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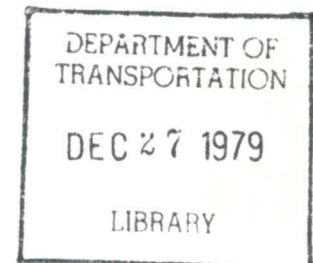
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OFF-PEAK AD IMPACT STUDY

Prepared For:

Southwest Ohio Regional Transit Authority
Queen City Metro Operating Division

Prepared By:

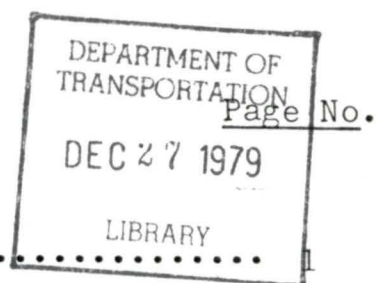
Action Data, Inc.
April 4, 1979



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QUEEN CITY METRO
OFF-PEAK AD IMPACT RESEARCH
SUMMARY REPORT

INTRODUCTION

This report summarizes findings from Off-Peak Advertising Impact Research conducted for Queen City Metro. The purpose of this research is to assess the impact of QCM's "off-peak" advertising campaign. Methodology, analytical framework, study findings, and media strategy implications are presented below. Data tables and the survey questionnaire are included in their respective sections of this report.

METHODOLOGY

Study Design

A total of 300 completed telephone interviews was conducted among off-peak respondents age 18 and over. Three off-peak groups were defined: students (full time at a Cincinnati College), odd-hour workers (e.g., other than those who go to work 6:00 - 9:00 a.m. and return 3:00 - 6:00 p.m.), and housepersons (unemployed outside of the home).

Sampling Procedure

A two-stage random digit dialing sampling procedure was employed to develop telephone listings. This procedure involved random selection of relevant telephone exchanges and then random generation of four digit numbers. Queen City Metro route maps were overlaid on telephone directory maps to focus only on QCM-relevant phone exchange areas. Governmental and major corporate exchanges were netted out as well as locales outside QCM's existing route coverage area. This process resulted in a final exchange base of 57 for which four-digit dialings were randomly produced.

A total listing of 2100 numbers was needed to fulfill the 300 sample size requirement. Of these, 35 percent were not usable, disconnects, or business phones. The sampling procedure allowed for three call-backs to cover busy and not-at-home numbers. An exception from this sampling plan was employed in the case of "students". This departure was necessitated due to the inability to reach qualified respondents from this segment. For example, telephone recruiting time averaged about one qualified student every several hours, versus approximately one-fifth to one-third of that time for the other two sample cells. In order to expedite coverage of the student group, 1978-79 student directories from U.C. and Xavier were used for two-thirds of recruiting requirements. The "475" and "745" on-campus exchanges were excluded to focus only on student commuters. Systematic probability sampling procedures were utilized in which a table of random numbers provided column and lineage starting points.

All telephoning was conducted during the last week in February to the first week in March. Interviewing was conducted under the continuous monitoring and supervision of ADI supervisory personnel. In addition, one-third of all interviews were validated for completeness and accuracy.

Survey Content

Initially, past month aided advertising awareness for Queen City Metro was asked, including the carrying medium. Questions relating to message recall, perceived communication intent, and credibility for medium followed. Next, respondents were asked recall for such specific factors as cost, suggested usage times, and slogan copy. Finally, respondents were queried for possible objections in the advertising, in addition to demographic information.

CONCLUSIONS AND MEDIA STRATEGY IMPLICATIONS

In assessing the impact of Queen City Metro's "off-peak" advertising campaign, the following areas for television, radio, and newspapers have been measured: past month QCM advertising awareness; message recall and perceived communication intent; carrying medium credibility, QCM usage likelihood, and the importance of various Metro benefits. In spite of the completeness of these measurements, it is difficult for several reasons to evaluate overall campaign efficacy.

For one thing, no pre-campaign awareness/recall levels were established among the off-peak rider group against which subsequent changes could be compared. The absence of benchmark measures inhibits our ability to interpret research findings, and vitiates the meaningfulness of the study. For another, no criterion goal level of communication exists. Thus, it is somewhat moot just how acceptable (or cost/benefit efficient) an awareness level of 64 percent is in reality.

Future ad campaign research ideally will involve a three-stage process consisting of copy development evaluation, pre-, and post-campaign measurements. Copy research would

explore consumer reaction to various theme concepts prior to final development of advertising copy. This type of research can be accomplished through focus groups using storyboards, rough layouts, or copy presented in animatic form. Pre-measurements should take place just prior to the start of advertising. At that time, goal criteria levels should be established by medium in terms of awareness, recall, and usage intent. This process necessarily involves relating goals to media costs to establish cost/benefit relationships.

Rather than focusing on gross rating points (GRP's) per se, we suggest examining reach and frequency intervals. That is, within a constant level of GRP's, we believe greater communication impact may be achieved by varying reach and frequency strategies.

Metro usage requires a dramatic change in consumers' behavior involving an alteration of basic life styles. This process necessitates not only new learning, e.g., "Metro, It's The Only Way to Go", but also "unlearning" the habitual reliance on the automobile with its attendant symbolism and perceived benefits. Within this framework, we believe that frequency needs to be strengthened at the expense of reach, however, within the same overall GRP levels.

Recent QCM media habits research (ADI Study #849, September 1978) among off-peak riders provides positive direction in adopting a more targeted vis-a-vis "shotgun" media selection approach. To the extent that media efficiencies can be achieved by focusing on "off-peak" listenership, viewership, and readership patterns, extra dollars can be generated to add frequency.

This argument for increased frequency is supported in learning theory. That is, learning is a function of motivation to change, product/service experience, and product usage/communication message repetition. The higher the motivation to change (e.g., dissatisfaction with a current solution), the stronger the experience (positive trial with the Metro), and the greater the advertising repetition, the greater will be the effect on learning. Conversely, in the absence of both strong motivations to change (e.g., general satisfaction with the automobile), and experience (either positive trial with QCM or negative experience with their car), ad repetition must compensate.

Again, we argue for an increase in overall frequency. In television, for example, this translates to a frequency increase from 2.4 to 4.0, with a concurrent reduction in reach from 71% to 43%. The effect of this change is no adjustment in GRP's, but a substantial realignment in terms of reach and frequency strategies.

STUDY FINDINGS

I. Advertising Awareness. (See Tables 1 and 2, pages 15 and 16.) Reported advertising awareness (past month, aided basis) stands at 64 percent. Significant differences exist by rider classification, ranging from 77 percent among students to 58 percent for housepersons and 57 percent for odd-hour workers. Differences exist also by current QCM usage level and by educational classification. Non-riders are the least advertising aware group. In addition, ad awareness appears positively related to education. Seventy-two percent of respondents with some college education recall exposure to QCM commercial copy versus 54 percent among high school graduates or less.

There are no significant differences in awareness by anticipated ridership level or by respondent sex, ethnicity, age, or income. (See Table 1, page 15.)

It is difficult to isolate the effects of specific media to the extent that media interaction effects are present. For example, roughly 47 percent of advertising aware respondents mention more than one media.

Television is referred to most (68%) as the carrying medium, followed by radio (37%), transit advertising (26%), and newspaper (11%). Housepersons mention television more and radio and transit advertising less than other off-peak groups.

Blacks refer to television and transit more and radio less than their white counterparts. Respondents with higher incomes and at least some college education report relatively greater radio QCM advertising awareness. (See Table 2, page 16.)

II. Message Recall. (See Table 3, pages 17 and 18.)

Unaided television message recall centers most heavily on "lady/car/china shop" (54%). Radio and newspaper message recall (27% and 14% respectively) focuses on "ride the Metro/leave car". It is interesting to note that the previous QCM "sheep" commercial appears to

have a strong carry-over effect; 24 percent of television recall respondents (particularly students, housepersons, upper income individuals, and those with at least some college education) refer specifically to this ad.

III. Perceived Message Intent. (See Table 4, pages 19 and 20.) "Major message" communication is strong, particularly for television and radio. "Ride the bus/less trouble", "easier/no parking" and "cheaper/save on gas" are the principal messages conveyed. Students pick up on the "easier/no parking" theme primarily from television as do housepersons from radio. "Cheaper/save on gas" copy is recalled more by "heavy users" and those who anticipate likely increases in QCM ridership.

IV. Message Believability. (See Tables 5 and 6, pages 21 and 22.) Message believability is high. Depending on the medium, 87 percent to 95 percent feel that the advertising message is believable. Interestingly, credibility is strongest among students and somewhat weaker among odd-hour workers.

V. Specific Area Recall. (See Tables 7 - 10, pages 23 - 28.)

Cost. Seventy to 85 percent, depending on the medium, recall nothing in the advertising about the cost of riding the Metro. Cost recall is strongest among Blacks, "heavy users", and those anticipating ridership increases. Of those that do feedback cost awareness, "cheaper" and "lower rates at times" predominate. (See Table 7, pages 23 and 24.)

Usage recall. Time of day/day of week suggested usage recall is reported by roughly 30 percent of respondents for television and 10 percent for newspapers. Again, Blacks, "heavy users", and those anticipating ridership increases are highest in usage recall. (See Table 8, page 25.)

