

OPINION RESEARCH OF CALIFORNIA

PUBLIC OPINION AND BUSINESS SURVEYS
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July 6, 1967

Southern California Rapid Transit District
1060 South Broadway
Los Angeles, California

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Gentlemen:

Pursuant to our agreement, we enclose our report relative to a study of public opinion in Los Angeles County in February and March of 1967.

This survey of public opinion was made in accordance with generally accepted measurement procedures. The data contained herein are based on a countywide probability sample of households, and accordingly, is an objective measurement of public opinion.

The information contained in the analysis and statistical appendices provides a comprehensive picture of the nature of the data collected.

Sincerely,

OPINION RESEARCH OF CALIFORNIA
by

Michael Wenstrom
Project Director

MW:jd
Enclosure

A
PUBLIC OPINION SURVEY
OF ATTITUDES REGARDING
PUBLIC TRANSPORTATION AND RAPID TRANSIT
IN LOS ANGELES COUNTY

prepared for

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

by

OPINION RESEARCH OF CALIFORNIA

June, 1967

TABLE OF CONTENTS

Page

	List of Tables
	Introduction
1	A. Study Objectives
3	B. Methodology
	CHAPTER I PUBLIC TRANSPORTATION - USE PATTERNS AND ATTITUDES
5	A. Summary Statement
7	B. General Description of the Bus Customer
7	1. Frequency of Bus Use
8	2. Reasons for Occasional Bus Use
9	3. Household Members as Bus Customers
9	4. Reasons for Riding the Bus
11	5. Bus Customers' Appraisal of the Bus System
11	a. Desirable Characteristics of the Bus System
11	b. Undesirable Characteristics of the Bus System
14	6. Distance Willing to Walk for Bus Service
14	7. Distance from Residence to a Bus Stop
17	C. Profile of Bus Customers and Non-customers
17	1. Description of Customers and Non-customers
18	2. Description of Customers by Frequency of Bus Use

Page

- 18 a. General Description
- 20 b. Daily Travel Costs
- 21 c. Travel Time
- 22 d. Perceptions of Freeways
- 24 D. Awareness of Busses and the Southern California Rapid Transit District
- 24 1. Awareness and Identification of Bus Systems
- 25 2. Recognition of the Southern California Rapid Transit District
- 25 3. Knowledge of Source of Funds for Southern California Rapid Transit District Operation
- 26 4. Awareness of Profit Status of the Southern California Rapid Transit District
- 27 5. Respondent's Perception of Bus Riders
- 28 6. The EXTRAcar Program
- 32 E. Attitudes Toward Busses and the Southern California Rapid Transit District
- 32 1. Respondent's Evaluation of the Performance of the Southern California Rapid Transit District
- 34 2. Attitudes Toward the Use of Public Funds to Support Public Transportation

Page

38	CHAPTER II	RAPID TRANSIT
39	A.	Summary Statement
41	B.	The Rapid Transit Customer and Non-customer
41	1.	Proposed Frequency of Rapid Transit Use
41	a.	Frequency of Use
42	b.	Reasons for Intending Occasional Use of the Proposed System
43	c.	Reasons for Intending Non-use of the Proposed System
43	2.	Profile of the Rapid Transit Customer by Proposed Frequency of Use
48	C.	Awareness of Rapid Transit and the Proposed System
48	1.	Perception of the Words "Rapid Transit"
49	2.	Knowledge of the Proposed System (unaided)
50	3.	Definition of the Term "Monorail"
52	D.	Attitudes Toward Rapid Transit and the Proposed System
52	1.	Attitudes Prior to Description of the Proposed System
52	a.	Perceived Advantages of Rapid Transit
52	b.	Perceived Disadvantages of Rapid Transit
53	c.	Respondent's Evaluation of the Importance of Rapid Transit
55	2.	Attitudes Toward Rapid Transit Subsequent to Description of the Proposed System
55	a.	Favorable Perceptions of the Proposed System
56	b.	Unfavorable Perceptions of the Proposed System
56	3.	Preferences Regarding Type of System
56	a.	General Description of Preferences

Page

- 57 b. Overhead System
- 58 c. Road Level System
- 59 d. Subway System
- 59 4. Perceptions of Potential Users of Rapid Transit
- 59 a. Who Will Use the System
- 60 b. Perceived Reasons for Use of Rapid Transit
- 60 5. Attitudes Regarding Use of Public Money for Rapid Transit
- 60 a. Sources of Tax Money to Build a Rapid Transit System
- 62 b. A Vote on Rapid Transit

APPENDIXES

List of Tables

CHAPTER I

<u>Table No.</u>		<u>Page</u>
1	Bus Customers Classified by Frequency of Use	7
2	Reasons for Occasional Rather Than Frequent Bus Use	8
3	Customers' Reasons for Bus Use	9
4	Desirable Characteristics of the Bus System as Seen by Bus Customers	11
5	Criticisms of the Bus System by Customers	13
6	Distances Bus Customers will Walk for Bus Service	14
7	Distance Respondents Reside from a Bus Line	15
8	Distance Frequent Bus Customer is Willing to Walk to Catch a Bus and Distance from Residence to Bus Stop	16
9	Profile of Bus Customer and Non-customer	17
10	Profile of Customer by Frequency of Bus Use	19
11	Daily Travel Costs to and from Work	21
12	Travel Time from Home to Work	22
13	Attitudes Toward Freeway Use by Bus Customers and Non-customers	23
14	Names of Bus Companies Identified	24
15	Source of Funds to Run Southern California Rapid Transit District	26
16	Opinion as to Whether the Southern California Rapid Transit District is Operating at a Profit or a Loss by Frequency of Bus Use	27

List of Tables

<u>Table No.</u>		<u>Page</u>
17	Types of People Observed on a Bus (Major Types)	28
18	Profile of Recognition of EXTRAcAR concept	29-30
19	Opinion of the Southern California Rapid Transit District by Bus Use	32
20	Attitudes Regarding the Performance of the Southern California Rapid Transit District by Income	33
21	The Use of Tax Money for Improvement of Public Transportation by Ownership of Property	35
22	Vote for Money to Improve the Southern California Rapid Transit District	36

CHAPTER II

<u>Table No.</u>		
23	Frequency of Rapid Transit Use by Potential Rapid Transit Customers	41
24	Frequency of Rapid Transit Use by Current Bus User	42
25	Reasons for Occasional Use of a Rapid Transit System	43
26	Reasons for Intending Non-use of the Proposed System	44
27	Profile of Rapid Transit Customers by Frequency of Use	45
28	Importance of Rapid Transit and Vote on a System by Frequency of Use	47

List of Tables

<u>Table No.</u>		<u>Page</u>
29	Definitions of the Term "Rapid Transit"	48
30	Definition of Monorail	51
31	Disadvantages of Rapid Transit	53
32	Importance of Rapid Transit by Proposed Frequency of Rapid Transit Use	54
33	Preference for Type of Rapid Transit System by Intended Frequency of Use	57
34	Reasons for Preferring an Overhead System	58
35	Sources of Tax Money to Build Rapid Transit	61
36	A Vote on the Use of Public Money to Build Rapid Transit	62
37	A Vote on the Use of Public Money to Build Rapid Transit with "Don't Know" Distributed	63

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INTRODUCTION

A. Study Objectives

This study was designed to meet two main objectives. First, the use patterns and attitudes of Los Angeles County residents toward existing public transportation were investigated, (Chapter I). Second, knowledge of and attitudes toward rapid transit were measured, (Chapter II).

These concepts, public transportation and rapid transit, were examined as separate entities, and as interrelated components of an individual's complex of habits and attitudes regarding public transportation.

The respondent's travel habits and attitudes toward public transportation were probed in some detail. From this search of the travel characteristics and attitudes of the adult residents of the county, a profile has been developed which provides some answers to the questions; who does and does not use busses, what the public does and does not know about the public transportation facilities of the county, and what are the attitudes regarding existing services, as of the study date.

The chapter dealing with rapid transit investigates the public's understanding of rapid transit in general, as well as reaction to the system proposed by the Southern California Rapid

Transit District. This information is presented in terms of frequency of bus use, potential use of rapid transit, general socio-economic level, race or nativity, age and other pertinent demographic variables.

B. Methodology

The preliminary planning for this study began late in 1966, with the field interviewing conducted in February and March of 1967. Field work was completed by March 10, 1967. The geographical area under study was all of Los Angeles County.

The sample consisted of 1500 households in Los Angeles County. To give some indication of relative sample size, a number of nationwide probability samples contain approximately the number of households selected for this study. Of the 1500 households, completed interviews were obtained in 1350. This is a completion rate of 90 per cent. The completion rate is well within our standard limits. A description of sample non-response is presented in Appendix E.

The sample was a multi-stage probability sample of households in Los Angeles County. The sample was drawn in three stages. Stage One was composed of census tracts*, Stage Two - city blocks, and Stage Three - households. Interviewers used a systematic selection procedure for choosing the member of the household to be interviewed. In all cases, where possible, only the head of the

*U. S. Censuses of Population and Housing: 1960.

household or the spouse was interviewed.

Over the course of the study, 62 interviewers conducted the in-home interviews. The completed interviews ranged in length from twenty minutes to one hour and fifteen minutes. Mean interview time was approximately forty-five minutes.

The responses obtained are held to be an accurate and objective reflection of public opinion as of the study date, subject to the variance inherent in such a sample. No statistical measures of significance and association are presented directly in the report. However, certain statistics have been computed, where appropriate, and are available on request.

Where necessary, multi-lingual interviewers were employed. Such a procedure was frequently necessary when interviewing within the Mexican-American community.

All preliminary material, working papers, data decks and computer output from this study are available for inspection and use by the client.

CHAPTER I PUBLIC TRANSPORTATION - USE PATTERNS AND ATTITUDES

A. Summary Statement

1. About 22 per cent of the County's adult residents use busses occasionally or frequently.
2. About one-half of the bus customers are frequent users (at least several times a week), while the other half of the customer group uses busses at least several times per year.
3. The bus customer has certain characteristics which distinguish him from the non-user of public transportation. The following are some statements which are descriptive of the bus customer.
 - About two-thirds live in households with one or more automobiles.
 - Forty-two per cent are employed.
 - One-half hold driver's licenses.
 - Seventy-five per cent live within two blocks of a bus line.
 - The mean annual income is approximately \$6400.
 - The mean years of education is 10.3.
 - About two-thirds of the group is Caucasian.
 - Slightly less than two-thirds of the customer group is female.
4. About one-third of the bus customers use busses for travel to work, while slightly more than one-third use busses for shopping. The balance of the customer group is spread among appointments, school and use for recreation.
5. On the average, employed persons who do not use busses estimate their travel costs to and from work to be about the same as the travel costs of employed bus customers. However, the person using his car to travel to work may not be as aware as the bus customer of the total costs involved.

6. More than two-thirds of the bus customers are unwilling to walk more than two blocks to catch a bus, and more than three-quarters of the customer group live within two blocks of a bus line.
7. Only thirty per cent of the respondents could correctly identify fares as the source of the Southern California Rapid Transit District's income, while about 30 per cent could give no answer and almost 40 per cent answered that the District is supported, in one form or another, by a subsidy.
8. Only one-fourth of the respondents correctly identify the Southern California Rapid Transit District as operating at a loss.
9. The more an individual uses the bus, the more likely he is to see bus riders in very general, rather than specific, terms.
10. Attitudes toward the performance of the Southern California Rapid Transit District are fairly evenly divided, with 25 per cent responding "Favorable," 22 per cent responding "Fair," 25 per cent responding "Unfavorable," and 28 per cent responding "don't know."
11. Approval of the performance of the Southern California Rapid Transit District is stronger among bus customers than among non-customers.
12. The public is generally favorable to the concept of using tax money for the support of public transportation. Of those expressing an opinion, 61 per cent favor this use of tax money.
13. The predominant reason given for liking to use freeways is the time saving aspect of such travel. Dislike of using freeways centers around traffic congestion and fear, both general and specific.
14. As annual family income increases, so does support for the use of tax money for public transportation.

B. General Description of the Bus Customer

1. Frequency of Bus Use

About 22 per cent of Los Angeles County adult residents use the bus, frequently or occasionally.

This customer population is about evenly split between "frequent" and "occasional" users, and is slightly greater in the frequent category. The frequent customer is defined as one who uses the bus at least several* times each week. The occasional customer is defined as one who uses the bus at least several times a year, but at most, several times a month.

The split between these two customer types is shown by the data in Table 1. Slightly more than half the customer population is in the frequent category, with about half of that group being daily customers. The other half of the customer population is in the occasional category.

Table 1 - Bus Customers Classified by Frequency of Use

	All Bus Customers (N=290)	
Frequent bus customers	52.4%	
Daily		24.1%
Several times/week		28.3%
Occasional bus customers	47.6%	
Several times/month		26.9%
Several times/year		20.7%

*The word several as used in this study, is a self (respondent) assigned term. This usage demanded that the respondent estimate his travel, less in terms of actual number of trips in a given time period, than in a subjective, more personally meaningful, manner.

2. Reasons for Occasional Bus Use

The occasional bus customer does not use the bus system more often because he generally recognizes no need to do so. There is a substantial group (25 per cent), however, which cites some dissatisfaction with existing services as their reason for not making more frequent use of the system.

Table 2 - Reasons for Occasional Rather than Frequent Bus Use

	Occasional Bus Customer (N=138)	
Lack of need	57%	
General lack of need		37%
Auto available		20%
Lack of Utility	25%	
General inconvenience of bus		9%
Poor service or scheduling		6%
Poor routing		4%
Bus is too slow		4%
Fares too high		2%
Physical inability	7%	
Miscellaneous reasons (no single item greater than 2%)	11%	

In light of the occasional customer's current perceptions, if there were to be an extensive upgrading of the system, 25-35 per cent of occasional bus users might use the system more often.

The data in Table 2 indicates that the occasional customer generally uses the bus only when a normally available auto is unavailable, or when they must take a special trip. The prevailing sentiment within this group is not so much anti-bus as non-bus.

3. Household Members as Bus Customers

The adult female is the most frequent user of bus facilities. The woman in a household provides approximately two-thirds of the customers for Los Angeles County bus systems. Adult males provide 20 per cent of bus customers and school-age children (twelve grades or less) provide about 20 per cent of bus customers. This breakdown does not change appreciably when the bus users are separated as to frequency of use.

4. Reasons for Riding the Bus

Bus use is overwhelmingly associated with necessary rather than recreational activities. (see Table 3)

Table 3 - Customers' Reasons for Bus Use

	<u>All Bus Customers (N=290)</u>
Work	30.9%
Shopping	35.6%
Business/medical appointments	10.8%
School	15.5%
Recreation and visiting	7.2%

Work and shopping account for the bulk of bus travel (67 per cent), and, as might be expected, bus use for work is higher among frequent customers than among occasional customers.

Another 11 per cent of bus use is accounted for by business and medical appointments, while 16 per cent of bus use is for travel to school. Only 7 per cent of present bus use is ascribed to recreational activities.

5. Bus Customer's Appraisal of the Bus System

a. Desirable characteristics of the bus system

When asked what they liked about the bus system, almost one-fifth of the customer group identifies no desirable characteristics. This type of response is somewhat more typical of the frequent customer (20 per cent) than of the occasional customer (16 per cent). Such a pattern indicates that the frequent customer is more likely to consider the bus system as just transportation, a necessity.

Table 4 - Desirable Characteristics of the Bus System
as Seen by Bus Customers

	<u>All Bus Customers (N=290)</u>	
Utility	60.0%	
Convenience		16.1%
Comfortable/pleasant/clean		10.0%
Courteous drivers		6.8%
Not having to fight traffic		6.1%
Dependable		5.0%
Eliminates parking		4.6%
General approval		3.6%
Economical		2.5%
Miscellaneous - utility		5.3%
No desirable characteristics	18.2%	
Provides transportation	15.0%	
Miscellaneous reasons	2.5%	
Don't Know	4.3%	

The balance of the reasons for liking the system center around the utility of the system, convenience, freedom from driving, dependability, et cetera. Sixty per cent of the bus customers cite some utilitarian

aspect of the system as its most desirable characteristic. While 60 per cent of the bus users have some positive comment as regards use of the system, 40 per cent give responses which, while they cannot be categorized as negative, are not necessarily positive.

The responses of the frequent and occasional customer do not differ to a significant extent. The answers to this question are largely specific with very few vague or generalized statements.

A further significant fact emerges when these responses are analyzed with regard to the ethnic composition of the bus riding public. A large segment (29 per cent) of the Negro bus riding population can voice no particular like as regards the bus system. However, among the bus riders of Mexican-American lineage there was a very low "nothing" response. A relatively large group of the Mexican-Americans responded they like the busses because they are comfortable, pleasant and clean (27 per cent).

b. Undesirable characteristics of the bus system

When the bus riders were asked what they particularly disliked about the bus system, the most frequently mentioned response was that "the service was too infrequent" (18 per cent), followed by the comment that the busses are "too slow" (14 per cent). The predominant feeling as regards this question is that the system lacked utility.

Table 5 - Criticisms of the Bus System by Customers

	All Bus Customers (N=284)	
Lack of utility	66.1%	
Service too infrequent		18.1%
Too slow		13.8%
Overall poor service		9.6%
Undependable		6.4%
Crowded		5.7%
Poor weekend service		5.7%
Discourteous drivers		4.3%
Odor-fumes		2.5%
Nothing	10.8%	
Miscellaneous reasons	16.7%	
Don't Know	6.4%	

It should be noted here that there is a readily apparent difference in the importance assigned to the "dislike" reasons as between the frequent and occasional bus users. This is in direct opposition to the pattern discovered in the "like" reasons, where the two groups did not differ significantly.

The frequent bus users are less concerned about infrequent service (14 per cent) than are the occasional bus users (23 per cent). The frequent bus users have their travel schedule pretty well established and have accommodated themselves to the existing timetables, while the occasional users are looking for transportation at a given time and are consequently more aware of schedule restrictions. The frequent bus customer is very concerned with the daily travel time by bus (19 per cent), while the occasional customer is not overly concerned with such considerations (8 per cent).

There is a fairly large group (20 per cent) of the bus riding population who answered "nothing" or "don't know" to the question of bus dislikes, thus

indicating no dissatisfaction with the services which they could verbalize.

6. Distance Willing to Walk for Bus Service

Insight into the value of any product or service to its users comes from an examination of the effort a customer is willing to expend in securing it. For bus service, this concept translates into how far a customer is willing to walk to secure the service.

The bus customer, whether frequent or occasional, is not willing to expend a great amount of effort. Slightly over two-thirds, in fact, express an unwillingness to walk more than two blocks (see Table 6), and only one-third are willing to walk more than two blocks. Virtually no bus customer is willing to walk more than six blocks.

Table 6 - Distances Bus Customers Will Walk for Bus Service

	<u>All Bus Customers (N=290)</u>
No more than 1 block	29.8%
From 1 to 2 blocks	37.7%
From 3 to 6 blocks	24.6%
More than 6 blocks	7.9%

7. Distance from Residence to a Bus Stop

This unwillingness to spend much effort to secure bus service relates to the distances bus customers live from bus stops. As can be seen by the data in Table 7, ...

Table 7 - Distance Respondents Reside From a Bus Line.

	Frequent Bus Customer (N=151)	Occasional Bus Customer (N=138)	Non- Customer (N=993)	Total (N=1282)
Less than 1 block	31.1%	24.7%	20.8%	22.5%
1 - 2 blocks	49.0%	44.9%	31.0%	34.6%
3 - 6 blocks	15.9%	18.9%	21.3%	20.4%
More than 6 blocks	4.0%	10.1%	19.0%	16.3%
Don't Know	0.0%	1.4%	7.9%	6.2%

Overall, 57 per cent of all respondents indicate that they live within two blocks of a bus line. The non-customers, on the average, live considerably farther from a bus line than do the bus customers.

There are few outstanding differences between the two customer groups in response to the question of how far they live from a bus line. The frequent rider indicates that he lives somewhat nearer a bus line than does the occasional rider.

Among frequent bus customers more than three-quarters live within two blocks of a bus line. This figure is very close to the number of frequent customers who indicate that they would not walk more than two blocks to catch a bus, as shown in Table 8.

Table 8 - Distance Frequent Customer is Willing to Walk to Catch a Bus and Distance from Residence to Bus Stop

	<u>Frequent Customer</u>	
	<u>Distance Willing to Walk</u>	<u>Distance Lives from Bus Stop</u>
2 blocks or less	75.3%	80.1%
More than 2 blocks	24.7%	19.9%

C. Profile of Bus Customers and Non-customers

1. Description of Customers and Non-customers

In general terms, the person who does not ride the bus is somewhat higher on the socio-economic scale than is the person who rides the bus (see Table 9). The bus user is more likely to be renting or leasing his place of residence (42 per cent) than the non-user (29 per cent), and therefore may not have the same degree of concern regarding taxation of real property as the person who does not use public transportation. The bus customer is less likely to own an automobile than is the non-customer and is therefore much more dependent on public transportation to move about within the county.

The employment rate for bus riders is significantly lower than that for non-riders (customer = 42 per cent employed; non-customer = 63 per cent employed). Bus customers hold fewer driver's licenses (50 per cent) than do non-customers (87 per cent).

Table 9 - Profile of Bus Customer and Non-customer

	<u>Bus Customer (N=290)</u>	<u>Non-customer N=1058)</u>
Property owner	57.9%	70.8%
Household with one or more automobiles	63.1%	89.7%
Employed	42.0%	63.0%
Holds a driver's license	50.3%	87.1%
Favorable attitude re: Southern California Rapid Transit	33.3%	22.3%
Mean years of education	10.3 years	11.4 years
Mean age	47.2 years	44.4 years
Mean annual family income	\$6382	\$9262
Per cent non-Caucasian	40.3%	23.7%

Bus users are generally more favorable towards the Southern California Rapid Transit District (regardless of whether or not it is the system which they use) than are non-users. In addition, the bus rider is somewhat more amenable to the use of tax monies for support of public transportation than is his non-bus riding counterpart.

The socio-economic profile of the two groups is strikingly dissimilar. The non-user is somewhat better educated and earns a substantially higher average annual wage (\$9262) than is the bus user (\$6382). There are also significantly fewer non-Caucasians* among the non-bus riders (24 per cent) than among the bus riders (40 per cent). There is some age differential between the two groups, but not enough to be adjudged significant.

2. Description of Customers by Frequency of Bus Use

a. General Description

As has already been noted, there exist a number of significant differences between those persons who use public transportation and those who do not. Similarly, there exist important differences between persons with regard to the frequency of their use of public transportation. While the non-user of public transportation is generally from a higher economic stratum than the person who uses busses, the occasional user of such transportation is from a slightly higher economic stratum than the frequent user.

*For the purposes of this analysis, respondents of Mexican-American lineage will not be included in the "Caucasian" category.

Table 10 - Profile of Customer by Frequency of Bus Use

	<u>Frequent Bus Customer</u>	<u>Occasional Bus Customer</u>	<u>Non- Customer</u>
Home owner	48.0%	68.8%	70.8%
No automobiles in household	43.4%	29.7%	10.3%
Proximity to bus stop (within 2 blocks)	80.1%	69.5%	51.8%
Auto club member	17.2%	35.1%	39.6%
Have driver's licenses	44.7%	56.5%	87.1%
Employed	49.4%	34.1%	63.0%
Walk less than $\frac{1}{2}$ block from car/bus to work	53.8%	60.0%	70.8%
Mean travel time to work (in minutes)	31.2 minutes	25.0 minutes	19.6 minutes
Mean self-estimate of travel cost to and from work	69.3¢	76.8¢	72.2¢
Would use tax money to improve public transportation ("don't know" is factored in proportionately to "favor" and "oppose")	70.3%	68.2%	59.6%
Mean years of education	10.9 years	11.2 years	11.7 years
Mean age	46.6 years	47.5 years	44.0 years
Mean annual family income	\$5844	\$6550	\$9262
Per cent non-Caucasian	53.3%	26.1%	23.7%
Per cent male	34.9%	37.7%	56.6%

The mean income and education of the occasional user is somewhat higher than that of the frequent user, but the major demographic difference is the difference in the ethnic composition of the groups. Of the non-user, 24 per cent are members of racial minority groups (i.e. Negroes, Mexican-Americans, and Orientals). However, these minority groups comprise more than 53 per cent of the frequent user group.

The frequent customer is much less likely to be a property owner (48 per cent) than is the occasional customer (69 per cent). Similarly, the proportion of households with no automobiles is significantly greater as bus use increases, from a low of 10 per cent for non-customers to a high of 43 per cent for frequent customers. Use of public transportation relates strongly to the proportions of the groups holding driver's licenses. While only 45 per cent of frequent users hold driver's licenses, 57 per cent of occasional users have licenses, and an overwhelming 87 per cent of the non-users possess licenses.

b. Daily Travel Costs

Those persons who do not use public transportation do not estimate their daily travel costs to and from work to be appreciably higher than those employed persons who use public transportation. The bus rider is able to calculate his direct travel costs with relative ease and a fair degree of accuracy. The person who travels by car, on the other hand, must make only a rough estimate, and one which may or may not include indirect costs, such as depreciation, insurance, major repairs, et cetera. However, the mean estimated travel costs for the frequent bus user and the non-user differ by only 2.9¢, and while we may be relatively certain that the estimate for bus users is accurate, there is no direct measure of accuracy of the automobile travel cost estimates. (Table 11)

Table 11 - Daily Travel Costs To and From Work

	Frequently (N=71)	Rides busses: Occasionally (N=39)	Never (N=575)	Total (N=685)
Less than .50¢	9.5%	15.9%	23.6%	21.8%
.51¢ - \$1.00	71.5%	52.2%	48.4%	51.0%
\$1.01 and up	14.9%	20.4%	20.3%	19.7%

These percentages add to less than 100% due to the omission from the table of those persons for whom the cost of travel varies because of the nature of their work.

Table 11 illustrates clearly that there are a good many occasional and non-bus riders who estimate their travel costs to and from work at under fifty cents per day. The frequent bus rider, on the other hand, is much more likely to estimate his travel costs in the 51¢-\$1.00 range. While the difference in the mean travel costs for the rider and non-rider vary by only 2.9¢, there is a significantly greater clustering of occasional and non-riders at either end of the cost spectrum.

