**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.