Slogan recall. Depending on the medium, 10 to 28 percent report slogan recall from the advertising. Respondents reporting greater anticipated usage of QCM facilities report greater slogan recall.

Unaided, reported recall is primarily "ride the Metro" (84% for television; 57% for radio). Upon direct questioning, slogan awareness for "Metro, it's the only way to go" increases to 65 and 58 percent respectively among television and radio advertising aware respondents. Housepersons and those with a high school education or less show greater aided slogan awareness for all media.

(See Tables 9 and 10, pages 26 - 28.)

VI. Objectionable Aspects of Advertisement. (See Tables 11 and 12, pages 29 - 31.) An overwhelming 95 percent of respondents report nothing objectionable about the QCM advertising. Isolated objections refer to the "sheep" commercial (incorrectly) and to the "inane" aspects of driving through a store.

VII. Metro Benefit Importance. (See Table 13, pages 32 - 34.) Three of four respondents feel that listed benefits are "somewhat" or "very" important, including "saves gas and money" (90%); "less pollution" (85%); "lack of parking" (84%); "less hassle" (79%); and "lower fares during certain hours" (74%). Housepersons' benefit importance ratings are highest,

followed by odd-hour workers, with students closely behind. "Heavy users", Blacks, individuals expecting increased ridership, and those who have a high school education or less generally rate listed factors as more important than do their counterparts.

VIII. Metro Future Usage Perception. (See Table 14, page 35.)

One of five respondents is likely to increase his ridership. An additional 37 percent anticipate the same level of usage, while 43 percent report little likelihood of increased usage. Few current non-riders (4%) are "very likely" to increase Metro ridership (vs. 14 percent for "light" and 26 percent for "heavy" users).

IX. Sample Characteristics. (See Tables 15 - 22, pages 36 - 43.)

Ridership. (See Table 15, page 36.)

Overall, 13 percent of the sample (24% of riders) are "heavy" users (21 or more one-way trips per month), ranging from 16 percent for odd-hour workers to 14 percent for students and 9 percent for housepersons. Forty-five percent of the total sample report themselves as non-riders, varying from 36 percent among

students to 58 percent among odd-hour workers and 41 percent for housepersons. One "heavy" rider is equivalent to 3.6 "light" users as follows:

<u>Category</u>	<u>Percent of Sample</u>	<u>Percent of Riders</u>	<u>Percent of Ridership</u>	<u>Ratio</u>
"Heavy"	13.0%	23.6%	52.6%	2.23:1.00 3.6:1.0
"Light"	42.0%	76.4%	47.4%	1.00: .62
"Non-Riders"	<u>45.0%</u>	<u> </u>	<u> </u>	
TOTAL	100.0%	100.0%	100.0%	

Rider Destination. (See Table 16, page 37.)

Shopping (43%), work (19%), and school (16%) account for 78 percent of "usual destination" when riding the Metro. These stopping points naturally are skewed by off-peak rider classification. As expected, "shopping" is highest among housepersons (59%), "work" among odd-hour workers (45%), and "school" among students (35%). "Heavy" riders use the Metro to get to work; "light" and female riders go shopping.

Demographics. (See Tables 17 - 22, pages 38 - 43.)

Respondents tend to be white (77%) single (45%) or married (42%) females (69%) in the 18 - 44 age range (74%) who have either completed high school (32%) or have some college (41%) and who have annual family incomes either under \$13,000 (32%) or \$13,000 to \$29,999 (37%). Significant differences exist by respondent category for several demographic measures.

Question #4: Have you seen or heard
any advertising for Queen City Metro
in the past month?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 1 -- Past Month Advertising Awareness

RESPONSE CATEGORY	OFF-PEAK CLASSIFICATION				QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159
Yes	64.0%	77.0%	57.0%	58.0%	66.7%	72.2%	55.6%	57.4%	72.5%	59.4%	68.5%	62.0%	52.7%	66.5%	67.3%	53.9%	58.3%	67.1%	54.3%	72.3%
No	36.0	23.0	43.0	42.0	33.3	27.8	44.4	42.6	27.5	40.6	31.5	38.0	47.3	33.5	32.7	46.1	41.7	32.9	45.7	27.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
					Significant *			Significant*											Significant*	

*Indicates significant differences at the 95% confidence level.

Question #5: Where have you seen or heard advertising for Queen City Metro in the past month?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 2 -- Media Where Advertising Seen/Heard

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR.			RDRSHIP			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
	n=192	n=77	n=57	n=58	n=26 ^a	n=91	n=75	n=35	n=79	n=76	n=63	n=129	n=29 ^a	n=153	n=150	n=41	n=56	n=104	n=76	n=115
T.V.	67.7%	61.0%	64.9%	79.3%	69.2%	68.1%	66.7%	65.7%	69.6%	65.8%	58.7%	72.1%	75.9%	65.4%	63.3%	82.9%	76.8%	62.5%	77.6%	60.9%
Radio	37.0	49.4	36.8	20.7	23.1	35.2	44.0	31.4	41.8	35.5	38.1	36.4	17.2	41.2	44.0	12.2	12.5	51.9	22.4	47.0
Newspaper	10.9	11.7	10.5	10.3	15.4	13.2	6.7	17.1	11.4	7.9	19.0	7.0	13.8	10.5	10.7	12.2	10.7	11.5	9.2	12.2
Transit Advertising	26.0	32.5	28.1	15.5	50.0	26.4	17.3	37.1	25.3	22.4	34.9	21.7	41.4	22.2	28.0	17.1	30.4	25.0	19.7	30.4
Don't Recall	2.6	2.6	3.5	1.7	7.7	3.3	0.0	5.7	2.5	1.3	0.0	3.9	3.4	2.6	2.7	2.4	7.1	1.0	2.6	2.6
Other	2.6	2.6	5.3	0.0	3.8	3.3	1.3	2.9	2.5	2.6	7.9	0.0	3.4	2.6	3.3	0.0	3.6	2.9	1.3	3.5

TOTAL*

*Percentages may add to more than 100% due to multiple responses.

(a)Numbers are too small to draw meaningful inferences.

Questions #6, #13, #20: What do you
remember about the ad you saw or heard?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY

TABLE 3 -- Ad Recall

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS LKLHD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
<u>T.V.</u>	n=129	n=47	n=36	n=46	n=18 ^a	n=62	n=49	n=23 ^a	n=55	n=49	n=37	n=92	n=22 ^a	n=99	n=94	n=34	n=43	n=64	n=59	n=69
Lady/car/china shop	54.3%	63.8%	55.6%	43.5%	66.7%	46.8%	59.2%	39.1%	56.4%	57.1%	59.5%	52.2%	54.5%	54.5%	57.4%	44.1%	53.5%	59.4%	50.8%	58.0%
Sheep**	24.0	36.2	11.1	21.7	22.2	27.4	20.4	30.4	21.8	24.5	21.6	25.0	22.7	25.3	27.7	14.7	14.0	31.3	16.9	29.0
Ride the Metro/leave car	9.3	6.4	5.6	15.2	11.1	8.1	10.2	8.7	9.1	10.2	2.7	12.0	9.1	10.1	9.6	8.8	7.0	9.4	11.9	7.2
No parking problems	7.0	6.4	8.3	6.5	16.7	6.5	4.1	8.7	7.3	6.1	8.1	6.5	9.1	5.1	6.4	8.8	7.0	4.7	8.5	5.8
Can't recall/Nothing	13.2	14.9	8.3	15.2	11.1	11.3	16.3	17.4	9.1	16.3	16.2	12.0	9.1	14.1	10.6	20.6	18.6	9.4	11.9	14.5
Other	20.2	17.0	27.8	17.4	5.6	24.2	20.4	26.1	20.0	18.4	29.7	16.3	22.7	19.2	19.1	20.6	16.3	25.0	20.3	20.3
TOTAL*																				
<u>RADIO</u>	n=71	n=11 ^a	n=33	n=27 ^a	n=6 ^a	n=32	n=33	n=11 ^a	n=33	n=27 ^a	n=24 ^a	n=47	n=5 ^a	n=63	n=66	n=5 ^a	n=7 ^a	n=54	n=17 ^a	n=54
Lady/car/china shop	16.9	9.1	9.1	29.6	0.0	9.4	27.3	9.1	9.1	29.6	12.5	19.1	20.0	17.5	18.2	0.0	0.0	22.2	23.5	14.8
Sheep**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ride the Metro/leave car	26.8	36.4	27.3	22.2	0.0	34.4	24.2	36.4	27.3	22.2	41.7	19.1	20.0	28.6	25.8	40.0	14.3	29.6	17.6	29.6
No parking problems	4.2	0.0	6.1	3.7	0.0	0.0	9.1	0.0	6.1	3.7	8.3	2.1	20.0	3.2	4.5	0.0	0.0	5.6	0.0	5.6
Can't recall/Nothing	22.5	27.3	24.2	18.5	50.0	25.0	12.1	27.3	24.2	18.5	25.0	21.3	0.0	23.8	21.2	40.0	15.4	20.4	17.6	24.1
Other	42.3	45.5	51.5	29.6	50.0	46.9	36.4	45.5	51.5	29.6	33.3	46.8	60.0	39.7	43.9	20.0	57.1	37.0	47.1	40.7
TOTAL*																				

*Percentages may add to more than 100% due to multiple responses.

