

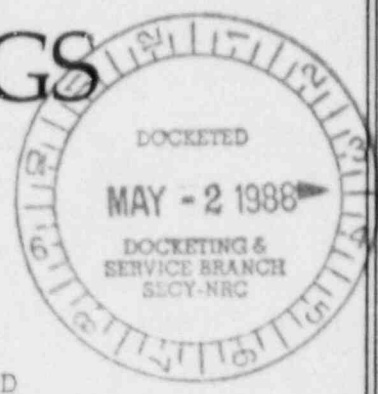
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ORIGINAL

RELATED CORRESPONDENCE

# TRANSCRIPT OF PROCEEDINGS

UNITED STATES OF AMERICA  
NUCLEAR REGULATORY COMMISSION  
BEFORE THE  
ATOMIC SAFETY AND LICENSING BOARD



----- -X  
 In the Matter of: :  
 LONG ISLAND LIGHTING COMPANY : Docket No. 50-322-OL-3  
 (Shoreham Nuclear Power : (Emergency Planning)  
 Station, Unit 1) : (EBS Issue)  
 ----- -X

DEPOSITION OF WILLIAM G. JOHNSON

New York, New York

Friday, March 18, 1988

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UNITED STATES OF AMERICA

NUCLEAR REGULATORY COMMISSION

Before the Atomic Safety and Licensing Board

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In the Matter of ) Docket No. 50-322-OL-3

LONG ISLAND LIGHTING COMPANY ) (Emergency Planning)

(Shoreham Nuclear Power Station,) (EBS Issue)

Unit 1) )

-----x

DEPOSITION OF WILLIAM G. JOHNSON

New York, New York

Friday, March 18, 1988

Deposition of WILLIAM G. JOHNSON, called for  
examination by agreement of counsel, at the Law Offices of  
Hunton & Willaims, 100 Park Avenue, at 10:00 a.m., before  
Garrett J. Walsh, Jr., a Notary Public in and for the State  
of Virginia at Large, when were present on behalf of the  
respective parties:

**M**

GW/gw

1 K. DENNIS SISK, Esq., Hunton & Williams, 100 Park Avenue,  
2 New York, New York, and RITA SHEFFEY, Esq, Hunton &  
3 Williams, 707 E. Main Street, P. O. Box 1535, Richmond,  
4 Virginia, 23212, on behalf of the Applicant, Long Island  
5 Lighting Company.

6 MICHAEL MILLER, Esq., Kirkpatrick & Lockhart, South Lobby,  
7 1800 M. Street, N. W., Washington, D. C., 20036-5891, on  
8 behalf of the Intervener, County of Suffolk.

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C O N T E N T S

WITNESS

EXAMINATION

William G. Johnson  
by Mr. Miller

4

E X H I B I T S

JOHNSON DEPOSITION NUMBER

IDENTIFIED

Exhibit 1 - Poll of 600 residents of Shoreham  
EPZ

9

Exhibit 2 - Survey questions

17

GW/gw

## P R O C E E D I N G S

1  
2 Whereupon,

3 WILLIAM G. JOHNSON,

4 was called as a witness, and having first been duly sworn,  
5 was examined and testified as follows:

6 DIRECT EXAMINATION

7 BY MR. MILLER:

8 Q Good morning, Mr. Johnson. My name is Michael  
9 Miller, and I am with the Law Firm of Kirkpatrick &  
10 Lockhart. As I think you know, we represent Suffolk County  
11 in the Shoreham Licensing Proceeding befor the Nuclear  
12 Regulatory Commission, and I am here to ask you some  
13 questions today regarding LILCO's proposal regarding its  
14 emergency broadcast system network, which I will refer to as  
15 the EBS network.

16 I understand, Mr. Johnson, that you will be a  
17 witness for LILCO with respect to the EBS issues in this  
18 proceeding, is that correct?

19 A That is what I understand.

20 Q Can you tell me, Mr. Johnson, approximately when  
21 you learned that you would testify for LILCO?

22 A It was -- I was retained -- it was in

GW/gw

1 September, I believe. In September I was told that I might  
2 be asked to testify.

3 Q Can you tell me when you first learned that you  
4 would, in fact, testify on LILCO's behalf?

5 A Last week.

6 Q You were informed by counsel for LILCO, is that  
7 correct?

8 A That is correct.

9 Q Can you tell me, Mr. Johnson, your understanding  
10 at the present time as to what you will testify about?

11 A I believe I will be asked to testify about the  
12 survey that my firm conducted for LILCO.

13 Q This is the telephone survey that was conducted  
14 late September, early October?

15 A That is correct.

16 Q At this time, Mr. Johnson, do you believe you  
17 will be testifying about any other aspects of LILCO's EBS  
18 Network.

19 A Not that I am aware of.

20 Q Would it be fair to say, Mr. Johnson, that a  
21 summary of your testimony that will be presented can be  
22 found by reviewing the affidavit that you filed on LILCO's

GW/gw

1 benalf last Fall with respect to summary disposition motion  
2 in this case?

3 MR. SISK: I will object to that question as  
4 calling for speculation insofar as the testimony has yet to  
5 be filed.

6 The witness can answer it based on his present  
7 understanding.

8 THE WITNESS: I don't know.

9 BY MR. MILLER: (Continuing)

10 Q Are you telling me, Mr. Johnson, at this time you  
11 do not know what your testimony will be?

12 A I do not know how my -- I am not a lawyer, and I  
13 don't know how my testimony, the form of my testimony might  
14 differ from the affidavit that I signed.

15 Q Mr. Johnson, although the form may differ, at  
16 this time do you believe that you will substantively be  
17 testifying about any matters not set forth in the affidavit  
18 that was attached to LILCO's motion for summary disposition?

19 A Could you repeat that, please. I am sorry.

20 Q From a substantive standpoint, do you believe the  
21 matters you will be addressing in your testimony are already  
22 set forth in the affidavit that was filed on LILCO's



GW/gw

1 behalf with respect to its motion for summary disposition  
2 last Fall?

3 A As I understand your question, yes.

4 Q Have you met the other witnesses that will  
5 testify for LILCO on this issue?

6 A I don't know who the other witnesses are.

7 Q Have you met a Mr. Ralph Dippell?

8 A I don't believe so.

9 Q Do you know who Mr. Ralph Dippell is?

10 A No, I do not.

11 Q Do you know Doug Crocker?

12 A I don't believe so.

13 Q Is it fair to say, Mr. Johnson, at this time you  
14 have not drafted any of the testimony that will be filed on  
15 LILCO's behalf?

16 MR. SISK: I object to that as privileged  
17 information relating to matters protected by attorney-work  
18 product privilege.

19 MR. MILLER: Whether he has begun to draft his  
20 testimony is privileged?

21 MR. SISK: I believe that is correct, Mike. I  
22 will allow him to answer the question without further

GW/gw

1 waiver of the privilege.

