REGULAR AND EXPRESS MONTHLY PASS

BUYERS' SURVEY

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MAJOR FINDINGS

Pass Sales

1. Monthly sales of regular and express passes during the first quarter of 1981 were twice the monthly sales level in 1970. The monthly sales of discount passes in 1981, however, were over twenty-six times greater than in 1970. Discount passes accounted for less than 9% of pass sales in 1970, had grown to nearly 22% of sales in 1975, and to over 55% of sales during the first quarter of 1981.

2. Annual pass sales revenue in 1980 was four and one-half times greater than in 1970. During the first quarter of 1981 pass sales revenue exceeded $4,000,000 per month, an increase of one-third over 1980 monthly sales levels.

3. In 1981 the average number of passes sold per sales outlet is 770, half the 1970 level. This decrease is due chiefly to the proliferation of sales outlets which has occurred since 1974, when there were only 34. Today there are nearly 300 outlets dispensing RTD monthly passes.

4. Fifteen percent of the pass sales outlets produce 75% of the sales.

5. Sales productivity is influenced by outlet type and location. RTD ticket offices and check cashing outlets alone account for nearly half the pass sales. Food markets, department

stores and miscellaneous outlets account for an additional 43%. Outlets in Downtown Los Angeles and the West Los Angeles sector produce over 60% of the sales.

6. The pass sales period extends through the 10th day of the month of issue, but two-thirds of the regular and express passes are sold before the beginning of the month. By the end of the first workday of the month, over 80% of the passes have been sold, and more than 95% have been sold by the end of the fourth workday.

7. More than 57% of the pass buyers cite saving money as the primary reason for buying a monthly pass, and another 28% say the convenience of using a pass is most important to them.

8. Over 53% of the respondents from households containing more than one person report the purchase of more than one RTD bus pass each month. The percentage of multiple pass purchases increases with household size.

9. Approximately 19% of the regular and express pass buyers first began riding RTD buses within the year immediately preceeding the survey, and up to 27% began using a monthly pass within the preceeding year. Overall, the average regular and express pass buyer has been riding the RTD for 4.7 years and using a pass for 2.5 years.

Pass Use

10. Over 97% of the regular and express pass buyers ride the bus to and from work five or more days a week.

11. An average of two buses are ridden to complete a one-way work trip. The average overall number of work trip boardings is 87 per month, but monthly boardings tend to decrease among users of the three-, four- and five-express-stamp passes.

12. About 74% of the regular pass buyers ride the RTD on Saturdays and 62% ride on Sundays. The percentage of express pass buyers riding on weekends decreases dramatically as the pass denomination increases. Only 7% of five-stamp pass buyers ride on Saturdays and 3% ride on Sundays.

13. Nearly 31% of monthly and express pass buyers loan their passes to friends or relatives. Pass sharing declines among express pass buyers.

14. Over 80% of the respondents give a favorable rating to RTD service.

Buyer Characteristics by Type of Pass

15. The demographic characteristics of pass buyers vary significantly by pass denomination.

16. Nearly 54% of the regular and express pass buyers are female. The proportion of female buyers varies by type of pass, from 49% of one-stamp pass buyers to 64.2% of two-stamp buyers.

17. The median age of regular and express pass buyers is 36.3, about 10 years higher than the median age of RTD regular-service weekday riders.

18. Latinos comprise the largest proportion of regular and express pass buyers, 44.6%. Whites account for 29.6% of the pass buyers, blacks for 13.7% and Asians and Pacific Islanders for 10.9%. Ethnic mix varies by type of pass. The proportion of white and Asian/Pacific Islander buyers tends to increase as pass values increase, while the proportion of black and Latino buyers tends to decrease.

19. Median household income tends to increase as pass denomination increases, ranging from $8,188 among regular pass buyers to over $25,000 among four- and five-stamp express pass buyers. The overall median household income of regular and express pass buyers is $9,038.

20. Automobile ownership increases as pass denomination increases. Over 52% of the regular pass buyers have no car in the household, but less than 4% of the five-stamp express pass buyers have no car.

<u>Buyer Characteristics by Type of Sales Outlet</u>

21. The characteristics of pass buyers vary by type of outlet at which the monthly pass is purchased.

22. Women predominate among buyers of regular and express passes (54%), but men are in the majority among buyers who purchase their monthly pass at RTD ticket offices (55%) and at check cashing outlets (53%).

23. The median age of regular and express pass buyers varies by type of sales outlet, from an average age of 30 among buyers who purchase their pass at a school to 40 years of age for those who buy at banks or savings and loans.

24. Ethnic mix also tends to vary by type of sales outlet. Latino pass buyers are in the majority at check cashing outlets (69%), and white buyers are in the majority at auto clubs (61%) and at banks or savings and loans (60%). White buyers predominate at school outlets (44%). Black pass buyers predominate among those who purchase bus passes at food markets (40%).

25. Household income also shows variation by type of sales outlet. The lowest median household income, $6,750, is reported by those who buy their passes at check cashing outlets and the highest, $25,110, by buyers at banks or savings and loans.

<u>Buyer Characteristics by Location of Sales Outlet</u>

26. Pass buyer characteristics tend to vary according to the geographic sector in which the pass is purchased.

27. Except for the Long Beach sector, females are in the majority in all sectors, comprising 50% of the pass buyers in the North Central sector and over 62% in the San Fernando Valley.

28. The median age of regular and express pass buyers ranges from about 34 in the South Bay and South Central sectors to over 48 in Mid-Cities.

29. Over half the pass buyers in the San Fernando Valley, Mid-Cities and Long Beach are white. Latinos represent 63% and 84%, respectively, of pass buyers in the East Central and East Los Angeles/Southeast Cities sector. Nearly equal proportions of Latinos (42%) and blacks (41%) comprise the predominant market for passes sold in the South Central sector.

30. Median annual income of pass buyers' households also varies by geographic sector, ranging from less than

$6,000 in the East Los Angeles/Southeast Cities sectors to $15,000 or more in Mid-Cities, San Gabriel Valley and Long Beach.

31. Over 74% of the respondents live in the same geographic sector in which they purchase their monthly passes. The percentage varies by sector, with only 8% of the purchases in Downtown Los Angeles being made by CBD residents and over 90% of the purchases in the San Gabriel Valley and Mid-Cities being made by residents of those sectors.

Media Use

32. Two newspapers stand out as the most popular among regular and express pass buyers: The LA Times (49%) and La Opinion (33%).

33. TV Guide is the most popular magazine, with 59% of the pass buyers as readers.

34. The television station claiming the largest percentage (27%) of pass buyers as viewers is KMEX, a Spanish-language station. The most popular English-language station is KABC, with 26% of the viewers.

35. The most popular radio station, KALI (8% of the listeners), also broadcasts in Spanish. Overall, 23% of the respondents usually listen to a Spanish-language station. Up to 15% of the survey respondents do not listen to the radio.

36. There are two peak periods for radio listening -- from 6 a.m. to 9 a.m. and 6 p.m. to 9 p.m. -- when more than one-third of radio listeners are tuned in.

BACKGROUND AND OBJECTIVES

In 1970 Senior Citizen and Handicapped passes were the only passes sold at discount. These accounted for only about 9% of the passes sold. With the introduction of the student pass discount in September 1977, however, the sales of discount passes began to skyrocket, to 36% of sales in 1977 and over 50% in 1978. Student pass sales to college-age bus riders directly cannibalized regular pass sales, thus decreasing revenues.

The accelerated growth in discount pass sales signals the need to mount an effort to increase sales of regular and express passes in order to increase revenue and offset some of RTD's operating deficit. In order to plan a marketing effort it is necessary to collect data about the current market for regular and express monthly passes. The data collected will be analyzed to provide four major profiles:

1) Demographic profile of regular and express pass buyers

2) Pass purchase profile

3) Pass use profile

4) Media exposure profile

Since RTD began providing monthly passes in 1976, over thirteen million have been sold, contributing more than $170,000,000 in revenue. The pass sales history in Table I shows that sales and revenue per month remained relatively unchanged until the mid-70's Until 1974, the number of passes sold per month was just over 50,000. Rapid escalation of sales began in 1974, when the average number of passes sold leapt to over 65,000 per month. Steady increases in sales have continued to the present. By the first quarter of this year, RTD was selling over 212,000 passes each month.

Between 1970 and 1981 RTD's base cash fare and regular pass price each increased 116% (Table II), while the average monthly sales of all passes increased 309%. The monthly sales of regular and express passes increased only 100%, however. The result of this wide disparity in growth rates is a lopsided situation in which over 55% of the passes sold during the first quarter of 1981 were discounted.

Total pass revenues through 1974 were relatively steady, ranging between $672,000 and $693,000 per month; and revenue per sale through 1973 also held steady at around $13. The average revenue per sale declined to $10.30 in 1974. At $9.06, revenue per sale hit its nadir in 1975, but has been increasing an average of 13% per year since then. By the first quarter of 1981, pass sales revenues topped $4,000,000 per month for the first time, and the revenue per sale was $18.87, a 108% increase over the 1975 level. Table A-I in the appendix provides a further pass sales history. Sales levels during the first three months of 1981 suggest that if present trends continue, over a quarter million passes could be sold, and revenue could exceed $48,000,000 this year.

In 1970 passes were sold at only thirty-five sales outlets. In 1981 there are 289 active outlets, an increase of 725% in the number of outlets. The number of passes sold in March, 1981 increased by only 320% over March, 1970 sales. The net effect is that the mean number of passes sold per outlet in March, 1981 was only half the number per outlet in the same month of 1970.

Revenue per outlet has declined less since 1970 due to increasing pass prices. March, 1981 revenue per outlet was about 25% lower than revenues in that month eleven years earlier. Table A-II in the Appendix shows sales and revenue figures per outlet from 1970 through the first quarter of 1981.

Table A-III in the Appendix shows that a relatively small number of outlets account for most of the pass sales. During the first quarter of 1981, for example, 15% of the outlets accounted for 75% of the passes sold.

Table A-IV in the Appendix shows the relative success of various types of outlets as dispensers of monthly passes. RTD ticket offices, which in 1976 accounted for over half the pass sales, still sell a quarter of the passes. Check cashing outlets run a close second to RTD offices, selling nearly 24% of the passes. Miscellaneous outlets include travel agencies, drug stores, gift shops, chamber of commerce offices, youth hostels and other types of stores and offices and account for nearly 18% of the pass sales. Department stores and food markets each sell over 12% of the passes. The remaining 132 outlets -- auto clubs, Ticketron, schools, banks and employers -- comprise over 45% of the pass outlets, but produce less than 9% of the sales. The average number of passes sold at each outlet ranges from a high over 5,000 passes per month at RTD ticket offices down to fewer than 50 at the average Ticketron office.

Table A-V in the Appendix shows that two sectors--Downtown and West Los Angeles--still account for over 60% of the passes sold, but that pass distribution has become more widespread since 1976. Five years ago the Downtown and West LA sectors produced over 80% of the sales. The largest increase in sales has occurred in the South Central sector, which in 1981 has grown to a 12% share of sales as opposed to only 2% in 1976. The average Downtown pass sales outlet sells over 3,000 passes a month. In the West Los Angeles sector the average is 1,170 sales per outlet each month, and in South Central the figure is near 970. East Los Angeles is the only other sector with above-average sales per outlet, 820 passes a month. Long Beach and Mid-Cities outlets make the poorest showing, the average outlet selling only 100 and 70 passes per month, respectively.

TABLE I
RTD PASS SALES HISTORY
1970-1981

Year	Number of Passes Sold Per Year: All Passes	Number of Passes Sold Per Year: Regular and Express	Number of Passes Sold Per Month: All Passes	Number of Passes Sold Per Month: Regular and Express	Sales as % of All Passes Sold: Regular	Sales as % of All Passes Sold: Discount
1970	622,771	569,054	51,898	47,421	91.4%	8.6%
1971	637,733	577,642	53,144	48,137	90.6	9.4
1972	555,180	532,903	50,470	44,409	89.9	10.2
1973	626,076	559,758	52,173	46,647	89.4	10.3
1974	653,289	563,483	65,329	56,348	86.3	13.4
1975	1,042,403	815,692	86,866	67,974	78.3	21.5
1976	1,124,460	832,451	102,224	75,677	74.0	25.2
1977	1,350,795	855,761	112,566	71,313	63.4	36.1
1978	1,529,061	699,271	127,421	63,570	45.7	54.0
1979	1,614,434	669,073	146,767	60,825	41.4	58.3
1980	2,253,385	971,691	187,782	80,974	43.1	56.6
1981 (1st qtr)	637,236	284,154	212,412	94,718	44.5	55.2
TOTAL	12,646,823	7,930,933	--	--	--	--
Mean	1,091,781	695,162	104,088	63,193	69.8%	29.9%

TABLE II

RTD FARES 1967-1980

Year	Base Cash Fare	% Change	Regular Monthly Pass	% Change	Express Cash Fare	Express Stamps*
1967-1973	30¢		$12			$11
1974	25¢	-16.67%	$10	-16.67%		$11
1976	35¢	+40.0%	$14	+40.0%		$11
1977	40¢	+14.29%	$18	+28.57%	20¢	$ 6
1978	45¢	+12.5%	$20	+11.11%	20¢	$ 6
1979	55¢	+22.2%	$20	--	20¢	$ 6
1980	65¢	+18.18%	$26	+30.0%	20¢	$ 8

*1977-1980: up to five express mileage increments in effect.

