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QUEEN CITY METRO
MEDIA HABITS STUDY.
DECEMBER 1978

Prepared By: ACTION DATA INC.
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for the
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY



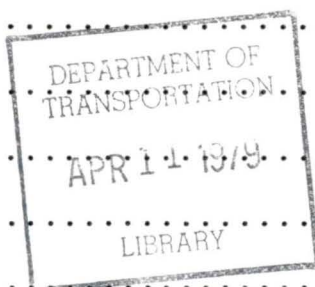
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QUEEN CITY METRO MEDIA HABITS STUDY

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INTRODUCTION

This report summarizes findings of Media Habits research conducted for Queen City Metro during November 1978. The purpose of this research is to profile media habits--television viewership, radio listenership, and newspaper readership--among current riders. The objective of this study is to provide media direction in order to more efficiently and effectively utilize QCM communication dollars.

Methodology, analytical framework, findings, and recommendations are presented below. Data tables and the survey questionnaire are included in the appendix of this report.

METHODOLOGY

DESIGN

Action Data's MART (Market Analysis, Retrieval and Tracking) System was employed in this research. The system makes use of an 80-column "Porta-Punch" card, on which a survey questionnaire is printed. The MART Card is set up in such a way that respondents simply punch out perforated holes for their appropriate answers. The MART System allows for relatively comprehensive and efficient data processing. (See Sample in Appendix.)

The questionnaire for this Media Habits Study involved using both sides of a MART card. The cards were included with a postage-paid return envelope and a pencil in a QCM envelope and distributed by coach drivers to riders, during the period November 2 through November 5. The cards were then processed and data tables were generated.

SURVEY CONTENT

The questionnaire for this study contains questions in two areas: media habits and demographics. The questions on the first side of the card pertain to radio listenership (time of day and AM/FM station), TV viewership (time of day), city newspaper readership, and neighborhood newspaper readership (particular paper and frequency read). In addition, riders are asked about reading advertising which is on the coaches themselves. Questions on the second side are in the areas of frequency of ridership, age, sex, marital status, ethnicity, employment, occupation, education, income, residence, and purpose for riding Metro.

RESEARCH PROCEDURE

Sampling and Distribution

Questionnaires were distributed to 7,000 Metro riders, covering 40-45 representative routes. The questionnaire packets were distributed on the coaches by the drivers. Upon completion, respondents were instructed to either return the card to the driver or to mail it in the postage-paid envelope provided. A total of 2,750 cards were distributed during weekday peak hours, 2,750 during the weekday off-peak hours, 1,000 on Saturday, and 500 on Sunday. The routes as well as the breakdown and timing for distribution, were determined by QCM. It should be noted that 25.4% of the respondent's were from the Western Hills/Price Hill/Westwood/Cheviot/Fairmount area.

Response Rate

Of the 7,000 questionnaires distributed, 3,272 were returned for a response rate of 46.7%. This response rate compares extremely favorably with conventional average survey return rates of roughly 20%. A total of 3,056 (43.7%) was actually usable. This represents 93.4% of all returned cards.

ANALYTICAL FRAMEWORK

Each of the questions in this survey is analyzed by three different classifications of Metro usage: usage level, day of usage, and peak/off-peak usage. Usage level is comprised of "heavy user" and "light user" categories. "Heavy users" are defined as those who ride Metro 21 or more times per month; "light users" ride 20 times or less each month. Day of usage includes a break-down by Saturday riders, Sunday riders, total weekend ridership, and total weekday ridership. "Peak" riders are those who ride Metro during the weekday hours of 6:00 a.m. to 9:00 a.m. or 3:00 p.m. to 6:00 p.m. "Off-peak" riders use Metro at other weekday times and on weekends.

Within these three classifications, each sub-category includes percentage breakdowns for response and sample size levels. In addition, the confidence level, derived from Chi-square statistical analysis, is stated for "heavy users" vs. "light users", total weekend vs. total weekday usage, and "peak" vs. "off-peak" rider differences. Overall, data is accurate $\pm 2\%$ at the 95 percent confidence level.

STUDY FINDINGS

RIDER USAGE CHARACTERISTICS

The discussion below includes various user/usage designations. Characteristics of these groups will be discussed later in terms of media habits and demographic profiles.

1. USAGE LEVEL (See Table 1, Page 13)

Considerable marketing efficiency can be realized by focusing attention on the frequent user of QCM services. Fifty-nine percent of QCM riders account for 74 percent of QCM ridership. These so-called "heavy users" include those who have taken more than 20 trips on the Metro in the past month. Conversely, the remaining 41 percent of riders (designated "light users") account for roughly 26 percent of ridership. It appears that in terms of usage alone, one "heavy user" is equivalent to two "light users".

(1) <u>User Type</u>	(2) <u>Percent Of Users</u>	(3) <u>Percent Of Usage</u>	(4) <u>(3)÷(2)</u>	(5) <u>Heavy ÷ Light</u>
"Heavy"	58.7%	74.4%	1:1.27	
"Light"	<u>41.3%</u>	<u>25.6%</u>	1: .62	2:1
	100.0%	100.0%		

2. DAY OF USAGE (See Table 2, Page 14)

Weekday ridership of QCM services accounts for 83% of both users and total usage. Approximately 70 percent of weekend riders as well as ridership is accounted for by Saturday users.

3. PEAK/OFF PEAK USAGE (See Table 2, Page 14)

"Peak" ridership has been defined as QCM weekday usage during 6:00-9:00 a.m. and 3:00-6:00 p.m. Other weekday usage hours as well as weekend usage are classified as "off-peak". As defined, "peak users" constitute 56 percent of users and 59 percent of QCM usage. "Off-peak" riders appear to be somewhat lighter users of the Metro than their "peak" counterparts. One peak rider is approximately equivalent to 1.13 non-peak riders in Metro usage.

4. METRO USER DESTINATION (See Table 3, Page 15)

The Metro is used primarily to go to work, and secondarily for shopping trips. There are, however, significant differences by user designation. For example, 82 percent of "heavy users" use the Metro to get to work in contrast to 54 percent of "light users". A similar usage emphasis on work versus shopping is observed among "peak" and "off-peak" riders, respectively. Conversely, the "light users" rely on the Metro more for shopping (29% vs. 14%). QCM transport to entertainment increases significantly for weekend versus weekday users.

RIDER DEMOGRAPHICS

The collection of extensive rider demographic data will enable QCM to develop more efficient media selection decisions in reaching various target groups. These demographics will allow management to more clearly match the Metro user profile with various media audience profiles and thus maximize the number of users reached per dollar spent, or conversely minimize CPM (cost per thousand) users. The overall user profile obscures much of the data detail which is discussed below. In overview terms, however, the average Metro rider is white (78%), unmarried (55%), female (73%), age 18-44 (55%), with at least a high school education (80%), is employed full-time (68%), in clerical work (26%), and has a median family income of \$10-\$15,000 per year.

1. ETHNICITY (See Table 4, Page 16)

Overall, 78 percent of Metro riders are White, compared to 19 percent Black. The remaining two and one half percent is comprised of Oriental (.5%), American Indian (.5%), Spanish-speaking (.2%) and Other (1.3%). Although there are significant differences by usage level ("heavy" versus "light"), these variations do not appear related to any one ethnic group. There are no statistically significant differences either by day of usage or "peak"/"off-peak" usage.