**Reflects actual but incorrect recall pertaining to current copy.

(a)Numbers are too small to draw meaningful inferences.

Questions #6, #13, #20: What do you
remember about the ad you saw or heard?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 3 (Continued) -- Ad Recall

RESPONSE CATEGORY	OFF-PEAK CLASSIFICATION				QCM PAST YR. RDRSHP			RDRSHIP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
NEWSPAPER ^a	n=21	n=6	n=9	n=6	n=4	n=12	n=5	n=6	n=9	n=6	n=12	n=9	n=4	n=16	n=16	n=5	n=6	n=12	n=7	n=14
Lady/car/china shop	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheep **	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ride the Metro/leave car	14.3	16.7	11.1	16.7	25.0	16.7	0.0	16.7	11.1	16.7	16.7	11.1	0.0	12.5	18.8	0.0	0.0	16.7	28.6	7.1
No parking problems	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Can't recall/Nothing	38.1	16.7	55.6	33.3	75.0	16.7	40.0	16.7	55.6	33.3	33.3	44.4	25.0	37.5	43.8	20.0	50.0	25.0	42.9	35.7
Other	52.4	66.7	33.3	66.7	0.0	66.7	60.0	66.7	33.3	66.7	58.3	44.4	75.0	50.0	43.8	80.0	50.0	58.3	28.6	64.3
TOTAL*																				

*Percentages may add to more than 100% due to multiple responses.

**Reflects actual but incorrect recall pertaining to current copy.

(a)Numbers are too small to draw meaningful inferences.

Questions #7, #14, #21: What do you think the commercial/advertisement was trying to get across?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 4 -- Message Perception

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
T.V.	n=128	n=46	n=36	n=46	n=17 ^a	n=62	n=49	n=22 ^a	n=55	n=49	n=37	n=91	n=21 ^a	n=99	n=93	n=34	n=42	n=64	n=59	n=68
Ride bus/less trouble	36.7%	34.8%	38.9%	37.0%	35.3%	22.6%	55.1%	31.8%	30.9%	42.9%	37.8%	36.3%	33.3%	38.4%	37.6%	35.3%	35.7%	31.3%	44.1%	30.9%
Easier/no parking	32.8	43.5	30.6	23.9	23.5	33.9	34.7	22.7	34.5	34.7	24.3	36.3	28.6	36.4	35.5	26.5	28.6	40.6	28.8	36.8
Cheaper/save on gas	32.8	43.5	19.4	32.6	47.1	41.9	16.3	45.5	34.5	24.5	43.2	28.6	52.4	28.3	36.6	20.6	33.3	34.4	32.2	33.8
Should ride Metro	8.6	6.5	19.4	2.2	5.9	9.7	8.2	9.1	7.3	10.2	10.8	7.7	4.8	8.1	10.8	2.9	4.8	12.5	5.1	11.8
Less cars/cut pollution	7.8	8.7	2.8	10.9	17.6	8.1	4.1	4.5	12.7	4.1	10.8	6.6	14.3	6.1	6.5	11.8	11.9	7.8	6.8	8.8
Can't recall/Nothing	6.3	4.3	11.1	4.3	0.0	9.7	4.1	9.1	5.5	6.1	2.7	7.7	4.8	6.1	4.3	11.8	11.9	0.0	5.1	5.9
Other	9.4	10.9	8.3	8.7	17.6	6.5	10.2	13.6	9.1	8.2	16.2	6.6	9.5	9.1	8.6	11.8	4.8	14.1	5.1	13.2
TOTAL*																				
RADIO	n=70	n=37	n=21 ^a	n=12 ^a	n=5 ^a	n=32	n=33	n=11 ^a	n=33	n=26 ^a	n=24 ^a	n=46	n=5 ^a	n=62	n=65	n=5 ^a	n=7 ^a	n=54	n=17 ^a	n=53
Ride bus/less trouble	31.4	29.7	28.6	41.7	20.0	18.8	45.5	9.1	30.3	42.3	37.5	28.3	20.0	32.3	32.3	20.0	0.0	33.3	41.2%	28.3%
Easier/no parking	20.0	10.8	23.8	41.7	0.0	21.9	21.2	0.0	27.3	19.2	12.5	23.9	20.0	21.0	20.0	20.0	28.6	22.2	35.3	15.1
Cheaper/save on gas	34.3	43.2	28.6	16.7	60.0	46.9	18.2	54.5	39.4	19.2	41.7	30.4	80.0	30.6	33.8	40.0	57.1	31.5	29.4	35.8
Should ride Metro	24.3	32.4	19.0	8.3	20.0	31.3	18.2	45.5	21.2	19.2	33.3	19.6	0.0	24.2	26.2	0.0	0.0	25.9	11.8	28.3
Less cars/cut pollution	2.9	5.4	0.0	0.0	0.0	3.1	3.0	9.1	3.0	0.0	4.2	2.2	0.0	3.2	3.1	0.0	0.0	3.7	0.0	3.8
Can't recall/Nothing	2.9	5.4	0.0	0.0	0.0	3.1	3.0	0.0	0.0	7.7	0.0	4.3	0.0	3.2	3.1	0.0	14.3	0.0	0.0	3.8
Other	7.1	5.4	9.5	8.3	0.0	6.2	9.1	0.0	6.1	11.5	4.2	8.7	0.0	8.1	6.2	20.0	0.0	9.3	5.9	7.5
TOTAL*																				

*Percentages may add to more than 100% due to multiple responses.

(a)Numbers are too small to draw meaningful inferences.

Questions #7, #14, #21: What do you think the commercial/advertisement was trying to get across?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 4 (Continued) -- Message Perception

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR.			RDRSHP			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
NEWSPAPER ^a	n=28	n=12	n=8	n=8	n=5	n=15	n=8	n=8	n=11	n=9	n=13	n=15	n=4	n=22	n=21	n=7	n=7	n=15	n=9	n=18
Ride bus/less trouble	10.7%	8.3%	0.0%	25.0%	0.0%	20.0%	0.0%	12.5%	18.2%	0.0%	0.0%	20.0%	0.0%	9.1%	4.8%	28.6%	14.3%	0.0%	0.0%	11.1%
Easier/no parking	21.4	33.3	25.0	0.0	20.0	13.3	37.5	25.0	9.1	33.3	7.7	33.3	25.0	22.7	28.6	0.0	0.0	33.3	22.2	22.2
Cheaper/save on gas	21.4	16.7	25.0	25.0	20.0	26.7	12.5	25.0	0.0	11.1	38.5	6.7	0.0	22.7	23.8	14.3	28.6	20.0	33.3	16.7
Should ride Metro	10.7	0.0	25.0	12.5	0.0	13.3	12.5	12.5	27.3	22.2	23.1	0.0	50.0	4.5	0.0	42.9	0.0	13.3	11.1	11.1
Less cars/cut pollution	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Can't recall/Nothing	14.3	8.3	0.0	37.5	20.0	6.7	25.0	25.0	9.1	11.1	7.7	20.0	0.0	18.2	14.3	14.3	28.6	6.7	33.3	5.6
Other	21.4	33.3	25.0	0.0	40.0	20.0	12.5	0.0	36.4	22.2	23.1	20.0	25.0	22.7	28.6	0.0	28.6	26.7	0.0	33.3
TOTAL*																				

*Percentages may add to more than 100% due to multiple responses.

(a)Numbers are too small to draw meaningful inferences.

Questions #8a, #15a, #22a:
Was the message believable?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 5 -- Message Believability

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
T.V.	n=128	n=45	n=37	n=46	n=17 ^a	n=61	n=50	n=21 ^a	n=55	n=50	n=36	n=92	n=21 ^a	n=99	n=93	n=34	n=42	n=65	n=59	n=68
Yes	86.7%	91.1%	81.1%	87.0%	82.4%	86.9%	88.0%	85.7%	87.3%	86.0%	86.1%	87.0%	90.5%	85.9%	84.9%	91.2%	85.7%	86.2%	88.1%	85.3%
No	13.3	8.9	18.9	13.0	17.6	13.1	12.0	14.3	12.7	14.0	13.9	13.0	9.5	14.1	15.1	8.8	14.3	13.8	11.9	14.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RADIO	n=69	n=36	n=21 ^a	n=12 ^a	n=5 ^a	n=31	n=33	n=11 ^a	n=33	n=25 ^a	n=24 ^a	n=45	n=5 ^a	n=61	n=64	n=5 ^a	n=6 ^a	n=54	n=17 ^a	n=52
Yes	89.9%	97.2%	76.2%	91.7%	100.0%	96.8%	81.8%	100.0%	93.9%	80.0%	100.0%	84.4%	100.0%	88.5%	90.6%	80.0%	100.0%	88.9%	82.4	92.3
No	10.1	2.8	23.8	8.3	0.0	3.2	18.2	0.0	6.1	20.0	0.0	15.6	0.0	11.5	9.4	20.0	0.0	11.1	17.6	7.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Significant *																				
NEWSPAPER ^a	n=20	n=8	n=6	n=6	n=4	n=12	n=4	n=6	n=9	n=5	n=12	n=8	n=4	n=15	n=15	n=5	n=6	n=12	n=6	n=14
Yes	95.0%	100.0%	83.3%	100.0%	100.0%	100.0%	75.0%	100.0%	100.0%	80.0%	91.7%	100.0%	100.0%	93.3%	100.0%	80.0%	100.0%	91.7%	100.0%	92.9%
No	5.0	0.0	16.7	0.0	0.0	0.0	25.0	0.0	0.0	20.0	8.3	0.0	0.0	6.7	0.0	20.0	0.0	8.3	0.0	7.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Indicates significant differences at the 95% confidence level.

