2003 General Public Opinion Survey

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Submitted to:

Los Angeles Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012

Submitted by:

AMPG
APPLIED MANAGEMENT & PLANNING GROUP
APPLIED MANAGEMENT & PLANNING GROUP
LOS ANGELES, CALIFORNIA

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EXECUTIVE SUMMARY

The Los Angeles County Metropolitan Authority (MTA) selected the Applied Management and Planning Group (AMPG) to conduct the 2003 General Public Survey among Los Angeles County Residents. This survey was designed to measure the public's awareness of and satisfaction with the full range of services and programs operated and supported by the MTA. The survey was conducted from July 19 to August 25, 2003. A total of 2,801 telephone interviews were completed in English, Spanish, Mandarin, and Korean.

Key findings from the study are presented below.

Awareness of MTA Services and Logo

- MTA is widely recognized as a primary provider of transit services in Los Angeles County, with two-thirds of respondents reporting that they first think of MTA when asked to identify all transit operators in the County.
- More than two-thirds of residents have seen the "M" logo on MTA buses and trains (69%), with nearly three out of four of these respondents (74%) indicating that the logo stands for "Metro."

Advertising Penetration

- More than half (51%) of Los Angeles County residents have seen or heard advertising about the MTA in the last year. The Metro Rapid Expansion, Late Night Metro Rail, and the Gold Line expansion were the advertised services most likely to be recalled.
- Advertising has had a strong effect on the likelihood that residents would try a MTA service. Depending on the type of service, as many as 73% of respondents who had seen or heard advertising indicated that advertising made them consider using that service.

Public Perceptions of MTA Management

- The majority of Los Angeles County residents (63 percent) agree that the MTA effectively manages a large and complex transportation system. Sixty-three percent of residents believe MTA cares about providing quality service and 60% agree or strongly agree that MTA decision-makers consider their needs.
- Forty-six percent of residents agree or strongly agree that MTA has efficient and cost-conscious management.

Travel Behavior

- Seventy percent of Los Angeles County residents who work commute by driving alone. Although steadily decreasing since 1997, 54% of respondents indicated that they have access to a bus or rail service for trips to work or school.

- Among residents who could take public transit, perceived commute time using transit is nearly twice the commute time of driving alone (48 minutes on public transit compared to 25 minutes driving alone).

- Residents in the Central subregion are more likely to have used transit in the past year (63%) and are more likely to take the bus to work (23%) than other residents. Residents in the Central subregion are also more likely to carpool than residents in the San Fernando Valley and South Bay subregions.

- Residents in the Southeast subregion were more likely than other respondents to report having access to bus or rail (62%).

Future Use of Transportation Resources

- Incentives such as parking and transit passes would positively influence commuters, with about half of commuters indicating that they would consider carpooling or using public transit more often as a result.

- Transit improvements are supported by ¾ of the population, a far greater proportion than regularly use transit. Support for transit is greater than support for building new freeways (65%) but not as popular as improving existing freeways (81%).

INTRODUCTION

In June 2003, the Los Angeles County Metropolitan Transportation Authority (MTA) selected the Applied Management and Planning Group (AMPG) to conduct the 2003 General Public Survey among Los Angeles County residents. This survey was designed to measure the public's awareness of and satisfaction with the full range of services and programs operated and supported by the MTA. It was conducted from July 19 to August 25, 2003[1].

FINDINGS

Knowledge of Transit Operators

Respondents were asked to mention which transit operators come to mind when they think of public transportation. Surveyors recorded both the first mention as well as subsequent responses to the question. **Table 1** displays "first mentions." MTA was most frequently cited, both overall and in each region, as the public transit operator thought of first. MTA services directly operated by MTA were mentioned by 65% of the public. The next most frequently mentioned operation was Metrolink (4%). None of the Municipal Operators were mentioned frequently, although some were important in their home subregions: Long Beach was mentioned by 7% of the residents of the Southeast subregion, Foothill by 6% of residents of the San Gabriel Valley, and Santa Monica by 6% of residents of the Westside.

In the past two years, MTA has been trying to market a brand identity, "Metro", for it's directly operated services, moving away from the agency name, "MTA." Metro Rapid, Metro Rail, and Metro Bus are all expressions of the common brand. **Table 1** shows both broad awareness and considerable ground to cover. All mentions of the brand name combined almost equal the use of "MTA" by the public. Six percent of respondents still refer to "RTD", the predecessor agency, which has not been in existence for a decade.

[1] In this report relative terms like "more" or "fewer" are always used technically. They always indicate statistically significant differences at a 95% confidence level. Please see Appendix A for other methodological considerations.

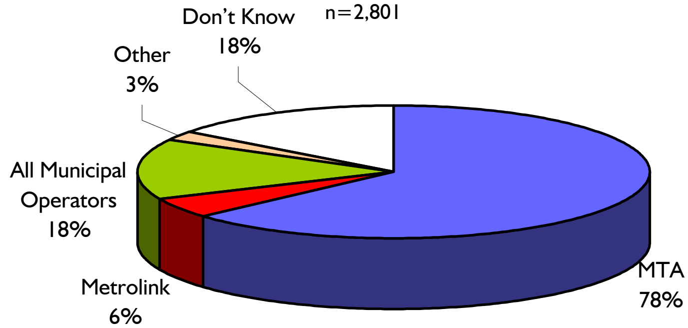
Table 1
Public Transportation Transit Operators
First Mentioned by Respondents

	Total	Central	San Fernando Valley**	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(2,801)	(475)	(464)	(463)	(464)	(471)	(464)
MTA Operated Services	**65%**	**76%**	**65%**	**60%**	**66%**	**59%**	**71%**
MTA	30	36	31	24	35	24	35
Metro	14	15	12	16	12	15	17
Metro Bus	12	13	12	11	11	12	12
Metro Rail	2	2	2	2	--	2	2
Metro Rapid	1	1	--	1	1	1	1
RTD	6	8	8	5	6	4	5
Metrolink	4	2	7	6	2	4	1
Long Beach	2	--	--	--	1	7	--
DASH/ LADOT/ Commuter Express	1	1	1	--	1	--	1
Foothill Transit	1	--	--	6	--	--	--
Santa Monica/ Big Blue Bus	1	--	--	--	2	1	6
Bus	1	1	1	1	--	1	1
Amtrak/ Train	1	--	1	--	--	--	--
Airport/ Rental Car/ Shuttle	1	1	1	1	--	--	--
Alhambra	--	--	--	1	--	--	--
Antelope Valley	--	--	2	--	--	--	--
Burbank	--	1	--	--	--	--	--
Culver City	--	--	--	--	--	--	2
Montebello	--	--	--	1	--	1	--
Norwalk	--	--	--	--	--	1	--
Santa Clarita	--	--	1	--	--	--	--
Torrance	--	--	--	--	2	--	--
Dial-a-ride	--	--	--	1	--	--	--
Red, Green, Blue, or Gold Line	--	1	--	--	--	1	--
Other	2	--	3	2	3	2	1
Don't know	18	15	16	18	19	21	15
Refused	--	--	--	--	1	--	--

*Totals may not equal 100% due to rounding error. **In this and subsequent tables, San Fernando Valley and North County are combined.

Figure 1 shows "total mentions" rather than "first mentions." The results show little difference between total and first mentions. In the tabulation for total mentions, MTA dominates the responses (78%) and Metrolink is the only other agency mentioned with any frequency (6%).

Figure 1
Public Transportation Transit Operators
Total Mentions by Respondents

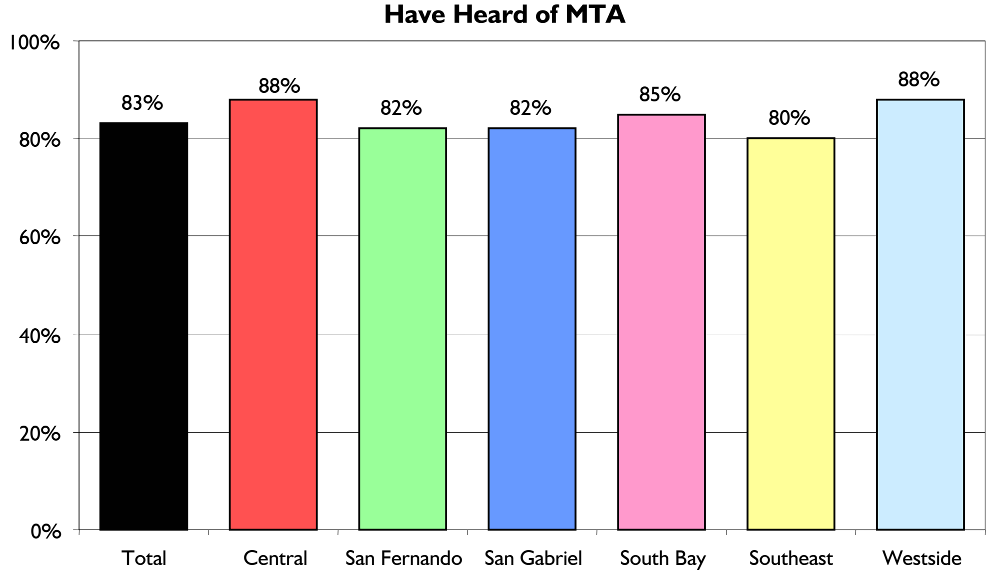


*Totals may not equal 100% due to rounding error and because of the multi-response nature of the question.

Awareness of MTA

Figure 2 shows that 83% of Los Angeles residents have heard of MTA.

Figure 2
Have Heard of MTA



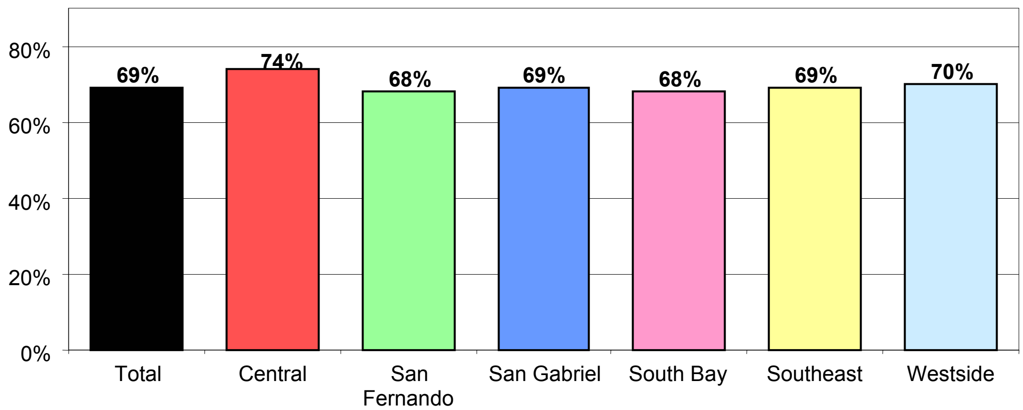
*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464

Awareness of MTA Logo

Respondents were asked whether they have noticed the letter or logo "M" on LA County buses or trains. Similar to 2002 findings, 69% of respondents indicated that they had seen the logo (see **Figure 3**).[2] This was similar across all service subregions; however, slightly more respondents indicated that they had seen the logo in the Central subregion (74%).

Of those respondents who had seen the letter "M" on buses or trains, nearly three-quarters indicated that the "M" stands for Metro (74% – see **Table 2**). This was the same percent reported in 2002.

Figure 3
Notice of Letter or Logo "M" on LA County Buses or Trains



*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464

Table 2
Meaning of "M" to Respondents

	Total	Central	San Fernando Valley	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(1,945)	(352)	(317)	(321)	(314)	(327)	(323)
Metro	74%	68%	74%	77%	74%	73%	75%
MTA	12	14	12	11	13	11	13
Other	1	1	1	1	1	1	2
Don't know	13	16	13	11	12	15	11
Refused	--	1	--	--	--	--	--

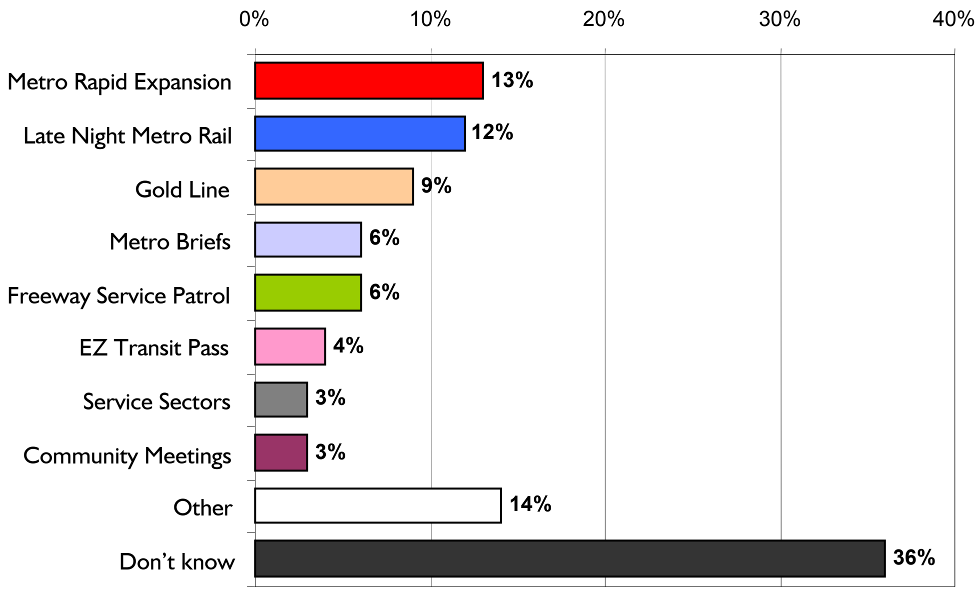
*Totals may not equal 100% due to rounding error. Significant differences were calculated at a 95% confidence level.

[2] Prior year findings were taken from reports published by Strategic Consulting & Research. However, due to survey changes from year to year comparative data were only available for certain questions. All comparisons should be interpreted with caution.

Awareness of MTA Advertising

Fifty-one percent of Los Angeles residents have heard advertising about the MTA in the last year. **Figure 4** shows what they heard. The Metro Rapid Expansion, Late Night Metro Rail, and the Gold Line expansion are the advertised services most likely to be recalled.

Figure 4
MTA or Metro Advertising Seen or Heard in Past 12 Months
n=593



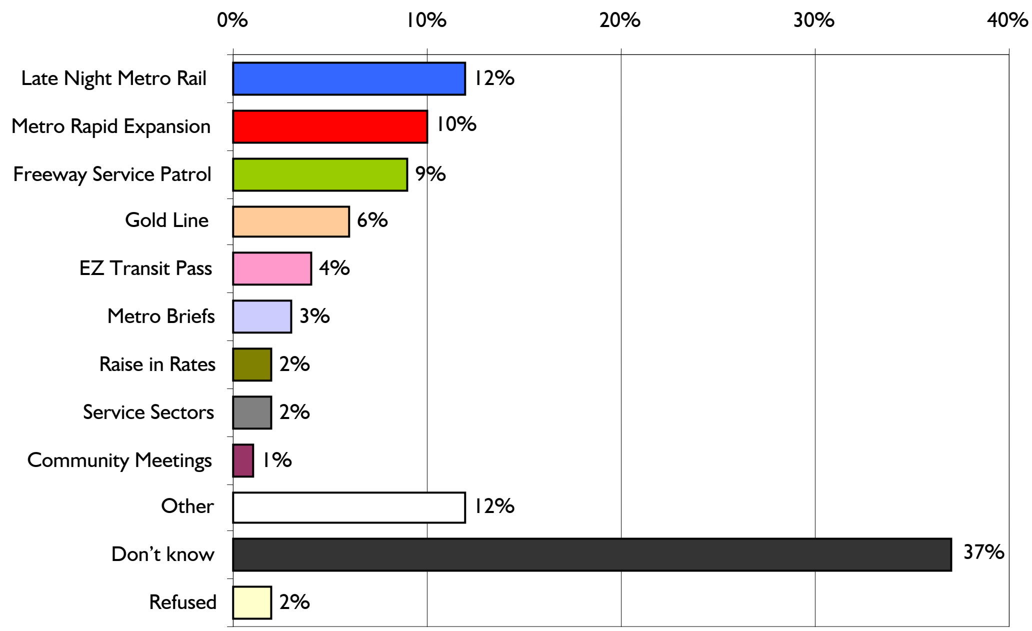
*Totals may not equal 100% due to rounding error.