2 THE WITNESS: I have not written any testimony at  
3 this time, any additional testimony at this time.

4 BY MR. MILLER: (Continuing)

5 Q Mr. Johnson, is it fair to say that you have not  
6 testified with respect to any emergency preparedness or  
7 emergency planning issues since December of 1983, when you  
8 testified on LILCO's behalf on, I believe, role conflict and  
9 shadow phenomenon issues?

10 MR. SISK: Is that question, Mike, confined to  
11 this particular proceeding?

12 MR. MILLER: No. I would like to know if  
13 Mr. Johnson has testified anywhere with respect to emergency  
14 preparedness or emergency planning for a radiological  
15 emergency?

16 THE WITNESS: I have not.

17 BY MR. MILLER: (Continuing)

18 Q Was the first time you had so testified December  
19 1983, when you testified on LILCO's behalf on role conflict  
20 and shadow phenomenon issues?

21 A In terms of -- I had submitted written testimony  
22 prior to that particular hearing, but that hearing was the

GW/gw

1 first time I had so testified.

2 Q So, it is the first and only time?

3 A I believe there were several hearings, but they  
4 were the only times, that is correct?

5 Q Several hearings, all with respect to the  
6 Shoreham plant?

7 A That is correct.

8 Q Could you summarize for me, Mr. Johnson, the  
9 conclusions that you believe can be drawn from the telephone  
10 survey that was conducted by your company last September and  
11 October of 1987?

12 A I don't have the results of the survey in front  
13 of me. If you have a copy, I could --

14 MR. MILLER: I do have a copy. Let's mark this  
15 as Johnson Exhibit 1.

16 (Poll of 600 residents of Shoreham EP2 is  
17 marked Johnson Deposition Exhibit  
18 Number 1, for identification.)

19 (Witness peruses document.)

20 BY MR. MILLER: (Continuing)

21 Q Now, Mr. Johnson, I will represent this is a copy  
22 of Attachment 7 to LILCO's motion for summary disposition

GW/gw

1 that was filed last November 6th. It, I believe, is a  
2 report, cursory report, of the results of the survey that  
3 was performed by your company, is that correct?

4 A It appears to be so, yes.

5 Q Now, can you tell me or summarize for me the  
6 ~~conclusions~~ <sup>conclusions</sup> that you believe can be drawn from this survey? <sup>2W</sup>

7 A I think if I can just quote from my highlights,  
8 98 percent of those that we interviewed stated they had at  
9 least one radio in their home at the time that they were  
10 interviewed.

11 There was a mean of 3.3 radios per household. 97  
12 percent of all respondents, which means 99 percent of those  
13 with radios, indicated they have at least one AM/FM or FM  
14 only radio.

15 75 percent of those interviewed stated that they  
16 have an AM/FM or FM only radio that can be operated by  
17 battery. 92 percent of all households stated they have at  
18 least one automobile equipped with an AM/FM or FM only  
19 radio, and 17 percent of those interviewed stated they are  
20 planning to buy an AM/FM or FM only radio within six months  
21 from the time that the interviewing took place.

22 Q Mr. Johnson, can you tell me why you asked the

GW/gw

1 question regarding the percentage of radios that could be  
2 operated by battery?

3 A When I was retained by Hunton & Williams, acting  
4 I believe on behalf of LILCO, it was mentioned that one of  
5 the things that LILCO wanted to find out was how many radios  
6 could be operated by battery, and that was why I included  
7 that question.

8 Q It has been about six months, Mr. Johnson, since  
9 your survey was performed. Have you done anything to  
10 determine whether the 17 percent of those interviewed that  
11 were planning at that time to buy an AM/FM or FM only radio  
12 have, in fact, done so?

13 A No, I have not.

14 Q Mr. Johnson, first page of Johnson Exhibit 1,  
15 under methodology, it states that the responses were key  
16 punched and 100 percent verified.

17 Can you tell me what it means to say, "these  
18 responses were 100 percent verified?"

19 A It means that after they were key punched once  
20 onto cards, another key punch operator in effect key punched  
21 them again. It was done with a key punch machine, with a  
22 verifying machine.

GW/gw

1 Q A number of the questions asked in your survey,  
2 Mr. Johnson, sought information from the respondents to the  
3 best of their ability based upon their memories.

4 I believe that is a fair statement. Do you  
5 agree?

6 A Based upon their perceived knowledge at the time,  
7 yes.

8 Q For example, when respondents were asked to the  
9 best of their ability how many AM or FM radios they owned,  
10 you relied upon those persons memories as they were talking  
11 on the telephone with your people, is that correct?

12 A Actually, they weren't asked the question in that  
13 way. They were asked, if I might quote, "How many radios do  
14 you and your family have in your home, or don't you have any  
15 radios at the present time?"

16 Q That is one of a number of questions that were  
17 asked?

18 A That is correct.

19 Q And, for example, when -- well, the next question  
20 from what you remember, how many of these radios are both A  
21 and FM, I guess obviously you were asking people based upon  
22 their memory at the time of the interview or the survey,

GW/gw

1 what they could recall about the radios they owned?

2 A That is correct.

3 Q It is fair to say, Mr. Johnson, that the  
4 verification process referred to under the Methodology  
5 section of Exhibit 1 has nothing to do with attempting to  
6 verify the accuracy of the answers given to your company, is  
7 that correct?

8 A That is correct.

9 Q Can you explain to me what it means to say that  
10 the margin of error <sup>is</sup> the 95 percent confidence level for <sup>25</sup>  
11 the responses is about plus or minus two and one half  
12 percent?

13 A Yes. The margin of error, or sampling error, in  
14 this case is plus or minus two and a half percent, meaning  
15 that if instead of interviewing a sample of the households  
16 within the ten mile EPZ we had interviewed every household  
17 with a telephone within the EPZ, 19 times out of 20, or 95  
18 times out of 100, the answers we would have gotten from  
19 interviewing everybody would not have differed from the  
20 answers we got by interviewing this particular sample by  
21 more than plus or minus two and a half percent.

22 Q Mr. Johnson, Exhibit 1 does set forth the

GW/gw

1 questions that were asked in the survey. That is the second  
2 page of the exhibit, is that correct?

3 A Correct.

4 Q And then beginning on Page 3 to the end of the  
5 exhibit, I gather these are the results from the various  
6 questions that were asked, is that correct?

7 A Yes. Actually, my pages aren't numbered, but the  
8 third page are the results, yes.

9 Q And that is the page that has Table 1 up in the  
10 upper right hand corner?

11 A That is correct.

12 Q Just let me ask you some questions about this  
13 third page, Table 1, just so I can make sure I understand  
14 what these results signify.

