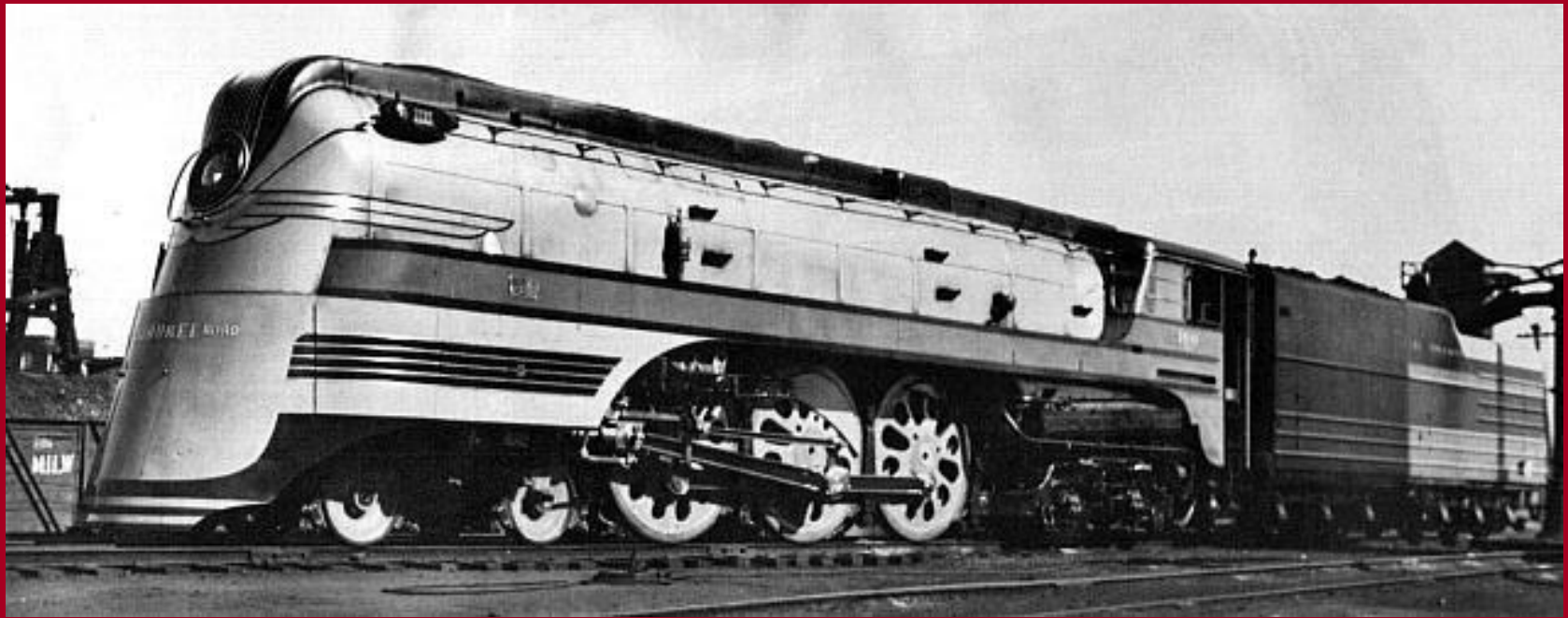


2008 University of Montana Student Southern Route Pilot Survey



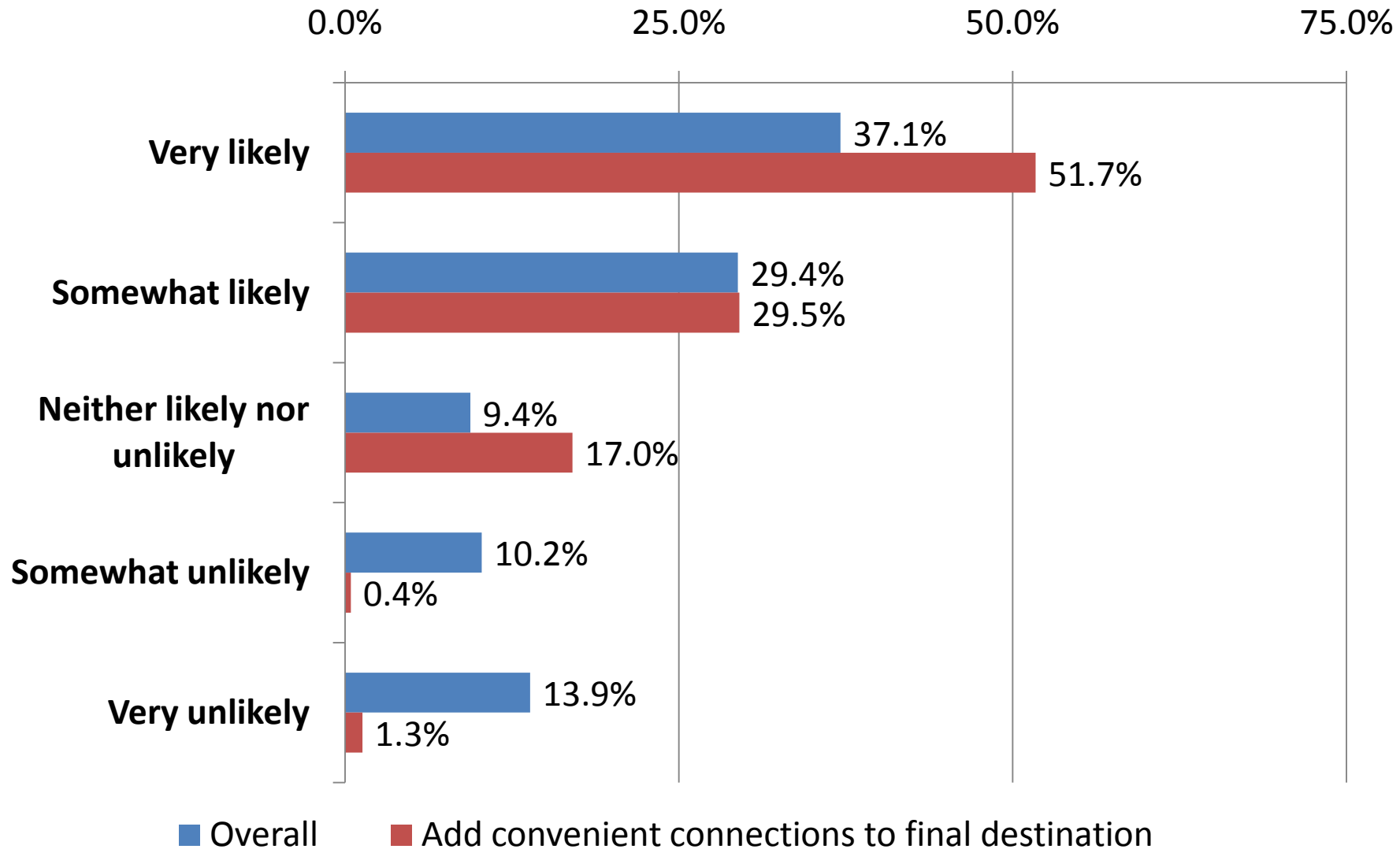
Purpose

- Conduct a pilot test of a possible general population survey that examines factors which influence passenger train travel on the proposed southern route.