2. MARITAL STATUS (See Table 5, Page 17)

Overall, about 45 percent of riders are married, compared to 55 percent who are either single, divorced, or widowed. The only significant differences that emerge are in the area of "peak"/"off-peak" usage. Significantly, more "off-peak" riders are not married.

3. SEX (See Table 6, Page 18)

Female riders outnumber males by a 73-27 percent margin. Males use the Metro more on weekends than weekdays, while the opposite trend holds for females.

4. AGE (See Table 7, Page 19)

The principal age groups are the 18-29 (34%) and 30-44 (22%), followed by the 45-54 and 55-64 groups (each at 16%). "Heavy users" tend to cluster in the 18-44 age range (60% vs. "light users" at 49%). "Light users", on the other hand are older and appear more concentrated in the 65 and over age category (15% versus "heavy users" at 6%). The younger "peak" rider versus the older "non-peak" rider follows a simple trend.

5. EDUCATIONAL LEVEL (See Table 8, Page 20)

Four of five Metro riders have at least a high school education. "Heavy users" are considerably more educated than are "light users". For example, post high school education approximates 44 percent of "heavy users" compared to 37 percent for "light users". "Off-peak" weekday riders tend to have lower educational levels as suggested by day of usage data which shows that weekend riders are more educated than weekday users.

6. EMPLOYMENT STATUS (See Table 9, Page 21)

Two-thirds of Metro riders are employed full time. An additional 15 percent are part-time employees while the remaining 18 percent are unemployed. Both "peak" and "heavy users" tend to be full-time employees; for these groups, the part-time and unemployed figures are comparable. There are no differences in weekend/weekday usage by employment status.

7. OCCUPATIONAL LEVEL (See Table 10, Page 22)

One of four Metro riders hold clerical positions. Another 14.5 percent are in the professional/managerial occupational category; 13 percent are homemakers, and 11 percent are skilled laborers. Students account for 9 percent of riders as do service workers. Seven percent are in administration or sales. Eleven percent are classified in other occupations. "Heavy", "peak", and weekday riders tend to be in clerical positions while "off-peak" riders are represented more strongly in the student and home-maker classifications.

8. INCOME LEVEL (See Table 11, Page 23)

The median yearly family income range is \$10-\$15,000.

Twenty-seven percent have incomes in either the \$5-\$10,000 or the \$15-\$30,000 income range. One in five riders' incomes is under \$5,000, while 7 percent are \$30,000 or over. "Heavy", weekend, and "peak" riders all tend to have higher incomes. For example, approximately one in four of each of these riders has reported incomes of \$20,000 and above, while one in five of their "light", weekday, and "off-peak" counterparts is at the same income level.

MEDIA HABITS

1. RADIO LISTENERSHIP

a. Time of Day Listenership (See Table 12, Page 24)

More than one-half of Metro riders listen to radio most often in the morning, followed by evening, and then afternoon listenership. Both "heavy" and "peak" users are significantly greater morning and significantly less afternoon radio listeners. This is particularly pronounced in "peak"/"off-peak" comparisons. Forty-nine percent of "off-peak" riders listen more frequently in the morning versus 57 percent for "peak" riders. Likewise, 17 percent of "off-peak" riders are afternoon listeners compared to 8 percent for "peak" riders.

b. AM Station Listenership (See Table 13, Page 25)

Favorite AM radio station listenership is accounted for by four stations: WKRC (20%), WLW (19%), WCIN (14%), and WCKY (13%). Each of these figures becomes

inflated when adjusted for the 15 percent who report no AM radio station listening. Overall, there are no significant differences by user/usage group at the 95 percent confidence level. However, when radio listenership is analyzed by particular station by group, some differences do emerge among "peak" versus "non-peak" riders. For example, WCIN is preferred significantly among "off-peak" riders.

c. FM Station Listenership (See Table 14, Page 26)

FM radio listenership is reported by 85 percent of respondents. Of these, three of five list as their favorite station either WWEZ, WKRQ, WSAI, or WEBN. "Heavy users" gravitate more toward WKRQ, WEBN, WSAI, and WLQA. "Peak" versus "off-peak" riders tend to favor WWEZ, WKRQ, WEBN, and WLQA.

2. TELEVISION VIEWERSHIP (See Table 15, Page 27)

Television viewership is greatest during the evening (87%), followed by afternoon (7%) and morning (2%). Overall, 4 percent report no TV viewing activity. "Heavy users" and especially "peak" riders are strongly skewed toward evening viewing. "Light" and "off-peak" users tend to watch more afternoon television than do their comparison counterparts.

3. NEWSPAPER READERSHIP

a. City Newspapers (See Table 16, Page 28)

Reported readership of the Cincinnati Enquirer is 60 percent, followed by the Cincinnati Post at 35 percent. The remaining 5 percent is accounted

for by other, including only one-half of one percent who choose The Herald. Enquirer readership is considerably greater among "heavy users".

b. Neighborhood Newspapers (See Tables 17 & 18, Pages 29 & 30)

Neighborhood newspaper readership is reported by 82 percent of the sample. "Light users" show greater readership than do "heavy" riders. The most frequently read neighborhood newspaper is The Press (26%), followed by the Eastern Hills Journal (12%), the Hilltop News (11%), and the Forest Hills Journal (8%). There is considerable variation by user/usage type. "Heavy" versus "light users" show greater preference for the Eastern Hills Journal (13% versus 10%) and for the Hilltop News (12% versus 10%), but less for The Press (25% versus 29%). The Eastern Hills Journal is also strong among weekend riders as is the Norwood Enterprise. Issue readership is mixed. Twenty-eight percent report reading every issue while 20 percent read most and 34 percent read some.

It should be noted that neighborhood newspaper readership may be a function of sampling bias to the extent that certain geographical areas (452-38, -11, -05, -25) were sampled more heavily than others. (See Table 20, Page 32)

METRO ADVERTISING SIGN READERSHIP (See Table 19, Page 31)

Three-fourths of the sample state that they read Metro advertising signs, both inside and outside. Inside only readership is reported by 16 percent versus outside only at 3 percent, and neither at 7 percent. "Heavy users" report significantly more frequent readership than do "light users".

RECOMMENDATIONS

Action Data recommends that QCM develop a maintenance strategy focusing on the so-called "heavy user", and an attraction strategy targeted against the "off-peak" rider. A maintenance strategy emphasizes preserving the current QCM base by communicating to those riders who are the most frequent users of Metro services, and others similar to them. As discussed under the findings section of this report, one "heavy user" is equivalent to roughly two "light users" in terms of usage; thus, considerable marketing leverage can be generated by focusing on the frequent rider. An "off-peak" attraction strategy on the other hand is viewed as providing business-building direction for QCM; this goal can be achieved in part by analyzing media habits on this group, and developing a media selection plan accordingly.

The following media habits profile emerges for "heavy users":

- Fifty-four percent listen to radio in the morning; 32% listen in the evening, and only 10% are afternoon listeners.
- Of the 85% who listen to AM radio, most listen to WLW (23%), WKRC (23%), WCIN (18%), and WCKY (14%).
- Eighty-seven percent are FM listeners, predominantly WWEZ (18%), WKRQ (18%), WEBN (14%), and WSAI (13%).
- Of those who watch TV (96%), 92% watch during the evening.
- Sixty-three percent read the Cincinnati Enquirer.
- Eighty-one percent read neighborhood newspapers with varying frequencies. The Press (30%), Eastern Hills Journal (16%), and Hilltop News (14%) are dominant.

