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**RIDER/NON-RIDER ATTITUDES
TOWARD FARE PAYMENT/
MEDIA/DISTRIBUTION OUTLETS**

January 31, 1990

Prepared for:

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

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Background and Objectives

The Southern California Rapid Transit District (SCRTD) will begin service on the Blue Line of the Metro Light Rail system in 1990. In preparing for initial Blue Line operations, SCRTD commissioned Maritz Marketing Research to gather information which would aid in the development and planning of fare structures, payment media and distribution outlets.

The specific objectives of this research were to assess bus rider and non-rider attitudes and awareness within the Blue Line corridor in terms of:

- Current fares
- Types of fare payment media (weekly passes, tokens and tickets)
- Acceptable fare increases linked with service improvements
- Convenient distribution locations for purchasing fare media.

Methodology

This survey incorporated a stratified sampling approach for data collection. Non-riders were interviewed by telephone, while personal intercepts were conducted among corridor bus riders.

A total of 723 District bus riders and non-riders who travelled or resided within the corridor of the Long Beach - Los Angeles Light Rail were surveyed. This sample size provides statistical significant level for bus riders and non-riders given a tolerated error of plus or minus 5% within these subgroups. Any reference to statistical significance is at a 95% level of confidence.

Telephone interviewers screened a random cross-section sample of households within the Los Angeles - Long Beach light rail corridor to interview 350 non-riders. Fifty bus riders were also identified during the cross-section sampling process. The geographic borders of the corridor were defined in terms of a contiguous area of zip codes adjacent to the Light Rail line. (See Appendix A for a map and list of the zip codes.) Telephone interviewing took place between December 13 and December 20, 1989 at the Maritz Survey Center in Artesia, California.

As an augment to the phone survey, personal on-site intercept interviews were administered among 323 bus riders. In conjunction with SCRTD Planning, Maritz selected ten high traffic sites within the rail transit corridor. These sites were major bus interchanges and business districts which were most representative of overall corridor ridership. A map of the corridor annotated with the on-site locations is appended to the report. (See the Table Section for the list of sites and distribution of interviews.) Our subcontractor, Reynaud E. Moore Associates, handled the personal intercepts that occurred during the three-day period beginning December 15, 1989.

The qualified respondent had to be at least 18 years old. For purposes of this study, a bus rider was anyone riding the bus at least once a week or four times in the past month. All other respondents, including the occasional bus rider, composed the non-rider sample.

Telephone interviewing occurred during weekends and evenings, thus ensuring equal representation of working and non-working population segments. On-site personal intercepts covered morning and evening peak hours, as well as selected non-peak periods.

Bilingual interviewers and Spanish questionnaires were available for Spanish-speaking respondents. The average interview lasted ten minutes. Copies of the questionnaires are appended to the report.

Questionnaire data was cross-tabulated by pertinent variables. Complete sets of these computer generated cross-tabulation were delivered under separate cover to SCRTD Marketing, along with a floppy diskette database file and codebook.

SUMMARY AND CONCLUSIONS

SUMMARY AND CONCLUSIONS

This research represents the core RTD patronage within the corridor. Almost all riders surveyed are moderate to frequent patrons, reporting virtually daily bus usage (average 31.5 times in the past month).

Overall corridor ridership characteristics reflect customary patterns observed throughout the District. Fare payment methods are evenly distributed among corridor patrons between cash and prepaid fare medium. Monthly bus passes account for the largest portion of prepaid fares. Very few riders report ticket or token usage within the corridor.

Ethnic background, gender and age are key demographic descriptors for ridership. Hispanics and males comprise the dominant segments of RTD patronage within this area. By comparison, riders are somewhat younger than non-riders.

Potential interest in alternative fare media was investigated. When given a choice, tickets are the preferred prepaid fare medium within the corridor. Half of those surveyed prefer tickets, while two-fifths voice a token preference. To some extent, riders' medium preference is an affirmation of their current fare payment practices: 62% of the regular RTD pass holders chose tickets.

Purchase interest was measured for two alternative media, a weekly pass at \$12.00 and a \$9.00 discount for 10 rides fare. Both alternative fare payment methods are fairly well received. Two-fifths of riders and non-riders express positive weekly pass purchase interest.

The \$9.00 discount fare offers a broader appeal. Half of the riders and nearly three-quarters of the non-riders express an intent (definite or probable) to buy the discount fare. This broad interest in the discount fare is problematic when viewed in the context of the low incidence of ticket usage among current patrons. Although, the \$9.00 discount fare is available to riders, only three percent of the corridor riders utilize this fare option. These findings suggest a low awareness of the discount fare availability and/or limited outlets for distribution.

Expanded use of supermarkets and check-cashing places as distribution outlets should be considered. Most respondents state these locations would be the most convenient and/or most often used to buy prepaid fares.

Special marketing efforts among cash patrons and the Hispanic community might be considered. Positive purchase interest in the weekly pass was highest among Hispanics and those paying fares with cash.

Both the weekly pass and the discount fare offer good vehicles for Blue Line trial. Positive purchase interest in the weekly pass and \$9.00 discount fare coincide with positive light rail ridership intentions.

The general impression within the corridor is current fares are too expensive. Three in five surveyed share this point-of-view, with one in five regarding fares as "much too expensive."

Riders and non-riders share similar impressions about current fares. However, non-riders' fare perceptions result from a disparate view of the current basic cash fare. Non-riders' average expected fare is 90 cents, far below the current \$1.10 price-point.

Riders' current fare impressions are based on personal experience and their assessments of the basic cash fare value for the money, as well as their perceived satisfaction with RTD service overall. Rider perceptions of RTD overall are exceeded by those held by non-riders. Though one in five riders and non-riders alike give RTD service high marks, riders more so than non-riders look disparagingly on RTD service. Two-fifths of the riders experience fair or poor satisfaction with RTD service, while one-third of the non-riders would assess service similarly.

The comparative value perceptions among riders and non-riders are also indicative of a latent negative image of RTD within the corridor. One in five respondents perceive the basic cash fare on the Blue Line as an excellent or very good value. However, unfavorable value for the money perceptions are more pervasive, particularly among riders. Two-fifths of the riders and one-third of the non-riders consider the basic cash fare a fair or poor value for the money. In summary, these findings suggest that the general image of RTD is fairly good until one utilizes the service. As non-riders or infrequent riders expand their experience with RTD service through ridership, their image of RTD deteriorates.

The overwhelming majority of survey respondents within the corridor would like improved levels of service in most areas in the event of fare increases. More frequent service is singularly the improvement most desired by one out of two riders. Also more than non-riders, patrons whose assessment of RTD is based on actual experience, would like more helpful and friendlier employees. Consideration of future fare hikes should incorporate improvements in the area of frequency of service, and level of employee and/or operator customer service.

As documented in other research about public reaction to the Light Rail system, corridor riders and non-riders are fairly receptive to using the Blue Line. About seventy percent indicate probable intent to use the Blue Line service.

This research indicates overall satisfaction or perception of RTD is closely related to Blue Line future patronage, as is the value perception of the basic cash fare. When RTD receives high marks in terms of overall satisfaction, a more favorable disposition toward future Blue Line ridership exists. Where value perceptions of the basic cash fare are strong, future inclination to ride the Blue Line is clearly evident.

In conclusion, we recommend any future consideration of fare increases incorporate service improvements which translate into perceived valued service. Thus, it would be useful to evaluate improvements in terms of better service from a customer's perspective. It would be advantageous to develop a better understanding and focus on those service elements which are critical to enhancing patron satisfaction and value perceptions.

The introduction of the Blue Line light rail system presents the District with an unparalleled opportunity to develop a more positive service image within the corridor. Findings suggest that efforts to improve overall RTD service satisfaction could lead to enhanced value and reasonable fare perceptions within the corridor -- all of which are strongly related to future Blue Line patronage.

Secondly, a broader strategic issue is at stake in relation to the Blue Line opening. The success of Blue Line premiere operations includes efforts to encourage continued patronage among current bus riders, as well as an expansion of the RTD ridership base from among infrequent users or present non-riders. Such undertakings may be undermined by the latent negative service satisfaction rating found among corridor patrons. There are risks that this latent negative image associated with RTD through its current customer base in the corridor may spread as the ridership base broadens.

DETAILED FINDINGS

DEMOGRAPHICS

	<u>Riders</u> %	<u>Non- Riders</u> %	<u>Positive Light Rail Intent</u> %
<u>Age</u>			
Under 21	19a	9	15
21 to 34	46	46	48
35 to 44	14	19	16
45 to 54	8	10	8
55 to 64	4	7	6
65 or older	8	7	7
Mean (years):	<u>34.0a</u>	<u>36.6</u>	<u>34.6</u>
<u>Ethnic Background</u>			
White	5a	38	18
Hispanic	51a	28	45
Black	37a	23	30
Asian	2a	6	3
Native American	2	2	2
Other	2	2	1
<u>Gender</u>			
Male	53a	43	52
Female	47	57	48
Base:	(373)	(350)	(483)

a: Difference between riders and non-riders statistically significant at 95% level of confidence.

RIDER AND NON-RIDER PROFILES

This section of the report highlights the key demographic and ridership characteristics of the survey participants. Overall corridor ridership characteristics reflect customary patterns observed throughout the District. Key demographic descriptors of corridor ridership are ethnic background, age and gender.

Demographics

The facing table profiles riders and non-riders by key demographic factors. Riders, as compared with non-riders, are generally younger, non-white and male. These characteristics coincide with findings in other on-board studies conducted by the District.

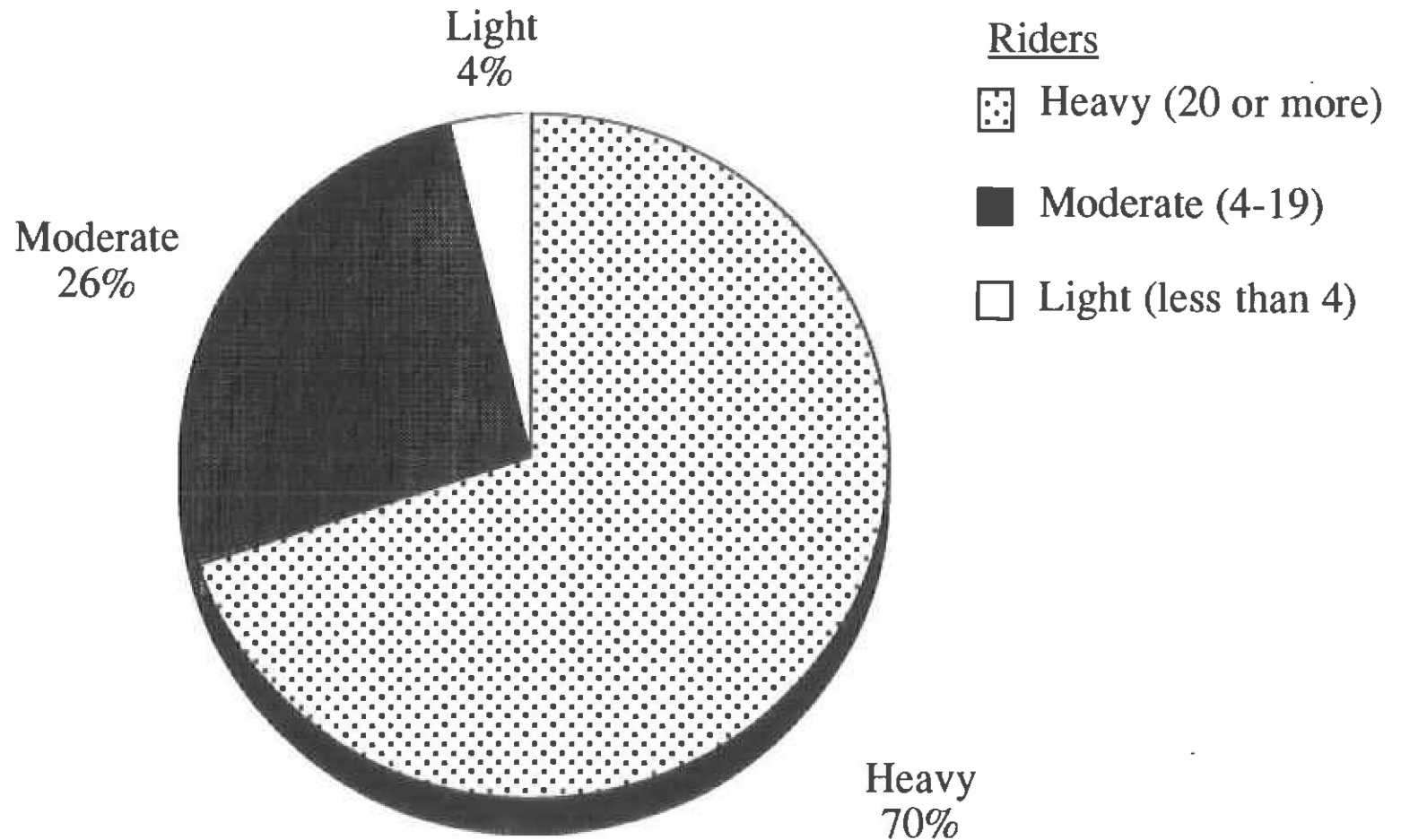
On average, riders are 34 years old and non-riders 37 years old. This difference in age is attributed to the under 21 age segment. The proportion of riders under 21 is twice that of non-riders.

Hispanics and males are the two largest demographic segments, each accounting for half of the corridor patrons. Blacks are the second largest ethnic group among bus riders.

Whites within the corridor are most likely non-riders. Only five percent of the bus riders surveyed are white compared with 38% of the non-riders.

RIDER/NON-RIDER PROFILE

Ridership Frequency



Ridership Characteristics

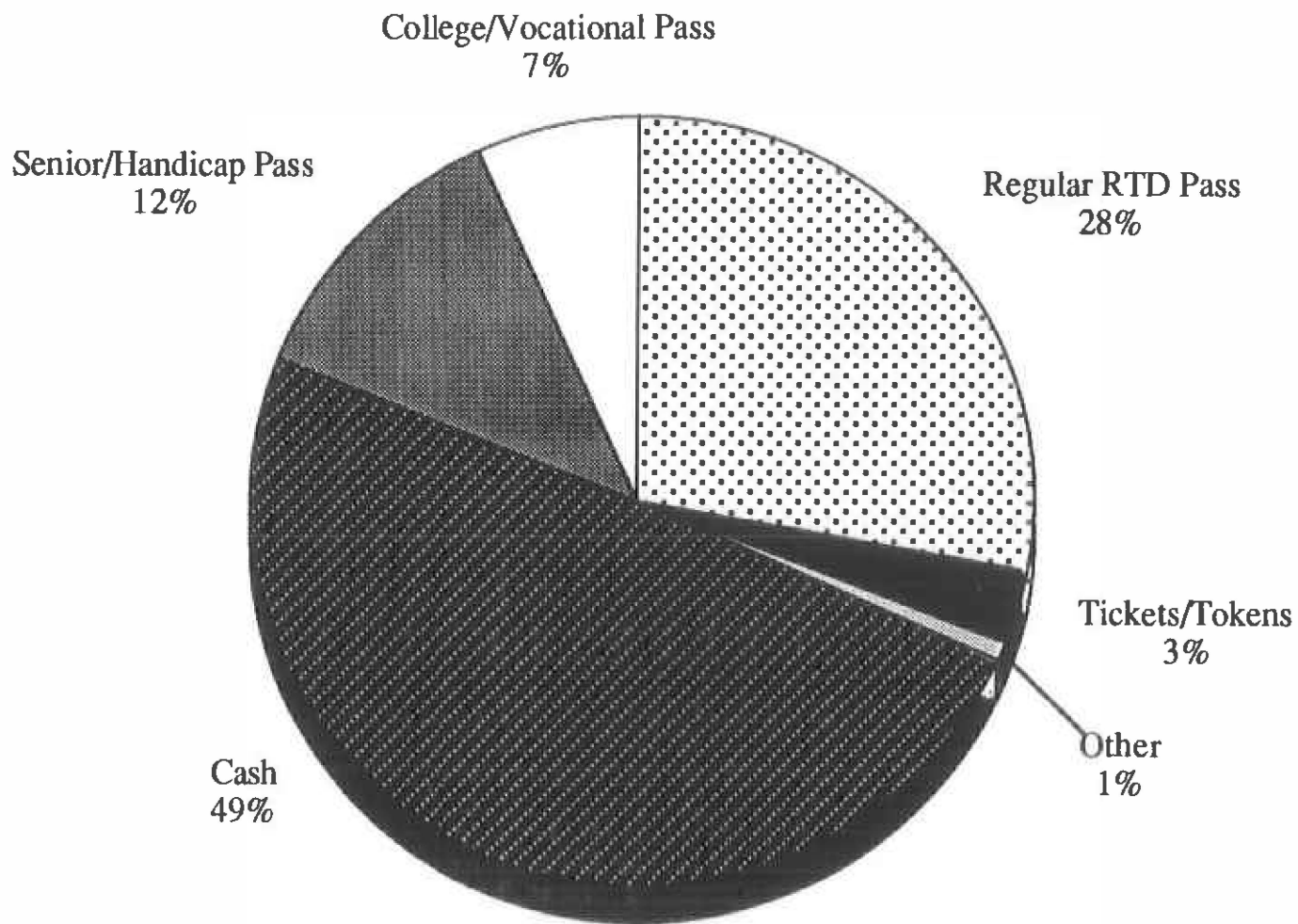
Due to the nature of the sampling and respondent qualifications, the survey represents the District's core patronage -- moderate to frequent commuters to work or school. Bus riders were asked a series of questions to identify their ridership patterns.

Almost all of the bus patrons ride the RTD buses regularly. On average, riders are on the bus almost daily (mean 31.5 times in the past month). One-quarter of the bus patrons are moderate users (riding between 4 and 19 times in the past month), while 70% are frequent riders (20 or more times).

The primary purpose for using the bus is work. Half of the riders were intercepted while traveling to or from work. The remaining were catching buses to go to school (14%), medical appointments (11%), shopping (13%), visiting friends or relatives (5%), or leisure activity/entertainment (3%).

RIDER/NON-RIDER PROFILE

Fare Payment Method



Fare Payment Method

Fare payment method distributions seen in the corridor are typical of overall District experience. The usage of cash and prepaid fare medium is equally distributed among bus riders within the corridor.

As illustrated on the facing chart, about half of the bus riders pay fares with cash, while the remainder use a prepaid medium, such as monthly passes, tickets or tokens. Three in ten riders (28%) use a regular RTD monthly pass. Another one in five bus patrons are holders of subsidized (handicap, senior and college/vocational) monthly passes. Few reportedly pay fares with tickets (2%) or tokens (1%).

Fully one-third of the riders purchase bus transfers, while fewer than one in ten surveyed travel on express buses.

Ridership frequency is somewhat related to the method of fare payment. Cash patrons ride the bus less often than regular monthly pass holders: mean 25 versus 40 times in the past month. Generally, light/moderate riders pay cash (67%), whereas most frequent riders are monthly pass holders (56%). Still, two in every five frequent riders within the corridor are cash patrons.

CURRENT FARE PERCEPTIONS

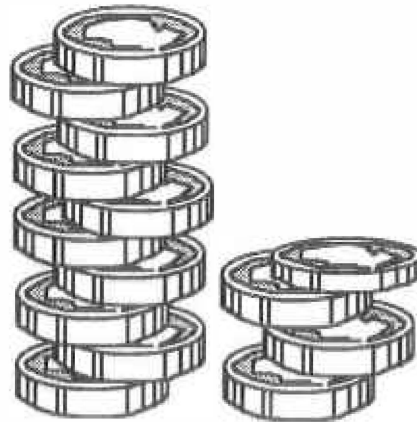
Paid (Expected) Fare

Non-Rider



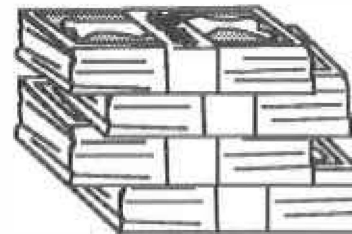
\$0.90

Cash Fare Riders

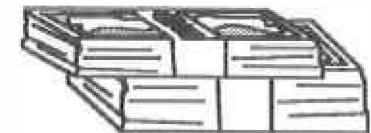


\$1.35


Monthly Pass Riders
Regular Subsidy




\$38.70



\$13.00

 = .10 cents

 = \$10 dollars

CURRENT FARE PERCEPTIONS

This report section reviews rider and non-rider perceptions about current fares in terms of awareness, costs, value, and receptiveness to future fare increases linked with service improvements. In addition, overall RTD satisfaction/image is included as related to current fare perceptions.

Fare Paid/Expected to Pay

Bus riders were asked what fares would or did they pay on their last trip. Cash paying patrons were asked the fare for a one-way trip, while monthly pass patrons were asked the cost of their current pass. As a measure of fare awareness, non-riders were asked what would they expect to pay for a one-way fare on RTD buses. The average paid or expected fares are highlighted on the facing page.

Non-riders' expectation of the basic cash fare falls short of reality. On average, non-riders speculate the basic RTD fare costs 90 cents. Only two-fifths of non-riders state fares at the \$1.00 (28%), \$1.10 (5%) and \$1.35 (3%) levels.

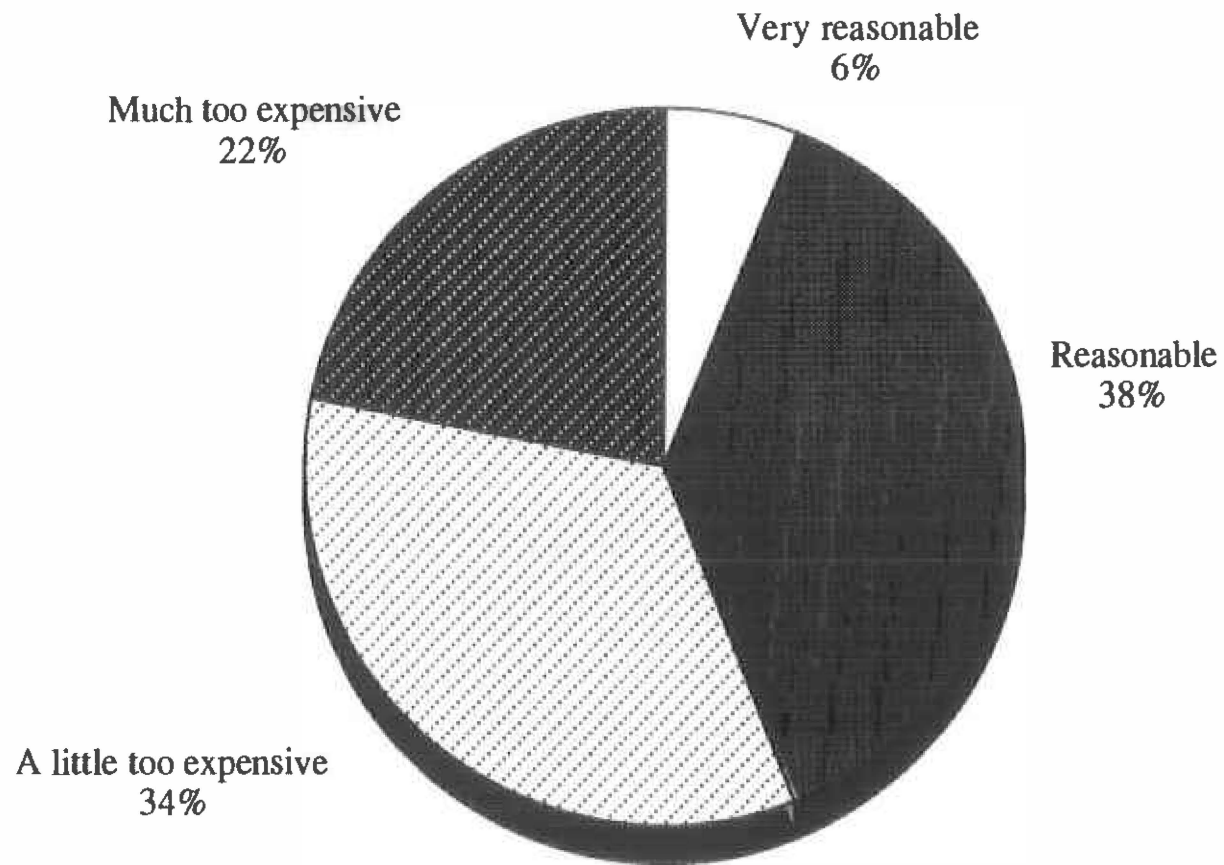
Cash patrons (as well as ticket and token users) are generally paying the full basic fare plus transfer cost -- reporting an average \$1.35 for their one-way bus fare. Only 21% of these patrons pay just the basic cash fare of \$1.10. Fewer than one in five spend less than \$1.00 (14%) or more than \$1.50 (12%).