- Focus on the UM student population because of easy access to the population and low cost of the pilot test.

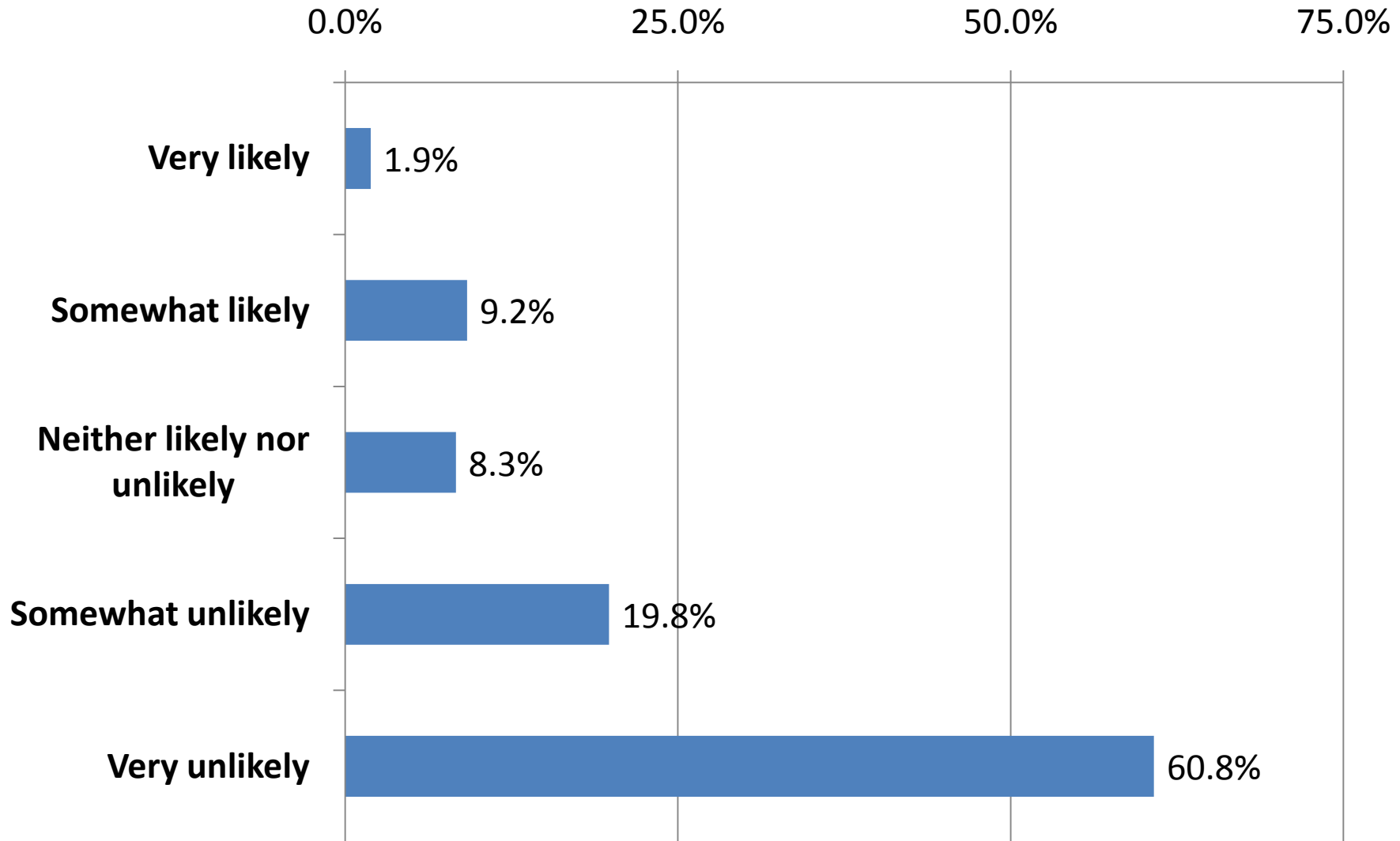
Methods

- How?
 - World-wide web
 - List-based random sample
- Whom?
 - Age 18 +
 - UM Students
- When?
 - 4/24/08 through 4/30/08
- How Many?
 - 469 completed questionnaires
- Sampling Error Rate?
 - 5% (+/-)
- Response Rate?
 - 23.5%
 - AAPOR RR1 (2006)

