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THE NON-USER MARKET
1981 SERVICE AWARENESS AND
TRANSIT RIDERSHIP STUDY

Prepared by
SCRTD Market Research
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INTRODUCTION

SCRTD conducted its first study of Los Angeles County residents in the Spring of 1978. That study was designed to obtain basic "benchmark" information about SCRTD's primary operating area--Los Angeles County. The 1978 survey was the first time data about non-users of transit were collected, information which showed the District the full scope of its constituency.

The survey conducted in the spring of 1981 replicated certain portions of the 1978 study in order to measure changes. But the present study also covered new ground to obtain information not collected in the earlier study.

Previous reports, from both the 1978 and the 1981 studies, have considered the non-user data only from the perspective of how non-users differ from transit users. This report will address itself to the non-user market, report any changes that may have occurred in this market since 1978 and explore opportunities which might exist to convert non-users into transit users. As used in this report, non-users of transit are defined as those who have not used public transit in the past 12 months.

A full description of the sampling methodology and study design is contained in the appendix. Also in the appendix is a copy of the survey instrument.

SUMMARY HIGHLIGHTS

- Although transit non-users are found in all demographic and socio-economic categories, compared with transit users, they are more likely to:
 - Be slightly older
 - Have a higher average income
 - Be Caucasian
 - Be married
 - Own their home
- Non-users have a somewhat lower exposure to the various media than transit users.
- As might be expected, non-users' awareness of RTD services is lower than that of users'. However, there has been an increase in non-users' level of awareness since 1978.
- While non-users have a relatively favorable image of RTD drivers, their image of bus service is that of being slow and infrequent.
- There is still a core of people who show no inclination to use public transit even if "gasoline were \$2 a gallon."

CONCLUSIONS

This analysis of transit non-users provided some insights as to their demographic, behavioral and attitudinal makeup. While it is dangerous to make sweeping generalizations about a group as heterogenous as transit non-users, a certain demographic "profile" did emerge.

Basically, transit non-users may be described as white, middle-aged, white-collar workers who live in the suburban areas of Los Angeles County. Their travel behavior shows that while they do not travel away from home significantly more than transit users, they do tend to have a greater proportion of work/business trips.

perhaps the most revealing description of non-users emerges in their attitudinal makeup. Overall, they have positive attitudes about mass transit as the solution to saving energy and reducing pollution. However, they do not necessarily view riding the bus as a cost saving measure.

Significant changes since the 1978 study indicate that the non-users' negative view of bus service in terms of travel time and headways has increased noticeably. Since few of these non-users have had first-hand experience riding buses, it must be assumed this perception of our service is obtained second-hand, or perhaps as a result of some of the negative media coverage we have received.

Although there has been an increase in the proportion of Los Angeles County residents who claim they would ride the bus if they "knew when and where it was going," there is a core group which is still resistant to transit use even if "the price of gasoline were \$2 a gallon."

RECOMMENDATIONS

If public transit in Los Angeles County is to establish a larger base of users, these riders must come from that group addressed in this report--the non-user. It is apparent that this group is not as convinced of the cost-savings attributes of transit to the extent that they believe in transit's energy saving or pollution reducing qualities. Accordingly, it appears that in terms of promotional approaches, the District should emphasize the cost savings of using the bus.

Secondly, the significantly worsened attitudes toward bus travel time and headways mark a real problem area the District needs to address internally as well as communicating any improvements made in this regard externally.

Finally, the continuing apprehension, among a certain segment of the non-users, of bus use because of lack of knowledge of the system, presents an opportunity for a better integration of operator training and public information programs. Restated, if the public is convinced that operators know the system and will provide riders with the information they seek courteously, their fear of "getting on the wrong bus or getting lost somewhere" would be greatly reduced. Given the non-users' current positive attitudes toward operators, suggests this as an area to be highlighted in our communications. Additionally, preparing informational materials from the perspective of the non-user would not only be reassuring to the non-user but the light, and possibly even the moderate, user segments.

ANALYSIS OF FINDINGS

Demographic Characteristics

In terms of overall market size, nearly three out of five Los Angeles County residents 12 years or older were classified as transit non-users. That is, 59% of the qualified respondents had not used public transit within the past 12 months.

Projecting the study findings to the population, nearly 3.3 million persons in the County constitute the non-user market.

With this large a group, it is not surprising that non-users are found in every age, income and other demographic category. That is not to say, however, that there are no discernible differences between users and non-users.

Perhaps the most significant difference seen among non-users is the high proportion of marrieds. Compared with transit users, of whom half are married, two-thirds of the non-users are married.

Non-users are also significantly more likely to be long-time residents of the County. With nearly half the non-users saying they have been a resident of Los Angeles County for 25 or more years, it is likely that their view of public transit in the County has not kept pace with the actual improvements in public transit over the course of the past several years.

With a median age of close to 39, non-users are somewhat older than users. Nearly three-fourths are between the ages of 20 and 59. By comparison, 60% of users fall within the 20 to 59 age groups.

Non-users are significantly more likely to be Caucasian as opposed to the other ethnic or racial groups represented in the County.

Compared with transit users, non-users are more likely to own their home rather than to rent it.

Although non-users are found in all RTD sectors under study, they have a disproportionately higher representation in the San Gabriel Valley, the San Fernando Valley and Mid-Cities sectors.

There were no major shifts in non-user demographics since 1978. While there has been an increase in median household income, this is believed to be a function of the inflationary changes in the general economy rather than of non-users particularly.

| <u>Respondent Age</u> | <u>1981 Survey</u> | <u>1978 Survey</u> |
|-----------------------|--------------------|--------------------|
| Under 20 | 4% | 4% |
| 20-29 | 21 | 20 |
| 30-39 | 24 | 22 |
| 40-49 | 14 | 16 |
| 50-59 | 15 | 18 |
| 60-64 | 7 | 20 |
| 65 & older | 16 | 20 |

Annual Household Income

| | | |
|-----------------|-----------------|-----------------|
| Under \$5,000 | 3% | 9% |
| \$5000-9999 | 10 | 11 |
| 10000-19999 | 23 | 22 |
| 20000-29999 | 23 | 29 |
| 30000-39999 | 16 | 41 |
| 40000-over | 26 | |
| Median Income = | <u>\$23,990</u> | <u>\$17,207</u> |

Respondent Education

| | | |
|----------------------------|-------------|-------------|
| Grade school | 9% | 7% |
| High school | 39 | 36 |
| Trade school | 5 | |
| 1-3 years of college | 25 | 28 |
| 4 or more years of college | 22 | 22 |
| Median Years = | <u>13.5</u> | <u>13.1</u> |

Marital Status

| | | |
|-------------|-----|-----|
| Married | 68% | 72% |
| Not married | 32 | 27 |

Home Ownership

| | | |
|-----------|-----|-----|
| Own Home | 68% | 74% |
| Rent Home | 32 | 26 |

| <u>Length of residence in Los Angeles County</u> | <u>1981 Survey</u> | <u>1978 Survey</u> |
|--|--------------------|--------------------|
|--|--------------------|--------------------|

| | | |
|------------------|----|----|
| 1 year or less | 4% | 4% |
| 2-5 years | 10 | 7 |
| 6-10 years | 10 | 8 |
| 11-15 years | 9 | 10 |
| 16-24 years | 18 | 26 |
| 25 or more years | 49 | 43 |

Ethnic Background

| | | |
|-----------|-----|-----|
| Caucasian | 72% | 77% |
| Hispanic | 13 | 11 |
| Black | 11 | 5 |
| Asian | 1 | 3 |
| Other | 3 | 4 |

