedules	5	9	6	5	5
Expensive	4	5	6	4	5
Noisy	4	3	5	5	3
Bumpy ride	3	5	4	3	5
Can't see much scenery	3	3	2	3	3
Bad for long distances	2	3	3	2	2
Stations outmoded; poor waiting rooms, parking	2	4	3	3	4
Poor washrooms	1	4	2	1	3
Baggage problems (e.g., have to pay extra, handle own bags)	1	5	1	1	2
All other answers	9	7	7	8	8
Don't know	11	1	8	9	9

NOTE: Total comes to more than 100%, since some people volunteered more than one disadvantage.

Q. 6c.

TABLE 21
STATEMENTS ABOUT TRAIN TRAVEL

	<u>Agree</u> %	<u>Dis-</u> <u>agree</u> %	<u>Not</u> <u>Sure</u> %
<u>Positive</u>			
Trains give you a chance to take in the country	84	9	7
There is something exciting about taking a trip on a train	63	25	12
There is no safer way to travel than on a train	51	83	16
When you take a train, you know you will arrive at your destination on time	46	37	17
Now that Congress has created Amtrak to run inter-city passenger travel, things will be getting better	41	12	47
Service on trains is improving slowly but surely	33	22	45
<u>Negative</u>			
Train travel is just not what it used to be	62	13	25
I'd like to travel by train more, but too often the trains don't go where I want to go	52	30	18
Train stations are inconveniently located and don't have adequate facilities, such as parking facilities	51	29	20
Service and food on trains is not what it should be	41	20	39
Most passenger cars are dirty, uncomfortable, and in poor repair	38	37	25
Railroads don't care about their passengers, and would just as soon see passenger service eliminated	37	36	27
Baggage handling and reservations facilities at stations are neither efficient nor convenient	31	31	38

TABLE 22
 SATISFACTION WITH VARIOUS ASPECTS OF TRAIN TRIP:
 SUMMARY TABLE
 (Base: Train Travelers only)

	<u>Highly</u> <u>Satisfied</u> %	<u>Only</u> <u>Somewhat</u> <u>Satisfied</u> %	<u>Hardly</u> <u>Satisfied</u> %	<u>Not Sure</u> %
Safety	77	18	3	2
Scenery along the way	58	29	10	3
Chance to meet other passengers	57	30	7	6
On time arrival and departure	53	28	18	1
Speed	49	37	13	1
Personal comfort	47	39	14	*
Quality of service	40	40	20	*
Cleanliness of car	39	38	22	1
Restroom facilities	37	41	20	2
Things to do along the way	37	35	23	5
Availability of quality food	30	27	33	10
Terminal facilities	28	45	27	*
Good food at reasonable prices	21	26	41	12

