

THE SOURCE 2010 Reader Survey

RESULTS

In October of 2010, on the first anniversary of The Source, we asked readers to fill out a survey to get a better idea of who our readers are, what they like and what they'd like to see improved. The voluntary survey was advertised on The Source to our readers between October 26, 2010 and January 5, 2011. We received 208 responses, which represents about 15% of our average daily readership.

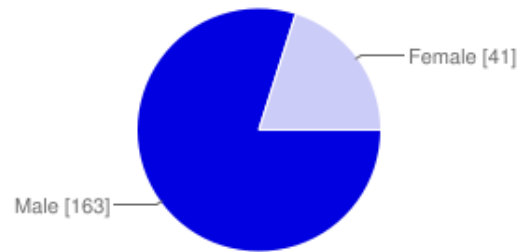
These are the results. Reader comments were not edited for spelling or grammar.

BASICS

Tell us a little bit about yourself.

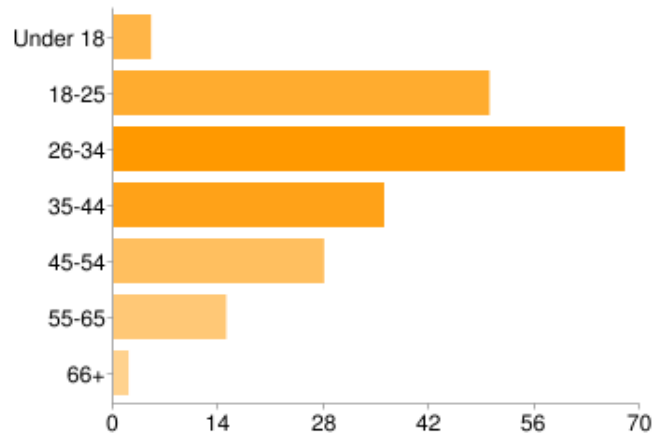
What is your gender?

Male	163	78%
Female	41	20%



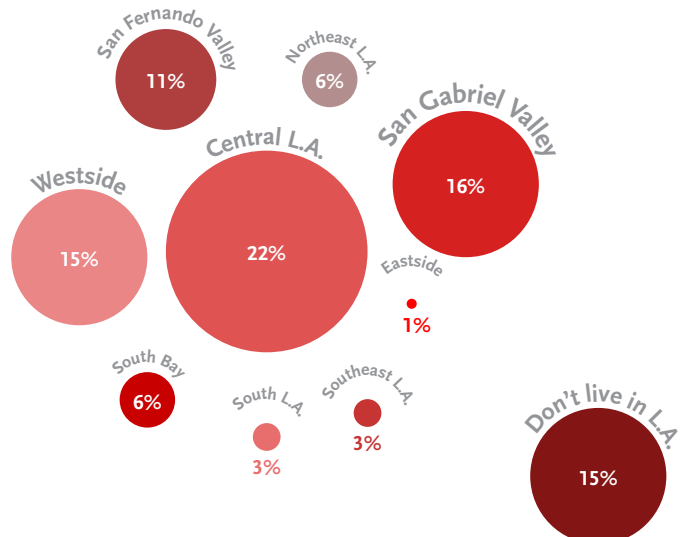
What is your age?

Under 18	5	2%
18-25	50	24%
26-34	68	33%
35-44	36	17%
45-54	28	13%
55-65	15	7%
66+	2	1%



In what part of L.A. County do you reside?

San Fernando Valley	23	11%
San Gabriel Valley	34	16%
Westside	32	15%
Eastside	2	1%
Central	46	22%
Northeast	13	6%
Southeast	6	3%
South Bay	12	6%
South	6	3%
Don't live in L.A. County	31	15%



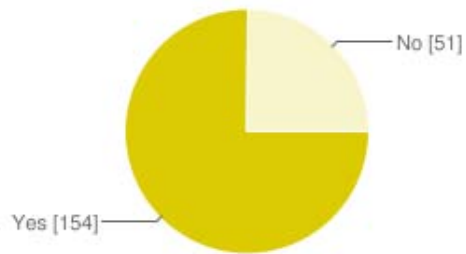
RESULTS

BASICS

Tell us a little bit about yourself.