(a)Numbers are too small to draw meaningful inferences.

Questions #8b, #15b, #22b: (IF "NO", ASK:)
 Why do you say that?
 (Why was the message not believable?)

QUEEN CITY METRO
 OFF-PEAK ADVERTISING STUDY

TABLE 6 -- Reasons for Non-Believability

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
T.V. ^a	n=16	n=4	n=7	n=5	n=3	n=7	n=6	n=3	n=6	n=7	n=5	n=11	n=2	n=13	n=13	n=3	n=5	n=9	n=6	n=10
No one drives through store	50.0%	50.0%	42.9%	60.0%	33.3%	14.3%	100.0%	0.0%	66.7%	57.1%	40.0%	54.5%	0.0%	53.8%	46.2%	66.7%	20.0%	55.6%	66.7%	40.0%
Other	56.3	75.0	57.1	40.0	66.7	85.7	16.7	100.0	50.0	42.9	80.0	45.5	100.0	53.8	61.5	33.3	100.0	44.4	33.3	70.0
TOTAL*																				
RADIO ^a	n=8	n=2	n=5	n=1	n=0	n=2	n=6	n=0	n=2	n=6	n=0	n=8	n=0	n=8	n=7	n=1	n=1	n=6	n=3	n=5
No one drives through store	50.0	0.0	60.0	100.0	0.0	0.0	66.7	0.0	50.0	50.0	0.0	50.0	0.0	50.0	57.1	0.0	0.0	66.7	66.7	40.0
Other	50.0	100.0	40.0	0.0	0.0	100.0	33.3	0.0	50.0	50.0	0.0	50.0	0.0	50.0	42.9	100.0	100.0	33.3	33.3	60.0
TOTAL*																				
NEWSPAPER ^a	n=1	n=0	n=1	n=0	n=0	n=0	n=1	n=0	n=0	n=1	n=1	n=0	n=0	n=1	n=0	n=1	n=0	n=1	n=0	n=1
No one drives through store	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	100.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	100.0	0.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0
TOTAL*																				

*Percentages may add to more than 100% due to multiple responses.

(a)Numbers are too small to draw meaningful inferences.

Questions #9, #16, #23: Do you remember anything that was mentioned about the cost of riding the Metro?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 7 -- Metro Cost Recall

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHIP			RDRSHIP INCRS LKLHD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
T.V.	n=130	n=47	n=37	n=46	n=18 ^a	n=62	n=50	n=23 ^a	n=55	n=50	n=37	n=93	n=22 ^a	n=100	n=95	n=34	n=43	n=65	n=59	n=70
Yes	28.5%	31.9%	37.8%	17.4%	44.4%	25.8%	26.0%	39.1%	25.5%	28.0%	32.4%	26.9%	54.5%	20.0%	29.5%	23.5%	25.6%	30.8%	23.7%	32.9%
No	71.5	68.1	62.2	82.6	55.6	74.2	74.0	60.9	74.5	72.0	67.6	73.1	45.5	80.0	70.5	76.5	74.4	69.2	76.3	67.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RADIO	n=70	n=37	n=21 ^a	n=12 ^a	n=6 ^a	n=31	n=33	n=11 ^a	n=32	n=27 ^a	n=24 ^a	n=46	n=5 ^a	n=63	n=65	n=5 ^a	n=7 ^a	n=54	n=17 ^a	n=53
Yes	30.0%	35.1%	23.8%	25.0%	50.0%	35.5%	21.2%	81.8%	28.1%	11.1%	45.8%	21.7%	60.0%	25.4%	30.8%	20.0%	28.6%	29.6%	23.5%	32.1%
No	70.0	64.9	76.2	75.0	50.0	64.5	78.8	18.2	71.9	88.9	54.2	78.3	40.0	74.6	69.2	80.0	71.4	70.4	76.5	67.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER ^a	n=20	n=8	n=6	n=6	n=3	n=12	n=5	n=6	n=8	n=6	n=11	n=9	n=4	n=15	n=15	n=5	n=6	n=11	n=7	n=13
Yes	15.0%	12.5%	16.7%	16.7%	66.7%	8.3%	0.0%	16.7%	12.5%	16.7%	18.2%	11.1%	50.0%	0.0%	13.3%	20.0%	16.7%	0.0%	14.3%	15.4%
No	85.0	87.5	83.3	83.3	33.3	91.7	100.0	83.3	87.5	83.3	81.8	88.9	50.0	100.0	86.7	80.0	83.3	100.0	85.7	84.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(a)Numbers are too small to draw meaningful inferences.

Questions #9b, #16b, #23b:
(IF "YES" TO QUESTION #9, ASK:)
What? (What do you remember that
was mentioned about the cost of
riding the Metro?)

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 7 (Continued) -- Metro Cost Recall

riding the Metro?)

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR.			RDRSHP			RDRSHP INCRS		LKLHD UNLKY	RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	PAST YR. LIGHT	RDRSHP NON-RDR	LKLY	NEUTRAL	MALE	FEMALE	BLACK		WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+			
T.V. ^a	n=38	n=16	n=14	n=8	n=8	n=16	n=14	n=10	n=14	n=14	n=13	n=25	n=12	n=21	n=29	n=8	n=12	n=20	n=14	n=24			
Cheaper	57.9%	43.8%	71.4%	62.5%	87.5%	43.8%	57.1%	70.0%	50.0%	57.1%	61.5%	56.0%	58.3%	52.4%	48.3%	87.5%	58.3%	60.0%	64.3%	54.2%			
Lower rates at times	36.8	50.0	21.4	37.5	12.5	50.0	35.7	30.0	42.9	35.7	38.5	36.0	41.7	42.9	44.8	12.5	41.7	40.0	28.6	41.7			
Other	5.3	6.3	7.1	0.0	0.0	6.3	7.1	0.0	7.1	7.1	0.0	8.0	0.0	4.8	6.9	0.0	0.0	0.0	7.1	4.2			
TOTAL*	100.0	100.1	99.9	100.0	100.0	100.1	99.9	100.0	100.0	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0			
RADIO ^a	n=22	n=14	n=5	n=3	n=3	n=12	n=7	n=9	n=10	n=3	n=11	n=11	n=3	n=16	n=21	n=1	n=2	n=16	n=4	n=18			
Cheaper	36.4%	28.6%	60.0%	33.3%	33.3%	50.0%	14.3%	44.4%	40.0%	0.0%	36.4%	36.4%	0.0%	43.8%	33.3%	100.0%	0.0%	50.0%	25.0%	38.9%			
Lower rates at times	54.5	57.1	40.0	66.7	66.7	41.7	71.4	44.4	50.0	100.0	63.6	45.5	100.0	50.0	57.1	0.0	100.0	43.8	75.0	50.0			
Other	9.1	14.3	0.0	0.0	0.0	8.3	14.3	11.1	10.0	0.0	0.0	18.2	0.0	6.3	9.5	0.0	0.0	6.3	0.0	11.1			
TOTAL*	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0	100.1	100.0	100.1	99.9	100.0	100.0	100.1	0.0	100.0			
NEWSPAPER ^a	n=4	n=2	n=1	n=1	n=3	n=1	n=0	n=1	n=2	n=1	n=3	n=1	n=2	n=1	n=3	n=1	n=1	n=1	n=1	n=3			
Cheaper	75.0%	50.0%	100.0%	100.0%	66.7%	100.0%	0.0%	100.0%	50.0%	100.0%	66.7%	100.0%	100.0%	0.0%	66.7%	100.0%	100.0%	0.0%	100.0%	66.7%			
Lower rates at times	25.0	50.0	0.0	0.0	33.3	0.0	0.0	0.0	50.0	0.0	33.3	0.0	0.0	100.0	33.3	0.0	0.0	100.0	0.0	33.3			
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			

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*Percentages may not add to exactly 100% due to rounding.

(a)Numbers are too small to draw meaningful inferences.

