

An Attitude and Awareness Study Among Registered Voters Concerning The Expansion of Public Transportation in Los Angeles County.

SCRTD 1974 .A87



Prepared by

DOROTHY D. COREY RESEARCH

for the

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

March 1974



## DOROTHY D. COREY

RESEARCH AND COUNSEL IN MARKETING

1705 VICTORIA AVENUE · P.O. BOX 19686, LOS ANGELES, CALIFORNIA 90019 · (213) 731-2414

April 2, 1974

Southern California Rapid Transit District 1060 South Broadway Los Angeles, California 90015

Attention: Board of Directors

#### Gentlemen:

This report contains the findings of a public opinion survey conducted among registered voters in Los Angeles County during the period February 26 through March 9, 1974. Results should be interpreted to reflect this period only. In this report we have attempted to present the key findings of the survey together with the statistical back-up. We view this study as a data bank to be drawn upon by your group as needed. Data collected have been stored on computer tape and the programs have been designed to permit additional statistical analysis quickly.

Ed Canapary, vice president of our organization and I functioned jointly as project directors on this assignment. Any questions you or your staff have should be directed to one of us.

It has been both a pleasure and a challenge working with you on this most interesting and timely study.

Sincerely,

Dorothy D. Corey

President

LA 11302

### DISTRIBUTION OF REPORTS

Fifty-five copies of this report have been prepared at the Los Angeles office of Dorothy D. Corey Research. This is.....

No. 143

No. 143

Issued to:

Initial Distribution:

Southern California Rapid Transit District Copies 1 through 54

Dorothy D. Corey Research, Los Angeles office Copies 51 through 54

Dorothy D. Corey Research, San Francisco office Copy 55

Additional Distribution:

An additional one-hundred copies of the Summary and Highlights Reports have been prepared for The Southern California Rapid Transit District.

### CONTENTS

Distribution of Reports

Introduction

Method

### Summary and Hightlights

- 1. Existing Public Transportation
- Meaning of the Term "Rapid Transit" Availability and Usage of Public Transportation
- 4. Usage of Public Transportation by Family Member... Susceptibility to Use/Use More Frequently
- 5. Important Elements/Features of a Rail Rapid Transit System
- 6. Usage of Automobile by Family Members
- 7. What Would Miss Most About Not Having An Automobile As A Means of Transportation Importance of Public Transportation to the Local Needs of Los Angeles County
- 8. Anticipated Effect of Energy Crisis on Use of Public Transportation and Car Pooling
- 9. Direction Los Angeles County Should Take Regarding Transportation
- 10. Awareness of and Attitudes Toward the Southern California Rapid Transit District
- 12. Anticipated Usage of Proposed System Voting Intention
- 14. Strengths and Weaknesses
- 17. Understanding From Reading the Description/That the Measures Would Provide Funds to Improve and Increase the Los Angeles Bus System
  Arguments in Favor of Rapid Transit
- 20. Arguments Against Rapid Transit
- 22. Voting Intention After Discussing the Issues in Depth

Conclusions

Map of Los Angeles County Showing Assembly Districts

Statistical Tables

Appendix

In November of this year, Los Angeles County voters will be asked to decide on two measures relating to Rapid Transit. A description of these measures follows:

### EXPANSION OF RAPID TRANSIT FACILITIES

To provide for expansion of rapid transit facilities through construction of a fixed guideway system (rail, subway or others) together with additional local, express, and feeder bus service shall the Southern California Rapid Transit District be authorized to issue limited tax bonds to be financed from a retail transactions and use tax, not to exceed one-half percent (1/2%), to be used for Capital Expenditures.

### FARE REDUCTION AND MAINTENANCE AND OPERATION.

To reduce fares to a flat twenty-five cents (25¢) per trip, and to maintain and operate an improved all-bus or bus or bus-and-fixed guideway transit system, shall the Southern California Rapid Transit be authorized to impose a retail transactions and use tax, not to exceed one-half percent (1/2%), to be allocated under specified formula between the District and other municipal carriers.

The exact wording of these two measures as they will appear on the ballot has not yet been released.

In February, 1974 The Southern California Rapid Transit District (SCRTD) commissioned Dorothy D. Corey Research to conduct an attitude and awareness study among registered voters concerning the expansion of public transportation in Los Angeles County. The objectives of the study are as follows:

- A. Ascertain present opinions and attitudes of Los Angeles County registered voters with regard to rapid transit, The Southern California Rapid Transit District and matters which interrelate to the expansion of rapid transit in the Southern California area.
- B. Develop a data bank of factual and opinion type information to be drawn upon by the Southern California Rapid Transit District and its communication consultants in making strategy decisions with regard to winning in November.

### INTRODUCTION(continued)

### Specific goals of the research include:

- 1. To determine the perceived transportation needs of the citizens of the Los Angeles region as a guide to planners in their final recommendations for an expanded transit system.
- 2. To determine how much, and what type of local financing would be acceptable to the citizens of the region.
- 3. To determine how much, and what type of information regarding the proposed transit plans the citizens can understand and want to know to aid their decision-making.
- 4. To determine, as nearly as possible (as of the survey period) the level of public support for a rapid transit measure in order to guide the ad hoc Citizen's Committee in their advocacy program.
- 5. To provide RTD with broad demographic needs/wants data about the Los Angeles County population as a guide for all future considerations for improvement in service.

The following pages will outline the research method employed and summarize the results. Also included is a set of cards and exhibits shown respondents.

For information concerning the bound copies of the statistical tables please contact Nancy Klein, Advertising Manager for The Southern California Rapid Transit District. Phone - 749-6977.

### METHOD

In total, 1501 interviews were conducted with registered voters during the period February 26 through March 9th, 1974. Results should be interpreted to reflect this time period only. Fifty-five trained interviewers worked on the study. Interviewing was conducted in person at the home of the respondent.

Voters were selected in a random manner and study results are reflective of the opinions of all registered voters in Los Angeles County.

The small portion of the County (Antelope Valley area) which is not within the jurisdiction of the SCRTD was excluded in the sampling.