RTD Sector

1981 Survey

| | |
|---------------------------|-----|
| San Gabriel Valley/East | 19% |
| San Fernando Valley/North | 19 |
| West Los Angeles | 15 |
| South Bay/Torrance | 11 |
| Mid-Cities Norwalk | 10 |
| North Central /Glendale | 7 |
| South Central/Compton | 7 |
| Long Beach/Lakewood | 6 |
| East Central/East L.A. | 5 |

Occupation of Head of Household

1981 Survey

| | | |
|-----------------------------|-----|-----|
| Professional | 23% | |
| Management | 15 | |
| Sales | 6 | |
| Proprietor | 4 | |
| General office/ Clerical | 1 | |
| White collar total | | 49% |
| Skilled/semi skilled | 22 | |
| Service worker | 6 | |
| Unskilled labor | 6 | |
| Technical | 4 | |
| Blue collar total | | 33 |
| Retired | | 15 |
| Not employed | | 3 |

Behavioral Measures

In this section two different behavioral characteristics will be reviewed. The first deals with actual travel behavior as reported by non-users, and the second with media habits and exposure.

In addition, non-users' awareness of various RTD services will be examined.

Travel Behavior

On the whole, transit non-users averaged 7.5 trips away from home per week. The purpose of their last trip was most likely to be for work or business. The next most mentioned reason was shopping.

The last trip non-users made was most likely to be less than 30 minutes in length (one-way).

| <u>Purpose of last automobile trip</u> | <u>1981 Survey</u> |
|--|--------------------|
| To/from work or business | 35% |
| To/from shopping | 27 |
| To/from friends/visiting | 11 |
| To/from dentist/doctor/ medical | 9 |
| To/from school | 7 |
| To/from other destinations | 15 |

| <u>Length of last automobile trip (One-Way)</u> | |
|---|-----|
| Less than 15 minutes | 43% |
| 15-29 minutes | 31 |
| 30-44 minutes | 15 |
| 45-60 minutes | 7 |
| More than 60 minutes | 4 |

Media Habits

On the average, non-users have a slightly lower exposure to all media than users. Nearly all non-users view television daily. Although 90% read at least one newspaper a day, only two papers -- the Los Angeles Times and the Herald Examiner-- are read by as many as half of all non-users.

These results are important when considering the media mix RTD wishes to use in reaching non-users. For example, if non-users in only a particular sector are the target, certain newspapers reach that sector better than the two major dailies. As a case in point, while the Los Angeles Times and Herald Examiner reach 82% and 72% respectively of South Bay Sector non-users, the South Bay Daily Breeze reaches 87% of this group. More dramatically, 68% of Long Beach Sector non-users read the Los Angeles Times, and 43% read the Herald Examiner. However, 90% read the Long Beach Independent.

Newspapers

1981 Survey

| | <u>Read</u> | <u>All Non-Users</u> | |
|------------------------------------|-------------|----------------------|--|
| | | <u>Do not read</u> | |
| Los Angeles Times | 79% | 21% | |
| Herald Examiner | 51 | 49 | |
| Daily News | 24 | 76 | |
| Long Beach Independent | 14 | 86 | |
| South Bay Daily Breeze | 14 | 86 | |
| San Gabriel Valley Tribune | 12 | 88 | |
| Pasadena Star News | 11 | 89 | |
| Santa Monica Evening Outlook | 8 | 92 | |
| Los Angeles Sentinel | 8 | 92 | |
| Pico Post | 5 | 95 | |
| La Opinion | 5 | 95 | |
| Civic Center News | 5 | 95 | |
| Downtown News | 4 | 96 | |
| The Enterprise | 4 | 96 | |
| Wilshire Press | 4 | 96 | |
| Hollywood Independent | 3 | 97 | |
| Imagen | 1 | 99 | |
| La Prensa | 1 | 99 | |
| Total reading any newspaper | 90% | | |
| Mean time spent reading newspapers | | 1.3 hrs. per day | |

1981 Survey

| | <u>All Non-Users</u> | |
|----------------------|----------------------|--------------------|
| <u>Magazines</u> | <u>Read</u> | <u>Do not Read</u> |
| TV Guide | 68% | 32% |
| YOU (LA Times) | 32 | 68 |
| Sunset | 36 | 64 |
| Los Angeles Magazine | 28 | 72 |
| New West | 26 | 74 |
| Mr Te Ve | 3 | 97 |

FM Radio Listening

| | | |
|-------------------|-----|------------------------|
| None | 15% | |
| Less than 1 hour | 25 | mean=1.7 hours per day |
| 1-2 hours | 30 | |
| More than 2 hours | 30 | |

AM Radio Listening

| | | |
|-------------------|-----|------------------------|
| None | 30% | |
| Less than 1 hours | 31 | mean=1.3 hours per day |
| 1-2 hours | 22 | |
| More than 2 hours | 17 | |

Television Viewing

| | | |
|-------------------|----|------------------------|
| None | 2% | |
| Less than 1 hours | 11 | mean=2.5 hours per day |
| 1-2 hours | 26 | |
| More than 2 hours | 61 | |

Awareness of RTD Services

Non-users' awareness of most RTD services has shown an improvement since 1978. The most significant increases were seen in non-users' awareness of the RTD monthly pass, the Park and Ride service and telephone information service.

Less significant improvements were found in awareness of RTD service to special attractions, and the RTD system map and subscription service.

Although the change was not statistically significant, awareness of the downtown minibus showed a decline since 1978.

| <u>RTD Services</u> | <u>1981 Survey</u> | |
|--------------------------------|---------------------------|---------------------------------|
| | <u>Never Heard of</u> | <u>Heard of and/or Used</u> |
| Monthly Pass | 21% | 79% |
| Service to special attractions | 25 | 75 |
| Free RTD timetables | 30 | 70 |
| Park 'N Ride service | 31 | 69 |
| Downtown Minibus | 33 | 67 |
| Telephone Information | 36 | 64 |
| Bus stop information signs | 39 | 61 |
| RTD ticket books | 43 | 57 |
| Free RTD section maps | 48 | 52 |
| Free pamphlets on RTD services | 49 | 51 |
| RTD Bus System Map | 51 | 49 |
| El Monte Busway | 66 | 33 |
| Subscription bus service | 81 | 19 |

Attitudes

Non-users generally agree that mass transit buses save energy, reduce air pollution and are less likely to get in an accident. There is somewhat less agreement that taking the bus is less costly than an automobile, or that taking the bus to conserve energy is a small price to pay.

A significant change was seen between 1978 and 1981 regarding the energy saving and pollution reducing qualities of buses. Non-riders in 1981 were much more likely to agree that buses save energy and reduce air pollution than non-riders in 1978.

| | <u>1981 Survey</u> | | |
|---|-------------------------------------|-----------------------|-------------------|
| | <u>% Strongly/Very Strongly....</u> | | |
| | <u>Agree</u> | <u>Dis- Agree</u> | <u>Difference</u> |
| People should start using buses and mass transit more in order to save energy | 44% | 7% | +37 |
| Taking the bus instead of driving helps to reduce air pollution | 48 | 15 | +33 |
| There is a lot less chance of getting in an accident when you ride the bus | 43 | 12 | +3 |
| Taking the bus costs a lot less than making the same trip by car | 37 | 15 | +22 |
| Taking the bus instead of driving is a small price to pay for energy conservation | 30 | 17 | +13 |
| Driving a car to work wastes gasoline and contributes to the energy shortage | 30 | 23 | +7 |

Non-users expressed their personal feelings concerning funding of public transit and certain transit features about which they were questioned. There was strong endorsement of low fares, but very little support for taxes to fund transit. The endorsement of low fares was very significantly higher in 1981 than in 1978.

