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CITRAN SCHEDULE STUDY

Computer Printout

March 1983

Conducted for:

CITRAN

83-02-504

DESCRIPTION OF CITRAN SCHEDULE STUDY

Sample: 100 CITRAN riders in the past 30 days and 100 non-riders in the past 30 days; both groups of respondents were residents of Fort Worth, Texas.

Method: Intercept interviews at Tandy Center, Fort Worth. Personal interviews with persons of both sexes meeting the ridership criteria.

Interviewing Period: March 14 through March 21, 1983.

Questionnaire: The questionnaire was developed with the input and final approval of CITRAN, by Southwest Research, Inc.

Tabulation: All completed questionnaires were edited, coded and tabulated by Southwest Research, Inc. Each result is shown in number of respondents and vertical percentages.

NOTE: Percentages based on less than 100 may be unstable due to small sample base.

CITRAN SCHEDULE STUDY

Quota Groups:	
Rider	1
Non-Rider	2

TIME INTERVIEW STARTED: _____ QUESTIONNAIRE NUMBER: _____
 INTERVIEWER NUMBER: _____ DATE: _____

Hello, my name is _____ with Southwest Research. We're conducting a study today on bus service and I would like to ask you a few questions.

1. Are you currently a resident of the city of Fort Worth? YES 1
 NO (TERMINATE AND TALLY). 2
 DON'T KNOW (TERMINATE AND TALLY). Y

2a. Have you ridden CITRAN, that is, City Transit Service of Fort Worth, at any time in the past 30 days? YES - RIDER (GO TO Q.3) 1
 NO - NON-RIDER. 2
 DON'T KNOW - NON-RIDER. Y

IF RESPONDENT'S QUOTA GROUP IS NOT FILLED, CIRCLE THE APPROPRIATE CODE AT THE TOP OF THE QUESTIONNAIRE AND CONTINUE. IF THE QUOTA GROUP IS FILLED, TERMINATE AND TALLY.

2b. Have you ever ridden CITRAN? YES 1
 NO (GO TO Q.4a) 2
 DON'T KNOW (GO TO Q.4a) Y

3. How often do you normally ride CITRAN? Considering the ride to your destination and the ride back as two separate trips, would you say that you ride CITRAN (READ LIST)
 More than ten times a week. 1
 Five to ten times a week. 2
 One to four times a week. 3
 One to three times a month. 4
 Once every two months or less often 5
 (DON'T READ) < IT VARIES 6
 DON'T KNOW. Y

4a. Have you, personally, ever tried to obtain CITRAN bus schedule information from any source? YES 1
 NO (GO TO Q.5). 2
 DON'T KNOW (GO TO Q.5). Y

4b. How have you, personally, obtained schedule information for CITRAN? (CIRCLE AS MANY AS APPLY. DO NOT READ LIST.) Any other way? BY TELEPHONE. 1
 HAVE SCHEDULE SENT IN MAIL. 2
 PICK UP SCHEDULE AT DOWNTOWN LOCATION 3
 GET SCHEDULE FROM DRIVER. 4
 ASK OTHER PEOPLE. 5
 AT BUS SHELTER. 6
 TUBE INFORMATION. 7
 OTHER (SPECIFY:) _____ 8
 DON'T KNOW. Y

5. (HAND BROCHURE TO RESPONDENT, WITH THE FRONT OF THE BROCHURE FACING RESPONDENT.)

I would like you to look at the front of this brochure. Please note the section of the city that is covered in this brochure and the three bus routes that service this area. (ALLOW TIME FOR RESPONDENT TO EXAMINE FRONT OF BROCHURE.)

Now, please take a few moments to carefully look over all the information contained inside this brochure. Please be sure to examine both the front and the back of the brochure. (ALLOW TIME FOR RESPONDENT TO EXAMINE INSIDE OF BROCHURE.)

First, using the brochure, what number would you call if you needed to get schedule information?

870-6200

UNDERSTOOD:
 EASILY 4
 3
 2
 WITH DIFFICULTY. 1
 NOT UNDERSTOOD/INCORRECT/DK . . . Y

6. What bus schedule would you need to use on Memorial Day?

SATURDAY SCHEDULE
(HOLIDAY SCHEDULE - ACCEPTABLE)

UNDERSTOOD:
 EASILY 4
 3
 2
 WITH DIFFICULTY. 1
 NOT UNDERSTOOD/INCORRECT/DK . . . Y

7. Now, please direct your attention to the time tables in the brochure. What do the dots used in the time tables mean?

BUS DOES NOT GO BY THIS STOP

UNDERSTOOD:
 EASILY 4
 3
 2
 WITH DIFFICULTY. 1
 NOT UNDERSTOOD/INCORRECT/DK . . . Y

8. What do the times in dark numbers used in the time tables indicate?

BUS ROUTE 32A

UNDERSTOOD:
 EASILY 4
 3
 2
 WITH DIFFICULTY. 1
 NOT UNDERSTOOD/INCORRECT/DK . . . Y

9. Using the map, please tell me at what intersection you would transfer to Route 33C?

BISHOP AND ROSEDALE

UNDERSTOOD:
EASILY 4
3
2
WITH DIFFICULTY. 1
NOT UNDERSTOOD/INCORRECT/DK . . . Y

NOTE: AFTER QUESTIONS 10, 11c and 11d, CAREFULLY RECORD YOUR OBSERVATIONS ON PROBLEMS ENCOUNTERED BY RESPONDENT IN USING BROCHURE. TRY TO RECORD AS MANY OBSERVATIONS AS YOU CAN DURING THE INTERVIEW WITHOUT CAUSING TOO MUCH DELAY. IF NECESSARY, COMPLETE THESE SECTIONS AFTER INTERVIEW IS OVER.

10. What do the triangles used above the columns in the time tables and on the map indicate? (IF RESPONDENT ANSWERS "TIME POINTS", PROBE:) What do "Time Points" mean?

INTERSECTIONS FOR WHICH BUS DEPARTURE TIMES ARE GIVEN IN THE TIME TABLE

OBSERVATIONS: _____

UNDERSTOOD:
EASILY 4
3
2
WITH DIFFICULTY. 1
NOT UNDERSTOOD/INCORRECT/DK . . . Y

11a. Now, I would like you to use this brochure, considering the following situation.

Suppose you were at the intersection of Ramey and Amanda. Please locate this intersection on the route map in the brochure. (POINT OUT ROUTE MAP AND ALLOW TIME FOR RESPONDENT TO LOCATE INTERSECTION.)

(IF RESPONDENT CANNOT LOCATE INTERSECTION, FIRST CIRCLE CODE "Y", THEN POINT IT OUT TO HIM/HER.)

UNDERSTOOD:
EASILY 4
3
2
WITH DIFFICULTY. 1
NOT UNDERSTOOD/INCORRECT/DK . . . Y

11b. Now, please indicate where downtown is located on this map.

(IF RESPONDENT CANNOT LOCATE DOWNTOWN, FIRST CIRCLE CODE "Y", THEN POINT IT OUT TO HIM/HER.)

UNDERSTOOD:
EASILY 4
3
2
WITH DIFFICULTY. 1
NOT UNDERSTOOD/INCORRECT/DK . . . Y

11c. Now, suppose it is a Tuesday morning at 8:00 a.m., and you wanted to go from this intersection to downtown.

Using the map and the appropriate time table, please estimate at what approximate time the next available bus would arrive at the intersection of Ramey and Amanda on its way downtown.

OBSERVATIONS: _____

RECORD RESPONSE:

BETWEEN 8:07 AND 8:12

UNDERSTOOD:
EASILY 4
3
2
WITH DIFFICULTY. 1
NOT UNDERSTOOD/INCORRECT/
DK (GO TO Q.12). Y

11d. And what is the number of the bus route you would take?

OBSERVATIONS: _____

BUS ROUTE 32B

UNDERSTOOD:
EASILY 4
3
2
WITH DIFFICULTY. 1
NOT UNDERSTOOD/INCORRECT/DK Y

12. Now, I would like to get your overall impression of this brochure. For each of the following, please rate the brochure - excellent, good, fair or poor.

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>DK</u>
a. How would you rate the map in terms of how easy it is to understand?	4	3	2	1	Y
b. How would you rate the time tables in terms of how easy they are to use?	4	3	2	1	Y
c. How would you rate the readability, that is, the style and size of type, and the graphic presentation of the brochure?	4	3	2	1	Y
d. Think about all of the information that is covered in this brochure. Would you say that this brochure does an excellent, good, fair or poor job of presenting the information in a clear and easy to understand manner?	4	3	2	1	Y

13. Please look at the brochure once again. What do you dislike most about this brochure, that is, what improvements would you recommend? (PROBE)

14. Which of the following categories includes your current age? (READ LIST.)	Under age 18.	1
	18 - 24	2
	25 - 34	3
	35 - 44	4
	45 - 59	5
	60 or Over.	6
	REFUSED	Y

15. What is the highest level of education you have attained?	DID NOT COMPLETE HIGH SCHOOL.	1
	HIGH SCHOOL GRADUATE.	2
	TRADE/VOCATIONAL SCHOOL	3
	SOME COLLEGE.	4
	COLLEGE GRADUATE.	5
	POST GRADUATE WORK.	6
	REFUSED	Y

That concludes our survey. I just need to ask your name, address and telephone number in case my office wants to check my work.

NAME: _____ TELEPHONE NUMBER: _____

ADDRESS: _____ ZIP: _____

SEX: (BY OBSERVATION)	MALE	1	FEMALE	2
RACE: (BY OBSERVATION)	CAUCASIAN.	1		
	BLACK.	2		
	HISPANIC	3		
	ORIENTAL	4		
	OTHER (SPECIFY:)	_____	5	

INTERVIEWER'S RATING OF RESPONDENT'S OVERALL ABILITY TO USE BROCHURE:

EASILY UNDERSTOOD	4
UNDERSTOOD SOMEWHAT EASILY.	3
UNDERSTOOD WITH SOME DIFFICULTY	2
MUCH DIFFICULTY IN UNDERSTANDING.	1

TIME INTERVIEW ENDED: _____ LENGTH OF INTERVIEW: _____

SAMPLING TOLERANCES

The number of interviews must be borne in mind in evaluating the stability of each result -- for all samplings produce results subject to plus-or-minus tolerances ranging from a fraction to several percentage points. As a rule of thumb, the larger the sample on which a percentage is based, the more accurate the percentage (results based on the total sample are therefore more reliable than those based on portions of the sample); the further a percentage is from 50, in either direction, the more accurate it is. Small differences between percentages are seldom significant.

