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INTRODUCTION

SCRTD conducted its first "benchmark" survey of Los Angeles County residents three years ago, in the Spring of 1978. That study, as well as the one conducted in early 1981, was designed to collect information about basic questions such as awareness and use of public transit, attitudes toward SCRTD and its services, demographic characteristics of riders and non-riders, and exposure of respondents to various print and broadcast media.

In June of this year, a Summary Report of the 1981 survey was delivered to the District which outlined the major results of the research for RTD's service area as a whole. This Supplemental Report summarizes the results of the survey indicating significant differences found between the nine SCRTD geographic sectors of Los Angeles county.

Following the "RESEARCH METHOD" section, the report is divided into two additional sections. The first, "SUMMARY OF MAJOR FINDINGS", summarizes the major differences between the nine RTD geographic sectors. The second section, "DETAILED FINDINGS" contains detailed sector by sector results of the survey for all transit related questions, demographic and household characteristics of the sample, service awareness and use, exposure to the major print and broadcast media, and those bus driver related attitude statements where important sector differences were found.

RESEARCH METHOD

A total of 1,134 personal, in-home interviews and self-administered mail return questionnaires were completed in a randomly selected sample of households, distributed throughout Los Angeles County in proportion to population. To qualify for interviewing, respondents had to be a resident of the county, 12 years of age or older, and have made at least two round trips greater than walking distance away from home during the past week.

As with the 1978 survey, both English and Spanish versions of the questionnaire were used, and respondents were offered an incentive of $1.00 for each additional questionnaire filled-in and returned by mail by other household members not present at the time of the personal interview. A supplemental sample of 320 transit dependent persons was also selected from each of the RTD service sectors, and will be reported on in a subsequent special report.

Field data collection was completed between January 15 and March 5, 1981. All personal and mail returned questionnaires were edited and coded by Data Sciences before being keypunched into IBM cards and submitted to computer analysis.

To compensate for a disproportionate representation of male respondents, the final sample was adjusted by multiplying the results for male respondents by 26, and female respondents by 19, for a relative weighting of 1.37 to 1.00. The end result of this procedure was to restore a 50/50 sex composition to the sample.

Two sets of fully interpreted cross-tabulations of all survey findings have been provided to the SCRTD Marketing Research staff, and copies of the survey questionnaire used, including a Spanish language version, can be obtained from the Marketing Research Department.

