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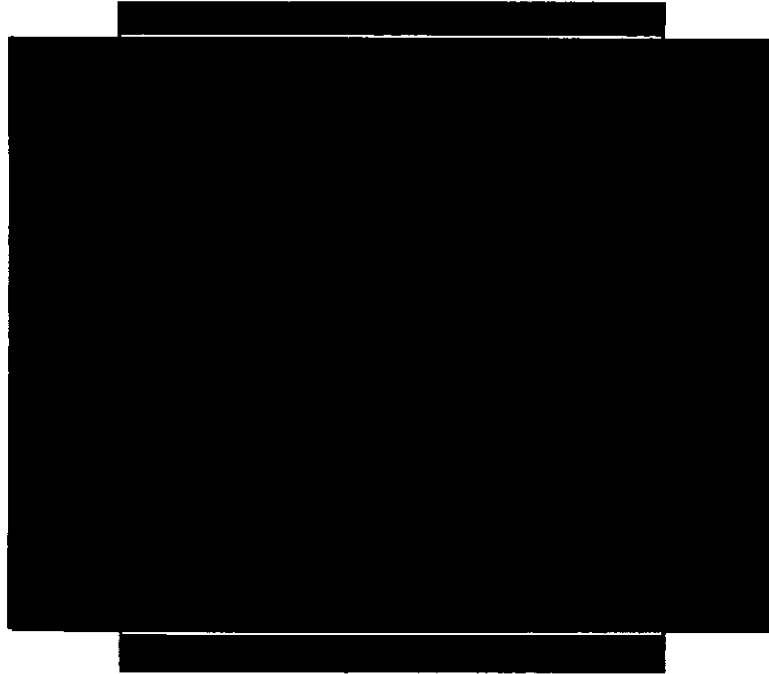
E. H. WHITE & CO.

HENNY YOUNGMAN ADVERTISING CAMPAIGN
EVALUATION SURVEY

FOR THE
SAN FRANCISCO BAY AREA
RAPID TRANSIT (BART) DISTRICT

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I. INTRODUCTION

The San Francisco Bay Area Rapid Transit (BART) District conducted an advertising campaign featuring a prominent comedian, Henny Youngman. The purpose of the campaign, aimed at regular commuters, was to provide information on the reduced cost and stress of using the BART system. The advertising used several media, including television, radio, billboards, and bus posters.

After the completion of the advertising, BART officials wished to evaluate the effectiveness of the campaign, including increases in awareness and knowledge of the details of the campaign and effects on commute behavior. The achieve this, a sample survey of 400 East Bay households was designed and E.H. White and Company was hired to conduct this survey.

The scope of work for this survey project included revising the draft questionnaire (through staff review and a pretest), developing a sampling plan, selecting the sample, conducting the interviews, entering and verifying the data, and producing crosstabulations of the survey data.

This report presents the methodology employed to fulfill the requirements of this survey project.

II. METHODOLOGY

A. QUESTIONNAIRE DEVELOPMENT

1. Questionnaire Review

A draft questionnaire was developed by BART staff and included in the solicitation letter to prospective firms. The first task was to review this draft questionnaire; this was done using the criteria of comprehensiveness of response choices, clarity of purpose, and ease of administration, understanding and response.

The final review was for the overall flow of the question sequence, including the logic and ability to follow. This was particularly important since there were "skip" patterns depending on the respondent's familiarity with the advertising campaign.

Comments and recommended changes were compiled and presented at the initial project meeting, including some minor rearrangement of the questions and simplification of some of the wording. Additional discussion focused on the degree of prompting that was allowable for some of the questions.

A revised draft questionnaire was produced based on the discussions and presented to BART for review and comment. The review produced some additional wording changes and the addition of a new question relating to desired information about BART.

The draft final questionnaire was produced, incorporating the comments from BART.