15 Obviously, you have a total of 600. That is the  
16 number of households that were surveyed, correct?

17 A That is correct.

18 Q Now, this first question, how many radios do you  
19 and your family have in your home, or don't you have any  
20 radios at the present time, the results indicate that 13  
21 households told you none?

22 A That is correct.



GW/gw

1 Q And does that mean that is 2 percent of the  
2 sample size?

3 A That is correct.

4 Q The numbers 11 and 12 and don't know, you have  
5 numbers and then underneath the numbers the letter N. Can  
6 you tell me what that means?

7 A Actually, I believe that is an asterisk, and it  
8 just means that the percentage was less than 1 percent.

9 Q Okay. Now, on the next page, Mr. Johnson, the  
10 same question is presented, but this gives you, I suppose,  
11 some further data about the results of that question,  
12 correct?

13 A That is correct.

14 Q And you indicate, for example, in response to  
15 this first question about how many radios are owned, the  
16 mean was 3.3 radios?

17 A That is correct.

18 Q Standard deviation, 2.04. Is that a percentage?

19 A That 2.04 is a percentage yes, as I remember.

20 Q Can you explain to me what that means?

21 A It means that 95 times -- I believe what it  
22 means, and I haven't taken statistics in quite a few years,

GW/gw

1 it means that 95 times out of 100, if we had asked everybody  
2 that question -- I don't know what it means there.

3 Q The next column, I gather that is standard error?

4 A I believe so, yes.

5 Q Can you tell me what the number .083 means?

6 A Other than it being a standard error, I cannot.

7 Q Could you explain to me what the term, "Standard  
8 Error," means?

9 A I do not recall what it means.

10 Q Mr. Johnson, lets skip over to Table 3, which is  
11 the results of the question: "How many of these radios can  
12 be <sup>operated</sup> ~~opereted~~ by battery?" 21

13 Again, you indicate that 600 is the total number  
14 of households that were surveyed. Now, for None, I assume  
15 this would indicate that 123 households said none could be  
16 operated by battery, which is 21 percent?

17 A That is correct.

18 Q If you will go to Table 4, Mr. Johson, "How many  
19 of these radios are just AM?" is the question that was posed  
20 to the respondants.

21 565 of the 600 persons surveyed respondeu None,  
22 correct, which is 94 percent?

GW/gw

1 A Actually, we asked how many -- for people who  
2 said they had an AM/FM radio, we asked those people how many  
3 can be operated by battery. That is Question 3.

4 We asked for people who said they had radios, we  
5 first asked how many are AM/FM radios, and if they had said:  
6 "I have six radi and they are all AM/FM," then they would  
7 not have been asked that particular question.

8 MR. MILLER: Mr. Johnson, maybe this will help.  
9 Let's mark as Johnson Exhibit 2 what I understand to be a  
10 copy of the survey questions that were used in your  
11 Company's survey.

12 (Survey Questions is marked as Johnson  
13 Deposition Exhibit Number 2, for  
14 Identification.)

15 BY MR. MILLER: (Continuing)

16 Q Can you tell me, Mr. Johnson, is this, in fact, a  
17 copy of the questions used by your company?

18 A It appears to be, yes.

19 Q Can I fairly assume that the order of the  
20 questions is as presented on Exhibit 2?

21 A Yes.

22 Q Mr. Johnson, the first question then was: "How

GW/gw

1 many radios are owned by the family?" correct?

2 A Actually, it was, "How many radios do you and  
3 your family have in your home?", I guess.

4 Q Okay. Maybe I shouldn't paraphrase. I was just  
5 trying to do that. And then I assume the next question  
6 would be, "From what you remember, how many of these radios  
7 are both AM and FM?"

8 A That is correct.

9 Q And then the question was asked --

10 A That is if they indicated they did have radios in  
11 their home.

12 Q Correct. And if they indicated they did not have  
13 any radios, then you skipped down to Question 2 of Exhibit  
14 2?

15 A That is correct.

16 Q And then after asking, "How many radios are both  
17 AM and FM?", then the next question was, "How many of these  
18 radios can be operated by battery?"

19 A If they indicated they had an AM/FM radio, yes.

20 Q If a <sup>respondent</sup> ~~respondant~~ indicated that he or she only had *2/*  
21 an AM radio, was that question asked about the battery  
22 operation?

GW/gw

1 A Yes, it was.

2 Q So, under what circumstances then was the  
3 question on battery operation not asked? Only if they  
4 indicated they had no radio?

5 A That is correct.

6 Q Mr. Johnson, further down in the questions,  
7 beginning with Question 2, "Do you and your family own any  
8 automobiles?", can you tell me the purpose for asking the  
9 questions in your survey regarding automobiles, and radios  
10 in automobiles?

11 A Once again, it was a question requested by the  
12 attorneys for LILCO.

13 Q Your survey results indicate that approximately  
14 three percent of the households you surveyed do not have  
15 access to an FM or an AM/FM radio, is that correct?

16 A Could I --

17 Q Sure. It is not a memory test.

18 (Witness peruses document.)

19 Q (Continuing) I think the first page of Exhibit 1  
20 may --

21 A I don't know if it necessarily states that. It  
22 states that 97 percent have access to an AM/FM radio in

GW/gw

1 their home. There are people who presumably have an AM/FM  
2 radio in their automobile.

3 Q That is where I was going with my question. Did  
4 your survey attempt to correlate in any way those persons  
5 without AM/FM or FM radios in their homes, and those persons  
6 without such radios in their automobiles?

7 A No, it did not.

8 Q Is it possible, Mr. Johnson that, therefore,  
9 roughly 10 percent, or 11 percent, of the respondents to  
10 your survey do not have access to an AM/FM or FM radio?  
11 What have done there, is I have taken the 8 percent that  
12 do not have such radio in their automobile, and the 3  
13 percent that do not have such radios in their homes?

14 A Can you repeat that, please?

15 Q Is it fair to say that it is possible that  
16 approximately 11 percent of the population surveyed by your  
17 Company do not have access to an AM/FM or FM radio in either  
18 their homes or their cars?

19 A No, it is not.

20 Q Can you tell me why it is not fair to make that  
21 statement?

22 A Because 97 percent have at least an AM/FM or FM

GW/gw

1 only radio in their home.

2 Q Okay.

3 A If we hypothesize, we can hypothesize that 92  
4 percent of 3 percent, or 2.7 percent quite possibly have an  
5 AM/FM or FM only radio in their car, so that conceivably 100  
6 percent have an AM/FM or FM -- have access to an AM/FM or FM  
7 only radio either in their home or in their car.

8 Q Okay. So, I guess they answer is, though, that  
9 based upon your survey we just really can't tell that.  
10 There was no such correlation done?