Are you a regular transit rider?

Yes	154	74%
No	51	25%

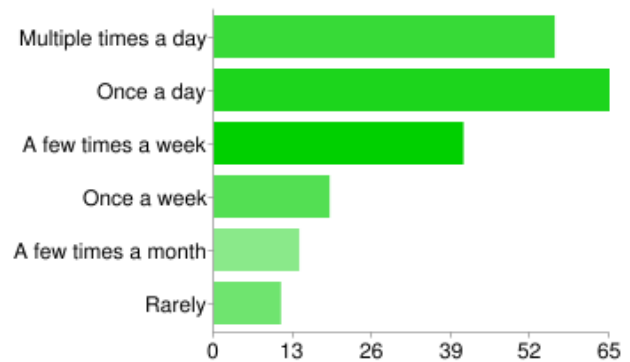


READING

Tell us about how you read The Source.

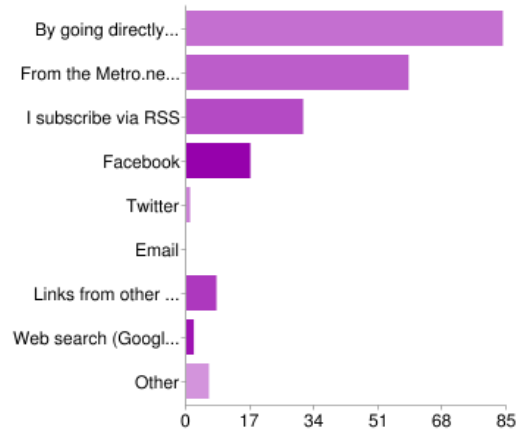
How often do you read The Source?

Multiple times a day	56	27%
Once a day	65	31%
A few times a week	41	20%
Once a week	19	9%
A few times a month	14	7%
Rarely	11	5%



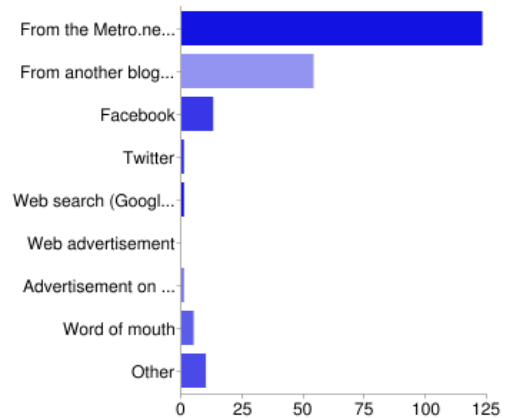
How do you come across articles on The Source?

By going directly to thesource.metro.net	84	40%
From the Metro.net website	59	28%
I subscribe via RSS	31	15%
Facebook	17	8%
Twitter	1	0%
Email	0	0%
Links from other blogs/sites	8	4%
Web search (Google, Bing, etc)	2	1%
Other	6	3%



Where did you first hear about the Source?

From the Metro.net website	123	59%
From another blog/site	54	26%
Facebook	13	6%
Twitter	1	0%
Web search (Google, Bing, etc)	1	0%
Web advertisement	0	0%
Advertisement on bus/train	1	0%
Word of mouth	5	2%
Other	10	5%



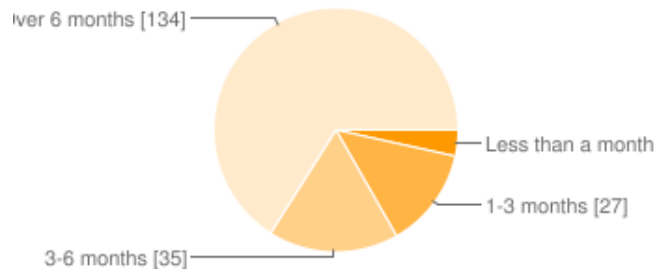
RESULTS

READING

Tell us about how you read *The Source*.