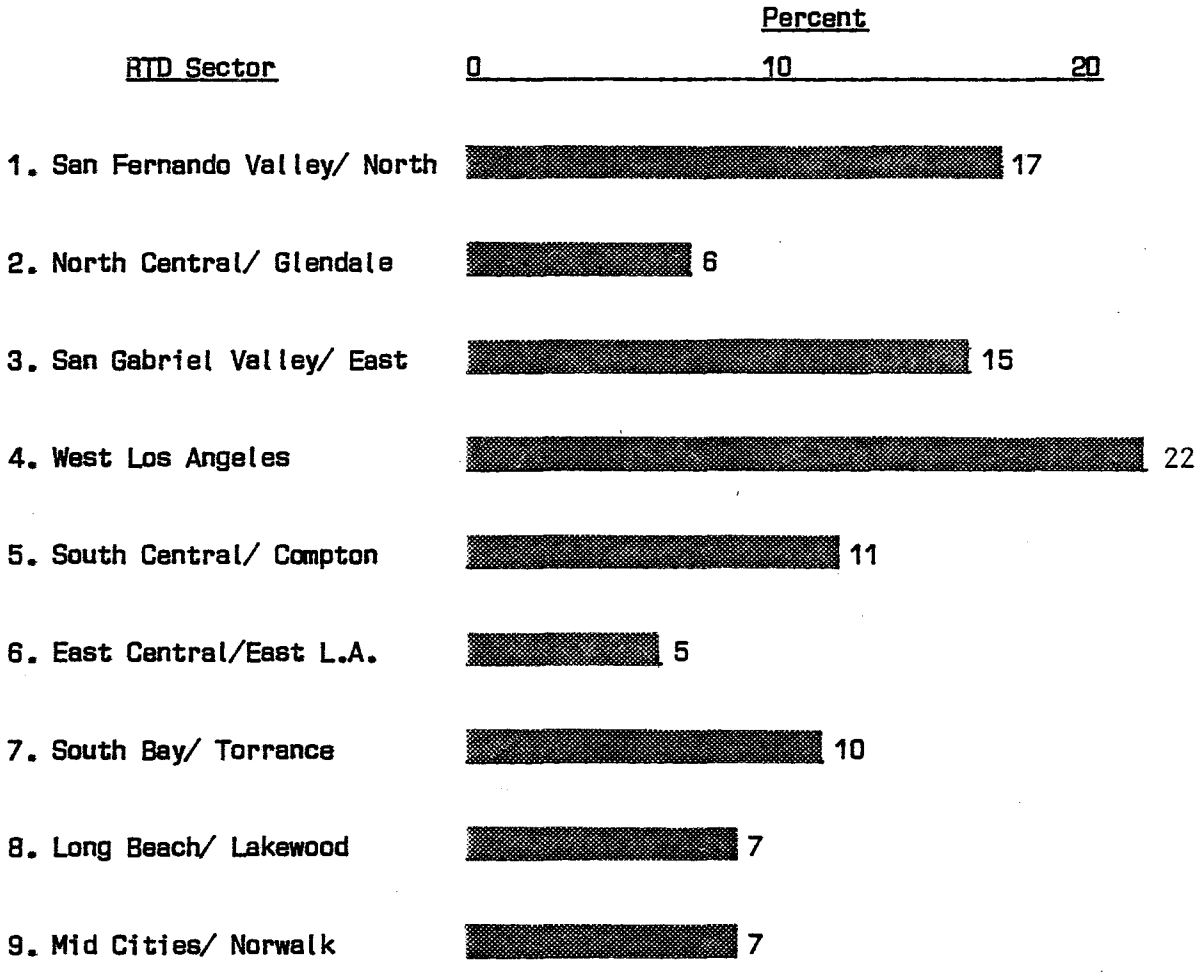
SUMMARY OF MAJOR FINDINGS

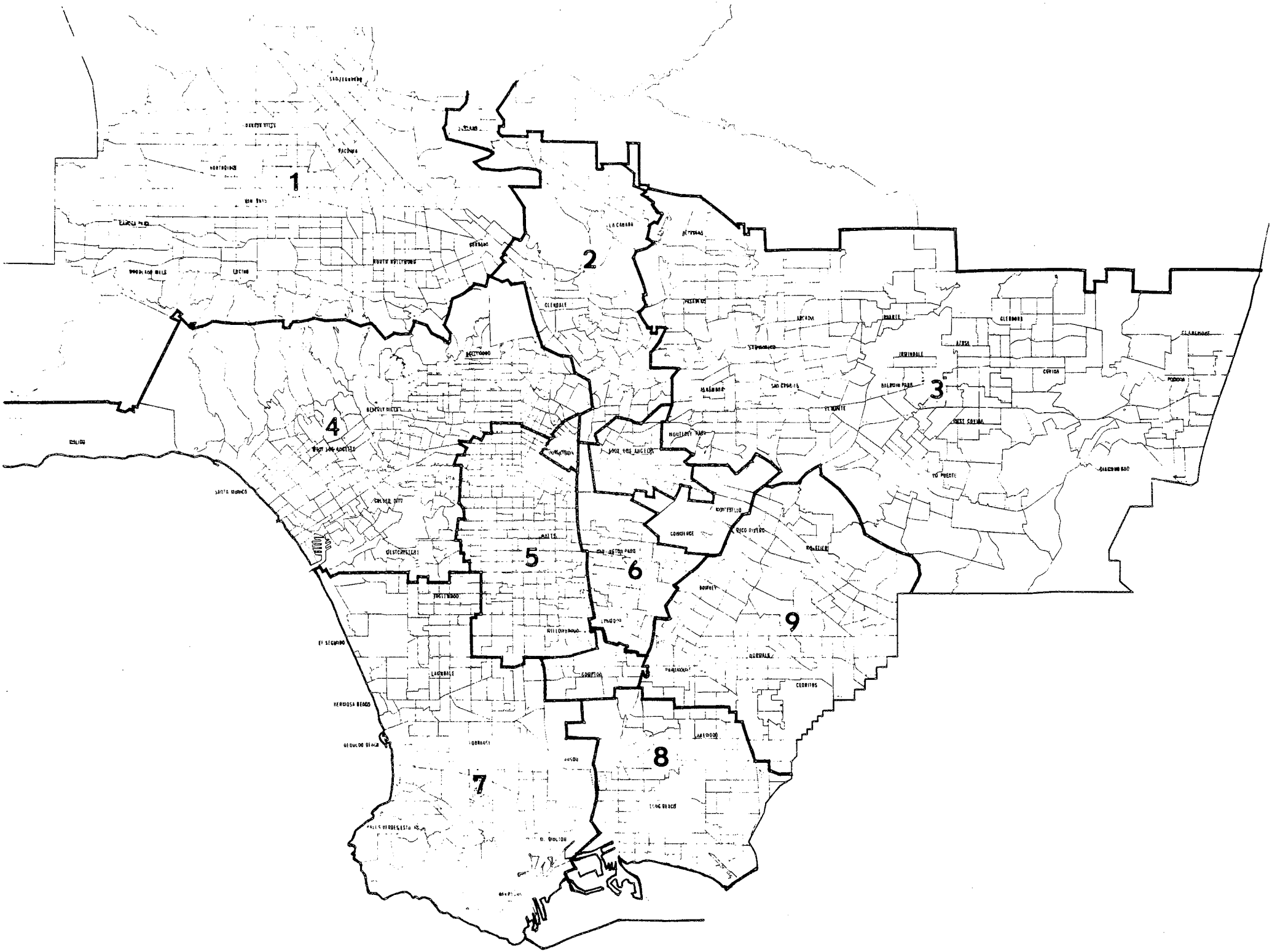
RTD Sectors

The proportion of total general population interviews conducted in each of the nine RTD sectors is shown below.

