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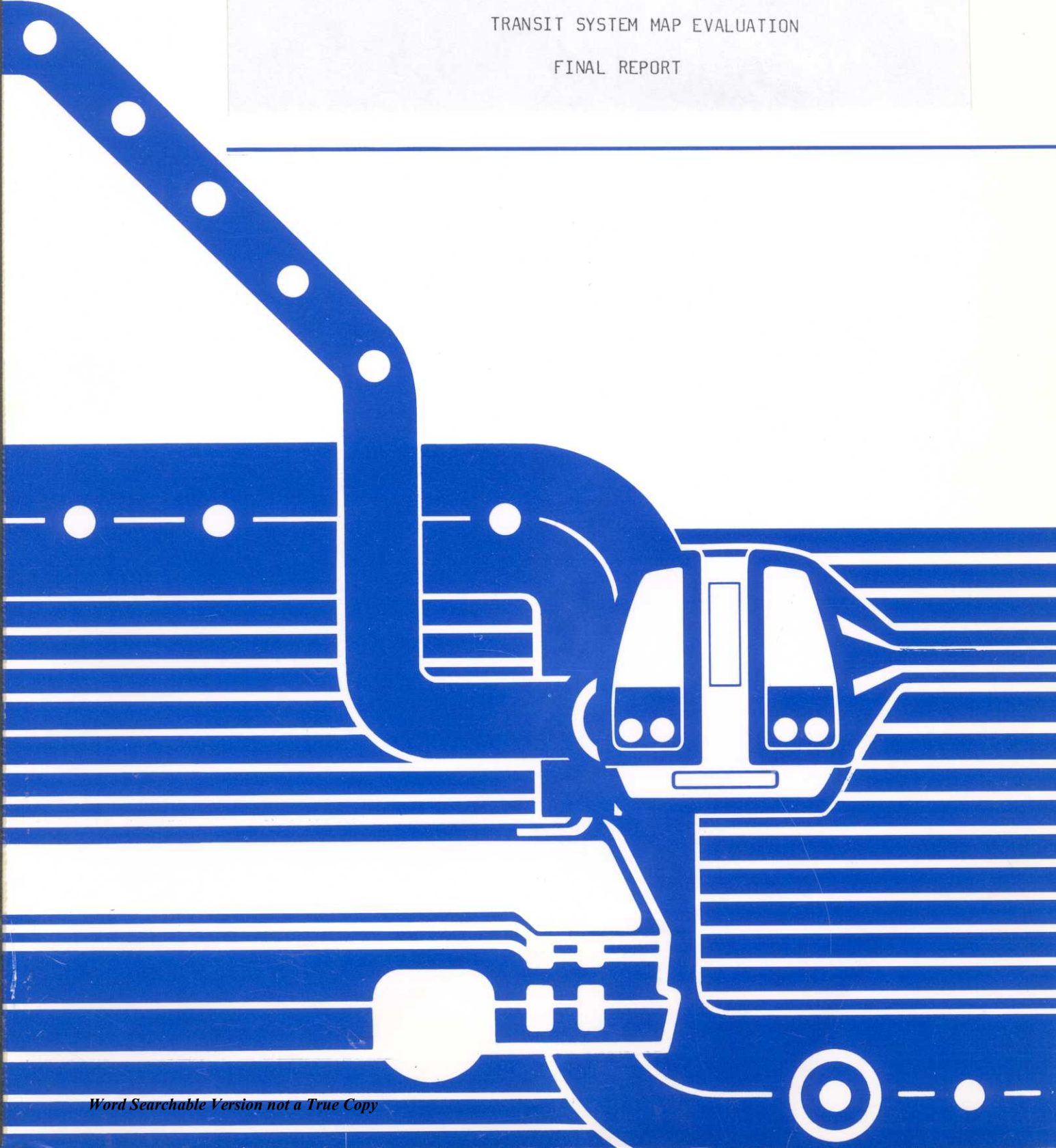
Research Reports

Consumer Research • Office of Marketing

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TRANSIT SYSTEM MAP EVALUATION
FINAL REPORT



TRANSIT SYSTEM MAP EVALUATION

FINAL REPORT

Consumer Research Section
Office of Marketing
September 12, 1983

BACKGROUND/PURPOSE

With its first issue in January 1981, production and distribution of the WMATA Transit System Map has been assigned to the Office of Marketing. Since the inception of the program, approximately 250,000 copies of the System Map have been distributed through various sales outlets. The map has been updated twice.

The first Map Evaluation Study was conducted by the Consumer Research Section during the period of March 5-10, 1982 among 400 map purchasers and 600 metropolitan area residents. This report represents the results of a second evaluation study of the WMATA Transit System Map.