It may, in fact, cost the average non-bus customer considerably more than the 72.2¢ mean cost which he estimates, but it is possible that he is not aware of the real cost, and it would be a difficult educational process to make him aware of the actual expenses involved.

c. Travel time

The employed respondents were asked to indicate how much time it took them to travel from their home to their place of work. The mean travel time for all employed respondents was approximately twenty-two minutes. There are, however, substantial differences between the mean travel times for the fre-

quent, occasional, and non-bus rider.

Table 12 - Travel Time from Home to Work

	Rides busses		
	Frequently (N=66)	Occasionally (N=41)	Never (N=566)
Less than 20 minutes	29.7%	47.9%	56.3%
21 minutes or more	59.5%	41.3%	34.1%

The percentages given above add to less than 100% due to the omission from the Table of those persons whose job location varies, and as a consequence the travel time varies.

As Table 12 indicates, there exists a strong relationship between means of transportation and travel time from home to work. When travel time is presented as a mean time in minutes, the results are:

	<u>Mean Travel Time</u>
Frequent bus customers -	31.2 minutes
Occasional customers -	25.0 minutes
Non-customers -	19.6 minutes

With increased bus use there is an increase in estimated travel time to work. The mean travel time of the frequent customer is more than 50 per cent greater than the mean travel time of the non-customer.

d. Perceptions of Freeways

Of all respondents questioned, approximately 60 per cent indicate that they like to use freeways. About one in four persons does not like to use freeways, and one in ten gave a conditional answer.

There was a small group (5 per cent) which indicated that it never made use of freeways, either as passenger or driver.

Table 13 - Attitudes Towards Freeway Use by Bus Customers and Non-customers

	Bus Customer (N=286)	Non- Customer (N=990)	Total (N=1276)
Like to use	52.4%	65.7%	62.7%
Do not like to use	28.7%	21.7%	23.3%
Conditional answer (depends on traffic, et cetera)	8.4%	9.5%	9.2%
Never use freeways	10.5%	3.1%	4.8%

The bus customer is somewhat less favorable as regards travel on freeways than is the non-customer. There is little difference between the two groups in their reasons for liking to use freeways. About 75 per cent of each group cites the time-saving aspect of the freeway travel the reason they like to use freeways.

There are, however, some notable differences between those bus customer and non-customer groups who would prefer not to use freeways with respect to their reasons for not liking to use freeways. The most frequently cited reason for this group of non-customers is over-crowding and congestion on the freeways (36 per cent). Overcrowding, however, is the primary complaint of only 20 per cent of the bus customers who do not like to use freeways. The major complaint of this group of bus customers is that the freeways are too fast (23 per cent). Overall, the next most frequently mentioned drawback was that the respondents felt freeways were generally unsafe.

D. Awareness of Busses and the Southern California Rapid Transit District

1. Awareness and Identification of Bus Systems

When asked to identify the bus system in their area, 45 per cent of all respondents were able to name a particular system. However, a certain number of those unable to name a system may well be aware of the existence of various bus companies, but cannot affix a definite name to the bus system. While the non-identifiers are not aware of a name, they are aware of various aspects of bus transportation. This fact is pointed up rather dramatically by the 40 per cent of all bus riders who cannot name any bus company.

Table 14 - Names of Bus Companies Identified

	Rides Busses		
	<u>Frequently</u> (N=89)	<u>Occasionally</u> (N=80)	<u>Never</u> (N=394)
<u>Company Identified:</u>			
Metropolitan Transit Authority (MTA)	52.8%	45.0%	44.2%
Southern California Rapid Transit District	31.5%	32.5%	23.4%
Others	15.7%	22.5%	32.4%

The identification factor of various bus companies is heavily concentrated in the Southern California Rapid Transit District under either its current name or as the Metropolitan Transit Authority (MTA). Although the Southern California Rapid Transit District has been operating as such for several years, most people (46 per cent) continue to identify the system as the MTA. This tendency is strongest (52 per cent) among those persons who ride the bus frequently.

While there is a high level of awareness of the Southern California Rapid Transit District/Metropolitan Transit Authority as opposed to other bus systems, a large

sector of the population is either (1) completely unaware of the change in name; or, (2) while aware of the change, does not consider it distinct enough, in terms of image, to switch identification from MTA to RTD. This latter point probably obtains among the frequent bus user more so than among either of the other two groups (occasional and non-user).

2. Recognition of the Southern California Rapid Transit District

Respondents were also asked if they had heard of the Southern California Rapid Transit District. The identification factor here was 78 per cent, 10 per cent of which was identification as the Metropolitan Transit Authority (MTA). This identification factor is rather high but it must be kept in mind that the respondent was provided with a verbal cue in the form of mention of the Southern California Rapid Transit District. In order to get a truer picture of District identification, those respondents who said they had heard of Southern California Rapid Transit District were asked to explain what function it performed. Most responded in very general terms (i.e. "Operates busses," "Provides public transportation," et cetera). However, 20 per cent of those who had heard about Southern California Rapid Transit District, responded "don't know," thus indicating only a peripheral awareness of the system. When this sub-group is subtracted from the total population, the Southern California Rapid Transit District has, at its highest, an identification factor of approximately 62 per cent.

It is interesting to note that 5 per cent of the group identifying the Southern California Rapid Transit District, defines the District as the proposer/developer of a rapid transit system. This is a factor which will be variable over time due to the extensive publicity recently accorded such a system for the Los Angeles area. Approximately 5 per cent of the population which had heard of the Southern California Rapid Transit District defined the function of the District in negative terms (i. e. "Provides poor bus service").

3. Knowledge of Source of Funds for Southern California Rapid Transit District Operation

When asked where the money comes from to support the Southern California Rapid Transit District, the most frequently mentioned response was "don't know" (31 per cent).

This percentage was fairly constant as regards frequency of bus use.

Table 15 - Source of Funds to Run Southern California Rapid Transit District

	Uses Busses			Total (N=1281)
	Frequently (N=152)	Occasionally (N=138)	Never (N=991)	
Don't Know	27.6%	28.3%	31.7%	30.8%
Fares	40.1%	34.1%	27.9%	30.0%
Subsidy (combined responses)	29.0%	33.3%	32.2%	34.3%
Miscellaneous	3.3%	4.3%	8.2%	4.9%

The answer given next most frequently was "fares" (30 per cent) followed by "taxes" (13 per cent). The responses designating subsidies as the source of the Southern California Rapid Transit District's funds, when combined, amount to 34 per cent of the answers given in response to this question.

Upper income groups (\$10,000 and over) indicate, to a greater extent than do lower income groups, that the Southern California Rapid Transit District is in part, or wholly, subsidized by the taxpayer.

4. Awareness of Profit Status of the Southern California Rapid Transit District

The respondents were asked to adjudge the District's operations with regard to whether it is operated at a profit or a loss. More people believe that the Southern California Rapid Transit District is operating at a loss (28 per cent) than at a profit (19 per cent). Fifteen per cent of the population feels the District is breaking even financially, and 38 per cent responded "don't know."

Table 16 - Opinion as to Whether the Southern California Rapid Transit District is Operating at a Profit or a Loss, by Frequency of Bus Use

	Frequent Bus Customer (N=151)	Occasional Bus Customer (N=138)	Non- Customer (N=994)	Total
Not a loss	49.3%	31.2%	32.3%	34.3%
Profit	34.2%	17.4%	16.9%	19.2%
Breaking even	15.1%	13.8%	15.4%	15.1%
Loss	19.8%	27.5%	29.6%	28.0%
Don't Know	30.9%	11.3%	38.1%	37.7%

Frequent bus users view the bus system as running at a profit at a much higher rate (34 per cent) than those persons who never use the bus (17 per cent). The occasional user of busses is much more closely aligned on this question with the non-user of busses than with the frequent user of busses. When reviewing this question by level of income the results show that as income increases there is an increasing tendency for the respondents to feel that the District is operating at a loss.

5. Respondent's Perception of Bus Riders

All respondents were asked to indicate what kind of people they usually see on the bus. This question elicited a very generalized type of response, with 31 per cent of all respondents replying that they saw all kinds of people on the bus. This "all types" response is more typical of bus riders (45 per cent) than of those who don't ride busses (27 per cent). The next most frequently mentioned response was that "working people" rode the bus. This was the answer of 24 per cent

Table 17 - Types of People Seen on a Bus (Major Types)

<u>Selected Responses:</u>	<u>Frequent Customer (N=151)</u>	<u>Occasional Customer (N=137)</u>	<u>Not a bus Customer (N=982)</u>	<u>Total (N=1270)</u>
All kinds and types	49.0%	40.1%	26.5%	30.6%
Working people	25.2%	19.7%	23.8%	23.5%
Elderly persons	4.6%	13.1%	8.1%	8.3%

of all respondents, with little difference between bus riders and non-riders. Approximately 16 per cent of the non-bus riders indicated that they did not know what type of people ride the bus, while the "don't know" response was not found among bus riders.

It should be noted that while approximately 45 per cent of the bus customers made no distinction as to types (i.e., all types and kinds) only 27 per cent of the non-customers replied in this manner. The non-customer was not quite as reluctant as the customer to put the rider in some sort of population group such as students, elderly, et cetera.

6. The EXTRAcAR Program

A section was included in the questionnaire to measure the penetration of the EXTRAcAR theme which has been featured by the Southern California Rapid Transit District in its public information program. The respondent was asked to explain what the term EXTRAcAR brought to mind. If he responded in terms other than having to do with busses, he was handed a card (see Appendix D) on which was printed the word EXTRAcAR in the type used by the Southern California Rapid Transit District in its program.

Table 18 - Profile of Recognition of EXTRAcAR Concept

	<u>N</u>	<u>Unaided</u> <u>(without card)</u>	<u>Aided</u> <u>(with card)</u>	<u>Total</u> <u>(unaided</u> <u>and aided)</u>
Total of all respondents	1329	14.2%	19.6%	33.8%
<u>Supervisory</u> <u>Districts:</u>				
District 1	408	9.8%	15.4%	25.2%
District 2	262	19.1%	21.3%	40.4%
District 3	246	17.5%	19.1%	36.6%
District 4	219	11.9%	15.0%	26.9%
District 5	190	16.3%	19.6%	35.9%
<u>Frequency of</u> <u>bus use</u>				
Frequent	151	27.8%	26.4%	54.2%
Occasional	135	26.7%	14.8%	41.5%
Never	986	16.4%	18.7%	35.1%
<u>Age</u>				
Under 55	921	15.0%	22.2%	37.2%
55 and over	409	12.9%	13.6%	26.5%
<u>Income</u>				
Under \$5000	324	11.1%	16.6%	27.7%
\$5- 9,999	476	17.4%	22.0%	39.4%
\$10-14,999	222	11.7%	19.8%	31.5%
\$15,000 or more	116	16.4%	23.3%	39.7%

Table 18 (Continued)

	<u>N</u>	<u>Unaided</u> <u>(without card)</u>	<u>Aided</u> <u>(with card)</u>	<u>Total</u> <u>(unaided</u> <u>and aided)</u>
<u>Race</u>				
Caucasian	963	14.5%	18.6%	33.1%
Mexican- American	181	12.7%	19.8%	32.5%
Negro	160	16.3%	26.2%	42.5%
Oriental	25	4.0%	16.0%	20.0%

The overall unaided (use of the word only) recognition of the term was 14 per cent. When presented with the card, an additional 20 per cent of all respondents were able to correctly identify the term as related to bus transportation, but not necessarily associated with the Southern California Rapid Transit District. Thus the overall rate of recognition (unaided + aided) was 34 per cent.

The profile presented in Table 18 shows group differences in the penetration of the EXTRAcar theme. In terms of Supervisorial Districts there is high recognition in District Two, moderate recognition in Districts Three and Five, and low recognition in Districts One and Four. As might be expected, there is an increasing recognition of the theme with increased use of bus facilities. Slightly more than one-half of frequent customers recognize the term, whereas only one-third of the non-customers could relate the term to busses.

When viewed by age of the respondent there is a higher recognition factor among the "under 55" group (37 per cent) than among the "55 and over" group (27 per cent). The income profile reveals that there is generally greater penetration within the \$5-10,000 and \$15,000

and above groups, than within the under \$5,000 and \$10-15,000 groups. The recognition rate among Caucasians is very close to that of the Mexican-American population, (approximately 33 per cent). However, the recognition rate increases substantially within the Negro community (43 per cent).

E. Attitudes Toward Busses and the Southern California Rapid Transit District

1. Respondent's Evaluation of the Performance of the Southern California Rapid Transit District

The image which the Southern California Rapid Transit District has among the county's residents was investigated by asking the respondent's opinion of the job the Southern California Rapid Transit District is doing. That opinion breaks down as follows among bus customers and non-customers:

Table 19 - Opinion of the Southern California Rapid Transit District by Bus Use

	<u>Bus Customer (N=288)</u>	<u>Non- Customer (N=994)</u>	<u>Total (N=1282)</u>
Excellent	6.3%	2.6%	3.4%
Good	27.1%	19.7%	21.4%
Fair	34.7%	18.5%	22.2%
Poor	12.5%	13.6%	13.3%
Very poor	10.8%	11.8%	11.5%
Don't know	8.6%	33.8%	28.2%

The overall reaction to the performance of the District is fairly well balanced. The outright positive reaction (i.e., "Excellent," "Good") to the District's performance (24.8 per cent) is exactly matched by the outright negative response (i.e., "Poor," "Very poor") (24.8 per cent). About one-fourth of the respondents ventured no opinion. Twenty-two per cent of the respondents reacted with a comment that the District was doing a "fair" job. This "fair" group is held to be apart from the positive and negative responses, and is a neutral or relatively non-committal category. While, on an overall basis, opinion regarding the performance of the District is well balanced, there do exist some differ-

ences of attitude among the population by bus use (see Table 19). Approval of the District's performance is substantially greater among bus customers (33 per cent) than among non-customers (22 per cent). The "don't know" factor is, as might be expected, much higher among non-users of busses than among bus users. The "fair" response was much more characteristic of the customer group (35 per cent) than of the non-customer group (19 per cent). This may be indicative of a non-committal acceptance of bus service on the part of the bus customer.

There exists a strong relationship between attitudes toward the performance of the Southern California Rapid Transit District and annual family income.

Table 20 - Attitudes Regarding the Performance of the Southern California Rapid Transit District by Income

	<u>Under \$5,000 (N=295)</u>	<u>\$5-10,000 (N=344)</u>	<u>\$10-15,000 (N=160)</u>	<u>\$15,000+ (N=32)</u>	<u>Total (N=831)</u>
Favorable	29.4%	24.8%	21.5%	18.0%	24.8%
Excellent	6.1%	2.7%	1.3%	2.6%	3.4%
Good	23.3%	22.1%	20.2%	15.4%	21.4%
Fair	20.9%	21.9%	23.8%	17.1%	21.5%
Unfavorable	24.8%	25.0%	26.5%	35.0%	26.3%
Poor	11.3%	14.4%	13.0%	17.1%	13.5%
Very poor	13.5%	10.6%	13.5%	17.9%	12.8%
Don't know	24.9%	28.3%	28.3%	29.9%	27.4%

Generally, as annual family income increases, the favorability towards the Southern California Rapid Transit District's performance decreases. At the under \$5,000 level approval is almost 30 per cent of the respondents, while at the \$15,000 and over level approval drops to under 20 per cent.

2. Attitudes Toward the Use of Public Funds to Support Public Transportation

To get a broad view of public sentiment on the issue of using tax money for the improvement of public transportation, the respondent was asked a general question as to whether he would approve or disapprove of having some of his tax money used for the improvement of public transportation. Of all respondents asked this question, 52 per cent would approve of such a measure, 34 per cent would disapprove, and 14 per cent responded "don't know."

If the "don't know" sentiment is distributed in proportion to the "favor" and "oppose" sentiment, the results are:

Favor	60.6%
Oppose	39.4%

Table 21 - The Use of Tax Money for Improvement of Public Transportation by Ownership of Property

	Property Owner (N=916)	Not a Property Owner (N=426)	Total (N=1342)
Favor	48.3%	59.6%	51.9%
Oppose	37.4%	25.8%	33.8%
Don't Know	14.3%	14.6%	14.3%

Table 21 indicates that there is a much higher degree of opposition to this issue from property owners than from persons who do not own property. If this is put in an electoral context, the property owner is typically very likely to vote in an election of this type, more so than the individual who does not own property.

Overall, there is a good base of public support for the idea of using tax money for public transportation. It must be kept in mind, however, that the respondents are answering without having given much thought to the question. They are not being forced to decide in regard to a fixed amount of money, and we do not know what the effect of a campaign to pass such an issue would be.

The respondents were also queried as to why they took a particular position on the matter of tax money for public transportation. Of those approving, the most frequent reason cited was "to improve the system" (21 per cent) and "a need for more public transportation" (17 per cent). Those people who approve of tax money for public transportation see a general need for growth and improvement of existing facilities. The approval of this measure is related somewhat to the respondent's current travel patterns. Of those persons who use public transportation, 58 per cent approve of this use of their tax money. The rate of approval drops somewhat for non-users of public transportation,

but there are still more than one-half of these people (52 per cent) who are favorable to the idea.

Those persons who opposed the issue did so largely because of the potential burden of tax increases (43 per cent). This feeling was strong, both among owners of real property (45 per cent oppose due to a possible tax increase) and those who do not own real property (39 per cent oppose due to a possible tax increase). The next most frequently mentioned reason was that the respondent derived no personal benefit from the system.

To bring the concept of the use of tax money into the context of a more immediate situation than that posed in the general question regarding tax money for public transportation, a question was posed regarding an imminent election on this issue. The question was framed in terms of an election within a short time to provide tax money for the improvement of the Southern California Rapid Transit District bus system.

The results to this question show approval by 43 per cent, disapproval by 33 per cent, and a "don't know" factor of 25 per cent. If the general concept of use of public transportation only is introduced into the situation, the pattern of a higher approval rate for bus users than for non-users holds constant.

Table 22 - Vote for Money to Improve the Southern California Rapid Transit District

	User of Public Transportation (N=278)	Non-user of Public Transportation (N=970)	Total (N=1248)
Approve	47.%	41.1%	42.6%
Disapprove	26.6%	34.7%	32.9%
Don't Know	25.9%	24.2%	24.5%

Those persons who use and consequently derive some direct personal benefit from a system of public transportation are more amenable to employing tax money for the purpose of improving public transportation than are those who do not use such transportation. An analysis by ethnic characteristics indicates that among Caucasians the rate of approval is 39 per cent, while among non-Caucasians and those of Mexican-American lineage, the rate of approval is 48 per cent.

CHAPTER II

RAPID TRANSIT

This section of the study was designed to elicit information regarding rapid transit, on both the general and specific levels. Awareness of and attitudes toward rapid transit in general were measured. There was also an investigation into knowledge of and attitudes regarding the rapid transit system proposed by the Southern California Rapid Transit District. The respondents were questioned as to their knowledge of the Southern California Rapid Transit District proposal. They were then given some information regarding the proposal and asked for their opinions of the proposed system.

The information gathered here was also used to prepare a profile of the potential customers for a rapid transit system in Los Angeles County.

To establish a framework for a better understanding of the information contained in Chapter II, some facts regarding public awareness of rapid transit should be noted. First, there is a very low level of information regarding rapid transit, in general, within the county. Second, the public has very little specific knowledge regarding the rapid transit system proposed by the Southern California Rapid Transit District.

A. Summary Statement

1. Two out of three respondents indicate that they will use rapid transit, with about one out of three respondents indicating that they would use rapid transit at least several times per week.
2. The heaviest use of rapid transit comes from the present bus customers, but almost two-thirds of those who do not currently use busses indicate they will use rapid transit.
3. Those who indicate only occasional use of rapid transit give this response largely because of no perceived need to use the system more often.
4. The respondents who indicate they will not use rapid transit feel this way because of (1) a general preference for some other means of transportation, (2) no perceived need to use such a system, or (3) some aspect of the system which limits its use for their purposes.
5. There are few outstanding demographic differences between groups by intended frequency of rapid transit use. However, there are significant differences between frequency of use groups with regard to current travel habits and attitudes toward transportation.
6. In defining the phrase "rapid transit" most people take the words literally and define in terms of speed, fast transportation, et cetera.
7. The general level of knowledge as regards the rapid transit system proposed by the Southern California Rapid Transit District is relatively low, with about one-half of the respondents able to give no information about the proposed system.
8. About one-third of the respondents are able to define "monorail" as a single rail means of transportation.
9. The primary specific advantage seen in rapid transit is the alleviation of traffic congestion. Overall, the ability of such a system to facilitate the movement of travelers was seen as its most important function.
10. At this stage of the development of rapid transit

in Los Angeles County, there are relatively few people (40 per cent) who can cite a disadvantage. Among those who can cite a disadvantage to rapid transit, economic considerations are the most frequently mentioned disadvantage.

11. It is strongly felt that rapid transit is important for Los Angeles County, with the reduction of traffic congestion being the major reason for holding such an opinion.
12. When presented with some specific information regarding the proposed rapid transit system, the best liked feature of the system is the routing.
13. Approximately one-half of all respondents did not cite a disadvantage to the rapid transit system proposed by the Southern California Rapid Transit District. Of those citing a disadvantage, routing was the most frequently mentioned disadvantage.
14. Of three alternative types of rapid transit system, subway, road level and overhead, the overhead system is the most acceptable. The overhead is selected by slightly more than one-half of all respondents.
15. Most respondents believe that all kinds of people will make use of the proposed rapid transit system.
16. When presented with a list of alternative possible sources of revenue to build a rapid transit system, taxes on luxury items (i.e., cigarettes and liquor) were the most acceptable sources.
17. As of the study date, the public was largely favorable (58 per cent) to the idea of using public money to construct a rapid transit system.

B. The Rapid Transit Customer and Non-Customer.

1. Proposed Frequency of Rapid Transit Use

a. Frequency of Use

Of those who indicate that they will use rapid transit, there is an almost even split between frequent (47 per cent) and occasional (53 per cent) users. Within the frequent customer group about one-half say they will use the system daily (i.e., week days). This daily use group comprises 24 per cent of the potential customer group and about 17 per cent of the total population interviewed.

Table 23 - Frequency of Rapid Transit Use by Potential Rapid Transit Customers

	All Rapid Transit Customers (N=920)	
Frequent Customers	47.0%	
Daily		52.1%
Several times/week		47.9%
Occasional Customers	53.0%	
Several times/month		36.3%
Several times/year		63.7%

More than two-thirds of the public indicated that it would make use of a rapid transit system (see Table 24).

A look at the respondent by frequency of bus use shows a strong relation between current travel patterns and prospective rapid transit use.

Table 24 - Frequency of Rapid Transit Use by Current Bus User

	Frequent Bus Customer (N=152)	Occasional Bus Customer (N=137)	Non-bus Customer (N=985)	Total (N=1274)
Will use Rapid Transit frequently	73.7%	32.1%	26.5%	32.7%
Will use Rapid Transit occasion- ally	16.4%	54.0%	37.3%	36.6%
Will not use Rapid Transit	9.9%	13.9%	36.2%	30.7%

The frequent bus customer will use rapid transit at a rate three times higher than the non-bus customer. Of much more significance is the fact that more than 60 per cent of those who do not currently use public transportation anticipate some use of rapid transit.

b. Reasons for Intending Occasional Use of the Proposed System

Those persons who indicated that they would use a rapid transit system only occasionally were asked why they would not use the system more often. The most prevalent response was that there simply was no perceived need to use the system more often (46 per cent). This reason was followed by 23 per cent of the respondents who indicated that they would prefer to travel by automobile most of the time. Nine per cent of the potential occasional riders will not use the system more often because the system does not cover the area usually traveled by the respondent.

Table 25. - Reasons for Occasional Use of a Rapid Transit System

	Occasional Users of Rapid Transit (N=482)	
Lack of Need	52.5%	
No need, general		36.1%
Respondent does not travel to Los Angeles		8.5%
Only need occasionally		3.3%
Travel locally only		2.5%
Use for recreation only		2.1%
Non-utilitarian	18.6%	
System does not cover area traveled		9.3%
Need auto for work		4.1%
Inconvenient location		3.1%
Generally inconvenient		2.1%
Prefer to use automobile	23.4%	
Miscellaneous reasons	4.2%	
Don't know	1.3%	

If the reasons for occasional use are grouped by general type, the outstanding type of reason given is that they perceive no need to use the system more than occasionally (53 per cent). For 19 per cent of the occasional users, the system was perceived as non-utilitarian, and another 23 per cent prefer to use their automobiles. Approximately 15 per cent of the occasional users indicated that reasons for infrequent use of rapid transit are related to routing of the system.

c. Reasons for Intending Non-use of the Proposed System

Those persons who indicated that they would never use the system were asked to explain their reasons for the intended non-use. The most fre-

quently mentioned single reason was a feeling of general lack of need, which was cited by 33 per cent of the non-use group. Another 33 per cent indicate that they prefer to use their automobile for transportation.

When the responses to this question are collapsed into general categories we find that 36 per cent of the non-use group prefers some transportation other than rapid transit for various reasons. This is followed by the 33 per cent who indicate that they perceive no need to use rapid transit. There is 28 per cent of the non-use group who perceive the system to be non-utilitarian.

Table 26 - Reasons for Intending Non-use of the Proposed System

	Non-user of Rapid Transit <u>(N=389)</u>	
Prefer not to use Rapid Transit	35.7%	
Prefer to use automobile		32.9%
Unsafe		1.5%
Do not like busses		1.0%
Do not like contact with people		.3%
Generally no need for	33.2%	
Non-utilitarian	28.0%	
Not close to home		7.2%
No need to go where system is routed		6.7%
Will not be here when system is completed		2.8%
Poor service		2.8%
Not routed for travel needs		2.6%
Poor routing		2.3%
Miscellaneous		3.6%
Don't know	3.1%	

2. Profile of the Rapid Transit Customer by Proposed Frequency of Use

There are a number of marked differences within the population as regards indicated rate of use for rapid transit. In discussing the population by frequency of potential rapid transit use it should be kept in mind that the frequent group comprises 33 per cent of the total adult population, the occasional users are 36 per cent of the population, and the non-users of rapid transit comprise 31 per cent of the total population.

