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July 14, 1995

TO: MTA Board of Directors

THROUGH: Franklin E. White

FROM: Barry Engelberg *BE*

SUBJECT: Consumer Pre-Study Final Written Report

ISSUE

Final written report of pre-study undertaken prior to implementation of the Customer Satisfaction / Service Planning Market Research Project.

BACKGROUND

Attached is the final written report for the pre-project mini-study referenced in the Customer Satisfaction / Service Planning Market Research Project status report on the June Operations Committee meeting agenda.

Please note this is an initial pre-project implementation study, undertaken to ensure the elements contained in the scope of work for the full Customer Satisfaction / Service Planning Market Research Project will yield actionable results.

Although you may have received a *summary* version of the attached report with your June Board materials, several Board members requested forwarding all Board Members and Alternates a copy of the completed written report.

Staff will continue to report on the progress of the Customer Satisfaction / Service Planning Market Research Project through the Operations Committee.



FACTS CONSOLIDATED

Research and Counsel in Marketing

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1995 SERVICE AND OPERATIONS SATISFACTION SURVEY

PREPARED FOR MTA MARKETING DEPARTMENT
MAY 1995

I. INTRODUCTION

In March, 1992, Facts Consolidated was commissioned by the Marketing Department to conduct a series of consumer research studies. In order to conduct these research studies, a consumer panel was recruited and a random sample of this panel has been interviewed several times a year since its inception.

Facts Consolidated has been asked by the MTA to continue the use of this consumer panel for the purpose of gathering actionable information in a timely fashion regarding current topics and issues of interest and concern to the Authority.

One of the purposes of conducting this study has been to establish a baseline measurement of public perceptions, attitudes and levels of satisfaction regarding specific MTA services and areas of operations. This picture of today's perceptions can provide a basis against which future surveys can track and measure changes in perceptions and provide insights regarding what precipitated those changes.

For this study the existing rider portion of the consumer panel was augmented by respondents who were interviewed on the MTA buses, Metro Blue Line and the Metro Red Line. The existing non-rider portion of the consumer panel was augmented by randomly selecting respondents from reverse telephone directories. Consumer panel augmentation is done on a regular basis in order to combat the effects of attrition and to keep the panel as representative as possible of the present rider and non-rider segments of the panel.

These respondents were invited to become members of the consumer panel by consenting to participate in future studies concerning transit and transit-related issues.

About the Sample

All respondents are individuals who travel from their homes to any destination at least three days a week. A rider is defined as one who uses MTA buses or trains three or more days a week. A non-rider is defined as one who goes to and from places three or more days a week and uses private transportation in order to travel.

This survey was conducted among riders and non-riders to measure such things as present levels of satisfaction with specific aspects of service and operations and likes and dislikes regarding MTA service. Respondents were also asked whether or not specific promotions or service amenities would have an effect on their use of MTA buses and trains.

A sample size of 514 randomly-selected Riders and 534 randomly-selected Non-Riders would have margins for statistical error of $\pm 4.4\%$ and $\pm 4.3\%$, respectively. Certain subgroups (e.g., rail-riders) were deliberately over sampled to ensure a large enough cell to provide meaningful results among rail-riders. Because of this, while the survey results accurately indicate (within the margin for error) how rail-riders feel, the error margins do not hold as an indicator of the true percentage of rail-riders among the rider population. In this instance, the error margins can be viewed as providing valid guidelines where matters of opinion, intent, satisfaction and attitudes are concerned. However, when decisions need to be made regarding operations issues such as which lines to continue, eliminate, add or whether frequencies should be changed, opinion and attitude surveys are not the only measure or by themselves the proper vehicle upon which to base these decisions.

Non-rider panel members interviewed by telephone were sampled from each of these MTA-defined areas:

Central
San Gabriel
Southeast
South Bay
San Fernando Valley (including Santa Clarita)
Westside

Rider panel members were interviewed by telephone and were augmented by fact-to-face interviews at bus stops, aboard MTA buses, and Metro Blue Line and Metro Red Line trains.

Bus stops in this sampling included:

Ventura/Lankershim	Figueroa/6th St.
LAX/W. 96th St. (LAX Transit Center)	ARCO Plaza Area
Santa Monica/La Cienega	Union Station & Pershing Square
Olympic/Soto	Red Line Stations
Brand/Colorado (Glendale)	Broadway Plaza
Baldwin Hills Crenshaw Plaza	7th/Hope
Colorado/Fair (Pasadena)	Flower/6th
Apple/Fairfax (West L.A. Transit Center)	Hollywood Blvd./Highland
Wilshire/Flower	El Monte Bus Station
Figueroa/6th St.	Western/Wilshire
Martin Luther King/Vermont	

Face-to-face rider interviews were conducted over five weekdays. Peak period of times were covered all five days (7:00 a.m. to 2:00 p.m. and 3:00 p.m. to 8:00 p.m.).