Tolerances for any result in this report may be computed through a laborious statistical process; short of that, anyone can quickly approximate the tolerance by reference to the following standard table. The percentages across the top represent survey results (such as 10 percent replying "yes" to a question). The size of the sample or part of the sample on which the survey result is computed (such as 250 interviews) appears on the left side of the table.

How to Use the Table

Suppose you want to know the tolerance you should allow in a result in this report given as 22 percent. The answer appears in the column in the table headed by the percentage nearest to 22; it is the column headed by "20% or 80%." Next determine the size of sample or number of actual interviews on which the survey result, 22, was computed. This is done by using the conversion factor in the introduction to the computer printout. Suppose the size of sample is 264. The line in the table closest to 264 is 250, and on this line, under the column selected ("20% or 80%"), you will find the tolerance: 5% (percentage points). This means that the survey result, 22 percent is accurate within an estimated 5 points, plus or minus. The true reply could be as little as 17% or as much as 27%.

This table is computed using the laws of probability, on the basis that the chances are 95 in 100 that the range of the results -- such as the 17% to 27% range above -- includes the true percentages that would be obtained if we had interviewed the entire population being studied instead of just the sample. In the other 5 cases out of 100, the tolerance could be greater.

Results based on less than 100 interviews are subject to large tolerances and, therefore, should be interpreted with caution.

TOLERANCES (PLUS OR MINUS) OF SURVEY RESULTS DUE TO SIZE OF SAMPLE

Southwest Research, Inc.

When Survey Result Is →	1%	2%	3%	4%	5%	6%	8%	10%	12%	15%	20%	25%	30%	35%	40%	45%	50%
	or 99%	or 98%	or 97%	or 96%	or 95%	or 94%	or 92%	or 90%	or 88%	or 85%	or 80%	or 75%	or 70%	or 65%	or 60%	or 55%	
And Sample Size Is ↓																	
25	4.0	5.6	6.8	7.8	8.7	9.5	10.8	12.0	13.0	14.3	16.0	17.3	18.3	19.1	19.6	19.8	20.0
50	2.8	4.0	4.9	5.6	6.2	6.8	7.7	8.5	9.2	10.1	11.4	12.3	13.0	13.5	13.9	14.1	14.2
75	2.3	3.2	3.9	4.5	5.0	5.5	6.2	6.9	7.5	8.2	9.2	10.0	10.5	11.0	11.3	11.4	11.5
100	2.0	2.8	3.4	3.9	4.4	4.8	5.4	6.0	6.5	7.1	8.0	8.7	9.2	9.5	9.8	9.9	10.0
150	1.6	2.3	2.8	3.2	3.6	3.9	4.4	4.9	5.3	5.9	6.6	7.1	7.5	7.8	8.0	8.1	8.2
200	1.4	2.0	2.4	2.8	3.1	3.4	3.8	4.3	4.6	5.1	5.7	6.1	6.5	6.8	7.0	7.0	7.1
250	1.2	1.8	2.2	2.5	2.7	3.0	3.4	3.8	4.1	4.5	5.0	5.5	5.8	6.0	6.2	6.2	6.3
300	1.1	1.6	2.0	2.3	2.5	2.8	3.1	3.5	3.8	4.1	4.6	5.0	5.3	5.5	5.7	5.8	5.8
400	.99	1.4	1.7	2.0	2.2	2.4	2.7	3.0	3.3	3.6	4.0	4.3	4.6	4.8	4.9	5.0	5.0
500	.89	1.3	1.5	1.8	2.0	2.1	2.4	2.7	2.9	3.2	3.6	3.9	4.1	4.3	4.4	4.5	4.5
600	.81	1.1	1.4	1.6	1.8	2.0	2.2	2.5	2.7	2.9	3.3	3.6	3.8	3.9	4.0	4.1	4.1
800	.69	.98	1.2	1.4	1.5	1.7	1.9	2.1	2.3	2.5	2.8	3.0	3.2	3.3	3.4	3.5	3.5
1,000	.63	.90	1.1	1.3	1.4	1.5	1.7	1.9	2.1	2.3	2.6	2.8	2.9	3.1	3.1	3.2	3.2
1,200	.57	.81	.99	1.1	1.3	1.4	1.6	1.7	1.9	2.1	2.3	2.5	2.7	2.8	2.8	2.9	2.9
1,500	.51	.73	.89	1.0	1.1	1.2	1.4	1.6	1.7	1.9	2.1	2.3	2.4	2.5	2.5	2.6	2.6
2,000	.44	.61	.75	.86	.96	1.0	1.2	1.3	1.4	1.6	1.8	1.9	2.0	2.1	2.2	2.2	2.2
2,500	.40	.56	.68	.78	.87	.95	1.1	1.2	1.3	1.4	1.6	1.7	1.8	1.9	2.0	2.0	2.0
3,000	.36	.51	.62	.71	.79	.87	.99	1.1	1.2	1.3	1.5	1.6	1.7	1.7	1.8	1.8	1.8
4,000	.31	.44	.54	.62	.69	.75	.86	.95	1.0	1.1	1.3	1.4	1.4	1.5	1.5	1.6	1.6
5,000	.28	.40	.49	.56	.62	.68	.77	.85	.92	1.0	1.1	1.2	1.3	1.4	1.4	1.4	1.4
7,500	.23	.32	.39	.45	.50	.55	.62	.69	.75	.82	.92	1.0	1.1	1.1	1.1	1.1	1.2
10,000	.20	.28	.34	.39	.44	.48	.54	.60	.65	.71	.80	.87	.92	.95	.98	.99	1.0
15,000	.16	.23	.28	.32	.36	.39	.44	.49	.53	.59	.66	.71	.75	.78	.80	.81	.82
25,000	.12	.18	.22	.25	.27	.30	.34	.38	.41	.45	.50	.55	.58	.60	.62	.62	.63
50,000	.08	.11	.14	.16	.17	.19	.22	.24	.26	.29	.32	.35	.37	.38	.39	.40	.40

Example: When size of sample is 1,000 and survey result comes out 25%, you may be reasonably sure (odds 19 to 1) that this result is no more than 2.8 off, plus or minus. Doubling the sample to 2,000 reduces this tolerance to 1.9. (The above tolerances are those due to the size of the sample only; in most probability sample designs there are other factors that add slightly to the size of the tolerance. This table, therefore, serves as a rule of thumb.)

HAVE RIDDEN CITRAN IN PAST 30 DAYS

TOTAL	RIDE CITRAN		RATING OF BROCHURE		INTERVIEWER RATING			RACE		EDUCATION		RIDE CITRAN		RATING OF BROCHURE		INTERVIEWER RATING		
	RI- DER	NON- RI- DER	AGE		SEX		RACE		EDUCATION		ONCE A WEEK	LESS THAN A WEEK	RATING OF BROCHURE		INTERVIEWER RATING			
	DER	DER	UNDER 35	35+	MALE	FE- MALE	AN- GLO	AN- GLO	H.S. OR LESS	SOME COLL OR MORE	ONCE A WEEK	LESS THAN A WEEK	EXC/ GOOD	FAIR POOR	EASY/ WHAT EASY	SOME DIFF	MUCH DIFF	
202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69	
100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
HAVE RIDDEN CITRAN IN PAST 30 DAYS																		

YES - RIDER																		
100	100	-	66	34	58	42	44	53	62	38	80	17	67	33	32	29	39	
50.	100.		52.	45.	48.	51.	39.	62.	62.	37.	99.	31.	53.	44.	57.	38.	57.	
NO - NON-RIDER																		
102	-	102	61	41	62	40	69	33	38	64	1	37	59	42	24	48	30	
50.		100.	48.	55.	52.	49.	61.	38.	38.	63.	1.	69.	47.	56.	43.	62.	43.	

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HAVE EVER RIDDEN CITRAN

	TOTAL	RI- DER	AGE		SEX		RACE		RIDE CITRAN				RATING OF BROCHURE		INTERVIEWER RATING			
			RI- DER	NON- UNDER	35	35+	FE- MALE	MALE	AN- GLO	AN- GLO	H.S. OR LESS	SOME COLL OR MORE	A WEEK OR MORE	THAN ONCE A WEEK	EXC/ GOOD	FAIR POOR	EASY/ EASY	SOME DIFF
BASE - NON-RIDERS IN PAST 30 DAYS	102 100.	-	102 100.	61 100.	41 100.	62 100.	40 100.	69 100.	33 100.	38 100.	64 100.	1 100.	37 100.	59 100.	42 100.	24 100.	48 100.	30 100.
HAVE EVER RIDDEN CITRAN																		
YES	46 45.	-	46 45.	31 51.	15 37.	28 45.	18 45.	25 36.	21 64.	18 47.	28 44.	- 100.	37 51.	30 38.	16 58.	14 58.	21 44.	11 37.
NO	56 55.	-	56 55.	30 49.	26 63.	34 55.	22 55.	44 64.	12 36.	20 53.	36 56.	1 100.	- 49.	29 62.	26 42.	10 42.	27 56.	19 63.

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HOW OFTEN NORMALLY RIDE CITRAN

	TOTAL	RIDE CITRAN										RATING OF BROCHURE		INTERVIEWER RATING						
		RI- DER		NON- RI- DER		AGE		SEX		RACE		EDUCATION		ONCE	LESS	EXC/ GOOD	FAIR POOR	WHAT EASY	SOME DIFF	MUCH DIFF
		DER	DER	UNDER 35	35+	MALE	MALE	AN- GLO	AN- GLO	H.S. OR LESS	SOME COLL OR MORE	A WEEK OR MORE	THAN A WEEK							
BASE - RESPONDENTS WHO HAVE RIDDEN CITRAN	146 100.	100 100.	46 100.	97 100.	49 100.	86 100.	60 100.	69 100.	74 100.	80 100.	66 100.	80 100.	54 100.	97 100.	49 100.	46 100.	50 100.	50 100.		
HOW OFTEN NORMALLY RIDE CITRAN																				
MORE THAN TEN TIMES A WEEK	32 22.	32 32.	-	19 20.	13 27.	15 17.	17 28.	15 22.	15 20.	25 31.	7 11.	32 40.	-	26 27.	6 12.	8 17.	13 26.	11 22.		
FIVE TO TEN TIMES A WEEK	23 16.	23 23.	-	18 19.	5 10.	14 16.	9 15.	6 9.	17 23.	12 15.	11 17.	23 29.	-	14 14.	9 18.	9 20.	3 6.	11 22.		
ONE TO FOUR TIMES A WEEK	25 17.	25 25.	-	17 18.	8 16.	18 21.	7 12.	10 14.	14 19.	16 20.	9 14.	25 31.	-	15 15.	10 20.	7 15.	8 16.	10 20.		
ONE TO THREE TIMES A MONTH	17 12.	11 11.	6 13.	11 11.	6 12.	9 10.	8 13.	6 9.	11 15.	7 9.	10 15.	-	17 31.	10 10.	7 14.	3 7.	9 18.	5 10.		
ONCE EVERY TWO MONTHS OR LESS OFTEN	37 25.	6 6.	31 67.	25 26.	12 24.	24 28.	13 22.	24 35.	13 18.	14 18.	23 35.	-	37 69.	26 27.	11 22.	18 39.	11 22.	8 16.		
IT VARIES	8 5.	3 3.	5 11.	5 5.	3 6.	4 5.	4 7.	6 9.	2 3.	3 4.	5 8.	-	-	4 4.	4 8.	1 2.	4 8.	3 6.		
DON'T KNOW	4 3.	-	4 9.	2 2.	2 4.	2 2.	2 3.	2 3.	2 3.	3 4.	1 2.	-	-	2 2.	2 4.	-	2 4.	2 4.		