Radio Advertising Penetration

Twenty-two percent of Los Angeles residents have heard advertising about MTA on the radio. **Figure 5** shows what advertising was recalled. **Figure 5** shows that, as with the recall of advertising in general, Late Night Metro and Metro Rapid Expansion were the radio ads most likely to be freely recalled.[3] The Freeway Service Patrol radio ads were also frequently recalled. The Gold Line Opening ads were frequently recalled in the San Gabriel Valley (13%), which is where the Gold Line corridor lies.

[3] These are percentages for unprompted recall; they are lower than those reported later for prompted recall (i.e. "Did you remember seeing ____?")

Figure 5
Metro Radio Spot Heard in Past 12 Months
n=259



*Totals may not equal 100% due to rounding error.

Impact of Media Campaigns

One of the functions of the General Public survey is to measure how well MTA is communicating to the public about new and existing services. The survey asked the same sequence of questions about six media campaigns (Late Night Metro, the Freeway Service Patrol, EZ Transit Passes, Metro Rapid Expansion, the Gold Line Opening, and Metro Briefs). The sequence began with whether the respondent was aware of the service. Next were questions on how s/he became aware of it, whether s/he had seen advertising about it, whether s/he would be likely to use it, and whether the advertising had any influence on respondent's use of the service. There was some questioning as to whether the respondent understood what the service is, and additional questions were asked about awareness of the Service Sector reorganization and awareness of community meetings. There were no special campaigns for these other than news releases and regular notices of meetings in newspapers.

Table 3 compares the main findings for each of the media campaigns.[4] The table shows that the Metro Gold Line is the best-known program, with the largest proportion of people having seen advertising about it, and with the highest proportion being influenced by advertising. Metro

[4]In the sections that follow, detailed discussions about each media campaign change baseline populations (i.e. denominators) as context requires. For example, the statement "55% thought the ad campaign was effective" usually refers to 55% of those who saw the ad; but the statement "35% were aware of the service" usually refers to 35% of the whole population. Table 3, however, compares impacts across questions and campaigns. In order to do so it literally puts everything "under a common denominator", in this case the percent of the whole population saying yes to each of the questions in the table.

Rapid has a higher percentage likely to try the program, but this is probably more a function of the scale of Metro Rapid operations than a function of advertising per se – the table shows that fewer people saw the ads for Metro Rapid than for the Metro Gold Line or the Metro Freeway Service Patrol.

Table 3
Media Campaign Main Findings
Percentage of Total Population saying, "Yes"

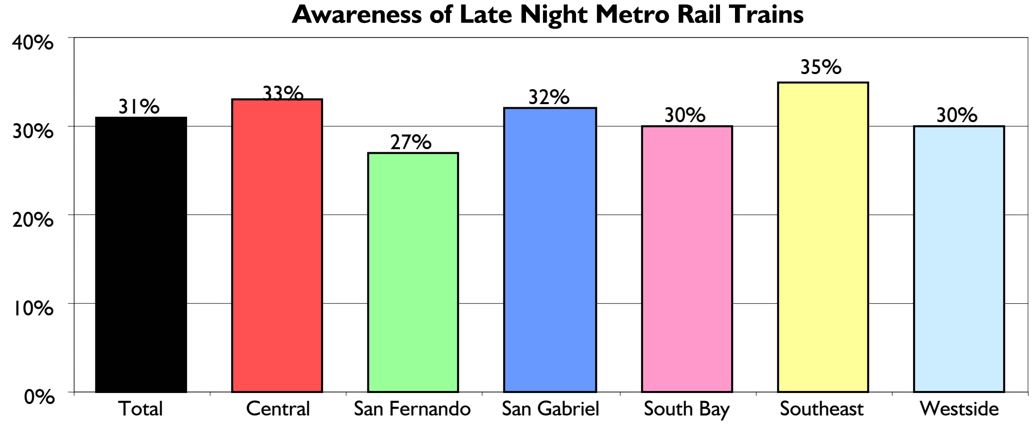
Program	Aware of Program	Likely to Try	Saw Ads	Ads First Made Them Aware of Program	Ad was Informative or Influenced Them to Try*
Late Night Metro	31%	29%	15%	9%	8%
Freeway Service Patrol	35	NA	20	8	15
EZ Pass	33	24	16	9	9
Metro Rapid **Expansion**	28**	45	18	10	13
Service Sector Community Meetings	11	19	7	4	5
Gold Line	55	44	36	16	13
Metro Briefs	17	–	17[a]	–	–

*Questions from this column varied, please see detailed discussions. **39% were aware of Metro Rapid.
[a]Since the briefs were the "ads", to be aware of them is counted as seeing them.

Late Night Metro Rail

MTA now operates Metro Rail beyond midnight to accommodate late travelers. Nearly one-third of the public is aware that Metro rail trains run late at night (31%). More respondents in the Central and Southeast subregions were aware of Late Night Metro Rail than those in the San Fernando Valley subregion (see **Figure 6**).

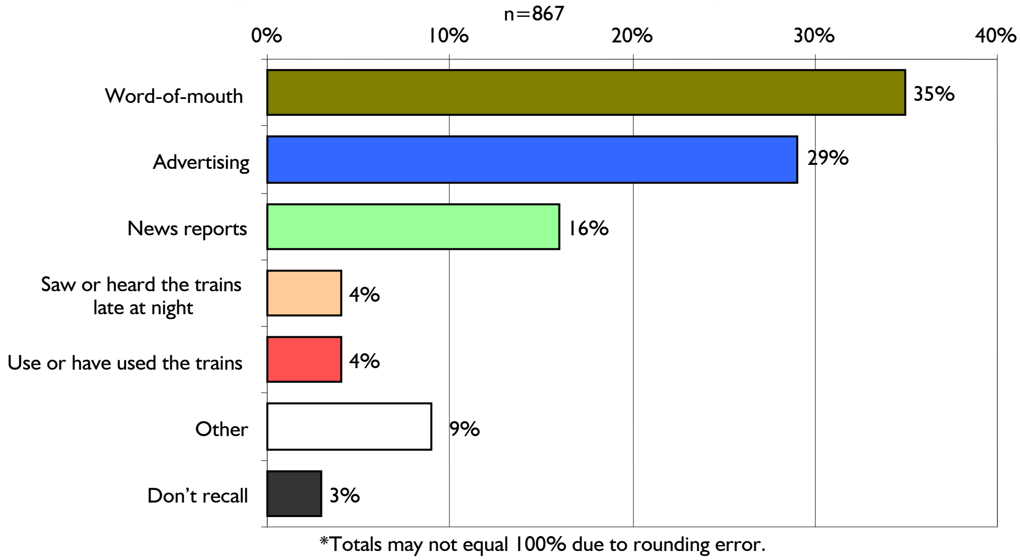
Figure 6
Awareness of Late Night Metro Rail Trains



*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464

As shown in **Figure 7**, word-of-mouth (35%) and advertising (29%) are the leading sources of initial awareness; news reports are also important. Other sources include seeing or hearing the trains late at night, and using the trains during those hours.[5]

Figure 7
How Respondents Became Aware of the Late Night Metro Rail Train



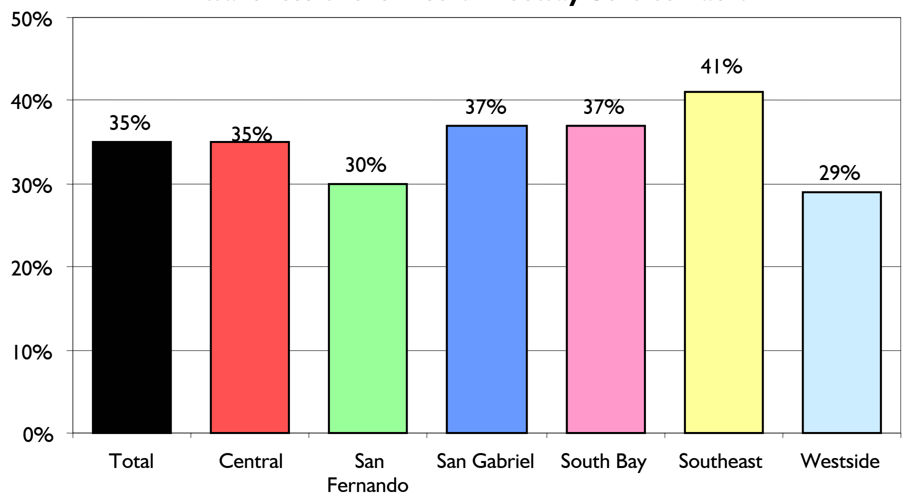
About half (48%) of the people who knew about Late Night Metro Rail had seen advertising about it. Twenty-nine percent of those surveyed said they are likely to try Late Night Metro Rail. Of these, over a quarter (27%) said that the advertising has influenced them to consider doing so.

Metro Freeway Service Patrol

As shown in **Figure 8**, more than one-third of respondents (35%) indicated that they were aware of the Metro Freeway Service Patrol. This percentage is identical to the percentage reported last year. Residents in the Southeast (41%) were more likely to be aware of the service than were residents of the Westside and San Fernando Valley (29% and 30%, respectively).

[5] The survey respondents were read three choices, "Advertising", "News Reports", and "Word-of-Mouth". Seeing or using the late-night trains were volunteered responses, and may have been cited more often if they had been offered as a choice.

Figure 8
Awareness of the Metro Freeway Service Patrol

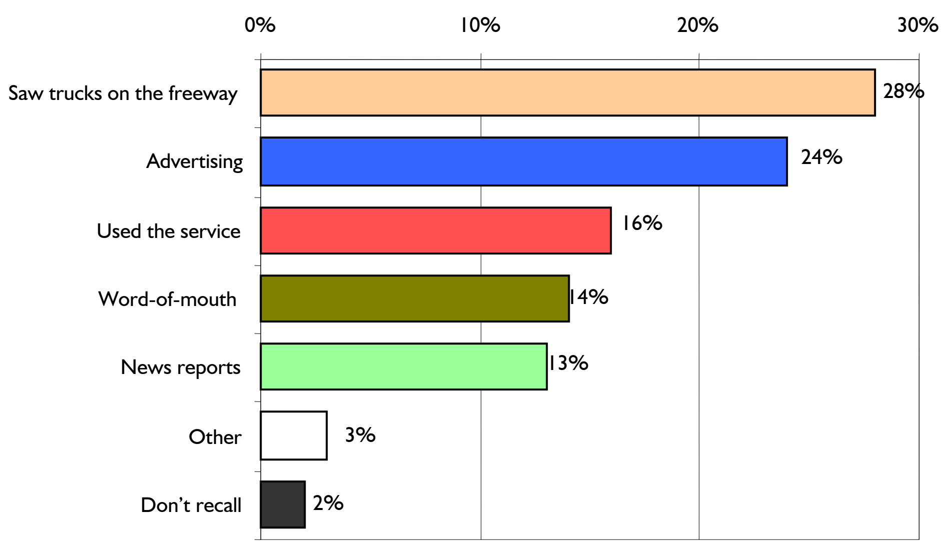


*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464
** Significant differences were calculated at a 95% confidence level.

Those who were aware of the Metro Freeway Service patrol were asked how they first became aware of it. **Figure 9** shows that seeing the patrol trucks was the most frequently identified source of awareness (28%), closely followed by advertising (24%).[6]

Although only ¼ of the people said advertising made them aware of it, 60% of those who knew about the Metro Freeway Service Patrol had seen or heard advertising about it.

Figure 9
How Respondents Became Aware of the Metro Freeway Service Patrol
n=974

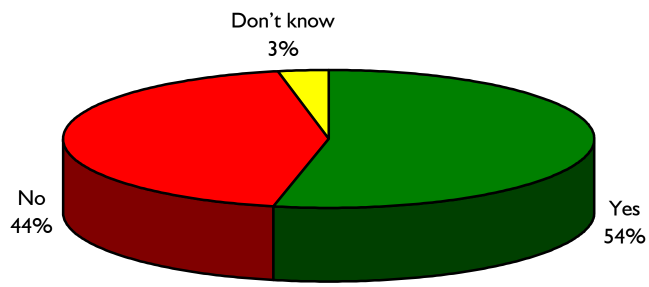


*Totals may not equal 100% due to rounding error.

[6] Every listed option in Figure 9 was read to the respondent, except "Other" and "Don't Recall".

More than two-thirds of the people who knew about the Metro Freeway Service patrol (69%) knew that the services were free. The recent ad campaign has not increased awareness of the service (as mentioned above, 35% of county residents were aware this year and last), but it is reasonable to infer that it has increased awareness that MTA manages it. Last year only 30% of the people aware of the Freeway Service Patrol knew it was managed by MTA. This year, nearly half were also aware that MTA manages this service (44%), and more than half of these indicated that they had seen advertising about MTA managing this service (54% – see **Figure 10**).

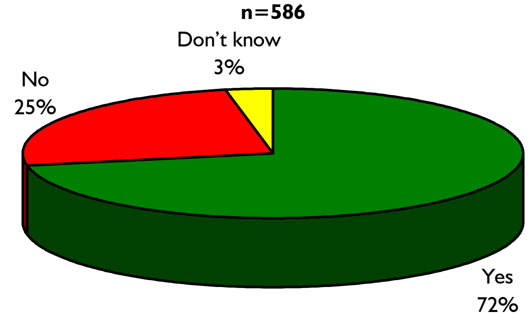
Figure 10
Seen or Heard Advertising about MTA Managing the Metro Freeway Service Patrol in Past 12 Months
n=433



*Totals may not equal 100% due to rounding error.

Seventy-two percent (72%) of the people who had seen or heard Freeway Service Patrol Advertising said that it gave them a good idea of what the Patrol does (see **Figure 11**).

Figure 11
Effectiveness of Advertising in Giving an Idea of the Metro Freeway Service Patrol Services Available
n=586



Ten percent of all respondents said they had been helped by the Metro Freeway Service Patrol. These people were asked to rate the quality of the assistance they received. They were overwhelmingly positive, with 82% rating it good or very good and only 14% rating it poor or very poor. The highest rating read to them, "very good", was the most common choice by far (63%).

Table 4
Quality of Service from the Freeway Service Patrol

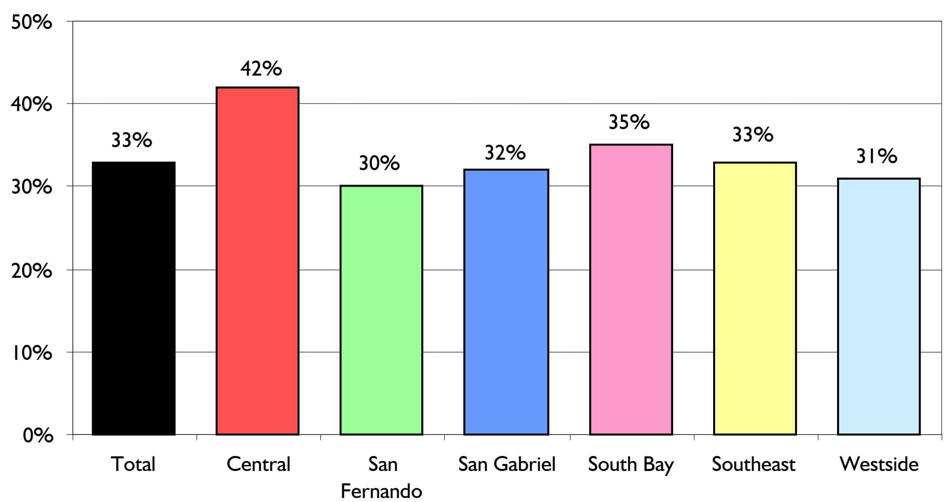
	Total
(Sample size)	282
Very Good	63%
Good	19
No opinion	4
Poor	3
Very Poor	11

*Totals may not equal 100% due to rounding error.

EZ Transit Pass

As shown in **Figure 12**, 33% of respondents indicated that they were aware of the EZ Transit Pass. More residents in the Central subregion were likely to be aware of the service than in any other subregion[7].

Figure 12
Awareness of the EZ Transit Pass

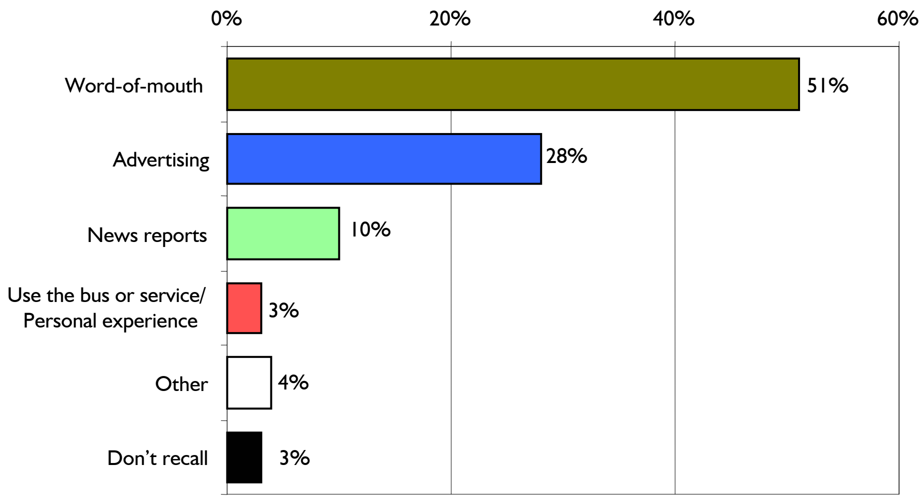


*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464
** Significant differences were calculated at a 95% confidence level.