How long have you followed *The Source*?

Less than a month	7	3%
1-3 months	27	13%
3-6 months	35	17%
Over 6 months	134	64%

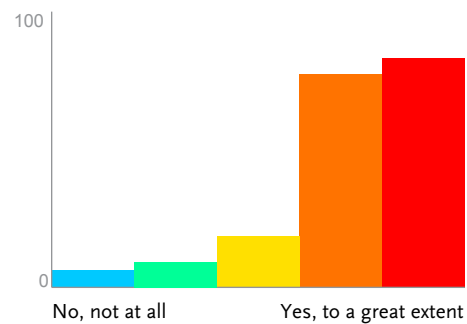


CONTENT

Tell us what you think about content on *The Source*.

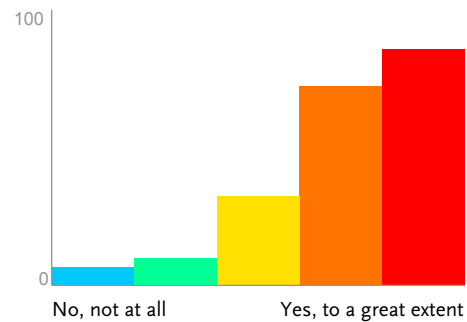
Do you feel *The Source* has increased your knowledge about Metro and transportation issues in L.A. County?

1 - No, not at all	7	3%
2	10	5%
3	20	10%
4	82	39%
5 - Yes, to a great extent	87	42%



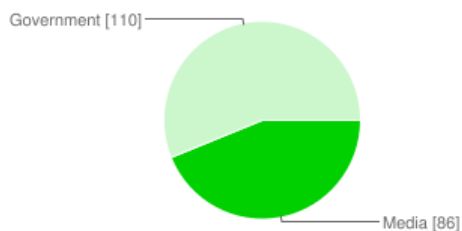
The Source is a government website. Do you trust the information provided here about Metro?

1 - No, not at all	6	3%
2	10	5%
3	32	15%
4	72	35%
5 - Yes, to a great extent	86	41%



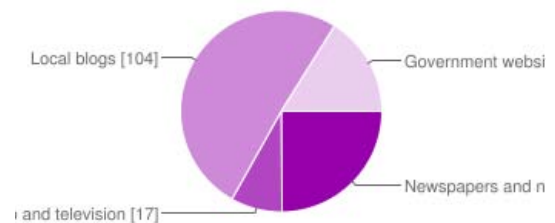
Are you more likely to trust information from a media website or government website?

Media	86	41%
Government	110	53%



Where do you get most of your news about transportation in Southern California?

Newspapers and newspaper websites	51	25%
Radio and television	17	8%
Local blogs	104	50%
Government websites	33	16%



RESULTS

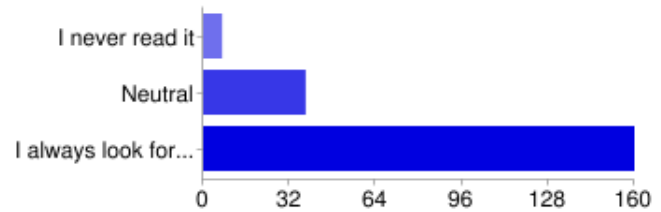
CONTENT

Tell us what you think about content on The Source.

How do you feel about the following regular features on The Source?