11 A Up to this time there has not been, that is  
12 correct.

13 Q Do you intend to pursue that in a further survey?

14 A I have not been asked to conduct another survey.

15 Q Based upon your survey, Mr. Johnson, can we draw  
16 any conclusions about those persons that do not own any  
17 radios and those persons that do not own an automobile?

18 A Based on the analysis that has been done to date,  
19 we cannot.

20 Q Are you suggesting, Mr. Johnson, that it would be  
21 possible to somehow analyze in additional detail the results  
22 of your survey from last Fall to ascertain that matter?

GW/gw

1 A It is possible, yes.

2 Q How would that be done? How could that be done?

3 A If my client requested me to have it done, I  
4 could arrange to have it done.

5 Q Are you talking about then having to conduct an  
6 additional survey or could you take the results of last  
7 Fall's survey and ascertain that information?

8 A We could take the results from last Fall's survey  
9 and ascertain that information.

10 Q And how could that be done?

11 A If I was requested to do so by my client.

12 Q No. I am asking you how, in fact, one would go  
13 about using the survey results that are presented in Exhibit  
14 1, to ascertain information regarding ownership of  
15 automobiles and ownership of radios?

16 A One could tabulate the results. One could run a  
17 table of the results, filtering out those with automobiles  
18 and those without automobiles, and those with radios, AM/FM  
19 radios, and those without AM/FM radios.

20 Q I see. I gather from your response,  
21 Mr. Johnson, that what I will characterize as the raw data,  
22 the completed actual survey forms are still in existence,



GW/gw

1 and you would need to go back to those forms?

2 A No. This was all key punched, and it would  
3 require calling CRC Information Systems, and saying: "Run  
4 Question 1 on Question 2, -- run Question 2 on Question 1,  
5 filtering out those -- filtering just those who do not have  
6 an AM/FM or FM only radio."

7 It would be a very simply procedure.

8 Q In fact, does the raw data or the completed  
9 survey forms, do they, in fact, still exist?

10 A Yes, they do.

11 Q Is there any way, Mr. Johnson, to take the  
12 existing survey results to determine the percentage of the  
13 EPZ population that own only AM radios, or have no radios?

14 A Yes.

15 Q Have you, in fact, done that?

16 A No, I have not.

17 Q Is it possible for you, looking at the results of  
18 these surveys today, to give me an answer to that question?  
19 My question would be: "Can you tell me approximately the  
20 percentage of the EPZ population, based upon your survey,  
21 that would have either only AM radio or no radio?"

22 A Not looking at these results. It would

GW/gw

1 obviously be three percent or less.

2 Q Why do you say it would obviously be 3 percent or  
3 less, Mr. Johnson?

4 A As I understand your question, your question was:  
5 "How many of the respondents have only an AM radio, or have  
6 no radio at all?", and 97 percent of the respondents have at  
7 least one AM/FM or FM only radio.

8 So, that by definition, 3 percent or less would  
9 fall into that category that you are suggesting.

10 Q Although, of course, there is the margin of error  
11 is going to be out there of two and a half percent one way  
12 or the other?

13 A Yes. I was referring to the survey results.

14 Q Mr. Johnson, in your survey did you attempt to  
15 make any determinations or draw any conclusions regarding  
16 persons who listened to AM versus FM, or FM versus AM?

17 In other words, issues as to what -- even if a  
18 person has an AM/FM radio -- what that person tends to  
19 listen to in terms of AM band or FM band?

20 A No, we did not.

21 Q Is there any way to take the existing survey  
22 results and make that sort of determination?

GW/gw

1 A No.

2 Q Is it fair to say that that sort of determination  
3 would, in fact, require an additional survey?

4 A One way of doing it would be an additional  
5 survey, that is correct.

6 Q How else could it be done?

7 A I don't know how minutely the radio rating  
8 services have their geographic areas on Long Island, but it  
9 is possible <sup>that</sup> ~~than~~ an Arbitron <sup>type</sup> rating service could come up *21*  
10 with some numbers, but I am not aware of any.

11 Q I gather from your answer you are familiar with  
12 Arbitron rating service?

13 A By name, yes.

14 Q Do you consider Arbitron reliable source of  
15 information regarding listenership?

16 A I am not qualified to answer that.

17 Q Mr. Johnson, were any surveys contemplated but  
18 not commenced by your company?

19 A Are you referring to my relationship with Hunton  
20 & Williams and LILCO in general?

21 Q No. I am talking about this proceeding. I am  
22 sure that over the years you have contemplated some surveys

GW/gw

1 that were not commenced.

2 A I am afraid to say so, yes. But in the case of  
3 this situation, this matter under discussion, I am not aware  
4 of any surveys that were contemplated but were not  
5 commenced.

6 Q Are you aware of any that were commenced but not  
7 completed?

8 A No, I am not.

9 Q Was any pretesting done before your survey was  
10 conducted?

11 A No, it was not.

12 Q Was consideration given to conducting pretesting  
13 beforehand?

14 A No.

15 Q Mr. Johnson, based upon your survey results, if I  
16 were to ask you in your opinion the worst case in terms of  
17 the percentage of population that would not have access to  
18 AM/FM or FM radios, it would appear that we would be  
19 focusing upon persons while they are in their cars, is that  
20 correct?

21 A I am sorry. Could you repeat that question?

22 Q If I were to ask you what would be the worst

GW/gw

1 case in terms of the higher number of persons that would not  
2 have access to AM/FM or FM radio, we would be focusing on  
3 persons in their automobiles, is that correct?

4 A If I am understanding your question correctly, 8  
5 percent of the people in automobiles, according to our  
6 survey, would not have access to an AM/FM or FM only radio.

7 Q Whereas only 3 percent if those persons were in  
8 their homes?

9 A That is correct. Now, I am sorry, but I would  
10 like to clarify my answer. 8 percent would not have access  
11 to an AM/FM or FM only radio that was equipped in the  
12 automobile. It is possible they would have access to a  
13 portable AM/FM, or FM only radio that they had on them in  
14 the car.

15 Q That they would carry with them in the  
16 automobile?

17 A That is right.

18 Q Mr. Johnson, in terms of trying to get some  
19 numbers in my head, if we assume that the EPZ population is  
20 approximately 160,000 persons, is it fair to say that 8  
21 percent of the population as surveyed by your company would  
22 be roughly 8 percent of 160,000 persons?

GW/gw

1 A No, it is not.

2 Q Is it impossible to reach any conclusions about  
3 the numbers of persons that could be without AM/FM or FM  
4 radios based upon your survey results?

5 A It is possible, yes.

6 Q How would you do that?

7 A We sampled households. We didn't sample  
8 individuals. If you could tell me how many households -- if  
9 one knew how many households there were in the EPZ, one  
10 could make projections as to how many households for  
11 whatever one wanted to project.

12 Q To reach any conclusion about the number of  
13 persons without AM/FM or FM radios, would one have to  
14 conduct another survey?