DEMOGRAPHIC PROFILE OF PASS BUYERS

Gender of Pass Buyers

Previous surveys of RTD's regular service lines have indicated that female riders tend to predominate. Their overall proportion among the 1978 ridership was 58%. Women are also in the majority among buyers of regular and express monthly passes, accounting for 54% of the buyers overall. The 1976 and 1979 Pass Buyer Surveys found that 55% to 61% of the pass buyers were female. (These previous surveys also included buyers of senior citizen passes).

Table III shows that the preponderance of female buyers varies by pass denomination, ranging from 51.6% of $50 pass buyers to 64.2% of $42 pass buyers. Only the $34 express pass shows a 50/50 split between male and female buyers.

TABLE III
GENDER OF PASS BUYERS
BY TYPE OF PASS PURCHASED

Type of Pass	Pass Buyer Survey Male	Female	Number of Respondents
$26	46.7%	53.3%	3,447
34	50.8	49.2	132
42	35.8	64.2	173
50	48.4	51.6	188
58	43.1	56.9	65
66	44.8	55.2	29
TOTAL	46.4%	53.6%	4,034

Age of Pass Buyers

Buyers of regular and express monthly passes average 36.3 years of age, about 10 years higher than the median age of RTD regular service riders. The fact that pass buyers tend to be older than the overall bus rider population is not surprising in view of the study design. Young riders of high school and college age currently enrolled in school are eligible for the cheaper student pass. The young age groups are thus excluded from this survey. Eligible elderly riders who buy a senior citizen pass are also excluded.

Table IV shows that the median age of pass buyers varies significantly by type of pass. The median age of regular and one and two stamp express pass buyers is about 36 years. The median age of riders who buy three-, four- or five-stamp express passes is significantly higher -- nearly 40 years.

TABLE IV
AGE OF PASS BUYERS
BY TYPE OF PASS PURCHASED

Type of Pass	Under 21	21-30	31-40	41-50	51-60	61+	Total	Number of Respondents	Median Age
$26	5.25%	31.67%	24.44%	19.57%	16.76%	2.31%	100.00%	3,240	35.9
34	.87	35.65	23.48	20.87	17.39	1.74	100.00	115	36.2
42	2.47	36.42	27.78	17.90	12.35	3.09	100.01	162	35.2
50	1.14	21.59	30.11	29.55	15.91	1.70	100.00	176	40.0
58	1.75	19.30	36.84	19.30	21.05	1.75	99.99	57	38.8
66	--	22.22	25.93	25.93	18.52	7.41	100.01	27	41.5
TOTAL	4.7%	31.27%	25.02%	20.04%	16.63%	2.33%	99.99%	3,777	36.3

Ethnic Background of Pass Buyers

Table V shows that riders of Hispanic background comprise a large segment of RTD ridership. Overall, nearly 45% of the regular and express buyers are Latino. Their influence is felt most among regular pass buyers and diminishes steadily with the increase in pass denomination. Pass purchases by blacks follow a similar pattern, dropping from 14.8% of regular passes to only 3.3% of $66 passes.

The proportion of whites among pass buyers, on the other hand, rises as pass denomination increases. Whites buy only 26.1% of regular passes and 79.7% of $66 passes. These patterns provide evidence of the effects of "white flight" from central city to outlying suburbs. The minorities remaining in the city buy a larger proportion of regular passes because their trips tend to be shorter local trips.

TABLE V
ETHNIC BACKGROUND OF PASS BUYERS
BY TYPE OF PASS PURCHASED

Type of Pass	White	Black	Latino	Asian/ Pacific Islander	Other	Total	Number of Respondents
$26	26.10%	14.76%	47.56%	10.30%	1.28%	100.0%	3,448
34	46.62	11.28	36.09	6.02	--	100.01	133
42	45.29	8.24	31.76	12.94	1.76	99.99	170
50	49.21	4.71	26.18	19.37	.52	99.99	191
58	60.94	4.69	9.38	25.00	--	100.01	64
66	76.67	3.33	10.00	6.67	3.33	100.00	30
TOTAL	29.61%	13.65%	44.62%	10.90%	1.21%	99.99%	4,036

Pass Buyers' Annual Household Income

The annual household income of all pass buyers is slightly more than $9,000; but varies widely by pass denomination as shown in Table VI. While the median income of regular pass buyer households is only $8,188, it is about $14,600 among buyers of $34 or $42 passes, $22,121 among $50 pass buyers and over $25,000 among $58 and $66 express pass buyers.

TABLE VI
PASS BUYERS' ANNUAL HOUSEHOLD INCOME
BY TYPE OF PASS PURCHASED

Type of Pass	Under $5,000	$5,000-$9,999	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000 and More	Total	Number of Respondents	Median Income
$26	30.82%	30.09%	19.40%	8.19%	5.41%	6.10%	100.01%	3,310	8,188
34	16.41	14.84	20.31	15.63	9.38	23.44	100.01	128	14,615
42	15.00	15.63	21.25	13.75	11.25	23.13	100.01	160	14,559
50	7.22	6.67	15.00	13.33	18.33	39.44	99.99	180	22,121
58	6.45	3.23	12.90	12.90	12.90	51.61	99.99	62	25,156
66	--	3.57	10.71	17.86	14.29	53.57	100.00	28	25,335
TOTAL	27.97%	27.28%	19.13%	9.05%	6.57%	10.01%	100.01%	3,868	$ 9,038

Number of Cars in Household

Overall, 47% of the pass buyers live in households which do not have a car. As with the other measures examined, however, there is wide variation by pass denomination. Over 52% of regular pass buyer households have no car, but the proportion drops steadily and dramatically as pass value increases. A relatively small proportion of $50, $58, and $66 pass buyers have no car in the household.

As shown in Table VII, buyers of the regular, one- and two-stamp pass have an average of less than one car per household, while buyers of the three highest demoniation express passes have an average of over two cars in each household.

TABLE VII

NUMBER OF CARS IN HOUSEHOLD BY TYPE OF PASS PURCHASED

Type of Pass	No Car	One	Two	Three	Four or More	Total	Number of Respondents	Median No. of Cars
$26	52.11%	33.83%	10.19%	2.70%	1.17%	100.00%	3,151	0
34	34.62	40.00	19.23	4.62	1.54	100.00	130	.4
42	22.15	45.57	24.05	6.33	1.90	100.00	158	.6
50	8.11	32.43	40.54	12.97	5.95	100.00	185	2.2
58	4.62	30.77	46.15	13.85	4.62	100.01	65	2.3
66	3.45	34.48	48.28	6.90	6.90	100.01	29	2.3
TOTAL	46.83%	34.43%	13.53%	3.66%	1.56%	100.01%	3,718	.9

PASS PURCHASE PROFILE

Pass Buyer Profile by Type of Sales Outlet

Overall, women predominate as RTD monthly pass buyers, but this does not hold true at two types of sales outlets -- RTD ticket offices and check cashing outlets. Women comprise only 45.4% of the buyers at RTD ticket offices and 46.7% of the buyers at check cashing outlets. Table VIII shows that at other types of outlets women make up 58% to 68% of the pass buyers.

Table IX shows that the average age of pass buyers varies by type of outlet. The overall median age is 36.3, but varies from a low of 30 years old at schools to 40 years old at banks and savings and loans.

The ethnic mix of pass buyers also varies by type of sales outlet, as shown in Table X. Latino customers comprise over 69% of the pass buyers at check cashing outlets. Whites buy over 60% of the passes at Auto Clubs and at banks and savings and loans, over 44% at schools and nearly 40% at May Company stores. Blacks comprise the largest group of pass buyers, 40.3%, only at food markets. Latinos and whites each comprise about 37% of the pass buyers at RTD ticket offices.

The median annual household income of pass buyers varies by type of sales outlet. Table XI shows that pass buyers at check cashing outlets report the lowest income, $6,750. Buyers at food markets, miscellaneous outlets, RTD ticket offices and the May Company average $9,400 to $10,000 in household income. The median income of riders who buy their passes at schools or the Auto Club is above $11,500. The highest median income of over $25,000 is reported by pass buyers at banks and savings and loans.

Overall 46.8% of the pass buyers live in households which have no car, and another 34.5% have only one car. The median number of cars owned by pass buyer households is 1.1.

Table XII shows that riders who purchase their passes at check cashing outlets are least likely to have an automobile; over 55% have no car. Over 49% of the buyers at RTD ticket office have no car in their households. Even the Auto Club sales outlets attract a large proportion of pass buyers without cars -- over 46%. From 42% to 44% of the buyers at other types of outlets live in no-car households. The only exception is among riders who purchase a pass at a bank or savings and loan. Only 8% of these riders live in households without a car.

TABLE VIII
TYPE OF SALES OUTLET
BY GENDER OF PASS BUYERS

Type of Outlet	Male	Female	Total	Number of Respondents
RTD Ticket Office	54.63%	45.37%	100.00%	1,027
Market	38.68	61.32	100.00	486
Auto Club	40.96	59.04	100.00	166
May Co.	35.98	64.02	100.00	492
Bank/S&L	34.00	66.00	100.00	50
Schools	31.58	68.42	100.00	38
Check Cashers	53.31	46.69	100.00	936
Miscellaneous	42.03	57.97	100.00	885
TOTAL	46.42%	53.58%	100.00%	4,080

TABLE IX
TYPE OF SALES OUTLET
BY AGE OF PASS BUYERS

Type of Outlet	Under 21	21-30	31-40	41-50	51-60	61+	Total	Number of Respondents	Median Age
RTD Ticket Office	3.51%	26.34%	26.55%	22.00%	18.90%	2.69%	99.99%	968	38.3
Market	7.40	35.43	21.30	15.92	15.70	4.26	100.01	446	34.0
Auto Club	5.26	24.34	27.63	21.71	18.42	2.63	99.99	152	33.7
May Co.	3.41	31.82	21.36	22.73	17.73	2.95	100.00	440	38.5
Bank/S&L	2.17	19.57	28.26	21.74	26.09	2.17	100.00	46	40.0
School	6.25	46.88	18.75	9.38	18.75	--	100.01	32	30.0
Check Casher	6.17	34.58	26.10	17.40	14.87	.88	100.00	908	33.9
Misc.	3.86	31.64	25.72	21.38	15.22	2.17	99.99	828	36.9
TOTAL	4.74%	31.15%	25.05%	20.03%	16.70%	2.33%	100.00%	3,820	36.3

TABLE X
TYPE OF SALES OUTLET
BY ETHNIC BACKGROUND OF PASS BUYERS

Type of Outlet	White	Black	Latino	Asian/ Pacific Islander	Other	Total	Number of Respondents
RTD Ticket Office	37.45%	12.35%	37.75%	11.08%	1.37%	100.00%	1,020
Market	27.10	40.34	26.47	5.46	.63	100.00	476
Auto Club	60.74	8.59	21.47	7.98	1.23	100.01	163
May Co.	39.39	11.02	33.88	15.31	.41	100.01	490
Bank/S&L	60.00	6.00	14.00	20.00	--	100.00	50
School	44.44	16.67	19.44	19.44	--	99.99	36
Check Casher	14.48	9.27	69.06	5.83	1.35	99.99	960
Miscellaneous	24.27	8.65	49.21	16.29	1.57	99.99	890
TOTAL	29.47%	13.73%	44.72%	10.89%	1.18%	99.99%	4,085

TABLE XI
TYPE OF SALES OUTLET
BY PASS BUYERS' ANNUAL HOUSEHOLD INCOME

Type of Outlet	Under $5,000	$5,000-$9,999	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000 or More	Total	Number of Respondents	Median Income
RTD Ticket Office	22.77%	28.54%	19.94%	9.62%	7.09%	12.04%	100.00%	988	$9,770
Market	29.44	23.16	21.21	8.44	9.96	7.79	100.00	462	9,440
Auto Club	19.11	19.75	28.66	7.64	8.28	16.56	100.00	157	11,890
May Co.	24.84	24.84	20.13	10.06	7.28	12.85	100.00	467	10,080
Bank/S&L	4.44	4.44	11.11	17.78	11.11	51.11	99.99	45	25,110
School	16.67	27.78	16.67	11.11	5.56	22.22	100.01	36	11,665
Check Casher	38.17	33.77	14.30	6.71	2.97	4.07	99.99	909	6,750
Misc.	27.58	25.59	20.31	10.09	6.92	9.51	100.00	852	9,380
TOTAL	28.01%	27.40%	19.10%	8.99%	6.54%	9.96%	100.00%	3,916	$9,010

TABLE XII
TYPE OF SALES OUTLET
BY NUMBER OF CARS IN HOUSEHOLD

Type of Outlet	No Car	One	Two	Three	Four or More	Total	Number of Respondents	Median No. of Cars
RTD Ticket Office	49.12%	30.53%	14.64%	3.95%	1.77%	100.01%	963	1.0
Market	44.44%	42.92	8.28	2.83	1.53	100.00	459	1.1
Auto Club	46.15	32.05	18.59	1.92	1.28	99.99	156	1.1
May Co.	42.49	34.76	15.88	5.58	1.29	100.00	466	1.2
Bank/S&L	7.84	47.06	29.41	13.73	1.96	100.00	51	1.9
School	42.86	42.86	11.43	--	2.86	100.01	35	1.2
Check Casher	55.36	29.47	10.97	2.59	1.60	99.99	811	0
Miscellaneous	42.01	38.70	14.13	3.56	1.60	100.00	814	1.2
TOTAL	46.79%	34.51%	13.45%	3.65%	1.60%	100.00%	3,755	1.1

Pass Buyer Profile by Sales Sector

Women predominate among pass buyers in all sectors except Long Beach as shown in Table XIII. The proportion of female pass buyers ranges from a high of 62.4% in the San Fernando Valley to a low of 23.1% in Long Beach. Variation in the median age of pass buyers by sector is shown in Table XIV. The youngest average age -- around 34 -- is found among pass buyers in the South Bay, South Central, East Central and West Los Angeles sectors. Pass buyers in Downtown Los Angeles and the San Fernando Valley average around 37 years of age. Buyers in four sectors -- the San Gabriel Valley, East Los Angeles, Long Beach and North Central sectors -- have an average age of about 40. The oldest median age, 48.5, is found among Mid-Cities pass buyers.