In line with QCM's emphasis on "off-peak" rider stimulation, a profile of "off-peak" riders based on the study is as follows:

- Forty-nine percent are morning radio listeners, while an additional 30% listen in the evening.
- Eighty-six percent are AM listeners. They usually listen to WLW (23%), WKRC (22%), WCIN (20%), or WCKY (15%). (This pattern is nearly identical to the "heavy user" profile.)
- Eighty-one percent listen to FM radio, most often to WWEZ (21%), WKRQ (16%), and WSAI (14%).
- Of the 95% who watch TV, 85% are evening viewers.
- Again, a majority (57%), read the Enquirer.
- Eighty percent of the "off-peak" riders read neighborhood newspapers. The same three papers are predominant as for "heavy users" -- The Press (30%), Eastern Hills Journal (15%), and Hilltop News (12%).

A P P E N D I X

TABLE 1
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
	ZERO	0.0%	8.6%	3.5%	2.2%	3.0%	2.4%	3.8%	3.1%	3.9%
NUMBER OF TRIPS ON METRO IN PAST MONTH	1-9	0.0%	34.1%	14.1%	14.1%	10.5%	13.0%	14.3%	9.6%	19.9%
	10-20	0.0%	57.3%	23.6%	25.3%	23.3%	24.7%	23.4%	20.8%	27.1%
	21 OR OVER	100.0%	0.0%	58.7%	58.4%	63.2%	59.8%	58.5%	66.6%	49.1%
	TOTAL(3)	100.0%	100.0%	99.9%	100.0%	100.0%	99.9%	100.0%	100.1%	100.0%
	PERCENT OF TOTAL	58.7%	41.3%	100.0%	12.1%	5.0%	17.1%	82.9%	55.8%	44.2%
	SAMPLE SIZE	1556	1093	2649	320	133	453	2196	1444	1146
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)			99%				36%		99%

(1)HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2)PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3)PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4)ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 2
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. *****	SUN. *****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK *****	OFF- PEAK *****
TIME OF DAY QUESTIONNAIRE RECEIVED	6AM-9AM	65.2%	45.0%	56.9%	65.3%	56.1%	62.7%	55.3%	82.3%	23.2%
	9AM-3PM	18.6%	39.9%	27.4%	17.5%	23.5%	19.2%	29.7%	0.0%	64.2%
	3PM-6PM	12.6%	11.7%	12.2%	12.8%	12.9%	12.8%	11.9%	17.7%	4.7%
	6PM-6AM	3.6%	3.4%	3.5%	4.4%	7.6%	5.3%	3.1%	0.0%	7.9%
	TOTAL (3)	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%
	PERCENT OF TOTAL	58.8%	41.2%	100.0%	11.6%	4.5%	16.1%	83.9%	56.4%	43.6%
	SAMPLE SIZE	1514	1062	2576	343	132	475	2473	1662	1286
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)			99%				99%		99%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 3
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
USING METRO TODAY TO GO	SHOPPING	13.7%	29.4%	20.1%	22.5%	18.4%	21.5%	20.8%	11.3%	32.7%
	TO WORK	82.3%	54.0%	70.8%	70.8%	66.2%	69.4%	70.4%	85.1%	51.5%
	TO SCHOOL	8.4%	6.0%	7.4%	6.1%	7.4%	6.5%	7.4%	6.3%	8.7%
	FOR ENTERTAINMENT	5.0%	6.7%	5.7%	6.7%	12.5%	8.2%	5.2%	3.2%	8.5%
	OTHER	6.1%	15.9%	10.1%	8.8%	11.0%	9.4%	9.8%	4.4%	16.4%
	TOTAL (3)	115.5%	112.0%	114.1%	114.9%	115.5%	115.0%	113.6%	110.3%	117.8%
	PERCENT OF TOTAL	59.2%	40.8%	100.0%	11.8%	4.7%	16.5%	83.5%	56.3%	43.7%
	SAMPLE SIZE	1528	1052	2580	342	136	478	2425	1595	1238
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)	---							---	

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL ADDS TO MORE THAN 100% BECAUSE RESPONDENTS COULD GIVE MORE THAN ONE ANSWER TO THIS QUESTION.

(4) NO MEANINGFUL CONFIDENCE LEVEL CAN BE COMPUTED FOR MULTIPLE RESPONSE QUESTIONS.

TABLE 4
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
ETHNICITY	BLACK	20.0%	18.2%	19.2%	22.9%	17.3%	21.3%	20.2%	18.9%	21.1%
	WHITE	77.6%	79.4%	78.3%	74.3%	80.5%	76.1%	77.1%	78.8%	75.7%
	ORIENTAL	0.5%	0.4%	0.5%	0.9%	0.0%	0.7%	0.7%	0.7%	0.7%
	SPANISH-SPEAKING	0.1%	0.3%	0.2%	0.3%	0.0%	0.2%	0.1%	0.1%	0.3%
	AMERICAN INDIAN	0.2%	1.0%	0.5%	0.3%	0.0%	0.2%	0.6%	0.3%	0.8%
	OTHER	1.6%	0.8%	1.3%	1.2%	2.3%	1.5%	1.3%	1.2%	1.4%
TOTAL(3)		100.0%	100.1%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%
PERCENT OF TOTAL		59.0%	41.0%	100.0%	11.8%	4.8%	16.6%	83.4%	56.1%	43.9%
SAMPLE SIZE		1461	1017	2478	327	133	460	2316	1521	1190
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)		98%							11%	81%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 5
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
MARITAL STATUS	MARRIED	43.2%	46.7%	44.6%	46.5%	48.1%	47.0%	43.1%	46.5%	40.6%
	SINGLE, DIVORCED, WIDOWED	56.8%	53.3%	55.4%	53.5%	51.9%	53.0%	56.9%	53.5%	59.4%
	TOTAL(3)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	PERCENT OF TOTAL	58.8%	41.2%	100.0%	11.8%	4.7%	16.5%	83.6%	56.3%	43.7%
	SAMPLE SIZE	1478	1034	2512	331	131	462	2348	1545	1199
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)			91%				86%		99%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 6
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

		RIDER CHARACTERISTICS									
		USAGE LEVEL (1)			DAY OF USAGE				PEAK/OFF-PEAK USAGE (2)		
		*****			*****				*****		
CHARACTERISTIC	RESPONSE	HEAVY	LIGHT	TOTAL	SAT.	SUN.	TOTAL	TOTAL	PEAK	OFF-	
*****	*****	USERS	USERS	*****	****	****	*****	*****	****	PEAK	
SEX	FEMALE	73.2%	73.7%	73.4%	68.8%	59.5%	66.2%	74.6%	72.3%	74.0%	
	MALE	26.8%	26.3%	26.6%	31.2%	40.5%	33.8%	25.4%	27.7%	26.0%	
	TOTAL (3)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	PERCENT OF TOTAL	59.0%	41.0%	100.0%	11.9%	4.6%	16.5%	83.6%	56.1%	43.9%	
	SAMPLE SIZE	1498	1040	2538	340	131	471	2396	1568	1226	
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)			15%				99%		65%	