These average fares correspond with other ridership characteristics of cash patrons: 70% bought transfers and 13% rode an express bus on their last trip.

A majority of regular RTD monthly pass purchases are at \$42.00. The average cost among regular RTD pass holders is \$38.70. Subsidy pass users (handicap, senior or college/vocational) spend on average \$13.00 on their prepaid fare.

By comparison, RTD patronage is more costly to the average cash rider given their average frequency of ridership. Where a monthly pass holder will pay about \$40.00 a month in transit costs, cash patrons will spend about \$65.00 (average \$1.35 one-way x 2 for a round-trip x 25 times in the past month).

IMPRESSIONS OF CURRENT FARES



Impressions of Current Fares

Respondents were asked about their impressions of the current fares for RTD in terms of being "reasonable" or "too expensive." At this time, non-riders were informed of the actual basic cash fare for a one-way RTD bus trip.

The general impression within the corridor is that current fares are too expensive. Despite the disparity between non-riders' expectations and the actual basic fare, riders and non-riders share similar impressions about the current fare. Three in five surveyed within the corridor state current fares are too expensive. One in every five regards fares as "much too expensive."

Current fares are reasonable for the remaining two-fifths, with fewer than one in ten saying fares are "very reasonable."

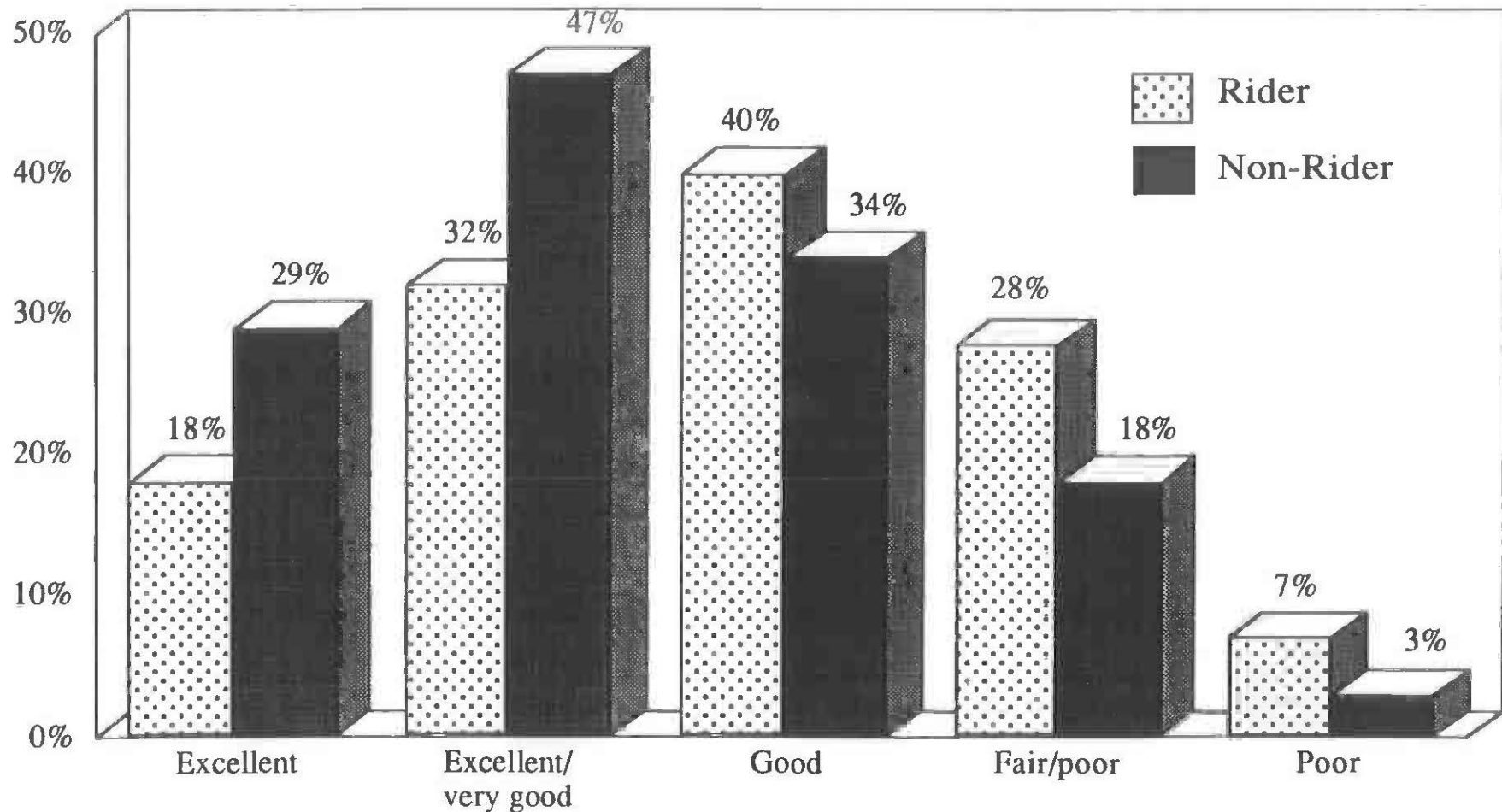
Not surprisingly, the manner in which riders pay fares influences their overall cost perceptions. Prepaid fare riders are more likely to view the fares as reasonable compared to those paying fares with cash (47% versus 39%). As alluded to earlier, cash patrons generally have higher transit costs than prepaid riders.

The perception of reasonable fares is also more evident among:

- males (48% say fares are reasonable) than females (38%)
- Hispanics (46%) and Whites (53%) than Blacks (31%).

CURRENT FARE PERCEPTIONS

Value Perceptions of \$1.10 Basic Cash Fare on Blue Line



Value Perception of Light Rail Fare

The basic cash fare value for the money in terms of the Blue Line and overall perception of RTD service provide further insight on how current fares are evaluated within the corridor.

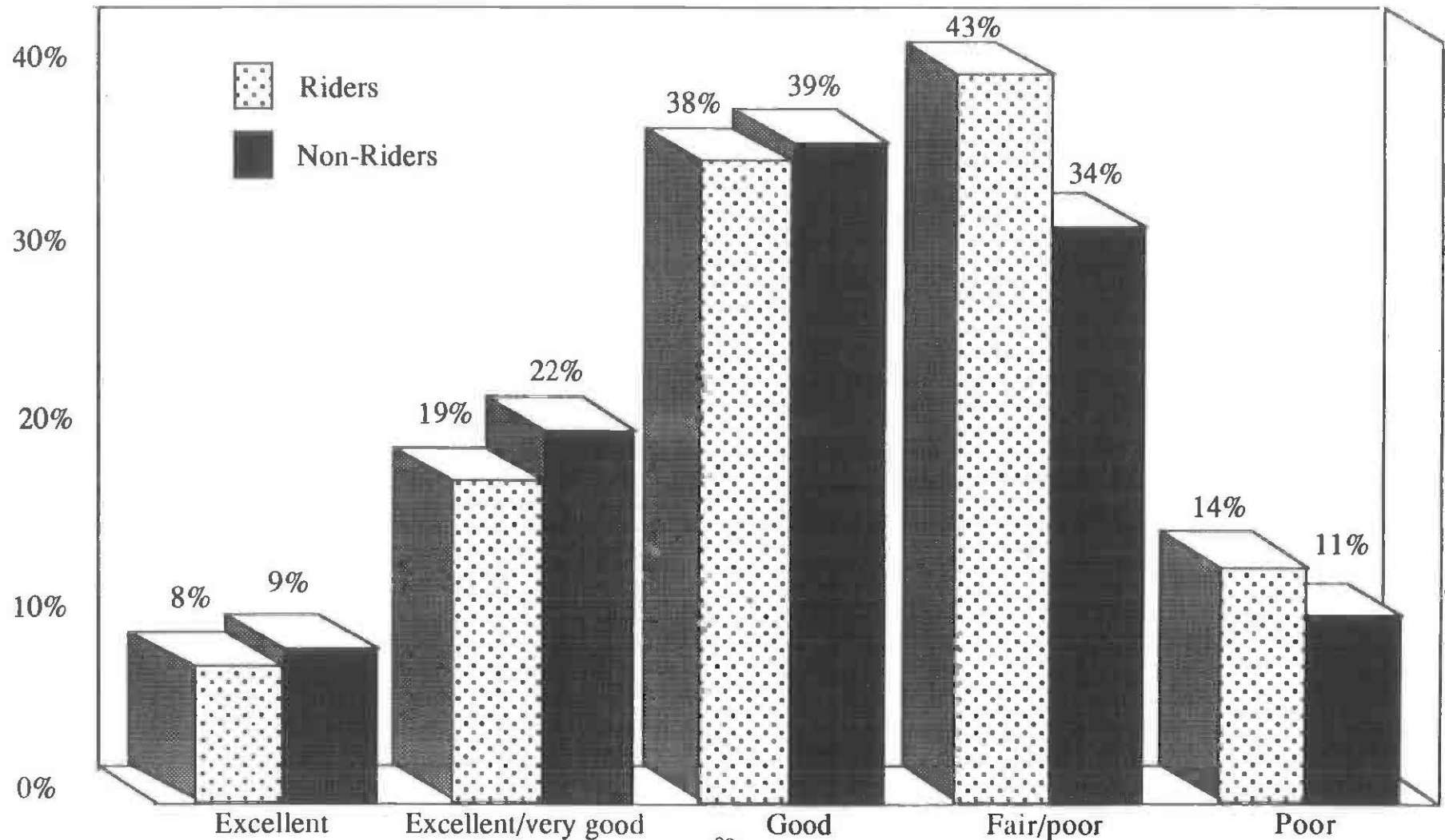
Respondents were read a description of the light rail service scheduled to operate between Los Angeles and Long Beach. Using a five-point scale ranging from "excellent" to "poor," respondents rated the value of the basic cash fare of \$1.10 for unlimited travel on the Blue Line. Their responses are graphically depicted by ridership on the opposite page.

The basic cash fare of \$1.10 on the Blue Line is less of a value to riders. Significantly fewer riders than non-riders consider the Blue Line basic fare an "excellent" or "very good" value: 32% of the riders versus 47% of the non-riders. Moreover, riders are much more inclined to perceive it as a fair or poor value. At slightly more than two-to-one ratio, riders rate the light rail basic cash fare as poor (7% versus 3%).

Though the scope of this research does not directly identify the rationale for such value perceptions, an examination of related measures suggest value perceptions relate strongly to overall perception of RTD service, as well as current fare impressions.

CURRENT FARE PERCEPTIONS

Overall Perception of RTD Service



Overall Perception of RTD Service

Respondents gave their overall perceptions of RTD service, using a five-point scale of "excellent" to "poor." Non-riders who have limited or no direct experience with RTD, answered in the context of their overall impression of RTD service based on things seen or heard, while riders responded in terms of their overall satisfaction with RTD service.

Non-riders are more approving of RTD service than its own patrons -- a first for the District, where historically, patrons have rated RTD higher overall than non-riders. As shown on the facing page, though one in five riders and non-riders give RTD service excellent/very good ratings, significantly more riders express low satisfaction with RTD. Two-fifths of the corridor riders surveyed rate RTD fair or poor, in terms of satisfaction, while only one-third of the non-riders have similar impressions.

A favorable overall RTD perception/satisfaction is related to high value perceptions. Three in five (59%) who rated overall RTD service as excellent or very good perceive the value of the light rail fare similarly. Only 30% of those expressing fair or poor overall RTD satisfaction/perception consider the basic light rail fare an excellent or very good value for the money.

Moreover, a higher proportion of respondents with fair or poor overall RTD satisfaction/perception also evaluate the light rail value unfavorably: 34% versus 16% of those with high satisfaction/perception.

As shown below, a similar relationship is apparent between overall RTD satisfaction/perception and current fare impressions.

	Overall RTD Perception	
	Excellent/ Very Good <small>%</small>	Fair/ Poor <small>%</small>
<u>Current Fares Are:</u>		
Reasonable	55	34
Too expensive	45	66
Base:	(147)	(282)

Blacks are the least approving of RTD service overall. Half (52%) of the Blacks surveyed within the corridor give RTD fair or poor ratings, as compared with other ethnic segments: 35% of Hispanics and 31% of Whites.

SERVICE IMPROVEMENTS WOULD LIKE RTD
TO MAKE IF FARE INCREASED

	<u>Riders</u> %	<u>Non- Riders</u> %
More frequent service	89a	84
New routes to areas not served by bus	72a	84
Extended hours to certain area	83	81
Cleaner, newer buses	83	79
More courteous, helpful drivers and employees	82a	69
Other service improvements	17a	30
None	1	2
Base:	(373)	(350)

a: Difference statistically significant at 95% level of confidence.

Service Improvements

A series of questions addressed what service improvements were desired if there were fare increases. The facing table and following chart highlight the results.

Generally, corridor riders and non-riders agree they would like to see service improvements in most areas.

Riders' assessment of RTD service is based on actual experience, therefore it is not surprising that riders more so than non-riders select "more courteous, helpful drivers and employees" as an improvement area.

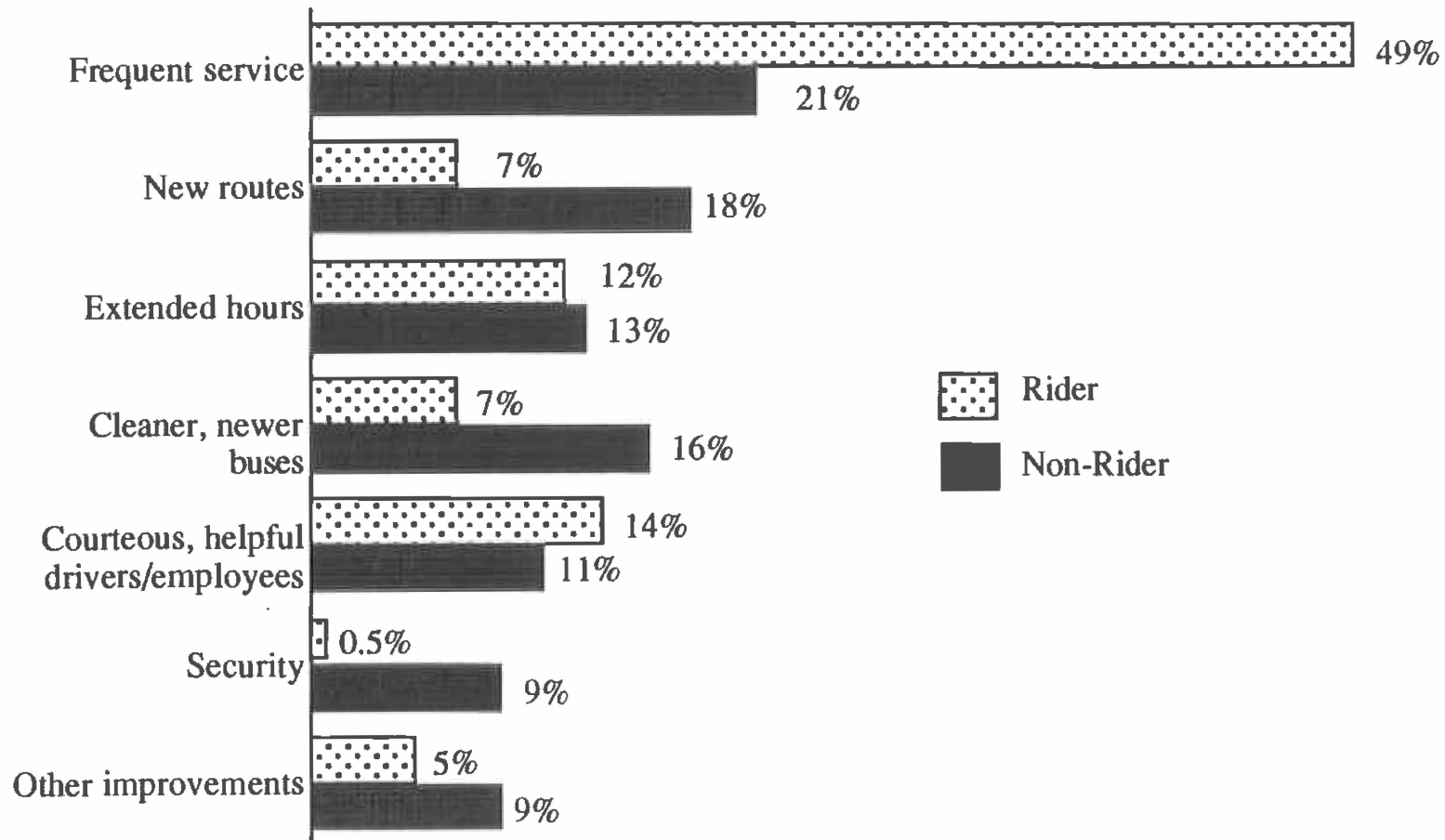
Non-riders, on the other hand, will choose new routes to areas not currently served by bus (84% versus 72%), as well as volunteer other areas of improvement (30% versus 17%). Perhaps these service improvement areas indicate barriers to RTD patronage for some non-riders.

Narrowing their options to the one most desired service improvement, frequent service is singularly the most important among riders. Almost half of the riders select more frequent service. About one in ten riders consider other areas priority.

No outstanding service improvement area surfaces among non-riders. However, non-riders are twice as likely as their counterparts to opt for new routes or cleaner, newer buses. Another one in ten non-riders would most like improved security.

CURRENT FARE PERCEPTIONS

Service Improvement Most Desired If Fare Increased



Expected Fare Increase For Service Improvement

Respondents were then asked how much more would they expect to pay in fares for their most desired service improvement. Choices were limited to descending increments of "fifteen cents more," "ten cents more" or "five cents more."

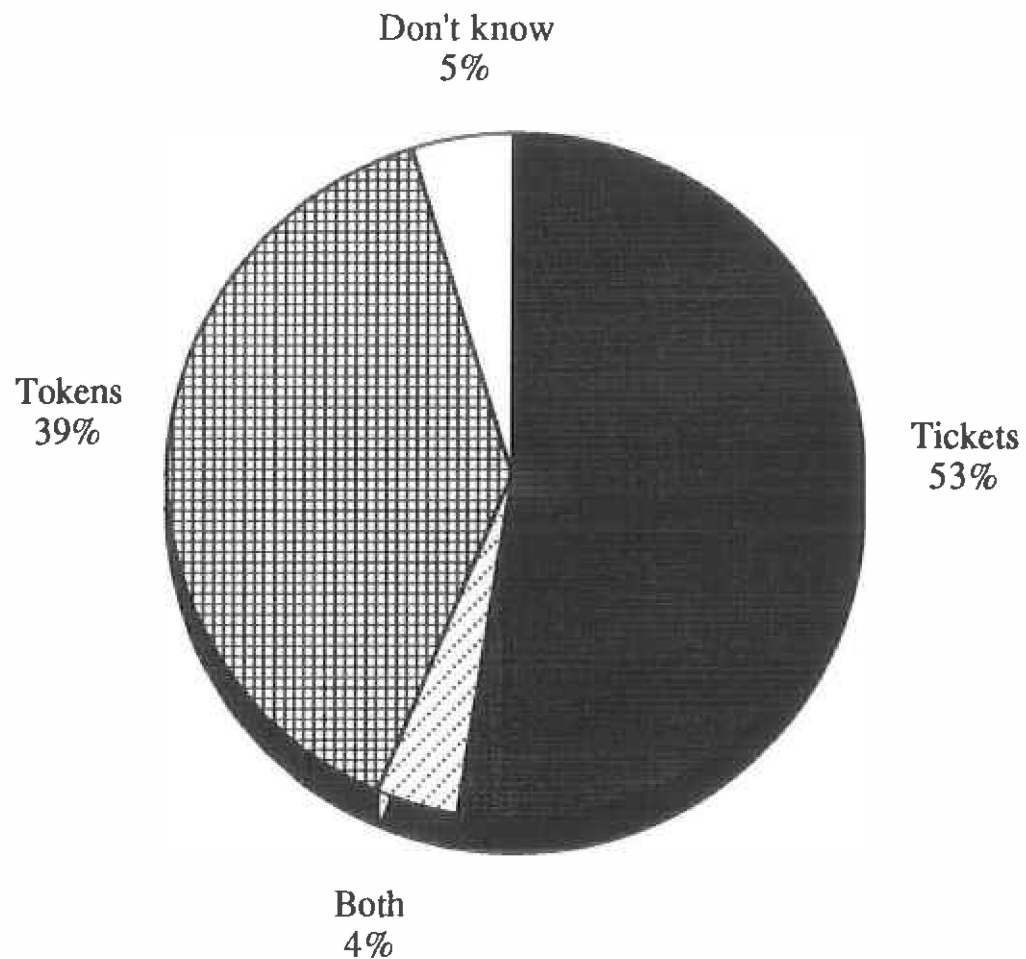
Despite linkage to service improvements, riders look for minimal fare increases. When asked how much more would they expect to pay for their most desired service improvement, many (45%) riders reply five cents. One in ten riders would anticipate no rise in fares. Of the remaining riders 19% foresee a 15-cent hike and 21% ten cents more.

On the other hand, non-riders would anticipate substantial fare hikes. Seven in ten non-riders would expect fares to increase by ten (34%) or fifteen cents (35%) were RTD to implement desired service improvements.

The table section of the report details expected fare increases among riders and non-riders for each service improvement area (see Tables 15-23).

FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Prepaid Discount Fare Medium Preference



FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Preferred Prepaid Fare Medium

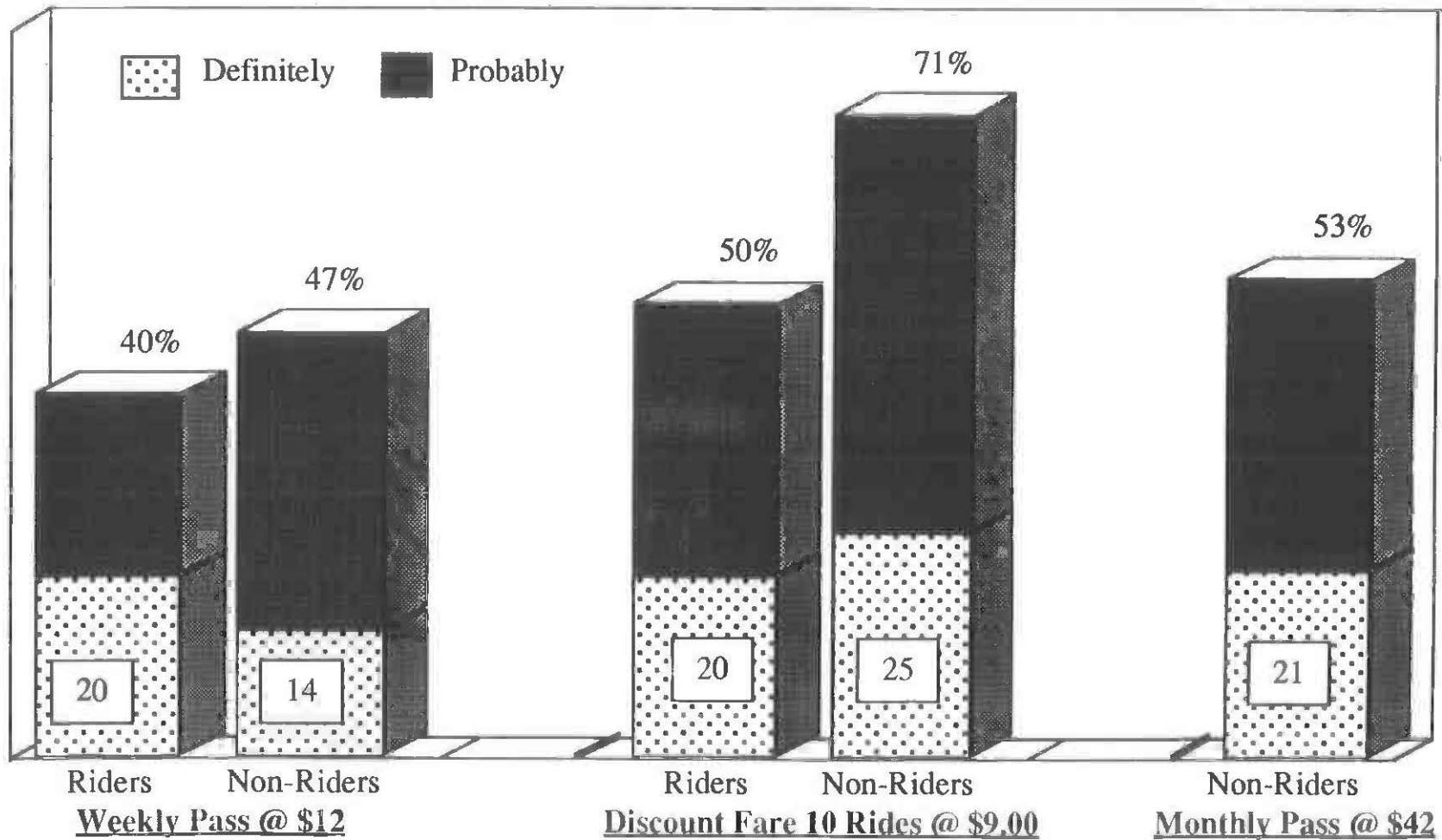
Overall within the corridor, tickets are the preferred medium for prepaid discount fares. Though a majority prefer tickets, a sizeable group selects tokens.