Questions #10, #17, #24: Do you remember any particular hours or days the commercial suggested for using the Metro?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 8 -- Usage Suggestion Recall

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Co11	Co11+
T.V.	n=130	n=47	n=37	n=46	n=18 ^a	n=62	n=50	n=23 ^a	n=55	n=50	n=37	n=93	n=22 ^a	n=100	n=95	n=34	n=43	n=65	n=59	n=70
Yes	31.5%	36.2%	29.7%	28.3%	44.4%	32.3%	26.0%	56.5%	29.1%	24.0%	29.7%	32.3%	40.9%	30.0%	33.7%	26.5%	39.5%	29.2%	25.4%	35.7%
No	68.5	63.8	70.3	71.7	55.6	67.7	74.0	43.5	70.9	76.0	70.3	67.7	59.1	70.0	66.3	73.5	60.5	70.8	74.6	64.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
								Significant*												
RADIO	n=71	n=38	n=21 ^a	n=12 ^a	n=6 ^a	n=32	n=33	n=11 ^a	n=33	n=27 ^a	n=24 ^a	n=47	n=5 ^a	n=63	n=66	n=5 ^a	n=7 ^a	n=54	n=17 ^a	n=54
Yes	28.2%	26.3%	28.6%	33.3%	50.0%	31.3%	21.2%	54.5%	27.3%	18.5%	33.3%	25.5%	60.0%	23.8%	27.3%	40.0%	14.3%	29.6%	29.4%	27.8%
No	71.8	73.7	71.4	66.7	50.0	68.8	78.8	45.5	72.7	81.5	66.7	74.5	40.0	76.2	72.7	60.0	85.7	70.4	70.6	72.2
TOTAL **	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER ^a	n=21	n=9	n=6	n=6	n=4	n=12	n=5	n=6	n=9	n=6	n=12	n=9	n=4	n=16	n=16	n=5	n=6	n=12	n=7	n=14
Yes	9.5%	11.1%	0.0%	16.7%	25.0%	8.3%	0.0%	16.7%	0.0%	16.7%	16.7%	0.0%	25.0%	0.0%	6.3%	20.0%	0.0%	0.0%	14.3%	7.1%
No	90.5	88.9	100.0	83.3	75.0	91.7	100.0	83.3	100.0	83.3	83.3	100.0	75.0	100.0	93.8	80.0	100.0	100.0	85.7	92.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0

*Indicates significant differences at the 95% confidence level. .

**Percentages may not add to exactly 100% due to rounding.

(a)Numbers are too small to draw meaningful inferences.

Questions #11a, #18a, #25a: Can you remember any slogan from the advertisement/commercial?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 9 -- Slogan Recall (UNAIDED)

-26-

RESPONSE CATEGORY	OFF-PEAK CLASSIFICATION				QCM PAST YR.			RDRSHP	RDRSHP INCRS		LKLHD	RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION		
	TOTAL	STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	RDRSHP LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+		
T.V.	n=127	n=46	n=35	n=46	n=18 ^a	n=61	n=48		n=23 ^a	n=54	n=48		n=35	n=92	n=22 ^a	n=97	n=92	n=34	n=42	n=63	n=59	n=67
Yes	18.9%	26.1%	17.1%	13.0%	16.7%	16.4%	22.9%		30.4%	14.8%	18.8%		34.3%	13.0%	13.6%	20.6%	22.8%	8.8%	14.3%	25.4%	11.9%	25.4%
No	81.1	73.9	82.9	87.0	83.3	83.6	77.1		69.6	85.2	81.3		65.7	87.0	86.4	79.4	77.2	91.2	85.7	74.6	88.1	74.6
TOTAL **	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.1		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Significant*																						
RADIO	n=67	n=34	n=21 ^a	n=12 ^a	n=6 ^a	n=30	n=31		n=11 ^a	n=32	n=24 ^a		n=21 ^a	n=46	n=5 ^a	n=60	n=62	n=8	n=7 ^a	n=51	n=16 ^a	n=51
Yes	28.4%	26.5%	42.9%	8.3%	33.3%	20.0%	35.5%		36.4%	21.9%	33.3%		28.6%	28.3%	40.0%	28.3%	30.6%	0.0%	14.3%	33.3%	50.0%	21.6%
No	71.6	73.5	57.1	91.7	66.7	80.0	64.5		63.6	78.1	66.7		71.4	71.7	60.0	71.7	69.4	100.0	85.7	66.7	50.0	78.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER ^a																						
Yes	9.5%	22.2%	0.0%	0.0%	0.0%	16.7%	0.0%		0.0%	11.1%	16.7%		16.7%	0.0%	0.0%	12.5%	12.5%	0.0%	16.7%	8.3%	0.0%	14.3%
No	90.5	77.8	100.0	100.0	100.0	83.3	100.0		100.0	88.9	83.3		83.3	100.0	100.0	87.5	87.5	100.0	83.3	91.7	100.0	85.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Indicates significant differences at the 95% confidence level.

**Percentages may not add to exactly 100% due to rounding.

(a)Numbers are too small to draw meaningful inferences.

Questions #11b, #18b, #25b:
(IF "YES" TO QUESTION #11a, ASK:)
What was that?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY

TABLE 9 (Continued) -- Slogan Recall (UNAIDED)

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHIP			RDRSHIP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
T.V. ^a	n=25	n=12	n=7	n=6	n=3	n=11	n=11	n=7	n=8	n=10	n=13	n=12	n=3	n=21	n=22	n=3	n=6	n=17	n=7	n=18
Ride the Metro	84.0%	83.3%	85.7%	83.3%	100.0%	72.7%	90.9%	100.0%	75.0%	80.0%	84.6%	83.3%	100.0%	81.0%	86.4%	66.7%	83.3%	82.4%	85.7%	83.3%
Metro, it's the only way to go	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	20.0	16.7	14.3	33.3	0.0	36.4	9.1	14.3	25.0	20.0	23.1	16.7	0.0	23.8	18.2	33.3	16.7	23.5	28.6	16.7
TOTAL *																				
RADIO ^a	n=21	n=11	n=9	n=1	n=2	n=6	n=13	n=10	n=7	n=4	n=8	n=13	n=2	n=19	n=21	n=0	n=1	n=19	n=8	n=13
Ride the Metro	57.1%	45.4%	66.7	100.0%	50.0%	16.7%	53.8%	60.0%	57.1%	50.0%	50.0%	61.5%	0.0%	63.2%	57.1%	0.0%	0.0%	57.9%	75.0%	46.2%
Metro, it's the only way to go	23.8	36.4	11.1	0.0	50.0	66.7	23.1	20.0	14.3	50.0	37.5	15.4	100.0	15.8	23.8	0.0	100.0	21.0	0.0	38.5
Other	19.0	18.2	22.2	0.0	0.0	16.7	23.1	20.0	28.6	0.0	12.5	23.1	0.0	21.0	19.1	0.0	0.0	21.0	25.0	15.4
TOTAL *																				
NEWSPAPER ^a	n=2	n=2	n=0	n=0	n=0	n=2	n=0	n=0	n=1	n=1	n=2	n=0	n=0	n=2	n=2	n=0	n=1	n=1	n=0	n=2
Ride the Metro	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%	50.0%	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%	0.0%	0.0%	50.0%
Metro, it's the only way to go	50.0	50.0	0.0	0.0	0.0	50.0	0.0	0.0	100.0	0.0	50.0	0.0	0.0	50.0	50.0	0.0	0.0	100.0	0.0	50.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL *																				

*Percentages may add to more than 100% due to multiple responses.

(a)Numbers are too small to draw meaningful inferences.

Questions #12, #19, #26:
Do you remember the phrase "Metro, it's
the only way to go" from the advertise-
ment?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 10 -- Slogan Recall (AIDED)

RESPONSE CATEGORY	OFF-PEAK CLASSIFICATION				QCM PAST YR. RDRSHP			RDRSHP INCRS LKLHD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
T.V.	n=128	n=46	n=37	n=45	n=18 ^a	n=61	n=49	n=21 ^a	n=55	n=50	n=36	n=92	n=22 ^a	n=98	n=93	n=34	n=42	n=64	n=58	n=69
Yes	64.8%	63.0%	59.5%	71.1%	83.3%	60.7%	63.3%	66.7%	67.3%	60.0%	72.2%	62.0%	77.3%	61.2%	59.1%	79.4%	69.0%	57.8%	72.4%	58.0%
No	35.2	37.0	40.5	28.9	16.7	39.3	36.7	33.3	32.7	40.0	27.8	38.0	22.7	38.8	40.9	20.6	31.0	42.2	27.6	42.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RADIO	n=66	n=33	n=21 ^a	n=12 ^a	n=5 ^a	n=31	n=30	n=9 ^a	n=32	n=25 ^a	n=21 ^a	n=45	n=4 ^a	n=59	n=61	n=5 ^a	n=6 ^a	n=50	n=15 ^a	n=51
Yes	57.6%	51.5%	47.6%	91.7%	100.0%	54.8%	53.3%	55.6%	68.8%	44.0%	57.1%	57.8%	75.0%	55.9%	55.7%	80.0%	50.0%	56.0%	66.7%	54.9%
No	42.4	48.5	52.4	8.3	0.0	45.2	46.7	44.4	31.3	56.0	42.9	42.2	25.0	44.1	44.3	20.0	50.0	44.0	33.3	45.1
TOTAL **	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Significant *																				
NEWSPAPER ^a	n=17	n=6	n=5	n=6	n=2	n=10	n=5	n=6	n=6	n=5	n=9	n=8	n=3	n=13	n=12	n=5	n=4	n=10	n=7	n=10
Yes	23.5%	16.7%	20.0%	33.3%	100.0%	0.0%	40.0%	33.3%	16.7%	20.0%	33.3%	12.5%	0.0%	23.1%	25.0%	20.0%	50.0%	10.0%	28.6%	20.0%
No	76.5	83.3	80.0	66.7	0.0	100.0	60.0	66.7	83.3	80.0	66.7	87.5	100.0	76.9	75.0	80.0	50.0	90.0	71.4	80.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

(a)Numbers are too small to draw meaningful inferences.