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 7
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
AGE	UNDER 18	3.2%	4.2%	3.6%	4.1%	6.0%	4.7%	3.4%	2.9%	4.6%
	18-29	36.7%	29.1%	33.8%	27.9%	37.9%	30.8%	32.5%	34.1%	30.5%
	30-44	23.0%	19.6%	21.7%	22.4%	19.8%	21.7%	22.1%	24.6%	18.8%
	45-54	15.7%	16.2%	15.9%	16.2%	15.5%	16.0%	16.4%	17.1%	15.3%
	55-64	15.7%	16.0%	15.8%	17.2%	14.7%	16.5%	15.5%	15.1%	15.7%
	65 OR OVER	5.6%	14.8%	9.1%	12.1%	6.0%	10.3%	10.0%	6.2%	15.0%
TOTAL(3)		99.9%	99.9%	99.9%	99.9%	99.9%	100.0%	99.9%	100.0%	99.9%
PERCENT OF TOTAL		61.8%	38.2%	100.0%	11.7%	4.7%	16.4%	83.7%	57.3%	42.7%
SAMPLE SIZE		1386	856	2242	290	116	406	2082	1394	1038
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)				99%					48%	99%

(1)HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2)PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3)PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4)ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 8
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
EDUCATION	ELEMENTARY SCHOOL	3.6%	7.5%	5.2%	7.2%	5.3%	6.6%	5.2%	3.9%	7.3%
	SOME HIGH SCHOOL	14.0%	15.8%	14.7%	15.0%	13.6%	14.6%	15.7%	13.3%	17.8%
	HIGH SCHOOL GRADUATE	38.7%	39.8%	39.1%	35.8%	30.3%	34.2%	39.5%	40.2%	36.0%
	SOME COLLEGE	26.5%	20.1%	23.9%	26.8%	16.7%	23.8%	23.7%	24.9%	23.0%
	COLLEGE GRADUATE	17.2%	16.8%	17.0%	15.3%	34.1%	20.8%	15.9%	17.7%	15.8%
	TOTAL (3)	100.0%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	99.9%
	PERCENT OF TOTAL	59.5%	40.5%	100.0%	11.6%	4.8%	16.4%	83.6%	56.7%	43.3%
	SAMPLE SIZE	1477	1005	2482	321	132	453	2309	1529	1168
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)			99%				95%		99%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 9
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
	FULL-TIME	77.1%	53.3%	67.5%	69.8%	61.4%	67.3%	67.4%	80.9%	49.6%
EMPLOYMENT	PART-TIME	12.6%	17.5%	14.6%	13.4%	15.2%	14.0%	14.7%	10.5%	20.2%
	UNEMPLOYED	10.3%	29.2%	17.9%	16.7%	23.5%	18.8%	17.9%	8.6%	30.2%
	TOTAL(3)	100.0%	100.0%	100.0%	99.9%	100.1%	100.1%	100.0%	100.0%	100.0%
	PERCENT OF TOTAL	59.9%	40.1%	100.0%	11.6%	5.0%	16.6%	83.4%	56.8%	43.2%
	SAMPLE SIZE	1417	949	2366	305	132	437	2191	1458	1109
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)			99%				12%		99%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 10
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
OCCUPATION	HOMEMAKER	6.2%	24.0%	13.3%	13.6%	8.7%	12.1%	14.1%	6.9%	21.9%
	STUDENT	9.2%	9.8%	9.4%	9.5%	15.7%	11.4%	9.0%	6.6%	13.4%
	SKILLED LABOR	11.2%	10.0%	10.7%	15.3%	9.4%	13.5%	10.4%	10.6%	10.8%
	SERVICE	9.6%	7.4%	8.7%	9.5%	7.9%	9.0%	8.4%	7.6%	9.7%
	CLERICAL	30.9%	17.6%	25.6%	20.0%	14.2%	18.2%	26.9%	34.8%	13.8%
	ADMINISTRATION/SALES	6.6%	6.9%	6.7%	8.1%	6.3%	7.6%	6.4%	7.0%	6.2%
	PROFESSIONAL/MANAGERIAL	14.8%	14.0%	14.5%	14.6%	29.1%	19.0%	13.5%	16.3%	12.2%
	OTHER	11.5%	10.2%	11.0%	9.5%	8.7%	9.2%	11.3%	10.2%	12.0%
	TOTAL (3)	100.0%	99.9%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%
	PERCENT OF TOTAL	60.0%	40.0%	100.0%	11.5%	5.0%	16.5%	83.5%	56.8%	43.2%
	SAMPLE SIZE	1381	919	2300	295	127	422	2134	1415	1076
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)			99%				99%		99%

(1)HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2)PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3)PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4)ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 11
QUEEN CITY METRO
MEDIA-HABITS STUDY
NOVEMBER 1978

RIDER CHARACTERISTICS

CHARACTERISTIC *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
TOTAL COMBINED YEARLY FAMILY INCOME	UNDER \$5,000	16.4%	22.7%	18.9%	18.9%	23.6%	20.3%	18.9%	12.3%	27.4%
	\$5,000 - \$9,999	28.6%	25.0%	27.2%	26.2%	14.6%	22.7%	28.7%	28.6%	26.5%
	\$10,000 - \$14,999	19.0%	19.6%	19.2%	24.5%	17.9%	22.5%	19.0%	20.2%	18.5%
	\$15,000 - \$19,999	12.8%	14.0%	13.3%	9.4%	17.1%	11.7%	13.1%	13.9%	11.7%
	\$20,000 - \$29,999	16.1%	12.1%	14.5%	11.2%	17.9%	13.2%	13.9%	17.4%	9.5%
	\$30,000 OR OVER	7.1%	6.7%	6.9%	9.8%	8.9%	9.5%	6.5%	7.6%	6.3%
TOTAL (3)		100.0%	100.1%	100.0%	100.0%	100.0%	99.9%	100.1%	100.0%	99.9%
PERCENT OF TOTAL		60.1%	39.9%	100.0%	11.3%	4.9%	16.2%	83.8%	57.1%	42.9%
SAMPLE SIZE		1369	909	2278	286	123	409	2120	1414	1064
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)				99%					97%	99%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 12
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
WHEN RADIO LISTENED TO MOST OFTEN	MORNING	54.5%	51.2%	53.1%	54.2%	50.0%	53.0%	53.4%	57.0%	48.6%
	AFTERNOON	10.5%	15.1%	12.4%	10.2%	12.7%	10.9%	12.6%	8.3%	17.3%
	EVENING	31.5%	30.2%	31.0%	32.4%	35.8%	33.3%	30.2%	31.1%	30.3%
	NEVER LISTEN	3.6%	3.5%	3.5%	3.2%	1.5%	2.7%	3.8%	3.6%	3.8%
TOTAL(3)		100.1%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%
PERCENT OF TOTAL		58.9%	41.1%	100.0%	11.6%	4.5%	16.1%	83.8%	56.1%	43.9%
SAMPLE SIZE		1516	1059	2575	343	134	477	2475	1618	1264
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)				99%					68%	99%

