

**ANTELOPE VALLEY TRANSIT AUTHORITY  
NON-RIDER SURVEY – 2003  
SUMMARY**

**Purpose**

- To gain greater insight into travel patterns, attitudes toward transit and AVTA, and reasons for non-use of transit among Antelope Valley residents who commute to work or school outside the Antelope Valley.

**Methodology**

- Telephone survey (random-digit dial) conducted in November and December 2003 in English and Spanish
- Respondents must live in area (defined by zip code), commute to work or school outside the Antelope Valley, and not use transit (defined as not riding an AVTA bus within the last month)
- 200 surveys completed
- Confidence level 95 percent with  $\pm 7$  percent margin of error

**Findings**

- 73.5% of respondents drive alone on their commute
- Average one-way commute is 59.3 miles
- 44.0% commute to areas in Los Angeles County not served by AVTA
- 19.8% commute to San Fernando Valley
- 11.2% commute to Santa Clarita
- Only 3.4% commute to downtown Los Angeles
- 67.5% have standard work schedule
  
- 61.9% of respondents have never ridden an AVTA bus
- 55.3% of respondents are “not at all” familiar with AVTA bus services
- 28.5% of respondents would find information about AVTA in the phone book
- 28.5% of respondents would find information about AVTA on the internet (14.1% have visited the AVTA website)
- 47.1% of respondents rate AVTA bus service as good or excellent.
- No agreement on new areas needing service
- Major reasons for not riding AVTA buses:
  - 64.8% need car throughout the day for work or errands
  - 56.5% prefer my own car
  - 50.3% find bus routes not convenient to home or work/school
  - 48.4% report bus schedules are not convenient
  - 44.8% say it takes too long to travel by bus
- 47.0% of respondents might consider riding the bus in the future
  - 29.5% cite “less stress than driving” as the biggest advantage of riding the bus
  - The most frequently mentioned change that would encourage us is more frequent service (19.5% of respondents)
  
- 36% of respondents have ridden Metrolink

- Of these, 69.4 percent very satisfied with Metrolink
- 37.5% of all respondents do not use Metrolink because it does not go where they need to go
- 28.1% do not use Metrolink because they prefer their cars

### **Demographics of Respondents**

- 2.8 motor vehicles owned or leased
- 79% between age 25-54 (average age = 40.1)
- 31% college graduate or beyond
- Average annual household income = \$61,886
- 56% male
- Ethnic background:
  - 44% white, not Hispanic
  - 32% Hispanic
  - 18% Black or African American
  - 6% Other
- Zip code distribution:
  - 24.5% 93550 (Palmdale, Lake Los Angeles)
  - 19.5% 93535 (Lancaster, Lake Los Angeles, Hi Vista)
  - 19.5% 93551 (Palmdale, Quartz Hill, City Ranch, Leona Valley)
  - 18.0% 93536 (Lancaster, Del Sur, Juniper Hills)
  - 11.0% 93534 (Lancaster)
  - 6.5% 93552 (Palmdale)
  - 0.5% 93563 (Pearblossom, Valyermo)
  - 0.5% 93591 (Palmdale, Lake Los Angeles)