In Table XV the ethnic background of pass buyers shows wide variation by sector. Whites comprise nearly half to over 60% of the pass buyers in the South Bay, San Fernando and San Gabriel Valleys, Mid-Cities and Long Beach sectors, but only 7.87% in South Central. Latinos comprise over 41% of the pass buyers in Mid-Cities and South Central, 43% in West Los Angeles, 46% in the North Central sector and Downtown Los Angeles, 63% in East Central and over 84% in East Los Angeles. The largest concentration of black pass buyers is in South Central Los Angeles, where they comprise 41% of the buyers.

Household income variation by sales sector is shown in Table XVI. The poorest pass buyers, with a median income of about $6,000, are in East Los Angeles, followed closely by pass buyers in South Central Los Angeles, whose median income is about $7,000. Pass buyers in the West Los Angeles and East Central sectors report median household incomes of about $8,400; and those in the San Fernando Valley, Downtown Los Angeles and North Central sectors claim median incomes of between $9,000 and $10,000. South Bay pass buyers have a median income of $11,154 and those in Mid-Cities have an income of $15,000; while riders who buy their passes in the San Gabriel Valley have a median income of $16,212. Long Beach pass buyers report the highest income -- $17,500.

Car ownership also varies among pass buyers in different sectors. A majority of the riders buying passes in the East Los Angeles, South Central and West Los Angeles sectors said they have no car in their household, as did over 40% of the buyers in the North Central, Downtown and South Bay sectors. Overall the median number of cars per household is 1.1. Riders buying their monthly pass in the Mid-Cities sector report the highest number of cars per household, 2.1, followed by buyers in Long Beach and the San Gabriel Valley, with 1.9 and 1.8 cars per household.

Overall, 74.4% of the pass buyers live in the same sector in which they purchase their RTD monthly passes. Table XVIII shows that over 90% of the pass purchases in the Mid-Cities and San Gabriel Valley sectors were made by riders living in those sectors. Between 80% and 88% of the purchases in the San Fernando Valley, Long Beach and North Central sectors and between 73% and 80% of the purchases in the West Los Angeles, East Los Angeles, South Bay and South Central sectors were made by buyers living in those sectors. Nearly 66% of the pass purchases made in the East Central sector were made by residents of that sector. The Downtown Los Angeles sector is the only one in which a majority of the passes are purchased by buyers living elsewhere. Only 7.8% of the passes are bought by riders living downtown.

TABLE XIII
LOCATION OF SALES OUTLET
BY GENDER OF PASS BUYERS

Sector	Male	Female	Total	Number of Respondents
San Fernando Valley	37.63%	62.37%	100.00%	186
North Central	49.55	50.45	100.00	111
San Gabriel Valley	43.62	56.38	100.00	243
West Los Angeles	48.82	51.18	100.00	891
South Central	40.41	59.59	100.00	485
East Central	44.25	55.75	100.00	113
E.LA & S.E. Cities	44.60	55.40	100.00	139
Mid-Cities	47.06	52.94	100.00	17
South Bay	45.71	54.29	100.00	70
Downtown LA	47.88	52.12	100.00	1,813
Long Beach	76.92	23.08	100.00	13
TOTAL	46.36%	53.64%	100.00%	4,081

TABLE XIV
LOCATION OF SALES OUTLET
BY AGE OF PASS BUYER

Sector	Under 21	21-30	31-40	41-50	51-60	61+	Total	Number of Respondents	Median Age
San Fernando Valley	8.57%	25.14%	24.00%	21.14%	19.43%	1.71%	99.99%	175	37.9
North Cen Central	4.81	22.12	24.04	20.19	20.19	8.65	100.00	104	40.5
San Gabriel Valley	3.67	27.52	22.94	22.48	19.72	3.67	100.00	218	39.3
West Los Angeles	3.37	35.42	26.51	18.19	14.82	1.69	100.00	830	34.5
South Central	5.73	35.68	26.21	18.72	12.11	1.54	99.99	454	34.1
East Central	9.01	33.33	20.72	15.32	18.02	3.60	100.00	111	34.5
ELA & SE Cities	8.27	27.82	17.29	28.57	15.04	3.01	100.00	133	39.5
Mid-Cities	6.25	25.00	6.25	25.00	37.50	--	100.00	16	48.5
South Bay	2.99	41.79	19.40	16.41	16.41	2.99	99.99	67	33.9
Downtown LA	4.41	29.28	25.63	20.52	17.87	2.29	100.00	1,701	37.1
Long Beach	--	8.33	41.67	33.33	16.67	--	100.00	12	40.0
TOTAL	4.74%	31.09%	25.05%	20.05%	16.72%	2.36%	100.01%	3,821	36.3

TABLE XV
LOCATION OF SALES OUTLET
BY ETHNIC BACKGROUND OF PASS BUYER

Sector	White	Black	Latino	Asian/ Pacific Islander	Other	Total	Number of Respondents
San Fernando Valley	50.84%	5.03%	39.11%	4.47%	.56%	100.01%	179
North Central	29.09	1.82	46.36	21.82	.91	100.00	110
San Gabriel Valley	49.79	9.54	21.16	17.43	2.07	99.99	241
West Los Angeles	39.91	8.03	43.37	7.58	1.11	100.00	897
South Central	7.87	40.99	41.82	7.87	1.45	100.00	483
East Central	21.93	13.16	63.16	.88	.88	100.01	114
E. LA & SE Cities	12.14	1.43	84.29	1.43	.71	100.00	140
Mid-Cities	58.82	--	41.18	--	--	100.00	17
South Bay	47.22	15.28	26.39	11.11	--	100.00	72
Downtown LA	25.88	12.50	46.53	13.88	1.21	100.00	1,816
Long Beach	61.54	7.69	23.08	7.69	--	100.00	13
TOTAL	29.47%	13.72%	44.76%	10.88%	1.18%	100.01%	4,082

TABLE XVI
LOCATION OF SALES OUTLET
BY PASS BUYERS' ANNUAL HOUSEHOLD INCOME

Sector	Under $5,000	$5,000- $9,999	$10,000- $14,999	$15,000- $19,999	$20,000- $24,999	$25,000 or More	Total	Number of Respondents	Median Income
San Fernando Valley	26.26%	29.05%	14.53%	7.26%	6.70%	16.20%	100.0%	179	$9,087
North Central	25.96	25.00	23.08	11.54	8.65	5.77	100.00	104	9,808
San Gabriel Valley	14.47	14.04	17.98	14.47	14.47	24.56	99.99	228	16,212
West Los Angeles	29.61	29.96	18.68	9.87	5.99	5.88	99.99	851	8,402
South Central	40.43	24.47	18.72	5.74	4.68	5.96	100.00	470	6,957
East Central	30.28	29.36	25.69	7.34	2.75	4.59	100.01	109	8,360
E. LA & SE Cities	43.07	35.04	12.41	5.11	2.92	1.46	100.01	137	5,990
Mid-Cities	18.75	18.75	12.50	6.25	--	43.75	100.00	16	14,999
South Bay	22.06	23.53	19.12	10.29	8.82	16.18	100.00	68	11,154
Downtown LA	25.04	28.09	20.15	9.15	6.51	11.05	99.99	1,737	9,442
Long Beach	9.09	36.36	--	9.09	9.09	36.36	99.99	11	17,500
TOTAL	28.01%	27.39%	19.13%	9.00%	6.50%	9.97%	100.00%	3,910	9,015

TABLE XVII
LOCATION OF SALES OUTLET
BY NUMBER OF CARS IN HOUSEHOLD

Sector	No Car	One	Two	Three	Four or More	Total	Number of Respondents	Median No. of Cars
San Fernando Valley	37.78%	40.56%	13.89%	5.56%	2.22%	100.01%	180	1.3
North Central	41.90	41.90	12.38	2.86	.95	99.99	105	1.2
San Gabriel Valley	26.27	31.36	28.81	8.47	5.08	99.99	236	1.8
West Los Angeles	58.29	30.87	8.04	1.66	1.15	100.01	784	0
South Central	50.90	36.94	8.11	2.70	1.35	100.00	444	0
East Central	33.65	51.92	10.58	1.92	1.92	99.99	104	1.3
E. LA & SE Cities	50.42	33.61	10.92	3.36	1.68	99.99	119	0
Mid-Cities	11.76	35.29	41.18	5.88	5.88	99.99	17	2.1
South Bay	49.28	27.54	17.39	4.35	1.45	100.01	69	1.0
Downtown LA	45.31	34.22	15.12	4.09	1.25	99.99	1,686	1.1
Long Beach	25.00	25.00	41.67	--	8.33	100.00	12	1.9
TOTAL	46.73%	34.50%	13.53%	3.65%	1.60%	100.01%	3,756	1.1

TABLE XVIII
PASS PURCHASE LOCATION
RELATED TO HOME LOCATION

Sales Outlet Location	SFV	N. Cent.	SGV	WLA	S. Cent.	E. Cent.	E.LA & SE	Mid-Cities	So. Bay	LA CBD	Long Beach	Extra County	Total	Number of Respondents
San Fernando Valley	88.07%	1.14%	1.14%	6.25%	2.27%	--	--	--	--	--	--	1.14%	100.01%	176
North Central	1.90	80.00	4.76	4.76	2.86	--	2.86	.95	--	1.90	--	--	99.99	105
San Gabriel Valley	1.29	.86	90.52	2.59	.43	--	.43	1.29	--	.86	--	1.72	99.99	232
West LA	2.51	2.28	1.37	79.70	9.35	--	.46	.46	.46	3.31	--	.11	100.01	877
South Central	.42	1.45	2.07	20.33	73.44	.62	.42	--	.62	.21	.42	--	100.00	482
East Central	.90	.90	--	1.80	22.52	65.77	1.80	1.80	.90	1.80	1.80	--	99.99	111
E. LA & SE Cities	--	7.19	7.19	2.16	--	3.60	79.14	--	--	.72	--	--	100.00	139
Mid-Cities	--	--	8.33	--	--	--	--	91.67	--	--	--	--	100.00	12
South Bay	--	--	--	7.14	12.86	1.43	--	--	78.57	--	--	--	100.00	70
Downtown LA	3.94	12.55	11.37	30.50	18.29	2.19	7.15	2.48	2.03	7.82	1.13	.56	100.01	1,777
Long Beach	--	--	--	--	8.33	--	--	--	--	--	83.33	8.33	99.99	12
TOTAL	6.39%	8.74%	11.32%	34.34%	20.14%	3.03%	6.24%	1.63%	2.48%	4.14%	.85%	.45%	100.02%	3,993

Pass Purchases per Household

The 1976 Monthly Pass Survey found that "nearly one-fourth of the households comprised of two or more persons have others in the household who also buy a monthly pass. This proportion increases as the number of persons in the household increases." The 1981 Regular and Express Monthly Pass Buyer Survey found a significantly higher level of multiple pass purchases by multi-person households. Just over 53% of 3,090 multi-person respondent households buy more than one RTD monthly pass.

The proportion of households buying more than one pass does increase dramatically as household size increases, as shown in Table XIX. Of the two-person households in the sample, over 37% buy more than one pass, but of the households containing seven or more persons, more than 79% buy more than one pass.

On the other hand, the proportion of households buying a monthly pass for every household member declines as household size increases. While 37% of the two-person households buy two passes, only 4.6% of the six-person households buy six passes.

TABLE XIX
NUMBER OF PASSES PURCHASED
BY HOUSEHOLD SIZE

Number of Persons in Household	Number of Passes Purchased by Household Size									
	One	Two	Three	Four	Five	Six	Seven or More	Total	Number of Respondents	% Buying More Than One Pass
One	100.00%	--	--	--	--	--	--	100.00%	759	--
Two	62.85	37.15%	--	--	--	--	--	100.00	977	37.15%
Three	48.34	31.16	20.50%	--	--	--	--	100.00	722	51.66
Four	43.80	30.89	14.83	10.47%	--	--	--	99.99	573	56.20
Five	37.68	24.93	17.10	11.88	8.41%	--	--	100.00	345	62.32
Six	24.07	23.15	20.37	16.20	11.57	4.63%	--	99.99	216	75.93
Seven or More	21.40	20.62	20.62	14.79	5.45	9.34	7.78%	100.00	257	79.38
TOTAL	57.42%	24.79%	10.11%	4.52%	1.77%	.88%	.52%	100.01%	3,849	53.1%

Reason for Buying Monthly Pass

A majority of respondents buy a monthly pass to save money. Overall, 57% give this as their primary motivation for buying a pass. Another 28% say the convenience of a pass is most important to them. The fact that a pass obviates the need to carry exact change is important to 13% of the pass buyers, while just 2% indicate that they are attracted chiefly by the time-saving aspects of pass use. Table XX shows that the differences between the genders are slight in regard to reasons for buying a pass. Women are just slightly more attracted to the money-saving features of the pass and men to the fact that the pass makes it unnecessary to carry exact change.