HAVE TRIED TO OBTAIN CITRAN SCHEDULE INFORMATION

	TOTAL	RI- DER	NON- RI- DER	AGE		SEX		RACE		EDUCATION				RIDE CITRAN RATING OF BROCHURE		INTERVIEWER RATING		
				UNDER 35	35+	FE- MALE	AN- MALE	NON- GLO	AN- GLO	H.S. OR LESS	SOME OR MORE	A OR MORE	THAN ONCE WEEK	EXC/ GOOD	FAIR POOR	EASY/ EASY	SOME DIFF	MUCH DIFF
				100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
HAVE TRIED TO OBTAIN CITRAN SCHEDULE INFORMATION																		
YES	124	78	46	76	48	70	54	74	47	61	63	65	29	79	45	37	48	39
	61.	78.	45.	60.	64.	58.	66.	65.	55.	61.	62.	80.	54.	63.	60.	66.	62.	57.
NO	75	22	53	48	27	47	28	38	37	38	37	15	24	44	30	18	29	28
	37.	22.	52.	38.	36.	39.	34.	34.	43.	38.	36.	19.	44.	35.	40.	32.	38.	41.
DON'T KNOW	3	-	3	3	-	3	-	1	2	1	2	1	1	3	-	1	-	2
	1.		3.	2.		3.		1.	2.	1.	2.	1.	2.	2.		2.		3.

HOW HAVE OBTAINED CITRAN SCHEDULE INFORMATION

	TOTAL	AGE		SEX		RACE		EDUCATION		RIDE CITRAN			RATING OF BROCHURE		INTERVIEWER RATING				
		RI- DER	NON- RI- DER	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. GRAD LESS	SOME COLL OR MORE	A OR MORE	LESS THAN ONCE WEEK	EXC/ GOOD	FAIR POOR	EASY/ EASY	WHAT DIFF	SOME DIFF	MUCH DIFF
		100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BASE - RESPONDENTS WHO HAVE TRIED TO OBTAIN SCHEDULE INFORMATION	124	78	46	76	48	70	54	74	47	61	63	65	29	79	45	37	48	39	
HOW HAVE OBTAINED CITRAN SCHEDULE INFORMATION	-----																		
BY TELEPHONE	56	34	22	32	24	27	29	32	22	28	28	27	18	39	17	18	24	14	
	45.	44.	48.	42.	50.	39.	54.	43.	47.	46.	44.	42.	62.	49.	38.	49.	50.	36.	
HAVE SCHEDULE SENT IN MAIL	1	1	-	1	-	1	-	1	-	-	1	1	-	1	-	-	1	-	
	1.	1.		1.		1.		1.			2.	2.		1.			2.		
PICK UP SCHEDULE AT DOWNTOWN LOCATION	22	10	12	9	13	14	8	16	6	8	14	9	5	17	5	8	9	5	
	18.	13.	26.	12.	27.	20.	15.	22.	13.	13.	22.	14.	17.	22.	11.	22.	19.	13.	
GET SCHEDULE FROM DRIVER	33	31	2	21	12	18	15	21	11	23	10	24	7	20	13	14	6	13	
	27.	40.	4.	28.	25.	26.	28.	28.	23.	38.	16.	37.	24.	25.	29.	38.	13.	33.	
ASK OTHER PEOPLE	14	11	3	11	3	11	3	7	6	7	7	8	4	5	9	3	3	8	
	11.	14.	7.	14.	6.	16.	6.	9.	13.	11.	11.	12.	14.	6.	20.	8.	6.	21.	
AT BUS SHELTER	6	5	1	5	1	3	3	3	2	4	2	5	-	4	2	2	3	1	
	5.	6.	2.	7.	2.	4.	6.	4.	4.	7.	3.	8.		5.	4.	5.	6.	3.	
TUBE INFORMATION	5	4	1	3	2	3	2	4	1	1	4	4	-	2	3	2	2	1	
	4.	5.	2.	4.	4.	4.	4.	5.	2.	2.	6.	6.		3.	7.	5.	4.	3.	
FROM RACK ON BUS	18	14	4	11	7	12	6	9	9	8	10	13	5	11	7	5	7	6	
	15.	18.	9.	14.	15.	17.	11.	12.	19.	13.	16.	20.	17.	14.	16.	14.	15.	15.	
AT LIBRARY	5	1	4	1	4	3	2	3	2	-	5	1	3	4	1	4	-	1	
	4.	1.	9.	1.	8.	4.	4.	4.	4.		8.	2.	10.	5.	2.	11.		3.	
OTHER	15	6	9	10	5	8	7	10	5	4	11	4	3	7	8	4	8	3	
	12.	8.	20.	13.	10.	11.	13.	14.	11.	7.	17.	6.	10.	9.	18.	11.	17.	8.	
DON'T KNOW	1	-	1	-	1	-	1	1	-	-	1	-	-	1	-	-	-	1	
	1.		2.		2.		2.	1.			2.			1.				3.	

LEVEL OF UNDERSTANDING:
WHAT NUMBER WOULD YOU CALL TO GET SCHEDULE INFORMATION?

	TOTAL	RIDE CITRAN RATING												INTERVIEWER RATING				
		EDUCATION		ONCE LESS THAN		OF BROCHURE		EASY/SOME			WHAT EASY	SOME DIFF	MUCH DIFF					
		H.S. OR LESS	SOME OR MORE	A WEEK OR MORE	THAN A WEEK	EXC/GOOD	FAIR/POOR											
RI- DER	NON- RI- DER	AGE UNDER 35	AGE 35+	SEX MALE	SEX FEMALE	RACE AN- GLO	RACE AN- GLO	NON- AN- GLO	H.S. OR LESS	SOME OR MORE	A WEEK OR MORE	THAN A WEEK	EXC/GOOD	FAIR/POOR				
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
870-6200																		
UNDERSTOOD (NET)	172	84	88	109	63	101	71	99	70	82	90	66	51	110	62	54	71	47
	85.	84.	86.	86.	84.	84.	87.	88.	81.	82.	88.	81.	94.	87.	83.	96.	92.	68.
EASILY (4)	118	61	57	79	39	72	46	68	47	57	61	45	37	76	42	44	51	23
	58.	61.	56.	62.	52.	60.	56.	60.	55.	57.	60.	56.	69.	60.	56.	79.	66.	33.
(3)	27	10	17	13	14	14	13	15	12	11	16	7	11	20	7	8	12	7
	13.	10.	17.	10.	19.	12.	16.	13.	14.	11.	16.	9.	20.	16.	9.	14.	16.	10.
(2)	15	9	6	12	3	8	7	9	6	7	8	10	1	7	8	1	5	9
	7.	9.	6.	9.	4.	7.	9.	8.	7.	7.	8.	12.	2.	6.	11.	2.	6.	13.
WITH DIFFICULTY (1)	12	4	8	5	7	7	5	7	5	7	5	4	2	7	5	1	3	8
	6.	4.	8.	4.	9.	6.	6.	6.	6.	7.	5.	5.	4.	6.	7.	2.	4.	12.
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	30	16	14	18	12	19	11	14	16	18	12	15	3	16	13	2	6	22
	15.	16.	14.	14.	16.	16.	13.	12.	19.	18.	12.	19.	6.	13.	17.	4.	8.	32.
MEAN LEVEL OF UNDERSTANDING	3.46	3.52	3.40	3.52	3.35	3.50	3.41	3.45	3.44	3.44	3.48	3.41	3.63	3.50	3.39	3.76	3.56	2.96
STD. DEV.	.91	.88	.95	.87	.99	.88	.92	.94	.93	.96	.86	.94	.69	.87	.97	.57	.81	1.15
STD. ERROR	.07	.09	.10	.08	.12	.08	.10	.09	.11	.10	.09	.11	.09	.08	.12	.07	.09	.16

LEVEL OF UNDERSTANDING:
WHAT BUS SCHEDULE WOULD YOU USE ON MEMORIAL DAY?

	TOTAL	AGE		SEX		RACE		EDUCATION		RIDE CITRAN		RATING OF BROCHURE		INTERVIEWER RATING					
		RI- DER	NON- RI- DER	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. GRAD OR LESS	SOME COLL OR MORE	A WEEK OR MORE	LESS THAN A WEEK	EXC/ GOOD	FAIR POOR	EASY/ SOME EASY	WHAT DIFF	SOME DIFF	MUCH DIFF
		100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69	
SATURDAY SCHEDULE																			
UNDERSTOOD (NET)	108	48	60	66	42	68	40	70	38	47	61	37	33	67	41	45	43	20	
EASILY (4)	59	34	25	35	24	35	24	40	19	27	32	25	21	45	14	35	18	6	
(3)	17	6	11	14	3	9	8	7	10	8	9	5	5	9	8	7	8	2	
(2)	17	5	12	9	8	12	5	11	6	7	10	4	4	7	10	-	10	7	
WITH DIFFICULTY (1)	15	3	12	8	7	12	3	12	3	5	10	3	3	6	9	3	7	5	
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	94	52	42	61	33	52	42	43	48	53	41	44	21	59	34	11	34	49	
MEAN LEVEL OF UNDERSTANDING	3.11	3.48	2.82	3.15	3.05	2.99	3.33	3.07	3.18	3.21	3.03	3.41	3.33	3.39	2.66	3.64	2.86	2.45	
STD. DEV.	1.11	.90	1.16	1.06	1.18	1.16	.94	1.19	.98	1.05	1.16	.95	1.01	.98	1.15	.81	1.13	1.16	
STD. ERROR	.10	.13	.15	.13	.18	.14	.14	.14	.15	.15	.14	.15	.17	.12	.18	.12	.17	.25	

LEVEL OF UNDERSTANDING:
WHAT DO THE DOTS USED IN THE TIME TABLE MEAN?

