

SURVEY OF LINE 630 RIDERS  
TO LAWRY'S CALIFORNIA CENTER



SCR TD MARKET RESEARCH

NOVEMBER, 1983

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## Summary Of Findings

The median age of riders on the 630 line is 43.8, 59% higher than the median age of RTD riders overall. The median age of women riding the 630 is 21% higher than that of the men.

Nearly 71% of the riders surveyed on the 630 line were women.

Of the male riders surveyed, over 92% were downtown for work, but only 61% of the females were downtown because of work. Nearly 36% of the women were downtown on shopping or recreational trips.

Over 92% of the men surveyed and 64% of the women are in downtown Los Angeles five or more days a week.

More than 71% of the males and 47% of the females surveyed were riding the 630 line for the first time. No riders reported riding the 630 line more than one day per week.

Over 61% of the respondents said they intended to shop at Lawry's California Center, in addition to having lunch there.

The 630 line attracts new customers to Lawry's California Center; 30% of the women and 64% of the men riding the line had never been there before.

Among Line 630 riders who had visited the California Center before the line was introduced, all the men and 48% of the women had driven. Nearly 35% of the women had ridden in a car with someone else.

The most active outbound stop on the 630 Line is at 6th and Flower, which accounts for one-third of the boardings.

The most common method of learning about the 630 line is from friends or co-workers. Thirty-nine per cent of the said they learned of the line from others.

Almost 96% of the respondents expressed an interest in having the 630 line continue operations from December, 1983 through April, 1984. Over 93% are interested in having the line continue from May, 1984 through November, 1984.

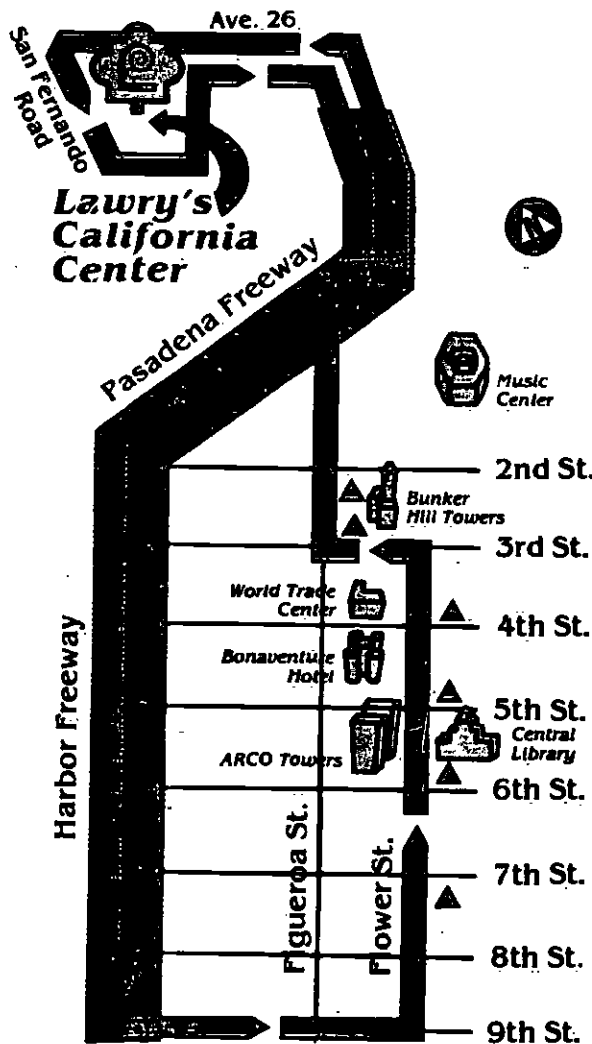
## SURVEY OF LINE 630 RIDERS TO LAWRY'S CALIFORNIA CENTER

### Background And Objectives

The Lawry's California Center Express Bus, Line 630, is a cooperative service sponsored by Lawry's and operated by the RTD. Beginning operation on May 23, 1983, this line provides service between the Downtown Los Angeles Financial District and Lawry's California Center from 11:00 AM to 3:00 PM, Monday through Friday. Running time between Downtown L.A. and Lawry's is about 13 minutes. The cash fare is 50¢ and all RTD Monthly passes are accepted. A map of the route and a timetable are shown as Figure 1.