The basic bounded areas used in selecting the sample were the new and evenly reapportioned assembly districts lying in the defined SCRTD area. Each district was assigned a quota of 52 interviews (26 in one district lying half in Los Angeles County). Each district was divided in half for purposes of assigning interviewer quotas. In some districts 52 random starting points were drawn from a list of registered voters. From each of these points interviewers proceeded in a clock wise fashion until an interview was obtained. Because of the late reapportionment in many districts the lists were not ready. These districts were divided into 52 bounded areas and a starting point drawn at random from each area. Interviewers followed the same pattern as above, interviewing only registered voters in each block or block equivalent. A four hour session was held before the interviewing began. Each interviewer carried a map of the assigned area. Pictures taken at the training session show the mix of men, women, black, Caucasian and Spanish speaking interviewers. Each interviewer came back to the office with the first day's work for review by the field supervisor.

Over 10% of each interviewer's work was verified. In addition, during the edition and coding period, many respondents were called back by the coding supervisor to clarify any ambigiuos point. In spite of fuel saving measures over 12,000 interviewer miles were required to complete this project.

The only quota controls imposed on the sample were by sex (half male/half female) and by geography. At least half of each interviewer's work was conducted during the early evening hours and on the weekend to assure proper representation of working men and women and others not usually found at home during the weekday or daytime hours. All other demographic data are as found in the sample. The demographic characteristics of the voters interviewed match, as far as we can tell, the demographic characteristics of all Los Angeles County voters. A comparison of voter registration figures and survey results follows:

### METHOD (continued)

	REGIS	REGISTERED VOTERS (October/November, 1973)		 rch 9,1974)
	Number	Percent	Number	Percent
Democratic	1,797,765	57.6 35.5	859 460	57.2 30.7
Republican Other	1,107,779 215,248 XXX	6.9 XXX	93 89_	6.2 5.9
Refused	$\frac{3,120,792}{3,120,792}$	100.0%	1501	100.0%

NOTE: Traditionally sample surveys fall short of Republicans. Many reasons have been advanced for this but not proven. For example, "There are more Republicans living behind locked gates and walls in estate areas where interviewers have a difficult time in gaining entrance." "There are more Republicans living in private clubs and exclusive hotels not open to interviewers". "Republicans are less willing to be interviewed... Republicans are less willing to state their party."

Please see the interviewer specific instructions in the appendix of this report for a more complete description of respondent selection procedures.

The factual and demographic characteristics of the sample follow.....

NUMBER OF CARS IN HOUSEHOLD	NUMBER OF LICENSED DRIVERS IN HOUSEHOLD
One       30.1         Two       41.8         Three       15.2         Four       3.1         Five       .9         Over Five       .6         None       8.3         100.0%	One
SEX OF RESPONDENT	RACE/ETHNIC BACKGROUND OF RESPONDENT
Male	Caucasian
EDUCATION OF RESPONDENT	Other
8th Grade or less6.5 Some High School13.1 High School Grad31.2	AGE OF RESPONDENT
Some College29.2 College Grad12.8 Post Grad6.5 Refused7	18 - 20       3.7         21 - 30       21.6         31 - 40       19.9         41 - 50       19.5         51 - 60       15.5         61 - 65       6.4
	OVER 65 13.4

LENGTH OF RESIDENCE IN COUNTY	TOTAL FAMILY INCOME
LESS THAN ONE YEAR	Under \$3,000 5.9 \$3,000 - \$4,999 6.2 \$5,000 - \$6,999 6.5 \$7,000 - \$9,999 11.3 \$10,000-\$14,999 20.6 \$15,000-\$19,999 16.0 \$20,000-\$24,999 8.3 \$25,000-\$29,999 5.3
DISTANCE FROM WORK	\$30,000-\$34,999 3.5 \$25,000 AND OVER 4.7 DON'T KNOW 2.7 REFUSED 9.1 100.0%
Head Of Household	•
Under 1 Mile 2.9	
1 - 5 Miles	
6 -10 Miles	
11-20 Miles 19.7	3,1
21-30 Miles	
41-50 Miles 2.3	12.7
Over 50 Miles	3.3
Over 30 miles	
Retired/Unemployed/Student 22.7	
Don't Know	7.5
$\frac{100.0}{100.0}$	
	STUDENT 3.6 2.0
	UNEMPLOYED 1.9 1.5
LABOR UNION AFFILIATION	NOT IN LABOR FORCE 2.3 2.1
	RETIRED 12.9 15.4
Respondent or household	MILITARY5 .5
head is a member 28.4	CIVIL SERVICE 1.3 2.1
Not Member	HOUSEWIFE 27.0 2.7
Refused/Don!t Know 3.3	
100.0	$\overline{100.0\%}$ $\overline{100.0\%}$

#### SUMMARY AND HIGHLIGHTS

### EXISTING PUBLIC TRANSPORTATION

At the very beginning of the interview, respondents were asked to describe (in their own words) the existing public transportation system in Los Angeles County.

- Most comments are negative with almost half stating that the public transportation system is bad/really needs improvement...one out of four volunteers existing public transportation is inadequate.
- Opinion among both users and non-users of public transportation is negative. However, among users of public transportation 15% have no complaints among non-users who have it available 6% have no complaints, but among those who do not have it available only 2% have no complaints.

	BY AVAILABILITY OF PUBLIC TRANSPORTATION TO THE FAMILY				
		AVAILABLE	AVAILABLE	NOT AVAIL-	
	TOTAL	AND USE	DO NOT USE	ABLE	
BASE: (All respondents)	<u>1501</u>	<u>431</u>	710	360	
Percent saying the existing public transportation system in L.A. County is	%	%	%	%	
Terrible/poor/lousy/bad/ really needs improvement System is inadequate/need to extend system/better	45.6	41.1	45.5	51.4	
planning	24.5	24.4	25.1	23.6	
anywhere  Time schedules are bad/never runs when it's supposed to/ no buses when you need them		21.3	14.2	11.9	
no buses when you need them	, 10.5	13.2	11.0	6.1	
always late/undependable Good/OK/fine/no complaints		15.1	6.3	1.9	
(Multiple Mentions Acceptable)		(See Tal	ble 1)		

### MEANING OF THE TERM "RAPID TRANSIT"

- The term rapid transit connotes speed to six out of ten respondents.
- A small but significant percentage mention monorail or BART.

