306.2
.N27
National Analysts, Inc.

DEPARTMENT OF TRANSPORTATION
JUL 20 1981
LIBRARY

CONSUMER ATTITUDES TOWARD TRAVEL IN THE CHICAGO-ST. LOUIS CORRIDOR AND THE NEW YORK-FLORIDA ROUTE

- A Qualitative Study -

Contract #DOT-FR-10060

Prepared for:

DEPARTMENT OF TRANSPORTATION
Federal Railroad Administration

March, 1972

National Analysts, Inc.

Table of Contents

		Page #
I.	INTRODUCTION	1
II.	DESCRIPTION OF THE RESEARCH	4
III.	PLAN OF THE REPORT	10
	PART ONE: THE NEW YORK-FLORIDA ROUTE	13
IV.	OVERVIEW OF THE NEW YORK -- FLORIDA ROUTE	14
V.	THE PROCESS OF MODE SELECTION IN THE LONG HAUL ROUTE	15
VI.	DETERMINANTS OF MODE DECISIONS	20
VII.	AIR TRAVEL IN THE LONG HAUL ROUTE	51
VIII.	AUTOMOBILE TRAVEL IN THE LONG HAUL ROUTE	64
IX.	BUS TRAVEL IN THE LONG HAUL ROUTE	72
X.	RAIL TRAVEL IN THE LONG HAUL ROUTE	77
XI.	POTENTIAL RAIL IMPROVEMENTS IN THE LONG HAUL ROUTE	88

(continued)

National Analysts, Inc.

Table of Contents (continued)

		Page #
	PART TWO: THE CHICAGO-ST. LOUIS CORRIDOR	106
XII.	OVERVIEW OF THE ST. LOUIS-CHICAGO CORRIDOR REPORT.....	107
XIII.	THE PROCESS OF MODE SELECTION IN A SHORT HAUL ROUTE.....	108
XIV.	AUTOMOBILE TRAVEL IN THE ILLINOIS CORRIDOR.....	110
XV.	AIR TRAVEL IN THE ILLINOIS CORRIDOR.....	123
XVI.	RAIL TRAVEL IN THE ILLINOIS CORRIDOR.....	127
XVII.	BUS TRAVEL IN THE ILLINOIS CORRIDOR.....	135
XVIII.	REACTIONS TO IMPROVED RAIL TRAVEL.....	138
	PART THREE: CORRIDOR COMPARISONS	158
XIX.	THE NATURE OF THE COMPARISONS.....	159
XX.	LONG HAUL ROUTE VERSUS SHORT CORRIDORS.....	161
XXI.	MIDWEST VERSUS EAST.....	169

I. INTRODUCTION

Historically, mobility has been a major ingredient in the American consciousness and style of life. We have charted our development as a nation through waves of westward movement and migration. Our mythology and folk history are full of "rovers" and "ramblers". Of all our technological achievement we are perhaps proudest of transportation developments: the invention of the airplane, the automobile as mobility for the masses. Our business organizations have prospered with extensive travel spreading talent and expertise.

The ease and freedom of our mobility has become threatened, however, by the very fact that so many people travel. Along some highly traveled routes the congestion has reached the point of impeding movement. Automobile and air travel, in particular, are often past the point of saturation at many times in many places. With population growth and increasing affluence producing greater demands for travel, more highways may become overloaded, and more airports may have their operations hindered by the density of air traffic.

Interference in the mobility that Americans have taken so much for granted is a source of concern to the U.S. Department of Transportation, which is charged with promoting the welfare of our citizens in this area that is such an important part of our tradition and style of life. One result of that concern is an interest in improving and developing public ground transportation, which should be more efficient than either automobiles or airplanes in moving large numbers of people in trips of certain distances.

The most intense focus has been upon the Northeast Corridor, that densely populated strip between Boston and Washington. There, the Metroliners and the Turbotrain have been put into service to evaluate and demonstrate the potential for high speed ground transportation, and a great deal of survey research has been and is being conducted.

Other corridors and routes are now coming in for closer attention. Prior to establishing demonstrations in those corridors, as with the Metroliner, extensive market studies are indicated to provide estimates of the potential for improved rail service.

A program of research in several corridors is under way to develop historical information on the nature of the transportation systems now available and the usage of various modes of travel, to estimate the response to improved rail service, to examine the costs of various changes in service, and to select the corridors where actual demonstrations would be most successful.

This research program involves:

- The utilization of published or available statistics and data on mode usage, fare levels, and origin-destination passenger counts.

- Estimating the costs of implementing specified rail travel improvements.

- Conducting interviews on board public carriers to establish travel patterns and reaction to improved rail service.

- Conducting interviews with auto travelers comparable to the on-board interviews.

- Conducting an in-home survey in the corridors of interest, interviewing both people who have traveled and those who have not.

- Conducting group depth interviews among travelers in two corridors or routes.

This report deals only with the last-mentioned research task or phase, the consumer group depth interviews.

The consumer group depth interviews explored the needs and preferences of travelers. They covered satisfactions and dissatisfactions with travel modes, the preferences for travel modes according to the kinds of trips made, and the personal and psychological bases for travel mode patterns and decisions. Suggestions and clues for improving rail service were obtained, both directly and indirectly. Reactions to various improvements or changes in mass ground transportation were explored extensively, with particular focus upon the likelihood of producing changes in mode usage patterns.

The purpose of the group depth interview research phase is twofold. First, research of this nature is exploratory. It uncovers issues and areas where knowledge is needed, and developes hypotheses. The insights and perspective gained from research of this kind should assist in specifying the areas of inquiry for the in-home survey to follow, and in producing a focused and productive questionnaire for that survey.

The second purpose of the group depth interviews involves the sensitivity of this interviewing technique. Structured questionnaire surveys can sometimes produce superficial responses from the persons interviewed, and the group depth interview is useful for probing beneath the superficial, especially when issues of likely behavior in the future are involved. Thus, group depth interviews should do more than feed into the design of a survey to follow. They should provide substantive information on the needs, preferences, and psychology of travel that is useful in its own right, and that establishes a context for interpreting the structured questionnaire responses to come later.

II. DESCRIPTION OF THE RESEARCH

A total of 40 consumer group depth interviews were conducted. Each one consisted of about eight people, brought together for a discussion lasting about two hours. Each session, with one exception, was moderated by a full-time member of National Analysts' staff with advanced training in psychology. (The exception was a single session with all black participants, where a black moderator was used.) The moderators stimulated and guided the discussion, and probed where necessary.

The discussions were tape recorded, and the recordings were subjected to intensive qualitative analysis. In most cases the same people who served as moderators also served as analysts, but they did not necessarily analyze the groups that they themselves had moderated.

The group depth interviews covered two travel routes:

- The Chicago-St. Louis corridor
- The long haul route extending from New York to Florida.

Chicago-St. Louis Corridor

All consumers had made one or more trips of 75 miles or more (one way) within the corridor within the past 12 months. Some consumers in each group had made at least four such trips. Efforts were made to include in each group people who had made eligible trips by each of the four modes: automobile, bus, train, and air.

Twelve groups were conducted, as follows:

	Business Travel		Non-Business Travel			
			Men		Women	
	Lower Income	Upper Income	Lower Income	Upper Income	Lower Income	Upper Income
Chicago	1	1		1	1	
Springfield	1	1			1	1
St. Louis	1	1	1			1

In the business travel groups, all participants satisfied the travel eligibility requirements with business trips. In the non-business travel groups, the eligibility requirements were satisfied with non-business travel. Obviously, many participants could meet the eligibility requirements both ways, but there was a concentration within the discussions according to the group specification.

The division between upper and lower income was set at $12,000 to $15,000 annually -- in most cases a higher number was used to divide business travelers than non-business travelers.

Each group deliberately included a range of ages, from about 20 to about 60.

In Chicago, special efforts were made to include both center city and outlying suburb residents.

A total of 103 consumers were included (32 in Chicago, 37 in Springfield, 34 in St. Louis), distributed as follows:

	Business Travel	Non-Business Travel	
		Men	Women
Lower income	25	9	16
Upper income	26	10	17

Long Haul Route

A total of 28 group depth interviews were conducted, in New York, Philadelphia, Richmond, Atlanta, Tampa/St. Petersburg, and Miami.

The eligibility requirements were as follows:

- New York and Philadelphia: one or more trips as far south as Atlanta in the past 12 months.

- Richmond and Atlanta: one or more trips to New York or to a Florida city in the past 12 months.

- Tampa/St. Petersburg and Miami: one or more trips into the Northeast Corridor region in the past 12 months.

Again, travel by all four modes was represented in each group. In most cases, participants came from both center cities and suburbs. Each group deliberately included a range of ages, from about 20 to about 60. Participants were grouped as follows:

	Business Travel		Non-Business Travel			
			Men		Women	
	Lower Income	Upper Income	Lower Income	Upper Income	Lower Income	Upper Income
New York		1	1	1	1	1
Philadelphia	1		1½*	1	½*	1
Richmond	1			1	1	1
Atlanta		1	1	1	1	1
Tampa/St. Petersburg	1		1		1	1
Miami		1	1	1	1	1

*One group with all black participants, mixing men and women, was conducted. Some of these participants had traveled only as far south as Raleigh or Charlotte.

A total of about 257 consumers were included (55 from New York, 40 from Philadelphia, 36 from Richmond, 46 from Atlanta, 34 from Tampa, and 46 from Miami), distributed as follows:

	Business Travel	Non-Business Travel	
		Men	Women
Lower income	25	40	66
Upper income	29	50	47

Advantages and Limitations of the Research Method

The group depth interview method is highly useful for probing exploratory research, resulting in insights and hypotheses. It provides a perspective on the dynamics of consumer attitude and feeling, and a view of the reasons that underlie behavior, that is difficult to obtain with a structured questionnaire survey. The moderator is free to pursue leads as they develop in a group session, since he is not bound by a previously structured questionnaire.

This freedom and sensitivity result in some need for caution, however. The method uses a relatively small number of respondents, not selected by a scientifically rigorous sampling procedure. It does not produce numbers and statistics.

As a result of these features of the group depth interview method, its findings are perhaps best regarded as hypotheses, to be examined further in large-sample surveys, where they can be statistically tested.

Certainly, no findings are presented in this report that were not derived from the data collected, but it is natural that some findings or hypotheses were more strongly supported by the group participants than were others. Given the goals of exploratory research, this report is not restricted only to those findings that received the strongest support. However, hypotheses that are partially speculative are identified as such in their presentation.

The group depth interview method is especially unsuitable for establishing final conclusions when the number of people holding a certain attitude or following a certain practice is an issue. To establish with any certainty how many people fall into any category, a careful sample survey is necessary. Strictly speaking, the group depth interview method can only establish that some meaningful portion of people can be described in a given way; it can specify only at the crudest and most general level how large the proportion is.

The limitations that have been pointed out should be kept in mind in reading this report. Generally, since the study was intended to be exploratory, rigid proof of its findings is not to be expected. That proof must come in a quantifiable survey. With the insights and hypotheses developed in this report, such a survey can be focused upon specific issues known to be important, and can target in on meaningful hypotheses. In that way, the survey can be maximally useful. If it is, this phase of the overall research program will have been successful.

III. PLAN OF THE REPORT

As was expected, travel considerations in the short haul corridor (Chicago-St. Louis) and the long haul route (New York-Florida) are different in many important ways. They are presented separately in this report, since to deal with them simultaneously would require a report organization that could only be a compromise between two different sets of priorities.

One reason for pursuing the investigation in two different routes is to open the possibility of comparisons. If findings emerge from two different settings, that is support for concluding that they have a wide range of applicability.

However, the situation is not so clear when a comparison of the two routes reveals different findings. The difference could be due to the different nature of short trip and long trip travel, or it could be due to differences in the people or the travel systems in two regions of the country. It might even be suspected that some different findings in the two areas resulted from "chance", or "sampling error".

There is, fortunately, a way to sharpen the meaningfulness of the comparisons. Within the past two years, National Analysts, Inc., completed for the Department of Transportation a study of the Northeast Corridor. The goals and the methodology of that study were in many ways very similar to those of the present investigation, and it can be introduced into the comparison.

With the three-way comparison, some distinction can be made between effects due to region or geography (the Midwest versus the East Coast) and effects due to trip length (the long haul versus the two corridors). On the other hand, findings emerging in all three settings are clearly established as having wide application.

In Part One of this report the findings for the long haul route are presented; Part Two presents the Chicago-St. Louis Corridor. In both parts, many comparisons to the Northeast Corridor are pointed out as the material is presented.

Part Three makes some of the comparisons more systematic. The long haul route is compared to the short haul routes to provide an understanding of the effects of trip distance upon the concerns and patterns of travelers, and the Midwest route is compared to the Eastern routes to explore regional differences.

Because the Northeast Corridor study is involved in the comparisons that are made, but is not part of the study that led to this report, a summary of its findings is attached as an appendix.

It was inevitable that the study reported here would cover some of the same ground as the Northeast Corridor study. It is nearly impossible to begin a group depth interview other than "at the beginning". The participants in each group session must be brought to confront their orientations toward travel modes at the most fundamental level, so these sessions necessarily produced some material bearing upon issues that had already been satisfactorily resolved in the earlier study.

Confirmation is always desirable, of course, and that is one reason for not excluding this material from the present report entirely. Confirmation is especially important when it is obtained in a new geographic area, as is the case here.

While all the findings may be considered "new", since the Northeast Corridor study was conducted in such a limited geographic area, points of complete agreement between that study and the present one are not developed in this report in as much detail as in the Northeast Corridor study report. To do so would be to repeat large sections of that report nearly verbatim. Instead, points of similarity are indicated, and followed by a brief discussion of the issue; the reader can refer to the Northeast Corridor report for a fuller presentation.

PART ONE

THE NEW YORK-FLORIDA ROUTE

SUMMARY OF MAJOR FINDINGS IN THE NEW YORK-FLORIDA ROUTE

I. The Process of Mode Selection

In comparison to the Northeast Corridor, where routines were very common, long haul mode choices involve more deliberate decision making:

- Long trips may be too infrequent for routines to develop

- The consequences of mode selections, in areas such as cost and fatigue, for example, are greater in longer trips.

Still, even for long trips very few people deliberately and systematically consider every mode. Often, one or more modes are never even thought about, and the circumstances of some trips seem to dictate the modes to be used.

II. Determinants of Mode Decisions

Three considerations interact in the process of mode selection:

- Circumstances and characteristics of the trip

- Mode characteristics and differences

- The traveler's own needs, preferences, orientations, and attitudes.

National Analysts, Inc.

A. Trip Circumstances

1. Business travel

Business travelers' single most important consideration is the door-to-door duration of the trip, and major efforts are made to minimize it, serving both employer and personal needs. In particular, minimal nights away from home are sought.

Business travel is often viewed as something of an imposition and sacrifice, and business travelers, therefore, expect and demand comfort, and are resentful when it is missing.

2. Non-business travel

- Vacations. A major influence in vacation travel mode selection is when the vacation feeling develops. For some, it does not develop until settled at a destination, and such people value travel quickness highly. For others, the trip itself feels like part of the vacation, and they can value other things more than quickness.

- Visiting family or friends. Quickness is important here to more people than with vacations, since there is often pressure to maximize time spent with those visited.

- Short-term pleasure trips. Quickness is essential when distance is long. In fact, only air travel makes possible three-day pleasure trips to distant areas.

- Emergencies. In travel occasioned by illness or death, quickness overrules all other considerations. Not only is time often short, but speed is a psychological reassurance to the traveler that he is doing all that could be done.

3. Direction

Northward and southward trips in the long haul route tend to involve different considerations. Trips south by Northerners are more often for vacations, while trips north by Southerners are more often for business or visits. In accordance with the difference in these considerations, mode orientations differ.

4. Season

Many people avoid long automobile trips in winter, from fear of bad weather and driving conditions.

5. Number of passengers

As the number of people traveling together increases, cost and other considerations increase the likelihood of automobile usage.

6. Children

The presence of children has a great but unsystematic influence on mode selection:

- For some people, the presence of children dictates a trip by car, because of the expense of fares.

- For some, children eliminate the car as a mode, because of their aggravation on a long trip.

- For some, trips by car are a welcome occasion to enrich their children's lives and experience of the country.

7. Luggage

Luggage problems are often the major aggravation of a trip. If much luggage is involved, ease and convenience of moving it become a consideration in choosing a mode.

8. Availability of car at destination

The advantages of having a car at the destination are sometimes sufficient to determine the use of this mode.

B. Available Mode Choice Criteria

1. Quickness

Quickness very often determines long haul mode choice by itself. The issue is not speed in itself, but time conservation:

minimizing time away from home and/or maximizing time available at the destination. The importance of time conservation varies according to:

- The circumstances of the trip -- time conservation is especially important for business trips, and becomes increasingly important for any trip as trip duration decreases.

- The personal orientations of the traveler -- people vary in their personal need to conserve time. Their attitude on when the vacation feeling develops (on leaving home or on arriving at a destination) is often involved.

2. Scheduling

Scheduling considerations are sometimes as important as quickness in choosing a mode to conserve time.

3. Comfort

Comfort, in its many aspects, is quite important to long haul travelers.

4. Cleanliness and newness

This factor is closely associated with comfort in the minds of travelers.

5. Cost

Cost influences as many mode decisions as quickness, and is often the sole determinant of mode choice.

6. Convenience and "hassle"

The "hassle factor" -- dealing with a multitude of tasks and worries that are minor in themselves but anxiety arising when they all impinge at once -- is less important in the long haul route than in the Northeast Corridor.

7. Service and courtesy

Travelers are much upset by discourteous or short treatment, and this factor is a major influence in satisfaction with a mode.

8. Food

This is an important part of mode satisfaction on a long trip, unlike the Northeast Corridor.

9. On-time reliability

Arriving on time is important even beyond objective considerations, since travelers view a timetable as a promise.

10. Safety

Many people refuse to fly, and some avoid long automobile trips, on the basis of safety.

11. Terminals

Terminals are important in three separate ways:

- Their location, layout, and facilities contribute to convenience
- They are part of the cleanliness/newness issue
- People feel threatened by locations in "bad neighborhoods" and "undesirable characters" around a terminal.

12. Personal security and freedom from assault

Travelers are increasingly concerned with fear of assault, either physical or psychological.

13. Relaxation

A number of the factors already presented combine to influence the feelings of relaxation a mode facilitates. No current travel mode offers a very high degree, and the issue is important to travelers.

14. Use of time constructively

This issue is much less important in the long haul route than in the Northeast Corridor.

C. Characteristics Related to the Traveler

1. Demographic characteristics

- Age. Comfort concerns and safety anxieties seem greater among older people.

- Sex. Fears and anxieties are especially common among women traveling alone.

- Socioeconomic status. Obviously, lower income people tend to be more concerned about cost.

- Race. The only notable difference was the greater approval of black travelers of the bus.

- North-South differences. The issue is not so much personal differences between Northerners and Southerners as in the different nature of the trips they tend to take in the New York-Florida route, as presented earlier.

2. Attitudinal and psychological factors

Non-rational psychological needs and preferences are generally more subordinate to objective considerations in the long haul route than in the Northeast Corridor. Nevertheless, they can be very important.

- Fear and anxiety about flying. Even apart from those who refuse to fly, perhaps one-half of all fliers feel some apprehension and anxiety. This issue is very important when travelers are offered a viable alternative to flying.

- Environmental sensitivity. A fundamental difference among people is the pleasure derived from richness of environmental experience. People whose receptivity to enjoyment of experience is more profound and open find it easier to compromise time conservation and convenience in travel, and they are more inclined to try to enjoy the travel itself.

- Control. Some people feel uncomfortable relinquishing control of events to other people, and some people prefer to let others do the planning and worrying for them. The implications for automobile versus public transportation usage are obvious.

- Hedonistic orientation. People differ in the way they balance pleasure against utility in any situation, including travel.

III. Air Travel

A. Advantages

- Time conservation. This is an overwhelming choice determinant in a great many cases.

- Less discomfort. While for many people air travel is not inherently comfortable, because of confinement, the short duration and the amenities of service and clean new facilities make it the least uncomfortable.

- Efficient, courteous service. The airlines excel in service to make travel smoother and to make people feel welcome and appreciated.

- Newness, cleanliness.

- Food. There are many fewer complaints about airlines' food than with other modes, and providing it "free" is very popular.

- High status. Air travel increases the self-esteem of many people.

- Personal security. Fears of affront or assault are uncommon, because of terminal locations and the "high class" of fellow passengers.

- Fun.

B. Disadvantages

- Fear and anxiety. This is a very important issue, even among frequent travelers.

- Cost.

- Inconvenience and hassle. This is largely an issue of terminals, which are hard to reach and require long walks, often with luggage.

- Need for car at destination. While this applies to any public mode, the driving-flying choice is the one most often faced by most people.

- No sight-seeing or enrichment.

- Confining. Airplane seating is often physically confining. In addition airplanes eaily arouse claustrophobic feelings.

- Dependence on others. While this is a disadvantage of any public mode for those who value the independence of automobile travel, the busy rush of airports and dependence upon people with uncommon skills -- pilots and air traffic controllers -- seem to to accentuate it.

- Luggage considerations. Limitations on luggage, carrying it long distances, waiting and confusion to claim it, and possibly having it lost make this area a serious concern to many people.

- Poor scheduling in some cities.

- Unreliability. Failures to meet schedules are inconvenient and psychologically upsetting.

IV. Automobile Travel

A. Advantages

- Low cost. This is a choice determinant by itself in many cases.

- Having a car at the destination.

- Enrichment of experience. For people who enjoy experiencing countryside, other modes waste an opportunity to absorb new experience.

- Control and flexibility. Even when the flexibility is not put to use for unscheduled stops and side trips, many people enjoy the feeling of freedom and independence.

- Less hassle. Less planning and preparation is required than for other modes.

B. Disadvantages

- Time lost. The automobile is inappropriate when either trip circumstances or personal orientations stress time conservation, as is the case with people whose vacation feeling does not develop until they are settled at a destination.

- Labor and tedium. Driving and riding in a car is simply unpleasant work to some people.

- Worry and hassle. While automobile travel is low in hassle for many people, others are much disturbed by being left with too much responsibility for decisions, reservations, and the like.

- Problems with children. Most people find children irritating and exasperating in a long trip by car.

- Safety. While most people do not actually experience feelings of danger in a car, the safety statistics are an argument against automobile travel for some people.

V. Bus Travel

A. Advantages

- Low cost. The major reason for choosing the bus for a long trip.

- The only public transportation to some small towns.

- Sight-seeing and scenery. The bus is given high marks for enjoying the view while riding.

- Psychological security. The "familiarity" of bus travel, via its associations with automobiles, is a source of security to people who are upset by strangeness.

- Less work than driving. This is a potential advantage for people who think of only these two modes.

- Safer than driving.

B. Disadvantages

- Slowness. The association of buses with slowness is overwhelming for many people. The very frequent stops contribute, since interruptions in constant movement are psychologically upsetting to travelers.

- "Low class" passengers and frequenters of terminals. Of all modes, the bus is most identified with "undesirable" characters.

- Discomfort. Confined seating for very long periods makes the bus the most uncomfortable mode to many people.

- Poor facilities. Common criticisms were poor and overpriced food and inadequate rest rooms.

VI. Rail Travel

A. Advantages

- Less confining. Rail travelers appreciate being able to move around. In fact, this is a very important inherent advantage of trains. At present, however, there are too few places to move to on trains.

- "Guarded insulation". Of all modes, a long distance train has the greatest potential for feeling pleasantly cut off from everyday worries and concerns.

- Opportunity for socializing. The large number of fellow passengers, the ease of moving about, and the provision of common facilities -- dining and club cars -- are advantages for people who enjoy striking up acquaintanceships.

- Safety. Accident fears seem almost non-existent with trains, which is not true of any other mode.

- Less hassle. When rail travel is compared to flying, many people who fly believe they would feel less rushed and harried by train. But since their feeling seems to be based upon avoiding the problems of air terminals, they may be underestimating the traffic and parking problems of center city railroad stations.

- Nostalgia. Rail travel is appealing to some as a reminder of the "good old days".

B. Disadvantages

- Dirty, old, run down vehicles. The belief is very strong that even the long distance trains in the long haul route are antiquated and filthy.

- Terminal problems. Railroad stations are criticized on three grounds: inconvenience (parking, few or no Red Caps, etc.), dirtiness and dilapidation, and threats to security and safety (locations in bad neighborhoods, undesirable characters).

- Inefficient, discourteous service. Railroad personnel are bitterly criticized for failures to provide service, unfriendliness, and outright rudeness.

- Unavailability. Many people exaggerate the trend in reduced passenger service and believe it has vanished even where it does, in fact, still exist.

- Poor quality, expensive food.

- Luggage handling. The lack of assistance with luggage is a real disadvantage.

- Perceived schedule unreliability. Non-train users often assume they are probably unreliable.

- Poor view. Trains are criticized for the unattractive scenery around railroad tracks.

- Much slower than air.

- Noise. The repetitive clicking of rail joints seems unpleasant to many people.

VII. Potential Rail Improvements

Public attitudes support improvements in rail passenger service and government involvement in the effort. This general approval does not translate directly into increased ridership, however:

- Some people envision others using the train, relieving congestion on their own favorite modes.

- Some of the desire for improvement is simply nationistic pride, when viewing better rail service in other countries.

Still, there is much to indicate that certain improvements will produce significant increases in ridership.

A. "Standard" Rail Service

With no innovation, simply bringing trains up to standard -- clean, facilities that work, efficient and courteous service -- ridership would increase, but probably to an insignificant degree in terms of total trips made in the long haul route. The mere elimination of things that are wrong would still leave trains with few advantages over competing modes.

B. Mild Innovation

Vehicles much like the Metroliner, but with dining cars, optional "bed sleeping" arrangements and good luggage checking and handling, would be a significant improvement. The impact on train use would be substantial, perhaps doubled or tripled. But trains would still have a small share of the total number of trips.