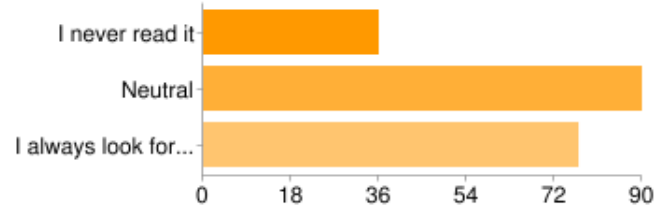
Transportation headlines

I never read it	7	3%
Neutral	38	18%
I always look forward to it	160	77%



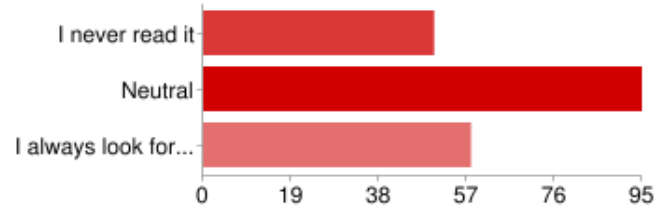
The art of transit (transportation photography)

I never read it	36	17%
Neutral	90	43%
I always look forward to it	77	37%



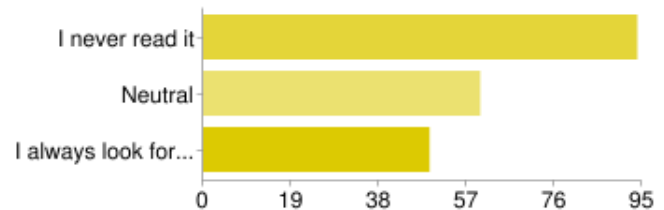
Daily transit forecast

I never read it	50	24%
Neutral	95	46%
I always look forward to it	58	28%



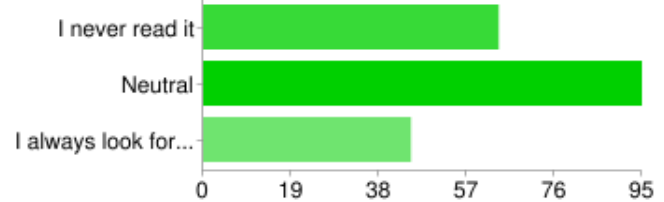
Twitter Tuesdays

I never read it	94	45%
Neutral	60	29%
I always look forward to it	49	24%



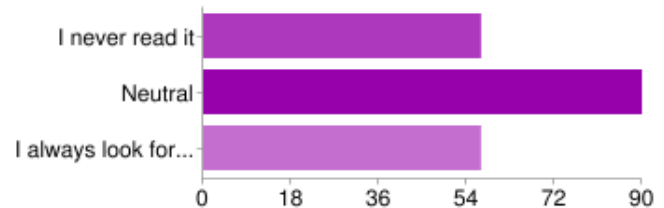
Destination Discounts Weekly Picks

I never read it	64	31%
Neutral	95	46%
I always look forward to it	45	22%



Go Metro Weekends

I never read it	57	27%
Neutral	90	43%
I always look forward to it	57	27%

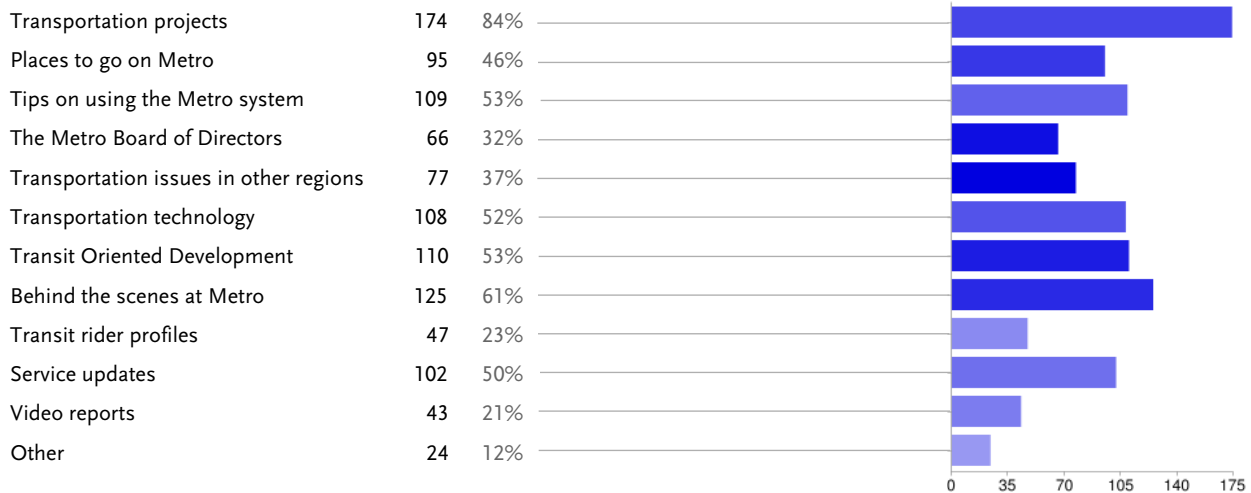


RESULTS

CONTENT

Tell us what you think about content on The Source.

What would you like to see The Source cover more?