On September 29, 1983, Lawry's management announced their decision not to continue operation of the 630 line after November 23, 1983. Market Research was asked to conduct a survey of riders to determine how users of this special service learned about it, their reasons for visiting the California Center, their previous visits to the Center and their level of interest in continuing the 630 line. A self-administered questionnaire was distributed to Line 630 riders during the last week of October to examine these issues, as well as riders' boarding stops and demographic characteristics.

FIGURE 1  
LINE 630 MAP AND TIMETABLE



### Schedule

7th and Flower	Arrive California Center	Leave California Center	7th and Flower
11:00 AM	11:13 AM	11:18 AM	11:50 AM
11:30	11:43	11:48	12:00 PM
12:00 PM	12:13 PM	12:18 PM	12:30
12:30	12:43	12:48	1:00
1:00	1:13	1:18	1:30
1:30	1:43	1:48	2:00
2:00	2:13	2:18	2:30
2:30	2:43	2:48	3:00
3:00	3:13		

▲ Bus Stop Locations for Lawry's California Center

SURVEY OF LINE 630 RIDERS  
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Age Of Riders

Patrons surveyed on the 630 line tend to differ significantly from the average RTD rider in several important characteristics. In terms of age, for example, Line 630 riders tend to be older than the average rider. The average age of riders on the RTD system is about 27.5, but on the 630 line the average is 43.8, or 59% older.

In addition, there is a significant difference in average age by gender. Female riders on the 630 line average more than seven years older than male riders. The median age for females is 45.8, for males 38.0. On average, the female riders are almost 21% older than the males. Table 1, which provides detail on the age breakdown of riders on Line 630, shows that none of the riders surveyed were under 20 years old.

TABLE 1  
AGE OF LINE 630 RIDERS  
BY GENDER

<u>Age</u>	<u>Male Riders</u>		<u>Female Riders</u>		<u>All Riders</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
20-29	3	21.4%	8	24.2%	11	22.9%
30-39	5	35.7	5	15.2	10	20.8
40-49	2	14.3	6	18.2	8	16.7
50-59	1	7.1	5	15.2	7	14.6
60+	3	21.4	9	27.3	12	25.0
Total	14	99.9%	33	100.1%	48	100.0%
Median Age	38.0		45.8		43.8	

### Rider Gender

On the RTD system overall, ridership is about evenly split between men and women, although women have a slight majority. Women clearly dominate ridership on the 630 line, however. Of the 48 respondents who reported their gender, 34 -- or 71% -- were females. Only 14 of the respondents -- 29% -- were males.

### Reason For Respondent's Presence Downtown

Of those 42 respondents who reported their reason for being downtown, over 71% cited work. There was a significant difference between the reasons given by gender, however. Nearly 86% of the men said they were downtown because of work, but only about 61% of the women respondents gave work as a reason.

Women were more likely to have some other reason for being downtown. Nearly 36% of the women said they were downtown for shopping, recreation or lunch. Only about 8% of the men gave these reasons for being downtown. Table 2 provides detail.

TABLE 2  
REASON FOR RESPONDENTS' PRESENCE DOWNTOWN

<u>Reason</u>	<u>Male Riders</u>		<u>Female Riders</u>		<u>All Riders</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Work	12	92.3%	17	60.7%	30	71.4%
Live Downtown	-	-	1	3.6	1	2.4
Shopping/ Recreation/ Lunch	1	7.1	10	35.7	11	26.2
Total	13	100.0%	28	100.0%	42	100.0%

Frequency Of Respondent's Presence Downtown

Overall, two-thirds of the respondents providing data are downtown five days a week, and another 7% are downtown more than five days. There is a difference by gender, however. Over 92% of the male respondents are downtown five or more days a week, but only 64% of the females report being downtown this often. Nearly 36% of the women visit downtown two days a week or less. Only 8% of the men visit so infrequently. Table 3 provides detail.

TABLE 3  
FREQUENCY OF RESPONDENTS' PRESENCE DOWNTOWN

Days Per Week In Downtown LA	Male Riders		Female Riders		All Riders	
	Number	Percent	Number	Percent	Number	Percent
Less Than One	-	-	3	10.7%	3	7.1%
One	-	-	4	14.2	4	9.5
Two	1	7.7%	3	10.7	4	9.5
Three	-	-	-	-	-	-
Four	-	-	-	-	-	-
Five	12	92.3	15	53.6	28	66.7
More Than Five	-	-	3	10.7	3	7.1
Total	13	100.0%	28	99.9%	42	99.9%

### Frequency Of Line 630 Use

Overall, 53% of the respondents surveyed on the 630 line were riding the line for the first time. Over 71% of the male respondents, but only 47% of the females were first time riders.