2. Questionnaire Pretest

To insure the utility of the questionnaire and the survey procedures, a pretest was performed on a small number of potential respondents that will not be part of the final sample. A small sample, using the sample selection methodology (see below), was selected and called. The questionnaires were

completed, and the interviewers also made notations on the questionnaires about any difficulties with the questions. A total of 186 households were called, with 48 (26%) not contacted or otherwise not completed, 103 (55%) determined not eligible, 16 (9%) refusing, and 19 (10%) completing the survey. The response rate among eligible respondents (N=35) for the pretest was 54%.

Questionnaire modification results from the pretest included simplifying the introduction script and replacing the number of days of BART ridership with a set of categories to account for "sporadic" or "occasional" answers.

B. SAMPLE PLANNING AND SELECTION

The universe of interest for this survey was the household population within the zip codes that represent the East Bay BART ridership area. The selection of these zip codes, made by BART personnel, included all zip code areas within a specified radius of a BART station. The universe definition includes 40 zip code areas.

The sampling frame data source was two volumes of the Hanes Reverse Telephone Directory (Oakland and East Bay). This document was chosen because the listings are presented by zip code.

The number of listings for each zip code in the directories is listed in a table at the beginning of the directory; therefore, the enumeration of the sampling frame was accomplished by extracting the number of listings for each of the forty zip codes of interest.

The objective of the sampling plan was to produce a sample that is representative proportionate to size for the area around each East Bay BART station. For ease of survey administration and analysis purposes, a single zip code from the two to five representing each station area was chosen to represent that area.

TABLE 1:   SAMPLING FRAME AND SAMPLE SIZE DEFINITION

CITY	ZIP CODES	DIRECTORY LISTINGS	GROUP TOTALS	GROUP PERCENTS	SURVEY SIZE
Fremont	94536 94538 94587	13,959 11,176 10,677	35,812	0.1159	46
Hayward	94541 94542 94544 94580	12,946 2,513 12,544 4,823	32,826	0.1062	42
San Leandro	94577 94578 94579 94603	7,529 6,032 3,400 6,198	23,159	0.0750	30
Concord	94520 94518 94519	8,195 8,005 5,727	21,927	0.0710	28
Walnut Creek	94596 94523 94598	12,398 10,013 9,029	31,440	0.1018	41
Lafayette	94549 94563 94595	8,852 6,368 8,437	23,657	0.0766	31
El Cerrito	94530 94804	8,904 9,956	18,860	0.0610	24
Richmond	94805 94801 94803 94806	4,355 5,724 5,793 10,534	26,406	0.0855	34
Berkeley	94705 94618 94703 94704	5,796 6,754 6,698 6,615	25,863	0.0837	33
Berkeley	94707 94702 94706 94708 94709	5,890 5,972 6,106 5,334 4,305	27,607	0.0893	36
Oakland	94605 94601 94602 94619 94621	10,318 9,281 9,256 6,845 5,733	41,433	0.1341	54
TOTALS			308,990	1.0000	400

Table 1 presents the directory listing data and the proportionate number of surveys needed to represent each station's zip code cluster. The first zip code listed for each City area is the one chosen to represent that area.

The sampling technique was a multi-stage procedure, with the stages defined as 1) the page number, 2) the column number, 3) the subset of the column with eligible listings (within zip codes of interest), and 4) the percent location in the column subset from the top.

The following is an outline of the steps taken to define and select the sample:

1. Based on the total number of pages and columns in each of the two reverse telephone directories, random numbers were generated for each page-column-percent of column number combination, proportioned between the two directories by zip code populations in each. The following is an example of the output of the computer program that produced the random selections:

EASTBAY LISTING NUMBER 13

Page No.	Column No.	Column %	Number of Listings	Listing Number
217	6	10		
105	1	83		
488	4	78		
186	5	34		
69	2	50		

2. For each random combination of page and column number, the number of eligible listings were counted; criteria for inclusions were within zip codes of interest, with listed telephone numbers, and nonduplicated addresses.

3. This number of eligible listings was multiplied by the column percentage number (e.g., 50 listings x 34% = listing number 17). The name and telephone number of the selected listing was recorded on the Sampling Data Sheet/Telephone Call Sheet.