Although they agree that employers should receive tax credits or other incentives for providing employees alternatives to driving alone, they don't agree that employers should provide such alternatives. For the most part, non-users tend to support general concepts more than they support particulars--especially if the particulars are seen as involving them personally.

| | 1981 Survey | | |
|---|------------------------------|-----------------------|-------------------|
| | % Strongly/Very Strongly.... | | |
| | <u>Agree</u> | <u>Dis- Agree</u> | <u>Difference</u> |
| The bus fare should be kept low so that more people will ride it | 67% | 5% | +62 |
| Bus service is a public utility and should receive funds from taxes | 28 | 27 | +1 |
| The full cost of service should be paid for by the users | 33 | 25 | +8 |
| Employers should be given tax credits or other financial incentives to provide their employees with alternatives to automobile travel | 42 | 18 | +4 |
| Employers should be responsible for providing employees with ways to travel to and from work other than alone by private automobile | 23 | 38 | -15 |

Although non-users very strongly disagree that they would be embarrassed riding a bus, the level of disagreement diminishes somewhat when considering "someone in a top job" commuting by bus. The level of disagreement drops sharply when considering "people who can afford a car" riding the bus.

However positive the concept of mass transit may be, non-users believe buses will not get them to work on time, that they must wait a long time for a bus and only people without a car ride buses. These attitudes toward the time element of bus use are even stronger now than they were in 1978.

| | <u>1981 Survey</u> | | |
|---|-------------------------------------|----------------------------|-------------------|
| | <u>% Strongly/Very Strongly....</u> | | |
| | <u>Agree</u> | <u>Dis</u> <u>Agree</u> | <u>Difference</u> |
| It just takes too long to get <u>anywhere</u> by bus | 52 | 7 | +45 |
| Buses run so seldom that you almost always have to wait a long time to get one | 48 | 14 | +34 |
| Buses do not run often enough | 48 | 7 | +41 |
| Most people only ride the bus because they don't have a car to drive | 44 | 12 | +3 |
| Even in bad weather, you can always depend on the bus getting you there on time | 16 | 27 | -11 |
| People who ride the bus get to work on time more often than people who drive | 10 | 38 | -28 |

Even though` they do not use public transit, non-users have a favorable image of RTD drivers. Could this be a result of the "Driver of the Month" ads in TV Guide?

| | <u>1981 Survey</u> | | <u>Difference</u> |
|---|--------------------|-----------------------|-------------------|
| | <u>Agree</u> | <u>Dis- Agree</u> | |
| Most RTD operators are good drivers | 47% | 6% | +41 |
| I feel nervous when riding RTD buses because the drivers do not drive safely | 4 | 54 | -50 |
| Most RTD drivers are friendly toward their passengers | 40% | 7% | +33 |
| Most RTD drivers are knowledgeable and able to give accurate information about RTD routes and schedules | 39 | 6 | +33 |
| Most RTD drivers are courteous to their passengers | 35 | 9 | +26 |

Again, the general concept is more acceptable than the specifics. "Special traffic lanes" on freeways are considered favorably. However, the "Diamond Lanes"--which many non-users probably experienced first hand, receive a less strong endorsement.

| | <u>1981 Survey</u> | | <u>Difference</u> |
|---|---------------------------------|-----------------------|-------------------|
| | <u>% Strongly/Very Strongly</u> | <u>Dis- Agree</u> | |
| Special traffic lanes for buses on the freeways and downtown surface streets are a good idea and there should be more of them | 57% | 15% | +42 |
| The "Diamond Lanes" for buses are a good idea because they help to get people out of their smog producing cars | 40 | 22 | +18 |

Some latent concerns surfaced in a sprinkling of other statements aimed at discovering attitudes about the specifics of bus riding--i.e., personal safety, the types of people you are forced to mingle with, etc.

| | <u>1981 Survey</u> | | |
|--|-------------------------------------|-----------------------|-------------------|
| | <u>% Strongly/Very Strongly....</u> | | |
| | <u>Agree</u> | <u>Dis- Agree</u> | <u>Difference</u> |
| The best way to make public transit buses safe is to put an armed guard on board | 36% | 22% | +14 |
| I don't like to use public transit buses because there is too much of a chance of being robbed or hurt | 21 | 25 | -4 |
| All public transit bus drivers should be given some kind of weapon to help protect themselves and their passengers | 30 | 32 | -2 |
| Riding the bus gives you a chance to meet a lot of interesting people | 16 | 25 | -9 |
| The trouble with riding a bus is the kind of people you have to ride with | 22 | 27 | -5 |

Two statements which were designed to give an indication of non-riders' possible willingness to ride buses, revealed a core of resistance. The proportion of this core of people who would not use public transit for work has not changed from the 1978 level (at which time the price of gasoline was placed at \$1 a gallon for study purposes). However, there has been a slight increase in the proportion who would use the bus if they knew "when and where it was going."

| | <u>1981 Survey</u> | | <u>Difference</u> |
|--|------------------------------------|------------------|-------------------|
| | <u>% Strongly/Very Strongly...</u> | <u>Dis-Agree</u> | |
| | <u>Agree</u> | <u>Agree</u> | |
| If gasoline were \$2 a gallon I would take public transportation to work | 20% | 39% | -19 |
| I would use the bus if I knew when and where it was going | 23 | 35 | -12 |

It is also revealing that one out of five non-riders strongly or very strongly agrees with the statement "I am afraid I might get on the wrong bus or get lost somewhere." An equal proportion strongly/very strongly agree that "The timetables and the bus route maps are too complicated to use and understand."

With respect to RTD coaches, no strong feelings were expressed one way or the other.

| | <u>1981 Survey</u> | | <u>Difference</u> |
|--|-------------------------------------|------------------|-------------------|
| | <u>% Strongly/Very Strongly....</u> | <u>Dis-Agree</u> | |
| | <u>Agree</u> | <u>Agree</u> | |
| Almost all RTD buses are old and worn out | 14% | 33% | -19 |
| The buses used in this area are the older, worn out ones | 13 | 26 | -13 |

Does the past predict the future?

A series of questions, designed to discover how people behaved and coped with the 1979 energy situation, was one of the areas new to the 1981 survey. It was found that about 6% of all non-users had turned to public transit sometime during the past three years, but nearly all of them had since stopped riding the bus.

Perhaps more important than actually using public transit is the effect the energy crisis might have had on the public's awareness of, and sensitivity to, the need to conserve energy or plan for possible future shortages. With this in mind, respondents were questioned about two major activities---the purchase of an automobile and the purchase or change of residence.

Nearly a third of non-users had bought or considered buying an automobile "in the past 12 months." The cost of gasoline was "somewhat" or "very important" to more than two-thirds of this group in their decision of not only whether to buy an automobile but, more specifically, on what kind of car to buy.

More than one in five non-users had bought/considered buying a home or changing residences "in the past 12 months." For 28% of this group, the availability of public transportation was a "somewhat" or "very important" consideration in their decision.

Finally, three out of ten non-users had postponed or cancelled recreational trips around Southern California in the past year due to gasoline costs. One-fourth of those who postponed or cancelled such trips had considered using public transportation.

APPENDIX

THEORETICAL BACKGROUND

Since marketers believe that the consumer should be the focal point in an organization's planning, a great deal of study has gone into understanding consumer behavior and decision-making processes.