Table XXI shows some slight differences in motivation by age group. Although saving money is the single most important feature of the monthly pass for every age group, the youngest respondents (under 21) and the oldest (61 or older) put somewhat less emphasis on it. Between 56% and 61% of the middle age groups, 21 through 60, rank saving money as the reason they buy a pass, whereas less than 55% of the under-21-respondents, and only about 49% of over-60 respondents, think of this as their main motivation. Nearly 33% of the respondents under 21 rank the convenience of pass use as the chief attraction, while over 17% of the respondents over 60 rank freedom from carrying exact change as most important.

There is also some difference in pass purchase motivation by ethnic groups as demonstrated in Table XXII. Blacks are significantly more interested than other groups in the money-saving features of the monthly pass and least interested in avoiding the use of exact change. Asians and Pacific Islanders show the greatest interest in the convenience provided by the use of a monthly pass.

The relationship between household income and reason for buying a monthly pass is shown in Table XXIII. As might be expected, the group with the lowest income ranks saving money more highly than does any other income group. The median income of respondents preferring the monthly pass because of its convenience is somewhat higher than the median income of the other respondents.

TABLE XX
REASON FOR USING RTD MONTHLY PASS
BY GENDER OF PASS BUYER

Gender	Saves Money	Don't Need Exact Change	Saves Time	Convenience	Total	Number of Respondents
Male	55.96%	14.30%	2.10%	27.64%	100.00%	1,762
Female	58.62	11.93	1.80	27.65	100.00	2,054
TOTAL	57.39%	13.02%	1.94%	27.65%	100.00%	3,816

TABLE XXI
REASON FOR USING RTD MONTHLY PASS
BY AGE OF PASS BUYER

Age	Saves Money	Don't Need Exact Change	Saves Time	Convenience	Total	Number of Respondents
Under 21	54.65%	11.05%	1.74%	32.56%	100.00%	172
21-30	56.54	14.49	1.68	27.30	100.01	1,132
31-40	60.96	12.19	1.90	24.94	99.99	894
41-50	56.80	12.20	2.38	28.61	99.99	713
51-60	56.11	13.23	2.01	28.64	99.99	597
61 & Over	49.38	17.28	3.70	29.63	99.99	81
TOTAL	57.37%	13.15%	1.98%	27.50%	100.00	3,589
Median Age	36.1	34.5	37.9	36.4	--	36.3

TABLE XXII
REASON FOR USING RTD MONTHLY PASS
BY ETHNIC BACKGROUND OF PASS BUYER

Ethnic Background	Saves Money	Don't Need Exact Change	Saves Time	Convenience	Total	Number of Respondents
White	56.22%	16.31%	1.44%	26.04%	100.01%	1,110
Black	61.71	6.48	2.67	29.14	100.00	525
Latino	57.41	14.64	1.75	26.20	100.00	1,714
Asian/ Pacific Islander	57.04	6.68	3.10	33.17	99.99	419
Other	31.91	19.15	2.13	46.81	100.00	47
TOTAL	57.30%	13.18%	1.94%	27.58%	100.00%	3,815

TABLE XXIII
REASON FOR USING MONTHLY PASS
BY PASS BUYERS' ANNUAL HOUSEHOLD INCOME

Income	Saves Money	Don't Need Exact Change	Saves Time	Convenience	Total	Number of Respondents
Under $5,000	59.26%	13.35%	3.02%	24.37%	100.00%	1,026
$5,000-9,999	56.67	12.65	1.29	29.38	99.99	1,004
$10,000-$14,999	57.84	12.37	1.58	28.20	99.99	695
$15,000-$19,999	57.19	14.98	1.83	25.99	99.99	327
$20,000-$24,999	55.65	8.37	2.09	33.89	100.00	239
$25,000 or More	57.57	14.86	1.35	26.22	100.00	370
TOTAL	57.69%	12.95%	1.94%	27.42%	100.00%	3,661
Median Income	$8,937	$8,650	$6,731	$9,271		$9,015

Pass Sales by Day

The monthly pass sales period extends from the 25th day of the preceding month through the 10th day of the month of issue. Table XXIV shows that pass sales at RTD ticket offices are not evenly distributed throughout the sales period. Two-thirds or more of the regular or express monthly passes are sold between the 25th and the first work day of the next month. Approximately 15% more passes are sold on the first workday. The result is that over 80% of the passes are sold through the first workday of the month. Over 7% of the passes are sold on the second workday of the month bringing the cumultative amount of sales to about 90% of the total. The percentage of daily sales made after the second workday decreases rapidly -- between 3% and 4% on the third workday, down to 1% or less on the seventh or eighth workday. Table A-VI in the Appendix shows daily pass sales figures at RTD ticket offices during the sales period for March and April monthly passes.

TABLE XXIV
REGULAR AND EXPRESS MONTHLY
PASS SALES BY DAY
AT RTD TICKET OFFICES

	Percent of Passes Sold			
Day of Sale	March Pass 2/25 - 3/10	Cumulative %	April Pass 3/25 - 4/10	Cumulative %
Before 1st workday of month	68.86%	68.86%	65.79%	65.79%
On 1st workday of month	14.62	83.48	14.69	80.48
On 2nd workday of month	7.13	90.61	7.13	87.61
On 3rd workday of month	3.03	93.64	3.82	91.34
On 4th workday of month	1.70	95.34	2.66*	95.64
On 5th workday of month	1.38	96.72	1.58	97.22
On 6th workday of month	1.32*	98.91	1.03	98.25
On 7th workday of month	1.11	100.02%	.80	99.05
On 8th workday of month	--	--	.97	100.02%
Weekend sales before 1st workday of month	25.95%		5.13%	
Weekend sales after 1st workday of month	.87%		1.55%	
Weekend sales as % of total	26.82%		6.68%	

*Intervening weekend

PASS USE PROFILE

Initial RTD Pass Purchase

The Pass Buyer Surveys conducted in 1976 and 1979 found that approximately 14% to 15% of the buyers had first purchased RTD passes within the previous six months, and 71% had bought their first pass over a year earlier. The findings of the 1981 survey confirm these findings:

First Pass Purchase	1976	1979	1981
Less than 6 months ago	14%	15%	14%
6 - 12 months ago	15	10	13
More than 12 months ago	71	71	73
No answer/don't know	--	4	--
TOTAL	100%	100%	100%

Table XXV shows 1981 survey results in more detail. Over 26% of the pass buyers have been buying RTD passes for less than one year, and nearly 46% have been buying passes for less than two years. One quarter of the pass customers have been using a pass between two and five years, and over 29% have been using a pass for more than five years.

Overall, the average pass customer has been buying a pass for two and a half years. The length of time a respondent has been using a pass tends to decrease as the pass value rises, so that riders using the $66 express pass, for example, average less than one and a half years pass use.

TABLE XXV
INITIAL PASS USE
BY TYPE OF PASS

Type of Pass	Less Than 6 Months 1960	6 Months to 1 Year	1 to 2 Years	2 to 5 Years	5 to 10 Years	10 Years or More	Total	Respondents	Median
$26	13.82%	12.53%	18.85%	24.65%	17.94%	12.21%	100.00%	3,416	2.6 years
$34	15.63	10.16	17.19	23.44	20.31	13.28	100.01	128	2.9
$42	11.70	12.28	23.39	30.41	12.87	9.36	100.01	171	2.3
$50	14.14	13.09	23.56	25.13	17.28	6.81	100.01	191	2.0
$58	20.31	20.31	15.63	23.44	17.19	3.13	100.01	64	1.6
$66	27.59	13.79	24.14	24.14	10.34	--	100.00	29	1.4
TOTAL	14.00%	12.60%	19.20%	24.86%	17.70%	11.63%	99.99%	3,999	2.5 years

Length of Experience as RTD Rider

The findings of the 1981 survey are again similar to those of the two previous surveys. All three surveys show that 9% of the pass buyers have been riding RTD buses for less than six months. The 1981 survey does indicate a higher proportion of pass buyers who have been riding the RTD for six to twelve months, however, as shown below:

Length of Experience as RTD Rider	1976	1979	1981
Less than 6 months ago	9%	9%	9%
6 - 12 months ago	7	7	10
More than 12 months ago	84	81	81
TOTAL	100%	100%	100%

Table XXVI breaks down the 1981 survey results in more detail. Nearly 19% of the pass buyers have been riding the bus for less than two years. Comparing the length of experience with initial pass purchase indicates that new riders do not necessarily buy a pass during their first months on the RTD. For example, 59% of the riders who bought their first pass less than six months before have been riding the bus for more than six months, and 26% of those who bought their first pass six to twelve months earlier have been riding for more than a year.

Overall, regular and express pass customers have been riding the RTD for an average 4.7 years (almost double the length of time the average rider has been buying a pass). The length of experience does tend to decrease dramatically as the pass value increases. Whereas the regular pass and one-stamp express pass buyers average about four and one-third years as riders, the five-stamp express pass buyer has averaged less than two years as a rider.

TABLE XXVI
LENGTH OF EXPERIENCE AS RTD RIDER
BY TYPE OF PASS

Type of Pass	Less Than 6 Months 1960	6 Months to 1 Year	1 to 2 Years	2 to 5 Years	5 to 10 Years	10 Years or More	Total	Number of Respondents	Median
$26	8.66%	9.51%	15.32%	21.89%	16.95%	27.67%	100.00%	3,440	4.3 years
$34	6.92	13.08	13.08	20.77	16.92	29.23	100.00	130	4.4
$42	7.60	11.70	15.79	29.24	20.47	15.20	100.00	171	3.5
$50	8.38	10.47	21.47	25.13	18.85	15.71	100.01	191	3.2
$58	16.67	16.67	15.15	15.15	27.27	9.09	100.00	66	2.3
$66	20.69	13.79	20.69	31.03	10.34	3.45	99.99	29	1.8
TOTAL	8.77%	9.91%	15.59%	22.27%	17.31%	26.15%	100.00%	4,027	4.1 years

Pass Use Frequency

Pass buyers as a group tend to be heavy users of public transit. Over 97% of the pass buyers surveyed say they ride the bus five or more days a week. The median is six days. Table XXVII does show that frequency of bus use tends to decrease as the pass value increases. Whereas, regular pass users ride six days per week, express pass users average five days per week.

Table XXVIII shows that over 97% of the buyers of regular and express passes use the bus for trips to and from work, and the number of work trip boardings made each month varies widely by pass value. The median number of monthly work trip boardings made by users of the regular, one-stamp and two-stamp passes is between 85 and 88, about four buses a day for the round trip. Riders using the three-stamp express pass average 63.5 work trip boardings a month, about three buses a day. Those riding on the four- or five-stamp express passes average fewer than 50 boardings a month, two buses a day or even less.

Nearly three-quarters of the regular pass buyers and 57% of the one-stamp express pass buyers report riding the bus on Saturdays. Table XXIX shows that the percentage of pass buyers who ride on Saturday tends to diminish with increasing pass price. Only about 7% of the five-stamp express pass buyers say they use the bus on Saturday. Overall, regular and express pass buyers account for 12.4 Saturday boardings per month.

Regular and express buyers average about 6.2 Sunday boardings per month, but Table XXX indicates that bus use on Sunday also tends to decrease as pass price increases. Over 62% of the regular pass buyers ride on Sundays, averaging 9.7 Sunday boardings per month. About 44% of one-stamp and 31% of two-stamp express pass buyers ride on Sunday, as do 14% of three-stamp buyers and 12% of four-stamp buyers. Only about 3% of the five-stamp express pass buyers ride the bus on Sundays.