		BY AVAILABILITY OF PUBLIC TRANSPORTATION TO THE FAMILY			
	TOTAL	AVAILABLE AND USE	AVAILABLE DO NOT USE	NOT AVAILABLE	
BASE: (All respondents)	1501	431	<u>710</u>	<u>360</u>	
Percent saying rapid transit means	%	%	o; /o	%	
Fast transportation/high speed/ quick way to get there/fast			•		
movement/rapid service Subways and trains/some type	59.6	62.6	58.7	55.0	
of rail service  Bus transportation/bus system/	16.9	13.5	15.9	22.8	
system with more buses	11.1	10.7	12.0	9.7	
Monorail system	7.3	5.3	7.2	10.0	
Like BART in San Francisco Term for mass transit/public	6.1	7.0	7.0	3.1	
transportation	4.1	2.8	4.2	5.3	
(Multiple Mentions Acceptable)		(See Tabl	.e 2)		

### AVAILABILITY AND USAGE OF PUBLIC TRANSPORTATION

- One in four indicates that public transportation is not available for his/her family's use.
- Public transportation is used by members of three out of every ten families.
- Almost half of the Los Angeles County families interviewed do not use public transportation although it is available to them.

	TOTAL	
BASE: (All respondents)	1501	
Percent indicating	9/ /s	
PUBLIC TRANSPORTATION IS AVAILABLE AND USED	28.7	> 76.0%
BUT NOT USED	47.3 24.0	
(See Tables 3 & 4)	100.0%	

### AVAILABILITY AND USAGE OF PUBLIC TRANSPORTATION (continued)

- The majority states that public transportation is available to downtown Los Angeles...about 15% of the survey households contain members who use public transportation to go downtown.
- About half have public transportation available for local shopping...only 11% however (of the households) utilize public transportation for this purpose.
- More than four in ten could utilize public transportation for local trips within and around their neighborhood/community or for commuting to more distant spots.
- One in three has public transportation available for recreational activities...only one in twenty utilizes public transportation for this purpose.
- About one in four has public transportation available to him/her for visiting friends...getting to work...or trips to school...about one out of twenty families uses public transportation for these purposes.

* *			
EASE: (All respondents)	_	PERCENT SAYING FAMILY MEMBERS USE PUBLIC TRANSPORTATION FOR	SHARE USING WHERE AVAILABLE (b : a)
SPECIFIC PURPOSE	<b>"</b> /c	<b>a/</b> /3	<del></del>
Going to Downtown			
L.A	63.4	14.7	23%
Local Shopping	48.8	11.3	23%
Local trips within and			
around your neighbor	rhood/		
community	45.9	10.5	23%
Commuting to more dista	ant		23%
spots	42.8	6.5	15%
Recreational activities	30.2	5.3	18%
Visting friends	26.7	5.6	21%
Getting to work	26.1	6.3	24%
	25.6	5.8	27%
NONE AVAILABLE		24.0	21/6
AVAILABLE BUT DON'T USI		47.3	
See Tables	(3)	(4)	

### AVAILABILITY AND USAGE OF PUBLIC TRANSPORTATION (continued)

- Twenty-five percent of all respondents state they would use public transportation in getting to work if it were available.
- About one in every five respondents indicates he/she would use public transportation for local trips, commuting to more distant spots, recreational activities and visiting friends if it were available.

BASE: (All respondents)	PERCENT SAYING PUBLIC TRANSPORTATION IS NOT AVAILABLE FOR	PERCENT SAYING THEY WOULD USE IT IF IT WERE AVAILABLE
SPECIFIC PURPOSE	%	%
Going to Downtown L.A	36.6	13.3
Local shopping	51.2	18.1
Local trips within and around		
your neighborhood/community	54.1	20.2
Commuting to more distant spots	57.2	21.8
Recreational activities	69.8	21.8
Visting friends	73.3	21.5
Getting to work	73.9	25.7
Trips to school	74.4	13.7
See Tables	(3)	(5)

# USAGE OF PUBLIC TRANSPORTATION BY FAMILY MEMBER...SUSCEPTIBILITY TO USE/USE MORE FREQUENTLY

• Over half of the male and female household heads would be willing to use public transportation (or use it more frequently) if service were improved.

# USAGE OF PUBLIC TRANSPORTATION BY FAMILY MEMBER...SUSCEPTIBILITY TO USE/USE MORE FREQUENTLY (continued)

	HEAD OF HOUSE MALE	HEAD OF HOUSE FEMALE	OTHER MALE (employed)	OTHER FEMALE (employed)	STUDENT ANY AGE	CHILDREN NOT IN SCHOOL
BASE: (All respondents)	1501	1501	1501	<u>1501</u>	<u>1501</u>	1501
Percent who presently use public transportation	%	%	%	%	%	%
				0 0	5.0	1.0
REGULARLY	4.5	8.5	0.7	0.9	5.0	
OCCASIONALLY	7.0	12.8	1.3	1.5	6.3	1.9
SELDOM/NEVER	53.2	46.8	5.8	5.4	20.5	13.0
NO FAMILY MEMBER						
IN CATEGORY*	11.3	7.9	68.2	68.2	44.2	60.1
NO PUBLIC TRANS-						
PORTATION AVAILABL	F 24 A	24.0	24.0	24.0	24.0	24.0
PORTATION AVAILABLE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Percent who would use use more frequently i						
service were improved		63.8	6.2	6.4	28.6	9.3

\*Where public transportation is available.

(See Tables 6 and 7)

## IMPORTANT ELEMENTS/FEATURES OF A RAIL RAPID TRANSIT SYSTEM

Respondents were shown a card listing eleven elements/features of a rail rapid transit system and asked how important each was to them. They were then asked which element or feature would most encourage them to use rail rapid transit.

- Nearness of station to home, dependable schedules and frequency of service are the most important elements.
- Nearness to work is also important.
- After midnight runs is the least important.

