

“TRAVEL MOTIVATIONS OF TRAVELERS BY TRAIN”

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TTRA SOUTH CENTRAL
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RESEARCH SITE & SAMPLING PROCEDURES

- AMTRAK THE CRESCENT:
HATTIESBURG-ATLANTA-
HATTIESBURG
- INTERCEPT
- U.S. CITIZENS; 18 YEARS OLD AND
OLDER
- A TOTAL OF 189 SURVEYED
- A TOTAL OF 179 SURVEYS ANALYZED

RESPONDENTS' PROFILE

- GENDER

- MALE: 37.4%; FEMALE: 59.2%

- ETHNIC BACKGROUND

- AFRICAN-AMERICAN: 26.3%
- ASIAN-AMERICAN: 1.1%
- CAUCASIAN: 52.0%
- HISPANIC: 2.2%
- NATIVE AMERICAN: .6%

RESPONDENTS' PROFILE

- MARITAL STATUS
- MARRIED: 39.7%
- SINGLE: 33.0%
- DIVORCED: 11.7%
- WITH A PARTNER: 6.1%
- WIDOW/ED: 4.5%
- OTHER: 1.1%

RESPONDENTS' PROFILE

- HIGHEST EDUCATIONAL DEGREE/CLASS
- HIGH SCHOOL 39.1%
- UNDERGRADUATE 29.6%
- MASTERS 7.8%
- IN COLLEGE 5.6%
- Ph.D. 4.5
- ASSOCIATE 1.2%
- TECH SCHOOL 1.2%
- MD 1.1%
- NURSING .6%

HOUSEHOLD INCOME

• <\$30,000	22.9%
• \$30,000 - \$40,000	16.2%
• \$41,000 - \$50,000	11.2%
• \$51,000 - \$60,000	6.1%
• \$61,000 - \$75,000	11.2%
• >\$75,000	21.2%

AGE GROUP

- 18 – 22 7.9%
- 23 – 34 20.2%
- 35 - 45 16.9%
- 46 – 55 22.4%
- 56 – 65 15.7%
- 66 – 75 8.6%
- 76 and above 2.9%

LOCATION BOARDED FROM

- LA 30.7%
- AL 16.2%
- NY 7.3%
- NC 4%
- PA/MA 1.7%

- GA 17.9%
- MS 10.6%
- SC 5.2%
- DC 3.9%
- MI/VA .6%

FINAL DESTINATION

- LA 27.9%
- GA 16.8%
- NY 3.9%
- SC/NJ 2.9%
- DC 2.2%
- NC 1.2%
- BC/PA .6%

- AL 21.8%
- MS 10.1%
- CA 3.4%
- CT 2.3%
- VA 1.7%
- DE 1.1%

RESIDENCE

- AL 22.1%
- GA 13.5%
- NY 7.3%
- VA 4.1%
- CT 2.3%
- MA/PA 1.7%
- DC/WA 1.1%

- LA 16.1%
- MS 11.9%
- SC 4.7%
- NC 3.5%
- TX 1.8%
- NJ/TN 1.2%
- CA/OR .6%

PURPOSE OF TRIP

- LEISURE 30.2%
- BUSINESS 12.3%
- FRIENDS/RELATIVES 46.9%
- OTHER 2.2%

TIMES TAKEN AMTRAK

(INCLUDING THIS TRIP)

- ONCE 35.8%
- THREE 8.9%
- FIVE 6.7%

- TWICE 19.6%
- FOUR 6.7%
- SIX + 22.3%

DESTINATIONS VISITED ON AMTRAK

(INCLUDING THIS TRIP)

- LA 32%
- AL 15.8%
- DC 10.6%
- FL 5.2%
- NJ 4.1%
- CA 3.9%
- PA 2.8%
- CT/DE 1.2%
- MI/SC 1.2%
- BC 1.2%
- QUEBEC 1.1%
- OR/WI .6%

- GA 20.2%
- NY 12.3%
- MS 7.9%
- MA 4.4%
- IL 4%
- NC/TX 2.9%
- TN 1.7%
- IN/MD 1.2%
- VA/WA 1.2%
- NV/OH 1.1%
- AR/CO .6%

NUMBER OF LEISURE TRIPS TAKEN

(IN THE LAST 24 MONTHS)

- > FIVE 17.9%
- FOUR 10.1%
- TWO 15.1%

- FIVE 5.6%
- THREE 18.4%
- ONE 21.2%

NUMBER OF BUSINESS TRIPS TAKEN

(IN THE LAST 24 MONTHS)

- > FIVE 7.8%
- FOUR 3.9%
- TWO 11.2%

- FIVE 1.7%
- THREE 6.1%
- ONE 21.8%

PREFERRED DOMESTIC LEISURE DESTINATIONS

• FL	45.8%	• CA	22.7%
• LA/NY	20.7%	• GA	19.3%
• TX	14.2%	• TN	12.6%
• SC	11.9%	• NC	10.5%
• AL	9.9%	• NV	9.5%
• CO	6.9%	• DC	6.8%
• MA	6.2%	• MS	4.8%
• NJ	4%	• VA	3.6%
• OH	2.9%	• AZ/PA	2.4%
• IL/WA	2.3%	• AR	1.8%
• HI;MI;OR	1.2%	• CT; DE; IN; KY	.6%
• ME;MN;MO;NM	.6%	• RI	.6%

