

OPINION RESEARCH NORTHWEST

formerly Northwest Research Group, Inc.

A subsidiary of:

OPINION RESEARCH CORPORATION



225 North 9th Street, Suite 200
Boise, ID 83702
Ph: (208) 364-0171
Fax: (208) 364-0181
www.nwrg.com

810 Third Ave., Suite 258
Seattle, WA 98104
Ph: (206) 624.6465
Fax: (206) 625.2690
www.nwrg.com

M E M O R A N D U M

DATE: February 4, 2008
TO: Tami White & David Godfrey
FROM: Katie McSherry
CC: Kris Lau
RE: Suggested Banner Points – 2007 Parking Study

Following are proposed banner points (cross-tabs) for the City of Kirkland Parking Study. A banner-tabulation book will cross all questions in the survey by key demographic groups. An example of a cross-tabulation table is provided at the end of this document.

The study will finish fielding November 30, 2007 with an estimated 240 completes. A sample size of 240 has a maximum margin of error of +/- 6.3%. A minimum sample size of 30 respondents per banner point is recommended to ensure statistically reliable comparisons between sub-groups. A sample size of $n = 30$ has a maximum margin of error of +/- 17.9%. Significant differences reported among sample sizes smaller than $n = 30$ may be practically significant but are not large enough for statistical significance to be reliably projectable to the large population.

One banner has been budgeted for. Twenty-three banner points are recommended and shown the following table. A maximum of 24 banner points can be placed on any one banner. Please review the following proposed points and let me know if you have any suggestions or additional cross-tabs you would like to see. We can substitute any of the following points as needed.

Please let me know if you have any questions with the banner point suggestions.

Thanks!

~Katie

The table below illustrates recommended groups and shows the cell size (number of customers) for each category.

BANNER 1 – (23 POINTS)

Banner Points	Cell Size (n)*
(a) Total	240
Proximity of Residence From Downtown Kirkland (Q15)	
(b) 1 mile or less	30
(c) 2 to 3 miles	45
(d) 4 to 5 miles	46
(e) 6 to 10 miles	36
(f) 11 or more miles	42
Frequency of Parking in Downtown Kirkland (Q17)	
(g) 3 times or less a month	39
(h) 4 to 6 times a month	68
(i) 7 to 15 times a month	55
(j) 16 or more times a month	41
Time of Day Typically Park (Q18)	
(k) Day	81
(l) Night	31
(m) Both	96
Purpose of Going to Downtown Kirkland (Q19)	
(n) Work	34
(o) Recreation	82
(p) Restaurants / Dining	170
(q) Shopping	70
(r) Errands	49
Gender (Q14)	
(s) Male	95
(t) Female	112
Age (Q13)	
(u) 18 to 34	34
(v) 35 to 54	103
(w) 55 and older	72

*Cell sizes are close approximations to the final cell sizes as data collection hasn't finished

Comparison Groups:

[bcdef / ghij / klm / nopqr / st / uvw]

A capital letter under a percentile refers to a nearby column letter (and associated variable) for which there is a 95 percent confidence of statistically significant difference between the two variables.

Customer Satisfaction Survey

Q10 - Have you used this service in the past?

BASE = ALL RESPONDENTS

	Age			Gender		Education				Income				
	<35	35-54	55+	Male	Fmal	Less Than HS/HS	Some Collg/ Tchncl	Collg Degr	Grd Wrk /Grd Dgr	<\$35K	\$35K-\$50K	\$50K-\$65K	\$65K+	
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	139	41	66	31	44	95	50	54	30	2	71	18	14	19
TOTAL RESPONDING	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	74	23	40	11	26	48	25	32	15	-	41	9	11	6
	53%	56%	61%	35%	59%	51%	50%	59%	50%		58%	50%	79%	32%
No	65	18	26	20	18	47	25	19	15	2	30	9	3	13
	47%	44%	39%	65%	41%	49%	50%	32%	33%	100%	43%	21%	68%	

Capital letter indicates significant difference between column C and column D at the 95% confidence interval.