



Thursday, May 1, 2008



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**MTA to survey customers, data used to plan service, prioritize investments**

NEW YORK - The Metropolitan Transportation Authority this week will begin a survey of the travel behavior of New York City residents. Along with recently completed surveys from around the MTA region, the data will help paint a complete picture of how New Yorkers travel as the MTA looks to better match service to travel patterns.

A randomly selected sample of 170,000 residents will receive letters asking for their participation in the survey. Soon after, an independent survey firm, NuStats / PTV DataSource, will make follow-up phone calls to ask them questions about their use of transit and other modes of travel. The MTA hopes all New Yorkers who receive the packet will participate -- even if they do not take transit or travel much -- as the findings will help MTA plan future transit service improvements and infrastructure enhancements. A copy of the questionnaire will accompany the letter so New Yorkers who do not have a landline telephone or have an unlisted number can fill it out and mail it back, postage paid. They can also choose to call a toll free number to take the survey over the phone.

The survey takes approximately 15 to 20 minutes to complete over the phone. Questions include: "Where and when did your trip originate?"; "Where and when did it end?"; "Did you make intermediate stops?"; "What was the purpose of your trip or trips?"; "What mode of transportation did you use?" The survey will also ask New Yorkers demographic questions, such as their age and how many automobiles they own.



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