The survey, consisting of telephone interviews among 309 map purchasers and a random sample of 403 metropolitan area residents, was designed to address, though not necessarily be limited to, the following objectives:

- o Assess consumer satisfaction with the System Map among current purchasers;
- o Detect any difference in transit use between map purchasers and non-purchasers;
- o Project levels of "repeat purchase" behavior among map purchasers;
- o Measure current awareness of System Map availability in the metropolitan area; and,
- o Determine sales potential of the System Map among non-purchasers.

METHODOLOGY

The Transit Map Evaluation Study was conducted among 309 select map purchasers and a random sample of 403 metropolitan area residents.

The random component consisted of a proportionate random telephone sample. By this method, telephone numbers are drawn from area directories according to the proportion that each district represents of the total metropolitan area population. For example, if Northern Virginia residents comprise 40% of the metropolitan area population, 40% of the sample numbers should be drawn from the Northern Virginia directory. In addition, the directory numbers were modified by adding the number "2" to the last digit of the telephone number. In this way, persons with unlisted telephone numbers were eligible for inclusion in the sample.

The map purchasers were comprised of those people who had ordered the System Map by mail coupon within the last 15 months. Telephone numbers were matched by hand according to the address contained on the coupon. Obviously, map purchasers with unlisted telephone numbers were excluded from the study.

A copy of the questionnaire is appended.

CONCLUSIONS/DISCUSSION OF FINDINGS

CONCLUSIONS/DISCUSSION OF FINDINGS

1. Results suggest that 6% of area households have purchased a transit system map at some time. Prospects for significantly increasing that percentage are not positive given current map awareness rates.

Seven out of every ten (70%) people in the metropolitan area are not aware that WMATA has a transit system map for sale. An additional 24%, though aware of its availability, have never purchased the map. In fact, 12% of the coupon sample (all of whom have supposedly purchased a transit system map) stated they were not aware that WMATA has a transit system map for sale. This may be indicative of low map use since over one-quarter (26%) of these respondents have not purchased a map within the past year.

Awareness of sales outlets is low among purchasers and non-purchasers alike. Over one-half (52%) of the purchasers, 80% of whom are coupon sample respondents, could not mention a place of purchase apart from where they purchased their map. Of those non-purchasers aware of the map (32% of total market), over half (56%) could not name a possible outlet where a transit map could be purchased. Almost one-quarter, 21%, however, did mention drug stores as a map sales outlet.

Another factor contributing to this situation is the low price awareness among non-purchasers. Of those aware of the map (32% of total market), no more than 20% of them could quote the correct price.

2. Awareness of and preference for the transit map as an information source is fairly low among purchasers and results in low usage. Of the purchasers using the map, a fairly large number find the transit map an incomplete source of transit information that must be supplemented by additional sources. This has not, however, had a negative impact on future purchase intent among purchasers.

Less than one-half (45%) of map purchasers mentioned the transit system map as a potential source of transit information. In addition, only 18% preferred the map to other sources of transit information. The result is two-thirds (64%) of these respondents have never used the transit system map. Comparatively, 62% of the purchasers reported using the Metro telephone information service and 25% preferred it to other sources of transit information.

Of those who used the map (only 37% of purchasers) to plan a trip, 43% required additional information from other transit sources before taking the trip. A bus schedule/timetable and the Metro telephone information service were most often utilized - 19% and 12% respectively.

Moderate awareness and low preference has not negatively affected future map sales. Over one-third, 36%, of the purchasers stated they definitely would purchase another edition of the transit map in the future. This compares to 25% last year who reported a definite intent to repeat purchase. Of particular importance is that this 25% correlates to the 25% repeat purchase figure for this year. When queried about whether or not they had purchased previous editions of the transit system map, 25% of the purchasers responded that they had purchased an earlier edition of the map; that this was in fact a repeat purchase.

3. The low map usage among map purchasers could be indicative of the level of detail of the map and the ease of use. The level of detail is seen as both a positive and a negative by the purchasers.

When queried on what was liked best about the transit map, 22% of the purchasers stated the level of detail; however, 18% reported the level of detail as confusing and complicated. Twenty-three percent of them experienced some difficulty in using the map. Suggested improvements included simplifying the map and breaking the map into regions.

This difficulty of use is reflected in the frequency of map usage among purchasers - the majority (73%) of map purchasers who have planned a trip using the transit map (only 27% of purchasers segment) have made less than six trips using the transit map. Over one-half (52%) of these respondents traveled by a combination of bus and rail on their last transit trip using the system map; however, when a transit trip was made solely by one mode, three bus trips were made for every rail trip - 32% vs. 14% respectively. This might imply that the transit map is more often utilized by bus users than rail users.

4. Data suggest there is a market available for the transit map, but awareness of map availability must be dramatically increased. There was a significant increase among purchasers who would definitely buy another edition of the system map this year (36%) vs. last year (25%). In addition, 20% of the non-purchasers stated they would definitely buy the transit system map.