Table 27 - Profile of Rapid Transit Customers by Frequency of Use

	Will Use Rapid Transit			<u>Total</u>
	<u>Frequently</u>	<u>Occasionally</u>	<u>Never</u>	
Lives on-line (within 3/4 Mile of the system)	37.9%	33.6%	27.1%	33.0%
Bus customer	37.4%	21.2%	8.6%	22.4%
Property owner	63.8%	67.6%	73.4%	68.2%
Households with no automobile	19.0%	17.9%	13.4%	16.9%
Thinks rapid transit is very important	91.7%	83.8%	60.3%	79.1%
Will vote to build a rapid transit system	72.1%	61.9%	34.5%	56.7%
Mean years of education	11.4 years	11.6 years	11.3 years	11.4 years
Mean age	44.2 years	44.2 years	46.0 years	44.8 years
Mean annual income	\$8189	\$8275	\$8595	\$8340

As a part of the profile presented in Table 27 an On-line/Off-line designation is used. The person who is defined as on-line lives within three quarters of a mile of the proposed rapid transit system. The question of distance from residence to the proposed system relates to the proposed frequency of rapid transit use. Thirty-eight per cent of the potential frequent customers live on-line, while only 34 per cent of occasional users of rapid transit live on-line. Twenty-seven per cent of those who indicate they will not use rapid transit live on-line.

There are, proportionately, more bus customers among the frequent use group than among occasional or non-users of rapid transit. The bus customer is more disposed toward frequent use of the rapid transit system than is the non-customer. However, more than one-fourth of the non-bus customers indicate they will use the proposed system frequently (see Table 24).

The more frequently that the respondent indicates he will use rapid transit, the less likely he is to be the owner of real property. Sixty-four per cent of all frequent rapid transit customers are property owners, while 73 per cent of potential non-customers own real property.

The frequent customer of rapid transit is more dependent on some form of public transportation than is the potential non-user of rapid transit. This is shown by the proportionately greater number of "frequent" households with no automobiles (19 per cent) than "occasional" households (18 per cent) and "non-customer" households (13 per cent).

The relative importance of rapid transit varies markedly with intended frequency of use. More than 90 per cent of the frequent rapid transit customers feel that the establishment of a rapid transit system is very important, while this attitude is characteristic of only 60 per cent of the non-customers. This outlook carries over into the question of voting to build such a system.

Table 28 - Importance of Rapid Transit and Vote on a System by Frequency of Use

	<u>Frequent Rapid Transit Customer</u>	<u>Occasional Rapid Transit Customer</u>	<u>Non- Customer of Rapid Transit</u>
Thinks rapid transit is very important	91.7%	83.8%	60.3%
Will vote to build a rapid transit system	72.1%	61.9%	34.5%

Table 28 shows the consistency of attitudes with regard to the questions of importance of rapid transit and probable vote on such a system. As rate of use increases so does perceived importance of rapid transit. Also, as intended use of the system increases, so does favorability toward voting to build such a system.

As may be seen from the profile of the potential users of rapid transit and those who indicate that they do not intend to use the system, there is not too great a disparity between the groups with regard to demographic characteristics. The potential users are approximately equivalent with regard to characteristics such as mean income, age and education. The greatest differential appears when viewing the racial composition of the three groups. Forty-four per cent of the potential frequent customers of rapid transit are non-Caucasian, while 17 per cent of the non-customer group is non-Caucasian.

The major differences by intended frequency of use appear to be conditioned mainly by the attitudes and current travel habits of the population, with characteristics such as income and education playing a relatively less important role.

C. Awareness of Rapid Transit and the Proposed System

1. Perception of the words "Rapid Transit"

The respondents were asked to tell what they understood to be the meaning of the phrase "Rapid Transit." A majority (57 per cent) defined the phrase in terms of the connotation of the words "Rapid" and "Transit." Thus, this group defined "Rapid Transit" as fast travel/transportation/speed. The other answers given are largely variations on the transportation theme.

Table 29 - Definitions of the Term "Rapid Transit"

	All Respondents (N=1326)	
Rapid Transportation	65.0%	
Fast travel/speed		56.5%
Rapid transportation		4.4%
Express transportation		4.1%
Transportation (general)	27.1%	
Bus service		5.9%
Efficient transportation		4.7%
Mass transportation		2.8%
Moves people from point to point		2.4%
Dependable		2.3%
Monorail		2.2%
Others (no one more than 2%)		6.8%
Don't know	7.9%	

The responses to this question were of a very general nature and can be broken down into two large groups. The largest group (65 per cent) defines the term as rapid transportation of some type. The second large group (27 per cent) defines the term as having to do with specific aspect of transportation, other than speed or rapid transportation. About 8 per cent of all respondents could give no definition of rapid transit.

2. Knowledge of the proposed system (unaided)

In order to ascertain what the public knows about the proposed Southern California Rapid Transit District system, the respondents were asked to give us any information that they could about the proposed system. As of the study date, despite extensive publication of information about the proposed system, there was a very low level of knowledge as regards the Southern California Rapid Transit District proposal, with 51 per cent of the population responding that they know nothing about the proposal.

The average county resident has almost no knowledge of the rapid transit proposal except to remark that he may have heard something about it somewhere, but he cannot remember where he obtained his information or what, specifically, he heard. There is very little difference with regard to level of information among the frequent, occasional and non-bus riders. There are, however, some important differences between income groups. The lower income groups are more poorly informed about the proposal than are the upper income level groups. Among the lower income groups (under \$10,000) the cumulative "no information" percentage is 55 per cent, while among the upper income groups (\$10,000 and above) the "no information" percentage is 39 per cent.

Beyond the "no information" level, there are certain aspects of rapid transit which the respondent cites as being related to the Southern California Rapid Transit District proposal. First among these is the 14 per cent of the population which believes that the system is going to incorporate a monorail. Two per cent believe the system will be a combination subway-road level-overhead, and 1 per cent believe that it will be a subway. Knowledge of the proposed system is vague and not centered around any particular aspect of the proposal.

3. Definition of the term "Monorail"

About one-third of the respondents are able to give a literal definition of the term monorail (i.e., single rail transportation). The balance either used general descriptions, such as rapid transit, a means of transportation, et cetera, gave an incorrect response (i.e., two-rail transportation), or described a condition which may be characteristic of a monorail (i.e., overhead transportation). Only 12 per cent of those interviewed admitted not knowing what a monorail is, whereas a number of respondents advanced very general or fragmentary descriptions of such a system.

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7
98

Table 30 - Definition of Monorail

	<u>All Respondents</u> <u>(N=1321)</u>	
Single rail	34.4%	
Single rail		14.1%
Train at Disneyland		10.2%
Single rail (overhead)		10.2%
General (partial description)	47.8%	
Overhead/elevated		36.7%
Fast transportation		5.4%
Rapid Transit		2.9%
Like in "Seattle, Japan," et cetera		1.7%
Transportation		1.1%
Miscellaneous	6.1%	
Don't know	11.7%	

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0
1

D. Attitudes Toward Rapid Transit and the Proposed System

1. Attitudes Prior to Description of the Proposed System

The concept of Rapid Transit in Los Angeles County is characterized by an overall high level of generalized understanding, while there is a relatively low level of detailed knowledge regarding the Southern California Rapid Transit District proposal. Keeping in mind the rather generalized impression which the public has of rapid transit, the respondents were questioned regarding what they felt were the major advantages and disadvantages of such a system.

a. Perceived Advantages of Rapid Transit

The alleviation of traffic congestion was the most frequently cited advantage of rapid transit. Twenty-three per cent of all respondents replied that rapid transit would result in less crowding on streets and freeways. Another 15 per cent cited the ability to move from place to place more rapidly, while 7 per cent thought the time-saving aspect of rapid transit to be its most important advantage.

While the largest group of respondents (approximately two-thirds) felt that the greatest advantage of the system consisted in some way of facilitating movement of travelers within the county, the answers to this question covered a broad spectrum. Reduction of smog was the major concern of 8 per cent of the group interviewed, while smaller groups of the population cited the system's economy, safety, comfort, stimulation of the economy, et cetera. There were few people (9 per cent) who indicated that they saw no advantage to such a system.

b. Perceived Disadvantages of Rapid Transit

At this stage in the development of a rapid transit system, there is very little expression of dissatisfaction with the concept of rapid transit. Thirty-nine per cent of those interviewed could cite no disadvantage of a rapid transit system. Another 20 per cent responded "Don't Know" to the question of disadvantages of rapid transit.

Table 31 - Disadvantages of Rapid Transit

	All Respondents (N=1266)	
Can cite no disadvantage	58.9%	
Nothing		39.3%
Don't Know		19.6%
Economic consideration	17.9%	
Will raise taxes		8.1%
Too expensive to build		7.3%
Will raise fares		1.3%
Expensive to operate		1.2%
Inconvenient	16.3%	
Miscellaneous	6.9%	

The large number of respondents who could not cite a disadvantage is not necessarily indicative of a low degree of feeling regarding disadvantages of rapid transit. The group which can cite no disadvantage is, in part, a function of the rather unclear state of specific knowledge as regards rapid transit. As more information is generated with respect to the configuration and cost of a rapid transit system within the county, the 59 per cent figure is likely to shrink dramatically.

c. Respondents' Evaluation of the Importance of Rapid Transit for Los Angeles County

The concept of rapid transit in Los Angeles County is overwhelmingly considered to be a very important matter on a scale of "very important" to "not very important." Almost four out of five respondents indicated that rapid transit is very important to the county.

Table 32 - Important of Rapid Transit by Proposed Frequency of Rapid Transit Use

	Frequent Rapid Transit Customer (N=432)	Occasional Rapid Transit Customer (N=488)	Non-user of Rapid Transit (N=411)	Total (N=1331)
Rapid Transit is:				
Very important	91.7%	83.8%	60.3%	79.1%
Somewhat important	6.0%	9.4%	13.1%	9.5%
Not very important	1.6%	2.3%	9.5%	4.3%
Don't Know	.7%	4.5%	17.1%	7.1%

The more frequently that a person intends to use rapid transit, the more importance he ascribed to the development of such a system. As intended frequency of use decreases, so does the importance of rapid transit to the respondent. The same type of relationship exists with regard to a person's current rate of use of public transportation and the importance which he assigns to rapid transit.

The major reason cited for thinking that rapid transit is important is the reduction of traffic congestion which 24 per cent of the population believes it will bring about. Eleven per cent of those interviewed responded with a general "the system is needed," and 9 per cent feel that the system is important for those persons who do not own automobiles. Highly significant in terms of reasons given is the fact that fewer than 2 per cent of those of whom this question was asked gave a "Don't Know" response. There was a great variety of answers given, a fact which indicates that, while the public has little real knowledge of the Southern California Rapid Transit District proposal, it is generally favorable to the idea of rapid transit for very real reasons.

Among the 7 per cent of the respondents who felt that

a rapid transit system was not very important for the county the most frequently cited reason was that there was just no need for the system, followed by the belief that most persons have cars and therefore will not need to use rapid transit.

2. Attitudes Toward Rapid Transit Subsequent to Description of the Proposed System

To this point the respondent had been dealing with the concept of rapid transit in very general terms. The emphasis was shifted somewhat at this point in the interview and the respondent was asked to respond to various questions dealing with the proposal for a Los Angeles County Rapid Transit system as set forth by the Southern California Rapid Transit District. The respondent was presented with a map of the county showing the proposed routes of the system, as well as some copy describing, very briefly, the nature of the system (Appendix D).

After having had an opportunity to study the map and read the copy, the respondent was asked what he particularly liked and disliked about the proposed system.

a. Favorable Perceptions of the Proposed System

The feature of the proposed system which drew the most favorable response was the routing, with 34 per cent of the population liking best this aspect of rapid transit. Another 15 per cent of the population registered a "general approval." There were a large number of different kinds of answers, which, while individually mentioned by few people, may be grouped to show that approximately 20 per cent of the population find the system to be convenient. About 8 per cent of those interviewed can find no advantage to the system. This feeling is, expectedly, stronger among persons who intend to use rapid transit infrequently or not at all than among those intending frequent use of rapid transit.

The high incidence of mention of "routing" can be attributed to a combination of factors. There is first the feeling that where the system goes is its most important aspect. Also to be considered, however, are the generally low state of awareness of just what rapid transit is, and the fact that the visual aid used (Appendix D) could provide little more than a very general what and a fairly specific where (routing).

b. Unfavorable Perceptions of the Proposed System

Dislikes regarding the proposed system centered around the question of routing, both generally and specifically (35 per cent). Thus, while the proposed routing is the best liked feature of the system, it is also the least liked feature. All other substantive negative features of the system amounted to only 15 per cent of the responses. The remaining 50 per cent of the population cited nothing which they disliked about the proposed system.

The 50 per cent "no dislike" figure is composed of 35 per cent of the total population responding "nothing" and 15 per cent responding "Don't Know." The "nothing" response is found twice as often among those intending frequent use of a system than among those who do not intend to use rapid transit. This is one indication of the generally high level of acceptability of such a system among potential customers.

As has been mentioned earlier in this report, routing is the proposed system's most frequently mentioned like and dislike. This is, again, a function of the perceived importance of routing, the low level of real knowledge regarding rapid transit and the nature of the visual aid employed, (see Section C 2 a).

As more information about rapid transit is generated through the various media, these likes and dislikes can be expected to change considerably.

3. Preferences Regarding Type of System

a. General Description of Preferences

All respondents were queried as to the type of system on which they would prefer to travel. They were presented with three alternatives; subway, road level and overhead. The most popular type of system, by a wide margin, is the overhead, with 54 per cent of all respondents opting for the overhead system. The subway and road level systems are about equally popular, attracting 15 per cent and 17 per cent of the population respectively. Fourteen per cent of the population indicated that they had no choice among the three alternatives. There is little difference in type of system preferred among the intended frequent, occasional or non-users of rapid transit.

Table 33 - Preference for Type of Rapid Transit System by Intended Frequency of Use

	Frequent Rapid Transit Customer (N=432)	Occasional Rapid Transit Customer (N=488)	Non-user of Rapid Transit (N=411)	Total (N=1331)
Subway	17.8%	15.2%	13.1%	15.4%
Road level	16.4%	15.8%	18.7%	16.9%
Overhead	58.2%	57.6%	46.5%	54.3%
Don't Know	7.6%	11.4%	21.7%	13.4%

The primary difference in choice of system by intended frequency of use is the greater preference for an overhead system by the intended customer.

The probable customer group is much more certain as to its choice than is the probable non-customer. Whereas only 8 per cent of the customer group expresses no preference for a particular type of system, more than 20 per cent of the non-customer group has no preference.

b. Overhead System

Those who prefer the overhead system do so because they see a number of positive and attractive features in such a system. The most frequently mentioned reason for choosing an overhead system was that it would allow the passenger to better see the scenery and where he is going (21 per cent). Seventeen per cent feel that such a system would be cheaper to build, and 14 per cent believe that the system would be away from traffic and help to relieve traffic congestion. Twelve per cent of this group believe that an overhead system will be safer and faster than either of the other two alternatives.

Table 34 - Reasons for Preferring an Overhead System

	All Respondents Preferring Overhead (N=723)
Convenience/practicality (relieve traffic congestion, faster, safer, more practical, et cetera)	50.7%
Enjoyable/pleasant (sight seeing, pleasant, comfortable)	23.3%
Most economical (cheaper to build, cost less to operate)	17.1%
Fear of/aversion to other alternatives	4.8%
Miscellaneous reasons	3.0%
Don't Know	1.1%

When the answers are grouped into more general categories, the convenience and practicality of the overhead system are seen as its most salient features by 51 per cent of the group preferring overhead. This is followed by the feeling that travel on such a system would be pleasant and enjoyable (23 per cent). The belief that such a system would be the most economical alternative attracts the third greatest number of mentions (17 per cent), while about 5 per cent of those preferring an overhead system do so because of a stated dislike of the subway and road level systems.

c. Road Level System

The reasons for preferring a road level system are concentrated in fewer reasons than is the case among proponents of the overhead or the subway. Thirty per cent of this group prefers a road level system because they

feel that it would be the safest of the three alternatives, while 16 per cent chose road level because they just generally do not like either of the two other alternatives. This is followed by 14 per cent who chose road level because they are used to it, and 12 per cent feel that this would be the cheapest alternative.

Perhaps the most striking finding in this data is the size of the group who choose a road level system because of a stated dislike of the other alternatives. Of those persons who prefer a road level system, more than 20 per cent do so because they have some fear of the subway and/or overhead systems. This fear, however, is much more characteristic of the person who does not intend to use rapid transit (30 per cent) than of the person who plans to use rapid transit (18 per cent).

d. Subway System

Those who chose a subway-type system did so for a variety of reasons with no one being pre-eminent. The most frequently given response was that a subway will allow the respondent to get away from traffic and will relieve traffic congestion (17 per cent). Approximately 14 per cent of the subway proponents feel that it is safer than any of the other two types, while 14 per cent feel that it would be the fastest of all the alternatives presented. Eleven per cent of this group prefer subways because of previous exposure to them in some other city.

With regard to intended frequency of use, there is slightly more sentiment for a subway among probable customers (16 per cent) than among those who indicate they will not use rapid transit (13 per cent).

4. Perceptions of Potential Users of Rapid Transit

a. Who will use the system

The respondents were questioned as to who (what type of person) they believe will make use of a rapid transit system, and why they will use the system. The respondents here are projecting themselves into the role of the generalized "people" of the question. Questions of this type give some indication of why the respondent himself would use the system. Almost 40 per cent of all respondents feel that people who work and commuters would form the bulk of rapid transit users. While 36 per cent of all respondents feel that all kinds and types of people would use the system, there

is a marked difference between the relative numbers of persons in the "frequently" and "never" use rapid transit groups with respect to the "all types" answer. Whereas 51 per cent of frequent users of rapid transit see all types as using the system, only 22 per cent of those who would never use the system see "all types of people" as using the system. This is indicative of the propensity of the potential frequent user to see the users as a homogenous group and thereby not categorize himself. The single most frequently mentioned answer which could be classified as a discrete social or economic group is "businessmen" which was cited by 4 per cent of all respondents.

b. Perceived Reasons for Use of Rapid Transit

When asked why they felt that people would use the system, the speed of travel was mentioned most often (15 per cent). Significantly, 14 per cent responded that the use of the system would allow the riders to get away from driving and traffic congestion. A similar number of people (12 per cent) responded that "people" would use the system because of its economy and its convenience.

5. Attitudes Regarding Use of Public Money for Rapid Transit

a. Sources of Tax Money to Build a Rapid Transit System

In order to establish the relative acceptability of various taxes as potential sources of income for a rapid transit system, the respondent was presented with a list of possible sources and asked which source they would prefer to have used to construct rapid transit. The question was asked with both a first and second choice in order to explore acceptable alternatives.

Table 35 - Sources of Tax Money to Build Rapid Transit

	<u>1st Choice</u>	<u>2nd Choice</u>
Liquor Tax	31.0%	17.6%
Combination of Taxes	24.0%	9.2%
Sales Tax	10.9%	10.2%
*None (no taxes)	10.6%	12.6%
Cigarette Tax	8.3%	28.6%
Gasoline Tax	5.4%	8.1%
Auto Tax (in lieu)	4.4%	6.7%
Income Tax	2.8%	4.2%
Property Tax	2.6%	2.8%

*The response "no taxes" was not included in the list of alternatives. The "no taxes" response was volunteered and all other alternatives rejected.

The most acceptable source of revenue for a rapid transit system comes from the "luxury" items, cigarettes and liquor. Among the first choices liquor is the most acceptable to 31 per cent of the population, followed by a combination of taxes (24 per cent) and a sales tax (11 per cent). On given a second choice, the major shift is away from a liquor tax and a combination of taxes, and toward an increased cigarette tax. Taken together, the luxury items, liquor and cigarettes, are the most acceptable on the first choice to 39 per cent of the population and most acceptable on the second choice to 46 per cent of the population.

On both the first and second choices of this question, there was a group which refused to accept any of the alternatives offered. This group amounted to about 11 per cent of the total population on the first choice, and about 13 per cent of the population on the second choice. Those who refused to accept any of the alternatives did not feel that tax money should be used

for the financing of rapid transit.

b. A Vote on Rapid Transit

As of the study date, the population appeared to be generally favorable to the idea of using public money to construct a rapid transit system.

Table 36 - A Vote on the Use of Public Money to Build Rapid Transit*

	<u>Frequent Rapid Transit Customer (N=430)</u>	<u>Occasional Rapid Transit Customer (N=488)</u>	<u>Non-user of Rapid Transit (N=411)</u>	<u>Total (N=1329)</u>
Yes	74.3%	63.7%	35.3%	58.3%
No	14.6%	23.0%	44.5%	27.0%
Don't Know	11.1%	13.3%	20.2%	14.7%

*Non-citizens omitted from the table

The sentiment as regards the basic question of public money for rapid transit seems to be an acceptance in generalized terms. Acceptability of the idea increases with increased intended use of the system. Those persons who do not plan to use the system are generally not willing to have their tax dollars used to build rapid transit. In terms of the total population, if the "don't know" responses are distributed in proportion to the "yes" and "no" responses, the breakdown is as follows:

Table 37 - A Vote on the Use of Public Money to Build Rapid Transit
with "Don't Know" Distributed

	All Respondents (N=1293)
Yes	68.3%
No	31.7%

("Dont Know" is factored into the "Yes" and "No" responses on a basis proportionate to the percentage of the total "Yes" and "No" responses.)

The acceptability of using public money to build a rapid transit system is somewhat greater among the higher income groups than among the lower income groups. While 59 per cent of all those whose annual family income is under \$10,000 approve of using public money to build rapid transit, approval in the \$10,000 and above group is 62 per cent.

In order to bring this question of public money for rapid transit construction into a more realistic context, a number of factors must be taken into consideration. First, the public is largely favorable as regards this question, in a generalized sense.

The public recognizes that there is a transportation problem in the county, and rapid transit is viewed by the public as a potential solution to part of the problem. When considering the acceptance or rejection of public money to build rapid transit, it must be kept in mind that the respondent has little real knowledge of what is involved in the construction of such a system. Also, he has been exposed to little information which is overtly against the concept of rapid transit. Finally, the respondent has not had to make his decision in terms of dollars. He has not had to make the judgment as to whether the real cost (or the cost he believes to be real) is worth the expenditure of the dollar amount which will be required of him.

In conclusion, a majority of the population believes a rapid transit system is both necessary and desirable.

The importance of such a system is widely acknowledged. It remains to be seen, however, whether the public will, in the light of widely publicized positive and negative arguments regarding rapid transit, make the decision to vote public funds for the construction of rapid transit.

APPENDIXES

- A Summary of Responses by Frequency of Bus Use
- B Summary of Responses by Probable Frequency of Rapid Transit Use
- C Map of Proposed Rapid Transit Corridors
- D Exhibits
- E Sample Non-response

Appendix A - Summary of Responses by Frequency of Bus Use

1. About how long have you lived in Los Angeles county?

	Respondent Rides Busses			
	<u>Frequent-ly (N=149)</u>	<u>Occasion-ally (N=138)</u>	<u>Never (N=993)</u>	<u>Total (N=1280)</u>
Less than one year	3.94%	2.17%	2.91%	2.95%
One-two years	4.60%	1.44%	2.81%	2.87%
Two-five years	6.57%	7.97%	7.23%	7.23%
Five-ten years	15.78%	9.42%	13.06%	12.99%
More than ten years	69.07%	78.98%	73.96%	73.92%

2. Do you own your home or are you renting?

	Respondent Rides Busses			
	<u>Frequent-ly (N=152)</u>	<u>Occasion-ally (N=138)</u>	<u>Never (N=990)</u>	<u>Total (N=1280)</u>
Own	48.02%	68.84%	70.80%	67.89%
Rent	51.97%	31.15%	29.19%	32.10%

3. How many cars are there in this household?

Respondent Rides Busses

	Frequent- ly (N=152)	Occasion- ally (N=138)	Never (N=994)	Total (N=1284)
None	43.42%	29.71%	10.26%	16.27%
One	38.15%	39.13%	39.13%	39.01%
Two	14.47%	24.63%	40.04%	35.35%
Three or more	3.94%	6.52%	10.56%	9.33%

4. What is your occupation?

Respondent Rides Busses

	Frequent- ly (N=149)	Occasion- ally (N=138)	Never (N=993)	Total (N=1280)
Housewife	30.87%	42.02%	25.27%	27.73%
Manual skilled	20.80%	11.59%	22.15%	20.85%
Clerical/sales (All sales - Real Estate, etc.)	10.06%	10.86%	13.49%	12.81%
Retired	14.09%	14.49%	9.26%	10.39%
Manual unskilled labor	11.40%	7.97%	9.66%	9.68%
Professional	4.69%	1.44%	7.45%	6.48%
Proprietor/self employed/ businessman/manager	4.02%	2.17%	7.35%	6.40%

4. (Continued)

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=149)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=993)</u>	<u>Total</u> <u>(N=1280)</u>
Public employee/ civil servant	0.00%	1.44%	2.11%	1.79%
Unemployed	2.01%	5.07%	1.10%	1.64%
Domestic (housekeeper, baby sitter, etc.)	1.34%	0.00%	1.40%	1.25%
Student	.67%	2.89%	.70%	.92%

a. How do you usually travel to work?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=75)</u>	<u>Occasion-ally</u> <u>(N=47)</u>	<u>Never</u> <u>(N=626)</u>	<u>Total</u> <u>(N=748)</u>
Personal car	32.00%	70.21%	89.77%	82.75%
Car pool	5.33%	10.63%	4.95%	5.34%
Bus	56.00%	2.12%	0.00%	5.74%
Other	2.66%	17.02%	4.15%	4.81%
Owns automobile	5.00%	0.00%	1.10%	1.32%

(IF RESPONDENT DRIVES A CAR TO WORK)

a. 1. When you drive to work, how far do you walk from parking lot to your place of work?