General Population

BASE: TOTAL SAMPLE

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Sector I

SAN FERNANDO VALLEY

SUMMARY

Demographics

		Sector	Total L.A. County	
Primarily Caucasian racial composition		86%	66%	+20
High proportion of homeowners		76%	61%	+15
High proportion of full-time students		44%	36%	+8
High median income level	($000)	$24.0	$21.3	
Larger median family size	(Median)	3.0	2.8	

Transit Characteristics

	Sector	Total L.A. County	
High proportion of 'transit susceptible' commuters	64%	45%	+19
Majority of population don't use public transit	73%	59%	+14
Greater use of public transit for 'To/from School'	19%	8%	+11
Greater use of public transit for 'Visiting Friends'	19%	12%	+7
High proportion of residents have use of automobile	91%	86%	+5

Sector II

NORTH CENTRAL / GLENDALE

SUMMARY

Demographics

	Sector	Total L.A. County	
Heavy concentration of Hispanic residents	30%	16%	+14
High proportion with only grade school education	23%	9%	+14

Transit Characteristics

	Sector	Total L.A. County	
High proportion of 'transit susceptible' commuters	58%	45%	+13
High proportion of residents have use of automobile	95%	86%	+9
High proportion commute using personal transportation	94%	85%	+9

Sector III
SAN GABRIEL VALLEY / NORTH

SUMMARY

Demographics

		Sector	Total L.A. County	
High proportion of homeowners		79%	61%	+18
Majority are residents over 25 years		52%	44%	+8
High proportion of college graduates		25%	18%	+7
High median income level	($000)	$24.9	$21.3	

Transit Characteristics

	Sector	Total L.A. County	
Greater use of public transit for 'To/from Work'	56%	34%	+22
Majority of population travel 10+ times per week	53%	35%	+18
Majority of population don't use public transit	72%	59%	+13
High proportion of 'hard-core' automobile commuters	37%	25%	+12

Sector IV
WEST LOS ANGELES / SANTA MONICA

SUMMARY

Demographics

	Sector	Total L.A. County	
High concentration of white collar workers	62%	46%	+16
High proportion of unmarried respondents	52%	40%	+12

Transit Characteristics

	Sector	Total L.A. County	
High proportion of population use public transit	26%	16%	+10
Low proportion of residents have use of automobile	77%	86%	-9
High proportion commuters using public transit	20%	11%	+9
Fewer residents using personal transportation	89%	94%	+5
High proportion of population without drivers licenses	22%	17%	+5
High proportion of 'heavy' public transit users	12%	8%	+4

Sector V
SOUTH CENTRAL / COMPTON

SUMMARY

Demographics

	Sector	Total L.A. County	
Primarily Black racial composition	56%	14%	+42
High proportion of blue collar workers	62%	35%	+27
High proportion with only grade school education	22%	9%	+13
High proportion of unmarried residents	49%	40%	+9
High proportion speak Spanish	23%	14%	+9
Low proportion of automobile ownership (Median)	1.9	2.3	

Transit Characteristics

	Sector	Total L.A. County	
High proportion of 'transit susceptible' commuters	65%	45%	+20
High proportion public transit users	23%	16%	+7
High proportion without drivers license	24%	17%	+7
High proportion of regular commuters	60%	54%	+6
Greater use of public transit for 'Doctor/Medical'	21%	15%	+6
High proportion of 'heavy' public transit users	10%	8%	+2

Sector VI
EAST CENTRAL / EAST LOS ANGELES

SUMMARY

Demographics

	Sector	Total L.A. County	
High proportion speak Spanish	51%	14%	+37
Primarily Spanish racial composition	46%	16%	+30
High proportion with only grade school education	30%	9%	+21
High proportion in blue collar occupations	54%	35%	+19
High proportion with children using public transit	21%	9%	+12
High proportion of full-time students	42%	36%	+6
Larger median family size (Median)	3.0	2.8	
Low proportion of automobile ownership (Median)	1.8	2.3	

Transit Characteristics

	Sector	Total L.A. County	
Greater use of public transit for 'Shopping'	46%	22%	+24
High proportion of 'hard-core' automobile commuters	35%	25%	+10
High proportion without drivers licenses	23%	17%	+6

Sector VII
SOUTH BAY / TORRANCE

SUMMARY

Demographics

		Sector	Total L.A. County	
High proportion of residents employed full-time		90%	75%	+15
High median household income	(Median)	$28.6	$21.3	
Low median age of population	(Median)	31	37	

Transit Characteristics

	Sector	Total L.A. County	
High proportion are regular commuters	66%	54%	+12
High proportion use car/vanpools	13%	7%	+6
High proportion have use of automobile	91%	86%	+5

Sector VIII
LONG BEACH / LAKEWOOD

SUMMARY

Demographics

	Sector	Total L.A. County	
Primarily Caucasian racial composition	80%	66%	+14
High proportion of long time residents	56%	44%	+12
High median age of population	45	37	

Transit Characteristics

	Sector	Total L.A. County	
High proportion use public transit to 'Visit Friends'	20%	12%	+8
High proportion of 'heavy' transit users	11%	8%	+3

Sector IX
MID-CITIES / NORWALK

SUMMARY

Demographics

	Sector	Total L.A. County	
High proportion of homeowners	77%	61%	+16
Primarily Caucasian racial composition	81%	66%	+15
Majority are long time residents	52%	44%	+8

Transit Characteristics

	Sector	Total L.A. County	
High proportion of non-users of public transit	79%	59%	+20
High proportion of car/vanpoolers	16%	7%	+9

"TRANSIT DEPENDENCE"

Availability of Personal Transportation

BASE: TOTAL SAMPLE	TOTAL	Sector: San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Dependence Groups										
Yes—Have Use Of Automobile	86	(91)	(95)	88	77	85	85	(91)	88	88
All of the time	70	75	87	66	59	69	64	81	66	82
Occasionally	7	9	–	8	5	9	10	5	9	5
Special Occasions	2	3	1	–	2	4	2	2	4	2
No – Do not have use	12	9	5	8	22	12	12	8	9	11
No Answer	2	–	–	4	1	3	3	1	3	1

As indicated above, more than four out of five respondents claimed to have the use of an automobile, at least occasionally. Areas with the highest concentration of automobile availability were the San Fernando Valley, North Central, and South Bay sectors. Lowest availability was in the West Los Angeles sector.