	TOTAL	AGE				SEX		RACE		EDUCATION			RIDE CITRAN RATING OF BROCHURE		INTERVIEWER RATING			
		RI- DER	NON- RI- DER	UNDER 35	35+	FE- MALE	AN- GLO	AN- GLO	H.S. OR LESS	SOME OR MORE	A OR MORE	LESS THAN ONCE	EXC/ GOOD	FAIR POOR	EASY/ WHAT EASY	SOME DIFF	MUCH DIFF	
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BUS DOES NOT GO BY THIS STOP																		

UNDERSTOOD (NET)	84	37	47	55	29	52	32	56	27	33	51	31	24	61	22	42	32	10
	42.	37.	46.	43.	39.	43.	39.	50.	31.	33.	50.	38.	44.	48.	29.	75.	42.	14.
EASILY (4)	42	17	25	26	16	25	17	32	9	15	27	12	12	32	10	28	12	2
	21.	17.	25.	20.	21.	21.	21.	28.	10.	15.	26.	15.	22.	25.	13.	50.	16.	3.
(3)	25	12	13	19	6	16	9	15	10	8	17	10	8	16	9	10	13	2
	12.	12.	13.	15.	8.	13.	11.	13.	12.	8.	17.	12.	15.	13.	12.	18.	17.	3.
(2)	7	4	3	6	1	5	2	5	2	4	3	4	2	5	1	1	4	2
	3.	4.	3.	5.	1.	4.	2.	4.	2.	4.	3.	5.	4.	4.	1.	2.	5.	3.
WITH DIFFICULTY (1)	10	4	6	4	6	6	4	4	6	6	4	5	2	8	2	3	3	4
	5.	4.	6.	3.	8.	5.	5.	4.	7.	6.	4.	6.	4.	6.	3.	5.	4.	6.
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	118	63	55	72	46	68	50	57	59	67	51	50	30	65	53	14	45	59
	58.	63.	54.	57.	61.	57.	61.	50.	69.	67.	50.	62.	56.	52.	71.	25.	58.	86.
MEAN LEVEL OF UNDERSTANDING	3.18	3.14	3.21	3.22	3.10	3.15	3.22	3.34	2.81	2.97	3.31	2.94	3.25	3.18	3.23	3.50	3.06	2.20
STD. DEV.	1.00	.97	1.03	.90	1.19	1.01	1.01	.90	1.13	1.14	.91	1.06	.92	1.04	.89	.85	.94	1.16
STD. ERROR	.11	.16	.15	.12	.22	.14	.18	.12	.21	.19	.12	.19	.18	.13	.19	.13	.16	.36

LEVEL OF UNDERSTANDING:
WHAT DO THE TIMES IN DARK NUMBERS USED IN THE TIME TABLE INDICATE?

	TOTAL	RIDE CITRAN RATING												INTERVIEWER RATING				
		AGE		SEX		RACE		EDUCATION		ONCE LESS THAN		BROCHURE		OF				
		RI- DER	NON- RI- DER	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. OR LESS	SOME OR MORE	A OR WEEK	THAN ONCE	EXC/ GOOD	FAIR POOR	EASY/ EASY	SOME DIFF	MUCH DIFF
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BUS ROUTE 32A																		

UNDERSTOOD (NET)	95	40	55	59	36	53	42	63	31	37	58	31	27	59	35	46	36	13
	47.	40.	54.	46.	48.	44.	51.	56.	36.	37.	57.	38.	50.	47.	47.	82.	47.	19.
EASILY (4)	75	31	44	47	28	40	35	49	26	27	48	24	24	48	27	41	25	9
	37.	31.	43.	37.	37.	33.	43.	43.	30.	27.	47.	30.	44.	38.	36.	73.	32.	13.
(3)	11	4	7	8	3	8	3	8	3	4	7	3	2	6	4	2	8	1
	5.	4.	7.	6.	4.	7.	4.	7.	3.	4.	7.	4.	4.	5.	5.	4.	10.	1.
(2)	5	3	2	3	2	3	2	3	2	4	1	2	-	3	2	3	-	2
	2.	3.	2.	2.	3.	3.	2.	3.	2.	4.	1.	2.		2.	3.	5.		3.
WITH DIFFICULTY (1)	4	2	2	1	3	2	2	3	-	2	2	2	1	2	2	-	3	1
	2.	2.	2.	1.	4.	2.	2.	3.		2.	2.	2.	2.	2.	3.		4.	1.
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	107	60	47	68	39	67	40	50	55	63	44	50	27	67	40	10	41	56
	53.	60.	46.	54.	52.	56.	49.	44.	64.	63.	43.	62.	50.	53.	53.	18.	53.	81.
MEAN LEVEL OF UNDERSTANDING	3.65	3.60	3.69	3.71	3.56	3.62	3.69	3.63	3.77	3.51	3.74	3.58	3.81	3.69	3.60	3.83	3.53	3.38
STD. DEV.	.77	.83	.71	.64	.90	.77	.77	.80	.57	.90	.66	.87	.64	.74	.83	.49	.85	1.01
STD. ERROR	.08	.13	.09	.08	.15	.10	.11	.10	.10	.14	.08	.15	.12	.09	.14	.07	.14	.28

LEVEL OF UNDERSTANDING:
WHAT DO THE TRIANGLES USED ABOVE THE COLUMNS IN THE TIME TABLES
AND ON THE MAP INDICATE?

	TOTAL	RIDE CITRAN RATING		INTERVIEWER RATING		AGE		SEX		RACE		EDUCATION		OF		BROCHURE					
		RI- DER	RI- DER	ONCE A WEEK	LESS THAN ONCE A WEEK	EASY/ SOME	SOME DIFF	MUCH DIFF	NON- 35	NON- 35+	FE- MALE	AN- MALE	NON- GLO	NON- GLO	H.S. OR LESS	SOME OR MORE	EXC/ GOOD	FAIR POOR	WHAT EASY	SOME DIFF	MUCH DIFF
		100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69			
INTERSECTIONS FOR WHICH BUS DEPARTURE TIMES ARE GIVEN IN THE TIME TABLE																					
UNDERSTOOD (NET)	58	22	36	33	25	39	19	36	22	22	36	16	22	40	18	32	22	4			
EASILY (4)	38	15	23	20	18	25	13	23	15	14	24	10	16	31	7	25	12	1			
(3)	11	4	7	8	3	7	4	7	4	7	4	4	2	5	6	2	7	2			
(2)	3	1	2	1	2	3	-	2	1	-	3	-	2	1	2	2	1	-			
WITH DIFFICULTY (1)	6	2	4	4	2	4	2	4	2	1	5	2	2	3	3	3	2	1			
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	144	78	66	94	50	81	63	77	64	78	66	65	32	86	57	24	55	65			
MEAN LEVEL OF UNDERSTANDING	3.40	3.45	3.36	3.33	3.48	3.36	3.47	3.36	3.45	3.55	3.31	3.38	3.45	3.60	2.94	3.53	3.32	2.75			
STD. DEV.	.96	.95	1.00	1.01	.94	.99	.95	1.00	.95	.69	1.08	.97	1.00	.86	1.09	.97	.91	1.08			
STD. ERROR	.12	.20	.16	.17	.18	.15	.21	.16	.20	.14	.18	.24	.21	.13	.25	.17	.19	.54			

LEVEL OF UNDERSTANDING:
PLEASE LOCATE THE INTERSECTION OF RAMEY AND AMANDA ON THE
ROUTE MAP IN THE BROCHURE

	TOTAL	RIDE CITRAN										RATING OF BROCHURE		INTERVIEWER RATING				
		EDUCATION		ONCE A WEEK		LESS THAN A WEEK		EXC/GOOD		FAIR/POOR		EASY/SOMEWHAT DIFF						
		RI- DER	RI- DER	AGE 35	AGE 35+	SEX MALE	SEX MALE	RACE AN- GLO	RACE AN- GLO	H.S. OR LESS	SOME OR MORE	A OR MORE	THAN A WEEK	GOOD	POOR	EASY	SOME DIFF	MUCH DIFF
BASE - TOTAL RESPONDENTS	202 100.	100 100.	102 100.	127 100.	75 100.	120 100.	82 100.	113 100.	86 100.	100 100.	102 100.	81 100.	54 100.	126 100.	75 100.	56 100.	77 100.	69 100.
INTERSECTION OF RAMEY AND AMANDA																		
UNDERSTOOD (NET)	195 97.	96 96.	99 97.	125 98.	70 93.	117 98.	78 95.	110 97.	82 95.	95 95.	100 98.	76 94.	54 100.	122 97.	72 96.	56 100.	77 100.	62 90.
EASILY (4)	167 83.	81 81.	86 84.	111 87.	56 75.	98 82.	69 84.	97 86.	67 78.	78 78.	89 87.	62 77.	50 93.	107 85.	59 79.	54 96.	66 86.	47 68.
(3)	15 7.	7 7.	8 8.	8 6.	7 9.	9 8.	6 7.	4 4.	11 13.	10 10.	5 5.	7 9.	1 2.	10 8.	5 7.	1 2.	8 10.	6 9.
(2)	9 4.	6 6.	3 3.	3 2.	6 8.	7 6.	2 2.	8 7.	1 1.	5 5.	4 4.	6 7.	1 2.	3 2.	6 8.	-	3 4.	6 9.
WITH DIFFICULTY (1)	4 2.	2 2.	2 2.	3 2.	1 1.	3 3.	1 1.	1 1.	3 3.	2 2.	2 2.	1 1.	2 4.	2 2.	2 3.	1 2.	-	3 4.
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	7 3.	4 4.	3 3.	2 2.	5 7.	3 3.	4 5.	3 3.	4 5.	5 5.	2 2.	5 6.	-	4 3.	3 4.	-	-	7 10.
MEAN LEVEL OF UNDERSTANDING	3.77	3.74	3.80	3.82	3.69	3.73	3.83	3.79	3.73	3.73	3.81	3.71	3.83	3.82	3.68	3.93	3.82	3.56
STD. DEV.	.62	.66	.57	.55	.66	.66	.54	.61	.67	.63	.59	.66	.65	.54	.74	.40	.46	.87
STD. ERROR	.04	.06	.05	.05	.07	.06	.06	.05	.07	.06	.05	.07	.08	.04	.08	.05	.05	.11