The increased use would come from:

- People who already accept or prefer rail travel, but were pushed into other modes, or into not traveling at all, by poor facilities and service. Those who are especially fearful of flying and those who find long car trips very fatiguing would be prime prospects.

- People making shorter trips in the route, for whom Metroliner speeds would serve time conservation.

C. Marked Innovation

A rail concept with the following features was developed:

- A train that would run between New York and Florida in about 14 to 17 hours.

- Departures scheduled for early evening (e.g., 6 or 7 P.M.) permitting a full work day but dinner on the train; arrival after breakfast but in time to have lunch in the destination city (e.g., 10 or 11 A.M. the next day).

- A smooth, comfortable ride.

- Furnishings up to the standard of new airplanes.

- A good dinner on board, at a modest cost or with the cost included in the fare.

- A nursery or supervised play facilities for young children, together with a bed watch system so the parents need not retire when the children do.

- Entertainment after dinner: movies, and a "night club".

- "Quiet areas" for those who want them.

- Comfortable sleeping accommodations.

- Stewardesses or hostesses to serve passengers as with the airlines.

- Easy, convenient luggage handling systems.

- Possibly, such destination-related features as showings of resort fashions and a fishing guide or golf expert available for conversation on Florida-bound trains; advisors knowledgeable about New York sights, theater, shopping, etc., on New York-bound trains.

- A cost equal to or not significantly greater than air fare.

Such a train could capture a meaningful share of New York-Florida trips:

- The timing and scheduling compete with air travel for time conservation, even for many business travelers.

- Given the very real anxieties of flying, the relaxation and comfort become very significant as long as time conservation does not suffer too much.

- The appeal to those who are in a vacation mood as soon as they leave home is obvious.

- Many specific advantages, such as socializing for young single people, and reduction of the aggravations of traveling with children, are apparent to many travelers.

IV. OVERVIEW OF THE NEW YORK -- FLORIDA ROUTE

For most people traveling along this route, any deliberate mode choice involves the comparison between driving and flying. Other modes are considered much less often. In a sense, busses and trains are used in special circumstances or by people with special desires or needs, while automobiles and airplanes are the "regular" way to travel.

In many ways, driving and flying are the two modes that are most different from each other, which heightens the contrast in the choice that many people actually face.

Chapter V discusses the extent to which travel mode selections result from a geniune choice process, as opposed to a process of following routines or habits.

In Chapter VI, the considerations that affect the differential use of travel modes are discussed. Trips vary in nature and purpose, travel modes differ in the features they offer, and individual travelers have different attributes and orientations. It is in the interaction of these three sets of considerations that modes are selected.

In the next four chapters each of the travel modes is considered separately. The features, advantages, and disadvantages of each are presented, as perceived by travelers in selecting or rejecting the mode.

Chapter XI discusses the outlook for improved rail service in the long haul route: the nature of the improvements that are desired, and their likely impact upon ridership.

V. THE PROCESS OF MODE SELECTION IN THE LONG HAUL ROUTE

It was found in the study of the Northeast Corridor that travel mode selections were more accurately described as routines than as decisions. Given the relatively short trips in that corridor, for most people the mode to use for a trip seemed to them to be imposed by the circumstances of the trip. In actuality, their routines were not as purely rational in basis as they themselves believed. It is true that mode decisions are often automatic for short trips, but it is not true that only rational and objective considerations were involved in the development of these routines. The perceived advantages and disadvantages of competing travel modes for different kinds of trips were found to involve the psychological needs of travelers in the Northeast Corridor, and their perceptions of the travel modes often involved prejudices not wholly based in objective reality.

In contrast, the longer trips in the long haul route are often the result of a somewhat more deliberate decision. People preparing for a lengthy trip may make choices among alternatives, rather than rely upon routines.

In the first place, long trips are sufficiently infrequent for many people so that routines can scarcely develop with the same force as for near-by travel.

Beyond that, there is additional reason for exercising deliberate care in planning a long trip. The consequences of the mode decision are more important as the trip length increases:

- Cost. With long trips the difference in cost between more expensive and less expensive travel modes can be a very significant amount of money. For this reason, alternatives are definitely weighed against one another on the basis of cost. Cost does not alone determine the mode to be used, in most cases, but it is a significant factor in the equation for longer trips.

- Fatigue. Obviously, the longer the trip the more tiring it can be, so considerations of comfort are more consciously deliberated for longer trips.

- Overall trip satisfaction. The consequences of a "botched" trip are usually greater when the trip is longer. If a business appointment in a near-by city is missed because of a transportation breakdown, it is often possible to reschedule it with less disruption than if it were in a distant city. To have an annual vacation get off on the wrong foot is surely of more consequence than to have a one-day visit to a near-by city spoiled.

The greater tendency of long haul travelers to approach mode selections as a conscious, deliberate decision in which competing modes are weighed against each other can result in a greater concentration upon rational factors, and less influence by subjective preferences. Considerations of cost and time, particularly, can overshadow such considerations as "fun" or feeling at ease or indulging a vague preference for one mode or another.

Thus, by comparison with the Northeast Corridor, travel mode selections in the long haul route are likely to be more

deliberate and less automatic, and to weight objective, rational considerations more highly, at the expense of subjective needs and prejudices.

It must be understood, however, that the difference is one of degree. It is still true that very few people planning a long trip give any consideration to all of the modes theoretically available to them. The person who thought about all the advantages and disadvantages of bus, rail, air, and automobile for his trip before making a choice would be very rare indeed. For many people, one or more of these modes is so much out of the question that it is never reviewed at all:

- In most long distance business trips there is no usable alternative to flying, and other modes are simply not even available in the traveler's mind.

- For some people the unpleasantness and fatigue of a long automobile trip is simply so great that it is out of the question, and never considered.

- For some people the advantages of driving on at least some vacation trips are so compelling that they plan their vacations around the car.

- There are people for whom the train, or the bus, or both, are seen as so uncomfortable, or time-wasting, that they are eliminated as possibilities for consideration.

- Some people are so anxious or fearful at the thought of flying that air travel is effectively eliminated from their choices and consideration.

Thus, even long haul travelers often restrict their choices by refusing to consider some alternatives. The development of routines for long trips, similar to those noted earlier in the Northeast Corridor, is especially likely among frequent long haul travelers, as might be expected. With more frequent trips, the decision rapidly becomes less deliberate and more automatic.

These routines are perhaps more readily subject to modification than those in the Northeast Corridor, however. Decisions are likely to be reviewed deliberately under several circumstances:

- The conditions of the trip may change. For example, if a stopover becomes necessary, or if the number of people going is increased by the growth of the traveler's family, he may break his routine for a deliberate re-examination of alternatives.

- Travel modes that were once satisfactory can "slip". Trains can become run down, airport entrances can become more and more congested, or driving can become harder, either because of greater congestion or advancing age on the part of the driver. Such changes in the features of traveling different ways can result in questioning an old routine.

- Because the consequences of travel mode decisions are

great for long trips, even those people with firm routines are likely to re-examine them if new mode alternatives become available or marked improvements are claimed for old modes.

Even though long distance trip mode decisions are likely to be more objectively based than selections for shorter trips, subjective considerations can still be undeniably important. Comfort, and feeling at ease, and having a pleasant view, all affect the overall evaluation that people put upon a way of travel, and the overall evaluation, in turn, helps to determine how much consideration the mode receives when the time comes to plan a trip.

In summary, by contrast with the results from the Northeast Corridor, trips in the long haul route are less bound by routines and more subject to deliberate decision-making. In the deliberation, such objective considerations as cost and time are often more important than for short trips. However, the difference is only relative: even in the long haul route there is a significant tendency to codify needs and preferences into "automatic decisions", and subjective factors are an important part of the evaluations of travel modes.

VI. DETERMINANTS OF MODE DECISIONS

The process of travel mode selection involves an interaction among three sets of considerations:

- The circumstances and characteristics of the specific trip.

- The differences among modes that can be criteria for choice.

- The traveler's own needs, preferences, orientations, and attributes.

All three considerations are necessarily involved in mode selections, so much so that it is difficult to talk about them one at a time. The circumstances of one trip will make it cost more than another, for example, but how cost enters into the mode selection will depend upon the traveler's need to save money, and whether the characteristics of a mode justify its cost to him. As another example, the circumstances of some trips make little time available, while others could be more leisurely. But an individual traveler reacts not only to these circumstances, but also from his own tendencies toward impatience or a relaxed attitude toward time, and his own perceptions about which mode will be fastest under the circumstances.

Despite the interacting nature of the three sets of considerations, they must be discussed separately if the relative contribution of each to the mode selections that are made is to be understood.

A. Purpose and Circumstances of the Trip

For trips in the long haul route, no other single determinant of mode choice is as important as the purpose and nature of the trip. In many instances the circumstances of the trip dictate the mode to be used; in other cases, while they may not completely determine the final choice they effectively eliminate one or more alternatives.

1. Business travel

Business trips and non-business trips tend to involve very different considerations. People who engage in both kinds of travel are quick to point out that they act differently in the two situations.

Perhaps the single most important consideration to a frequent business traveler is the door-to-door duration of the trip. A major effort is made to accomplish business trips quickly. To do so serves the personal needs of the traveler, by minimizing the time he spends away from home, and the demands of his employer, by minimizing the time away from his desk.

Whenever possible, business trips are accomplished with only one night spent out of town. Such trips, between cities as far apart as New York and Miami, are not at all uncommon, especially in the case of unanticipated, short business meetings.

The schedule of the business and the overall trip is a very important consideration. Most business travelers would prefer to avoid staying overnight at all, but find that unfeasible. For most long haul trips, the duration of the actual business is sufficiently long that a one-day trip would necessitate either departing very early in the morning or arriving back home very late at night, or both. These alternatives are sufficiently uncomfortable that relatively few business trips are accomplished in one day. Only when the actual business duration is very short and the travel schedule works out nearly perfectly is it undertaken.

One-day trips were sufficiently rare among the participants in the group depth interviews that relating them to other factors is difficult. However, it seems likely that they are more common when the distance between the cities is not as great as the full length of the long haul route. For example, Atlanta to Miami or Richmond to New York may produce a significant number of one-day trips. If so, the effect is probably greater than the shorter travel time in itself would account for: flying round trip between Atlanta and Miami is only just over two hours shorter than between New York and Miami. What may happen is that when two cities are relatively close together, it is psychologically easier to evolve ways of doing business that require travel for short meetings, perhaps three or four hours long. It is the shortness of the meetings, rather than the closeness of the cities, that makes one-day trips feasible. Once they are seen as feasible they may proliferate, since they are little inconvenience to the employee, and are relatively inexpensive for his employer, with no lodgings to pay. Thus, there is an element of

circularity: one-day trips are feasible for short meetings, and short meetings are more likely to be scheduled when one-day trips are seen as feasible.

For the most part, however, the best the traveler hopes for is to reduce his nights away from home to one, since a one-day trip means leaving home too early, arriving fatigued even before his work begins, cutting his work day too short, or arriving back home too late.

For an overnight trip, given a choice between flying to the other city the evening before the business or flying out in the morning and staying overnight after the business is concluded, most travelers opt for the former. It means they start their meeting rested, rather than fatigued from travel, and if they can keep the business short they can still arrive back home at a reasonable hour.

Considerations of the duration of the trip and the way it is scheduled both imply that speed of travel is highly valued. It is, of course, but the issue is not entirely straightforward, since actual speed and psychologically-felt speed are not perfectly identical.

It was found in the Northeast Corridor that any stops along the way lengthen a trip psychologically far more than reality would support, and it is not surprising that the same thing happens in the case of longer trips. As was explained fully in the Northeast Corridor study report, once a trip begins travelers are extremely impatient with any pause or

interruption in their progress. Even a scheduled stop that was known in advance is experienced as a delay, and arouses feelings of being frustrated. Once a traveler sets himself in motion he has a powerful desire for continuous motion until his destination is reached. A way of travel that requires interim stops is experienced as taking a long time, even in comparison to another way that is actually of longer duration but is non-stop. Business travelers, with their concentration upon reducing trip time, especially value non-stop travel.

While speed is valued for its reduction in the duration of trips, the knowledge that one is going very fast in a long trip seems to elicit feelings of fatigue for many people. If there were some magical way to get there faster while going slower, many people would approve it. More to the point, if the pace of the travel could be reduced without increasing the door-to-door duration of the trip or reducing the available working time, many people would welcome it. As will be seen in a later section of this report, where rail travel improvements are discussed, many business travelers would be willing to accept, and even welcome, a reduced speed of travel under certain conditions.

Comfort in accommodations is quite important to the business traveler. In his view, he is making a sacrifice in giving up the comforts of home for at least one evening and night, and in subjecting himself to the anxieties and aggravation that can come with travel. Consequently, he feels he deserves comfortable accommodations, as something that is due him in all fairness.

As a result of this orientation, business travelers tend to react strongly to discomfort encountered. They resent it, since they are being deprived of something that they feel they have coming. For the moment, at least, their irritation is not directed at the employer who caused them to take the trip, but at the people and facilities that are making them uncomfortable.

Non-business travelers may be equally appreciative of comfort, but they are less likely to expect it as something that is due them, and are more willing to compromise comfort for the sake of some other advantages.

2. Non-business travel

Non-business travel is undertaken in a number of somewhat different situations:

- Vacations
- Visiting family and friends
- Short-term pleasure trips
- Emergencies.

Vacations

A major influence in mode selection for vacation travel is the traveler's attitude toward when his vacation really begins.

For some people a vacation does not begin, psychologically, until they are settled in their destination. If they have planned to spend their vacation at Miami Beach, for example, it is not until they have checked into a hotel that a "vacation feeling" develops. The travel to Miami Beach is time that is subtracted from their vacation:

> "I don't want to waste time traveling. I want to get there."

> "If I fly, I could be having fun on the beach while other people are still riding the train."

For another group of people, vacation begins when they walk out their door at home. As soon as they leave home they feel in a "vacation mood". The trip itself becomes part of their vacation, something to be enjoyed if possible:

> "Part of my vacation is traveling--getting there."

> "My vacation is relaxing. I don't want to hurry. I want to take my time getting where I'm going."

> "I rush enough on business trips. When I take the family on vacation I want to take my time, stop when I want."

> "I want to be able to turn right or left whenever something interests me."

Flying is, of course, attractive to people with the first orientation, while driving has many attractions for those with the second orientation. The latter people are much less tied to driving than the former are to flying, however, and they frequently fly, since that experience, itself can be pleasant.

Visiting

Visiting family or friends is somewhat different from either vacation or business travel. It is difficult to generalize about this situation, since it is often combined with either a business trip or a vacation.

Visits are frequently accomplished in a shorter period of time than a full vacation, so that quick travel modes are favored. Even when time is available, the traveler is often more interested in maximizing the time spent with those he is visiting than in making the travel itself an occasion for leisurely pleasure. Such considerations as cost may prevent use of the fastest mode, but whatever mode is used there is often pressure to minimize travel time, even by those people who enjoy the travel when it is part of a vacation.

Short-term pleasure trips

The advent of fast air travel, especially with lowered weekend rates, has opened up even distant cities to the kind of three-day pleasure trip that used to be restricted to near-by locations. People can now take a short vacation in the sun in Florida, or make a theatre and shopping expedition to New York, or visit family or friends for weddings or other special events almost anywhere. Where any distance is involved, it is air travel that makes these trips possible, and there is no alternative mode for such "mini-vacations".

Emergencies

For unanticipated emergencies, such as illness and death in the family, time conservation overrules almost every other consideration. In fact, speed itself is valued, even apart from time conservation, since it is psychologically appropriate for the traveler's state of mind. People responding to an emergency not only have realistic grounds for being in a hurry, but moving fast is consistent with their psychological state, while moving more slowly can accent their anxieties. Speed, itself, can serve as a reassurance that they are doing all that could be done.

3. Direction

Northward and Southward trips in the long haul route tend to involve different considerations.

A large proportion of all trips South by Northerners are for vacations, while Southerners traveling North are more often on business trips or visits to family or friends. Thus, in accordance with the descriptions of these trip types presented above, Northerners are more likely to be in a more relaxed or festive frame of mind. There is probably more deliberate comparisons and choices among modes by the Northerners, since they are vacationers and since some vacationers see the travel time as part of the vacation and therefore something to be enjoyed.

4. Season

Trips in the winter seem less likely than summer trips to be made by automobile, because both Southerners and Northerners fear the possibility of ice and snow north of Virginia.

5. Number of passengers

The larger the number of passengers traveling together, especially as one family, the more consideration automobile travel receives.

One obvious and important reason is cost: with four to six people, automobile travel is seen as a great economic saving. Cost is not the only factor, however. Many people would rule out a long automobile trip by themselves because of the boredom they would anticipate from being alone so long, but are willing to travel with other people by car.

6. Children

The presence of children has a great influence on travel plans. Depending upon the parents, any of the following considerations may operate:

- With very young children, long automobile trips are often ruled out because of the paraphenalia and inconvenience of keeping them clean and fed and providing a safe place to sleep in the car.

- Many people are so irritated by the restlessness, sibling bickering, and impatience of children that their presence is a reason to favor faster travel methods.

- On the other hand, the confinement of travel makes it, for some people, a welcome opportunity for family intimacy and togetherness, best appreciated in the privacy of an automobile.

- People who highly value getting to know and experience different parts of the country often specifically want to enrich their children with this experience, so the presence of children can accentuate the importance of this consideration in planning a trip.

7. Luggage

Problems with luggage can be one of the major aggravations in travel. More than a few trips are smooth and free of irritation for the traveler in every other way but are marred by the fatigue of carrying heavy suitcases long distances or encountering delays in baggage handling.

A delay in claiming baggage can be a serious matter. It was pointed out above that a stop en route is experienced by the traveler as a direct frustration of his goal, and arouses irritation out of all proportion to the actual objective effect of a few minutes' delay. While this effect is strongest in the case of delays while on the vehicle, it also exists in the terminal. Having to wait for luggage, then, can be a more powerful irritation than an objective consideration of the actual time lost would indicate.

In some situations, luggage can function as a mode choice determinant. People with large amounts of luggage find air travel less appropriate because of the restrictions. Automobile travel is advantageous when there is much luggage, because of the relative unrestriction on amount, and because it need not be as carefully packed and need be handled only at the beginning and end of the trip.

People who spend extended periods in Florida, perhaps the entire winter, even to the extent of maintaining

a Northern and a Florida residence, obviously have a great deal of luggage to transport. They may drive, despite a reluctance to do so in every other way, and some of them use the train as a superior alternative to the luggage restrictions of the airlines.

8. Availability of car at destination

Those who anticipate needing or wanting a car at the destination may be influenced to make the whole trip by automobile, even if it is tedious and arduous for them. The unpleasantness of the trip is a price they are willing to pay to avoid the cost of renting a car at their destination, and sometimes even to avoid indebtedness to those who would lend them a car or drive them around.

B. Available Mode Choice Criteria

Once the nature of the trip is defined, the differences among travel modes become relevant in determining preferences and choices.

1. Quickness

The time required to reach the destination is the most salient characteristic of travel modes, and often determines mode choice in the long haul route almost by itself.

The most general and obvious conclusion is that as distance increases the importance of a faster travel mode increases. Several factors influence and moderate this relationship, however.

First, as we have already seen, the importance of time conservation varies according to the nature of the trip. Second, it varies according to the personal orientations of people.

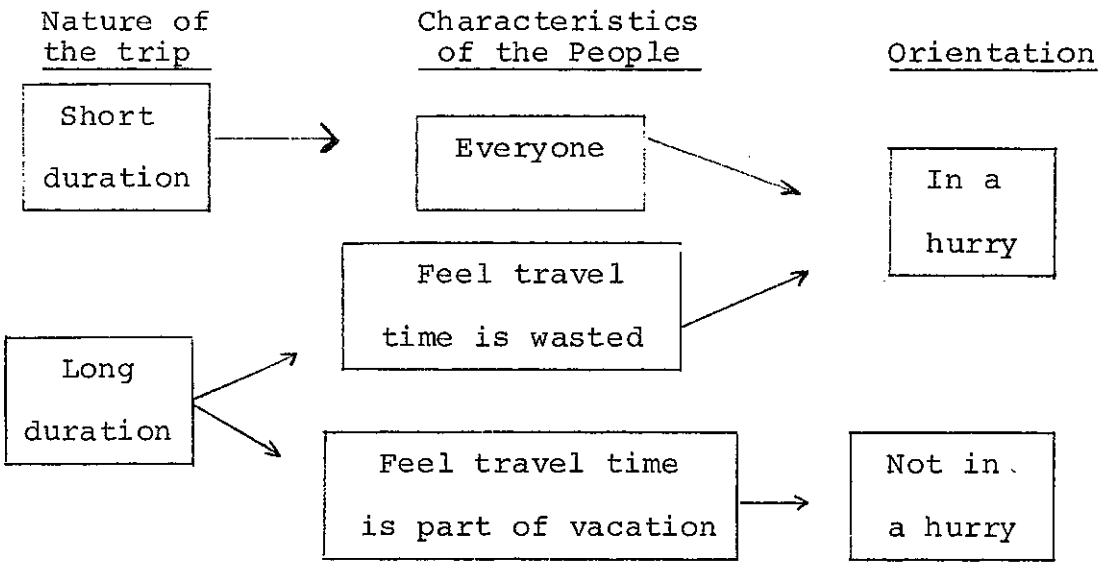
In addition, the importance of time conservation is related to the duration of the trip. The longer the duration, the lesser is the pressure to conserve travel time. If a traveler is to be away from home for a month, "losing" three or four days in travel is less consequential than if the trip is for a week or ten days. With still shorter trips, as with most business travel and with non-business emergency and weekend trips, travel time is even more important.

For the business traveler the most critical time conservation issue of all is likely to be minimizing his nights away from home. Thus, the importance of travel quickness is not purely linear. When there is a possibility of completing a trip all in one day, travel quickness is much more important than when an overnight stay is inevitable. Whenever choosing the quickest mode will reduce the number of nights away from home, the selection is likely to be made on this basis alone. In most cases, no advantages of other modes could overcome this consideration. When competing modes offer the same number of nights away from home, quickness, while still important, is not nearly so compelling a basis of choice.

For trips of longer duration, perhaps two weeks as with most vacations, the importance of travel speed is largely a function of the personal characteristics of the traveler. Even when time is available, those people, discussed earlier, who feel that the vacation does not begin until the destination is reached obviously want to arrive as soon as possible, and are under pressure to conserve travel time. In the absence of other considerations, people who regard travel time as "wasted" time are strongly inclined to the quickest mode.

Some vacation travelers feel less pressure to conserve travel time. For them, the vacation feeling starts as soon as they leave home, and they are inclined to make the travel time itself a pleasant experience and a part of the vacation. They may still fly, since many of them find air travel a pleasant experience, but they are under less pressure to do so, and often use or consider other modes, particularly driving.

The relationships discussed above can be summarized as follows:



2. Scheduling

Scheduling considerations can sometimes be as important as quickness in meeting the goals of time conservation: the speediest mode is not always the most time conserving. The goal of business travelers who are in a hurry is to minimize the time away from home and the time during business hours lost to travel; the goal of pleasure travelers in a hurry is to maximize the time available at the destination.

Thus, a business traveler with a 2 P.M. appointment might choose a three-hour train leaving at 10 A.M. over a one-hour plane leaving at 8 A.M. A pleasure traveler anxious to reach his destination might choose to leave at 8 A.M. and drive for three hours if his only alternative is a one-hour flight leaving at noon.

Time conservation is not the only way scheduling considerations are important. Business travelers in particular resent the disruption and discomfort of beginning a trip by arising very early in the morning or having a very late arrival, and this consideration helps to determine the way a trip is arranged. It is sometimes in conflict with the desire to minimize nights away from home, and one form of discomfort must be balanced against the other.

3. Comfort

Physical comfort is quite important to long haul travelers using public modes.

- Seating comfort is a preoccupation of many travelers. It becomes a crucial consideration for many when the traveler must sleep in his seat for any time.

- Many people would not consider overnight travel without bed accommodations. The importance of this issue to many people is evidenced by the great value that many automobile travelers put upon the comfort of their hotel or motel bed.

- Smoothness of ride is important. A bumpy ride can spoil a trip for many people, and jouncing and swaying were commonly offered as reasons for not even considering some travel modes.

- Rest room facilities are obviously important.

- Spaciousness is an aspect of travel modes that is perceived as an asset by many people. For men over six feet tall feeling cramped is all too common. Psychologically, too, many people find unpleasant the sensation of being narrowly confined.

- Temperature control is important.

- Noise can make a trip uncomfortable for many people.

- Smell as an aspect of comfort was mentioned in only one context: the food smell of packed lunches.

4. Cleanliness and newness

This factor is closely associated with comfort in the minds of many people, who describe vehicles as "uncomfortable" because they are "old and dirty". Certainly, new facilities and a high standard of cleanliness are very attractive to almost everyone.

5. Cost

In terms of the number of decisions it influences, cost is as important as time considerations. For many people, it is the only determinant of mode choice on most of the trips they make: lower-income people may give low cost such a high priority that they will compromise every other consideration and preference in its favor.

6. Convenience and "hassle"

The importance of the aggravation factor was developed at length in the Northeast Corridor report. Basically, it was found that making a trip involves a long sequence of tasks and decisions: looking up schedules, choosing a time, buying tickets, deciding what to take, packing, deciding how to get to the terminal and when to leave, fighting traffic, parking, carrying luggage, checking luggage, finding the right vehicle, and then repeating many of these tasks in reverse at the destination.

None of these tasks by itself would be very disturbing, but they all impinge at once, and call for a considerable amount of planning and effort. And in such a sequence, there is ample room for something to go wrong, even though each task by itself is manageable. In short, many travelers can feel harassed and anxious under the press of so many details, and travel can be a "hassle".

The aggravation or hassle factor is generally less important for the longer trips in the long haul route than in the Northeast Corridor. The reason is simply that for most people long trips occur less frequently than short trips, and any aggravation is more

tolerable when it is infrequent, and seen as a "special occasion". For those people who do have a high frequency of long trips the aggravation factor can operate as it was described in the Northeast Corridor study report.