A major concept which emerges in organizations that utilize more than an unplanned "mass marketing" strategy is target marketing. To identify those target markets which an organization wishes to serve (or, must serve) it becomes necessary to find dimensions by which these markets may be identified.

Demographic Dimensions

One of the most commonly used dimensions in identifying a market is to look at its demographic characteristics. These may include any or all of the following variables:

| | | |
|-------------------|-------------|----------|
| Age | Income | Race |
| Education | Nationality | Religion |
| Family Size | Occupation | Sex |
| Family Life Cycle | | |

These variables are then used in conjunction with the behavior evidenced to predict how different groups will behave.

Since these variables are relatively easy to obtain and identify, past research tended to emphasize markets segmented along demographic lines. Thus, products and service designed for the "youth market," the "Hispanic market," etc., have proliferated.

Attitudinal Dimensions

Often the traditional demographic analyses give only a partial answer. When it becomes necessary to predict how consumers will behave, marketers have been able to get some valuable help from the behavioral sciences.

One of the more commonly accepted views among behavioral scientists is of consumers as decision makers or problem solvers who are affected by both intra-personal and inter-personal variables. Of special interest are the intra-personal variables, i.e., attitudes, learning, motivation, perception and personality.

Several studies have reported a close relationship between consumers' attitudes and their buying decisions. One researcher in particular makes a very strong case for measuring attitudes because they tell us what will happen in the future.¹

- 1) Heller, H.E., "Why Attitudes Predict Behavior Better than Behavior Predicts Attitudes," in Attitude Research Enters the 80's, ed. R.W. Olshansky, American Marketing Association, Chicago, 1980.

SURVEY METHODOLOGY

A total of 1,134 personal, in-home interviews and self-administered mail return questionnaires were completed in a randomly selected sample of households, distributed throughout Los Angeles County in proportion to the population. To qualify for interviewing, respondents had to be a resident of the County, 12 years of age or older, and have made at least two round trips greater than walking distance away from home during the past week.

As with the 1978 survey, both English and Spanish versions of the questionnaire were used, and respondents were offered an incentive of \$1.00 for each additional questionnaire filled-in and returned by mail by other household members not present at the time of the personal interview. A supplemental sample of 320 transit dependent persons was also selected from each of the RTD service sectors, and will be reported on in a subsequent special report.

Field data collection was completed between January 15th and March 5th, 1981. All data collection, editing, coding, keypunching and computer analysis tasks were done by the independent market research firm of Data Sciences, Inc.

Data Sciences, Inc., also prepared the following reports, copies of which are available through SCRTD Market Research:

Summary Report

Sector Report

Transit Dependent vs Transit Discretionary
Riders' Report

COPY OF QUESTIONNAIRE

SERVICE AWARENESS SURVEY

Hello, I'm _____ from Data Sciences, Inc. in Los Angeles. [SHOW ID CARD] We're conducting a public opinion survey about personal transportation in Los Angeles County, and we would like to have some of your opinions. [PRIMARY RESPONDENT MUST BE ADULT HOUSEHOLD MEMBER]

1. Have you personally gone anywhere beyond walking distance of home twice or more within the past seven days?

Yes [] No []

2. Has any other person in your household gone anywhere beyond walking distance twice or more within the past seven days?

Yes [] No []

[CONTINUE INTERVIEW WITH QUALIFIED RESPONDENT OR ARRANGE FOR LATER APPOINTMENT - IF NO QUALIFIED RESPONDENT IN HOUSEHOLD, TALLY AND TERMINATE]

[TURN TO NEXT PAGE AND COMPLETE THE CLASSIFICATION INFORMATION SECTION. WHEN FINISHED WITH THIS SECTION, CONTINUE WITH INDIVIDUAL QUESTIONNAIRE. WHEN THIS IS FINISHED, EXPLAIN THAT YOU WANT TO LEAVE QUESTIONNAIRES FOR ALL OTHER FAMILY MEMBERS AGE 12 OR OVER WHO HAVE TAKEN TWO OR MORE QUALIFYING TRIPS DURING THE PAST WEEK. EXPLAIN ABOUT THE \$1.00 INCENTIVE FOR EACH RETURNED QUESTIONNAIRE. HAVE RESPONDENT FILL OUT ENVELOPE FOR RETURN OF INCENTIVE, AND LEAVE NECESSARY MATERIALS. COMPLETE HOUSEHOLD CLASSIFICATION ON QUESTIONNAIRE(S) LEFT FOR COMPLETION.]

RESPONDENT'S NAME _____ PHONE NUMBER _____

ADDRESS _____ CITY _____ ZIP _____

INTERVIEWER _____ DATE _____ TIME BEGIN _____ DURATION _____

COMPLETED ON CALL 1 [] 2 [] ALTERNATE HOUSEHOLD [] C N S A (1) 15
[CIRCLE ONE]

[] TRANSIT DEPENDENT 16

HOUSEHOLD CLASSIFICATION DATA

First, we would like to ask you a few questions about your household.

1. How many persons, age 12 or over, are there living here at the present time, including yourself?

[CHECK ONE BOX] [] [] [] [] [] [] [] [] [] [] []
1 2 3 4 5 6 7 8 9 10 or More

17

2. How many motor vehicles in working condition are owned personally by you and other members of the immediate household? This should include all types of vehicles such as vans, small trucks, motorcycles, and regular passenger cars.

[CHECK ONE BOX] [] [] [] [] [] [] [] [] [] [] []
None 1 2 3 4 5 6 7 8 9 10 or More

18

3. How many of the persons in the household, age 16 or over, currently have California driver's licenses?

[CHECK ONE BOX] [] [] [] [] [] [] [] [] [] [] []
None 1 2 3 4 5 6 7 8 9 10 or More

19

4. How many are full-time or part-time students age 12 or over?

[CHECK ONE BOX] [] [] [] [] [] [] [] [] [] [] []
None 1 2 3 4 5 6 7 8 9 10 or More

20

5. How many are employed full time outside of the home? (30 hours per week or more)

[CHECK ONE BOX] [] [] [] [] [] [] [] [] [] [] []
None 1 2 3 4 5 6 7 8 9 10 or More

21

6. How many are employed part time outside of the home? (Less than 30 hours per week)

[CHECK ONE BOX] [] [] [] [] [] [] [] [] [] [] []
None 1 2 3 4 5 6 7 8 9 10 or More

22

7. Are there any children under 12 in the household who frequently ride public transit buses? By frequently we mean 3 days a week or more.

Yes []^-1 No/None []^-2

23

[IF "YES"--HOW MANY CHILDREN?]

[] [] [] [] [] [] [] [] [] [] []
1 2 3 4 5 6 7 8 9 10 or More

24

8. Do you have a telephone? Yes []^-1 No []^-2

25

9. Do you own or rent? Own []^-1 Rent []^-2

26

10. How many persons reside in your household in each of the following age groups?

- A. # Children (5 & under)
B. # Children (6 to 11)
C. # Children (12 to 14)
D. # Children (15 to 17)
E. # Adults (18 to 64)
F. # Adults (65 & over)
G. Total Living at Home

27

28

29

30

31

32

33

11. What language is normally spoken in your home? [CHECK BELOW]

English []^-1 German []^-4 Japanese []^-7
Spanish []^-2 Italian []^-5 Korean []^-8
French []^-3 Chinese []^-6 Vietnamese []^-9
Other []^-0

34

[WRITE IN]

SECTION II

1. During the past twelve months, have you postponed or canceled any trips around Southern California for recreation or entertainment because of the high cost of gasoline?