	Respondent Rides Busses			
	Frequent- ly (N=39)	Occasion- ally (N=40)	Never (N=602)	Total (N=681)
Less than $\frac{1}{2}$ block	53.84%	60.00%	70.76%	69.16%
One-half to one block	25.64%	7.50%	13.12%	13.50%
One-two blocks	12.82%	10.00%	5.31%	6.02%
More than two blocks	5.12%	12.50%	3.32%	3.96%
Depends where job is	2.56%	10.00%	7.46%	7.33%

(IF RESPONDENT IS EMPLOYED)

b. How long does it usually take you to get to work?

	Respondent Rides Busses			
	Frequent- ly (N=74)	Occasion- ally (N=46)	Never (N=626)	Total (N=746)
Ten minutes or less	13.51%	19.56%	27.15%	25.33%
Eleven-twenty minutes	16.21%	28.26%	29.07%	27.74%
Twenty-one -- thirty minutes	20.27%	17.39%	20.12%	19.97%
Thirty-one -- forty minutes	14.86%	6.52%	7.66%	8.31%
More than forty-five minutes	24.32%	17.39%	6.38%	8.84%
Depends where job is	5.40%	10.86%	8.30%	8.17%
Works at home	5.40%	0.00%	1.27%	1.60%

c. About how much would you guess it costs you for one day to travel to work?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=74)</u>	<u>Occasion-ally</u> <u>(N=44)</u>	<u>Never</u> <u>(N=622)</u>	<u>Total</u> <u>(N=740)</u>
Nothing	4.05%	9.09%	6.10%	6.08%
10¢ - 25¢	5.40%	6.81%	17.52%	15.67%
26¢ - 50¢	36.48%	22.72%	22.82%	24.18%
51¢ - \$1.00	35.13%	29.54%	25.56%	26.75%
\$1.01 - \$2.00	12.16%	15.90%	15.43%	15.13%
More than \$2.00	2.70%	4.54%	4.98%	4.72%
Varies	4.05%	11.36%	7.55%	7.43%

5. Do you know who operates the bus system in this area?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=147)</u>	<u>Occasion-ally</u> <u>(N=134)</u>	<u>Never</u> <u>(N=969)</u>	<u>Total</u> <u>(N=1250)</u>
Yes	60.54%	60.44%	40.97%	45.36%
No	39.45%	39.55%	59.02%	54.64%

(IF "YES")

a. Who is that?

	Respondent Rides Busses			
	Frequent- ly (N=89)	Occasion- ally (N=80)	Never (N=394)	Total (N=563)
M.T.A. Metropolitan Transit	52.80%	45.00%	44.16%	45.64%
R.T.D. Rapid Transit	31.46%	32.50%	23.35%	25.93%
Long Beach City/ Public Transportation Company	4.49%	5.00%	7.36%	6.57%
Los Angeles Transit	4.49%	5.00%	4.56%	4.61%
Santa Monica City	1.12%	5.00%	5.07%	4.44%
Municipal/City/general category	3.37%	3.75%	4.06%	3.90%
Pasadena	0.00%	2.50%	3.04%	2.48%
Pomona City	0.00%	0.00%	1.77%	1.24%
Gardena City	0.00%	1.25%	1.01%	.88%
Inglewood City	0.00%	0.00%	1.26%	.88%
Atkinson	1.12%	0.00%	.25%	.35%
Asbury	0.00%	0.00%	.50%	.35%
Watts	0.00%	0.00%	.50%	.35%
El Segundo	0.00%	0.00%	.25%	.17%
Greyhound	0.00%	0.00%	.25%	.17%
San Fernando Bus Company	0.00%	0.00%	.25%	.17%
Montebello	0.00%	0.00%	.25%	.17%
Ashburg	0.00%	0.00%	.25%	.17%
Don't Know	1.12%	0.00%	1.77%	1.42%

6. Have you heard of the Southern California Rapid Transit District?

(MTA is also a correct answer)

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=137)	Never (N=982)	Total (N=1270)
Yes	56.95%	67.88%	68.73%	67.24%
Yes (MTA)	21.19%	8.75%	8.55%	10.07%
No	21.85%	23.35%	22.70%	22.67%

(IF "YES")

a. Can you tell me what it does?

Respondent Rides Busses

	Frequent- ly (N=116)	Occasion- ally (N=102)	Never (N=745)	Total (N=963)
Operates busses/ bus service	32.75%	36.27%	32.75%	33.12%
Provides public transportation	18.10%	15.68%	14.36%	14.95%
Transports people from one place to another	21.55%	16.66%	10.73%	12.66%
Provides transportation Los Angeles to suburbs visa versa	1.72%	2.94%	7.11%	6.02%
Proposing Rapid Transit system	.86%	1.96%	2.55%	2.28%
Faster transportation	2.58%	2.94%	1.61%	1.86%
Provides poor/inadequate service	5.17%	1.96%	1.34%	1.86%

6. a. (Continued)

Respondent Rides Busses

	Frequent- ly (N=116)	Occasion- ally (N=102)	Never (N=745)	Total (N=963)
Does not do anything	1.72%	.98%	1.87%	1.76%
Decrease traffic/trying	0.00%	1.96%	.93%	.93%
Trying to develop monorail	2.58%	.98%	.67%	.93%
Trying to develop a mass transportation system	0.00%	.98%	1.07%	.93%
Heard about/read about/ general knowledge	0.00%	0.00%	1.07%	.83%
A monopoly on bus transportation	0.00%	.98%	.40%	.41%
Trying to develop subway	.86%	0.00%	0.26%	.31%
Student discounts	0.00%	0.00%	.26%	.20%
Never on time	0.00%	0.00%	.26%	.20%
	.86%	0.00%	0.00%	.10%
Poor A.M. schedules	0.00%	0.00%	.13%	.10%
Travels too slowly	.86%	0.00%	0.00%	.10%
Don't Know	11.10%	15.68%	22.41%	20.34%

7. What members of your household ride the bus? (Public Transportation only, not school bus)

Respondent Rides Busses

	Frequent-ly (N=91)	Occasion-ally (N=97)	Never (N=979)	Total (N=1167)
Adult Male (s)	19.78%	17.52%	.71%	3.59%
Adult female(s)	76.92%	78.35%	5.41%	17.05%
Child(ren)	3.29%	4.12%	4.18%	4.11%
None	0.00%	0.00%	89.68%	75.23%

(IF SOMEONE IN THE HOUSEHOLD RIDES THE BUS)

a. For what purpose(s) do you/they usually ride the bus?

Respondent Rides Busses

	Frequent-ly (N=46)	Occasion-ally (N=71)	Never (N=77)	Total (N=194)
Work	56.52%	22.53%	23.37%	30.92%
Shopping	26.08%	42.25%	35.06%	35.56%
Recreation	0.00%	5.63%	6.49%	4.63%
Business or medical appointments	8.69%	15.49%	7.79%	10.82%
School	8.69%	8.45%	25.97%	15.46%
Visiting	0.00%	5.63%	1.29%	2.57%

7. (Continued)

b. How often do you use busses?

	Respondent Rides Busses		
	Frequent- ly (N=152)	Occasion- ally (N=138)	Total (N=290)
Daily (working days)	46.05%	0.00%	24.13%
Several times a week	53.94%	0.00%	28.27%
Several times a month	0.00%	56.52%	26.89%
Several times a year	43.47%	0.00%	20.68%

(IF "SEVERAL TIMES A MONTH" OR "SEVERAL TIMES A YEAR")

b. 1. Why don't you use the busses more often?

	Respondent Rides Busses	
	Occasionally (N=137)	Total (N=137)
No need	36.49%	36.49%
Use own car	20.43%	20.14%
Inconvenient	8.75%	8.75%
Too old/ill/disabled/too far to work	6.56%	6.47%
Poor service/scheduling	5.83%	5.75%
Family/friend takes in car	5.10%	5.03%
Busses too slow	4.37%	4.31%
Poor routing/system	3.64%	3.59%
Like to walk	2.91%	2.87%
Fares too high	2.18%	2.15%

7. b. 1. (Continued)

	Respondent Rides Busses	
	<u>Occasionally</u> <u>(N=137)</u>	<u>Total</u> <u>(N=137)</u>
Lack of money (for shopping, etc.)	1.45%	1.43%
Car cheaper	.72%	.71%
Lack of time	.72%	.71%
Busses too crowded	.72%	.71%

(IF RESPONDENT RIDES THE BUS)

c. What do you particularly like about the bus system?

	Respondent Rides Busses		
	<u>Frequent-ly</u> <u>(N=149)</u>	<u>Occasion-ally</u> <u>(N=131)</u>	<u>Total</u> <u>(N=280)</u>
Nothing	20.13%	16.03%	18.08%
Convenience	16.77%	15.26%	15.95%
Means of transportation	14.76%	15.26%	14.89%
Comfortable/pleasant/clean	11.40%	8.39%	9.92%
Courteous drivers	6.71%	6.87%	6.80%
Not having to drive/ fight traffic	6.04%	6.10%	6.02%
Schedule/good, dependable	6.04%	3.81%	5.31%
Eliminates parking (convenience and cost)	4.02%	5.34%	4.60%

7. c. (Continued)

	Respondent Rides Busses		
	Frequent- ly <u>(N=149)</u>	Occasion- ally <u>(N=131)</u>	Total <u>(N=280)</u>
General approval/ good service	4.02%	3.05%	3.54%
Economical	1.34%	3.81%	2.48%
Gets respondent to work/etc.	2.01%	1.52%	1.77%
Express system/fast	.67%	3.05%	1.77%
Stops near home/work/etc.	.67%	3.05%	1.77%
Everything	.67%	.76%	.70%
Good connections/transfer	1.34%	0.00%	.70%
Safer	.67%	.76%	.70%
Family member employed by bus company	.67%	0.00%	.35%

d. What do you particularly dislike about the bus system?

	Respondent Rides Busses		
	Frequent- ly <u>(N=150)</u>	Occasion- ally <u>(N=132)</u>	Total <u>(N=282)</u>
Too infrequent in service	14.00%	22.72%	17.95%
Too slow	19.33%	7.57%	13.73%
Nothing	12.66%	12.87%	12.67%
Overall poor service	11.33%	7.57%	9.50%
Undependable schedule	6.66%	6.06%	6.33%

7. d. (Continued)

	Respondent Rides Busses		
	Frequent- ly (N=150)	Occasion- ally (N=132)	Total (N=282)
Too crowded	8.66%	2.27%	5.63%
Poor week-end service/ holiday	7.33%	3.78%	5.63%
Discourteous drivers	3.33%	5.30%	4.22%
Odor-fumes	.66%	4.54%	2.46%
Poor transfer connections service	1.33%	4.54%	2.81%
Zone fares	.66%	3.78%	2.11%
Inconvenience	1.33%	3.03%	2.11%
Too expensive	1.33%	2.27%	1.76%
Distance to bus stop	2.00%	1.51%	1.76%
Everything	2.00%	1.51%	1.76%
Poor A. M. service	.66%	.75%	.70%
Children's fares (too high)	.66%	.75%	.70%
Too short runs	0.00%	.75%	.35%
Poor P. M. Service	.66%	0.00%	.35%
Drivers do not call stops soon enough	0.00%	.75%	.35%
Don't Know	5.33%	7.57%	6.34%

7. (Continued)

(IF RESPONDENT RIDES THE BUS)

e. In order to ride the bus, how far would you be willing to walk?

	Respondent Rides Busses		
	Frequent-ly (N=146)	Occasion-ally (N=133)	Total (N=289)
One block or less	40.41%	19.54%	29.75%
One-two blocks	34.93%	40.60%	37.71%
Three-six blocks	18.49%	29.32%	24.56%
More than six blocks	6.16%	10.52%	7.95%

8. What kind of people do you usually see on a bus?

	Respondent Rides Busses			
	Frequent-ly (N=151)	Occasion-ally (N=137)	Never (N=982)	Total (N=1270)
All types and kinds	49.00%	40.14%	26.47%	30.62%
Working people	25.16%	19.70%	23.82%	23.54%
Elderly	4.63%	13.13%	8.14%	8.26%
Never observed, etc. - never ride bus	1.98%	.72%	6.21%	5.11%
People without cars/licenses	1.98%	2.91%	4.68%	4.17%
Students/school children	2.64%	4.37%	3.56%	3.54%
Shoppers	2.64%	2.18%	2.74%	2.67%
Nice people	6.62%	5.10%	1.12%	2.20%
Women/housewives	.66%	2.91%	1.83%	1.81%
Middle class	.66%	3.64%	1.12%	1.33%

8. (Continued)

Respondent Rides Busses

	<u>Frequent- ly (N=151)</u>	<u>Occasion- ally (N=137)</u>	<u>Never (N=982)</u>	<u>Total (N-1270)</u>
Lower income/poor people	0.00%	.72%	1.42%	1.18%
Negroes	0.00%	.72%	.71%	.62%
Ethnic minorities	.66%	2.18%	.40%	.62%
Young people	0.00%	0.00%	.71%	.55%
Business people	1.32%	0.00%	.40%	.47%
Mexicans	0.00%	0.00%	.40%	.31%
Weird-unusual people	1.98%	0.00%	0.00%	.23%
Tourists	0.00%	0.00%	.20%	.15%
White-Caucasian	0.00%	.72%	.10%	.15%
Don't Know	0.00%	.72%	15.88%	12.36%

9. The Southern California Rapid Transit District operates the largest bus system in Los Angeles County. In general, would you say that the Rapid Transit District is doing -- an excellent job, a good job, a fair job, a poor job, or a very poor job.

	Respondent Rides Busses			
	<u>Frequent-ly (N=151)</u>	<u>Occasion-ally (N=137)</u>	<u>Never (N=994)</u>	<u>Total (N=1282)</u>
Excellent	4.63%	8.02%	2.61%	3.43%
Good	25.16%	29.19%	19.71%	21.37%
Fair	39.73%	29.19%	18.51%	22.15%
Poor	13.24%	11.67%	13.58%	13.33%
Very poor	10.59%	10.94%	11.77%	11.54%
Don't Know	6.62%	10.94%	33.80%	28.15%

10. So far as you know, where does the money to run the Rapid Transit District come from?

	Respondent Rides Busses			
	<u>Frequent-ly (N=152)</u>	<u>Occasion-ally (N=138)</u>	<u>Never (N=991)</u>	<u>Total (N=1281)</u>
Fares	40.13%	34.05%	27.85%	29.97%
Taxes-Taxpayers	11.18%	5.79%	13.92%	12.72%
Fares and taxes	3.28%	3.62%	7.56%	6.63%
Private corporation, etc.	1.97%	5.79%	4.33%	4.21%
City	2.63%	1.44%	3.83%	3.43%
People	5.92%	6.52%	1.31%	2.41%
County	1.31%	3.62%	1.51%	1.71%
Subsidized	.65%	2.89%	1.51%	1.56%

10. (Continued)

Respondent Rides Busses

	Frequent- ly (N=152)	Occasion- ally (N=138)	Never (N=991)	Total (N=1281)
State	1.97%	2.89%	1.10%	1.40%
Fares and city	0.00%	.72%	1.21%	1.01%
Fares and state	.65%	1.44%	.60%	.70%
Bonds	.65%	.72%	.60%	.62%
Fares and county	.65%	.72%	.40%	.46%
Fares and private enterprise	0.00%	.72%	.50%	.46%
Bank mortgage/loans	.65%	0.00%	.40%	.39%
Fares and bonds	.65%	.72%	.30%	.39%
Fares and city and county	0.00%	0.00%	.50%	.39%
Fares and state and city	0.00%	0.00%	.50%	.39%
Federal	0.00%	0.00%	.20%	.15%
Fares and bank	0.00%	0.00%	.10%	.07%
Don't Know	27.63%	28.26%	31.68%	30.83%

11. There has been some talk about holding an election this May for the purpose of providing tax money to improve the Rapid Transit District bus system. If the election were being held today how would you vote on this matter?

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=138)	Never (N=993)	Total (N=1282)
Yes	50.99%	39.85%	40.18%	41.41%
No	23.84%	27.53%	33.93%	32.05%
Don't Know	21.19%	28.98%	23.56%	23.86%
Non-citizen	3.97%	3.62%	2.31%	2.65%

12. To the best of your knowledge, is the Rapid Transit District running at a profit, breaking even, or running at a loss?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=994)</u>	<u>Total</u> <u>(N=1284)</u>
Profit	34.21%	17.39%	16.90%	19.00%
Breaking even	15.13%	13.76%	15.39%	15.18%
Loss	19.73%	27.53%	29.57%	28.19%
Don't Know	30.92%	41.30%	38.12%	37.61%

13. Would you approve or disapprove of having some of your taxes used to improve public transportation?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=996)</u>	<u>Total</u> <u>(N=1286)</u>
Approve	59.21%	56.52%	51.60%	53.03%
Disapprove	25.00%	25.36%	35.04%	32.81%
Don't Know	15.78%	18.11%	13.35%	14.15%

13. (Continued)

("APPROVE" ANSWERS ONLY)

a. Could you tell me why you feel this way?

	Respondent Rides Busses			
	Frequent- ly (N=90)	Occasion- ally (N=78)	Never (N=511)	Total (N=679)
To improve system/ service	37.77%	26.92%	17.61%	21.35%
Need more public transportation	12.22%	26.92%	16.82%	17.37%
More/most people would benefit from it	10.00%	14.10%	11.93%	11.92%
Lessen traffic congestion	2.22%	2.56%	10.95%	8.83%
Badly needed	14.44%	11.53%	6.65%	8.24%
People with no cars need system	3.33%	5.12%	8.21%	7.21%
Already pay taxes - put to good use i.e. transportation	6.66%	5.12%	4.10%	4.56%
If no rise in taxes	3.33%	0.00%	4.10%	3.53%
Personal benefit	1.11%	1.28%	4.10%	3.38%
The <u>only</u> way to get a better system	0.00%	3.84%	3.52%	3.09%
Would improve property values and community	2.22%	0.00%	2.34%	2.06%
Future growth	1.11%	0.00%	1.95%	1.62%
Less traffic and smog	1.11%	0.00%	1.17%	1.03%
Freeways over-crowded	0.00%	0.00%	1.36%	1.03%
Lessen smog	1.11%	0.00%	.97%	.88%
Need for fast transportation	0.00%	0.00%	1.17%	.88%

13. a. (Continued)

Respondent Rides Busses

	Frequent- ly (N=90)	Occasion- ally (N=78)	Never (N=511)	Total (N=679)
For elderly people	0.00%	0.00%	.78%	.58%
Need for cheap transportation/ no increase in fares	2.22%	1.28%	.19%	.58%

("DISAPPROVE" ANSWERS ONLY)

b. Could you tell me why you feel this way?

Respondent Rides Busses

	Frequent- ly (N=38)	Occasion- ally (N=34)	Never (N=344)	Total (N=416)
Taxes too high/cannot afford	44.73%	58.82%	41.56%	43.26%
No personal benefit derived	0.00%	0.00%	15.40%	12.74%
Should be self-sustaining/ supporting	10.52%	8.82%	11.04%	10.81%
Pay for by fares/ people who use	7.89%	11.76%	6.10%	6.73%
Private industry should pay for	2.63%	5.88%	4.65%	4.56%
Fares are high enough to support system	13.15%	0.00%	3.19%	3.84%
System O.K. as is (no need)	5.26%	2.94%	3.19%	3.36%
Misused taxes now	7.89%	0.00%	2.61%	2.88%
Service is poor	2.63%	5.88%	2.32%	2.64%
Not subsidize private company	2.63%	0.00%	2.61%	2.40%
Would cost too much	0.00%	0.00%	2.03%	1.68%

13. b. (Continued)

Respondent Rides Busses

	Frequent- ly (N=38)	Occasion- ally (N=34)	Never (N=344)	Total (N=416)
Taxes needed elsewhere more	0.00%	0.00%	1.74%	1.44%
Most people have cars	0.00%	0.00%	1.45%	1.20%
General disapproval	0.00%	0.00%	1.45%	1.20%
Don't Know	2.63%	5.88%	.58%	1.20%

14. It has been suggested that a Rapid Transit system be constructed in Los Angeles County. What can you tell me about the proposed system?

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=137)	Never (N=992)	Total (N=1280)
Monorail proposed	8.60%	15.32%	14.51%	13.90%
Read a little bit/heard on Radio-TV/under study	17.21%	14.59%	11.49%	12.50%
Haven't read or heard about/not much	4.63%	6.56%	3.02%	3.59%
Good transportation in surrounding cities/suburbs	2.64%	1.45%	2.92%	2.73%
Heard about for years but nothing ever done	0.00%	3.64%	2.31%	2.18%
Combination-monorail-subway/ overhead	2.64%	0.00%	2.31%	2.10%
Better bus system	1.98%	1.45%	1.91%	1.87%
Faster system	2.64%	1.45%	1.41%	1.56%
Subway proposed	0.00%	3.64%	1.00%	1.17%
Will service airport	0.00%	.72%	1.20%	1.01%
Will not come near my house	1.98%	0.00%	.90%	.93%

14. (Continued)

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=137)	Never (N=992)	Total (N=1280)
Will be expensive	.66%	1.45%	.90%	.93%
Electric train service/P.E. tracks utilized	0.00%	0.00%	1.00%	.78%
Use the freeway right of way	.66%	.72%	.70%	.70%
Will service suburbs	.66%	0.00%	.70%	.62%
There is opposition to it	0.00%	.72%	.50%	.46%
Will tax people	0.00%	.72%	.50%	.46%
Much needed	.66%	0.00%	.40%	.39%
Will be similar to other cities	1.32%	.72%	.10%	.31%
Fares will rise	0.00%	.72%	.20%	.23%
Bonds for it	.66%	0.00%	.10%	.15%
Will be near my home	0.00%	0.00%	.20%	.15%
Get money from the people	0.00%	0.00%	.10%	.07%
Fares will decrease	0.00%	0.00%	.10%	.07%
Don't Know	52.98%	45.98%	51.41%	51.01%

15. How important do you think it is that Los Angeles County has a Rapid Transit system; very important, somewhat important or not very important?

	Respondent Rides Busses			
	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=995)</u>	<u>Total</u> <u>(N=1285)</u>
Very important	87.50%	81.15%	77.78%	79.29%
Somewhat important	5.92%	8.69%	10.15%	9.49%
Not very important	3.94%	2.89%	4.42%	4.20%
Don't Know	2.63%	7.24%	7.63%	7.00%

(IF "VERY" OR "SOMEWHAT IMPORTANT")

- a. Can you tell me why you think a Rapid Transit system is very/somewhat important?

	Respondent Rides Busses			
	<u>Frequent-ly</u> <u>(N=140)</u>	<u>Occasion-ally</u> <u>(N=124)</u>	<u>Never</u> <u>(N=871)</u>	<u>Total</u> <u>(N=1135)</u>
Cut down on congestion/ traffic	13.57%	16.12%	26.86%	24.05%
System needed	16.42%	15.32%	10.10%	11.45%
People don't have cars	10.71%	5.64%	9.29%	9.07%
Keep up with popula- tion growth	8.57%	11.29%	6.42%	7.22%
Many dependent upon public transportation	3.57%	8.06%	6.42%	6.25%
Better for working people	11.42%	4.83%	4.36%	5.28%
Faster system	10.00%	4.83%	3.78%	4.66%
Help freeway traffic	.71%	2.41%	5.28%	4.40%
Present system is poor	8.57%	6.45%	2.75%	3.87%

15. a. (Continued)

Respondent Rides Busses

	Frequent- ly (N=140)	Occasion- ally (N=124)	Never (N=871)	Total (N=1135)
Less smog	1.42%	4.03%	3.55%	3.34%
Take people from place to place/when want to go	2.85%	4.03%	2.98%	3.08%
Traffic and smog	.71%	.80%	3.44%	2.81%
More people would use	2.85%	4.03%	2.41%	2.64%
Size of Metropolitan area	1.42%	2.41%	2.18%	2.11%
Better for people who work in Los Angeles	.71%	1.61%	2.06%	1.85%
Costs too much to operate a car	.71%	0.00%	1.72%	1.40%
Improve economy of business area	.71%	.80%	1.49%	1.32%
No answer	.71%	1.61%	1.26%	1.23%
Solve parking problems	.71%	.80%	1.14%	1.05%
For elderly	.71%	3.22%	.45%	.79%
Safer	0.00%	.80%	.57%	.52%
For suburbs	1.42%	.80%	.34%	.52%
Cut down on accidents	0.00%	0.00%	.57%	.44%
Better for students	.71%	0.00%	.34%	.35%
For shopping	.71%	0.00%	.11%	.17%

15. (Continued)

(IF "NOT VERY IMPORTANT")

b. Can you tell me why you think a Rapid Transit system is not very important?