TABLE XXVII
BUS USE FREQUENCY
BY TYPE OF PASS

Type of Pass	Bus Use in Number of Days per Week									
	One	Two	Three	Four	Five	Six	Seven	Total	Number of Respondents	Median
$26	.20%	.26%	.44%	1.51%	28.41%	28.38%	40.79%	99.99%	3,442	6.7 days
$34	--	--	.78	.78	52.34	21.88	24.22	100.00	128	5.9
$42	.58	1.16	--	1.74	58.72	23.84	13.95	99.99	172	5.8
$50	--	--	--	3.19	78.19	10.64	7.98	100.00	188	5.6
$58	--	1.52	--	1.52	89.39	4.55	3.03	100.01	66	5.5
$66	--	--	--	--	93.10	3.45	3.45	100.00	29	5.5
TOTAL	.20%	.30%	.40%	1.57%	34.26%	26.58%	36.70%	100.01%	4,025	6.5 days

TABLE XXVIII
WORK TRIP BOARDINGS PER MONTH
BY TYPE OF PASS

Type of Pass	None	1 to 50	51 to 100	101 to 150	151 to 200	200 or More	Total	Number of Respondents	Median Boardings
$26	3.81%	22.33%	42.73%	21.48%	6.93%	2.73%	100.01%	3,520	88.1
$34	1.50	27.82	45.11	17.29	8.27	--	99.99	133	86.7
$42	1.16	34.68	33.53	21.39	6.36	2.89	100.01	173	85.2
$50	--	47.67	38.86	8.29	4.15	1.04	100.01	193	63.5
$58	--	74.63	22.39	2.99	--	--	100.01	67	33.5
$66	--	53.33	33.33	6.67	--	6.67	100.00	30	46.9
TOTAL	3.35%	25.29%	41.84%	20.31%	6.66%	2.55%	100.00	4,116	86.8

TABLE XXIX
NUMBER OF SATURDAY BOARDINGS PER MONTH
BY TYPE OF PASS

Type of Pass	None	1 to 10	11 to 20	21 to 30	31 to 40	41 or More	Total	Number of Respondents	Median Boardings
$26	26.05%	14.06%	35.77%	9.29%	10.48%	4.35%	100.00%	3,520	13.8
$34	43.28	14.93	29.10	5.97	4.48	2.24	100.00	134	4.5
$42	57.23	13.87	16.18	5.78	5.78	1.16	100.00	173	0
$50	77.08	8.85	9.38	2.08	2.08	.52	99.99	192	0
$58	89.39	4.55	1.52	1.52	3.03	--	100.01	66	0
$66	93.10	3.45	3.45	--	--	--	100.00	29	0
TOTAL	31.79%	13.61%	32.72%	8.51%	9.50%	3.86%	99.99%	4,114	12.4

TABLE XXX
NUMBER OF SUNDAY BOARDINGS PER MONTH
BY TYPE OF PASS

Type of Pass	None	1 to 10	11 to 20	21 to 30	31 to 40	41 or More	Total	Number of Respondents	Median Boardings
$26	37.67%	14.12%	30.94%	6.34%	7.93%	3.01%	100.01%	3,520	9.7
$34	55.97	10.45	22.39	5.97	5.22	--	100.00	134	0
$42	68.79	12.14	12.72	1.73	4.05	.58	100.01	173	0
$50	86.46	6.25	4.17	1.04	2.08	--	100.00	192	0
$58	88.24	2.94	4.41	2.94	1.47	--	100.00	68	0
$66	96.55	--	--	--	3.45	--	100.00	29	0
TOTAL	43.10%	13.27%	27.99%	5.78%	7.26%	2.60%	100.00%	4,116	6.2

Pass Sharing

About 31% of the respondents indicate that other people do use their monthly pass occasionally. Nearly 12% say the pass is used by members of the immediate family, and 19% by other relatives and friends. Pass sharing tends to decrease as pass value increases. Nearly 33% of regular pass buyers say they share their pass, as do 25% to 26% of one-stamp and two-stamp express pass buyers, 12% of three-stamp buyers, 7% of four-stamp buyers and 17% of five-stamp buyers.

TABLE XXXI
PASS SHARING
BY TYPE OF PASS

Type of Pass	No One	Spouse/ Child	Other	Total	Number of Respondents
	Person Sharing Pass				
$26	67.47%	12.33%	20.20%	100.00%	3,471
$34	73.68	9.77	16.54	99.99	133
$42	75.44	7.02	17.54	100.00	171
$50	87.89	5.79	6.32	100.00	190
$58	92.54	2.99	4.48	100.01	67
$66	82.76	10.34	6.90	100.00	29
TOTAL	69.49%	11.55%	18.96%	100.00%	4,061

Pass Buyers Rate RTD Service

On the whole regular and express monthly pass buyers rate RTD service favorably. Table XXXII shows that over 80% gave RTD a "somewhat favorable" or "very favorable" rating. When surveyed in 1980, most weekend riders also rated RTD favorably; 69% of Saturday riders and 77% of Sunday riders gave a favorable rating. The percentage of monthly pass buyers rating service favorably is the highest ever attained. Surveys of weekday riders found that 63% rated RTD as "good" or "excellent" in providing public transportation.

TABLE XXXII
PASS BUYERS RATE RTD SERVICE
BY TYPE OF PASS

Type of Pass	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Total	Number of Respondents
$26	38.33%	42.69%	14.27%	4.72%	100.01%	3,350
$34	32.28	43.31	16.54	7.87	100.00	127
$42	28.48	48.48	18.18	4.85	99.99	165
$50	22.28	51.63	21.20	4.89	100.00	184
$58	27.87	50.82	16.39	4.92	100.00	61
[illegible]6	17.24	51.72	24.14	6.90	100.00	29
TOTAL	36.64%	43.56%	14.94%	4.85%	99.99%	3,916

MEDIA EXPOSURE PROFILE

Preferred Newspapers

The Los Angeles Times is by far the most popular newspaper among respondents to the pass buyer survey; 49% say they read the Times regularly. The second most widely read newspaper is La Opinion, read by 33% of the respondents regularly. The Herald Examiner is in third place, with 19% of the respondents as regular readers. As shown in Table XXXIII, no other single paper is read regularly by more than 5% of the respondents. When considered as a unit, however, the Civic Center News and the Downtown News (from the same publisher) are read by nearly 8% of the pass buyers surveyed. Spanish-language newspapers are read by 40% of the respondents.

In the overall sample women outnumber men, comprising about 54% of the pass buyers. The readership of four newspapers is even more heavily weighted in favor of women. The readership of the Wilshire Press and the Los Angeles Sentinel is 62% female, and the readership of the Daily News (formerly Valley News) and the San Gabriel Valley Tribune is 58% female. Newspapers with exceptionally heavy male readership are Imagen (53%) and La Opinion (51%), both Spanish-language newspapers.

The average age of readers varies by newspaper, from 31.5 years for readers of Imagen to 41.9 years for readers of the

Civic Center News. The age distribution of readers is shown in Table XXXIV. The Spanish-language newspapers attract the youngest readers, an average between 31.5 and 33.1 years of age.

Readers' ethnic background is analyzed in Table XXXV for each newspaper. The readers of the three Spanish-language papers are chiefly Latino, of course. Latinos are under-represented on all the other newspapers.

Blacks comprise nearly 90% of the readers of the _LA Sentinel_ and are relatively well represented among the readership of _Herald Examiner_, _Downtown News/Civic Center News_, and the _Pasadena Star News_.

Although whites comprise only about 30% of the overall sample, they account for over 35% of the readership on all newspapers, with the exception of the _LA Sentinel_ and the three Spanish-language papers.

The relationship between annual household income and newspaper readership is shown in Table XXXVI. The median income ranges from $5,200 to $19,200. Readers of the three Spanish-language newspapers have the lowest median household incomes (in the $5,200 to $6,400 range), followed by the readers of the black community paper, the _LA Sentinel_, at $9,200. The _San Gabriel Valley Tribune_ has the most affluent readers, with a median household income of $19,200.

TABLE XXXIII
PREFERRED NEWSPAPERS
BY GENDER OF PASS BUYERS

Newspaper	Male	Female	Total	Number of Respondents	Percent of Respondents
LA Times	45.22%	54.78%	100.00%	1,997	48.96%
LA Opinion	51.12	48.88	100.00	1,338	32.80
Herald Examiner	50.25	49.75	100.00	786	19.27
Daily News	41.84	58.16	100.00	196	4.81
LA Sentinel	38.10	61.90	100.00	189	4.63
Imagen	53.23	46.77	100.00	186	4.56
Downtown News	46.34	53.66	100.00	164	4.02
Civic Center News	49.02	50.98	100.00	153	3.75
Hollywood Independent	43.44	56.56	100.00	122	2.99
Pasadena Star News	46.85	53.15	100.00	111	2.72
Wilshire Press	38.04	61.96	100.00	92	2.26
La Prensa	49.45	50.55	100.00	91	2.23
SGV Tribune	41.86	58.14	100.00	86	2.11
Other	46.15	53.85	100.00	156	3.82
TOTAL	47.27%	52.73%	100.00%	5,667*	--

*Total is larger than number of survey respondents because some report reading more than one newspaper regularly.

TABLE XXXIV
PREFERRED NEWSPAPERS
BY AGE OF PASS BUYERS

Newspaper	Under 21	21-30	31-40	41-50	51-60	61+	Total	Number of Respondents	Median Age
LA Times	4.02%	30.82%	24.25%	21.11%	17.53%	2.28%	100.00%	1,843	36.8
LA Opinion	5.92	35.38	29.99	16.55	11.16	.99	99.99	1,317	33.1
Herald Examiner	4.01	23.48	24.17	22.10	23.34	2.90	100.00	724	39.6
Daily News	6.04	23.08	21.43	28.02	19.23	2.20	100.00	182	39.7
LA Sentinel	1.75	38.01	19.30	21.64	18.13	1.17	100.00	171	34.8
Imagen	9.78	38.04	27.17	14.67	9.78	.54	99.98	184	31.5
Downtown News	2.70	32.43	27.03	18.24	17.57	2.03	100.00	148	37.1
Civic Center News	2.88	21.58	23.74	23.74	25.18	2.88	100.00	139	41.9
Hollywood Independent	.91	21.82	26.36	26.36	21.82	2.73	100.00	110	41.5
Pasadena Star News	2.94	32.35	19.61	19.61	22.55	2.94	100.00	102	37.9
Wilshire News	--	35.63	24.14	19.54	19.54	1.15	100.00	87	36.3
La Prensa	8.05	33.33	26.44	14.94	17.24	--	100.00	87	32.9
SGV Tribune	4.94	23.46	28.40	24.69	13.58	4.94	100.01	81	38.1
Other	2.16	30.94	29.50	20.14	16.55	.72	100.01	139	36.7
TOTAL	4.71%	31.11%	25.04%	20.09%	16.69%	2.35%	99.99%	5,314*	36.3

*Total is larger than the number of survey respondents because some report reading more than one newspaper regularly.

TABLE XXXV
PREFERRED NEWSPAPERS
BY ETHNIC BACKGROUND OF PASS BUYERS

Newspaper	White	Black	Latino	Asian/ Pacific Islander	Other	Total	Number of Respondents
LA Times	38.48%	19.29%	23.59%	17.22%	1.42%	100.00%	1,975
LA Opinion	5.45	.29	93.83	.22	.22	100.01	1,377
Herald Examiner	35.03	24.35	27.21	11.20	2.21	100.00	768
Daily News	59.14	10.22	18.28	10.75	1.61	100.00	186
LA Sentinel	4.92	88.52	2.73	2.19	1.64	100.00	183
Imagen	4.76	--	95.24	--	--	100.00	189
Downtown News	43.95	23.57	19.11	12.10	1.27	100.00	157
Civic Center News	37.09	21.85	23.18	15.89	1.99	100.00	151
Hollywood Independent	57.50	10.83	21.67	9.17	.83	100.00	120
Pasadena Star News	54.55	17.24	14.55	10.91	2.73	100.01	110
Wilshire Press	49.45	15.38	15.38	19.78	--	99.99	91
La Prensa	4.26	1.06	94.68	--	--	100.00	94
SGV Tribune	55.17	3.45	25.29	12.64	3.45	100.00	87
Other	38.16	25.66	20.39	15.13	.66	100.00	152
TOTAL	29.48%	13.72%	44.74%	10.88%	1.18%	100.00%	5,640*

*Total is larger than the number of survey respondents because some report reading more than one newspaper regularly.

TABLE XXXVI
PREPARED NEWSPAPERS
BY PASS BUYER'S ANNUAL HOUSEHOLD INCOME

Newspaper	Under $5000	$5000-$9999	$10000-$14999	$15000-$19999	$20000-$24999	$25000 and More	Total	Number of Respondents	Median
LA Times	18.99%	23.69%	22.28%	11.87%	8.68%	14.49%	100.00%	1,912	$11,600
LA Opinion	46.90	34.12	11.25	4.06	1.68	1.99	100.00	1,307	5,400
Herald Examiner	19.81	25.97	24.77	8.97	9.10	11.38	100.00	747	10,800
Daily News	11.76	27.81	22.46	11.23	8.02	18.72	100.00	187	12,300
LA Sentinel	29.05	25.14	21.79	7.82	7.82	8.38	100.00	179	9,200
Imagen	39.23	39.78	14.36	3.31	1.66	1.66	100.00	181	6,400
Downtown News	10.97	25.16	25.81	15.48	7.10	15.48	100.00	155	12,600
Civic Center News	6.34	14.79	30.99	15.49	11.97	20.42	100.00	142	14,500
Hollywood Independent	16.67	28.33	28.33	16.67	5.83	4.17	100.00	120	10,900
Pasadena Star News	13.73	24.51	26.47	9.80	8.82	16.67	100.00	102	12,200
Wilshire Press	21.84	21.84	29.89	12.64	4.60	9.20	100.01	87	11,100
La Prensa	49.44	30.34	12.36	3.37	2.25	2.25	100.01	89	5,200
SGV Tribune	11.76	11.76	10.59	18.82	17.65	29.41	99.99	85	19,200
Other	17.88	16.56	22.52	9.93	13.25	19.87	100.01	151	13,400
TOTAL	28.02%	27.38%	19.10%	9.02%	6.54%	9.94%	100.00%	5,444*	$ 9,015

*Total is larger than the number of survey respondents because some report reading more than one newspaper regularly.

Preferred Magazines

The most popular magazine listed on the pass buyer questionnaire is TV Guide. Over 59% of the respondents say they read it regularly. The "You" magazine section of the LA Times was selected as the second most popular by 17% of the respondents. Los Angeles Magazine is in third place with over 10% of the readers. None of the other magazines is read regularly by more than 5% of the respondents.

The gender mix of readers varies from the overall pattern in only two cases -- Los Angeles Magazine and New West are read by a disproportionately large share of male respondents -- 52% and 59%, respectively. Table XXXVII shows gender mix by magazine.

Table XXXVIII shows age distribution by magazine. The median age ranges from 33.8 (Los Angeles Magazine) to 43.1 (Sunset).