Rider and non-rider telephone interviews were conducted from Wednesday, March 8 through Wednesday, March 22 from 4:00 p.m. to 9:00 p.m. on weekdays and from 10:00 a.m. to 6:00 p.m. on the weekend.

II. Principal Findings

- 1) Many Riders do not have to use MTA. It is a chosen option for a least one in five.

43% of Riders are transit dependent, 21% always have an automobile available and 32% sometimes do.

This means that many Riders could drive, but choose not to.

- 2) Two out of every three Non-riders have used public transit in the Los Angeles area. A total of 67% have used MTA buses or trains. 47% report that while they used MTA in the past, they no longer do, while 19% report that they use MTA now, but only occasionally.

25% report that their use of MTA has been within the past five years, while for 22% use was over five years ago.

33% have never used MTA (or RTD).

- 3) Nearly three out of every ten Riders use the Metro Blue or Metro Red Lines, and at least one in ten uses other municipal bus lines in addition to MTA.

11% among Riders in this sample report that they transfer to or from other municipal bus lines and 29% report using the Metro Blue or Metro Red Lines.

- 4) A majority among Riders use monthly passes.

- 57% pay their fares via monthly pass (32% regular - 17% senior - 8% student)
- 27% use cash
- 18% use discount tokens
- 61% transfer (among these, 84% transfer bus to bus - 11% transfer bus to rail - 6% transfer rail to bus - 2% transfer from MTA to other, 2% transfer from other to MTA and 2% transfer rail to rail).

- 5) Riders are more likely to be satisfied than to be dissatisfied with nearly all aspects of service and operations. However, satisfaction ratings suggest there is plenty of room for improvement, and the areas where dissatisfaction exists are areas of importance Riders.

Please see table on page 10. In that table, satisfaction and importance ratings are interpreted as follows:

Satisfaction and Importance Ratings -

3.25 - 4.00	A	Very satisfied/very important
2.70 - 3.24	B	Somewhat satisfied/somewhat important
2.25 - 2.69	C	Marginally satisfied/important
1.50 - 2.24	D	Somewhat dissatisfied/unimportant
0.00 - 1.49	F	Very dissatisfied/unimportant

This means that:

- Riders are significantly more satisfied with service and operations of trains than of buses.
- Satisfaction is greatest for:
 - Appearance of inside and outside of trains
 - Safety on board trains
 - Safety of the way trains are operated
- Satisfaction is marginal for:
 - Availability of seats on buses
 - Safety at bus stops
 - Attitude of bus drivers
 - How often buses run (service frequency)
- Satisfaction is lowest for:
 - Appearance (how they look) - inside buses
 - Value of bus fare
 - Cleanliness of bus stops
 - Cleanliness inside buses

6) Riders report the following is what they like about MTA buses and trains:

Buses take me where I need to go -	31 %
Good service for people without cars -	14 %
Hassle-free transportation -	13 %
Cheaper than car -	8 %
On time -	7 %
Good frequency -	7 %
Courteous, competent drivers -	5 %
No parking worries -	4 %

7) 35% among Riders report that they have no dislikes about the MTA buses and trains. However, the remaining 65% report these dislikes:

Drivers -	26 %
Late buses -	10 %
Unclean/dirty equipment -	10 %
High fares -	9 %
Crowded -	7 %
Don't run often enough -	7 %

Among those riders who have a complaint, 48% feel nothing can be done about service complaints and 10% don't know what to do.

- 8) Among Non-riders, 52% report that they could commute between home and work by public transit, if they wanted to - 46% say they could not and 2% don't know if they could.

Non-riders report that their average commute is 23 minutes; and their perception is that it would take 59 minutes to make the same commute via public transit.

53% report that if someone they knew asked them to ride with them, they would ride the bus under these circumstances. 55% report they would ride the train under these circumstances.

40% among Non-riders report that they don't use MTA buses or trains because they prefer to drive. 15% report that it would take too long if they used a bus or train and 12% report that they don't use the system because it doesn't go where they need to go.

- 9) Reducing fares and increasing service frequency are the two most often mentioned suggestions for making the transit system better.