LEVEL OF UNDERSTANDING:
PLEASE INDICATE WHERE DOWNTOWN IS LOCATED ON THE MAP

	TOTAL	RI- DER		AGE		SEX		RACE		EDUCATION			RIDE CITRAN RATING OF BROCHURE		INTERVIEWER RATING			
		DER	DER	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. OR LESS	SOME OR MORE	A WEEK OR MORE	LESS THAN A WEEK	EXC/ GOOD	FAIR/ POOR	EASY/ WHAT EASY	SOME/ DIFF	MUCH/ DIFF
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
LOCATION OF DOWNTOWN																		

UNDERSTOOD (NET)	154	81	73	97	57	90	64	79	72	74	80	67	46	98	56	50	61	43
	76.	81.	72.	76.	76.	75.	78.	70.	84.	74.	78.	83.	85.	78.	75.	89.	79.	62.
EASILY (4)	104	62	42	69	35	60	44	60	41	46	58	51	29	66	38	43	38	23
	51.	62.	41.	54.	47.	50.	54.	53.	48.	46.	57.	63.	54.	52.	51.	77.	49.	33.
(3)	32	13	19	18	14	18	14	10	22	18	14	11	11	20	12	5	17	10
	16.	13.	19.	14.	19.	15.	17.	9.	26.	18.	14.	14.	20.	16.	16.	9.	22.	14.
(2)	9	3	6	6	3	6	3	4	5	5	4	3	3	6	3	1	4	4
	4.	3.	6.	5.	4.	5.	4.	4.	6.	5.	4.	4.	6.	5.	4.	2.	5.	6.
WITH DIFFICULTY (1)	9	3	6	4	5	6	3	5	4	5	4	2	3	6	3	1	2	6
	4.	3.	6.	3.	7.	5.	4.	4.	5.	5.	4.	2.	6.	5.	4.	2.	3.	9.
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	48	19	29	30	18	30	18	34	14	26	22	14	8	28	19	6	16	26
	24.	19.	28.	24.	24.	25.	22.	30.	16.	26.	22.	17.	15.	22.	25.	11.	21.	38.
MEAN LEVEL OF UNDERSTANDING	3.50	3.65	3.33	3.57	3.39	3.47	3.55	3.58	3.39	3.42	3.58	3.66	3.43	3.49	3.52	3.80	3.49	3.16
STD. DEV.	.84	.74	.93	.77	.91	.87	.77	.86	.83	.88	.78	.68	.89	.85	.81	.56	.76	1.08
STD. ERROR	.06	.08	.10	.07	.12	.09	.09	.09	.09	.10	.08	.08	.13	.08	.10	.08	.09	.16

LEVEL OF UNDERSTANDING:
IF IT IS A TUESDAY AT 8:00 A.M., AT WHAT APPROXIMATE TIME WOULD
THE NEXT BUS REACH RAMEY AND AMANDA ON ITS WAY DOWNTOWN?

	TOTAL	RIDE CITRAN RATING												INTERVIEWER RATING				
		EDUCATION		ONCE LESS THAN A WEEK		ONCE A WEEK		EXC/GOOD		FAIR/POOR		EASY/SOME WHAT DIFF						
		RI- DER	RI- DER	AGE UNDER 35	AGE 35+	SEX MALE	SEX MALE	RACE AN- GLO	RACE AN- GLO	EDUCATION H.S. OR LESS	EDUCATION SOME COLL OR MORE	ONCE LESS THAN A WEEK OR MORE	ONCE A WEEK OR MORE	EXC/GOOD	FAIR/POOR	EASY/WHAT	SOME/DIFF	MUCH DIFF
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BETWEEN 8:07 AND 8:12																		

UNDERSTOOD (NET)	24	14	10	16	8	17	7	15	9	10	14	9	10	17	7	19	5	-
	12.	14.	10.	13.	11.	14.	9.	13.	10.	10.	14.	11.	19.	13.	9.	34.	6.	-
EASILY (4)	13	10	3	9	4	9	4	8	5	5	8	6	5	10	3	12	1	-
	6.	10.	3.	7.	5.	8.	5.	7.	6.	5.	8.	7.	9.	8.	4.	21.	1.	-
(3)	5	2	3	3	2	4	1	2	3	4	1	2	3	4	1	3	2	-
	2.	2.	3.	2.	3.	3.	1.	2.	3.	4.	1.	2.	6.	3.	1.	5.	3.	-
(2)	3	2	1	2	1	2	1	3	-	1	2	1	2	2	1	3	-	-
	1.	2.	1.	2.	1.	2.	1.	3.	-	1.	2.	1.	4.	2.	1.	5.	-	-
WITH DIFFICULTY (1)	3	-	3	2	1	2	1	2	1	-	3	-	-	1	2	1	2	-
	1.	-	3.	2.	1.	2.	1.	2.	1.	-	3.	-	-	1.	3.	2.	3.	-
NOT UNDERSTOOD/INCORRECT/ DON'T KNOW	178	86	92	111	67	103	75	98	77	90	88	72	44	109	68	37	72	69
	88.	86.	90.	87.	89.	86.	91.	87.	90.	90.	86.	89.	81.	87.	91.	66.	94.	100.
MEAN LEVEL OF UNDERSTANDING	3.17	3.57	2.60	3.19	3.13	3.18	3.14	3.07	3.33	3.40	3.00	3.56	3.30	3.35	2.71	3.37	2.40	-
STD. DEV.	1.05	.73	1.20	1.06	1.03	1.03	1.13	1.11	.95	.66	1.25	.66	.78	.91	1.28	.92	1.20	-
STD. ERROR	.21	.19	.37	.26	.36	.25	.42	.28	.31	.20	.33	.22	.24	.22	.48	.21	.53	-

LEVEL OF UNDERSTANDING:
AND WHAT BUS WOULD TAKE?

	TOTAL	RI- DER		AGE		SEX		RACE		EDUCATION			RIDE CITRAN RATING OF BROCHURE		INTERVIEWER RATING			
		DER	DER	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	AN- GLO	H.S. OR LESS	SOME OR MORE	A WEEK OR MORE	LESS THAN A WEEK	EXC/ GOOD	FAIR/ POOR	EASY/ WHAT EASY	SOME/ DIFF	MUCH/ DIFF
BASE - RESPONDENTS WHO CORRECTLY CALCULATED BUS ARRIVAL TIME	24	14	10	16	8	17	7	15	9	10	14	9	10	17	7	19	5	-
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
BUS ROUTE 32B																		

UNDERSTOOD (NET)	14	7	7	9	5	11	3	9	5	6	8	4	8	10	4	11	3	-
	58.	50.	70.	56.	63.	65.	43.	60.	56.	60.	57.	44.	80.	59.	57.	58.	60.	
EASILY (4)	6	4	2	3	3	4	2	4	2	2	4	1	4	2	4	6	-	-
	25.	29.	20.	19.	38.	24.	29.	27.	22.	20.	29.	11.	40.	12.	57.	32.		
(3)	6	3	3	4	2	5	1	4	2	3	3	3	3	6	-	4	2	-
	25.	21.	30.	25.	25.	29.	14.	27.	22.	30.	21.	33.	30.	35.		21.	40.	
(2)	1	-	1	1	-	1	-	1	-	1	-	-	1	1	-	1	-	-
	4.		10.	6.		6.		7.		10.			10.	6.		5.		
WITH DIFFICULTY (1)	1	-	1	1	-	1	-	-	1	-	1	-	-	1	-	-	1	-
	4.		10.	6.		6.			11.		7.			6.			20.	
NOT UNDERSTOOD/INCORRECT/DON'T KNOW	10	7	3	7	3	6	4	6	4	4	6	5	2	7	3	8	2	-
	42.	50.	30.	44.	38.	35.	57.	40.	44.	40.	43.	56.	20.	41.	43.	42.	40.	
MEAN LEVEL OF UNDERSTANDING	3.21	3.57	2.86	3.00	3.60	3.09	3.67	3.33	3.00	3.17	3.25	3.25	3.38	2.90	4.00	3.45	2.33	-
STD. DEV.	.87	.50	.98	.94	.49	.90	.44	.68	1.09	.67	.96	.43	.67	.83	-	.67	.95	-
STD. ERROR	.23	.19	.37	.31	.21	.27	.25	.22	.49	.27	.34	.21	.23	.26	-	.20	.54	-

RATING OF MAP, IN TERMS OF HOW EASY IT IS TO UNDERSTAND

	RIDE CITRAN													RATING OF BROCHURE		INTERVIEWER RATING					
	TOTAL	RI- DER		NON- RI- DER		AGE		SEX		RACE		EDUCATION		ONCE	LESS THAN	EXC/ GOOD	FAIR POOR	EASY/ SOME	WHAT DIFF	SOME DIFF	MUCH DIFF
		DER	DER	35	35+	MALE	MALE	FE- GLO	AN- GLO	AN- GLO	H. S. GRAD OR LESS	SOME COLL OR MORE	A WEEK OR MORE	A WEEK							
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69			
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.			
RATING OF MAP																					
EXCELLENT (4)	35	20	15	27	8	24	11	15	20	22	13	17	10	30	5	10	14	11			
	17.	20.	15.	21.	11.	20.	13.	13.	23.	22.	13.	21.	19.	24.	7.	18.	18.	16.			
GOOD (3)	74	37	37	51	23	41	33	40	33	38	36	29	23	61	12	30	26	18			
	37.	37.	36.	40.	31.	34.	40.	35.	38.	38.	35.	36.	43.	48.	16.	54.	34.	26.			
FAIR (2)	62	28	34	38	24	40	22	36	24	25	37	24	14	30	32	12	26	24			
	31.	28.	33.	30.	32.	33.	27.	32.	28.	25.	36.	30.	26.	24.	43.	21.	34.	35.			
POOR (1)	30	14	16	11	19	15	15	21	9	14	16	11	6	5	25	4	11	15			
	15.	14.	16.	9.	25.	13.	18.	19.	10.	14.	16.	14.	11.	4.	33.	7.	14.	22.			
DON'T KNOW	1	1	-	-	1	-	1	1	-	1	-	-	1	-	1	-	-	1			
	* .	1.			1.		1.	1.		1.			2.		1.			1.			
MEAN	2.57	2.64	2.50	2.74	2.27	2.62	2.49	2.44	2.74	2.69	2.45	2.64	2.70	2.92	1.96	2.82	2.56	2.37			
STD. DEV.	.93	.94	.92	.88	.96	.93	.95	.93	.94	.96	.90	.96	.89	.79	.87	.80	.94	.99			
STD. ERROR	.06	.09	.09	.07	.11	.08	.10	.08	.10	.09	.08	.10	.12	.07	.10	.10	.10	.12			

