



## TRANSIT TELEVISION NETWORK 2004 Pilot Audience Measurement - Chicago Market - October 4 - 31, 2004

Transit Television Network ("Transit TV") is a place-based TV network of passenger information, entertainment and advertising on passenger transit systems. The pilot audience survey was conducted in one market, Chicago, on the Pace bus system.

**Study Overview.** The study measures the impact of Transit TV's medium on its viewers. In particular, it assesses the viewers' recall of advertisements played on the Transit TV network, their awareness of the brands shown and their attitudes towards the advertising, the programming and Transit TV's geo-targeting feature.

Nielsen Media Research's New Media Services fielded on-bus recruitment for participation in a telephone study from a statistical probability sample of Pace routes, dates and dayparts. During a 28-day measurement interval of October 4 - 31, 2004, recruitment took place on 100 bus runs over 20 bus routes and 22 dayparts. Telephone interviews were completed with 295 riders 12 years of age or older. Study results represent riders 12+ on Transit TV-equipped buses in the Chicago market.

The field services utilized for the study were instructed to ride the selected bus routes, verify the presence and operational status of TVs on the buses, and handout invitations to the passengers for their participation in the telephone survey. The results from a separate media compliance audit should be used to evaluate the impact of compliance on media delivery and viewing levels in this report.

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**TRANSIT TV  
ON-BUS RECRUITMENT AND TELEPHONE SURVEY  
OCTOBER 2004**

Study Dates  
Total Survey Respondents 12+

October 4 - 31, 2004  
295

**PACE TYPICAL RIDE CHARACTERISTICS**

(Base = Total Respondents)

Average length of one-way ride (minutes)	<b>41</b>
Average number of Pace buses used on one-way ride	<b>1.4</b>
Typically rides 5 days a week or more	<b>69%</b>

**MEDIA AWARENESS AND ENGAGEMENT**

(Base = Total Respondents)

Watched or listened to Transit TV during the past four weeks	<b>98%</b>
Watched or listened to Transit TV during the past week	<b>93%</b>
Watched or listened to Transit TV (survey ride)	<b>77%</b>

**ADVERTISING RECALL**

(Base = Watched/Listened on Survey Ride)

**Unaided/ Aided/  
Prompted (net)**

Number of Advertisements Recalled

<u>Past Week Recalled Any (net)*</u>	<b>90%</b>
Past Week Recalled 3 to 6 Ads*	<b>60%</b>
Past Week Recalled 5 to 6 Ads*	<b>28%</b>

\* Respondents asked to recall 6 specific advertisements

Mean Number of Ads Recalled	<b>3.1</b>
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Specific Brands/Advertisements Recalled

Restaurant (Local Ad)	<b>64%</b>
College (Local Ad)*	<b>56%</b>
Food Brand (National Ad)	<b>56%</b>
Food Brand (National Ad)	<b>52%</b>
Food Brand (National Ad)	<b>47%</b>
Law Firm (Local Ad)*	<b>35%</b>

\* Ads did not air during the entire 4-week measurement period.

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**OPINIONS OF TRANSIT TV**

(Base = Watched/Listened on Survey Ride)

Overall Opinion of Transit TV

Very / Somewhat favorable opinion of Transit TV	<b>89%</b>
Neutral opinion of Transit TV	<b>8%</b>
Very / Somewhat unfavorable opinion of Transit TV	<b>4%</b>
 The sound on the TVs was just right	 <b>73%</b>

**ATTITUDE TOWARD TRANSIT TV**

(Base = Watched/Listened on Survey Ride)

Top 2 of 5 point scale

Agreement Statements

The TVs are positioned so that they can be seen from most seats on the bus	<b>82%</b>
Having the TVs on the bus makes the bus ride go by faster	<b>81%</b>
It's a good thing for the Chicago Pace bus system to offer to their riders	<b>80%</b>
Having Transit TV enhances the bus riding experience	<b>79%</b>
The TVs provide useful information	<b>77%</b>
The programming is entertaining	<b>63%</b>

**ATTENTION TO ADVERTISING ON TRANSIT TV**

(Base = Watched/Listened on Survey Ride)

Paid Same or More Attention to Ads on Transit TV Compared to Ads on ...

Billboards	<b>71%</b>
TV at home	<b>62%</b>
The Internet	<b>53%</b>

**APPROPRIATENESS OF ADVERTISING ON TRANSIT TV**

(Base = Watched/Listened on Survey Ride)

Top 3 of 5 point scale

Appropriateness

Movies	<b>93%</b>
Food and restaurants	<b>93%</b>
Automobiles	<b>90%</b>
Professional services	<b>90%</b>
Travel & leisure	<b>88%</b>
Financial services	<b>86%</b>
Telecommunications products and services	<b>82%</b>

Likelihood of Using Products Advertised On Transit TV

Likely to use local products/services advertised using GPS feature	<b>81%</b>
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