Prepaid medium preferences are similar among riders and non-riders.

Riders' medium preference, to some extent, is an affirmation of their current fare payment practices. Regular RTD monthly pass patrons overwhelmingly prefer tickets: 62% versus 26% choosing tokens.

FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Alternative Fare Medium



Alternative Fare Payment Methods

Purchase interest in alternative fare payment methods was investigated by asking respondents about their likelihood of buying a weekly pass or discounted fare. The weekly pass would be available for \$12.00 (20% savings) and provide the same privileges as a monthly pass, but limited to a one-week period. The discounted fare, either in tickets or tokens, would buy ten rides for \$9.00, a total savings of \$2.00 off the basic cash fare. As a benchmark, non-riders were also asked purchase interest for the regular monthly RTD pass.

Both alternative fare payment methods are fairly well received. As shown on the opposite graph, two in five surveyed express a positive interest in the weekly pass. Yet, almost as many are not inclined to buy one: 37% of the riders and 39% of the non-riders say they "definitely or probably will not buy" a weekly pass.

Though not at a statistically significant level, non-riders are slightly more interested in the weekly pass: 47% say "definitely or probably will buy" versus 40% of the bus riders. However, this positive weekly pass purchase intent is comparable to that seen for monthly pass purchases among non-riders (53% definitely/probably buy).

Positive purchase interest in the weekly pass coincides with:

- Hispanic background (52% say "definitely/probably will buy")
- Positive light rail ridership intent (45%)
- Higher expected fare increase for improved service (49%)
- Cash paying method (51%).

Purchase interest in the weekly pass also relates strongly with interest in the other fare alternative, a discount fare of \$9.00 for ten rides: 60% of those who indicate a positive interest in the discount fare exhibit a positive predisposition to weekly pass purchase.

The \$9.00 discount fare has a broader appeal than the weekly pass. Overall, an even wider interest exists for the discounted fare of \$9.00 for 10 rides, particularly among non-riders. Half of all bus riders and nearly three-quarters (71%) of the non-riders indicate a definite or probable willingness to take advantage of such a discount. About one in five surveyed express negative purchase inclination (22% of the riders and 17% of the non-riders).

Non-rider positive purchase interest levels in the \$9.00 discount fare exceeds that shown in the monthly pass (71% and 53%, respectively).

Positive interest in buying a \$9.00 discount fare relates strongly with:

- cash fare payment (58% definitely/probably will buy versus 41% of prepaid medium usage)
- ticket preference (64% versus 55% of the token preference group)
- expectation of high fare* increase (67% versus 52% of those anticipating a low fare hike)
- light to moderate patronage (57% versus 47% of frequent patrons).

* Those expecting fare increases of ten or fifteen cents more for the service improvement they would most like RTD to make.

Distribution Outlets for Discounted Fares

Respondents were asked where they would expect RTD monthly passes or prepaid discount fares to be sold, which locations were most convenient and would be used most often.

Check cashing places (56%) and supermarkets (41%) are the locations most riders expect to, and probably do, purchase RTD tickets or monthly passes. RTD Customer Service Centers occupy a distant third place, with half as many riders making mention of these locations (21%). This low awareness level of RTD Customer Service Centers may be attributed to its lower penetration relative to other distribution outlets RTD employs within the corridor for prepaid medium sales.

Non-riders, though to a lesser extent, expect to buy RTD prepaid fares at supermarkets (43%), check cashing places (20%) and RTD Customer Service Centers (16%).

Malls and post offices would be likely sources for RTD ticket and pass purchases as far as non-riders are concern. More so than riders, one-third of the non-riders mentioned other locations such as these (33% versus 6%).

FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Key Purchase Locations For Discount Fares

<u>LOCATION</u>	<u>MOST CONVENIENT</u>		<u>USE MOST OFTEN</u>	
	Riders	Non-Riders	Riders	Non-Riders
Supermarkets	28%	42%	32%	57%
Check cashing places	39%	11%	36%	6%
RTD Service Centers	10%	6%	10%	4%
Other locations (malls/post offices)	3%	20%	2%	5%

The facing chart highlights the key locations in terms of convenience and most often usage.

Check cashing places (39%) are most convenient among riders, followed by supermarkets (28%). RTD Customer Service Centers are most convenient to one in every ten riders surveyed within the corridor.

Supermarkets are foremost in convenience within the non-rider segment (42%). All other locations are mentioned at half or one-fourth the level in terms of convenience.

Out of the locations where RTD passes and tickets are presently sold, equal number of riders would use supermarkets (32%) or check cashing places (36%) most often. Singularly, supermarkets would be the most often used by non-riders (57%).

LIKELIHOOD OF RIDING LIGHT RAIL TRAIN
IF CONVENIENT

	<u>Riders</u> %	<u>Non- Riders</u> %
<u>Definitely/Probably Ride (Net)</u>	<u>70</u>	<u>63</u>
Definitely ride	38a	19
Probably ride	32a	44
Might or might not ride	20a	12
Probably not ride	6a	16
Definitely not ride	4	8
<u>Probably/Definitely Not Ride (Net)</u>	<u>10a</u>	<u>24</u>
Base:	(373)	(350)

a: Difference statistically significant at 95% level of confidence.

Implications For Blue Line of Metro Light Rail

As documented in other research on public reaction to the light rail system, corridor patrons and non-riders are fairly receptive to using the Blue Line. When asked about their likelihood of riding the Los Angeles - Long Beach light rail train, 70% of the riders, and 63% of the non-riders indicate a definite or probable intent to ride. Few riders (10%) and twice as many (24%) non-riders express negative inclinations.

Overall satisfaction or perception of RTD is closely related to Blue Line future patronage, as is one's value perception of the basic cash fare. Individuals giving RTD high marks in terms of overall satisfaction or perception are generally more favorably disposed to riding the Blue Line in the future. Three-quarters (73%) of those who rated RTD excellent or very good overall indicate positive inclination to ride the Blue Line as compared with only 65% of those giving RTD less than favorable (good/fair/poor) ratings.

Strong value perception of the basic cash fare aligns closely with future inclination to ride the Blue Line. Three in every four (73%) who see the basic cash fare as an excellent or very good value for the money express a positive Blue Line ridership inclination. On the other hand, where the value perception was either fair or poor, 58% state definite or probable ridership inclination.

The largest ethnic groups within the corridor, Hispanics and Blacks, exhibit the highest propensity toward positive light rail future intent (75% and 66% say "definitely/probably will ride," respectively).

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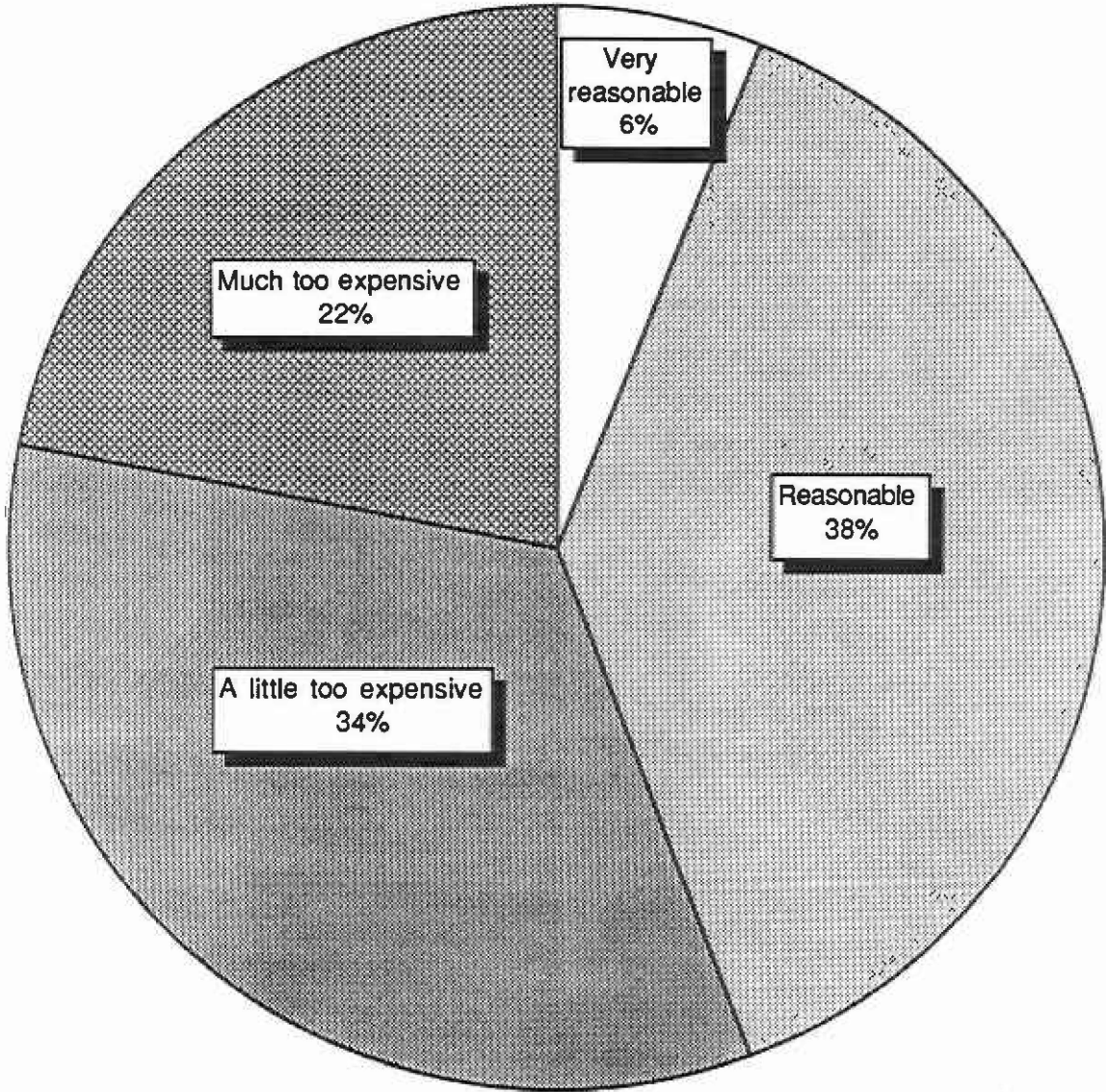
(CONTINUED)

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CHART 1

IMPRESSIONS OF CURRENT FARES



Base: Total Corridor

TABLE 1

IMPRESSIONS OF CURRENT FARES

	<u>CORRIDOR</u> <u>(WEIGHTED)</u> %	<u>RIDERS</u> %	<u>NON-</u> <u>RIDERS</u> %
<u>REASONABLE (NET)</u>	<u>44</u>	<u>43</u>	<u>43</u>
VERY REASONABLE	6	8	5
REASONABLE	38	35	38
A LITTLE TOO EXPENSIVE	34	36	37
MUCH TOO EXPENSIVE	22	21	20
<u>EXPENSIVE (NET)</u>	<u>56</u>	<u>57</u>	<u>57</u>
BASE:	(723)	(373)	(350)

TABLE 2

IMPRESSIONS OF CURRENT FARES
(TOTAL SAMPLE)

	CORRIDOR (WEIGHTED) %	LIGHT RAIL INTENT		OVERALL RTD PERCEPTION	
		DEFINITE %	NEUTRAL/ NEGATIVE %	EXCELLENT/ VERY GOOD %	FAIR/ POOR %
<u>REASONABLE (NET)</u>	<u>44</u>	<u>47</u>	<u>39</u>	<u>55A</u>	<u>34</u>
VERY REASONABLE	6	11	6	12A	4
REASONABLE	38	36	33	44A	30
A LITTLE TOO EXPENSIVE	34	34	38	30A	38
MUCH TOO EXPENSIVE	22	19	22	15A	28
<u>EXPENSIVE (NET)</u>	<u>56</u>	<u>53</u>	<u>61</u>	<u>45A</u>	<u>66</u>
BASE:	(723)	(210)	(238)	(147)	(282)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 3

IMPRESSIONS OF CURRENT FARES

	CORRIDOR (WEIGHTED) %	METHOD USED TO BUY FARE		
		<u>CASH</u> %	<u>PRE-PAID*</u> %	<u>SUBSIDIZED PASS HOLDERS</u>
<u>REASONABLE (NET)</u>	<u>44</u>	<u>39</u>	<u>43</u>	<u>54</u>
VERY REASONABLE	6	4	5	20
REASONABLE	38	34	38	34
A LITTLE TOO EXPENSIVE	34	38	34	33
MUCH TOO EXPENSIVE	22	23	23	13
<u>EXPENSIVE (NET)</u>	<u>56</u>	<u>61</u>	<u>57</u>	<u>46</u>
BASE:	(723)	(183)	(117)	(70)

*EXCLUDES SUBSIDIZED PASS HOLDERS

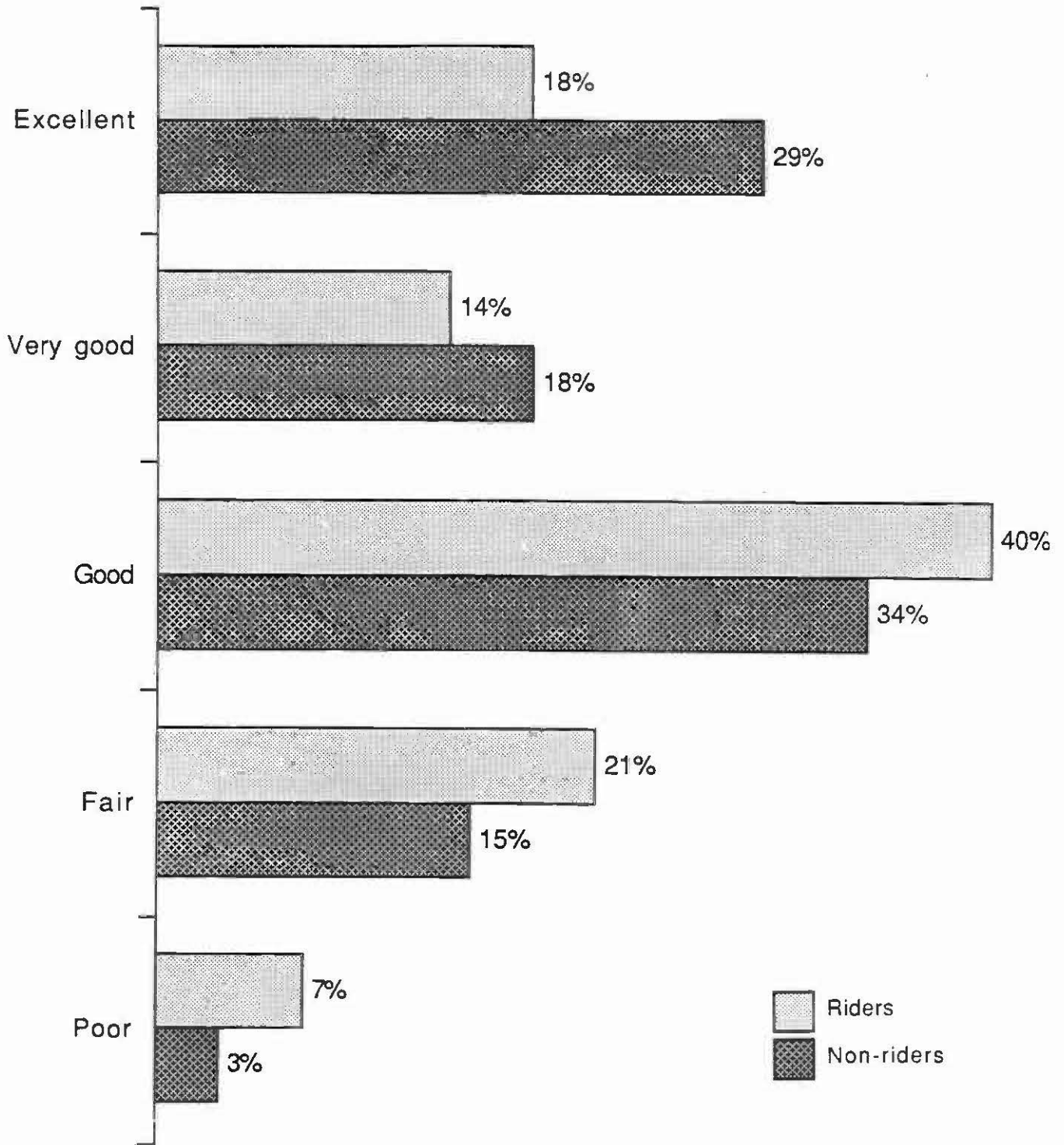
TABLE 3A

IMPRESSIONS OF CURRENT FARES

	CORRIDOR (WEIGHTED) %	GENDER		ETHNIC		
		MALE %	FEMALE %	WHITE %	HISPANIC %	BLACK %
<u>REASONABLE (NET)</u>	<u>44</u>	<u>48</u>	<u>38</u>	<u>53</u>	<u>46</u>	<u>31</u>
VERY REASONABLE	6	7	6	10	6	5
REASONABLE	38	42	32	43	40	26
A LITTLE TOO EXPENSIVE	34	33	39	28	38	40
MUCH TOO EXPENSIVE	22	19	23	19	16	29
<u>EXPENSIVE (NET)</u>	<u>56</u>	<u>52</u>	<u>62</u>	<u>47</u>	<u>54</u>	<u>69</u>
BASE:	(723)	(350)	(373)	(154)	(289)	(220)

CHART 4

**PERCEIVED VALUE OF \$1.10 BASIC CASH FARE
ON LONG BEACH - LOS ANGELES LIGHT RAIL**



Percent of Respondents

TABLE 4

PERCEIVED VALUE OF \$1.10 BASIC CASH FARE
ON LONG BEACH - LOS ANGELES LIGHT RAIL

	<u>RIDERS</u>	<u>NON- RIDERS</u> % %
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>32A</u>	<u>47</u>
EXCELLENT	18A	29
VERY GOOD	14	18
GOOD	40	34
FAIR	21	15
POOR	7A	3
 <u>FAIR/POOR (NET)</u>	 <u>28A</u>	 <u>18</u>
 DON'T KNOW	 1	 *
 BASE:	 (373)	 (350)

*FEWER THAN 0.5%

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 5

PERCEIVED VALUE OF \$1.10 BASIC CASH FARE
ON LONG BEACH - LOS ANGELES LIGHT RAIL

	CURRENT FARE PERCEPTION	
	<u>REASONABLE</u> %	<u>EXPENSIVE</u> %
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>50A</u>	<u>31</u>
EXCELLENT	30A	19
VERY GOOD	20A	13
GOOD	33	40
FAIR	15	20
POOR	2A	8
<u>FAIR/POOR (NET)</u>	<u>17A</u>	<u>28</u>
BASE:	(309)	(413)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 6

PERCEIVED VALUE OF \$1.10 BASIC CASH FARE
ON LONG BEACH - LOS ANGELES LIGHT RAIL

	OVERALL RTD PERCEPTION	
	<u>EXCELLENT/ VERY GOOD</u> %	<u>FAIR/ POOR</u> %
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>59A</u>	<u>30</u>
EXCELLENT	35A	19
VERY GOOD	24A	11
GOOD	24A	35
FAIR	14A	26
POOR	3A	9
<u>FAIR/POOR (NET)</u>	<u>16A</u>	<u>34</u>

BASE:

(147)

(282)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 7

PERCEIVED VALUE OF \$1.10 BASIC CASH
FARE ON LONG BEACH - LOS ANGELES LIGHT RAIL LINE

	<u>LIGHT RAIL INTENT</u>		
	<u>DEFINITE</u>	<u>POSITIVE</u>	<u>NEUTRAL/ NEGATIVE</u>
	%	%	%
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>50B</u>	<u>43A</u>	<u>32</u>
EXCELLENT	34B	28A	14
VERY GOOD	16	15	18
GOOD	31	36	38
FAIR	16	16	21
POOR	3B	4A	8
<u>FAIR/POOR (NET)</u>	<u>19B</u>	<u>20A</u>	<u>29</u>
BASE:	(210)	(483)	(238)

- A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.
 B: SIGNIFICANTLY DIFFERENT THAN NEUTRAL/NEGATIVE GROUP AT 95% LEVEL OF CONFIDENCE

TABLE 8

PERCEIVED VALUE OF \$1.10 BASIC CASH FARE
ON LONG BEACH - LOS ANGELES LIGHT RAIL

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>34</u>	<u>33</u>	<u>35</u>	<u>23</u>
EXCELLENT	18	22	14	14
VERY GOOD	15	11	21	9
GOOD	40	42	38	39
FAIR	18	20	16	30
POOR	7	5	9	9
<u>FAIR/POOR (NET)</u>	<u>25</u>	<u>25</u>	<u>26</u>	<u>39</u>
DON'T KNOW	1	1	1	-
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY MONTHLY PASS HOLDERS

TABLE 9

LIKELIHOOD OF RIDING LIGHT RAIL TRAIN
IF CONVENIENT

	<u>RIDERS</u> %	NON- <u>RIDERS</u> %
<u>DEFINITELY/PROBABLY RIDE (NET)</u>	<u>70</u>	<u>63</u>
DEFINITELY RIDE	38A	19
PROBABLY RIDE	32A	44
MIGHT OR MIGHT NOT RIDE	20A	12
PROBABLY NOT RIDE	6A	16
DEFINITELY NOT RIDE	4	8
<u>PROBABLY/DEFINITELY NOT RIDE (NET)</u>	<u>10A</u>	<u>24</u>
BASE:	(373)	(350)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 10

LIKELIHOOD OF RIDING LIGHT RAIL TRAIN
IF CONVENIENT

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
<u>DEFINITELY/PROBABLY RIDE (NET)</u>	<u>70</u>	<u>73</u>	<u>64</u>	<u>70</u>
DEFINITELY RIDE	37	34	39	46
PROBABLY RIDE	33	39	25	24
MIGHT OR MIGHT NOT RIDE	20	21	20	20
PROBABLY NOT RIDE	6	3	10	6
DEFINITELY NOT RIDE	4	3	6	4
<u>PROBABLY/DEFINITELY NOT RIDE (NET)</u>	<u>10</u>	<u>5</u>	<u>16</u>	<u>10</u>
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY MONTHLY PASS HOLDERS