Word-of-mouth (51%) was the most frequently mentioned way of becoming aware of this service. Other ways that respondents became aware of the EZ Transit Pass included advertising (28%), news reports (10%), and personal experience (3% – see **Figure 13**).

[7] "Using the bus or service/Personal experience" were volunteered responses that might have been chosen more often if they had been read as choices.

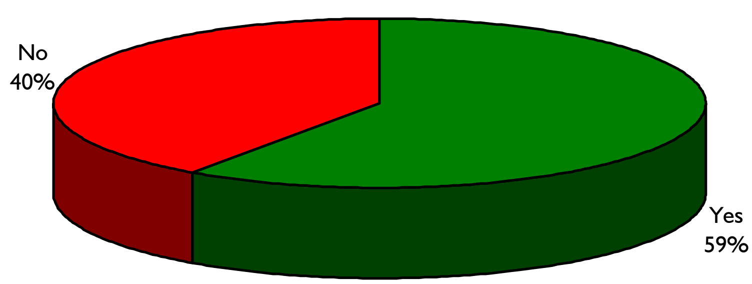
Figure 13
How Respondents Became Aware of the EZ Transit Pass
n=931



*Totals may not equal 100% due to rounding error.

Forty-nine percent (49%) of residents who knew about the EZ Transit Pass have seen or heard advertising about it. As shown in **Figure 14**, 59% of respondents indicated that the advertising made them consider using the service.

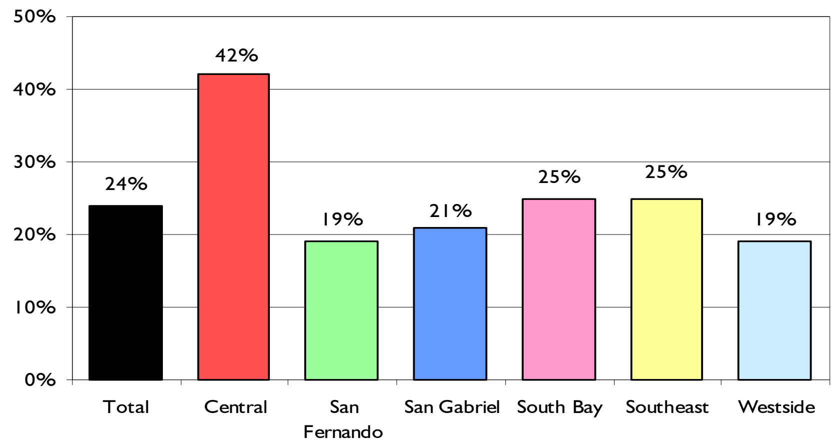
Figure 14
Effect of EZ Transit Pass Advertising on Service Use
n=225



*Totals may not equal 100% due to rounding error.

When asked about purchasing an EZ Transit Pass, 24% of the total population indicated that they are likely to purchase a pass in the future. More residents of the Central subregion indicated that they may purchase an EZ Transit Pass than residents of any other subregion (see **Figure 15**).

Figure 15
Likelihood of Purchasing an EZ Transit Pass

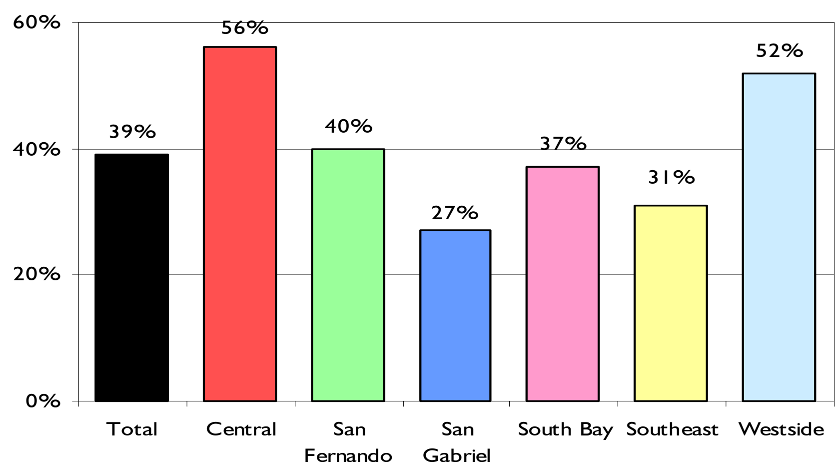


*Sample sizes: Total=1440; Central=225; San Fernando Valley=236; San Gabriel Valley=229; South Bay=238; Southeast=252; Westside=261
** Significant differences were calculated at a 95% confidence level.

Metro Rapid

As shown in **Figure 16**, when respondents were asked if they knew what the Metro Rapid is, 39% of respondents answered "yes." More Central residents were aware of the Metro Rapid than were residents of most other subregions.[8]

Figure 16
Awareness of the Metro Rapid

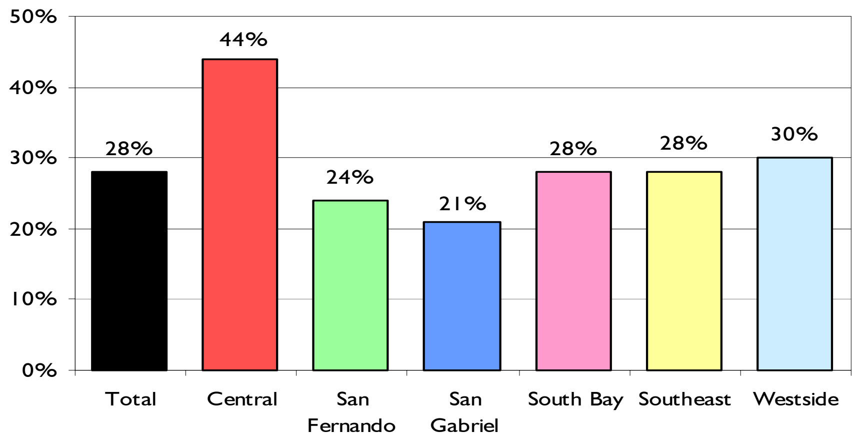


*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464
** Significant differences were calculated at a 95% confidence level.

[8] There was no statistically significant difference between Central and Westside results.

Twenty-eight percent (28%) of respondents indicated that they were aware of the Metro Rapid service expansion. More Central residents knew about the expansion than did residents of other subregions (see **Figure 17**).

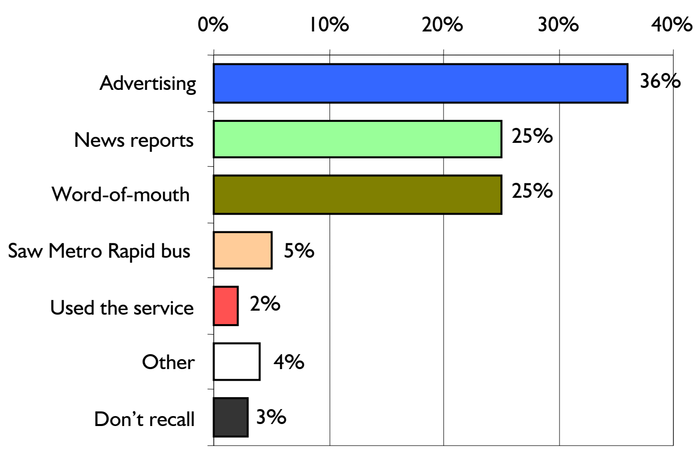
Figure 17
Awareness of the Metro Rapid Expansion



*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464
** Significant differences were calculated at a 95% confidence level.

Figure 18 shows that more than one-third (36%) of the people who knew about the expansion first heard about it through advertising. This was followed by news reports and word-of-mouth at 25% each.

Figure 18
How Respondents Became Aware of the Metro Rapid Expansion
n=779

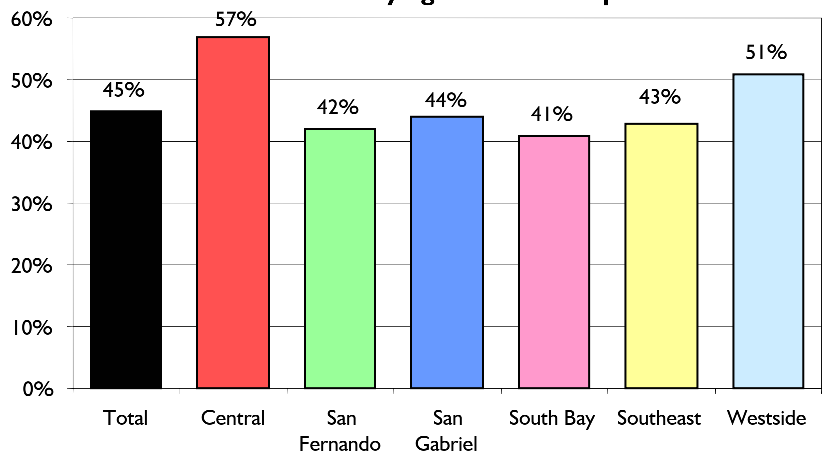


*Totals may not equal 100% due to rounding error.

Sixty-five percent (65%) of the respondents who were aware of the Expansion of Metro Rapid indicated that they had seen or heard advertising about it, and 78% of these respondents indicated that the advertising gave them a good idea of what Metro Rapid is. Seventy-three percent of these respondents also indicated that the ads made them consider using the service.

Forty-five percent (45%) of respondents indicated that they are likely to try Metro Rapid in the future. More residents of Central said they are likely to try it than did residents of most other subregions (see **Figure 19**).[9]

Figure 19
Likelihood of Trying the Metro Rapid

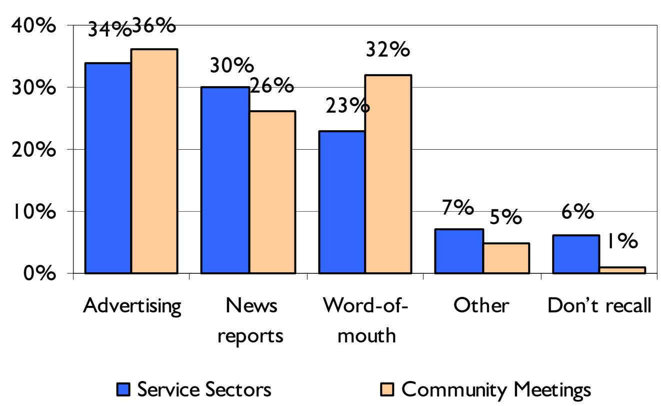


*Sample sizes: Total=1407; Central=249; San Fernando Valley=235; San Gabriel Valley=229; South Bay=204; Southeast=250; Westside=239
** Significant differences were calculated at a 95% confidence level.

Metro Service Sectors and Community Meetings

Only a tenth of the population (10%) is aware of MTA's Service Sectors. Slightly more (13%) said they are aware of Service Sector Community Meetings, but they may have been focusing on the existence of meetings when they answered. Among those who were aware of the meetings, more than one-third (36%) first became aware of them through advertisements (see **Figure 20**).

Figure 20
How Respondents Became Aware of Locally Managed Service Sectors and Community Meetings



*Sample sizes: Service Sectors=253; Community Meetings=308
**Totals may not equal 100% due to rounding error.

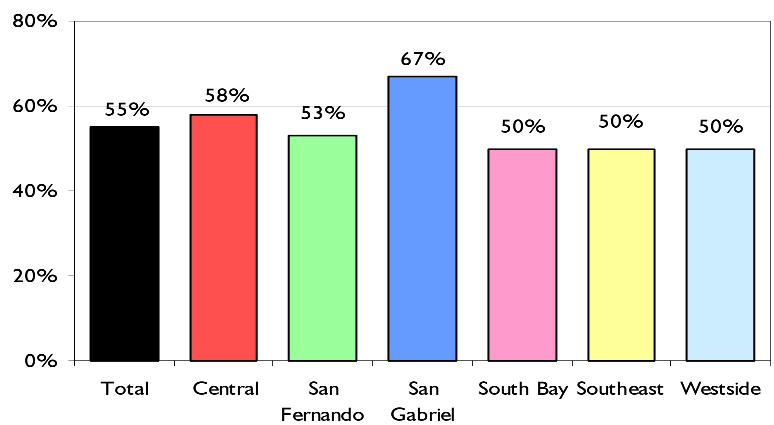
[9] The difference between Central and Westside results is not statistically significant.

A larger percentage (64%) have seen or heard an advertisement for a community meeting. Forty percent of these indicated that the advertising made them "consider attending". This would translate to 26% of the total population but only 19% of the total population indicated that they are "likely to attend" a meeting in the future. This is not so much a contradiction as it is an indication of how important phrasing a question can be in altering results.

Metro Gold Line

More than half of the respondents indicated that they had seen or heard about the Metro Gold Line (55%). More San Gabriel Valley respondents (67%) saw or heard about the opening of the Gold Line than had residents of any other subregion. This is expected as the Gold Line primarily serves the San Gabriel Valley (see **Figure 21**).

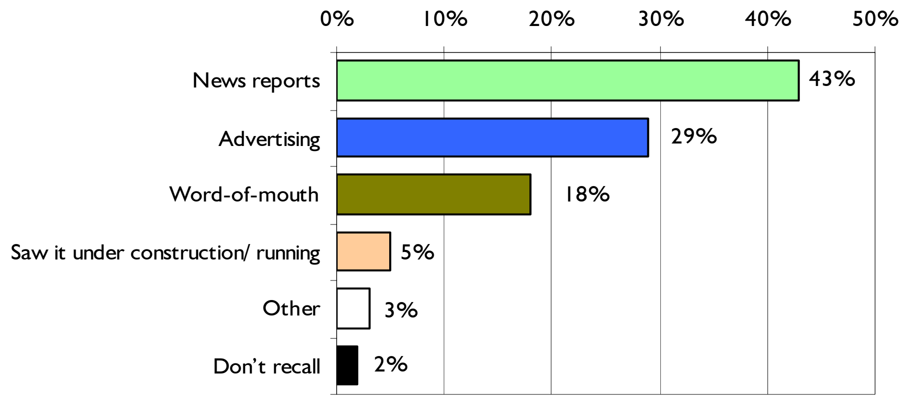
Figure 21
Seen or Heard About the Metro Gold Line
Opening in the Summer of 2003



*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464
** Significant differences were calculated at a 95% confidence level.

Forty-three percent (43%) of residents indicated that they had first become aware of the Gold Line by seeing or hearing a news report on the subject, with an additional 29% citing advertising as the source of their awareness (see **Figure 22**).

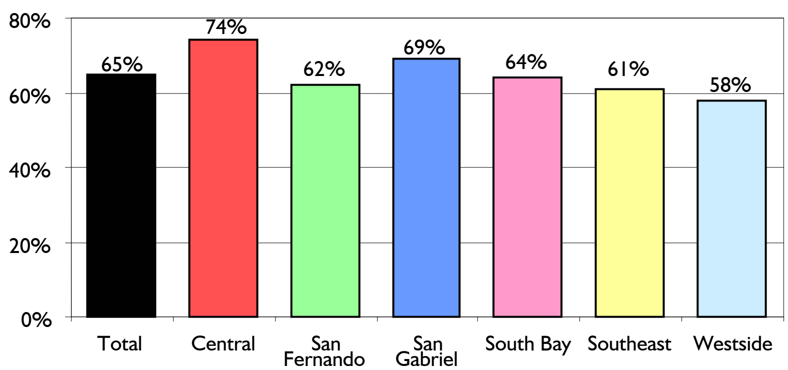
Figure 22
How Respondents Became Aware of the Gold Line Opening
n=1,539



*Totals may not equal 100% due to rounding error.

Nearly two-thirds of residents (65%) had seen or heard an advertisement about the Gold Line. More respondents in the Central subregion have seen or heard an ad than residents of most other subregions (see **Figure 23**).[10]

Figure 23
Seen or Heard Gold Line Opening Advertising Recently



*Sample sizes: Total=1539; Central=277; San Fernando Valley=246; San Gabriel Valley=311; South Bay=233; Southeast=236; Westside=230
** Significant differences were calculated at a 95% confidence level.