The initial procedure involved using the BART-owned copies of the Hanes books in the basement of the BART administration building. When the selection procedure proved much more time consuming than had been anticipated, two additional volumes were secured for use in the E.H. White office. This

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allowed for a doubling of sample selection productivity. Nonetheless, the sample selection process required the assignment of two people, almost full time, to accomplish.

The computer-generated random selections for each book contained 1,000 random number sets, the remaining lists (11 more for the Eastbay book and 12 more for the Oakland book) contained 500 random number sets. The random selections were sorted by page and column number to facilitate the selection process (i.e., eliminate time consuming page searching); however, the sorting was discontinued as soon as a zip code area neared completion in order to avoid any bias introduced by the sorting.

Initially, each list was first checked against the previous list to avoid duplications or counting previous selections (i.e., this is a "without replacement" sample). However, this soon became extremely time consuming and, coincident with the acquisition of the directories, the selections were marked in the book and therefore skipped over in subsequent column countings.

C. SURVEY PROCEDURES

1. Interviewer Selection and Training

Interviewers were selected based on experience and the requirements of this survey. Criteria for selection of interviewers was the ability to communicate the questionnaire and understand the variety of response possibilities, dependability, and general demeanor. Eight interviewers were hired to work on this survey; however, when sample selection proved to require much more time than was anticipated, two of the interviewers were reassigned to sample selection.

The interviewer training was conducted by the Project Director. Training took place the afternoon before the first interviews. The questionnaire was

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reviewed in depth, and discussion followed to allow for complete understanding of the meaning and intent of each question and of each skip pattern. The training also covered the following topics:

o Methods of communications with respondents

o Administration of the questionnaires

o How to handle respondent questions

o Relationships of the interviewer and BART

o The importance of maintaining confidentiality

o Handling refusals and item nonresponse

2. Conducting the Survey

The completed sampling data sheets/telephone call sheets (hereinafter referred to as callsheets) were placed in a box marked "CALLSHEETS --- READY TO BE SURVEYED" as soon as they were completed. Other boxes used were labeled as follows:

CALLSHEETS	---	INELIGIBLES	CALLSHEETS	---	SCHEDULED CALL BACKS
CALLSHEETS	---	REFUSALS	CALLSHEETS	---	COMPLETED QUESTIONNAIRES
CALLSHEETS	---	NOT YET CONTACTED	CALLSHEETS	---	REMOVALS

Each interviewer selected a handful of callsheets, either from the "ready" bin or the "not yet contacted" bin. Each callsheet was first reviewed for the previous experience, especially for notations concerning individuals to ask for or other such information that could prove useful, and then the listed telephone number was called.

As soon as the phone was answered, the introduction was read and the screening question was asked (please see the Introduction and Screening Script, presented in Appendix A).

Possible outcomes of each call were numerous, including making no contact (e.g., no answer, busy line, answering machine), determining the household was not eligible (i.e., having no one commuting the required distance, duration,

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and destination), scheduling a return call, conducting the interview, or having the potential respondent refuse.

If the individual called was unwilling to cooperate, and the interviewer exhausted all attempts to gain cooperation, then specific reasons for their noncooperation were determined and documented.

The actions for each call were documented on the callsheets, using the coding scheme presented below.

After the interviews were completed, the interviewers checked the instrument thoroughly to insure that it was complete, correct, and legible. The complete questionnaires were placed in a labeled box.

TELEPHONE SURVEY CONTACT CODES

NON-CONTACT CODES

1 = no answer   4 = scheduled callback
2 = phone is busy   (specify who and when)
3 = answering machine   9 = other (specify contact response
                                           and followup action)

INELIGIBLE CODES	REFUSAL CODES
50 = not valid listing/disconnected	91 = dislike BART
51 = not in area	92 = too busy
52 = no commuters in household	93 = not interested
53 = not residence (business)	94 = don't do surveys
59 = other (specify)	95 = hung up
	99 = other (specify)

Some callsheets were "retired", either for continued non-contact or because their zip code cluster allocation was complete. The removal criteria for non-contact was as follows:

> If a callsheet has been called during at least five days, including a weekend (Friday-Sunday) and a daytime call, then it can be placed in the "REMOVALS" box.