(* = PERCENT LESS THAN .5)
0016

RATING OF TIME TABLES, IN TERMS OF HOW EASY THEY ARE TO USE

	RIDE CITRAN RATING OF BROCHURE													INTERVIEWER RATING				
	AGE		SEX		RACE		EDUCATION		ONCE	LESS	THAN	ONCE	EXC/	FAIR	WHAT	SOME	MUCH	
	RI- DER	NON- RI- DER	UNDER 35	35+	MALE	FE- MALE	AN- GLO	NON- GLO	H.S. GRAD LESS	SOME COLL OR MORE	A OR MORE	OR A WEEK	OR A ONCE	GOOD	POOR	EASY/ SOME EASY	DIFF	DIFF
BASE - TOTAL RESPONDENTS	202 100.	100 100.	102 100.	127 100.	75 100.	120 100.	82 100.	113 100.	86 100.	100 100.	102 100.	81 100.	54 100.	126 100.	75 100.	56 100.	77 100.	69 100.
RATING OF TIME TABLE																		
EXCELLENT (4)	46 23.	26 26.	20 20.	33 26.	13 17.	27 23.	19 23.	20 18.	26 30.	30 30.	16 16.	26 32.	13 24.	44 35.	2 3.	15 27.	17 22.	14 20.
GOOD (3)	83 41.	40 40.	43 42.	52 41.	31 41.	51 43.	32 39.	46 41.	34 40.	38 38.	45 44.	29 36.	22 41.	63 50.	19 25.	29 52.	31 40.	23 33.
FAIR (2)	53 26.	23 23.	30 29.	31 24.	22 29.	33 28.	20 24.	33 29.	20 23.	25 25.	28 27.	17 21.	15 28.	17 13.	36 48.	8 14.	24 31.	21 30.
POOR (1)	20 10.	11 11.	9 9.	11 9.	9 12.	9 8.	11 13.	14 12.	6 7.	7 7.	13 13.	9 11.	4 7.	2 2.	18 24.	4 7.	5 6.	11 16.
MEAN	2.77	2.81	2.73	2.84	2.64	2.80	2.72	2.64	2.93	2.91	2.63	2.89	2.81	3.18	2.07	2.98	2.78	2.58
STD. DEV.	.90	.94	.86	.91	.90	.87	.96	.90	.90	.90	.88	.97	.89	.72	.76	.84	.85	.98
STD. ERROR	.06	.09	.08	.08	.10	.07	.10	.08	.09	.09	.08	.10	.12	.06	.08	.11	.09	.11

RATING OF READIBILITY, THAT IS THE STYLE AND SIZE OF TYPE,
AND THE GRAPHIC PRESENTATION OF THE BROCHURE

	TOTAL	AGE				SEX		RACE		EDUCATION				RIDE CITRAN RATING OF BROCHURE		INTERVIEWER RATING		
		RI- DER	NON- RI- DER	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. OR LESS	SOME OR MORE	ONCE OR MORE	LESS OR A WEEK	EXC/ GOOD	FAIR POOR	EASY/ WHAT EASY	SOME DIFF	MUCH DIFF
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
RATING OF RELIABILITY																		
EXCELLENT (4)	58	28	30	42	16	30	28	29	28	34	24	25	15	48	10	19	21	18
	29.	28.	29.	33.	21.	25.	34.	26.	33.	34.	24.	31.	28.	38.	13.	34.	27.	26.
GOOD (3)	95	51	44	53	42	62	33	53	41	41	54	39	24	63	31	26	39	30
	47.	51.	43.	42.	56.	52.	40.	47.	48.	41.	53.	48.	44.	50.	41.	46.	51.	43.
FAIR (2)	38	16	22	27	11	24	14	23	14	21	17	13	11	15	23	8	15	15
	19.	16.	22.	21.	15.	20.	17.	20.	16.	21.	17.	16.	20.	12.	31.	14.	19.	22.
POOR (1)	11	5	6	5	6	4	7	8	3	4	7	4	4	-	11	3	2	6
	5.	5.	6.	4.	8.	3.	9.	7.	3.	4.	7.	5.	7.		15.	5.	3.	9.
MEAN	2.99	3.02	2.96	3.04	2.91	2.98	3.00	2.91	3.09	3.05	2.93	3.05	2.93	3.26	2.53	3.09	3.03	2.87
STD. DEV.	.83	.79	.86	.83	.80	.77	.92	.86	.79	.84	.82	.81	.86	.66	.90	.82	.73	.89
STD. ERROR	.05	.08	.08	.07	.09	.07	.10	.08	.08	.08	.08	.09	.11	.05	.10	.11	.08	.10

RATING OF BROCHURE, IN TERMS OF PRESENTING ALL THE INFORMATION
IN A CLEAR AND EASY TO UNDERSTAND MANNER

	TOTAL	RI- DER		AGE		SEX		RACE		EDUCATION				RIDE CITRAN RATING OF BROCHURE		INTERVIEWER RATING		
		100	100	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. GRAD OR LESS	SOME COLL OR MORE	A WEEK OR MORE	THAN ONCE A WEEK	EXC/ GOOD	FAIR POOR	EASY/ WHAT EASY	SOME DIFF	MUCH DIFF
		100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
RATING OF PRESENTATION																		
EXCELLENT (4)	47	27	20	34	13	29	18	17	30	31	16	26	10	47	-	18	16	13
	23.	27.	20.	27.	17.	24.	22.	15.	35.	31.	16.	32.	19.	37.		32.	21.	19.
GOOD (3)	79	40	39	50	29	50	29	46	30	38	41	30	26	79	-	26	33	20
	39.	40.	38.	39.	39.	42.	35.	41.	35.	38.	40.	37.	48.	63.		46.	43.	29.
FAIR (2)	50	21	29	28	22	30	20	32	18	20	30	17	11	-	50	6	21	23
	25.	21.	28.	22.	29.	25.	24.	28.	21.	20.	29.	21.	20.		67.	11.	27.	33.
POOR (1)	25	12	13	14	11	11	14	17	8	10	15	8	7	-	25	6	6	13
	12.	12.	13.	11.	15.	9.	17.	15.	9.	10.	15.	10.	13.		33.	11.	8.	19.
DON'T KNOW	1	-	1	1	-	-	1	1	-	1	-	-	-	-	-	-	1	-
	*		1.	1.			1.	1.		1.							1.	
MEAN	2.74	2.82	2.65	2.83	2.59	2.81	2.63	2.56	2.95	2.91	2.57	2.91	2.72	3.37	1.67	3.00	2.78	2.48
STD. DEV.	.94	.96	.94	.93	.93	.90	1.01	.93	.97	.95	.91	.96	.91	.50	.45	.92	.85	.99
STD. ERROR	.06	.09	.09	.08	.10	.08	.11	.08	.10	.09	.09	.10	.12	.04	.05	.12	.09	.12

(* = PERCENT LESS THAN .5)
0019

SUGGESTIONS ON HOW TO IMPROVE BROCHURE

	TOTAL	RIDE CITRAN RATING OF BROCHURE										INTERVIEWER RATING								
		RI- DER		NON- RI- DER		AGE		SEX		RACE		EDUCATION		ONCE WEEK	LESS THAN A WEEK	EXC/ GOOD	FAIR POOR	EASY/ WHAT EASY	SOME DIFF	MUCH DIFF
		100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69		
HOW TO IMPROVE BROCHURE																				
NOTHING/ IT'S FINE/ LOOKS ALL RIGHT	70	45	25	48	22	45	25	28	39	43	27	39	18	58	12	19	31	20		
SCHEDULE IS TOO COMPLICATED/ HARD TO UNDERSTAND/ CONFUSING	29	14	15	20	9	13	16	18	11	14	15	11	6	8	21	6	9	14		
SHOULD USE COLOR CODES/ DIFFERENT COLORS FOR ROUTES AND TIMES	23	6	17	13	10	17	6	16	7	5	18	5	5	10	13	8	10	5		
SYMBOLS ARE NOT CLEARLY EXPLAINED/ CAN'T UNDERSTAND MEANING OF CERTAIN SYMBOLS	19	8	11	11	8	9	10	12	7	6	13	6	5	8	11	6	7	6		
NEEDS INSTRUCTIONS/ SCHEDULE IS NOT EXPLAINED	14	6	8	7	7	5	9	12	2	5	9	6	2	6	8	3	5	6		
TOO MUCH INFORMATION IN ONE LAYOUT/ SIMPLIFY IT	14	3	11	7	7	10	4	13	1	2	12	2	3	3	11	4	9	1		
MAP IS CONFUSING/ NOT CLEAR/ TOO BUSY	14	7	7	11	3	12	2	7	7	6	8	6	2	11	3	6	2	6		
CAN'T FIGURE OUT BUS ROUTE/ NOT SURE WHICH BUS GOES WHERE	13	4	9	8	5	7	6	9	4	4	9	3	4	6	7	4	4	5		
NUMBERS IN TIME TABLES ARE TOO SMALL/ USE BIGGER PRINT OR BOLDER TYPE	12	5	7	9	3	9	3	7	5	7	5	4	4	8	4	6	2	4		
TAKES TOO LONG TO FIGURE OUT/ TO STUDY	11	4	7	5	6	7	4	8	3	3	8	3	3	3	8	-	5	6		
MAP ISN'T SPECIFIC/ DOESN'T SHOW ALL STREETS/ALL BUS STOPS	10	4	6	6	4	7	3	6	4	4	6	3	1	5	5	-	5	5		

(CONTINUED)

SUGGESTIONS ON HOW TO IMPROVE BROCHURE

	RIDE CITRAN RATING OF BROCHURE																			INTERVIEWER RATING		
	EDUCATION-----																			EASY/SOME		
	TOTAL	RI- DER	NON- RI- DER	AGE UNDER 35 35+		SEX MALE MALE		RACE AN- GLO AN- GLO		H.S. GRAD OR LESS		SOME COLL OR MORE		ONCE OR MORE	LESS OR WEEK	THAN A ONCE	EXC/ GOOD	FAIR POOR	WHAT EASY	SOME DIFF	MUCH DIFF	
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69				
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.		
KEY SHOULD STAND OUT MORE/ IS HARD TO FIND/ SHOULD BE AT BEGINNING OF SCHEDULE	8	3	5	4	4	6	2	6	2	2	6	-	5	2	6	4	3	1				
	4.	3.	5.	3.	5.	5.	2.	5.	2.	2.	6.		9.	2.	8.	7.	4.	1.				
DESIGNATE DOWNTOWN AREA ON MAP	8	3	5	5	3	5	3	5	3	3	5	2	3	5	3	1	4	3				
	4.	3.	5.	4.	4.	4.	4.	4.	3.	3.	5.	2.	6.	4.	4.	2.	5.	4.				
MAP DIRECTIONS ARE DIFFERENT/ ARROW DESIGNATING NORTH IS NORTH IS CONFUSING	4	2	2	3	1	4	-	3	1	1	3	1	1	2	2	3	1	-				
	2.	2.	2.	2.	1.	3.		3.	1.	1.	3.	1.	2.	2.	3.	5.	1.					
MISCELLANEOUS	40	18	22	26	14	25	15	23	17	18	22	16	11	26	14	13	16	11				
	20.	18.	22.	20.	19.	21.	18.	20.	20.	18.	22.	20.	20.	21.	19.	23.	21.	16.				
DON'T KNOW	11	3	8	5	6	5	6	9	2	5	6	1	3	7	3	3	5	3				
	5.	3.	8.	4.	8.	4.	7.	8.	2.	5.	6.	1.	6.	6.	4.	5.	6.	4.				