Questions #12a, #19a, #26a: Do you object to anything in the advertisement?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 11 -- Ad Objections

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS LKLD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
T.V.	n=119	n=43	n=36	n=40	n=18 ^a	n=58	n=43	n=19 ^a	n=52	n=46	n=34	n=85	n=22 ^a	n=89	n=85	n=33	n=40	n=59	n=55	n=63
Yes	5.0%	7.0%	2.8%	5.0%	5.6%	5.2%	4.7%	10.5%	3.8%	4.3%	2.9%	5.9%	0.0%	5.6%	4.7%	6.1%	2.5%	3.4%	3.6%	4.8%
No	95.0	93.0	97.2	95.0	94.4	94.8	95.3	89.5	96.2	95.7	97.1	94.1	100.0	94.4	95.3	93.9	97.5	96.6	96.4	95.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RADIO	n=67	n=36	n=20 ^a	n=11 ^a	n=5 ^a	n=31	n=31	n=9 ^a	n=33	n=25 ^a	n=23 ^a	n=44	n=5 ^a	n=60	n=62	n=5 ^a	n=7 ^a	n=51	n=1 ^a	n=50
Yes	6.0%	0.0%	15.0%	9.1%	0.0%	6.5%	6.5%	0.0%	9.1%	4.0%	0.0%	9.1%	0.0%	6.7%	6.5%	0.0%	0.0%	7.8%	5.9%	6.0%
No	94.0	100.0	85.0	90.9	100.0	93.5	93.5	100.0	90.9	96.0	100.0	90.9	100.0	93.3	93.5	100.0	100.0	92.2	94.1	94.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
			Significant*		Significant*															
NEWSPAPER ^a	n=18	n=9	n=6	n=3	n=4	n=9	n=5	n=5	n=7	n=6	n=11	n=7	n=3	n=14	n=15	n=3	n=5	n=11	n=5	n=13
Yes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Indicates significant differences at the 95% confidence level.

(a)Numbers are too small to draw meaningful inferences.

Questions #12b, #19b, #26b:
(IF "YES" TO QUESTION #12a, ASK:)
What did you object to?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 12 -- Specific Objections (VERBATIMS)

T.V. - STUDENTS

- a. "... did not like using sheep."*
- b. "It was unreasonable. It implied people drive cars through the store, and no one would do that in real life."
- c. "It was kind of silly and I liked it, but I wonder if it will drive people away because it's so silly. I think it was clever rather than an ad showing someone riding the bus, which would be rather boring."
- d. "... all of the pollution coming out of the bus."

ODD-HOUR WORKERS

- a. "... just thinking of lady in a store is silly."

HOUSEPERSONS

- a. "... sheep in poor taste."*
- b. Respondent feels sorry for the sheep; wants them off the commercial.*

*Reflects actual but incorrect recall pertaining to current copy

Questions #12b, #19b, #26b:
(IF "YES" TO QUESTION #12a, ASK:)
What did you object to?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 12 (Continued) -- Specific Objections (VERBATIMS)

RADIO - ODD-HOUR WORKERS

- a. "It was silly."
- b. "Same as T.V., premise was silly."
- c. "... because they tell you what good service, and it takes about two hours to get approximately seven miles."

HOUSEPERSONS

- a. "Boring and corny."

NEWSPAPER

No one who saw the newspaper advertisements thought anything in them was objectionable.

Question #27: The following list contains a number of reasons why people use the Metro. Please tell me how important each reason is to you.

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY

TABLE 13 -- Importance of Ridership Reasons

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS LKLHD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13K	\$13K+	-Coll	Coll+
a. SAVES GAS AND MONEY	n=297	n=100	n=98	n=99	n=39	n=125	n=133	n=61	n=108	n=126	n=91	n=206	n=55	n=228	n=221	n=75	n=94	n=154	n=139	n=157
Very Important	70.0%	63.0%	67.3%	79.8%	82.1%	74.4%	62.4%	75.4%	70.4%	66.7%	65.9%	71.8%	76.4%	69.3%	68.8%	74.7%	75.5%	66.9%	79.9%	61.1%
Somewhat Important	19.5	24.0	21.4	13.1	15.4	18.4	21.8	18.0	17.6	22.2	20.9	18.9	14.5	20.2	20.8	14.7	11.7	25.3	12.2	26.1
Not Too Important	4.4	9.0	3.1	1.0	2.6	3.2	6.0	3.3	3.7	5.6	6.6	3.4	0.0	5.7	5.9	0.0	4.3	3.9	0.7	7.6
Not At All Important	6.1	4.0	8.2	6.1	0.0	4.0	9.8	3.3	8.3	5.6	6.6	5.8	9.1	4.8	4.5	10.7	8.5	3.9	7.2	5.1
TOTAL **	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.1	100.0	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.0	99.9
		Significant*									Significant*				Significant*				Significant*	
b. LACK OF PARKING	n=298	n=100	n=98	n=100	n=39	n=125	n=134	n=61	n=109	n=126	n=92	n=206	n=55	n=229	n=221	n=76	n=94	n=155	n=139	n=158
Very Important	56.4%	49.0%	51.0%	69.0%	74.4%	53.6%	53.7%	62.3%	58.7%	50.8%	50.0%	59.2%	72.7%	52.4%	52.0%	69.7%	63.8%	51.0%	66.9%	47.5%
Somewhat Important	27.5	31.0	29.6	22.0	12.8	32.8	26.9	24.6	24.8	31.7	25.0	28.6	16.4	30.6	31.7	15.8	23.4	27.1	20.8	32.9
Not Too Important	9.7	15.0	9.2	5.0	12.8	8.8	9.7	6.6	10.1	11.1	16.3	6.8	5.5	10.0	10.4	6.6	8.5	13.5	5.1	13.3
Not At All Important	6.4	5.0	10.2	4.0	0.0	4.8	9.7	6.6	6.4	6.3	8.7	5.3	5.5	7.0	5.9	7.9	4.3	8.4	6.1	6.3
TOTAL**	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	99.9	100.0	99.9	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		Significant*									Significant*				Significant*				Significant*	

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

Question #27: The following list contains a number of reasons why people use the Metro. Please tell me how important each reason is to you.

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 13 (Continued) -- Importance of Ridership Reasons

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS LKLHD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
c. <u>LOWER FARES DURING CERTAIN HOURS</u>	n=295	n=99	n=96	n=100	n=37	n=125	n=133	n=61	n=108	n=124	n=91	n=204	n=55	n=226	n=220	n=74	n=93	n=153	n=137	n=157
Very Important	42.4%	23.2%	43.8%	60.0%	59.5%	37.6%	42.1%	41.0%	41.7%	44.4%	29.7%	48.0%	60.0%	38.5%	33.6%	67.6%	53.8%	31.4%	56.9%	29.9%
Somewhat Important	31.2	36.4	33.3	24.0	18.9	34.4	31.6	32.8	33.3	28.2	30.8	31.4	25.5	33.6	35.9	17.6	26.9	35.3	25.5	35.7
Not Too Important	15.6	25.3	13.5	8.0	16.2	14.4	16.5	16.4	14.8	16.1	24.2	11.8	5.5	16.4	18.2	8.1	10.8	19.0	10.2	20.4
Not At All Important	10.8	15.2	9.4	8.0	5.4	13.6	9.8	9.8	10.2	11.3	15.4	8.8	9.1	11.5	12.3	6.8	8.6	14.4	7.3	14.0
TOTAL **	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.1	100.0	100.0	100.1	100.1	100.1	99.9	100.0
		Significant*			Significant*						Significant*		Significant*		Significant*		Significant*		Significant*	
d. <u>LESS HASSLE</u>	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159
Very Important	50.0%	41.0%	51.0%	58.0%	56.4%	43.6%	54.1%	50.8%	46.8%	51.6%	41.3%	53.8%	61.8%	46.5%	46.6%	59.2%	61.5%	43.2%	55.0%	45.9%
Somewhat Important	28.7	35.0	25.0	26.0	30.8	34.1	23.0	26.2	33.0	26.6	31.5	27.4	18.2	31.7	30.9	22.4	20.8	32.9	25.7	30.8
Not Too Important	9.7	13.0	9.0	7.0	7.7	8.7	11.1	8.2	7.3	12.5	13.0	8.2	12.7	8.7	9.4	10.5	9.4	9.7	7.9	11.3
Not At All Important	11.7	11.0	15.0	9.0	5.1	13.5	11.9	14.8	12.8	9.4	14.1	10.6	7.3	13.0	13.0	7.9	8.3	14.2	11.4	11.9
TOTAL **	100.1	100.0	100.0	100.0	100.0	99.9	100.1	100.0	99.9	100.1	99.9	100.0	100.0	99.9	99.9	100.0	100.0	100.0	100.0	99.9

Significant*

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

Question #27: The following list contains a number of reasons why people use the Metro. Please tell me how important each reason is to you.