PREFERRED ACTIVITIES WHEN TRAVELING

- EXCITEMENT

VERY IMPORTANT	25.1%
IMPORTANT	30.2%
SOMEWHAT IMP	15.6%
NOT IMPORTANT	8.9%
NOT IMP AT ALL	7.3%

PREFERRED ACTIVITIES WHEN TRAVELING

- RELAX

VERY IMPORTANT	30.2%
IMPORTANT	30.2%
SOMEWHAT IMP	16.2%
NOT IMPORTANT	8.4%
NOT IMP AT ALL	5.0%

PREFERRED ACTIVITIES WHEN TRAVELING

- EDUCATIONAL

VERY IMPORTANT	16.8%
IMPORTANT	31.8%
SOMEWHAT IMP	27.9%
NOT IMPORTANT	8.4%
NOT IMP AT ALL	3.4%

PREFERRED ACTIVITIES WHEN TRAVELING

- INTERPERSONAL

VERY IMPORTANT	45.8%
IMPORTANT	21.8%
SOMEWHAT IMP	12.8%
NOT IMPORTANT	3.4%
NOT IMP AT ALL	4.5%

PREFERRED ACTIVITIES WHEN TRAVELING

- NATURE

VERY IMPORTANT	16.8%
IMPORTANT	28.5%
SOMEWHAT IMP	20.7%
NOT IMPORTANT	11.2%
NOT IMP AT ALL	6.7%

PREFERRED ACTIVITIES WHEN TRAVELING

- CULTURE

VERY IMPORTANT	21.8%
IMPORTANT	29.1%
SOMEWHAT IMP	21.8%
NOT IMPORTANT	7.8%
NOT IMP AT ALL	6.1%

PREFERRED ACTIVITIES WHEN TRAVELING

- SHOPPING

VERY IMPORTANT	16.8%
IMPORTANT	20.1%
SOMEWHAT IMP	24.0%
NOT IMPORTANT	13.4%
NOT IMP AT ALL	12.8%

PREFERRED ACTIVITIES WHEN TRAVELING

- RECREATION

VERY IMPORTANT	7.3%
IMPORTANT	17.3%
SOMEWHAT IMP	20.7%
NOT IMPORTANT	16.2%
NOT IMP AT ALL	24.0%

WOULD YOU TAKE AMTRAK AGAIN?

- YES 87.7%
- NO 2.8%
- UNCERTAIN 8.9%

WHAT MADE YOU DECIDE TO TAKE AMTRAK?

- ADVENTURE
- AIRLINE HASSLE
- ALWAYS TAKE THE TRAIN
- A GIFT
- CHANGE OF PACE
- CHILDREN
- COMFORT
- CONVENIENCE
- COST*
- DID NOT WANT TO DRIVE
- DOES NOT LIKE THE BUS
- DOES NOT LIKE TO FLY
- EASY TO RESERVE
- EXPERIENCE
- FAMILY (TIME; EXPERIENCE)
- FRIEND(S); HUSBAND; SISTER

- FUN
- GRANDCHILDREN EXPERIENCE
- LEISURE
- MY HOBBY
- PACKAGE
- RELAX
- SAFETY
- SCENERY
- SCHOOL TRIP
- TIRED OF THE BUS

WHERE DID YOU HEAR ABOUT AMTRAK?

- WORD OF MOUTH*
- ADVERTISEMENTS
- INTERNET
- NEWSPAPER
- NEWS
- PREVIOUS EXPERIENCE
- STATION
- TRAVEL AGENT

CHANNEL USED TO MAKE RESERVATION

- PHONE 44.7%
- ONLINE 36.4%
- STATION 8.9%
- TRAVEL AGENT 6.1%
- TEACHER/SCHOOL 1.2%

WHERE DID YOU BUY THE AMTRAK TICKET FROM?

- PHONE 35.8%
- ONLINE 30.8%
- STATION 24.0%
- TRAVEL AGENT 6.1%
- SCHOOL .6%

FIRST TIME ON AMTRAK?

- YES 41.9%
- NO 58.1%

PREFERENCE TO BUY AN INCLUSIVE PACKAGE?

- YES 27.9%
- NO 64.9%

VALUED TRANSPORTATION VARIABLES

- PRICE

VERY IMPORTANT	71.5%
IMPORTANT	13.4%
SOMEWHAT IMP	5.6%
NOT IMPORTANT	.6%
NOT IMP AT ALL	.6%

VALUED TRANSPORTATION VARIABLES

- COMFORT

VERY IMPORTANT	54.7%
IMPORTANT	30.7%
SOMEWHAT IMP	4.5%
NOT IMPORTANT	.6%
NOT IMP AT ALL	.6%

VALUED TRANSPORTATION VARIABLES

- CONVENIENCE

VERY IMPORTANT	52.0%
IMPORTANT	29.6%
SOMEWHAT IMP	7.8%
NOT IMPORTANT	.6%
NOT IMP AT ALL	.6%

VALUED TRANSPORTATION VARIABLES

- **STAFF FRIENDLINESS**

VERY IMPORTANT	44.1%
IMPORTANT	28.5%
SOMEWHAT IMP	11.2%
NOT IMPORTANT	4.5%
NOT IMP AT ALL	1.1%

VALUED TRANSPORTATION VARIABLES

- OTHER
- ENJOYMENT
- NEED HELP – HANDICAPPED
- SAFETY
- TRAVEL TIME

IMPLICATIONS

- THEORETICAL
- PRACTICAL