INTERVIEWER RATING OF RESPONDENT'S OVERALL ABILITY TO USE BROCHURE

	RIDE CITRAN RATING OF BROCHURE																	INTERVIEWER RATING		
	TOTAL	AGE		SEX		RACE		EDUCATION		ONCE OR MORE WEEK	LESS OR A WEEK	THAN A WEEK	RATING OF BROCHURE		EASY/SOME WHAT SOME MUCH					
		RI- DER	NON- RI- DER	UNDER 35	35+	MALE	FE- MALE	AN- GLO	NON- GLO				H.S. OR LESS	SOME COLL OR MORE	EXC/ GOOD	FAIR POOR	EASY	WHAT DIFF	SOME DIFF	MUCH DIFF
BASE - TOTAL RESPONDENTS	202 100.	100 100.	102 100.	127 100.	75 100.	120 100.	82 100.	113 100.	86 100.	100 100.	102 100.	81 100.	54 100.	126 100.	75 100.	56 100.	77 100.	69 100.		
INTERVIEWER RATING																				
EASILY UNDERSTOOD (4)	18 9.	12 12.	6 6.	11 9.	7 9.	13 11.	5 6.	12 11.	6 7.	6 6.	12 12.	8 10.	7 13.	12 10.	6 8.	18 32.	-	-		
UNDERSTOOD SOMEWHAT EASILY (3)	38 19.	20 20.	18 18.	27 21.	11 15.	20 17.	18 22.	23 20.	15 17.	17 17.	21 21.	16 20.	14 26.	32 25.	6 8.	38 68.	-	-		
UNDERSTOOD WITH SOME DIFFICULTY (2)	77 38.	29 29.	48 47.	46 36.	31 41.	48 40.	29 35.	47 42.	28 33.	30 30.	47 46.	24 30.	20 37.	49 39.	27 36.	-	77 100.	-		
MUCH DIFFICULTY IN UNDERSTANDING (1)	69 34.	39 39.	30 29.	43 34.	26 35.	39 33.	30 37.	31 27.	37 43.	47 47.	22 22.	33 41.	13 24.	33 26.	36 48.	-	-	69 100.		
MEAN LEVEL OF UNDERSTANDING	2.02	2.05	2.00	2.05	1.99	2.06	1.98	2.14	1.88	1.82	2.23	1.99	2.28	2.18	1.76	3.32	2.00	1.00		
STD. DEV.	.95	1.03	.84	.94	.92	.95	.90	.94	.94	.92	.90	.99	.96	.93	.90	.47	-	-		
STD. ERROR	.06	.10	.08	.08	.10	.08	.09	.08	.10	.09	.09	.11	.13	.08	.10	.06	-	-		

RESPONDENT'S AGE

	RIDE CITRAN RATING		OF		INTERVIEWER		RATING		RACE		EDUCATION		ONCE LESS		BROCHURE		EASY/SOME		WHAT SOME MUCH		
	EXC/GOOD	FAIR/POOR	ONCE WEEK	LESS THAN A WEEK	EASY/EASY	SOME/DIFF	MUCH/DIFF	AN-AN-GLO	NON-AN-GLO	H.S. OR LESS	SOME COLL OR MORE	A OR MORE	ONCE WEEK	LESS THAN A WEEK	EXC/GOOD	FAIR/POOR	EASY/EASY	SOME/DIFF	MUCH/DIFF		
BASE - TOTAL RESPONDENTS	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
AGE																					
UNDER 18	1.	2.	1.	2.	-	2.	1.	2.	1.	3.	-	1.	1.	2.	1.	1.	1.	-	2.		
18 TO 24	29.	31.	27.	46.	-	35.	21.	18.	43.	38.	21.	36.	28.	33.	23.	25.	26.	20.	25.	36.	
25 TO 34	32.	33.	31.	51.	-	33.	30.	30.	36.	26.	38.	31.	37.	33.	32.	41.	34.	26.	16.	23.	
35 TO 44	15.	11.	19.	-	30.	17.	12.	22.	6.	8.	22.	10.	17.	12.	20.	16.	16.	12.	9.	13.	
45 TO 59	12.	13.	12.	-	25.	8.	17.	15.	10.	13.	12.	12.	4.	16.	9.	6.	10.	9.	13.		
60 OR OVER	10.	10.	10.	-	20.	8.	12.	17.	2.	12.	8.	7.	9.	9.	12.	5.	12.	9.	8.	12.	

EDUCATION

	TOTAL	RI- DER		AGE		SEX		RACE		EDUCATION		RIDE CITRAN		RATING OF BROCHURE		INTERVIEWER RATING		
		DER	NON- DER	UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. OR LESS	SOME COLL OR MORE	ONCE A WEEK OR MORE	LESS THAN A WEEK	EXC/ GOOD	FAIR POOR	EASY/ WHAT EASY	SOME DIFF	MUCH DIFF
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
EDUCATION																		
DID NOT COMPLETE HIGH SCHOOL	28	21	7	20	8	15	13	12	15	28	-	17	5	20	8	5	5	18
	14.	21.	7.	16.	11.	13.	16.	11.	17.	28.		21.	9.	16.	11.	9.	6.	26.
HIGH SCHOOL GRADUATE	72	41	31	47	25	36	36	34	36	72	-	37	16	49	22	18	25	29
	36.	41.	30.	37.	33.	30.	44.	30.	42.	72.		46.	30.	39.	29.	32.	32.	42.
TRADE/VOCATIONAL SCHOOL	6	2	4	3	3	3	3	3	3	-	6	2	2	4	2	1	5	-
	3.	2.	4.	2.	4.	3.	4.	3.	3.		6.	2.	4.	3.	3.	2.	6.	
SOME COLLEGE	47	18	29	32	15	28	19	30	17	-	47	13	15	25	22	9	22	16
	23.	18.	28.	25.	20.	23.	23.	27.	20.		46.	16.	28.	20.	29.	16.	29.	23.
COLLEGE GRADUATE	36	13	23	18	18	27	9	24	12	-	36	8	12	20	16	17	15	4
	18.	13.	23.	14.	24.	23.	11.	21.	14.		35.	10.	22.	16.	21.	30.	19.	6.
POST GRADUATE WORK	13	5	8	7	6	11	2	10	3	-	13	4	4	8	5	6	5	2
	6.	5.	8.	6.	8.	9.	2.	9.	3.		13.	5.	7.	6.	7.	11.	6.	3.

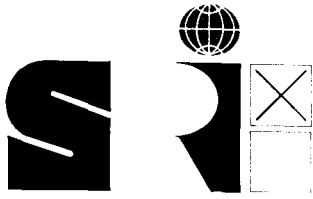
RESPONDENT'S SEX

	AGE		SEX		RACE		EDUCATION				RIDE CITRAN RATING		INTERVIEWER RATING					
	RI- DER	NON- RI- DER	UNDER 35	35+	FE- MALE	AN- MALE	H.S. GRAD LESS	SOME COLL OR MORE	ONCE OR MORE	LESS OR A WEEK	THAN ONCE	EXC/ GOOD	FAIR POOR	EASY/ EASY	WHAT DIFF	SOME DIFF	MUCH DIFF	
	TOTAL	DER	DER	35	35+	MALE	MALE	GLO	GLO	LESS	MORE	MORE	WEEK	GOOD	POOR	EASY	DIFF	DIFF
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
SEX																		
MALE	120	58	62	84	36	120	-	66	53	51	69	48	33	79	41	33	48	39
	59.	58.	61.	66.	48.	100.		58.	62.	51.	68.	59.	61.	63.	55.	59.	62.	57.
FEMALE	82	42	40	43	39	-	82	47	33	49	33	33	21	47	34	23	29	30
	41.	42.	39.	34.	52.		100.	42.	38.	49.	32.	41.	39.	37.	45.	41.	38.	43.

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RESPONDENT'S RACE

	TOTAL	RI- DER	NON- RI- DER	AGE		SEX		RACE			EDUCATION				RIDE CITRAN RATING OF BROCHURE		INTERVIEWER RATING		
				UNDER 35	35+	FE- MALE	AN- MALE	AN- GLO	NON- GLO	H.S. GRAD LESS	SOME COLL OR MORE	A OR OR MORE	THAN A OR WEEK	ONCE ONCE	EXC/ GOOD	FAIR POOR	EASY/ EASY	SOME DIFF	MUCH DIFF
BASE - TOTAL RESPONDENTS	202	100	102	127	75	120	82	113	86	100	102	81	54	126	75	56	77	69	
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
RACE																			
CAUCASIAN	113	44	69	56	57	66	47	113	-	46	67	31	30	63	49	35	47	31	
	56.	44.	68.	44.	76.	55.	57.	100.		46.	66.	38.	56.	50.	65.	63.	61.	45.	
BLACK	71	47	24	58	13	44	30	-	71	42	29	41	21	53	18	18	22	31	
	35.	47.	24.	46.	17.	34.	37.		83.	42.	28.	51.	39.	42.	24.	32.	29.	45.	
HISPANIC	13	6	7	9	4	10	3	-	13	9	4	6	2	6	7	2	5	6	
	6.	6.	7.	7.	5.	8.	4.		15.	9.	4.	7.	4.	5.	9.	4.	6.	9.	
OTHER	2	-	2	2	-	2	-	-	2	-	2	-	1	1	1	1	1	-	
	1.		2.	2.		2.			2.		2.		2.	1.	1.	2.	1.		
DON'T KNOW	3	3	-	2	1	1	2	-	-	3	-	3	-	3	-	-	2	1	
	1.	3.		2.	1.	1.	2.			3.		4.		2.			3.	1.	