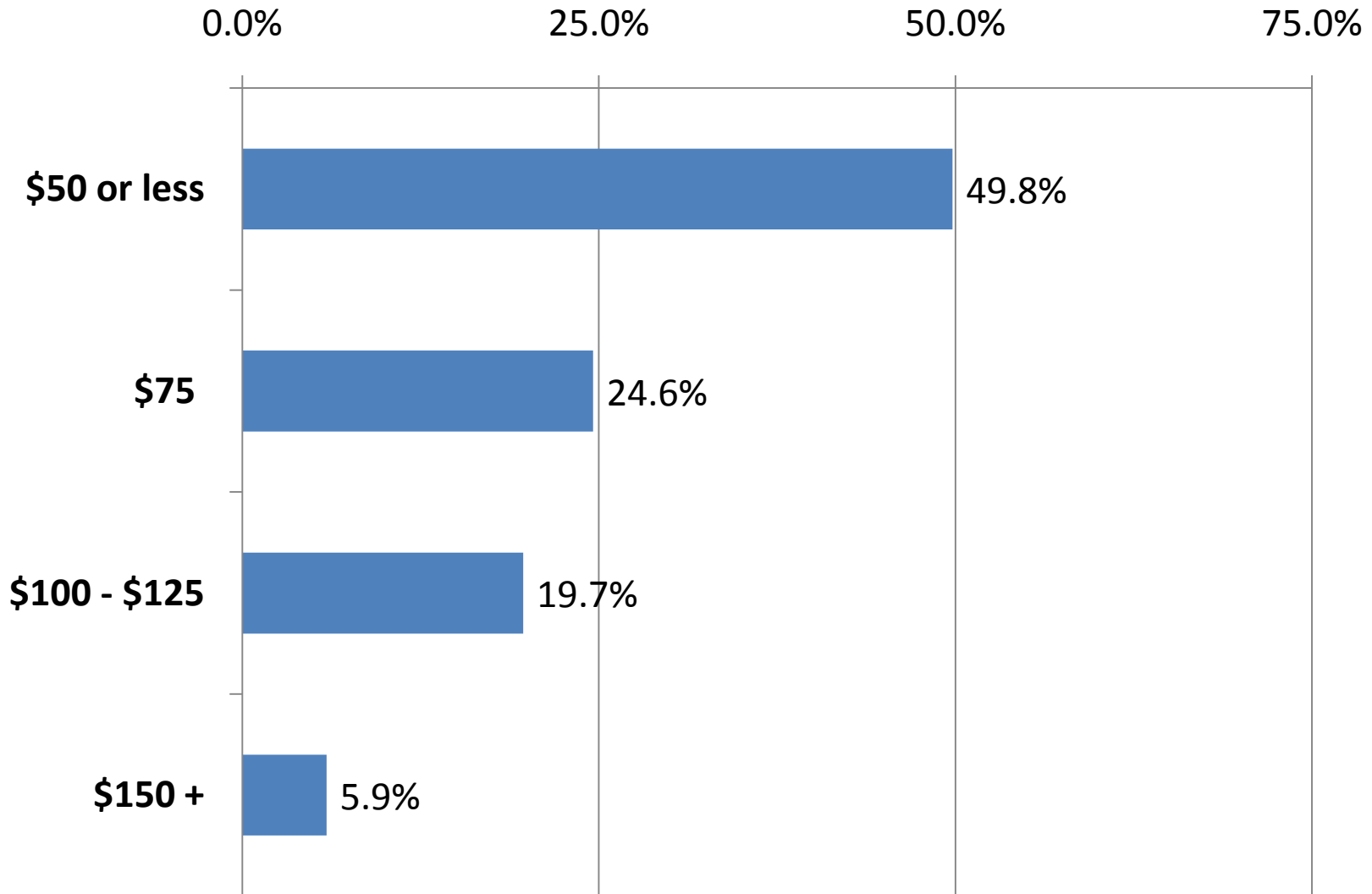
Self-reported likelihood of UM student passenger train travel from Missoula to Billings