Among Riders, 22% indicate that reducing fares will make the system better for them, while 15% say that what will make it better for them is to increase the frequency with which buses run, especially late at night.

- 10) Riders and Non-riders indicate an increased incidence of transit use if programs like off-peak fares, "Friends ride free," closer access to bus/train stops, dial-a-ride and reduced fares on high ozone days are initiated.

<u>Program</u>	<u>% Saying they would ride/ride more often</u>	
	<u>Riders</u>	<u>Non-Riders</u>
	514	535
	%	%
• Lower fares between 10:00 a.m. and 2:30 p.m. and after 7:30 p.m. (non-peak fares)	51%	21%
• Friends ride free on weekends	61%	33%
• Access to bus stops/train stations within 3 blocks	55%	45%
• Dial-a-ride service	61%	50%
• Lower fares on high ozone days	61%	35%

- 11) 27% among Riders and 47% among Non-riders have experienced bus or rail service in other cities. Among Riders who have experienced other transit systems, 34% report that MTA is better, 29% report there's no difference and 36% report MTA is not as good as other transit systems. Among Non-riders who have experienced transit systems in other cities, 15% believe that MTA is better, 30% report no difference and 35% believe MTA is not as good. 19% don't know.
- 12) Among Riders, 33% report that other members of their household use public transit. Among Non-riders, 13% report this.

III. SUMMARY, HIGHLIGHTS and DETAILED FINDINGS

Respondents are asked how many days a week they travel to specific destinations, and the mode of transportation usually used. The following table indicates the responses. (Tables 1-13)

FREQUENCY OF TRAVEL TO SPECIFIC DESTINATION TYPES

	RIDERS 514 #		NON-RIDERS 535 #	
	MEAN	MEDIAN	MEAN	MEDIAN
Any travel.....	5.8	6.0	6.0	7.0
Work.....	3.6	5.0	3.3	5.0
Shopping.....	1.5	1.0	1.9	2.0
School.....	0.9	---	1.0	---
Social visits.....	1.3	1.0	2.0	2.0
Medical/Dental.....	0.24	---	0.23	---

MEANS OF TRANSPORTATION USED FOR TRAVEL TO SPECIFIC DESTINATIONS

Base = Those who travel these destinations

	-----WORK-----		----SHOPPING----		-----SCHOOL-----		--SOCIAL VISITS--		---MEDICAL---	
	RIDERS	NON-RIDERS	RIDERS	NON-RIDERS	RIDERS	NON-RIDERS	RIDERS	NON-RIDERS	RIDERS	NON-RIDERS
	373	366	380	466	120	141	290	416	86	98
	%	%	%	%	%	%	%	%	%	%
Private auto.....	2.9	93.4	12.4	96.6	3.3	93.6	19.3	94.0	8.1	60.2
Car/van pool.....	0.5	3.8	2.9	0.9	0.8	2.8	4.1	1.9	1.2	1.0
Public transit.....	97.9	1.4	75.8	1.3	83.3	0.7	70.7	1.2	81.4	1.0

Riders were asked several questions about their use of public transit. The following will re-cap and illustrate the response. (tables 21-30).

TYPES OF PUBLIC TRANSIT USED

Base = Riders

	<u>EVER USE</u>	<u>USE MOST</u>
	514	514
	%	%
MTA buses.....	97.1	84.6
Metro Blue Line.....	23.3	4.5
Metro Red Line	13.6	0.6
Other municipal lines (net) ...	10.5	1.6
Foothill.....	2.3	
Long Beach.....	1.6	
Santa Monica.....	1.2	
Montebello	0.8	
Torrance	0.8	
Gardena	0.8	
Glendale	0.6	
Culver City	0.4	
Other	0.4	
Metro link.....	2.9	0.6
Dash.....	1.4	0.2

HOW FARES ARE PAID

Base = Riders

	<u>MTA BUSES</u>	<u>METRO RED LINE</u>	<u>METRO BLUE LINE</u>	<u>METRO- LINK</u>	<u>OTHER MUNICIPAL BUS LINES</u>
	499	70	120	15	54
	%	%	%	%	%
Regular monthly pass...	31.7	25.7	22.5	13.3	7.4
Senior/disabled pass	16.6	11.4	10.0	13.3	7.4
Student pass.....	8.0	7.1	10.0	0	3.7
Cash.....	26.9	27.1	34.2	33.3	44.4
Discount tokens	17.6	14.3	18.3	0	1.9

DO YOU TRANSFER?