However, one aspect of this issue is operative in the long haul route even for those persons whose long distance travel is relatively infrequent: getting to and from terminals, especially when luggage is involved.

7. Service and courtesy

The service provided by travel personnel is a very important influence on the satisfaction with travel modes and the pleasantness of using them. Travelers are very much upset by long delays in answering telephones and by shortness or curt treatment when they have problems or seek information. They are quite favorably impressed when they encounter a helpful attitude, as when a clerk shows no sign of impatience in arranging their trip, answering their questions, changing their reservations, etc. Courtesy and friendly service from personnel on board the vehicles is highly valued, as it makes travelers feel welcome and appreciated.

8. Food

Food is a much more important consideration on longer trips than it is in the Northeast Corridor. It is an important part of the overall evaluation of a mode.

9. On-time reliability

Arriving on time is, of course, crucial for many business and emergency trips, when the activity that is the purpose of the trip is scheduled. But the importance of being on time goes beyond purely objective considerations, affecting even vacationers who are not on a tight schedule.

Travelers view a time table as a commitment or promise to them, and feel let down and upset by a failure to meet it.

10. Safety

Fear of danger is a determinant of mode choice in two ways. First, many people refuse to fly or avoid it whenever possible because of fear and anxiety. Second, some people will avoid using an automobile for safety reasons, especially when the weather threatens hazardous conditions.

11. Terminals

Terminals are important in three ways. First, their location, layout, and facilities contribute to the convenience and inconvenience of travel, as has already been discussed. Second, they are a definite part of the cleanliness and/or newness, already discussed, that most people experience as pleasurable. To establish a particular mode as "clean" the vehicles are probably more important than the terminals, but that is not to say that terminals are unimportant. Improving the vehicle may be the biggest part of the job but it is still only part. Third, some terminals can seem threatening: frequented by "undesirable characters", located in "unsafe" parts of town, with dark, deserted parking facilities.

12. Personal security and freedom from affront

Freedom from assault, either physical or psychological, is an increasing concern of travelers. It is usually associated less with the vehicle than with the terminal, and was discussed as it applies to terminals in the preceding paragraphs. Less often, these feelings of insecurity can be aroused when riding in the conveyance:

- Some automobile travelers, especially blacks and long-haired youths, express apprehension, usually mild, about being persecuted by Southern rural police.

- Some people, usually women, are concerned about being disturbed by fellow passengers on public modes.

13. Relaxation

The extent to which a travel mode facilitates relaxation while riding involves several of the factors already discussed: physical comfort, feelings of safety and security, cleanliness, service from personnel, and possibly others.

No travel mode as they now exist offers a very high degree of relaxation, as evidenced by the fact that travel is tiring to most people, in one way or another. The inability to feel relaxed is a serious drawback, as evidenced by the many complaints that can be related to this issue.

- Apprehension and anxiety prevent many people from relaxing on airplanes. Takeoffs and landings, especially, generate tension, but even cruising is not without it.

- Most automobile drivers and passengers, however much they enjoy it, would not describe a long trip by car as a relaxing way to travel.

- Rail travel offers the greatest potential for relaxation. The relatively unlimited space available enables passengers to walk about and stretch, and can be used for commodious seating. Anxiety and apprehension for safety are almost always absent. Rail travel is currently marred, however, by irritation at dirty or run down physical facilities, poor ride smoothness, noise, and poor service from personnel.

14. Use of time constructively

Very few people seem to consider a constructive use of travel time, such as a business traveler working while riding, when choosing a travel mode. Ironically, it seemed more important in the Northeast Corridor (although it was not strong even there) than in the long haul route, despite the greater time available on a long trip. Perhaps those who are so time conscious that constructive use of idle time would be important simply do not use any mode for long trips that leaves much discretionary time.

C. Characteristics Related to the Traveler

The personal characteristics of individuals that affect mode selections can be considered in two categories: demographic characteristics, and attitudinal and psychological factors.

1. Demographic characteristics

The group depth interview method is not the best for investigating relationships involving demographic characteristics. Since the characteristics themselves are so easily established in an interview, a large sample survey is more appropriate than the relatively small number of participants in group depth interviews. Consequently, establishing demographic relationships was not a goal of this study. However, a few findings that did emerge are worthy of note.

a. Age

Older travelers seem more likely to avoid air travel than younger ones. In part, it may represent greater anxiety among people who did not "grow up" with flying, and it may also reflect a simple persistence of travel habits that were formed before flying was accepted as mass transportation.

Some older people try to avoid long auto and bus trips, because of the discomfort caused by circulatory problems when seated in a confining position for a long time.

b. Sex

The most apparent sex difference is the greater frequency of fears and anxieties by women traveling alone, which inclines many women traveling alone to fly, since terminals and fellow passengers are felt to be "safe", and since the quickness of the trip minimizes exposure to assault or affront. Many women decline to drive for any great distance alone, because of fears of "trouble" should they experience mechanical failure and be stranded somewhere.

c. Socioeconomic status

The major difference observed according to income is an obvious one: people with lower incomes are more concerned about cost.

d. Race

While many of the groups included both black and white participants, one session consisted entirely of blacks and was led by a black moderator.

The only meaningful pattern that can be related to race is orientation toward bus travel. Many more black than white participants seemed to accept the bus as a satisfactory mode for long trips, and even to enjoy and prefer it.

e. North-South differences

It was previously noted that the Northerners and Southerners interviewed often had somewhat different orientations toward travel in the long haul route. The most likely explanation has nothing to do with personal characteristics, but reflects the different nature of trips. Northerners traveling South are more often on vacation or other pleasure trips; Southerners traveling North more often do so for business or other definite reasons. From this, it follows that Northerners and Southerners often have different considerations as discussed in the section on the nature of the trip

2. Attitudinal and psychological factors

Non-rational psychological needs and preferences are generally subordinate to more objective trip and mode considerations in choosing a travel mode. Thus, they operate most strongly when objective considerations leave two or more modes equally viable. In the Northeast Corridor the shortness of the distances means that time, cost, and physical comfort differences among modes are relatively small and unimportant, so that attitudinal factors can play an important role in mode usage patterns. In the long haul route, however, the length and cost of trips make the various modes much more different in their intrinsic characteristics, leaving less room for attitudinal factors to operate.

Nevertheless, psychological factors are by no means inconsequential in the long haul route. When they are sufficiently powerful they can and do affect mode choices, especially when reality considerations for competing modes come close to balancing. Furthermore, even when reality considerations overrule them in mode choice, psychological considerations remain as determinants of feelings about and liking

for travel modes. As such, they are potential determinants of mode choice if changes in the travel system are predicated for the future, since all they need to operate is a set of travel modes that offer viable alternatives to each other.

a. Fear and anxiety about flying

The fear of flying is not restricted to those travelers, often older people, who reject it outright under any circumstances. There are many people who fly when necessary, but try to avoid it. Furthermore, many people who fly often and are not overtly fearful feel vaguely uncomfortable and marginally apprehensive at least part of the time. It is a kind of "background anxiety" rather than outright fear.

Many of the participants in the group depth interviews reported the presence of such mild anxiety when flying, after they had denied they were "afraid" of flying. Another line of evidence that it is widespread is the fatigue that people report from an airplane trip. Objectively, two or three hours sitting in an airplane should be no more physically tiring than two or three hours sitting at a desk, or at home watching television. But it is clear that many or most people are tired by it, in varying degrees. The most likely explanation is that the tiredness results from not relaxing, due to the stress of some anxiety.

It appears that somewhere around one-half of all air travelers are sufficiently anxious or apprehensive to be aware of the feeling.

Many who fly very frequently are affected. While many people report great anxiety about their first trip, which then diminishes, it may never vanish entirely. Further, many people experience a slow build-up of apprehension as they continue to fly, reflecting a feeling that if you fly often enough the "law of averages" may catch up with you.

Obviously, if people who are anxious about flying continue to fly, other considerations are being given priority. Anxiety is suppressed in return for the advantages of flying: reducing trip durations, maximizing time available at the destination, and providing good physical comfort. Equally obviously, however, the incidence of anxiety prevents air travel from being totally satisfying to a large number of people, and makes it vulnerable to competition from another mode that could rival it for trip duration and comfort. The many anxious air passengers would welcome a viable alternative.

b. Environmental sensitivity

It appears that a fundamental difference among people is the pleasure that is derived from richness of experience in the environment. Some people seem to experience events and emotions more profoundly and more openly than others, and to enjoy more intensely doing things, seeing things, and having new experiences. These people tend to be curious, somewhat extroverted, independent, activity-oriented, and emotionally responsive. Their openness and willingness to participate in new experience was demonstrated in their tendency to talk more and to talk earlier in the group sessions.

People in this segment are likely to be those, already discussed, for whom the vacation feeling starts as soon as they leave home. They want to make the travel itself an experience rather than just a utilitarian means for getting somewhere to vacation, or to conduct business.

These people often want to drive on their trips, when it is possible. Driving permits experiencing, rather than passing over, a countryside and its people and sights. They do not view the time spent in driving through relatively unfamiliar regions as wasted time, so they are less often in a hurry.

Flying is not rejected by these people. In the first place, there are times when trip circumstances do not permit them to indulge their desire for more intimate experience than it provides. Second, flying itself is an experience to be prized and enjoyed: people with this orientation would certainly want to fly once, and possibly more often. But since they value flying not solely for its utilitarian value, they are under less pressure to fly on most or all of their trips.

c. Control

To some people the need actively to manipulate their environment is important. They resist relinquishing control to others and feel psychologically uncomfortable on public travel modes where operators and schedule makers are in control of events. Obviously, many such people prefer automobile travel when it is possible:

"I decide which way to go, and when to go."

At the other end of this continuum there are people who feel quite comfortable when guided by others and feel less comfortable with too much responsibility for events:

"I'd rather let a pilot do the work and let me relax."

"I want to leave the worry and the driving to someone else."

Travelers such as these enjoy package tours and can relax completely when all the details are entrusted to someone else.

d. Hedonistic orientation

Some people actively seek for the pleasure implicit in any situation. When they become bored with one way of travel, that is sufficient grounds to look at others. Such fun-oriented people are ready to welcome viable alternatives to air travel as the novelty wears off and it becomes functional rather than fun. They responded enthusiastically to the possibility of more lively entertainment and a festive atmosphere on board vehicles.

The next chapters in this report discuss the travel modes themselves, as viewed by travelers. But this chapter demonstrated that the travel features on which modes differ act to determine mode selection only in interaction with the nature and purpose of the trip and the personal attributes and orientations of the traveler.

Therefore, the lists of advantages and disadvantages in the next chapter must not be taken to imply that adding up advantages is an adequate representation of the mode selection process. Even assuming that each traveler has his own unique set of weights for the advantages does not represent the realistic complexity of the selection process:

- The importance that a traveler places upon a mode feature will change markedly from trip to trip as the nature of the trip changes.

- For some trips, one single feature by itself is sufficient for the choice or rejection of a mode: for a sudden business trip the speed of air travel becomes the only issue that matters; for a very poor person the cost of air travel eliminates it. There is, for these cases, no summation of lists of advantages.

- People not only differ on how much weight they give a certain advantage, they may not even agree on whether it is an advantage: to some people automobile travel means "privacy", while to others it means "loneliness".

Thus, any accounting of travel mode advantages and disadvantages must not lose the context of trip circumstances and personal attitudinal characteristics.

A list of advantages and disadvantages is inadequate in another way, also. In a given situation a mode feature can be an undoubted advantage yet play no part in the actual choice of that mode. That is, some mode advantages can be "side effects": they are real, but they play no part in the decision process. For example, a man who has driven from New York to Miami may report as an advantage of going that way that he stopped in Washington for sight-seeing, but his reason for driving was to save money, and he would have driven regardless of any sight-seeing considerations.

The difference between an advantage and a choice determinant is quite dramatic when the possibility of change in modes is introduced. For example, practically everyone agrees that dirtiness is a serious disadvantage of rail travel, and that cleaner trains would, therefore, be advantageous. Yet only a very few people would find the likelihood of their using the train increased at all if better housekeeping was accompanied by no other change. Cleanliness is a necessary but very insufficient reason to use the train.

In a great many situations, actual choices are made on the basis of time, scheduling, safety fears, or cost. Other advantages and disadvantages may follow after the decision, but do not determine it.

These other advantages and disadvantages are important, however. As indicated bove, they can be a necessary but not sufficient condition for using a mode. And when changes for the future are considered, in which a mode can improve its position on essential characteristics to become comparable to the competition, the "side effect" advantages are in a position to become use determinants.

Of course, travelers differ on which mode advantages function as actual choice determinants. For example, physical comfort is an actual determinant to some people, while to others it is a "side effect" advantage.

In the discussion of advantages and disadvantages of travel modes in the following chapters, an attempt is made to indicate which ones function as actual choice determinants in a significant number of cases.

VII. AIR TRAVEL IN THE LONG HAUL ROUTE

A. Advantages

Air travel in the long haul route is seen by significant numbers of people as offering the following advantages over some or all other modes:

- Time conservation
- Less discomfort
- Efficient, courteous service
- Newness, cleanliness
- Food service
- High status
- Personal security
- Fun.

Time conservation

Certainly the most salient characteristic of air travel is its potential for conserving time. For a great many of the trips that are made this advantage simply overwhelms all other considerations and is sufficient by itself to dictate flying as the mode. Most business trips are in this category, as are short duration non-business trips, including emergencies and "weekend vacations".

For short duration trips, when the air travel time is under two hours there is no practical alternative, since the trip can then be made comfortably in one day by flying. On the other hand, when air travel time is over three hours there is likely to be no practical alternative, since travel time by any other mode would be so long it would necessarily encroach upon the time available to conduct business or otherwise carry out the purpose of the trip. For short duration trips in between, the timing is often such that other modes could compete by offering travel during sleeping hours, although such competition is not now effectively in existence.

When more time is available, as with a two-week vacation, some people, but not all, continue to be impressed by time conservation. The tendency to see travel time as being necessarily wasted time distinguishes people, and those who see it that way are highly impressed by air travel. For some of them it is "the only way to go": if the cost of flying is too great, they do not go at all. Many people for whom a vacation does not really begin until they are settled at a destination are so committed to flying that they express genuine surprise that anyone would willingly travel any other way.

The issue of time conservation by itself determines the use of the airplane for a great many trips in the long haul route, even though circumstances and the personal characteristics of people make its importance variable. It is important to realize, however, that it is time conservation, and not speed itself, that is important. Another mode could compete with air travel even for those people who are in a hurry, by offering a trip of approximately the same total duration with approximately the same amount of time available at the destination. (As will be seen, a slower mode can meet these standards by providing for travel while sleeping.)

For the present, however, the time conservation of flying is often a supreme advantage:

"I'm down there having fun while you're still sitting on the train."

"Why take so long, when I can be swimming in Miami?"

"I don't like to make a big thing out of travel. I like the quickest way down."

"Get there fast and get my business over with."

"If you're in a hurry, there's no other way to go."

Less discomfort

This feature is phrased as it is, rather than as "more comfort", because for many people airplane travel is not inherently comfortable, with seating that often feels cramped and a not uncommon bumpy ride. In many respects, however, it still surpasses other modes for physical comfort: well-shaped seats, temperature control, a tolerable noise level. More important, the time during which any discomfort is experienced is relatively quite short. Also, many people subsume under their notion of "comfort" the amenities of service by stewardesses and the psychological impressions of newness and cleanliness. In the overall impression, air travel is seen by most people as the superior mode for comfort and amenities.

Physical comfort functions as an actual choice determinant for some people for whom "cost is no object", and for many business travelers who feel the maximum comfort is their just due for the sacrifice they are making by traveling. Such people might continue to choose air travel even if it offered no time conservation advantage.

Efficient, courteous service

The service provided by airlines, both in arranging a trip and in carrying it through, is rated superior. From the telephone reservations clerk through the stewardess, airlines personnel are praised for their courtesy, friendliness, helpfulness, and willingness to devote their attention to straightening out a problem, even if that means helping a passenger arrange a flight on another airline.

It is true, however, that praise for the airlines seemed less spontaneous and enthusiastic than in the Northeast Corridor study. At least two reasons seem to account for this falling off in praise. First, it may be that the service of the airlines has deteriorated somewhat, perhaps because of financial hardships in a recessed economy. Many respondents claimed to have noticed a decline in the quality of the service they receive. Second, it is probably true that as the "newness wears off", and people become more matter-of-fact about the "wonders of the Jet Age" with the familiarity that comes with the simple passage of time, they become more aware of details and more capable of criticism. But though enthusiasm may be declining, the airlines greatly surpass all other travel modes with regard to perceived service:

"I like the way I'm treated."

"They are the kindest people."

This service orientation confers two important benefits to the passenger: objectively, it reduces the hassle he must endure, since information is readily available and reliable, and assistance is available; subjectively, it makes him feel important, appreciated, and welcome. The benefits are sufficient to be a choice determinant for some people.

Newness, cleanliness

The advantage of cleanliness is obvious, and it need only be remarked that airplanes and airports are ranked very high in this regard.

The newness of facilities is perceptually related to cleanliness. A new vehicle is psychologically cleaner than an older appearing one, regardless of how well the latter is scrubbed. New and attractive air terminals contribute to a general feeling of "niceness" and living well.

Food

Airline food service is still considered the best. Many people complain that it is not as good as it was in the past, but in comparison to other public modes it ranks high, and is at least satisfactory for most people. The airlines' practice of absorbing the cost of snacks and meals into ticket prices is quite popular: while many people realize that they are paying for the food one way or another, psychologically it remains a "bonus" of air travel. The shortness of the travel time also works in the airlines' favor: with only one meal to be served there is less to criticize.

High status

Flying is seen as a travel mode for important and "high class" people. It is, perhaps, more a matter of the absence of people at the low end of the scale than a restriction to people at the upper end. At any rate, many air travelers seem to find it rewarding to their self-esteem:

"A nice group of people on planes."

"You can trust these people and talk to them as well."

It may be that ego gratification is greater for air travelers of lower socioeconomic status. More affluent people who have been flying longer and more often are coming to take it more for granted. The group depth interviews suggested a possible tendency for lower-income people who fly to be more reluctant to imagine giving it up in favor of improved rail travel, and a likely reason is the self-esteem they receive from it.

Personal security

Partly because of solicitous personnel, partly because of "high class" fellow passengers, and partly because of the location of airports in comparison to other travel terminals, air travelers feel safer from affront or psychological or physical assault. For a few women, this factor is important enough to function by itself as a mode choice determinant.

Even apart from the "higher class" fellow passengers on airplanes, the short travel time limits exposure. As one women put it, "If you come across an obnoxious drunk on a plane you can stand it for two hours, but on a 24 hour train ride it would be intolerable".

Fun

As long as air travel is new and novel, it is great fun for many people. The unaccustomed air traveler may enjoy the knowledge that he is flying and the awareness of his great speed. For several trips he will find the view of the ground, and of cloud formations under different conditions, fascinating:

"I just love flying. Really beautiful."

The effect wears off with exposure, and experienced air travelers must look to facilities on board and to status associations for "fun", rather than to the experience itself.

B. Disadvantages

The important disadvantages of flying to significant numbers of people are:

- Fear and anxiety
- Cost
- Inconvenience and hassle
- Need for a car at destination
- No sight-seeing or enrichment
- Confining
- Dependence on others
- Luggage considerations
- Poor scheduling in some cities
- Unreliability.

Fear and anxiety

As previously indicated for many people, fearful feelings are an absolute barrier to flying, and perhaps one-half of all experienced air travelers experience sufficient apprehension or anxiety to be aware of it:

"Being stacked -- frightening to me."

"Air travel bothers me."

"I don't like flying. Your're too high up."

"The speed makes me shiver."

Cost

Flying is widely viewed as the most expensive way to travel, especially for a family with children. Some people report that any additional cost over other public modes is inconsequential, especially when the cost of meals on those other modes is taken into account, and that flying even compares favorably with driving if meals and accommodations are considered. However, it is undeniably true that travelers on a tight budget, especially families, often fail even to consider flying.

Inconvenience and hassle

The inconvenience of air travel is an issue involving terminals. People who are otherwise very pleased with air travel often are critical in the area of terminals:

- Their location makes getting to and from them difficult, and sometimes unreliable when city rush hour traffic is involved.

- Parking is often a long hike from the terminal, especially if much luggage must be carried.

- Long walks within a terminal building are common, often with arms loaded and in a hurry.

Thus, while airports are usually praised for their attractiveness and "niceness", inconvenience is a source of genuine dissatisfaction:

"Congestion at airports, expressway tie-up, parking at airports."

In addition to terminal problems, the very speed of air travel seems to create in some people a psychological orientation toward rushing and hurrying that may be unnecessary but affects their own feelings. As one man put it, "Air travel is hustle-bustle. On a plane, I'm still rushing when I'm sitting there. I can't relax".

Need for a car at destination

This disadvantage applies to every public mode, of course. It most often emerged as a disadvantage of air travel because the driving-flying choice is the one most often faced by most people:

"I'm dead without a car."

"Renting a car is expensive."

"If we had a car we would have stayed longer."

"I hate to borrow a car from my sister-in-law."

In some situations this consideration serves as an absolute deterrent to flying, or using any other public mode if it is considered. For many people, rental cars are too expensive to be a solution.

No enrichment or sight-seeing

For those people, described earlier, who savor the experiencing of their environment, a trip is potentially a chance to contact something new or different. There may be specific sights to see between home and the destination, and even if there is not, there is a countryside with a different appearance and people who speak and may even act differently. After they have flown enough times for the experience of flying to become familiar, such people are likely to report that flying is boring, sometimes expedient but resented as a waste of a potential experience:

"Flying is an absolute bore."

"All the hills flatten out when you fly. I like to look at mountains."

"I would rather have time to stop and sight-see on the way."

"Being in the clouds is like being nowhere."

Confining

There are two ways in which air travel is experienced as confining. First, tall or large men in particular are literally cramped in coach class seats. Second, an airplane is psychologically confining, being packed with seats and people, and narrow aisles, and no place to walk anyhow. One participant claimed that "many people will not admit a sense of claustrophobia" they have in airplanes.

Dependence on others

This feature is a significant disadvantage to those people who value the independence of action and control of events of automobile travel. It is, of course, a disadvantage of all public modes, not just air travel, relative to driving. However, the "programed rush" of airports and the dependence upon people with uncommon or even unfathomable skills -- pilots and air traffic controllers -- may accentuate it for this mode. One participant said, in describing an airplane delay, "It was depressing because I couldn't do anything".

Luggage considerations

Luggage handling is one of the major specific drawbacks of air travel for many people:

- The limitation on weight or amount of luggage is sometimes inconvenient or even impractical.

- Carrying luggage through parking lots and down long terminal passageways is tiring.

- The possibility of lost luggage is a serious disturbance to some people.

- Waits and confusion in many baggage claim areas, and the absence of systems to prevent theft, bother many people.

Poor scheduling in some cities

Obviously, travel by air or any other public mode becomes less practical when only a few vehicles each day are available. When the importance of scheduling to the overall duration of the trip is considered, as discussed earlier, it is not surprising that travelers to and from the smaller cities along the long haul route raised schedule infrequency as a major hindrance to air travel.

Unreliability

Airlines fail to meet their schedules frequently enough to cause concern among some people. The concern is seldom, if ever, great enough to be a basis for avoiding air travel on any trips, but it is an instance of less than complete satisfaction among air travelers.

Interestingly, while there is often good reason why the possibility of a late arrival should be cause for concern, as for a business traveler with appointments to keep, it is late departures that seem to cause more psychological upset. A late departure leaves the traveler with nothing to do but "kill time" in a terminal, while he rushes on about his business after a late arrival. The significance of this factor is in the tendency, noted previously in this report and in the Northeast Corridor report, for delays or gaps in the trip experience to produce more irritation than purely functional considerations would support. A complete stop in his progress violates the traveler's definition and view of himself as a person on the move.

While "normal" late arrivals by plane may not be as upsetting as late departures, orbiting a crowded airport in a holding pattern is a different story. The irritation is great, but much of it is due to the fear and anxiety of not having things go right, rather than the lateness. Thus, after landing there is often a sense of relief that overcomes the anger at being late.

VIII. AUTOMOBILE TRAVEL IN THE LONG HAUL ROUTE

In terms of the number of trips made, the automobile and the airplane are certainly the two prime competitors in the long haul route.

A. Advantages

The automobile in the long haul route has one or more of the following advantages for significant numbers of people:

- Low cost
- Having a car at the destination
- Enrichment of experience
- Control and flexibility
- Less hassle.

Low cost

Little need be said, beyond repeating that automobile travel is perceived by many or most people as the least expensive way, especially when more than one or two people are traveling. Most automobile travelers do not assign any of the fixed costs of ownership to a trip when judging its cost, and many do not even consider such factors as wear and maintenance costs with accumulated mileage. For a great many trips, the cost factor alone determines the automobile as the choice. Many automobile travelers would rather fly, if they could "afford it":

"I would never drive if I could afford to fly."

"I have six people in my family so it is less expensive to go by car."

Having a car at the destination

The importance of having a car available at the destination is in part a function of the nature of the trip -- a car is less important for a short business trip or for a vacation to be spent at one resort -- and in part a function of different personal characteristics of people -- some people enjoy staying put at a vacation resort, and some enjoy side trips and excursions. This factor, too, is sometimes a mode choice determinant by itself.

Enrichment of experience

Many people value an automobile trip to a vacation site for the sight-seeing possibilities along the way. More subtly, there are people who enjoy "getting to know other parts of the country": not just sight-seeing at points of special interest, but observing and feeling changes in terrain, vegetation, and climate, talking to people with different accents and mannerisms, and observing different customs (e.g., grits for breakfast in the South). In the case of family travel, there is often a desire to provide this experience for the children. Those people who are especially sensitive to and appreciative of their environment may use this issue as a mode choice determinant:

"You can see more of the countryside."

"You can see how people in America live."

"I want my kids to get to know life as it is."

"I was fascinated by the change from winter to summer as we went South. You can see what this country is about."