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY

TABLE 13 (Continued) -- Importance of Ridership Reasons

RESPONSE CATEGORY	TOTAL	OFF-PEAK CLASSIFICATION			QCM PAST YR. RDRSHP			RDRSHP INCRS LKLY			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
e. <u>LESS POLLUTION</u>	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159
Very Important	55.7%	46.0%	54.0%	67.0%	61.5%	57.9%	51.9%	63.9%	59.6%	47.7%	42.4%	61.5%	65.5%	51.7%	51.1%	68.4%	62.5%	49.7%	61.4%	50.9%
Somewhat Important	29.3	33.0	31.0	24.0	35.9	28.6	28.1	19.7	30.3	33.6	37.0	26.0	23.6	31.3	33.6	17.1	24.0	34.2	27.9	30.2
Not Too Important	7.7	14.0	6.0	3.0	0.0	5.6	11.9	8.2	4.6	10.2	9.8	6.7	5.5	8.7	8.5	5.3	6.3	8.4	4.3	10.7
Not At All Important	7.3	7.0	9.0	6.0	2.6	7.9	8.1	8.2	5.5	8.6	10.9	5.8	5.5	8.3	6.7	9.2	7.3	7.7	6.4	8.2
TOTAL **	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.1	100.0	100.1	100.0	99.9	100.0	100.1	100.0	100.0	100.0
		Significant*									Significant*				Significant*					

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

Question #30: In the future, how likely do you think you will be to ride the Metro more often? Will you be _____ to ride the Metro more often?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY

TABLE 14 -- Likelihood of Ridership Increase

RESPONSE CATEGORY	OFF-PEAK CLASSIFICATION				QCM PAST YR. RDRSHP			RDRSHP INCRS LKLHD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
	n=298	n=98	n=100	n=100	n=39	n=126	n=133	--	--	--	n=91	n=207	n=55	n=228	n=221	n=76	n=95	n=154	n=140	n=157
Very Likely	10.7%	5.1%	11.0%	16.0%	25.6%	13.5%	3.8%	--	--	--	12.1%	10.1%	27.3%	5.7%	8.6%	15.8%	17.9%	9.1%	12.9%	8.9%
Somewhat Likely	9.7	12.2	10.0	7.0	7.7	11.1	9.0	--	--	--	11.0	9.2	10.9	9.2	11.3	5.3	6.3	13.0	10.0	9.6
About the Same	36.6	43.9	26.0	40.0	43.6	54.8	17.3	--	--	--	37.4	36.2	29.1	38.2	35.7	39.5	40.0	32.5	34.3	38.2
Not Too Likely	19.5	20.4	21.0	17.0	17.9	12.7	26.3	--	--	--	19.8	19.3	20.0	19.3	20.8	15.8	18.9	18.8	22.1	17.2
Not At All Likely	23.5	18.4	32.0	20.0	5.1	7.9	43.6	--	--	--	19.8	25.1	12.7	27.6	23.5	23.7	16.8	26.6	20.7	26.1
TOTAL **	100.0	100.0	100.0	100.0	99.9	100.0	100.0	--	--	--	100.1	99.9	100.0	100.0	99.9	100.1	99.9	100.0	100.0	100.0
			Significant*		Significant*								Significant*				Significant*			

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

Question #28: Thinking of the past year,
how many times do you think you rode the
Metro in an average month?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 15 -- Usage Level

RESPONSE CATEGORY	OFF-PEAK CLASSIFICATION				QCM PAST YR. RDRSHP			RDRSHP INCRS LKLD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13K	\$13K+	-Coll	Coll+
	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159
Zero	45.0%	36.0%	58.0%	41.0%	0.0%	0.0%	100.0%	27.9%	21.1%	72.7%	44.6%	45.2%	23.6%	50.4%	44.8%	44.7%	33.3%	50.3%	45.7%	44.7%
1 - 9	33.7	45.0	21.0	35.0	0.0	80.2	0.0	41.0	48.6	18.0	37.0	32.2	23.6	35.7	34.5	31.6	37.5	34.8	28.6	37.7
10 - 20	8.3	5.0	5.0	15.0	0.0	19.8	0.0	9.8	14.7	2.3	7.6	8.7	20.0	5.7	7.6	10.5	11.5	5.8	10.7	6.3
21 or over	13.0	14.0	16.0	9.0	100.0	0.0	0.0	21.3	15.6	7.0	10.9	13.9	32.7	8.3	13.0	13.2	17.7	9.0	15.0	11.3
TOTAL **	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	99.9	100.1	99.9	100.0	100.0	99.9	100.0	100.0
				Significant *						Significant *				Significant *					Significant *	

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

Question #29: Where are you usually going when you use the Metro?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 16 -- Rider Destination

RESPONSE CATEGORY	OFF-PEAK CLASSIFICATION				QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	ODD-HOUR WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
	n=166	n=65	n=42	n=59	n=39	n=126	--	n=45	n=86	n=35	n=52	n=114	n=42	n=115	n=124	n=42	n=65	n=77	n=76	n=89
Shopping	42.8%	30.8%	38.1%	59.3%	25.6%	48.4%	--	33.3%	50.0%	37.1%	28.8%	49.1%	52.4%	40.0%	39.5%	52.4%	41.5%	35.1%	51.3%	34.8%
Work	18.7	15.4	45.2	3.4	41.0	11.9	--	31.1	11.6	20.0	19.2	18.4	23.8	15.7	19.4	16.7	16.9	20.8	17.1	20.2
School	15.7	35.4	2.4	3.4	25.6	12.7	--	13.3	12.8	25.7	26.9	10.5	11.9	17.4	21.0	0.0	9.2	23.4	6.7	23.6
Recreation	7.2	6.2	11.9	5.1	0.0	9.5	--	11.1	5.8	5.7	15.4	3.5	2.4	9.6	7.3	7.1	4.6	11.7	2.6	11.2
Doctor	3.6	3.1	0.0	6.8	0.0	4.8	--	2.2	3.5	5.7	0.0	5.3	2.4	4.3	3.2	4.8	6.2	1.3	5.3	2.2
Business errands	2.4	0.0	2.4	5.1	0.0	3.2	--	0.0	4.7	0.0	0.0	3.5	4.8	1.7	0.8	7.1	4.6	1.3	5.3	0.0
Court House	1.2	0.0	0.0	3.4	0.0	1.6	--	0.0	2.3	0.0	0.0	1.8	0.0	1.7	0.0	4.8	1.5	1.3	2.6	0.0
Other	8.4	9.2	0.0	13.6	7.7	7.9	--	8.9	9.3	5.7	9.6	7.9	2.4	9.6	8.9	7.1	15.4	5.2	9.2	7.9
TOTAL **	100.0	100.1	100.0	100.1	99.9	100.0	--	99.9	100.0	99.9	99.9	100.0	100.1	100.0	100.1	100.0	99.9	100.1	100.1	99.9
			Significant *		Significant *						Significant *				Significant *		Significant *	Significant *		

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

Question #31: Which of the following categories includes your age?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 17 -- AGE OF RESPONDENTS

RESPONSE CATEGORY	OFF-PEAK RIDER CLASSIF.				QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	WORKER	HOUSE PERSON	ODD-HOUR			HEAVY LIGHT NON-RDR			LKLHD		BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll*
					HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE								
18 - 29	53.7%	95.0%	43.0%	23.0%	n=135	n=126	n=39	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159
	53.7%	95.0%	43.0%	23.0%	56.4%	62.7%	44.4%	50.8%	58.7%	50.0%	68.5%	47.1%	45.5%	57.4%	72.2%	0.0%	49.0%	61.9%	37.1%	68.6%
30 - 44	20.7	5.0	35.0	22.0	17.9	11.9	29.6	21.3	13.8	26.6	16.3	22.6	20.0	19.1	27.8	0.0	12.5	23.9	22.9	18.9
45 - 54	8.3	0.0	11.0	14.0	12.8	7.1	8.1	11.5	7.3	7.8	5.4	9.6	14.5	6.5	0.0	32.9	7.3	7.7	12.1	5.0
55 - 64	6.7	0.0	5.0	15.0	0.0	7.1	8.1	8.2	6.4	6.3	1.1	9.1	7.3	6.5	0.0	26.3	10.4	3.9	13.6	0.6
65 and over	10.3	0.0	5.0	26.0	12.8	11.1	8.9	6.6	13.8	9.4	7.6	11.5	12.7	10.4	0.0	40.8	20.8	1.9	14.3	6.3
Refused	0.3	0.0	1.0	0.0	0.0	0.0	0.7	1.6	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
TOTAL**	100.0	100.0	100.0	100.0	99.9	99.9	99.8	100.0	100.0	100.1	100.0	99.9	100.0	99.9	100.0	100.0	100.0	99.9	100.0	100.0
					Significant*				Significant*			Significant*		Significant*						

*Indicates significant differences at the 95% confidence level.

**Percentages may not add exactly to 100% due to rounding.

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY

Question #32: What is the highest level of school you have completed?