D. QUESTIONNAIRE POSTCODING AND CHECKING

1. Questionnaire Checking

Verification and editing of the questionnaires was a continual process, beginning with the completed questionnaires and continuing until the final data disk was created. The reliability of the data was insured by checking for the following potential problems:

- legibility of the responses;
- completeness;
- responses out of range or between allowable choices;
- inconsistencies

Each completed questionnaire was inspected for each of the potential problems listed above. Problems of legibility were handled by marginal notes

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to aid the data entry people. Inconsistencies and out-of-range responses were checked by reviewing the questionnaire with the interviewer or, in a few cases, by calling the respondent and re-asking the relevant questions.

2. Questionnaire Postcoding

Postcoding the questionnaires included coding the single open-ended question (Question 3b) and coding the "other" responses for five questions (Questions 4, 6, 7, 12 and 13). The postcoding categories were developed by first creating a list of the responses and then categorizing the list into comprehensive and mutually exclusive set of choices. The postcode categories are presented in Table 2.

E. DATA ENTRY, VERIFICATION AND EDIT

The data entry program was written to accept only those answers that fall within an allowable range specified for each question. If the response does not fall within this range, the program remained at the question until an acceptable response was entered. The program constructed an ASCII string record for the responses from each questionnaire and wrote this record to the data file after each questionnaire was entered. The description of the data record is presented as the variable list in Appendix B.

The quality of the data was also insured using visual verification for 100% of the questionnaires. A second program was written that presented the questions and the recorded responses; this was compared to the questionnaire and discrepancies were recorded for data edit.

The data was edited using the wordprocessor in nondocument mode. Specific controls were used to ensure that the correct record and column position was modified. Each record that was edited was verified again to completed the data entry quality control process.

TABLE 2: QUESTIONNAIRE POSTCODE CATEGORIES

3b. What did you see or hear?	1 = Advertising on radio 2 = Advertising on TV 3 = Advertising on billboard 4 = "Take Bart" or some variation 5 = "Henny Youngman" or some variation 6 = "A man with violin" or some variation 7 = Other
4. Do you remember a particular person featured in the advertisements?	4 = Variations on "Henny Youngman" 5 = Descriptions (e.g., comedian, man w/ violin) 6 = Other
6. Do you remember a particular line or phrase from the advertisement?	2 = Variations on "Take your Bart, please" 3 = other
7. What message do you think the advertising was trying to convey?	4 = "Ride BART" or some variation 5 = Avoid traffic jams 6 = Avoid parking problems 7 = Other
12. Please tell me why you do not use BART (more)?	6 = Parking problems 7 = Crime around stations 8 = Must operate vehicle 9 = Other
13. What additional information about BART would be helpful to you?	6 = Quality improvement information 7 = Expansion information 8 = Other

III. RESULTS

A. SURVEY RESPONSE RESULTS

Of the approximately 13,000 computer-generated random number sets, a total of 3,676 listings were extracted from the directories that fell within the eleven zip codes of interest. Due to variations between the zip code areas in eligibility (zip codes of residence and commuting characteristics), the distribution of the sample selected does not completely match the distribution of the total listings available. However, the number of completions does correlate almost exactly with the number of total listings due to strict control over the number of surveys completed for each zip code area.

Of the 3,676 selected listings, 257 (7.0%) were never contacted, 2,571 (69.9%) were determined to be ineligible, 437 (11.9%) refused to participate, and 411 (11.2%) completed the interview. Table 3 presents these results distributed by zip code, and Table 4 presents the statistical relationships between the result categories.

The overall response rate for this survey was 48.5%, with the lowest zip code area being Concord at 35.9% and the highest being Walnut Creek at 57.5%. The variation in response rate is most likely attributable to standard demographic characteristics (e.g., age, education and income) and their relationship with the propensity to answer a survey: older (but not the oldest), better educated and higher income (but not the highest) are more likely to participate in a survey.