(1)HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2)PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3)PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4)ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 13
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. *****	SUN. *****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK *****	OFF- PEAK *****
AM RADIO STATION LISTENED TO MOST OFTEN	DON'T LISTEN	15.4%	13.4%	14.6%	13.4%	16.2%	14.2%	14.4%	14.6%	14.3%
	WCIN	14.9%	14.0%	14.5%	14.3%	16.2%	14.8%	15.1%	13.0%	17.3%
	WKRC	19.4%	21.2%	20.2%	24.7%	17.6%	22.7%	19.2%	20.3%	19.1%
	WLW	19.5%	18.8%	19.2%	19.0%	25.7%	21.0%	18.9%	19.0%	19.7%
	WSAI	7.7%	6.9%	7.4%	8.3%	5.9%	7.6%	7.5%	8.3%	6.4%
	WCKY	12.1%	14.3%	13.0%	10.1%	10.3%	10.2%	13.6%	13.4%	12.9%
	WUBE	4.9%	5.9%	5.3%	5.4%	2.2%	4.4%	5.5%	5.7%	4.8%
	WNOP	3.1%	2.0%	2.7%	2.4%	2.9%	2.5%	2.7%	2.5%	2.7%
	OTHER	2.9%	3.5%	3.1%	2.4%	2.9%	2.5%	3.1%	3.2%	2.8%
	TOTAL (3)	99.9%	100.0%	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%
	PERCENT OF TOTAL	58.8%	41.2%	100.0%	11.5%	4.7%	16.3%	83.8%	56.3%	43.7%
	SAMPLE SIZE	1502	1053	2555	336	136	472	2448	1602	1245
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)			80%				58%		92%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 14
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. *****	SUN. *****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK *****	OFF- PEAK *****
FM RADIO STATION LISTENED TO MOST OFTEN	DON'T LISTEN	12.9%	19.1%	15.4%	16.2%	14.4%	15.7%	15.1%	12.7%	18.6%
	WEBN	11.9%	8.8%	10.6%	10.1%	12.9%	10.9%	10.2%	11.1%	9.7%
	WKRQ	15.8%	14.4%	15.2%	14.6%	8.3%	12.8%	15.6%	17.0%	13.2%
	WLQA	10.5%	7.6%	9.3%	10.4%	7.6%	9.6%	8.7%	9.6%	7.9%
	WWEZ	15.9%	18.3%	16.9%	16.2%	13.6%	15.4%	17.5%	17.7%	16.7%
	WSAI	11.6%	9.7%	10.8%	10.1%	12.1%	10.7%	11.3%	10.7%	11.1%
	WUBE	7.3%	8.0%	7.6%	5.8%	10.6%	7.2%	7.7%	7.4%	7.6%
	WLWS	4.4%	4.7%	4.5%	6.1%	4.5%	5.7%	4.9%	4.9%	4.9%
	OTHER	9.8%	9.4%	9.6%	10.7%	15.9%	12.2%	9.1%	8.9%	10.4%
	TOTAL (3)	100.1%	100.0%	99.9%	100.2%	99.9%	100.2%	100.1%	100.0%	100.1%
	PERCENT OF TOTAL	59.5%	40.5%	100.0%	11.6%	4.7%	16.3%	83.7%	56.3%	43.7%
	SAMPLE SIZE	1484	1010	2494	328	132	460	2361	1556	1206
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)			99%				56%		99%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 15
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
WHEN TV WATCHED MOST OFTEN	MORNING	2.5%	2.3%	2.4%	2.6%	1.5%	2.3%	2.4%	1.4%	3.3%
	AFTERNOON	4.7%	9.7%	6.8%	8.4%	6.6%	7.9%	6.9%	3.8%	10.8%
	EVENING	88.4%	84.0%	86.6%	84.9%	85.4%	85.1%	86.6%	91.3%	81.1%
	NEVER WATCH	4.4%	4.0%	4.2%	4.1%	6.6%	4.8%	4.1%	3.6%	4.8%
TOTAL (3)		100.0%	100.0%	100.0%	100.0%	100.1%	100.1%	100.0%	100.1%	100.0%
PERCENT OF TOTAL		58.7%	41.3%	100.0%	11.6%	4.6%	16.2%	83.9%	56.1%	43.9%
SAMPLE SIZE		1529	1074	2603	345	137	482	2492	1626	1272
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)		99%							23%	
									99%	

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 16
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
CINCINNATI NEWSPAPER READ MOST OFTEN	CINCINNATI ENQUIRER	62.6%	57.2%	60.4%	56.2%	56.3%	56.2%	60.1%	61.7%	57.4%
	CINCINNATI POST	33.2%	37.0%	34.8%	38.2%	36.3%	37.7%	35.1%	34.1%	36.8%
	CINCINNATI HERALD	0.3%	0.8%	0.5%	0.6%	0.0%	0.4%	0.6%	0.4%	0.6%
	NONE OF THESE	3.8%	5.0%	4.3%	5.0%	7.4%	5.7%	4.2%	3.8%	5.3%
TOTAL (3)		99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%
PERCENT OF TOTAL		59.0%	41.0%	100.0%	11.7%	4.6%	16.3%	83.7%	56.3%	43.7%
SAMPLE SIZE		1510	1051	2561	340	135	475	2442	1599	1243
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)		99%							73%	94%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 17
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. *****	SUN. *****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK *****	OFF- PEAK *****
		*****	*****	*****	*****	*****	*****	*****	*****	*****
NEIGHBORHOOD NEWSPAPER READ MOST OFTEN	EASTERN HILLS JOURNAL	12.7%	10.0%	11.6%	12.8%	24.8%	16.4%	10.5%	10.8%	12.3%
	NORTHEAST SUBURBAN LIFE	4.9%	6.9%	5.7%	13.1%	3.3%	10.2%	5.0%	4.9%	7.2%
	MILLCREEK VALLEY NEWS	3.4%	3.5%	3.4%	5.0%	1.7%	4.0%	3.7%	3.4%	4.0%
	FOREST HILLS JOURNAL	8.2%	7.9%	8.1%	6.4%	14.0%	8.7%	7.6%	9.8%	5.4%
	NORWOOD ENTERPRISE	4.2%	4.4%	4.3%	10.3%	7.4%	9.4%	3.6%	3.0%	6.3%
	MT. WASHINGTON PRESS	2.2%	2.8%	2.4%	1.4%	4.1%	2.2%	2.4%	1.8%	3.1%
	THE PRESS	24.6%	28.8%	26.3%	14.5%	11.6%	13.6%	27.8%	26.6%	24.2%
	HILLTOP NEWS	11.5%	9.8%	10.8%	4.6%	4.1%	4.5%	13.1%	13.1%	9.5%
	OTHER	28.3%	25.9%	27.3%	31.9%	28.9%	31.0%	26.4%	26.6%	27.9%
	TOTAL (3)	100.0%	100.0%	99.9%	100.0%	99.9%	100.0%	100.1%	100.0%	99.9%
	PERCENT OF TOTAL	59.0%	41.0%	100.1%	12.0%	5.1%	17.1%	82.9%	56.7%	43.3%
	SAMPLE SIZE	1243	864	2107	282	121	403	1955	1308	998
	CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)			91%				99%		99%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 18
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
HOW OFTEN NEIGHBORHOOD NEWSPAPER READ	EVERY ISSUE	26.7%	30.6%	28.3%	26.9%	25.9%	26.6%	27.8%	27.2%	27.9%
	MOST ISSUES	18.2%	22.0%	19.7%	22.7%	17.8%	21.2%	19.2%	20.4%	18.6%
	SOME ISSUES	36.1%	31.9%	34.4%	34.1%	39.3%	35.6%	34.5%	35.4%	33.9%
	NEVER	19.0%	15.5%	17.5%	16.3%	17.0%	16.5%	18.5%	17.0%	19.6%
TOTAL (3)		100.0%	100.0%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%
PERCENT OF TOTAL		59.0%	41.0%	100.0%	11.7%	4.8%	16.5%	83.6%	56.2%	43.8%
SAMPLE SIZE		1477	1025	2502	331	135	466	2368	1556	1214
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS (CHI-SQUARE) (4)		99%							44%	77%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 19
 QUEEN CITY METRO
 MEDIA HABITS STUDY
 NOVEMBER 1978