TABLE 11

OVERALL PERCEPTION OF RTD SERVICE

	<u>RIDERS</u>	<u>NON-</u>
	<u>%</u>	<u>RIDERS</u>
	<u>%</u>	<u>%</u>
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>19</u>	<u>22</u>
EXCELLENT	8	9
VERY GOOD	12	13
GOOD	38	39
FAIR	29	23
POOR	14	11
<u>FAIR/POOR (NET)</u>	<u>43A</u>	<u>34</u>
DON'T KNOW	-	5
BASE:	(373)	(350)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE._

TABLE 12

OVERALL PERCEPTION OF RTD SERVICE

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>20</u>	<u>23</u>	<u>15</u>	<u>16</u>
EXCELLENT	8	10	4	6
VERY GOOD	12	13	11	10
GOOD	39	33	47	31
FAIR	28	34	19	36
POOR	14	10	19	17
<u>FAIR/POOR (NET)</u>	<u>41</u>	<u>44</u>	<u>38</u>	<u>53</u>
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY MONTHLY PASS HOLDERS

TABLE 12A

OVERALL PERCEPTION OF RTD SERVICE

	<u>TRIP PURPOSE</u>		<u>ETHNIC</u>		
	<u>WORK/ SCHOOL</u>	<u>OTHER**</u>	<u>WHITE</u>	<u>HISPANIC</u>	<u>BLACK</u>
	%	%	%	%	%
<u>EXCELLENT/VERY GOOD (NET)</u>	<u>16</u>	<u>28</u>	<u>21</u>	<u>21</u>	<u>18</u>
EXCELLENT	6	10	7	10	7
VERY GOOD	9	18	14	11	11
GOOD	40	46	41	44	28
FAIR	32	18	20	26	33
POOR	13	8	11	9	19
<u>FAIR/POOR (NET)</u>	<u>45</u>	<u>26</u>	<u>31</u>	<u>35</u>	<u>52</u>
BASE:	(225)	(72)	(154)	(289)	(220)

TABLE 12B

OVERALL RTD SATISFACTION/PERCEPTION
GAP PROFILE: RIDERSHIP CHARACTERISTICS

	OVERALL RTD		<u>GAP</u> (PT.)
	<u>SATISFACTION PERCEPTION</u>		
	<u>EXCELLENT/ VERY GOOD</u> %	<u>FAIR/ POOR</u> %	
<u>TRIP PURPOSE</u>			
WORK/SCHOOL/HOME	59	78	-19
NON-COMMUTE	46	26	+20
<u>FARE PAYMENT</u>			
CASH	59	50	+9
MONTHLY PASS	39	46	-7
<u>ETHNIC BACKGROUND</u>			
WHITE	22	17	+5
HISPANIC	41	36	+5
BLACK	27	40	-13
<u>RIDERSHIP</u>			
RIDERS	48	57	-9
NON-RIDERS	52	43	+9

TABLE 12C

OVERALL RTD SATISFACTION/PERCEPTION
GAP PROFILE: FARE PERCEPTIONS

	OVERALL RTD SATISFACTION PERCEPTION		
	EXCELLENT/ VERY GOOD	FAIR/ POOR	GAP
	%	%	(PT.)
<u>CURRENT FARE IMPRESSION</u>			
RATED AS REASONABLE (TOTAL)	55	34	+21
RIDERS	59	35	+24
NON-RIDERS	51	33	+18
<u>VALUE OF BASIC FARE ON BLUE LINE</u>			
RATED AS EXCELLENT/VERY GOOD			
(TOTAL)	59	30	+29
RIDERS	48	22	+26
NON-RIDERS	70	41	+29
<u>LIKELIHOOD TO RIDE BLUE LINE</u>			
STATED DEFINITELY/PROBABLY			
RIDE (TOTAL)	73	70	+3
RIDERS	72	74	-2
NON-RIDERS	74	63	+9
<u>\$9.00 @ 10 RIDES DISCOUNT FARE</u>			
<u>PURCHASE INTEREST</u>			
STATED DEFINITELY/PROBABLY BUY			
(TOTAL)	67	61	+6
RIDERS	55	47	+9
NON-RIDERS	78	80	-2

TABLE 13

SERVICE IMPROVEMENTS WOULD LIKE RTD
TO MAKE IF FARE INCREASED

	<u>RIDERS</u> %	NON- <u>RIDERS</u> %	POSITIVE LIGHT RAIL <u>INTENT</u> %
MORE FREQUENT SERVICE	89A	84	89
NEW ROUTES TO AREAS NOT SERVED BY BUS	72A	84	79
EXTENDED HOURS TO CERTAIN AREA	83	81	82
CLEANER, NEWER BUSES	83	79	83
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	82A	69	78
OTHER SERVICE IMPROVEMENTS	17A	30	24
NONE	1	2	1
BASE:	(373)	(350)	(483)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 14

SERVICE IMPROVEMENTS WOULD MOST
LIKE RTD TO MAKE IF FARE INCREASED

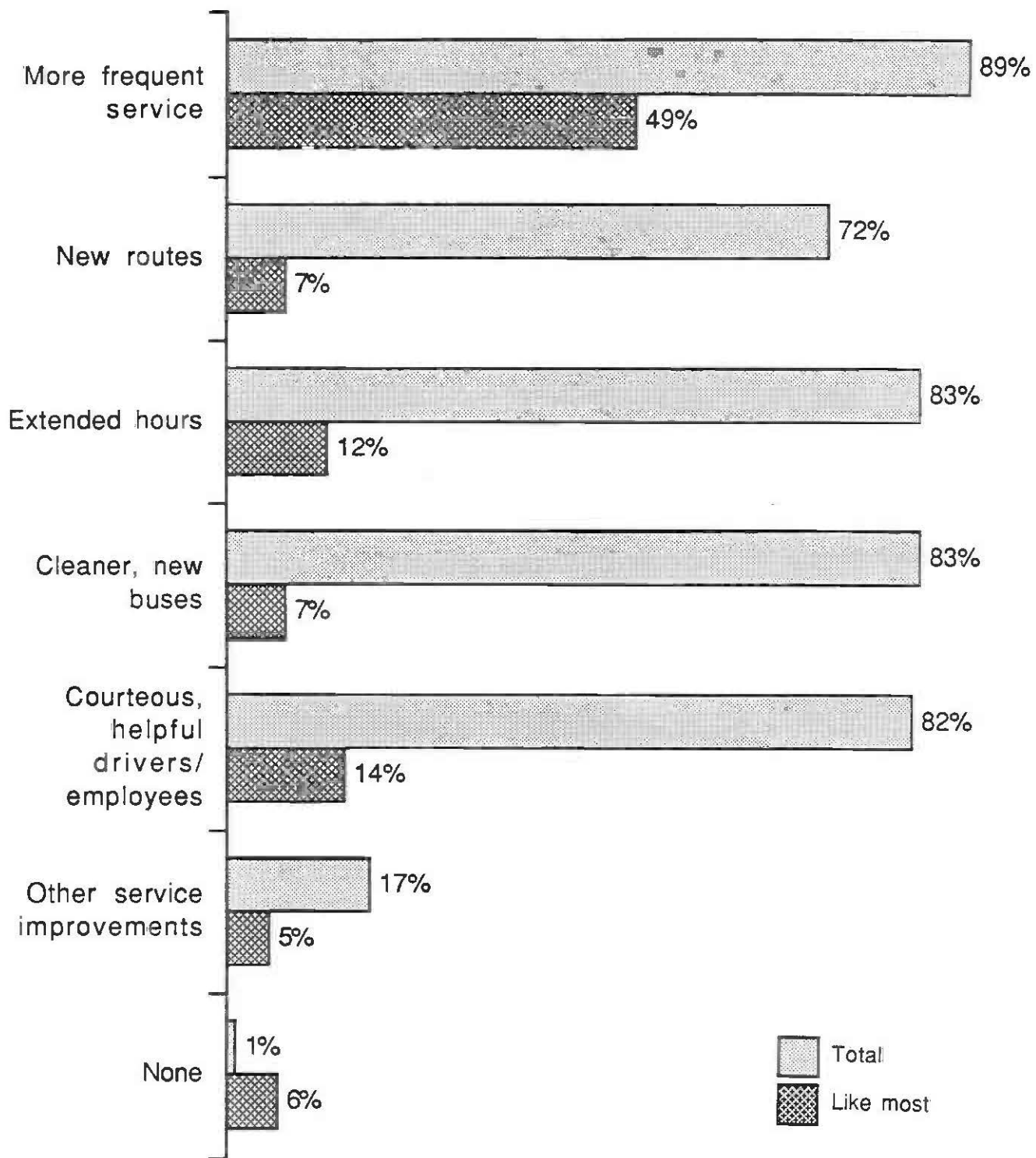
	<u>RIDERS</u> %	NON- <u>RIDERS</u> %	<u>POSITIVE LIGHT RAIL INTENT</u> %
MORE FREQUENT SERVICE	49A	21	38
NEW ROUTES TO AREAS NOT SERVED BY BUS	7A	18	12
EXTENDED HOURS TO CERTAIN AREA	12	13	12
CLEANER, NEWER BUSES	7A	16	11
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	14	11	12
SECURITY	*A	9	5
OTHER SERVICE IMPROVEMENTS	5A	9	7
NONE	6	3	4
BASE:	(373)	(350)	(483)

*FEWER THAN 0.5% MENTION

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

CHART 15

**SERVICE IMPROVEMENTS RIDERS WOULD LIKE
RTD TO MAKE IF FARES INCREASE**



Percent of Respondents

*Fewer than 0.5% mention

TABLE 15

SERVICE IMPROVEMENTS BUS RIDERS WOULD
LIKE RTD TO MAKE IF FARE INCREASED

	<u>RIDERS</u>	<u>EXPECTED FARE INCREASE</u>		
		<u>15¢</u>	<u>10¢</u>	<u>5¢</u>
	%	%	%	%
MORE FREQUENT SERVICE	89	89	89	92
NEW ROUTES TO AREAS NOT SERVED BY BUS	72	61	75	79
EXTENDED HOURS TO CERTAIN AREA	83	81	84	86
CLEANER, NEWER BUSES	83	80	84	85
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	82	76	82	86
OTHER SERVICE IMPROVEMENTS	17	20	15	17
NONE	1	1	-	-
BASE:	(373)	(70)	(79)	(167)

TABLE 16

SERVICE IMPROVEMENTS BUS RIDERS WOULD
LIKE RTD TO MAKE IF FARE INCREASED

(EXCLUDES SUBSIDY PASS HOLDERS)

	REGULAR	EXPECTED		
	FARE/PASS RIDERS	15¢	10¢	5¢
	%	%	%	%
MORE FREQUENT SERVICE	87	86	88	91
NEW ROUTES TO AREAS NOT SERVED BY BUS	71	56	75	79
EXTENDED HOURS TO CERTAIN AREA	83	81	84	86
CLEANER, NEWER BUSES	83	80	84	86
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	81	75	80	86
OTHER SERVICE IMPROVEMENTS	17	20	16	15
NONE	2	1	-	-
BASE:	(303)	(59)	(64)	(138)

TABLE 17

SERVICE IMPROVEMENTS WOULD LIKE RTD
TO MAKE IF FARE INCREASED

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
MORE FREQUENT SERVICE	87	87	87	97
NEW ROUTES TO AREAS NOT SERVED BY BUS	71	73	67	79
EXTENDED HOURS TO CERTAIN AREA	83	83	84	81
CLEANER, NEWER BUSES	83	81	85	83
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	81	81	80	87
OTHER SERVICE IMPROVEMENTS	17	15	19	20
NONE	2	2	2	-
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

TABLE 18

SERVICE IMPROVEMENTS BUS RIDERS WOULD MOST
LIKE RTD TO MAKE IF FARE INCREASED

	<u>RIDERS</u>	<u>EXPECTED</u>		
		<u>FARE INCREASE</u>		
	<u>%</u>	<u>15¢</u>	<u>10¢</u>	<u>5¢</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
MORE FREQUENT SERVICE	49	41	51	53
NEW ROUTES TO AREAS NOT SERVED BY BUS	7	9	9	8
EXTENDED HOURS TO CERTAIN AREA	12	16	10	14
CLEANER, NEWER BUSES	7	6	11	5
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	14	9	13	14
SECURITY	*	1	-	-
OTHER SERVICE IMPROVEMENTS	5	13	1	3
NONE	6	6	5	3
BASE:	(373)	(70)	(79)	(167)

*FEWER THAN 0.5% MENTION.

TABLE 19

SERVICE IMPROVEMENTS BUS RIDERS WOULD MOST
LIKE RTD TO MAKE IF FARE INCREASED
 (EXCLUDES SUBSIDY PASS HOLDERS)

	REGULAR FARE/PASS RIDERS	EXPECTED FARE INCREASE		
		15¢	10¢	5¢
	%	%	%	%
MORE FREQUENT SERVICE	48	39	55	54
NEW ROUTES TO AREAS NOT SERVED BY BUS	6	5	6	7
EXTENDED HOURS TO CERTAIN AREA	14	19	11	17
CLEANER, NEWER BUSES	7	7	9	5
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	13	10	13	12
OTHER SERVICE IMPROVEMENTS	5	14	2	2
NONE	7	7	5	4
BASE:	(303)	(59)	(64)	(138)

*FEWER THAN 0.5% MENTION.

TABLE 20

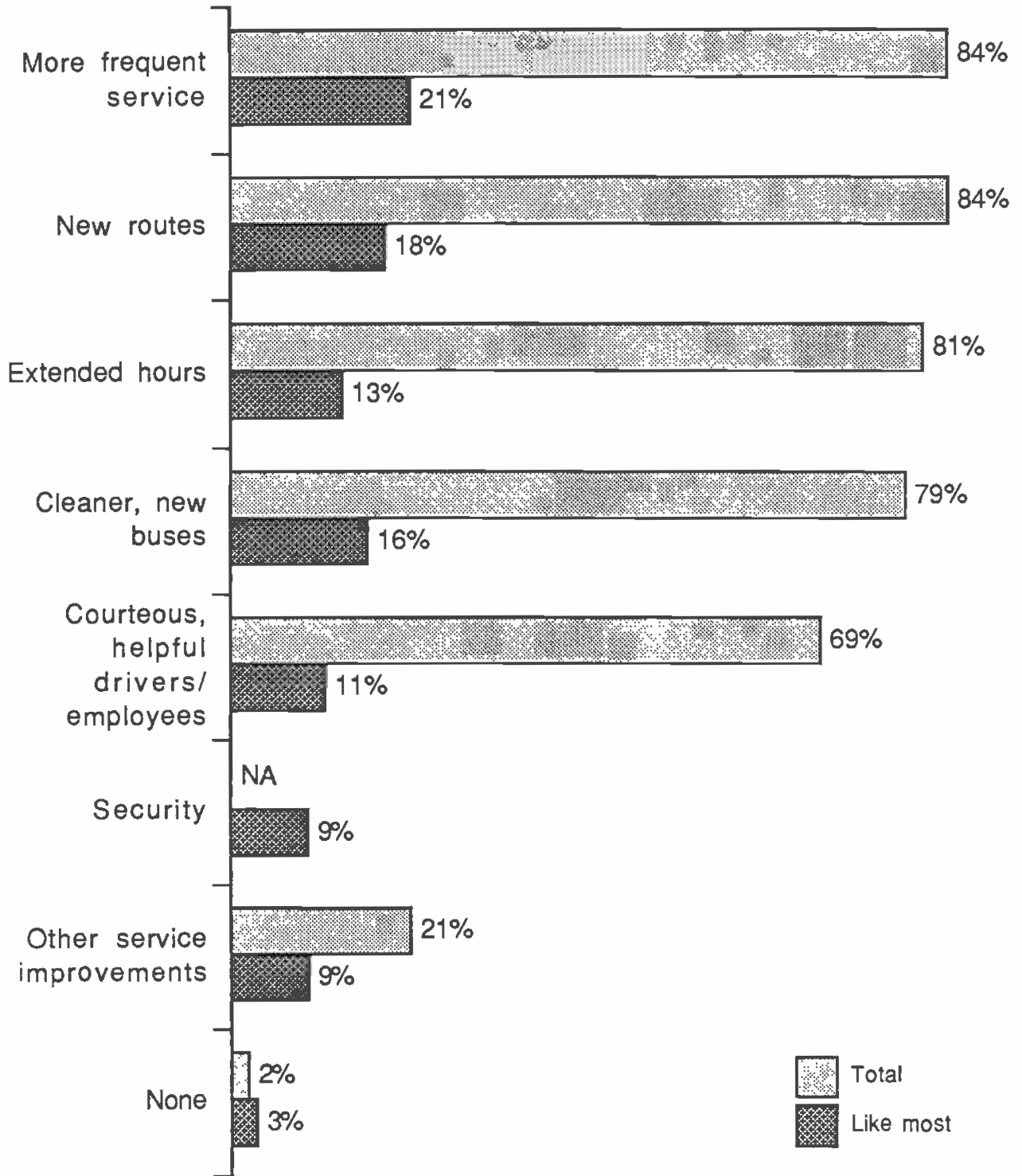
SERVICE IMPROVEMENTS WOULD MOST
LIKE RTD TO MAKE IF FARE INCREASED

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
MORE FREQUENT SERVICE	48	49	49	50
NEW ROUTES TO AREAS NOT SERVED BY BUS	6	5	7	13
EXTENDED HOURS TO CERTAIN AREA	14	14	15	3
CLEANER, NEWER BUSES	7	8	6	7
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	13	14	11	16
SECURITY	-	-	-	1
OTHER SERVICE IMPROVEMENTS	5	4	1	7
NONE	7	6	9	3
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

CHART 21

SERVICE IMPROVEMENTS NON-RIDERS WOULD LIKE RTD TO MAKE IF FARES INCREASE



Percent of Respondents

NA-Not available for total mentions

TABLE 21

SERVICE IMPROVEMENTS NON-RIDERS WOULD
LIKE RTD TO MAKE IF FARE INCREASED

	NON RIDERS %	EXPECTED FARE INCREASE		
		<u>15¢</u> %	<u>10¢</u> %	<u>5¢</u> %
MORE FREQUENT SERVICE	84	84	87	85
NEW ROUTES TO AREAS NOT SERVED BY BUS	84	92	82	84
EXTENDED HOURS TO CERTAIN AREA	81	79	84	90
CLEANER, NEWER BUSES	79	80	83	88
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	69	68	73	79
OTHER SERVICE IMPROVEMENTS	30	39	23	27
NONE	2	-	-	-
BASE:	(350)	(123)	(119)	(67)

TABLE 22

SERVICE IMPROVEMENTS NON-RIDERS WOULD MOST
LIKE RTD TO MAKE IF FARE INCREASED

	NON- RIDERS %	EXPECTED FARE INCREASE		
		15¢ %	10¢ %	5¢ %
MORE FREQUENT SERVICE	21	23	22	16
NEW ROUTES TO AREAS NOT SERVED BY BUS	18	20	18	19
EXTENDED HOURS TO CERTAIN AREA	13	11	13	16
CLEANER, NEWER BUSES	16	15	22	12
MORE COURTEOUS, HELPFUL DRIVERS AND EMPLOYEES	11	7	13	16
SECURITY	9	15	6	10
OTHER SERVICE IMPROVEMENTS	9	10	3	9
NONE	3	-	3	-
BASE:	(350)	(123)	(119)	(67)

TABLE 23

EXPECTED FARE INCREASE FOR SERVICE IMPROVEMENT

	<u>RIDERS</u> %	<u>NON- RIDERS</u> %	<u>POSITIVE LIGHT RAIL INTENT</u> %
15 CENTS MORE	19	35	29
10 CENTS MORE	21	34	27
5 CENTS MORE	45	19	32
NONE	12	8	9
DON'T KNOW	3	3	3
BASE:	(373)	(350)	(483)

TABLE 24

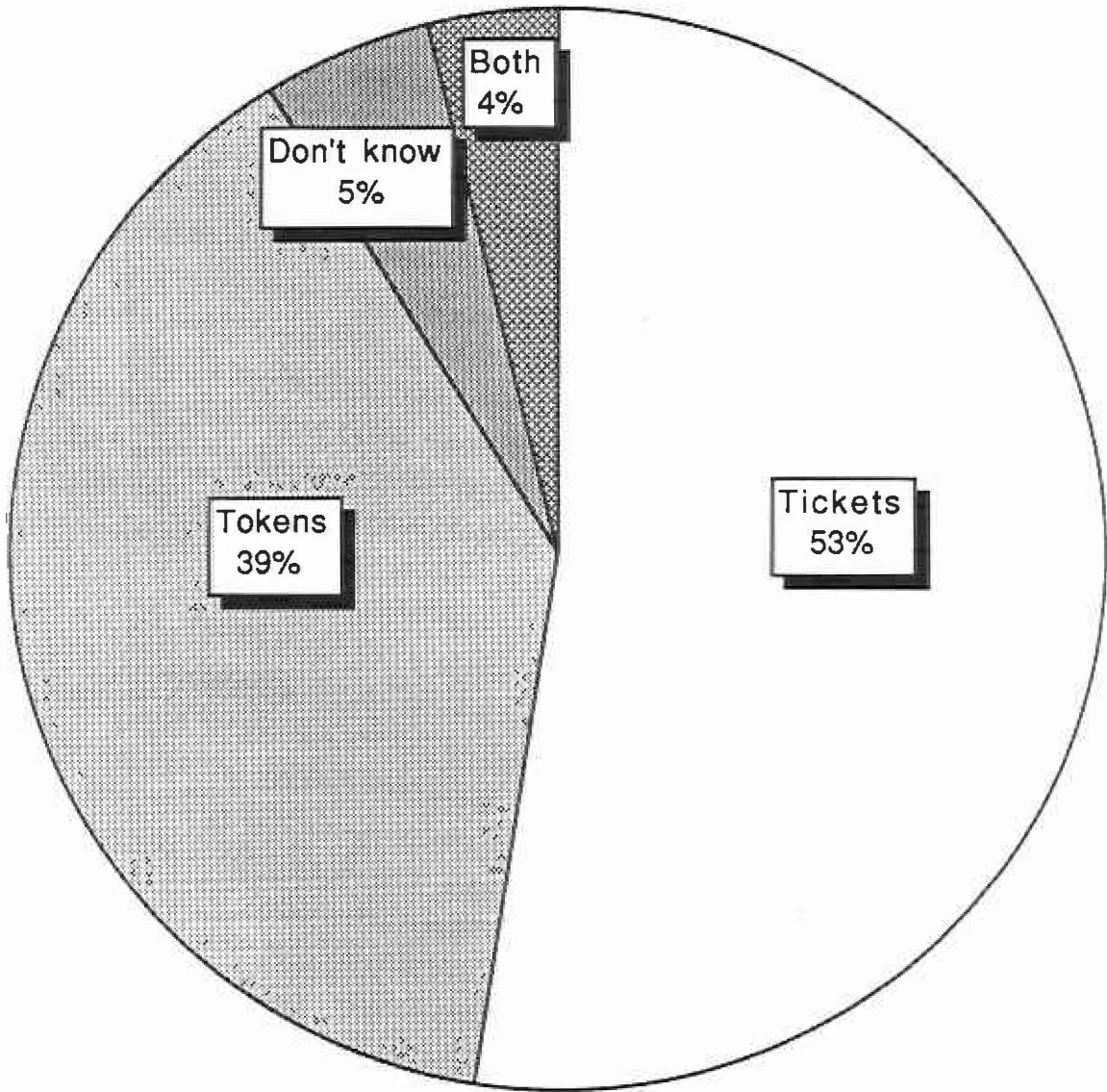
EXPECTED FARE INCREASE FOR SERVICE IMPROVEMENT

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		PREPAID		
		CASH %	REGULAR* %	SUBSIDY %
15 CENTS MORE	19	17	22	16
10 CENTS MORE	21	22	20	21
5 CENTS MORE	46	45	47	41
NONE	12	13	7	19
DON'T KNOW	3	2	4	3
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

