

SCRTD LIBRARY

ETHNIC GROUPS
1981 Service Awareness
and Transit Ridership Study

Prepared by
SCRTD Market Research
January, 1982

Preparation of this Report has been financed in part through a grant from the Urban Mass Transportation Administration under the provisions of the Urban Mass Transportation Act of 1954 as amended.

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	4
OVERVIEW	6
RESULTS	
Demographic Characteristics	8
Transit Usage	15
Awareness/Use of RTD Services	25
Exposure to Media	26
Attitudes	29
Effect of 1979 Gasoline Shortages	38
APPENDIX	
Survey Methodology	42
Questionnaire	

INTRODUCTION

Los Angeles currently has one of the highest concentration of ethnic groups in the country. The ethnic population explosion has changed the entire face of Los Angeles. The 1980 Census documented what many had observed, Whites-- Anglos --have become the minority.

Statistics abound. Los Angeles has the largest proportion of Hispanics in the country. The largest Asian communities, outside their respective countries, are found in Los Angeles. Blacks, who have lost their position as the largest single minority group, still comprise a sizable share of this market.

Many other ethnic groups are "hidden" under the Caucasian label. Thus, the more than 140,000 Armenians in Los Angeles County make this the largest, and fastest growing, Armenian community in the nation. Add to them the 40,000 Greeks, some 15,000 Croatians, about 10,000 Serbs, and thousands of both eastern and western Europeans, Scandinavians and Iranians and the picture which emerges shows Los Angeles County as the new melting pot of the nation.

The implications of this ethnic shift have not escaped notice. In the private sector particularly, a great deal of effort and hundreds of thousands of dollars are being expended to communicate with and reach these markets.

The impact on the County is and will be felt on two major fronts -- politically and economically. It is expected that political power will flow to non-whites, with Hispanics making the most noticeable gains.

Economic power too will flow to non-whites. Asians are expected to gain most noticeably. Asians' median family income is now second only to whites. They have a high rate of employment and a low rate of welfare.

With its more than 200 lines reaching every sector of the County, RTD has prided itself on providing service to all segments of this ethnically diverse market. In an effort to understand these different groups better, the 1981 Service Awareness and Transit Ridership Study data were specially tabulated by ethnic groups for this report.

The report which follows analyzes survey data by four major ethnic categories: Caucasian, Hispanic (Spanish surname), Black and Other. Wherever significant changes were observed, data from the 1978 study are also shown or discussed. Unless otherwise noted all tables are 1981 survey data.

OVERVIEW

- o The diversity of Los Angeles' ethnic population is reflected in RTD's ridership base.
- o Ethnic minorities have larger families but fewer automobiles than do Caucasians.
- o Although English is the predominant language in the home, Spanish and other languages are a major influence in Hispanic and Other households.
- o Caucasians are older, more affluent and longer-term residents of Los Angeles County.
- o Minorities are more likely to be transit users and to be heavy users of transit than Caucasians.
- o Blacks have the highest level of awareness/use of RTD services.
- o The monthly pass has the highest level of awareness/use among all groups.
- o Awareness/use of most RTD services has increased significantly since 1978.
- o Caucasians and Blacks are more critical of RTD overall than are Hispanics or Others.

RESULTS

MINORITIES HAVE LARGER FAMILY UNITS...
AND FEWER AUTOMOBILES

The non-Caucasian markets average more persons per family. The largest, by far, is the Hispanic market averaging nearly five persons per household.

At the same time, minority groups own fewer cars per family. Thus, for Hispanics, the ratio is one car per 2.3 persons. In contrast, Caucasians have one car per 1.5 persons in the household.

TABLE 1

	TOTAL NUMBER OF PERSONS LIVING AT HOME			
	<u>Caucasian</u>	<u>Blacks</u>	<u>Hispanic</u>	<u>Other</u>
One	14%	9%	4%	13%
Two	35	26	19	24
Three	20	25	12	13
Four	18	14	18	21
Five	8	12	16	22
Six or more	5	14	31	7
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Median	3.0	3.6	4.8	3.9

TABLE 2

NUMBER OF CARS IN HOUSEHOLD

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
None	7%	12%	6%	4%
One	31	42	41	50
Two	35	29	34	29
Three	15	12	11	8
Four or more	12	5	8	9
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Median	2.4	1.9	2.1	1.9

ENGLISH IS THE PREDOMINANT LANGUAGE IN THE HOME

In spite of a proliferation of many different languages, English is the language normally spoken in most homes. In Hispanic households Spanish is used extensively as well as English. The overlap occurs primarily in extended family households where Spanish may be spoken with the older, or non-English speaking members of the family.