RIDERS

514

%

Yes..... 60.7

No..... 39.3

NUMBER OF TRANSFERS PER TRIP

Mean 1.24

Median 1.00

TYPE OF TRANSFER

Base = Those who transfer

	312
	%
Bus to bus	84.3
Bus to rail	10.9
Rail to bus.....	6.1
MTA to other services.....	2.2
Other services to MTA	2.2
Rail to rail.....	1.6

Riders are asked to rate their overall satisfaction with MTA service, their levels of satisfaction with specific service and operations aspects, and to rate how important each is to them. The following tables will illustrate the response. (tables 37, 41-100).

In the following table, satisfaction and importance ratings are interpreted as follows:

Satisfaction and Importance Ratings -

3.25 - 4.00	A	Very satisfied/very important
2.70 - 3.24	B	Somewhat satisfied/somewhat important
2.25 - 2.69	C	Marginally satisfied/important
1.50 - 2.24	D	Somewhat dissatisfied/unimportant
0.00 - 1.49	F	Very dissatisfied/unimportant

SATISFACTION WITH VARIOUS ASPECTS OF BUS/RAIL SERVICE

Base = Riders

	Satisfaction Ratings #	% Satisfied %	Importance Ratings #
Overall satisfaction w/MTA service	2.81	68%	.
<u>A</u>			
Safety of the way trains are operated	3.53	91%	3.73
Appearance - inside of trains	3.51	88%	3.60
Safety on board trains	3.48	88%	3.77
Appearance - outside of trains	3.48	80%	3.31
On-time performance - trains	3.43	90%	3.76
Mechanical safety - trains	3.43	87%	3.77
How often trains run	3.43	87%	3.65
Availability of seats - trains	3.41	88%	3.68
Cleanliness of train stations	3.38	86%	3.60
Courtesy/attitude of train operators	3.27	80%	3.51
Comfort of seats on trains	3.26	83%	3.58
Safety at train stations	3.26	82%	3.73
<u>B</u>			
Getting information about train service	3.23	78%	3.62
Cleanliness inside trains	3.15	90%	3.65
Safety of the way buses are driven	2.97	74%	3.77
Getting information about bus service	2.93	69%	3.64
Mechanical safety - buses	2.92	71%	3.76
Value of train fare	2.83	64%	3.66
Safety on board buses	2.79	67%	3.79
<u>C</u>			
Appearance - outside of buses	2.65	59%	3.30
Comfort of seats on buses	2.60	57%	3.56
On-time performance - buses	2.58	57%	3.76
Safety at bus stops	2.51	57%	3.78
Courtesy/attitude of bus drivers	2.51	56%	3.69
How often buses run	2.45	55%	3.77
Availability of seats - buses	2.40	55%	3.65
<u>D</u>			
Cleanliness of bus stops	2.23	46%	3.57
Appearance - inside of buses	2.21	47%	3.62
Cleanliness inside buses	2.13	43%	3.67
Value of bus fare	2.12	43%	3.72

When riders are asked what they like and dislike about MTA, the buses, trains, drivers or service, we see the following. (Tables 38-39).

WHAT RIDERS LIKE ABOUT MTA

Base = Riders

	TOTAL
	514
	%
Net - mention likes.....	92.0
Buses take me where I need to go	30.9
Good service for people without cars	14.2
Don't hassle with driving/can relax	13.0
Cheaper/more economical than car	7.8
Buses are on time.....	7.2
Good frequency.....	6.6
Drivers are courteous/competent.....	4.7
No worries about parking	3.5
Reduces traffic.....	2.7
Feel safe/secure riding bus.....	2.5
Trains offer smooth ride	2.1
Clean buses.....	1.9
Comfortable seating.....	1.9
People - meeting people.....	1.4
Good system	1.4
Reduces air pollution	1.2
Nothing liked	8.0

WHAT RIDERS DISLIKE ABOUT MTA

Base = Riders

	TOTAL
	514
	%
Net - mention dislikes.....	65.4
Drivers: discourteous-not knowledgeable-incompetent.....	15.2
Buses: late-not on schedule-not fast	10.3
Unclean buses: inside dirty & smelly	9.7
High fares	9.1
Drivers pass up riders	8.9
Too crowded buses - not enough seats.....	7.0
Buses do not run often enough.....	6.8
Dislike riding with unsavory people	3.9
Graffiti / tagging.....	2.1
Don't feel safe riding bus.....	2.1
Drivers drive too fast.....	1.6
Seats are uncomfortable.....	1.0
Other.....	6.4
No dislikes	34.4

