

RESULTS OF
MINIBUS RIDERS' SURVEY
Conducted May, 1975

SOUTHERN CALIFORNIA
RAPID TRANSIT DISTRICT

MTA.C.R.T. LIBRARY

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BACKGROUND & PURPOSE

At its April 23, 1975, meeting, the Board of Directors of the SCRTD received a suggestion from Mayor Tom Bradley that a fare free zone be considered for the downtown Los Angeles area.

A meeting of District staff and representatives of the City and County of Los Angeles was held on May 8, 1975, to discuss an approach to such a fare free zone experiment.

One of the items to evaluate the feasibility of such a program was to conduct a study among current Minibus riders. The purpose of the study was to determine:

- 1) Who rides the Minibus--i.e., age, occupation, sex, etc., of the present riders.
- 2) Whether a 10¢ fare is too much to pay for the Minibus.

Additionally, data to determine mode of travel to downtown Los Angeles and related questions would be obtained.

METHODOLOGY

To meet the objectives of the study within the time and cost constraints, it was decided to conduct in-person interviews among a sample of Minibus riders at selected Minibus stops.

Consequently, starting May 15, 1975, and ending May 19, 1975, trained interviewers from the MSI, International market research firm completed a total of 1813 in-person interviews at fourteen locations along the Minibus route. This sample is more than adequate for reliable data and results may be expanded to total Minibus ridership.

Of the total interviews, the weekday interviews accounted for 87% and Saturday for 13% of the sample. Seventy percent of the interviews were with riders using the Minibus between 11:00 a.m. and 4:00 p.m., with an additional 19% interviewed before 11:00 a.m. and 11% after 4:00 p.m.

RESULTS

In answering the first objective of the study, namely, who rides the Minibus, the following composite emerges. The primary ridership consists of employed persons between the ages of 25 and 44 with a somewhat greater proportion being females. There is a distinct subgroup of riders made up of those not in the labor force (housewife, retired, student) and within an older age range. This group is more likely to be infrequent users of the Minibus.

By occupational groupings, half the male riders are in professional/technical jobs while nearly half the female riders are in clerical or sales jobs.

All areas of Los Angeles County are represented among Minibus riders. There is also a small group from Orange County.

(See Tables, I, II, III and IV.)

Nearly half of those who ride the Minibus came into downtown Los Angeles by automobile. This is a significant reduction from the nearly two-thirds who came downtown by automobile in 1972.* Conversely, those who came downtown by bus increased from 27% in 1972 to 43% in 1975. The proportion of males coming downtown by automobile was considerably higher than females coming downtown by automobile (57% vs. 42%). Persons who are high frequency users of the Minibus are also more likely to have come downtown on a regular RTD bus. (See Tables V and VI)

Overall, the main reason for coming downtown is job related. When examined by weekday vs. Saturday usage however, it is apparent that shopping, followed by recreation, are the predominant reasons for coming downtown on Saturdays. Consequently, it isn't surprising that high frequency users of the Minibus are those who came downtown for job reasons while low frequency Minibus users have a greater representation of those who came downtown for shopping or recreation. (See Table VII)

Looking at the second objective of the study, which was whether the 10¢ fare is too much to pay for the Minibus, the response was an overwhelming "no". More than nine out of ten riders state that 10 cents is "just right" for the Minibus. When taken in conjunction with a question on raising the Minibus fare to 25¢,

*Data from Minibus Passenger survey conducted in May, 1972.

the answer becomes even more meaningful. More than one third of all riders would ride the Minibus as often as they do if the fare were raised to 25¢. What this implies, in effect, is that the 10¢ fare is not only "just right" but is actually too low.

In view of this, the Minibus at 10¢ a ride would fit the criterion of public transportation in the CBD at nominal charge.

(See Tables VIII and IX.)

Twenty-five percent of Minibus rides were diverted from regular RTD bus rides. Restated, it means that 75% are diverted to public transportation from previous non-users of public transit. Furthermore, should the Minibus service be discontinued, the regular RTD lines would capture less than one-third of the present Minibus riders. This percentage is even lower for males, less than one fourth of whom would use a regular bus if the Minibus service ended.

(See Tables X and XI.)

CONCLUSIONS AND RECOMMENDATIONS

- * There has been an appreciable increase in the use of public transportation for coming into downtown Los Angeles between May 1972 and May 1975.
- * The Minibus ridership is made up primarily of those persons who do not use regular RTD buses -- 75% of present Minibus riders were using other modes, or not making this trip, prior to Minibus service.
- * Should the Minibus service be discontinued, regular RTD lines would get less than one-third of those presently riding the Minibus.
- * The 10¢ fare gets an overwhelming vote of approval from present Minibus riders.
- * In view of the above findings, it is recommended that the Minibus operation be continued at the 10¢ fare.