Forty-eight percent (48%) of those who had seen advertising indicated that the advertising made them consider using the service. But 44% of all respondents, including those who did not see advertising, said that they are likely to try the Gold Line.

Metro Briefs

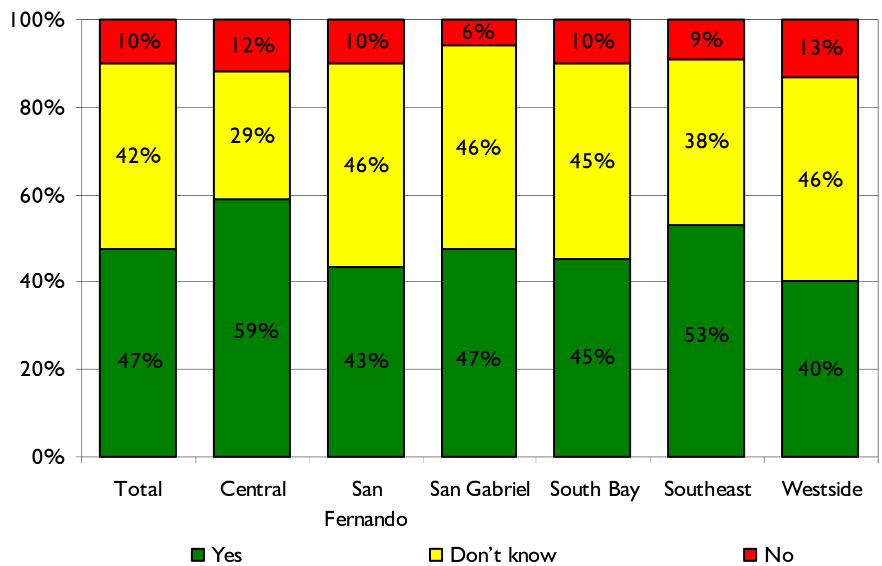
The majority of respondents had not seen "Metro Briefs" in the newspaper (83%). However, of those who had seen the "Metro Briefs", 84% of these respondents indicated that MTA should continue this service.

[10] The difference between Central and San Gabriel Valley results is not statistically significant.

Evaluation of MTA Management

Nearly half of the respondents (47%) indicated that MTA is doing a better job than two years ago, a decrease from 54% in 2002. On the other hand, the percentage that said "No" decreased from 15% to 10%. Shrinkage on both sides of the question is indicative of a public that does not know what to think of the MTA. It may be simply a matter of no longer having the "It's getting better on the bus" campaign, or a similar campaign specifically saying that MTA is doing better. More respondents in the Central subregion reported that MTA is doing a better job (59%) than did residents of most other subregions (see **Figure 24**).[11]

Figure 24
MTA is Doing a Better Job Compared to Two Years Ago



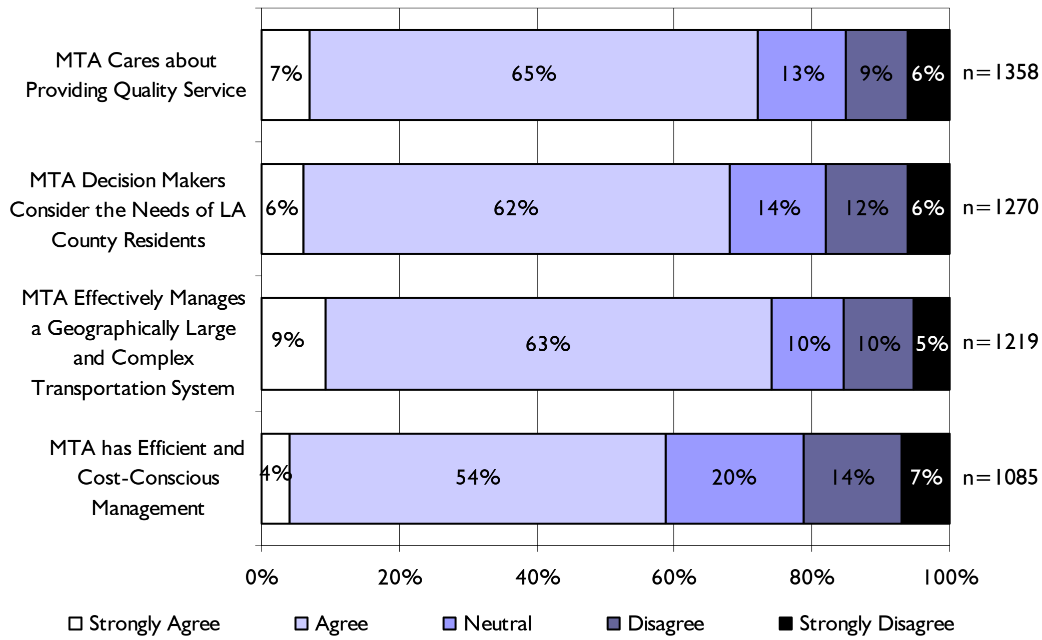
*Sample sizes: Total=2333; Central=418; San Fernando Valley=379; San Gabriel Valley=379; South Bay=396; Southeast=376; Westside=406
** Significant differences were calculated at a 95% confidence level.

Respondents were asked to evaluate four statements about MTA management (see **Figure 25**).

- Seventy-two percent of respondents agreed or strongly agreed that MTA cares about providing quality service, an increase from 67% in 2002.
- Sixty-eight percent of respondents agreed or strongly agreed that MTA decision-makers consider their needs, an increase from 63% in 2002.
- Seventy-three percent of respondents either agreed or strongly agreed that MTA effectively manages a geographically large and complex transportation system, which is similar to the 74% agreeing to this question in 2002.
- Fifty-eight percent of respondents agreed or strongly agreed that MTA has efficient and cost-conscious management. This is higher than the percentage reported in 2002 (52%).

[11] The difference between Central and Southeast results is not statistically significant.

Figure 25
Customer Service and MTA Management



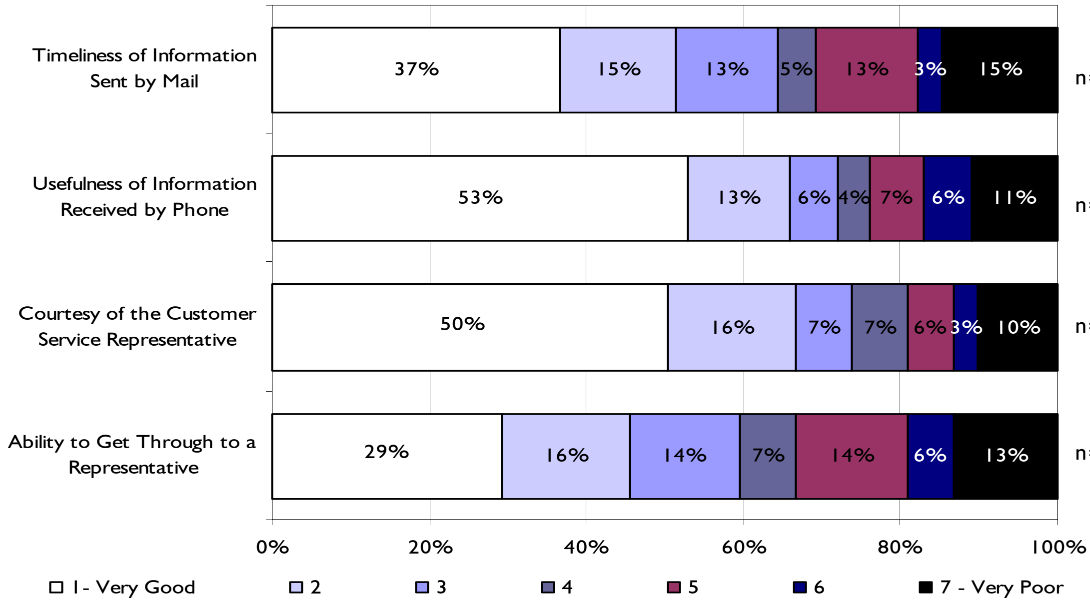
1-800-COMMUTE

When asked if they were aware of the 1-800-COMMUTE telephone number, 40% of respondents indicated that they had seen or heard about the number, a small decrease from 42% in the 2002 survey. Of those respondents who have seen or heard about the information line, nearly one-third indicated that they have called 1-800-COMMUTE (31%).

Users of 1-800-COMMUTE were asked to rate features of the service – ratings were along a scale where 1 was defined as "very good" and 7 was defined as "very poor" (see **Figure 26**).

- Fifty percent of respondents rated the customer service representative as very good and an additional 23% rated the customer service representative with a 2 or a 3.
- More than half of respondents (53%) who called the help line indicated that the usefulness of the information they received was very good, with an additional 19% rating the information with a 2 or 3.
- Overall, 29% of respondents rated their ability to get through to a representative as very good and a total of 59% of respondents rated their ability with a 1, 2, or 3.
- Over a third of respondents (37%) rated the timeliness of information by mail as very good.

Figure 26
1-800-COMMUTE Ratings

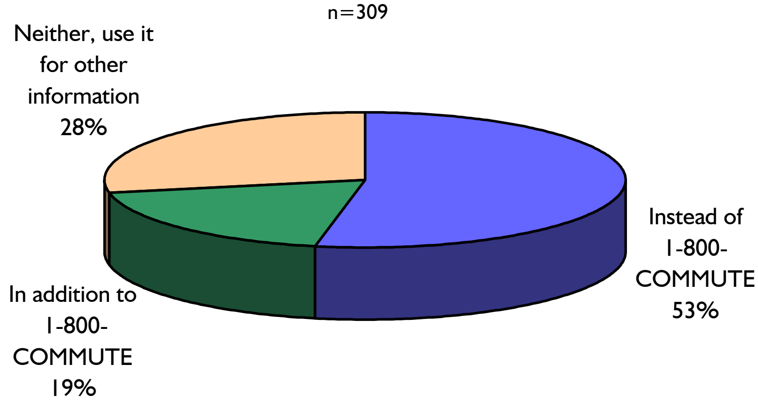


MTA.net

MTA also uses the Internet to disseminate information about its transit services and customer options. Almost two-thirds of residents (64%) indicated that they have access to the Internet and 17% of those with Internet access reported that they had visited MTA's website "MTA.net", an increase from 14% in 2002.

When asked why they used MTA.net, 53% of respondents reported that they use the website instead of using 1-800-COMMUTE. Another 28% use "MTA.net" for other information that they cannot get from 1-800-COMMUTE and 19% use the website in addition to the telephone service line. See **Figure 27**.

Figure 27
Use of MTA.net
n=309



Transportation Spending Priorities

Respondents were asked whether MTA should dedicate more or fewer resources to different transportation alternatives. The majority said that MTA should devote more resources to all of the alternatives mentioned. **Table 5** is arranged by relative frequency of support.

The respondents made some subtle distinctions. For example, improving existing freeways was the most popular choice; but many transit alternatives were more popular than building new freeways, which was third lowest in popularity.

Table 5
Transportation Spending Priorities

	(Sample size)	Use more resources	Use fewer resources	Current level of resources	Don't know
Improve Existing Freeways	(909)	81%	11%	2%	7%
Expand Metrolink	(973)	80	7	1	11
Attract More Transit Customers	(930)	77	11	1	10
Improve Existing Bus Lines	(915)	77	9	3	11
Encourage Ridesharing	(906)	76	14	1	9
Expand Metro Rail	(905)	76	9	2	12
Improve Signal Timing	(892)	76	10	4	10
Fund More Local Transportation	(955)	76	10	2	12
Expand Metro Rapid	(936)	75	9	2	14
More Bus Services	(957)	75	10	3	12
Improve Sidewalks	(927)	70	19	3	8
Build More Carpool Lanes	(951)	69	20	2	7
Build New Freeways	(984)	65	23	3	9
Build More Bikeways	(951)	64	22	4	10
Improve Freight Movement	(912)	58	17	4	21

*Totals may not equal 100% due to rounding error

Since respondents generally supported all or most alternatives, they were asked upon which one should MTA apply most of its focus. Once again, improving existing freeways was chosen most often (10%), followed by more bus service, expanding Metro Rail and Metrolink, each at 9% (see **Table 6**). In contrast to the prior question, a substantial minority of respondents (8%) said that building freeways should be the focus, making it tied for 5th most popular response.

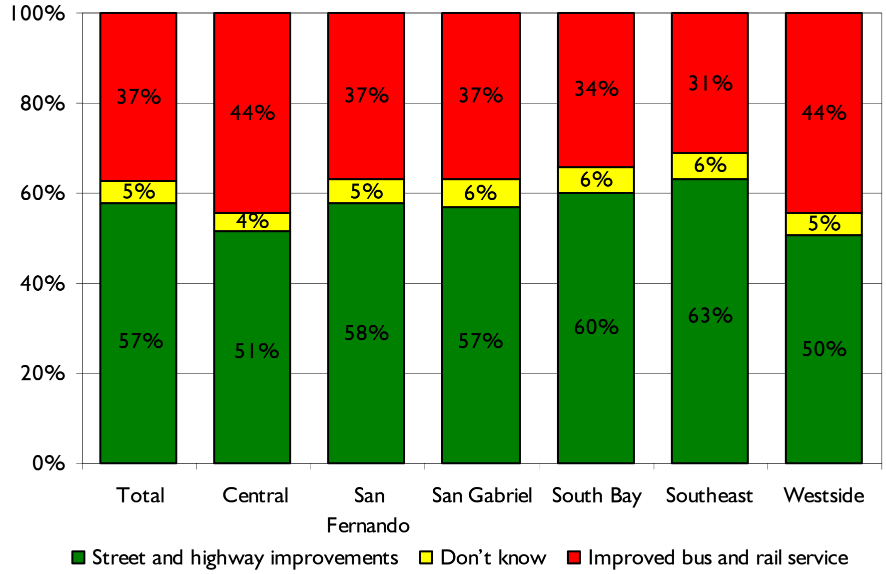
Table 6
Transportation Priority upon Which MTA Should Put Most of Its Focus

	Countywide
(Sample size)	(2,801)
Improve existing freeways	10%
More bus service	9
Expand Metro Rail	9
Expand Metrolink	9
Build new freeways	8
Improve existing bus services	8
Fund more local transportation projects	7
Build carpool lanes	7
Expand Metro Rapid	6
Improve traffic signal timing	5
Attract more transit customers	5
Encourage ridesharing	4
Improve sidewalks	3
Build bikeways	2
Improve freight movement	2
Don't know	8

*Totals may not equal 100% due to rounding error.

Another way to measure priorities is to pose transit and roadway spending as an either/or proposition. More than half of the respondents (57%) indicated that they would prefer to spend more tax dollars on street and highway improvements than on transit**.** See **Figure 28**. While more residents in the Southeast and in South Bay would prefer to spend money on street and highway improvements than residents in the Central and Westside subregions, the roadway choice was the majority choice in every subregion.

Figure 28
Prefer to Spend More Tax Dollars on Improved Bus and Rail Service or on Street and Highway Improvements



*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464
**Totals may not equal 100% due to rounding error. Significant differences were calculated at a 95% confidence level.

Travel to Work or School

Questions in this section pertain specifically to information regarding respondents' commute time to work or school, the mode of transportation they use, and their likelihood of trying new commute methods with or without incentives.

Commute Distance

As shown in **Table 7,** 75% of respondents travel 20 miles or less one way to work or school. The mean trip length is 15 miles but 50% travel 11 miles or less. [12] The mean, even after the restrictions mentioned in footnote 12, is affected by a minority of very long trips. The subregions show different patterns of travel; San Fernando Valley residents averaged 17 one-way miles a day with over a quarter of residents traveling 25 or more miles to work. In contrast, Central residents traveled 13 miles to work with over a quarter going 4 miles or less.

[12]People who said that their one-way trips were over 90 miles were excluded from the table. They accounted for less than ½ percent of the responses but their high mileage, some of which could not be by ground transportation, skewed the mean upward. The mean is calculated by adding the number of answers or scores given by the survey respondents on a particular question and dividing by the number of respondents (n) who answered the question; it is influenced by extreme scores.