TABLE 3: DISTRIBUTIONS OF SAMPLE SELECTION AND CALL RESULTS

NUMBERS

CITIES	ZIP CODES	TOTAL LISTINGS	TOTAL SAMPLE	NOT CONTACT	NOT ELIGIBLE	REFUSED	COMPLETE
El Cerrito	94530	18,860	191	5	134	26	26
Richmond	94805	26,406	296	21	195	46	34
Berkeley	94705	25,863	237	13	162	28	34
Berkeley	94707	27,607	248	10	170	29	39
Oakland	94605	41,433	381	18	259	47	57
Fremont	94536	35,812	700	47	536	73	44
Hayward	94541	32,826	381	26	265	48	42
San Leandro	94577	23,159	320	35	223	31	31
Concord	94520	21,927	401	40	283	50	28
Walnut Creek	94596	31,440	311	22	216	31	42
Lafayette	94549	23,657	210	20	128	28	34
TOTALS		308,990	3,676	257	2,571	437	411

PERCENTAGES

CITIES	ZIP CODES	TOTAL LISTINGS	TOTAL SAMPLE	NOT CONTACT	NOT ELIGIBLE	REFUSED	COMPLETE
El Cerrito	94530	6.1	5.2	2.0	5.2	6.0	6.3
Richmond	94805	8.6	8.1	8.2	7.6	10.5	8.3
Berkeley	94705	8.4	6.5	5.1	6.3	6.4	8.3
Berkeley	94707	8.9	6.8	3.9	6.6	6.6	9.5
Oakland	94605	13.4	10.4	7.0	10.1	10.8	13.9
Fremont	94536	11.6	19.0	18.3	20.9	16.7	10.7
Hayward	94541	10.6	10.4	10.1	10.3	11.0	10.2
San Leandro	94577	7.5	8.7	13.6	8.7	7.1	7.5
Concord	94520	7.1	10.9	15.6	11.0	11.4	6.8
Walnut Creek	94596	10.2	8.5	8.6	8.4	7.1	10.2
Lafayette	94549	7.7	5.7	7.8	5.0	6.4	8.3
TOTALS		100.0	100.0	100.0	100.0	100.0	100.0

TABLE 4: CORRELATION MATRIX: VARIABLES REPRESENTING RESULTS OF SURVEY

	LISTINGS	SAMPLE	NON-CONT	INELIGIB	REFUSED	COMPLETE
LISTINGS	1.00000					
SAMPLE	.57973	1.00000				
NON-CONTACT	.20617	.81951	1.00000			
INELIGIBLE	.55022	.99730	.80537	1.00000		
REFUSED	.56028	.93942	.74744	.92403	1.00000	
COMPLETE	.97773	.42897	.06098	.39707	.40715	1.00000

TABLE 4: RESPONSE RATE ANALYSIS

CITIES	ZIP CODES	REFUSED	COMPLETE	RESPONSE RATE
El Cerrito	94530	26	26	50.0%
Richmond	94805	46	34	42.5%
Berkeley	94705	28	34	54.8%
Berkeley	94707	29	39	57.4%
Oakland	94605	47	57	54.8%
Fremont	94536	73	44	37.6%
Hayward	94541	48	42	46.7%
San Leandro	94577	31	31	50.0%
Concord	94520	50	28	35.9%
Walnut Creek	94596	31	42	57.5%
Lafayette	94549	28	34	54.8%
Totals		437	411	48.5%

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B. DATA TABULATION

The required output for this project was a set of crosstabulations of each of the questionnaire variables by the zip code of the respondent. The production of these crosstabulations served two purposes: to provide a final check of the data as well as to fulfill the project deliverable requirements.

The crosstabulations were an important component of the data verification process. Each variable was checked for out-of-range or inconsistent answers. A few were detected; for these, the survey instrument was checked and the data set was corrected as appropriate.

The crosstabulations were produced using a statistical software package. For each table, the variable labels, value labels, and variable locations (start and length) within the data record were defined. The program extracted the data, calculated the marginal sums, and produced the table.

BART - HENNY YOUNGMAN EVALUATION SURVEY

INTRODUCTION AND SCREENING SCRIPT

Hello. My name is _____. I am with E.H. White and Company, a survey firm in San Francisco. We have been hired by BART to talk to people in East Bay cities about their opinions of BART services.