TRAVEL ACTIVITY

One of the first sections of the survey questionnaire included a series of questions about the number of trips taken over the past week, month, and year using both personal and public transportation, as well as a series of questions about past and present transit use.

Number Of Trips Away From Home Within the Past Week

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
% Taking 10+ Trips/Week	35	39	34	(53)	38	20	22	40	23	21
Median Number of Trips– (All Transportation Types)	7	7	7	10	7	7	6	8	7	7

The median number of trips away from home during the past week among all respondents, by any means of transportation, was approximately 7 trips.

Just over one-third, (35%) reported taking ten or more trips away from home in the past seven days. Frequent travel (10 or more trips per week) was highest in the San Gabriel Valley sector.

Travel Away From Home By Personal Transportation

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
% Taking Any Trip Using Personal Transportation	94	98	97	95	89	92	91	98	95	99
Median # Trips	7	7	6	9	6	6	6	8	6	7

In general, levels of personal transportation use were high in all sectors, with an average of 94% of respondents using this form of transportation within the past week

Personal transportation usage was relatively lowest in the West Los Angeles, South and East Central sectors.

Travel Away From Home By Public Transit Buses

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
% Public Transit Travel	16	8	10	12	(26)	(23)	19	10	(22)	7
% 10+ Trips / Week	2	*	2	2	5	2	2	–	–	1

Of the total sample, 16% reported taking one or more trips by public transit buses within the past week. Public transit bus usage was highest in the West Los Angeles, South Central, and Long Beach sectors.

Classification of Respondents Into Ridership Groups

Respondents were grouped into four categories based on their frequency of public transit use over the past year. Heavy transit users were defined as those riding the bus 20 times a month; moderate users 4 to 19 times; and light users less than 3 times a month, but at least once during the past year.

The distribution of the total sample into these groups was as follows.

		Sector								
BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Transit User Group										
Heavy users	8	4	6	7	(12)	(10)	6	4	(11)	4
Moderate users	10	8	5	6	15	17	13	8	17	2
Light users	23	15	20	15	33	34	22	26	22	15
Non-users	59	(73)	69	(72)	40	40	60	62	50	(79)

Transit use, as defined by these groups, showed the heaviest users to be concentrated in the West L.A., South Central, and Long Beach sectors.

Conversely, non-users of public transit were more concentrated in the more heavily residential areas of the San Fernando Valley, San Gabriel Valley, and the Mid-Cities sectors.

COMMUTERS

Respondents were asked if they regularly commute from their homes to school or a place of business or employment three or more days each week. 54% of those responding answered "yes", and were asked a series of additional questions concerning where [which RTD sectors] they commute to, and what mode of transportation they use.

Kind Of Transportation Used On Commuting Trips

		Sector								
BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
% Regular Commuters	54	52	49	56	51	(60)	54	(66)	58	45
BASE: TOTAL COMMUTERS	%	%	%	%	%	%	%	%	%	%
Personal transportation	85	87	(94)	89	76	86	87	89	85	75
Public Transit	11	7	4	11	(20)	13	10	3	8	12
Car/Van pool	7	11	3	3	5	1	3	(13)	7	(16)

Among the more than one-half of respondents who are regular commuters, 85% use a private automobile, van, truck, or other form of personal transportation, 11% use public transit, and 7% travel by carpool or vanpool. [Totals to more than 100% due to multiple mentions of personal and public transportation use.] Regular commuting is more prevalent in the South Central and South Bay sectors, while automobile commuting is most frequent in the North Central sector.

West Los Angeles is the RTD sector with the highest proportional use of public transit for regular commuting, while the South Bay and Mid-Cities sectors have the largest concentration of car and van pool users.

Transit Groups - Automobile Commuters

Current automobile commuters were classified into three groups: "hard core" non-riders who would not consider ride sharing or public transit no matter how expensive or scarce gasoline might become; a group of "reluctant riders" that might consider ride sharing or public transit under some, but not all combinations of price and scarcity; and a "transit susceptible" group that were willing to consider ride sharing and public transit even under the least severe combinations of price and scarcity. The proportion of automobile commuters falling into each group is shown in the following table.

		Sector								
BASE: AUTO COMMUTERS	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Transit Group										
Transit Susceptible	45	(64)	(58)	20	46	(65)	30	39	49	47
Reluctant Riders	30	24	17	43	32	19	36	30	32	29
Hard Core Non-Riders	25	12	25	37	23	16	35	31	19	24

Just under one-half of regular automobile commuters were classified as 'Transit susceptible' since they indicated a willingness to consider public transit or ride sharing with only a slight increase in either the present price or scarcity of gasoline. As shown above, these transit susceptible commuters have relatively higher concentrations in the San Fernando Valley, North Central, and South Central sectors of the county than they do elsewhere.

TRIP PURPOSES

The survey questionnaire included sections on the purposes of trips taken in the past seven days by either automobile or public transit, the total number of trips taken, and a number of other transit related questions.

Travel By Public Transit Buses

Among all respondents, 16% said that they had traveled by public transit buses at least once during the past seven days, and the average number of transit bus trips taken during this period was 7.8 The percent of respondents mentioning each purpose for their last trip by public transit bus is shown below.