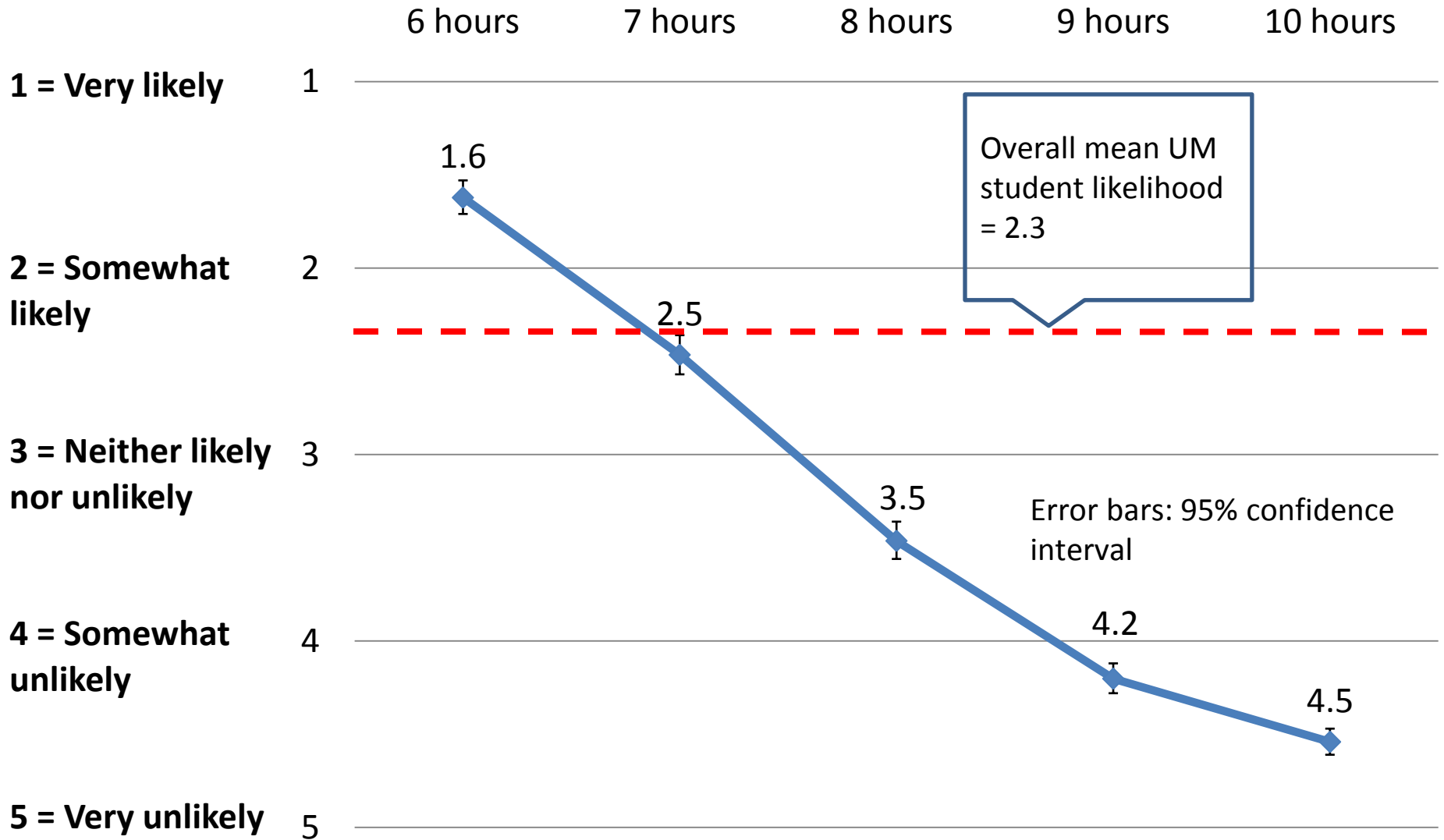
Self-reported likelihood of UM students paying \$200 to ride a passenger train from Missoula to Billings round-trip



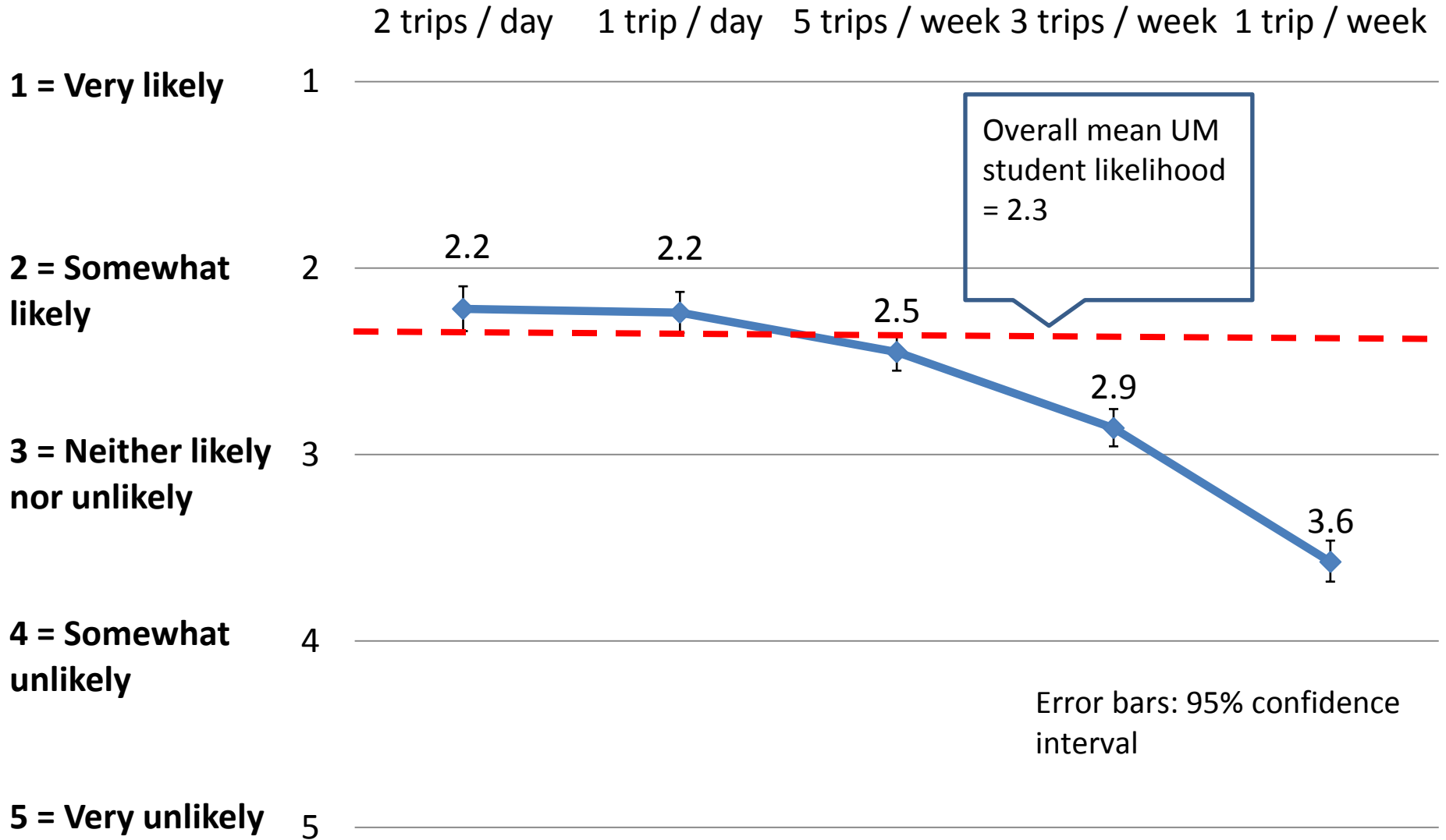
Maximum amount UM students are willing to pay to ride a passenger train from Missoula to Billings round-trip