None of the respondents reported riding the 630 line more than one day a week. Seven per cent of the men and 12% of the women said they ride one day a week. Fourteen per cent of the men and 12% of the women said they ride the line two or three times a month. Another 7% of the males and 29% of the females ride once a month or less. Table 4 shows by gender the frequency of Line 630 use.

TABLE 4  
FREQUENCY OF RIDING LINE 630

<u>Frequency of Use</u>	<u>Male Riders</u>		<u>Female Riders</u>		<u>All Riders</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
One Day Per Week	1	7.1%	4	11.8%	5	10.2%
2-3 Days Per Month	2	14.3	4	11.8	6	12.2
One Day Per Month	-	-	7	20.6	7	14.3
Less Than One Day Per Month	1	7.1	3	8.8	5	10.2
First Time	10	71.4	16	47.1	26	53.1
Total	14	99.9%	34	100.1%	49	100.0%



Purpose Of Line 630 Trip

Over 61% of the respondents indicated that their trip purpose included shopping as well as lunch at Lawry's California Center. Table 5 shows trip purpose by frequency of Line 630 use.

TABLE 5  
PURPOSE OF TRIP ON LINE 630  
BY FREQUENCY OF RIDING

<u>Frequency of Riding</u>	<u>Lunch Only</u>		<u>Lunch &amp; Shopping</u>		<u>All Trips</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
1 Day/Week	2	40.0%	3	60.0%	5	100.0%
1-3 Day/Month	5	38.5	8	61.5	13	100.0
Under 1 Day/Month	3	60.0	2	40.0	5	100.0
First Time	9	34.6	17	65.4	26	100.0
Total	19	38.8%	30	61.2%	49	100.0%

Frequency Of Trips To Lawry's California Center

Table 6 shows that, overall, about 41% of the Line 630 riders surveyed had never been to Lawry's California Center before. Up to 54% of the respondents riding the 630 line for the first time were also on their first visit to Lawry's.

Table 7 shows that men were more likely than women to be on their first visit to Lawry's. Over 64% of the men surveyed, but only 29% of the women, had never been to Lawry's before the 630 line was introduced.

TABLE 6  
FREQUENCY OF CALIFORNIA CENTER VISITS  
BEFORE LINE 630  
BY FREQUENCY OF LINE 630 USE

Frequency of California Center Visits	Frequency Of Line 630 Riding									
	1/Week		1-3/Month		Under 1/Mo		First Use		Overall	
	No.	Per-cent	No.	Per-cent	No.	Per-cent	No.	Per-cent	No.	Per-cent
1/Month or more	1	20.0%	3	23.1%	-	-	-	-	4	8.3%
Under 1/Month	2	40.0	7	53.8	4	80.0%	11	44.0%	24	50.0
Never Visited	2	40.0	3	23.1	1	20.0	14	56.0	20	41.7
Total	5	100.0%	13	100.0%	5	100.0%	25	100.0%	48	100.0%

TABLE 7  
FREQUENCY OF CALIFORNIA CENTER VISITS  
BEFORE LINE 630  
BY GENDER

Frequency of California Center Visits	Male Riders		Female Riders		All Riders	
	Number	Percent	Number	Adjusted Percent	Number	Adjusted Percent
1/Month or more	2	14.3%	2	6.1%	4	8.3%
Under 1/Month	3	21.4	21	63.6	24	50.0
Never Visited	9	64.3	10	30.3	20	41.7
Total	14	100.0%	33	100.0%	48	100.0%

Previous Mode Of Travel To Lawry's California Center

Over 57% of the Line 630 riders who had been to Lawry's California Center before the 630 line began operation drove and 26% rode with someone else. About 11% rode other RTD lines. Table 8 shows the breakdown of answers by frequency of Line 630 use.

Table 9 shows the difference by gender in previous mode of travel to Lawry's. All the male respondents, but only 48% of the females, said they drove. Nearly 35% of the female respondents rode with someone else and 13% took the RTD.