While WMATA has little opportunity of converting the hard-core non-transit users, there is a market for the map among frequent, infrequent, and potential transit users. Additional advertising and in-store promotion could increase the low awareness that currently exists among transit users and non-users. One of the reasons, perhaps the most important one, that people are not buying the transit map is that they do not know how or where to buy one. Even those respondents who had purchased a map were unsure of additional sales outlets - 52% of the purchasers could not mention a sales outlet apart from where they purchased their map.

5. The purchase of a transit map has only a slight impact on transit frequency and is not a factor in the decision to travel by transit. For the most part, household transit ridership experienced no change as a result of the system map purchase. Three-fourths (75%) of the purchasers reported transit frequency unchanged since purchasing the map.

There is little increase in neighborhood service awareness from using the map: over two-thirds (66%) of the purchasers stated the amount of transit service available to them as shown on the map was the same as they expected.

Only 20% of the purchasers have repeated the trip planned using the transit map; 14% of them have repeated the trip less than six times suggesting that the map is primarily used to satisfy irregular trip needs rather than establishing regular transit patterns. In addition, more than half (58%) of the travelers (representing 22% of the purchasers segment) stated they still would have taken the trip even if the map was

not available. Three out of ten (30%) would have used the Metro telephone information service for the needed information. This could be interpreted to mean that an increase in map usage and frequency could result in a decrease in TIS calls.

6. There is a fairly low awareness of bus schedule availability. Over one-third (34%) of metropolitan residents (representing 19% of all respondents) did not know where to obtain a bus schedule.

When asked where a bus schedule could be obtained, 24% first mentioned a metrorail station. On a totally unaided basis, metrorail stations were most often mentioned (25%) as a place where bus schedules could be obtained. Surprisingly, an extremely low percentage (7%) of respondents mentioned the bus operator as someone/place where a schedule could be obtained. In addition, only 19% of all respondents mentioned the bus racks on the bus vehicle. Given the demonstrated need to supplement use of the transit system map with additional information sources, awareness of bus schedule outlets should be increased.

DETAILED FINDINGS

TRANSIT INFORMATION SOURCES -

	<u>COUPON</u>	<u>RANDOM</u>	<u>PURCHASERS</u>
<u>Sources Mentioned</u>	(n=309)	(n=403)	(n=269)
transit map	39%	4%	45%
metrorail map	10	4	10
bus schedule	33	16	32
bus/rail attendant	4	5	4
telephone (Metro info)	78	65	76
friend/other person	16	16	14
other	9	9	10
don't know	4	21	3

	(n=309)	(n=403)	(n=269)
<u>Sources Used</u>			
transit map	34%	2%	36%
metrorail map	8	4	9
bus schedule	31	13	31
bus/rail attendant	3	5	3
telephone (Metro info)	67	51	62
friend/other person	14	11	12
other	6	5	7
don't know	-	-	-

	(n=298)	(n=319)	(n=262)
<u>Sources Preferred</u>			
transit map	17%	4%	18%
metrorail map	6	2	6
bus schedule	19	11	19
bus/rail attendant	1	3	2
telephone (Metro info)	27	34	25
friend/other person	5	8	6
other	3	3	4
don't know	21	34	18

- o The Metro information telephone service most often comes to mind across all samples as a source of transit information. This is supported by the fairly high preference rating of each.
- o Of particular significance is only slightly more than four out of ten respondents in the purchasers segment mentioned the transit map as a possible source of transit information. In addition, only one-third of them reported ever using the transit map.
- o Random sample usage of the transit map appears low, 2%; however, when limiting the sample to those mentioning the map as a source of transit information, usage increases to 59%.

AVERAGE NUMBER OF TIMES USED PARTICULAR INFORMATION -

	<u>COUPON</u>	<u>RANDOM</u>	<u>PURCHASERS</u>
transit system map	6	3	4
metrorail map	4	4	5
bus timetable/schedule	16	10	17
bus operator/rail attendant	2	2	3
Metro telephone information	2	2	2
friend/other person	3	5	3
other	5	4	12

BUS SCHEDULE AWARENESS -

Can you tell me where you would be able to obtain a printed bus schedule?

	COUPON (n=309)	RANDOM (n=403)
Metrorail stations		
first mention	28%	21%
total (unaided)	28	22
Bus operator		
first mention	5	5
total	6	8
Take-one racks on bus		
first mention	12	12
total	20	18
Call Metro information		
first mention	13	5
total	20	7
Metro timetable information		
first mention	3	-
total	5	1
Metro sales office/Headquarters		
first mention	13	9
total	30	16
Public Library		
first mention	7	4
total	15	6
Other		
first mention	4	10
total	20	17
Don't Know		
first mention	14	34
total	14	34

- o Over one-third of the random sample did not know of a place where bus schedules are available when first asked.
- o Top of mind awareness of bus schedule availability is highest for metrorail stations - 28% of coupon sample and 21% of random sample mentioned metrorail stations first when asked about bus schedule availability.

