

## Fact Sheet

### Transit Authority of Northern Kentucky - TANK

#### Transit Facts

- 109 Number of Buses
- 34 Number of Transit routes
- 4,380,000 Fleet miles traveled per year
- 536 Number of bus trips into Central Business district in an average weekday.

#### Population

- 350,000 Approximate population served by Transit System in an average month. (riders)
- 80,000 Estimated number of people that work in the Cincinnati Central Business district on an average day.
- 1,979,202 Cincinnati MSA (Ohio, Kentucky, Indiana)
- 370,715 Northern Kentucky portion of the Cincinnati MSA population
- 270,699 Adult 18+ population of Northern Kentucky (Boone, Kenton, Campbell Counties)

#### Riders

- 3,969,518 Total passenger boardings per year
- 65% Estimated % of total riders - women
- 35% Estimated % of total riders - men
- 35 years. Average age of rider
- 53% Estimated % of total riders - married
- 43% Estimated % of total riders – single

#### 25% Showing Transit Campaign

- 10 Displays required to reach 25% Showing
- 78% % of Reach during a 13 week advertising campaign with 25% Showing based on population of Adults 18+.
- 12.7x Frequency of viewing reached by percentage of 18+ Adults with 25% Showing
- 994 Gross Rating Points attained in 13 weeks with 25% Showing of Adults 18+
- 186,273 Total number of Adults 18+ reached with your campaign in 13 weeks.
- 2,365,662 Gross Impressions of Adults 18+ reached with 25% Showing over 13 weeks.