The Other ethnic group has the most diversity in the languages normally spoken in the home. Compared to the other three groups, this group has the lowest incidence of speaking English in the home.

TABLE 3
LANGUAGE NORMALLY SPOKEN IN THE HOME

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
English	99%	100%	78%	64%
Spanish	2	2	68	24
Japanese	*	-	*	13
Korean	*	-	-	2
Chinese	-	-	-	2
Vietnamese	-	-	-	2
All Other	5	-	3	19

*Less than 0.5%

Totals add to more than 100% because more than one language may be spoken in the home.

MINORITY RESPONDENTS ARE YOUNGER AND HAVE LOWER HOUSEHOLD INCOME

With an average (median) age of 42.3, Caucasians are at least five years older than the average non-Caucasian. The group with the youngest average age, nearly 30, is the Hispanic group.

Blacks and Hispanics reported the lowest annual family income, averaging slightly more than \$15,000. Given their average family size, puts these two groups' income over the poverty cut-off levels--\$9,347 for a family of four, \$11,072 for a family of five. Caucasians report the highest income level. With a median income of \$24,710 per year and a family size averaging three, Caucasian's income is more than three times the poverty level of \$7,294, for this group size.

TABLE 4

	RESPONDENT AGE			
	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
12 - 19	6%	10%	9%	6%
20 - 29	19	23	35	25
30 - 39	20	19	29	25
40 - 49	10	18	9	20
50 - 59	15	8	11	10
60 - 64	7	11	3	7
65 or older	23	11	4	7
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Median age	42.3	37.0	29.9	34.6

TABLE 5

ANNUAL HOUSEHOLD INCOME

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Under \$5,000	4%	8%	6%	7%
\$5,000 - 9,999	10	22	15	13
\$10,000-14,999	9	13	20	17
\$15,000-19,999	12	12	16	10
\$20,000-29,999	22	25	25	20
\$30,000-39,999	16	8	9	10
\$40,000 or more	27	12	9	23
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Median income	\$24,710	\$15,270	\$15,160	\$18,740

ETHNIC GROUPS DIFFER SIGNIFICANTLY IN EDUCATION LEVELS,
MARITAL STATUS AND RESIDENCE IN LOS ANGELES

Caucasians in Los Angeles County have the highest level of education -- an average of 14 years. Averaging just over 12 years of schooling are Blacks and Others. With less than 11 years of school, Hispanics have the lowest educational level.

While more than half of all groups are married, Hispanics and Caucasians are somewhat more likely to be married than Blacks and Others.

Given the immigration patterns of the County during the past several years, it is reasonable to find that the Other group (with its high concentration of Asians and other recent arrivals) has the shortest history of residency in the County. At the other end of the spectrum are the Caucasians, more than half of whom have resided in the County 25 or more years.

TABLE 6

	RESPONDENT EDUCATION			
	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Grade School	7%	10%	18%	19%
High School	37	47	54	35
Trade School	4	5	4	-
1-3 Years College	25	26	19	26
4 Years College	14	11	2	20
Post Graduate	13	1	3	-
Median	14.1	12.1	10.6	12.3

TABLE 7

MARITAL STATUS

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Married	61%	54%	63%	55%
Not Married	39	46	37	45

TABLE 8

LENGTH OF RESIDENCE
IN L.A. COUNTY

1 year or less	4%	5%	4%	4%
2 - 5 Years	9	7	17	23
6 - 10 Years	8	14	19	18
11 - 15 Years	8	9	12	17
16 - 24 Years	18	27	24	18
25 or more Years	53	38	24	20
	<hr/>	<hr/>	<hr/>	<hr/>
	100%	100%	100%	100%

A HIGH PROPORTION OF NON-WHITES USE TRANSIT

Whereas slightly more than one-third of the Caucasians use public transit, more than two in five of the Other group and over half the Black and Hispanic groups use transit.

There has been no significant change in the overall proportion of Angelenos classified as transit users between 1978 and 1981. However, there has been a change in the ethnic mix of transit users. The most striking change was seen in the proportional reduction of transit use among Blacks. In 1978, 75% of the Black segment used transit. In 1981, that proportion dropped sharply to 52%. During the same period, the transit use of Other ethnic groups increased from 36% to 44% of that market segment.