MEDIA HABITS

HABIT *****	RESPONSE *****	USAGE LEVEL (1) *****			DAY OF USAGE *****				PEAK/OFF-PEAK USAGE (2) *****	
		HEAVY USERS *****	LIGHT USERS *****	TOTAL *****	SAT. ****	SUN. ****	TOTAL WEEKEND *****	TOTAL WEEKDAY *****	PEAK ****	OFF- PEAK ****
METRO ADVERTISING SIGNS READ	YES, BOTH INSIDE AND OUT	76.6%	69.9%	73.9%	73.4%	75.6%	74.0%	73.0%	73.4%	73.0%
	YES, INSIDE ONLY	15.7%	17.3%	16.3%	16.6%	15.6%	16.3%	16.5%	15.6%	17.4%
	YES, OUTSIDE ONLY	2.6%	4.1%	3.2%	3.8%	2.2%	3.4%	3.5%	3.6%	3.4%
	NO	5.1%	8.7%	6.6%	6.2%	6.7%	6.3%	7.0%	7.4%	6.2%
TOTAL(3)		100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%
PERCENT OF TOTAL		58.9%	41.1%	100.0%	11.6%	4.6%	16.2%	83.8%	56.0%	44.0%
SAMPLE SIZE		1507	1052	2559	338	135	473	2442	1593	1250
CONFIDENCE LEVEL OF STATISTICAL ANALYSIS(CHI-SQUARE)(4)		99%							4%	57%

(1) HEAVY USERS ARE DEFINED AS THOSE RIDERS WHO TAKE 21 OR MORE RIDES ON METRO PER MONTH.

(2) PEAK RIDERS ARE THOSE WHO RIDE BETWEEN 6AM AND 9AM OR 3PM AND 6PM ON WEEKDAYS; WEEKENDS AND ALL OTHER WEEKDAY TIMES CONSIST OF OFF-PEAK RIDERS.

(3) PERCENTAGE TOTAL MAY NOT ADD EXACTLY TO 100% DUE TO ROUNDING.

(4) ANY CONFIDENCE LEVEL PERCENTAGE BELOW 95% IS CONSIDERED "NOT SIGNIFICANT".

TABLE 20
QUEEN CITY METRO
MEDIA HABITS STUDY
NOVEMBER 1978

RIDER CHARACTERISTICS

RESPONDENTS' ZIP CODES

ZIP CODE FREQUENCY			ZIP CODE FREQUENCY			ZIP CODE FREQUENCY			ZIP CODE FREQUENCY		
*****			*****			*****			*****		
NO. %			NO. %			NO. %			NO. %		
*** **			*** **			*** **			*** **		
41011	3	0.1	45069	3	0.1	45210	34	1.2	45232	31	1.1
41015	2	0.1	45102	20	0.7	45211	244	8.3	45233	39	1.3
41042	1	0.0	45103	3	0.1	45212	103	3.5	45235	2	0.1
41071	7	0.2	45104	1	0.0	45213	33	1.1	45236	74	2.5
41073	2	0.1	45106	14	0.5	45214	73	2.5	45237	77	2.6
41074	1	0.0	45120	1	0.0	45215	53	1.8	45238	256	8.7
41075	1	0.0	45122	3	0.1	45216	39	1.3	45239	129	4.4
42530	1	0.0	45123	1	0.0	45217	36	1.2	45240	16	0.5
43208	1	0.0	45140	13	0.4	45218	2	0.1	45241	3	0.1
44130	1	0.0	45150	15	0.5	45219	79	2.7	45242	31	1.1
45001	9	0.3	45157	6	0.2	45220	69	2.4	45243	32	1.1
45002	4	0.1	45174	1	0.0	45221	2	0.1	45244	20	0.7
45011	1	0.0	45201	5	0.2	45223	68	2.3	45245	17	0.6
45014	6	0.2	45202	52	1.8	45224	85	2.9	45246	5	0.2
45022	1	0.0	45203	27	0.9	45225	115	3.9	45247	4	0.1
45039	4	0.1	45204	32	1.1	45226	25	0.9	45320	1	0.0
45040	1	0.0	45205	132	4.5	45227	104	3.5	45327	1	0.0
45042	1	0.0	45206	82	2.8	45228	2	0.1	45339	1	0.0
45051	1	0.0	45207	56	1.9	45229	62	2.1	47025	3	0.1
45052	3	0.1	45208	82	2.8	45230	221	7.5			
45056	1	0.0	45209	60	2.0	45231	84	2.9			

$\frac{Q}{1} \frac{C}{2} \frac{M}{3}$

$\overline{10}$

$\frac{9}{4} \frac{0}{5} \frac{8}{6}$

$\overline{11}$

$\overline{7} \overline{8} \overline{9}$

$\overline{12}$

$\overline{13}$

QUEEN CITY METRO
ADVERTISING IMPACT STUDY
SCREENER

HELLO. I'M _____ FROM ACTION DATA, INC., A NATIONAL
MARKETING RESEARCH FIRM. WE'RE CONDUCTING A STUDY ON TRANSPORTATION
FOR QUEEN CITY METRO IN ORDER THAT THEY MAY SERVE YOU BETTER.

ARE YOU UNDER 18 YEARS OF AGE, OR OVER 18?

____ 18 and Over

____ Under 18 (ASK TO SPEAK TO SOMEONE WHO IS OVER 18.
IF NOT AVAILABLE, TERMINATE.)

REINTRODUCE YOURSELF TO EACH NEW PERSON YOU TALK TO.

WHEN YOU DETERMINE THAT YOU ARE TALKING TO SOMEONE 18 OR OVER, ASK:

"MAY I ASK YOU A FEW QUESTIONS?"

TODAY WE ARE INTERESTED IN TALKING TO PARTICULAR GROUPS OF PEOPLE,
AND SO I WOULD LIKE TO ASK YOU A FEW PRELIMINARY QUESTIONS:

1. Are you a full-time student at a Cincinnati college?

14-1 Yes (QUALIFIES FOR GROUP I, SKIP TO Q. 4)

14-2 No (CONTINUE WITH SCREENER)

2a. Are you the head of the household?

15-1 Yes

15-2 No

b. Are you currently employed?

16-1 Yes (CONTINUE WITH SCREENER)

16-2 No (QUALIFIES FOR GROUP II, SKIP TO Q. 4)

3a. (IF "YES" TO Q. 2b, ASK:) Is that full-time or part-time?

17-1 Full-time (CONTINUE WITH SCREENER)

17-2 Part-time (QUALIFIES FOR GROUP III, SKIP TO Q. 4)

b. (IF "FULL-TIME", ASK:) What are your normal working hours?

18-1 Start work anywhere from 6:00
to 9:00 a.m. and finish anywhere (TERMINATE & TALLY)
from 3:00 to 6:00 p.m.

18-2 Any other times (QUALIFIES FOR GROUP III,
CONTINUE WITH Q. 4)

IF THIS PERSON DOES NOT QUALIFY, ASK TO TALK WITH ANOTHER PERSON IN
THE HOUSEHOLD OVER 18. START SCREENER FROM THE BEGINNING.

QUESTIONNAIRE

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

19-1 Yes

19-2 No (SKIP TO QUESTION 27)

(MAKE SURE THEY HAVE QUEEN CITY METRO IN MIND FOR Q. 4.)