The analysis of readership by ethnic background in Table XXXIX shows that Latinos predominate among readers of Mr. TeVe, a Spanish-language television programming guide, and TV Guide. Latinos are under-represented among readers of all the other magazines listed. Blacks are under-represented among readers of Sunset magazine, and represented proportionately among readers of all the other English-language magazines listed.

Whites are proportionately represented among readers of _TV Guide_ and _Los Angeles Magazine_ and over-represented among readers of "You," _New West_, and _Sunset_.

Table XL shows that the average household income of readers does vary from magazine to magazine. _Mr. TeVe_ and _TV Guide_ readers have the lowest incomes, $6,300 and $8,400, respectively. _Los Angeles Magazine_ and "You" readers have median household incomes of $10,900 and $11,400, respectively. The highest median incomes are reported by readers of _New West_ and _Sunset_, more than $13,000 per year.

TABLE XXXVII
PREFERRED MAGAZINES
BY GENDER OF PASS BUYERS

Magazine	Male	Female	Total	Number of Respondents	Percent of Readers
TV Guide	45.41%	54.59%	100.00%	2,319	59.04%
"You" Magazine	48.07	51.93	100.00	672	17.11
Los Angeles Magazine	51.97	48.03	100.00	406	10.34
Mr TeVe	45.64	54.36	100.00	195	4.96
Sunset	43.41	56.59	100.00	182	4.63
New West	59.09	40.91	100.00	154	3.92
TOTAL	47.00%	53.00%	100.00%	3,928	100.00%

TABLE XXXVIII
PREFERRED MAGAZINES
BY AGE OF PASS BUYERS

Magazine	Under 21	21-30	31-40	41-50	51-60	61+	Total	Number of Respondents	Median Age
TV Guide	5.65%	32.97%	25.26%	18.47%	15.78%	1.87%	100.00%	2,193	34.4
"You" Magazine	3.54	23.31	27.01	24.76	18.97	2.41	100.00%	622	38.9
Los Angeles Magazine	3.40	34.55	29.32	18.06	13.35	1.31	99.99	382	33.8
Mr TeVe	4.62	29.74	29.23	19.49	15.90	1.03	100.01	195	36.4
Sunset	1.85	20.99	17.90	32.72	22.22	4.32	100.00	162	43.1
New West	2.03	27.03	25.68	26.35	16.22	2.70	100.01	148	38.7
TOTAL	4.70%	30.58%	25.88%	20.48%	16.37%	2.00%	100.01%	3,702	36.3

TABLE XXXIX
PREFERRED MAGAZINES
BY ETHNIC BACKGROUND OF PASS BUYERS

Magazine	White	Black	Latino	Asian/ Pacific Islander	Other	Total	Number of Respondents
TV Guide	25.93%	15.55%	47.29%	10.03%	1.21%	100.01%	2,322
"You" Magazine	36.68	15.87	31.44	14.67	1.35	100.01	668
Los Angeles Magazine	32.75	13.40	28.78	23.82	1.24	99.99	403
Mr TeVe	7.46	2.49	88.06	1.49	.50	100.00	201
Sunset	56.67	7.78	25.00	8.89	1.67	100.01	180
New West	50.00	14.00	27.33	7.33	1.33	99.99	150
TOTAL	29.84%	14.30%	42.99%	11.65%	1.22%	100.00%	3,924

TABLE XL
PREFERRED MAGAZINES
BY PASS BUYER'S ANNUAL HOUSEHOLD INCOME

Magazine	Under $5000	$5000-$9999	$10000-$14999	$15000-$19999	$20000-$24999	$25000 or More	Total	Number of Respondents	Median
TV Guide	30.25%	28.29%	18.74%	8.70%	6.25%	7.76%	99.99%	2,241	$ 8,400
"You" Magazine	20.62	23.69	20.31	12.15	8.31	14.92	100.00	650	11,400
LA Magazine	22.70	23.72	19.90	9.44	9.18	15.05	99.99	392	10,900
Mr TeVe	40.61	35.03	14.72	6.09	1.02	2.54	100.01	197	6,300
Sunset	15.17	20.22	18.54	11.80	10.11	24.16	100.00	178	13,800
New West	14.09	18.79	24.16	10.74	12.75	19.46	99.99	149	13,400
TOTAL	27.03%	26.64%	19.12%	9.46%	7.07%	10.69%	100.01%	3,807	9,312

Preferred Television Stations

The single most popular television station among regular and express monthly pass buyers is Spanish-language KMEX. Nearly 27% of the respondents watch this station most often. An almost equal proportion of viewers, 26%, usually watch KABC (ABC network). Just over 14% of the respondents watch KNXT (CBS network) most often, and over 10% watch KNBC (NBC network). Overall, 50.6% of the respondents usually watch one of the three major networks. KTLA is the most popular of the English-language independent stations, with 8% of the viewers, followed by KCOP with 5%. No other station has an audience share of over 4%.

Table XLI shows that KABC has a disproportionately large female audience. Nearly 62% of the viewers are women. On the other hand, KCET, the PBS station, has a disproportionately large male audience, nearly 65% of the viewers. Three of the four independent stations, KTTV, KCOP and KTLA, also have a larger-than-average share of male viewers, between 55% and 59% of the audience.

The average age of the viewing audience does vary by station, as shown in Table XLII. Median age ranges from 32 to 42.1. The independent stations tend to have the youngest audience. The median age of KCOP and KTLA viewers is around 32. KMEX (Spanish-language) and KTTV have an audience with a median age of about 34. The oldest audience watches KNBC (41.3 years) and public television KCET (42.1 years).

The ethnic composition of the audience, shown in Table XLIII varies by station. Of course, the viewers of Spanish-language KMEX are virtually all Latinos. Latinos also comprise over half the viewers of KTLA (51%) and KCOP (53%), both independent stations. Latinos' representation is disproportionately low on all the other stations.

Blacks form a disproportionately large share of the audience on KHJ (19%), KNXT (23%) and KABC (25%). At 4%, blacks' representation among viewers is disproportionately low on KCET, the public broadcasting station.

Whites make up a disproportionately high share of the audience on KABC (35%), KNXT (42%), KNBC (48%), KTTV (57%), and KCET (69%). The share of white viewers is disproportionately low on all the other stations.

The analysis of viewers' annual household income in Table XLIV shows wide variation by television station. KMEX viewers have the lowest median income, $5,200 a year, followed by KCOP viewers with $6,900, KTLA with $7,800, and KHJ viewers with $9,000. The three major networks' viewers have average household incomes ranging from $11,500 to $13,100. The highest average annual income is reported by KCET's public broadcasting viewers, $15,400.

TABLE XLI
PREFERRED TELEVISION STATION
BY GENDER OF PASS BUYERS

Station	Channel	Male	Female	Total	Number of Respondents	Percent of Viewers
KMEX	34	46.69%	53.31%	100.00%	996	26.80%
KABC	7	38.29	61.71	100.00	969	26.08
KNXT	2	45.42	54.58	100.00	524	14.10
KNBC	4	44.56	55.44	100.00	386	10.39
KTLA	5	58.72	41.28	100.00	281	7.56
KCOP	13	55.98	44.02	100.00	184	4.95
KTTV	11	55.22	44.78	100.00	134	3.61
KCET	28	64.93	35.07	100.00	134	3.61
KHJ	9	48.15	51.85	100.00	108	2.91
TOTAL		46.47%	53.53%	100.00%	3,716	100.01%

TABLE XLII
PREFERRED TELEVISION STATION
BY AGE OF PASS BUYERS

Station	Channel	Under 21	21-30	31-40	41-50	51-60	61+	Total	Number of Respondents	Median Age
KMEX	34	6.19%	31.85%	28.80%	19.07%	12.47%	1.62%	100.00%	986	34.0
KABC	7	5.33	33.44	22.44	20.78	15.22	2.78	99.99	900	36.4
KNXT	2	2.72	25.31	25.10	20.71	22.80	3.35	99.99	478	39.0
KNBC	4	2.51	24.30	22.63	23.46	24.02	3.07	99.99	358	41.3
KTLA	5	7.30	36.50	27.37	13.50	14.23	1.09	99.99	274	32.5
KCOP	13	9.60	36.72	21.47	12.99	16.95	2.26	99.99	177	32.0
KTTV	11	1.64	31.97	28.69	16.39	21.31	--	100.00	122	34.8
KCET	28	.80	22.40	22.40	27.20	21.60	5.60	100.00	125	42.1
KHJ	9	1.02	35.71	21.43	24.49	14.29	3.06	100.00	98	36.3
TOTAL		4.89%	30.98%	25.13%	19.78%	16.80%	2.42%	100.00%	3,518	36.6

TABLE XLIII
PREFERRED TELEVISION STATION
BY ETHNIC BACKGROUND OF PASS BUYERS

Station	Channel	White	Black	Latino	Asian/ Pacific Islander	Other	Total	Number of Respondents
KMEX	34	5.69%	.20%	94.02%	--	.10%	100.01%	1,020
KABC	7	35.33	24.69	25.62	12.71	1.65	100.00	968
KNXT	2	41.51	22.97	17.37	16.80	1.35	100.00	518
KNBC	4	47.52	13.05	21.67	16.19	1.57	100.00	383
KTLA	5	17.38	10.64	51.06	18.79	2.13	100.00	282
KCOP	13	19.68	14.36	52.66	12.23	1.06	99.99	188
KTTV	11	57.14	11.28	19.55	9.02	3.01	100.00	133
KCET	28	69.40	4.48	20.15	5.22	.75	100.00	134
KHJ	9	27.52	19.27	23.85	28.44	.92	100.00	109
TOTAL		28.97%	13.63%	45.57%	10.66%	1.18%	100.01	3,735

TABLE XLIV
PREFERRED TELEVISION STATION
BY PASS BUYER'S ANNUAL HOUSEHOLD INCOME

Station	Channel	Under $5000	$5000-$9999	$10000-$14999	$15000-$19999	$20000-$24999	$25000 and More	Total	Number of Respondents	Median
KMEX	34	48.87%	33.40%	10.82%	4.23%	1.44%	1.24%	100.00%	970	$ 5,200
KABC	7	18.98	23.45	23.03	11.51	9.91	13.11	99.99	938	11,600
KNXT	2	19.20	24.00	21.60	12.20	7.40	15.60	100.00	500	11,500
KNBC	4	13.59	23.10	21.20	14.67	9.24	18.21	100.01	368	13,100
KTLA	5	31.23	32.34	22.68	7.06	3.35	3.35	100.01	269	7,800
KCOP	13	37.70	31.69	14.21	4.92	6.56	4.92	100.00	183	6,900
KTTV	11	22.56	24.81	25.56	10.53	5.26	11.28	100.00	133	10,500
KCET	28	8.53	17.05	24.03	12.40	11.63	26.36	100.00	129	15,400
KHJ	9	20.00	36.19	17.14	10.48	7.62	8.57	100.00	105	9,000
TOTAL		28.18%	27.45%	18.83%	9.27%	6.37%	9.90%	100.00%	3,595	$ 8,975

Preferred Radio Stations

Like the most popular television station, the most popular radio station broadcasts in Spanish. KALI is the single most popular radio station, preferred by over 8% of the respondents expressing a preference. Overall, 23% of the respondents said they usually listen to one of the four Spanish-language radio stations.

The second and third most popular stations have all-news formats. Nearly 7% of the respondents listen to KFWB and 6% to KNX. Table XLV lists thirty-one radio stations which have a one percent or larger share of the pass buyer audience.

Gender mix does vary by radio station, as shown in the listing of the twelve most popular stations in Table XLVI. KIQQ and KJOI have a disproportionately large female audience, 65% and 66% of the listeners, respectively. KFWB, KIIS and KTNQ, on the other hand, have a disproportionately large male audience, with 51%, 52%, and 60% of the listeners, respectively, being male.

The age distribution of audiences varies by station as shown in Table XLVII. The median age ranges from 31.5 to 49.2. KALI, the Spanish-language station, has the youngest listeners, and KABC Talk Radio has the oldest.

The ethnic background of the radio audience also varies widely from station to station. Naturally, the Spanish-language stations enjoy a predominantly Latino audience.

The most popular stations do not appear among the top twelve stations shown in Table XLVIII. The stations having the largest share of the white audience are KJOI (49%), which plays "beautiful music," KFWB (56%), and KNX (58%), both of which have all-news formats, and KABC (69%), talk radio.

Household income also varies by radio station, ranging from $4,700 to $15,900. The Spanish-language stations have the poorest listeners, with median household incomes in the $4,700 to $6,700 range. The stations with the most affluent listeners are KBIG, KFWB, KJOI, KNX and KABC. The latter four stations also have the largest white audience. KBIG has a large Asian/Pacific Islander audience. The median income range of the listeners is from $13,200 to $15,900.