TABLE 9
TRANSIT USE CLASSIFICATIONS

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Heavy (20 + transit trips/mo)	5%	10%	11%	21%
Moderate (4-19 transit trips/mo)	8	16	15	4
Light (Less than 4 transit trips/mo)	22	26	26	19
Non-user (have not used transit in past year)	65	48	48	56
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

TABLE 10

CHANGE IN RIDERSHIP BETWEEN 1978 AND 1981
PERCENT USING TRANSIT

	<u>1978</u>	<u>1981</u>	<u>Change</u>
Caucasian	32%	35%	+ 3
Black	75	52	-23
Hispanic	53	52	- 1
Other	36	44	+ 8
Total County	40	41	+ 1

MINORITIES ARE MORE LIKELY TO BE COMMUTERS, AND TO USE PUBLIC TRANSIT FOR COMMUTING

About half the Caucasians regularly commute to work or school-- i.e., three or more times a week. By contrast, 58% to 68% of non-Caucasians are regular commuters. With a few exceptions, most commuters tend to travel to locations within the RTD sectors where they reside.

For example, more Hispanics and Blacks commute into the San Fernando Valley than live there. The South Central/Compton area has high proportions of Other, Hispanic and Caucasian in-commuters. East Los Angeles has a major segment of Other ethnic groups commuting in. More Blacks and Hispanics commute into South Bay/Torrance than live there.

A private vehicle is the predominant mode of transportation used for commute trips. However, a sizable minority of the Hispanic, Black and Other groups use public transit for commute trips.

TABLE 11

REGULARLY COMMUTE TO SCHOOL OR WORK
(3 or More Times a Week)

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
YES (Base: total sample)	51%	58%	60%	68%
Sector to which commutes: (Base: total commuting)				
San Fernando Valley	19	9	15	3
North Central/Glendale	4	1	3	-
San Gabriel Valley/East	11	8	11	-
West Los Angeles	18	25	17	10
South Central/Compton	13	35	23	45
East Central/East L.A.	6	5	10	20
South Bay Torrance	14	15	11	8
Long Beach/Lakewood	8	3	1	10
Mid-Cities/Norwalk	5	-	6	-
Outside Los Angeles County	3	-	2	4

TABLE 12

TRANSPORTATION USED ON COMMUTING TRIPS
(Base: Total Commuting)

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Private Auto/Van/Truck	87%	84%	79%	82%
Carpool/Vanpool	8	2	6	4
public Transit	8	14	15	17

May add to more than 100% due to multiple modes used.

WORK/BUSINESS WAS MAJOR PURPOSE OF LAST TRIP TAKEN BY MINORITIES

Be it by private vehicle or bus, work or business was the single most frequently mentioned trip purpose by minority groups. Among Caucasians, shopping was mentioned with nearly equal frequency as work or business.

Among those whose last trip was by bus, the reasons given for using a bus varied by ethnic group. For all groups, preference for the bus as a reason increased over the 1978 levels. The most significant increase was among Hispanics -- from 19% to 28%.

Caucasians mentioned not having a drivers' license and preference for the bus with nearly equal frequency as the reason for making the last trip by bus. Not having a license was the major reason given by Others and Hispanics. More Blacks stated they had a drivers' license but no car available than any other group.

The majority of all ethnic groups, using the bus on their last trip, used only one bus. However, 20% to 45% required two or more buses to complete the trip. The necessity for multiple buses was highest among Blacks.

TABLE 13

PURPOSE OF LAST AUTOMOBILE TRIP
(Base: Traveled by Auto Past 7 Days)

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Work/business	27%	40%	42%	49%
Shopping	28	23	25	12
School	8	6	8	7
Friends/visiting	15	11	12	17
Medical/dental	8	11	9	8
Other	17	13	8	12

May add to more than 100% because of multiple purposes.

TABLE 14

PURPOSE OF LAST BUS TRIP
 (Base: Traveled by Bus Past 7 Days)

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Work/Business	27%	37%	41%	59%
Shopping	25	18	21	-
School	10	5	5	12
Friends/visiting	15	11	10	-
Medical/dental	13	24	8	21
Other	16	5	14	9

May add to more than 100% due to multiple purposes.

TABLE 15

MAJOR REASON FOR MAKING LAST TRIP BY BUS
 (Base: Traveled by bus Past 7 days)

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Don't have driver's license	37%	38%	47%	67%
Have license but no car available	28	45	25	21
Have license and car but prefer bus	35	17	28	12
	<hr/>	<hr/>	<hr/>	<hr/>
	100%	100%	100%	100%

TABLE 16

NUMBER OF BUSES REQUIRED FOR TRIP

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
One	80%	55%	57%	71%
Two	12	29	30	17
Three	4	9	13	12
Four or more	4	7	-	-
	<hr/>	<hr/>	<hr/>	<hr/>
	100%	100%	100%	100%

BLACKS HAVE THE HIGHEST LEVEL OF AWARENESS/USE OF RTD SERVICES

On all services but Park 'n' Ride, Blacks have a higher level of awareness/use of RTD services than any other ethnic group. A greater proportion of Caucasians have heard of or used Park 'n' Ride service.