Table 7
Number of Miles Respondent Commutes One Way to Work or School

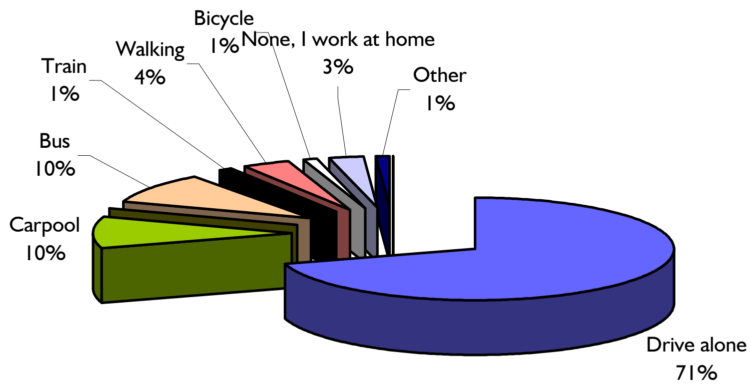
	Total	Central	San Fernando Valley	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(1637)	(239)	(297)	(285)	(255)	(270)	(261)
25th Percentile	5	4	5	5	4	5	5
50th Percentile	11	10	12	12	10	13	10
75th Percentile	20	20	25	22	20	23	19
Mean	**15**	**13**	**17**	**16**	**14**	**17**	**13**

*Totals may not equal 100 % due to rounding error.

Mode of Travel to Work

Respondents most frequently reported that they drove alone (71%) on the day of the survey, followed by using a bus and carpooling (10% for each – see **Figure 29**). The commuting by bus percentage is lower than reported in 2002 (13%). More respondents in the Central subregion reported taking the bus (22%) than did residents of other subregions.

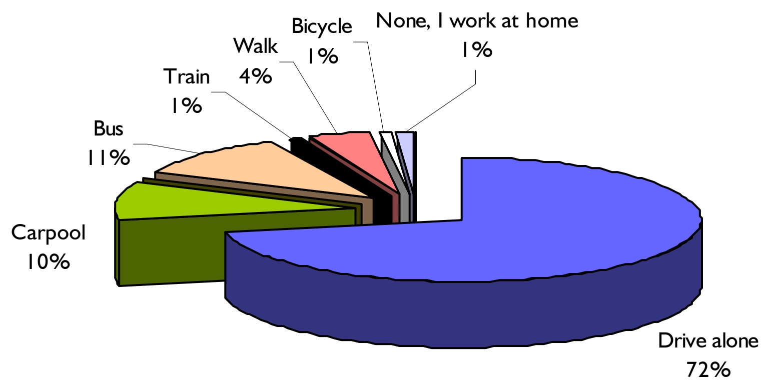
Figure 29
Mode of Transportation to Work Used on the Day of the Survey
n=1,734



*Totals may not equal 100% due to rounding error.

People gave similar answers to the question "How do you usually commute?" Seventy-two percent of respondents usually drive alone to work. This was followed by bus use at 11% (see **Figure 30**). More Central subregion respondents said they take the bus to work (23%) than did residents of any other subregion.

Figure 30
Mode of Transportation to Work Usually Used
n=1,734

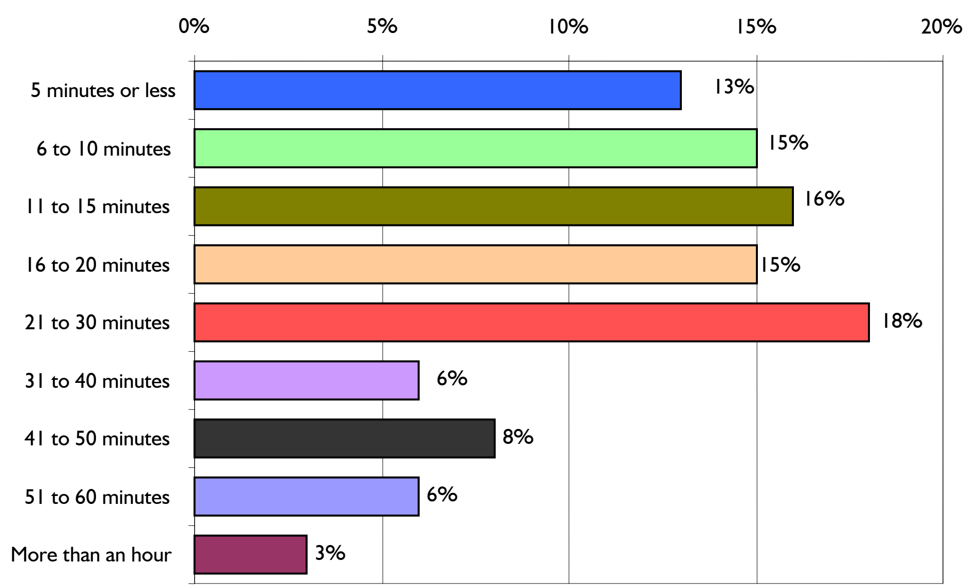


*Totals may not equal 100% due to rounding error.

Commute Time

One of the most common complaints about transit is that it is not as fast as commuting by car. The survey attempted to pinpoint how much slower workers and students perceive transit to be by asking them to estimate both transit and auto travel times to work. **Figure 31** shows that most respondents (59%) believe that their commute time would be 20 minutes or less to drive alone to work. The mean estimate was 25.3 minutes.

Figure 31
Commute Time by Driving Alone to Work or School
n=1,829

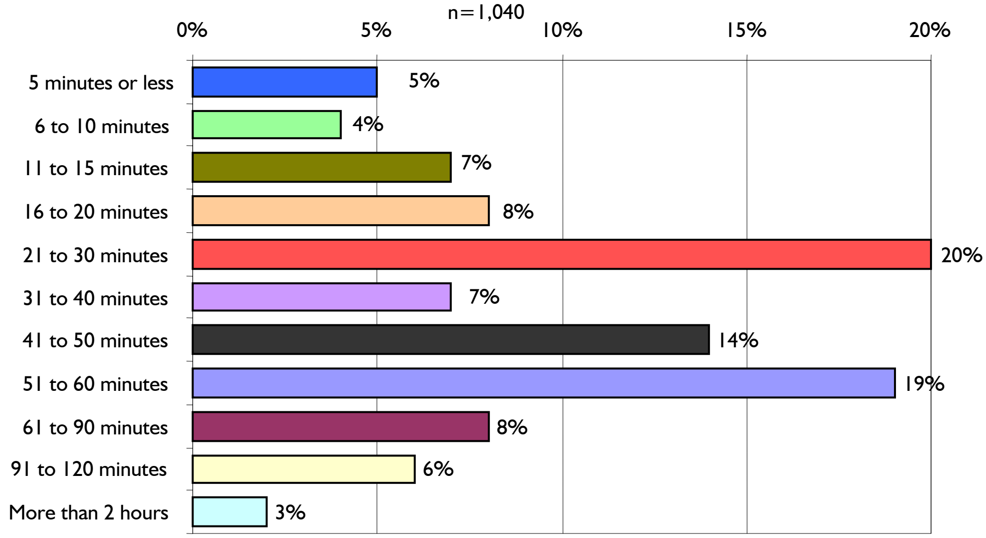


*Totals may not equal 100% due to rounding error.

Estimated Transit Travel Time

The second question in this series was only asked of workers and students who believe that they have access to transit. **Figure 32** shows that only 24% of them think a commute by transit would take as little as 20 minutes; their mean estimated time was 48.2 minutes.

Figure 32
Estimated Commute Time by Using Public Transit to Work or School
n=1,040

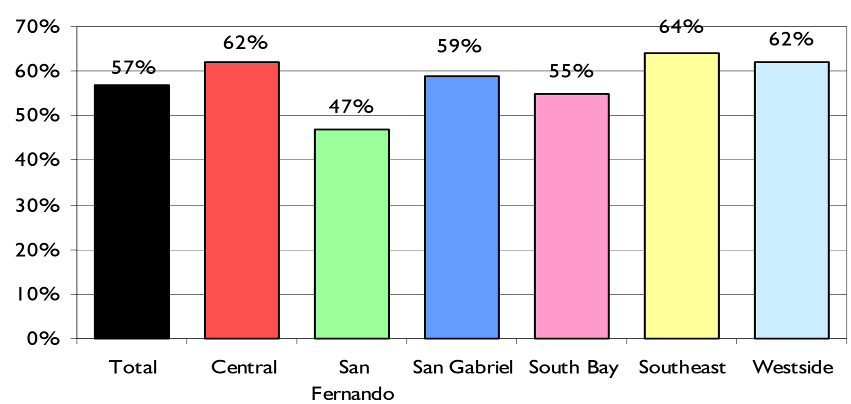


*Totals may not equal 100% due to rounding error.

Access to Transit

Fifty-seven percent of workers and students believe that they have access to a bus or rail service for trips to work or school (see **Figure 33**). This represents a downward progression of expectations: in 1997, 70% of respondents said that they would be able to access transit, in 2000, 65%, in 2002, 63%. Southeast subregion respondents reported the highest percentage of access to bus or rail (64%), significantly more than residents in the San Fernando Valley and South Bay subregions.

Figure 33
Access to Bus or Rail Service for Trips to Work or School

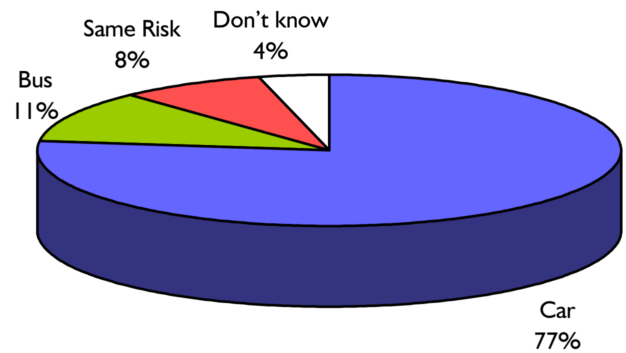


*Sample sizes: Total=1683; Central=245; San Fernando Valley=299; San Gabriel Valley=286; South Bay=271; Southeast=291; Westside=260
** Significant differences were calculated at a 95% confidence level.

Relative Safety of Transit

Respondents were asked to compare the likelihood of injury should there be an accident involving a bus or a car. More than three-quarters of respondents indicated that the likelihood of injury was greater in a car than in a bus (77%).

Figure 34
Injury from Accident in a Bus, Car, or Both the Same
n=2,801

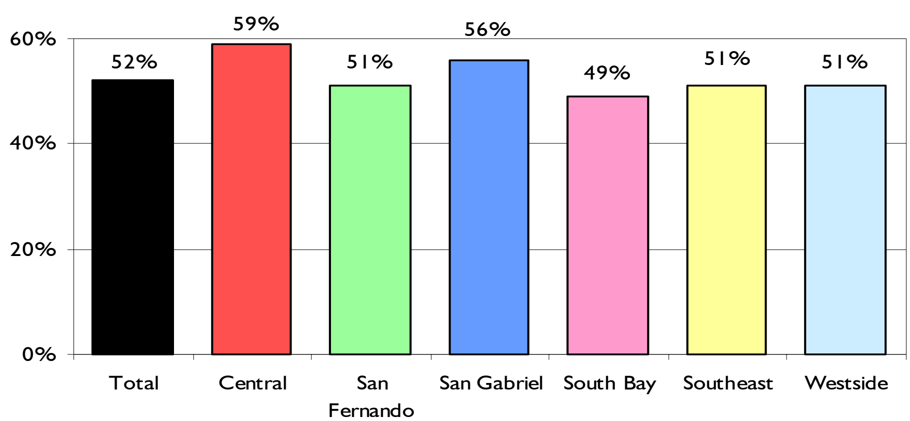


*Totals may not equal 100% due to rounding error.

Receptivity to Non-Drive-Alone Incentives

More than half (52%) of respondents reported that they would consider carpooling once a week for cash or parking incentives. More residents in the Central subregion would carpool than residents in the San Fernando Valley and South Bay subregions (see **Figure 35**).

Figure 35
Consider Carpooling Once a Week for Cash or Parking Incentives



*Sample sizes: Total=1266; Central=290; San Fernando Valley=314; San Gabriel Valley=299; South Bay=291; Southeast=301; Westside=292
** Significant differences were calculated at a 95% confidence level.

Most of the respondents do not have employers who contribute for transit passes (69%). However, 45% of these respondents would use transit more often if their employer were to provide a free transit pass.

Non-Work Travel

Sixty-three percent (63%) of the population drives alone for non-work travel, statistically unchanged from 2002 (see **Table 8**). However, the percentage of respondents who carpool or vanpool decreased from 21% in 2002 to 17% in 2003. Nearly one-third of Central residents use transit for non-work travel, a much higher percentage than anywhere else in the county.

Table 8
Mode of Transportation Usually Used for Travel

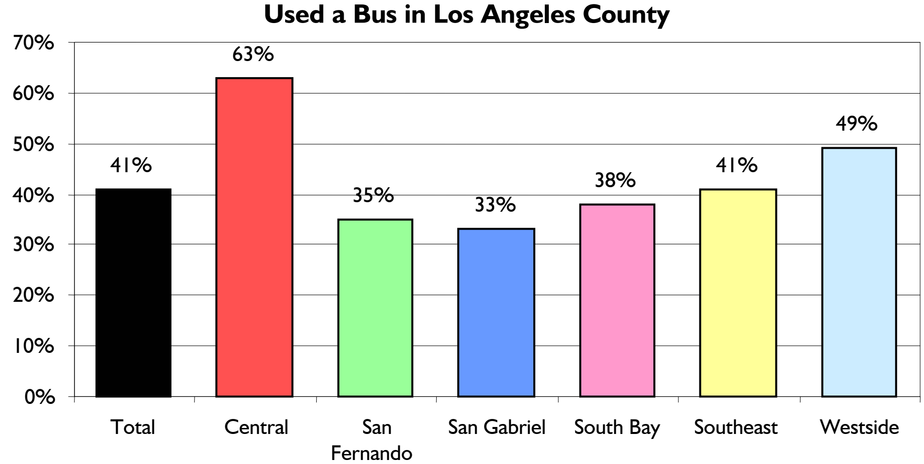
	Total	Central	San Fernando Valley	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(2,767)	(472)	(458)	(455)	(462)	(465)	(457)
Drive alone	63%	48%	70%	65%	65%	61%	65%
Carpool	17	16	16	18	16	19	12
Vanpool	--	--	--	1	--	--	--
Bus	14	30	8	9	15	12	17
Train	1	2	1	--	1	1	2
Walk	2	2	3	3	1	2	2
Bicycle	1	1	--	1	1	1	1
Other	2	1	2	2	1	3	1

*Totals may not equal 100% due to rounding error. Significant differences were calculated at a 95% confidence level.

Bus and Rail Usage

As shown in **Figure 36**, 41% of respondents have used a bus in LA County in the past year. More residents of the Central subregion were likely to use a bus (63%) than were residents of the other five subregions.

Figure 36
Used a Bus in Los Angeles County



*Sample sizes: Total=2801; Central=475; San Fernando Valley=464; San Gabriel Valley=463; South Bay=464; Southeast=471; Westside=464
**Totals may not equal 100% due to rounding error. Significant differences were calculated at a 95% confidence level.

Most of the respondents used MTA buses (74%), a decrease from 77% in 2002. In the San Gabriel Valley subregion, 52% of respondents used MTA and 23% used Foothill Transit most often; Central residents were more likely to use MTA than most of the other subregions (see **Table 9**). [13]

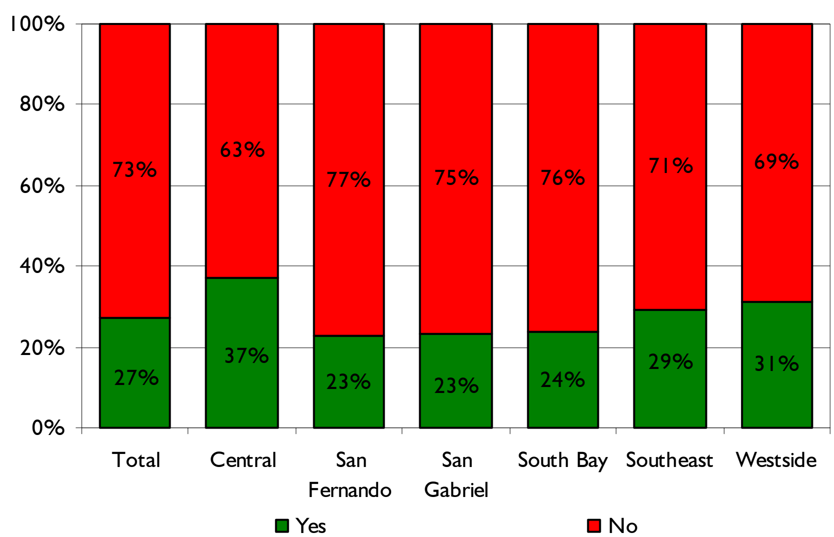
Table 9
Bus Company Used Most Often

	Total	Central	San Fernando Valley	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(1,076)	(274)	(140)	(131)	(157)	(169)	(205)
MTA	74%	89%	85%	52%	78%	63%	72%
Foothill Transit	4	--	1	27	--	--	1
Long Beach	4	2	--	1	3	19	--
Santa Monica/ Big Blue Bus	4	1	--	2	5	2	21
Other Municipal Bus Lines	10	7	11	18	9	14	7
Other	2	--	4	2	2	2	1

*Totals may not equal 100% due to rounding error. Significant differences were calculated at a 95% confidence level.