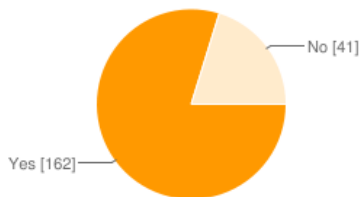
People may select more than one checkbox, so percentages may add up to more than 100%.

COMMUNITY

Tell us how you feel about the interactive features on The Source

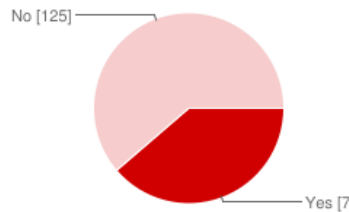
Do you read the comments from readers?

Yes	162	78%
No	41	20%



Have you left a comment?

Yes	79	38%
No	125	60%



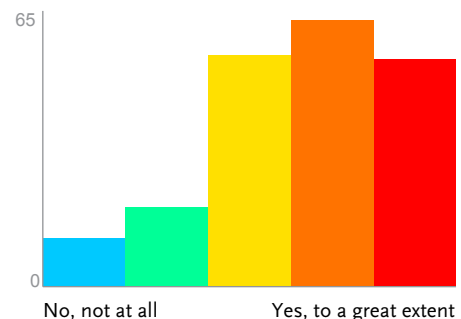
Do you think the Comment Policy is fair?

Yes	177	85%
No	15	7%



Overall, do you feel reader comments make The Source a better resource?

1 - No, not at all	10	5%
2	18	9%
3	55	26%
4	63	30%
5 - Yes, to a great extent	54	26%



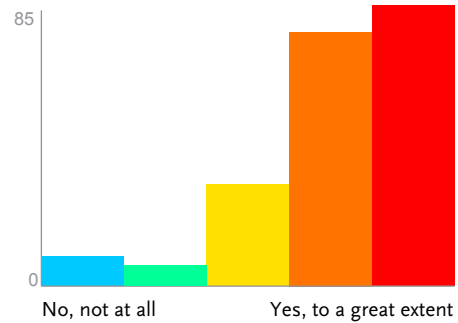
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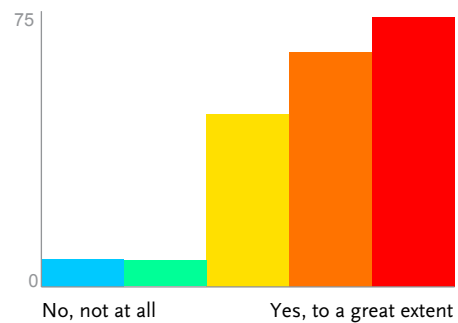
Do you feel reader polls and surveys make The Source a better resource?

1 - No, not at all	8	4%
2	5	2%
3	29	14%
4	77	37%
5 - Yes, to a great extent	85	41%



Are you satisfied with responses from The Source team?