Yes []-1 [PLEASE ANSWER QUESTION 1A]
 No []-2 [PLEASE SKIP TO QUESTION 2]

51

1A. Did you consider using public transportation instead of an automobile for any of these trips?

Yes []-1 [PLEASE ANSWER QUESTION 1B]
 No []-2 [PLEASE SKIP TO QUESTION 2]

52

1B. Did you actually use public transportation for any trip for recreation or entertainment canceled because of the high cost of gasoline?

Yes []-1
 No []-2

53

2. Have you bought or considered buying an automobile within the past twelve months?

Yes - Bought Automobile []-1 [PLEASE ANSWER QUESTION 2A]
 Yes - Considered Buying Automobile []-2 [PLEASE ANSWER QUESTION 2A]
 No - []-3 [PLEASE SKIP TO QUESTION 3]

54

2A. How important was the cost of gasoline to you in your decision about whether to buy and what type of automobile to buy?

| | | | | | |
|--------------------------|-----------------------|-----------------------|-----------------------|-------------------|----|
| | -1 | -2 | -3 | -4 | |
| Whether to buy or not? | [] | [] | [] | [] | 55 |
| | DIDN'T CONSIDER IT | NOT VERY IMPORTANT | SOMEWHAT IMPORTANT | VERY IMPORTANT | |
| | -1 | -2 | -3 | -4 | |
| What kind of car to buy? | [] | [] | [] | [] | 56 |
| | DIDN'T CONSIDER IT | NOT VERY IMPORTANT | SOMEWHAT IMPORTANT | VERY IMPORTANT | |

3. Have you bought or considered buying or moving to a new home or apartment in Los Angeles County within the past twelve months?

Yes - Bought Home []-1 [PLEASE ANSWER QUESTION 3A]
 Yes - Considered Buying or Moving []-2 [PLEASE ANSWER QUESTION 3A]
 No - []-3 [PLEASE SKIP TO QUESTION 4]

57

3A. How important was the availability of convenient public transportation to you in your decision about whether to buy or move to a particular home?

| | | | | | |
|--|-----------------------|-----------------------|-----------------------|-------------------|----|
| | -1 | -2 | -3 | -4 | |
| | [] | [] | [] | [] | 58 |
| | DIDN'T CONSIDER IT | NOT VERY IMPORTANT | SOMEWHAT IMPORTANT | VERY IMPORTANT | |

4. Do you regularly commute from your home to school or a place of business or employment three or more days each week?

Yes []-1 [PLEASE ANSWER QUESTION 4A]

No []-2 [PLEASE SKIP TO QUESTION 6]

1101

4A. What city or area do you commute to? [IF NOT A SPECIFIC CITY OR COMMUNITY SUCH AS HOLLYWOOD, PASADENA, OR LONG BEACH PLEASE WRITE IN THE COMMUNITY AREA SUCH AS "WILSHIRE AND WESTERN" OR "DOWNTOWN", ETC.]

[WRITE IN]

62

4B. What kind of transportation do you normally use in these commuting trips? [PLEASE CHECK ALL THAT APPLY]

Private automobile, van, truck, or other motor vehicle []-1

INTERVIEWER: ASK Q7

63

Carpool or vanpool []-2

Public transportation []-3

[IF YOU CHECKED ONLY "PRIVATE AUTOMOBILE, VAN, ETC."; PLEASE ANSWER QUESTION 5--IF NOT, PLEASE SKIP TO QUESTION 6]

5. In the event of a severe gasoline shortage that prevented you from taking your car or other personal transportation to work, there are a number of actions that you might take to deal with the emergency. Please read the list of actions below and write in a "1" beside the action that would be most acceptable to you personally. Write in a "2" beside the action that would be second most acceptable --a "3" beside the third most acceptable, and on through the list until you write in a "7" beside the action that would be least acceptable.

A. Travel to work on foot, by bicycle, or some other way not involving the automobile or bus. _____ 64

B. Try to set-up a carpool with other employees where I work. _____ 65

C. Contact an organization like Commuter Computer to get in a car pool with people living near me who work in the same part of town. _____ 66

D. Use public transportation bus service. _____ 67

E. Buspooling, where you and others who work in your area would ride a special bus between work and a few places near where you live. _____ 68

F. Vanpooling, where you and others who work in your area would meet a 12-seat van that would take you directly to and from work. _____ 69

G. Taxipooling, where a taxicab would pick you and others who work near you up at home and take you directly to and from work. _____ 70

6. In the event of a severe gasoline shortage, there are a number of actions that the government might take to deal with the emergency. Please read the list of actions below and write in a "1" beside the action that would be most acceptable to you personally. Write in a "2" beside the action that would be second most acceptable--a "3" beside the third most acceptable, and on through the list until you write in a "7" beside the action that would be least acceptable.

A. An odd-even day gasoline sales system would be established _____ 71

B. A large tax would be added to the price of gasoline. _____ 72

C. Gasoline rationing would be established. _____ 73

D. Employees would be required to get to work by buspooling, carpooling, or vanpooling. _____ 74

E. Employers would be required to spread out the times at which employees start work. _____ 75

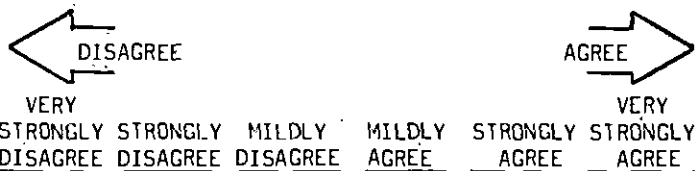
F. Employees would work four ten-hour days instead of five eight-hour days. _____ 76

G. People would be prohibited from driving one day each week. _____ 77

7. [SEE QUESTION 4B]

SECTION III

This section has been included to get some idea of how you feel and think about a number of things connected with public transportation.

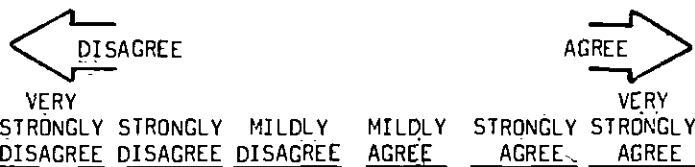


EXAMPLE

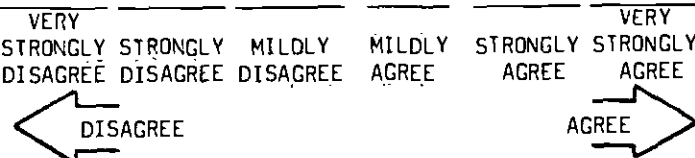
This questionnaire isn't as hard to fill out as I thought it would be.....[] [] [] [X] [] []

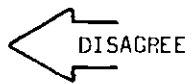
Please read each statement and put an "X" in the brackets that best describe your reaction. If you VERY STRONGLY DISAGREE, put an "X" in the box at the far left, as shown above. If you VERY STRONGLY AGREE, put the "X" in the box at the far right. If you MILDLY AGREE, or MILDLY DISAGREE, put an "X" in the middle brackets that best describe your reaction to the statement.