- 5a. Where have you seen or heard advertising for Queen City Metro in the past month? (DO NOT READ LIST. CIRCLE AS MANY AS MENTIONED.)

20-1 T.V. (ASK Q. 6 - Q. 12, BEGINNING ON PAGE 2)

21-1 Radio (ASK Q. 13 - Q. 19, BEGINNING ON PAGE 4)

22-1 Newspaper (ASK Q. 20 - Q. 26, BEGINNING ON PAGE 6)

23-1 Transit Advertising (IF NO OTHER MEDIA MENTIONED,
SKIP TO Q. 27)

24-1 Don't Recall (ASK Q. 5b)

25-1 Other (SKIP TO Q. 27)

- b. (IF "DON'T RECALL" IN Q. 5a, ASK:) Do you think you saw or heard this advertising on: (READ LIST.)

20-2 T.V. (ASK Q. 6 - Q. 12, BEGINNING ON PAGE 2)

21-2 Radio (ASK Q. 13 - Q. 19, BEGINNING ON PAGE 4)

22-2 Newspaper (ASK Q. 20 - Q. 26, BEGINNING ON PAGE 6)

24-2 Respondent still doesn't recall (DON'T READ)
(ASK Q. 6 - Q. 12, BEGINNING ON PAGE 2)

(FOR EACH MEDIUM MENTIONED IN QUESTION 5a, BE SURE TO ASK THE APPROPRIATE QUESTIONS FOR EACH TYPE MENTIONED.)

TELEVISION SECTION

IF "T.V." MENTIONED IN Q. 5a, ASK QUESTIONS 6 - 12.

ALSO USE QUESTIONS 6 - 12 FOR THOSE WHO "DON'T RECALL" THE MEDIA IN WHICH THEY SAW OR HEARD ADVERTISING. SUBSTITUTE "ADVERTISEMENT" FOR "COMMERCIAL" AND LEAVE OUT REFERENCES TO T.V.

6. What do you remember about the ad you saw (on T.V.)?
(PROBE AND CLARIFY.)

_____ 26
_____ 27
_____ 28
_____ 29
What else? _____ 30
_____ 31

7. What do you think the commercial/advertisement was trying to get across?

_____ 32
_____ 33
_____ 34
_____ 35
_____ 36
_____ 37

- 8a. Was the message believable?

38-1 Yes (SKIP TO QUESTION 9)

38-2 No (ASK QUESTION 8b)

- b. (IF "NO", ASK:) Why do you say that?

_____ 39
_____ 40
_____ 41
_____ 42
_____ 43
_____ 44

9. Do you remember anything that was mentioned about the cost of riding the Metro?

45-1 Yes

45-2 No (SKIP TO QUESTION 10)

(IF "YES", ASK:) What?

46
47
48
49

10. Do you remember any particular hours or days the commercial suggested for using the Metro?

50-1 Yes

50-2 No

- 11a. Can you remember any slogan from the advertisement/commercial?

51-1 Yes (ASK QUESTION 11b)

51-2 No (ASK QUESTION 12)

- b. (IF "YES", ASK:) What was that?

52
53
54
55

(IF "METRO. IT'S THE ONLY WAY TO GO" NOT MENTIONED IN Q. 11b, ASK Q. 12. OTHERWISE, SKIP TO APPROPRIATE QUESTION.)

12. (IF "NO", ASK:) Do you remember the phrase "METRO. IT'S THE ONLY WAY TO GO" from the advertisement?

56-1 Yes

56-2 No

- 12a. Did you object to anything in the advertisement?

____ Yes ____ No

If yes, what did you object to? _____

RADIO SECTION

IF "RADIO" MENTIONED IN Q. 5a, ASK QUESTIONS 13 - 19.

ALSO USE QUESTIONS 13 - 19 FOR THOSE WHO "DON'T RECALL" THE MEDIA IN WHICH THEY SAW OR HEARD ADVERTISING.

13. What do you remember about the ad you heard (on the radio)?
(PROBE AND CLARIFY.)

_____ 57
_____ 58
_____ 59
_____ 60
What else? _____ 61
_____ 62

14. What do you think the commercial/advertisement was trying to get across?

_____ 63
_____ 64
_____ 65
_____ 66
_____ 67
_____ 68

- 15a. Was the message believable?

69-1 Yes (SKIP TO QUESTION 16)

69-2 No (ASK QUESTION 15b)

- b. (IF "NO", ASK:) Why do you say that?

_____ 70
_____ 71
_____ 72
_____ 73
_____ 74
_____ 75

16. Do you remember anything that was mentioned about the cost of riding the Metro?

(Card 2)

14-1 Yes

14-2 No (SKIP TO QUESTION 17)

(IF "YES", ASK:) What?

15
16
17
18

17. Do you remember any particular hours or days the commercial suggested for using the Metro?

19-1 Yes

19-2 No

18a. Can you remember any slogan from the advertisement/commercial?

20-1 Yes (ASK QUESTION 18b)

20-2 No (ASK QUESTION 19)

b. (IF "YES", ASK:) What was that?

21
22
23
24

(IF "METRO. IT'S THE ONLY WAY TO GO" NOT MENTIONED IN Q. 18b, ASK Q. 19. OTHERWISE, SKIP TO APPROPRIATE QUESTION.)

19. (IF "NO", ASK:) Do you remember the phrase "METRO. IT'S THE ONLY WAY TO GO" from the advertisement?

25-1 Yes

25-2 No

19a. Did you object to anything in the advertisement?

_____ Yes _____ No

If yes, what did you object to? _____

NEWSPAPER SECTION

IF "NEWSPAPER" MENTIONED IN Q. 5a, ASK QUESTIONS 20 - 26.

ALSO USE QUESTIONS 20 - 26 FOR THOSE WHO "DON'T RECALL" THE MEDIA IN WHICH THEY SAW OR HEARD ADVERTISING.

20. What do you remember about the ad you saw (in the newspaper)?
(PROBE AND CLARIFY.)

What else? _____

26
27
28
29
30
31

21. What do you think the commercial/advertisement was trying to get across?

32
33
34
35
36
37

- 22a. Was the message believable?

38-1 Yes (SKIP TO QUESTION 23)

38-2 No (ASK QUESTION 22b)

- b. (IF "NO", ASK:) Why do you say that?

39
40
41
42
43
44

23. Do you remember anything that was mentioned about the cost of riding the Metro?

45-1 Yes

45-2 No (SKIP TO QUESTION 24)

(IF "YES", ASK:) What?

46
47
48
49

24. Do you remember any particular hours or days the commercial suggested for using the Metro?

50-1 Yes

50-2 No

25a. Can you remember any slogan from the advertisement/commercial?

51-1 Yes (ASK QUESTION 25b)

51-2 No (ASK QUESTION 26)

b. (IF "YES", ASK:) What was that?

52
53
54
55

(IF "METRO. IT'S THE ONLY WAY TO GO" NOT MENTIONED IN Q. 25b, ASK Q. 26. OTHERWISE, SKIP TO QUESTION 27.)

26. (IF "NO", ASK:) Do you remember the phrase "METRO. IT'S THE ONLY WAY TO GO" from the advertisement?

56-1 Yes

56-2 No

26a. Did you object to anything in the advertisement?

_____ Yes _____ No

If yes, what did you object to? _____

ASK EVERYONE:

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

READ SCALE FOR EACH REASON LISTED. (BEGIN WITH "✓" REASON, CONTINUE UNTIL ALL HAVE BEEN RATED.)