		Sector								
BASE: TRANSIT USERS	TOTAL %	San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Trip Purpose										
To work or business	34	36	44	(56)	36	28	19	48	7	39
To shopping	22	19	31	–	21	28	(46)	18	34	–
To other destinations	13	6	–	18	15	11	11	–	17	(33)
To friends/visiting	12	(19)	13	10	14	6	8	8	(20)	14
To Doctor/Dentist/Medical	15	9	13	14	15	(21)	16	18	12	–
To school	8	(19)	–	4	8	6	–	8	14	14

The most frequent reason for using public transit was for travel to and from work or business - most often mentioned in the San Gabriel sector, and least often mentioned in Long Beach (where the population tends to be older).

Trip purposes of 'To/From shopping' were most often mentioned in the East Central sector; 'To friends/visiting' in the San Fernando and Long Beach sectors; 'To Doctor/Dentist/Medical' in the South Central sector, and 'To School' in the San Fernando Valley sector.

MISCELLANEOUS TRAVEL CHARACTERISTICS

California Drivers Licenses

		Sector								
BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Have Drivers License?										
Yes	83	85	84	91	(78)	(76)	(77)	82	87	86
No	17	15	16	9	22	24	23	18	13	14

Just over four out of five respondents reported having a valid California Drivers license. The lowest concentrations of licensed drivers were in the West Los Angeles and the South and East Central sectors.

CAR POOLING

Participation In Car Pools

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Car Pool Participation										
Yes – Private	8	10	9	4	10	5	4	12	7	4
Yes – Company Sponsor	*	1	–	–	–	1	–	–	–	3
No	92	89	91	96	90	94	96	88	93	93

Note: * = Less than 1%

As shown above, about one out of twelve respondents claim to currently be members of a car or van pool, most of them private rather than company sponsored.

DEMOGRAPHIC CHARACTERISTICS

Ethnic Composition

BASE: TOTAL SAMPLE	TOTAL	Sector								
		San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Respondent Race										
Caucasian	66	(86)	70	65	70	15	35	75	(80)	(81)
Black	14	3	–	11	15	(56)	10	9	10	–
Spanish	16	8	(30)	21	12	18	(46)	11	6	18
Asian	2	2	–	2	2	2	–	2	3	1
Other groups	2	1	–	1	1	10	9	3	2	–

Approximately two-thirds (66%) of those interviewed for this study were Caucasian, 14% were Black, 16% Spanish origin, 2% Asian, and 2% other ethnic groups.

As shown above, the Caucasian segment of the population was relatively more highly concentrated in the San Fernando Valley, Long Beach, and Mid-Cities sectors.

Blacks were the predominant ethnic group in the South Central sector, as were Hispanics in the East Central sector. A high proportion of Hispanics were also found in the North Central sector, but not enough to make up a majority.

Language Spoken In Home

BASE: TOTAL SAMPLE	TOTAL	Sector								
		San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Language										
English	94	94	91	96	95	92	78	97	96	97
Spanish	14	7	18	17	10	(23)	(51)	4	6	13
Other language	6	9	6	4	8	5	4	7	2	2

Of the total sample of 1,134 respondents, 94% speak English in their homes, 14% speak Spanish, 1% Japanese, and less than 1% each speak French, German, Korean, Italian, Chinese, and Vietnamese. [The table totals to more than 100% due to multiple languages being spoken in some households].

Spanish speaking households are concentrated in the East Central and South Central sectors.

Number of Persons Age 12 or Over Living at Home

BASE: TOTAL SAMPLE	TOTAL Mn	Sector: San Fer Mn	No. Cen Mn	San Gab Mn	W. L.A. Mn	So. Cen Mn	E. Cen Mn	So. Bay Mn	Lng Bch Mn	Mid Cit Mn
Median # Persons	2.8	(3.0)	2.8	2.9	2.6	2.9	(3.0)	2.9	2.6	2.9

The median household size for the sample as a whole was 2.8 persons, with the highest average household sizes being in the San Fernando Valley and East Los Angeles sectors.

Number of Motor Vehicles in Working Condition

BASE TOTAL SAMPLE	TOTAL Mn	Sector: San Fer Mn	No. Cen Mn	San Gab Mn	W. L.A. Mn	So. Cen Mn	E. Cen Mn	So. Bay Mn	Lng Bch Mn	Mid Cit Mn
Median # Vehicles	2.3	2.6	2.1	2.5	2.0	(1.9)	(1.8)	2.5	2.1	2.3

The median number of motor vehicles in working condition per household was 2.3, with about 7% of the households reporting no vehicles owned by household members. Those sectors with the lowest median number of vehicles per household were the South Central and East Central.

Number of People in Household Who Are Full- or Part-Time Students

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
% Households With Students	36	(44)	33	28	33	40	(42)	34	24	30

About one out of three (36%) of all households reported that they have full- or part-time students age 12 or more living at home. Highest full-time student concentrations were in the San Fernando Valley and East Central sectors.

Children Under 12 Who Frequently Ride Public Transit Buses

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
% Children Using	9	8	11	8	9	13	(21)	6	9	5

Approximately one out of ten households (9%) report having any children under age 12 who frequently use public transit. The East Central sector at (21%) has the highest concentration of households with children who frequently ride public transit buses.