	Respondent Rides Busses			
	Frequent- ly (N=6)	Occasion- ally (N=3)	Never (N=44)	Total (N=53)
Not needed	50.00%	33.33%	29.54%	32.07%
Most people have cars	33.33%	0.00%	18.18%	18.86%
No one will use	0.00%	0.00%	15.90%	13.20%
Cost too much/taxes	0.00%	33.33%	11.36%	11.32%
No personal benefit derived	0.00%	33.33%	6.81%	7.54%
Would not really improve system	16.66%	0.00%	6.81%	7.54%
Should stay in own community	0.00%	0.00%	2.27%	1.88%
Routing not effect general neighborhood	0.00%	0.00%	2.27%	1.88%
Routing from downtown Los Angeles to airport	0.00%	0.00%	2.27%	1.88%
Don't Know	0.00%	0.00%	4.54%	3.77%

16. What does the term "Rapid Transit" mean to you?

	Respondent Rides Busses			
	Frequent- ly (N=152)	Occasion- ally (N=135)	Never (N=994)	Total (N=1281)
Fast travel/speed	61.18%	53.33%	56.43%	56.67%
Bus company/service	4.60%	6.66%	6.23%	6.08%
Efficient transportation (fast-cheap)	1.31%	5.92%	5.13%	4.76%
Rapid Transit transportation	3.94%	5.18%	4.32%	4.37%
Express transportation (no stops-minimum stops)	2.63%	2.22%	4.42%	3.98%
Mass transportation	1.31%	.74%	3.21%	2.73%
Dependable transportation	1.97%	2.22%	2.41%	2.34%
Moving people from one point to another	2.63%	2.22%	2.31%	2.34%
Monorail	.65%	2.22%	2.51%	2.26%
Increased service	3.28%	.74%	1.00%	1.24%
Subway	0.00%	.74%	1.30%	1.09%
Over-under/subway-overhead	.65%	.74%	1.00%	.93%
Convenient transportation	.65%	2.22%	.60%	.78%
Inter-urban transportation	.65%	.74%	.70%	.70%
Modern transportation	.65%	.74%	.50%	.54%
Inexpensive transportation	.65%	0.00%	.50%	.46%
General approval	.65%	1.48%	.30%	.46%
Overhead	0.00%	0.00%	.20%	.15%
Have own car - means nothing to me	0.00%	0.00%	.10%	.07%
Don't Know	12.50%	11.85%	6.74%	7.96%

17. What do you think would be the greatest advantage of Rapid Transit?

Respondent Rides Busses

	Frequent- ly (N=149)	Occasion- ally (N=137)	Never (N=987)	Total (N=1273)
Less traffic/congestion/ freeway traffic	14.76%	12.40%	24.82%	22.30%
Fast travel/transportation	25.50%	17.51%	13.37%	15.23%
Save time	9.39%	8.75%	6.18%	6.83%
Help working people	6.04%	4.37%	6.38%	6.12%
Help people/greatest number, non drivers, etc.	3.35%	4.37%	5.67%	5.26%
Convenience	5.36%	8.75%	4.15%	4.79%
Improve service	5.36%	5.10%	4.35%	4.55%
Less smog	.67%	5.10%	4.45%	4.08%
Less smog and traffic	0.00%	1.45%	4.76%	3.84%
Cheaper travel	1.34%	3.64%	3.44%	3.22%
Saving on personal auto	4.69%	2.91%	2.63%	2.90%
Improve schedules/dependable	5.36%	3.64%	1.11%	1.88%
Nothing	2.01%	.72%	1.92%	1.80%
Safer	.67%	.72%	1.72%	1.49%
Everything - general approval	.67%	2.91%	1.41%	1.49%
Stimulate business	.67%	2.18%	.91%	1.02%
Serve suburbs/city	1.34%	0.00%	.81%	.78%
Good connections	1.34%	.72%	.40%	.54%
Express travel	.67%	1.45%	.40%	.54%
Future growth	0.00%	1.45%	.30%	.39%
Cut down on unemployment	.67%	1.45%	.10%	.31%
Less nervous tension	0.00%	0.00%	.81%	.54%

17. (Continued)

Respondent Rides Busses

	Frequent- ly (N=149)	Occasion- ally (N=137)	Never (N=987)	Total (N=1273)
Less parking needed	0.00%	0.00%	.40%	.31%
Reduce highway cost-freeway/ land use for freeways	0.00%	.72%	.30%	.31%
Comfort	.67%	0.00%	.20%	.23%
Less crowded busses	.67%	.72%	0.00%	.15%
Don't Know	8.72%	8.75%	9.01%	8.95%

18. What do you think would be the greatest disadvantage of Rapid Transit?

Respondent Rides Busses

	Frequent- ly (N=144)	Occasion- ally (N=131)	Never (N=950)	Total (N=1225)
Nothing	56.94%	48.09%	35.26%	39.18%
Raise taxes	4.86%	6.10%	8.73%	8.00%
Too expensive to build/ how to pay for	2.08%	6.10%	8.10%	7.18%
Have to walk farther to catch-distance to station (anyway not only walk)	3.47%	3.81%	3.57%	3.59%
Routing (will not service us) - in general	2.08%	.76%	3.47%	3.02%
Where to put it/take residential properties/ size of area	.69%	1.52%	3.36%	2.85%
Poor facilities/system	2.08%	.76%	3.05%	2.69%
Poor service	0.00%	1.52%	2.73%	2.28%
Time it takes to construct/ educate to use	.69%	1.52%	1.68%	1.55%
Increase congestion- traffic/accidents	0.00%	1.52%	1.68%	1.46%
Will raise fares	2.08%	2.29%	1.15%	1.38%
Expensive to operate/maintain	1.38%	0.00%	1.36%	1.22%
Overcrowded	0.00%	0.00%	1.47%	1.14%
Connections	2.08%	0.00%	1.05%	1.06%
Take money out of community/ should shop at home/hinder economy	.69%	.76%	.94%	.89%
More smog	0.00%	1.52%	.84%	.81%

18. (Continued)

Respondent Rides Busses

	Frequent- ly (N=144)	Occasion- ally (N=131)	Never (N=950)	Total (N=1225)
General inconvenience	0.00%	1.52%	.84%	.81%
Parking at stations	0.00%	0.00%	.73%	.57%
Noise	0.00%	0.00%	.31%	.24%
Auto industry will suffer	0.00%	0.00%	.21%	.16%
Don't Know	20.83%	22.13%	19.36%	19.83%

19. What does the term "Monorail" mean to you?

Respondent Rides Busses

	Frequent- ly (N=152)	Occasion- ally (N=137)	Never (N=987)	Total (N=1276)
Overhead/elevated transportation	42.10%	37.22%	35.35%	36.36%
Single rail transportation	14.47%	13.13%	13.67%	13.71%
Trains at Disneyland	5.26%	12.40%	10.94%	10.42%
Single rail overhead	4.60%	6.56%	11.85%	10.42%
Fast transportation	3.28%	5.10%	5.67%	5.32%
Rapid transit	1.31%	2.18%	3.14%	2.82%
Like New York, Japan, Seattle, etc.	1.31%	0.00%	1.82%	1.56%
Means of transportation	1.31%	0.00%	1.41%	1.25%
Two-rail transportation	1.31%	2.18%	.70%	.94%
General understanding	0.00%	0.00%	1.21%	.94%

19. (Continued)

Respondent Rides Busses

	Frequent- ly (N=152)	Occasion- ally (N=137)	Never (N=997)	Total (N=1276)
Improvement of present system	.65%	.72%	.70%	.70%
Electric transportation	0.00%	.72%	.81%	.70%
Expensive	.65%	.72%	.60%	.62%
Something new and different	0.00%	0.00%	.70%	.54%
Something at Fairs, Parks	0.00%	.72%	.40%	.39%
Will get cars off highway/ less traffic	0.00%	0.00%	.40%	.31%
Commuter train for suburbs	.65%	0.00%	.20%	.23%
Runs underground/like subway	0.00%	.72%	.20%	.23%
Plaything	.65%	0.00%	.20%	.23%
Like a bus	0.00%	0.00%	.20%	.15%
Convenient	0.00%	0.00%	.10%	.07%
Don't Know	22.36%	17.51%	9.62%	11.99%

20. What do you particularly like about the proposed system?

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=134)	Never (N=975)	Total (N=1260)
Good routing covers all areas of county/large area/central	17.21%	26.11%	23.17%	22.77%
General approval	17.88%	17.16%	13.33%	14.28%
Nothing	4.63%	5.22%	9.33%	8.33%
Fast service	9.27%	3.73%	4.41%	4.92%
Decrease traffic	3.97%	1.49%	4.71%	4.28%
Okay for a start	2.64%	2.98%	4.41%	4.04%
Improved service/system	6.62%	6.71%	3.17%	3.96%
Routing - near home/work	5.29%	3.73%	3.69%	3.88%
Routing - into Los Angeles	.66%	2.98%	3.07%	2.77%
Serve greatest number of people	.66%	1.49%	3.07%	2.61%
Comfort/air conditioned	5.29%	1.49%	1.94%	2.30%
Improved transportation	1.98%	2.23%	2.15%	2.14%
Convenient	2.64%	3.73%	1.43%	1.82%
Dependable schedule	5.96%	.74%	1.02%	1.58%
Good, if transfer connections are okay	.66%	.74%	1.53%	1.34%
Modern/progress	1.98%	.74%	1.33%	1.34%
Everything	1.98%	.74%	1.33%	1.34%
Reduce smog/electric cars	1.98%	1.49%	1.23%	1.34%

20. (Continued)

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=134)	Never (N=975)	Total (N=1260)
Follows freeways	0.00%	.74%	.71%	.63%
Safety	1.32%	0.00%	.41%	.47%
Take busses off freeway	0.00%	.74%	.41%	.39%
Help people without cars	.66%	0.00%	.41%	.39%
Time saving	0.00%	0.00%	.20%	.15%
Cut cost of freeway building	0.00%	0.00%	.20%	.15%
Don't Know	6.62%	14.92%	13.23%	12.61%

21. What do you particularly dislike about the proposed system?

Respondent Rides Busses

	Frequent- ly (N=148)	Occasion- ally (N=131)	Never (N=972)	Total (N=1251)
Nothing	56.75%	41.22%	31.58%	35.57%
Poor routing - doesn't cover enough of county/neighbor- ing counties	9.45%	5.34%	15.94%	14.06%
Routing, doesn't come into community	2.70%	7.63%	6.89%	6.47%
Need more arteries	3.37%	3.05%	4.93%	4.55%
Will cost too much	2.70%	3.81%	4.21%	3.99%
Routing, doesn't come near home	3.37%	6.10%	3.70%	3.91%
Doesn't go to airport	2.02%	2.29%	3.08%	2.87%

21. (Continued)

Respondent Rides Busses

	Frequent- ly (N=148)	Occasion- ally (N=131)	Never (N=972)	Total (N=1251)
Poor routing in general	1.35%	2.29%	2.05%	1.99%
Cost to taxpayers who will not use	0.00%	1.52%	1.85%	1.59%
No benefit to me	0.00%	2.29%	1.64%	1.51%
Traffic to and from station/ way to get to	1.35%	2.29%	1.44%	1.51%
Length of time to put it in operation	.67%	.76%	1.13%	1.03%
Need more E-W lines	.67%	.76%	.92%	.87%
No need for it	1.35%	0.00%	.72%	.71%
Dislike subways	.67%	1.52%	.61%	.71%
Taking of private property to build line	.67%	1.52%	.51%	.63%
More N. S. lines	.67%	1.52%	.41%	.55%
Everything	0.00%	0.00%	.61%	.47%
Fares will be higher	0.00%	0.00%	.51%	.39%
Don't like busses	0.00%	0.00%	.41%	.31%
Still stop and start, not really rapid, express	0.00%	.76%	.20%	.23%
Parking at stations	0.00%	0.00%	.20%	.15%
Tax money will leave community	0.00%	0.00%	.20%	.15%
Poor class, Negro will not benefit	0.00%	0.00%	.20%	.15%
Still requires automobiles	0.00%	0.00%	.20%	.15%
Routing thru Watts	0.00%	0.00%	.20%	.15%

21. (Continued)

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=148)</u>	<u>Occasion-ally</u> <u>(N=131)</u>	<u>Never</u> <u>(N=972)</u>	<u>Total</u> <u>(N=1251)</u>
Still spending taxes on freeways	0.00%	0.00%	.10%	.07%
Might put bus drivers out of business	0.00%	0.00%	.10%	.07%
Don't Know	12.16%	15.26%	15.32%	14.94%

22. When a Rapid Transit system is built, about how often do you think you will use it?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=137)</u>	<u>Never</u> <u>(N=985)</u>	<u>Total</u> <u>(N=1274)</u>
Daily (work days)	43.42%	13.86%	14.01%	17.50%
Several times a week	30.26%	18.24%	12.48%	15.22%
Several times a month	7.23%	26.27%	12.28%	13.18%
Several times a year	9.21%	27.73%	24.97%	23.39%
Never	9.86%	13.86%	36.24%	30.69%

22. (Continued)

(IF "SEVERAL TIMES A MONTH" OR "SEVERAL TIMES A YEAR")

a. Why wouldn't you ride on the system more often?

	Respondent Rides Busses			
	Frequent- ly (N=25)	Occasion- ally (N=74)	Never (N=361)	Total (N=460)
No need	32.00%	51.35%	32.40%	35.43%
Travel by car/ preference	20.00%	20.27%	24.37%	23.47%
Doesn't cover area traveled by me	12.00%	5.40%	10.24%	9.56%
Do not go to Los Angeles very often/shop, etc.	8.00%	2.70%	9.69%	8.47%
Travel by auto - due to occupation	4.00%	1.35%	4.98%	4.34%
Use only when traveling into different areas	8.00%	1.35%	3.60%	3.47%
Inconvenient location	0.00%	0.00%	3.87%	3.04%
Local travel only	4.00%	2.70%	2.49%	2.60%
Too old/ill/etc.	0.00%	5.40%	2.21%	2.60%
Inconvenient	4.00%	1.35%	2.21%	2.17%
For recreation only	0.00%	2.70%	2.21%	2.17%
Financial reasons	4.00%	1.35%	.55%	.86%
Travel more convenient by car	0.00%	1.35%	.27%	.43%
Don't Know	4.00%	2.70%	.83%	1.30%

22. (Continued)

(IF "NEVER")

b. Why wouldn't you use the system?

	Respondent Rides Busses			
	<u>Frequent- ly (N=13)</u>	<u>Occasion- ally (N=18)</u>	<u>Never (N=340)</u>	<u>Total (N=371)</u>
Use car/vehicle	15.38%	11.11%	35.58%	33.69%
No need/no use for/ not able to get around	38.46%	27.77%	32.94%	32.88%
Not close to home	0.00%	27.77%	6.17%	7.00%
No need to go where it is routed	7.69%	11.11%	5.88%	6.19%
Will not be here when finished	15.38%	5.55%	2.35%	2.96%
Scheduling/service	0.00%	0.00%	2.94%	2.69%
Not close to city (routing)	7.69%	0.00%	2.35%	2.42%
Not routed to where need to go	0.00%	0.00%	2.64%	2.42%
Will walk - not commute	7.69%	5.55%	1.47%	1.88%
No way to get to station	0.00%	5.55%	1.76%	1.88%
Too much risk/unsafe	0.00%	0.00%	1.47%	1.34%
Do not like busses	0.00%	0.00%	1.17%	1.07%
Do not like contact with people	0.00%	0.00%	.29%	.26%
Don't Know	7.69%	5.55%	2.94%	3.23%

23. What type of system, a subway, road level, or overhead would you prefer to travel on?

Respondent Rides Busses

	Frequent-ly (N=152)	Occasion-ally (N=138)	Never (N=996)	Total (N=1286)
Subway	18.42%	15.21%	14.85%	15.31%
Road level	19.73%	28.26%	14.85%	16.87%
Overhead	51.97%	43.47%	56.32%	54.43%
Don't Know	9.86%	13.04%	13.95%	13.37%

(IF "SUBWAY," "ROAD LEVEL," OR "OVERHEAD")

a. Why do you prefer a/an (above choice) system?

Respondent Rides Busses

<u>SUBWAY:</u>	Frequent-ly (N=28)	Occasion-ally (N=21)	Never (N=148)	Total (N=197)
Get away from traffic/ relieve congestion	21.42%	19.04%	15.54%	16.75%
Safer	35.71%	9.52%	11.48%	14.72%
Quickest/fastest	14.28%	14.28%	12.83%	13.19%
Liked ones elsewhere/ other cities	3.57%	19.04%	10.81%	10.65%
Invisible/not destroy beauty	0.00%	9.52%	10.81%	9.13%
No conflict with surface traffic	0.00%	0.00%	10.13%	7.61%
Less noise	7.14%	9.52%	4.72%	5.58%
Could build over them/ roads/property, etc.	0.00%	9.52%	4.05%	4.06%

23. a. (Continued)

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=28)</u>	<u>Occasion-ally</u> <u>(N=21)</u>	<u>Never</u> <u>(N=148)</u>	<u>Total</u> <u>(N=197)</u>
Do not like overhead	3.57%	0.00%	4.05%	3.55%
Could be used as "shelters"	0.00%	0.00%	4.05%	3.04%
Cheaper	3.57%	0.00%	2.70%	2.53%
General approval/ I like	0.00%	0.00%	2.70%	2.03%
New experience	7.14%	4.76%	.67%	2.03%
Comfort	3.57%	4.76%	.67%	1.52%
More practical	0.00%	0.00%	2.02%	1.52%
Don't Know	0.00%	0.00%	2.70%	2.03%

Respondent Rides Busses

<u>ROAD LEVEL:</u>	<u>Frequent-ly</u> <u>(N=31)</u>	<u>Occasion-ally</u> <u>(N=37)</u>	<u>Never</u> <u>(N=145)</u>	<u>Total</u> <u>(N=213)</u>
Safer	35.48%	24.32%	31.03%	30.51%
Do not like up or down under	12.90%	24.32%	15.17%	16.43%
Always traveled by road/used to	12.90%	18.91%	13.79%	14.55%
Cheaper	3.22%	8.10%	13.79%	11.26%
Sight seeing	16.12%	2.70%	8.96%	8.92%
Easier to get to/ more accessible/ convenient	6.45%	5.40%	8.96%	7.98%
Fear of heights	0.00%	8.10%	4.13%	4.22%
Do not like being underground	6.45%	2.70%	1.37%	2.34%
Don't Know	6.45%	5.40%	2.75%	3.75%

23. a. (Continued)

	Respondent Rides Busses			
	Frequent- ly (N=78)	Occasion- ally (N=59)	Never (N=558)	Total (N=695)
<u>OVERHEAD:</u>				
Sight seeing/better view of scenery/ see where going	24.35%	15.25%	20.43%	20.43%
Cheaper to build	8.97%	11.86%	18.81%	17.12%
Get away from traffic/ relieve congestion	19.23%	15.25%	12.54%	13.52%
Safe/less accidents	12.82%	5.08%	5.73%	6.47%
Faster	8.97%	5.08%	6.09%	6.33%
Not take surface property/follow freeways	3.84%	1.69%	5.01%	4.60%
Do not like to be under- ground/shut in/ claustrophobia	3.84%	3.38%	4.83%	4.60%
No conflict with surface traffic	1.28%	8.47%	3.76%	3.88%
New/modern/comfort/ pleasant	3.84%	6.77%	2.15%	2.73%
Liked ones elsewhere/ other cities etc.	2.56%	5.08%	2.50%	2.73%
Easier to build	1.28%	3.38%	2.50%	2.44%
General approval/ just like	0.00%	0.00%	3.04%	2.44%
Cleaner	2.56%	0.00%	1.79%	1.72%
Earthquake problem	0.00%	1.69%	1.61%	1.43%
Best system for "Monorail"	1.28%	1.69%	.71%	.86%
	0.00%	0.00%	.89%	.71%

23. a. (Continued)

	Respondent Rides Busses			
	<u>Frequent-ly</u> <u>(N=78)</u>	<u>Occasion-ally</u> <u>(N=59)</u>	<u>Never</u> <u>(N=558)</u>	<u>Total</u> <u>(N=695)</u>
Safer/subway mugging	1.28%	1.69%	.35%	.57%
	0.00%	1.69%	.53%	.57%
Cost less to operate	1.28%	0.00%	.35%	.43%
Better light	1.28%	0.00%	0.00%	.14%
Don't Know	0.00%	5.08%	.71%	1.00%

24. What kind of people do you think will use Rapid Transit?

	Respondent Rides Busses			
	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=985)</u>	<u>Total</u> <u>(N=1275)</u>
Working people/commuters	32.23%	31.88%	41.92%	39.68%
All kinds and types	53.28%	40.57%	31.97%	35.45%
People who do not drive/ do not own autos	2.63%	5.07%	5.38%	5.01%
Business people	3.28%	2.89%	3.65%	3.52%
Elderly/retired	0.00%	5.07%	2.33%	2.35%
People who now use busses	.65%	1.44%	1.82%	1.64%
Lower class	0.00%	0.00%	1.92%	1.49%
Middle class	.65%	1.44%	1.31%	1.25%
People who do not like to drive	1.31%	2.17%	1.11%	1.25%
Shoppers	.65%	2.17%	.91%	1.01%

24. (Continued)

Respondent Rides Busses

	Frequent- ly (N=152)	Occasion- ally (N=138)	Never (N=985)	Total (N=1275)
Students/children	0.00%	0.00%	.71%	.54%
Sight seekers/tourists	0.00%	.72%	.60%	.54%
Price would determine	1.31%	0.00%	.30%	.39%
Women	0.00%	.72%	.30%	.31%
Ethnic minorities	0.00%	.72%	.10%	.15%
Laborers	0.00%	0.00%	.10%	.07%
People going to airport	0.00%	0.00%	.10%	.07%
People who now use car pools	0.00%	0.00%	.10%	.07%
Young people	0.00%	0.00%	.10%	.07%
Don't Know	3.28%	5.07%	5.17%	4.94%

25. Why do you think people will use the system?

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=137)	Never (N=980)	Total (N=1268)
Faster travel	22.51%	17.51%	13.57%	15.06%
Get away from driving/ traffic	9.27%	11.67%	15.00%	13.95%
Convenience	10.59%	12.40%	11.53%	11.51%
Cheaper travel/economical	8.60%	7.29%	12.34%	11.35%
Work	10.59%	8.02%	9.08%	9.14%
To get to and from places/need	9.27%	12.40%	7.85%	8.51%

25. (Continued)

Respondent Rides Busses

	<u>Frequent- ly (N=151)</u>	<u>Occasion- ally (N=137)</u>	<u>Never (N=980)</u>	<u>Total (N=1268)</u>
Because cannot drive/ do not own car	4.63%	5.83%	6.32%	6.07%
Time saver	52.9%	4.37%	4.48%	4.57%
Eliminate parking problems	2.64%	3.64%	3.97%	3.78%
Every reason/every kind of advantage	2.64%	2.18%	2.95%	2.83%
People can relax/comfort	1.98%	2.91%	2.24%	2.28%
Dependable/improved service	5.29%	1.45%	1.83%	2.20%
Safer travel	.66%	1.45%	1.93%	1.73%
Better than busses	1.32%	1.45%	.51%	.70%
New experience/modern	.66%	1.45%	.61%	.70%
People do not like freeways	0.00%	.72%	.40%	.39%
Foggy weather in Southern California	0.00%	0.00%	.40%	.31%
Cleaner	.66%	0.00%	0.00%	.07%
For pleasure	0.00%	0.00%	.10%	.07%
Don't Know	3.31%	5.10%	4.79%	4.65%

26. Public money will be needed to build a Rapid Transit system. Here is a list of several possible sources of this money. Which of these do you think is best?

Respondent Rides Busses

	Frequent- ly (N=144)	Occasion- ally (N=131)	Never (N=951)	Total (N=1226)
Property Tax	1.38%	5.34%	2.52%	2.69%
Sales Tax	11.80%	9.92%	10.83%	10.84%
Auto Tax (in lieu)	3.47%	6.87%	4.20%	4.40%
Liquor Tax	39.58%	27.48%	29.54%	30.50%
Cigarette Tax	7.63%	11.45%	7.67%	8.07%
Gasoline Tax	2.08%	5.34%	5.78%	5.30%
Income Tax	2.08%	1.52%	3.04%	2.77%
Combination of Taxes	22.22%	20.61%	25.55%	24.63%
None	9.72%	11.45%	10.83%	10.76%

26. (Continued)

a. Which source do you think is next best?

	Respondent Rides Busses			
	Frequent-ly (N=137)	Occasion-ally (N=122)	Never (N=902)	Total (N=1161)
Property Tax	0.00%	2.45%	3.21%	2.75%
Sales Tax	8.02%	11.47%	10.42%	10.24%
Auto Tax (in lieu)	6.56%	4.91%	7.09%	6.80%
Liquor Tax	17.51%	16.39%	17.73%	17.57%
Cigarette Tax	35.76%	27.86%	27.38%	28.42%
Gasoline Tax	7.29%	9.01%	8.09%	8.09%
Income Tax	7.29%	4.91%	3.43%	4.04%
Combination of Taxes	7.29%	9.83%	9.64%	9.38%
None	10.21%	13.11%	12.97%	12.66%

27. Would you vote to use public money to build a Rapid Transit system?

	Respondent Rides Busses			
	Frequent-ly (N=151)	Occasion-ally (N=138)	Never (N=994)	Total (N=1283)
Yes	70.86%	57.97%	54.32%	56.66%
No	15.89%	23.18%	28.06%	26.11%
Don't Know	9.27%	15.21%	15.29%	14.57%
Non-citizen	3.97%	3.62%	2.31%	2.65%

28. Do you belong to any civic organizations or service clubs?
(Lions, Rotary, PTA, Chamber of Commerce, et cetera)

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=138)	Never (N=990)	Total (N=1279)
Yes	23.84%	29.71%	30.50%	29.63%
No	76.15%	70.28%	69.49%	70.36%

(IF "YES")

- a. To what organizations do you belong?

Respondent Rides Busses

	Frequent- ly (N=36)	Occasion- ally (N=41)	Never (N=300)	Total (N=377)
P. T. A.	61.11%	46.34%	47.00%	48.27%
Elks/Mason/Moose/ Eagles/Knights of Columbus/Various lodges	11.11%	14.63%	11.00%	11.40%
Veterans	2.77%	4.87%	6.00%	5.57%
Church organizations	5.55%	12.19%	4.00%	5.03%
Community services	0.00%	2.43%	4.33%	3.71%
Youth organizations (adult advisors)	0.00%	4.87%	3.66%	3.44%
Women's Club	2.77%	7.31%	2.66%	3.18%
Chamber of Commerce	2.77%	0.00%	3.66%	3.18%
Service clubs/Rotary/ Optimist/Exchange/ Kiwanis/Lions	2.77%	0.00%	3.66%	3.18%
Professional organiza- tions	0.00%	0.00%	3.00%	2.38%

28. a. (Continued)

Respondent Rides Busses

	Frequent- ly (N=36)	Occasion- ally (N=41)	Never (N=300)	Total (N=377)
NAACP/CORE, etc.	0.00%	2.43%	1.33%	1.32%
Political	0.00%	0.00%	1.66%	1.32%
Union Members (any)	0.00%	0.00%	1.66%	1.32%
Senior Citizens	5.55%	0.00%	1.00%	1.32%
Church/school/parents organizations	2.77%	2.43%	.66%	1.06%
Sorority and Fraternity	2.77%	0.00%	.66%	.79%
Employee associations	0.00%	0.00%	1.00%	.79%
Improvement association	0.00%	0.00%	1.00%	.79%
Junior Chamber/Jaycee	0.00%	0.00%	.33%	.26%
Study groups	0.00%	0.00%	.33%	.26%
Businessmen's groups	0.00%	2.43%	0.00%	.26%
Don't Know	0.00%	0.00%	1.33%	1.06%

29. What does the term "EXTRAcAR" mean to you?

Respondent Rides Busses

	Frequent- ly (N=151)	Occasion- ally (N=135)	Never (N=986)	Total (N=1272)
Having to do with car	45.69%	57.77%	65.51%	62.34%
Having to do with bus	22.51%	12.59%	13.48%	14.46%
Having to do with trans- portation/in general	3.97%	2.96%	4.56%	4.31%
Don't Know	27.81%	26.66%	16.43%	18.86%

(IF RESPONDENT DEFINES "EXTRAcAR" AS SOMETHING OTHER THAN
HAVING TO DO WITH BUSSES)

a. What does this bring
to mind?

