

MARKET FACTS INC., 3040 SALT CREEK LANE, ARLINGTON HGTS. IL. 60005 JOB NO.

AUG 23, 1993 8:07 AM

CARD

D346-04

QU. COL. CODE DESCRIPTION PAGE 0001

911 RESPS. WRITTEN

AUTO/TEMS

MARKET FACTS INC., 3040 SALT CREEK LANE, ARLINGTON HGTS. IL. 60005 JOB NO.

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|       |                                             |                |
|-------|---------------------------------------------|----------------|
| 01-05 | ID NUMBER                                   |                |
| 06    | LANGUAGE                                    |                |
|       | 1                                           | ENGLISH        |
|       | 2                                           | FRENCH         |
| 07    | MODE OF TRANSPORTATION                      |                |
|       | 1                                           | AUTO - ONTARIO |
|       | 2                                           | AUTO - QUEBEC  |
| 08-10 | MONTH OF INTERVIEW<br>(QUEBEC)              |                |
|       | 1-12,998,999                                |                |
| 11-13 | DAY OF INTERVIEW<br>(QUEBEC)                |                |
|       | 1-31,998,999                                |                |
| 14-17 | CITY/TOWN WHERE TRIP<br>BEGAN (QUEBEC)      |                |
|       | 1-221,991,993,9<br>94,995,997,9998<br>,9999 |                |
| 18-19 | SUPER ZONE (QUEBEC)                         |                |
|       | 01                                          | WINDSOR        |
|       | 02                                          | LONDON         |
|       | 03                                          | SARNIA         |
|       | 04                                          | HAMILTON       |
|       | 05                                          | TORONTO        |
|       | 06                                          | OTTAWA         |
|       | 07                                          | MONTREAL       |
|       | 08                                          | QUEBEC         |

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09 KINGSTON  
10 TROIS RIVIERES  
11 EASTERN CANADA  
12 NORTHERN ONTARIO/  
QUEBEC  
13 WESTERN CANADA  
14 EASTERN U.S.A  
15 WESTERN U.S.A  
16 REST OF WORLD

20-23 CITY/TOWN WHERE TRIP  
END (QUEBEC)  
-----

1-221,991,993,9  
94,995,997,9998  
,9999

24-25 SUPER ZONE (QUEBEC)  
-----

01 WINDSOR  
02 LONDON  
03 SARNIA  
04 HAMILTON  
05 TORONTO  
06 OTTAWA  
07 MONTREAL  
08 QUEBEC  
09 KINGSTON  
10 TROIS RIVIERES  
11 EASTERN CANADA  
12 NORTHERN ONTARIO/  
QUEBEC  
13 WESTERN CANADA  
14 EASTERN U.S.A  
15 WESTERN U.S.A  
16 REST OF WORLD

26-31 PRECODED 5 DIGIT #  
(ONTARIO)  
-----

1-99999,999998,  
999999

1

32 DISTANCE OF ONE-WAY

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TRIP COUNTING ALL  
CONNECTIONS (QUEBEC)

1 LESS THAN 50KM OR  
35 MILES  
2 50 TO 149 KM OR  
35 TO 99 MILES  
3 150 TO 360 KM OR  
100 TO 225 MILES  
4 MORE THAN 360 KM  
OR 225 MILES  
5 NOT STATED

2 33

MAIN PURPOSE OF THE  
TRIP (QUEBEC)

1 BUSINESS - TRIP PAID  
BY EMPLOYER  
2 BUSINESS - TRIP NOT  
PAID BY EMPLOYER  
3 COMMUTING TO/FROM  
WORK  
4 GOING TO/FROM  
UNIVERSITY/COLLEGE  
5 VACATION OR  
RECREATION  
6 SHOPPING OR PERSONAL  
BUSINESS  
7 VISITING FRIENDS OR  
RELATIVES  
8 OTHERS  
9 NOT STATED