1 - No, not at all	7	3%
2	7	3%
3	47	23%
4	63	30%
5 - Yes, to a great extent	73	35%

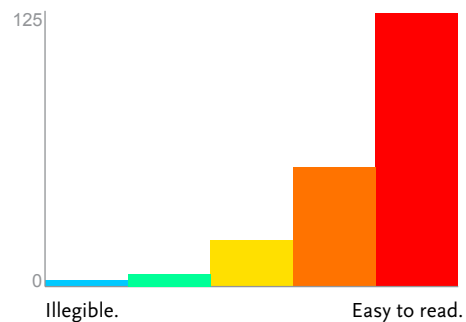


DESIGN

Tell us how you feel about the look and functionality of The Source.

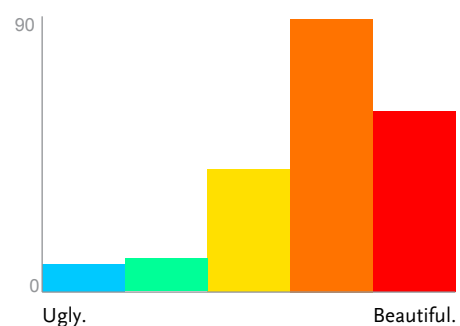
How do you feel about the legibility of The Source?

1 - Illegible.	2	1%
2	4	5%
3	18	9%
4	54	26%
5 - Easy to read.	125	60%



How do you feel about the layout of The Source?

1 - Ugly. Redesign it.	8	4%
2	10	5%
3	39	19%
4	89	43%
5 - Beautiful. Don't change a thing.	59	28%



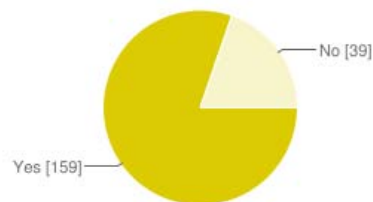
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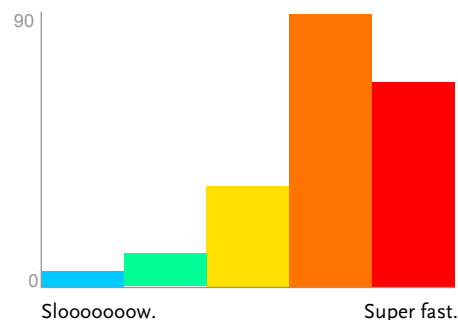
Do you find it easy to find posts on a particular subject?

Yes	159	76%
No	39	19%



Typically, how fast does the The Source load for you?

1 - Sloooooow	5	2%
2	10	5%
3	33	16%
4	89	43%
5 - Super fast	68	33%



LOOSE ENDS

Tell us how you really feel.

If you can remember, what was your all time favorite article on The Source?

Sample selection of responses:

- Stories on TAP
- Why I ride (or don't ride)
- Anything on the "Subway to the Sea" project.
- Steve's point by point take down of subway haters
- I really liked the population/job density overlaid with the Measure R routes. Also, Fred's review of mobile phone apps.
- Why you ride or don't keeps me coming back! It's interesting to see how, when, why people use transit.
- Not sure it's my favorite, but the 4-part series on safety issues on the Blue Line was memorable.
- Gold Line Eastside opening
- Ten Ways To Dump the Pump for Good
- General the coverage on 30/10 and the political aspects of it.
- An article where it show the arts of different stations.
- I enjoy the transit photos, especially from other cities.

What do you like about The Source?

Sample selection of responses:

- Excellent writing.
- The candid nature and honest articles.
- It is updated frequently.
- Updates on rail projects, public hearings, and sources for transit related articles
- While it is part of the official Metro website, it does provide information and opinions that are not necessarily the "official Metro position" on many issues, and I appreciate that.
- The fact that there is almost always something new and exciting to read on a daily basis
- Since I'm a daily rider, that's what I primarily care about and it's a great place to get up-to-date information.
- The feeling that there's someone listening to us (transit riders) and more interactive capabilities with Metro.
- Easy to read and understand, even technical project information is reported in layman's terms.
- I think the quality and consistency of the information has increased awareness of Metro.
- Since Metro does not, in general, do a good job of updating information on the website the Source is a handy resource for some of that information.
- It also manages to present both up to the minute news and a surprisingly balanced view of controversial issues.
- I like reading about future Metro projects, the 30/10 initiative, potential rail lines through West Hollywood, etc.
- It is the source of all news about Metro, good and bad.
- I feel that the authors are willing to acknowledge and speak honestly about some of Metro's shortcomings, which is impressive given that the blog is owned by the organization.
- Forum, community.
- The variety of coverage and the fact the coverage is written with a voice, not a PR angle.
- A direct, believable source of information about LA's transit system
- Project updates. Fred and Steve really know the L.A. transit scene!
- All information relating to Metro and local transportation is in a single place. I rarely look at the regular site (metro.net) anymore.
- I think you guys are doing an excellent job speaking as representatives of an agency, and respecting the restrictions that come with that function, but also allowing your own opinions to come through in constructive ways.
- Great design, topics of interest to public transit proponents like me. I like the rider profiles. It's a great site, especially for a gov. agency.
- Thank you have two people that have a knowledge of local transit, Fred Camino and his former website background and former LA Times write Steve Hyman.

RESULTS

LOOSE ENDS

Tell us how you really feel.

What do you think needs improvement on The Source?

Sample selection of responses:

- How about some FOCUS on the problems riders are having with the MTA buses, and their LACK OF RELIABILITY, and WHO TO COMPLAIN TO.
- Dig deeper. More content. I'm not a fan of the regular fluff pieces (twitter updates, food locals) although I understand they serve a purpose.
- Page loading speed, and more people need to know about it!
- Server reliability... half of the time, it doesn't even load
- The design of the web page. It looks messy and very simple. I'm getting a little tired of Red, White, and black.
- I think the design is easily legible and navigable, but more could be done to incorporate rich graphics and interactive features.
- Please provide more information about crimes occurring on MTA buses and lines.
- It can be a bit difficult to find old articles, especially since they get pushed off page one very quickly.
- Either posts or links to service interruptions or detours.
- Mobile sensing of the server yields a less useful experience for iPad users. Just give us the web page.
- More input from Eastside neighbors - suspect that there's a large ridership, but they don't necessarily weigh in on topics due to lack of time, internet access, interest, etc.
- A sorted archive. With transportation headlines in one spot, brief project updates in another etc.
- I'd like to be able to see the pictures and more of the article on the RSS feed.
- There have been a few instances where I don't think you responded that well to criticism of Metro. But I understand it is difficult to balance defending the agency with honest discussion.
- You get a lot of feedback with such features such as Twitter Tuesday, it would be nice if the queries could be responded to more often rather than just presented.
- Always more content! Like the live blogging during the Board meetings. I can't always make them or listen to the dial in - but I can usually check The Source!
- Make user comments more accessible.
- It'd be great if you could highlight more daytime events in easily reached areas, or nighttime events that end early enough to catch transit home.
- More advance notice and detailed explanations of service changes, above and beyond the short blurbs given by the MTA.
- A connection with the powers that be at Metro, where those who can affect change actually read The Source.
- Twitter Tuesday, why do you post the negative stuff first and then have the positive posts available on another page.
- The Source should also focus in all parts of LA. It seems that it only focuses in Central LA County.
- I think that it would be cool to start a page or just post a report with statistics about each of the rail lines, potentially the bus lines too, with specific ridership information and other interesting facts.
- I would like to see up-to-the-minute Metro bus line service info.
- Coverage of transportation policy made by Metro on The Source needs to be improved.
- More active engagement with other Metro tools.
- There should be more topics on how the buses/trains work, how they maintain them, how much each bus costs, how they build them.
- Given the news-like nature of the Source's content, I recommend a more intuitive categorized layout.
- Don't use red font for the popular posts links. That is too hard to read and makes it look like a jumbled mess.

What would you like to see more of on The Source?