### IMPORTANT ELEMENTS/FEATURES OF A RAIL RAPID TRANSIT SYSTEM (continued)

DACE: (All money lambs)		ORTANCE OF F percentages SOMEWHAT		MOST IMPORTANT (multiples OK)
BASE: (All respondents)				
Percent rating	%	%	%	%
Nearness of station to home	80.7	15.1	4.2	33.7
Dependable schedules	95.6	2.4	2.0	33.0
Frequency of service	85.1	10.9	4.0	26.4
Nearness of station to work	72.2	12.8	15.0	20.1
Length of the trip	48.2	28.2	23.6	5.1
Knowledgeable employees	79.5	15.9	4.6	4.0
Comfortable seating	56.6	34.9	8.5	3.9
No standing (seats for all)	55.5	29.4	15.1	3.2
Air conditioning	46.2	29.9	23.9	3.1
Courteous employees	69.7	24.7	5.6	2.6
After midnight service	23.6	26.0	50.4	1.7
See Tables		(8 through	18)	(19)

### USAGE OF AUTOMOBILE BY FAMILY MEMBERS

• Most male heads of household use the automobile exclusivly as their means of transportation.

BASE: (All responde	HEAD OF HOUSE MALE nts) 1501	HEAD OF HOUSE FEMALE 1501	OTHER MALE (employed) 1501	OTHER FEMALE (employed) 1501	STUDENT ANY AGE 1501	CHILDREN NOT IN SCHOOL 1501
Percent saying the specific family member uses the						
automobile	%	o/ /c	%	%	%	%
EXCLUSIVELY USUALLY SELDOM/NEVER NO AUTO NO FAMILY MEMBER IN CATEGORY	72.2 8.0 4.6 2.9 12.3 100.0%	63.0 13.3 6.9 6.5	8.3 1.8 0.9 0.4 88.6 100.0%	6.4 2.1 1.2 0.9 89.4 100.0%	20.0 13.9 6.5 2.5 57.1 100.0%	10.7 5.0 2.3 2.4 79.6 100.0%
See Table	(20)	(21)	(22)	(23)	(24)	(25)

# WHAT WOULD MISS MOST ABOUT NOT HAVING AN AUTOMOBILE AS A MEANS OF TRANSPORTATION

• Convenience/ability to go where wanted, when want to is considered the biggest sacrifice if respondents had to give up their automobiles.

BASE: (All respondents)	TOTAL 1501	UNEMPLOYED 279	EMPLOYMENT EMPLOYED 762	STATUS STUDENT 54	HOUSEWIFE 406
Percent saying they would miss	%	%	%	%	%
Convenience/going where I want to go when I want to go Couldn't get to work/ transportation too	43.3	41.6	40.0	59.3	48.5
difficult		8.2	33.3	13.0	9.6
Grocery shopping/carrying groceries		14.7	8.3	-	22.2
For recreational needs/movies/etc	10.5	10.8	8.8	13.0	13.3
General shopping/errands		7.9	6.3	5.6	16.5
(Multiple Mentions Acce	eptable)	<b>(</b> S	ee Table 27	<b>'</b> )	

## IMPORTANCE OF PUBLIC TRANSPORTATION TO THE TOTAL NEEDS OF LOS ANGELES COUNTY

- Most feel that public transportation is extremely/very important to the total needs of Los Angeles County.
- Only one in five feels there are things more important than improving transportation to the overall economy of Los Angeles County.

# IMPORTANCE OF PUBLIC TRANSPORTATION TO THE TOTAL NEEDS OF LOS ANGELES COUNTY (continued)

		ВУ	AGE	
	TOTAL	UNDER 30	31-60	<b>OVER 60</b>
BASE: (All respondents)	1501	379	825	<u>297</u>
Percent saying public transportation is	%	%	%	%
EXTREMELY IMPORTANT	62.0	59.9	62.3	64.0
VERY IMPORTANT	29.0	30.3	28.8	27.6
SOMEWHAT IMPORTANT	5.4	5.8	5.5	4.7
NOT TOO IMPORTANT	1.5	1.8	1.3	1.7
NOT AT ALL IMPORTANT	0.2	-	0.2	0.3
DON'T KNOW/NO OPINION	1.9	2.1	1.8	1.7
201. 2 12.01.71.0	100.0%	$1\overline{00.0}\%$	100.0%	100.0%

(See Table 28)

### Percent saying..

There are things more important to the over-	<b></b>			
all economy than improve transportation		19.0	19.0	14.1
There are not	64.5	61.2	63.4	71.7
Don't know	$\frac{17.4}{100.0\%}$	$\frac{19.8}{100.0\%}$	$\frac{17.6}{100.0\%}$	$\frac{14.2}{100.0\%}$

(See Tables 29 and 30)

# ANTICIPATED EFFECT OF ENERGY CRISIS ON USE OF PUBLIC TRANSPORTATION AND CAR POOLING

- Seven in ten feel that lower fares (25 cents to go anywhere in the County) will greatly increase the use of public transportation.
- Shortage of gasoline and the ten cent Sunday bus fares are also viewed as things which will greatly increase usage of public transportation/car pooling.

# ANTICIPATED EFFECT OF ENERGY CRISIS ON USE OF PUBLIC TRANSPORTATION AND CAR POOLING (continued)

	SHORTAGE OF GASOLINE	HIGH PRICE OF GAS	RATION- ING OF GAS	SUNDAY CLOSING OF STATIONS	SAT. & SUNDAY CLOSING	TEN CENT FARES	LOWER FARES
BASE: (All respondent	s) <u>1501</u>	<u>1501</u>	<u>1501</u>	<u>1501</u>	<u>1501</u>	<u>1501</u>	<u>1501</u>
Percent saying the effect this will have is	%	%	%	%	%	%	%
Increase use of public transportation/car pool greatly	:- Ling	45.2	47.8	29.6	40.7	58.8	72.0
Increase somewh		39.1	36 <b>.6</b>	37.4	37.8	28.0	20.3
Have little/no effect	6.6	13.0	11.6	29.5	17.5	8.9	4.3
Don't know	<u>2.5</u> 100.0%	$\frac{2.7}{100.0\%}$	$\frac{4.0}{100.0\%}$	$\frac{3.5}{100.0\%}$		$\frac{4.3}{100.0\%}$	$\frac{3.4}{100.0\%}$
See Table	(31)	(32)	(33)	(34)	(35)	(36)	(37)