3 34

WHETHER GOING OR  
RETURNING FROM MAIN  
DESTINATION (QUEBEC)

1 GOING TO  
2 RETURNING FROM  
3 NOT STATED

4 35-37

# OF PEOPLE TRAVELLING  
IN IMMEDIATE PARTY

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|   |    |   |                                                                      |  |
|---|----|---|----------------------------------------------------------------------|--|
|   |    |   | ON THIS TRIP (QUEBEC)                                                |  |
|   |    |   | -----                                                                |  |
|   |    |   | 1-12,998,999                                                         |  |
| 5 | 38 |   | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC) |  |
|   |    |   | -----                                                                |  |
|   |    |   | FASTER MEANS OF TRAVEL                                               |  |
|   |    |   | -----                                                                |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 5 | 39 |   | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC) |  |
|   |    |   | -----                                                                |  |
|   |    |   | LEAST EXPENSIVE                                                      |  |
|   |    |   | -----                                                                |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 5 | 40 |   | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC) |  |
|   |    |   | -----                                                                |  |
|   |    |   | MOST CONVENIENT                                                      |  |
|   |    |   | -----                                                                |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 5 | 41 |   | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC) |  |
|   |    |   | -----                                                                |  |
|   |    |   | NEED A CAR/VEHICLE AT<br>MY DESTINATION                              |  |
|   |    |   | -----                                                                |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 5 | 42 |   | REASON(S) FOR TAKING                                                 |  |

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|   |    |   |                                                                      |  |
|---|----|---|----------------------------------------------------------------------|--|
|   |    |   | AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)                         |  |
|   |    |   | NEEDED TO CARRY<br>BAGGAGE/EQUIPMENT ECT.                            |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 5 | 43 |   | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC) |  |
|   |    |   | NEEDED TO MAKE OTHER<br>STOPS ALONG THE WAY                          |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 5 | 44 |   | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC) |  |
|   |    |   | OTHERS                                                               |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 5 | 45 |   | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC) |  |
|   |    |   | NOT STATED                                                           |  |
|   |    | 1 | YES                                                                  |  |
|   |    | 2 | NO                                                                   |  |
| 6 | 46 |   | WHETHER OWN A CAR<br>(QUEBEC)                                        |  |
|   |    | 1 | YES                                                                  |  |

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|    |       |                                                        |                     |  |
|----|-------|--------------------------------------------------------|---------------------|--|
|    |       | 2                                                      | NO                  |  |
|    |       | 3                                                      | NOT STATED          |  |
| 7  | 47    | SEX OF RESPONDENT<br>(QUEBEC)                          |                     |  |
|    |       | -----                                                  |                     |  |
|    |       | 1                                                      | MALE                |  |
|    |       | 2                                                      | FEMALE              |  |
|    |       | 3                                                      | NOT STATED          |  |
| 8  | 48    | AGE GROUP OF<br>RESPONDENT (QUEBEC)                    |                     |  |
|    |       | -----                                                  |                     |  |
|    |       | 1                                                      | UNDER 20 YEARS      |  |
|    |       | 2                                                      | 20 - 34 YEARS       |  |
|    |       | 3                                                      | 35 - 49 YEARS       |  |
|    |       | 4                                                      | 50 - 64 YEARS       |  |
|    |       | 5                                                      | 65 YEARS OR OVER    |  |
|    |       | 6                                                      | NOT STATED          |  |
| 9  | 49-51 | NUMBER OF PEOPLE<br>IN HOUSEHOLD<br>(ONTARIO & QUEBEC) |                     |  |
|    |       | -----                                                  |                     |  |
|    |       | 1-15,998,999                                           |                     |  |
| 10 | 52    | HOUSEHOLD GROSS<br>INCOME (QUEBEC)                     |                     |  |
|    |       | -----                                                  |                     |  |
|    |       | 1                                                      | LESS THAN \$20,000  |  |
|    |       | 2                                                      | \$20,000 - \$39,999 |  |
|    |       | 3                                                      | \$40,000 - \$59,999 |  |
|    |       | 4                                                      | \$60,000 - \$79,999 |  |
|    |       | 5                                                      | \$80,000 OR OVER    |  |
|    |       | 6                                                      | REFUSED             |  |
|    |       | 7                                                      | DON'T KNOW          |  |
|    |       | 8                                                      | NOT STATED          |  |
| 1  | 53    | PREFERENCE OF QU.1                                     |                     |  |
|    |       | -----                                                  |                     |  |
|    |       | 1                                                      | 1                   |  |