I need to know if there is someone in your household who is 14 years old or older, and who travels at least 5 miles to work or school at least 3 days a week to San Francisco, Oakland, or Berkeley. [REPEAT DETAILS AS NEEDED]

Do you or someone in your household fit this description?

-- Yes, I do   [BEGIN QUESTIONNAIRE]

-- Yes, someone else   [ASK FOR THAT PERSON AND
   in household does   BEGIN INTRODUCTION AGAIN]

-- No, no one in household [TERMINATE INTERVIEW]

[IF ASKED HOW WE GOT THEIR TELEPHONE NUMBER]

We have selected your house at random from the telephone book.

[IF ASKED HOW LONG THE SURVEY WILL TAKE]

The survey should only take about 5 minutes to complete.

[IF RELUCTANT AND/OR STATE CONCERN FOR CONFIDENTIALITY:]

Before we start, I would like to assure you that all information that you provide me will be kept confidential. No names will be used in our report.

[IF ASKED WHO IS SPONSORING THIS SURVEY:]

The Bay Area Rapid Transit District, known as BART; the people who run the trains through the East Bay, out to Concord, and under the Bay to San Francisco.

RESPONDENT SAMPLE NUMBER: ____ ____ ____ ____

QUESTIONNAIRE NUMBER: ____ ____ ____

ZIP CODE: ____ ____ ____ ____ ____

RESPONDENT SEX (1=Female, 2=Male): ____
(8=Can't ascertain)

1. In what city do you work or go to school?

   1. San Francisco   8. Don't know

   2. Oakland   9. Refused

   3. Berkeley

2. How far is the closest BART station from your work or school?

   1. One mile or less --> Which station? _____

   2. Over one mile (specify distance _____ miles)

   8 Don't know

   9. Refused

    P

3a. Have you seen or heard BART's advertising campaign during the past 4 months?
[PROMPT: a multi-media campaign featuring a well-known entertainer]

   1. Yes

   2. No   }
              } **SKIP TO QUESTION 8a, PAGE 3**
   8. Don't know }

  b. What did you see or hear? _____

   _____

    P

4. Do you remember a particular person featured in the advertisements?
[PROMPT: What was the name of that person?]

   1. Yes, Henny Youngman

   2. Yes, someone else (specify _____)

   3. No, I don't remember

   9. Refused

5a. Where did you see or hear it (the advertisement)?   [CHECK ALL THAT APPLY]

    1. Newspaper   4. Television

    2. Radio   5. Bus cards

    3. Billboard   8. Don't know

    6. Other (specify _____)

[IF ONLY ONE ITEM SELECTED IN QUESTION 5a, SKIP TO QUESTION 6]

5b. Which of these do you remember best?   [PICK ONLY ONE OF THOSE SELECTED ABOVE]

    1. Newspaper   4. Television

    2. Radio   5. Bus cards

    3. Billboard   8. Don't know

    6. Other

6. Do you remember a particular line or phrase from the advertisement?

    1. "Take your BART, please"

    2. Other (specify _____)

    8. Don't know

7. What message do you think the advertising was trying to convey?

    1. BART is less stressful than driving

    2. BART may cost less than driving

    3. BART is less stressful and may cost less than driving

    4. Other (specify _____)

    8. Don't know

8a. About how many days a week did you ride BART to school or work
LAST YEAR?

1. 5 or more days per week   3. 1-2 days per week

2. 3-4 days per week   4. less than one day per week

8b. About how many days a week do you ride BART to school or work NOW?