Respondent Rides Busses

	Frequent- ly (N=110)	Occasion- ally (N=107)	Never (N=805)	Total (N=1022)
Having to do with <u>bus</u> (RTD)	34.54%	17.75%	20.49%	21.72%
Having to do with <u>car</u>	20.90%	24.29%	19.37%	20.05%
Having to do with transportation	4.54%	1.86%	3.72%	3.62%
Aware of term related to adver- tising but bus not mentioned	1.81%	.93%	2.48%	2.25%
Don't Know	38.18%	55.14%	53.91%	52.34%

30. How far do you live from a bus line?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=151)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=993)</u>	<u>Total</u> <u>(N=1282)</u>
Less than one block	31.12%	24.63%	20.84%	22.46%
One-two blocks	49.00%	44.92%	31.01%	34.63%
Three-six blocks	15.89%	18.84%	21.24%	20.35%
More than six blocks	3.97%	10.14%	19.03%	16.30%
Don't Know	0.00%	1.44%	7.85%	6.24%

31. Are you, or is any member of your immediate family, a member of an Automobile Club?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=151)</u>	<u>Occasion-ally</u> <u>(N=134)</u>	<u>Never</u> <u>(N=981)</u>	<u>Total</u> <u>(N=1266)</u>
Yes	17.21%	35.07%	39.55%	36.41%
No	78.80%	64.92%	59.12%	62.08%
Don't Know	3.97%	0.00%	1.32%	1.50%

31. (Continued)

(IF "YES")

a. To what club do you belong?

	Respondent Rides Busses			
	<u>Frequent- ly (N=26)</u>	<u>Occasion- ally (N=45)</u>	<u>Never (N=388)</u>	<u>Total (N=459)</u>
Automobile Club of Southern California (AAA)	69.23%	60.00%	71.64%	70.37%
National Automobile Club	15.38%	13.33%	12.88%	13.07%
Allstate	3.84%	17.77%	10.56%	10.89%
Other	7.69%	6.66%	4.63%	5.01%
Don't Know	3.84%	2.22%	.25%	.65%

32. Does the proposed Rapid Transit system go near your home?

	Respondent Rides Busses			
	<u>Frequent- ly (N=151)</u>	<u>Occasion- ally (N=137)</u>	<u>Never (N=989)</u>	<u>Total (N=1277)</u>
Yes	57.61%	44.52%	40.34%	42.83%
No	37.08%	46.71%	52.98%	50.43%
Don't Know	5.29%	8.75%	6.67%	6.73%

23 How many grades of school did you complete?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=150)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=987)</u>	<u>Total</u> <u>(N=1275)</u>
0-8 grades	24.66%	21.73%	13.77%	15.92%
9-11 & 9-11 + non-college	30.66%	21.01%	22.18%	23.05%
12 & 12+ non-college	24.00%	27.53%	32.11%	30.66%
Some College	16.00%	19.56%	18.84%	18.58%
College degree	4.66%	7.97%	9.11%	8.47%
Graduate degree	0.00%	2.17%	3.95%	3.29%

34. Do you have a driver's license?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=994)</u>	<u>Total</u> <u>(N=1284)</u>
Yes	44.73%	56.52%	87.12%	78.81%
No	55.26%	43.47%	12.87%	21.18%

35. Do you like to use the freeways?

Respondent Rides Busses

	Frequent- ly (N=152)	Occasion- ally (N=134)	Never (N=990)	Total (N=1276)
Yes	54.60%	50.00%	65.65%	62.69%
No	26.31%	31.34%	21.71%	23.27%
Depends	9.21%	7.46%	9.49%	9.24%
Doesn't use freeways	9.86%	11.19%	3.13%	4.78%

(IF "YES")

a. Why do you like to use the freeways?

Respondent Rides Busses

	Frequent- ly (N=81)	Occasion- ally (N=65)	Never (N=646)	Total (N=792)
Saves time/faster	76.54%	75.38%	72.91%	73.48%
Do not like to stop	8.64%	4.61%	8.97%	8.58%
Convenience	6.17%	6.15%	5.26%	5.42%
More direct	0.00%	3.07%	5.26%	4.54%
Eliminate city traffic	1.23%	1.53%	2.47%	2.27%
Safer	3.70%	1.53%	1.85%	2.02%
General approval	2.46%	6.15%	1.54%	2.02%
Saves on gas bill/ mileage	0.00%	1.53%	.61%	.63%
No pedestrians	1.23%	0.00%	.46%	.50%
Don't Know	0.00%	0.00%	.61%	.50%

35. (Continued)

(IF "NO")

b. Why don't you like to use the freeways?

	Respondent Rides Busses			
	Frequent- ly (N=39)	Occas ion- ally (N=40)	Never (N=212)	Total (N=291)
Too crowded/too many cars	17.94%	22.50%	35.84%	31.61%
Too fast	30.76%	15.00%	12.73%	15.46%
Unsafe/accident	7.69%	17.50%	16.03%	15.12%
Fear (unspecified)	12.82%	17.50%	8.01%	9.96%
Strain/nerves/ blood pressure	5.12%	7.50%	8.96%	8.24%
Careless drivers	5.12%	2.50%	4.71%	4.46%
General disapproval	5.12%	5.00%	3.77%	4.12%
No need	5.12%	5.00%	1.88%	2.74%
Traffic jams	2.56%	2.50%	2.35%	2.40%
No automobile/ non driver/car too old	5.12%	0.00%	1.88%	2.06%
Age	2.56%	2.50%	1.41%	1.71%
Requires good driving experience	0.00%	2.50%	1.41%	1.37%
Smog	0.00%	0.00%	.47%	.34%
Don't Know	0.00%	0.00%	.47%	.34%

S.C.R.T.D. LIBRARY

36. How old are you?

Respondent Rides Busses

	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=984)</u>	<u>Total</u> <u>(N=1284)</u>
Under 21	3.28%	2.17%	1.60%	1.86%
21-34	23.02%	21.01%	26.65%	25.62%
35-44	17.10%	15.94%	23.44%	21.88%
45-54	15.13%	18.84%	21.73%	20.63%
55 and over	41.44%	42.02%	26.55%	29.98%

37. About what do you think your total income will be this year for yourself and your immediate family? That is income before taxes.

Respondent Rides Busses

	Frequent- ly (N=122)	Occasion- ally (N=119)	Never (N=893)	Total (N=1134)
Less than \$3,000	25.40%	26.89%	9.74%	13.22%
\$3,000 - \$4,999	22.13%	18.48%	11.87%	13.66%
\$5,000 - \$7,499	20.49%	15.96%	20.82%	20.28%
\$7,500 - \$9,999	16.39%	20.16%	21.50%	20.81%
\$10,000 - \$14,999	8.19%	11.76%	21.50%	19.04%
\$15,000 - and over	1.63%	4.20%	12.09%	10.14%
Refused to answer	.81%	0.00%	.89%	.79%
Don't Know	4.91%	2.52%	1.56%	2.02%

OBSERVED DATA

Respondent Rides Busses

<u>Sex of respondent:</u>	<u>Frequent-ly</u> <u>(N=152)</u>	<u>Occasion-ally</u> <u>(N=138)</u>	<u>Never</u> <u>(N=996)</u>	<u>Total</u> <u>(N=1286)</u>
Male	34.86%	37.68%	56.62%	52.02%
Female	65.13%	62.31%	43.37%	47.97%
 <u>Race of respondent:</u>				
Caucasian	46.71%	73.91%	76.33%	72.56%
Mexican-American	15.13%	13.76%	13.19%	13.48%
Negro	36.18%	10.86%	8.45%	12.00%
Oriental	1.97%	1.44%	2.01%	1.94%

Appendix B - Summary of Responses by Probable Frequency of Rapid Transit Use

1. About how long have you lived in Los Angeles County?

	Respondent will use Rapid Transit			
	Frequent-ly (N=432)	Occasion-ally (N=487)	Never (N=412)	Total (N=1331)
Less than one year	1.85%	3.90%	3.39%	3.08%
One-two years	2.77%	2.46%	3.88%	3.00%
Two-five years	7.63%	8.21%	3.88%	6.68%
Five-ten years	15.04%	13.34%	10.92%	13.14%
More than ten years	72.68%	72.07%	77.91%	74.07%

2. Do you own your home or are you renting?

	Respondent will use Rapid Transit			
	Frequent-ly (N=428)	Occasion-ally (N=488)	Never (N=410)	Total (N=1326)
Own	63.78%	67.62%	73.41%	68.17%
Rent	36.21%	32.37%	26.58%	31.82%

3. How many cars are there in this household?

	Respondent will use Rapid Transit			
	Frequent- ly (N=431)	Occasion- ally (N=487)	Never (N=412)	Total (N=1330)
None	19.02%	17.86%	13.59%	16.91%
One	43.61%	37.37%	35.92%	38.94%
Two	30.16%	36.96%	38.10%	35.11%
Three or more	7.19%	7.80%	12.37%	9.03%

4. What is your occupation?

	Respondent will use Rapid Transit			
	Frequent- ly (N=429)	Occasion- ally (N=487)	Never (N=410)	Total (N=1326)
Housewife	28.90%	30.59%	26.82%	28.88%
Manual skilled	21.44%	19.71%	19.26%	20.13%
Clerical/sales (all sales, real estate, etc.)	11.42%	12.52%	13.65%	12.51%
Retired	9.55%	11.70%	12.43%	11.23%
Manual unskilled labor	12.12%	8.41%	7.56%	9.35%
Professional	6.06%	5.95%	6.82%	6.25%
Proprietor/self employed/businessman/ manager/supervisor	4.89%	6.36%	7.07%	6.10%
Public employee/civil servant (fireman, policeman)	1.63%	1.43%	2.19%	1.73%

4. (Continued)

Respondent will use Rapid Transit

	<u>Frequent- ly (N=429)</u>	<u>Occasion- ally (N=487)</u>	<u>Never (N=410)</u>	<u>Total (N=1326)</u>
Unemployed	1.63%	1.23%	2.19%	1.65%
Domestic (housekeeper, baby sitter, etc.)	1.39%	.82%	1.46%	1.20%
Student	.69%	1.23%	.48%	.82%
Don't Know	.23%	0.00%	0.00%	.07%

(IF RESPONDENT IS EMPLOYED)

a. How do you usually travel to work?

Respondent will use Rapid Transit

	<u>Frequent- ly (N=251)</u>	<u>Occasion- ally (N=260)</u>	<u>Never (N=238)</u>	<u>Total (N=749)</u>
Personal car	74.89%	84.23%	90.33%	83.07
Car pool	6.37%	5.00%	4.62%	5.34%
Bus	14.33%	2.69%	.42%	5.87%
Other	3.58%	6.53%	4.20%	4.80%
Friend's car	.79%	1.53%	.42%	.93%

4. a. (Continued)

(IF RESPONDENT DRIVES A CAR TO WORK)

1. When you drive to work, how far do you walk from parking lot to your place of work?

	Respondent will use Rapid Transit			
	Frequent-ly (N=213)	Occasion-ally (N=242)	Never (N=227)	Total (N=682)
Less than $\frac{1}{2}$ block	62.44%	73.55%	71.36%	69.35%
One-half to one block	17.37%	10.74%	12.77%	13.48%
One-two blocks	9.85%	4.13%	4.40%	6.01%
More than two blocks	5.63%	4.54%	1.76%	3.95%
Depends where job is	4.69%	7.02%	9.69%	7.17%

(IF RESPONDENT IS EMPLOYED)

b. How long does it usually take you to get to work?

	Respondent will use Rapid Transit			
	Frequent-ly (N=251)	Occasion-ally (N=260)	Never (N=236)	Total (N=747)
Ten minutes or less	13.94%	30.76%	31.77%	25.43%
Eleven-twenty minutes	24.30%	28.07%	31.35%	27.84%
Twenty-one -- thirty minutes	27.09%	16.53%	15.25%	19.67%
Thirty-one -- forty minutes	13.14%	8.07%	3.81%	8.43%
More than forty-five minutes	13.54%	6.53%	6.35%	8.83%
Depends where job is	5.97%	8.07%	10.59%	8.16%
Works at home	1.99%	1.92%	.84%	1.60%

4. (Continued)

c. About how much would you guess it costs you for one day to travel to work?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=251)</u>	<u>Occasion-ally</u> <u>(N=254)</u>	<u>Never</u> <u>(N=236)</u>	<u>Total</u> <u>(N=741)</u>
Nothing	4.38%	6.69%	7.20%	6.07%
10¢ - 25¢	7.56%	18.89%	20.33%	15.51%
26¢ - 50¢	19.52%	26.37%	27.11%	24.29%
51¢ - \$1.00	36.25%	25.98%	18.22%	26.99%
\$1.01 - \$2.00	22.31%	11.02%	11.86%	15.11%
More than \$2.00	3.58%	4.72%	5.50%	4.58%
Varies	6.37%	6.29%	9.74%	7.42%

5. Do you know who operates the bus system in this area?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=414)</u>	<u>Occasion-ally</u> <u>(N=452)</u>	<u>Never</u> <u>(N=390)</u>	<u>Total</u> <u>(N=1256)</u>
Yes	48.79%	47.56%	37.94%	44.98%
No	51.20%	52.43%	62.05%	55.01%

5. (Continued)

(IF "YES")

a. Who is that?

	Respondent will use Rapid Transit			
	Frequent- ly (N=200)	Occasion- ally (N=214)	Never (N=147)	Total (N=561)
M.T.A. Metropolitan Transit	53.50%	42.05%	40.81%	45.81%
R.T.D. Rapid Transit	29.50%	25.70%	21.76%	26.02%
Long Beach City/ Public Transportation Co.	5.00%	8.87%	4.76%	6.41%
Los Angeles Transit	4.00%	3.27%	7.48%	4.63%
Santa Monica City	.50%	5.14%	8.84%	4.45%
Municipal/City/ general category	3.50%	4.20%	4.08%	3.92%
Pasadena	1.50%	2.33%	4.08%	2.49%
Pomona City	.50%	1.40%	1.36%	1.06%
Gardena City	.50%	.93%	1.36%	.89%
Inglewood City	0.00%	1.40%	1.36%	.89%
Atkinson	.50%	.46%	0.00%	.35%
Asbury	0.00%	.46%	.68%	.35%
Watts	0.00%	.46%	.68%	.35%
El Segundo	0.00%	0.00%	.68%	.17%
Greyhound	0.00%	.46%	0.00%	.17%
San Fernando Bus Co.	0.00%	.46%	0.00%	.17%
Montebello	0.00%	.46%	0.00%	.17%
Ashburg	.50%	0.00%	0.00%	.17%
Don't Know	.50%	1.86%	2.04%	1.42%

6. Have you heard of the Southern California Rapid Transit District?

(MTA is also a correct answer)

Respondent will use Rapid Transit

	Frequent-ly (N=419)	Occasion-ally (N=461)	Never (N=396)	Total (N=1276)
Yes	66.10%	68.32%	67.42%	67.31%
Yes (MTA)	13.36%	9.32%	7.82%	10.18%
No	20.52%	22.34%	24.74%	22.49%

(IF "YES")

a. Can you tell me what it does?

Respondent will use Rapid Transit

	Frequent-ly (N=324)	Occasion-ally (N=353)	Never (N=294)	Total (N=971)
Operates busses/bus service	31.79%	33.42%	33.67%	32.95%
Provides public transportation	15.74%	15.58%	13.60%	15.03%
Transports people from one place to another	17.59%	12.46%	7.48%	12.66%
Provides transportation Los Angeles to suburbs vice versa	3.70%	6.23%	7.82%	5.87%
Proposing Rapid Transit system	1.85%	1.69%	3.40%	2.26%
Faster transportation	2.77%	1.13%	1.70%	1.85%
Provides poor/inadequate service	2.77%	1.98%	.68%	1.85%
Does not do anything	2.77%	.56%	2.04%	1.75%
Decrease traffic/trying	1.23%	.84%	.68%	.92%

6. a. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=324)	Occasion- ally (N=353)	Never (N=294)	Total (N=971)
Trying to develop Monorail	.92%	1.41%	.34%	.92%
Trying to develop a mass transportation system	1.23%	.84%	.68%	.92%
Heard about/read about/etc.	.61%	.84%	1.36%	.92%
A monopoly on bus transportation	.30%	.56%	.34%	.41%
Student discounts	0.00%	.28%	.34%	.20%
Never on time	0.00%	.56%	0.00%	.20%
Trying to develop subway	.30%	.28%	0.00%	.20%
Poor A. M. schedules	0.00%	0.00%	.34%	.10%
Travels too slowly	.30%	0.00%	0.00%	.10%
Don't Know	15.74%	21.24%	25.17%	20.59%

7. What members of your household ride the bus? (Public transportation only, not school bus.)

Respondent will use Rapid Transit

	Frequent-ly (N=347)	Occasion-ally (N=430)	Never (N=380)	Total (N=1157)
Adult male(s)	6.34%	3.02%	2.36%	3.80%
Adult female(s)	26.51%	16.27%	9.47%	17.11%
Child(ren)	4.89%	4.65%	2.89%	4.14%
None	62.24%	76.04%	85.26%	74.93%

(IF SOMEONE IN THE HOUSEHOLD RIDES THE BUS)

a. For what purpose(s) do you/they usually ride the bus?

Respondent will use Rapid Transit

	Frequent-ly (N=77)	Occasion-ally (N=79)	Never (N=37)	Total (N=193)
Work	35.06%	26.58%	32.43%	31.08%
Shopping	37.66%	37.97%	27.02%	35.75%
Recreation	2.59%	6.32%	5.40%	4.66%
Business or medical appointments	7.79%	15.18%	8.10%	10.88%
School	15.58%	12.65%	21.62%	15.54%
Visiting	1.29%	1.26%	5.40%	2.07%

7. (Continued)

(IF RESPONDENT RIDES THE BUS)

b. How often do you use busses?

	Respondent will use Rapid Transit			Total (N=289)
	Frequent- ly (N=156)	Occasion- ally (N=99)	Never (N=34)	
Daily (working days)	36.53%	9.09%	11.76%	24.22%
Several times a week	35.25%	16.16%	32.35%	28.37%
Several times a month	16.02%	42.42%	29.41%	26.64%
Several times a year	12.17%	32.32%	26.47%	20.76%

(IF "SEVERAL TIMES A MONTH" OR "SEVERAL TIMES A YEAR")

b. 1. Why don't you use the busses more often?

	Respondent will use Rapid Transit			Total (N=138)
	Frequent- ly (N=44)	Occasion- ally (N=75)	Never (N=19)	
No need	15.90%	46.66%	42.10%	36.23%
Use own car	29.54%	16.00%	15.78%	20.28%
Inconvenient	6.81%	10.66%	10.52%	9.42%
Too old/ill/disabled/ too far to walk	4.54%	9.33%	0.00%	6.52%
Poor service/scheduling	13.63%	2.66%	0.00%	5.79%
Family/friend takes in car	2.27%	5.33%	10.52%	5.07%
Busses too slow	6.81%	2.66%	5.26%	4.34%
Poor routing/system	6.81%	1.33%	5.26%	3.62%

7. b. 1. (Continued)

	Respondent will use Rapid Transit			
	Frequent-ly (N=44)	Occasion-ally (N=75)	Never (N=19)	Total (N=138)
Like to walk	2.27%	2.66%	5.26%	2.89%
Fares too high	6.81%	0.00%	0.00%	2.17%
Lack of money (for shopping, etc.)	2.27%	1.33%	0.00%	1.44%
Car cheaper	0.00%	0.00%	5.26%	.72%
Lack of time	2.27%	0.00%	0.00%	.72%
Busses too crowded	0.00%	1.33%	0.00%	.72%

(IF RESPONDENT RIDES THE BUS)

c. What do you particularly like about the bus system?

	Respondent will use Rapid Transit			
	Frequent-ly (N=155)	Occasion-ally (N=95)	Never (N=33)	Total (N=283)
Nothing	20.64%	11.57%	24.24%	18.02%
Convenience	15.48%	13.68%	21.21%	15.54%
Means of transportation	15.48%	15.78%	9.09%	14.84%
Comfortable/pleasant/ clean	9.67%	11.57%	6.06%	9.89%
Courteous drivers	5.80%	9.47%	9.09%	7.42%
Not having to drive/ fight traffic	6.45%	6.31%	3.03%	6.00%
Schedule/good, dependable	2.58%	9.47%	6.06%	5.30%
Eliminates parking (convenience and cost)	5.80%	3.15%	3.03%	4.59%

7. c. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=155)	Occasion- ally (N=95)	Never (N=33)	Total (N=283)
General approval/ good service	2.58%	3.15%	9.09%	3.53%
Economical	4.51%	0.00%	0.00%	2.47%
Gets respondent to work/ etc.	1.93%	2.10%	0.00%	1.76%
Express system/fast	1.93%	2.10%	0.00%	1.76%
Stops near home/work/ etc.	1.93%	2.10%	0.00%	1.76%
Everything	.64%	1.05%	0.00%	.70%
Good connections/transfer	0.00%	2.10%	0.00%	.70%
Safer	.64%	0.00%	3.03%	.70%
Family member employed by bus company	.64%	0.00%	0.00%	.35%
Don't Know	3.22%	6.31%	6.06%	4.59%

7. (Continued)

d. What do you particularly dislike about the bus system?

	Respondent will use Rapid Transit			Total (N=285)
	Frequent- ly (N=156)	Occasion- ally (N=95)	Never (N=34)	
Too infrequent in service	17.94%	16.84%	20.58%	17.89%
Too slow	21.79%	6.31%	2.94%	14.38%
Nothing	10.25%	15.78%	14.70%	12.63%
Overall poor service	12.17%	7.36%	2.94%	9.47%
Undependable schedule	4.48%	10.52%	2.94%	6.31%
Too crowded	7.69%	1.05%	8.82%	5.61%
Poor weekend service - holiday	6.41%	6.31%	0.00%	5.61%
Discourteous drivers	3.84%	5.26%	2.94%	4.21%
Odor-fumes	.64%	5.26%	5.88%	2.80%
Poor transfer connections service	.64%	7.36%	0.00%	2.80%
Zone fares	1.92%	0.00%	8.82%	2.10%
Inconvenience	.64%	2.10%	8.82%	2.10%
Too expensive	0.00%	4.21%	2.94%	1.75%
Everything	1.92%	1.05%	2.94%	1.75%
Distance to bus stop	1.28%	2.10%	2.94%	1.75%
Poor A.M. service	1.28%	0.00%	0.00%	.70%
Children's fares (too high)	.64%	1.05%	0.00%	.70%
Too short runs	0.00%	1.05%	0.00%	.35%
Poor P.M. service	0.00%	1.05%	0.00%	.35%

7. d. (Continued)

	Respondent will use Rapid Transit			
	Frequent-ly (N=156)	Occasion-ally (N=95)	Never (N=34)	Total (N=285)
Drivers do not call stops soon enough	0.00%	0.00%	2.94%	.35%
Don't Know	6.41%	5.26%	8.82%	6.31%

(IF RESPONDENT RIDES THE BUS)

e. In order to ride the bus, how far would you be willing to walk?

	Respondent will use Rapid Transit			
	Frequent-ly (N=156)	Occasion-ally (N=99)	Never (N=35)	Total (N=290)
One block or less	39.74%	19.19%	17.14%	30.00%
One-two blocks	32.05%	40.40%	54.28%	37.58%
Three-six blocks	22.43%	29.29%	20.00%	24.48%
More than six blocks	5.76%	11.11%	8.57%	7.93%

8. What kind of people do you usually see on a bus?

	Respondent will use Rapid Transit			
	Frequent- ly (N=428)	Occasion- ally (N=479)	Never (N=405)	Total (N=1312)
All types and kinds	36.44%	29.64%	25.18%	30.48%
Working people	29.90%	22.33%	18.76%	23.70%
Elderly	6.30%	9.18%	9.13%	8.23%
Never observed - never ride bus	2.33%	4.80%	9.38%	5.41%
People without cars/ licenses	3.73%	3.34%	5.43%	4.11%
Students/school children	3.50%	4.59%	2.71%	3.65%
Shoppers	2.57%	2.71%	2.71%	2.66%
Nice people	2.80%	1.87%	1.72%	2.13%
Women/housewives	1.63%	1.87%	1.97%	1.82%
Middle class	.23%	1.46%	2.22%	1.29%
Lower income/poor people	.70%	1.67%	.98%	1.14%
Negroes	.70%	.83%	.24%	.60%
Young people	0.00%	.83%	.98%	.60%
Ethnic minorities	.70%	.62%	.49%	.60%
Business people	.46%	.83%	0.00%	.45%
Mexicans	.46%	.41%	0.00%	.30%
Weird-unusual people	.23%	.20%	.24%	.22%
Tourists	.23%	.20%	0.00%	.15%
White-Caucasian	0.00%	.20%	.24%	.15%
Don't Know	7.00%	12.31%	17.53%	12.19%

9. The Southern California Rapid Transit District operates the largest bus system in Los Angeles County. In general, would you say that the Rapid Transit District is doing -- an excellent job, a good job, a fair job, a poor job, or a very poor job.