Self-reported likelihood of UM student passenger train travel from Missoula to Billings by trip duration



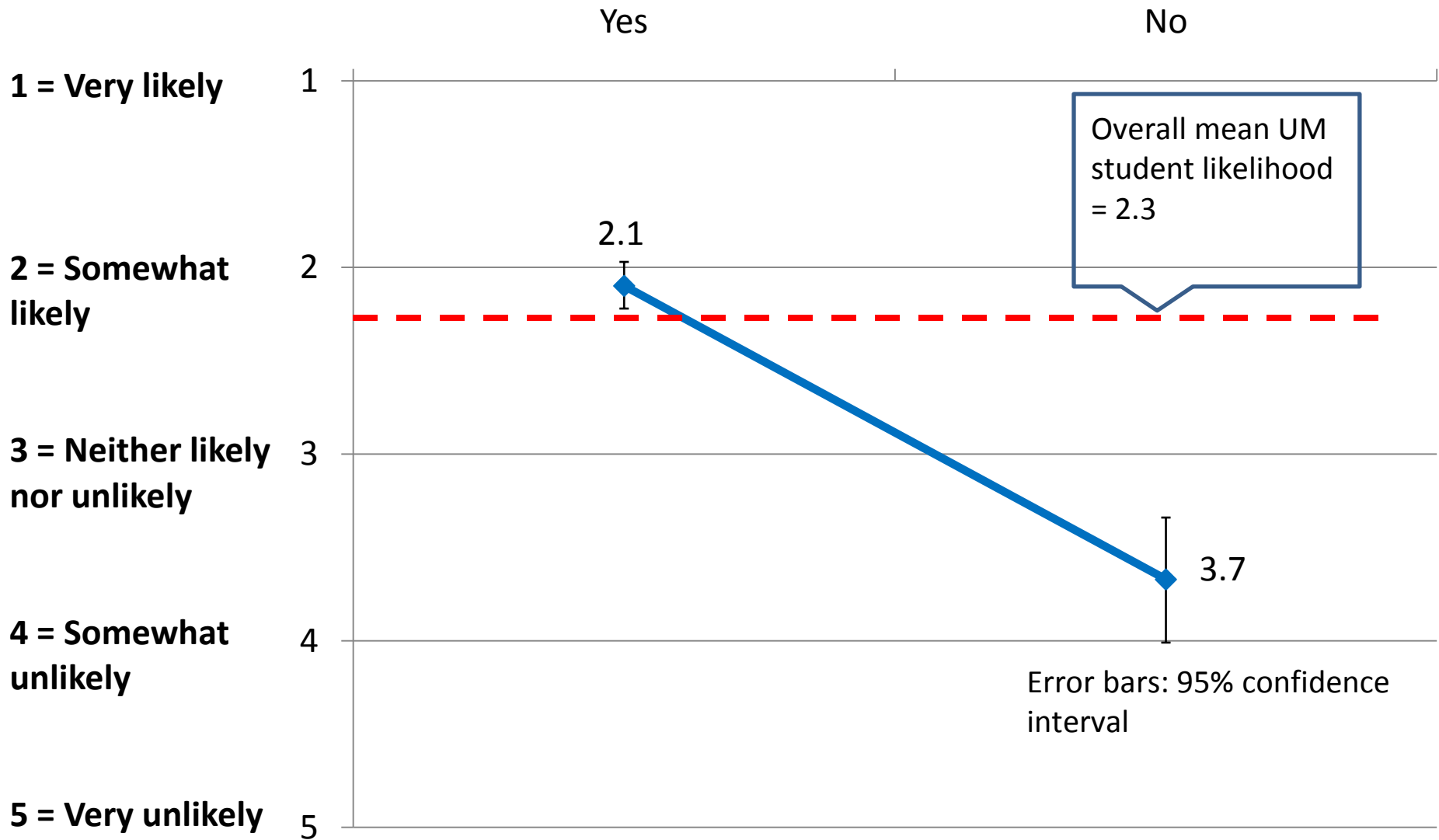
Self-reported likelihood of UM student passenger train travel from Missoula to Billings by trip availability