* Less than 0.5%

TABLE 23
TRAVEL EXPECTATIONS OVER NEXT FEW YEARS

	Plane				Car				Train				Bus			
	More %	Less %	Same %	Not Sure %	More %	Less %	Same %	Not Sure %	More %	Less %	Same %	Not Sure %	More %	Less %	Same %	Not Sure %
Total	63	9	23	5	45	14	39	2	15	48	27	10	13	37	41	9
East	61	9	23	7	48	13	37	2	16	43	31	10	12	37	41	10
Midwest	64	9	22	5	44	13	41	2	14	52	26	8	10	37	42	11
South	65	8	21	6	47	12	37	4	12	49	26	3	16	35	40	9
West	66	8	24	2	39	20	40	1	19	47	26	8	16	38	40	6
Cities	62	9	23	6	46	15	36	3	17	45	28	10	16	36	40	8
Suburbs	65	7	24	4	43	15	41	1	16	47	26	11	11	39	39	11
Towns	64	10	21	5	47	13	38	2	15	49	27	9	10	40	42	8
Rural	63	10	22	5	46	12	40	2	11	51	28	10	13	34	43	10
18 to 29	72	7	18	3	50	14	35	1	14	54	24	8	11	47	36	6
30 to 49	66	6	23	5	47	11	40	2	13	48	30	9	11	38	42	9
50 and over	56	12	25	7	41	16	40	3	18	43	28	11	16	29	43	12
8th grade	49	15	26	10	43	14	38	5	14	41	29	16	19	23	46	26
High school	64	9	22	5	46	13	39	2	14	49	28	9	12	37	42	9
College	70	6	21	3	44	16	39	1	17	49	25	9	12	43	36	9
Black	57	6	24	13	48	15	32	5	17	43	17	13	26	24	41	9
White	65	9	22	4	45	14	40	1	15	48	27	10	11	39	41	9
Men	64	10	22	4	48	14	36	2	15	48	27	10	14	36	42	8
Women	63	8	23	6	43	13	41	3	15	47	27	11	12	37	41	10
Under \$5,000	54	13	24	9	43	17	35	5	17	43	26	14	18	29	43	10
\$5,000 to \$9,999	60	11	25	4	45	13	40	2	14	47	31	8	13	37	44	6
\$10,000 to \$14,999	69	7	20	4	49	13	38	-	16	46	30	8	11	40	40	9
\$15,000 and over	73	4	21	2	43	13	43	1	15	53	24	8	10	44	37	9
Plane	77	4	18	1	38	18	42	2	15	50	24	11	11	43	35	11
Car	67	8	22	3	48	13	39	-	15	50	26	9	13	39	39	9
Bus	66	11	20	3	42	19	37	2	21	43	28	8	26	30	41	3
Train	64	9	23	4	42	19	36	3	33	34	27	6	13	44	34	9
Heavy business traveler	69	5	23	3	38	13	48	1	16	44	28	12	16	40	34	10
Heavy pleasure traveler	73	5	20	2	42	13	45	-	17	50	24	9	12	46	33	9

Q.10b.

TABLE 24

IMPACT OF PRICING ON TRAIN TRAVEL:
 WHETHER WOULD GO BY TRAIN ON TRIPS OF 100 MILES OR MORE
 IF IT COST THE SAME, 10% LESS, 20% LESS THAN BY CAR,
 AIR, OR BUS

	The Same				10% Less				20% Less			
	Would Go By Train %	Not Go By Train %	Not Sure %		Would Go By Train %	Not Go By Train %	Not Sure %		Would Go By Train %	Not Go By Train %	Not Sure %	
Total	37	45	18		35	53	12		49	37	14	
East	34	46	20		31	54	14		46	37	17	
Midwest	37	49	14		35	57	18		51	39	10	
South	37	41	22		37	49	14		47	36	17	
West	41	46	13		37	54	9		53	37	10	
Cities	41	39	20		38	48	14		49	37	14	
Suburbs	33	54	13		25	61	10		43	44	13	
Towns	39	44	17		40	48	12		57	32	11	
Rural	33	48	19		34	52	14		49	36	15	
18 to 29	29	57	14		32	56	12		50	39	11	
30 to 49	36	46	18		40	47	13		46	40	14	
50 and over	44	37	19		43	41	16		51	34	15	
8th grade	43	34	23		35	53	12		53	30	17	
High school	36	45	19		35	54	11		47	39	14	
College	35	51	14		32	58	10		50	38	12	
Black	38	30	32		44	32	24		55	23	22	
White	36	48	16		34	56	10		48	39	13	
Men	36	47	17		32	56	12		48	39	13	
Women	38	44	18		38	49	13		50	35	15	
Under \$5,000	44	34	22		47	39	4		58	27	15	
\$5,000 to \$9,999	33	48	19		34	52	14		51	35	14	
\$10,000 to \$14,999	36	48	16		36	48	16		45	43	12	
\$15,000 and over	32	59	9		32	58	10		43	45	12	
Train travelers	28	57	15		28	57	15		43	42	15	
Plane travelers	35	49	16		35	49	16		48	39	13	
Car												
Bus												
Heavy business travelers	34	49	17		34	49	17		43	44	13	
Heavy pleasure travelers	34	56	10		34	56	10		49	41	10	