Twenty-seven percent of residents have used Metro Rail in the past 12 months. More residents of Central used the Metro Rail than did residents of any other subregion (see **Figure 37**).

Figure 37
Used Metro Rail in the Past 12 Months



*Sample sizes: Total=2778; Central=474; San Fernando Valley=461; San Gabriel Valley=455; South Bay=463; Southeast=468; Westside=458
** Significant differences were calculated at a 95% confidence level.

[13] The differences in MTA usage rates between San Fernando Valley and Central were not statistically significant.

Respondent Profile

Demographics

The sample largely reflects the demographics of Los Angeles County as reported by the US Census. However, several categories of people were under or over-sampled, most likely through self-selection. For example, **Table 10** says that only 11% of the sample consists of people who are age 65 or older, compared to 14% of the County population. While the absolute difference is 3 percentage points, the relative difference between 11 and 14 is 21%, so that group is 21% under-sampled. Using this logic, 22% fewer people with incomes under $15,000 are represented in the sample. Similarly, people with incomes over $45,000 are 9% over-represented. Thirteen percent fewer Hispanics participated, and 16% more Whites participated. That said, the table shows that the absolute differences are never more than six percentage points from sample category to population, and most are within 3 percent. With the exception of gender, the 2003 sample has a demographic profile that is closer to the 2000 Census than the 2002 sample.

Table 10
Gender, Age, and Ethnicity of Respondents

	Description	GP Survey 2002	GP Survey 2003	2000 Census
Gender	Male	48%	43%	49%
	Female	52	57	51
Income	Less Than $10,000	5%	8%	11%
	$10,000 to $15,000	6	8	7
	$15,000 to $25,000	13	12	13
	$25,000 to $35,000	12	13	12
	$35,000 to $45,000	13	13	14
	$45,000 to $55,000	11	9	8
	More than $55,000	40	38	35
Age	18-24	16%	17%	15%
	25-34	27	23	23
	35-44	23	23	22
	45-54	15	17	17
	55-64	10	9	9
	65+	8	11	14
Ethnicity	White/Caucasian	38%	36%	31%
	Black/African American	10	10	9
	Hispanic Origin	41	39	45
	Asian/Pacific Islander	8	13	12
	Other	3	3	3

*Totals may not equal 100% due to rounding error.

Data were also collected on education, employment and number of people per household. [14] Unlike the preceding demographic statistics, the sample has some unrepresentative aspects using Year 2000 Census data as the criterion. The sample did not fully capture 1-person households (15% of the sample vs. 25% of the county residences), people with more education were more likely to participate (49% of the county has a High School Diploma or lower vs. only 39% of the sample) and the number of unemployed is higher in the sample (although this may be reflective of the recession since 2000).

Auto Related Statistics

More than 3/4 of respondents both overall and in the subregions possess a valid driver's license, except in the Central subregion where fewer respondents possess a valid driver's license (61% – see **Table 11**).

Table 11
Respondent Possesses a Valid Driver's License

	Total	Central	San Fernando Valley	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(2675)	(454)	(439)	(445)	(444)	(452)	(442)
Yes	80%	61%	87%	83%	80%	78%	83%
No	20	39	13	17	20	22	17

*Totals may not equal 100% due to rounding error. Significant differences were calculated at a 95% confidence level.

Los Angeles County households have an average of 2.1 cars per household. This was similar across subregions (see **Table 12** below) with variation limited to a narrow range (1.8 to 2.3); the range is inversely correlated to density of development.

Table 12
Number of Operational Motor Vehicles Owned or Leased in Household

	Total	Central	San Fernando Valley	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(2582)	(443)	(426)	(427)	(432)	(429)	(429)
25th Percentile	1	1	1	1	1	1	1
50th Percentile	2	2	2	2	2	2	2
75th Percentile	3	2	3	3	3	3	2
Mean	**2.1**	**1.8**	**2.2**	**2.3**	**2.0**	**2.2**	**1.8**

*Totals may not equal 100% due to rounding error.

[14] The data are not presented here because the statistics are only indirectly germane to transportation issues. The information is available for future in-depth analyses that look at how people of differing characteristics (education, employment status, etc.) travel or view transportation issues.

Seventy-three percent of respondents indicated that they always have access to a vehicle they can either drive or get a ride in when needed. This access was lower in the Central subregion, where 53% of respondents reported that they always had this access; in the other subregions, 71 to 80% of respondents always had access to a vehicle (see **Table 13**).

Table 13
Access to Vehicle to Drive or Ride When Needed

	Total	Central	San Fernando Valley	San Gabriel Valley	South Bay	Southeast	Westside
(Sample size)	(2634)	(446)	(435)	(436)	(439)	(446)	(431)
Always	73%	53%	80%	74%	74%	73%	71%
Usually	8	10	6	9	8	7	9
Occasionally	11	20	9	11	10	11	10
Never	8	17	5	6	7	8	10

*Totals may not equal 100% due to rounding error. Significant differences were calculated at a 95% confidence level.

Appendix A: Methodology

Sample Population

AMPG's sample required that a minimum of 463 telephone interviews be conducted in each of the six subregions of Los Angeles County, as shown in **Table A.1**. The requirement is 17.2% larger than the sample requirement for 5% precision at a 95% level of confidence. The 17.2% increase was derived from the largest non-response rate to a demographic question (income) in the prior General Public survey. A geographical map of the subregions is located in **Appendix B**. The resultant sample size led to a precision of +/- 2% for the overall county statistics at a 95% confidence level. The Countywide data presented in the tables and charts (Total columns) have been weighted to reflect the proportion of each subregion's population to that of the County as a whole. Data presented for subregions in the report have not been weighted.

Table A.1
Sample Sizes

Subregion	Sample Size Target	Completed Surveys	Margin of Error*
Central	463	475	+/- 5%
San Gabriel Valley	463	463	+/- 5%
Southeast	463	471	+/- 5%
South Bay	463	464	+/- 5%
Westside	463	464	+/- 5%
San Fernando Valley (includes North LA County)	463	464	+/- 5%
TOTAL	2,778	2,801	+/- 2%

*At a 95% confidence level

A total of 2,801 telephone interviews were completed in English, Spanish, Mandarin, and Korean. Given the cultural and linguistic diversity of Los Angeles, a multi-lingual survey is the most effective way to ensure a representative sample. AMPG's subcontractor, Interviewing Service of America (ISA) provided translations for the Chinese and Korean language survey instruments. Agnew Tech II provided translations for the Spanish language survey instrument.

AMPG used random-digit dialing to develop a sample list of telephone numbers. One key feature of this approach is that unlisted numbers were equally likely to appear in the sample as listed numbers. Interviewing Service of America (ISA) used an in-house Genesys system to generate lists of random telephone numbers by prefix and assigned block number. The Genesys system is maintained by Survey Sampling, Inc. and uses the highest industry standard random selection algorithms.

AMPG used a list of zip codes for each subregion to draw the sample. To ensure that the sample represented all subregions of the county, it was drawn from telephone exchanges that carry as many county zip codes as possible. The sample was drawn proportionately from each telephone exchange to ensure that residents in all subregions of the County had an equal chance of being selected for the study.

Survey Procedures

1. Survey Design

The survey items were constructed to minimize potential biases in the questions, using neutral stems and clear language. It screened for respondents 15 years of age or older. A copy of the finalized survey instrument is in **Appendix C**.

AMPG pre-tested the survey to validate all aspects of the entire survey process, including data cleaning and analysis. This process tested each step of the procedures to reveal possible flaws or problems that could be corrected or dealt with prior to the full survey. In addition, the pretest provided preliminary estimates of response rates; and an opportunity for the survey staff to gain familiarity with each aspect of the survey. Any issues with skip patterns, survey wording, content, and survey length were identified and resolved. In addition, MTA staff was given the opportunity to monitor calls at their discretion from a remote location.

AMPG completed the pretest in English, Spanish, Cantonese, Mandarin, and Korean in one evening. Preparing for the pretest involved the programming of the CATI system, and training the interviewers. AMPG staff was on hand during pre-testing to monitor the proceedings of the pretest very closely, noting any difficulty encountered by the interviewers or respondents.

2. Interviewer Training

An on-screen briefing of the survey instrument formed the central core of the training. All interviewers and supervisors were required to attend the training session. The interviewer training assured that each interviewer was familiar with all aspects of the work and would be capable of answering respondents' questions knowledgeably.

3. Quality Assurance and Monitoring

Quality control is an essential element of any survey undertaking and commences with the interviewers and their supervisors. As part of the regular quality control procedures, all ISA interviewers were monitored visually and verbally. In any given evening, roughly 15% of all calls were monitored on-line by supervisors. The supervisors reported discrepancies and problems, as well as gave positive, constructive feedback to the floor captains, who discussed the issues with the data collector.

ISA's quality control procedures are based on a four-tiered supervisory structure that features:

- A Floor Manager who monitors staff and project productivity;

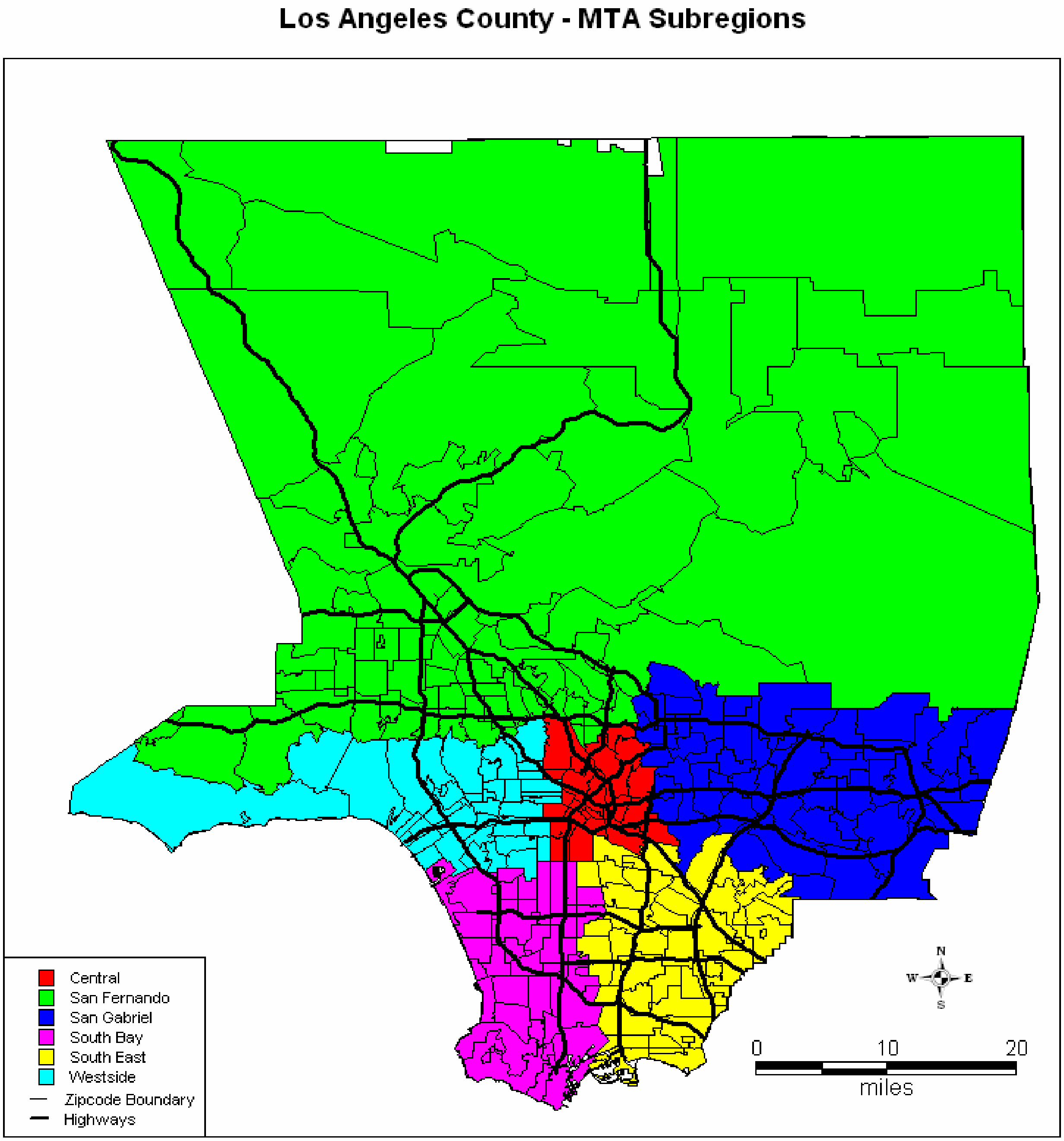
- Team Captains who supervise teams of interviewers and resolve problems as they arise;
- Editors who review each questionnaire upon completion; and,
- Monitors who "listen in" on interviews to ensure compliance with procedures concerning probing, verbatim, and skip patterns.

Each individual participating as either an interviewer or supervisor was available and willing to work evenings and weekends. ISA maintained a separate Quality Control Department of highly trained professionals who have all been with the company for over two years. All quality control department staff members previously worked as ISA interviewers and were familiar with all aspects of data collection. The Quality Control Department was responsible for editing, monitoring, open-end checking, CATI program checking, sample viability, and data cleaning. The department reported directly to the Vice President of Data Collection Services. Reports on each interviewer's work were reviewed daily.

4. Data Monitoring

ISA provided AMPG with a weekly call status report that outlined the progress of survey completion by respondent gender, residential zip code/county code, language, and by the amount of telephone numbers called, connected, and/or unusable for each subregion.

APPENDIX B: Map of Subregions



Appendix C: Survey Instrument

FINAL QUESTIONNAIRE JULY 21, 2003

HELLO, MY NAME IS _______ _______, WITH INTERVIEWING SERVICES OF AMERICA. WE ARE DOING A SURVEY FOR A TRANSPORTATION AGENCY. I AM NOT TRYING TO SELL YOU ANYTHING AND YOUR ANSWERS WILL BE KEPT CONFIDENTIAL. THE AGENCY WANTS YOUR VIEWS ON TRANSPORTATION ISSUES. CAN YOU HELP ME OUT? (IF NECESSARY: THE SURVEY WILL TAKE ABOUT 12 MINUTES, DEPENDING ON YOUR ANSWERS).

0. ARE YOU 18 YEARS OLD OR OLDER?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(IF Q0 NE 1, ASK: "MAY I SPEAK WITH SOMEONE IN YOUR HOUSEHOLD 18 YEARS OLD OR OLDER?" REPEAT INTRODUCTION AND SCREENING QUESTION)

AWARENESS AND EVALUATION SEQUENCE

1. <2> WHEN YOU THINK OF PUBLIC TRANSPORTATION, WHAT TRANSIT OPERATORS COME TO MIND? (RECORD ALL INSTANCES IN ORDER MENTIONED)

1. ALHAMBRA
2. ANTELOPE VALLEY
3. BURBANK
4. CARSON
5. CERRITOS
6. COMMERCE
7. CULVER CITY
8. DASH/L.A.D.O.T./COMMUTER EXPRESS
9. EL MONTE
10.FOOTHILL TRANSIT
11.GLENDALE/BEE LINE
12.LONG BEACH
13A. MTA (SEPARATE LISTING)
13B. METRO (SEPARATE LISTING)
13C. RTD (SEPARATE LISTING)
13D. METRO BUS (SEPARATE LISTING)
13E. METRO RAIL(SEPARATE LISTING)
13F.METRO RAPID (SEPARATE LISTING)
14. METROLINK
15. MONTEBELLO
16. MONTEREY PARK
17. NORWALK
18. PALOS VERDES
19. PASADENA
20. SANTA CLARITA
21. SANTA MONICA/BIG BLUE BUS
22. TORRANCE
23. WEST COVINA
24. DIAL-A-RIDE
25. ACCESS PARATRANSIT
26. AIRPORT/RENTAL CAR/SHUTTLE
27. OTHER (SPECIFY)
28. DON'T KNOW
29. REFUSED

1A______ 1B______ 1C______ 1D______ 1E______

2. <11> I'D LIKE TO KNOW HAVE YOU EVER NOTICED AN 'M' LOGO OR LETTER 'M' ON ANY BUSES OR TRAINS IN LOS ANGELES COUNTY?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q2A: IF Q2 NE 1, THEN GO TO Q2B)

2A. <12> WHAT DOES THE 'M' STAND FOR OR MEAN?