Among all ethnic groups, the monthly pass has the highest level of public awareness. More than four out of five persons in all ethnic groups are aware of RTD monthly passes.

On the whole, awareness of most RTD services has gone up over the 1978 levels. Awareness of the monthly pass and service to special attractions showed the most dramatic increases in awareness since 1978.

TABLE 17

AWARENESS OF RTD SERVICES
(Those who have "Heard of" or "Used" service)

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Bus stop information signs	69%	81%	67%	75%
Downtown L.A. Minibus	71	70	66	64
El Monte busway	36	47	41	29
Service to special attractions	80	84	68	77
Free RTD timetables	78	79	64	72
Free RTD sector maps	58	65	59	68
Free pamphlets on RTD service	56	70	60	51
Monthly pass	82	93	83	81
Park 'n' Ride service	75	66	56	49
RTD ticket books	60	66	55	48
RTD bus system map	56	60	49	55
Subscription bus service	22	39	28	25
Telephone information	70	82	64	78

ALL GROUPS HAVE HIGH EXPOSURE TO MEDIA

All four ethnic groups under study show high levels of exposure to the various media. As might be expected, television is the medium with the greatest reach. At least 97% of all groups watch television daily.

In second place is newspaper readership with 89% to 95% of respondents reading at least one daily paper. Blacks show the highest proportion of newspaper readership, while Other ethnic groups are the least likely to read a newspaper. On the other hand, Blacks, Hispanics, and Others are more likely to listen to FM radio stations than are Caucasians. Caucasians are also the least likely to listen to AM radio stations.

Although the two major dailies -- the Los Angeles Times and the Herald-Examiner -- dominate the total market, various other dailies appear to have a stronger constituency among certain ethnic groups. For example, the Civic Center News, the Hollywood Independent and the South Bay Daily Breeze have a disproportionately larger readership base among the Other ethnic groups. The Los Angeles Sentinel is read by more Blacks than any other group, while Hispanics are the major market for La Opinion and La Prensa.

Among the magazines specified in the study, Mr Te Ve reaches more Hispanics than any other group, Los Angeles Magazine and Sunset have a disproportionately greater Caucasian readership, while TV Guide reaches a greater proportion of Blacks.

TABLE 18

PERCENT READING NEWSPAPERS

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Civic Center News	6%	11%	6%	17%
Downtown News	6	9	6	12
The Enterprise	5	6	4	7
Herald Examiner	51	68	58	55
Hollywood Independent	5	2	4	12
Imagen	1	2	9	8
La Opinion	2	6	35	19
La Prensa	1	-	13	6
L.A. Sentinel	3	58	6	6
Long Beach Independent	17	9	10	17
Los Angeles Times	82	88	72	80
Pasadena Star News	11	11	7	8
Pico Post	6	9	3	4
San Gabriel Valley Tribune	10	6	14	6
Santa Monica Evening Outlook	12	7	6	7
South Bay Daily Breeze	15	13	8	21
Daily News	28	8	11	25
Wilshire Press	4	8	6	10

TABLE 19

EXPOSURE TO VARIOUS MEDIA

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Watch television	97%	99%	98%	97%
Read a newspaper	91	95	90	89
Read a magazine	85	88	73	71
Listen to FM radio	84	89	90	90
Listen to AM radio	67	87	79	78

TABLE 20

PERCENT READING SELECTED MAGAZINES

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Mr Te Ve	2%	5%	16%	2%
Los Angeles Magazine	34	19	18	23
New West	32	19	144	28
Sunset	41	16	20	29
T.V. Guide	68	87	79	65
You (L.A. Times)	36	34	27	35

HISPANICS AND OTHER ETHNIC GROUPS GIVE RTD HIGHER RATINGS THAN DO CAUCASIANS OR BLACKS

Among Hispanics and Others, one in five rates RTD as doing an "Excellent" or "Very good" job. In contrast, only one in eight Blacks or Caucasians gives a similarly high rating.

There has been a slight deterioration since 1978 in the overall rating given RTD by Caucasians, Hispanics and Blacks. The Other group shows a slightly more positive rating of RTD.