A family trip by car can be enriching in another way, as well. With a family together in a car, cut off from the outside world, feelings of privacy, intimacy, and togetherness can develop: "In a car you can talk more freely about personal matters. Maybe even develop better patterns of communication with family members". While these feelings can serve to make an automobile trip more pleasant, it is doubtful that they are a very strong mode choice determinant.

Control and flexibility

The automobile traveler's independence from control by other people is an important feature of this mode to many people. The sense of freedom, of not being dependent upon public mode schedule makers and vehicle operators, is a welcome break for some people from their tightly scheduled everyday lives, especially in the case of vacation travel.

The flexibility of automobile travel is often put to use for unscheduled stops and side trips. Even when it is not, the feeling of freedom and independence is a meaningful gratification to many people.

The fact that the traveler himself is in control of his car seems also to affect his feelings about safety. While many people are aware that automobile travel is objectively and statistically higher in risk than public modes, they usually do not feel unsafe. Thus, safety considerations for automobiles are in many respects opposite to those for airplanes. While many people may believe that air travel is statistically safer than automobile travel, their helpless dependence upon the skill and training of other people seems to make them feel a sense of danger that is not present in a car.

At any rate, the independence this mode permits is very important, and can be a choice determinant:

"We did what we wanted. I wouldn't want to fly -- I always have the time available -- it's too restricted."

"Free and easy."

"I enjoy driving more than anything, because my time is my own."

"You can stop when you want to."

"There's no need to have a scheduled course."

Less hassle

Automobile travel requires less planning and preparation than other modes: no reservations or tickets, leave when ready instead of by schedule, less "paring down" of luggage to be taken and less careful packing, etc. For many people the overall "hassle" of travel is therefore lower for this mode:

"Just throw everything into the car."

"No worry whether your luggage will arrive with you or not."

"Never really have to worry what you look like."

Some people, although probably a minority, find the aggravations of children more tolerable in an automobile trip, since there is no concern about their bothering other people and no great need to keep them constantly clean and presentable.

B. Disadvantages

Automobile trips in the long haul route have the following disadvantages for significant numbers of people:

- Time lost
- Labor and tedium
- Worry and hassle
- Problems with children
- Safety.

Time lost

The importance of time conservation for different kinds of trips and to different people has been discussed at length, and needs no further elaboration. The automobile is inappropriate for many kinds of trips, and some people rule it out for any kind of trip as meaning wasted time that could be spent at the destination.

Labor and tedium

Objectively, travel by automobile requires more physical effort than other modes. The driver is especially affected, but his passengers also can become physically tired. In addition to being actual work, automobile travel for extended periods is experienced as boredom and monotony, interspersed with hectic periods of heavy traffic in unfamiliar cities, by many people:

"To me, driving is a tension, work, keyed up."

"On crowded roads you get aggravated, cursing the car in front of you and in back of you."

"Three days in the car was tiring. I couldn't wait to get home."

"We were exhausted when we got there."

"I don't like the physical act of driving."

People who see a long car trip as tiring and boring are those who fail to find it a source for enrichment.

Worry and hassle

For many people, automobile travel involves the least amount of hassle. But earlier in this report it was pointed out that people differ, psychologically, in their need to exert control in their own environment. Those people who willingly pass over control to others, and do not enjoy too much responsibility for events, find that automobile travel has its own sources of worry and aggravation:

"You don't know what's going to happen -- the turnpike might close, where do you find a motel. Let somebody else do the worrying for me, that's what I pay them for."

"Motel reservations are a problem."

"When the car breaks down in some dinky town...."

Problems with children

For some people the automobile has certain advantages for travel with children: it is much less expensive for a large family than public mode fares, there is less need to keep the children clean in the privacy of a car, the children cannot bother other people, family intimacy may be fostered, and a trip by car through unfamiliar country can enrich the children's experience.

However, the problems of automobile travel with children are common and serious:

"Traveling with kids is aggravating. They want to know when we're going to get there as soon as we get into the car. Then -- when we're going to get home."

"I dread the trip, especially when the kids are restless."

"I refused to go with my children when they were younger."

"The youngest one got tired of sitting down. I wouldn't go that way again. I finally lost my patience. And they always want to go to the bathroom. Not all at once, but separately."

"'When are we going to get there?' The kids get on your nerves."

For some people the irritation is so great that automobile trips with small children are ruled out in favor of other modes, or the trip is not undertaken at all. Many others find the cost saving irresistible and manage to tolerate the unpleasantness. Only a minority, it appears, find advantages other than low cost that can outweigh the disadvantages.

Safety

Most people do not actually experience feelings of danger when driving in normal conditions. However, a minority who try to view things very objectively are impressed by statistical comparisons among the modes on accident and fatality rates, and use it as an argument against travel by car. This issue becomes much more important when there is the prospect of winter weather while driving in the North:

"I hate driving in winter because of the ice and snow."

IX. BUS TRAVEL IN THE LONG HAUL ROUTE

There is relatively little to be said about bus travel in the long haul route. Few people who do not use it ever even think about it. It has few overall advantages or disadvantages when compared to all other modes; rather, it is usually seen, when it is viewed at all, as superior to some modes but inferior to others on most characteristics.

Black consumers appeared to be more likely than whites to accept the bus as a satisfactory mode for long trips, and some of them seem to enjoy and prefer it. In fact, this was the major difference in mode perceptions that could be related to race.

Certainly part of the explanation could be the relatively low income of many blacks and the low cost of bus travel. But more is involved, since the positive attitudes toward bus travel often appeared even among the relatively affluent black consumers interviewed.

It seems possible that years of association between blacks and busses, because of low cost, have created a kind of familiarity, so that some blacks simply feel more psychologically comfortable in a bus than on other modes. However, any such feeling of being more "at home" on a bus than on a plane, for example, is subtle, rather than a highly conscious orientation.

A. Advantages

The perceived advantages of bus travel in the long haul route are:

- Low cost
- The only public transportation to some small towns

- Sight-seeing and scenery
- Psychological security
- Less work than driving
- Safer than driving

Low cost

The bus is generally perceived as the least expensive of the public modes. Thus, it appeals to budget conscious people who either do not have a car or have ruled out driving on a long trip. Even car owners who might drive with a family sometimes see the bus as cheaper when they travel alone. For this reason, and because very young and very old people are the least likely to own a good car and the least likely to have families, bus travel is, to some extent, a solitary traveler's mode.

If automobile travel has been ruled out, the low cost of bus fare is sometimes all that is necessary to determine the use of this mode. Almost certainly, the major reason for choosing the bus for a long trip is low cost.

The only public transportation to some small towns

This factor needs no elaboration, and is obviously a mode choice determinant if automobile travel is ruled out.

Sight-seeing and scenery

Many users of the bus remark on the interest of the passing view it provides. It is felt by many to provide a more pleasant view than the train, which goes through the "worst part of town" and is built up with industry along much of its track.

It may be that some of the association between busses and sight-seeing is due to experience with busses as a specific mode for touring. If bus passengers are reminded of sight-seeing simply by these past associations, and their attention is directed to it, they may in fact enjoy it. At any rate, the view from a bus is firmly established as an advantage to many:

"You can see the country."

"You get a chance to see something."

"The bus has better scenery (than trains) -- you get into the cities."

"I wanted to see as much as I could."

Psychological security

For some people the "familiarity" of bus travel seems to be reassuring, and an advantage. A bus is seen as something like a very large car, with a driver who functions not very differently from an automobile driver, proceeding on the same road as automobiles. It is thus less different from common everyday experience than other modes, which is a source of security for some people.

Less work than driving

Many bus users compare it only to driving, as if those two modes were the only ones open to them. Thus, people who do not enjoy driving report that restfulness and relaxation are advantages of bus travel.

Safer than driving

Again, some people who obviously only consider driving or taking the bus report that they feel safer from accidents on a bus, especially when there is a threat of winter weather.

B. Disadvantages

The following disadvantages of bus travel are important:

- Slowness
- "Low-class" passengers and frequenters of terminals
- Discomfort
- Poor facilities

Slowness

Despite the fact that a bus trip may take no longer than one by train, and is shorter in duration than an automobile trip with one or more overnight stops en route, its image as the "slowest way to travel" is widespread.

The reason for this perception is the frequent stops encountered in bus travel: busses are subject to the same slowing for traffic and stopping for traffic lights as automobiles, and frequent rest stops are scheduled on the highway. The psychological upset resulting from stops has already been discussed; people traveling adopt an orientation that calls for movement, and delays are directly experienced as frustration of their goal (reaching the destination):

"Every ten minutes the bus stopped. I don't need to stop that often."

"It seems as if the ride always takes forever."

"It felt like forever."

"The stops make it feel long."

"Low-class" passengers and frequenters of terminals

Many people fear that unpleasant people in busses or terminals will be upsetting. Of all modes, the bus is most identified with "undesirable characters" in the minds of many:

"It usually makes me scared to death."

"I would be afraid of going on a bus because some people are horribly filthy."

"You can't pick your own company."

"I feel like I would rather stay in the bus than go in the station."

"You go out (into the terminal) at your own risk."

While bus terminals were sometimes criticized for being dirty and run down, problems resulting from undesirable locations and disreputable people seem more serious.

Discomfort

The bus is perceived by many as the most uncomfortable way to travel: seating as confining or more so than any other mode, but lasting much longer than an air trip, and with no possibility of stretching as on a train. Sleeping on a bus is said flatly to be "impossible" by many people.

Poor facilities

Bus travel is heavily criticized for poor and overpriced food at stops, and for inadequate rest room facilities.

X. RAIL TRAVEL IN THE LONG HAUL ROUTE

Rail travel is in some ways like the bus: few people compare it to all other modes or even consider it in that context. In some situations, and to some people, it is compared to flying; with other people and other situations it is compared to driving. Unlike bus travel, however, it has some potential advantages over all other modes, although some of these are in the "psychological area" rather than objective characteristics.

Of the four modes, rail travel has the least distinct image and positioning from the public. Air travel is for quick trips and people in a hurry, special occasions, and people with money; automobile travel is for leisurely trips with sight-seeing, short trips, and families watching their budget; bus travel is for people too young or too old to have cars and families, people traveling alone, and people with little money. Rail travel has few such associations with any particular kind of people or trips.

A. Advantages

The important advantages of rail travel in the long haul route are:

- Less confining
- "Guarded insulation"
- Opportunity for socializing
- Safety
- Less hassle
- Nostalgia

Less confining

The relatively great space available on a train is an inherent advantage that is appreciated by many rail travelers as enabling them to "move around" and "stretch my legs".

It appears that the value of space is not only for physical comfort -- to relieve cramped muscles and restore circulation -- but psychological, non-claustrophobic comfort as well. The feeling of being confined is unpleasant to many people, and automobiles, busses, and airplanes were all said to be confining by some people. While with air travel the duration of any discomfort is short, and with the automobile a rest stop can always be made, the relatively great space on a train remains as an advantage.

The advantage is seen as having an even greater potential than is now being realized. While people appreciate "stretching their legs", many remarked that there was really "no place to walk to". A deliberate attempt to provide passengers with a reason to move about would strengthen what is probably the greatest inherent advantage of rail travel.

"Guarded insulation"

The term "guarded insulation" is being used to describe a subtle aspect of train travel that is not always explicitly understood even by those people who enjoy it. The word "relaxing" was frequently used by "train fans" to describe moderately long trips, and there were "romantic" associations in the descriptions of many train travelers.

It appears that a long distance train offers a haven, an extended period of nearly complete insulation. With no possibility of intervention by or with the outside world,

the worries and cares of that world become inaccessible as well. The relative spaciousness of trains prevents the insulation from feeling like confinement. With the train proceeding on at a constant speed, completely beyond the control of the passenger, there is nothing to do but relax.

Air trips are too short for such feelings, and anxiety often prevents relaxation; bus trips are interrupted too often by stops; driving makes demands that prevent the relaxation. Only rail travel offers this kind of relaxation, similar in some ways to that of a cruise ship, and it seems to be a major satisfaction of many who prefer trains. Their expressions of it are not entirely clear, as the issue is a subtle one:

"It's very relaxing traveling by train. You can shut yourself away."

"Romantic."

"More relaxing than air travel. There is confinement in air travel."

It was observed that late arrivals seemed to be better tolerated for trains than for other modes. One reason may be the relaxation felt by those who enjoy rail travel, producing some degree of insulation from such worries as schedules.

Opportunity for socializing

Of all modes, rail travel is in many ways the best for meeting people and enjoying social relationships. The trip is long enough for such relationships to exist as more than just brief chats. Unlike busses and planes, the relatively large number of people on a train, and

the ability to walk around, means a large pool of potential acquaintances. The provision of "common facilities" -- dining and club cars -- facilitates interaction among the passengers.

Not everyone enjoys striking up acquaintanceships, of course, but those who do find trains rewarding in this respect, as reported by some of the travelers in this study.

"There is a certain relationship in a train with the people you meet."

"Congenial."

Safety

Train travel is probably viewed as the safest of all modes. While a few participants specifically mentioned it, the most important evidence for this conclusion is that of omission: virtually no one voiced any fears about train travel, and such was not the case for any other mode.

Less hassle

Those who view train travel as an alternative to air often concluded that it would be less harried, with less anxious rushing and "hustle-bustle". Interestingly, this feature was brought up by people who seldom, if ever, use trains. It appears that they are responding to the difficulties created by airport locations.

Certainly, the more central locations of railroad stations can be advantageous for many trips, saving time, money, and aggravation in getting to and from terminals. As indicated earlier, airport terminals present real problems, some of which use of railroad stations could overcome.

However, the importance of this advantage is tempered by the suspicion that some of the feeling that rail travel would involve less hassle is wishful thinking. In thinking of the traffic problems in getting to airports, some participants seemed to be overlooking the traffic problems in getting to downtown locations of railroad stations. Similarly, many seemed to assume that they would drive right up to the station and park in a moment, without considering parking problems in center city locations. At any rate, the claim that rail travel involves less objective hassle than air did not emerge very strongly from those who actually use trains. On the other hand, the latter group did perhaps seem to feel less hassled subjectively in their reports that train travel is "relaxing". It is possibly a difference in psychological states that accounts for rail travel's lesser degree of hassle: the difference between a leisurely orientation and a rushed one, resulting from knowledge of the different speeds of the modes.

Nostalgia

Nostalgia for the "good old days" should not be overlooked as a positive feature of rail travel. Many rail travelers enjoy the knowledge that what they are doing follows a heritage, and is rich in associations in history and folklore:

"I tried the train because when I was a kid, we did it every summer."

"I'm a train buff."

B. Disadvantages

Following are the disadvantages seen for long haul rail travel:

- Dirty, old, run down vehicles

- Terminal problems
- Inefficient, discourteous service
- Unavailability
- Poor quality, expensive food
- Luggage handling
- Perceived schedule unreliability
- Poor view
- Much slower than air
- Noise

Dirty, old, run down vehicles

Perceptions in this area are identical to those reported for the Northeast Corridor, and need not be greatly elaborated. While some rail travelers defended the condition of the long haul trains they use, the widespread image of trains is shown in the following quotes:

> "I would feel ashamed if a foreigner came to this country and had to get on a train. It's just a disgrace. I think undoubtedly that (the railroad station) is the worst smelling, worst atmosphere, the crummiest place in my life."
>
> "I always feel dirty when I ride the train."
>
> "Those plush seats with all that crud on it -- filthy."

Simple uncleanliness is not the only issue. Trains are seen as dilapidated, with ancient cars that have balky heat and air conditioning, inadequate rest rooms, etc.

Whatever the reality of the trains in service on the long haul route, the majority of the traveling public believes that they are dirty, run down, and uncomfortably lacking in properly functioning facilities. This view is less unanimous among those who have actually used the long distance trains recently, but even many among this group were highly critical on these grounds. Many people, conditioned to dislike rail passenger service on other grounds, perhaps exaggerated the poor condition of the physical facilities they encountered, to emphasize their general dislike. Even so, the perceptions that they brought away with them are quite negative.

Terminal problems

Rail terminals are criticized on three grounds:

- Inconvenience
- Dirtiness and dilapidation
- Threats to personal security and safety.

It was pointed out earlier that many people see the center city locations of rail terminals as potentially advantageous. But, especially in the major cities in the Northeast, the advantages are often not realized in actuality:

"There's always a hassle getting a taxi at the station."

"Where can you park near Penn Station to drop somebody off."

Within the terminals, a scarcity or absence of help in managing luggage is a source of complaint.

Complaints about physical conditions in the terminals and their threats of physical or actual assault were

even more common:

"They haven't touched the terminal in years. There's filth all over the place. Paint hanging from the ceiling."

"Have you ever seen our railroad station in Tampa? Railroad stations are depressing."

"I wouldn't let my kids use the bathroom there or buy a hamburger. I didn't trust it."

"Union Station is horrible."

"Trains leave you off in the worst part of town. I wouldn't want to leave my family there, like in Newark or Miami. I feel safe in an airport at night. Not in railroad terminals."

"The terminal here in Miami is bad. I get an uneasy feeling."

Inefficient, discourteous service

The very poor perception of the service provided by railroad personnel as elaborated in the Northeast Corridor study applies here with equal force. A common complaint is that no one even answers the phone when one tries to get information, and that the service, in the terminal and on board, never improves after this first "contact":

"Railroads prevent people from taking trains, because they don't answer the phones. Porters, service, everything is lousy. There wasn't a smile on the train. The food was awful."

"I never saw a conductor smile."

"I missed a train connection in Kansas City and complained. They said I should have flown."

"On a plane you get reservations quickly, but not on a train."

"The attitude of the railroad people is atrocious. They cut their own throat."

While many factors are involved in the historical decline of long distance trains, the marked inferiority to air travel with regard to the service orientation would be sufficient in itself to cause many people to abandon rail travel. They simply feel unwanted.

Unavailability

The belief that rail service is non-existent to many points, and very infrequent to those points that are served, is widespread. While passenger trains have been declining in number for some time, many people have exaggerated the trend and believe that it has vanished on routes that are, in fact, still served.

Poor quality, expensive food

While there were defenders of rail travel who enjoy the dining car, most people believe that food on trains is both very poor in quality and grossly overpriced:

"The roast beef sandwich I had was two weeks old."

"$1.75 for drinks, $7.50 for a dinner not fit to eat. $3.00 for breakfast is too much. The service is lousy and the food is bad."

"Reasonably priced for cocktails, but sodas are 35¢ or 50¢."

"Ever buy a sandwich on a train?"

"Like you're a captive and they gouge you."

Luggage handling

An unavailability or scarcity of Red Caps is noted, leaving passengers to fend for themselves in moving their luggage around. Complaints about not knowing what to do with luggage, and being burdened by it, were more common for rail travel than other modes.

Perceived schedule unreliability

People who do not travel by train often anticipate that trains will usually be late. This perception is not based so much upon direct experience, even that received secondhand from train travelers, as upon an assumption that anything so run down cannot be expected to be on time. Natives of cities with local commuter train service seem to generalize perceived unreliability there to inter-city service.

Poor view

Trains are criticized for going through the "worst part" of the towns and cities en route, and for their view of ugly industrialization along the tracks instead of country scenery.

Much slower than air

Many participants responded to the suggestion that they think about rail travel by considering it for the trips

on which they fly. The immediate conclusion voiced by many was that it was valueless for them because it was far too slow. It is not only inexpedient, but can be boring:

"I wouldn't know what to do on a long train trip when I'm not sleeping or eating."

Noise

Of all the travel modes, only rail travel was criticized to any degree for noisiness. It appears that the clicking sound of rail joints is unpleasant to many people.

XI. POTENTIAL RAIL IMPROVEMENTS IN THE LONG HAUL ROUTE

Public attitudes are broadly supportive of improvements in the rail travel system. There is nearly unanimous agreement that passenger railroads are now run down, and the feeling is widespread that something should be done about it. Only a minority deliberately takes the position that passenger rail service should be allowed to die out, since their decline is nothing more than an indication that trains have been replaced by other modes that are superior. Most people almost reflexively take the position that if railroads are in bad condition, then obviously they should be improved.

Government involvement in the improvement is greeted more positively than negatively. A few participants grumbled and made the usual jokes about government inefficiency, but most of them felt government involvement was entirely appropriate and probably necessary, and they welcomed it. Thus, it appears that government programs will not be subject to criticism in principle, but should be popular when they are announced.

The public attitudes should not be taken as direct indicators of the number of potential rail users, however. At least two qualifications must be considered.

First, as in the Northeast Corridor, many people who call for improved rail service do not visualize themselves as using it often or ever. Rather, they are responding to a sense of

crowding in the total travel system, and seizing upon something with the potential to ease it. If their thinking were explicit, it would be that somebody will ride on improved trains, and the highways and airports will therefore become less congested for their use.

Second, one reason for demanding better trains is because of national pride, rather than any explicitly functional value. People feel offended that other countries have better trains and service than the U.S.:

> "I've never been in any country where they have as poor rail service as here. Even poor countries."

> "The first-class trains in Europe--Britain, France, Italy, Scandinavia--put our trains to shame."

> "It's a disgrace."

Awareness of modern trains in Europe and Japan is very widespread, and a great many people are insulted by their own country's inferiority in this area. Technology and hardware has always been one of America's strong points, perhaps more so for transportation and vehicles than anywhere else, and the knowledge that we have been surpassed is galling to many.

Thus, not all of the welcome accorded the prospect of improved rail service translates directly into likely

ridership. Some people want it so other people will use it and relieve congestion on their modes, and some people want it solely as a matter of national pride.

However, once the people described above are removed, there remains a very sizable pool of potential users of improved rail service, depending, of course, upon the extent of change and improvement.

Considerable time was spent in the group depth interviews exploring rail travel improvement. Suggestions for improvement were solicited from the participants, and inferred from their remarks about current trains and competing modes. Suggestions were put before them by the moderators for reaction and evaluation.

In the pages to follow three levels of rail travel improvement are presented, along with the judged likely response of the public to them, as inferred from the responses of the group depth interview participants. This material must be prefaced by a few cautions, however.

First, in examining the potential for improved rail service it was necessary to discount those people, described above, who want it solely as a matter of national pride, or to relieve congestion in the other modes that they will continue to prefer. Every effort was made to judge this factor realistically when trying to ascertain the ridership appeal of an improvement, and it is believed that the efforts were successful.

Second, the prospect of almost any claimed improvement in almost anything prompts a desire on the part of many people to "try it once". Some such people are responding only out of curiosity, rather than the belief that the improved mode might now be the best for some of their purposes. Taking this factor into account, within the context of qualitative unstructured interviewing, is more difficult. "Curiosity rides" should not be discounted completely, since if enough people ride a train only once, the impact on ridership can be very great. On the other hand, once a train is no longer "new" this form of interest in it might wane, and even people who have never tried it might not be curious enough to do so. This factor was taken into account as well as possible in establishing the findings reported below.

Third, the group depth interview method does not select its respondents in such a way and in such numbers that population proportions can be projected reliably in a statistical sense. This study did not use a sample known to be representative of travelers in the long haul route. On the contrary, it deliberately overrepresented bus travelers, for example, by attempting to include some in every group. Thus, only gross generalizations of the frequency of a behavior in the population are possible. To estimate with real precision the actual numbers of people who will use improved rail service a large sample survey is necessary. Since such a survey is provided in the overall research program of which this study is a part, this study was intended as an exploration in depth to produce understanding of motives and reactions, rather than counts of people. Therefore, its findings on the ridership appeal of rail improvements are necessarily unspecific, and even then they are properly viewed as hypotheses for testing in a survey, rather than rigorously established conclusions.

A. "Standard" Rail Service

The most modest level of improved rail service would be simply to bring it up to its own standard:

- Existing trains and terminals maintained as clean and freshly painted, clean new upholstery, etc.

- All facilities working properly: air conditioning and heat, rest room appliances, etc.

- Efficient service in trip arrangements: telephones answered promptly, reservations clerks with complete reliable information and the willingness to take all the time necessary to inform passengers fully, no very long lines to buy tickets, ease in finding out how to manage luggage.

- Courteous service, complete with smiles, from terminal and train personnel.

This level of improvement assumes no innovation; it simply brings rail service up to a standard that should be established for its current operating conditions.

1. Ridership effect

Improvement at this level would almost certainly increase ridership, but probably to an insignificant degree in terms of the total number of trips made in the long haul route.

Complaints about dirty run down trains and inefficient discourteous service may well be the major criticisms of rail travel that are voiced. But they are not now functioning as mode choice determinants; they are necessary but not sufficient conditions for most travelers to use the train.

Even if trains were up to this standard, they would offer few if any advantages over competing modes for most people. Air travel would still be faster, and therefore more conserving of time and with a shorter duration for any discomfort. Automobile travel would still be seen as less expensive, less hassle, a way of having a car available at the destination, and a chance for enriching experience on the trip.

Who, then, would use these improved trains?

- People who already accept or prefer rail travel, but have been pushed into other modes only by the poor condition and service of trains. The number of such people is, of course, not known. There might be enough to increase train ridership significantly, since it is now at such a

relatively low level, but it is likely that the loss of users of other modes would be barely noticeable.

- People who do not now travel as much as they could or would like, because no mode now suits them, but clean efficient rail service would. The number of such people cannot even be estimated, since this study interviewed only people who do travel.

2. Market segments

People who would respond to this level of rail improvement are probably fairly described as follows. They are afraid to fly and do so, if at all, only when they see no other way. A long automobile trip is ruled out, either because of non-ownership, finding it completely exhausting, or fears for safety. The bus is highly undesirable because of fatigue and distaste for the unpleasant companions anticipated.

People in this category will tend to be in late middle age or beyond. For the most part they will be traveling singly or in pairs, rather than with families including children.

Vacations or visiting family or friends will be the primary purpose of their traveling. Very few business travelers will respond to the level of improvement being considered.

B. Mild Innovation

A second level of improvement can be visualized as putting vehicles much like the Metroliner, but with dining cars, optional "bed sleeping" arrangements (current pullman accommodations seem satisfactory to those who have used them), and good luggage checking and handling systems, into service along the whole long haul route, with the efficient courteous service described above.