TABLE XLV
TOP 31 RADIO STATIONS
RANKED BY PREFERENCE

Station	Number of Respondents	Percent of Listeners	Format
KALI	194	8.20%	Spanish Language
KFWB	159	6.72	All News
KNX	136	5.75	All News
KRLA	135	5.70	Oldies, Top 40
KLVE	132	5.58	Spanish Language
KWKW	115	4.86	Spanish Language
KABC	108	4.56	Talk Radio
KIQQ	103	4.35	Rock, Top 40
KBIG	95	4.01	Beautiful Music
KTNQ	93	3.93	Spanish Language
KIIS	90	3.80	Adult Contemporary
KJOI	89	3.76	Beautiful Music
KDAY	70	2.96	Rhythm and Blues
KHTZ	69	2.92	Adult Contemporary
KLAC	67	2.83	Country and Western
KJLH	65	2.75	Jazz/Contemporary/Easy Listening
KHJ	54	2.28	Country and Western
KRTH	52	2.20	Adult Contemporary
KFI	40	1.69	Mass Appeal
KWST	37	1.56	Progressive Rock
KFAC	37	1.56	Classical
KMPC	37	1.56	Adult Contemporary
KACE	34	1.44	Contemporary Soul
KROQ	34	1.44	Album-Oriented Rock
KKGO	33	1.39	
KMET	26	1.10	Album-Oriented Rock
KUSC	25	1.06	Classical
KGFJ	25	1.06	Soul/Rhythm and Blues/Black Community
KOST	23	.97	Beautiful Music
KLDS	23	.97	Progressive Rock
KUTE	23	.97	DISCO
OTHER	144	6.08	
TOTAL	2,367	100.00%	

TABLE XLVI
PREFERRED RADIO STATION
BY GENDER OF PASS BUYER

Station	Male	Female	Total	Number of Respondents
KALI	47.12%	52.88%	100.00%	191
KFWB	51.27	48.73	100.00	158
KNX	45.19	54.81	100.00	135
KRLA	44.36	55.64	100.00	133
KLVE	45.04	54.96	100.00	131
KWKW	44.64	55.36	100.00	112
KABC	45.37	54.63	100.00	108
KIQQ	34.95	65.05	100.00	103
KBIG	46.32	53.68	100.00	95
KTNQ	59.78	40.22	100.00	92
KIIS	52.22	47.78	100.00	90
KJOI	33.71	66.29	100.00	89
Other	45.36	54.64	100.00	915
TOTAL	45.75%	54.25%	100.00%	2,352

TABLE XLVII
PREFERRED RADIO STATION
BY AGE OF PASS BUYER

Station	Under 21	21-30	31-40	41-50	51-60	61+	Total	Number of Respondents	Median Age
KALI	100.00%	37.89%	26.32%	14.74%	11.05%	--	100.00%	190	31.5
KFWB	--	8.97	21.79	25.00	37.18	7.05	99.99	156	48.3
KNX	.80	24.80	20.00	24.80	25.60	4.00	100.00	125	43.6
KRLA	5.47	39.06	29.69	18.75	7.03	--	100.00	128	32.7
KLVE	5.47	32.03	32.03	15.63	13.28	1.56	100.00	128	34.0
KWKW	3.67	22.94	27.52	24.77	15.60	5.50	100.00	109	38.6
KABC	1.02	9.18	16.33	25.51	39.80	8.16	100.00	98	49.2
KIQQ	14.58	53.13	21.88	9.38	1.04	--	100.01	96	27.4
KBIG	1.10	14.29	19.78	31.87	28.57	4.40	100.01	91	44.6
KTNQ	3.23	39.78	35.48	10.75	8.60	2.15	99.99	93	32.5
KIIS	14.12	48.24	20.00	14.12	3.53	--	100.01	85	27.6
KJOI	1.28	17.95	19.23	30.77	23.08	7.69	100.00	78	46.1
Other	6.45	42.28	22.58	16.59	10.48	1.61	99.99	868	31.4
TOTAL	5.61%	34.08%	23.79%	18.80%	15.14%	2.58%	100.00%	2,245	35.3

TABLE XLVIII
PREFERRED RADIO STATION
BY ETHNIC BACKGROUND OF PASS BUYER

Station	White	Black	Latino	Asian/ Pacific Islander	Other	Total	Number of Respondents
KALI	4.70%	--	94.27%	.52%	.52%	100.01%	192
KFWB	56.33	13.29	17.72	12.66	--	100.00	158
KNX	58.09	22.79	6.62	11.03	1.47	100.00	136
KRLA	28.57	12.03	48.87	7.52	3.01	100.00	133
KLVE	3.05	--	96.95	--	--	100.00	131
KWKW	7.83	--	92.17	--	--	100.00	115
KABC	69.16	14.02	8.41	5.61	2.80	100.00	107
KIQQ	23.30	3.88	47.57	25.24	--	99.99	103
KBIG	38.46	6.59	17.58	36.26	1.10	99.99	91
KTNQ	4.30	2.15	93.55	--	--	100.00	93
KIIS	21.59	18.18	45.45	14.77	--	99.99	88
KJOI	48.86	9.09	11.36	29.55	1.14	100.00	88
Other	40.09	27.69	18.27	11.96	1.99	100.00	903
TOTAL	33.75%	15.78%	38.15%	11.04%	1.28%	100.00%	2,338

TABLE XLIX
PREFERRED RADIO STATION
BY PASS BUYER'S ANNUAL HOUSEHOLD INCOME

Station	Under $5000	$5000-$9999	$10000-$14999	$15000-$19999	$20000-$24999	$25000 and More	Total	Respondents	Median
KALI	52.66%	31.38%	9.57%	4.26%	.53%	1.60%	100.00%	188	$ 4,700
KFWB	9.68	26.45	21.29	12.90	11.61	18.06	99.99	155	13,200
KNX	11.36	15.91	23.48	14.39	11.36	23.48	99.98	132	14.600
KRLA	18.46	29.23	30.77	10.00	7.69	3.85	100.00	130	10,400
KLVE	41.27	38.10	12.70	3.97	1.59	2.38	100.01	126	6,100
KWKW	37.84	35.14	17.12	8.11	1.80	--	100.01	111	6,700
KABC	4.67	24.30	18.69	14.02	14.95	23.36	99.99	107	15,900
KIQQ	30.21	31.25	17.71	11.46	3.13	6.25	100.01	96	8,100
KBIG	14.77	18.18	25.00	18.18	10.23	13.64	100.00	88	13,200
KTNQ	45.65	36.96	14.13	1.09	2.17	--	100.00	92	5,500
KIIS	18.39	22.99	36.78	8.05	3.45	10.34	100.00	87	11,100
KJOI	10.84	15.66	30.12	20.48	3.61	19.28	99.99	83	13,700
Other	18.69	22.65	22.54	9.85	10.42	15.86	100.01	883	11,900
TOTAL	23.09%	25.68%	21.29%	10.01%	7.73%	12.20%	100.00%	2,278	10,290

Preferred Radio Programming

Popular music heads the list of preferred radio programming in Table L with 28% of the responses. The second most popular form of programming is news, with 24% of the responses. The third most popular category, labeled "oldies," captured 15% of the responses. Rock music was selected by 10% of the respondents and country music by 9%. Jazz got 6% of the responses and talk shows 5%. Sports received only 3%.

Table LI shows that preferred programming tends to vary by age of the respondent. The group with the youngest median age, 26.9, selected rock music as their favorite. News and talk shows are preferred by older respondents, with a median age of about 44.

Programming preferences also vary by ethnic background. Latinos make up a disproportionately large share of the audience for popular music and sports. Blacks predominate among jazz listeners. Whites form the largest segment of the audience for talk shows and country music. Table LII provides a detailed breakdown.

Table LIII shows the variation in household incomes by type of preferred radio programming. The range of median values is relatively narrow, from $7,500 to $10,300. Respondents who prefer popular music have the lowest median income, and those preferring "oldies" and jazz have the highest.

TABLE L
PREFERRED RADIO PROGRAMMING
BY GENDER OF PASS BUYER

Type of Program	Male	Female	Total	Respondents	Percent of Listeners
Pop Music	45.44%	54.56%	100.00%	997	27.89%
News	44.73	55.27	100.00	863	24.16
Oldies	41.56	58.44	100.00	551	15.05
Rock Music	51.52	48.48	100.00	363	10.07
Country Music	49.53	50.47	100.00	319	8.88
Jazz	44.44	55.56	100.00	216	5.92
Talk Shows	38.71	61.29	100.00	186	5.20
Sports	89.69	10.31	100.00	97	2.52
TOTAL	46.44%	53.56%	100.00%	3,592	99.99%

TABLE LI
PREFERRED RADIO PROGRAMMING
BY AGE OF PASS BUYER

Type of Program	Under 21	21-30	31-40	41-50	51-60	61+	Total	Respondents	Median Age
Pop Music	6.77%	42.04%	27.99%	14.15%	8.43%	.62%	100.00%	961	31.3
News	1.73	16.28	24.54	27.25	25.52	4.69	100.01	811	43.7
Oldies	4.05	24.90	25.10	23.36	19.69	2.90	100.00	518	38.7
Rock Music	13.79	56.61	22.70	3.74	3.16	--	100.00	348	26.9
Country Music	2.33	24.58	24.25	25.91	21.26	1.66	99.99	301	39.6
Jazz	1.50	44.50	19.50	21.00	13.00	.50	100.00	200	32.4
Talk Shows	2.92	19.30	18.71	22.81	28.07	8.19	100.00	171	44.0
Sports	6.32	31.58	25.26	16.84	14.74	5.26	100.00	95	34.8
TOTAL	4.96%	31.95%	24.82%	19.56%	16.24%	2.47%	100.00%	3,405	35.9

TABLE LII
PREFERRED RADIO PROGRAMMING
BY ETHNIC BACKGROUND OF PASS BUYER

Type of Program	White	Black	Latino	Asian/ Pacific Islanders	Other	Total	Number of Respondents
Pop Music	18.16%	9.87%	63.97%	7.50%	.49%	99.99%	1,013
News	27.04	10.47	46.95	14.84	.69	99.99	869
Oldies	32.79	14.31	40.58	10.51	1.81	100.00	552
Rock Music	35.71	18.96	34.34	9.34	1.65	100.00	364
Country Music	43.75	5.00	30.31	17.81	3.13	100.00	320
Jazz	24.04	46.15	18.27	10.58	.96	100.00	208
Talk Shows	40.32	18.82	36.56	2.69	1.61	100.00	186
Sports	19.61	8.82	63.73	7.84	--	100.00	102
TOTAL	28.09%	13.70%	46.29%	10.76%	1.16%	100.00%	3,614

TABLE LIII
PREFERRED RADIO PROGRAMMING
BY PASS BUYER'S ANNUAL HOUSEHOLD INCOME

Type of Program	Under $5000	$5000-$9999	$10000-$14999	$15000-$19999	$20000-$24999	$25000 and More	Total	Number of Respondents	Median
Pop Music	34.29%	30.40%	16.27%	7.37%	4.71%	6.96%	100.00%	977	$ 7,500
News	30.36	27.95	17.11	9.76	4.70	10.12	100.00	830	8,500
Oldies	24.09	24.47	22.18	10.33	6.50	12.43	100.00	523	10,300
Rock Music	25.07	24.23	21.69	9.01	7.89	12.11	100.00	355	10,200
Country Music	22.93	32.17	19.11	7.01	8.60	10.19	100.01	314	9,100
Jazz	25.85	22.93	20.49	11.71	8.29	10.73	100.00	205	10,300
Talk Shows	25.70	28.49	17.88	8.38	7.82	11.73	100.00	179	9,200
Sports	26.04	31.25	19.79	6.25	7.29	9.38	100.00	96	8,800
TOTAL	28.69%	27.94%	18.60%	8.80%	6.09%	9.89%	100.01%	3,479	8,800

Radio Listening Periods

Tabel LIV shows that 85% of the respondents are regular radio listeners. There are two peak periods for radio listening -- from 6 am to 9 am and 6 pm to 9 pm -- when more than one-third of the radio audience is listening. There is an especially high concentration of females in the radio audience before and during the morning peak; 58% of the listeners are women during the 3 am to 6 am period and 60% during the 6 am to 9 am period.

The average age of the radio audience does not vary much by time period, except that older listeners tend to be concentrated before and during the morning peak period. After 9 am, however, the median age of the 3 am to 6 am audience is 39.9 and the median age during the 6 am to 9 am period is 36.2. Table LV shows audience age distribution throughout the day. The median age of respondents who usually do not listen to the radio is 37.6.

Table LVI shows that the ethnic composition of the radio audience varies throughout the day. Latinos comprise the largest part of the radio audience during the 3 am to 6 am (43%), 9 am to noon (41%), and 6 pm to 9 pm (41%) periods. Whites form the largest share of the audience during the periods of 6 am to 9 am (38%), noon to 3 pm (43%), 3 pm to 6 pm (38%), 9 pm to midnight (37%), and midnight to 3 am (42%).

The range of the radio audience average household income by time of day is rather narrow, as shown in Table LVII. The lowest median income, $8,700, is reported by listeners during the midnight to 3 am period, the highest income, $10,900, is reported by listeners during the 6 am to 9 am period.

TABLE LIV
RADIO LISTENING PERIODS
BY GENDER OF PASS BUYER

Time of Day	Male	Female	Total	Number of Respondents	Percent of Listeners
3 - 6 am	41.71%	58.29%	100.00%	609	17.56%
6 - 9 am	40.39	59.61	100.00	1,290	37.20
9 am - noon	49.38	50.62	100.00	569	16.41
Noon - 3 pm	44.56	55.44	100.00	395	11.39
3 - 6 pm	46.99	53.01	100.00	532	15.34
6 - 9 pm	46.46	53.54	100.00	1,242	35.81
9 pm - midnight	47.80	52.20	100.00	749	21.60
Midnight - 3 am	46.58	53.42	100.00	219	6.31
TOTAL	46.27%	53.73%	100.00%	3,468*	--
Non-listeners	47.11%	52.89%	100.00%	611	

4,079 pass buyers responded to this question.