Household Members Employed Full- Or Part-Time

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Member Employed Full-Time	75	79	66	74	72	72	67	(90)	67	74
Member Employed Part-Time	22	24	24	23	25	19	18	23	23	14

About three of four households (75%) reported at least one member employed full time outside of the home. The proportion of full-time employment was highest in the South Bay sector.

About one in five (22%) reported at least one person employed part-time, and the net proportion of households with any person employed was 79%.

Home Ownership

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
% Home Ownership	61	(76)	68	(79)	42	43	67	56	56	(77)

Almost two of three respondents (61%) indicated that they own their home. As expected, this proportion was highest in the predominantly residential areas of the San Fernando Valley, San Gabriel Valley, and the Mid-Cities sectors.

Respondent Sex

In the base survey sample, 42% of the respondents were male, 58% female. To some extent, this disproportionate representation of women is typical of all personal, in-home interviewing. To compensate for this, the computer tabulations of all data weighted male respondents by a factor of 1.37 to 1.00.

Marital Status

		Sector								
BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Marital Status										
Married	60	64	71	70	48	51	61	64	62	67
Not married	40	36	29	30	(52)	(49)	39	36	38	33

In total , about three out of five respondents (60%) were married. The overall proportion of unmarried respondents was higher than average in the West Los Angeles and South Central sectors.

Income

BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Family Income										
Under $5,000	5	1	10	4	6	5	9	1	12	4
$5,000 to $9,999	12	13	13	9	13	20	33	4	8	6
$10,000 to $19,999	25	19	24	21	29	33	33	19	18	22
$20,000 to $29,999	23	26	16	22	19	23	16	25	25	37
$30,000 to $39,999	14	18	17	18	10	3	–	19	18	14
$40,000 and Over	22	24	21	26	23	6	9	34	19	18
Median Incomes (000)	$ 21.3	24.0	20.0	24.9	18.9	11.9	10.3	28.6	22.9	22.8

Median income for the sample as a whole was approximately $21,300. per year. On a sector by sector basis, the highest incomes were found in the San Fernando Valley, San Gabriel Valley, and South Bay sectors.

By contrast, the lowest income areas were the South Central and East Central sectors.

Respondent Age

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Respondent Age										
Under 20	7	12	4	6	9	4	9	5	7	4
20 to 29	22	19	25	19	23	24	24	30	20	23
30 to 39	21	19	19	26	21	16	21	29	15	24
40 to 49	11	11	9	10	11	21	9	8	11	9
50 to 59	13	13	14	14	7	11	15	15	21	24
60 years and over	24	26	28	26	29	25	22	14	26	17
Median Age	37	38	39	38	37	41	36	31	(45)	38

Median age for the total sample was 37.3 years. South Bay was the youngest sector with a median age of 31, and Long Beach was the oldest with a median age of 45 years.

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Respondent Occupation										
White Collar Total	46	50	52	47	(62)	12	21	49	44	31
Blue Collar Total	35	34	25	33	18	(62)	(54)	43	31	80
Students / Retired	14	16	21	18	15	17	9	5	16	11
Not Employed	5	2	2	3	5	9	(17)	4	9	9

On the average, almost one-half of respondents (46%) worked in white collar occupations. On a comparative basis, the highest concentration of white collar workers was in the West Los Angeles sector.

Blue collar employment was most concentrated in the South Central and East Central sectors, and unemployment in the East Central sector.

Education

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Respondent Education										
Grade School	9	7	(23)	6	6	(22)	(30)	2	7	4
High School	35	28	23	38	24	61	38	30	38	62
Trade School	6	10	-	6	3	5	-	14	9	4
College (1 to 3 years)	19	21	18	16	14	10	18	32	25	22
College (4 years +)	18	18	30	25	27	2	3	8	13	8
Post Graduate	13	(17)	7	9	(25)	-	11	13	7	-
Median Years Education	13	14	12	13	15	11	9	14	13	11

On a sector by sector basis, respondents with only a grade school education were most heavily concentrated in in the North, South, and East Central sectors.

The highest relative proportion of persons with post graduate college experience was found in the West Los Angeles and San Fernando Valley sectors.

How Long Lived In Los Angeles County

BASE: TOTAL SAMPLE	TOTAL	Sector								
		San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Time In Los Angeles										
1 Year or Less	5	3	2	3	8	3	4	5	2	7
2 to 10 Years	22	16	24	16	31	24	30	24	18	7
11 to 24 Years	29	34	32	29	25	32	29	29	24	34
25 Years or More	44	46	42	(52)	36	41	37	42	(56)	(52)

The areas with the highest concentration of long time residents were the San Gabriel Valley, Long Beach, and Mid-Cities sectors.

SERVICE AWARENESS AND USE

Respondents were asked to indicate if they had ever heard of or used each of thirteen SCRTD services. Use of the thirteen services, by geographic sector, is summarized in the following table.