1. 5 or more days per week   3. 1-2 days per week

2. 3-4 days per week   4. less than one day per week

[IF HAVEN'T HEARD OF ADVERTISING CAMPAIGN, SKIP TO QUESTION 12]

9. Has the advertising helped make you more aware of the cost of commuting?

1. Yes   8. Don't know

2. No

10. Has the advertising helped make you more aware of the stress of commuting?
[IF DON'T UNDERSTAND THE TERM STRESS, USE ALSO ANXIETY, TENSION, FEAR, ANGER]

1. Yes   8. Don't know

2. No

[IF QUESTION 8a and 8b ARE EQUAL, SKIP TO QUESTION 12]

11. Do you believe you have changed your use of BART
as a result of the advertising?

1. Yes   8. Don't know

2. No

[IF THEY HAVE INDICATED THAT THEY USE BART 5 DAYS OR MORE IN QUESTION 8b,
SKIP TO QUESTION 13]

12. Please tell me why you do not use BART (more)?   [CHECK ALL THAT APPLY]

1. It's too expensive   3. It's too crowded

2. It's too slow   4. It doesn't come often enough

5. It doesn't go where I want to go

6. Other (specify _____)

8. Don't know

13. What additional information about BART would be helpful to you?
    [IF NO INFORMATION IS DESIRED, WRITE 0 (zero) IN TOP BOX]

    1. Scheduling information   4. Cost information

    2. Service reliability information   5. Station locations

    3. Connecting transit information

    6. Other (specify _____)

14. I am going to read some age groups to you. Please stop me when
    I say the age group that includes your age.

    1. 14 to 17 years   4. 35 to 44 years   7. 65 years or over

    2. 18 to 24 years   5. 45 to 54 years   9. Refused

    3. 25 to 34 years   6. 55 to 64 years

15a. How many cars, trucks or vans are there in working condition
     in your household?
                                 Number of vehicles -->

  b. How many of these vehicles are available to you for your use?

                                 Number of vehicles -->

16. How many persons are there in your family living with you?

                                 Number of persons -->

17. How many persons in your family living with you are employed
    at least 24 hours a week?
                                 Number of persons -->

18. I am going to read some income groups to you. I am interested
    in the total income of all the members in your family that live
    with you. Please stop me when I say the income group that
    includes your income.

    1. $15,000 or less   4. $35,001 to $50,000   8. Don't know

    2. $15,001 to $25,000   5. Over $50,000   9. Refused

    3. $25,001 to $35,000

THANK YOU FOR TAKING YOUR VALUABLE TIME TO HELP US WITH THIS SURVEY.

APPENDIX B: VARIABLE CODING LIST

QUESTION NUMBER	VARIABLE NAME	VARIABLE LABEL	VALUES AND VALUE LABELS[1]	FIELD COLS (LENGTH)
---	QRNO	Questionnaire No.	Numeric	1-3 (3)
---	SAMPLENO	Sample Number	Numeric	4-7 (4)
---	ZIPCODE	Residence Zip Code	Numeric	8-12 (5)
---	SEX	Respondent Sex	1=Female 2=Male	13 (1)
1	CITY	Commute To City	1=San Francisco 2=Oakland 3=Berkeley	14 (1)
2	STATDIST	Distance to Station	1=1 mile or less 2=over 1 mile	15 (1)
2	STATION	Closest Station (IF STATDIST=1)	LM=LAKE MERRITT FV=FRUITVALE CL=COLISEUM 12=12TH STREET 19=19TH STREET MA=MACARTHUR OW=OAKLAND WEST RR=ROCKRIDGE AS=ASHBY BK=BERKELEY (DOWNTOWN) NB=NORTH BERKELEY EM=EMBARCADERO MT=MONTGOMERY STREET PL=POWELL STREET CC=CIVIC CENTER 16=16TH STREET-MISSION 24=24TH STREET-MISSION GP=GLEN PARK BP=BALBOA PARK DC=DALY CITY 88=Don't Know	16-17 (2)
2	DISTANCE	Miles to Station (IF STATDIST=2)	Numeric 88=Don't Know	18-19 (2)

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1. All discrete single choice variables include the values:
      8=don't know
      9=refused to answer