*3,468 respondents, 85.02% of those responding, said they listened to the radio during at least one period of the day. Because many respondents listen to the radio during more than one period, the "number of respondents" column does not equal 3,468.

TABLE LV
RADIO LISTENING PERIODS
BY AGE OF PASS BUYER

Time of Day	Under 21	21-30	31-40	41-50	51-60	61+	Total	Respondents	Median Age
3 - 6 am	2.66%	23.45%	24.33%	23.27%	23.27%	3.02%	100.00%	563	39.9
6 - 9 am	3.81	31.43	26.78	18.66	17.16	2.16	100.00%	1,206	36.2
9 am - noon	6.65	39.35	23.38	16.73	12.55	1.33	99.99	526	32.3
Noon - 3 pm	5.11	42.20	20.16	18.29	13.17	1.08	100.00	372	32.1
3 - 6 pm	6.01	37.68	22.24	17.84	14.43	1.80	100.00	499	33.1
6 - 9 pm	6.70	37.11	22.59	17.35	13.66	2.58	99.99	1,164	33.0
9 pm - midnight	6.38	37.25	22.46	17.97	14.35	1.59	100.00	690	33.6
Midnight - 3 am	5.74	35.41	24.40	14.35	17.70	2.39	99.99	209	33.9
TOTAL	4.94%	31.96%	24.69%	19.69%	16.29%	2.42%	99.99%	3,260	34.4
Non-listeners	3.38%	26.16%	27.05%	22.42%	19.04%	1.96%	100.01%	562	37.6

TABLE LVI
RADIO LISTENING PERIODS
BY ETHNIC BACKGROUND OF PASS BUYER

Time of Day	White	Black	Latino	Asian/ Pacific Islanders	Other	Total	Number of Respondents
3 - 6 am	32.01%	17.58%	43.28%	5.14%	1.99%	100.00%	603
6 am - 9 am	37.93	16.59	35.67	8.88	.93	100.00	1,284
9 am - noon	33.09	16.19	41.37	8.09	1.26	100.00	556
Noon - 3 pm	42.53	19.85	28.61	7.47	1.55	100.01	388
3 pm - 6 pm	37.64	18.82	34.79	7.03	1.71	99.99	526
6 pm - 9 pm	30.52	14.54	40.88	12.61	1.45	100.00	1,245
9 pm - midnight	36.88	20.05	28.53	13.32	1.21	99.99	743
Midnight - 3 am	41.51	28.77	20.75	6.13	2.83	99.99	212
TOTAL	28.50%	14.65%	45.53%	10.17%	1.15%	100.00%	3,481
Non-listeners	35.17%	8.33%	40.17%	15.00%	1.33%	100.00%	600

TABLE LVII
RADIO LISTENING PERIODS
BY PASS BUYER'S ANNUAL HOUSEHOLD INCOME

Time of Day	Under $5000	$5000-$9999	$10000-$14999	$15000-$19999	$20000-$24999	$25000 and More	Total	Number of Respondents	Median
3 am - 6 am	23.90%	24.92%	19.49%	10.68%	7.63%	13.39%	100.00%	590	$10,300
6 am - 9 am	21.95	23.94	21.39	10.85	8.14	13.73	100.00	1,253	10,900
9 am - noon	24.68	30.39	21.18	8.10	7.73	7.92	100.00	543	9,100
Noon - 3 pm	18.59	30.89	22.77	8.38	9.95	9.42	100.00	382	10,100
3 am to 6 pm	22.85	26.37	20.90	9.18	8.01	12.70	100.01	512	10,200
6 pm - 9 pm	26.06	25.73	20.48	9.91	6.83	10.99	100.00	1,201	9,600
9 pm - midnight	20.91	27.51	20.50	9.77	9.35	11.97	100.01	727	10,400
Midnight - 3 am	27.83	29.72	19.34	9.91	5.19	8.02	100.01	212	8,700
TOTAL	28.42%	27.38%	19.10%	8.73%	6.58%	9.80%	100.01%	3,346	8,940
Non-listeners	25.62%	27.39%	19.08%	10.78%	6.36%	10.78%	100.01%	566	$ 9,450

METHODOLOGY

The questionnaire used to survey buyers of March Regular and Express monthly passes was designed to maximize distribution and response. The monthly pass was printed in the upper left hand corner of the questionnaire, bordered by perforations which allowed it to be removed easily by the buyer. Printing the pass as part of the questionnaire ensured that sales clerks would distribute the questionnaire to buyers.

The introductory text to the questionnaire informed the pass buyer that returning the completed questionnaire to RTD would provide entry into a drawing for one of ten free regular monthly passes to be awarded for the month of May. This incentive was provided to stimulate response.

Beginning February 27, 1981, approximately 14,375 questionnaires were distributed to pass buyers at forty-seven sales outlets, which had been selected as part of a random sample stratified by location and type of outlet.

Just over 4,170 completed questionnaires were received, for an overall response rate of 29%. Table LVIII summarizes survey response and shows that approximately 4.2% of regular and express pass buyers were surveyed.

TABLE LVIII
SURVEY RESPONSE

	March Sales		Survey Response		Percent of Pass Buyers Surveyed
	Number	Percent	Number	Percent	
$26 base pass	85,752	86.86%	3,520	85.56%	4.10%
$34 express pass	3,176	3.22	133	3.23	4.19
$42 express pass	3,307	3.35	173	4.21	5.23
$50 express pass	3,560	3.61	192	4.67	5.39
$58 express pass	1,861	1.89	67	1.63	3.60
$66 express pass	1,063	1.08	29	.71	2.73
TOTAL	98,719	100.01%	4,114	100.01%	4.17%

13.14% of the non-discount passes sold in March were express passes.
14.45% of buyers surveyed bought an express pass.

APPENDIX

TABLE A-I
RTD PASS SALES HISTORY
1970 to 1981

Year	Number Sold Per Year	Percent Change	Number Sold Per Month	Annual Pass Revenue	Percent Change	Revenue Per Month	Revenue Per Sale	Percent Change In Revenue Per Sale
1970	622,771	--	51,898	$ 8,065,707	--	$ 672,142	$12.95	--
1971	637,733	+ 2.4%	53,144	$ 8,314,516	+ 3.08%	$ 692,876	$13.04	+ .69%
1972	555,180	-13.0%	50,470	$ 7,655,644	- 7.92%	$ 637,970	$13.79	+ 5.75%
1973	626,076	+12.8%	52,173	$ 8,291,597	+ 8.31%	$ 690,966	$13.24	- 3.99%
1974	653,289	+ 4.3%	65,329	$ 6,728,231	-18.85%	$ 672,823	$10.30	-22.21%
1975	1,042,403	+59.6%	86,866	$ 9,441,738	+40.33%	$ 786,812	$ 9.06	-12.04%
1976	1,124,460	+ 7.9%	102,224	$12,012,483	+27.23%	$1,029,043	$10.68	+17.88%
1977	1,350,795	+20.1%	112,566	$17,513,521	+45.79%	$1,459,460	$12.97	+21.44%
1978	1,529,061	+13.2%	127,421	$20,907,035	+19.38%	$1,742,253	$13.67	+ 5.40%
1979	1,614,434	+ 5.6%	146,767	$22,708,807	+ 8.62%	$2,064,437	$14.07	+ 2.93%
1980	2,253,385	+39.6%	187,782	$36,142,384	+59.16%	$3,011,865	$16.04	+14.00%
1st Qtr 1981	637,236	--	212,412	$12,027,166	---	$4,009,055	$18.87	+17.64%
Total	12,646,823			$169,808,829				
Average	1,091,781	+15.25%	104,088	$14,343,788		$1,455,808	$13.22	+ 4.32%
	(1970-1980)	(1970-1980)	(1970-1981)	(1970-1980)		(1970-1981)	(1970-1981)	

TABLE A-II
MARCH PASS SALES BY OUTLET
1978-1981

	1970	1971	1972*	1973	1974	1975	1976	1977	1978	1979	1980	1981
No. of Outlets	35	35	34	34	34	42	59	109	223	246	271	289
Total Passes Sold	53,169	53,853	--	53,300	56,050	80,613	105,717	115,103	126,736	149,242	192,472	222,626
Passes per Outlet	1,519	1,539	--	1,568	1,649	1,919	1,792	1,056	568	607	710	770
Most Productive Outlet	15,904	15,258	--	13,554	15,146	19,934	27,453	24,440	16,878	15,599	15,594	19,614
Total Revenue	$688,284	$702,203	--	$702,113	$760,137	$711,642	$933,664	$1,394,818	$1,682,148	$2,060,774	$2,671,210	$4,205,282
Revenue per Outlet	$ 19,665	$ 20,063	--	$ 20,650	$ 22,357	$ 16,944	$ 15,825	$ 12,796	$ 7,543	$ 8,377	$ 9,857	$ 14,551
Most Productive Outlet	$202,603	$200,735	--	$180,997	$799,193	$179,618	$256,725	$ 300,096	$ 229,878	$ 214,027	$ 202,513	$ 336,080

*Strike occurred during March, 1972

TABLE A-III

NUMBER OF PASS SALES OUTLETS
REQUIRED TO ACHIEVE QUARTILE SALES LEVELS

Percent of Sales	Number of Outlets by Year (March Pass Sales) 1978	1979	1980	1981
25%	2	3	6	5
50%	8	12	16	17
75%	22	31	43	44
100%	220	244	269	285

SOURCE: Pass Sales Report, Market Research

TABLE A-IV
PASS SALES BY TYPE OF OUTLET

	1976-1981 Percent of Pass Sales by Year						No. of Passes per Outlet March 1981
	1976*	1977	1978	1979	1980	1981**	
RTD Ticket Offices	50.4%	42.3%	29.3%	22.7%	26.8%	24.8%	5,030
Check Cashers	--	7.3	16.5	19.7	20.5	23.6	1,154
Miscellaneous	12.1	12.9	12.1	13.5	16.9	17.8	1,644
Department Stores	32.1	29.2	20.9	17.6	13.3	12.6	730
Food Markets	--	2.4	9.4	11.9	10.9	12.2	750
Auto Club	1.8	2.5	2.4	3.4	3.3	3.6	202
Schools	1.8	3.6	4.4	4.1	3.0	2.2	285
Employer Sales	1.4	.3	.5	.9	1.4	1.3	121
Banks/S&L's	.5	.7	.7	1.1	.9	1.1	191
Ticketron	--	--	3.3	5.1	3.2	.7	47
TOTAL***	100.1%	101.2%	99.5%	100.0%	100.2%	99.9%	773

*Third and Fourth Quarters Only
**First Quarter Only
***Does not always equal 100% due to rounding of figures by computer.

SOURCE: Pass Sales Report, Market Research

TABLE A-V
PASS SALES BY SECTOR

	1976-1981 Percent of Pass Sales by Year						No. of Passes per Outlet March 1981
	1976*	1977	1978	1979	1980	1981**	
Downtown LA	63.0%	56.4%	46.3%	41.3%	40.8%	37.2%	3,016
West Los Angeles	20.2	23.4	24.5	25.0	24.6	24.8	1,168
South Central	1.7	2.8	7.1	8.6	9.4	11.7	966
San Fernando Valley	4.0	4.5	4.5	4.3	5.3	6.7	503
San Gabriel Valley	5.6	5.6	4.9	5.1	5.7	6.3	375
East Los Angeles/ Southeast Cities	2.2	3.0	3.4	3.5	3.4	3.7	820
North Central	.9	1.2	2.2	2.5	2.6	3.2	729
East Central	1.7	2.0	2.1	2.3	2.3	2.5	556
South Bay	.2	.5	1.2	1.5	1.7	2.0	212
Mid-Cities	.2	.2	.2	.3	.4	.5	71
Long Beach	.1	.1	.1	.2	.4	.4	103
Orange County	--	.2	.2	.2	.2	.2	97
Unclassified	--	--	3.3	5.1	3.2	.8	1,014
TOTAL***	99.8%	99.9%	100.0%	99.9%	100.0%	100.0%	773

*Third and Fourth Quarters Only
**First Quarter Only
***Does not always equal 100% due to rounding of figures by computer.

SOURCE: Pass Sales Report, Market Research

TABLE A-VI
DAILY SALES OF REGULAR AND EXPRESS
MONTHLY PASSES AT NINE RTD TICKET OFFICES

Month	Date	Day of Week	Number Sold	Percent of Total
February	25	Wed	6906	13.73%
	26	Thurs	6053	12.04
	27	Fri	8621	17.14
	28	Sat	6719	13.36
March	1	Sun	6331	12.59
	22	Mon	7352	14.62
	3	Tues	3584	7.13
	4	Wed	1524	3.03
	5	Thurs	853	1.70
	6	Fri	694	1.38
	7	Sat	244	.49
	8	Sun	189	.38
	9	Mon	663	1.32
	10	Tues	560	1.11
TOTAL			50,293	100.02%
	25	Wed	4787	8.67%
	26	Thurs	3684	6.67
	27	Fri	4599	8.32
	28	Sat	1689	3.06
	29	Sun	1144	2.07
	30	Mon	8439	15.28
	31	Tues	11997	21.72
April	1	Wed	8113	14.69
	2	Thurs	3940	7.13
	3	Fri	2108	3.82
	4	Sat	548	.99
	5	Sun	307	.56
	6	Mon	1471	2.66
	7	Tues	872	1.58
	8	Wed	567	1.03
	9	Thurs	441	.80
	10	Fri	538	.97
TOTAL			55,244	100.02%