HOW DISLIKES/PROBLEMS ARE HANDLED

Base = Riders who mention dislikes

	TOTAL
	336
	%
Nothing can be done	48.2
Don't know what to do	10.1
Ignore the problem	8.0
Just wait	7.4
Call MTA to file a complaint	7.1
Complain to bus driver	5.1
Board at next stop	1.8
Pay more money	1.2
Buy bus pass to save money	0.3
Report graffiti	0.3
Other	7.4

When riders are asked whether or not they have personally witnessed people boarding MTA buses or trains without paying their fares, we see the following. (Tables 101-102).

PERSONALLY WITNESS BOARDING WITHOUT FARE PAYMENT

Base = Riders

	514
	%
Yes	49.6
No	50.4

HOW MUCH OF A PROBLEM IS FARE EVASION?

Base = Riders

	<u>TOTAL</u>	<u>WITNESSED FARE EVASION</u>	<u>HAVE NOT WITNESSED</u>
	514	255	259
	%	%	%
A major problem	27.0	41.6	12.7
Somewhat of a problem	32.9	36.5	29.3
Not a problem	38.3	22.0	54.4
Don't know	1.8	0	3.5

Riders are asked about signs, maps and time tables. The following tables will re-cap the response.
(Tables 103-115)

In the following tables, ratings are interpreted as follows:

- 3.50 - 4.00 ... AExcellent
- 3.00 - 3.49 ... BGood
- 1.75 - 2.99 ... CAverage
- 1.00 - 1.74 ... DPoor
- 0.00 - 0.99 ... EVery poor

HOW WELL SIGNS TELL WHAT YOU NEED TO KNOW

Base = Riders

	514	514
	#	%
	<u>Score</u>	<u>Rating</u>
Signs that tell you the name of the station	3.37 (good)	72.8
Signs that tell you how to pay your fare	3.12 (good)	68.7
Signs that tell you about the bus/train schedule	2.96 (average)	65.6
Signs that tell you what you can and cannot do	3.29 (good)	73.7
Signs that show route maps	2.99 (average)	64.8
Instructions about how to use the ticket vending machines at rail stations	3.20 (good)	50.2

DO YOU USE MTA TIME TABLES AND SCHEDULES

Base = Riders

	514
	%
Yes.....	61.5
No.....	38.5

RATING OF TIME TABLES

Base = Use time tables = 316

	<u>Score</u>	<u>% Rating Good</u>
How easy time tables are to read	3.35 (good)	84.5
How useful time tables are	3.48 (good)	85.1
How easy maps on time tables are to read	3.21 (good)	76.9
How useful maps are	3.21 (good)	76.9

WHAT INFORMATION IS MISSING FROM TIME TABLES

Base = Riders who use time tables.

	316
	%
Larger size type.....	5.4
Which buses run through a posted route/line to line transfers	4.1
More stops.....	1.9
Listing of alternative routes.....	1.3
Make schedules more available.....	0.9
Needs travel time intervals.....	0.9
Note changes in line numbers more clearly	0.9
Other	6.3
Nothing missing	66.7
Don't know.....	17.4

WHY TIME TABLES, SCHEDULES OR MAPS ARE NOT USED

Base = Time tables not used.

	198
	%
Don't need it.....	53.5
Already know routes and times.....	23.2
Schedules are unavailable	7.6
Calls the 800 number for information.....	5.6
Can't read	3.0
Bus drivers do not adhere to time schedule.....	2.5
Other	4.0

Riders indicate that they have been using MTA buses or trains for an average of 9.7 years; a median of 6.0. (Table 116).

Non-riders are asked several questions about public transit. The following tables illustrate the response. (Tables 117-132).

EVER USED PUBLIC TRANSIT IN LOS ANGELES?

Base = Non-riders

	535
	%
Yes, in the past/no longer use.....	47.1
Yes, but only use occasionally	19.4
No, never used	33.5

HOW LONG AGO?

Base = Non-riders who used, but no longer use.

	252
Mean	7.0 years ago.
Median.....	4.5 years ago.

IF YOU WANTED TO - COULD YOU COMMUTE
BETWEEN HOME and WORK BY PUBLIC TRANSIT?

Base = Non-riders.

	535
	%
Yes	52.3
No.....	46.0
Don't know	1.7

PERCEPTIONS REGARDING COMMUTE TIMES

Base = Non-riders.