		Sector								
BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Services Used										
Free RTD Timetables	31	35	30	32	(37)	31	23	30	22	17
Bus Stop Information Signs	27	22	31	21	(39)	34	36	25	26	8
Telephone Info. Service	26	27	24	23	(35)	30	20	28	17	14
Free RTD Section Maps	21	25	22	22	21	22	20	23	19	8
Free RTD Service Phamplets	19	21	21	21	21	21	19	22	10	9
Service to Spec. Attractions	14	12	12	11	(22)	10	16	15	11	8
Downtown L.A. Minibus	11	10	8	11	18	13	5	11	8	5
Monthly Pass	11	9	13	10	19	16	11	6	3	5
RTD Bus System Map	10	11	6	7	12	8	14	12	10	2
Park and Ride Service	5	6	4	6	7	2	8	3	5	-
El Monte Busway	4	1	1	(18)	3	1	4	1	3	1
RTD Ticket Books	4	1	3	6	4	4	12	2	3	-
Subscription Bus Service	2	-	-	2	4	2	6	1	1	-

As shown above, use of several RTD services tended to be highest in the West Los Angeles sector, particularly Bus Stop Information Signs, Free Timetables, Telephone Information, and Service to Special Attractions.

Awareness of the thirteen services, by geographic sector, is summarized in the following table.

BASE: TOTAL SAMPLE	TOTAL	Sector								
		San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
RTD Service Awareness										
Monthly Pass	83	88	87	85	83	88	84	80	77	71
Service to Spec. Attractions	78	80	65	76	83	81	75	84	73	71
Free RTD Timetables	76	79	73	84	74	79	61	75	70	70
Telephone Info. Service	71	72	62	69	78	(85)	63	66	65	60
Bus Stop Information Signs	70	75	70	67	76	(87)	69	63	56	47
Downtown L.A. Minibus	70	67	(82)	77	76	67	67	69	53	57
Park and Ride Service	70	74	60	78	69	56	54	74	78	66
Free RTD Section Maps	60	65	67	59	53	(71)	60	63	54	47
Free RTD Service Phamplets	59	62	66	60	54	(72)	52	62	47	47
RTD Ticket Books	59	61	56	67	54	61	56	63	62	49
RTD Bus System Map	55	56	47	54	57	60	42	64	63	39
El Monte Busway	37	29	35	(76)	28	36	43	32	24	22
Subscription Bus Service	25	30	19	22	25	36	27	28	19	10

Except for local awareness of the Downtown Minibus and El Monte Busway, the South Central sector tended to have a higher awareness of telephone services, information signs, and RTD maps and phamplets. Awareness of all services tended to be lower in the Long Beach and Mid-Cities sectors.

MEDIA EXPOSURE

Information was collected on the readership of eighteen Los Angeles County newspapers and six magazines, and on the amount of time spent each day listening to the radio and watching television. Results for the seven most frequently read newspapers are shown in the following table.

Newspapers - % Read Almost Every Day

		Sector								
BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Newspapers Read										
Los Angeles Times	38	37	33	38	(53)	35	18	38	14	35
Herald-Examiner	11	10	9	15	13	(20)	6	5	3	13
Daily News (Green Sheet)	7	(33)	3	-	-	-	4	-	-	6
Long Beach Independent	5	-	-	1	-	-	2	1	(57)	9
South Bay Daily Breeze	4	-	-	-	1	2	2	(34)	1	-
San Gabriel Valley Tribune	4	-	-	(27)	-	-	2	-	-	-
Pasadena Star News	3	-	5	(15)	-	-	-	2	-	-

As Shown above, the Los Angeles Times is the most widely read newspaper in L.A County, with its greatest relative penetration in the West Los Angeles sector. The Herald-Examiner ranks second with higher readership in the South Central sector. The remaining five newspapers are regional in nature with significant readership only in their own sectors.

Magazines - % Ever Read

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Magazines Read										
T.V. Guide	72	70	79	69	72	77	74	79	77	59
YOU [Los Angeles Times]	34	37	31	40	(42)	29	28	35	27	14
Sunset	34	40	31	(46)	37	12	14	43	36	19
Los Angeles Magazine	29	37	22	27	(50)	12	12	26	24	4
New West	27	31	22	26	(43)	11	13	31	31	8
Mr. Te Ve	4	2	7	5	5	5	(15)	2	4	-

As shown above, T.V. GUIDE is the most often read magazine of this group, by a wide margin. YOU and SUNSET have their greatest relative penetrations in the West L.A. and San Gabriel Valley sectors respectively, and LOS ANGELES and NEW WEST magazines in the West L.A. sector.

Broadcast Media Exposure

% Listening/Watching 2+ Hours per Day

BASE: TOTAL SAMPLE	TOTAL %	Sector: San Fer %	No. Cen %	San Gab %	W. L.A. %	So. Cen %	E. Cen %	So. Bay %	Lng Bch %	Mid Cit %
Media Exposure										
Watching Television	62	66	61	57	57	(72)	(71)	56	64	(70)
Listening to FM Radio	32	(37)	32	31	29	27	22	(38)	32	(39)
Listening to AM Radio	19	25	26	16	16	17	11	15	(30)	14

As shown above, television viewing was found to have the highest number of respondents viewing two or more hours per day, with higher relative proportions of viewers in the South and East Central and Mid-cities sectors. F.M. radio listening ranked second, with higher proportions in the Mid-cities, South Bay, and San Fernando Valley sectors, and A.M. radio ranked third, with the highest level in the Long Beach sector.

ATTITUDE STATEMENTS

Seven statements in the questionnaire dealt specifically with public attitudes toward RTD bus drivers. The results for these statements are shown below in terms of the percent of respondents who strongly agreed with each statement.