1. METRO
2. MTA/METROPOLITAN TRANSPORTATION AUTHORITY
3. OTHER (SPECIFY)
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q2B: IF Q2A EQ 2, THEN GO TO Q2C)

2B. <1> HAVE YOU HEARD OF THE MTA?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q2C: IF Q2B EQ 1, THEN GO TO Q2D; IF Q2B NE 1, READ Q2C & GO TO Q3)

2C. <1B> (READ) THE MTA IS THE METROPOLITAN TRANSPORTATION AUTHORITY. IT FUNDS OR APPROVES EVERY TRANSPORTATION PROJECT IN THE COUNTY AND IT OPERATES SEVERAL SERVICES, INCLUDING MOST OF THE COUNTY'S BUS AND RAIL SERVICES.

2D. <1A> IS MTA DOING A BETTER JOB THAN 2 YEARS AGO?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(RANDOMLY CHOSE BETWEEN 2E/2F SEQUENCE VS. 2G/2H SEQUENCE – HALF & HALF)

2E. <NEW> WITHIN THE LAST YEAR, HAVE YOU SEEN OR HEARD ANY ADVERTISING ABOUT THE MTA OR METRO?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q2F: IF Q2E NE 1, THEN GO TO Q3)

2F. <NEW> WHAT SPECIFIC ADVERTISING CAMPAIGNS CAN YOU RECALL? (OPEN, UNPROMTED)

2F1____	2F4_____	1. LATE NIGHT METRO RAIL	5. SERVICE SECTORS
2F2____	2F5_____	2. FREEWAY SERVICE PATROL	6. COMMUNITY MEETINGS
2F3____	2F6_____	3. EZ TRANSIT PASS	7. METRO BRIEFS
		4. METRO RAPID EXPANSION	

(DON'T KNOW = 97, REFUSED = 98)

2G. <NEW> IN THE LAST YEAR, DO YOU RECALL HEARING ANY METRO RADIO SPOTS?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q2H: IF Q2G NE 1, THEN GO TO Q3)

2H. <NEW> WHAT WAS THE TOPIC? (OPEN, UNPROMTED)

2H1____	1. LATE NIGHT METRO RAIL	5. SERVICE SECTORS
2H2____	2. FREEWAY SERVICE PATROL	6. COMMUNITY MEETINGS
2H3____	3. EZ TRANSIT PASS	7. METRO BRIEFS
	4. METRO RAPID EXPANSION	

(DON'T KNOW = 97, REFUSED = 98)

3. NOW I WOULD LIKE TO ASK A SERIES OF QUESTIONS ABOUT PARTICULAR SERVICES OFFERED BY THE MTA. I AM ESPECIALLY INTERESTED IN WHICH ONES YOU HAVE HEARD OF AND HOW YOU HEARD ABOUT THEM.

3A. ARE YOU AWARE THAT METRO RAIL TRAINS RUN WELL PAST MIDNIGHT?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q3B: IF Q3A NE 1, THEN GO TO Q3D/Q3E)

3B. HOW DID YOU FIRST BECOME AWARE OF THIS? (READ ALL BUT "DON'T RECALL" AND "OTHER", ROTATE READING ORDER):

1. ADVERTISING
2. NEWS REPORTS
3. WORD-OF-MOUTH
4. OTHER (SPECIFY)
5. DON'T RECALL

(SKIP BEFORE Q3C: IF Q3B EQ 1, THEN GO TO Q3D/Q3E)

3C. WITHIN THE LAST YEAR, HAVE YOU SEEN OR HEARD ANY ADVERTISING ABOUT METRO RAIL'S LATE NIGHT SERVICE?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(RANDOMLY CHOSE BETWEEN Q3D AND Q3E – HALF & HALF)

3D. ARE YOU LIKELY TO TRY METRO RAIL'S LATE NIGHT SERVICE?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q3E: IF Q3C EQ 1 OR Q3B EQ 1, ASK Q3E)

3E. DID THE ADVERTIZING MAKE YOU CONSIDER TRYING THE LATE NIGHT SERVICE?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

4. <4A> ARE YOU AWARE OF THE METRO FREEWAY SERVICE PATROL?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q4A: IF Q4 NE 1, THEN GO TO Q5A)

4A. <4B> HOW DID YOU FIRST BECOME AWARE OF IT? (READ ALL BUT "OTHER","DON'T RECALL" AND "REFUSED", ROTATE READING ORDER):

1. ADVERTISING
2. NEWS OR TRAFFIC REPORTS
3. WORD-OF-MOUTH
4. YOU USED THE SERVICE
5. YOU SAW TRUCKS ON THE FREEWAY
6. OTHER (SPECIFY)
7. DON'T RECALL
8. REFUSED

(SKIP BEFORE Q4B: IF Q4A EQ 1, THEN GO TO Q4C)

4B. <4C> WITHIN THE LAST YEAR, HAVE YOU SEEN OR HEARD ANY ADVERTISING ABOUT THE METRO FREEWAY SERVICE PATROL?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

4C. <4D> ARE YOU AWARE THAT THE FREEWAY SERVICE PATROL OFFERS ITS SERVICES TO THE PUBLIC FOR FREE?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

4D. <4E> ARE YOU AWARE THAT MTA MANAGES THE FREEWAY SERVICE PATROL?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q4E: IF Q4D NE 1, THEN GO TO Q4F)

4E. <4F> WITHIN THE LAST YEAR, HAVE YOU SEEN OR HEARD ANY ADVERTISING ABOUT THIS?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q4F: IF (Q4E NE 1 AND Q4B NE 1 AND Q4A NE 1) THEN GO TO Q4G)

4F. <4G> DOES THE RECENT ADVERTISING GIVE YOU A GOOD IDEA OF WHAT THE FREEWAY SERVICE PATROL DOES?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE 4G: IF Q4A EQ 4, THEN GO TO Q4H)
4G. <4H> HAVE YOU EVER BEEN HELPED BY THE FREEWAY SERVICE PATROL?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q4H: IF (Q4G NE 1 OR Q4A NE 4), THEN GO TO Q5)
4H. <4I> HOW WOULD YOU RATE THE QUALITY OF THE ASSISTANCE YOU RECEIVED FROM THE FREEWAY SERVICE PATROL? WOULD YOU SAY IT WAS VERY GOOD, GOOD, POOR, OR VERY POOR? (READ IN REVERSE ORDER EXCEPT FOR NO OPINION, DON'T KNOW, & REFUSED)

1. VERY POOR
2. POOR
3. NO OPINION
4. GOOD
5. VERY GOOD
7. DON'T KNOW
8. REFUSED

5. <5A> ARE YOU AWARE OF THE EZ TRANSIT PASS, WHICH IS GOOD ON ALL BUS LINES IN LA COUNTY?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q5A: IF Q5 NE 1, THEN GO TO Q5C/Q5D)

5A. <5B> HOW DID YOU FIRST BECOME AWARE OF THIS? [READ ALL BUT "DON'T RECALL" AND "OTHER", ROTATE READING ORDER]:

1. ADVERTISING
2. NEWS REPORTS
3. WORD-OF-MOUTH
4. OTHER (SPECIFY)
5. DON'T RECALL

(SKIP BEFORE Q5B: IF Q5A EQ 1, THEN GO TO Q5C/Q5D)

5B. <5C> WITHIN THE LAST YEAR, HAVE YOU SEEN OR HEARD ANY ADVERTISING ABOUT THIS?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(RANDOMLY CHOOSE BETWEEN Q5C AND Q5D – HALF & HALF)

5C. <5D> ARE YOU LIKELY TO BUY AN EZ TRANSIT PASS?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q5D: IF Q5A EQ 1 OR Q5B EQ 1, ASK Q5D)

5D. DID THE ADVERTIZING MAKE YOU CONSIDER TRYING AN EZ TRANSIT PASS?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

6. DO YOU KNOW WHAT METRO RAPID IS?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q6A: IF Q6 EQ 1, THEN GO TO 6B)
6A. (READ) METRO RAPID'S MOST RECOGNIZABLE FEATURES ARE THAT THE BUSES ARE RED, STOPS ARE ABOUT 1 MILE APART AND THAT TRAFFIC SIGNALS GIVE PRIORITY TO METRO RAPID BUSES.

6B. ARE YOU AWARE THAT METRO RAPID IS EXPANDING THROUGHOUT THE COUNTY?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q6C: IF Q6B NE 1, THEN GO TO Q6F)
6C. HOW DID YOU FIRST BECOME AWARE OF THIS? (READ ALL BUT "DON'T RECALL" AND "OTHER", ROTATE READING ORDER):
1. ADVERTISING
2. NEWS REPORTS
3. WORD-OF-MOUTH
4. OTHER (SPECIFY)
5. DON'T RECALL

(SKIP BEFORE 6D: IF Q6C EQ 1, THEN GO TO Q6E)
6D. WITHIN THE LAST YEAR, HAVE YOU SEEN OR HEARD ANY ADVERTISING ABOUT THE EXPANSION OF METRO RAPID?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q6E: IF Q6D EQ 1 OR Q6C EQ 1, ASK Q6E)
6E. DOES THE RECENT ADVERTISING GIVE YOU A GOOD IDEA OF WHAT METRO RAPID SERVICE IS?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(RANDOMLY CHOOSE BETWEEN Q6F AND Q6G – HALF & HALF)

6F. ARE YOU LIKELY TO TRY METRO RAPID?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q6G: IF Q6C EQ 1 OR Q6D EQ 1, ASK Q6G)

6G. DID THE ADVERTIZING MAKE YOU CONSIDER TRYING METRO RAPID?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

7. <7A> ARE YOU AWARE THAT METRO BUS SERVICE HAS BEEN DIVIDED INTO 5 LOCALLY MANAGED SERVICE SECTORS?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q7A: IF Q7 NE 1, THEN GO TO Q8)

7A. <7B> HOW DID YOU FIRST BECOME AWARE OF THIS? [READ ALL BUT "DON'T RECALL" AND "OTHER", ROTATE READING ORDER]:

1. ADVERTISING
2. NEWS REPORTS
3. WORD-OF-MOUTH
4. OTHER (SPECIFY)
5. DON'T RECALL

8. <8A> ARE YOU AWARE THAT METRO BUS SERVICE SECTORS HOLD PERIODIC COMMUNITY MEETINGS?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q8A: IF Q8 NE 1, THEN GO TO Q8C)

8A. <8B> HOW DID YOU FIRST BECOME AWARE OF THIS? [READ ALL BUT "DON'T RECALL" AND "OTHER", ROTATE READING ORDER]:

1. ADVERTISING
2. NEWS REPORTS
3. WORD-OF-MOUTH
4. OTHER (SPECIFY)
5. DON'T RECALL

(SKIP BEFORE Q8B: IF Q8A EQ 1, THEN GO TO Q8C)

8B. <8C> WITHIN THE LAST 6 MONTHS, HAVE YOU SEEN OR HEARD ANY ADVERTISING ABOUT COMMUNITY MEETINGS?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(RANDOMLY CHOOSE BETWEEN Q8C AND Q8D – HALF & HALF)

8C. <8D> ARE YOU LIKELY TO ATTEND A SERVICE SECTOR COMMUNITY MEETING?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q8D: IF Q8A EQ 1 OR Q8B EQ 1, ASK Q8D)

8D. DID THE ADVERTIZING MAKE YOU CONSIDER ATTENDING A SERVICE SECTOR COMMUNITY MEETING?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

9. <32A> HAVE YOU SEEN OR HEARD ANYTHING ABOUT THE METRO GOLD LINE OPENING THIS SUMMER BETWEEN PASADENA AND DOWNTOWN LOS ANGELES?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q9A: IF Q9 NE 1, THEN GO TO Q9C)

9A. <32B> HOW DID YOU FIRST BECOME AWARE OF THIS? (READ ALL BUT "DON'T RECALL" AND "OTHER", ROTATE READING ORDER):

1. ADVERTISING
2. NEWS REPORTS
3. WORD-OF-MOUTH
4. OTHER (SPECIFY)
5. DON'T RECALL

(SKIP BEFORE Q9B: IF Q9A EQ 1, THEN GO TO Q9D)

9B. <32C> HAVE YOU RECENTLY SEEN OR HEARD ANY ADVERTISING ABOUT THE OPENING OF METRO GOLD LINE?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(INTERVIEWER: Q9D COMES BEFORE Q9C IN THIS SEQUENCE)

(RANDOMLY CHOOSE BETWEEN Q9D AND Q9C – HALF & HALF)

9D. ARE YOU LIKELY TO TRY THE METRO GOLD LINE?

1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q9C: IF Q9A EQ 1 OR Q9B EQ 1, ASK Q9C)

9C. <32D> DID THE ADVERTISING MAKE YOU CONSIDER TRYING THE METRO GOLD LINE?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

10. <9> IN THE LAST YEAR, DO YOU RECALL SEEING "METRO BRIEFS" IN NEWSPAPERS?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q10A: IF Q10 NE 1, THEN GO TO Q11)
10A. <NEW> IS "METRO BRIEFS" SOMETHING MTA SHOULD CONTINUE TO PUBLISH?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

11. <13> I AM GOING TO READ SOME WAYS THAT PEOPLE MIGHT DESCRIBE THE MTA. FOR EACH ONE, PLEASE TELL ME IF YOU STRONGLY AGREE, AGREE, DISAGREE OR STRONGLY DISAGREE.

(RANDOMLY SELECT TWO OF THE QUESTIONS FROM Q11A THROUGH Q11D, ROTATE RANDOMLY AS WELL)
11A. <13A> MTA HAS EFFICIENT AND COST-CONSCIOUS MANAGEMENT. (READ IN REVERSE ORDER EXCEPT FOR NEUTRAL, DON'T KNOW, & REFUSED)
1. STRONGLY DISAGREE
2. DISAGREE
3. NEUTRAL
4. AGREE
5. STRONGLY AGREE
6. DON'T KNOW
7. REFUSED

11B. <13B> MTA EFFECTIVELY MANAGES A GEOGRAPHICALLY LARGE AND COMPLEX TRANSPORTATION SYSTEM. (READ IN REVERSE ORDER EXCEPT FOR NEUTRAL, DON'T KNOW, & REFUSED)
1. STRONGLY DISAGREE
2. DISAGREE
3. NEUTRAL
4. AGREE
5. STRONGLY AGREE
6. DON'T KNOW
7. REFUSED

11C. <13C> MTA DECISION MAKERS CONSIDER THE NEEDS OF LA COUNTY RESIDENTS. (READ IN REVERSE ORDER EXCEPT FOR NEUTRAL, DON'T KNOW, & REFUSED)
1. STRONGLY DISAGREE
2. DISAGREE
3. NEUTRAL
4. AGREE
5. STRONGLY AGREE
6. DON'T KNOW
7. REFUSED

11D. <13D> THE MTA CARES ABOUT PROVIDING QUALITY SERVICE. (READ IN REVERSE ORDER EXCEPT FOR NEUTRAL, DON'T KNOW, & REFUSED)
1. STRONGLY DISAGREE
2. DISAGREE
3. NEUTRAL
4. AGREE
5. STRONGLY AGREE
6. DON'T KNOW
7. REFUSED

12. <14> YOUR PERCEPTIONS OF THE MTA ARE APPRECIATED. NOW PLEASE TELL ME IF YOU THINK YOU ARE MORE LIKELY TO BE INJURED WHEN IN A CAR OR IN A BUS?
1. CAR
2. BUS
3. SAME
7. DON'T KNOW
8. REFUSED

13. <NEW> TELL ME WHETHER MTA SHOULD DEVOTE MORE RESOURCES OR FEWER RESOURCES TO THE FOLLOWING TYPES OF PROJECTS.