	<u>AMOUNT OF TIME IT TAKES BY CAR</u>	<u>HOW LONG IT WOULD TAKE USING PUBLIC TRANSIT</u>
	#	#
Mean number of minutes	23.4	59.4
Median number of minutes	20.0	60.0

LIKELIHOOD OF RIDING BUS/TRAIN IF SOMEONE YOU KNOW ASKED YOU TO RIDE WITH THEM

Base = Non-riders = 535

	<u>BUS</u>	<u>TRAIN</u>
	%	%
Very likely	26.7	28.6
Somewhat likely.....	26.4	26.2
Not very likely	18.5	17.0
Not at all likely.....	23.6	22.2
Don't know/not sure.....	4.9	5.6

IMPORTANCE OF SPECIFIC ASPECTS OF SERVICE AND OPERATIONS -IF MTA BUSES AND
TRAINS WERE USED.

Base = Non-riders.

	<u>RATING OF IMPORTANCE</u>	<u>% RATING - VERY/SOMEWHAT IMPORTANT</u>	<u>MOST IMPORTANT 535</u>
	#	%	%
Comfort of seats	2.78	57.0	2.4
Cleanliness of inside of buses or trains	3.39	83.9	5.8
Drivers attitude.....	3.17	74.9	2.4
Cost of trip / fares.....	3.07	71.4	6.9
Personal safety	3.69	91.0	58.5
Mechanical safety of the system	3.68	90.7	12.9
Cleanliness of outside of buses & trains	2.73	59.3	0.8
How often the buses & trains run	3.47	86.0	13.8

Riders and non-riders are asked why MTA buses and trains are not used (or are not used more often). They are also asked what MTA can do to make the transit system better for them. The following tables illustrate the responses. (tables 133-134).

WHY DON'T USE MTA BUSES / TRAINS (MORE OFTEN)

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Already use as much as possible.....	66.7	0
Prefer to drive / have a car	6.2	40.4
Fares are too high	2.9	3.9
Don't travel far enough to use	2.5	0
Takes too long / quicker to drive.....	1.8	15.1
Work at home / don't work	1.8	2.6
Bus schedule not frequent enough/ not compatible with travel needs.....	1.4	5.6
Buses don't go where I need to go	1.2	12.0
Don't like waiting for bus	1.2	2.6
No train service close to home.....	1.2	0.2
Just don't want to	0.8	2.8
Concerns over personal safety	0.8	2.8

WHY DON'T USE MTA BUSES / TRAINS (MORE OFTEN)

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Ride share.....	0.8	0.8
Too far to walk to bus stops.....	0.6	3.9
Not enough seats.....	0.6	0.6
Trains leave too early/no weekend service.....	0.6	0.4
Transferring is too complicated.....	0.4	2.1
Nature of work requires a car.....	0.2	3.6
Other.....	4.3	9.5

WHAT MTA CAN DO TO MAKE THE TRANSIT SYSTEM BETTER

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Reduce fares	22.4	11.4
Increase frequency of buses	15.4	13.1
Keep buses on schedule	8.8	5.0
Better - more routes	8.6	20.0
Clean inside of buses more	6.8	2.8
Improve drivers attitude	5.8	1.3
Hire policemen to ride buses	3.5	3.7
More flexible train schedules	1.8	0.9
Add comforts: air conditioning - better seats	1.4	0.9
Offer more bus stops	1.2	6.0
Make schedules more available	1.2	2.2
Build more stops for trains	0.8	1.5
Train drivers to drive more carefully	0.6	1.1
Give out more information about MTA	0.6	1.3
Increase surveillance: taggers/vandals	0.4	0.9
More direct routes/expresses	0.4	1.7
Other	6.2	5.6
Nothing can be done/won't ride	0	19.4
Everything is fine as is	19.5	0
Don't know	8.9	16.1

Riders and non-riders are asked if they would begin to ride or ride more often if specific promotions were put into effect. The following re-caps the responses. (Tables 135-139).