There are no "right" or "wrong" answers, and it isn't necessary to spend very much time on any one item. Just check off your first impressions.



| | -1 | -2 | -3 | -4 | -5 | -6 | |
|---|-----|-----|-----|-----|-----|-----|-------|
| Taking the bus costs a lot less than making the same trip by car..... | [] | [] | [] | [] | [] | [] | 2 9 |
| Driving a car to work wastes gasoline and contributes to the energy shortage..... | [] | [] | [] | [] | [] | [] | |
| Most RTD drivers are courteous to their passengers..... | [] | [] | [] | [] | [] | [] | |
| There is a lot less chance of getting in an accident when you ride the bus..... | [] | [] | [] | [] | [] | [] | 12 |
| Buses run so seldom that you almost always have to wait a long time to get one..... | [] | [] | [] | [] | [] | [] | |
| Almost all of the RTD buses are old and worn out.... | [] | [] | [] | [] | [] | [] | |
| People who can afford to own a car don't have any reason to ride the bus..... | [] | [] | [] | [] | [] | [] | |
| I would use the bus if I knew when and where it was going..... | [] | [] | [] | [] | [] | [] | 16 |
| The full cost of bus service should be paid for by the users..... | [] | [] | [] | [] | [] | [] | |
| People who ride the bus get to work on time more often than people who drive..... | [] | [] | [] | [] | [] | [] | |
| People should start using buses and mass transit more in order to save energy..... | [] | [] | [] | [] | [] | [] | |
| Taking the bus instead of driving helps to reduce air pollution..... | [] | [] | [] | [] | [] | [] | 20 |



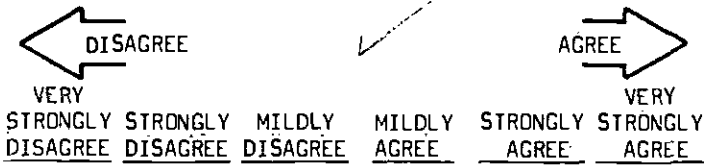


VERY STRONGLY DISAGREE STRONGLY DISAGREE MILDLY DISAGREE MILDLY AGREE STRONGLY AGREE VERY STRONGLY AGREE
 [-1] [-2] [-3] [-4] [-5] [-6]

| | | | | | | | |
|--|--------|--------|--------|--------|--------|--------|--------|
| just takes too long to get <u>anywhere</u> by bus..... | [-1] | [-2] | [-3] | [-4] | [-5] | [-6] | 2 21 |
| Riding the bus gives you a chance to meet a lot of interesting people..... | [] | [] | [] | [] | [] | [] | |
| The buses used in this area are the older, worn out ones..... | [] | [] | [] | [] | [] | [] | |
| The timetables and the bus route maps are too complicated to use and understand..... | [] | [] | [] | [] | [] | [] | |
| Bus service is a public utility and should receive funds from taxes..... | [] | [] | [] | [] | [] | [] | |
| The trouble with riding a bus is the kind of people you have to ride with..... | [] | [] | [] | [] | [] | [] | 26 |
| Even in bad weather, you can always depend on the bus getting you there on time..... | [] | [] | [] | [] | [] | [] | |
| Taking the bus instead of driving is a small price to pay for energy conservation..... | [] | [] | [] | [] | [] | [] | |
| The "Diamond Lanes" for buses are a good idea because they help to get people out of their smog-producing cars..... | [] | [] | [] | [] | [] | [] | |
| Buses do not run often enough..... | [] | [] | [] | [] | [] | [] | |
| Most people only ride the bus because they don't have a car to drive..... | [] | [] | [] | [] | [] | [] | 31 |
| In terms of taxes paid, our community gets its fair share of Rapid Transit service..... | [] | [] | [] | [] | [] | [] | |
| I am afraid I might get on the wrong bus or get lost somewhere..... | [] | [] | [] | [] | [] | [] | |
| The bus fare should be kept low so that more people will ride it..... | [] | [] | [] | [] | [] | [] | |
| It hardly seems proper for someone in a top job to commute by bus..... | [] | [] | [] | [] | [] | [] | |
| If gasoline were two dollars per gallon, I would take public transportation to work..... | [] | [] | [] | [] | [] | [] | 36 |
| I would be embarrassed to be seen riding the bus..... | [] | [] | [] | [] | [] | [] | |
| Special traffic lanes for buses on the freeways and downtown surface streets are a good idea and there should be more of them..... | [] | [] | [] | [] | [] | [] | |
| Most RTD drivers are able to handle almost any trouble or problems that might come up on their buses..... | [-1] | [-2] | [-3] | [-4] | [-5] | [-6] | 39 |

VERY STRONGLY DISAGREE STRONGLY DISAGREE MILDLY DISAGREE MILDLY AGREE STRONGLY AGREE VERY STRONGLY AGREE



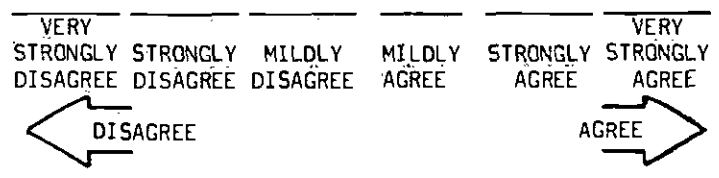


| | VERY STRONGLY DISAGREE | STRONGLY DISAGREE | MILDLY DISAGREE | MILDLY AGREE | STRONGLY AGREE | VERY STRONGLY AGREE |
|---|------------------------|-------------------|-----------------|--------------|----------------|---------------------|
| Most RTD drivers are knowledgeable and able to give accurate information about RTD routes and schedules..... | -1 [] | -2 [] | -3 [] | -4 [] | -5 [] | -6 [] |
| I don't like to use public transit buses because there is too much of a chance of being robbed or hurt..... | [] | [] | [] | [] | [] | [] |
| Most RTD bus operators are good drivers..... | [] | [] | [] | [] | [] | [] |
| The best way to make public transit buses safe is to put an armed guard on board..... | [] | [] | [] | [] | [] | [] |
| Employers should be given tax credits or other financial incentives to provide their employees with alternatives to automobile travel to and from work, such as riding public transit, and car or vanpooling..... | [] | [] | [] | [] | [] | [] |
| I feel nervous when riding RTD buses because the drivers do not drive safely..... | [] | [] | [] | [] | [] | [] |
| All public transit bus drivers should be given some kind of weapon to help protect themselves and their passengers..... | [] | [] | [] | [] | [] | [] |
| Employers should be responsible for providing employees with ways to travel to and from work other than alone by private automobile..... | [] | [] | [] | [] | [] | [] |
| Most RTD drivers are friendly toward their passengers..... | -1 [] | -2 [] | -3 [] | -4 [] | -5 [] | -6 [] |

2 | 40

44

48



1. Have you traveled away from home within Los Angeles County by automobile or other type of personal transportation at least once within the past seven days?

- Yes []-1 [PLEASE ANSWER QUESTIONS 1A AND 1B]
- No []-2 [PLEASE SKIP TO QUESTION 2]

2 | 51

1A. What was the main purpose of your last automobile trip? Was it going to and from work, school, shopping, or for some other reason? [PLEASE CHECK YOUR ANSWER BELOW]

- To/from work or business []-1
- To/from school []-2
- To/from shopping []-3
- To/from doctor/dentist/medical []-4
- To/from friends, visiting or social []-5
- To/from other destinations []-6

52

1B. Approximately how long did the trip take, going one way only?

- Less than 15 minutes []-1
- 15 to 29 minutes []-2
- A half hour to 44 minutes []-3
- 45 minutes to 1 hour []-4
- More than an hour []-5

53

2. Have you traveled away from home within Los Angeles County by public transit buses at any time within the past seven days?