1. Ridership effect

Ridership would be further increased over the first level of improvement. Current train use might be doubled, or tripled, or more. Substantial numbers of people would probably find this service an inducement to travel more often or to switch some trips from other modes.

While the impact on train use might thus be great, because the level is currently so relatively low, decline in use of other modes would probably not be very significant.

The shortening of trip duration by Metroliner-like speeds would probably not be great enough to switch many people who are flying to conserve time on the longer trips in the route. With shorter trips, as between Atlanta and Tampa or Richmond and Philadelphia, some air travelers probably would switch.

Those people who prefer automobile travel, for whatever reasons or satisfactions, would find little incentive to change, but some of those who see driving only as currently the least of several evils would probably switch.

2. Market segments

Many of those responding to this level of improvement would be similar to those responding to the first level: people who already accept or prefer rail travel but have been pushed into other modes or into staying at home by the deficiencies of rail service. Since this level of improvement is greater, more people, often older citizens, who are fearful of flying and either own no car or find a long automobile trip very worrisome and fatiguing, should respond.

In addition, some people who value time conservation, including business travelers, should respond for trips shorter than the full length of the route.

A considerable number of one-time "curiosity rides" could be expected, at least during the early service of these trains.

C. Marked Innovation

During the group depth interviews, a rail travel concept

was worked out with the participants that appealed to many of them. Since the participants helped to design this system, some of its details varied from one session to another, but the following description expresses it:

- A train that would run between New York and Florida in about 14 to 17 hours.

- Departures scheduled for early evening (e.g., 6 or 7 P.M.) permitting a full work day but dinner on the train; arrival after breakfast but in time to have lunch in the destination city (e.g., 10 or 11 A.M. the next day).

- A smooth, comfortable ride.

- Furnishings up to the standard of new airplanes.

- A good dinner on board, at a modest cost or with the cost included in the fare.

- A nursery or supervised play facilities for young children, together with a bed watch system so the parents need not retire when the children do.

- Entertainment after dinner: movies, and a "night club".

- "Quiet areas" for those who want them.

- Comfortable sleeping accommodations.

- Stewardesses or hostesses to serve passengers as with the airlines.

- Easy, convenient luggage handling systems.

- Possibly, such destination-related features as showings of resort fashions and a fishing guide or golf expert available for conversation on Florida-bound trains; advisors knowledgeable about New York sights, theater, shopping, etc., on New York-bound trains.

- A cost equal to or not significantly greater than air fare.

1. Ridership effect

A train of the configuration described was greeted with convincing enthusiasm by many of the group depth interview participants. It is likely that such trains could capture a meaningful share of the travel between Florida and New York:

"I would definitely use it."

"I'd take it, for the relaxation."

"I would take the train. More relaxing than air travel."

"If you could make the train ride part of the trip, make it more than just getting there. Offer an experience."

"A mother's dream."

"I'd take it. I have circled and circled New York...."

Not all of the characteristics and features described are absolutely essential to the viability of the concept, of course. This particular version goes "all out", within some assumed constraints: an attempt was made not to push the state of the art in technology and hardware too far, and not to assume services that are wildly impractical in cost.

Compromise in one feature or another would reduce ridership, but not necessarily below the point of viability. The discussion of the individual features which follows should indicate the probable effect of compromise in various areas.

2. Market segmentation

The overall concept is to provide a trip rich in fun or relaxation, at the traveler's option, without any functional cost in time. As such, it has a wide appeal, not highly segmented. Different aspects of the concepts do appeal to different segments, however:

- The timing and scheduling make this train feasible even for those people who must conserve time. New Yorkers with business in Florida, and Floridians planning a short trip to New York, often reported that they would lose no time at all using such a train. With air travel, the only way they can make a luncheon or early afternoon appointment is to fly out the night before or arise uncomfortably early in the morning. To many of them, the train trip described promised to be more

relaxing and comfortable. It appears that a train running on the schedule described would attract many business travelers. A longer trip duration would make this train inappropriate for these travelers.

The finding that meaningful numbers of business travelers were attracted to the idea of this train was not expected. Even without any research or interviewing, the concern of business travelers with quickness is apparent to anyone, so the possiblity that rail travel could replace flying to any meaningful degree would have seemed unlikely. But the participants in the consumer group depth interviews were convincing in their expression of interest.

There are two considerations in explaining their interest. First, a great many people who fly are at least mildly disturbed by feelings of anxiety and apprehension. While some parts of the experience may be enjoyable, and certainly it serves their desire for quickness, the apprehensive feelings prevent it from being totally satisfactory. When they are offered an alternative, therefore, their interest is not so surprising.

Second, their concern with quickness is not an issue of speed itself, but time conservation. A train leaving at the end of a full working day and arriving before lunch the next day, is almost as conserving of time as flying.

The only way to conserve more time is to fly out in the evening, after work. But that can mean an uncomfortably late arrival: traveling

and checking into hotels late at night seems to be psychologically unpleasant. Many people try to arrange their business so they can fly out in the morning, and in that case the overnight train described would be more conserving of time. Since the train would serve the goal of time conservation well enough in many instances, its greater potential for relaxation and the absence of apprehension make it attractive to many business travelers.

- The timing and scheduling also appeal to those vacationers who are not forced to conserve time, but do so by choice in their eagerness to reach the fun of the vacation site.

- The entertainment and fun aspects of the trip obviously appealed to people thinking of vacations. Those for whom the vacation normally starts as soon as they leave home were especially likely to be enthusiastic. On the other hand, those for whom the vacation feeling does not start until they reach the destination were reassured by the time conservation aspect. Some of them, but probably not nearly all, would still choose this train if it took longer, because the relaxation and entertainment would start the vacation feeling sooner, but others would not: no matter how much

entertainment is provided, some people will not truly be able to relax and enjoy themselves until settled at a destination.

- Convention-bound businessmen should be attracted, since they are often in a semi-vacation mood, and frequently travel in relatively large parties which could socialize on the train.

- The facilities for handling children are an obvious appeal, since children are a major aggravation to many travelers, as has been reported.

- Young single people were attracted to this concept, seeing the festive atmosphere as being analogous to a cruise ship in facilitating acquaintanceships, especially with the opposite sex.

- Current train travel provides a sense of "guarded insulation" for some people, as has been described, and this train would strengthen that appeal.

- Obviously, almost anyone who already appreciates train travel should be attracted to this concept, including those old people who fear both flying and driving.

- Such a train would attract a very large number to "try it at least once", to see if it suited them.

For the following segments this concept has low appeal:

- Business travelers on such a schedule that the overnight feature of the train does not conserve time.

- Budget-conscious people, including large families where the total fare would be very high, who will continue to drive, and single low-income travelers, many of whom will remain with the bus. A cost much higher than air travel would rule out many more people.

- People who highly value the control, independence, and perceived less hassle of driving.

- People who need or strongly desire a car at their destination and are unwilling to pay rental.

- People who see a trip as a chance for the enriching experience of getting to know the country. The train does not meet this need, and while some of them might find the other features compensated, some will continue to enjoy the experience of an automobile trip.

The train has been described as connecting Northeastern cities with Florida cities. Obviously, schedule adaptations would be necessary to serve intervening points. That, in turn, would change some of the features. Still, the broader concept--that of a fast luxury train--is appealing to many people living in or traveling to the cities along the long haul route. Apprehensions about flying and problems with driving prevent either mode from being ideal to many people, and real alternatives will be considered seriously.

D. Other New Rail Travel Concepts

1. The auto train

The auto train recently put into service between Washington and Florida has attracted great attention. Many of the group depth interview participants knew about it, sometimes in great detail, and most were interested or intrigued by the idea.

The idea of transporting one's car without having to drive it and conserving time by traveling through the night instead of stopping at a motel was appealing to many. Specific reaction often came down to cost considerations and comparisons of fares, motel expenses, car rental costs, etc. It appears that the pricing for this service as it has been instituted is seen by many as "breaking even": neither overpriced nor a particular bargain.

2. Working train

To business travelers, the idea of a "working train" was presented: desks, stenographers and typists, photocopying equipment, etc. It had very little appeal. Businessmen may be willing to read business documents or go over notes while they travel, but they are uninterested in the idea of more intensive work.

3. Tour train

The idea of turning a train trip into a tour of the countryside was explored. Passengers would sit at observation windows and listen with ear phones to a taped commentary synchronized with the passing view, not only pointing out things to see but explaining their significance and providing background on their place in industry or history.

The idea has some limited appeal. It might be valued as an "optional feature" on a train, but it is not, in itself, a very powerful incentive to rail travel.

PART TWO:

THE CHICAGO-ST. LOUIS CORRIDOR

SUMMARY OF MAJOR FINDINGS IN THE CHICAGO-ST. LOUIS CORRIDOR

I. THE PROCESS OF MODE SELECTION

Routine plays as significant a role in Illinois travel as it was reported to have played in Northeast Corridor travel, and in both cases a more important role than in long haul travel.

While short haul travel is dominated by routinized behaviors, these routines differ in Illinois from the Northeast. The Illinois Corridor is characterized by a strong automobile orientation that appears to influence attitudes toward every other travel mode.

II. AUTOMOBILE TRAVEL IN THE ILLINOIS CORRIDOR

A. The Illinois "Car Culture"

A "Car Culture" seems the most appropriate description of the travel orientation for those living between Chicago and St. Louis. This orientation seems fostered by three factors unique to the Illinois Corridor:

1. The custom and tradition in this geographic section

It appears that automobile reliance is a deep-seated and traditional part of life in this Midwestern area, so much so, that it perpetuates itself, in the presence of the other two factors.

2. The perceived excellent highway facilities between and in St. Louis and Chicago

Interstate 55 and Highway 66 combine to form a kind of life line down the middle of Illinois connecting Chicago and St. Louis. This two-lane divided highway is said to flow freely with little traffic congestion at any time of the day or week. In addition, there are no tolls and the accompanying inconvenience of stopping to pay them.

3. The perceived lack of convenient and dependable public transportation in the corridor

A pervasive belief in all three cities where groups were conducted indicates deficiencies in public transportation.

Train service is thought non-existent by many or extremely limited by others; bus transportation is generally not considered a viable alternative since it is perceived an extremely slow and tedious method of travel in the corridor.

Air travel is felt inconvenient at best and unavailable at worst. In addition, air travel is seen to present little unique advantage for travel in this Illinois Corridor.

B. Perceived Advantages of Automobile Travel

1. Speed

The mode most rivaling the automobile in speed is the plane. However, for transportation between Chicago, Springfield, and St. Louis; air travel is seen to offer little or no time advantage over driving.

The usual speed advantage of plane travel diminishes in this corridor because the distances between cities are short. While actual flight time between cities is only one hour or less, the time involved in transfers at each end contribute to making a plane trip an involved and lengthy procedure.

Most respondents find it much simpler and faster to get in their car and drive the corridor distance than to become involved with O'Hare's hassle, baggage checking, waiting in lines, finding gates, tipping porters, the crowds and possible delays.

Some businessmen favor air travel between Chicago and St. Louis for time-saving and energy-saving reasons. However, all travelers tend to prefer the car for the Chicago-Springfield trip and similar distances.

2. Cost

Cost considerations are paramount to family and personal travel, however, they are much less important to business travellers. The automobile is viewed as the least expensive mode of travel in the Illinois Corridor.

3. Security

One's car seems to be a source of security in unfamiliar cities and areas. And the reverse seems to be true with public transportation for lower income and female consumers.

Having come to rely on their automobiles and themselves for navigating highways and unfamiliar cities, and having little experience with the limited offering of public transportation, they seem to have developed fears, distrust and suspicion of public conveyances.

4. Freedom

The ability to control one's departure time, arrival time, and stops in between is a strong motivation for automobile travel, especially for families with children and salesmen with many stops.

5. Convenience

6. Comfort

7. Enjoyment

III. AIR TRAVEL IN THE ILLINOIS CORRIDOR

The primary advantages of air service in the Northeast, speed and scheduling, appear less advantageous in Illinois; while the major Northeast dissatisfaction, airport access, is even more a dissatisfaction in Illinois.

As a result, these midwesterners have come to rely on and consider air travel to a lesser degree than those in the Northeast, and have come to depend on automobile travel to a greater degree.

A. Speed Factor

Since the total Illinois Corridor distance is shorter than the Northeast Corridor distance, proportionately more time is spent in transfers than for a longer flight. When one must spend two hours in getting to and from the airport and only an hour in the air, the speed of flying seems less significant.

B. Scheduling Factor

There are fewer airlines operating between Chicago and St. Louis than between Northeast Corridor cities. There is nothing like the Northeast's shuttle service in Illinois, rendering air schedules far less "scheduleless" and much more rigid.

Illinois consumers further report particular scheduling grievances with their main carrier, Ozark Airlines.

C. Airport Access Factor

Airport access difficulties seem more pronounced in this Midwestern Corridor, particularly at O'Hare Airport, than in the Northeast.

While the "hassle" of plane travel may be comparable in the two corridors, it seems to be worse for these Illinois residents. It may be that delays and congestion are less a part of life in Illinois than in the Northeast, and as a result, the same amount of aggrevation is experienced as more severe in Illinois.

At the same time, the appealing availability of automobile travel seems to emerge dominant.

While these minimized advantages and maximized disadvantages of plane travel seem to inhibit use somewhat in Illinois, there are those who prefer to fly rather than drive and for much the same reasons as in the Northeast; convenience, status associations, service, cleanliness, modernity, and fun. Business travelers are the consumer group most drawn to plane travel in Illinois.

IV. RAIL TRAVEL IN THE ILLINOIS CORRIDOR

Train service in the Illinois Corridor is thought non-existent by many or extremely limited by others.

Criticisms of such functions as scheduling, service, and cleanliness appear similar to attitudes reported in the Northeast Corridor report. However, Illinois train attitudes tend to be more negative and more disenchanted, since residents have not been exposed to the Metroliner or Turbotrain, and thus find it difficult to envision such possibilities.

A. Scheduling

The major complaint of business travelers and others who might seriously consider train travel between Chicago and St. Louis is the lack of convenient and frequent service.

They speak of inconvenient schedules for one day trips, that is, the lack of morning departures and early evening returns.

They further point to infrequent service failing to provide the traveler much choice in departure times.

B. Speed

Related to scheduling, and equally important to business travelers is speed. The lack of speed attributed to Illinois trains is blamed on delays and inefficiencies in operation.

C. Service

The area most criticized by non-business groups, who are less concerned with getting somewhere fast, is train service. Business travelers are also concerned with service, but probably to a lesser degree than with speed and schedules.

Service criticisms involve employee attitudes, information deficiencies, food, transfer convenience and availability.

D. Status

The status of traveling by train in Illinois appears considerably lower than by plane and about comparable to bus travel.

E. Stations

Train stations at every interview point in Illinois were criticized for being in "bad" neighborhoods and in ill repair.

F. Comfort

Compared to airlines and private automobiles and to busses to some extent; trains are perceived to be sorely lacking in several comfort aspects: cleanliness, neatness, newness, and temperature control. Trains are appreciated, however, for their relative spaciousness and one's ability to move about.

G. Safety

Safety from other passengers seems to be a particular concern of many consumers, especially women. However, a safe feeling during inclement weather seems more prevalent on trains than on any other transportation mode.

H. Cost

Train fares are perceived as only slightly less than air fares for the same distance. In addition, since considerably less service is offered on trains as compared with planes, the fares are felt to be excessive.

V. BUS TRAVEL IN THE ILLINOIS CORRIDOR

The bus is considered the least desirable travel mode by both users and non-users, however, users seem to find several sources of consolation in bus travel.

Detracting from bus travel are its perceived low status as a travel mode, feelings that bus passengers are not desirable as fellow travelers and a lack of service and "niceness". On a more rational basis, there is objection to the slowness, discomfort, bumpy ride, and bad smells, in addition to the bus terminals themselves.

The low cost, informality, and potential sociability are most often offered as advantages by those who travel by bus.

VI. REACTIONS TO IMPROVED RAIL TRAVEL

The type of improvement arousing most interest and likely usage was a Metroliner-type train operating between St. Louis and Chicago along the Interstate Highway route.

The most favorable groups were the high-income business travelers while the low-income non-business respondents were least favorable.

A. Characteristics of Respondents Favorable to Improved Rail Service

1. Individuals who dislike driving or need to relax while traveling, primarily women and business travelers.

2. Individuals who desire to read or work while traveling, particularly business travelers.

3. Those who desire to socialize while traveling.

4. Those who fear flying.

B. Characteristics of Respondents Unfavorable to Improved Rail Service

1. Individuals, apparently jaded by years of personal and reported poor train service, who cannot envision this possibility.

2. Those who perceive the costs of improved rail travel to be excessive for them, primarily low income and non-business travelers.

3. Those who are heavily reliant on their automobiles and feel they cannot do without them.

4. Salesmen who need a car for calls, deliveries, etc.

5. Hard-core plane travelers

C. Conditions for Use of Improved Rail Service

There appear to be certain conditions upon which even those favorable to improved rail service base their approval and use:

1. Improvements necessary in the trains and their operation

- speed
- scheduling
- station locations
- improved service
- cleanliness and comfort
- cost
- information needs
- safety

2. Occasions when one has a need to use the improved rail service

   - for business travel
   - to Chicago's loop area
   - for one day trips
   - during inclement weather

D. Reactions to Other types of Improved Trains

As expected in this short haul corridor, there was little interest in an office train, autotrain or touring train among consumers interviewed at these group sessions.

NATIONAL ANALYSTS, INC.

XII. OVERVIEW OF THE ST. LOUIS-CHICAGO CORRIDOR REPORT

This corridor is characterized by a strong automobile orientation that appears to influence attitudes toward every other travel mode. This orientation seems fostered by three factors unique to the Illinois Corridor: the custom and tradition in this geographic section; the perceived excellent highway facilities between and in St. Louis and Chicago; and the perceived lack of convenient and dependable public transportation in the corridor.

As a result of this car orientation there appears to be much greater reliance on the automobile in the Illinois Corridor than in the Northeast Corridor, while the use of air and rail travel appear considerably less.

In the following four chapters, each of the travel modes will be considered separately. Attitudes and reactions to each mode, comparisons among the modes, and comparisons to similar situations in the Northeast Corridor will be discussed.

A final chapter discusses reaction to improved rail travel in Illinois. While a felt need for travel improvements in Illinois is not as strong as was noted in the Northeast, there is still considerable interest in a Metroliner-type train for Illinois. This final chapter discusses the conditions and situations of use, types of people most and least interested in improved rail service, and an evaluation of various types of rail improvement alternatives.

XIII. THE PROCESS OF MODE SELECTION IN A SHORT HAUL ROUTE

Mode selection in the Chicago-St. Louis Corridor more closely resembles the process involved in the Northeast Corridor than that in the New York-Florida route as discussed in Chapter V of this report.

The most important variable in mode selection is trip distance. Both the Northeast Corridor and the St. Louis-Chicago Corridor have in common relatively short total distances, while the New York-Florida route is characterized as a long haul.

No trip in the Illinois corridor can be longer than 300 miles. The estimated driving time is 5 hours between Chicago and St. Louis and 3 hours between Chicago and Springfield. Individuals in this corridor travel these short distances frequently enough so that they have developed routines which they rely upon rather than making deliberate decisions every time a trip is necessary.

Routine plays as significant a role in Illinois travel as it was reported to have played in Northeast Corridor travel. The main difference between corridors is in the types of routines that have developed in the two areas. As the next chapter indicates, the automobile is the dominant and primary travel mode relied upon by consumers in our groups. This automobile reliance is a far greater part of Illinois travel routine than it is in Northeast Corridor routines.

The formation and perpetuation of the particular routines in short haul areas depend upon several conditions either present or absent in those areas. In Illinois, the presence of good highways and the absence of convenient public transportation combines to make the private automobile the routine mode for trips between Chicago and St. Louis.

Since travel in this corridor is primarily routine, a separate chapter, similar to Chapter IV in the first part of this report discussing determinants of mode decisions is not necessary. To the extent determinants are operating in the Illinois Corridor, they shall be discussed in the following mode chapters.

XIV. AUTOMOBILE TRAVEL IN THE ILLINOIS CORRIDOR

A "car culture" seems the most appropriate description of the travel orientation for those living between Chicago and St. Louis. There were many ways in which this orientation was exhibited in our consumer group depth interviews. For example, when consumers were asked to tell about some of their recent trips in this corridor, the first words of almost every participant were, "Well, I drove down to..." With this opening, stories of highway experiences or car problems flowed freely in the discussion's early minutes. It was almost as if no other transportation mode existed for these people. When questioned by the moderator, respondents verify this perception.

> "We don't make a decision on which way to go. We just know we're going by car."

> "I didn't even think to check the airline schedule on my trip to Springfield. I'm just so used to driving around Chicago, that I just got in my car and drove to Springfield, too."

> "It's just easier to get in my car and drive. I don't mind it at all. I feel more secure. Everything's in my control."

> "I really, really like my car. I feel very dependent on it. I don't have to worry about anything--other people, a lot of stops, taking cabs or busses."

"My car has become a part of my family. I wash it more than I wash my kids. It's sort of an extension of myself."

From these comments and the discussion surrounding them, it became clear that to these individuals a car is a means of transportation but it is also more than that. It is security, it is dependability and it is even a part of themselves.

Later, when asked to talk about expectations and hopes for future travel, the car orientation again emerges. Frequently requested is an automated or electronic highway between Chicago and St. Louis. Other less lofty hopes call for resurfacing the existing corridor highway. Generally, reliance on auto travel is much more pronounced in the St. Louis-Chicago Corridor than in the Northeast Corridor. The basis for this car culture involves many complex and interrelated considerations. Certainly there are the usual factors for car travel preference; low cost; convenience; self-reliance, among others. However, in this Midwestern Corridor, there are other compelling reasons.

In explaining this car orientation, three factors in particular appear to operate in the St. Louis-Chicago Corridor and are unique to it. No one factor alone is responsible for the heavy emphasis on car travel, yet taken together the following three factors can probably help explain it.

- The custom and tradition in this geographic section

- The perceived excellent highway facilities between and in St. Louis and Chicago

- The perceived lack of convenient and dependable public transportation in the corridor.

A. Custom and Tradition

It appears that automobile reliance is a deep-seated and traditional part of life in this Midwestern area. In the past, for probably much the same reasons as today, auto travel was relied upon as a primary transportation mode. This method of travel seems to be inculcated into current corridor dwellers to such an extent that it perpetuates itself, in the presence of the other two factors. Some respondents recalled, as the following gentleman did, the auto days of old:

> "When I was a kid, going for a ride in a car was a big thing--and it still is."

> "I was used to going by car, because that's what my family always did. Now I still go by car and take my family, too."

B. The Highway

Interstate 55 and Highway 66 combine to form a kind of life line down the middle of Illinois connecting Chicago and

St. Louis. Highway 66 is the old road which has now been replaced in parts by Interstate 55. Respondents enthusiastically talk about the highway in affectionate, in critical, and even in admiring terms. It dominates their discussion of travel between Chicago and St. Louis. In general the highway is regarded as a very good road, however there are many suggested improvements.

On its behalf, Illini point out that the drive between main cities is an easy one that passes pleasantly and requires little concentration. The two-lane divided throughway, interrupted by occasional stoplights, allows travelers to average 60-70 mph. In addition, there is little congestion on this road and the traveler can almost count on no traffic tie-ups at any time of the day or week. The only area of congestion along the entire route is Chicago. Unlike in the Northeast Corridor, there are no tolls and the accompanying inconvenience of stopping to pay them.

Respondents are generally very satisfied with this highway. The critical comments offered, which are discussed next, come from a few individuals and do not outweigh or even detract significantly from the more widespread positive attitudes toward the highway. The criticisms concern the highway's traffic lights, construction, lack of rest areas, safety and boredom.

While most drivers tend to tolerate the occasional interruptions in their 70 mph ride, others are quite annoyed by these lights:

> "I can't maintain an even speed. I have to keep slowing up for those stoplights. They just antagonize the driver and have no business there."

Others regret "the construction just north of Normal" that slows the flow of traffic. However, a more understanding driver points out in rebuttal, "You have to roll with it and know that pretty soon it'll be better than before."

Some consumers feel there are too few rest areas, restaurants and other diversions from an otherwise boring ride.

Finally the safety of the road is questioned, primarily by women drivers who fear large trucks that might jacknife, wide housetrailers which seem to sway into their lane, hitchhikers who stand too far out into the road, and other highway hazards. Safety concerns of men mainly involve poor women drivers.

While 66-55 is generally considered a very good road, the two-lane minor highways and back roads are criticized severely. One man described them as being like corduroy, while another said they were too narrow. Traveling to places like Carbondale and Urbana seem to present unpleasant driving for most.

As the preceding discussion indicates, Interstate 55-66 occupies a large part of respondent driving concerns. The fact that the highway is considered a good thoroughfare between Chicago and St. Louis contributes to perpetuating the Midwestern car culture.

C. Lack of Public Transportation

A pervasive belief in all three cities where groups were conducted indicates there is a lack of convenient and dependable public transportation throughout the corridor. Train service is thought non-existent by many individuals or

extremely limited by others; bus transportation is generally not considered a viable alternative since it is perceived an extremely slow and tedious method of travel in the corridor. Air travel is felt inconvenient at best and unavailable at worst. In addition, air travel is seen to present little unique advantage for travel in this Illinois corridor.

While the train and bus apparently receive little consideration compared to the automobile, the plane appears to be the mode most rivaling the car. However, its usage appears much less than the automobile and certainly is not as great as in the Northeast Corridor.

The next three chapters will discuss attitudes toward plane, train, and bus transportation in detail; however, the remaining part of this section shall talk about them to the extent they encourage reliance on automobile travel.

Car versus Plane

Air travel between Chicago, Springfield and St. Louis is seen to offer little or no time advantage over driving and certainly no cost advantage.