Respondent will use Rapid Transit

	Frequent- ly (N=429)	Occasion- ally (N=488)	Never (N=410)	Total (N=1327)
Excellent	4.89%	3.68%	1.70%	3.46%
Good	22.37%	24.18%	17.31%	21.47%
Fair	28.90%	24.38%	12.92%	22.30%
Poor	15.38%	11.88%	12.92%	13.33%
Very poor	15.38%	8.60%	10.97%	11.52%
Don't Know	13.05%	27.25%	44.14%	27.88%

10. So far as you know, where does the money to run the Rapid Transit District come from?

Respondent will use Rapid Transit

	Frequent- ly (N=432)	Occasion- ally (N=484)	Never (N=411)	Total (N=1327)
Fares	30.55%	33.47%	25.06%	29.91%
Taxes-taxpayers	12.03%	12.39%	13.86%	12.73%
Fares and taxes	6.94%	6.40%	6.81%	6.70%
Private corporation, etc.	4.16%	4.54%	3.16%	3.99%
City	3.24%	3.92%	2.91%	3.39%
People	5.09%	1.65%	1.45%	2.71%
County	3.00%	1.03%	.97%	1.65%
Subsidized	2.08%	1.03%	1.45%	1.50%

10. (Continued)

Respondent will use Rapid Transit

	<u>Frequent- ly (N=432)</u>	<u>Occasion- ally (N=484)</u>	<u>Never (N=411)</u>	<u>Total (N=1327)</u>
State	1.38%	1.23%	1.70%	1.43%
Fares and City	.46%	1.03%	1.45%	.97%
Bonds	.46%	1.03%	.24%	.60%
Fares and state	.46%	.61%	.72%	.60%
Fares and county	.69%	.20%	.72%	.52%
Fares and private enterprise	.23%	.61%	.48%	.45%
Bank mortgage/loans	.46%	.41%	.24%	.37%
Fares and bonds	.69%	0.00%	.48%	.37%
Fares and city and county	.23%	.41%	.48%	.37%
Fares and state and city	0.00%	.41%	.72%	.37%
Federal	.46%	0.00%	0.00%	.15%
Fares and bank	0.00%	.20%	0.00%	.07%
Don't Know	27.31%	29.33%	36.98%	31.04%

11. There has been some talk about holding an election this May for the purpose of providing tax money to improve the Rapid Transit District bus system. If the election were being held today how would you vote on this matter?

	Respondent will use Rapid Transit			
	Frequent-ly (N=430)	Occasion-ally (N=487)	Never (N=411)	Total (N=1328)
Yes	49.53%	41.06%	31.14%	40.73%
No	24.65%	33.26%	39.90%	32.53%
Don't Know	22.55%	22.79%	26.76%	23.94%
Non-citizen	3.25%	2.87%	2.18%	2.78%

12. To the best of your knowledge, is the Rapid Transit District running at a profit, breaking even, or running at a loss?

	Respondent will use Rapid Transit			
	Frequent-ly (N=432)	Occasion-ally (N=487)	Never (N=411)	Total (N=1330)
Profit	24.53%	19.91%	12.65%	19.17%
Breaking even	16.66%	16.22%	12.16%	15.11%
Loss	28.93%	28.54%	26.52%	28.04%
Don't Know	29.86%	35.31%	48.66%	37.66%

13. Would you approve or disapprove of having some of your taxes used to improve public transportation?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=432)</u>	<u>Occasion-ally</u> <u>(N=488)</u>	<u>Never</u> <u>(N=412)</u>	<u>Total</u> <u>(N=1332)</u>
Approve	64.12%	55.94%	36.65%	52.62%
Disapprove	22.91%	31.14%	47.33%	33.48%
Don't Know	12.96%	12.90%	16.01%	13.88%

("APPROVE" ANSWERS ONLY)

- a. Could you tell me why you feel this way?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=277)</u>	<u>Occasion-ally</u> <u>(N=272)</u>	<u>Never</u> <u>(N=148)</u>	<u>Total</u> <u>(N=697)</u>
To improve system/ service	26.35%	21.69%	14.86%	22.09%
Need more public transportation	14.80%	18.38%	18.91%	17.07%
More/most people would benefit from it	10.10%	11.02%	16.21%	11.76%
Lessen traffic congestion	7.58%	9.19%	8.78%	8.46%
Badly needed	8.30%	8.82%	6.08%	8.03%
People with no cars need system	4.69%	7.35%	10.81%	7.03%
Already pay taxes - put to good use i.e. transportation	6.49%	2.57%	4.72%	4.59%

13. a. (Continued)

	Respondent will use Rapid Transit			Total (N=697)
	Frequent- ly (N=277)	Occasion- ally (N=272)	Never (N=148)	
If no rise in taxes	3.97%	2.94%	5.40%	3.87%
The <u>only</u> way to get a better system	4.33%	3.30%	1.35%	3.29%
Personal benefit	3.97%	3.67%	1.35%	3.29%
Would improve property values and community	2.16%	1.47%	2.70%	2.00%
Future growth	1.44%	1.10%	3.37%	1.72%
Freeways over- crowded	0.00%	1.47%	2.02%	1.00%
Need for fast transportation	1.08%	1.10%	.67%	1.00%
Less traffic and smog	1.44%	1.10%	0.00%	1.00%
Lessen smog	.72%	1.47%	0.00%	.86%
For elderly people	.72%	.36%	.67%	.57%
Need for cheap trans- portation/no increase in fares	.36%	1.10%	0.00%	.57%
If operated by government	.36%	.73%	0.00%	.43%
Don't Know	1.08%	1.10%	2.02%	1.29%

13. (Continued)

("DISAPPROVE" ANSWERS ONLY)

b. Could you tell me why you feel this way?

	Respondent will use Rapid Transit			
	Frequent- ly (N=97)	Occasion- ally (N=149)	Never (N=194)	Total (N=440)
Taxes too high/ cannot afford	39.17%	43.62%	44.32%	42.95%
No personal benefit derived	5.15%	12.08%	17.01%	12.72%
Should be self-sustain- ing/supporting	14.43%	8.72%	10.82%	10.90%
Pay for by fares/people who use	5.15%	7.38%	6.70%	6.59%
Private industry should pay for	7.21%	4.02%	3.09%	4.31%
Fares are high enough to support system	10.30%	2.68%	2.06%	4.09%
Misused taxes now	2.06%	3.35%	3.60%	3.18%
Service is poor	5.15%	2.68%	2.57%	3.18%
System O.K. as is	3.09%	3.35%	3.09%	3.18%
Not subsidize private company	3.09%	2.01%	2.06%	2.27%
Would cost too much	1.03%	2.01%	1.54%	1.59%
Taxes needed elsewhere more	0.00%	2.68%	1.03%	1.36%
General disapproval	2.06%	2.68%	0.00%	1.36%
Most people have cars	0.00%	2.01%	1.03%	1.13%
Don't Know	2.06%	.67%	1.03%	1.13%

14. It has been suggested that a Rapid Transit system be constructed in Los Angeles County. What can you tell me about the proposed system?

	Respondent will use Rapid Transit			
	Frequent- ly (N=430)	Occasion- ally (N=487)	Never (N=410)	Total (N=1327)
Monorial proposed	13.72%	15.40%	11.70%	13.71%
Read a little bit/heard on Radio-TV/under study	14.18%	11.29%	11.95%	12.43%
Haven't read or heard about/not much	4.41%	2.66%	3.90%	3.61%
Good transportation in surrounding cities/ suburbs	2.09%	3.08%	2.92%	2.71%
Combination-monorail- subway/overhead	2.55%	3.28%	.73%	2.26%
Heard about for years but nothing ever done	2.32%	2.46%	1.70%	2.18%
Better bus system	1.62%	1.84%	1.95%	1.80%
Faster system	1.62%	1.84%	.97%	1.50%
Subway proposed	1.16%	1.43%	.48%	1.05%
Electric train service/P.E. tracks utilized	.46%	1.84%	.48%	.97%
Will service airport	1.39%	1.02%	.48%	.97%
Will not come near my house	1.16%	.20%	1.46%	.90%
Will be expensive	.93%	.61%	1.21%	.90%
Use the freeway right of way	.69%	.61%	.73%	.67%
Will service suburbs	.93%	.20%	.73%	.60%
There is opposition to it	0.00%	1.02%	.24%	.45%
Will tax people	.69%	.20%	.48%	.45%
Much needed	.23%	.61%	.24%	.37%

14. (Continued)

	Respondent will use Rapid Transit			
	Frequent- ly (N=430)	Occasion- ally (N=487)	Never (N=410)	Total (N=1327)
Will be similar to other cities	.69%	0.00%	.24%	.30%
Fares will rise	.46%	0.00%	.24%	.22%
Bonds for it	.23%	0.00%	.24%	.15%
Will be near my home	0.00%	.20%	.24%	.15%
Get money from the people	.23%	0.00%	0.00%	.07%
Fares will decrease	.23%	0.00%	0.00%	.07%
Don't Know	47.90%	50.10%	56.58%	51.39%

15. How important do you think it is that Los Angeles County has a Rapid Transit system; very important, somewhat important or not very important?

Respondent will use Rapid Transit

	Frequent- ly (N=432)	Occasion- ally (N=488)	Never (N=411)	Total (N=1331)
Very important	91.66%	83.81%	60.34%	79.11%
Somewhat important	6.01%	9.42%	13.13%	9.46%
Not very important	1.62%	2.25%	9.48%	4.28%
Don't Know	.69%	4.50%	17.03%	7.13%

(IF "VERY" OR "SOMEWHAT IMPORTANT")

- a. Can you tell me why you think a Rapid Transit system is very/somewhat important?

Respondent will use Rapid Transit

	Frequent- ly (N=420)	Occasion- ally (N=454)	Never (N=300)	Total (N=1174)
Cut down on congestion/ traffic	22.61%	26.43%	22.33%	24.02%
System needed	12.85%	10.57%	9.66%	11.15%
People don't have cars	8.80%	9.47%	8.00%	8.85%
Keep up with population growth	6.90%	9.03%	6.33%	7.58%
Many dependent upon public transportation	3.57%	6.60%	10.00%	6.38%
Better for working people	7.14%	3.74%	6.00%	5.53%
Faster system	5.95%	4.84%	2.66%	4.68%

15. a. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=420)	Occasion- ally (N=454)	Never (N=300)	Total (N=1174)
Help freeway traffic	1.90%	5.50%	5.66%	4.25%
Present system is poor	4.76%	3.30%	3.66%	3.91%
Less smog	4.04%	2.86%	3.00%	3.32%
Take people from place to place/when want to go	2.85%	2.64%	4.00%	3.06%
Traffic and smog	3.33%	2.20%	3.33%	2.89%
More people would use	4.52%	1.76%	1.33%	2.64%
Size of Metropolitan area	2.38%	1.54%	2.66%	2.12%
Better for people who work in Los Angeles	.71%	1.76%	3.33%	1.78%
Improve economy of business area	.47%	1.54%	2.33%	1.36%
Costs too much to operate a car	1.90%	1.10%	1.00%	1.36%
Solve parking problems	1.19%	1.54%	0.00%	1.02%
For elderly	.71%	.66%	1.00%	.76%
Safer	.47%	.66%	.33%	.51%
For suburbs	.71%	.22%	.66%	.51%
Cut down on accidents	.23%	.44%	.66%	.42%
Better for students	.47%	.44%	0.00%	.34%
For shopping	.23%	.22%	0.00%	.17%
Don't Know	1.19%	.88%	2.00%	1.27%

15. (Continued)

(IF "NOT VERY IMPORTANT")

b. Can you tell me why you think a Rapid Transit system is not very important?

	Respondent will use Rapid Transit			Total (N=56)
	Frequent- ly (N=7)	Occasion- ally (N=11)	Never (N=38)	
Not needed	28.57%	27.27%	34.21%	32.14%
Most people have cars	14.28%	27.27%	15.78%	17.85%
No one will use	0.00%	0.00%	18.42%	12.50%
Cost too much/taxes	14.28%	9.09%	10.52%	10.71%
No personal benefit derived	0.00%	18.18%	7.89%	8.92%
Would not really improve system	14.28%	18.18%	2.63%	7.14%
Routing not effect general neighborhood	14.28%	0.00%	2.63%	3.57%
Routing from downtown Los Angeles to airport	0.00%	0.00%	2.63%	1.78%
Should stay in own community	0.00%	0.00%	2.63%	1.78%
Don't Know	14.28%	0.00%	2.63%	3.57%

16. What does the term "Rapid Transit" mean to you?

	Respondent will use Rapid Transit			Total (N=1326)
	Frequent- ly (N=431)	Occasion- ally (N=486)	Never (N=409)	
Fast travel/speed	61.25%	56.37%	51.58%	56.48%
Bus company/service	5.10%	6.17%	6.35%	5.88%
Efficient transportation (fast-cheap)	3.24%	5.14%	5.62%	4.67%
Rapid transit transpor- tation	3.94%	4.93%	4.40%	4.44%
Express transportation (no stops - minimum stops)	3.01%	4.52%	4.88%	4.14%
Mass transportation	1.62%	3.90%	2.68%	2.79%
Moving people from one point to another	2.32%	2.46%	2.44%	2.41%
Dependable transportation	2.08%	3.49%	1.22%	2.33%
Monorail	1.85%	2.46%	2.20%	2.18%
Increased service	1.39%	.82%	1.46%	1.20%
Subway	1.62%	.61%	.97%	1.05%
Over-under/subway-overhead	.69%	1.02%	.97%	.90%
Inter-urban transportation	.69%	.82%	.97%	.82%
Convenient transportation	1.39%	.41%	.48%	.75%
Modern transportation	.92%	.61%	.24%	.60%
General approval	.92%	.41%	.24%	.52%
Inexpensive transportation	.46%	.61%	.24%	.45%
Overhead	0.00%	0.00%	.73%	.22%
Have own car - means nothing to me	0.00%	.20%	.24%	.15%
Don't Know	7.42%	4.93%	11.98%	7.91%

17. What do you think would be the greatest advantage of Rapid Transit?

	Respondent will use Rapid Transit			
	Frequent-ly (N=430)	Occasion-ally (N=482)	Never (N=408)	Total (N=1320)
Less traffic/congestion/ freeway traffic	18.13%	25.51%	23.77%	22.57%
Fast travel/transportation	16.27%	14.93%	13.72%	15.00%
Save time	11.86%	5.39%	3.18%	6.81%
Help working people	6.04%	5.80%	6.86%	6.21%
Help people/greatest number, non drivers, etc.	3.72%	6.84%	5.63%	5.45%
Convenience	5.81%	5.80%	2.69%	4.84%
Improve service	4.65%	3.94%	4.65%	4.39%
Less smog	4.18%	5.39%	3.18%	4.31%
Less smog and traffic	4.41%	3.11%	4.41%	3.93%
Cheaper travel	5.81%	1.65%	1.96%	3.10%
Saving on personal auto	3.02%	1.86%	3.67%	2.80%
Improve schedules/dependable	2.32%	2.48%	.73%	1.89%
Nothing	.46%	1.45%	3.43%	1.74%
Safer	1.62%	1.45%	1.47%	1.51%
Everything - General approval	1.39%	1.65%	1.22%	1.43%
Stimulate business	.93%	.82%	1.22%	.98%
Serve suburbs/city	1.16%	1.03%	.24%	.83%
Less nervous tension	.69%	.20%	.73%	.53%
Good connections	.69%	.62%	.24%	.53%
Express travel	.46%	.82%	.24%	.53%
Cut down on unemployment	.46%	.41%	.24%	.37%

17. (Continued)

Respondent will use Rapid Transit

	<u>Frequent- ly (N=430)</u>	<u>Occasion- ally (N=482)</u>	<u>Never (N=408)</u>	<u>Total (N=1320)</u>
Less parking needed	.23%	.62%	.24%	.37%
Future growth	.23%	.41%	.49%	.37%
Reduce highway cost - freeway/land use for freeways	.23%	.41%	.24%	.30%
Comfort	.46%	.20%	0.00%	.22%
Less crowded busses	0.00%	.20%	.24%	.15%
Don't Know	4.65%	6.84%	15.19%	8.71%

18. What do you think would be the greatest disadvantage of Rapid Transit?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> (N=407)	<u>Occasion-ally</u> (N=466)	<u>Never</u> (N=393)	<u>Total</u> (N=1266)
Nothing	54.54%	38.19%	24.68%	39.25%
Raise taxes	5.89%	7.29%	11.19%	8.05%
Too expensive to build/ how to pay for	4.91%	7.51%	9.66%	7.34%
Have to walk farther to catch - distance to station (anyway not only walk)	2.94%	4.07%	3.30%	3.47%
Routing (will not service us) - in general	3.19%	2.57%	3.56%	3.08%
Where to put it/take resi- dential properties/size of area	2.45%	3.00%	3.30%	2.92%
Poor facilities/system	1.96%	3.86%	2.03%	2.68%
Poor service	1.96%	2.57%	2.79%	2.44%
Increase congestion - traffic/accidents	1.71%	1.28%	1.78%	1.57%
Time it takes to construct/ educate to use	1.22%	1.07%	2.54%	1.57%
Will raise fares	1.71%	1.50%	.76%	1.34%
Expensive to operate/maintain	.73%	1.28%	1.52%	1.18%
Overcrowded	.49%	1.50%	1.27%	1.10%
Connections	.73%	1.28%	1.01%	1.02%
Take money out of community/ should shop at home/ hinder economy	.98%	.85%	.76%	.86%
General inconvenience	0.00%	.85%	1.52%	.78%

18. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=407)	Occasion- ally (N=466)	Never (N=393)	Total (N=1266)
More smog	0.00%	.85%	1.27%	.71%
Parking at stations	.24%	.64%	.76%	.55%
Noise	.24%	.21%	.25%	.23%
Auto industry will suffer	.24%	.21%	0.00%	.15%
Don't Know	13.75%	19.31%	25.95%	19.58%

19. What does the term "Monorail" mean to you?

Respondent will use Rapid Transit

	Frequent- ly (N=427)	Occasion- ally (N=484)	Never (N=410)	Total (N=1321)
Overhead elevated transportation	37.23%	35.95%	37.07%	36.71%
Single rail transporta- tion	15.92%	15.28%	10.73%	14.08%
Trains at Disneyland	7.96%	12.80%	9.51%	10.21%
Single rail overhead	6.55%	10.53%	13.65%	10.21%
Fast transportation	5.62%	5.57%	4.87%	5.37%
Rapid Transit	2.34%	2.47%	3.90%	2.87%
Like New York, Japan, Seattle, etc.	2.34%	1.44%	1.21%	1.66%
Means of transportation	1.63%	.82%	.97%	1.13%
General understanding	.70%	.61%	1.46%	.90%
Two-rail transportation	1.40%	1.03%	.24%	.90%
Improvement of present system	.23%	1.44%	.24%	.68%
Electric transportation	.23%	.61%	1.21%	.68%

19. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=427)	Occasion- ally (N=484)	Never (N=410)	Total (N=1321)
Expensive	.70%	.41%	.73%	.60%
Something new and different	.70%	.41%	.48%	.52%
Will get cars off highway/ less traffic	.46%	.41%	.24%	.37%
Something at Fairs, Parks	.23%	.61%	.24%	.37%
Commuter train for suburbs	.46%	0.00%	.24%	.22%
Runs underground/like subway	0.00%	.61%	0.00%	.22%
Plaything	.23%	.20%	.24%	.22%
Like a bus	0.00%	.41%	0.00%	.15%
Convenience	0.00%	0.00%	.24%	.07%
Don't Know	14.98%	8.26%	12.43%	11.73%

Here is some information concerning a Rapid Transit system proposed by the Southern California Rapid Transit District. Please read it carefully.

20. What do you particularly like about the proposed system?

	Respondent will use Rapid Transit			
	Frequent- ly (N=425)	Occasion- ally (N=479)	Never (N=402)	Total (N=1306)
Good routing covers all areas of county/large area/central	19.76%	28.81%	20.39%	23.27%
General approval	19.05%	14.61%	9.20%	14.39%
Nothing	4.47%	5.63%	15.42%	8.26%
Fast service	6.58%	4.17%	3.48%	4.74%
Decrease traffic	4.23%	4.59%	3.98%	4.28%
Okay for a start	4.47%	3.75%	3.73%	3.98%
Improved service/system	5.88%	3.75%	1.74%	3.82%
Routing - near home/work	4.47%	4.38%	2.23%	3.75%
Routing - into Los Angeles	2.58%	3.13%	2.98%	2.90%
Serve greatest number of people	1.64%	2.71%	3.98%	2.75%
Comfort/air conditioned	4.94%	1.46%	.49%	2.29%
Improved transportation	1.41%	2.29%	2.48%	2.06%
Convenient	1.41%	1.67%	2.23%	1.76%
Dependable schedule	3.76%	.62%	.24%	1.53%
Good, if transfer connections are okay	1.17%	1.67%	1.24%	1.37%
Reduce smog/electric cars	1.41%	1.25%	1.49%	1.37%
Modern/progress	1.41%	1.67%	.74%	1.30%
Everything	2.82%	.62%	.49%	1.30%
Follows freeways	.23%	.83%	.49%	.53%

20. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=425)	Occasion- ally (N=479)	Never (N=402)	Total (N=1306)
Safety	.23%	.83%	.24%	.45%
Take busses off freeway	.23%	.62%	.24%	.38%
Help people without cars	.47%	.41%	.24%	.38%
Time saving	0.00%	.41%	0.00%	.15%
Cut cost of freeway building	0.00%	.41%	0.00%	.15%
Don't Know	7.29%	9.60%	22.13%	12.71%

21. What do you particularly dislike about the proposed system?

Respondent will use Rapid Transit

	Frequent- ly (N=416)	Occasion- ally (N=476)	Never (N=402)	Total (N=1294)
Nothing	48.79%	35.92%	22.38%	35.85%
Poor routing - doesn't cover enough of county/ neighboring counties	11.53%	14.07%	15.67%	13.75%
Routing, doesn't come into community	4.08%	7.56%	7.71%	6.49%
Need more arteries	5.52%	5.04%	2.73%	4.48%
Will cost too much	2.40%	3.36%	6.46%	4.01%
Routing, doesn't come near home	3.12%	5.46%	2.98%	3.94%
Doesn't go to airport	3.36%	4.20%	1.24%	3.01%
Poor routing in general	1.68%	1.89%	2.48%	2.00%
No benefit to me	.48%	1.26%	3.23%	1.62%

21. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=416)	Occasion- ally (N=476)	Never (N=402)	Total (N=1294)
Traffic to and from station/way to get to	.72%	1.05	2.98%	1.54%
Cost to taxpayers who will not use	.96%	1.47%	2.23%	1.54%
Length of time to put it in operation	1.44%	.42%	1.24%	1.00%
Need more E-W lines	.48%	1.68%	.24%	.85%
Dislike subways	1.44%	.42%	.49%	.77%
No need for it	.48%	0.00%	1.74%	.69%
Taking of private property to build line	.24%	.84%	.99%	.69%
More N.S. lines	.48%	.63%	.49%	.54%
Everything	.48%	.21%	.74%	.46%
Fares will be higher	.48%	.42%	0.00%	.30%
Don't like busses	.24%	.21%	.49%	.30%
Still requires automobiles	0.00%	.21%	.49%	.23%
Still stop and start, not really rapid, express	0.00%	.21%	.49%	.23%
Parking at stations	0.00%	0.00%	.49%	.15%
Tax money will leave community	0.00%	0.00%	.49%	.15%
Poor class, Negro will not benefit	.24%	0.00%	.24%	.15%
Routing thru Watts	.24%	.21%	0.00%	.15%
Still spending taxes on freeways	.24%	0.00%	0.00%	.07%
Might put bus drivers out of business	0.00%	.21%	0.00%	.07%
Don't Know	10.81%	13.02%	21.14%	14.83%

22. When a Rapid Transit system is built, about how often do you think you will use it?

	Respondent will use Rapid Transit			Total (N=1332)
	Frequent-ly (N=432)	Occasion-ally (N=488)	Never (N=412)	
Daily (work days)	52.08%	0.00%	0.00%	16.89%
Several times a week	47.91%	0.00%	0.00%	15.54%
Several times a month	0.00%	36.27%	0.00%	13.28%
Several times a year	0.00%	63.72%	0.00%	23.34%

(IF "SEVERAL TIMES A MONTH" OR "SEVERAL TIMES A YEAR")

a. Why wouldn't you ride on the system more often?

	Respondent will use Rapid Transit	
	Occasionally (N=482)	Total (N=482)
No need	36.09%	36.09%
Travel by car/preference	23.02%	23.02%
Doesn't cover area traveled by me	9.33%	9.33%
Do not go to Los Angeles very often/shop, etc.	8.50%	8.50%
Travel by auto - due to occupation	4.14%	4.14%
Use only when traveling into different areas	3.31%	3.31%
Inconvenient location	3.11%	3.11%
Too old/ill/etc.	2.90%	2.90%
Local travel only	2.48%	2.48%

22. a. (Continued)

	Respondent will use Rapid Transit	
	<u>Occasionally (N=482)</u>	<u>Total (N=482)</u>
For recreation only	2.07%	2.07%
Inconvenient	2.07%	2.07%
Financial reasons	1.24%	1.24%
Travel more convenient by car	.41%	.41%
Don't Know	1.24%	1.24%

(IF "NEVER")

b. Why wouldn't you use the system?