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2 54 2  
3  
4  
5  
6 NOT STATED

PREFERENCE OF QU.2

3 55 1  
2  
3  
4  
5  
6 NOT STATED

PREFERENCE OF QU.3

4 56 1  
2  
3  
4  
5  
6 NOT STATED

PREFERENCE OF QU.4

5 57 1  
2  
3  
4  
5  
6 NOT STATED

PREFERENCE OF QU.5

6 58 1  
2  
3  
4  
5  
6 NOT STATED

PREFERENCE OF QU.6



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-----  
1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

7 59 PREFERENCE OF QU.7  
-----

1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

8 60 PREFERENCE OF QU.8  
-----

1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

9 61 PREFERENCE OF QU.9  
-----

1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

10 62 PREFERENCE OF QU.10  
-----

1 1  
2 2  
3 3  
4 4

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5 5  
6 NOT STATED

11 63 PREFERENCE OF QU.11  
-----

1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

12 64 PREFERENCE OF QU.12  
-----

1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

13 65 PREFERENCE OF QU.13  
-----

1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

14 66 PREFERENCE OF QU.14  
-----

1 1  
2 2  
3 3  
4 4  
5 5  
6 NOT STATED

67 TYPE OF QUESTIONNAIRE  
-----

1 TOO SHORT

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| QU. | COL.  | CODE                                | DESCRIPTION                   | PAGE 0011 |
|-----|-------|-------------------------------------|-------------------------------|-----------|
|     |       | 2                                   | WRONG QUESTIONNAIRE<br>LENGHT |           |
|     | 68    | COMPLETED ANSWERED<br>QUESTIONNAIRE |                               |           |
|     |       | 1                                   |                               |           |
| V1  | 69-70 | A) VERSION IDENTIFIER               |                               |           |
|     |       | 21-23                               |                               |           |
|     | 71-78 | OPEN                                |                               |           |
|     | 79-80 | CARD                                |                               |           |
|     |       | 01                                  |                               |           |

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| QU. | COL.  | CODE                                                                  | DESCRIPTION | PAGE 0001 |
|-----|-------|-----------------------------------------------------------------------|-------------|-----------|
|     | 01-05 | ID NUMBER                                                             | -----       |           |
|     | 06    | LANGUAGE                                                              | -----       |           |
|     | 07    | MODE OF TRANSPORTATION                                                | -----       |           |
|     | 08-10 | MONTH OF INTERVIEW<br>(QUEBEC)                                        | -----       |           |
|     | 11-13 | DAY OF INTERVIEW<br>(QUEBEC)                                          | -----       |           |
|     | 14-17 | CITY/TOWN WHERE TRIP<br>BEGAN (QUEBEC)                                | -----       |           |
|     | 18-19 | SUPER ZONE (QUEBEC)                                                   | -----       |           |
|     | 20-23 | CITY/TOWN WHERE TRIP<br>END (QUEBEC)                                  | -----       |           |
|     | 24-25 | SUPER ZONE (QUEBEC)                                                   | -----       |           |
|     | 26-31 | PRECODED 5 DIGIT #<br>(ONTARIO)                                       | -----       |           |
| 1   | 32    | DISTANCE OF ONE-WAY<br>TRIP COUNTING ALL<br>CONNECTIONS (QUEBEC)      | -----       |           |
| 2   | 33    | MAIN PURPOSE OF THE<br>TRIP (QUEBEC)                                  | -----       |           |
| 3   | 34    | WHETHER GOING OR<br>RETURNING FROM MAIN<br>DESTINATION (QUEBEC)       | -----       |           |
| 4   | 35-37 | # OF PEOPLE TRAVELLING<br>IN IMMEDIATE PARTY<br>ON THIS TRIP (QUEBEC) | -----       |           |
| 5   | 38    | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)  | -----       |           |
|     |       | FASTER MEANS OF TRAVEL                                                | -----       |           |