The usual speed advantage of plane travel diminishes in this Illinois Corridor because the distances between cities are short. While actual flight time between the farthest points, Chicago and St. Louis, is only one hour, the time involved in transfers at each end are as time consuming as for a longer trip. Thus, individuals flying in this corridor spend proportionately more time on transfers for

the short trip than they do for a longer trip; a "waste of time" according to many. As a result, they seem much more inclined to drive the distance, even though it takes as much or slightly more total time as flying. This is probably due to cost savings, freedom from schedules, and the general driving orientation.

For example, respondents pointed out that it takes about 3 hours to drive from Chicago to Springfield and it takes about the same time to fly. This estimate includes an hour in the air and at least an hour in getting to and from O'Hare Airport and the Springfield Airport. Almost all Springfield and Chicago respondents, business and non-business, prefer driving to flying between these two cities in most circumstances. Some typical comments illustrate the considerations involved:

> (A Chicago businessman)"By the time I get out to the airport and walk 15 miles to the gate, I could be half way to Springfield."
>
> (Chicago non-business woman) "Springfield is close enough to drive. I don't need to take a plane."
>
> (Springfield non-business woman) "You're better off driving to Chicago because the weather is so unpredictable there. You never know when it'll be foggy or snowy."

In addition to saving time, saving costs and being free from schedules when driving, many consumers complain of the "hassle" involved at O'Hare Airport in terms of baggage checking, waiting in lines, finding gates, tipping porters,

the crowds, and possible delays. All of these factors tend to minimize the plane's advantage and maximize the value of the private automobile.

The driving time between St. Louis and Chicago is estimated at 5 hours, while flying time including transfers at both ends is estimated at 3 hours. Now flying seems to have a definite time advantage and, as might be expected, those most inclined to fly rather than drive between St. Louis and Chicago are businessmen traveling for business purposes. As one Chicago businessman said, "While I don't mind driving to Springfield, I'm more likely to fly to St. Louis. It just gets too tiring to drive. Besides, I can get some work done if I fly."

However, for others the two hour time advantage does not outweigh cost and flexible schedule considerations. A St. Louis woman speaking of family travel said, "The drive to Chicago just isn't an ordeal. It's not that far."

This five hour drive in Illinois is generally not considered an "ordeal" while a similar five hour drive between New York City and Washington, D. C. for example, may more likely be considered an "ordeal". This difference may be explained by highway and traffic conditions. In Illinois the highway is considered in good condition, no tolls are charged, and the traffic is rarely congested. One feels assured at almost any time of the day or week of uninterrupted driving along 66-55 and easy entrance and exit from St. Louis and Chicago. In the Northeast Corridor, however, while Interstate 95 is also considered a good highway, there are frequent stops to pay tolls, and traffic congestion and traffic density is usually more severe at all times. Illinois, with more area per capita, simply affords a less congested and heavy traffic flow.

Businessmen, then, for time-saving and energy-saving reasons tend to fly between Chicago and St. Louis and tend to drive between Chicago and Springfield. However, non-business travelers overwhelmingly favor the automobile between all Illinois points.

The perceived excellent highway facilities in Illinois and the felt shortage of convenient and dependable public transportation, in addition to a tradition of automobile travel, help to explain the extensive reliance on automobiles, manifested in our consumer group interviews.

D. Perceived Advantages of Automobile Travel

The preceding sections on automobile travel offered an explanation for the pronounced car orientation noted in Illinois residents through our consumer group discussions. This explanation focused on those factors unique to the St. Louis-Chicago Corridor. In addition, other factors encourage a strong reliance on auto travel in this corridor. These factors are more universal and appropriate to other geographic areas as well. Many of them have been thoroughly discussed in our earlier Northeast Corridor report. However, to the extent the factors were also indicated in the St. Louis-Chicago Corridor, we shall briefly present them next.

1. Economy

As indicated earlier, cost considerations are paramount to family travel and personal travel; in general, non-business trips. Economic costs are

much less important to the business person traveling for business purposes, since time and energy expenditures are much more important.

Non-business travelers believe auto travel to be the least expensive mode for travel between Chicago and St. Louis. They tend not to consider the "hidden" costs of auto travel such as wear and tear on their car, repairs, and restaurant stops along the way. Almost the opposite was true with some low-income men who own a car and believe it wasteful to use any other travel mode, since the car depreciates whether they use it or not.

The Chicago-St. Louis distance or parts thereof is not viewed as a "long trip", and the car is almost automatically used, without any overt decision between modes made. Some occasions of non-business travel when an automobile is not the obvious choice were mentioned; a woman traveling alone with children, a young person traveling alone, and older individuals.

2. Security

In keeping with the heavy reliance on automobiles in this part of the country, it is not surprising to find part of this reliance rooted in fears and insecurity. Many travelers, women especially, feel lost and ineffective in "foreign" areas. To Chicago women, St. Louis is such an area and to Springfield and St. Louis women, Chicago is an awesome unknown.

One's car seems to be "something" familiar and something in which he can feel secure, even if all else is unknown and threatening. As a result, there was resistance to an improved train or any type of public transportation if it meant giving up one's car. This feeling was especially prominent among lower-income women who associated a Metroliner-type train for this corridor with such potential threats as inability to read the train schedule, not knowing where to catch the train, missing the train, being alone in dangerous stations, being accosted while on the train, difficulty in finding one's way around Chicago or St. Louis without a car, and fear of going hungry on a train with inadequate food supplies.

While such fears may seem trivial to individuals in the Northeast Corridor for whom trains and their functions are a commonplace, to these Midwesterners who have not been exposed to the travel mode abundances of the Northeast, such a prospect is frightening. Midwesterners have come to rely on their automobiles and themselves for navigating highways and unfamiliar cities, and have simultaneously come to distrust and suspect public conveyances which only engender past memories of bad times.

These insecurities and fears were most noted with lower-income individuals and women, those groups least prepared and able to fend for themselves without their blanket of security, their car.

3. Freedom

The ability to control one's departure time, arrival time, and stops in between is a strong motivation for automobile travel.

This freedom is important to families with children, salesmen with many stops, sightseers, businessmen taking wives or children along for a combination business/pleasure trip; in general, those who like to control events in their lives.

As the Northeast Corridor report aptly states, "He enjoys having the trip under his control, and not in the hands of a schedule planner. Leaving when he wants is a symbol of his freedom, as is the knowledge that he can stop any time he wants, even if he seldom does actually make unplanned stops, as is often the case." (p. 102)

4. Convenience

There are many ways in which the convenience of an automobile is stressed by consumers:

- In arranging one's own starting, stopping, visiting, and resting schedule.

- In amusing children with game, song, food, or stops.

- In avoiding catering to other people's needs such as stopping in every city or at every station, being quiet, tolerating the noise of others, and looking one's best.

- Regarding luggage; they can take more than on public carriers, do not have to pack as carefully or neatly in containerized units, and do not have to be selective in packing.

In addition, the convenience of the car is not only a virtue in itself, but it is further appreciated to the extent it frees one from the inconvenience of other modes of travel such as transfers to and from airports, frequent bus stoppings, or train delays.

5. Comfort

The automobile provides easy and relaxed travel. Individuals, primarily women, say they don't have to "get dressed up" for car travel as they do on public modes. They feel more able to "be themselves". Perhaps the kind of comfort the car offers is the kind of comfort one feels in the privacy of his own home, as opposed to the luxurious comfort a plane offers.

6. Enjoyment

Many individuals, primarily men, simply enjoy sitting behind the wheel of a car and driving along the highways. They seem to enjoy thinking in solitude, singing, talking with family or friends, or just doing nothing. Driving enjoyment may well be more feasible in this relatively uncongested Midwestern Corridor, than in the much more crowded and perhaps nerve-wracking Northeast Corridor.

XV. AIR TRAVEL IN THE ILLINOIS CORRIDOR

Consumers reacted very favorably to air travel, in general, in much the same way that Northeast Corridor respondents reacted. However, when it comes to air travel in their corridor, Illinois respondents are less favorable to the airlines.

The primary advantage of air service in the Northeast, speed and scheduling, appear less advantageous in Illinois while the major Northeast dissatisfaction, airport access, is even more a dissatisfaction in Illinois. As a result, these Midwesterners have come to rely on and consider air travel to a lesser degree than in the Northeast, and have come to depend on automobile travel to a greater degree.

There seem to be many ways in which Illinois travel is less conducive to air travel than is the Northeast Corridor situation. The speed advantage of planes, while recognized in Illinois, is less an advantage, since the automobile, discussed in the last chapter is seen to compare favorably. Since the total Illinois Corridor distance is shorter than the Northeast Corridor distance, proportionately more time is spent in transfers than for a longer flight. When one must spend two hours in getting to and from the airport and only an hour in the air, the speed of flying seems less significant. As a result of lengthy transfers, driving time between Chicago and Springfield is just about equal to portal to portal flying time between those two cities, while driving time between Chicago and St. Louis is somewhat greater than flying time. Given the general car orientation of the Midwest, many choose to drive when there is no air time advantage. This type of orientation is less influential in the

Northeast. Also, the roads in Illinois are much less congested than in the Northeast and it is simply easier for one to get in his car and drive from Chicago to Springfield than is the same 150 mile trip from New York to Baltimore, for example.

The scheduling advantage of planes in the Northeast is also less applicable to Illinois. There are fewer airlines operating between Chicago and St. Louis and thus flight availability is considerably less. There is nothing like the Northeast's shuttle service in Illinois, rendering air schedules far less "scheduleless" and much more rigid. As a result, airlines' potential power to draw passengers from car travelers is not operating in Illinois as it is in the Northeast.

In addition to the minimized advantages of speed and scheduling, Illini further report particular grievances with their main carrier, Ozark. Residents who have had experience outside of the corridor with other carriers, criticize Ozark for personnel shortages and more than an average amount of delayed departures. One Springfield woman remarked that "Ozark needs some competition. They were better when American Airlines was here."

Along with Ozark there are at least two minor airlines serving the corridor: Commuter Airways and Air Illinois. Both are favorably regarded for their convenient service to Meiggs Field and Midway Airport in Chicago; however, both are also accused of unannounced cancellations "whenever a flight isn't filled up". As a result, they tend not to be regarded as reliable air carriers. In addition, many

respondents who are otherwise not afraid to fly, claim they are afraid of these "jolt and bounce" ten-seaters.

Finally, airport access difficulties seem more pronounced in this Midwestern Corridor, particularly at O'Hare Airport. O'Hare seems as troublesome as the New York airports in terms of terminal access and egress difficulties, getting oriented once there, checking baggage, locating gates, delayed departures, and other tasks involved in flying.

Here are some typical descriptions of problems experienced:

> "Getting to O'Hare with all the construction on the entry roads is terrible. I was in a line the other day that was seven miles long and it took three hours to get there."
>
> "O'Hare? It's a madhouse."
>
> "O'Hare is just too big. It's hard to find your way around and to get organized."
>
> "I always figure on being late if I'm going to O'Hare."

The Northeast Corridor report discussed these nuisances of flying as an "aggravation factor". None of these tasks of flying by themselves would be very disturbing, but taken together, they do call for a considerable amount of planning and effort which seem to harass and make anxious many travelers.

While this "hassle" of plane travel from Chicago is probably comparable to that from New York, it seems to be worse to these Illinois residents. It may be that delays and congestion are less a part of life in Illinois than it is in the Northeast, and as a result, the same amount of aggravation is experienced as more severe in Illinois. At the same time, the appealing availability of one's own automobile seems to emerge and the relative familiarity and simplicity of driving take precedence.

While these minimized advantages and maximized disadvantages of plane travel inhibit use somewhat in Illinois, there are those who fly rather than drive and for much the same reasons as in the Northeast. Business travelers are drawn to air travel since it is more relaxing than for them operating a car and it also allows them to "get some work done".

In addition, the status connotations, prestige associations, and fun of flying seem still to operate. It is not so much that Illinois respondents fly for any different reasons than do Northeast Corridor residents, it is just that their threshold for choosing to fly seems higher while their threshold for driving seems lower.

Other dimensions of air travel in Illinois seem to elicit similar reactions to those observed in the Northeast. The airlines are praised for their service, helpfulness, apparent efforts to ease the burdens of the traveler, cleanliness, modernity, and "fun". Cost factors in Illinois as in the Northeast discourage and even prohibit many individuals from considering air travel, while fears of flying seem to exist for many.

XVI. RAIL TRAVEL IN THE ILLINOIS CORRIDOR

Train service in the Illinois Corridor is thought non-existent by many or extremely limited by others. In addition, criticisms of such functions as scheduling, service, and cleanliness appear similar to attitudes reported in the Northeast Corridor report. However, Illinois train attitudes may tend to be more negative and more disenchanted, since residents have not been exposed to the Metroliner or Turbo-train, and thus find it difficult to envision such possibilities.

Those who think train service non-existent in Illinois generally have a negative orientation toward train service. They tend to believe railroad companies no longer want passengers and in fact actively discourage them with poor service. Along with this, the railroads are said to have "...diversified too much into real estate and are letting the trains go down the drain".

These people tend to remember fondly the days when "...there were palatial train cars like Jackie Gleason used to have". But now, they believe trains are behind the times, and not much improved from Jackie Gleason's heyday. One Chicago man offered the following supporting information:

> "There was an article in the Tribune that said they haven't built a Pullman since 1945 and even all those haven't been sold yet."

Partly due to memories of "the days of old" and what trains used to be, these individuals seem to have added bitterness in their stands against current train service and railroad companies. So much so, that as shall be discussed later, it is difficult and in some cases impossible for them to imagine what improved train service could be like.

Other individuals, not as negative to train service as the former group, were interested in taking a train on occasion; however, they believe service in Illinois is minimal, schedules are inconvenient and simply not at all equal to any of the other travel modes.

There are those who do use the train on occasion. Some of the usage situations reported at the consumer group sessions include: a girl scout leader taking a troop to Chicago for an outing, a college student who found the train cheaper than the plane to Carbondale, a woman fearful of flying in inclement weather, the older parents of some respondents who "have the time for that sort of thing".

Scheduling

The major complaint of business travelers and others who might seriously consider train travel between Chicago and St. Louis is the lack of convenient and frequent service.

Scheduling appears especially inconvenient for one day trips when businessmen, shoppers and others want to arrive at their destinations in the morning and return home in the evening. Said one Springfield businessman, "The train just doesn't go at good times. It kills your whole day when you arrive late and have to stay overnight". Others pointed out:

"The train from Springfield to Chicago gets in at 2:30 P.M. That's too late for me."

"I took a 4 A.M. train out of Springfield and got into St. Louis at 8 A.M. I could have driven in an hour and a half and wouldn't have had to leave that early."

Some complained that infrequent service did not provide the traveler enough choice. A Chicago businessman said, "The schedule never fits my needs, I have to adjust to it."

Speed

Related to scheduling, and equally important to business travelers, is speed.

The lack of speed, for which trains are criticized in Illinois, is not so much attributed to inherent speed deficiencies as to delays and inefficiencies in operation. Freight delays seem particularly annoying. Dramatizing their impatience with such delays, some individuals reported that they have waited on their passenger train while a freight train went by or unloaded. Perhaps this is an exaggeration, but it serves to illustrate the effect delays have on perceptions and attitudes.

Others are not only upset by these delays, but somewhat mystified about their cause. One St. Louis resident said, "I just can't understand why a train is ever late. They don't have the problems that automobiles do with traffic jams or that planes do with airport tie-ups."

Another explanation for delays which illustrates the hostility toward railroads comes from a Chicago observer: "The Illinois Central backs into the station at Springfield. The guy who designed it must have been a first class idiot. It's inefficient and unsafe".

Whatever the reasons, most consumers have either experienced or "heard about" waiting for trains as a passenger or when picking up someone at the station. Such delays, which have almost come to be expected in rail travel, diminish rail desirability, especially for business travelers and those on a fixed schedule.

Problems with train schedules and speed, added to alleged airline inefficiencies in Illinois help to further explain reliance on automobile travel.

Service

The area most criticized by non-business groups, who are less concerned with getting somewhere fast, is train service. Business travelers are also concerned with service, but probably to a lesser degree than with speed and schedules.

It appears that airline service, considered outstanding by most respondents, is the model upon which train service complaints are based. These complaints, presented in order of importance, concern a wide range of passenger services.

A. Employees are criticized as indifferent, rude, unhelpful and without knowledge about the trains. It seemed as if everyone had a story to tell about the time an employee offended them. A Chicago businessman offered this one: "I was eating in the dining room and didn't know if I should pay my waiter or the fellow at the door. So I asked my waiter, 'Do I pay you?' and he replied, 'Well, I served you, didn't I?'"

B. Information deficiencies are pointed to in many ways: Employees who either don't know or won't tell any, phones that are never answered, long lines at ticket windows, and schedules which are difficult for many to read. One Chicagoan put it this way: "If I wanted to go to St. Louis tomorrow (by train), I wouldn't have the foggiest idea how I find out who goes there or how to get it."

C. Food provisions on trains received mixed reviews. Some consider train food quite good, while others feel the food is of poor quality for high prices with a limited menu. However, as many point out, complete food service on a short run in Illinois may not be as important as on a longer trip.

D. Transfers from one train station to another in Chicago, and from train stations to public transportation in all cities, is felt to be inadequately provided. In addition,

the alleged lack of rent-a-car facilities at train stations contributes to the feeling that it is difficult to get around one's destination if one takes the train.

Status

As a result of service personnel attitudes and the perceived anti-passenger stance, it is not surprising that many respondents report that taking the train "does not make me feel very good". The status of traveling by train in Illinois appears considerably lower than by plane and about comparable to bus travel. Some typical comments will give an idea of status needs and desires when traveling.

"The airline people put my name on the ticket and also on their master list. It's like they are expecting me. The train doesn't know or care who I am."

"If someone calls me sir, like they do on the plane, I feel a lot better than when they call me buster, like on the train."

"I spend my money where I'm appreciated -- on the plane."

Stations

Train stations at every interview point were criticized for being in "bad" neighborhoods where respondents feared to be at night for themselves or family members.

Both Union Stations, the one in Chicago and the one in St. Louis, were additionally criticized for inadequate parking facilities, waiting areas, public phones, restaurants, and

rent-a-car services. Springfield's station seemed a source of amusement for residents, who chuckled over one man's comment that "they closed it up early last night".

Train stations were placed "a notch above bus stations" but considerably inferior to airline terminals at all interview points.

Comfort

In many ways trains are considered a very comfortable way to travel. One can get up and walk around or socialize with others; there is ample room for children; and more leg space is provided than on planes or busses. However, many respondents find their comfort on trains mitigated by dirty aisles and windows, run-down equipment, worn out upholstery, and inadequate temperature control.

Again, in comparison to the airlines and private automobiles and to busses to some extent, the trains are perceived to be sorely lacking.

Safety

In some respects the train is considered the safest mode of transportation, but then in other ways it creates security doubts.

Many respondents admitted to feeling safer on a train than in a car, bus, or plane, especially during snowy, rainy or foggy weather. This type of safety perception reflects freedom from accidents. However, in terms of safety from other passengers, the train appears almost as worrisome as the bus. Many individuals feel there are more "kooks" and "undesirable characters" on the trains than on the planes. Added to the presence of potentially bothersome individuals

is the felt lack of train personnel, good lighting, and other people around to offset any harrassment attempts. As a result many parents and husbands are reluctant to send children and wives on solo trips.

Cost

Train fares are perceived as only slightly less than air fares for the same distance. In addition, since considerably less service is offered on trains as compared with planes, the fares are felt to be excessive. Many respondents requested family rates or group rates so that train fares are competitive with the low cost of automobile travel. However, for many reasons discussed in Chapter XIV, it is unlikely that even with lower costs, would a major proportion of business be derived from family travel.

Amtrak

There appears to be a great deal of uncertainty and confusion about who or what Amtrak and its purpose is. Some questions and perceptions:

"I think they've added new routes, but where do I locate this information?

"Is there any change?"

"Even with Amtrak, as great as it's supposed to be, they're not encouraging people to travel."

"Either they aren't publicizing it, or we aren't seeing it."

"I never heard of it."

"Well, they took over the Illinois Central cars and renamed them, but they didn't clean up anything."

"I like the reservation system. I get a seat and don't have to stand or sit on my suitcase all the way."

In general, there is curiosity and interest, although some people seem to have already decided, on the basis of past railroad performance, that Amtrak will be no different. Such preconceived attitudes will likely make the task of selling improved rail travel to people of this area a more difficult one.

However, in spite of the negative orientation toward trains described in this chapter, reaction to the prospect of improved rail travel was positive for some groups. Chapter XVIII discusses the nature of this reaction and points to conditions under which such improvements may be successful.

XVII. BUS TRAVEL IN THE ILLINOIS CORRIDOR

The bus appears to be the mode of "last resort" for most participants. Many have never traveled by bus and claim they would not travel by bus. Their perceptions seem based on hearsay, stereotypes, and perhaps personal needs to derogate bus travel. Users of busses, however, also tend to consider it the least desirable mode, but are not as negative as non-users, and seem to find several sources of consolation in bus travel.

There appear to be both non-rational and rational objections to bus travel. The primary non-rational objection involves status. The bus is viewed as conferring the least status on its passengers and, in fact, is felt to detract from the image one desires to create of himself. Bus status is particularly distressing to businessmen: one Chicagoan said, disparagingly, "Now, how would it look if I have my client meet me at the bus station?"

Contributing to this image are the passengers the bus is presumed to attract: servicemen, students, poor people, old folks. One Chicago housewife cattily remarked: "Oh, yes, bus travelers have matching luggage--two shopping bags from the same store!" Comments like this and perceptions that bus travelers are not desirable traveling companions seem to discourage many upper-income and status-conscious individuals from traveling by bus.

Also operating against the bus image are its perceived low fares, the lack of "pampering" or service personnel attention, the slowness of bus travel, and its informality. While these features deter some users, others are attracted for just those reasons, especially its informality and low fares.

On a more rational basis, a major criticism involves a lack of comfort in bus travel. This manifests itself in several ways. There is the perceived bumpy ride, the lack of leg room, the confining seats, and the "bad smells". Smells occupied several respondents concerns. Some object to the "sickening fumes" a bus emits, others found the "odor from the johns terrible", and yet others centered their smell attack on "the obnoxious body odor" from "the kind of people" who take busses.

In further talking about bus passengers, many female respondents believe there is a greater chance of harassment, annoyance and molesting from fellow bus passengers than from fellow passengers on any other mode. One Springfield woman told of the man who bothered her on a recent bus trip. "I had to be rude to him. I had to tell him to please let me read my book. It doesn't make you feel very good to be that unpleasant to someone." This fear is also extended to bus terminals which in Illinois, as elsewhere, are located in what many consider bad neighborhoods.

The bus as a slow mode of travel is further discouraging to those on schedules and in a hurry. A Chicago male commented that, "The bus I took to Springfield stopped at every cow pasture along the way. I could have walked faster."

The train and bus were often mentioned together as similar methods of travel. They seem to have in common: perceptions as a slow method of travel, a rigid schedule, "undesirable characters", poor station locations, least clean modes, low status, yet the greatest potential for sociability. However, there are many ways in which the two modes are dissimilar.

Talking of the train seems to engender nostalgia, a sense of romance, and thoughts of what the train used to be. However, comments about the bus seem to indicate that many think it is now the best it has ever been. Therefore, while both modes seem similar to many respondents, there seems to be some added resentment when speaking of the trains since so many people can remember "how good a train could be". While this feeling may be detrimental in current attitudes toward rail service, it seems to indicate more promising prospects for improved rail service than for improved bus service. Rail travel seems to possess some latent status attributions and positive regard that may be capable of activation by a concentrated rail improvement effort; however, bus travel does not seem in as fortunate a position.

In general, Illinois attitudes toward bus travel seem quite similar to attitudes expressed in the Northeast. These two geographic sections seem most similar in attitudes toward bus travel than toward any of the other three travel modes.

XVIII. REACTIONS TO IMPROVED RAIL TRAVEL

In all of the consumer group depth interviews conducted in Illinois, respondents were asked to consider the direction of future corridor travel. This seemed a hypothetical task to most, as there was general satisfaction with travel between cities, although not within Chicago and St. Louis. While planes and trains were criticized for infrequent and inconvenient schedules to some degree, there seemed no special desires for alterations in corridor travel possibilities. As indicated earlier, the automobile and the highway systems seem to adequately meet travel needs. This finding appears quite different from the reported Northeast Corridor feeling that general congestion required "something to be done".

Some Illinois residents foresaw in the future improved automobile travel via electronic and computerized highways. Others recognized a need for mass transit systems and suggested improvements along these lines.

Rather than discuss the travel future in general, moderators probed in particular for reaction to improved rail travel. Several different possibilities were suggested for discussion. However, the type of improvement arousing most interest and likely usage was a Metroliner-type train operating between St. Louis and Chicago along the Interstate Highway route.

The most favorable groups were the high-income business travelers while the low-income non-business respondents were the least favorable. Some of the favorable response came from consumers who had personally experienced the Metroliner and had positive recommendations to make to the others. These individuals tended to be from high income and business groups. In general:

- High-income groups were more favorable to the improved train than were low-income groups.

- Business travelers were more favorable to the improved train than were non-business travelers.

This chapter first discusses characteristics of those individuals who desire improved rail travel and then of those who do not favor rail service at all. Next, the conditions for using an improved train are discussed, and finally various rail service alternatives are considered.

A. Favorable Respondents

Individuals favoring improved rail service often raised the issue themselves, without moderator influence. The Metroliner of the East was spontaneously referred to by respondent "satisfied customers" as a prototype to suit the needs of the Midwest. Several personality characteristics seem indicative of these individuals (arranged in order of interest in the new train):

1. Dislike driving

These individuals, primarily business travelers and women, include those who cannot relax while driving and need to, those afraid of the Interstate Highway, or those who fear getting lost in Chicago and its traffic. Some typical responses are:

"It would be nice to have a good train, especially since I'm a single girl and don't like driving alone."

"I could just sit on that train and relax and not have to worry about driving or anything."

"I wouldn't look like a bum when I got to St. Louis."

"Most of the 1,000 miles I drive each week are in getting from A to B. I don't really need to drive to B, I can rent a car once there. The train would be great. I wouldn't be so tired out when I got there."