CHART 25

PREPAID DISCOUNT FARE MEDIUM PREFERENCE



Base: Total Corridor

TABLE 25

PREPAID DISCOUNT FARE MEDIUM PREFERENCE

	<u>CORRIDOR (WEIGHTED)</u> %	<u>RIDERS</u> %	<u>NON- RIDERS</u> %	<u>POSITIVE LIGHT RAIL INTENT</u> %
TICKETS	53	55	54	54
TOKENS	39	31	38	35
BOTH	4	9	4A	7
DON'T KNOW	5	4	4	4
BASE:	(723)	(373)	(350)	(483)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 26

PREPAID DISCOUNT FARE MEDIUM PREFERENCE

	REGULAR FARE/PASS RIDERS*	METHOD OF PAYMENT		
		CASH	PREPAID	
			REGULAR*	SUBSIDY
	%	%	%	%
TICKETS	56	52	62	49
TOKENS	31	34	26	33
BOTH	10	11	9	6
DON'T KNOW	2	2	3	13
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

TABLE 27

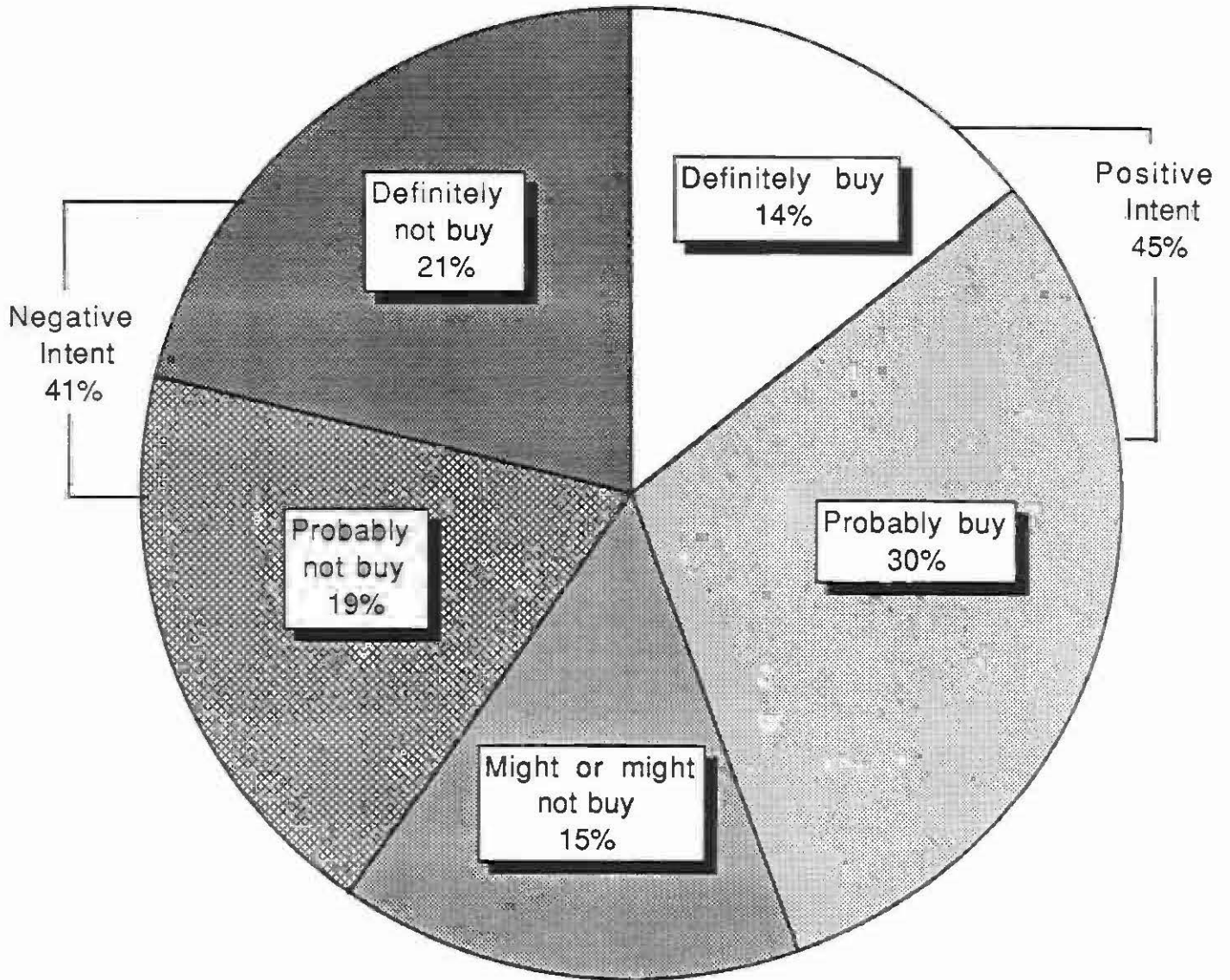
LIKELIHOOD OF BUYING MONTHLY PASS

	NON- RIDERS %	<u>LIGHT RAIL INTENT</u>	
		<u>POSITIVE</u> %	<u>NEUTRAL/ NEGATIVE</u> %
<u>DEFINITELY/PROBABLY BUY (NET)</u>	<u>53</u>	<u>64A</u>	<u>35</u>
DEFINITELY BUY	21	23	19
PROBABLY BUY	32	41A	16
MIGHT OR MIGHT NOT BUY	12	11	15
PROBABLY NOT BUY	18	15A	24
DEFINITELY NOT BUY	17	10A	27
<u>PROBABLY/DEFINITELY NOT BUY (NET)</u>	<u>35</u>	<u>25A</u>	<u>50</u>
BASE:	(350)	(222)	(127)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

CHART 29

WEEKLY RTD PASS PURCHASE INTEREST



Base: Total Corridor

TABLE 29

LIKELIHOOD OF BUYING WEEKLY RTD PASS AT \$12

	<u>RIDERS</u>	<u>NON-</u>	<u>POSITIVE</u>
	<u>%</u>	<u>RIDERS</u>	<u>LIGHT RAIL</u>
		<u>%</u>	<u>INTENT</u>
			<u>%</u>
<u>DEFINITELY/PROBABLY BUY (NET)</u>	<u>40</u>	<u>47</u>	<u>49</u>
DEFINITELY BUY	20	14	19
PROBABLY BUY	21A	33	30
MIGHT OR MIGHT NOT BUY	22A	15	17
PROBABLY NOT BUY	13	19	14
DEFINITELY NOT BUY	24	19	20
<u>PROBABLY/DEFINITELY NOT BUY (NET)</u>	<u>37</u>	<u>39</u>	<u>34</u>
BASE:	(373)	(350)	(483)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 30

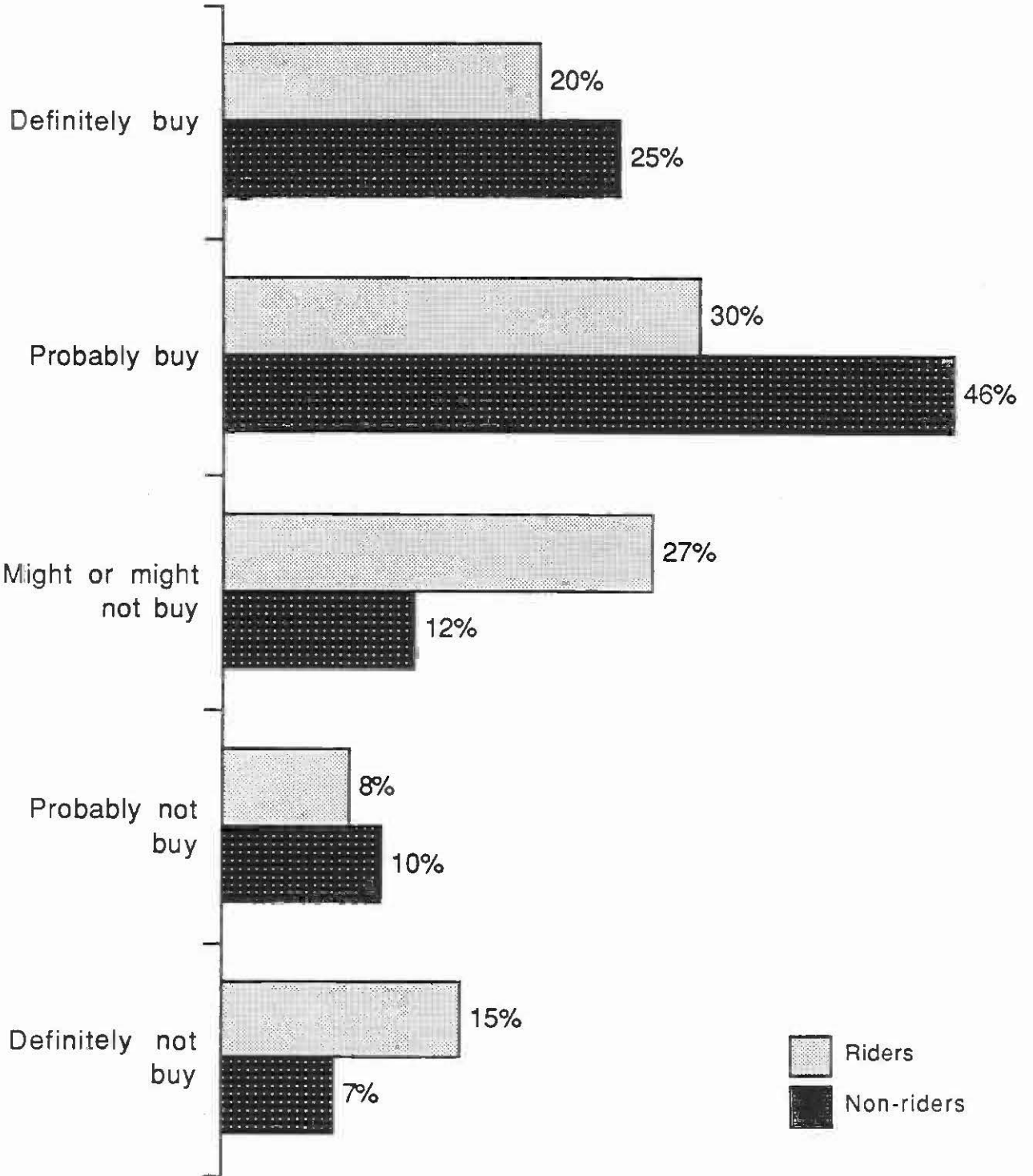
LIKELIHOOD OF BUYING WEEKLY RTD PASS AT \$12

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
<u>DEFINITELY/PROBABLY BUY (NET)</u>	<u>45</u>	<u>51</u>	<u>33</u>	<u>23</u>
DEFINITELY BUY	23	27	15	4
PROBABLY BUY	21	24	18	19
MIGHT OR MIGHT NOT BUY	23	26	20	17
PROBABLY NOT BUY	14	9	21	13
DEFINITELY NOT BUY	18	13	27	47
<u>PROBABLY/DEFINITELY NOT BUY (NET)</u>	<u>32</u>	<u>22</u>	<u>47</u>	<u>60</u>
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

CHART 31

**PURCHASE INTEREST IN DISCOUNTED FARE
(TICKETS/TOKENS)
AT \$9.00 FOR 10 RIDES**



Percent of Respondents

TABLE 31

LIKELIHOOD TO BUY DISCOUNTED FARE AT \$9.00 FOR 10 RIDES

	<u>RIDERS</u>	<u>NON-</u>	<u>POSITIVE</u>
	<u>%</u>	<u>RIDERS</u>	<u>LIGHT RAIL</u>
		<u>%</u>	<u>INTENT</u>
			<u>%</u>
<u>DEFINITELY/PROBABLY BUY (NET)</u>	<u>50A</u>	<u>71</u>	<u>66</u>
DEFINITELY BUY	20	25	25
PROBABLY BUY	30A	46	40
MIGHT OR MIGHT NOT BUY	27A	12	17
PROBABLY NOT BUY	8	10	7
DEFINITELY NOT BUY	15A	7	10
<u>PROBABLY/DEFINITELY NOT BUY (NET)</u>	<u>22</u>	<u>17</u>	<u>17</u>
DON'T KNOW	1	-	
BASE:	(373)	(350)	(483)

*FEWER THAN 0.5% MENTION

A: DIFFERENCE STATISTICALLY 95% LEVEL OF CONFIDENCE.

TABLE 32

LIKELIHOOD TO BUY DISCOUNTED FARE AT \$9.00 FOR 10 RIDES

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
<u>DEFINITELY/PROBABLY BUY (NET)</u>	<u>55</u>	<u>58</u>	<u>48</u>	<u>29</u>
DEFINITELY BUY	21	25	15	10
PROBABLY BUY	33	33	32	19
MIGHT OR MIGHT NOT BUY	28	28	29	23
PROBABLY NOT BUY	7	7	9	9
DEFINITELY NOT BUY	9	6	14	40
<u>PROBABLY/DEFINITELY NOT BUY (NET)</u>	<u>16</u>	<u>13</u>	<u>22</u>	<u>49</u>
DON'T KNOW	1	-		
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS.

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 33

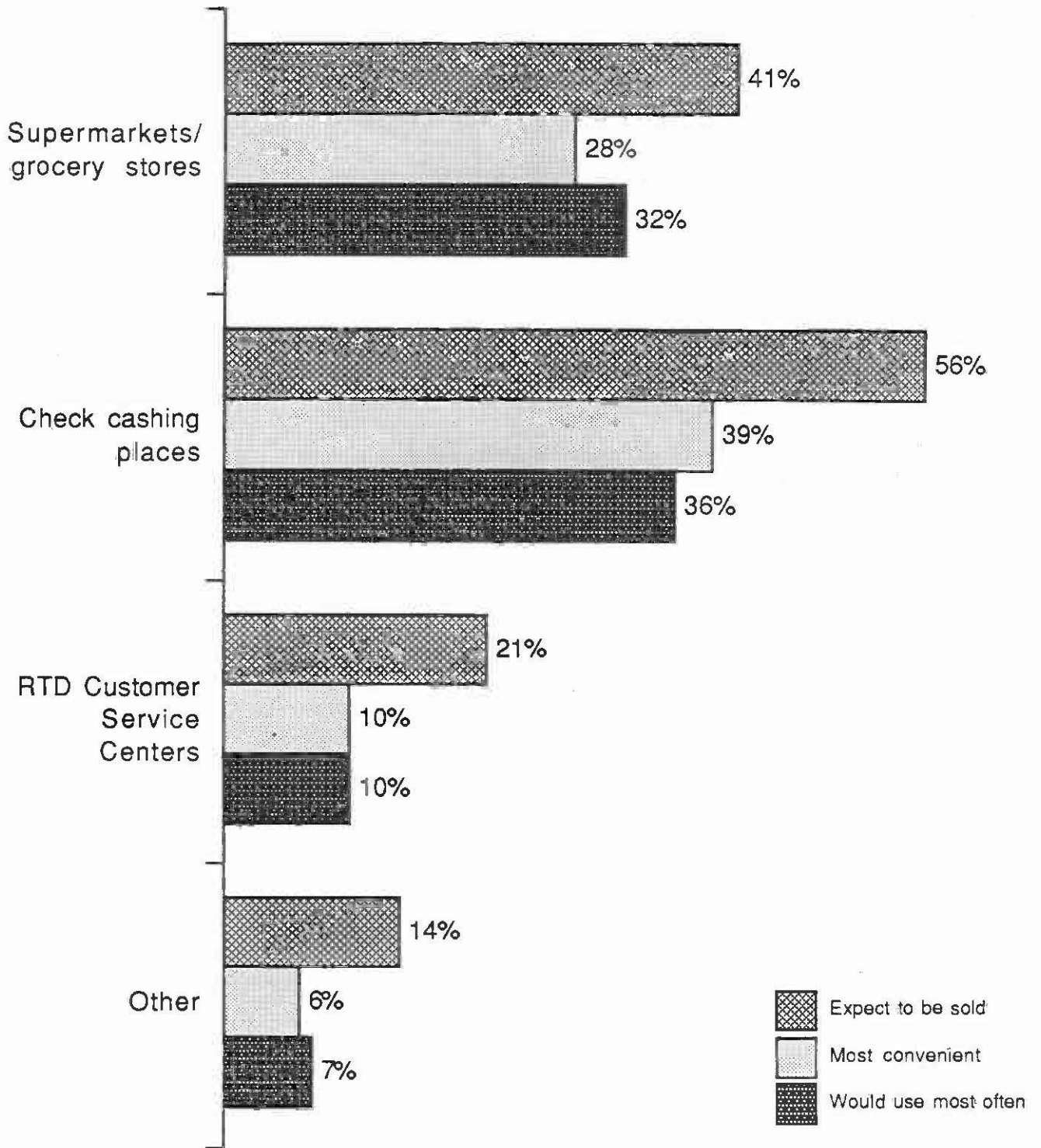
LOCATIONS WOULD EXPECT RTD TICKETS/MONTHLY PASSES
TO BE SOLD

	<u>RIDERS</u>	NON- <u>RIDERS</u>	POSITIVE LIGHT RAIL <u>INTENT</u>
	%	%	%
SUPERMARKETS/GROCERY STORES	41	43	42
CHECK CASHING PLACES	56A	20	41
RTD CUSTOMER SERVICE CENTERS	21	16	19
LIQUOR STORES	14	9	13
BANKS	12A	7	11
SCHOOLS	9	6	7
AT WORK	6A	2	5
OTHER	6A	33	18
NONE	1A	5	3
DON'T KNOW	1A	4	2
BASE:	(373)	(350)	(483)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

CHART 33A

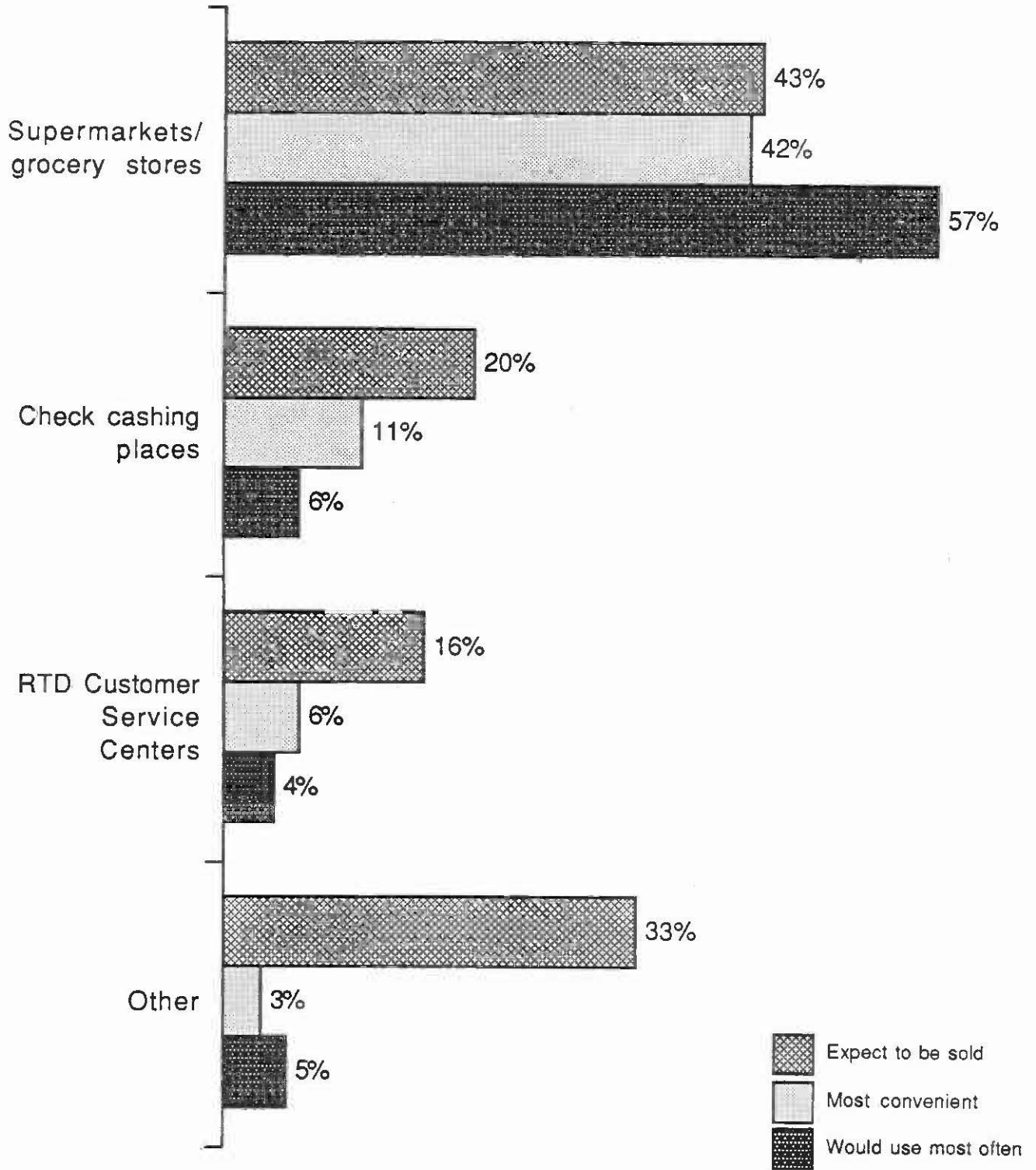
**KEY LOCATIONS FOR PURCHASE OF
PREPAID DISCOUNT FARE MEDIUM**



Percent of Riders

CHART 33B

**KEY LOCATIONS FOR PURCHASE OF
PREPAID DISCOUNT FARE MEDIUM**



Percent of Non-Riders

TABLE 34

LOCATIONS WOULD EXPECT RTD TICKETS/MONTHLY PASSES
TO BE SOLD

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
SUPERMARKETS/GROCERY STORES	40	42	37	42
CHECK CASHING PLACES	56	54	62	54
RTD CUSTOMER SERVICE CENTERS	21	20	22	19
LIQUOR STORES	15	17	13	7
BANKS	12	13	9	11
SCHOOLS	7	4	9	19
AT WORK	7	7	8	3
OTHER	5	5	4	11
NONE	2	2	2	-
DON'T KNOW	1	2	-	-
BASE:	(303)	(183)	(117)	(70)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 35

MOST CONVENIENT LOCATION TO PURCHASE DISCOUNT FARE

	<u>RIDERS</u>	<u>NON-</u> <u>RIDERS</u>	<u>POSITIVE</u> <u>LIGHT RAIL</u> <u>INTENT</u>
	%	%	%
SUPERMARKETS/GROCERY STORES	28A	42	33
CHECK CASHING PLACES	39A	11	26
RTD CUSTOMER SERVICE CENTERS	10A	6	8
LIQUOR STORES	6	5	6
BANKS	4	4	5
SCHOOLS	3A	3	4
AT WORK	5	3	4
OTHER	3	20	12
NONE	1	3	2
DON'T KNOW	1	3	2
BASE:	(373)	(350)	(483)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 36

MOST CONVENIENT LOCATION TO PURCHASE DISCOUNT FARE

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
SUPERMARKETS/GROCERY STORES	28	30	24	30
CHECK CASHING PLACES	41	38	47	31
RTD CUSTOMER SERVICE CENTERS	9	9	10	14
LIQUOR STORES	7	8	6	4
BANKS	4	3	3	3
SCHOOLS	3	3	3	10
AT WORK	3	4	4	1
OTHER	2	3	1	6
NONE	1	2	1	-
DON'T KNOW	1	1	1	-
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

TABLE 37

PLACES WOULD USE MOST TO PURCHASE
PREPAID DISCOUNT FARE

	<u>RIDERS</u>	NON- <u>RIDERS</u>	POSITIVE LIGHT RAIL <u>INTENT</u>
	%	%	%
SUPERMARKETS/GROCERY STORES	32A	57	42
BANKS	4	7	5
LIQUOR STORES	7	9	8
CHECK CASHING PLACES	36A	6	22
AT WORK	4	6	6
RTD CUSTOMER SERVICE CENTERS	10A	4	7
SCHOOLS	5	5	6
OTHER	2A	5	4
NONE	-	*	-
DON'T KNOW	*	1	*
BASE:	(373)	(350)	(483)