### DIRECTION LOS ANGELES COUNTY SHOULD TAKE REGARDING TRANSPORTATION

- Only 3% favor building more freeways and divided highways for automobiles.
- Almost three out of four feel the present bus system should be improved together with the development of a modern high speed rail rapid transit system serving the major travel routes in the County.
- Persons who favor improvement of the present bus system (without high speed rail rapid transit) do so because they feel it would be less expensive...because more buses are needed... and because they feel the present system is adequate.
- Persons who feel the present bus system should be improved together with the development of a modern high speed rail rapid transit system do so because the new system could get people where they want to go rapidly... because it would be an all inclusive system...and because the bus and rail system would compliment one another.

### DIRECTION LOS ANGELES COUNTY SHOULD TAKE REGARDING TRANSPORTATION (continued)

BASE: (All respondents)	TOTAL <b>15</b> 01
Percent who prefer	%
A. IMPROVE THE PRESENT SYSTEMADD MORE BUSES DEVELOP MORE EXCLUSIVE BUS LANES, ETC	15.6
B. BUILD MORE FREEWAYS AND DIVIDED HIGHWAYS FOR AUTOMOBILES	2.9
C. IMPROVE THE PRESENT BUS SYSTEM TOGETHER WITH DEVELOPING A MODERN HIGH SPEED RAIL RAPID TRANSIT SYSTEM SERVING THE MAJOR TRAVEL	
ROUTES IN THE COUNTY	73.0
NONE, LEAVE AS IS	1.3
DON'T KNOW/NO OPINION	$\frac{7.2}{100.0\%}$

(See Table 38)

# AWARENESS OF AND ATTITUDES TOWARD THE SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

- Most respondents are aware of the Southern California Rapid Transit District.
- About four in ten state that they know a great deal or something about the SCRTD.
- Over half of the respondents are not aware that the SCRTD is a public agency mandated by the state legislature to build, operate and maintain a rapid transit system (See table 47).
- Only nineteen percent of the respondents know that the SCRTD has no taxing power of its own whereas all other rapid transit districts in the state can level property taxes and other kinds of taxes (See table 104).

# AWARENESS OF AND ATTITUDES TOWARD THE SOUTHERN CAIFORNIA RAPID TRANSIT DISTRICT (continued)

	BY AREA					
BASE: (All respondents)	TOTAL 1501	CENTRAL 519	$\frac{\text{S.F.}}{\frac{\text{VALLEY}}{301}}$	SAN GAI VALLEY 316	BAY 252	WHITTIER/ NORWALK 111
Percent saying about the SCRTD they know	%	o, /c	%	%	%	%
A GREAT DEAL	8.1	12.1	6.6	4.1	5.6	9.9
SOMETHING	33.4	37.4	35.6	31.6	27.4	27.9
JUST A LITTLE BIT	45.2	38.0	47.9	48.7	49.2	52.3
JUST HEARD THE NAME	12.5	11.8	9.6	14.6	16.3	9.9
NEVER HEARD OF IT	8.0	0.7	0.3	1.0	1.5	
	$1\overline{00.0}\%$	$1\overline{00.0}$ %	100.0%	100.0%	100.0%	100.0%

(See Table 43)

- About one in five feels the SCRTD is doing an excellent or good job.
- Users tend to rate the SCRTD higher than do non-users.
- People rating SCRTD favorably feel the RTD is doing the best it can with the present equipment/considering the present situation...some mention that the buses keep on schedule.
- The complaints given by respondents who give RTD a fair or a poor rating include bad scheduling and inadequate geographic coverage.

		BY AVAILABILITY OF PUBLIC				
		TRANSPORTATION TO THE FAMILY				
		AVAILABLE	AVAILABLE	NCT		
	TOTAL	AND USE	DO NOT USE	AVAILABLE		
BASE: (Respondents who have heard of SCRTD)	1489	428	705	365		
Percent who feel the SCRTL is doing	%	c, /o	<b>%</b>	%		
AN EXCELLENT JOB	1.9	2.3	1.4	2.5		
A GOOD JCB	17.0	23.6	16.3	10.4		
A FAIR JOB	35.2	40.9	35.2	28.4		
A POOR JOB	25.9	24.1	25.1	29.8		
DON'T KNOW/UNABLE TO RATE	20.0	9.1	22.0	28.9		
	$1\overline{00.0}\%$	$1\overline{00.0}$ %	100.0%	100.0%		

(See Tables 44, 45 and 46)

### ANTICIPATED USAGE OF PROPOSED SYSTEM

Respondents were shown two maps. One contained a "minimum" rapid transit plan and the other contained a "maximum" rapid transit plan. They were told that the final system would probably be somewhere in between the two levels and that it would consist of four elements: fixed high speed rail rapid transit, bus-on-freeway, feeder buses and better local bus service.

- Three out of four say they would use the proposed system.
- Almost seven out of ten indicate that other members of their families would use it.

BASE: (All respondents)	<u>TOTAL</u> 1501
Percent saying if we had this type of system they	%
WOULD USE IT WOULD NOT DON'T KNOW	73.7 15.8 10.5 100.0%
Percent saying their family	
WOULD USE IT WOULD NOT DON'T KNOW	67.6 13.6 18.8 100.0%

(See Tables 48 & 49)

### VOTING INTENTION

Respondents were shown a card containing a description of the two measures planned for the November ballot. First they were asked their voting intention (if the election were being held today) on "A".