APPENDIX B: VARIABLE CODING LIST

QUESTION NUMBER	VARIABLE NAME	VARIABLE LABEL	VALUES AND VALUE LABELS[1]	FIELD COLS (LENGTH)
3a	KNOWADS	Seen/Heard Ads	1=Yes 2=No	20 (1)
3b	WHATKNOW	What Seen/Heard	1 = Radio advertising 2 = TV advertising 3 = Billboard 4 = Take Bart/variations 5 = Henny Youngman/variations 6 = "A man with violin"/ variations 7 = Other	21 (1)
4	KNOWPRSN	Know Person Featured	1=Yes, H. Youngman 2=Yes, other unspec. 3=No 4="Henny Youngman" variations 5=Descriptions (comedian, man with violin, etc.) 6=Other	22 (1)
5a		Where See/Hear Ad:		
	MEDIA1	1=Newspaper	1=Selected	23 (1)
	MEDIA2	2=Radio	2=Not selected	24 (1)
	MEDIA3	3=Billboard		25 (1)
	MEDIA4	4=Television		26 (1)
	MEDIA5	5=Bus Cards		27 (1)
	MEDIA6	6=Other		28 (1)
5b	BESTLOOK	Which Remember Best	1=Newspaper 2=Radio 3=Billboard 4=Television 5=Bus Cards 6=Other	29 (1)

6	ADLINE	Remember Ad Phrase	1="Take your
			  BART, please"
			2=Variations on "Take
			  your Bart, please"
			3=other
				30 (1)

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APPENDIX B: VARIABLE CODING LIST

QUESTION NUMBER	VARIABLE NAME	VARIABLE LABEL	VALUES AND VALUE LABELS[1]	FIELD COLS (LENGTH)	
7	MESSAGE	What was Ad Message	1=BART less stressful 2=BART less cost 3=Other 4="Ride BART"/variations 5=Avoid traffic jams 6=Avoid parking problems 7=Other	31	(1)
8a	BARTLAST	Days use BART last year	1=5 or more days 2=3-4 days 3=1-2 days 4=Less than 1 day 0=None	32	(1)
8b	BARTNOW	Days use BART now	1=5 or more days 2=3-4 days 3=1-2 days 4=less than 1 day 0=None	33	(1)
9	COST	Ads improve cost aware	1=Yes 2=No	34	(1)
10	STRESS	Ads improve stress aware	1=Yes 2=No	35	(1)
11	ADEFFECT	Changed use due to ad	1=Yes 2=No	36	(1)
12		Why don't use BART more			
	REASONS1	1=Too expensive	1=Selected	37	(1)
	REASONS2	2=Too slow	2=Not selected	38	(1)
	REASONS3	3=Too crowded		39	(1)
	REASONS4	4=Doesn't come enough		40	(1)
	REASONS5	5=Doesn't go where I want		41	(1)
	REASONS6	6=Parking problems		42	(1)
	REASONS7	7=Crime around stations		43	(1)
	REASONS8	8=Must operate vehicle		44	(1)
	REASONS9	9=Other		45	(1)

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APPENDIX B: VARIABLE CODING LIST

QUESTION NUMBER	VARIABLE NAME	VARIABLE LABEL	VALUES AND VALUE LABELS[1]	FIELD COLS (LENGTH)	
13		What information helpful			
	ADDINFO1	1=Scheduling	1=Selected	46	(1)
	ADDINFO2	2=Service Reliability	2=Not selected	47	(1)
	ADDINFO3	3=Connecting transit		48	(1)
	ADDINFO4	4=Costs		49	(1)
	ADDINFO5	5=Station locations		50	(1)
	ADDINFO6	6=Quality improvement information		51	(1)
	ADDINFO7	7=Expansion information		52	(1)
	ADDINFO8	8=Other		53	(1)
14	AGEGROUP	Respondent age group	1=14-17	54	(1)
			2=18-24		
			3=25-34		
			4=35-44		
			5=45-54		
			6=55-64		
			7=65+		
15a	VEHICLES	Vehicles in household	Numeric[2]	55	(1)
15b	VEHAVAIL	Vehicles available to R	Numeric[2]	56	(1)
16	HHSIZE	Family members in HH	Numeric[2]	57	(1)
17	EMPLOYED	Employed family members	Numeric[2]	58	(1)
18	INCOME	Household income group	1=0-15,000	59	(1)
			2=15,001-25,000		
			3=25,001-35,000		
			4=35,001-50,000		
			5=50,001+		

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2. 7=7 or more