<u>AGE</u>	<u>Frequency of Using Minibus</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>High</u>	<u>Medium</u>	<u>Low</u>
Under 25	19%	13%	23%	22%	16%	21%
25 - 44	46	50	43	46	50	41
45 - 64	29	30	28	27	29	30
65 & over	6	7	6	5	5	8

TABLE II

<u>OCCUPATION</u>	<u>Frequency of Using Minibus</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>High</u>	<u>Medium</u>	<u>Low</u>
Total Employed:	<u>81%</u>	<u>87%</u>	<u>77%</u>	<u>85%</u>	<u>85%</u>	<u>72%</u>
Clerical/sales	32	13	47	39	33	24
Professional/tech.	30	50	15	28	32	30
Mgr./proprietor	9	11	8	10	11	7
Other	10	13	7	8	9	11
Not in Labor Force:	<u>19%</u>	<u>13%</u>	<u>23%</u>	<u>15%</u>	<u>15%</u>	<u>28%</u>
Housewife	8	-	13	3	8	12
Retired	6	8	5	6	4	9
Student	5	5	5	6	3	7

FREQUENCY OF RIDING THE MINIBUS

	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Employed</u>	<u>Not in labor force</u>
5 or more times/week	27%	30%	25%	29%	21%
3 - 4 times/week	17	15	18	19	12
1 - 2 times/week	23	23	24	25	18
Less than once a week	31	31	31	27	47
Don't know/no answer	2	1	2	1	2

FREQUENCY OF RIDING THE MINIBUS - 1972 vs. 1975

	<u>May 1972</u>		<u>May 1975</u>	
	<u>Percent</u>	<u>Average Weekday Riders</u>	<u>Weekday Percent</u>	<u>Average Weekday Riders*</u>
Five days a week	21%	1,021	28%	1,708
3 - 4 days a week	21	1,021	17	1,037
1 - 2 days a week	31	1,507	24	1,464
Less than once a week	27	<u>1,311</u>	29	<u>1,769</u>
		4,860		6,100

*Number of riders do not add to 6100 because 2% (122 riders) did not answer frequency of riding question.

AREA FROM WHICH MINIBUS RIDERS CAME TO
DOWNTOWN LOS ANGELES

<u>Area*</u>		<u>Percent</u>
1	San Fernando Valley	9%
2	Glendale Area	7
3	Pasadena Area	3
4	Pomona-Foothill Area	5
5	San Gabriel Area	5
6	Northeast Area	3
7	East Area	15
8	Central Area	7
9	Wilshire Area	10
10	Hollywood Area	4
11	Beverly Hills-Westwood Area	2
12	Santa Monica-Bay Area	4
13	Adams-Inglewood Area	12
14	Southeast Area	6
15	Whittier-Norwalk Area	3
16	South Coast Area	3
17	Orange County	2
		<hr/>
		100%

*The 17 areas are those defined by the Los Angeles Times as the Los Angeles Marketing area.

TABLE V

MODE OF TRAVEL TO DOWNTOWN *

	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Frequency of Using Minibus</u>		
				<u>High</u>	<u>Medium</u>	<u>Low</u>
Automobile	49%	57%	42%	39%	54%	51%
Bus	43	33	50	49	40	42
Live in area	5	6	4	8	3	4
Taxi/walk/other	4	4	4	6	3	3

*May total to more than 100% because of multiple modes used to get downtown.

TABLE VI

MODE OF TRAVEL TO DOWNTOWN LOS ANGELES

1972 vs. 1975

	<u>May 1972</u>		<u>May 1975</u>	
	<u>Weekday Percent</u>	<u>Average Weekday Riders</u>	<u>Weekday Percent</u>	<u>Average Weekday Riders*</u>
Automobile	66%	3,208	52%	3,172
Bus	27	1,313	43	2,623
Live in area	6	290	3	183
Taxi/walk/other	1	49	4	244
		4,860		6,100

*Add to more than 6100 because 2% (122 riders) used more than one mode to get downtown.

PURPOSE OF TRIP TO DOWNTOWN*

	<u>Total</u>	<u>Weekday</u>	<u>Saturday</u>	<u>Frequency of Using Minibus</u>		
				<u>High</u>	<u>Medium</u>	<u>Low</u>
To or from job	56%	63%	8%	70%	64%	36%
On Business	12	13	5	8	11	19
Shopping	18	13	58	14	19	21
Recreation	7	4	25	2	1	16
Lunch/medical/other	8	9	7	7	7	10

*May total to more than 100% because of multiple reasons for coming downtown.

TABLE VIII

IS 10¢ FARE FOR MINIBUS ...

	<u>Total</u>	<u>Male</u>	<u>Female</u>
Too much?	2%	2%	2%
Too little?	3	6	1
Just right?	93	91	95
Don't know/no answer	2	1	2

TABLE IX

IF FARE WERE RAISED TO 25¢, WOULD YOU ...

	<u>Total</u>	<u>Male</u>	<u>Female</u>
Ride as often?	36%	44%	30%
Ride more often?	1	1	*
Ride less often?	61	53	68
Don't know/no answer	2	2	2

*Less than .5%

TABLE XHOW TRIP MADE BEFORE MINIBUS *

	<u>Total</u>	<u>Male</u>	<u>Female</u>
Auto	14%	20%	11%
Bus	25	18	29
Walked	29	29	29
Didn't make trip	31	30	32
Taxi/other	4	7	2

TABLE XIHOW WOULD MAKE TRIP IF NO MINIBUS *

	<u>Total</u>	<u>Male</u>	<u>Female</u>
Auto	15%	22%	11%
Bus	30	23	34
Walk	36	38	36
Wouldn't make trip	17	13	19
Taxi/other	5	8	3

*May total to more than 100% because of multiple modes named.