WOULD YOU BEGIN TO RIDE/RIDE MORE OFTEN IF:

	<u>RIDERS</u>			<u>NON-RIDERS</u>		
	<u>YES</u>	<u>NO</u>	<u>MAYBE</u>	<u>YES</u>	<u>NO</u>	<u>MAYBE</u>
	%	%	%	%	%	%
Lower fares between 10AM & 2:30PM and after 7:30PM	51.4	34.0	14.6	20.9	60.2	18.9
If friends could ride free on weekends	61.1	27.6	11.3	33.1	48.2	18.7
If access to bus or train were within 3 blocks	54.9	32.1	12.8	44.9	24.7	17.8
Door-to-door service for short trips (Dial-A-Ride)	60.9	27.4	11.7	50.3	33.3	16.1
If fares were lowered on smog alert/high ozone days	60.9	23.5	15.4	35.0	42.2	22.8

Riders and non-riders are asked whether they have experienced bus or rail service in other cities (besides Los Angeles) in the past 5 years or so. Those that have experienced bus or rail service in other cities are asked several questions about their experiences. The following tables illustrate the response. (Tables 140-143).

EXPERIENCED BUS OR RAIL SERVICE IN OTHER CITIES PAST 5 YEARS

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Yes	27.2	46.5
No	72.8	53.5

WHERE EXPERIENCED OTHER BUS/RAIL SERVICE

Base = Experienced bus/rail service in other cities

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	140	249
	%	%
Other L.A. city.....	17.9.....	8.4
San Francisco Bay area	22.9.....	27.7
Other Southern California	19.3.....	12.4
New York Metro area	12.1.....	23.3
Detroit.....	2.1.....	0.8
Seattle.....	2.1.....	2.4
Boston	4.3.....	6.4
Chicago.....	11.4.....	5.2
Washington DC.....	2.9.....	8.4
Other US Metro.....	15.0.....	5.2
Other US	5.7.....	2.4
Las Vegas	4.3.....	2.0
Europe.....	4.3.....	12.4
Asia	0.7.....	2.4
Other.....	7.1.....	13.3

WHAT TYPE OF EXPERIENCE IN OTHER CITIES?

Base = Experienced bus/rail in other cities

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	140	249
	%	%
Bus	85.0.....	59.4
Rail.....	30.0.....	41.8
Subway	27.9.....	44.2

HOW MTA COMPARES TO OTHER CITY'S SERVICE

Base = Experienced bus/rail in other cities

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	140	249
	%	%
Just about the very best (3.7 - 4.0)	11.4	4.4
Better than most (2.7 - 3.6)	22.9	11.2
The same as any other..... (1.7 - 2.6)	29.3	30.1
Among the worst..... (1.0 - 1.6)	25.7	26.1
Just about the very worst (Below 1.0)	10.0	8.8
Don't know	0	19.3
	#	#
Score.....	2.00	1.71

REASONS FOR WHY MTA IS BETTER

Base = Those saying MTA is better than other cities

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	48	39
	%	%
They provide fast service.....	22.9	38.5
They do a good job for the amount of people who use transit	16.7	12.8
They provide frequent service.....	14.6	7.7
They go more places.....	14.6	10.3
They are a newer system.....	10.4	15.4
They provide safe service	8.3	28.2
They provide cleaner transit/less smog....	8.3	15.4
The trains are comfortable	6.3	2.6
Other	8.3	0

REASONS FOR WHY MTA IS THE SAME

Base = Those saying MTA service is the same as other cities

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	41	75
	%	%
They all transport people/no difference ..	75.6.....	70.7
They all need to be safe ..	4.9.....	1.3
Don't know enough to say ..	14.6.....	22.7

REASONS FOR WHY MTA IS WORSE

Base = Those saying MTA is worse than other cities.

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	50	87
	%	%
Dirty/unclean - odor in buses.....	38.0.....	14.4
Slow service - not quick.....	32.0.....	36.8
Too expensive / high fares.....	24.0.....	4.6
Drivers have bad attitude.....	18.0.....	9.2
Service not frequent enough ..	8.0.....	25.3
Other cities are just better (unspecified) ..	6.0.....	3.4
Service is not safe ..	2.0.....	17.2
Too much graffiti on bus.....	2.0.....	3.4
Needs more routes ..	2.0.....	26.4

Riders and non-riders are asked several questions about the kinds of travel modes they have used in the past 5 years. Following is the response. (Tables 145-157)

MEANS OF TRAVEL USED IN PAST 5 YEARS

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Commercial airlines ..	51.8.....	80.0
Cross country bus ..	29.4.....	14.6
Train ..	22.0.....	24.9
Private, non-commercial plane ..	3.9.....	8.6
None ..	31.9.....	16.1

TYPES OF TRANSPORTATION MODES USED IN PAST 5 YEARS

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Taxi	60.1	53.8
Train/rail	33.1	34.9
Shuttle.....	28.6	47.1
Subway	2.9	28.0
Car pool	21.4	27.7
Trolley	17.1	27.7
Monorail.....	12.1	18.5
Commuter train.....	10.7	13.5
Van pool.....	7.2	8.4
Dial-A-Ride	5.6	4.1
Jitney.....	5.3	7.5
None	19.8	15.7

When respondents are asked about use of public transit by other household members, we see the following. (Tables 158-162).