15 A No.

16 Q Okay. Would one simply ascertain the data  
17 regarding number of households within the EPZ and then use  
18 your percentages from your survey results to determine the  
19 number of persons without radios?

20 A One could do that, yes.

21 Q Mr. Johnson, the survey you conducted was a  
22 random sampling survey, is that correct?

GW/gw

1 A It was a random survey, yes.

2 Q A statistically valid random sample was taken?

3 A That is correct.

4 Q Is it fair to say the persons surveyed were,  
5 therefore, evenly distributed throughout the EPZ in terms of  
6 their residences?

7 A The persons surveyed were distributed across the  
8 EPZ in proportion to the number of people living in the  
9 various zones within the EPZ.

10 I believe there are 19 zones within the EPZ,  
11 geographic zones.

12 Q So, Mr. Johnson, is it fair to say that those  
13 zones with a higher population, more inquiries were made to  
14 the respondents in that zone than to the less populated  
15 zones?

16 A That is correct. That is what I was trying to  
17 say.

18 Q It would be true that there were questions asked  
19 of some persons, though, from each and every EPZ zone, is  
20 that correct?

21 A Yes. Each EPZ zone that had households. I am  
22 not aware of an EPZ zone without a household.

GW/gw

- 1 Q Was any weighting done of the survey results?
- 2 A No weighting was done of the survey results.
- 3 Q Was consideration given to weighting the results?
- 4 A No. Never.
- 5 Q Were any persons outside the EPZ surveyed?
- 6 A To the best of my knowledge, no. It is always
- 7 theoretically possible in something like this that somebody
- 8 inadvertently dialed a wrong telephone number.
- 9 Q Was consideration given to surveying persons
- 10 outside the EPZ?
- 11 A No.
- 12 Q Did your survey attempt to compile any economic
- 13 data regarding the respondents?
- 14 A No, it did not.
- 15 Q Did you gather any sociological data regarding
- 16 the respondents at all?
- 17 A No, we did not.
- 18 Q Mr. Johnson, I gather from the results of the
- 19 survey, as I read them on Exhibit 1, it was not attempted to
- 20 determine whether all radios that were owned, whether AM or
- 21 FM, or AM/FM were in fact in working order, or could be
- 22 heard well, or anything of that nature? It was simply a



GW/gw

1 question of how many radios do you own?

2 A That is correct.

3 Q Do you have any information regarding the numbers  
4 of persons within the EPZ that have their radios hooked or  
5 connected to the rooftop antenna?

6 A No, I do not.

7 Q Are you aware of any information regarding the  
8 typical orientation of antennas within the EPZ, or Long  
9 Island?

10 A No, I am not.

11 Q Mr. Johnson, have you ever surveyed any other  
12 population with respect to radio ownership, or the  
13 listenership habits of the population? Radio listenership  
14 habits?

15 A Yes.

16 Q Could you generally describe for me that survey,  
17 or surveys? I don't really need the client name.

18 A I have done a considerable number of surveys for  
19 various clients where we attempted to ascertain which radio  
20 stations, various sample type populations listen to, and  
21 when they listen to these stations.

22 Q These were surveys done for the radio stations?

GW/gw

1 A No. These were done for specific clients.

2 Q Clients that were considering whether to  
3 advertise with certain stations?

4 A That is correct.

5 Q Can you draw any general conclusions regarding  
6 listenership habits with respect to AM versus FM of the  
7 general population based upon the surveys you have conducted  
8 in the past?

9 A There are none that come to mind right now.

10 Q Are you aware of any other information regarding  
11 listenership habits of general population with respect to AM  
12 versus FM?

13 A No, I am not.

14 Q Mr. Johnson, were any steps taken in your survey  
15 to ensure that a household was not telephoned more than  
16 once?

17 A Yes.

18 Q What were those steps?

19 A When the sample was developed, it was developed,  
20 as I believe it is indicated here, on an every nth basis  
21 within the various geographic areas in the EPZ.

22 As I recall, the listing was by household so

GW/gw

1 that we would take the first household in a particular  
2 geographic area, and then the ninth household, and the 18th  
3 household, and the 27th household, or whatever the interval  
4 was determined to be for each geographic area.

5 So, in that way it would have been very  
6 difficult for the same household to have been included twice  
7 in the survey.

8 Q Mr. Johnson, at this time do you have any plans  
9 to do any additional work with respect to these EBS issues  
10 other than, of course, to prepare your testimony that will  
11 be presented at trial?

12 A At this time I do not.

13 Q If I were to request the completed survey forms,  
14 Mr. Johnson, approximately how much paper are we talking  
15 about?

16 A Approximately 600 sheets of paper this size.

17 Q 600 sheets that would look like Exhibit 2, but  
18 filled in?

19 A Yeah, and it would be blue instead of white  
20 colored.

21 Q Have you done any surveys that involved any of  
22 the stations within LILCO's present EBS network?

GW/gw

1 A Yes.

2 Q Are you at this time aware of the ten stations  
3 that are at issue in this proceeding?

4 A No, I am not, but -- I am sorry, I said yes  
5 because -- my answer stands, yes, I have.

6 Q Can you tell me what stations or stations you  
7 have done work for?

8 A I have not done any work for specific stations.

9 Q Is this work again that you have done for  
10 potential advertisers of the stations involved?

11 A That is correct.

12 Q And I gather, Mr. Johnson, based upon this past  
13 work you drew some conclusions about the percentage of the  
14 population that, in fact, listen to the stations?

15 A Yes.

16 Q Was the population at issue in the surveys any  
17 portion of the population around the Shoreham plant, the  
18 EPZ?

19 A Quite possibly.

20 Q Can you tell me how many stations of the ten  
21 stations in LILCO's network you have done work that involved  
22 these issues of listenership of the public?

GW/gw

1           A        I don't know the ten stations. I have conducted  
2 several surveys in Suffolk County, and the surrounding area  
3 asking about radio listenership, and I would assume that the  
4 stations that you refer to were stations that were mentioned  
5 by respondents.

6           Q        If I gave you the listing of the ten radio  
7 stations, would you be able to tell me whether any, in fact,  
8 have been involved in your past surveys?

9           A        Not right now, no.

10          Q        Do you know if WPLR, which is an FM Station based  
11 in New Haven, Connecticut, is a station that you have done  
12 any work for in the past, or whether it has been involved in  
13 any surveys you have conducted in the past?

14          A        As I said, I have not done any work for WPLR. In  
15 regard to certain potential advertisers of radio stations in  
16 Suffolk County, I have asked some questions and they might  
17 have been included, or they might not have been included in  
18 the responses.