HOW GOOD A JOB IS DONE BY RTD

TABLE 21

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Excellent	2%	2%	5%	2%
Very Good	11	11	16	21
Good	38	40	45	51
Average	36	40	29	18
Poor	13	7	5	8
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Mean Rating - 1981	2.5	2.6	2.9	2.9
Mean Rating - 1978	2.8	2.7	3.0	2.7

WHILE VIEWING THE CONCEPT OF BUS SERVICE FAVORABLY,
CAUCASIANS SHOW GREATEST RESISTANCE TO BUS USE

Overall, Caucasians have a more positive attitude toward bus service than other ethnic groups. However, Caucasians also are more resistant to bus service. This seeming paradox may be explained by the fact that many people consider the bus acceptable for others, but for one reason or another, are unable or unwilling to consider bus service for themselves.

TABLE 22

	PERCENT STRONGLY/VERY STRONGLY AGREE			
	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Buses run so seldom that you almost always have to wait a long time to get one	49%	54%	45%	58%
Buses do not run often enough	46	60	52	48
It just takes too long to get <u>anywhere</u> by bus	45	48	57	50
Even in bad weather, you can always depend on the bus getting you there on time	15	20	29	17
People who ride the bus get to work on time more often than people who drive (% disagree)	-33	-49	-38	-56
If gasoline were \$2 per gallon, I would take public transportation to work	25	37	45	30
I would use the bus if I knew when and where it was going	26	33	39	36

BLACKS HAVE MORE POSITIVE ATTITUDES TOWARD RTD OPERATORS THAN DO OTHER GROUPS

On nearly all attitudinal statements dealing with RTD operators, Blacks had more positive attitudes than did the other three groups. Above all, more Blacks agree that RTD operators are good drivers, followed by agreement that operators are friendly and knowledgeable. The lowest level of agreement is shown to the statement that operators are able to handle problems on the bus.

TABLE 23

PERCENT STRONGLY/VERY STRONGLY AGREE

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Most RTD operators are:				
Courteous to their passengers	39%	44%	35%	33%
Knowledgeable and able to give accurate information about RTD routes and schedules	37	55	48	55
Good drivers	49	65	55	49
Friendly toward their passengers	37	58	51	39
Able to handle almost any trouble or problems that might come up on their buses	25	27	35	35
I feel nervous when riding RTD buses because the drivers do not drive safely (% disagree)	-55	-65	-58	-48

BLACKS FAVOR ARMED GUARDS, HISPANICS FAVOR ARMED DRIVERS,
AS MEANS OF PROMOTING SAFETY ON BUSES

Blacks are the most likely to agree that armed guards are the best way to make public transit safe. Having bus drivers carry some kind of weapon in order to protect themselves, and their passengers, receives more support from Hispanics than any other group.

Although there does not appear to be a very strong dislike of buses due to fear of being robbed or hurt, between one-fifth and one-fourth of the different groups are fearful.

PERCENT STRONGLY/VERY STRONGLY AGREE TABLE 24

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
The best way to make public transit buses safe is to put an armed guard on board	30%	50%	45%	41%
I don't like to use public transit buses because there is too much of a chance of being robbed or hurt	20	26	25	20
All public transit bus drivers should be given some kind of weapon to help protect themselves and their passengers	29	35	40	23
The trouble with riding a bus is the kind of people you have to ride with	18	41	25	35
Riding the bus gives you a chance to meet a lot of interesting people	14	29	25	25

HISPANICS ARE MORE LIKELY TO BELIEVE THAT MOST PEOPLE RIDE A BUS BECAUSE OF NO CAR

A significantly higher proportion of Hispanics believe that most people ride the bus only because they do not have a car. Although they disagree that they would be embarrassed to be seen riding a bus, there is an element of loss of status seen in riding the bus. Thus, Hispanics, more than any other group, believe that "it is hardly proper for someone in a top job to ride the bus."

TABLE 25
PERCENT STRONGLY/VERY STRONGLY AGREE

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
People who can afford to own a car don't have any reason to ride the bus	18%	24%	22%	22%
Most people only ride the bus because they don't have a car to drive	40	50	57	54
I would be embarrassed to be seen riding the bus (% disagree)	-81	-87	-87	-74
It hardly seems proper for someone in a top job to commute by bus	8	9	21	5

THERE IS STRONG SUPPORT FOR KEEPING FARES LOW

All groups showed strong agreement that the "bus fare should be kept low so that more people will ride it." Non-Whites were more likely to agree with this statement than were Caucasians.

Non-Whites were also more likely to agree that tax funds should be provided for bus service. Also, that employers should be responsible for providing alternatives to auto travel, received more support from non-Whites.

About one in three persons from all ethnic groups agreed that the full cost of bus service should be paid for by the users.