TRANSIT SYSTEM MAP INFORMATION -

1. Did you know that WMATA has a transit system map for sale?

	<u>COUPON</u> (n=309)	<u>RANDOM</u> (n=403)
Yes	88%	30%
No	12	70

2. Have you ever purchased the transit system map?

	<u>COUPON</u> (n=309)	<u>RANDOM</u> (n=403)
Yes	80%	6%
No	8	24
Not asked	12	70

NON-PURCHASERS (n=127)

price awareness	20%
place of purchase (awareness)	
metro sales office	15%
grocery store	5
drug store	21
newsstand	4
metrorail station	12
mail coupon	3
other	11
don't know	56

- o Seven out of every ten people in the Metropolitan area are not aware that WMATA has a transit system map for sale.
- o Almost one-quarter of the non-purchasers were aware of the correct price of the transit map; however, over half of them were totally unaware of where a map could be purchased.
- o Twenty-one percent of the non-purchasers were aware that transit maps could be purchased in a drug store.

TRANSIT MAP PURCHASE INTENT -

Non-Purchasers (n=443)

Definitely would purchase	20%
Probably would purchase	26
Probably would not purchase	28
Definitely would not purchase	24
Don't Know	2

Purchasers (n=269)

Definitely would purchase	36%
Probably would purchase	41
Probably would not purchase	16
Definitely would not purchase	4
Don't Know	3

- o Over one-third, 36%, of the purchasers expressed a definite intent to purchase another edition of the transit system map in the future. More importantly, 20% of the non-purchasers also expressed a definite intent to purchase an edition of the transit system map.

FUTURE MAP PURCHASE -

Non-Purchasers (n=209)

D.C. - Virginia	41%
D.C. - Maryland	39
Both	20
Don't Know	-

Purchasers (n=216)

D.C. - Virginia	34%
D.C. - Maryland	37
Both	27
Don't Know	2

PURCHASE BEHAVIOR: PURCHASERS -

1. Which transit system map or maps have you purchased?

(n=269)

D.C. - Virginia	35%
D.C. - Maryland	31
Both	32
Don't Know	2

2. Where did you purchase the transit system map?

(n=269)

mail coupon	64%
metro sales office	10
grocery store	1
drug store	10
newsstand	3
other	4
don't know	9

3. Where else could you purchase a transit map?

(n=269)

metro sales office	12%
grocery store	6
drug store	24
newsstand	2
metrorail station	3
mail coupon	3
other	9
don't know	52

- o Even distribution of map purchases - as many respondents in the purchasers sample bought both maps (32%) as bought Virginia (35%) and Maryland (31%).
- o The majority of purchasers bought their transit map(s) through a mail coupon - 64%; however, since the purchasers in the coupon sample actually represent 62% of this segment, the result is over one-third of the purchasers of the coupon sample cannot remember where they purchased the transit map.
- o Over half of the purchasers could not mention a place where transit maps could be purchased other than the place where they purchased their map.

PURCHASE BEHAVIOR: PURCHASERS-

4. Is this the first time you have purchased a transit map or have you purchased an earlier edition?

(n=269)

first purchase	74%
repeat purchase	25
don't know	1

5. Length of time since purchase

(n=269)

one to three months	9%
four to six months	26
seven to nine months	14
ten to twelve months	17
more than a year ago	26
don't remember	8

6. How did you first find out about the transit system map?

(n=269)

saw map in store	5%
saw ad in rail station	11
saw ad in newspaper	49
called metro office	4
friend	7
other	9
don't remember	15

o Over one-third of the purchasers segment has purchased a transit system map within the past six months. This was a first purchase for three-quarters (74%) of them.

o Almost half of the purchasers first learned of the transit system map through a newspaper advertisement.

TRIP BEHAVIOR: PURCHASERS -

1. Have you ever planned a trip by public transportatinn using the system map?

(n=269)

Yes	47%
No	52
Don't Remember	1

2. Have you actually taken a transit trip you planned using the system map?

(n=126)

Yes	79%
No	21

3. About how many transit trips have you taken using the system map since you purchased it?

(n=100)

one to five	73%
six to ten	24
eleven or more	2
don't know	1

- o Over half of the purchasers have never planned a transit trip using the system map; however, of those who have used it to plan a trip, 79% have actually taken the trip.

TRIP BEHAVIOR: PURCHASERS -

4. For the last transit trip you took using the transit system map, did you have a car available for your use at the time you planned to take the trip?

(n=100)

Yes	47%
No	51
Don't Know	2

5. For the last transit trip you took using the transit system map, did you use Metrobus only, Metorail only, or both bus and rail for this trip?

(n=100)

bus only	32%
rail only	14
both bus and rail	52
don't remember	2

6. Have you taken that same trip by public transportation again since planning the trip with the transit system map?

(n=100)

Yes	54%
No	39
Don't Know	7

7. Since using the transit system map to plan the trip, how many more times have you taken that same trip using public transportation?