19          Q        So, I gather, Mr. Johnson, what you have done in  
20 the past with respect to certain businesses within Suffolk  
21 County, you have gone out and polled or surveyed the  
22 population about which radio stations they generally listen

GW/gw

1 to so that those businesses, your clients, can make better  
2 determinations about whether to advertise with certain  
3 stations?

4 A In this case they weren't businesses, but yes,  
5 so my clients could make determinations.

6 Q About whether to advertise or not?

7 A That is right.

8 Q How many surveys do you believe in the past you  
9 have conducted that involved the stations that are at issue  
10 in this proceeding?

11 A I don't know which stations are at issue, but  
12 over the past few years I have conducted at least two  
13 surveys of radio listening on Long Island.

14 Q Would those surveys, Mr. Johnson, provide any  
15 insight into whether persons generally listened to AM versus  
16 FM?

17 A I don't believe so.

18 Q Well, let me just present a hypothetical to you.  
19 If the results of your survey showed that 43 percent of  
20 those surveyed listened to various stations that are AM only  
21 stations, wouldn't that give you some insight into the fact  
22 that that segment of the population listened to AM?

GW/gw

1 A If the questions were asked in such a way to  
2 ascertain that answer, yes.

3 My questions were not asked in a fashion that  
4 would ascertain that particular answer.

5 Q Are your questions more in terms of: Do you  
6 listen to particular stations?

7 A My questions are generally which stations do you  
8 usually listen to for the news. Questions along that line.

9 Q How extensive is the data that has been compiled  
10 with respect to these two surveys? How much paper are we  
11 talking about?

12 A Fifteen times 1,200 -- 18,000, and 12 times 1,000  
13 - 12,000.

14 Q Too much paper. What about the results? Have  
15 those results been compiled? I assume they have been.

16 A Yes, they have.

17 Q And I am assuming that the results of the survey  
18 group we are discussing would be relatively few number of  
19 pages?

20 A Yes.

21 Q And is it fair to say that the results from these  
22 surveys would generally tell you within Suffolk County

GW/gw

1 which stations are listened to for the news, which stations  
2 are listened to for sporting events, which stations are  
3 listened to for music listening pleasure, et cetera?

4 A No.

5 Q Could you describe the results of the surveys,  
6 and how those results would be presented?

7 A Well, first of all, the sample that we are  
8 sampling in this case are registered voters who are not --  
9 residents are not necessarily registered voters.

10 So, I would not draw any conclusions about the  
11 population at large in Suffolk County on the basis of these  
12 results.

13 Q Have you done any surveys in the past,  
14 Mr. Johnson, that you believe could be used to draw  
15 conclusions about the general population within Suffolk  
16 County or the EPZ?

17 A Yes.

18 Q And those surveys involved in some way radio  
19 stations on Long Island?

20 A No.

21 Q Okay. With respect to surveys that you have  
22 conducted in the past that you believe could be used to



GW/gw

1 draw general conclusions about the general population within  
2 the EPZ or Suffolk County, have any involved radio stations  
3 or issues regarding listenership habits of the general  
4 population? Listenership habits with respect to radio  
5 stations?

6 A Not that I can recall.

7 Q So, the surveys you have conducted in the past  
8 have involved, I gather, political candidates and their  
9 desire to ascertain where they should put their campaign  
10 funds in terms of getting the message across to the public?

11 A That is some of it. I also do work for the New  
12 York Power Authority, and obviously they weren't concerned  
13 about political candidates.

14 Q The survey for the New York Power Authority, did  
15 that involve in any way the Shoreham plant.

16 A I have done a survey for the New York Power  
17 Authority where Shoreham was mentioned.

18 Q Can you tell me the context in which Shoreham  
19 was mentioned?

20 A This was part of a statewide survey that was  
21 conducted for the power authority, I believe, in 1980 or  
22 '81.

GW/gw

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22

Q Did it involve in any way the radio stations in or around the Shoreham EPZ?

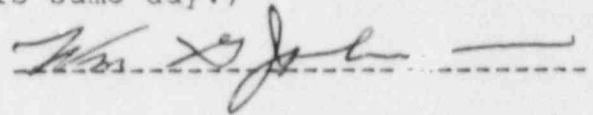
A I don't believe it did.

MR. MILLER: I don't believe I have any further questions, Mr. Johnson. I thank you for your time.

THE WITNESS: Thank you.

MR. SISK: Okay. Very well.

(Whereupon, the taking of the deposition concluded at 11:00 a.m., this same day.)



WILLIAM G. JOHNSON

*Rachel A. White*  
 Notary Public for the State of Vermont  
 State of Vt. Date: 4/188  
 This personally appeared William G. Johnson  
 and acknowledged the foregoing instrument  
 to be his/her free act and deed, before me.  
 Rachel A. White, Notary Public  
 My Commission Expires July 22, 1994

GW/gw

CERTIFICATE OF NOTARY PUBLIC

I, Garrett J. Walsh, Jr., the officer before whom  
the foregoing deposition was taken, do hereby certify that  
the witness whose testimony appears in the foregoing  
deposition was duly sworn by me; that the testimony of said  
witness was taken by me and thereafter reduced to  
typewriting by me or under my direction, that said  
deposition is a true record of the testimony given by the  
witness; that I am neither counsel for, related to nor  
employed by any of the parties to the action in which this  
deposition was taken; and further, that I am not a relative  
or employee of any attorney or counsel employed by the  
parties hereto, nor financially or otherwise interested in  
the outcome of the action.

-----  
GARRETT J. WALSH, JR.

Notary Public in and for the  
Commonwealth of Virginia at Large

My Commission expires: January 9, 1989

Report on a Poll of 600 Residents of the Shoreham EPZJohnson  
DEPOSITION  
EXHIBIT  
1Methodology

A total of 600 randomly selected heads of households within the 10 mile EPZ around Shoreham were interviewed by telephone between September 30, 1987 and October 4, 1987.

The sample was selected on an every nth basis from lists of all residents with home telephone numbers living within the EPZ.

Interviewing was conducted by Mktg., Inc., a nationally recognized survey research interviewing firm with headquarters in East Islip, New York.

Responses were key-punched, 100% verified, and tabulated by CRC Information Systems, Inc. of New York, New York. A copy of the computer tabulations is enclosed.

The margin of error (at the 95% confidence level) for the responses is about  $\pm 2\frac{1}{2}\%$ .

Highlights

98% of those interviewed have at least one radio in their home at the present time. There is a mean of 3.30 radios per household.

97% of all respondents (99% of those with radios) have at least one AM/FM or FM only radio.

75% of those interviewed have an AM/FM or FM only radio that can be operated by battery.

92% of all households have at least one automobile equipped with an AM/FM or FM only radio.

17% of those interviewed are planning to buy an AM/FM or FM only radio within the next six months.