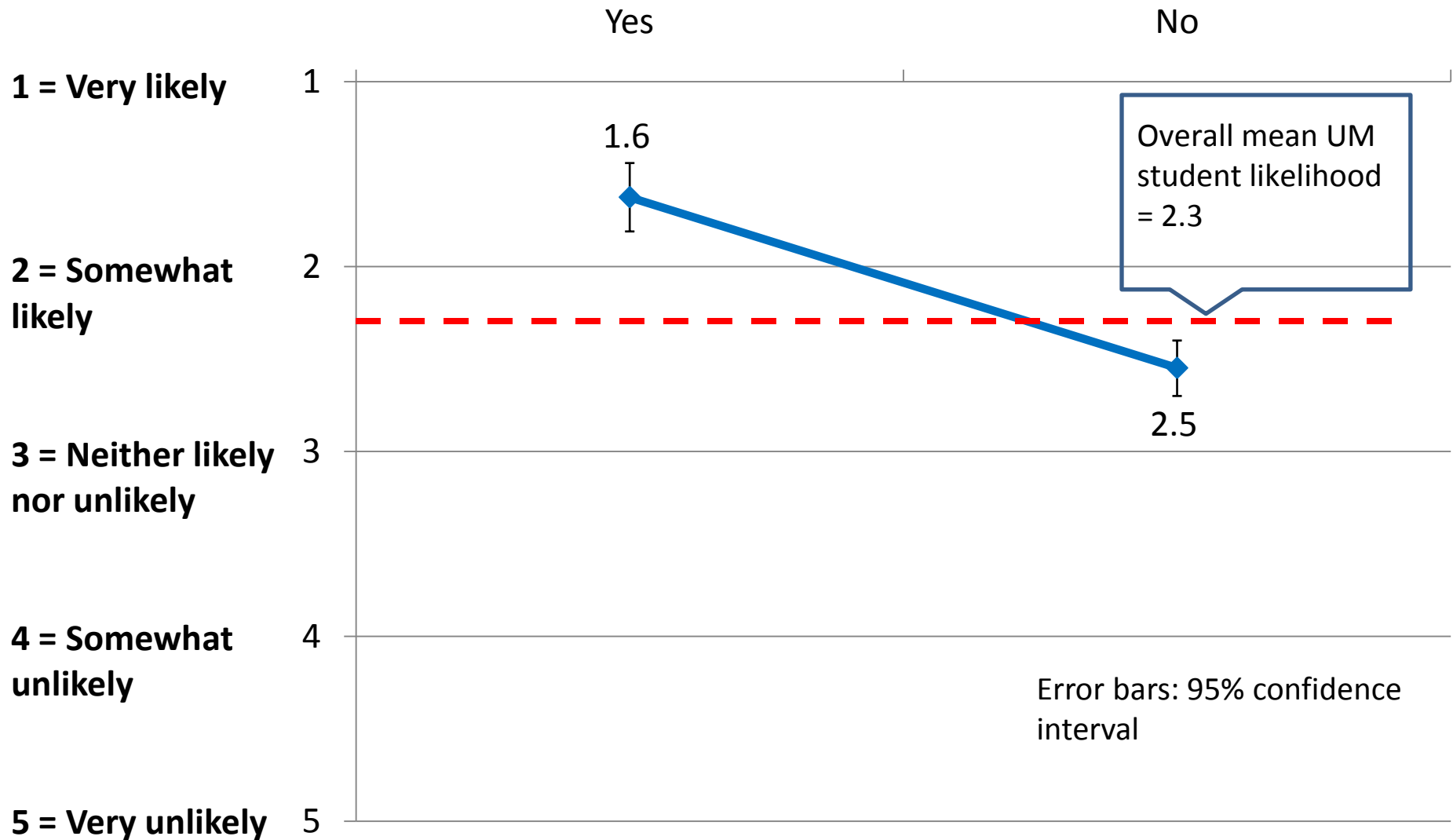
UM Student Survey Southern Route Catchment Area



Self-reported likelihood of UM student passenger train travel from Missoula to Billings by visited the southern route catchment area since September 2007



Self-reported likelihood of UM student passenger train travel from Missoula to Billings by parent(s) live in the southern route catchment area



OLS Regression Model: Factors That Influence UM Students' Self-Reported Likelihood of Train Travel from Missoula to Billings

$$L = -0.997 + 0.085*TC + 0.031*A + 0.626*PC + 0.29 *CC + 0.059*NT + -0.079*DT$$

Where:

L = Self-reported likelihood of UM student passenger train travel from Missoula to Billings

Very likely	2
Somewhat likely	1
Neither likely nor unlikely	0
Somewhat unlikely	-1
Very unlikely	-2