(n=100)

one to five	39%
six to ten	5
eleven or more	7
don't know	3
have not made additional trips	45

- o For the last transit system map-planned trip, almost half (47%) of the segment had a car available, but chose to take public transit. The majority (52%) of them traveled by both bus and rail.

INFORMATION NEEDS: PURCHASERS -

1. In addition to the information on the transit system map, did you need any other information in order to take this trip?

(n=100)

Yes	43%
No	53
Don't Know	4

2. Where did you get the additional information?

(n=100)

bus stop/rail station	2%
bus operator/rail attendant	6
bus timetable/schedule	19
metro telephone info	12
friend/other person	3
other	2
don't know	2
did not need information	54

3. Would you have taken this trip by public transportation without using the system map?

(n=100)

Yes	58%
No	33
Don't Know	9

4. Without the transit information map, how would you have gotten the information you needed to take this transit trip?

(n=100)

bus stop/rail display	7%
bus operator/rail attendant	7
bus timetable/schedule	5
metro telephone info	29
friend/other person	8
other	2
don't know	9
didn't take trip	33

o Four out of ten respondents needed additional information. One-third of them relied on an attendant (19%) or the Metro information number (12%).

o Almost two-thirds of the respondents would still have made the trip if they had not had the transit map.

OPINIONS OF TRANSIT SYSTEM MAP -

1. What do you like most about the transit system map?

(n=269)

map is detailed	22%
map is easy to use/not confusing	18
helpful color codes	11
has bus route information	7
is handy to have/nice map	13
shows locations/streets	5
accurate	2
shows bus/rail connections	4
shows times	1
has not used maps	11
nothing liked	6
don't know/no opinion	9
other	3

2. What do you dislike most about the transit system map?

(n=269)

confusing/too complicated	14%
arrows are difficult to follow	2
downtown/terminal areas too congested	2
no timetable/schedule	4
too big/inconvenient	6
streets not clearly marked	6
has not used maps	9
nothing disliked	33
don't know/no opinion	16
other	9

3. Would you say that the transit system map is . . .

(n=269)

Very easy to use	30%
Somewhat easy to use	38
Somewhat difficult to use	18
Very difficult to use	5
No opinion	9

OPINIONS ON TRANSIT SYSTEM MAP -

4. What makes the map difficult to use?

(n=269)

confusing/too complicated	11%
arrows are difficult to follow	2
downtown/terminal areas too congested	2
streets not clearly marked	3
has not used maps	
nothing disliked	
don't know/no opinion	2
other	6

5. Suggested improvements

(n=269)

put streets on it	8%
break into regions	7
simplify it	8
add timetable	4
contrast the colors/refine them	4
haven't used maps	4
nothing	19
don't know/no opinion	39
other	11

PURCHASERS -

Expectation of amount of transit service available, based on what is shown on map:

	(n=269)
More than expected	11%
Less than expected	8
Same as expected	66
Don't Know	15

Household transit frequency since map purchase:

	(n=269)
More often	16%
Less often	1
About the same	75
Don't Know	7

- o Transit service awareness is fairly high among purchasers. Over two-thirds of them stated that the amount of service shown on the map for their neighborhood was what they expected.
- o For the most part, household ridership remained constant - three-fourths of the segment reported transit frequency unchanged since purchasing the map. A small percentage (16%), however, did report an increase in household transit frequency since purchasing the map.

DEMOGRAPHICS -

Ridership:

1. First of all, do you ever use either Metrobus or Metrorail transit system?

	COUPON (n=309)	RANDOM (n=403)
Yes	80%	54%
No	20	46

2. During an average month, how many separate trips do you take using Metrobus and Metrorail?

	COUPON (n=309)		RANDOM (n=403)	
	Bus	Rail	Bus	Rail
Never taken bus or rail	20%	20%	47%	47%
Average Monthly Trips -				
0	19	20	19	16
one to nine	24	34	12	19
ten to thirty-nine	19	16	10	11
forty or more	18	9	12	7

3. How many of these Metrobus and Metrorail trips would you say are taken during the rush hours, that is 6:00 to 9:30 AM and 3:00 to 6:30 PM?

	COUPON (n=309)		RANDOM (n=403)	
	Bus	Rail	Bus	Rail
Never taken bus or rail	36%	37%	64%	60%
Average Rush Hour Trips -				
0	23	31	10	17
one to nine	15	18	8	9
ten to thrity-nine	13	7	9	7
forty or more	14	7	8	6

- o As expected, there was a greater percentage of transit users in the coupon sample than the random sample - 80% vs. 54% respectively - but there are no significant differences between samples in peak and off-peak frequency.
- o Twice as many heavy transit users in the coupon sample take the bus than the subway (14% vs. 7%) during rush hour. Rush hour commuter trips are fairly evenly distributed between bus and rail (8% vs. 6%) in the random sample.