TABLE 26
PERCENT STRONGLY/VERY STRONGLY AGREE

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
The bus fare should be kept low so that more people will ride it	62%	79%	83%	79%
Bus service is a public utility and should receive funds from taxes	27	48	47	45
The full cost of bus service should be paid for by the users	32	32	32	31
Employers should be responsible for providing employees with ways to travel to and from work other than alone by private car	21	32	35	34
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	40	46	47	60

ONLY A SMALL PROPORTION OF EACH ETHNIC GROUP BELIEVES THAT RTD BUSES ARE OLD/WORN OUT

While only a small proportion within each group believes that all RTD buses are old and worn out, this proportion is highest among the Other group. Furthermore, there has been an increase in the proportion of Others who believe all RTD buses are old and worn out since 1978 (from 17% to 25%).

More Blacks believe that the buses used in their area are the "older, worn out ones" now than they did in 1978 (12% vs 24%).

TABLE 27

PERCENT STRONGLY/VERY STRONGLY AGREE

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Almost all of the RTD buses are old and worn out	14%	18%	16%	25%
The buses used in this area are the older, worn out ones	14	24	17	20

THERE IS A HIGH LEVEL OF AGREEMENT THAT "BUS ONLY" LANES ARE A GOOD IDEA

Hispanics are most likely to agree that special lanes for buses are a good idea. They are also most likely to agree that "Diamond Lanes" are a good idea. However, as with the other ethnic groups, fewer Hispanics consider "Diamond Lanes" a good idea vs the concept of special lanes for buses.

The Other group is the least likely to agree about special bus lanes in general, or "Diamond Lanes" in particular.

Interestingly, on the "Diamond Lane" statement, there has been a significant positive increase since 1978 among all groups but Others.

TABLE 28

PERCENT STRONGLY/VERY STRONGLY AGREE

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Special traffic lanes for buses on the free-ways and downtown surface streets are a good idea and there should be more of them.	57%	61%	72%	49%
The "Diamond Lanes" for buses are a good idea because they help to get people out of their smog-producing cars	40	50	55	33

OTHER ETHNIC GROUP IS MOST CONCERNED ABOUT GETTING ON WRONG BUS/GETTING LOST

More than one in three (36%) of the Other ethnic group fear getting on the wrong bus and getting lost somewhere. This is a substantial increase over the 1978 level of 26% having such fears.

Although the majority do not have any trouble using and understanding the RTD timetables and route maps, one in four Hispanics does have problems with these information items.

TABLE 29

PERCENT STRONGLY/VERY STRONGLY AGREE

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
I am afraid I might get on the wrong bus or get lost somewhere	13%	20%	23%	36%
The timetables and the bus route maps are too complicated to use and understand	19	19	25	13

DURING THE PAST 12 MONTHS THE PRICE OF GASOLINE IMPACTED RECREATIONAL TRIPS,
PURCHASE OF AUTO

Between 30% and 35% of the ethnic groups had postponed a recreational trip during the past 12 months because of the high cost of gasoline. Non-Caucasians were significantly more likely to have considered public transit for these postponed trips. They were also much more likely to have used public transit to make the postponed trip.

The price of gasoline was also a factor in peoples' decision to buy a car during the past twelve months. Although the difference is not statistically significant, the price of gasoline was more important in the selection of the type of car than in the decision to buy a car.

TABLE 30

	EFFECT OF GASOLINE PRICE ON TRIPS			
	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Postponed trips due to gasoline cost	30%	35%	35%	34%
Considered public transit for postponed trips	9	14	16	19
Used public transit for postponed trips	3	8	8	7
Base (Total responding)				

EFFECT OF GASOLINE PRICE ON AUTO PURCHASE

TABLE 31

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Bought/considered buying auto	35%	36%	28%	29%
Cost of gasoline "somewhat/very important" in buying decision	24	28	22	18
Cost of gasoline "somewhat/very important" in choice of car	26	31	24	20
Base (Total responding)				

THE AVAILABILITY OF PUBLIC TRANSIT WAS MOST IMPORTANT TO OTHERS' DECISION TO BUY/CHANGE RESIDENCE

Caucasians and Blacks were the least likely to consider public transportation in their decision to buy or change their residence. However, the availability of public transit was important to one out of five in the Other ethnic group in their decision to buy/change residence.

TABLE 32

IMPORTANCE OF PUBLIC TRANSIT
AVAILABILITY IN CHOICE OF RESIDENCE

	<u>Caucasian</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Bought/considered buying/changing residence	20%	16%	15%	29%
Availability of public transit "some- what/very important" in decision	6	8	10	21

APPENDIX

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 was reported in a separate 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., prepared the following reports, copies of which are available through SCRTD Market Research:

Summary Report

Sector Report

Transit Dependent vs Transit Discretionary
Riders' Report

A report of the Non-User Market, prepared by SCRTD Market Research, is also available.