"I don't need a car in the Loop. It just gets in the way, besides costing a fortune to park."

2. Desire to work while traveling

Many businessmen who favor an improved train claim they would appreciate the time freed to work, look over papers, or think about problems.

"I could get a lot of work done on that train that I can't now do in my car."

3. Desire to socialize while traveling

Some individuals like the train best because they can move around, socialize, and "have more fun" than on a plane or any other mode of travel. Implicit in these preferences are desires to relax and arrive at appointments refreshed. These individuals, primarily businessmen, were quite attracted to a Metroliner-type train on this basis.

> "It reminds me of the Old Bluebird where a bunch of us guys would just sit around and drink."

4. Fear of flying

Many individuals who either fear flying or simply "never relax up there", view improved rail service as an opportunity to arrive at their destinations in just about the same time that plane travel takes, but without ever leaving the ground. At last, they seem to feel, this is a reasonable alternative to flying that might even be enjoyable.

B. Unfavorable Respondents

A number of individuals were not only disinterested in improved rail service for themselves, but had difficulty envisioning such a possibility. These people

seem jaded by years of personal and reported experience with poor train service. These experiences apparently left them emotionally "turned off" and even hostile to trains of any kind. Responding to descriptions of a Metroliner-type train for the St. Louis-Chicago Corridor, some typical comments were:

> "What you described is way in the future or not at all."
>
> "It's hard to believe a train could be all that; I mean clean and fast and with good service."
>
> "Trains are outmoded. They'll never come back."

In looking at this group's objections on more than an emotional basis, several characteristics emerge:

1. Perception of excessive expense

   For the most part, low-income individuals and non-business travelers comprise the disinterested segments. These individuals are quite concerned with the cost of improved rail travel and perceive it to be excessive for their needs: primarily family and social travel. On these occasions when several family members travel together, the improved train appears a very expensive method to use. Therefore, the automobile is relied on as least expensive for family and social travel.

"The more people you take in your car, the cheaper it becomes per person; however, the more people you take on the train, the more expensive it becomes."

"For my family outings, I'd have to drive--for economic reasons."

2. Reliance on the automobile

The "car culture" described earlier seems to be operating particularly effectively with individuals disinterested in the new train. The perceived need for a car at one's destination, the desire to be in control of one's trip, the feeling of security a car gives, and the ability to stop and see things along the way, combine with hostility and ignorance about train travel to operate against improved rail service for these individuals. Some of the comments offered in rejecting the new train:

"When I get to St. Louis I need my car to get around. I don't want to have to look for transportation and ask everyone about it."

"I want to get in my car and feel my way around and go places by myself."

"A car is a part of my life. I feel safe

in my car. I like my car. I wouldn't want to leave it parked alone all day."

"As a woman, I drive to see people, not businesses. I don't need a train to the Loop, I need a car."

3. Salesmen who need a car

One segment of business travelers, the salesmen, usually found in our low-income groups, profess a continued need for their automobile in spite of improved rail travel. They need a car to make stops along the way, to carry samples and to provide flexibility in their selling schedules. The only value one salesman could see in the new train was in "...keeping people off (Interstate) 66 so I can drive there with less aggravation."

4. Hard-core plane travelers

There were a few business travelers in our groups who have come to rely on the speed and comfort of plane travel in this corridor. It is difficult for them, as for others, to envision an improved rail transit that could compete with the plane between St. Louis and Chicago in terms of schedule, speed, and comfort. It also seems that status is important to these men.

"Even if it's as luxurious as a plane, it'll still be on the ground, chugging along and rocking. It just won't have the mystique and glamour of the plane."

C. Conditions for Use of Improved Rail Service

While a good many individuals, as indicated in Section A, were positive to the idea of improved rail transit along the Chicago-St. Louis Corridor, their enthusiasm was not unqualified. There appear to be certain conditions upon which they base their approval and use. These conditions are of two types: (1) improvements necessary in the trains and their operation, and (2) occasions when one has a need to use the improved train as described.

To elaborate, merely improving the trains along the obvious lines; cleanliness, speed, comfort, etc., is not enough. These are necessary conditions for use, but not sufficient ones. In addition, the individual cites certain occasions or situations which would cause him to utilize the improved train.

We shall discuss the first necessary condition of use, the improved train itself, and secondly, the occasions and situations of use.

1. The improved train: What it should be like

Speed

Probably the single most important quality for the improved train is speed. That is, the train must go fast enough and stop infrequently enough to be competitive with air travel between St. Louis and Chicago. As discussed before, respondents consider the total air trip from start to finish to be about 3 hours between Chicago and Springfield. The automobile drive is also about 3 hours. If the Metroliner-type train can equal or surpass auto and plane travel time, many business travelers would consider it a viable mode of transportation. On the trip between Chicago and St. Louis, the train was thought not equal to air travel in terms of speed, estimated at 3 hours, but likely close enough to be competitive.

Scheduling

As important as speed in the improved train is an improved schedule. Business travelers stress the need to leave home in the morning, arrive at their destination with almost a full day to work, and return home in the evening. This was equally true for business travelers in each of the three cities interviewed.

In addition, upper-income Springfield women

express a similar scheduling need, desiring the full day for shopping in Chicago.

Another scheduling feature desired is frequent train departures. Such frequency affords one more freedom in travel, a quality especially important in this Midwestern car-oriented society.

The scheduling key seems to be frequent and timely train service which allows one-day trips along the St. Louis-Chicago Corridor; much the same as the Metroliner affords between New York and Washington.

Station locations

Next in importance to business travelers and others interested in improved rail travel are stations located centrally as well as at northeastern and southwestern suburban stations in St. Louis and Chicago, respectively.

While many Springfield and St. Louis travelers plan to use the improved train for service to the Loop, there are those who need a suburban stop. Also, and more important, are those Chicagoans who live in the heavily populated western suburbs of Chicago. Driving opposite their intended direction back to a station in the Loop seems particularly illogical to them and they seem more apt to just "get in my car and drive to Springfield".

In addition, O'Hare's western location might spur those in that area to fly rather than drive since their travel time to the airport is not as great as others more distant from O'Hare.

It would seem that to compete with air travel between Chicago and Springfield and Chicago and St. Louis and to accommodate Chicagoans living in the South and West as well as others visiting that area, a Chicago suburban stop might be called for on the improved rail route.

The same reasoning holds true for St. Louis, but not to as significant a degree, simply because St. Louis is not as large as Chicago and getting from the suburbs to the downtown train station presents less a problem. However, many St. Louis residents bemoan the closing of old Delmar suburban station and ask for its revival in any improved rail plan.

In addition to location improvements, suburban stations would help overcome complaints of "bad neighborhoods" and "undesirable characters loitering around" now feared in both St. Louis' and Chicago's Union Stations.

Finally, in keeping with the earlier discussion of stations, group members desire supporting facilities in the train stations, such as restaurants, rent-a-car services, taxi service and accommodation directories and phones.

The speed, scheduling and station improvements discussed above are primarily derived from those indicating most interest in a Metroliner-type train for this corridor: the business traveler. These improvements are necessities for his workday needs. However, others who express interest in an improved train, while appreciating the aforementioned improvements, have other priorities, which are also important to business travelers.

Improved service

Well-trained, courteous, helpful and competent service personnel appear the order of the day for new trains. Putting "the service of planes on trains" is a much requested plea.

Improved personnel attitudes that make people feel "special" on the train, as they seem to on the plane, might enhance the status of rail travel. As one Chicagoan echoed of others, "Make me feel important. Make me feel like this train is just for me and that I'm not an animal in some cattle car."

Other desired service improvements include:

- Provide easy access to schedule and price information (schedules that are readable, phones that are answered)

- Eliminate long waiting lines to buy tickets

- Provide assistance with luggage

- Accept American Express or other credit cards

Cleanliness and comfort

While everyone wants a cleaner train, there is some dispute as to how much comfort should be provided. Some businessmen on expense accounts, wanting no holds barred, ask for a very luxurious train, "It's the pizazz in life that counts, and this new train needs some. A little movie, a cute stewardess, a good drink. People want these things in life."

While people may want these things, the lower-income respondents and those businessmen not traveling on expense accounts moderate ideal fantasies with compromised cost concerns. Most of these individuals stated a preference for less luxury and less cost. They seem interested in a clean and adequately comfortable train, but without the pizazz.

For example, while wanting food available when hungry, the cost-conscious individuals suggest automatic vending machines with fresh, good

food always available. The more luxury-minded men desire morning breakfasts and evening dinners be provided.

Cost

To business groups cost is not a primary concern, and a fare equal to or slightly less than air fare would seem acceptable. But to those not financed by company expense accounts, the improved train's cost is of utmost concern. Most of these individuals believe the cost would be excessive to permit even occasional family train expeditions. For these individuals, a fare considerably less than air transportation and only somewhat more than automobile for two or more travelers seems called for. In addition, some type of family plan is strongly suggested for non-business travel. The dilemma of balancing high-income and business travelers lack of concern with cost and desires for luxury and comfort with low-income and non-business travelers great cost concerns, must be weighed. The Northeast Corridor report considers this dilemma (pp. 154 and 155) and suggests several strategies that may be appropriate here:

> "One attempt to resolve this issue would be to provide and charge for a moderate amount of comfort and personal service, perhaps comparable to the present Metroliners, but offering high speed. To do so would be to concentrate the appeal

toward the more utilitarian-minded business travelers, non-business travelers alone or without children, and those taking shorter trips."

"Another strategy would be to provide two modes, one aimed at business travelers and the least cost-conscious of the non-business travelers, and the other aimed at cost-conscious non-business travelers. The former would be competing primarily with air travel, and should be luxurious, elegant, with a high standard of personal service, and should be comparably expensive.... The second mode would be an attempt to switch some automobile users. It should be kept inexpensive, and should provide as much 'freedom' as possible."

Information needs

Many respondents demonstrate a great insecurity in making their way in unfamiliar territory. This may be due to the long-standing reliance on automobiles in this area, the travel insecurities of some respondents, or general apprehension in unfamiliar places. To most Springfield residents and to some St. Louis inhabitants, Chicago represents a vast complex of confusion. At present, one's automobile seems to offer some security against the unknown, and without it, many threats arise to the out-of-towner.

One Springfield woman explained:

> "Personally, I don't know how to get around Chicago. The train people should give out some kind of pamphlet or maybe a billboard. I mean which subway or El to take or how to get to the suburbs. It would encourage me to go to Chicago."

Other individuals, more familiar with Chicago's transportation situation point out a need for convenient, available public transportation once one arrives by train. A Chicago gentleman pointed out:

> "Union Station, Chicago Northwestern, I. C. Station--none of these hook up to an El. You have to walk several blocks or take a bus."

The implication of these findings seem to suggest that in addition to the availability of public transportation in Chicago and to some extent in St. Louis, publication and communication of this information is necessary. Publication is not only a practical matter in helping people get around, but would also quell fears and insecurities that likely exist in potential train passengers.

Safety

While the train itself is generally considered a very safe method of transportation, there are some safety concerns with an improved train that a few respondents questioned and about which they may need reassurance before becoming users.

- Crossings should be clearly marked at traffic intersections all along the route, especially with a much faster train.

- Roadbeds should be checked for safety, and assurances communicated to the people.

- More underpasses might need to be built.

- Reassurances should probably be given that a train can safely travel at speeds in excess of 100 mph.

2. Occasions for using the improved train

Conditional to use, not only need trains improve according to the specifications discussed in the last section, but the individual traveler's situation and circumstances must be conducive to train travel. The group interviews offered some insight into these occasions for train usage in the Chicago-St. Louis Corridor.

For business travel

According to the participants in this study, the improved train offers greatest advantage to business travelers with commitments in one location. While some interest existed in train shopping trips, or husband and wife outings, there was little interest in train family travel, primarily because of perceived excessive costs.

To Chicago's Loop area

Springfield and St. Louis residents were interested in the improved train when business, shopping, or visits called them to the Loop area. There they not only do not need, but do not desire an automobile. On the other hand, when one must make stops along the way, or do business in suburban areas, the train's advantage diminishes.

For travel to St. Louis, some Springfielders and Chicagoans considered sports events or downtown activities as possible occasions of use.

One-day trips

The improved Metroliner-type train appears most useful to individuals on one-day trips along the St. Louis-Chicago Corridor. Primarily these are business people for whom the train appears to maximize available work-day time while not

greatly diminishing at-home hours. Women shoppers or those on what they consider one-day errands also favor the improved train.

During inclement weather

Some non-business travelers, primarily women, see the improved train as useful when winter snow, ice, and occasional fog make driving conditions hazardous. It is at these times that if a trip along the corridor is necessary, one might turn to the improved train.

D. Reactions to Other Types of Improved Trains

The above discussion centered on an improved train similar to the Metroliner, i.e., a comfortable, clean, modern interior with faster than usual speed. However, several other improved train possibilities were considered by the consumer groups. Generally, reactions were unfavorable. While we expected this response, the possibilities were offered for brief consideration in the interest of study thoroughness and accuracy. The following summarizes reasons for disinterest in the: Office Train, Autotrain, and Touring Train.

1. Office Train

A train equipped with desks, typewriters, copiers, and other office facilities to assist the businessman was not well-received by business groups. Generally, they felt such facilities were "going

too far" with the work-on-the-train syndrome. Most desire comfortable seats with pull-down tray tables, a la air carriers, so work can be done if necessary. More than this is considered too much equipment for so little time on board the train. Also, there seemed to be implications that a highly work-oriented train would diminish the sociability and relaxation features of train travel that so many enjoy.

2. Autotrain

The Autotrain was primarily viewed as a long-distance innovation not necessary for this short corridor. While many respondents liked the idea of having their car at their destination, they tended to feel the loading and unloading time would not be justified by the trip's entire duration. In addition, the perceived high cost was a discouraging factor.

3. Touring Train

A train equipped with domed-roofed cars or other entertainment activities was generally considered unnecessary on this perceived short haul. The people using the train would probably be repeat customers, using the train for commuting rather than sight-seeing/vacation travel.

PART THREE

CORRIDOR COMPARISONS

SUMMARY OF CORRIDOR COMPARISONS

I. LONG HAUL VERSUS SHORT CORRIDORS

- Mode selections reflect more deliberate decision-making in long hauls than short corridors.

- Psychological attitude considerations are more important in short corridors than long hauls.

- Time conservation is more important in long hauls.

- While the issue is complex, physical comfort seems generally more important in long haul travel.

- The aggravation or hassle factor is less important for long haul trips.

- Meals and food are really important only for long haul trips.

- Since long haul trips are often of longer duration, luggage considerations are more important.

- Business travelers' working en route is less important in long haul trips.

- Problems in traveling with children are a greater concern in the long haul.

- Automobile travel has much stronger disadvantages in the long haul.

- On the other hand, automobile travel through unfamiliar countryside is an advantage that does not exist in short corridors.

- The bus is a less viable alternative in the long haul.

II. MIDWEST VERSUS EAST

- Automobile travel is much more dominant in the Midwest, where it has fewer problems and less competition. Midwesterners are fonder of their cars and of the independence of automobile travel.

- Midwesterners are more satisfied with their travel system and situation.

- Improved rail transportation will probably have less immediate and dramatic impact in the Midwest than in the Northeast.

- Still, Metroliner service probably could be successful in the Midwest. But more sustained advertising and promotion would be necessary.

- The primary market for improved rail service in the Midwest appears to be business travelers.

XIX. THE NATURE OF THE COMPARISONS

One objective of this study, following the one done in the Northeast Corridor, was to make comparisons among different travel routes and corridors. With such comparisons a start can be made toward distinguishing considerations that have general application from those that are location-specific.

In the first part of this report, covering the long haul route, comparisons with the Northeast Corridor were introduced as the findings were presented. These two routes involve overlapping travel geography and overlapping residence of respondents, so the comparisons are primarily an issue of trip length.

The second part of the report, covering the Chicago-St. Louis Corridor, also introduced comparisons with the Northeast Corridor as the findings were presented. These comparisons, with trip length in the same approximate range, primarily involve geographic differences in either the nature of existing travel systems or the characteristics of residents.

The only remaining one-to-one comparison would be the Midwest Corridor versus the long haul route, but it is not very meaningful since it confounds trip length and geography.

The effect of trip length can be examined with somewhat more generality than just the New York-Florida versus Northeast Corridor comparison, by including both short haul corridors and comparing them to the long haul route. This comparison is made in the next chapter. In the following chapter an

attempt is made to isolate the geographic factor by considering the long haul route and the Northeast Corridor together and comparing this Eastern setting with the Chicago-St. Louis Corridor. (The only remaining comparison would combine the long haul route and the Chicago-St. Louis Corridor to compare them with the Northeast Corridor, but it is not meaningful.)

XX. LONG HAUL ROUTE VERSUS SHORT CORRIDORS

Combining the findings for the Chicago-St. Louis Corridor with those for the Northeast Corridor and comparing them to the New York-Florida route findings is a step toward isolating the effect of trip length. With both short corridors available, factors on which they are similar, but on which the long haul route is different, should be attributable primarily to the difference in distance.

The scope of the comparisons is still rather limited for generalization to all short corridor versus long route differences, of course. Two corridors can hardly be a vigorous representation of all short corridors. Additionally, in areas where the two short corridors differ, a judgment as to which was more likely typical of short haul corridors in general was necessary. And, of course, only the one long haul route was available.

Despite these cautions, the information available is adequate, in a qualitative investigation such as this one, for a treatment of long haul-short corridor comparisons that are hypothesized to have some general applicability.

Mode selections reflect more deliberate decision-making in long hauls than in short corridor trips. Travelers in short corridors tend more to develop routines, for several reasons:

- The greater frequency of shorter trips can lead to the formation of strong habits.

- The smaller scope of the travel system in a short haul corridor can more readily be comprehended in its entirety, so that no specific investigation of schedules, costs, or travel times is necessary for many trips that are made.

- For longer trips, the consequences of a bad mode decision are usually greater. An important business appointment may be missed, and be hard to reschedule, or a once-a-year vacation may be partly spoiled, for example.

For reasons such as these, a mode selection for a long trip is more likely to be approached as a deliberate decision, with the alternatives arrayed and considered, than is a trip in a short haul corridor. However, the difference is primarily one of degree. Even in long trips, many travelers have such strong favorites among the modes that the choice requires little or no deliberation. When a deliberate consideration is undertaken, in most cases only two or three modes, instead of all four, are involved.

In a sense, the same factors are involved in mode perceptions, preferences, and choices in short and long trips. The Northeast Corridor study isolated many considerations, such as time, cost, comfort, and the aggravation factor, and neither the long haul route nor the Chicago-St. Louis Corridor added many important new factors to the list.

While study of a long haul route and two short haul corridors did not produce different lists of considerations, the items in the list receive different weights in the different situations, and that is the crux of the distinction between short and long trips. The same factors exist, but their relative importance changes as trip length changes.

Of course, distance is only one of the trip characteristics that affect the priorities of travelers. Such things as duration, purpose, and the number of people traveling can make one or another consideration vary in importance to a traveler. But distance is especially important, since it is such a clear-cut distinction for transportation planners. Futhermore, there is a relationship between trip distance and duration: it seems likely that actual trip counts would show that the longer the distance traveled the more time is spent, on the average, at the destination. Other trip characteristic factors are probably also related to trip distance, so that these factors are involved when long haul trips in general are compared to short corridor trips in general.

The issue of travelers' priorities varying according to trip distance is complicated by the fact that they vary according to individuals, as well. That is, given identical trips, people will differ on the importance assigned to such things as time conservation, cost, physical comfort, or safety fears.

Despite such complications, the conclusion remains that for long haul trips there tends to be a different weighting of priorities than for short haul trips. Some of the differences will be pointed out, but first, a related issue will be discussed.

The considerations that are involved in a traveler's mode perceptions, images, and choices can be roughly contrasted as being more objective or more psychological. The cost of travel is an example of an objective consideration, while the status and prestige conferred on the users of a mode would exemplify a psychological consideration.

The distinction is not an easy, mechanical one. Cost, to pursue an example, seems objective enough, since it can be expressed in straightforward terms of dollars and cents. But individuals will differ on how important saving money when traveling is, and some of the differences among them could be considered psychological: some people are simply more "free spending" than others. Thus, perhaps nearly every consideration has both an objective aspect--the outward realities of the situation--and a psychological aspect--the individual's response to the realities.

However, a distinction is possible. Some features of travel modes confer benefits that are "purely" psychological: status and prestige, a sense of freedom and control of one's own life, relaxation, a sense of security from risk. These things may result from observable, objective features, but their total impact is psychological in that they are feelings. Other benefits, such as money or time saved, lessened physical discomfort, or arriving on time, have objective impact (although they can, and do, often generate feelings).

With these distinctions in mind, the following conclusion is offered: psychological considerations tend to be more important in most short corridor trips than in most long haul trips. The reason is that with short trips objective differences in modes are almost necessarily smaller in scope than with long trips. The amount of money to be saved by using an inexpensive mode, the amount of time to be saved by using a fast mode, the total discomfort avoided by using a comfortable mode, all are greater for long trips than for short ones. When the objective impact of mode differences is less, the modes can be seen as objectively viable alternatives, so psychological considerations have some room in which to operate. If two or more modes are close in objective benefits, as happens more often with short trips, the traveler is free to indulge his psychological feelings.

Several general differences in the way travel is approached in long hauls and short corridors have been discussed. There are, of course, a number of specific differences in preferences, concerns, and behavior, many of which follow from the general differences in approach that were noted.

- Time conservation tends to be a more important mode choice determinant for long haul trips than for short corridor trips, since the time difference between fast and slow modes is so relatively great. The result, of course, is that air travel is more favored for long haul trips. Given two trips by the same person that are similar in purpose and duration, air travel will have a stronger appeal for the trip with the greater distance.

- Long haul versus short haul differences in physical comfort are a complex issue. On a trip by trip basis comfort is more important in a longer trip, since discomfort would be endured for a longer time. But short haul travelers who make a given trip so frequently that routines develop may not view it on a trip by trip basis. People who compare very frequent short trips to very rare long ones may seem more bothered, overall, by any discomfort in the short haul trips.

  Despite the complexity introduced when patterns of trips, rather than single trips, are considered, the conclusion that, in general, physical comfort is a more important factor in long haul travel can be maintained.

- What has been called the aggravation or hassle factor is less important for long haul trips than short ones. A trip can be viewed as a sequence of tasks, annoyances, and worries, ranging from preliminaries (e.g., finding and consulting schedules, deciding what to pack) on into the trip itself (e.g., parking the car, getting the luggage checked). Each task is simple enough, but when

too many of them impinge almost at the same time the traveler can feel harassed and vaguely anxious.

Such feelings seem much less of a problem for trips in the long haul route than in the Northeast Corridor or those trips in the Chicago-St. Louis Corridor accomplished by modes other than automobile. Long trips are, for most people, "special occasions" that are important, and their frame of mind enables them to overlook aggravations or tolerate them more willingly than for short trips. A long trip is expected to produce some disruption, while short trips are resented for it.

- The problems associated with getting to and from airports are more troublesome with short trips than long ones. This is partially an aspect of the more general finding, noted above, that the aggravation or hassle factor is more important in short trips: airport access problems are certainly a part of the aggravation factor.

Time considerations are also involved. Short-trip travelers are disturbed by the knowledge that the time to get to the airport can be as long or longer than the time in the air. Also, longer distance trips tend to be of longer duration, so that time spent getting to and from airports is a smaller fraction of the total time away from home for trips in the long haul route, and this is another influence on travelers. The longer the duration of a trip, the less significant is time spent in the local transportation stages of it.

Thus, for a variety of reasons, not only is the speed of flying itself valued for long trips, but airport access problems are less bothersome.

- For obvious reasons, the whole issue of meals and food en route are much more important in the long haul trips. For short corridor trips one meal, at most, is necessary, and even that one could usually be postponed without much distress. But for long trips, both the quality of the food available and its cost are very significant issues in travel satisfaction.

- Because longer distance trips tend to be of longer duration also, and thus tend to require more luggage, luggage handling is often a more important issue for trips in the long haul route than for shorter trips. Long haul travelers are more likely than short trip travelers to report restrictions on luggage, problems in handling, checking, or claiming it, and the possibility of having it damaged or lost as sources of dissatisfaction.

- Business travelers in the long haul route report less interest in getting work done while traveling than do short corridor business travelers. Perhaps the relative infrequency of long trips marks them off as special occasions that call for a clear departure from workday routines.

- The difficulties of traveling with children are more important in long haul trips, since the aggravations must be endured for a longer time, and the greater time produces greater strains on children's limited patience. Other factors may prevent parents from acting directly upon this issue--it is difficult to leave the children behind in trips of long duration, cost considerations may override everything else in large family travel--but it remains a potent concern.

- A long trip by car is an onerous task to many more people than is a short trip. Thus, the boredom and fatigue of driving are a more powerful negative aspect of this mode in a long haul route than in short corridors. The automobile is absolutely ruled out by many people for long trips on no other real grounds but these, and such is not the case for short trips.

- On the other hand, one of the few brand new factors discovered in the study of the long haul route favors the automobile. For meaningful numbers of people, experiencing and getting to know a different part of the country is a boon of long distance trips that is best served by automobile travel. This factor is powerfully involved in the selection of an automobile for many long trips, but it scarcely enters the choice for short trips near home.

- The bus is a much less viable alternative in the long haul route than in short corridors. Toleration of most of the negative aspects of bus travel, as discussed earlier in this report, seems to be directly related to the length of time spent on the bus.

XXI. MIDWEST VERSUS EAST

The comparison of the Chicago-St. Louis Corridor with the combined results from the Northeast Corridor and the New York-Florida route is an attempt to isolate geographic differences. In this comparison, the Northeast Corridor deserves more weight than the long haul route, since the Chicago-St. Louis and Northeast Corridor contrast is a very direct one, with trip length held nearly constant.

Differences in travel orientations in the two locations could be due to a number of different factors:

- Actual differences in the travel systems operating.