TC = Number of trips into the southern route catchment area since September 2007

A = Age

PC = Parent(s) live in southern route catchment area

CC = Availability of convenient connections to final destination

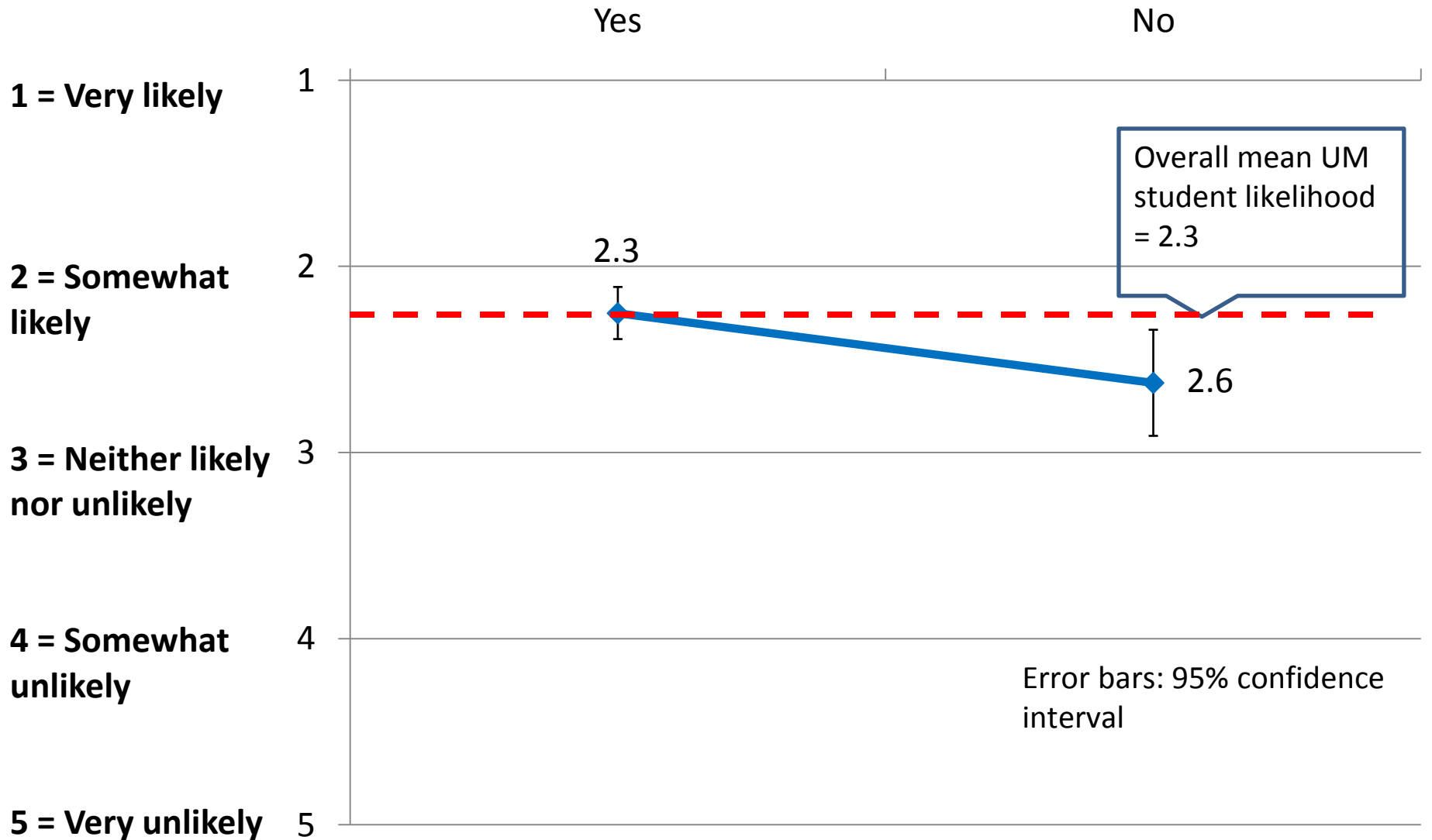
NT = Number of trips available per day or week

DT = Duration of trip

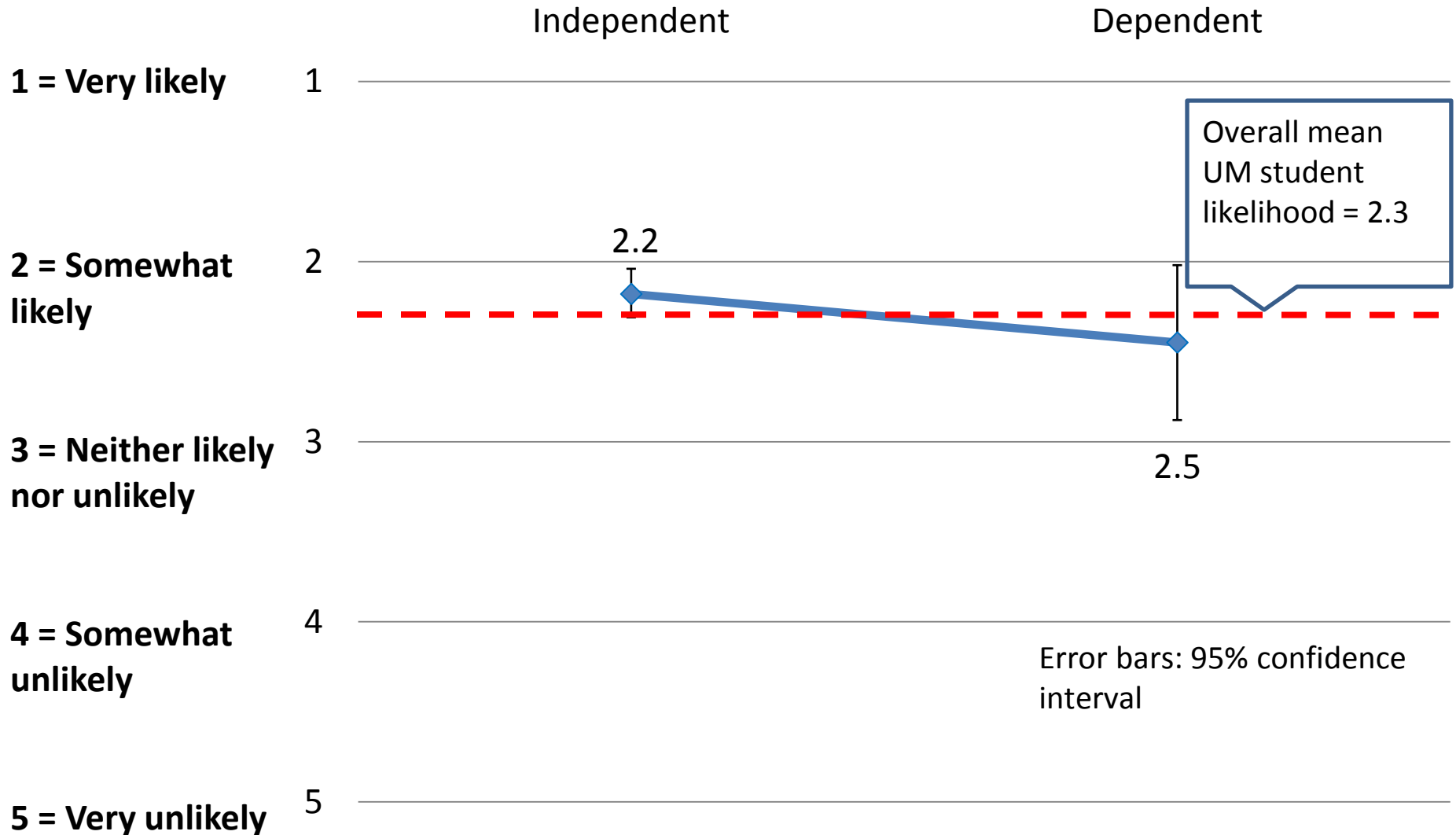
OLS Regression Model: Factors That Influence UM Students' Self-Reported Likelihood of Train Travel from Missoula to Billings