Would you say that _____ (Reason) _____ is:

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not At All Important</u>	
✓ a. Saves gas and money	1	2	3	4	(57)
b. Lack of parking	1	2	3	4	(58)
c. Lower fares during certain hours	1	2	3	4	(59)
d. Less hassle	1	2	3	4	(60)
e. Less pollution	1	2	3	4	(61)

28. Thinking of the past year, how many times do you think you rode the Metro in an average month? A round-trip means you have taken 2 trips.

62-1 Zero

62-2 1 - 9

62-3 10 - 20

62-4 21 or over

29. Where are you usually going when you use the Metro? (READ LIST. CIRCLE ONLY ONE.)

63-1 Shopping

63-2 School

63-3 Work

63-4 Recreation

63- Other (Please Specify) _____

30. In the future, how likely do you think you will be to ride the Metro more often? Will you be _____ (READ RATING SCALE) to ride the Metro more often?

<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>About The Same</u>	<u>Not Too Likely</u>	<u>Not At All Likely</u>	
1	2	3	4	5	(64)

AND NOW, I NEED TO ASK YOU A FEW QUESTIONS FOR CLASSIFICATION PURPOSES ONLY.

31. Which of the following categories includes your age?
(READ LIST.)

65-1 18 - 29 years

65-2 30 - 44

65-3 45 - 54

65-4 55 - 64

65-5 65 and over

65-6 Refused (DON'T READ)

32. What is the highest level of school you have completed?
(READ LIST.)

66-1 Elementary School

66-2 Junior High School

66-3 Some High School

66-4 High School Graduate

66-5 Some College

66-6 College Graduate

66-7 Post-Graduate Work

66-8 Refused (DON'T READ)

33. Are you: (READ LIST.)

67-1 Single

67-2 Married

67-3 Divorced

67-3 Widowed

67-3 Separated

67-4 Refused (DON'T READ)

34. Which of the following categories best represents your total yearly family income? (READ LIST.)

- 68-1 Under \$8,000
- 68-2 \$8,000 - \$12,999
- 68-3 \$13,000 - \$19,999
- 68-4 \$20,000 - \$29,999
- 68-5 \$30,000 - \$39,999
- 68-6 \$40,000 and over

68-7 Don't Know/Refused (DON'T READ)

35. Which ethnic group do you belong to? (DON'T READ LIST.)

- 69-1 Black
- 69-2 White
- 69-3 Other
- 69-4 Refused

36. Record sex:

- 70-1 Male
- 70-2 Female

37. And, finally, my supervisor sor
views. So that she can do that
zip and phone number?

(INTERVIEWERS: PLEASE BE SURE TO RECORD PHONE NUMBER AND
ZIP CODE NUMBERS.)

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

INTERVIEWER _____ DATE _____

VALIDATED BY _____ DATE _____

Q U E S T I O N N A I R E

DIRECTIONS

- 1. PLEASE USE THE ENCLOSED PENCIL TO ANSWER THE QUESTIONS ON BOTH SIDES OF THIS CARD BY PUNCHING OUT HOLES IN THE PROPER SPACES. Then simply place this in the postage-paid envelope provided and return it to your coach driver or mail it. In appreciation for your cooperation, WE'LL SEND YOU A QUEEN CITY METRO TOKEN (WORTH 30¢) GOOD TOWARD YOUR NEXT TRIP ON THE METRO. (Fill in name and address on opposite side.)
- 2. PUNCH ONLY ONE ANSWER FOR EACH QUESTION, UNLESS OTHERWISE NOTED.
- 3. PUNCH ONLY WHERE A NUMBER IS PRINTED.
- 4. PLEASE ANSWER ALL QUESTIONS.

What time of day did you receive this questionnaire?

0 6a.m. - 9a.m.
1 9a.m. - 3p.m.
2 3p.m. - 6p.m.
3 6p.m. - 6a.m.

When do you listen to the radio most often? (Punch one.)

0 Morning
1 Afternoon
2 Evening
3 Never listen

SIDE 1

Which one AM radio station do you listen to most often? (Punch one.)

0 Don't listen
1 WCIN
2 WKRC
3 WLW
4 WSAI
5 WCKY
6 WUBE
7 WNOP
8 Other

Which one FM radio station do you listen to most often? (Punch one.)

0 Don't listen
1 WEBN
2 WKRC
3 WLOA
4 WWEZ
5 WSAI
6 WUBE
7 WLWS
8 Other

When do you watch TV most often? (Punch one.)

0 Morning
1 Afternoon
2 Evening
3 Never watch

Which one Cincinnati newspaper do you read most often? (Punch one.)

0 Cincinnati Enquirer
1 Cincinnati Post
2 Cincinnati Herald
3 None of these

Which one neighborhood newspaper do you read most often? (Punch one.)

0 Eastern Hills Journal
1 Northeast Suburban Life
2 Millcreek Valley News
3 Forest Hills Journal
4 Norwood Enterprise
5 Mt. Washington Press
6 The Press (Western Hills / Price Hill)
7 Hilltop News
8 Other

How often do you read your neighborhood newspaper?

0 Every Issue
1 Most Issues
2 Some Issues
3 Never

Do you read the advertising signs on the inside or the outside of Metro coaches?

0 Yes, both inside and outside
1 Yes, inside only
2 Yes, outside only
3 No

IBM 043079 PORT-A-PUNCH

START ON OTHER SIDE

Before today, how many trips (round trip = 2 trips) have you taken on Queen City Metro in the last month?

0 Zero
1 1-9
2 10-20
3 21 or over
Age: Under 18
1 18-29
2 30-44
3 45-54
4 55-64
5 65 or over

Are you:

0 Married
1 Single, Divorced, or Widowed
Are you:
0 Female
1 Male
In which group do you place yourself?

0 Black
1 White
2 Oriental
3 Spanish-speaking
4 American Indian
5 Other

Are you employed?

0 Full-time
1 Part-time
3 Unemployed
In which one occupation category do you place yourself? (Punch one.)
0 Homemaker
1 Student
2 Skilled Labor
3 Service
4 Clerical
5 Admin./Sales
6 Prof./Manager
7 Other

Write and punch in your Zip Code, one number in each column.

0 0 0 0 0
1 1 1 1 1
2 2 2 2 2
3 3 3 3 3
4 4 4 4 4
5 5 5 5 5
6 6 6 6 6
7 7 7 7 7
8 8 8 8 8
9 9 9 9 9

Today, are you using Queen City Metro to go: (Punch all that apply.)

Shopping
0
To Work
1
To School
2
For Entertainment
3
Other
4

What is the highest grade level you have completed in school?

0 Elementary School
1 Some High School
2 High School Grad.
3 Some College
4 College Grad.

What is your total combined yearly family income?

Under \$5,000
0
\$5,000 - \$9,999
1
\$10,000 - \$14,999
2
\$15,000 - \$19,999
3
\$20,000 - \$29,999
4
\$30,000 or over
5

AFTER COMPLETING BOTH SIDES OF THIS QUESTIONNAIRE, FILL OUT THIS SECTION. THEN, PLEASE PLACE THIS CARD IN THE POSTAGE-PAID ENVELOPE PROVIDED AND RETURN IT TO YOUR COACH DRIVER OR MAIL IT PROMPTLY.

THANK YOU, AND HAVE A PLEASANT DAY!

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

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