TABLE 38

PLACES WOULD USE MOST TO PURCHASE
PREPAID DISCOUNT FARE

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
SUPERMARKETS/GROCERY STORES	32	36	27	29
BANKS	4	5	2	4
LIQUOR STORES	8	9	6	4
CHECK CASHING PLACES	37	32	46	33
AT WORK	5	6	3	1
RTD CUSTOMER SERVICE CENTERS	9	8	12	14
SCHOOLS	4	3	5	9
OTHER	1	1	-	4
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

TABLE 39

RIDERSHIP FREQUENCY

	<u>RIDERS</u>
	<u>%</u>
<u>NUMBER OF TIMES IN PAST MONTH</u>	
1-19	29
20-35	37
36 OR MORE	33
LIGHT (LESS THAN 4)	3
MODERATE (4 TO 19)	26
HEAVY (20 OR MORE)	70
MEAN:	<u>31.5</u>
RIDE AT LEAST ONCE A WEEK	98
BASE:	(373)

TABLE 40

RIDERSHIP FREQUENCY

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
<u>NUMBER OF TIMES IN PAST MONTH</u>				
1-19	31	41	15	21
20-35	37	36	38	37
36 OR MORE	31	22	46	41
LIGHT (LESS THAN 4)	3	4	2	-
MODERATE (4-19)	28	37	13	21
HEAVY (20 OR MORE)	68	58	85	79
MEAN:	<u>30.8</u>	<u>25.0</u>	<u>39.9</u>	<u>34.3</u>
RIDE AT LEAST ONCE A WEEK	98	97	98	100
BASE:	(303)	(183)	(117)	(70)

TABLE 41
RIDERSHIP PURPOSE

	<u>RIDERS</u> %
<u>COMMUTE (NET)</u>	<u>72</u>
WORK	48
SCHOOL	14
HOME	12
<u>NON-COMMUTE (NET)</u>	<u>33</u>
DOCTOR/MEDICAL APPOINTMENT	11
SHOPPING	13
ENTERTAINMENT	3
FRIENDS/RELATIVES	5
OTHER REASON	5
BASE:	(373)

TABLE 42

RIDERSHIP PURPOSE

	REGULAR FARE/PASS RIDERS* %	METHOD OF PAYMENT		
		CASH %	PREPAID	
			REGULAR* %	SUBSIDY %
<u>COMMUTE (NET)</u>	<u>75</u>	<u>67</u>	<u>88</u>	<u>60</u>
WORK	53	46	66	24
SCHOOL	13	9	19	23
HOME	10	13	9	14
<u>NON-COMMUTE (NET)</u>	<u>30</u>	<u>37</u>	<u>18</u>	<u>46</u>
DOCTOR/MEDICAL APPOINTMENT	9	11	4	20
SHOPPING	11	13	8	19
ENTERTAINMENT	3	4	1	4
FRIENDS/RELATIVES	6	6	5	4
OTHER REASON	5	6	3	9
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY MONTHLY PASS HOLDERS

TABLE 44

METHOD USED TO PAY FARE ON LAST BUS TRIP

	<u>RIDERS</u>
	%
CASH	49
MONTHLY PASS	48
TICKETS	2
BUS TOKENS	1
OTHER	1
PURCHASED BUS TRANSFER	35
USED EXPRESS SERVICE BUS	7
BASE:	(373)

TABLE 45

METHOD USED TO PAY FARE ON LAST BUS TRIP

	<u>RIDERSHIP CHARACTERISTICS</u>					
	<u>TOTAL</u>	<u>PAST MONTH</u>		<u>TRIP PURPOSE</u>		
		<u>RIDERS</u>	<u>FREQUENCY</u>		<u>WORK/</u>	<u>SCHOOL</u>
	<u>%</u>	<u>1-19</u>	<u>20+</u>	<u>SCHOOL</u>	<u>OTHER**</u>	<u>%</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
CASH	49	69	40	44	56	
MONTHLY PASS	48	27	56	52	39	
TICKETS	2	1	2	3	1	
BUS TOKENS	1	2	-	-	3	
OTHER	1	1	1	*	1	
PURCHASED BUS TRANSFER	35	44	31	34	32	
USED EXPRESS SERVICE BUS	7	9	6	6	10	
BASE:	(373)	(108)	(262)	(225)	(72)	

*FEWER THAN 0.5% MENTION

**OTHER TRIP PURPOSES INCLUDE SHOPPING, VISITING FRIEND/RELATIVES,
ATTENDING ENTERTAINMENT, GOING TO DOCTOR/MEDICAL APPOINTMENT

TABLE 46

METHOD USED TO PAY FARE ON LAST BUS TRIP
(EXCLUDES SUBSIDY PASS HOLDERS)

	<u>RIDERSHIP CHARACTERISTICS</u>					
	<u>REGULAR FARE/PASS RIDERS</u>	<u>PAST MONTH FREQUENCY</u>			<u>TRIP PURPOSE</u>	
		<u>1-19</u>	<u>20+</u>	<u>WORK/ SCHOOL</u>	<u>OTHER**</u>	
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
CASH	60	81	51	52	100	
MONTHLY PASS	36	15	45	44	-	
TICKETS	2	1	3	3	-	
BUS TOKENS	1	2	-	-	-	
OTHER	1	1	1	1	-	
PURCHASED BUS TRANSFER ¹	43	51	40	40	58	
USED EXPRESS SERVICE BUS ¹	8	11	7	7	18	
BASE:	(303)	(93)	(207)	(192)	(40)**	

*SUBSIDY PASS HOLDERS ARE RIDERS USING COLLEGE/VOCATIONAL, HANDICAP OR SENIOR MONTHLY PASSES TO PAY FARES

**CAUTION: SMALL BASE

¹ASKED ONLY AMONG NON-MONTHLY PASS RIDERS

TABLE 47

MONTHLY BUS PASS USAGE

	<u>RIDERS</u>
	%
<u>REGULAR (NET)</u>	<u>28</u>
REGULAR MONTHLY RTD PASS	25
REGULAR MONTHLY RTD PASS WITH AN EXPRESS STAMP	2
<u>SUBSIDIZED (NET)</u>	<u>19</u>
HANDICAPPED/DISABLED PASS	6
SENIOR CITIZEN PASS	6
COLLEGE/VOCATIONAL PASS	7
MONTHLY PASS ISSUED BY ANOTHER TRANSIT SERVICE	*
DON'T KNOW	1
NON-PASS RIDERS	52
BASE:	(373)

*FEWER THAN 0.5% MENTION

TABLE 48

TYPE OF MONTHLY PASS

	<u>RIDERS</u> %	<u>CURRENT FARE PERCEPTION</u>	
		<u>REASONABLE</u> %	<u>EXPENSIVE</u> %
<u>REGULAR (NET)</u>	<u>28</u>	<u>30</u>	<u>26</u>
REGULAR MONTHLY RTD PASS	25	28	23
REGULAR MONTHLY RTD PASS WITH AN EXPRESS STAMP	2	2	3
<u>SUBSIDIZED (NET)</u>	<u>19</u>	<u>24A</u>	<u>15</u>
HANDICAPPED/DISABLED	6	7	6
SENIOR CITIZEN/ELDERLY	6	11A	2
COLLEGE/VOCATIONAL	7	6	8
NON-RTD MONTHLY BUS PASS	*	-	*
NON-MONTHLY PASS RIDERS	52	46A	57
BASE:	(373)	(160)	(213)

*FEWER THAN 0.5% MENTION.

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 49

MONTHLY BUS PASS USAGE

	TOTAL RIDERS %	REGULAR FARE/PASS RIDERS** %
<u>REGULAR (NET)</u>	<u>28</u>	<u>34</u>
REGULAR MONTHLY RTD PASS	25	31
REGULAR MONTHLY RTD PASS WITH AN EXPRESS STAMP	2	3
<u>SUBSIDIZED (NET)</u>	<u>19</u>	<u>-</u>
HANDICAPPED/DISABLED PASS	6	-
SENIOR CITIZEN PASS	6	-
COLLEGE/VOCATIONAL PASS	7	-
MONTHLY PASS ISSUED BY ANOTHER TRANSIT SERVICE	*	*
DON'T KNOW	1	1
NON-PASS RIDERS	52	64
BASE:	(373)	(303)

*FEWER THAN 0.5% MENTION

**EXCLUDES SUBSIDY PASS HOLDERS (COLLEGE/VOCATIONAL, HANDICAP AND SENIOR MONTHLY PASS RIDERS)

TABLE 50

AMOUNT PAID FOR MONTHLY PASS
(AMONG RIDERS WHO PAID FARE WITH MONTHLY PASS)

	PASS RIDERS %	CURRENT FARE PERCEPTION	
		<u>REASONABLE</u> %	<u>EXPENSIVE</u> %
<u>LESS THAN \$40.00 (NET)</u>	<u>47</u>	<u>51</u>	<u>43</u>
\$4.00	17	22	12
\$10.00	6	7	4
\$18.00	8	10	7
\$25.00	11	7	14
<u>\$40.00 OR MORE (NET)</u>	<u>51</u>	<u>48</u>	<u>57</u>
\$42.00	49	44	53
DON'T KNOW	1	1	-
MEAN:	<u>\$28.60</u>	<u>\$26.30</u>	<u>\$30.80</u>
BASE:	(178)	(86)	(92)

TABLE 51

AMOUNT PAID FOR MONTHLY PASS
(AMONG RIDERS WHO PAID FARE WITH MONTHLY PASS)

	TOTAL PASS RIDERS %	REGULAR FARE/PASS RIDERS* %	SUBSIDY PASS RIDERS %
<u>LESS THAN \$40.00 (NET)</u>	<u>47</u>	<u>18</u>	<u>93</u>
\$4.00	17	-	43
\$10.00	6	1	13
\$18.00	8	6	11
\$25.00	11	6	17
 <u>\$40.00 OR MORE (NET)</u>	 <u>51</u>	 <u>82</u>	 <u>6</u>
\$42.00	49	79	4
 DON'T KNOW	 1	 -	 1
 MEAN:	 <u>\$28.60</u>	 <u>\$38.69</u>	 <u>\$12.80</u>
 BASE:	 (178)	 (108)	 (70)

*EXCLUDES SUBSIDY MONTHLY PASS HOLDERS

CHART 52

FARE PAID/EXPECTED TO PAY FOR ONE-WAY BUS TRIP

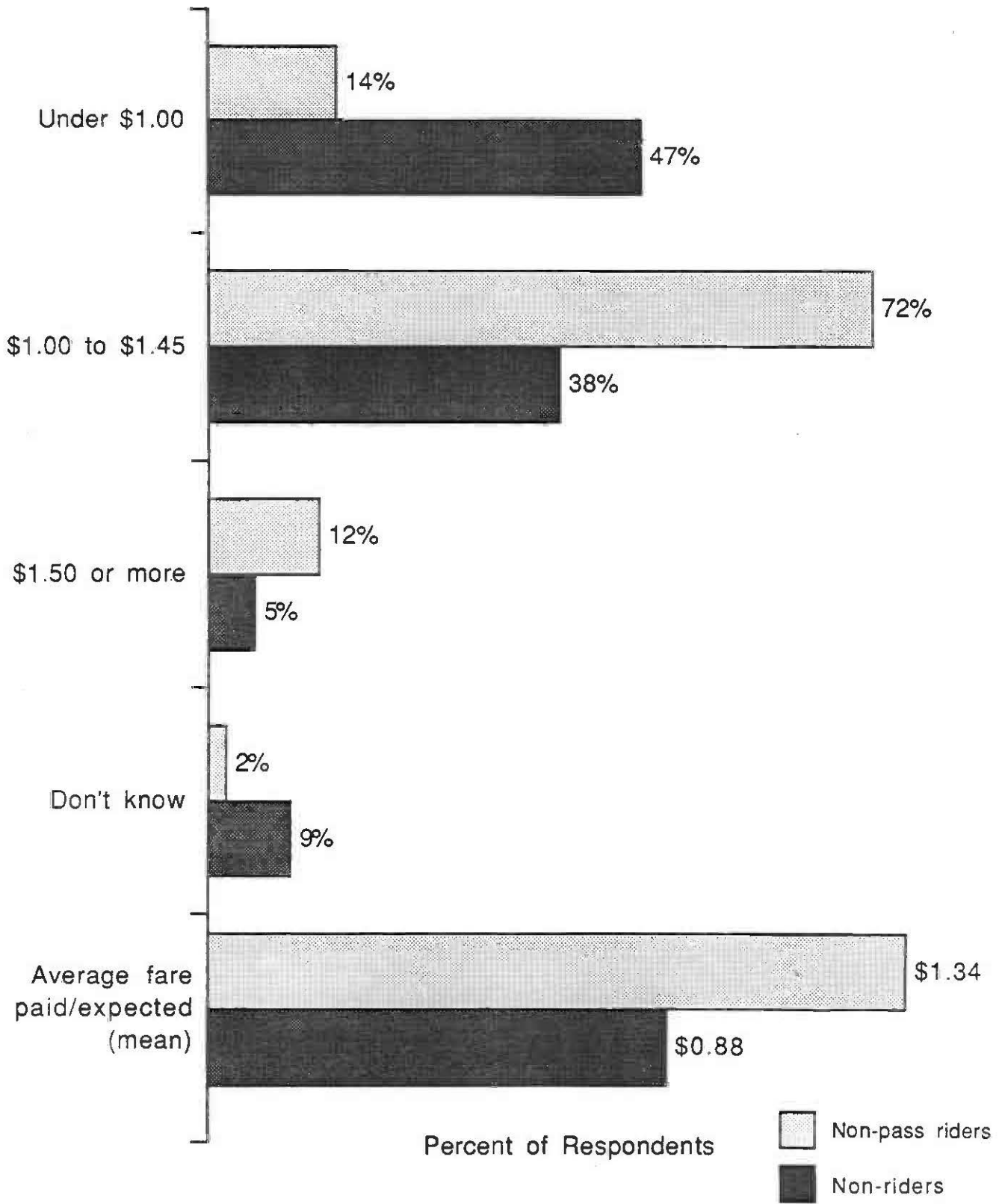


TABLE 52

FARE PAID (EXPECTED FARE) ON ONE-WAY BUS TRIP
(AMONG RIDERS WHO PAID FARE WITH CASH/TICKET/TOKENS)

	<u>NON-PASS RIDERS</u> %	<u>NON- RIDERS</u> %
UNDER \$1.00	14A	47
<u>\$1.00 TO \$1.45 (NET)</u>	<u>72A</u>	<u>38</u>
\$1.00	-	28
\$1.10	21	5
\$1.35	50	3
\$1.50 OR MORE	12	5
DON'T KNOW	2A	9
MEAN:	<u>\$1.34A</u>	<u>\$.88</u>
BASE:	(195)	(350)

A: DIFFERENCE BETWEEN RIDERS AND NON-RIDERS STATISTICALLY SIGNIFICANT
AT 95% LEVEL OF CONFIDENCE.

TABLE 53

FARE PAID ONE-WAY ON LAST BUS TRIP
 (AMONG BUS RIDERS WHO DO NOT HAVE MONTHLY PASSES)

	NON-PASS RIDERS %	CURRENT FARE PERCEPTION	
		REASONABLE %	EXPENSIVE %
UNDER \$1.00	14	18	12
<u>\$1.00 TO \$1.45 (NET)</u>	<u>72</u>	<u>66</u>	<u>76</u>
\$1.10	21	19	21
\$1.35	50	45	53
\$1.50 OR MORE	12	15	10
DON'T KNOW	2	1	2
MEAN:	<u>\$1.34</u>	<u>\$1.40</u>	<u>\$1.31</u>
BASE:	(195)	(74)	(121)
AVERAGE FARE AMONG RIDERS WHO BOUGHT TRANSFER OR RODE EXPRESS BUS (MEAN):			
	<u>\$1.40</u>	<u>\$1.43</u>	<u>\$1.38</u>
BASE:	(138)	(54)	(84)

TABLE 54

EXPECTED FARE FOR ONE-WAY BUS TRIP
(NON-RIDERS)

	NON- RIDERS	CURRENT FARE PERCEPTION	
		REASONABLE	EXPENSIVE
	%	%	%
UNDER \$1.00	47	22	66
<u>\$1.00 TO \$1.45 (NET)</u>	<u>38</u>	<u>54A</u>	<u>27</u>
\$1.00	28	44A	16
\$1.10	5	3	7
\$1.35	3	5	3
\$1.50 OR MORE	5	9	2
DON'T KNOW	9	15	6
MEAN:	<u>\$.88</u>	<u>\$1.06A</u>	<u>\$.76</u>
BASE:	(350)	(149)	(200)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 55

DEMOGRAPHICS

	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>POSITIVE LIGHT RAIL INTENT</u>
	%	%	%
<u>AGE</u>			
UNDER 21	19A	9	15
21 TO 34	46	46	48
35 TO 44	14	19	16
45 TO 54	8	10	8
55 TO 64	4	7	6
65 OR OLDER	8	7	7
MEAN (YEARS):	<u>34.0A</u>	<u>36.6</u>	<u>34.6</u>
<u>ETHNIC BACKGROUND</u>			
WHITE	5A	38	18
HISPANIC	51A	28	45
BLACK	37A	23	30
ASIAN	2A	6	3
NATIVE AMERICAN	2	2	2
OTHER	2	2	1
<u>GENDER</u>			
MALE	53A	43	52
FEMALE	47	57	48
BASE:	(373)	(350)	(483)

A: DIFFERENCE BETWEEN RIDERS AND NON-RIDERS STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

TABLE 56
DEMOGRAPHICS

	REGULAR FARE/PASS RIDERS*	METHOD OF PAYMENT		
		CASH	PREPAID	
			REGULAR*	SUBSIDY
	%	%	%	%
<u>AGE</u>				
UNDER 21	19	20	18	21
21 TO 34	51	55	48	23
35 TO 44	15	13	18	11
45 TO 54	9	6	12	7
55 TO 64	4	4	3	7
65 OR OLDER	3	3	3	30
MEAN (YEARS):	<u>31.8</u>	<u>30.9</u>	<u>32.5</u>	<u>43.4</u>
<u>ETHNIC BACKGROUND</u>				
WHITE	5	5	3	7
HISPANIC	53	52	56	43
BLACK	36	36	37	43
ASIAN	2	3	1	-
NATIVE AMERICAN	2	3	-	4
OTHER	2	1	3	3
<u>GENDER</u>				
MALE	53	52	52	56
FEMALE	47	48	48	44
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

TABLE 57

ZIP CODE OF RESIDENCE
(FIRST 3 DIGITS OF ZIP CODE)

	<u>RIDERS</u> %	<u>NON- RIDERS</u> %	<u>POSITIVE LIGHT RAIL INTENT</u> %
900	59	30	44
902	20	22	23
907	*	15	8
908	11	32	20
OUTSIDE OF CORRIDOR	5	1	2
DON'T KNOW	-	6	3
BASE:	(373)	(350)	(483)

*FEWER THAN 0.5% MENTION

TABLE 58

ZIP CODE OF RESIDENCE
(FIRST 3 DIGITS OF ZIP CODE)

	REGULAR FARE/PASS RIDERS* %	<u>METHOD OF PAYMENT</u>		
		<u>PREPAID</u>		
		<u>CASH</u> %	<u>REGULAR*</u> %	<u>SUBSIDY</u> %
900	58	56	62	64
902	19	16	24	23
907	*	1	-	-
908	11	15	4	10
OUTSIDE OF CORRIDOR	5	5	4	2
DON'T KNOW	-	7	6	1
BASE:	(303)	(183)	(117)	(70)

*EXCLUDES SUBSIDY PASS HOLDERS

TABLE 59

ON-SITE INTERCEPT OF BUS RIDERS: LOCATION

	<u>RIDERS</u> %
LONG BEACH BLVD. & 7TH ST.	11
WILMINGTON AVE. & 119TH/120 ST.	4
COMPTON AVE./MAIE AVE. & FIRESTONE BLVD.	11
LONG BEACH BLVD. & FIRESTONE BLVD.	7
COMPTON AVE./MAIE AVE. & FLORENCE BLVD.	11
PACIFIC BLVD. & FLORENCE AVE.	14
PACIFIC BLVD. & GAGE AVE.	11
COMPTON AVE. & ADAM BLVD.	8
WASHINGTON BLVD. & CENTRAL AVE.	8
7TH ST. & BROADWAY	16
BASE:	(322)

TABLE 60

ON-SITE INTERCEPT OF BUS RIDERS: LOCATION

	REGULAR FARE/PASS RIDERS*	METHOD OF PAYMENT		
		CASH	PREPAID	
			REGULAR*	SUBSIDY
	%	%	%	%
LONG BEACH BLVD. & 7TH ST.	12	17	5	10
WILMINGTON AVE. & 119TH/120TH ST.	4	4	4	5
COMPTON AVE/MAIE AVE. & FIRESTONE BLVD.	9	8	12	16
LONG BEACH BLVD. & FIRESTONE BLVD.	5	6	4	13
COMPTON AVE./MAIE AVE. & FLORENCE BLVD.	11	13	12	13
PACIFIC BLVD. & FLORENCE AVE.	14	9	24	16
PACIFIC BLVD. & GAGE AVE.	10	9	14	11
COMPTON AVE. & ADAMS BLVD.	9	10	11	2
WASHINGTON BLVD. & CENTRAL AVE.	8	6	12	8
7TH ST. & BROADWAY	17	17	18	6
BASE:	(260)	(154)		(62)

TABLE 61

ON-SITE INTERCEPT OF BUS RIDERS: DAY/TIME OF DAY

	<u>RIDERS</u>
	%
<u>DAY OF WEEK</u>	
WEDNESDAY	41
THURSDAY	47
FRIDAY	11
 <u>TIME AT NEXT HOUR</u>	
<u>A.M. COMMUTE (NET)</u>	<u>26</u>
7 A.M.	7
8 A.M.	10
9 A.M.	9
10 A.M.	6
11 A.M.	8
12 NOON	9
1 P.M.	7
2 P.M.	8
3 P.M.	7
 <u>P.M. COMMUTE (NET)</u>	<u>26</u>
4 P.M.	7
5 P.M.	6
6 P.M.	7
7 P.M.	6
8 P.M.	1
9 P.M.	2
 BASE:	 (322)

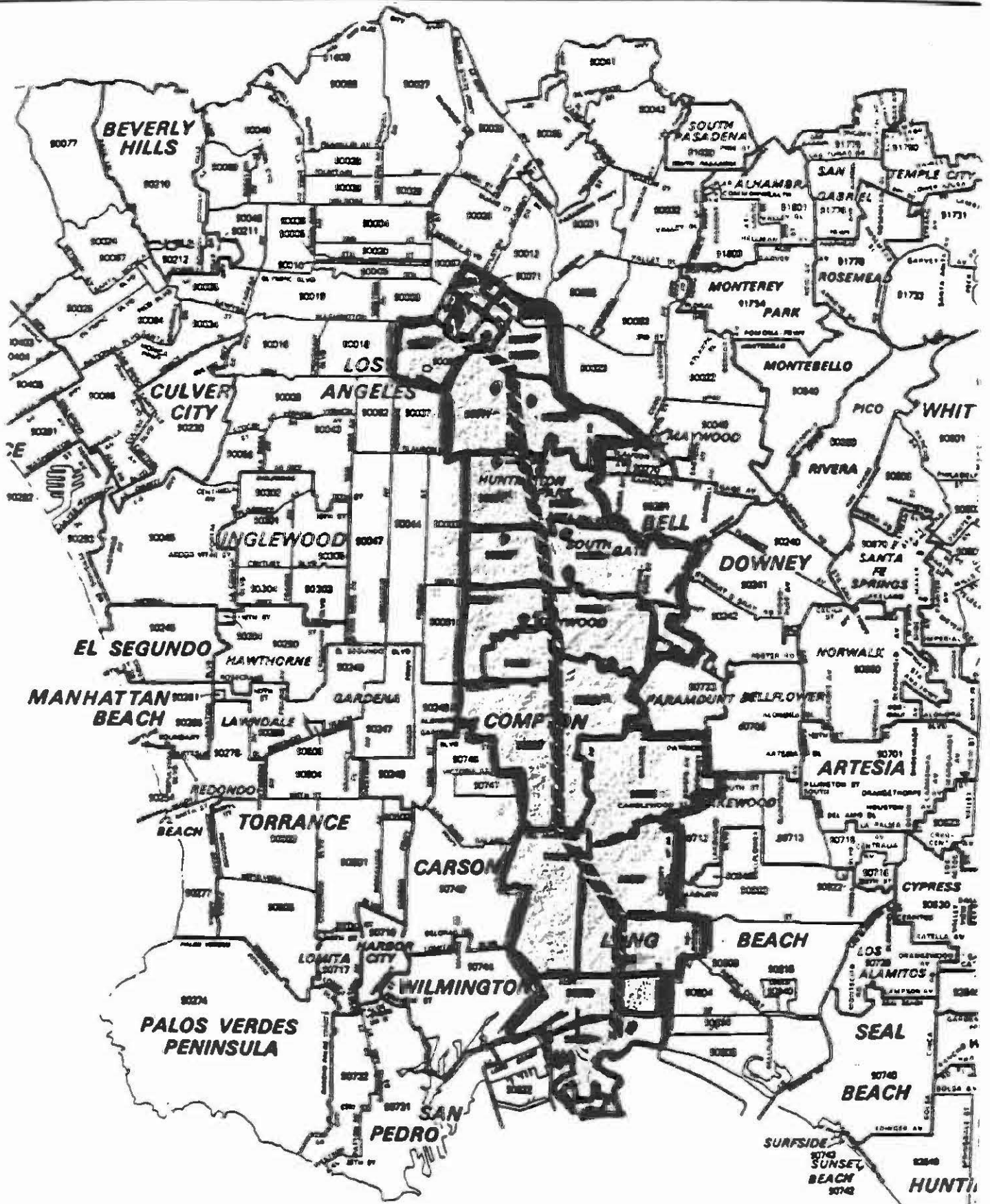
TABLE 62

NON-TELEPHONE HOUSEHOLD CHARACTERISTICS

	<u>TOTAL</u>	<u>ON-SITE</u>	<u>BUS RIDERS</u>
	<u>%</u>	<u>TELEPHONE</u>	<u>NON- PHONE</u>
	<u>%</u>	<u>%</u>	<u>%</u>
RESIDES IN NON-TELEPHONE HOUSEHOLD	36	-	100
BASE: (ON-SITE BUS RIDERS ONLY)	(322)	(201)	(117)
<u>AGE</u>			
UNDER 21	19	22	17
21-34	46	42	51
35-44	14	14	15
45-54	8	9	8
55-64	4	5	2
65 OR OLDER	8	7	8
MEAN (YEARS):	<u>34.0</u>	<u>33.9</u>	<u>33.1</u>
<u>ETHNIC BACKGROUND</u>			
HISPANIC	51	44A	63
BLACK	37	44A	31
WHITE	5	6	2
ASIAN	2	1	1
NATIVE AMERICAN	2	2	3
OTHER	2	2	1
<u>GENDER</u>			
MALE	53	52	62
FEMALE	47	48	38
BASE:	(373)	(201)	(117)

A: DIFFERENCE STATISTICALLY SIGNIFICANT AT 95% LEVEL OF CONFIDENCE.