- Yes []-1 [PLEASE ANSWER ALL REMAINING QUESTIONS IN THIS SECTION]
- No []-2 [PLEASE SKIP TO THE BEGINNING OF THE NEXT SECTION]

54

2A. How many trips to or from home by public transit buses have you made in the past seven days? For example, going to and from work every weekday would be 10 trips.

55

[WRITE IN NUMBER]

2B. Of these trips, how many were for each of the following purposes? Please write in the number beside each of the bus trip purposes listed below. [IF ANY OF YOUR TRIPS HAD MORE THAN ONE DESTINATION, COUNT THE TRIP IN BOTH PLACES]

- | | <u># TRIPS FOR THIS PURPOSE</u> | |
|--|---------------------------------|----|
| To work or business | _____ | 57 |
| To school | _____ | 58 |
| To shopping | _____ | 59 |
| To doctor/dentist/medical | _____ | 60 |
| To friends, visiting or social | _____ | 61 |
| To other destinations | _____ | 62 |
| Returning home from above destinations | _____ | 63 |

2C. What was the purpose of the last trip away from home by public transit buses you took during the past seven days? [CHECK MORE THAN ONE ONLY IF THE TRIP HAD A COMBINED PURPOSE]

- To/from work or business []-1
- To/from school []-2
- To/from shopping []-3
- To/from doctor/dentist/medical []-4
- To/from friends, visiting or social []-5
- To/from other destinations []-6

65

3. Approximately how long did the trip take, going one way only? CHECK ONE BELOW

- Less than 15 minutes []⁻¹
 15 to 29 minutes []⁻²
 A half hour to 44 minutes []⁻³
 45 minutes to 1 hour []⁻⁴
 More than an hour []⁻⁵

2 | 68

4. What was the major reason for making this last trip by public transit bus instead of some other form of transportation? [CHECK ONE BELOW]

- I don't have a driver's license. []⁻¹
 I have a driver's license, but no personal transportation was available to me. []⁻²
 I prefer the bus, even though I have a license and personal transportation, such as a car, van, motorcycle, etc., available. []⁻³

69

5. How did you get to the place where you boarded the bus? Did you walk, get a ride from someone else, or drive your own car?

- Walk []⁻¹ A Ride []⁻² Drive []⁻³

70

6. Did you only have to take one bus to get to your destination, or did you have to transfer buses?

- Made trip on one bus []⁻¹ [PLEASE SKIP TO NEXT SECTION]
 Had to transfer buses []⁻² [PLEASE ANSWER QUESTION 6A]

71

6A. How many different buses did you take during this last trip?

- [] [] [] []
 1 2 3 4 or
 more

72

7. Do you know how close the nearest place is where you would be able to get onto a public transit bus?

- Yes []⁻¹ [PLEASE ANSWER QUESTIONS 7A AND 7B]
 No/Not Sure []⁻² [PLEASE SKIP TO NEXT SECTION]

73

7A. Approximately how many blocks is it from here to the nearest place to get on a public transit bus? [CHECK ONE BELOW]

- Less than one block []⁻¹
 One to two blocks []⁻²
 Three to four blocks []⁻³
 Five to six blocks []⁻⁴
 Seven to eight blocks []⁻⁵
 Over eight blocks []⁻⁶

74

7B. Do you know exactly where this bus line goes--that is what areas of the city it would take you to?

- Yes []⁻¹ No []⁻² Not Really Sure []⁻³

75

8. **INTERVIEWER: ASK Q8**

Several services now being offered by the Southern California Rapid Transit District are listed below.

Please read through the list and put an "X" in the brackets beside each of the SCRTD services, depending on whether you have or have not heard of each one before today, and whether you have ever used that particular service.

| | <u>NEVER HEARD OF THIS SERVICE</u> | <u>HEARD ABOUT IT, BUT NEVER USED IT</u> | <u>I HAVE USED THIS SERVICE</u> | |
|--|--|--|---|-------|
| | -1 | -2 | -3 | |
| Bus Stop Information Signs..... | [] | [] | [] | 3 9 |
| Downtown Los Angeles Minibus Service..... | [] | [] | [] | |
| El Monte Busway..... | [] | [] | [] | |
| Service to Special Attractions such as Hollywood Bowl, Racetracks, Dodger Stadium, the Rosebowl, etc... | [] | [] | [] | |
| Free RTD Timetables..... | [] | [] | [] | 13 |
| Free RTD Section Maps..... | [] | [] | [] | |
| Free Pamphlets on RTD Service..... | [] | [] | [] | |
| Monthly Pass..... | [] | [] | [] | |
| Park and Ride Service..... | [] | [] | [] | 17 |
| RTD Ticket Books..... | [] | [] | [] | |
| RTD Bus System Map..... | [] | [] | [] | |
| Subscription Bus Service..... | [] | [] | [] | |
| Telephone Information Service..... | [] | [] | [] | 21 |

In this question, we would like to have you rate several kinds of local agencies on how good a job you think they are doing. Please read the name of each agency listed below and put an "X" in the brackets on the same line that best describes how good a job you think they are doing--poor, fair, good, very good, or excellent.

| | <u>POOR</u> | <u>FAIR</u> | <u>GOOD</u> | <u>VERY GOOD</u> | <u>EXCEL- LENT</u> | <u>NEVER HEARD OF THEM</u> | <u>DON'T KNOW ABOUT THEM</u> | |
|--|-------------|-------------|-------------|----------------------|------------------------|------------------------------------|----------------------------------|----|
| | -1 | -2 | -3 | -4 | -5 | -6 | -7 | |
| AMTRAK..... | [] | [] | [] | [] | [] | [] | [] | 22 |
| CALTRANS..... | [] | [] | [] | [] | [] | [] | [] | |
| Department of Water and Power (DWP)..... | [] | [] | [] | [] | [] | [] | [] | |
| City of Los Angeles..... | [] | [] | [] | [] | [] | [] | [] | 25 |
| Los Angeles County..... | [] | [] | [] | [] | [] | [] | [] | |
| Metropolitan Water District (MWD)..... | [] | [] | [] | [] | [] | [] | [] | |
| Southern California Rapid Transit District (SCRTD)..... | [] | [] | [] | [] | [] | [] | [] | 28 |

SECTION VI

1. Please put an "X" in the brackets that best describe how often you read each of the following Los Angeles newspapers, on the average.

| | <u>NEVER</u> ~1 | <u>VERY SELDOM</u> ~2 | <u>OCCASION-ALLY</u> ~3 | <u>FAIRLY OFTEN</u> ~4 | <u>ALMOST EVERY DAY</u> ~5 | |
|--|--------------------|--------------------------|----------------------------|---------------------------|-------------------------------|--------|
| Civic Center News..... | [] | [] | [] | [] | [] | 3 29 |
| Downtown News..... | [] | [] | [] | [] | [] | |
| The Enterprise..... | [] | [] | [] | [] | [] | |
| Herald-Examiner..... | [] | [] | [] | [] | [] | |
| Hollywood Independent..... | [] | [] | [] | [] | [] | 33 |
| Imagen..... | [] | [] | [] | [] | [] | |
| La Opinion..... | [] | [] | [] | [] | [] | |
| La Prensa..... | [] | [] | [] | [] | [] | |
| L. A. Sentinel..... | [] | [] | [] | [] | [] | 37 |
| Long Beach Independent Press- Telegram..... | [] | [] | [] | [] | [] | |
| Los Angeles Times..... | [] | [] | [] | [] | [] | |
| Pasadena Star-News..... | [] | [] | [] | [] | [] | |
| Pico Post..... | [] | [] | [] | [] | [] | 41 |
| San Gabriel Valley Tribune..... | [] | [] | [] | [] | [] | |
| Santa Monica Evening Outlook..... | [] | [] | [] | [] | [] | |
| South Bay Daily Breeze..... | [] | [] | [] | [] | [] | |
| Daily News (Valley News and Green Sheet)..... | [] | [] | [] | [] | [] | |
| Wilshire Press..... | [] | [] | [] | [] | [] | 46 |