### EXPANSION OF RAPID TRANSIT FACILITIES

A. To provide for expansion of rapid transit facilities through construction of a fixed guideway system (rail, subway or others) together with additional local, express, and feeder bus service shall the Southern California Rapid Transit District be authorized to issue limited tax bonds to be financed from a retail transactions and use tax, not to exceed NO one-half percent (1/2%), to be used for Capital Expenditures

### VOTING INTENTION (continued)

- Only one in five indicates he/she would vote against the measure relating to expansion of rapid transit facilities....sixty-five percent would vote for the measure, while sixteen percent don't know how they would vote.
- Persons who indicate they would vote for the measure, give as reasons the fact that "we need it/long overdue", "would improve transportation/need for more transportation", and "the cost would be worth it".
- Persons who would vote against it, on the other hand,
   cite the cost as the major reason for opposing the measure.

BASE: (All respondents)	$\frac{\texttt{TOTAL}}{\texttt{1501}}$
Percent saying if the election were being held today, they would	%
VOTE FOR "A"  VOTE AGAINST  DON'T KNOW	64.6 19.5 15.9 100.0%

(See Tables 50, 51 and 52)

Respondents were then asked their voting intention and reasons on "B".

### FARE REDUCTION AND MAINTENANCE AND OPERATION

- B. To reduce fares to a flat twenty-five cents (25¢) per trip, and to maintain and operate an improved all-bus or bus-and-fixed-guideway transit system, shall the Southern California Rapid Transit District be authorized to impose a retail transactions and use tax, not to exceed one-half percent (1/2%), to be allocated under specified formula between the District and other municipal carriers
  - Fifty-eight percent would vote for the fare reduction and maintenance and operation measure...about one in four would oppose it.
  - The reduced rate of 25 cents is the major reason given by respondents in favor of this measure.
  - Those opposed cite high taxes and feel that the fares should cover costs of operation.

### VOTING INTENTION (continued)

•	TOTAL
BASE: (All respondents)	<u>1501</u>
Percent saying if the election were being held today, they would	%
VOTE FOR "B" VOTE AGAINST DON'T KNOW	57.8 23.5 <u>18.7</u> 100.0%
	(See Tables 50, 53 and 54)

### STRENGTHS AND WEAKNESSES

- Both measures, "A" and "B" have majority support among most demographic segments.
- In each segment (except for black respondents) fewer people would vote for the fare reduction and maintenance and operation measure ("B") than for the measure regarding expansion of Rapid Transit facilities ("A").
- This consistency of support among all of the demographic and geographical segments studied indicates the strength of the proposed measures as of the survey period.

### STRENGTHS AND WEAKNESSES (continued)

			MEASURE '	'A''		MEASURE	"B"
	]	EXPANSI(		D TRANSIT	FARE RI		ND MAINTENANCE
	_	FACILITIES				AND OPERA	
				es across)			es across)
		VOTE FOR	VOTE	DON'T	VOTE	VOTE	DON'T
		FUR	AGAINST	KNOW	<u>FOR</u>	AGAINST	KNOW
GROUP	(BASE)	%	% _	%	%	%	%
TOTAL SAMPLE	(1501)	64.6	19.5	15.9	57.8	23.5	18.7
BY AREA							
CENTRAL	(519)	63.8	21.8	14.4	61.8	22.0	16.2
S.F. VALLEY	-	71.1	15.3	13.6	55.1		18.0
SAN GAB. VALLEY		58.5	18.0	23.4	56.0		23.7
SOUTH BAY		66.7	21.4	11.9	58.3		17.9
WHITTIER/NORWALK		64.9	19.8	15.3	50.5		18.9
DV AMATIADTITUM AND I	TC A CE						
BY AVAILABILITY AND OF PUBLIC TRANSPORTATION							
AVAILABLE AND USE	(/,31)	66.1	19.0	14.9	62.6	20.0	16 5
AVAILABLE DO NOT USE			19.9	15.7	58.9		16.5
NOT AVAILABLE		63.3	19.2	17.5	49.7	22.8 28.1	18.3
NOT AVAILABLE	(300)	03.3	19.2	17.5	43.7	20.1	22.2
BY RACE							
WHITE	(1163)	65.4	19.9	14.7	56 <b>.1</b>	25.4	18.5
BLACK	(134)	53.7	21.6	24.7	59.7	18.7	21.6
MEXICAN AMERICAN	(160)	67.5	13.8	18.7	66.9	14.4	18.7
OTHER	( 44)	65.9	22.7	11.4	63.6	22.7	13.7
BY SEX							
MALE	(743)	66.1	19.8	14.1	56.3	27.5	16.2
FEMALE		63.2	19.1	17.7	59.2	19.7	21.1
BY AGE							
UNDER 30	(379)	69.4	16.9	13.7	65.7	15.3	19.0
30-60	(825)		20.2	16.2	54.5	27.2	18.3
OVER 60	(297)	61.3	20.5	18.2	56.6	23.9	19.5
312	(2)//	01.5	20.5	10.2	30.0	23.9	19.5
BY NUMBER OF CARS							
IN HOUSEHOLD							
ONE	(452)	67.5	17.9	14.6	63.9	18.6	17.5
TWO	(627)	62.5	20.6	16.9	54.7	25.2	20.1
THREE OR MORE	(298)	66.4	18.8	14.8	54.0	28.2	17.8
NONE	(124)	60.5	21.0	18.5	59.7	21.8	18.5

(See Tables 50, 127, 128 and 129)

Note: Tables 127, 128 and 129 follow Table 50 in the statistical tables.