BLUE LINE CORRIDOR



ENGLISH

INTERVIEWER: _____ PHONE: _____ 6-1
DATE: _____ TIME BEGAN: _____ AM/PM 8-11

TELEPHONE SCREENER
RIDER/NON-RIDER ATTITUDE STUDY

Hello, I'm _____ from Maritz, a marketing research company. We would like your opinions about public transportation in your area.

A. Do you or does anyone in your household work for RTD? 12-
Yes --- TERMINATE & TALLY _____ 13-
No 2

C. Does anyone age 18 or older in your household regularly use public transportation to go to work, school or shopping?
Yes 1 - ASK TO SPEAK TO THAT PERSON AND CONTINUE WITH Q.1 AND Q.2 OR ARRANGE FOR CALLBACK (Q.E.). 14-
No 2 - CONTINUE WITH Q.D.

D. May I speak with the person age 18 or older, who had the most recent birthday?

IF RESPONDENT, CONTINUE WITH NON-RIDER QUESTIONNAIRE

IF NOT, ASK TO SPEAK TO THAT PERSON. INTERVIEW MUST BE CONDUCTED WITH THAT PERSON.

IF NOT AVAILABLE, AND ARRANGE FOR CALLBACK (Q.E).

E. IF CALLBACK NEEDED, ASK:
May I have (your/that person's) name? _____
What is the best time to call to reach (you/PERSON'S NAME)?

	DAY _____ Date/Time	TIMES _____ Results
FIRST CALLBACK	_____	_____
SECOND CALLBACK	_____	_____

F. IF NEEDED, ASK:
Would (you/that person) prefer that I speak with (you/him/her) in English or Spanish?
English 1 15-
Spanish 2 - TRANSFER TO BILINGUAL INTERVIEWER. ARRANGE FOR CALLBACK

IF BUS RIDER, ASK Q.1 AND Q.2; OTHERWISE CONTINUE ON NON-RIDER QUESTIONNAIRE (YELLOW)

1. Do you ride the bus at least once a week? 17-
Yes 1
No 2

2. In the past month, how many times did you ride the bus? DO NOT ACCEPT RANGES.
_____ TIMES IN THE PAST MONTH 18-
19-

IF "NO" IN Q.1 AND LESS THAN "4" TIMES IN Q.2, CONTINUE ON NON-RIDER QUESTIONNAIRE. (YELLOW) 20-

OTHERWISE, IF REGULAR BUS RIDER, CONTINUE ON RIDER QUESTIONNAIRE. (WHITE)

INTERVIEWER: _____ DATE: _____
 TIME BEGAN: _____ AM/PM

TELEPHONE
NON-RIDER QUESTIONNAIRE

3. Based on what you may have seen or heard about RTD, the Rapid Transit District, please tell me what is your overall impression of the service in your area? Is it (READ LIST)?

Excellent	23- 5
Very good	4
Good	3
Fair	2
Poor	1

4. What would you expect to pay for a one-way fare on the RTD bus? 33-
 DO NOT ACCEPT RANGE. 34-

\$ _____	35-
(Dollars) (Cents)	36-

5. Today, the basic cash fare for a one-way trip on the RTD bus is \$1.10. Is it your impression that the current cash fare is (READ LIST)?

Very reasonable	46- 4
Reasonable	3
A little too expensive	2
Much too expensive	1

Next summer, RTD will begin operating a 22-mile light rail train service between Long Beach and Los Angeles. The Light Rail will have 22 stations, six with park and ride lots and commuter drop-off areas. All stations will be served by buses.

6. In terms of value for the money, is the basic cash fare of \$1.10 to travel to any destination on the Long Beach - Los Angeles Light Rail Line (READ LIST)?

Excellent	47- 5
Very good	4
Good	3
Fair	2
Poor	1

7. Assuming the Light Rail train is convenient for you to use, how likely would you be to ride the train? Would you (READ LIST?)

Definitely ride the train	48- 5
Probably ride	4
Might or might not ride	3
Probably not ride	2
Definitely not ride the train	1

8. RTD offers prepaid discount fares in the form of tickets for single fare use, as well as monthly passes for unlimited use on RTD buses. These prepaid fares can be bought at locations throughout Los Angeles County. Please tell me the places you would expect RTD tickets or monthly passes to be sold? Any others? RECORD BELOW Q.8.
9. If you wanted to get a prepaid discount fare, where would it be most convenient for you to buy one? RECORD ONLY ONE BELOW Q.9
10. Of the following places, which one would you use most often? READ LIST. RECORD ONLY ONE BELOW Q.10.

	<u>Q.8</u> <u>Expected</u>	<u>Q.9</u> <u>Convenient</u>	<u>Q.10</u> <u>Use Most</u>
Supermarkets or grocery stores	49- 1	53- 1	57- 1
Liquor stores	2	2	2
Banks	3	3	3
Cash checking places	4	4	4
Schools	5	5	5
At work	6	6	6
RTD customer service centers	7	7	7
Other	8	8	8
DO NOT READ: (SPECIFY AND "X" APPROPRIATE COLUMN)			
_____	50-[]	54- []	58- []
_____	51-[]	55- []	59- []
_____	52-[]	56- []	60- []
None	9	9	9

RTD offers many different ways for its regular riders to pay for fares.

- 11a. If you were to use the bus or light rail train, how interested would you be in buying a monthly pass that would allow you unlimited monthly travel on RTD local buses and trains. At a cost of \$42, a frequent rider saves as much as 30% in fares. Would you (READ LIST)?

Definitely buy a monthly pass	62- 5
Probably buy	4
Might or might not buy	3
Probably not buy	2
Definitely not buy a monthly pass	1

- 11b. If weekly RTD passes were available that provide the same privileges as a monthly pass, but good for only one week at a time and cost \$12, a savings of 20%, would you (READ LIST)?

Definitely buy a weekly pass	63- 5
Probably buy	4
Might or might not buy	3
Probably not buy	2
Definitely not buy a weekly pass	1

12. If you were to buy a prepaid discount fare, which would you most like to buy paper tickets or coin-like tokens?

Tickets	64- 1
Tokens	2
Both	3
Don't know	4

13. If discounted tickets or tokens were available to buy at \$9.00 for 10 rides, a total savings of \$2.00 off the basic cash fare, and would be good for the bus or train, would you (READ LIST)?

Definitely buy the discount fare	65- 5
Probably buy	4
Might or might not buy	3
Probably not buy	2
Definitely not buy the discount fare	1

14. Which of the following service improvements would you like RTD to make if the basic fare was to go up? (READ LIST. RECORD ALL MENTIONS BELOW.)

15. Which one service improvement would you most like RTD to make? (RECORD ONLY ONE BELOW Q. 15)

	Q.14		Q.15
	<u>Yes</u>	<u>No</u>	<u>Most</u>
More frequent service	66- 1	2	74- 1
New routes to areas not served by bus	67- 1	2	2
Cleaner, newer buses	68- 1	2	3
Extended hours to certain areas	69- 1	2	4
More courteous, helpful drivers and employees	70- 1	2	5
Or some other service improvement (PLEASE SPECIFY)	71- 1	2	6
	72-		75- []
	73-		76- []

16. How much more would you expect to pay in basic fare for this service improvement? READ LIST.

15 cents more	77- 1
10 cents more	2
5 cents more	3

DO NOT READ:	NONE	4
	DON'T KNOW	5

17. Are you (READ LIST)?

Under 21 years old	11- 1
21 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 years old or older	6

18. We would like to represent people from all ethnic backgrounds. Are you...
READ LIST?

White	13-	1
Hispanic		2
Black		3
Asian		4
Native American		5
Other (SPECIFY)		6

19. RECORD ZIP CODE FROM SAMPLE SHEET

14 15 16 17 18

20. GENDER: Male 19- 1
Female 2

Thank you very much.

RESPONDENT NAME: _____ PHONE: _____

TIME ENDED: _____ AM/PM

INTERVIEWER: _____ DATE: _____

TIME BEGAN: _____ AM/PM

TELEPHONE
BUS RIDER QUESTIONNAIRE

3. How would you describe your overall satisfaction with RTD service? Is it... (READ LIST).

Excellent	23-	5
Very good		4
Good		3
Fair		2
Poor		1

4. Do you regularly ride: (READ LIST)?

Long Beach transit buses only	24-	1
RTD transit buses only		2
Or both		3

5. Now thinking about your last trip on the bus, was the purpose of your trip to (READ LIST)?

Go to work	25-	1
Go to school		2
Go shopping		3
Go to the doctor or medical appointment		4
Visit friends or relatives		5
Attend some type of entertainment		6
Or for some other reason (PLEASE SPECIFY)		7

_____ 26-

27-28

6. Did you pay your fare with (READ LIST)?

Cash	29-	1	
Monthly pass		2	- GO TO Q.10
Tickets		3	
Bus tokens		4	
Or by some other means (PLEASE SPECIFY)		5	

_____ 30

7. Did you buy a bus transfer for your last trip?

Yes	31-	1
No		2

8. Was any part of your last trip on an express bus?

Yes	32-	1
No		2

9. What did you pay one-way, including any transfers or additional express bus fares on your last bus trip?

\$ _____ . _____ -- GO TO Q.12
(Dollars) (Cents)

33-
34-
35-
36-

10. How much did you pay for your monthly pass?

\$ _____ . _____
(Dollars) (Cents)

37-
38-
39-
40-
41-

11. Is your monthly bus pass a : (READ LIST)?

- Regular monthly RTD bus pass 44- 1
 - Regular monthly RTD bus pass with an Express Stamp 2
 - College or vocational monthly pass 3
 - Senior citizen monthly pass 4
 - Handicapped or disabled monthly pass 5
 - Monthly bus pass issued by another transit bus service 6
- (PLEASE SPECIFY)

45-

ASK EVERYONE:

12. Is it your impression that the current fares are: (READ LIST?)

- Very reasonable 46- 4
- Reasonable 3
- A little too expensive 2
- Much too expensive 1

Next summer, RTD will begin operating a 22-mile light rail train service between Long Beach and Los Angeles. The Light Rail will have 22 stations, six with park and ride lots and commuter drop-off areas. All stations will be served by buses.

13. In terms of value for the money, is the basic cash fare of \$1.10 to travel to any destination on the Long Beach - Los Angeles Light Rail Line (READ LIST)?

- Excellent 47- 5
- Very good 4
- Good 3
- Fair 2
- Poor 1

14. Assuming the Light Rail train is convenient for you to use, how likely would you be to ride the train? Would you (READ LIST?)

- Definitely ride the train 48- 5
- Probably ride 4
- Might or might not ride 3
- Probably not ride 2
- Definitely not ride the train 1

15. RTD offers prepaid discount fares in the form of tickets for single fare use, as well as monthly passes for unlimited use on RTD buses. Please tell me the places you would expect RTD tickets or monthly passes to be sold? Any others? RECORD ALL MENTIONS BELOW Q.15.

16. If you wanted to get a prepaid discount fare, where would it be most convenient for you to buy one? RECORD ONLY ONE BELOW Q.16.

17. Of the following places, which one would you use most often? READ LIST. RECORD ONLY ONE BELOW Q.17.

	Q.15 Expected	Q.16 Convenient	Q.17 Use Most
Supermarkets/grocery stores	49- 1	53- 1	57- 1
Liquor stores	2	2	2
Banks	3	3	3
Check cashing places	4	4	4
Schools	5	5	5
At work	6	6	6
RTD customer service centers	7	7	7
Other	8	8	8
(SPECIFY AND "X" APPROPRIATE COLUMN)			
_____	50-[]	54-[]	58-[]
_____	51-[]	55-[]	59-[]
_____	52-[]	56-[]	60-[]
None	9	9	9

DO NOT READ:

18a. SKIP

18b. If weekly RTD passes were available that provide the same privileges as a monthly pass, but good for only one week at a time and cost \$12, a savings of 20%, would you (READ LIST)?

Definitely buy a weekly pass	63- 5	63-
Probably buy	4	
Might or might not buy	3	
Probably not buy	2	
Definitely not buy a weekly pass	1	

19. If you were to buy a prepaid discount fare, which would you most like to buy paper tickets or coin-like tokens?

Tickets	64- 1	64-
Tokens	2	
Both	3	
Don't know	4	

20. If discounted tickets or tokens were available to buy at \$9.00 for 10 rides, a total savings of \$2.00 off the basic fare, and would be good for the bus or train, would you (READ LIST)?

Definitely buy the discount fare	65- 5	65-
Probably buy	4	
Might or might not buy	3	
Probably not buy	2	
Definitely not buy the discount fare	1	

21. Which of the following service improvements would you like RTD to make if the basic fare was to go up? (READ LIST. RECORD ALL MENTIONS BELOW.)

22. Which one service improvement would you most like RTD to make? (RECORD ONLY ONE BELOW Q.22.)

	Q.21		Q.22
	Yes	No	Most
More frequent service	66- 1	2	74- 1
New routes to areas not served by bus	67- 1	2	2
Cleaner, newer buses	68- 1	2	3
Extended hours to certain areas	69- 1	2	4
More courteous, helpful drivers and employees	70- 1	2	5
Or some other service improvement(PLEASE SPECIFY)	71- 1	2	6
	72-		75- []
	73-		76- []

23. How much more would you expect to pay in basic fare for this service improvement? READ LIST.

15 cents more	77- 1
10 cents more	2
5 cents more	3
DO NOT READ: NONE	4
DO NOT READ: DON'T KNOW	5

Under 21 years old	11-	1
21 to 34		2
35 to 44		3
45 to 54		4
55 to 64		5
65 years old or older		6

25. We would like to represent people from all ethnic backgrounds. Are you...
READ LIST?

White	13-	1
Hispanic		2
Black		3
Asian		4
Native American		5
Other (SPECIFY)		6

26. RECORD ZIP CODE FROM SAMPLE SHEET 14 15 16 17 18

27. GENDER: Male 19- 1
Female 2

Thank you very much.

RESPONDENT NAME: _____ PHONE: _____

TIME ENDED: _____ AM/PM

INITIAL REFUSAL TALLY _____ 6-1
 QUALIFIED REFUSAL TALLY _____

INTERVIEWER: _____ INTERCEPT LOCATION: _____ 8-11

DATE: _____ / _____ / 89 LOCATION CODE _____ 12-13
Month Date

DAY OF WEEK: Tues 2 Wed 3 Thur 4 Fri 5 14

TIME NEXT HOUR: 6AM 7 8 9 10 11 12 1 2 3 4 5 6 7 9PM 15-16

ON-SITE INTERCEPT
 RIDER/NON-RIDER ATTITUDE STUDY

Hello, I'm _____ from _____, a marketing research company. We would like your opinions on public transportation in this area.

A. Do you or does anyone in your household work for RTD?

Yes -- TERMINATE AND TALLY _____

1. Do you ride the bus at least once a week?

Yes 17- 1
 No 2

2. Including today, how many times did you ride the bus in the past month? (DO NOT ACCEPT RANGES.) 18-

_____ TIMES IN PAST MONTH 19-

IF "NO" IN Q.1 AND LESS THAN "4" IN Q.2, TERMINATE AND TALLY. 20-

_____ 21-
 _____ 22-

3. How would you describe your overall satisfaction with RTD service? Is it... (READ LIST)?

Excellent 23- 5
 Very good 4
 Good 3
 Fair 2
 Poor 1

4. Do you regularly ride: (READ LIST?)

Long Beach transit buses only 24- 1
 RTD transit buses only 2
 Or both 3

5. Now thinking about the trip you are making on the bus today, is the purpose of your trip to (READ LIST)?

Go to work 25- 1
 Go to school 2
 Go shopping 3
 Go to the doctor or medical appointment 4
 Visit friends or relatives 5
 Attend some type of entertainment 6
 Or for some other reason 7
 (PLEASE SPECIFY)

_____ 26-

27-
 28-

6. Did you pay your fare with (READ LIST)? 29-
- | | | |
|------------------------|---|--------------|
| Cash | 1 | |
| Monthly pass | 2 | - GO TO Q.10 |
| Tickets | 3 | |
| Bus tokens | 4 | |
| Or by some other means | 5 | |
- (PLEASE SPECIFY)
-
7. Will or did you buy a bus transfer for your trip today? 30-
- | | | |
|-----|---|--|
| Yes | 1 | |
| No | 2 | |
8. Will or was any part of your trip on an express bus? 31-
- | | | |
|-----|---|--|
| Yes | 1 | |
| No | 2 | |
9. What will or did you pay one-way, including any transfers or additional express bus fares for today's trip? 32-
- | | | | | | |
|----|-------------------|---|-------------------|---------------|--|
| \$ | <u> </u> | . | <u> </u> | -- GO TO Q.12 | 33- |
| | (Dollars) | | (Cents) | | 34- |
10. How much did you pay for your monthly pass? 35-
- | | | | | | |
|----|-------------------|---|-------------------|--|--|
| \$ | <u> </u> | . | <u> </u> | | 36- |
| | (Dollars) | | (Cents) | | 37- |
- 38-
- 39-
- 40-
- 41-

11. Is your monthly bus pass a : (READ LIST)?

- Regular monthly RTD bus pass 44- 1
 - Regular monthly RTD bus pass with an Express Stamp 2
 - College or vocational monthly pass 3
 - Senior citizen monthly pass 4
 - Handicapped or disabled monthly pass 5
 - Monthly bus pass issued by another transit bus service 6
- (PLEASE SPECIFY)

45-

ASK EVERYONE:

12. Is it your impression that the current fares are: (READ LIST)?

- Very reasonable 46- 4
- Reasonable 3
- A little too expensive 2
- Much too expensive 1

Next summer, RTD will begin operating a 22-mile light rail train service between Long Beach and Los Angeles. The Light Rail will have 22 stations, six with park and ride lots and commuter drop-off areas. All stations will be served by buses.

13. In terms of value for the money, is the basic cash fare of \$1.10 to travel to any destination on the Long Beach - Los Angeles Light Rail Line (READ LIST)?

- Excellent 47- 5
- Very good 4
- Good 3
- Fair 2
- Poor 1

14. Assuming the Light Rail train is convenient for you to use, how likely would you be to ride the train? Would you (READ LIST)?

- Definitely ride the train 48- 5
- Probably ride 4
- Might or might not ride 3
- Probably not ride 2
- Definitely not ride the train 1

15. RTD offers prepaid discount fares in the form of tickets for single fare use, as well as monthly passes for unlimited use on RTD buses. Please tell me the places you would expect RTD tickets or monthly passes to be sold? Any others? RECORD ALL MENTIONS BELOW Q.15.

16. If you wanted to get a prepaid discount fare, where would it be most convenient for you to buy one? RECORD ONLY ONE BELOW Q.16.

17. Of the following places, which one would you use most often? READ LIST. RECORD ONLY ONE BELOW Q.17.

	Q.15 Expected	Q.16 Convenient	Q.17 Use Most
Supermarkets/grocery stores	49- 1	53- 1	57- 1
Liquor stores	2	2	2
Banks	3	3	3
Check cashing places	4	4	4
Schools	5	5	5
At work	6	6	6
RTD customer service centers	7	7	7
Other (SPECIFY AND "X" APPROPRIATE COLUMN)	8	8	8
_____	50-[]	54-[]	58-[]
_____	51-[]	55-[]	59-[]
_____	52-[]	56-[]	60-[]
None	9	9	9

DO NOT READ:

18a. SKIP

18b. If weekly RTD passes were available that provide the same privileges as a monthly pass, but good for only one week at a time and cost \$12, a savings of 20%, would you (READ LIST)?

Definitely buy a weekly pass	63- 5	63-
Probably buy	4	
Might or might not buy	3	
Probably not buy	2	
Definitely not buy a weekly pass	1	

19. If you were to buy a prepaid discount fare, which would you most like to buy paper tickets or coin-like tokens?

Tickets	64- 1	64-
Tokens	2	
Both	3	
Don't know	4	

20. If discounted tickets or tokens were available to buy at \$9.00 for 1D rides, a total savings of \$2.00 off the basic fare, and would be good for the bus or train, would you (READ LIST)?

Definitely buy the discount fare	65- 5	65-
Probably buy	4	
Might or might not buy	3	
Probably not buy	2	
Definitely not buy the discount fare	1	

21. Which of the following service improvements would you like RTD to make if the basic fare was to go up? (READ LIST. RECORD ALL MENTIONS BELOW.)

22. Which one service improvement would you most like RTD to make? (RECORD ONLY ONE.)

	Q.21		Q.22
	<u>Yes</u>	<u>No</u>	<u>Most</u>
More frequent service	66- 1	2	74- 1
New routes to areas not served by bus	67- 1	2	2
Cleaner, newer buses	68- 1	2	3
Extended hours to certain areas	69- 1	2	4
More courteous, helpful drivers and employees	70- 1	2	5
Or some other service improvement(PLEASE SPECIFY)	71- 1	2	6
	72-		75- []
	73-		76- []

23. How much more would you expect to pay in basic fare for this service improvement? READ LIST.

15 cents more	77- 1
10 cents more	2
5 cents more	3

DO NOT READ:	NONE	4
	DON'T KNOW	5

24. Are you (READ LIST)?

Under 21 years old	11-	1
21 to 34		2
35 to 44		3
45 to 54		4
55 to 64		5
65 years old or older		6

24a. Do you have a telephone in your home?