	Respondent will use Rapid Transit	
	<u>Never (N=389)</u>	<u>Total (N=389)</u>
No need/no use for/ not able to get around	33.16%	33.16%
Use car/vehicle	32.90%	32.90%
Not close to home	7.19%	7.19%
No need to go where it is routed	6.68%	6.68%
Will not be here when finished	2.82%	2.82%
Scheduling/service	2.82%	2.82%
Not routed to where need to go	2.57%	2.57%
Not close to city (routing)	2.31%	2.31%
Will walk - not commute	1.79%	1.79%

22. b. (Continued)

	Never (N=389)	Total (N=389)
No way to get to station	1.79%	1.79%
Too much risk/unsafe	1.54%	1.54%
Do not like busses	1.02%	1.02%
Do not like contact with people	.25%	.25%
Don't Know	3.08%	3.08%

23. What type of system, a subway, road level, or overhead would you prefer to travel on?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=432)</u>	<u>Occasion-ally</u> <u>(N=488)</u>	<u>Never</u> <u>(N=411)</u>	<u>Total</u> <u>(N=1331)</u>
Subway	17.82%	15.16%	13.13%	15.40%
Road level	16.43%	15.77%	18.73%	16.90%
Overhead	58.10%	57.58%	46.47%	54.32%
Don't Know	7.63%	11.47%	21.65%	13.37%

(IF "SUBWAY," "ROAD LEVEL," OR "OVERHEAD")

a. Why do you prefer a/an (above choice) system?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=77)</u>	<u>Occasion-ally</u> <u>(N=74)</u>	<u>Never</u> <u>(N=54)</u>	<u>Total</u> <u>(N=205)</u>
<u>SUBWAY:</u>				
Get away from traffic/ relieve congestion	15.58%	12.16%	24.07%	16.58%
Safer	19.48%	13.51%	7.40%	14.14%
Quickest/fastest	15.58%	18.91%	3.70%	13.65%
Liked ones elsewhere/ other cities	7.79%	14.86%	9.25%	10.73%
Invisible/not destroy beauty	9.09%	10.81%	7.40%	9.26%
No conflict with surface traffic	3.89%	5.40%	14.81%	7.31%
Less noise	2.59%	5.40%	11.11%	5.85%
Could build over them/ roads/property, etc.	2.59%	2.70%	9.25%	4.39%

23. a. (Continued)

	Respondent will use Rapid Transit			
	Frequent- ly (N=77)	Occasion- ally (N=74)	Never (N=54)	Total (N=205)
Do not like overhead	5.19%	2.70%	1.85%	3.41%
Could be used as "shelters"	3.89%	1.35%	3.70%	2.92%
General approval/ I like	1.29%	5.40%	0.00%	2.43%
Cheaper	2.59%	2.70%	1.85%	2.43%
New experience	5.19%	0.00%	0.00%	1.95%
Comfort	1.29%	1.35%	1.85%	1.46%
More practical	1.29%	1.35%	1.85%	1.46%
Don't Know	2.59%	1.35%	1.85%	1.95%

ROAD LEVEL:

	Respondent will use Rapid Transit			
	Frequent- ly (N=70)	Occasion- ally (N=75)	Never (N=76)	Total (N=221)
Safer	37.14%	30.66%	23.68%	30.31%
Do not like up or down under	12.85%	9.33%	25.00%	15.83%
Always traveled by road/ used to	10.00%	20.00%	11.84%	14.02%
Cheaper	7.14%	14.66%	14.47%	12.21%
Easier to get to/more accessible/convenient	10.00%	9.33%	7.89%	9.04%
Sight seeing	11.42%	6.66%	7.89%	8.59%
Fear of heights	4.28%	6.66%	1.31%	4.07%
Do not like being underground	1.42%	1.33%	3.94%	2.26%
Don't Know	5.71%	1.33%	3.94%	3.61%

23. a. (Continued)

	Respondent will use Rapid Transit			
	Frequent- ly (N=250)	Occasion- ally (N=278)	Never (N=190)	Total (N=718)
<u>OVERHEAD:</u>				
Sight seeing/better view of scenery/see where going	20.40%	25.89%	12.63%	20.47%
Cheaper to build	16.00%	14.74%	20.52%	16.71%
Get away from traffic/ relieve congestion	12.40%	11.87%	17.36%	13.50%
Safe/less accidents	10.00%	3.95%	5.26%	6.40%
Faster	6.00%	7.19%	5.26%	6.26%
More practical	2.00%	5.75%	8.42%	5.15%
Do not like to be underground/ shut in/claustrophobia	3.20%	7.19%	2.63%	4.59%
Not take surface property/ follow freeways	4.40%	2.87%	6.84%	4.45%
No conflict with surface traffic	4.80%	4.31%	1.57%	3.76%
New/modern/comfort/pleasant	3.60%	2.51%	2.10%	2.78%
General approval/just like	4.40%	2.15%	1.57%	2.78%
Liked ones elsewhere/other cities etc.	2.00%	1.79%	4.73%	2.64%
Easier to build	1.60%	2.51%	3.68%	2.50%
Cleaner	1.20%	2.15%	1.57%	1.67%
Earthquake problem	2.00%	.71%	1.57%	1.39%
Best system for "Monorail"	.80%	1.07%	1.57%	1.11%
Better ventilation	.80%	.71%	1.05%	.83%
Safer/subway mugging	1.20%	.71%	0.00%	.69%

23. a. (Continued)

	Respondent will use Rapid Transit			
	<u>Frequent- ly (N=250)</u>	<u>Occasion- ally (N=278)</u>	<u>Never (N=190)</u>	<u>Total (N=718)</u>
Only place left to go	.80%	0.00%	1.05%	.55%
Cost less to operate	1.20%	0.00%	0.00%	.41%
Better light	.40%	0.00%	0.00%	.13%
Don't Know	.80%	1.79%	.52%	1.11%

24. What kind of people do you think will use Rapid Transit?

	Respondent will use Rapid Transit			
	<u>Frequent- ly (N=431)</u>	<u>Occasion- ally (N=482)</u>	<u>Never (N=407)</u>	<u>Total (N=1320)</u>
Working people/commuters	36.42%	40.45%	42.99%	39.92%
All kinds and types	51.04%	33.40%	21.86%	35.60%
People who do not drive/ do not own autos	2.32%	5.39%	7.61%	5.07%
Business people	3.48%	4.97%	2.45%	3.71%
Elderly/retired	.23%	3.52%	2.94%	2.27%
People who now use busses	.69%	2.28%	2.21%	1.74%
Lower class	.69%	1.24%	2.21%	1.36%
Middle class	1.16%	1.03%	1.47%	1.21%
People who do not like to drive	1.16%	1.24%	1.22%	1.21%
Shoppers	.69%	1.03%	1.47%	1.06%
Students/children	.46%	.62%	.49%	.53%

24. (Continued)

Respondent will use Rapid Transit

	Frequent- ly (N=431)	Occasion- ally (N=482)	Never (N=407)	Total (N=1320)
Tourists	0.00%	.62%	.73%	.45%
Price would determine.	.23%	.62%	.24%	.37%
Women	0.00%	.41%	.49%	.30%
Ethnic minorities	0.00%	.20%	.24%	.15%
Young people	0.00%	.41%	0.00%	.15%
Laborers	.23%	0.00%	0.00%	.07%
People going to airport	0.00%	0.00%	.24%	.07%
People who have never ridden busses	0.00%	.20%	0.00%	.07%
People who now use car pools	0.00%	.20%	0.00%	.07%
Don't Know	1.16%	2.07%	11.05%	4.54%

25. Why do you think people will use the system?

	Respondent will use Rapid Transit			Total (N=1313)
	Frequent- ly (N=429)	Occasion- ally (N=482)	Never (N=402)	
Faster travel	14.68%	16.80%	13.43%	15.07%
Get away from driving/ traffic	13.75%	16.80%	10.69%	13.93%
Cheaper travel/economical	11.88%	12.24%	9.95%	11.42%
Convenience	15.61%	10.78%	7.71%	11.42%
Work	9.32%	7.88%	11.69%	9.52%
To get to and from places/need	7.69%	7.88%	11.44%	8.91%
Because cannot drive/ do not own car	2.56%	6.43%	8.70%	5.86%
Time saver	6.29%	3.52%	3.98%	4.56%
Eliminate parking problems	2.56%	3.94%	4.97%	3.80%
Every reason/every kind of advantage	3.96%	3.11%	.99%	2.74%
Dependable/improved service	3.03%	1.86%	2.23%	2.36%
People can relax/comfort	3.26%	2.07%	1.24%	2.20%
Safer travel	1.63%	2.28%	.99%	1.67%
Better than busses	.93%	.41%	.74%	.68%
New experience/modern	1.39%	.20%	.49%	.68%
People do not like freeways	.69%	.41%	0.00%	.38%
For pleasure	0.00%	.41%	.24%	.22%
Foggy weather in Southern California	0.00%	.20%	.24%	.15%
Cleaner	0.00%	.20%	0.00%	.07%
Don't Know	.69%	2.48%	10.19%	4.26%

26. Public money will be needed to build a Rapid Transit system. Here is a list of several possible sources of this money. Which of these do you think is best?

Respondent will use Rapid Transit

	Frequent- ly (N=417)	Occasion- ally (N=467)	Never (N=386)	Total (N=1270)
Property Tax	3.11%	2.78%	1.81%	2.59%
Sales Tax	11.51%	12.41%	8.29%	10.86%
Auto Tax (in lieu)	5.27%	4.06%	3.88%	4.40%
Liquor Tax	33.33%	27.83%	32.38%	31.02%
Cigarette Tax	7.43%	10.27%	6.99%	8.34%
Gasoline Tax	4.79%	6.20%	5.18%	5.43%
Income Tax	3.59%	3.21%	1.29%	2.75%
Combination of Taxes	23.74%	26.12%	21.76%	24.01%
None	7.19%	7.06%	18.39%	10.55%

26. (Continued)

a. Which source do you think is next best?

	Respondent will use Rapid Transit			
	Frequent- ly (N=404)	Occasion- ally (N=446)	Never (N=352)	Total (N=1202)
Property Tax	3.46%	2.24%	2.84%	2.82%
Sales Tax	11.63%	11.65%	6.81%	10.23%
Auto Tax (in lieu)	8.41%	6.05%	5.39%	6.65%
Liquor Tax	17.82%	19.73%	14.77%	17.63%
Cigarette Tax	28.21%	29.14%	28.40%	28.61%
Gasoline Tax	6.93%	10.31%	6.53%	8.06%
Income Tax	5.69%	2.69%	4.26%	4.15%
Combination of Taxes	10.14%	8.52%	9.09%	9.23%
None	7.67%	9.64%	21.87%	12.56%

27. Would you vote to use public money to build a Rapid Transit system?

	Respondent will use Rapid Transit			
	Frequent- ly (N=430)	Occasion- ally (N=488)	Never (N=411)	Total (N=1329)
Yes	72.09%	61.88%	34.54%	56.73%
No	14.18%	22.33%	43.55%	26.26%
Don't Know	10.69%	12.90%	19.70%	14.29%
Non-citizen	3.02%	2.86%	2.18%	2.70%

28. Do you belong to any civic organizations or service clubs?
(Lions, Rotary, PTA, Chamber of Commerce, et cetera)

	Respondent will use Rapid Transit			
	Frequent-ly (N=429)	Occasion-ally (N=487)	Never (N=410)	Total (N=1326)
Yes	31.93%	30.59%	27.56%	30.09%
No	68.06%	69.40%	72.43%	69.90%

(IF "YES")

- a. To what organizations do you belong?

	Respondent will use Rapid Transit			
	Frequent-ly (N=136)	Occasion-ally (N=149)	Never (N=112)	Total (N=397)
P. T. A.	52.20%	44.96%	48.21%	48.36%
Elks/Mason/Moose/Eagles/ Knights of Columbus/ various lodges	11.02%	12.75%	8.92%	11.08%
Veterans	4.41%	8.05%	5.35%	6.04%
Church organizations	3.67%	6.04%	5.35%	5.03%
Women's Club	2.20%	3.35%	5.35%	3.52%
Community services	3.67%	3.35%	3.57%	3.52%
Youth organizations (adult advisors)	2.94%	4.69%	1.78%	3.27%
Service clubs/Rotary/ Optimist/ Exchange/ Kiwanis/ Lions	2.20%	2.01%	6.25%	3.27%
Chamber of Commerce	2.94%	2.68%	3.57%	3.02%
Professional organiza- tions	2.94%	.67%	3.57%	2.26%

28. a. (Continued)

Respondent will use Rapid Transit

	<u>Frequent-ly</u> <u>(N=136)</u>	<u>Occasion-ally</u> <u>(N=149)</u>	<u>Never</u> <u>(N=112)</u>	<u>Total</u> <u>(N=397)</u>
NAACP/CORE, etc.	3.67%	.67%	0.00%	1.51%
Senior Citizens	2.20%	1.34%	.89%	1.51%
Political	.73%	1.34%	1.78%	1.25%
Union members (any)	1.47%	2.01%	0.00%	1.25%
Church school parents' organizations	1.47%	1.34%	0.00%	1.00%
Employee associations	0.00%	1.34%	.89%	.75%
Improvement association	0.00%	1.34%	.89%	.75%
Sorority and Fraternity	.73%	1.34%	0.00%	.75%
Junior Chamber/Jaycee	0.00%	0.00%	.89%	.25%
Study groups	.73%	0.00%	0.00%	.25%
Businessmen's groups	0.00%	0.00%	.89%	.25%
Don't Know	.73%	.67%	1.78%	1.00%

29. What does the term "EXTRAcAR" mean to you?

	Respondent will use Rapid Transit			
	Frequent-ly (N=430)	Occasion-ally (N=482)	Never (N=404)	Total (N=1316)
Having to do with car	54.88%	66.59%	65.84%	62.53%
Having to do with bus	18.83%	13.48%	10.64%	14.36%
Having to do with trans- portation/in general	5.81%	3.73%	3.21%	4.25%
Don't Know	20.46%	16.17%	20.29%	18.83%

(IF RESPONDENT DEFINES "EXTRAcAR" AS SOMETHING OTHER THAN HAVING TO DO WITH BUSES)

a. What does this bring to mind?

	Respondent will use Rapid Transit			
	Frequent-ly (N=324)	Occasion-ally (N=391)	Never (N=340)	Total (N=1055)
Having to do with <u>bus</u> (RTD)	28.39%	21.99%	17.35%	22.46%
Having to do with <u>car</u>	22.53%	20.20%	17.94%	20.18%
Having to do with transportation	3.70%	4.09%	2.64%	3.50%
Aware of term - related to advertising but bus not mentioned	2.46%	2.30%	1.76%	2.18%
Don't Know	42.90%	51.40%	60.29%	51.65%

30. How far do you live from a bus line?

Respondent will use Rapid Transit

	Frequent-ly (N=431)	Occasion-ally (N=487)	Never (N=410)	Total (N=1328)
Less than one block	25.29%	23.40%	17.07%	22.06%
One-two blocks	39.90%	33.47%	32.19%	35.16%
Three-six Blocks	17.63%	22.38%	21.21%	20.48%
More than six blocks	14.38%	15.60%	18.53%	16.11%
Don't Know	2.78%	5.13%	10.97%	6.17%

31. Are you, or is any member of your immediate family, a member of an Automobile Club? (Such as the Triple-A)

Respondent will use Rapid Transit

	Frequent-ly (N=425)	Occasion-ally (N=480)	Never (N=408)	Total (N=1313)
Yes	32.70%	38.33%	38.97%	36.70%
No	65.64%	60.20%	59.55%	61.76%
Don't Know	1.64%	1.45%	1.47%	1.52%

31. (Continued)

(IF "YES")

a. To what club do you belong?

	Respondent will use Rapid Transit			Total (N=480)
	Frequent- ly (N=139)	Occasion- ally (N=182)	Never (N=159)	
Automobile Club of Southern California (AAA)	74.10%	68.68%	69.18%	70.41%
National Automobile Club	12.94%	12.63%	15.09%	13.54%
Allstate	7.91%	12.08%	11.32%	10.62%
Other	4.31%	6.04%	3.77%	4.79%
Don't Know	.71%	.54%	.62%	.62%

32. Does the proposed Rapid Transit system go near your home?

	Respondent will use Rapid Transit			Total (N=1,323)
	Frequent- ly (N=430)	Occasion- ally (N=484)	Never (N=409)	
Yes	56.04%	39.25%	32.27%	42.55%
No	38.13%	53.71%	59.90%	50.56%
Don't Know	5.81%	7.02%	7.82%	6.87%

33. How many grades of school did you complete?

	Respondent will use Rapid Transit			
	Frequent-ly (N=428)	Occasion-ally (N=484)	Never (N=410)	Total (N=1322)
0-8 grades	15.88%	13.84%	20.00%	16.41%
9-11 and 9-11 + non-college	23.83%	24.79%	21.21%	23.37%
12 and 12+ non-college	31.54%	30.37%	30.00%	30.63%
Some college	18.92%	19.21%	16.58%	18.30%
College degree	7.71%	7.85%	8.29%	7.94%
Graduate degree	2.10%	3.92%	3.90%	3.32%

34. Do you have a driver's license?

	Respondent will use Rapid Transit			
	Frequent-ly (N=431)	Occasion-ally (N=487)	Never (N=412)	Total (N=1330)
Yes	71.69%	80.49%	81.31%	77.89%
No	28.30%	19.50%	18.68%	22.10%

35. Do you like to use the freeways?

	Respondent will use Rapid Transit			
	Frequent-ly (N=431)	Occasion-ally (N=483)	Never (N=408)	Total (N=1322)
Yes	60.55%	58.79%	67.40%	62.02%
No	23.89%	25.25%	21.07%	23.52%
Depends	12.76%	10.55%	4.90%	9.53%
Doesn't use freeways	2.78%	5.38%	6.61%	4.91%

(IF "YES")

a. Why do you like to use the freeways?

	Respondent will use Rapid Transit			
	Frequent-ly (N=258)	Occasion-ally (N=282)	Never (N=273)	Total (N=813)
Saves time/faster	75.96%	73.40%	69.96%	73.06%
Do not like to stop	6.58%	9.92%	9.52%	8.73%
Convenience	5.42%	5.67%	5.86%	5.65%
More direct	4.26%	4.25%	4.76%	4.42%
Safer	3.87%	1.06%	1.83%	2.21%
Eliminate city traffic	1.16%	1.77%	3.66%	2.21%
General approval	1.16%	3.19%	1.83%	2.09%
Saves on gas bill/mileage	.77%	.35%	.73%	.61%
No pedestrians	.38%	0.00%	1.09%	.49%
Don't Know	.38%	.35%	.73%	.49%

35. (Continued)

(IF "NO")

b. Why don't you like to use the freeways?

	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=102)</u>	<u>Occasion-ally</u> <u>(N=119)</u>	<u>Never.</u> <u>(N=84)</u>	<u>Total</u> <u>(N=305)</u>
Too crowded/too many cars	24.50%	31.93%	41.66%	32.13%
Too fast	18.62%	14.28%	15.47%	16.06%
Unsafe/accident	15.68%	16.80%	9.52%	14.42%
Fear (unspecified)	11.76%	9.24%	7.14%	9.50%
Strain/nerves/blood pressure	6.86%	7.56%	9.52%	7.86%
Careless drivers	4.90%	5.88%	2.38%	4.59%
General disapproval	3.92%	5.88%	2.38%	4.26%
Traffic jams	2.94%	3.36%	2.38%	2.95%
No need	2.94%	.84%	4.76%	2.62%
No automobile/non driver/ car too old	5.88%	0.00%	0.00%	1.96%
Age	.98%	.84%	3.57%	1.63%
Requires good driving experience	.98%	1.68%	1.19%	1.31%
Smog	0.00%	.84%	0.00%	.32%
Don't Know	0.00%	.84%	0.00%	.32%

36. How old are you?

Respondent will use Rapid Transit

	<u>Frequent- ly (N=432)</u>	<u>Occasion- ally (N=487)</u>	<u>Never (N=412)</u>	<u>Total (N=1331)</u>
Under 21	2.31%	2.25%	.97%	1.87%
21 - 34	25.69%	28.33%	21.35%	25.31%
35 - 44	22.91%	19.50%	22.81%	21.63%
45 - 54	20.37%	18.89%	22.57%	20.51%
55 and over	28.70%	31.00%	32.28%	30.65%

37. About what do you think your total income will be this year for yourself and your immediate family? That is income before taxes.

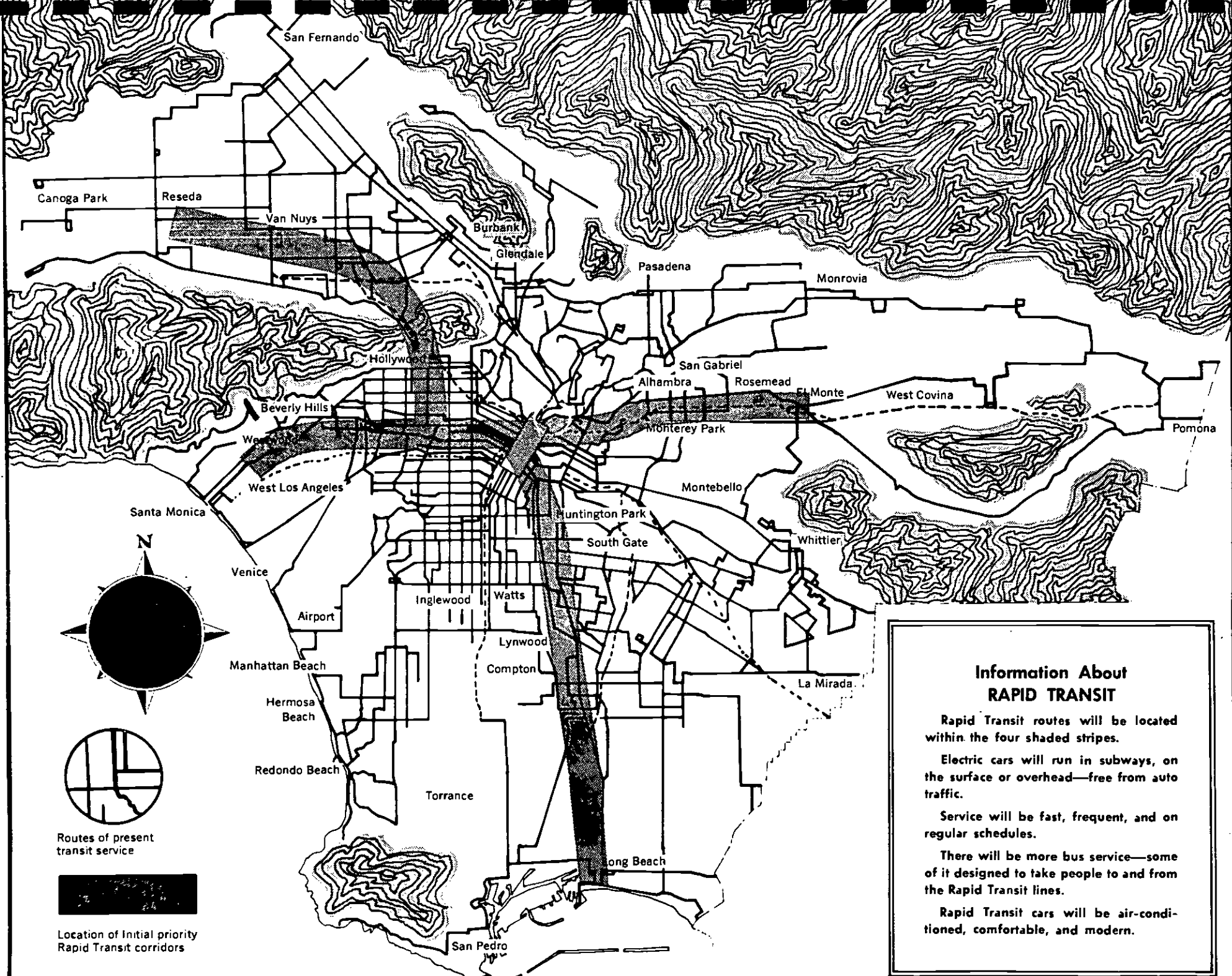
	Respondent will use Rapid Transit			
	<u>Frequent-ly</u> <u>(N=384)</u>	<u>Occasion-ally</u> <u>(N=444)</u>	<u>Never</u> <u>(N=340)</u>	<u>Total</u> <u>(N=1168)</u>
Less than \$3,000	13.54%	15.09%	13.23%	14.04%
\$3,000 - \$4,999	14.32%	12.83%	13.23%	13.44%
\$5,000 - \$7,499	20.83%	19.36%	20.29%	20.11%
\$7,500 - \$9,999	19.79%	23.42%	18.23%	20.71%
\$10,000 - \$14,999	19.01%	16.66%	22.05%	19.00%
\$15,000 and over	8.85%	10.58%	10.29%	9.93%
Refused to answer	.52%	.45%	1.47%	.77%
Don't Know	3.12%	1.57%	1.17%	1.96%

OBSERVED DATA

Respondent will use Rapid Transit

<u>Sex of respondent:</u>	<u>Frequent-ly.</u> <u>(N=432)</u>	<u>Occasion-ally</u> <u>(N=488)</u>	<u>Never</u> <u>(N=412)</u>	<u>Total</u> <u>(N=1332)</u>
Male	50.69%	51.02%	51.21%	50.97%
Female	49.30%	48.97%	48.78%	49.02%

<u>Race of respondent:</u>	<u>(N=429)</u>	<u>(N=488)</u>	<u>(N=412)</u>	<u>(N=1329)</u>
Caucasian	56.17%	78.07%	83.00%	72.53%
Mexican-American	15.38%	14.95%	9.95%	13.54%
Negro	26.34%	5.12%	5.09%	11.96%
Oriental	2.09%	1.84%	1.94%	1.95%



**Information About
RAPID TRANSIT**

Rapid Transit routes will be located within the four shaded stripes.

Electric cars will run in subways, on the surface or overhead—free from auto traffic.

Service will be fast, frequent, and on regular schedules.

There will be more bus service—some of it designed to take people to and from the Rapid Transit lines.

Rapid Transit cars will be air-conditioned, comfortable, and modern.

Routes of present transit service



Location of Initial priority Rapid Transit corridors

Money to build a Rapid Transit System could come from these sources :

- A. Property tax
- B. Sales tax
- C. Automobile tax (in lieu)
- D. Liquor tax
- E. Cigarette tax
- F. Gasoline tax
- G. Income tax
- H. Combination of some of the above.

EXTRACAR

- A. Less than \$3,000
- B. \$ 3,000 - \$ 4,999
- C. \$ 5,000 - \$ 7,499
- D. \$ 7,500 - \$ 9,999
- E. \$10,000 - \$14,999
- F. \$15,000 and over

Appendix E - Sample Non-response

Total number of households in sample 1500

Completed interviews 1350

Non-response households 150

Completion rate $\frac{\text{(completed interviews)}}{\text{(Households in Sample)}} = \frac{1350}{1500} = 90\%$

<u>Reasons for Non-response</u>	<u>(N=150)</u>
Refused to be interviewed	80.6%
Unable to be interviewed (ill)	12.0%
Could not make appointment	4.0%
No contact	3.4%