Sample selection of responses:

- How about articles on: WHY a bus line is/will be/was late?
- More on construction going on (Orange Line, Expo Phase 1, etc)
- Investigative pieces, candid interviews, insight into project process and updates
- More voices, especially from women of color.
- Some discussion on Metro's relationship with muni operators would be nice.
- I'd love some kind of feature where readers can submit whatever questions they want about Metro, and they're answered
- I would like to see some recent history.
- I would like to see more in-depth commentary and analysis of transportation projects and issues.
- If your budget can manage, more video reports. New York and San Francisco both have great video reporting on their transit systems.
- I'd like to see more photos of projects during construction.
- Voting, and especially if it really does make any kind of a dent of an affect.
- Photos and articles about urban design/TOD/planning.
- I think more articles should include visual aids and perhaps some slightly less "jargonish" headlines.
- How about discussing the top 10 bus routes?
- More behind the scenes of the MTA.
- Investigations (broad term) into Metro.
- Maybe a summary of what happens during the community meeting?
- More weekend postings.
- I love the rider profiles on both sides (Why I Ride and Why I Don't Ride). I think it encourages debate about what's possible and options to live a car-free or car-lite lifestyle.
- Responses to comments and real action by Metro employees. You post these tweets especially and no response.
- Perhaps ride a bus or train in its entirety and document what you see.
- Shining a light not just on what's happening and what's intended to happen, but why things happen.
- The display could be more like MetroriderLA was. That was the website that turned me into a transit rider avocated/supporter instead of always hating busses and the people that ride them.
- I would love to see more interaction with Metro executives and board members.
- Introduce more topics for discussion and survey, such as what priorities should be for transit service.
- I'd like to see more info from other transit agencies as well for those of us who commute into the LA area.
- Unvarnished opinion! Don't be afraid to let us know how you feel about something
- Images. If you just fix one thing, images. Make this blog look less like a Word doc.

RESULTS

LOOSE ENDS

Tell us how you really feel.

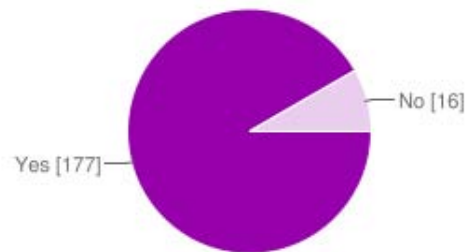
What would you like to see less of on The Source?

Sample selection of responses:

- Random transportation news. I use The Source mainly to keep in touch with my daily commute...so all other stuff is just distracting.
- The "art" of transit, and other non-transit/bus rider related stuff!
- I think the daily transit forecasts are good, but as you guys say, can be compiled from the metroalerts twitter feed
- The fluff. It adds character and rounds out the site, but don't let it overshadow the news worthy stuff.
- Art stories and the "why people do or don't use MTA".
- I would like to see less of transit rider profiles.
- Destination discounts are really not that helpful because most of the time the discounts are not enough to persuade me to make time for it.
- Probably the human interest stories.
- Art of Transit that has nothing to do with Transit.
- Typos...there are quite a few some times, and some of the humor is a little insulting.
- Daily transit updates...doesn't seem like this is the right place for those.
- It's good to have a variety of topics being discussed,however,what I look for is usually information directly regarding my travel.
- Articles about public transportation in other cities.
- As a non-LA resident, I could do less with the 'local' stuff, though I understand that this might be very popular.
- Stuff going around the world.
- Maybe a summary of what happens during the community meeting?
- More more more, not less.
- Features without follow-up.
- I'd like to see less recycling of official press releases and all the "packaged" information.
- Metro videos.
- Inaccurate and silly comments.
- The Daily Transit Forecast could be a cell at the top of the page as a standardized destination for people who care about that information.

Would you recommend The Source to a friend?

Yes	177	85%
No	16	8%



Overall, how are we doing?

1 - Dude, you guys need help.	6	3%
2	4	2%
3	22	11%
4	73	35%
5 - Keep up the good work!	96	46%