DEMOGRAPHICS -

	COUPON (n=309)	RANDOM (n=403)
<u>Time at Current Address -</u>		
less than one year	4%	16%
one to three years	27	23
four or more years	67	60
refused	1	1
 <u>Where Currently Living -</u>		
District of Columbia	25%	19%
Maryland	32	41
Virginia	42	40
 <u>Type of Housing -</u>		
apartment/condominium	36%	32%
single family house	52	57
duplex	2	2
other	8	8
refused	2	1
 <u>Age -</u>		
18 - 24	6%	13%
25 - 34	21	32
35 - 44	16	20
45 - 54	15	15
54 - 64	20	11
65 and over	20	8
refused	2	1
 <u>Household Income -</u>		
less than \$10,000	4%	11%
\$10,000 - 19,999	12	15
\$20,000 - 29,999	16	21
\$30,000 - 39,999	18	11
\$40,000 - 49,999	12	10
\$50,000 and over	20	11
 <u>Gender -</u>		
Male	46%	44%
Female	54	56

- o Six out of ten respondents in each sample has lived at current address for at least four years. Over half of each sample lives in a single family home.
- o Respondents in random sample are slightly younger and less affluent than those in the coupon sample.

APPENDIX

RESPID: _____ (1-3)

Map Coupon Sample.....1 (5)
Random Sample.....2

CARDNO: 1 (4)

Hello, my name is _____ and I represent _____.
We are talking with a few people in your community about their transportation habits. The opinions of your household will be very important in defining the needs of your neighborhood.

1. First of all, do you ever use either the Metrobus or Metrorail transit systems?

Yes.....1
No.....2 (SKIP TO Q6) (6)

2. During an average month, how many separate trips do you take using a Metrobus? A round trip would count as two separate trips.

Trips (If "0" SKIP TO Q4) (7-8)

3. How many of these Metrobus trips would you say are taken during the rush hours, that is 6:00 to 9:30 AM and 3:00 to 6:30 PM?

Trips (9-10)

4. During an average month, how many separate trips do you take using the Metrorail subway system? A round trip would count as two separate trips.

Trips (If "0" SKIP TO Q6) (11-12)

5. How many of these subway trips would you say are taken during the rush hours, that is 6:00 to 9:30 AM and 3:00 to 6:30 PM?

Trips (13-14)

6. If you needed to make a local trip beyond walking distance of your home, how would you find out if your trip could be made by public transportation? (PROBE: How else? Any other ways?) (CIRCLE ALL RESPONSES BELOW)

7. Of the information sources you mentioned, which have you ever used personally? (PROBE: Have you ever used _____? (READ LIST OF MENTIONED RESPONSES ONLY)

8. In the last six months, about how many times have you used _____ to obtain transit information? (READ LIST OF ANSWERS TO Q7 ONLY)

	Question 6 (Info Sources)	Question 7 (Sources Used)	Question 8 (Times Used)
Transit System Map.....1	(15)1 (23)	_____ (30-31)
Metrorail Map.....1	(16)1 (24)	_____ (32-33)
Bus Timetable/Schedule.....1	(17)1 (25)	_____ (34-35)
Bus Operator/Rail Attendant.....1	(18)1 (26)	_____ (36-37)
Metro Telephone Information.....1	(19)1 (27)	_____ (38-39)
Friend/Other Person.....1	(20)1 (28)	_____ (40-41)
Other (specify below).....1	(21)1 (29)	_____ (42-43)

Don't know any.....1 (22)---(SKIP TO QUESTION 10)

9. What source of transit information do you most prefer to use?
 (RECORD ONE RESPONSE ONLY) (DO NOT READ RESPONSES)

- Transit System Map.....1
- Metrorail Map.....2
- Bus Timetable/Schedule.....3 (44)
- Bus Operator/Rail Attendant.....4
- Metro Telephone Information.....5
- Friend/Other Person.....6
- Other (specify below).....7

 Don't Know.....9

9a. Why do you say that? _____

(45)(46)

10. Can you tell me where you would be able to obtain a printed bus schedule? (PROBE: Anywhere else?) (ACCEPT FOUR RESPONSES)

- Metrorail stations.....1 (47)
- Bus operator.....2
- Take-one racks on buses.....3
- Call Metro information.....4 (48)
- Call Metro timetable number.....5
- Metro sales office/headquarters...6
- Public library.....7 (49)
- Other (SPECIFY).....8

 (50)

Don't know any.....9

11. The Metro Transit Authority has a system map available for sale to the public which shows all area bus and subway routes. Did you know that this map was available?

- Yes.....1
- No.....2 (SKIP TO QUESTION 12) (51)

11a. Have you ever purchased the Transit System map?