DO OTHER HOUSEHOLD MEMBERS USE PUBLIC TRANSIT?

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Yes	33.3	12.9
No	66.7	87.1

WHO ELSE IN HOUSEHOLD USES PUBLIC TRANSIT?

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Son/daughter	8.9	4.5
Sister/brother	8.9	0.7
Spouse	6.4	2.8
Mother/father	5.8	2.8
Roommate/friend.....	4.9	1.9
Cousin	1.4	0
Grandchild	0.6	0.6
Grandparent.....	0.4	0.4
Aunt/uncle	0	0.2
Housekeeper/maid	0	0.2
No other uses public transit...	66.7	87.1

Riders and non-riders are asked several questions about the trip they take most often. The following tables re-cap the responses. (Tables 162-166).

PURPOSE OF TRIP TAKEN MOST OFTEN

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
Work.....	64.6.....	59.8
School.....	13.4.....	11.8
Shopping	7.8.....	17.4
Visiting	4.5.....	4.3
Medical/dental/professional ...	3.9.....	2.1
Movies/activity centers.....	1.6.....	1.5
Transporting others	0.6.....	2.6
Church	0.4.....	1.9
Other	4.7.....	1.7

CHARACTERISTICS OF THE SAMPLE

	<u>RIDERS</u>	<u>NON-RIDERS</u>
<u>GENDER</u>	514	535
	%	%
Male.....	45.9	47.3
Female.....	54.1	52.7
 <u>AGE</u>	 #	 #
Mean.....	39.3	42.9
Median.....	37.1	40.3
	%	%
18 - 24.....	19.1	15.0
25 - 34.....	24.7	22.2
35 - 44.....	24.5	20.7
45 - 54.....	13.2	13.8
55 - 64.....	8.0	12.1
65 & over.....	9.5	14.8
 <u>MARITAL STATUS</u>	 %	 %
Married.....	27.0	49.9
Single/divorced/etc.....	71.6	48.6
 <u>EMPLOYMENT STATUS</u>		
Employed.....	68.1	65.4
Full time student.....	10.3	6.7
Full time homemaker.....	2.5	5.6
Retired.....	7.6	17.0
Unemployed.....	8.2	3.6
Disabled.....	3.3	1.3
 <u>NUMBER OF EMPLOYEES AT WORKPLACE</u>	 #	 #
Mean.....	235	576
Median.....	20	35
 <u>VALID DRIVERS LICENSE?</u>	 %	 %
Yes.....	42.4	86.0
No.....	54.3	6.5
 <u>NUMBER OF MOTOR VEHICLES IN HOUSEHOLD</u>	 #	 #
Mean.....	0.88	2.06

CHARACTERISTICS OF THE SAMPLE

	<u>RIDERS</u>	<u>NON-RIDERS</u>
	514	535
	%	%
<u>ACCESS TO MOTOR VEHICLE</u>		
Always.....	21.4	90.1
Usually	10.1	3.6
Occasionally	22.4	2.3
Never	43.2	1.7
<u>HOME OWNERSHIP</u>		
Rent	78.6	38.7
Own	15.8	54.6
Live w/ other who rents.....	3.1	1.3
Live w/ other who owns	1.4	3.0
<u>QUALIFY/WOULD QUALIFY FOR</u>		
Senior/disabled discount	16.1	12.3
Student discount	14.6	8.2
Don't qualify for discount	64.1	77.6
<u>NUMBER OF WAGE EARNERS IN HH</u>		
	#	#
Mean	1.60	1.63
<u>HOUSEHOLD INCOME</u>		
	\$	\$
Mean	26,400	51,300
Median.....	18,400	41,700
<u>INDIVIDUAL INCOME</u>		
Mean	17,700	34,900
Median.....	13,300	26,900
<u>ETHNIC BACKGROUND</u>		
Caucasian.....	20.4	59.6
African American	32.1	12.3
Hispanic	38.5	16.6
Korean	0.8	1.1
Chinese	1.4	0.9
Vietnamese.....	0.2	0
Japanese	0.2	1.7
Filipino	2.7	1.3
Other Asian	0.6	0.9
American Indian.....	1.4	2.4