TABLE 8  
MODE OF TRAVEL TO LAWRY'S CALIFORNIA CENTER  
BEFORE LINE 630  
BY FREQUENCY OF LINE 630 USE

Previous Mode	1/Week		1-3/Month		Under 1/Month		First Ride		Overall	
	No.	Per- cent	No.	Per- cent	No.	Per- cent	No.	Per- cent	No.	Per- cent
Drove	1	33.3%	5	50.0%	4	100.0%	6	60.0%	16	59.3%
Rode	1	33.3	3	30.0	-	-	4	40.0	8	29.6
RTD	1	33.3	2	20.0	-	-	-	-	3	11.1
Total	3	99.9%	10	100.0%	4	100.0%	10	100.0%	27	100.0%

TABLE 9  
MODE OF TRAVEL TO LAWRY'S CALIFORNIA CENTER  
BEFORE LINE 630  
BY GENDER

Previous Mode	Male Riders		Female Riders		All Riders	
	Number	Percent	Number	Percent	Number	Percent
Drove	5	100.0%	11	47.8%	16	57.1%
Rode	-	-	8	34.8	8	28.6
RTD	-	-	3	13.0	3	10.7
Other	-	-	1	4.3	1	3.6
Total	5	100.0%	23	99.9%	28	100.0%

Line 630 Outbound Boarding Stops

Table 10 shows that the largest proportion of respondents -- nearly one-third -- boarded the 630 line at 6th and Flower. Just over 20% boarded at 4th and Flower, and another 18% boarded at 7th and Flower. A similar proportion boarded at 5th and Flower. Only 10% of the riders boarded at 3rd and Figueroa, and none at 2nd and Figueroa.

TABLE 10  
LINE 630 OUTBOUND BOARDING STOPS  
BY GENDER

Boarding Stop	Male Riders		Female Riders		All Riders	
	Number	Percent	Number	Percent	Number	Percent
Flower & 7th	4	28.6%	5	14.7%	9	18.4%
Flower & 6th	5	35.7	10	29.4	16	32.7
Flower & 5th	-	-	9	26.5	9	18.4
Flower & 4th	1	7.1	9	26.5	10	20.4
Figueroa & 3rd	4	28.6	1	2.9	5	10.2
Figueroa & 2nd	-	-	-	-	-	-
Total	14	100.0%	34	100.0%	49	100.1%

How Riders Learned About Line 630

The single most common method of learning about the 630 line was through friends and co-workers. As many as 39% of the respondents said that they learned about the line from others. Over 19% of the riders learned of the line through newspaper articles or advertisements. Table 11 provides detail on how male and female riders learned of the Line 630 service.

TABLE 11  
HOW RIDERS LEARNED ABOUT LINE 630  
BY GENDER

<u>How Riders Learned About Line 630</u>	<u>Male Riders</u>		<u>Female Riders</u>		<u>All Riders</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Friends, Co-Workers, etc.	4	36.4%	12	41.4%	16	39.0%
Class Field Trip	-	-	5	17.2	5	12.2
Newspaper	1	9.1	1	3.5	2	4.9
Newspaper Ad	2	18.2	3	10.3	6	14.6
Brochure At Lawry's or At Hotel	1	9.1	1	3.5	2	4.9
Sign At Bus Stop	1	9.1	3	10.3	4	9.8
Saw the 630 Bus	1	9.1	-	-	1	2.4
RTD Schedules	-	-	1	3.5	1	2.4
Other	1	9.1	3	10.3	4	9.8
Total	11	100.1%	29	100.0%	41	100.0%

Rider Interest In Continued Line 630 Service

Respondents were asked about their level of interest in having Line 630 continue operations during two periods of time -- December, 1983 through April, 1984 and May, 1984 through November, 1984. Table 12 shows that over 70% of the respondents were very interested in having the service continue through April, 1984, and nearly 73% wanted it to continue until November, 1984. Another quarter of the respondents were somewhat interested in continuing the service until April, and nearly 21% wanted it to continue through November of next year.

TABLE 12  
RIDER INTEREST IN CONTINUED OPERATION OF LINE 630  
BY GENDER

<u>Period</u>	<u>Opinion</u>	<u>Male Riders</u>		<u>Female Riders</u>		<u>All Riders</u>	
		<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
12/83- 4/84	Very Interested	12	85.7%	20	62.5%	33	70.2%
	Somewhat Interested	2	14.3	10	31.3	12	25.5
	Not Too Interested	-	-	2	6.3	2	4.3
	Not At All Interested	-	-	-	-	-	-
	Total	14	100.0%	32	100.0%	47	100.0%
5/84- 11/84	Very Interested	10	76.9%	21	70.0%	32	72.7%
	Somewhat Interested	3	23.1	6	20.0	9	20.5
	Not Too Interested	-	-	3	10.0	3	6.8
	Not At All Interested	-	-	-	-	-	-
	Total	13	100.0%	30	100.0%	44	100.0%