Yes	12-	1
No		2

25. We would like to represent people from all ethnic backgrounds. Are you...
READ LIST?

White	13-	1
Hispanic		2
Black		3
Asian		4
Native American		5
Other (SPECIFY)		6

26. What is the zip code of your home address

14 15 16 17 18

27. GENDER:	Male	19-	1
	Female		2

Thank you very much.

RESPONDENT NAME: _____ PHONE: _____

TIME ENDED: _____ AM/PM

SPANISH

BUS RIDER
 NON-RIDER

INTERVIEWER: _____ TELEPHONE: _____ 6- 1
 DATE: _____ TIME BEGAN: _____ AM/PM 8-11

TELEPHONE SCREENER
RIDER/NDN-RIDER ATTITUDE STUDY

Hola, mi nombre es _____ de _____ una compania de estudios de mercadeo.
 Nos gustaria saber su opinion sobre el transporte publico en su area.

A. Trabajo Ud. o alguien en su hogar para el RTD? 12-
 Si --- TERMINATE & TALLY _____ 13-
 No 2

C. De las personas en su hogar que tienen 18 o mas años de edad, hay algunos
 que usan el transporte publico regularmente para ir al trabajo, la escuela
 o de compras? 14-
 Si 1 - ASK TO SPEAK TO THAT PERSON. CONTINUE WITH Q.1 AND Q.2
 No 2 - IF NOT AVAILABLE, ARRANGE CALLBACK (Q.E)

D. Puedo hablar con la persona de 18 o mas años que cumplio años mas recientemente?
 IF RESPONDENT, CONTINUE WITH NDN-RIDER QUESTIONNAIRE
 IF NOT, ASK TO SPEAK TO THAT PERSON. INTERVIEW MUST BE CONDUCTED WITH
 THAT PERSON.
 IF NOT AVAILABLE, AND ARRANGE FOR CALLBACK. (Q.E)

E. IF CALLBACK NEEDED, ASK:
 Me puede decir su nombre? _____
 Cual es la mejor hora para poder hablarle, (you/PERSON'S NAME)

	DAY	TIMES	
	Date/Time		Results
FIRST CALLBACK	_____	_____	_____
SECNDND CALLBÄCK	_____	_____	_____

F. IF NEEDED, ASK:
 Prefiere (Ud./el/ella) que yo le hable en ingles o español? 15-
 Ingles 1
 Español 2

IF BUS RIDER, ASK Q.1 AND Q.2; OTHERWISE CONTINUE ON NON-RIDER QUESTIONNAIRE (PINK)
 1. Viaja Ud. por autobus por lo menos una vez a la semana? 17-
 Si 1
 No 2

2. Durante el mes pasado, cuantas veces viajo Ud. por el autobus?
 DO NOT ACCEPT RANGES. 18-
 _____ VECES EN EL MES PASADO 19-
 IF "NO" IN Q.1 AND LESS THAN "4" TIMES IN Q.2, CONTINUE ON NON-RIDER 20-
 QUESTIONNAIRE. (PINK)
 OTHERWISE, IF REGULAR BUS RIDER, CONTINUE ON RIDER QUESTIONNAIRE. (GREY) 21-
22-

INTERVIEWER: _____ DATE: _____
 TIME BEGAN: _____ AM/PM

TELEPHONE
NON-RIDER QUESTIONNAIRE

3. Basado en lo que Ud. ha oído o visto sobre el RTD, el Distrito de Tránsito Rápido, me puede decir su opinión sobre el servicio de la agencia en su región? (READ LIST).

Excelente	23- 5
Muy bueno	4
Bueno	3
Adecuado	2
Malo	1

4. Que anticiparía Ud. que debe pagar por un viaje en una dirección por un autobús de RTD? DO NOT ACCEPT RANGE.

\$ _____
 (Dolares) (Centavos)

33-
 34-
 35-
 36-

5. El precio básico actual por un viaje por autobús de RTD es \$1.10. ¿Opina Ud. que esta tarifa es

Muy razonable	46- 4
Razonable	3
Un poco cara	2
Demasiado cara	1
cita medico	4

El verano que viene, RTD iniciara el funcionamiento de un tranvia sobre rieles livianos entre Long Beach y Los Angeles. La línea tendra 22 estaciones con seis lotes de estacionamiento y puntos para personas que se llevan por auto para tomar el tranvia al trabajo. Líneas de autobuses ofrecerán servicio a las estaciones.

6. En cuanto el valor de viaje por su pasaje, opinaria Ud. que un precio de \$1.10 seria buen pasaje basico para viajar a cualquier punto de la linea de Long Beach a Los Angeles?

Excelente	47- 5
Muy bueno	4
Bueno	3
Adecuado	2
Malo	1

7. Suponiendo que la Línea de Rieles Livianos es conveniente para Ud., ¿la usaría Ud.? Está (READ LIST?)

Seguramente lo usaria	48- 5
Probablemente lo use	4
Quizas lo use, quizás no	3
Probablemente no lo usare	2
Seguro(a) que no lo usare	1

8. RTD ofrece pasajes de descuento en forma de boletos para viajes en una dirección, tanto como pases mensuales para viajes ilimitados durante el mes por autobuses RTD. Estos pasajes comprados por adelantado se pueden comprar en localidades a través del Contado de Los Angeles. Digame donde Ud. esperaría que se vendieran? Algunos otros? (RECORD ALL MENTIONS BELOW Q.8.)
9. Si Ud. deseara conseguir pasaje de descuento por adelantado, donde le convendría comprarlo? (RECORD ONLY ONE BELOW Q.9.)
10. De las siguientes localidades, en cual de ellos compraría los pasajes de descuento Ud. mas a seguido? (READ LIST. RECORD ONLY ONE BELOW Q.10.)

	Q.8 <u>Esperaría</u>	Q.9 <u>Conveniente</u>	Q.10 <u>Mas A Seguido</u>	
Supermercado/mercado	49- 1	53- 1	57- 1	
Licoreria	2	2	2	
Bancos	3	3	3	
Casa de cambia	4	4	4	
Escuelas	5	5	5	
En el trabajo	6	6	6	
Centros RTO	7	7	7	
Otro	8	8	8	
DO NOT READ:	(SPECIFY AND "X" APPROPRIATE COLUMN)			
_____	50- ()	54- ()	58- ()	
_____	51- ()	55- ()	59- ()	
_____	52- ()	56- ()	60- ()	
Nada	9	9	9	61- 62-

RTD ofrece diferentes maneras para pagar los pasajes a los pasajeros regulares.

- 11a. ¿Si Ud. usara autobús o tranvía, cómo le interesaría un pase mensual que le permitiría viaje ilimitado al mes por autobuses locales y trenes? Al pagar \$42 por dicho pase, el pasajero que viaja frecuentemente puede ahorrar hasta 30 por ciento en tarifas. Ud ... (READ LIST)

Definitivamente lo compraría el pase mensual	62- 5
Probablemente lo compraría	4
Quizas lo compre, quizas no	3
Probablemente no lo compraría	2
Definitivamente, no compraría	1

- 11b. Si existieran pases de RTD semanales que ofrecen los mismos privilegios que el pase mensual pero se venden solo por una semana a aproximadamente \$12, con ahorro de 20 por ciento Ud.: (READ LIST)

Definitivamente lo compraría	63- 5
Probablemente compraría	4
Quizas lo compraría, quizas no	3
Probablemente no lo compraría	2
No lo compraría	1

12. Si Ud. comprara pasaje de descuento por adelantado, cual tipo preferiría: boleto de papel o moneda tipo ficha (token)?

Boletos	64- 1
Tokens	2
Ambos	3
No se	4

13. Si se dispndrían de boletos o tokens a \$9.00 por 10 viajes, un ahorro total de \$2.00 del pasaje basico, que se pudieran usar abordo del tranvia y los autobuses, Ud. (READ LIST)?

Definitivamente lo compraría	65- 5
Probablemente lo compraría	4
Quizas lo compraría, quizas no	3
Probablemente no lo compraría	2
No lo compraría	1

14. Cual de las siguientes mejoras en servicio preferiria Ud. que se efectuara si aumenta la tarifa basica del RTD? (READ LIST. RECORD ALL MENTIONS BELOW Q.14.)
15. Cual sola mejora en servicio de RTD preferiria Ud. que se efectuara? (RECORD ONLY ONE BELOW Q.15.)

	Q.14		Q.15
	Si	No	Mayoria
Servicio mas frecuente	66- 1	2	74- 1
Nuevas rutas a regiones donde no hay autobuses	67- 1	2	2
Autobuses nuevos, mas limpios	68- 1	2	3
Horarios extendidos en ciertas areas	69- 1	2	4
Conductores y empleados mas corteses y dispuestos a ayudar	70- 1	2	5
U otra mejora en servicio (PLEASE SPECIFY)	71- 1	2	6
	72-		75- ()
	73-		76- ()

16. Cuanto mas estaria dispuesto(a) a pagar por esa mejora? READ LIST.

15 centavos mas	77- 1
10 centavos mas	2
5 centavos mas	3
DO NOT READ	
NINGUNO	4
NO SE	5

6- 2

17. Su edad es: (READ LIST)?

Menos de 21 años	11- 1
De 21 a 34 años	2
De 35 a 44 años	3
De 45 a 54 años	4
De 55 a 64 años	5
De 65 o mas años	6

18. Queremos que nuestro estudio represente todos los grupos etnicos. Es Ud. ... READ LIST?

Blanco	13- 1
Hispano	2
Negro	3
Asiatico	4
Nativo Americano	5
Otro (SPECIFY)	6

19. RECORD ZIPCODE FROM SAMPLE SHEET.

14 15 16 17 18

20. GENDER: Hombre 19- 1
Mujer 2

Muchisimas gracias.

RESPONDENT NAME: _____ PHONE: _____

TIME ENDED: _____ AM/PM

INTERVIEWER: _____ DATE: _____
 TIME BEGAN: _____ AM/PM

TELEPHONE
BUS RIDER QUESTIONNAIRE

3. Como describiria Ud. su satisfaccion con el servicio de RTD? Es ...
 (READ LIST).

Excelente	23- 5
Muy bueno	4
Bueno	3
Adecuado	2
Malo	1

4. Viaja Ud. regularmente por (READ LIST)?

Autobuses de Long Beach solamente	24- 1
Autobuses de RTD solamente	2
O ambos	3

5. En cuanto a su ultimo viaje por autobus local, tomo ese viaje para (READ LIST)?

Ir al trabajo	25- 1
Ir a la escuela	2
Ir de compras	3
Ir al doctor o cita medico	4
Visitar amigos o familia	5
Ir a algun tipo de recreo	6
Otra razon (PLEASE SPECIFY)	

_____ 26-

27-28

6. Page Ud. su tarifa de pasaje con (READ LIST)_

Dinero en efectivo	29- 1
Pase mensual	2 - GO TO Q.10
Boletos	3
Ficha (token) de autobús	4
De algun otro modo (PLEASE SPECIFY)	5

_____ 30-

7. Compró Ud. boleto de transbordo en su último viaje por autobus?

Si	31- 1
No	2

8. Fue alguna porcion de su ultimo viaje abordo de un autobus expreso?

Si	32- 1
No	2

9. Inclusive boletos de transbordos o pasaje adicional por expreso, cuanto pago Ud. por viaje en una direccion?

\$ _____ . _____ -- GO TO Q.12
 (Dolares) (Centavos)

10. Cuanto pago Ud. por su pase mensual?

\$ _____ . _____
 (Dolares) (Centavos)

33-
 34-
 35-
 36-
 37-
 38-
 39-
 40-
 41-

11. Fue su pase mensual un: (READ LIST)?

- Pase mensual regular de RTD 44- 1
 - Pase mensual regular RTD con una Estampilla Expreso 2
 - Pase colegial o vocacional 3
 - Pase mensual de persona mayor 4
 - Pase mensual de persona incapacitada 5
 - Pase mensual de otra compania de transito 6
- (PLEASE SPECIFY)

45-

ASK EVERYONE:

12. Opina Ud. que los precios de los pasajes que existen ahora son: (READ LIST?)

- Muy razonables 46- 4
- Razonables 3
- Un poco muy caros 2
- Demasiados caros 1

El verano que viene, RTD iniciara el funcionamiento de un tranvia sobre rieles livianos entre Long Beach y Los Angeles. La Linea tendra 22 estaciones con seis lotes de estacionamiento y puntos para personas que se llevan por auto para tomar el tranvia al trabajo. Lineas de autobuses ofreceran servicio a las estaciones.

13. En cuanto el valor de viaje por su pasaje, opinaria Ud. que un precio de \$1.10 seria buen pasaje basico para viajar a cualquier punto de la linea de Long Beach a Los Angeles?

- Excelente 47- 5
- Muy bueno 4
- Bueno 3
- Adecuado 2
- Malo 1

14. Suponiendo que la Linea de Rieles Livianos es conveniente para Ud., la usaria Ud.? Esta (READ LIST?)

- Seguramente lo usaria 48- 5
- Probablemente lo use 4
- Quizas lo use, quizas no 3
- Problemente no lo usare 2
- Seguro(a) que no lo usare 1

15. RTD ofrece pasajes de descuento en forma de boletos para viajes en una direccion, tanto como pases mensuales para viajes ilimitados durante el mes por autobuses RTD. Digame donde Ud. esperaria que se vendieran? Algunos otros? (RECORD ALL MENTIONS BELOW Q.15.)

16. Si Ud. deseara conseguir pasaje de descuento por adelantado, donde le convendria comprarlo? (RECORD ONLY ONE BELOW Q.16.)

17. De las siguientes localidades, en cual de ellos compraria los pasajes de descuento Ud. mas a seguido? (READ LIST. RECORD ONLY ONE BELOW Q.17.)

	Q.15 Esperaria	Q.16 Conveniente	Q.17 Mas A Seguido
Supermercado/mercado	49- 1	53- 1	57- 1
Licoreria	2	2	2
Bancos	3	3	3
Casa de cambia	4	4	4
Escuelas	5	5	5
En el trabajo	6	6	6
Centros RTD	7	7	7
Otro	8	8	8
(SPECIFY AND "X" APPROPRIATE COLUMN)			
_____	50- ()	54- ()	58- ()
_____	51- ()	55- ()	59- ()
_____	52- ()	56- ()	60- ()
Nada	9	9	9

DO NOT
READ:

61-
62-

18a. SKIP

18b. Si existieran pases de RTD semanales que ofrecen los mismos privilegios que el pase mensual pero se venden solo por una semana a aproximadamente \$12, con ahorro de 20 porciento Ud.: (READ LIST)

Definitivamente lo compraria	63-	5
Probablemente compraria		4
Quizas lo compraria, quizas no		3
Probablemente no lo compraria		2
No lo compraria		1

19. Si Ud. comprara pasaje de descuento por adelantado, cual tipo preferiria: boleto de papel o moneda tipo ficha (token)?

Boletos	64-	1
Tokens		2
Ambos		3
No se		4

20. Si se dispondrian de boletos o tokens a \$9.00 por 10 viajes, un ahorro total de \$2.00 del pasaje basico, que se pudieran usar abordo del tranvia y los autobuses, Ud. (READ LIST)?

Definitivamente lo compraria	65-	5
Probablemente los compraria		4
Quizas lo compraria, quizas no		3
Probablemente no lo compraria		2
No los compraria		1

21. Cual de las siguientes mejoras en servicio preferiria Ud. que se efectuara si aumenta la tarifa basica del RTD? (READ LIST. RECORD ALL MENTIONS BELOW.)

22. Cual sola mejora en servicio de RTD preferiria Ud. que se efectuara? (RECORD ONLY ONE BELOW Q.22.)

	Q.21		Q.22
	Si	No	Mayoria
Servicio mas frecuente	66- 1	2	74- 1
Nuevas rutas a regiones donde no hay autobuses	67- 1	2	2
Autobuses nuevos, mas limpios	68- 1	2	3
Horarios extendidos en ciertas areas	69- 1	2	4
Conductores y empleados mas corteses y dispuestos a ayudar	70- 1	2	5
U otra mejora en servicio (PLEASE SPECIFY)	71- 1	2	6
_____	72-		75- ()
_____	73-		76- ()

23. Cuanto mas estaria dispuesto(a) a pagar por esa mejora? READ LIST.

15 centavos mas	77-	1
10 centavos mas		2
5 centavos mas		3

DO NOT READ:	NINGUNO	4
	NO SE	5

Menos de 21 años	11- 1
De 21 a 34 años	2
De 35 a 44 años	3
De 45 a 54 años	4
De 55 a 64 años	5
De 65 o mas años	6

25. Queremos que nuestro estudio represente todos los grupos etnicos. Es Ud. ...
READ LIST?

Blanco	13- 1
Hispano	2
Negro	3
Asiatico	4
Nativo Americano	5
Otro (SPECIFY)	6

26. RECORD ZIPCODE FROM SAMPLE SHEET.

14 15 16 17 18

27. GENDER: Hombre 19- 1
Mujer 2

Muchisimas gracias.

RESPONDENT NAME: _____ PHONE: _____

TIME ENDED: _____ AM/PM

6. Pagó o pagará Ud. su pasaje con (READ LIST)?

- Dinero en efectivo 29- 1
- Pase mensual 2 - GO TO Q.10
- Boletos 3
- Ficha (token) de autobús 4
- De algun otro modo 5
- (PLEASE SPECIFY)

_____ 30-

7. Compró o comprará Ud. un boleto de transbordo para el viaje que tomo hoy?

- Si 31- 1
- No 2

8. Fué o será alguna parte de su viaje por un autobús expreso?

- Si 32- 1
- No 2

9. Inclusive boletos de transbordos o pasaje adicional por autobús expreso, ¿qué pagó o pagará Ud. hoy por el viaje?

\$ _____ . _____ -- GO TO Q.12
 (Dolares) (Centavos)

33-
34-
35-
36-

10. Cuanto pago Ud. por su pase mensual?

\$ _____ . _____
 (Dolares) (Centavos)

37-
38-
39-
40-
41-

11. Fue su pase mensual un: (READ LIST)?

- Pase mensual regular de RTD 44- 1
- Pase mensual regular RTD con una
 Estampilla Expreso 2
- Pase colegial o vocacional 3
- Pase mensual de persona mayor 4
- Pase mensual de persona incapacitada 5
- Pase mensual de otra compañía
 de transito 6
- (PLEASE SPECIFY)

_____ 45-

ASK EVERYONE:

12. Opina Ud. que los precios de los pasajes que existen ahora son: (READ LIST?)

Muy razonables	46- 4
Razonables	3
Un poco muy caros	2
Demasiados caros	1

El verano que viene, RTD iniciara el funcionamiento de un tranvia sobre rieles livianos entre Long Beach y Los Angeles. La Linea tendra 22 estaciones con seis lotes de estacionamiento y puntos para personas que se llevan por auto para tomar el tranvia al trabajo. Lineas de autobuses ofreceran servicio a las estaciones.

13. En cuanto el valor de viaje por su pasaje, opinaria Ud. que un precio de \$1.10 seria buen pasaje basico para viajar a cualquier punto de la linea de Long Beach a Los Angeles?

Excelente	47- 5
Muy bueno	4
Bueno	3
Adecuado	2
Malo	1

14. Suponiendo que la Linea de Rieles Livianos es conveniente para Ud., la usaria Ud.? Esta (READ LIST?)

Seguramente lo usaria	48- 5
Probablemente lo use	4
Quizas lo use, quizas no	3
Probablemente no lo usare	2
Seguro(a) que no lo usare	1

15. RTD ofrece pasajes de descuento en forma de boletos para viajes en una direccion, tanto como pases mensuales para viajes ilimitados durante el mes por autobuses RTD. Digame donde Ud. esperaria que se vendieran? Algunos otros? (RECORD ALL MENTIONS BELOW Q.15.)

16. Si Ud. deseara conseguir pasaje de descuento por adelantado, donde le convendria comprarlo? (RECORD ONLY ONE BELOW Q.16.)

17. De las siguientes localidades, en cual de ellos compraria los pasajes de descuento. Ud. mas a seguido? (READ LIST. RECORD ONLY ONE BELOW Q.17.)

	Q.15 Esperaria	Q.16 Conveniente	Q.17 Mas A Seguido
Supermercado/mercado	49- 1	53- 1	57- 1
Licoreria	2	2	2
Bancos	3	3	3
Casa de cambio	4	4	4
Escuelas	5	5	5
En el trabajo	6	6	6
Centros RTD	7	7	7
Otro	8	8	8
(SPECIFY AND "X" APPROPRIATE COLUMN)			
_____	50- ()	54- ()	58- ()
_____	51- ()	55- ()	59- ()
_____	52- ()	56- ()	60- ()
Nada	9	9	9

DO NOT
READ:

61-
62-

24. Su edad es: (READ LIST)?

Menos de 21 años	11-	1
De 21 a 34 años		2
De 35 a 44 años		3
De 45 a 54 años		4
De 55 a 64 años		5
De 65 o mas años		6

24a. ¿Tiene Ud. teléfono en su hogar?

Si	12-	1
No		2

25. Queremos que nuestro estudio represente todos los grupos etnicos. Es Ud. ...
READ LIST?

Blanco	13-	1
Hispano		2
Negro		3
Asiatico		4
Nativo Americano		5
Otro (SPECIFY)		6

26. Cual es el numero regional zip de su direccion?

14 15 16 17 18

27. GENDER:	Hombre	19-	1
	Mujer		2

Muchisimas gracias.

RESPONDENT NAME: _____ PHONE: _____

TIME ENDED: _____ AM/PM

18a. SKIP

18b. Si existieran pases de RTD semanales que ofrecen los mismos privilegios que el pase mensual pero se venden solo por una semana a aproximadamente \$12, con ahorro de 20 por ciento Ud.: (READ LIST)

Definitivamente lo compraria	63-	5
Probablemente compraria		4
Quizas lo compraria, quizas no		3
Probablemente no lo compraria		2
No lo compraria		1

19. Si Ud. comprara pasaje de descuento por adelantado, cual tipo preferiria: boleto de papel o moneda tipo ficha (token)?

Boletos	64-	1
Tokens		2
Ambos		3
No se		4

20. Si se dispondrian de boletos o tokens a \$9.00 por 10 viajes, un ahorro total de \$2.00 del pasaje basico, que se pudieran usar abordo del tranvia y los autobuses, Ud. (READ LIST)?

Definitivamente lo compraria	65-	5
Probablemente los compraria		4
Quizas lo compraria, quizas no		3
Probablemente no lo compraria		2
No los compraria		1

21. Cual de las siguientes mejoras en servicio preferiria Ud. que se efectuara si aumenta la tarifa basica del RTD? (READ LIST. RECORD ALL MENTIONS BELOW.)

22. Cual sola mejora en servicio de RTD preferiria Ud. que se efectuara? (RECORD ONLY ONE BELOW Q.22.)

	Q.21		Q.22
	<u>Si</u>	<u>No</u>	<u>Mayoria</u>
Servicio mas frecuente	66- 1	2	74- 1
Nuevas rutas a regiones donde no hay autobuses	67- 1	2	2
Autobuses nuevos, mas limpios	68- 1	2	3
Horarios extendidos en ciertas areas	69- 1	2	4
Conductores y empleados mas cortes y dispuestos a ayudar	70- 1	2	5
U otra mejora en servicio (PLEASE SPECIFY)	71- 1	2	6
_____	72-		75- ()
_____	73-		76- ()

23. Cuanto mas estaria dispuesto(a) a pagar por esa mejora? READ LIST.

15 centavos mas	77-	1
10 centavos mas		2
5 centavos mas		3
DO NOT READ:	NINGUNO NO SE	4 5