4a

TABLE 25
RATING OF DIFFERENT KINDS OF TRAVEL

	Planes		Cars		Trains		Buses	
	Posi-	Nega-	Posi-	Nega-	Posi-	Nega-	Posi-	Nega-
	tive	tive	tive	tive	tive	tive	tive	tive
	%	%	%	%	%	%	%	%
<u>Total</u>	80	10	79	19	48	40	38	53
East	81	9	78	20	47	42	39	51
Midwest	80	9	82	17	48	42	35	54
South	75	12	80	19	49	36	42	50
West	85	8	76	23	47	43	34	59
Cities	79	11	77	21	53	37	41	50
Suburbs	87	7	80	20	42	46	29	66
Towns	74	10	81	18	49	40	36	57
Rural	75	11	80	20	48	40	43	48
18-29	87	7	80	20	44	44	33	63
30-49	82	9	80	20	45	43	36	55
50 and over	72	12	78	20	53	35	43	45
8th grade	58	20	72	24	57	31	58	34
High school	80	8	80	19	49	38	39	52
College	89	6	81	18	41	49	26	64
Black	60	17	67	28	61	26	66	27
White	82	8	81	18	45	42	34	57
Men	81	11	79	20	44	45	37	56
Women	78	8	80	19	52	35	39	51
Under \$5,000	74	16	73	25	60	28	52	40
\$5,000 - \$9,999	79	9	81	18	50	40	39	53
\$10,000 - \$14,999	85	8	84	16	48	40	33	59
\$15,000 and over	92	4	82	17	32	55	26	65
Train	-	-	-	-	-	-	-	-
Plane	98	2	80	20	37	40	25	64
Car	83	8	84	16	44	45	34	58
Bus	-	-	-	-	-	-	-	-
Heavy business	90	4	85	15	35	55	21	73
Heavy pleasure	89	7	87	13	39	51	26	65

Q.4a

TABLE 26
 RATING OF TRAINS AS A WAY TO TRAVEL
 (Base: Train Travelers only)

	<u>Positive</u> %	<u>Negative</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>68</u>	<u>31</u>	<u>1</u>
East	67	33	-
Midwest	64	34	2
South	71	28	1
West	71	28	1
Cities	72	28	-
Suburbs	68	32	-
Towns	64	36	-
Rural	63	35	2
18 to 29	67	32	1
30 to 49	65	35	-
50 and over	72	28	-
8th grade	81	19	-
High school	65	33	2
College	68	32	-
Black	82	17	1
White	65	34	1
Men	64	34	2
Women	70	29	1
Under \$5,000	74	26	-
\$5,000 to \$9,999	73	26	1
\$10,000 to \$14,999	66	33	1
\$15,000 and over	65	35	-
Bus travelers	66	32	2
Plan travelers	64	34	2
Car travelers	66	33	1

Q.3c.

TABLE 28
 RATING OF TRAIN TRAVEL: SUMMARY TABLE

	Total Public		Train Travelers	
	<u>Positive</u>	<u>Negative</u>	<u>Positive</u>	<u>Negative</u>
	%	%	%	%
Cost of trip	36	28	71	27
Personal comfort	45	31	68	31
Safety	67	11	89	10
Chance to look out and see interesting things	63	18	82	18
Reaching destination quickly	35	41	52	48
Good quality food available	32	39	45	43
Good food at a reasonable price	23	36	32	55
Flexibility on when to leave	25	42	42	55
Arrive rested and relaxed	50	26	69	29
Being able to get up and walk around	61	18	84	15
Knowing you will arrive on time	42	31	60	38
Modern washroom facilities	33	33	55	43
Friendly, helpful attendants	40	27	63	35
Helpful to young children	38	19	51	23
Chance to rest and talk to other travelers	61	16	81	17
Place of departure easy to reach	35	41	59	39
Luggage handling facilities	39	24	54	39
Fast information and reserva- tion facilities	41	25	68	28
Helpful to older people	41	18	58	21
Convenience of charging the cost of the trip	19	19	25	22

Q.3d.

TABLE 29
BEST WAY TO TRAVEL: SUMMARY TABLE
(Total Public)

	<u>Air</u> %	<u>Train</u> %	<u>Bus</u> %	<u>Not Sure</u> %
Cost of trip	29	13	44	14
Personal comfort	67	19	6	8
Safety	35	36	10	19
Chance to look out and see interesting things	15	38	39	8
Reaching destination quickly	86	5	3	6
Good quality food available	63	15	4	18
Good food at a reasonable price	50	13	7	30
Flexibility on when to leave	50	8	19	23
Arrive rested and relaxed	67	18	4	11
Being able to get up and walk around	22	62	5	11
Knowing you will arrive on time	52	16	10	22
Modern washroom facilities	57	16	4	23
Friendly, helpful attendants	66	11	5	18
Helpful to young children	53	15	5	27
Chance to rest and talk to other travelers	35	32	13	20
Place of departure easy to reach	34	15	31	20
Luggage handling facilities	48	14	11	28
Fast information and reservation facilities	65	9	6	20
Helpful to older people	55	15	5	25
Convenience of charging the cost of the trip	49	6	4	41

Q.10c.