		Sector								
BASE: TOTAL SAMPLE	TOTAL	San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Statements										
Most RTD drivers are : .....good drivers.	16	(24)	12	19	13	18	16	13	18	6
.....friendly toward their passengers.	15	17	12	19	11	18	20	14	13	7
.....should be given weapons...	14	12	20	14	16	12	18	9	(26)	6
.....courteous to their passengers.	13	13	13	18	11	12	13	12	13	10
.....knowledgeable and able to give accurate info.	13	16	12	16	9	16	13	10	16	4
.....able to handle almost any trouble or problem.	8	10	8	10	4	7	10	6	(16)	2
I feel nervous when riding buses because the drivers do not drive safely.	3	2	6	3	4	4	9	2	3	–

Other than the somewhat higher number of respondents giving RTD drivers "good driving" ratings in the San Fernando Valley sector, the only significant differences for the driver related attitude statements were found in the Long Beach sector where there was above average agreement to "Most RTD drivers are able to handle almost any kind of problem...", and "Transit drivers should be given weapons...."

Only three additional attitude statements were found to have significant differences by sector as shown below.

BASE: TOTAL SAMPLE	TOTAL	Sector								
		San Fer	No. Cen	San Gab	W. L.A.	So. Cen	E. Cen	So. Bay	Lng Bch	Mid Cit
	%	%	%	%	%	%	%	%	%	%
Statements										
Bus fare should be kept low so more people will ride..	36	36	30	42	32	(53)	48	19	39	31
The trouble with buses is the kind of people you have to ride with...	9	6	8	2	11	(26)	16	6	8	4
Buses in this area are the older, worn-out ones...	7	6	6	6	9	(13)	7	2	4	3

A significantly higher number of respondents in the South Central sector agreed with each of the above statements, as did many respondents in the East Central sector.

PROJECT PERSONNEL

JAMES R. STARKS B.A. Psychology, Magna Cum Laude, 1960
University of Southern California
Los Angeles, California

Mr. Starks has been employed in the field of public opinion, marketing, and advertising research since his graduation from the University of Southern California in June 1960.

Following a year as Marketing Analyst with the Sparkletts Drinking Water Corporation, Mr. Starks joined the staff of Human Factors Research, Inc., then headquartered in Los Angeles. Over the following several years, Mr. Starks advanced in the company from Research Assistant to Senior Vice President in charge of the Marketing Research Division, with full responsibility for operation of the company's Los Angeles office. In the Fall of 1978, he became the first President of newly formed Data Sciences, Inc. which subsequently purchased all of the assets of HFR's Marketing Research Division.

Mr. Starks has an extensive background and training in public opinion and consumer research, from experimental design and questionnaire development to sampling methods, field data collection, computer analysis, and preparation of written reports. During the past few years, Mr. Starks has served as a research consultant to clients in a broad range of industries including aerospace, advertising, banking, communications, consumer goods, electronics, food products, petroleum marketing, real estate, retail merchandising, and transportation, as well as several agencies of local, state, and federal governments. Specific research topics covered include major studies of consumer attitudes and behavior, market potential estimation, package design studies, product use tests, advertising media and copy testing, mathematical modeling, and computer analysis of consumer credit information.

Mr. Starks is a member of Phi Beta Kappa, the American Marketing Association, and The Travel Research Association.

The individuals listed below have been associated with DSI since its inception, and were called upon as needed during the course of the survey data collection and analysis.

KENNETH B. GROSS Ph.D Mathematics, 1973
University of Southern California

M.S. Statistics, 1977
University of Michigan

Since receiving his Doctorate in Mathematics from USC in 1973, Dr. Gross has served as an instructor in mathematics and statistics at Lousiana State University, and Michigan State University before accepting a post as Assistant Professor of Statistics at Arizona State University in Tempe, AZ. From June 1978 to June 1979, he was employed as a Systems Analyst specializing in computer security at Systems Development Corporation in Santa Monica, CA.

Dr. Gross has been associated with Data Sciences in a consulting capacity since its organization in 1978. Most recently, he has been involved in the development of a computer model for market simulation based on tradeoff judgements of product or service attributes.

COMPANY BACKGROUND

Data Sciences was founded in June 1978 for the purpose of offering marketing, public opinion, consumer, product, and advertising research services to clients in business, industry, and government. At that time, the key members of the Los Angeles office of Human Factors Research, Inc. acquired the assets of HFR's Marketing Research Division and established their own company.

Data Sciences is incorporated in the State of California, is wholly owned by the professional staff, and includes experienced professionals in the areas of research design, primary and secondary data collection, computer data processing, and multivariate statistical analysis.

The major client services offered by DSI include all aspects of marketing, public opinion, consumer, product, and advertising research - from research design, data collection and processing, to analysis and interpretation of findings, production of written reports, and oral presentation of findings with appropriate visual aids.

All services, such as computer data processing, or advanced statistical analysis, are offered individually, however Data Sciences specializes in conducting complete custom designed research projects using mail, group administered, telephone, in-home and intercept personal interviews either singly, or in combination.

A partial list of DSI clients over the past two years include the following.

Benton + Bowles Advertising, Inc.
Century 21 Real Estate Corporation
Continental Airlines
Grey Advertising
Great Western Savings + Loan Association

Los Angeles County Bar Association
Polaris Microcomputers, Inc.
Sears, Roebuck + Company
Southern California Rapid Transit District
Southern Pacific Transportation Company

Texas Instruments, Inc.
Union Oil Company of California
- Marketing Information Division, Chicago, IL.
- Credit Card Center, San Francisco, CA.

Van De Kamps - Frozen Foods Division
Von's Markets, Inc.
Yamaha International Corporation