(RANDOMLY CHOOSE 5 FROM THE LIST BELOW AND ROTATE THEM)
13A. <NEW> BUILDING MORE CARPOOL LANES
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13B. <NEW> ADDING MORE BUS SERVICE
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13C. <NEW> EXPANDING METRO RAIL
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13D. <NEW> EXPANDING METROLINK
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13E. <NEW> BUILDING NEW FREEWAYS
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13F. <NEW> IMPROVING EXISTING FREEWAYS
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13G. <NEW> EXPANDING METRO RAPID
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13H. <NEW> IMPROVING EXISTING BUS SERVICE
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13I. <NEW> IMPROVING TRAFFIC SIGNAL TIMING
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13J. <NEW> BUILDING MORE BIKEWAYS
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13K. <NEW> IMPROVING SIDEWALKS
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13L. <NEW> ENCOURAGING RIDESHARING
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13M. <NEW> ATTRACTING MORE TRANSIT CUSTOMERS
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13N. <NEW> FUNDING MORE LOCAL TRANSPORTATION PROJECTS PROPOSED BY CITIES
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

13O. <NEW> IMPROVING FREIGHT MOVEMENT
1. MORE RESOURCES
2. FEWER RESOURCES
7. DON'T KNOW
8. REFUSED

14. <NEW> ON WHICH OF THESE 5 TYPES OF PROJECTS (MENTIONED IN Q13A-0) SHOULD MTA PUT MOST OF ITS FOCUS?
A. BUILD CARPOOL LANES
B. MORE BUS SERVICE
C. EXPAND METRO RAIL
D. EXPAND METROLINK
E. BUILD NEW FREEWAYS
F. IMPROVE EXISTING FREEWAYS
G. EXPAND METRO RAPID
H. IMPROVE EXISTING BUS SERVICE
I. IMPROVE TRAFFIC SIGNAL TIMING
J. BUILD BIKEWAYS
K. IMPROVE SIDEWALKS
L. ENCOURAGE RIDESHARING
M. ATTRACT MORE TRANSIT CUSTOMERS
N. FUND MORE LOCAL TRANSPORTATION PROJECTS
O. IMPROVE FREIGHT MOVEMENT
98. DON'T KNOW
99. REFUSED

(RANDOMLY CHOOSE BETWEEN Q15 AND Q15A – HALF & HALF)

15. <15A> DO YOU THINK BUILDING THE PROPOSED HOV LANES BETWEEN SANTA CLARITA AND GLENDALE ON THE I-5 FREEWAY IS A SOUND INVESTMENT OF TRANSPORTATION DOLLARS?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

15A. <15B> DO YOU THINK BUILDING THE PROPOSED HOV LANES BETWEEN THOUSAND OAKS AND DOWNTOWN LA ON THE 101 FREEWAY IS A SOUND INVESTMENT OF TRANSPORTATION DOLLARS?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(Q16 THROUGH Q19 LEFT BLANK)

<u>USAGE/MODE CHOICE SEQUENCE</u>

20. HAVE YOU SEEN OR HEARD ABOUT THE TOLL-FREE MTA TELEPHONE NUMBER 1-800-COMMUTE?
1. YES
2. NO
7.DON'T KNOW
8.REFUSED

(SKIP BEFORE Q20A: IF Q20 NE 1, THEN GO TO Q21)
20A. HAVE YOU EVER CALLED THE 1-800-COMMUTE NUMBER IN THE LAST YEAR?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q20B: IF Q20A NE 1, THEN GO TO Q21)
20B. I WOULD LIKE YOU TO TELL ME ABOUT THE CUSTOMER SERVICE YOU RECEIVED WHEN YOU CALLED. USING A 7-POINT SCALE, WITH 1 BEING VERY GOOD AND 7 BEING VERY POOR, HOW WOULD YOU RATE…THE ABILITY TO GET THROUGH TO A REPRESENTATIVE?
_______ (7 = DON'T KNOW, 8 = REFUSED)

20C. (HOW WOULD YOU RATE) THE COURTESY OF THE CUSTOMER SERVICE REPRESENTATIVE?
_______ (7 = DON'T KNOW, 8 = REFUSED)

20D. (HOW WOULD YOU RATE) THE USEFULNESS OF THE INFORMATION RECEIVED?
_______ (7 = DON'T KNOW, 8 = REFUSED)

20E. (HOW WOULD YOU RATE) THE TIMELINESS OF THE INFORMATION SENT BY MAIL?
_______ (7 = DON'T KNOW, 8 = REFUSED)

21. CAN YOU ACCESS THE INTERNET - EITHER AT HOME OR AT WORK?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q21A: IF Q21 NE 1, THEN GO TO Q22)
21A. HAVE YOU USED MTA.NET? (READ "MTA DOT NET")
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q21B: IF Q21A NE 1, THEN GO TO Q22)
21B. DO YOU VISIT MTA.NET… (READ "MTA DOT NET")
1. INSTEAD OF CALLING 1-800-COMMUTE FOR ROUTE INFORMATION;
2. IN ADDITION TO CALLING 1-800-COMMUTE FOR ROUTE INFORMATION; OR
3. NEITHER. YOU USE IT TO GET OTHER INFORMATION.

22. IF YOU HAD TO CHOOSE, WHICH WOULD YOU PREFER TO SPEND MORE TAX DOLLARS ON: IMPROVED BUS AND RAIL SERVICE OR ON STREET AND HIGHWAY IMPROVEMENTS? (ONLY PROMPT FOR OPTIONS 1 AND 2)
1. IMPROVED BUS AND RAIL SERVICE
2. STREET AND HIGHWAY IMPROVEMENTS
7. DON'T KNOW
8. REFUSED

23. THANK YOU FOR YOUR ANSWERS SO FAR. NOW I'D LIKE TO FIND OUT WHETHER OR NOT YOU ARE EMPLOYED AND HOW THIS AFFECTS THE WAY YOU TRAVEL. ARE YOU . . .? (READ DOWN LIST UNTIL RESPONDENT SAYS YES TO AN ITEM)
1. EMPLOYED/SELF-EMPLOYED FULL-TIME
2. EMPLOYED/SELF-EMPLOYED PART-TIME
3. FULL-TIME STUDENT
4. PART-TIME STUDENT
5. RETIRED
6. HOMEMAKER
7. UNEMPLOYED
8. OTHER (SPECIFY)
97. DON'T KNOW
98. REFUSED

(SKIP BEFORE Q23A: IF Q23 GT 2, THEN GO TO Q26)
23A. WHAT CITY DO YOU WORK IN?
___________________ (97 = DON'T KNOW, 98 = REFUSED)

23B. SINCE WE CAN'T ASK YOUR EXACT WORK ADDRESS, WHAT IS YOUR WORK ADDRESS' ZIP CODE?
_______ (97 = DON'T KNOW, 98 = REFUSED)

(SKIP BEFORE 24: IF Q23 GE 5, THEN SKIP TO Q26)
24. HOW DID YOU GET TO WORK TODAY (IF NOT WORKED TODAY, ASK "WELL, HOW DID YOU GET THERE THE LAST DAY YOU WORKED?") **(READ LIST)**
1. DRIVE ALONE
2. CARPOOL
3. VANPOOL
4. BUS
5. TRAIN
6. WALK
7. BICYCLE
8. OTHER (SPECIFY)
97. DON'T KNOW
98. REFUSED

24A. <24B> OK, HOW DO YOU USUALLY TRAVEL TO WORK? **(READ LIST)**
1. DRIVE ALONE
2. CARPOOL
3. VANPOOL
4. BUS
5. TRAIN
6. WALK
7. BICYCLE
8. OTHER (SPECIFY)
9. DON'T KNOW
97. REFUSED
98. DON'T WORK

(SKIP BEFORE Q25: IF Q24A NE 1, THEN GO TO Q26)
25. WOULD YOU CONSIDER CARPOOLING ONCE A WEEK FOR CASH OR PARKING INCENTIVES?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

26. HOW DO YOU USUALLY TRAVEL **(IF Q23 LE 2, ADD "TO PLACES OTHER THAN WORK")**? **(READ LIST)**
1. DRIVE ALONE
2. CARPOOL
3. VANPOOL
4. BUS
5. TRAIN
6. WALK
7. BICYCLE
8. OTHER (SPECIFY)
97. DON'T KNOW
98. REFUSED

(SKIP BEFORE Q27: IF (Q24 EQ 4) OR (Q24A EQ 4) OR (Q26 EQ 4), THEN GO TO 28)
27. HAVE YOU USED A BUS IN LOS ANGELES COUNTY IN THE PAST YEAR?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q28: IF Q27 IS ASKED AND NE 1, THEN GO TO Q29)
28. WHICH BUS COMPANY DID YOU USE MOST OFTEN?
1. ALHAMBRA
2. ANTELOPE VALLEY
3. BURBANK
4. CARSON
5. CERRITOS
6. COMMERCE
7. CULVER CITY
8. DASH/L.A.D.O.T./COMMUTER EXPRESS
9. EL MONTE
10. FOOTHILL TRANSIT
11. GLENDALE/BEE LINE
12. LONG BEACH
13. MTA
14. MONTEBELLO
15. MONTEREY PARK
16. NORWALK
17. PALOS VERDES
18. PASADENA
19. SANTA CLARITA
20. SANTA MONICA/THE BIG BLUE BUS
21. TORRANCE
22. WEST COVINA
23. DIAL-A-RIDE
24. ACCESS PARATRANSIT
25. AIRPORT/RENTAL CAR/SHUTTLE
26. OTHER (SPECIFY)
97. DON'T KNOW
98. REFUSED

29. <NEW> HAVE YOU USED METRO RAIL IN THE PAST YEAR?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q29: IF Q29 NE 1, THEN SKIP TO Q32)
29A. <NEW> DO YOU REMEMBER WHICH LINE OR LINES (RED, BLUE, GREEN, GOLD)
1. BLUE
2. RED
3. GREEN
4. GOLD

7. DON'T KNOW
8. REFUSED

(Q30-31 UNUSED)

(SKIP BEFORE Q32: IF Q23 GT 2, THEN SKIP TO Q34)
32. <NEW> DOES YOUR EMPLOYER PAY FOR ALL OR PART OF THE TRANSIT PASS FOR EMPLOYEES WHO USE TRANSIT?
1. YES, EMPLOYER PAYS FOR ALL OF THE TRANSIT PASS
2. YES, EMPLOYER PAYS FOR PART OF THE TRANSIT PASS
3. NONE
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q33: IF Q32 EQ 1, THEN SKIP TO Q34)
33. <33 REWORDED> WOULD YOU USE TRANSIT MORE OFTEN IF YOUR EMPLOYER WERE TO PROVIDE A FREE TRANSIT PASS?
1. YES
2. NO
3. MAYBE
7. DON'T KNOW
8. REFUSED

34. ARE YOU LIKELY TO USE TRANSIT THAT DIRECTLY SERVES SPORTING EVENTS? (PROMPT FOR OPTION 1 AND 2 ONLY)
1. YES
2. NO
3. MAYBE
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q35: ASK IF Q23 EQ 1-4 AND BOTH Q24 & Q24A GT 3)
35. IS IT POSSIBLE FOR YOU TO TAKE PUBLIC TRANSIT TO (WORK OR SCHOOL **– PULL FROM Q23**)? IN OTHER WORDS, DO YOU HAVE ACCESS TO BUS OR RAIL SERVICE FOR YOUR TRIPS TO WORK OR SCHOOL?
1. YES
2. NO
7. DON'T KNOW
8. REFUSED

(SKIP BEFORE Q36: IF Q23 GT 4, GO TO Q40)
36. ABOUT HOW LONG WOULD IT TAKE TO COMMUTE BETWEEN YOUR HOME AND (WORK OR SCHOOL – **BASED ON Q23**) BY DRIVING ALONE? (CAPTURE ONLY IN MINUTES)
_______ (97 = DON'T KNOW, 98 = REFUSED)

(SKIP BEFORE Q37: IF Q35 IS ASKED AND GT 1, THEN GO TO Q38)
37. APPROXIMATELY HOW LONG DO YOU THINK IT WOULD TAKE YOU TO COMMUTE USING PUBLIC TRANSIT? (CAPTURE ONLY IN MINUTES)
_______ (97 = DON'T KNOW, 98 = REFUSED)

38. HOW MANY MILES DO YOU COMMUTE TO WORK (OR SCHOOL) ONE WAY?
_______ (97 = DON'T KNOW, 98 = REFUSED)

(Q39 LEFT BLANK)

DEMOGRAPHIC SEQUENCE

40. WE'RE ALMOST FINISHED WITH THE SURVEY. I JUST NEED TO ASK YOU SOME QUESTIONS ABOUT YOUR BACKGROUND FOR CLASSIFICATION PURPOSES. WHAT IS THE LAST GRADE YOU COMPLETED IN SCHOOL?
   1. GRADE SCHOOL OR LESS
   2. HIGH SCHOOL GRADUATE
   3. SOME COLLEGE
   4. COLLEGE GRADUATE
   5. GRADUATE SCHOOL
   6. DON'T KNOW
   7. REFUSED

(Q41 SKIPPED)

42. WHAT IS YOUR ETHNIC/RACIAL BACKGROUND?
   1. AMERICAN INDIAN/ALEUTIAN
   2. ASIAN/PACIFIC ISLANDER
   3. BLACK/AFRICAN-AMERICAN
   4. HISPANIC/LATINO
   5. WHITE/CAUCASIAN
   6. OTHER (SPECIFY)
   7. DON'T KNOW
   8. REFUSED

43. HOW MANY PEOPLE, INCLUDING YOURSELF, LIVE IN YOUR HOUSEHOLD?
________ (7 = DON'T KNOW, 8 = REFUSED)

44. DO YOU HAVE A VALID DRIVER'S LICENSE?
   1. YES
   2. NO
   3. DON'T KNOW
   4. REFUSED

45. HOW MANY PEOPLE IN YOUR HOUSEHOLD, INCLUDING YOURSELF, HAVE A VALID DRIVER'S LICENSE?
________ (7 = DON'T KNOW, 8 = REFUSED)

46. HOW MANY OPERATIONAL MOTOR VEHICLES (CARS, TRUCKS, VANS, ETC) ARE OWNED OR LEASED BY YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD?
________ (97 = DON'T KNOW, 98 = REFUSED)

47. HOW OFTEN DO YOU HAVE ACCESS TO A CAR, TRUCK OR OTHER VEHICLE THAT YOU CAN DRIVE OR RIDE IN WHEN YOU NEED TO? WOULD YOU SAY ALWAYS, USUALLY, OCCASIONALLY OR NEVER? (READ IN REVERSE ORDER EXCEPT FOR DON'T KNOW & REFUSED)
   1. NEVER
   2. OCCASIONALLY
   3. USUALLY
   4. ALWAYS
   7. DON'T KNOW

8. REFUSED

48. IN WHICH OF THE FOLLOWING CATEGORIES IS THE TOTAL ANNUAL INCOME OF YOUR ENTIRE HOUSEHOLD - OF EVERYONE LIVING IN YOUR HOUSE? IS THAT. . .?
 1. UNDER $25,000
 2. OVER $25,000
 7. DON'T KNOW
 8. REFUSED

(SKIP BEFORE Q48A: IF Q48 NE 1, THEN GO TO Q48B)
48A. IS IT...
 1. UNDER $5,000
 2. $5,000 - $10,000
 3. $10,001 - $15,000
 4. $15,001 - $25,000
 7. DON'T KNOW
 8. REFUSED

(SKIP BEFORE Q48B: IF Q48 GT 2, THEN GO TO Q49)
48B. IS IT...
 1. $25,001 - $35,000
 2. $35,001 - $45,000
 3. $45,001 - $55,000
 4. $55,001 - $65,000
 5. $65,001 - $75,000
 6. $75,001 - $100,000
 7. $100,000 OR OVER
 8. DON'T KNOW
 9. REFUSED

49. ARE YOU A REGISTERED VOTER?
 1. YES
 2. NO
 7. DON'T KNOW
 8. REFUSED

50. GENDER: (IF INTERVIEWER IS NOT ABSOLUTELY SURE ASK, "ARE YOU MALE OR FEMALE?")
 1. MALE
 2. FEMALE

51. WHAT CITY DO YOU LIVE IN?
____________________________________ (98 = DON'T KNOW, 99 = REFUSED)

52. WHAT IS YOUR ZIP CODE?
_____ (98 = DON'T KNOW, 99 = REFUSED)

53. (AGE:) AND ARE YOU...?
    1. LESS THAN 18
    2. 18 - 24
    3. 25 - 34
    4. 35 - 44
    5. 45 - 54
    6. 55 - 64
    7. 65 - 74
    8. 75+
    97. DON'T KNOW
    98. REFUSED

54. WOULD YOU BE WILLING TO PROVIDE INPUT TO THE MTA IF YOU WERE BEING PAID $40 PLUS REFRESHMENTS TO PARTICIPATE IN A ONE AND ONE-HALF HOUR DISCUSSION GROUP?
    1. YES
    2. NO
    7. DON'T KNOW
    8. REFUSED

(SKIP BEFORE Q55: IF Q54 NE 1, THEN GO TO END)
55. WE ARE ONLY SETTING UP A LIST. WE WILL CONTACT YOU IF YOU ARE CHOSEN FOR THE DISCUSSION GROUP, BUT WE WILL NEED YOUR NAME. WHAT IS YOUR FIRST AND LAST NAME?
FIRST__________
LAST __________ **(IF REFUSES NAME, RECODE Q54 AS "REFUSED")**

END. THANK YOU FOR TELLING US ABOUT HOW YOU TRAVEL AND GIVING US YOUR VIEWS. MTA WILL USE THE INFORMATION TO REFINE ITS SERVICES AND HOW IT MARKETS THEM.