R Square		F Statistic		Significance of F
.355		38.786		.000
Variable	Coefficient	Standard Error	T Statistic	Significance of T
Constant	-0.997	0.297	-3.350	0.001
Number of trips to catchment area	0.085	0.013	6.516	0.000
Age	0.031	0.011	2.695	0.007
Parent(s) live in catchment area	0.626	0.142	4.400	0.000
Availability of connections	0.299	0.071	4.207	0.000
Number of trip available	0.059	0.016	3.786	0.000
Duration of trip	-0.079	0.016	-4.947	0.000

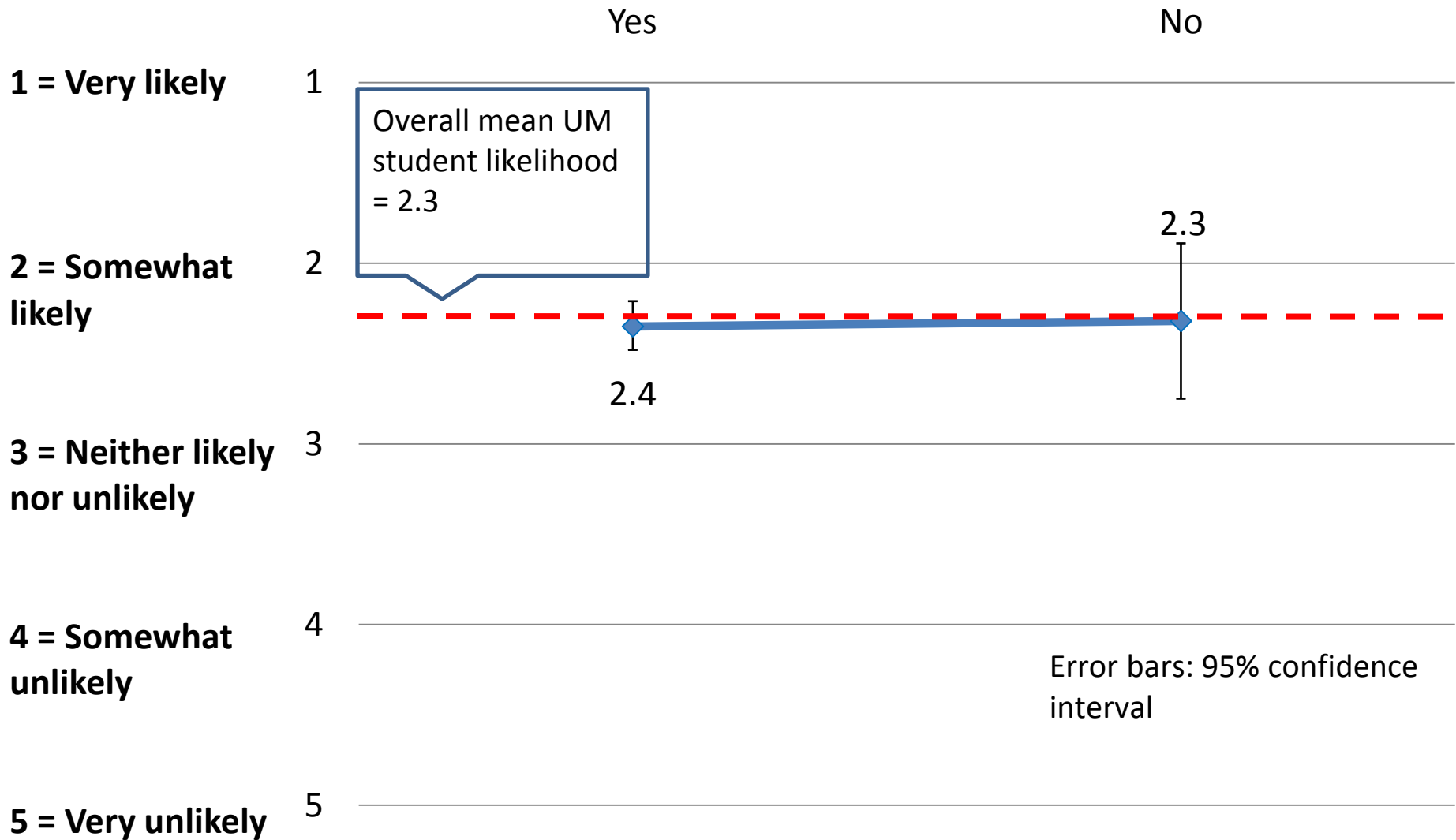
Self-reported likelihood of UM student passenger train travel from Missoula to Billings by ever travelled on a train



Self-reported likelihood of UM student passenger train travel from Missoula to Billings by financial aid status



Self-reported likelihood of UM student passenger train travel from Missoula to Billings by having a car, truck, or van



Questions?
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