TABLE 30
 WHETHER SIGHTSEEING ALONG WAY OR DOING THINGS AT
 FINAL DESTINATION IS MORE IMPORTANT

	<u>Sightseeing Along Way</u> %	<u>Doing Things at Final Destination</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>44</u>	<u>46</u>	<u>10</u>
East	44	46	10
Midwest	46	46	8
South	44	45	11
West	40	51	9
Cities	44	46	10
Suburbs	41	48	11
Towns	43	49	8
Rural	47	44	9
18 to 29	39	53	8
30 to 49	42	49	9
50 and over	48	40	12
8th grade	53	36	11
High school	48	44	8
College	34	56	10
Black	54	34	12
White	42	49	9
Men	42	48	10
Women	45	46	9
Under \$5,000	53	35	12
\$5,000 to \$9,999	48	43	9
\$10,000 to \$14,999	45	49	6
\$15,000 and over	29	60	11
Plane travelers	28	61	11
Train travelers	41	48	11
Car travelers	41	50	9
Bus travelers	43	48	9

TABLE 31

DIFFERENCE THAT VARIOUS IMPROVEMENTS IN TRAIN
TRAVEL WOULD MAKE IN DECIDING WHETHER TO TRAVEL
BY TRAIN

	A		Only Some		No Difference		Not Sure	
	Great Deal	Difference	Difference	%	at All	%	%	%
If trains almost always ran on time	61		25	12		2		
If the time of a train trip were reduced by 50%	56		23	18		3		
If trains were new and were kept sparkling clean	56		30	13		1		
If train attendants were friendly and attentive to your needs	54		30	13		3		
If train terminals were modern and efficient	53		31	13		3		
If there were a terminal located at a place convenient to where you live	52		27	19		2		
If overnight trains had showers and modern up-to-date bathroom facilities	50		30	18		2		
If long distance trains provided facilities for carrying automobiles so that you could take your car with you	43		20	34		3		
If low-cost rental cars were available to you when you arrived at your destination	35		29	33		3		
If there were new railroad cars with modern, stylish decoration	31		34	34		1		
If there were three classes of travel -- first class, coach, and economy	29		33	34		4		
If trains offered more entertainment such as new movies	23		29	46		2		
If you could purchase tickets by using any major credit card	22		20	52		6		
If trains had telephones so that you could make calls along the way	18		24	57		1		
If attendants wore colorful, new uniforms	14		24	60		2		

TABLE 33

KEY ATTRIBUTES MOTIVATING INTER-CITY TRAVEL AND THE POTENTIAL ATTRACTION
OF TRAIN TRAVEL IN BUILDING ITS MARKET SHARE ON THEM

	Very Impor- tant %	Train Rating:		Train is Best Way to go			
		Posi- tive %	Nega- tive %	Total Public %	18	College %	\$15,000
					to 29 %		and Over %
<u>13 Top Motivators for Travel</u>							
<u>Positive for train travel</u>							
Cost of trip	63	36	28	13	10	12	11
Personal comfort	46	45	31	19	11	16	13
Safety	41	67	11	36	29	33	31
Look out and see interesting things en route	31	63	18	38	31	43	43
Arrive rested and relaxed	13	50	26	18	14	15	13
Be able to get up and walk around	13	61	18	62	61	65	63
Arrive on time	9	42	31	16	12	17	13
Friendly, helpful employees	8	40	27	11	6	8	6
<u>Negative for train travel</u>							
Reach destination quickly	19	35	41	5	3	3	2
Flexible when can leave	15	25	42	8	6	6	6
Quality food available	18	32	39	15	9	13	11
Good food at reasonable prices	17	23	36	13	11	12	9
Modern washroom facilities	9	33	33	16	11	14	13
<u>Average potential penetration on all items</u>				<u>21</u>	<u>18</u>	<u>20</u>	<u>18</u>
<u>Current penetration by rail service</u>				<u>4</u>	<u>6</u>	<u>7</u>	<u>6</u>