### STRENGTHS AND WEAKNESSES (continued)

			MEASURE 1	"A"		MEASURE	"'B"		
		EXPANSION OF RAPID TRANSIT			FARE RE	FARE REDUCTION AND MAINTENANCE			
	_	FACILITIES				AND OPERATION			
	_	(re	•	ages across)		(read percentages across			
		VOTE	VOTE	DON 'T	VOTE	VOTE	DON'T		
		FOR	AGAINST	KNOW	FOR	AGAINST	KNOW		
GROUP	(BASE)	%	%	%	%	%	%		
TOTAL SAMPLE	(1501)	64.6	19.5	15.9	57.8	23.5	18.7		
BY PARTY REGISTRATION	<u>N</u>								
DEMOCRATIC		67.4		14.4	61.7		17.5		
REPUBLICAN ·		60.9		17.6	50.2		19.1		
OTHER	(182)	61.0	20.3	18.7	58.2	18.1	23.7		
BY LABOR UNION AFFIL:	IATIONS								
YES	(426)	68.8	17.8	13.4	67.6	17.1	15.3		
NO	(1075)	63.0	20.1	16.9	53.9	26.0	20.1		
BY LENGTH OF RESIDENCE	CE IN	:							
LOS ANGELES COUNTY	(116)	69.8	16.4	13.8	57.8	24.1	18.1		
UNDER 5 YEARS			18.6	15.9	59.8				
5-20 YEARS	•	63.3		16.3	56.5		18.4		
OVER 20 YEARS	(043)	63.3	20.4	10.5	20.2	23.1	10.4		
BY EMPLOYMENT STATUS									
UNEMPLOYED		60.2		19.4	57.7		18.3		
EMPLOYED	•		19.6	13.6		24.7			
STUDENT	•		11.1	14.8	70.4				
HOUSEWIFE	(40 <b>6</b> )	62.3	19.7	18.0	55.7	21.7	22.6		
BY TOTAL YEARLY FAMILINCOME	LY						·		
UNDER \$10,000	(448)	65.6	18.1	16.3	66.7	17.2	16.1		
\$10,000 - \$15,000				14.6	61.8	22.3	15.9		
\$15,000 - \$25,000	(364)		22.8	13.2	58.8	23.6	17.6		
OVER \$25,000			17.8	12.4	45.5	38.6	15.9		
BY EDUCATION									
SOME HIGH & LESS	(306)	59.2	20.9	19.9	57.2	22.2	20.6		
HIGH SCHOOL GRADUA				17.9	63.5		19.2		
SOME COLLEGE			19.9	13.7	58.0	24.7	17.3		
COLLEGE GRADUATE		69.2	19.0	11.8	48.8	33.2	18.0		

(See Tables 50, 127, 128 and 129)
Note: Tables 127, 128 and 129 follow Table 50 in the statistical tables.

# UNDERSTANDING FROM READING THE DESCRIPTION THAT THE MEASURES WOULD PROVIDE FUNDS TO IMPROVE AND INCREASE THE LOS ANGELES BUS SYSTEM

 Most understand from reading the descriptions that the measures would provide funds to improve and increase the Los Angeles bus system...most are in favor of this element of the proposed plan.

BASE: (All respondents)	<u>TOTAL</u> <u>1501</u>	BASE: (All respondents)	<u>TOTAL</u> <u>1501</u>
Percent saying	%	Percent saying	7.
Yes, understood that measures would provide funds No, did not Don't Know	88.4 8.0 3.6 100.0%	Yes, in favor of this element of the proposed plan No, not in favor Don't Know	74.7 13.9 11.4 100.0%
(See Table 55)		(See Table 55)	

### ARGUMENTS IN FAVOR OF RAPID TRANSIT

Respondents were shown a card which listed twenty statements "which might be considered arguments in favor" of the development of a rapid transit system in Los Angeles County. They were then asked if they considered each a good, poor or just so-so reason for supporting rapid transit (regardless of their voting intention). The voters were then asked which was the best argument in favor.

- Respondents feel the best argument in favor of rapid transportation is the one involving air pollution/smog.
- Other arguments which are considered good include "providing better transportation for those who don't drive", "relief of rush congestion", "within ten minutes travel time of the working population of Los Angeles County", "increase in highway safety", "cheaper because of the rising cost of gasoline" and "higher cost the longer we wait".
- The weakest argument in favor of the development of a rapid transit system, in the opinion of the respondents, is the one stressing increase in the tax base of the County because of improved property values and increased business activity.

## ARGUMENTS IN FAVOR OF RAPID TRANSIT (continued)

		OW CONS	BEST ARGUMENT		
Arguments in Favor of Rapid Transit	GOOD	POOR	<u>so-so</u>	DON'T KNOW	IN FAVOR (multiples OK)
BASE: (All respondents)	70	υ <i>)</i> /ο	%	%	%
Since it is generally agreed that at least 80% of air pollution/SMOG is directly due to the automobile, construction of a rapid transit system that will get the cars off the road will help the overall ecology and environment of Los Angeles County	73.5	10.7	11.8	4.0	18.5
A rail Rapid Transit System will provide better transportation for those who don't drive	80.1	7.1	11.1	1.7	12.5
The projected plans call for the system to be within ten minutes travel time of 70% of the working population of Los Angeles County	79.7	5.3	8.4	6.6	9.3
The system will relieve rush hour congestion	80.5	6.5	9.7	3.3	6.9
Gas and energy shortages are here to stay. We must start construction of a rapid transit system now since it is a more economical use of energy	64.9	15.3	12.7	7.1	6.4
Eventually, the County of Los Angeles will have to construct a Rapid Transit System. The longer we wait the more it will cost	75.1	8.5	11.3	5.1	6.3
If we act now, Federal funds will pay for most of the construction costs. These funds may not be available in the future	57.0	14.5	14.8	13.7	6.3
With the rising cost of gasoline, it will be cheaper to ride the rapid transit	78.1	5.5	12.2	4.2	5.8

(Table continued on next page)

### ARGUMENTS IN FAVOR OF RAPID TRANSIT (continued)

	BY HOW CONSIDER REASON				
Arguments in Favor of					BEST ARGUMENT IN FAVOR
Rapid Transit	GOOD	POOR	S0-S0	KNOW	(mulitples OK)
BASE: (All respondents)	%	%	%	%	%
A Rapid Transit System will provide a better choice of jobs and more employment opportunities for those who do not drive	67.4	12.6	16.5	3.5	4.9
Construction and operation of the system will provide thousands of needed jobs for County residents	63.9	11.9	20.1	4.1	4.9
It will increase highway safety/ reduce accidents	79.7	7.1	10.1	3.1	4.5
It would serve my area and be a convenience for me	58.8	16.2	16.9	8.1	3.1
It will provide a means for me to travel without having the stress and strain of driving	59.9	16.5	17.3	6.3	3.2
It is necessary to meet the tough Federal environmental standards which dictate we must improve the quality of our air and cut down on us					
of the internal combustion engine	62.1	11.4	17.5	9.0	2.8
It will reduce the need for a second or third car	65.9	10.3	19.8	<b>4.</b> 0	2.1
The Rapid Transit System will provide improved job, cultural and educationa opportunities for poverty area residents	1	16.3	23.3	5.7	2.0
I would use it (my spouse would use it) to get to work	47.7	25.6	15.2	11.5	1.7
It will make it easier for me to drive on the freeways since so many others would leave their cars at home and take the Rapid Transit	44.0	27.4	20.8	7.8	1.3
The tax base in the County will be increased because of improved property value and increased business activity	•	30.7	23.7	14.8	0.5
I could use it for my recreational and personal needs	47.8	22.8	22.3	7.1	0.3
	DON'	T KNOW.			. 3.2
	(See Tables 56-75)				(76)