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| QU. | COL. | CODE | DESCRIPTION                                                                                                                           | PAGE |
|-----|------|------|---------------------------------------------------------------------------------------------------------------------------------------|------|
| 5   | 39   |      | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)<br>-----<br>LEAST EXPENSIVE<br>-----                             | 0002 |
| 5   | 40   |      | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)<br>-----<br>MOST CONVENIENT<br>-----                             |      |
| 5   | 41   |      | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)<br>-----<br>NEED A CAR/VEHICLE AT<br>MY DESTINATION<br>-----     |      |
| 5   | 42   |      | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)<br>-----<br>NEEDED TO CARRY<br>BAGGAGE/EQUIPMENT ECT.<br>-----   |      |
| 5   | 43   |      | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)<br>-----<br>NEEDED TO MAKE OTHER<br>STOPS ALONG THE WAY<br>----- |      |
| 5   | 44   |      | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)<br>-----<br>OTHERS<br>-----                                      |      |
| 5   | 45   |      | REASON(S) FOR TAKING<br>AUTOMOBILE/VEHICLE<br>FOR THIS TRIP (QUEBEC)<br>-----<br>NOT STATED<br>-----                                  |      |
| 6   | 46   |      | WHETHER OWN A CAR                                                                                                                     |      |

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|    |       |                                                        |
|----|-------|--------------------------------------------------------|
|    |       | (QUEBEC)                                               |
| 7  | 47    | SEX OF RESPONDENT<br>(QUEBEC)                          |
| 8  | 48    | AGE GROUP OF<br>RESPONDENT (QUEBEC)                    |
| 9  | 49-51 | NUMBER OF PEOPLE<br>IN HOUSEHOLD<br>(ONTARIO & QUEBEC) |
| 10 | 52    | HOUSEHOLD GROSS<br>INCOME (QUEBEC)                     |
| 1  | 53    | PREFERENCE OF QU.1                                     |
| 2  | 54    | PREFERENCE OF QU.2                                     |
| 3  | 55    | PREFERENCE OF QU.3                                     |
| 4  | 56    | PREFERENCE OF QU.4                                     |
| 5  | 57    | PREFERENCE OF QU.5                                     |
| 6  | 58    | PREFERENCE OF QU.6                                     |
| 7  | 59    | PREFERENCE OF QU.7                                     |
| 8  | 60    | PREFERENCE OF QU.8                                     |
| 9  | 61    | PREFERENCE OF QU.9                                     |
| 10 | 62    | PREFERENCE OF QU.10                                    |
| 11 | 63    | PREFERENCE OF QU.11                                    |
| 12 | 64    | PREFERENCE OF QU.12                                    |
| 13 | 65    | PREFERENCE OF QU.13                                    |
| 14 | 66    | PREFERENCE OF QU.14                                    |
|    | 67    | TYPE OF QUESTIONNAIRE                                  |
|    | 68    | COMPLETED ANSWERED                                     |

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|    |       |                       |
|----|-------|-----------------------|
|    |       | QUESTIONAIRE          |
| V1 | 69-70 | A) VERSION IDENTIFIER |
|    | 71-78 | OPEN                  |
|    | 79-80 | CARD                  |

RECFM=FB .LRECL= 80.BLKSIZE= 6400

[illegible]



[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



DATA SET UTILITY - GENERATE

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PROCESSING ENDED AT EOD