- Differences in the personal psychological characteristics of the residents. Such differences could result from different environments including, of course, different travel environments as noted above, but also including such things as varying life styles and values.

- Purely geographic differences in climate and terrain that could affect travel.

In the discussion to follow some attempt will be made to place the observed differences in the context of their likely sources.

A great deal of the differences between the Midwestern and Eastern settings investigated involves the dichotomy of

automobile versus public carrier travel modes. Automobile travel is much more dominant in the Midwest. At least two factors enter into this relative dominance: travel by car presents fewer difficulties in the Midwest than in the East, particularly the Northeast, and the Chicago-St. Louis Corridor seems less adequately served by public transportation.

The highway between Chicago and St. Louis appears to be excellent. It is toll free, uncongested, and includes few features to cause slowing down or delays, all of which are sources of complaint in parts of the East.

The Midwest has nothing like the frequent rail and air schedules of the Northeast. Schedule frequency is not the only difference either: the quality of the service offered seems to be inferior. There is no Metroliner, and the local air carriers are seen as second-rate.

Thus, automobile travel in the Midwest setting has both fewer problems and less competition than in the Northeast. Midwestern travelers are more likely to think first, and perhaps enclusively, of their cars.

The real differences in the travel systems available result in a stronger "car culture" in the Midwest, reflected in psychological orientations that reinforce the basic distinction.

Midwesterners appear to be fonder of their cars, less likely to view them in strictly utilitarian terms. In addition, the feelings of freedom and controlling one's own life that were noted for automobile travel in the Northeast Corridor seem even stronger and more important in the Midwest.

Hypothesizing deep-seated psychological differences from the few respondents seen in depth interviews is risky. However, it appears that Midwesterners may tend to be less self-assured when confronted with new experience than Easterners, and thus less tolerant of strangeness and more inclined to value familiarity. With this orientation, the automobile can serve as a cocoon of familiarity when traveling to a strange place, while traveling on a public mode simply adds more elements of unfamiliarity and potential anxiety.

The hypothesized differences in psychological orientations between the Midwest and the Northeast could result from differences in styles of life prevalent in the two regions. Midwesterners may simply be less accustomed to hassle than residents of the East, where population density causes relative crowding in everyday life. Thus, if Midwesterners are less accustomed to the hassle of congestion, feelings of familiarity, freedom, and controlling one's own life, all associated with the automobile, could be more important to them.

In contrast to the factors favoring the automobile in the Midwest is the public transportation system in the Northeast. Competing airlines, the air shuttle, competing bus lines, and frequent train schedules all provide many more alternatives to the automobile in the Northeast, especially since automobile travel encounters more congestion and delay there than in the Midwest. Thus, while automobile travel has a strong hold on many people in the East, it has an even stronger hold on even more people in the Midwest.

Even the geography of states may contribute to the difference. A trip between Chicago and St Louis is almost entirely devoted to crossing one state, while most trips of corresponding length in the Northeast pass through several states. It seems likely that trips restricted to one state are perceived more as "local" trips, while crossing state lines creates an image of a "long distance" trip, even though the distances could be the same.

And the automobile is seen by nearly all car owners as the mode to use for local trips.

The discussion so far has concentrated upon the relative dominance of automobile travel and the car culture in the Midwest. Another major finding is the greater satisfaction of Midwesterners with their travel system and situations.

It was reported for the Northeast Corridor that travelers felt the system was overstrained, and that improvement was much desired and, in many cases, seen as absolutely necessary. These sentiments are present, in varying degrees, on down the east coast.

In the Midwestern setting, however, much less need for change is felt. Moving between Chicago and St. Louis simply seems to be less troublesome than similar trips in the Northeast, and there are fewer complaints and reports of problems. Probably as a direct result of lesser population density meaning less congestion, Midwesterners see less need for change, expansion, and improvement.

The differences noted in the two settings have several consequences for the way residents view the prospect of travel in the future.

- With less perceived need for change there is, of course, less expectation of radical change in the Midwest.

- The "car culture" leads many more Midwesterners than Easterners to focus upon highways as the site for change and improvement. New and better roads and such things as automated highways were mentioned prominently, while public transportation modes

received much more attention in the East when respondents were asked to consider the travel system of the future.

- Midwesterners' greater satisfaction with travel, their car culture, and the value they place upon familiarity all make the outlook for improved or expanded public transportation more problematic in the Midwest than in the Northeast. It seems likely, for example, that service comparable to the Metroliner would not immediately attract the ridership that it has in the Northeast Corridor.

While it does appear that improved rail transportation would have less immediate and dramatic impact in the Midwest, the outlook is by no means entirely negative. Many of the participants in the group depth interviews did come to see advantages for themselves in improved rail transportation, after they had time to consider and discuss it. Thus, some of the difference between the Midwest and the Northeast is not so much a matter of ultimate acceptance as it is the quickness of acceptance.

It is difficult to estimate ultimate acceptance from group depth interviews, but it seems quite possible that Metroliner service could be successful in the Midwest, though not perhaps in the same degree as in the Northeast. What seems more certain is that the market is not as ready-made. Midwesterners are less predisposed to such service, and its benefits are not as immediately obvious to them. It appears, therefore, that more sustained advertising and promotion than in the Northeast would be necessary.

Improved rail service in the Midwest seems particularly promising for one very important segment: business travelers. It is with this segment that the automobile is least satisfactory. Many

business travelers now fly between Chicago and St. Louis, attempting to conserve time, and they, unlike non-business travelers, do encounter problems. In fact, their problems are in some ways greater than those of business travelers in the Northeast Corridor. Air schedules are less frequent, which is quite important to a business traveler trying to optimize his use of time. In addition, while airport access problems may be no greater in the Midwest, the hypothesized lower tolerance of Midwesterners for hassle may make them seem more troublesome.

At any rate, Midwestern business travelers who now fly are an exception to the generalization that Midwesterners are relatively satisfied with travel. They are ready to give some immediate consideration to alternatives, and Metroliner-type service seems attractive to many of them as a more relaxing, less fearful, and perhaps faster way of making their trips. For this important segment, therefore, the outlook must presently be judged as good.

APPENDIX

Summary of Findings from the Northeast Corridor Study

SUMMARY OF MAJOR FINDINGS

I. THE PROCESS OF MODE SELECTION

Most mode choices are the results of routines, not actual decisions.

When decisions are made, they usually involve choices between only two modes, or three at most.

From the individual traveler's point of view, the mode to use appears to be given by the nature of the trip, since he seldom subjects his needs and desires to conscious examination.

For all these reasons, conceptualizing a simple four-way decision process, with the pluses and minuses of using each of the four modes weighed against one another simultaneously, is inaccurate.

Mode selections are usually better conceptualized as routines that form around different kinds of trips, codifying the traveler's value considerations and mode evaluations.

II. THE INFLUENCE OF THE NATURE OF THE TRIP

A. Business versus Non-business Trips

1. Business trips

Business travel involves an employer's time and money, in part, so that business travelers are not entirely free to choose their own modes.

Company travel mode policies function more as a set of customs and precedents than as rigid rules.

Travel mode selections for many trips are influenced by secretaries or other persons apart from the actual traveler.

Most business travelers are satisfied with their company policies, since they are usually consistent with the travelers' own preferences and needs.

In fact, the accumulated practice of employees may be what defines company policy, so such policies will almost necessarily serve the needs of employees.

Most company policies seem weighted toward quickness in travel, even at considerable expense.

Quickness in travel may serve the employer by "wasting" less personnel time.

Quickness in travel serves the employee by:

- Minimizing the time he is away from home.
- Bolstering his sense of status and importance.

The result of this concern with quickness is to make flying the normal routine for business travel.

2. Non-business trips

Since non-business travelers pay their own way, cost is much more important than with business travel.

One result of the great concern with cost is heavy reliance on the private automobile.

B. The Distance of the Trip

For business travel, the longer the trip the greater the inclination to fly, even within the Northeast Corridor.

Varying distance has much less affect on mode choice for non-business trips within the Corridor than on business trips.

C. The Duration of the Trip

When there is any possibility of completing a business trip in one day, returning home before night, there is particular interest in quick travel.

Time spent in transit is regarded not only in absolute terms but also in terms relative to total duration of the trip. The longer a traveler is away from home, the less important it is to him to save time in transit.

- The time advantage of flying becomes less compelling, so that other factors can work upon mode choice.

- The benefits of having an automobile become more important: carrying more luggage, and providing local transportation during the stay.

D. Specific Origins, Destinations, and Terminal Locations

The greatest source of overt complaint among business travelers concerned access to terminals, especially airports.

The interaction between specific origin and destination and the location of various terminals can be critical in choosing a mode.

Terminal locations serving center cities is one of the factors that can make public transportation more suitable for business travel than non-business travel.

E. Specific Destination

New York is a special case, different in many ways from the other major cities in the Northeast Corridor:

- Airport access and delay problems are of more concern here than elsewhere.

- Many who go everywhere else by automobile will not drive to New York, especially Manhattan.

- There appears to be much more non-business travel to Manhattan than any other center city, and more willingness to use public transportation.

F. Single Travelers versus Parties

Large parties in business travel seem to be rare. When they do occur, there may be a greater tendency to use an automobile:

- When the business traveler is not alone, seeking pleasure after work seems even more important, and is facilitated by automobile availability.

- Conviviality in transit may be fostered and enjoyed by automobile travel.

For non-business travel, as the size of the party increases, as with families, the economic advantage of the automobile over paying multiple fares becomes critical, tending to overwhelm all other considerations.

G. Combining Business with Pleasure

Many business trips have an element of pleasure added.

- There may be visiting or sightseeing at the destination, or at points along the way to the destination.

- His wife may accompany the traveler.

These factors tend to suggest automobile use, for reasons of ease in making intermediate stops and in local transportation, and cost.

H. The Number of Destinations

Trips with multiple destinations are almost invariably made by automobile.

- The salesman's swing through his area, the manager's visit to installations.

- Sightseeing tours, visits along the way.

Even when a business traveler goes directly to another city and then has multiple calls to make, he will often drive all the way, for the convenience, instead of flying and then renting a car.

I. Bulky Luggage

When bulky luggage is required, whether a salesman's samples or a family's vacation gear, the automobile is indicated. The luggage can be handled less, more can be taken, and packing need not be as careful.

J. The Special Purpose Trip

Non-business trips for special purposes include such things as weddings and funerals. There is a tendency to think of modes other than driving for these trips.

- The timing is not of the traveler's choosing, so there is less time available.

- The traveler may go alone, or only with his spouse, so multiple fares may not be necessary.

- Flying, especially, helps to solemnize the occasion in the traveler's mind.

III. VALUE CONSIDERATIONS OF TRAVEL

A. Rational Value Considerations

1. Speed and time

Speed and time are the most salient aspects of travel to travelers.

Time and quickness are the dominant outward concerns of most business travelers, for reasons of efficiency, minimizing time, especially overnight, away from home, and affirming the traveler's sense of his own importance.

But the "goodness" of speed has been so thoroughly internalized that it stands on its own, with no need for justification. Quickness is valued for its own sake even when it has no functional value. Travelers even phrase other issues in terms of time, objecting to the time something takes when their annoyance really stems from inconvenience or aggravation, instead of time per se.

2. Cost

Cost of a travel mode is a minor concern of the business traveler. Neither he nor his employer is cost-oriented in this regard.

Cost is a major concern of non-business travelers, especially family travelers. And the automobile is seen as much the cheapest, within the Northeast Corridor, because fixed costs are not included in their thinking.

3. Convenience

The more work it is to use a travel system -- special plans, preparations, accommodations to the system -- the less convenient it is.

Convenience, in this sense, is a major travel concern and mode determinant.

The automobile is seen as especially convenient, since it avoids schedules, reservations, terminals, much baggage handling, etc. Convenience ranks with cost as a major reason for the automobile's established position for non-business travel.

4. Physical comfort

Such things as seating comfort, leg room, temperature, and freedom from jouncing are important concerns.

Lack of physical comfort can serve as a negative determinant, ruling out one or another mode, but less often as a positive basis of choice between modes being considered.

5. Security from attack or affront

Buses or trains are sometimes ruled out because of "dangerous" terminal locations and the incidence of "undesirable characters".

6. Safety from accidents

Fear of air travel is not uncommon. It is an emotional feeling that can persist despite accurate knowledge of low risk.

Conversely, few people feel afraid of automobile travel, although they know of its risk.

7. Reliability of schedules

Schedule reliability is an important issue, but since no one mode has any great superiority, it does not now function as a choice determinant.

Airline schedule unreliability is deplored without resentment, while railroad unreliability arouses heated complaint.

- Air delays are ascribed to factors outside the airlines' control: weather and congestion. There seems less reason for rail delays.

- Airlines explain and apologize for their delays.

- Air travel offers more comfortable settings in which to endure a delay.

However, many travelers seem now at the point of re-examining air travel routines, in view of increasing unreliability.

8. Using the travel time usefully

Planning to work while riding is important to some business travelers, and can affect the mode usage patterns of a few.

B. Non-rational, Attitudinal Value Considerations

1. The "aggravation" factor

The aggravation factor, which is the attitudinal aspect of the convenience factor discussed earlier,

is very important: mode routines are satisfying to the extent that they reduce aggravation and hassle, although travelers may never consciously consider this factor.

The aggravation and hassle comes from the impact of many tasks, choices, decisions, and things to worry about, involving reservations, planning, meeting schedules, and making arrangements.

When these "simple" tasks all impinge at once, they are likely to be experienced as a burden that produces harassment or anxiety.

Avoiding hassle is a major attraction of the automobile.

This factor also helps to explain the great importance of terminal locations, access, and facilities.

Travelers talk in terms of time when they really mean aggravation and hassle.

2. Waits and delays

Waits and delays can be functionally disadvantageous, if an appointment is missed or transit time is significantly increased.

But waits and delays arouse much more feeling than their functional aspects would indicate.

- Even waiting for a vehicle that is on time is distressing.

- Even very short delays can arouse intense impatience.

- Even scheduled interruptions of the trip, such as intermediate station stops, are felt as impositions on the traveler.

Waiting and being delayed are especially distressing to a traveler, who has adopted a view of himself and a way of thinking that stresses movement and progress.

3. Status and prestige

Feelings of status and prestige seem especially important for some business travelers, who value any confirmation that their role is important.

Non-business travelers would like prestige, but most of them are unwilling to pay for it very often.

4. Sociability and privacy

Different people, or the same people at different times, value:

- Chatting with strangers
- Solitary privacy
- Being sealed off with family from the rest of the world.

Travelers also differ on the extent to which various modes can satisfy these different objectives.

Some generalizations are possible:

- Bus travel is viewed as the mode where there is more socializing among strangers, and is preferred by some for this reason.

- Women seem to value chatting and socializing on vehicles more than men.

- The automobile's preservation of the family's privacy while fostering intimacy within the family is yet another important advantage.

5. Cleanliness

This factor exists primarily as a complaint about trains. Buses are also regarded by some as dirty, but it is not such an important part of their associations.

6. Food, drink, and other auxiliaries

Food and drink, as a functional matter of hunger and thirst, is not highly important for travel in the Northeast Corridor. Because of the relative shortness of most trips, this is one area where many travelers are willing to compromise.

As a symbol of hospitality, food and drink are more important.

7. Service, courtesy, and "feeling welcome"

Service and courtesy are valued for their own sake. In addition, they create a feeling of welcome that is highly appreciated.

The provision of food and drink is also seen by travelers as indicating welcome.

An advertising program which solicits passenger business is another factor that helps travelers feel welcome.

8. Freedom and flexibility

Moving by timetable, at someone else's discretion, is fundamentally disliked. It is felt as a lack of freedom.

The automobile traveler's lack of reliance on other people is widely appreciated, both for its actuality and for the feeling it permits.

The air shuttle partakes of some of these areas of freedom.

9. "Fun"

Riding in an airplane is "fun" for many people.

Driving is probably fun for most people some of the time, but not everyone sees all of its aspects as "fun", on balance.

10. Modernity

"Newness" is its own attraction. People enjoy feeling modern and up-to-date, a part of the Twentieth Century.

11. Information, familiarity, and knowledgeability

Knowing what to do and how to act, feeling that no surprises are in store, can be pleasant, and helps to explain the existence of travel routines, and the importance of providing easy information. Advertising can help to create a feeling of knowledgeability and familiarity with a mode.

IV. EVALUATIONS AND IMAGES OF THE MODES

A. The Automobile

Advantages

- Economy
- For any destination
- For multiple destinations
- Convenience of no "transfers"
- Freedom
- Combining intercity with local transportation
- Luggage capacity
- Companionability
- "Fun"

Disadvantages

- Lack of speed
- Fatigue
- Traffic and parking
- Boredom
- Inability to work while driving
- Not high status

Summary position

- More different from all other modes than they are from one another.
- Offers compelling advantages on family travel.

B. The Bus

Advantages

- Convenience
- Service to points not served by other modes
- Economy
- Comfort and cleanliness
- Sociability
- Casualness
- Familiarity

Disadvantages

- Low status
- Danger of assault or affront
- Discomfort
- Dirtiness
- Fewest amenities
- Sociability
- Casualness and familiarity

Summary position

- Most ignored and overlooked mode.
- Few, if any, ways in which it surpasses all other modes. But its users seldom compare it with all other modes. In the more limited comparisons they make, it often seems to them to be superior to the realistic alternatives.
- Sharper cleavage of opinion between users and non-users than other modes. To non-users, the bus is the worst way, a last resort. Users, who relate it most often to rail travel, feel it compares favorably to trains.
- Ignored because of image rather than actual knowledge.
- Most completely ignored by business travelers. The features of sociability, casualness, and familiarity, which are advantages for the user, are disadvantages for the business man's role.

C. The Airplane

Advantages

- Speed
- Service and courtesy
- Cleanliness and appearance
- Feeling welcome
- Status
- Comfort
- Modernity
- "Fun"
- Lack of boredom

Disadvantages

- Cost
- Airport access
- Delays
- Fear
- Discomfort
- Status

Summary position

- The "blue ribbon" travel mode.

c

- The standard for business travel

- Too high in status for some people

- Airport access and delays are a major problem. Some travelers may be ready to change their routines for some trips on these accounts.

D. The Train

Advantages

- Convenience
- Time
- "An old favorite"
- Spaciousness

Disadvantages

- Dirty
- Discomfort
- Delays
- Slow
- Discourtesy and lack of service
- Feelings of unwelcome

Summary position

- Distinctly unpleasant image to most users and non-users.

- Some negative image due to generalization from local commuter lines.

- Turning out to be the most convenient for a given trip, in terms of schedule or time, is the basis of most usage, rather than any inherent attractions.

- Feelings about poor service are bitter.

E. The Metroliner and Turbotrain

Advantages seen by users

- Speed
- Comfort
- "Niceness"
- Service
- Convenience

Disadvantages seen by users

- Not different enough
- Still being run by railroads

Image to non-users

- Speed
- Secondarily, "niceness"
- Some cynicism about the project

Summary position

- Speed appears to have been the primary reason for using the Metroliner the first time.

- However, comfort and "niceness", rather than time saving, are the basis of most favorable reactions to it once it has been tried.

- Negative reactions to the Metroliner seem to involve disappointment that it was not more different. Some users seemed to have hoped it would feel as different from riding in a train as riding an airplane is, and were let down.

- Negative reaction was usually not directed at actual characteristics.

- Negative feelings about railroads in general do predispose some who have used it to criticize it for being "just a train".

- The consensus of users was generally favorable, varying up to the very enthusiastic.

V. REACTIONS TO THE FUTURE

Within the public's mind, travel in the Northeast Corridor has the status of a problem.

Travelers are resigned to many of the problems resulting from congestion.

Despite some resignation, they are ready for action on the problem.

A Federal Government role in this area is expected and appreciated.

The immediate problem that travelers see involves congestion and the intracity stages of trips, rather than the modes of covering distance between cities.

Still, they recognize that new mode development could, by changing demand and usage patterns, affect a solution of their problem.

National pride also demands progress in travel technology to keep up with other countries.

The public believes that high speed ground transportation is the best development for the future. Implicit in this belief are some assumptions:

- That our traffic congestion can only worsen.
- That air travel is inherently more easily saturated than ground travel.
- That convenient and numerous terminals are inherently easier for ground travel modes.

Most people envision a three-tier travel system for the future:

- Air travel for longer trips.
- High speed ground travel for the Northeast Corridor for trips when time is important.
- Automobiles for family travel, pleasure travel, and trips when economy is important.

IMPLICATIONS

This section of the report will present some of the implications of the findings for future development within the Northeast Corridor.

It should first be understood that not all research findings necessarily have any implications for future practice. Some things that are uncovered may not be amenable to change, or may not require change. Some findings only confirm what was already believed, and has already been acted upon.

It should also be pointed out that action implications of the research data require a creative leap, and therefore necessarily reflect the judgment of the research analyst.

1. The time is right for programs of change in travel within the Northeast Corridor.

   Travel in the Corridor is viewed as a pervasive problem. While travelers are generally resigned to the difficulty they encounter, most assume that travel conditions will progressively deteriorate. Highways and airplanes will become more crowded, with consequent delays and their attendant discomfort for the traveler.

2. The traveler expects, accepts, and welcomes Federal Government leadership in resolving travel problems in the Northeast Corridor.

   No other private or governmental organization is perceived as being as capable of taking the initiative. In addition, segments of the public are offended that High Speed Ground Transportation developments in other countries are usurping this nation's leadership role in transportation technology.

3. It would be very difficult to reconcile the desires of business travelers and non-business travelers with a single mode of travel.

Because of great differences in trip situations and value considerations, business and non-business travel make very different demands.

4. In view of anticipated future difficulties, business travelers are most receptive to the notion of innovative modes that approximate the portal-to-portal time of air travel, but avoid the inconvenience associated with airport facilities and locations.

To best satisfy the business traveler, these vehicles should include the following features:

- Proceed just above (e.g., monorail), on (e.g., tracked air cushion), or just below (e.g., pneumatic tube) the ground.

- Provide origin to ultimate destination elapsed times substantially faster than current ground modes, though not necessarily as fast as aircrafts.

- On board comfort at least on a par with air travel, which is readily accepted as the over-all standard.

- Amenities and status implications consistent with the importance that the business traveler assigns to his role.

- Provide sufficient spaciousness to allow the passenger to stroll around.

- Provide activities to absorb the traveler so that perceived elapsed time is shortened.

- A fare schedule commensurate with these criteria would be little, if any, deterrent.

5. Diverting even a small amount of non-business travel away from the automobile will be extremely difficult.

The advantages of automobile, especially for family travel, are compelling.

6. However, large fleets of bus-like vehicles with schedules sufficiently frequent that they are conceptually "scheduleless" may attract non-business travelers away from the automobile more effectively than anything else.

To best meet the needs of the non-business traveler, these vehicles should include the following features:

- Low fare schedule

- Relatively small capacity permitting very frequent departures, especially during peak demand hours, providing the traveler a sense of flexibility

- More conveniently located urban and suburban terminals or "pick-up" stations

- Commensurate with low cost, a relatively low standard of amenities and service would be accepted.

While this concept seems to offer the best opportunity to switch automobile travelers, it is unlikely to move the committed automobile users.

7. A major upgrading of the present rail system, say to the "Tokaido" level rather than to the Metroliner or Turbotrain level, would be considerably less attractive than an "innovative" system.

It appears that present intensely negative attitudes toward trains and railroads would result in a predisposition to view negatively any "steel wheel on steel rail" system.

8. If present rail service is improved as a temporary measure, the most important first step would be to provide clean, attractive trains.

The image of rail travel was dominated by associations of dirtiness.

9. Efforts to ameliorate intercity travel problems must encompass those intracity components that impede or discourage some modes.

Air, rail and bus are all handicapped by slow, inconvenient terminal access, with rail and bus particularly suffering from dingy and "unsafe" terminals, and poor parking facilities.

10. A preoccupation with time and speed to the exclusion of other factors would be a mistake.

Even business travelers are not solely concerned with time and speed. Freedom from aggravation, comfort, luxury, and status would all be very important in affecting their travel mode usage.

11. Reducing the amount of aggravation and hassle involved in a travel mode should increase its usage.

The numerous tasks of travel add up to become burdensome, worrisome, anxiety arousing, and aggravating. Adopting the point of view of reducing aggravation would be an important strategy.

12. The most appealing merchandising platform in getting initial trial of a new system by the business traveler is a focus on saving his time.

Although other factors may be important determinants of repeat usage, business travelers can be expected to respond favorably to the promise of quick travel and saving time.

13. Changes in travel modes must be heavily publicized and merchandised to have a major effect, and information must be freely and easily available.

In the view of the traveler it is the responsibility of a travel mode to inform them. They will not seek out information themselves, and so unpublicized changes in travel modes could be overlooked.

14. An attempt to modify travel patterns by providing new modes or altering current ones must anticipate relatively slow adoption by the traveler, since these travel patterns tend to be very well established.

The mode choices of most travelers take place within a set of routines.

15. The value of time saved by faster travel cannot be expressed in a simple, direct fashion as money saved.

The situation is much more complex than a simple equating of units of time with units of money across all situations a traveler, even a business traveler, encounters.

16. Because of travelers' extreme impatience with delays, almost any effort to maintain schedules is warranted.

The importance of delays goes far beyond the actual time lost. They are very distressing to travelers who would be unconcerned with the same amount of additional time if it were spent "normally".

17. However, where delays are unavoidable, efforts made to ameliorate the traveler's annoyance and placate the more irate passengers would reduce the over-all level of passenger distress.

This may be done by:

- Providing the passengers with accurate and frequent information about the cause of delay and its likely duration.

- Reflect the concern of mode management and personnel by accepting responsibility, expressing apologies, and, where possible, giving the passenger something concrete, though modest, by the way of apology.

18. Attempts to deal with family-size groups in public transportation may not be worth the effort.

The economy and freedom of the automobile are very important for non-business travel in large groups.

19. Increasing the amount of felt freedom in public travel modes should affect usage.

Making public travel less dependent upon a rigid timetable, as with the air shuttle, could serve to attract many users, since freedom or flexibility in travel is highly valued.