QUESTIONNAIRE

DSI #1954
January 1981

Map/Envelope # _____ 1 | 9
Block # _____ 11
RTD Sector # _____ 14

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 ()
[CIRCLE ONE]

[] TRANSIT DEPENDENT

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? 17

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

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. 18

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

3. How many of the persons in the household, age 16 or over, currently have California driver's licenses? 19

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

4. How many are full-time or part-time students age 12 or over? 20

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

5. How many are employed full time outside of the home? (30 hours per week or more) 21

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

6. How many are employed part time outside of the home? (Less than 30 hours per week) 22

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

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. 23

Yes ⁻¹ No/None ⁻²

[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? 27

A. # Children (5 & under) _____ 27

B. # Children (6 to 11) _____ 28

C. # Children (12 to 14) _____ 29

D. # Children (15 to 17) _____ 30

E. # Adults (18 to 64) _____ 31

F. # Adults (65 & over) _____ 32

G. Total Living at Home _____ 33

11. What language is normally spoken in your home? [CHECK BELOW] 34

English ⁻¹ German ⁻⁴ Japanese ⁻⁷ Other ⁻⁰

Spanish ⁻² Italian ⁻⁵ Korean ⁻⁸

French ⁻³ Chinese ⁻⁶ Vietnamese ⁻⁹

[WRITE IN]

SECTION I

1. How many times have you gone away from home, farther than walking distance but within the Los Angeles area in the past seven days?

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

DO NOT CONTINUE

1A. How many of these times away from home did you travel only by automobile, or other type(s) of personal motor vehicle?

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

1B. How many of these times away from home did you travel only using public transit buses?

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

1C. How many of these times did you use both personal transportation and public transit buses?

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

2. Approximately how many trips have you taken on a public transit bus within the past month? For example, going to and from work in one day would be two trips.

[WRITE IN]

2A. About how many trips within the past year?

[WRITE IN]

3. Have you ridden public transit buses on a regular basis at any time within the past three years-- that is from January 1978 through the present time?

Yes -1 [PLEASE ANSWER QUESTION 3A]
 No -2 [PLEASE SKIP TO SECTION II]

3A. When did you start riding them on a regular basis?

More than 3 years ago -1
 Between 2 and 3 years ago -2
 Between 1 and 2 years ago -3
 Less than a year ago -4

3B. Do you still ride public transit buses on a regular basis?

Yes -1 [PLEASE SKIP TO QUESTION 1 - SECTION II]
 No -2 [PLEASE ANSWER QUESTION 3C BELOW]

3C. About how long was it, in months, between the time you started riding public transit buses and the time you stopped?

Less than 1 month -1
 1 to 2 months -2
 3 to 5 months -3
 6 months to a year -4
 More than a year -5

3D. Why did you stop riding public transit buses? [PLEASE WRITE IN YOUR ANSWER BELOW.]

[PLEASE CONTINUE]

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]

54

Yes - Considered Buying Automobile []-2 [PLEASE ANSWER QUESTION 2A]

No - []-3 [PLEASE SKIP TO QUESTION 3]

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

Whether to buy or not? -1 -2 -3 -4
[] [] [] []
DIDN'T NOT VERY SOMEWHAT VERY
CONSIDER IT IMPORTANT IMPORTANT IMPORTANT

55

What kind of car to buy? -1 -2 -3 -4
[] [] [] []
DIDN'T NOT VERY SOMEWHAT VERY
CONSIDER IT IMPORTANT IMPORTANT IMPORTANT

56

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]

57

Yes - Considered Buying or Moving []-2 [PLEASE ANSWER QUESTION 3A]

No - []-3 [PLEASE SKIP TO QUESTION 4]

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
[] [] [] []
DIDN'T NOT VERY SOMEWHAT VERY
CONSIDER IT IMPORTANT IMPORTANT IMPORTANT

58

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]

61

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 WILTERN" OR "DOWNTOWN", ETC.]