- Yes.....1 (SKIP TO QUESTION 14) (52)
- No.....2

11b. Can you tell me what is the purchase price of the system map?
 (DO NOT READ RESPONSES)

- \$1.00.....1
- Other price.....2 (53)
- (SPECIFY _____)
- Don't know.....9

11c. Can you tell me where you would be able to purchase the system map? (DO NOT READ RESPONSES) (PROBE: Anywhere else?) (ACCEPT ALL RESPONSES)

- Metro sales office/headquarters....1 (54)
- Grocery store.....1 (55)
- Drug store.....1 (56)
- Newsstand.....1 (57)
- Metrorail station.....1 (58)
- Mail coupon.....1 (59)
- Other (SPECIFY).....1 (60)

 Don't know.....1 (61)

12. The Transit system map shows all routes serviced by either Metrobus or the Metrorail subway. If the system map were available for \$1.00 at a location convenient for you, how much interest would you have in purchasing the map? Would you: (READ CATEGORIES)

- Definitely purchase it.....1 (SKIP TO Q13)
- Probably purchase it.....2 (SKIP TO Q13) (62)
- Probably not purchase it.....3
- Definitely not purchase it...4
- Don't know.....9 (SKIP TO Q13)

12a. Why do you say that? _____
 _____ (SKIP TO Q39)

(63) (64)

13. One system map details the routes between Virginia and the District and another map shows the routes serving Maryland and the District. If each map costs \$1.00 would you be likely to purchase the DC-VA map, the DC-MD map, or both maps?

- DC-Virginia.....1
 - DC-Maryland.....2
 - Both maps.....3
- } (SKIP TO QUESTION 39) (65)

(MAP PURCHASERS ONLY)

14. Which Transit system map or maps have you purchased: Virginia, Maryland, or both?

- Virginia.....1
- Maryland.....2 (66)
- Both maps.....3

15. Where did you purchase the system map? (DO NOT READ RESPONSES)

- Mail coupon.....1
- Metro sales outlet/headquarters...2
- Grocery store.....3 (67)
- Drug store.....4
- Newsstand.....5
- Other (SPECIFY).....6
- Don't remember.....9

16. Can you tell me anywhere else where you could have purchased the system map? (PROBE: Anywhere else?) (RECORD ALL RESPONSES)

- Metro sales office/headquarters...1 (68)
- Grocery store.....1 (69)
- Drug store.....1 (70)
- Newsstand.....1 (71)
- Metrorail station.....1 (72)
- Mail coupon.....1 (73)
- Other (SPECIFY).....1 (74)
- Don't know.....1 (75)

17. Was this edition of the system map the first you had purchased or had you purchased an earlier edition of the map?

First purchase.....1
Repeat purchase.....2 (76)

18. How did you first find out about the system map?

Saw map in store.....1
Saw ad in rail station/on bus....2
Saw ad in newspaper/magazine....3
Called Metro office.....4 (77)
Friend/other person.....5
Heard radio ad.....6
Other (SPECIFY).....7

Don't remember.....9

19. Approximately how long ago did you purchase your most recent copy of the system map?

1-3 months.....1
4-6 months.....2
7-9 months.....3 (78)
10-12 months.....4
More than one year.....5
Don't remember.....9

20. What was the main reason you decided to purchase the system map?

(79) (80)

RESPID _____ (1-3)

CARDNO 2 (4)

21. Have you ever planned a trip by public transportation using the system map?

Yes.....1
No.....2 (SKIP TO Q31) (5)
Don't know..9 (SKIP TO Q31)

22. Have you actually taken a transit trip you planned using the system map?

Yes.....1
No.....2 (SKIP TO Q31) (6)
Don't know..9 (SKIP TO Q31)

23. About how many transit trips have you taken using the system map since you purchased it?

Trips (7-8)

24. For the last transit trip you took using the system map, did you have a car available for your use at the time you planned to take the trip?

Yes.....1
No.....2 (9)
DK.....9

25. For the last transit trip you took using the system map, did you use Metrobus only, Metrorail only, or both bus and rail for this trip?

- Bus only*.....1
- Rail only*.....2 (10)
- Both rail and bus*..3
- Don't remember*.....9

26. In addition to the information on the system map, did you need any other information in order to take this trip?

- Yes*.....1
- No*.....2 (SKIP TO Q28) (11)
- Don't know*..9 (SKIP TO Q28)

27. Where did you get the additional information? (DO NOT READ RESPONSES) (ACCEPT FIRST TWO RESPONSES)

- Bus stop/rail station display*....1
- Bus operator/rail attendant*.....2
- Bus timetable/schedule*.....3 (12)
- Metro telephone information*.....4
- Friend/other person*.....5 (13)
- Other (SPECIFY)*.....6
- *Don't know*.....9