2. Please put an "X" in the brackets that best describe how often you read each of the following magazines, on the average.

| | <u>NEVER</u> ~1 | <u>VERY SELDDM</u> ~2 | <u>OCCASION-ALLY</u> ~3 | <u>FAIRLY OFTEN</u> ~4 | <u>ALMOST EVERY DAY</u> ~5 | |
|---------------------------|--------------------|--------------------------|----------------------------|---------------------------|-------------------------------|----|
| Mr. Te Ve | [] | [] | [] | [] | [] | 47 |
| Los Angeles Magazine | [] | [] | [] | [] | [] | |
| New West | [] | [] | [] | [] | [] | |
| Sunset | [] | [] | [] | [] | [] | 50 |
| T.V. Guide | [] | [] | [] | [] | [] | |
| "You" (Los Angeles Times) | [] | [] | [] | [] | [] | 52 |

3. Please check the amount of time you spend on an average day in listening to AM and FM radio stations, watching television, reading newspapers, and magazines.

| | NONE -1 | UNDER 1 HOUR -2 | 1 TO 2 HOURS -3 | MORE THAN 2 HOURS -4 | |
|--|------------|-----------------------|-----------------------|----------------------------|--------|
| Listening to FM radio stations.....[] | [] | [] | [] | [] | 3 53 |
| Listening to AM radio stations.....[] | [] | [] | [] | [] | |
| Watching television programs.....[] | [] | [] | [] | [] | |
| Reading newspapers.....[] | [] | [] | [] | [] | |
| Reading magazines.....[] | [] | [] | [] | [] | 57 |

HOUSEHOLD AND PERSONAL CLASSIFICATION DATA

The classification questions in this section have to do with both yourself and the head of your household, if other than yourself. For each question, please check one of the answers for yourself, and one for the head of your household if any.

| | 58 | 59 | | 60 | 62 |
|------------------------------|----------------|----------------------------|-------------------------------------|----------------|----------------------------|
| APPROXIMATE YEARLY INCOME | 64 Yourself | Total Household | OCCUPATION | 68 Yourself | 69 Head of Household |
| No Income.....[] | -1 | | General Office/Clerical.....[] | -1 | -1 |
| \$1 to \$5,000.....[] | -2 | []-2 | Management.....[] | -2 | -2 |
| \$5,000 to \$7,499.....[] | -3 | []-3 | Proprietor.....[] | -3 | -3 |
| \$7,500 to \$9,999.....[] | -4 | []-4 | Professional.....[] | -4 | -4 |
| \$10,000 to \$14,999.....[] | -5 | []-5 | Sales.....[] | -5 | -5 |
| \$15,000 to \$19,999.....[] | -6 | []-6 | Skilled/Semi-Skilled/Labor.....[] | -6 | -6 |
| \$20,000 to \$24,999.....[] | -7 | []-7 | Technical.....[] | -7 | -7 |
| \$25,000 to \$29,999.....[] | -8 | []-8 | Service Worker.....[] | -8 | -8 |
| \$30,000 to \$39,999.....[] | -9 | []-9 | Unskilled Labor.....[] | -9 | -9 |
| \$40,000 and over.....[] | -0 | []-0 | High School or College Student..[] | -0 | -0 |
| | | 66 Head of Household | Retired.....[] | -x | -x |
| AGE | 64 Yourself | 66 Head of Household | Not Employed.....[] | -R | -R |
| 12 to 15 years.....[] | -1 | | Other | | |
| 16 to 19 years.....[] | -2 | []-2 | [PLEASE WRITE IN] | | |
| 20 to 24 years.....[] | -3 | []-3 | | 68 | 69 |
| 25 to 29 years.....[] | -4 | []-4 | LAST SCHOOL ATTENDED | 68 Yourself | 69 Head of Household |
| 30 to 34 years.....[] | -5 | []-5 | Grade School.....[] | -1 | -1 |
| 35 to 39 years.....[] | -6 | []-6 | High School.....[] | -2 | -2 |
| 40 to 44 years.....[] | -7 | []-7 | Trade School.....[] | -3 | -3 |
| 45 to 49 years.....[] | -8 | []-8 | College (1 or 3 years).....[] | -4 | -4 |
| 50 to 54 years.....[] | -9 | []-9 | College (4 years or more).....[] | -5 | -5 |
| 55 to 59 years.....[] | -0 | []-0 | Post Graduate.....[] | -6 | -6 |
| 60 to 61 years.....[] | -x | []-x | | | |
| 62 to 64 years.....[] | -R | []-R | | | |
| 65 years or more.....[] | -1 | []-1 | | | |

PERSONAL CLASSIFICATION

The classification questions in the following section have to do with you personally not with your household or the people you share your residence with.

- 1. What is your marital status? Married []⁻¹ Not Married []⁻² 3|70
- 2. What is your sex? Male []⁻¹ Female []⁻² 71
- 3. How long have you lived in Los Angeles County? _____ Years _____ Months 72
- 4. Do you currently have a valid California driver's licence? Yes []⁻¹ No []⁻² 74
- 5. Do you participate in a car pool to get to and from work?
Yes - Private []⁻¹ Yes - Sponsored by company []⁻² No []⁻³ 75
- 6. Do you personally own an automobile, van, truck or other form of motorized personal transportation?
Yes []⁻¹ No []⁻² 76
- 7. Do you have the use of an automobile, van, truck or other form of motorized personal transportation?
Yes []⁻¹ How Often? All of the time []⁻¹ 77
Occasionally []⁻²
No []⁻² Special occasions []⁻³
- 8. Are you currently a member of a labor union? Yes []⁻¹ No []⁻² 79
- WC [] 80

THANK YOU FOR YOUR COOPERATION. PLEASE RETURN THIS QUESTIONNAIRE IN THE ENVELOPE PROVIDED

FOR OFFICE USE ONLY

| | <u>Least</u> | | | | | <u>Most</u> | | |
|------|-----------------------------------|----------------------|----------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|
| Q.7 | _____ | _____ | _____ | _____ | _____ | _____ | 4 9 | |
| Q.8 | Yes [] ⁻¹ | No [] ⁻² | Q.8A | Yes [] ⁻¹ | No [] ⁻² | | 18 19 | |
| Q.9: | <u>Group 1 - Definitely Would</u> | | | | | | 20-28 | |
| | _____ | | | | | | 29-37 | |
| | <u>Group 2 - Not Sure</u> | | | | | | 38-46 | |
| | _____ | | | | | | 47 | |
| Q.10 | Yes [] ⁻¹ | No [] ⁻² | | | | | 47 | |
| Q.8 | A. Weekend | 30 [] ⁻¹ | 20 [] ⁻² | 10 [] ⁻³ | D. 20 min. | 30 [] ⁻¹ | 20 [] ⁻² | 10 [] ⁻³ |
| | B. Evening | 30 [] ⁻¹ | 20 [] ⁻² | 10 [] ⁻³ | E. 10 min. | 30 [] ⁻¹ | 20 [] ⁻² | 10 [] ⁻³ |
| | C. 30 min. | 30 [] ⁻¹ | 20 [] ⁻² | 10 [] ⁻³ | | | | |