### ARGUMENTS AGAINST RAPID TRANSIT

After reviewing the arguments in favor of rapid transit, respondents were shown a card listing eleven statements "that might be considered arguments against the development of a Rapid Transit system". They were then asked to rate each argument as good, poor, so-so and finally their opinion as to which argument was the best one against the development of rapid transit.

- "Cost/look what happened to BART in San Francisco" is the strongest argument against rapid transit.
- "It is questionable how much money the Federal Government will put up" is also considered a strong argument against the measure.
- "It will not reduce smog appreciably" and "we are near a technological breakthrough that would make this entire system out of date" are the weakest arguments against rapid transit.

## ARGUMENTS AGAINST RAPID TRANSIT (continued)

	BY HOW CONSIDER REASON (read percentages across)			BEST ARGUMENT	
Arguments against Rapid Transit	GOOD	POOR	S0-S0	DON'T KNOW	AGAINST (multiples OK)
BASE: (All respondents)	% %	<del>100</del> K	<del>30°30</del>	<b>%</b>	% %
It will cost more than they say it will. Look at what happened to BART in San Francisco	54.1	19.7	13.1	13.1	22.3
It is questionable how much money the Federal government will put up	47.1	21.5	16.4	15.0	15.8
Regardless of the benefits, I am against anything that costs a penny more in taxes	30.8	52.2	14.3	2.7	13.5
The system is not appropriate for Los Angeles. It would provide limited transportation for a limited number of citizens at a cost to everyone in the County. It would not reduce the need for two and three car ownership	29.8	50.7	14.2	<b>5.</b> 3	10.3
Extension of the bus system would be less expensive and more suitable to the County	31.8	39.2	20.0	9.0	8.1
No form of Rapid Transit will attract enough passengers to pay operating expenses. This is an automobile city	24.0	53.2	17.6	5.2	7.4
The people who run the Southern California Rapid Transit District and other public officials would be unable to efficiently manage an undertaking as large as this	23.9	49.7	13.3	13.1	5.7
It doesn't serve my areawouldn't help me		54.0	12.3	8.3	5.9
The gasoline and energy shortages are only temporary. There is no need to panic and rush into something as complicated and expensive as this	23.3	53.8	14.8	8.1	5.1
We are near a technological break- through that would make this entire system out of date	9.9	57.6	14.0	18.5	2.8
It will not reduce smog appreciably	17.8	59.8	14.1	8.3	1.4
		DON'T	KNOW		6.9
	See	Tables	(77-86)		(87)

### VOTING INTENTION AFTER DISCUSSING THE ISSUES IN DEPTH

After discussing the arguments pro and the arguments con, respondents were again asked their voting intention. The purpose of this was to see what effect an education program which presented both sides of the issue would have on the vote.

- The share of the vote for and against each of these proposed measures remains about the same after exposure to the arguments as before exposure.
- The post numbers are slightly more favorable toward the passage of the measures than the pre numbers... however, there does not appear to be a statistically significant difference between these "share of the vote" figures.

BASE: (All respondents)	VOTE BEFORE DISCUSSING THE ISSUES IN DEPTH 1501	THE ISSUES IN DEPTH 1501
"A" EXPANSION OF RAPID TRANSIT FACILITIES	(o	%
Percent who would  VOTE FOR "A"  VOTE AGAINST  DON'T KNOW	64.6 19.5 15.9 100.0%	$ \begin{array}{r} 66.0 \\ 19.7 \\ \underline{14.3} \\ 100.0\% \end{array} $
"B" FARE REDUCTION AND MAINTENANCE AND OPERATION		
Percent who would  VOTE FOR "B"  VOTE AGAINST  DON'T KNOW	57.8 23.5 18.7 100.0%	58.6 21.7 19.7 100.0%
( <b>S</b> ee Table 50)	(	(See Table 99)

NOTE: Tables 127, 128 and 129 contain results of these questions crosstabulated by other questions. They follow 50 in the statistical tables. NOTE: Tables 130, 131 and 132 contain results of these questions crosstabulated by other questions.

They follow 99 in the statistical tables.

#### CONCLUSIONS

The favorable attitude towards the development of a high speed rail rapid transit system, coupled with improved bus service, was at a high level at the time of the public opinion survey (February 26 - March 9, 1974). Based on our experience over the years in working with The Southern California Rapid Transit District, The Metropolitan Transit Authority and in making numerous public opinion studies in Los Angeles County covering questions concerning rapid transit, we would state that there has never been a more favorable climate for support of building a rapid transit system. Three elements contribute to the present favorable climate....

- The energy "crisis"
- The reduced fares (25 cents to go anywhere in the County and the ten cent Sample Sundays)
- The desire of Los Angeles County voters to reduce smog and improve the environment.

If the election had been held during the survey period, we believe both proposed measures would have passed easily.

The task at hand, as we presently view it, consists in maintaining the favorable consumer climate despite the easing of the energy "crisis". If the fact that serious long term energy shortages and increasing gasoline prices can be communicated to the voters, this would offset, to some extent, the drop in willingness to pay increased taxes for rapid transit...something which is likely to occur when the "crisis" eases...Will a full gas tank vote the same way as an empty gas tank will?

The task of maintaining this favorable climate will not be easy but it is clear that this is the job to be done.