TABLE    TABLE TITLE

- 1    Q.1 HOW MANY RADIOS DO YOU AND YOUR FAMILY HAVE IN YOUR HOME,  
OR DON'T YOU HAVE ANY RADIOS AT THE PRESENT TIME?
- 2    Q.1 FROM WHAT YOU REMEMBER, HOW MANY OF THESE RADIOS ARE BOTH AM AND FM?
- 3    Q.1 HOW MANY OF THESE RADIOS CAN BE OPERATED BY BATTERY?
- 4    Q.1 HOW MANY OF THESE RADIOS ARE JUST AM?
- 5    Q.1 AND HOW MANY OF THESE CAN BE OPERATED BY BATTERY?
- 6    Q.1 AND HOW MANY OF YOUR RADIOS ARE JUST FM?
- 7    Q.1 AND HOW MANY OF THESE CAN BE OPERATED BY BATTERY?
- 8    Q.1 TOTAL INCIDENCE OF OWNING AN FM RADIO
- 9    Q.2 DO YOU AND YOUR FAMILY OWN ANY AUTOMOBILES?
- 10    Q.2 HOW MANY OF THESE HAVE CAR RADIOS?
- 11    Q.2 HOW MANY OF THESE CAR RADIOS ARE BOTH AM AND FM?
- 12    Q.2 AND HOW MANY ARE JUST FM?
- 13    Q.3 DO YOU THINK YOU OR YOUR FAMILY WILL BE BUYING EITHER AN AM/FM OR AN FM  
ONLY RADIO DURING THE NEXT SIX MONTHS OR SO?
- 14    Q.3 DO YOU THINK YOU OR YOUR FAMILY WILL BE BUYING EITHER AN AM/FM OR AN FM  
ONLY RADIO DURING THE NEXT SIX MONTHS OR SO?

FILTER:

DO NOT HAVE AND AM/FM OR FM-ONLY RADIO

Q.1 HOW MANY RADIOS DO YOU AND YOUR FAMILY HAVE IN YOUR HOME, OR DON'T YOU HAVE ANY RADIOS AT THE PRESENT TIME?

	TOTAL #####
TOTAL RESPONDENTS	600
NONE	13 2.
1	89 15.
2	135 23.
3	135 23.
4	94 16.
5	58 10.
6	36 6.
7	15 3.
8	8 1.
9	2 #
10	11 2.
11	1 #
12	2 #
DON'T KNOW	1 #

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY

TABLE 1/2

9.1 HOW MANY RADIOS DO YOU AND YOUR FAMILY HAVE IN YOUR HOME, OR DON'T YOU HAVE ANY RADIOS AT THE PRESENT TIME?

TOTAL  
600

TOTAL RESPONDENTS

MEAN  
STD. DEV.  
S.D. ERR.

3.30  
2.04  
.066

9.1 FROM WHAT YOU REMEMBER, HOW MANY OF THESE RADIOS ARE BOTH AM AND FM?

TOTAL  
600

TOTAL RESPONDENTS

NONE	3
1	1.
2	88
3	15.
4	133
5	22.
6	136
7	23.
8	93
9	16.
10	55
11	9.
12	38
DON'T KNOW	6.
NOT ELIGIBLE	13
	2.
	6
	1.
	4
	1.
	10
	2.
	0
	-
	2
	1
	4
	1.
	13
	2.



CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY

Q.1 FROM WHAT YOU REMEMBER, HOW MANY OF THESE RADIOS ARE BOTH AM AND FM?

TOTAL  
\*\*\*\*\*

TOTAL RESPONDENTS

600

MEAN  
STD. DEV.  
STD. ERR.

3.24  
2.02  
.082

Q.1 HOW MANY OF THESE RADIOS CAN BE OPERATED BY BATTERY?

	TOTAL *****
TOTAL RESPONDENTS	600
NONE	123 21.
1	190 32.
2	143 24.
3	66 11.
4	27 5.
5	13 2.
6	7 1.
7	1 "
8	2 "
9	3 1.
10	1 "
11	0 -
12	0 -
DON'T KNOW	8 1.
NOT ELIGIBLE	16 3.

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY

Q.1 HOW MANY OF THESE RADIOS CAN BE OPERATED BY BATTERY?

TABLE 3/2

TOTAL  
RESPONDENTS

600

MEAN  
STD. DEV.  
STD. ERR.

1.58  
1.52  
.062

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY  
 Q.1 HOW MANY OF THESE RADIOS ARE JUST ANT?

TABLE 4

TOTAL RECOMMENDENTS	TOTAL RECOMMENDENTS
NONE	565 94.
1	13 2.
2	4 1.
3	1 0.
4	0 0.
5	1 0.
6	0 0.
7	0 0.
8	0 0.
9	0 0.
10	0 0.
11	0 0.
12	0 0.
DON'T KNOW	3 1.
NOT ELIGIBLE	13 2.

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY  
Q.1 HOW MANY OF THESE RADIOS ARE JUST ART?

TABLE 4/2

TOTAL RESPONDENTS	600
MEAN	.05
STD. DEV.	.32
STD. EROR.	.013

Q.1 AND HOW MANY OF THESE CAN BE OPERATED BY BATTERY?

TOTAL  
600

TOTAL RESPONDENTS

NONE	10
1	2.
	6
	1.
3	3
	1.
	0
	-
4	0
	-
5	0
	-
6	0
	-
7	0
	-
8	0
	-
9	0
	-
10	0
	-
11	0
	-
12	0
	-
DON'T KNOW	3
	1.
NOT ELIGIBLE	578
	96.

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY

Q.1 AND HOW MANY OF THESE CAN BE OPERATED BY BATTERY?

TABLE 5/2

TOTAL RESPONDENTS	TOTAL
	600
MEAN	.02
STD. DEV.	.17
STD. ERR.	.007

CAMPAIGN RESEARCH, INC. EDZ RADIO STUDY

TABLE 6

8.1 AND HOW MANY OF YOUR RADIOS ARE JUST FM?

	TOTAL RESPONDENTS	TOTAL PERCENT
NONE	600	578 96.
1		4 1.
3		1 .
4		0 -
5		0 -
6		0 -
7		0 -
8		0 -
9		0 -
10		0 -
11		0 -
12		0 -
DON'T KNOW		4 1.
NOT ELIGIBLE		13 2.



CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY

6.1 AND HOW MANY OF YOUR RADIOS ARE JUST FM?

TOTAL RESPONDENTS

TOTAL  
NUMBER

600

MEAN

STD. DEV.

STD. ERR.

.01

.12

.005

TABLE 6/2

Q.1 AND HOW MANY OF THESE CAN BE OPERATED BY BATTERY?