[WRITE IN]

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
- Carpool or vanpool []-2
- Public transportation []-3

INTERVIEWER: ASK Q7

63

[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

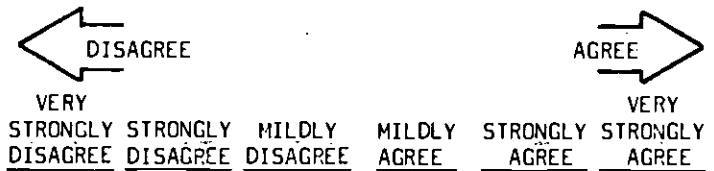
6. In the event of a severe gasoline shortage, there are a number of actions that the government might take to deal with the emergency. Please read the list of actions below and write in a "1" beside the action that would be most acceptable to you personally. Write in a "2" beside the action that would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

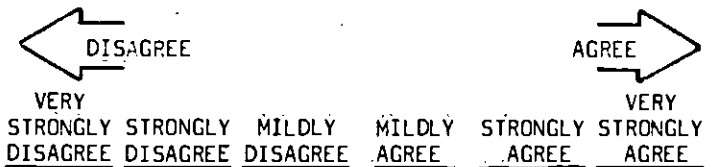


EXAMPLE

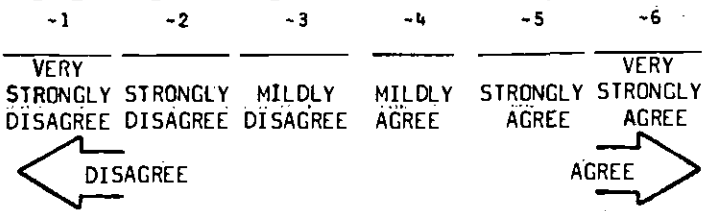
This questionnaire isn't as hard to fill out as I thought it would be..... [] [] [] [X] [] []

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.....	[]	[]	[]	[X]	[]	[]	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



DISAGREE

AGREE

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

It just takes too long to get <u>anywhere</u> by bus.....	[⁻¹] []	[⁻²] []	[⁻³] []	[⁻⁴] []	[⁻⁵] []	[⁻⁶] []	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 RID 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
------------------------	-------------------	-----------------	--------------	----------------	---------------------

DISAGREE

AGREE

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]

2 | 51

No -2 [PLEASE SKIP TO QUESTION 2]

- 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

52

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

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

Less than 15 minutes -1

53

15 to 29 minutes -2

A half hour to 44 minutes -3

45 minutes to 1 hour -4

More than an hour -5

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]

54

No -2 [PLEASE SKIP TO THE BEGINNING OF THE NEXT SECTION]

- 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]

TRIPS FOR
THIS PURPOSE

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

65

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

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

- Less than 15 minutes []-1 2 | 68
- 15 to 29 minutes []-2
- A half hour to 44 minutes []-3
- 45 minutes to 1 hour []-4
- More than an hour []-5

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 69
- 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

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] 71
- Had to transfer buses []-2 [PLEASE ANSWER QUESTION 6A]

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] 73
- No/Not Sure []-2 [PLEASE SKIP TO NEXT SECTION]

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 74
- One to two blocks []-2
- Three to four blocks []-3
- Five to six blocks []-4
- Seven to eight blocks []-5
- Over eight blocks []-6

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**

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 SELDOM</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.

	<u>NONE</u>	<u>UNDER 1 HOUR</u>	<u>1 TO 2 HOURS</u>	<u>MORE THAN 2 HOURS</u>	
	-1	-2	-3	-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
<u>APPROXIMATE YEARLY INCOME</u>	<u>Yourself</u>	<u>Total Household</u>	<u>OCCUPATION</u>	<u>Yourself</u>	<u>Head of Household</u>
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
			Retired.....	[]-x	[]-x
			Not Employed.....	[]-R	[]-R
			Other		
				[PLEASE WRITE IN]	
				68	69
			<u>LAST SCHOOL ATTENDED</u>	<u>Yourself</u>	<u>Head of Household</u>
			Grade School.....	[]-1	[]-1
			High School.....	[]-2	[]-2
			Trade School.....	[]-3	[]-3
			College (1 or 3 years).....	[]-4	[]-4
			College (4 years or more).....	[]-5	[]-5
			Post Graduate.....	[]-6	[]-6
<u>AGE</u>	<u>Yourself</u>	<u>Head of Household</u>			
12 to 15 years.....	[]-1				
16 to 19 years.....	[]-2	[]-2			
20 to 24 years.....	[]-3	[]-3			
25 to 29 years.....	[]-4	[]-4			
30 to 34 years.....	[]-5	[]-5			
35 to 39 years.....	[]-6	[]-6			
40 to 44 years.....	[]-7	[]-7			
45 to 49 years.....	[]-8	[]-8			
50 to 54 years.....	[]-9	[]-9			
55 to 59 years.....	[]-0	[]-0			
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		
Q9.	<u>Group 1 - Definitely Would</u>					20..28		

	<u>Group 2 - Not Sure</u>					29..37		

	<u>Group 3 - Definitely Would Not</u>					38..46		

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				