28. Would you have taken this trip by public transportation without using the system map?

- Yes*.....1
- No*.....2 (SKIP TO Q30) (14)
- Don't know*....9 (SKIP TO Q30)

29. Without the system map, how would you have gotten the information you needed to take this transit trip? (DO NOT READ RESPONSES) (ACCEPT THREE RESPONSES)

- Bus stop/rail station display*...1
- Bus operator/rail attendant*.....2 (15)
- Bus timetable/schedule*.....3
- Metro telephone information*.....4 (16)
- Friend/other person*.....5
- Other (SPECIFY)*.....6 (17)
- *Don't know*.....9

30. Have you taken that same trip by public transportation again since planning the trip with the system map?

- Yes*.....1
- No*.....2 (SKIP TO Q31) (18)
- Don't know*..9 (SKIP TO Q31)

30a. Since using the system map to plan the trip, how many more times have you taken that same trip using public transportation?

Times (19-20)

31. What do you like most about the system map? (PROBE: Anything else?)

_____	<input type="checkbox"/>	<input type="checkbox"/>
	(21)	(22)
_____	<input type="checkbox"/>	<input type="checkbox"/>
	(23)	(24)

32. What do you dislike most about the system map?

_____	<input type="checkbox"/>	<input type="checkbox"/>
	(25)	(26)
_____	<input type="checkbox"/>	<input type="checkbox"/>
	(27)	(28)

33. Would you say that the Transit system map is:
(READ CATEGORIES)

- Very easy to use.....1 (SKIP TO Q34)
- Somewhat easy to use.....2 (SKIP TO Q34) (29)
- Somewhat difficult to use..3
- Very difficult to use.....4
- (No opinion.....9) (SKIP TO Q34)

33a. What makes the map difficult to use? _____

_____	<input type="checkbox"/>	<input type="checkbox"/>
	(30)	(31)
_____	<input type="checkbox"/>	<input type="checkbox"/>
	(32)	(33)

34. Is there any way that Metro could change the map to make it more useful?

_____	<input type="checkbox"/>	<input type="checkbox"/>
	(34)	(35)
_____	<input type="checkbox"/>	<input type="checkbox"/>
	(36)	(37)

35. Was the amount of Transit Service available in your neighborhood as shown by the map more than you had expected, less than you had expected, or about the same as you had expected?

- More than expected.....1
- Less than expected.....2 (38)
- Same as expected.....3
- Don't know.....9

36. Has your household used public transit service more often, less often, or about the same, as a result of purchasing the Transit System map?

- More often.....1
- Less often.....2 (39)
- About the same.....3
- Don't know.....9

37. Assuming the price of the map remained at \$1.00, how likely would you be to purchase another Transit System map if it were revised every year to include all service changes? Would you: (READ CATEGORIES)

- Definitely purchase it.....1 (SKIP to Q38) (40)
- Probably purchase it.....2 (SKIP to Q38)
- Probably not purchase it....3
- Definitely not purchase it...4
- Don't know/not sure.....9 (SKIP to Q38)

37a. Why do you say that?

(41)

(42)

(Skip to Q39)

38. Would you be likely to purchase the DC-Virginia map, the DC-Maryland map, or both maps?

- DC-Virginia map.....1
- DC-Maryland map.....2 (43)
- Both maps.....3
- Don't know.....9

39. Finally, I have a few questions that will help us put your answers into the proper groups. How long have you lived at this address? (DO NOT READ CATEGORIES)

- Less than one year.....1
- 1 year +2
- 2 years +3 (44)
- 3 years +4
- 4 years +5
- 5 years +6
- DK/refused.....9

40. Are you currently living in: (READ CATEGORIES)

- the District of Columbia.....1
- Suburban Virginia, or.....2 (45)
- Suburban Maryland.....3
- DK/refused.....9

41. Are you currently living in: (READ CATEGORIES)

- an apartment or condominium.....1
- a single family house.....2 (46)
- a duplex, or.....3
- some other type of housing,.....4
- (specify: _____)
- Don't know/refused.....9

42. Could you please tell me into which of the following age groups you fall? (READ CATEGORIES)

- 18-24.....1
- 25-34.....2
- 35-44.....3 (47)
- 45-54.....4
- 55-64.....5
- 65 and over.....6
- Refused.....9

43. During 1982, what was your total annual household income before taxes? Would that be less than \$10,000, \$10-20,000, \$20-30,000, \$30-40,000, \$40-50,000, or more than \$50,000?

Less than \$10,000.....	1	
\$10,001 to \$20,000.....	2	
\$20,001 to \$30,000.....	3	(48)
\$30,001 to \$40,000.....	4	
\$40,001 to \$50,000.....	5	
More than \$50,000.....	6	
Refused/don't know.....	9	

44. RECORD SEX OF RESPONDENT: Male.....1 (49)
Female....2

That completes our interview. I'd like to thank you very much for taking the time to speak with me. Your comments will be very helpful to us.