TABLE 18 -- EDUCATION LEVEL

RESPONSE CATEGORY	TOTAL	OFF-PEAK RIDER CLASSIF.			QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
		STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159
Elementary	1.7%	0.0%	0.0%	5.0%	0.0%	2.4%	1.5%	3.3%	1.8%	0.8%	0.0%	2.4%	5.5%	0.9%	0.0%	6.6%	1.0%	1.3%	3.6%	0.0%
Junior High	2.3	0.0	2.0	5.0	5.1	2.4	1.5	3.3	2.8	1.6	0.0	3.4	3.6	1.7	0.4	7.9	5.2	0.6	5.0	0.0
Some High School	10.7	0.0	13.0	19.0	17.9	7.9	11.1	19.7	9.2	7.8	7.6	12.0	21.8	8.3	8.1	18.4	18.8	5.2	22.9	0.0
Completed High School	32.0	11.0	41.0	44.0	30.8	31.0	33.3	26.2	30.3	36.7	25.0	35.1	32.7	30.9	29.1	40.8	33.3	29.7	68.6	0.0
Some College	40.7	85.0	20.0	17.0	33.3	46.8	37.0	37.7	44.0	38.3	55.4	34.1	27.3	44.8	48.4	17.1	31.3	48.4	0.0	76.7
College Graduate	11.0	3.0	22.0	8.0	12.8	7.9	13.3	9.8	10.1	12.5	10.9	11.1	7.3	11.7	12.1	7.9	9.4	12.9	0.0	20.8
Post-Graduate Work	1.3	1.0	2.0	1.0	0.0	0.8	2.2	0.0	0.9	2.3	1.1	1.4	1.8	1.3	1.8	0.0	1.0	1.9	0.0	2.5
Refused	0.3	0.0	0.0	1.0	0.0	0.8	0.0	0.0	0.9	0.0	0.0	0.5	0.0	0.4	0.0	1.3	0.0	0.0	0.0	0.0
TOTAL**	100.0	100.0	100.0	100.0	99.9	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0	100.1	100.0
		Significant*									Significant*				Significant*		Significant*			

*Indicates significant differences at the 95% confidence level.

**Percentages may not add to exactly 100% due to rounding.

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY

Question #33: Are you single, married, divorced,
widowed, or separated?

TABLE 19 -- MARITAL STATUS

RESPONSE CATEGORY	OFF-PEAK RIDER CLASSIF.				QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION		
	TOTAL	STUDENT	ODD-HOUR	HOUSE	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+	
			WORKER	PERSON																	
	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159	
Single	45.0%	90.0%	31.0%	14.0%	56.4%	52.4%	34.8%	49.2%	52.3%	35.9%	66.3%	35.6%	43.6%	45.7%	57.8%	7.9%	47.9%	45.8%	27.1%	61.0%	
Married	42.0	8.0	56.0	62.0	28.2	32.5	54.8	36.1	32.1	53.9	31.5	56.6	36.4	42.2	37.2	55.3	22.9	50.3	50.7	34.0	
Divorced, Widowed, Separated	12.7	2.0	12.0	24.0	12.8	15.1	10.4	14.8	14.7	10.2	2.2	17.3	20.0	11.7	4.9	35.5	29.2	3.9	21.4	5.0	
Refused	0.3	0.0	1.0	0.0	2.6	0.0	0.0	0.0	0.9	0.0	0.0	0.5	0.0	0.4	0.0	1.3	0.0	0.0	0.7	0.0	
TOTAL**	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0	99.9	100.0	
		Significant*				Significant*			Significant*			Significant*		Significant*		Significant*		Significant*		Significant*	

*Indicates significant differences at the 95% confidence level.

**Percentages may not add to exactly 100% due to rounding.

Question #34: Which of the following categories best represents your total yearly family income?

QUEEN CITY METRO
OFF-PEAK ADVERTISING STUDY
TABLE 20 -- Annual Family Income

RESPONSE CATEGORY	OFF-PEAK RIDER CLASSIF.				QCM PAST YR. RDRSHP			RDRSHP INCRS			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	WORKER	HOUSE PERSON	ODD-HOUR			HOUSE			HEAVY		LKLY NEUTRAL		BLACK		-45		-Coll	
					HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coll+
	n=300	n=100	n=100	n=100	n=135	n=126	n=39	n=61	n=109	n=128	n=92	n=208	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159
Under \$8,000	19.0%	18.0%	12.0%	27.0%	12.6%	23.8%	12.6%	19.7%	22.0%	15.6%	13.0%	21.6%	40.0%	14.8%	14.8%	31.6%	59.4%	0.0%	25.7%	13.2%
\$8,000 - \$12,999	13.0	9.0	13.0	17.0	11.1	13.5	11.1	18.0	12.8	10.9	14.1	12.5	14.5	12.2	11.7	17.1	40.6	0.0	14.3	11.9
\$13,000 - \$19,999	20.3	17.0	25.0	19.0	20.0	19.8	20.0	32.8	12.8	21.1	16.3	22.1	21.8	20.4	23.8	10.5	0.0	39.4	23.6	17.6
\$20,000 - \$29,999	16.7	17.0	24.0	9.0	18.5	17.5	18.5	14.8	16.5	17.2	27.2	12.0	5.5	19.6	18.4	10.5	0.0	32.3	11.4	21.4
\$30,000 - \$39,999	9.3	14.0	9.0	5.0	12.6	7.9	12.6	4.9	11.0	10.2	12.0	8.2	1.8	11.7	11.7	2.6	0.0	18.1	5.7	12.6
\$40,000 and over	5.3	11.0	4.0	1.0	6.7	4.8	6.7	3.3	5.5	6.3	8.7	3.8	1.8	6.5	5.8	3.9	0.0	10.3	0.0	10.1
Refused/Don't know	16.3	14.0	13.0	22.0	18.5	12.7	18.5	6.6	19.3	18.8	8.6	19.7	14.5	14.8	13.9	23.7	0.0	0.0	19.3	13.2
TOTAL**	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.1	99.9	100.1	99.9	99.9	99.9	100.0	100.1	99.9	100.0	100.1	100.0	100.0
					Significant*						Significant*		Significant*		Significant*		Significant*		Significant*	

*Indicates significant differences at the 95% confidence level.

**Percentages may not add to exactly 100% due to rounding.

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Question #35: Which ethnic group do you belong to?

TABLE 21 -- ETHNICITY

RESPONSE CATEGORY	OFF-PEAK RIDER CLASSIF.				QCM PAST YR. RDRSHP			RDRSHP INCRS LKJHD			RSPNDT SEX		ETHNICITY		AGE GROUP		INCOME LEVEL		EDUCATION	
	TOTAL	STUDENT	WORKER	HOUSE PERSON	HEAVY	LIGHT	NON-RDR	LKLY	NEUTRAL	UNLKY	MALE	FEMALE	BLACK	WHITE	-45	45+	-\$13M	\$13M+	-Coll	Coli*
	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	n=92	n=208	--	--	n=223	n=76	n=96	n=155	n=140	n=159
Black	18.3%	10.0%	23.0%	22.0%	46.2%	19.0%	9.6%	34.4%	14.7%	14.1%	13.0%	20.7%	--	--	16.1%	25.0%	31.3%	11.0%	25.0%	12.6%
White	76.7	87.0	72.0	71.0	48.7	75.4	85.9	55.7	79.8	83.6	81.5	74.5	--	--	78.9	71.1	64.6	86.5	68.6	83.6
Other	2.0	2.0	1.0	3.0	5.1	2.4	0.7	4.9	1.8	0.8	3.3	1.4	--	--	2.7	0.0	3.1	0.6	2.1	1.9
Refused	3.0	1.0	4.0	4.0	0.0	3.2	3.7	4.9	3.7	1.6	2.2	3.4	--	--	2.2	3.9	1.0	1.9	4.3	1.9
TOTAL**	100.0	100.0	100.0	100.0	100.0	100.0	99.9	99.9	100.0	100.1	100.0	100.0	--	--	99.9	100.0	100.0	100.0	100.0	100.0
					Significant*			Significant*									Significant*		Significant*	

*Indicates significant differences at the 95% confidence level

**Percentages may not add to exactly 100% due to rounding.

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<u>RESPONSE CATEGORY</u>	<u>TOTAL</u>	<u>OFF-PEAK RIDER CLASSIF.</u>			<u>QCM PAST YR. RDRSHP</u>			<u>RDRSHP INCRS</u>			<u>LKLRD</u>		<u>RSPNDT SEX</u>		<u>ETHNICITY</u>		<u>AGE GROUP</u>		<u>INCOME LEVEL</u>		<u>EDUCATION</u>	
		<u>STUDENT</u>	<u>WORKER</u>	<u>HOUSE PERSON</u>	<u>HEAVY</u>	<u>LIGHT</u>	<u>NON-RDR</u>	<u>LKLY</u>	<u>NEUTRAL</u>	<u>UNLKY</u>	<u>MALE</u>	<u>FEMALE</u>	<u>BLACK</u>	<u>WHITE</u>	<u>-45</u>	<u>+45+</u>	<u>-\$10M</u>	<u>\$10M+</u>	<u>-Coll</u>	<u>Coll+</u>		
	n=300	n=100	n=100	n=100	n=39	n=126	n=135	n=61	n=109	n=128	--	--	n=55	n=230	n=223	n=76	n=96	n=155	n=140	n=159		
Male	30.7%	47.0%	34.0%	11.0%	30.4%	32.5%	30.4%	34.4%	31.2%	28.1%	--	--	21.8%	32.6%	35.0%	17.1%	26.0%	38.1%	21.4%	39.0%		
Female	69.3	53.0	66.0	89.0	69.6	67.5	69.6	65.6	68.8	71.9	--	--	78.2	67.4	65.0	82.9	74.0	61.9	78.6	61.0		
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	--	--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

Significant*
Significant*

*Indicates significant differences at the 95% confidence level.