TABLE 7

	TOTAL
TOTAL RESPONDENTS	600
NONE	3
1	1.
2 ANSWER	1
	1
3	5
NOT ELICIBLE	1.
	591
	99.
MEAN	1
STD. DEV.	.04
STD. ERR.	.002

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY  
 6.1 TOTAL INCIDENCE OF HEARING AN FM RADIO

TABLE 8

	TOTAL NUMBER
TOTAL RESPONDENTS	600
RADIO IS AC/FM OR FT-ONLY (NET)	
AC/FM	581 97.
FT-ONLY	5 1.
<u>NUMBER OF AC/FM OR FT-ONLY RADIOS</u>	
1	89 15.
2	133 23.
3	137 24.
4	93 16.
5	54 9.
6	40 7.
7	13 2.
8	6 1.
9	3 1.
10	11 2.
11	0
12	2

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY

TABLE 8/2

6.1 TOTAL INCIDENCE OF OWNING AN FM RADIO

TOTAL	600
MEAN	3.25
STD. DEV.	2.03
STD. ERR.	.063

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY

6.2 DO YOU AND YOUR FAMILY OWN ANY AUTOMOBILES?

TOTAL RESPONDENTS	TOTAL
	600
YES, OWN AUTOMOBILES	567
	95.
NO	32
	5.
NO ANSWER	1
	0.

TABLE 9

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY  
 Q.2 HOW MANY OF THESE HAVE CAR RADIOS?

TABLE 10

TOTAL RESPONDENTS		TOTAL
		600
NONE		13
		2.
1		155
		26.
3		276
		46.
4		83
		14.
OTHER		33
		6.
DON'T KNOW		6
		1.
NOT ELICITABLE		1
		1
MEAN		33
STD. DEV.		6.
STD. ERR.		1.81
		.97
		.040

CAMPAIGN RESEARCH, INC. EPZ RADIO: STUDY

8.2 HOW MANY OF THESE CAR RADIOS ARE BOTH AM AND FM?

TABLE 11

TOTAL RESPONDENTS		TOTAL
		600
NONE	20	
1	3.	
2	170	
	28.	
3	251	
	42.	
4	75	
	13.	
OTHER	28	
	5.	
DON'T KNOW	3	
	1.	
NOT ELIGIBLE	7	
	1.	
	46	
	8.	
MEAN	1.68	
STD. DEV.	1.00	
D. ERR.	.041	

CAMPAIGN RESEARCH, INC. EPZ RADIO STUDY  
 6.2 AND HOW MANY ARE JUST FYI

	TOTAL RESPONDENTS
NONE	473 79.
1	62 10.
2	8 1.
3	0 -
4	0 -
OTHER	1 .
DON'T KNOW	8 1.
NOT ELIGIBLE	46 8.
MEAN	.13
STD. DEV.	.37
STD. ERR.	.015



Q.3 DO YOU THINK YOU OR YOUR FAMILY WILL BE BUYING EITHER AN AM/FM OR AN FM ONLY RADIO DURING THE NEXT SIX MONTHS OR SO?

TOTAL  
600

TOTAL RESPONDENTS

600

YES, WILL BUY AN AM/FM RADIO OR FM ONLY  
RADIO IN NEXT 6 MONTHS

104  
17.

NO

440  
73.

DON'T KNOW

56  
9.

Q.3 DO YOU THINK YOU OR YOUR FAMILY WILL BE BUYING EITHER AN AM/FM OR AN FM ONLY RADIO DURING THE NEXT SIX MONTHS OR SO?  
FILTER: DO NOT HAVE AND AM/FM OR FM-ONLY RADIO

TOTAL  
NUMBER

TOTAL RESPONDENTS

19

YES, WILL BUY AN AM/FM RADIO OR FM ONLY  
RADIO IN NEXT 6 MONTHS

0

NO

19  
100.

DON'T KNOW

0

Johnson



Group \_\_\_\_\_

Hello, my name is \_\_\_\_\_ I work for the national survey research firm, ~~Market~~ Research Group. We're doing a survey of the different types of radios that people have in their homes and automobiles. Are you the male/female head of your household?

(IF YES) PROCEED WITH INTERVIEW

(IF NO) May I please speak to the male or female head of your household?

1. How many radios do you and your family have in your home, or don't you have any radios at the present time?

[1] 1 [2] 2 [3] 3 [4] 4 [5] 5 [6] 6 [7] 7 [8] 8 [9] 9 [0] 10 4

Other (please specify) \_\_\_\_\_ [X] DON'T KNOW [Y] NONE (SKIP TO Q. 2) 5

From what you remember, how many of these radios are both AM and FM?

[1] 1 [2] 2 [3] 3 [4] 4 [5] 5 [6] 6 [7] 7 [8] 8 [9] 9 [0] 10 6

Other (please specify) \_\_\_\_\_ [X] DON'T KNOW [Y] NONE 7

How many of these radios can be operated by battery?

[1] 1 [2] 2 [3] 3 [4] 4 [5] 5 [6] 6 [7] 7 [8] 8 [9] 9 [0] 10 8

Other (please specify) \_\_\_\_\_ [X] DON'T KNOW [Y] NONE 9

How many of these radios are just AM?

[1] 1 [2] 2 [3] 3 [4] 4 [5] 5 [6] 6 [7] 7 [8] 8 [9] 9 [0] 10 10

Other (please specify) \_\_\_\_\_ [X] DON'T KNOW [Y] NONE 11

And how many of these can be operated by battery?

[1] 1 [2] 2 [3] 3 [4] 4 [5] 5 [6] 6 [7] 7 [8] 8 [9] 9 [0] 10 12

Other (please specify) \_\_\_\_\_ [X] DON'T KNOW [Y] NONE 13

And how many of your radios are just FM?

[1] 1 [2] 2 [3] 3 [4] 4 [5] 5 [6] 6 [7] 7 [8] 8 [9] 9 [0] 10 14

Other (please specify) \_\_\_\_\_ [X] DON'T KNOW [Y] NONE 15

2. Do you and your family own any automobiles?

[1] YES [2] NO (SKIP TO Q. 2) 16

(IF YES) How many of these have car radios?

[1] 1 [2] 2 [3] 3 [4] 4 OTHER (please specify) \_\_\_\_\_ 17

[5] DON'T KNOW [7] NONE (SKIP TO Q. 2)

How many of these car radios are both AM and FM?

[1] 1 [2] 2 [3] 3 [4] 4 OTHER (please specify) \_\_\_\_\_ 18

[5] DON'T KNOW [7] NONE

And how many are just AM?

[1] 1 [2] 2 [3] 3 [4] 4 OTHER (PLEASE SPECIFY) \_\_\_\_\_ 19

[5] DON'T KNOW [7] NONE

3 Just one more question. . . Do you think you or your family will be buying either an AM/FM radio or an FM only radio during the next six months or so?

[1] YES [2] NO [3] DON'T KNOW 20

Thank you very much. . . have a real nice day/evening.

Telephone Number \_\_\_\_\_