SOUTHWEST RESEARCH, INC.
ONE BROOKRIVER CENTER/SUITE 100
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DALLAS, TX 75247/(214) 630-7777

March 31, 1983

Ms. Jo-Anne Kennedy
CITRAN
P.O. Box 1477
Fort Worth, Texas 76101

Dear Jo-Anne:

This letter will provide you with the topline results of the CITRAN Schedule Study we have conducted for you. The primary objective of the research has been to evaluate a new design for the CITRAN schedules.

METHOD

A total of 202 face-to-face interviews with residents of Fort Worth were conducted at Tandy Center, in downtown Fort Worth. The sample was divided between 100 respondents who had ridden CITRAN within 30 days of the interview (Riders) and 102 respondents who had not (Non-Riders).

SURVEY RESULTS BY QUESTION

Presented below are the question-by-question results, presented in total. Please note that percentages do not always add to the total due to rounding.

Q.2a. Have you ridden CITRAN, that is, City Transit Service of Fort Worth, at any time in the past 30 days?

Yes (Rider)	50%
No (Non-Rider),	50%
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BASE: Total	
Respondents.202
	100%

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TRANSPORTATION

Q.2b. Have you ever ridden CITRAN?

Yes	45%
No.	55%

BASE: Non-Riders in Past 30 Days.102 100%
--	--------------

Q.3. How often do you normally ride CITRAN?

More than ten times a week	16%
Five to ten times a week	12
One to four times a week	12
One to three times a month	8
Once every two months or less often.	18
It varies.	4
Don't know	3

BASE: Respondents Who Have Ridden CITRAN.146 100%
--	--------------

Q.4a. Have you, personally, ever tried to obtain CITRAN bus schedule information from any source?

Yes	61%
No.	37
Don't Know.	2

BASE: Total Respondents	.202 100%
-------------------------	--------------

Q.4b. How have you, personally, obtained schedule information for CITRAN?

By telephone.	45%
Get schedule from driver.	27
Pick up schedule at downtown location . .	18
From rack on bus.	15
Ask other people.	11
At bus shelter.	5
Tube information.	4
At library.	4
Have schedule sent in mail.	1
Other	12
Don't know.	1

BASE: Respondents who have
tried to obtain schedule
information124
100%

For the following questions, the interviewer determined if the respondent gave a correct response to each question, then rated the respondent in terms of how well he/she was able to use the brochure in order to get the correct answer. A scale from one to four was used, with one meaning understood with difficulty, and four meaning understood easily. If the respondent answered incorrectly, was unable to locate or calculate the answer, or if he/she answered "don't know", a rating was not given for that response.

	<u>Percentage Who Answered Correctly</u>	<u>Mean Level of Understanding Among Respon- dents Who An- swered Correctly</u>
Q.5. What telephone number would you call if you needed schedule information?	85%	3.5
Q.6. What bus schedule would you need to use on Memorial Day?.	53	3.1
Q.7. What do the dots used in the time tables mean?	42	3.2
Q.8. What do the times in dark numbers used in the time tables indicate?.	47	3.6
Q.9. At what intersection would you transfer to route 33C?.	68	3.2
Q.10. What do the triangles used above the time tables and on the map indicate?	29	3.4
Q.11a. Please locate the intersection of Ramey and Amanda on the route map in the brochure	97	3.8
Q.11b. Please indicate where downtown is located on the map	76	3.5
Q.11c. If it is a Tuesday at 8:00 a.m., at what approximate time would the next bus reach Ramey and Amanda on its way downtown?	12	3.2
Q.11d. (Asked only if correct in Q.11c:) And what bus route would you take?	58	3.2

instruction? →

In questions 12a-d, respondents were asked to give a rating of excellent, good, fair, or poor to a list of aspects of the brochure. The mean rating was computed by assigning numbers to each rating: excellent - 4, good - 3, fair - 2, poor - 1. The following table presents each aspect with its mean rating:

Q.12a.	The map, in terms of how easy it is to understand	2.6
Q.12b.	The time tables, in terms of how easy they are to use	2.8
Q.12c.	The readability, that is, the style and size of type, and graphic presentation of the brochure.	3.0
Q.12d.	The brochure, in terms of presenting all the information in clear and easy to use manner.	2.7

Q.13 Please look at the brochure once again. What do you dislike most about this brochure, that is, what improvements would you recommend?

Nothing/it's fine/looks all right.	35%
Schedule is too complicated, hard to understand/confusing.	14
Should use color codes/different colors for routes and times	11
Symbols are not clearly explained/can't understand meaning of certain symbols	9
Needs instructions/schedule is not explained	7
Too much information in one layout/simplify it	7
Map is confusing/not clear/too busy.	7
Can't figure out bus routes/not sure which bus goes where	6
Numbers in time tables are too small/use bigger print or bolder type	6
Takes too long to figure out/to study.	5
Map isn't specific/doesn't show all streets/all bus stops.	5

continued . . .

Key should stand out more/is hard to find/ should be at beginning of schedule	4%
Map directions are different/arrow designating north is confusing	2
Miscellaneous.	20
Don't know	5
	<hr/>
BASE: Total Respondents.202 100%

Q.14. Respondents' age:

Under 18	1%
18 to 24	29
25 to 34	32
35 to 44	15
45 to 59	12
60 or Over	10
	<hr/>
BASE: Total Respondents.202 100%

Q.15. Respondents' Education:

Did Not Complete High School	14%
High School Graduate	36
Trade/Vocational School.	3
Some College	23
College Graduate	18
Post Graduate Work	6
	<hr/>
BASE: Total Respondents.202 100%

Respondents' Sex:

Male	59%
Female	41
	<hr/>
BASE: Total Respondents	202
	100%

Respondents' Race:

Caucasian.	56%	←
Black.	35	
Hispanic	6	
Other.	1	
Don't know	1	
	<hr/>	
BASE: Total Respondents.	202	
	100%	

Interviewers' rating of overall ability to use brochure:

Easily Understood (4).	9%
Understood Someone Easily (3).	19
Understood with Some Difficulty (2).	38
Understood with Much Difficulty (1).	34
	<hr/>
BASE: Total Respondents.	202
	100%
Mean.	2.0

SUMMARY OF FINDINGS

In summary, survey results indicate that the overall level of understanding how to use the brochure was quite low, and modifications to the brochure should be considered.

A majority of those surveyed encountered considerable difficulty in using the brochure correctly. Based on a four-point scale used by the interviewers to rate the respondents' ability to use the brochure (with one meaning with difficulty, and four meaning easily), the mean level of understanding was only 2.0. In all, 72 percent had "some difficulty" or "much difficulty" in using the brochure. It is significant that a very small percentage of respondents were able to understand and utilize all of the necessary symbols and devices to correctly calculate bus arrival time in the hypothetical situation. The percentage of those surveyed who correctly responded to each of a series of questions, which required using the brochure, is presented below:

-- Locate on the map the intersection of Ramey and Amanda. . . .	97%
-- What number would you call for schedule information?. . . .	85
-- Locate downtown on the route map.	76
-- At what intersection would you transfer to Route 33C?	68
-- What bus schedule would you use on Memorial Day?.	53
-- What do the dark numbers in the time tables indicate?	47
-- What is the meaning of the dots used in the time tables?. . .	42
-- What do the triangles indicate?	29
-- Calculate bus arrival time in hypothetical situation.	12
-- And what bus would you take?.	58*

* BASE: Respondents who correctly calculated bus arrival time.

Listed below are the major problems that respondents encountered when using the brochure. Next to each are suggestions which may be considered.

PROBLEMS

"Schedule is too complicated and confusing"; "It takes too long to figure out". Very few respondents could correctly calculate bus arrival time in the hypothetical situation. Many respondents commented that "the bus doesn't stop there, you have to go to another intersection".

"Explanations for the symbols are scattered and hard to find." "The meaning of the dark and light numbers is not clear."

"The meaning and purpose of the triangles are hard to understand." Lack of understanding adds to the confusion in using the schedule.

"Route map is confusing, too busy, not clear." "Can't figure out bus routes, what bus goes where."

Map is difficult to read: "Map directions are different than most maps"; "The arrow designating north is confusing"; "All streets and bus stops are not shown"; "Downtown is not indicated on the map".

SUGGESTIONS

Include clear, specific instructions on how to use the time tables to calculate bus arrival time. In particular, explain how to determine what time the bus will arrive at an intersection between "timepoints".

Put in instruction block.

All symbols and devices used in the time table and on the map should be assembled in an easily located key for quick reference.

The triangles would be useful if more specifically explained in the key. "Timepoints" is not an adequate definition. In addition, instructions on how to use the triangles would be helpful.

Color coding could be used for the different bus routes on the map and for the corresponding times on the time tables. A key (as previously described) for symbols and routes would be helpful.

Arrow designating north should stand out, or the map could be read so north is on top, as is standard. Downtown should be indicated on the map, as well as other streets in the area covered. Dots or astericks could be used to indicate other intersections at which the bus stops.

Overall, problems in using the brochure that were uncovered by the survey point to a general need for some specific guidelines on how to use the brochure. We recommend that this guideline section be brief and include the following:

- A. Instructions to read time table from left to right.
- B. Definition of "timepoints" and explanation of how to estimate bus arrival time between timepoints, with emphasis that timepoints are listed for references and are not the only places the bus will stop.
- C. All symbols and devices used in the time tables and on the map should be assembled in an easily located "key" section for quick reference.
- D. The definition for "timepoints" should be modified.

It is important to note that although only a small percentage were able to demonstrate an understanding of the brochure when using it during the survey, 35 percent of the respondents, when asked to suggest improvements, replied "Nothing/it's fine/looks all right". In addition, 62 percent gave the brochure an overall rating of "excellent" or "good".

Survey results reveal that non-Anglos and persons who have not attained a level of education beyond high school are more likely to be frequent CITRAN riders (once a week or more often) than are Anglos and persons with some college or more.

□ □ □ □ □

If you have any questions about any of the above, please do not hesitate to call us.

The Management Summary Report will follow under separate cover.

Yours sincerely,



Joan Baltes
Research Analyst

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